

1. TV'S SOCIAL AMBITIONS

Television is increasingly venturing into a user-led consumption model. Dynamic and evolving at a rapid pace, the stakeholders in what was once regarded as television have made huge inroads into the online space.

MEDIA

April 22, 2009

2. MAXIMIZING 'THREE SCREEN' REVENUE

How important are alternative distribution platforms, often called the three screens, to today's television's business? Local broadcasters have a tremendous opportunity to extend their presence and generate revenue from mobile TV and the Internet, but doing so will require some changes.

INTER MEDIA

Volume 37, Issue 1, 2009

3. CONCEPTUALISING THE STATUS AND RELEVANCE OF JOURNALISM EDUCATION IN ASIA

Globalization, liberalization and the advances in new media and communication technologies have fuelled an increasing demand for trained media professionals and journalists. A multi-country study was conducted to explore the journalism education in several Asian countries.

MEDIA ASIA

Volume 35, 2008

4. ANIMATE THIS !

Most of us tend to associate the word 'animation' with the cartoon classics of our youth. But increasingly, the big studios are turning out animated features for adults, alongside ever-more-complex offerings for children that employ the sophisticated technology.

IDN

Volume 18, Number, 2009

5. THE UPSIDE OF ONLINE

Far from undermining TV viewing, the rise of media player technologies shows how online can become an integral part of broadcasters' content strategies. By offering legal access to recent broadcast content, aided by strong brand recognition and cross-promotion on TV, broadcasters have managed to harness a significant portion of digital demand for themselves.

BROADCAST

March 20, 2009

6. 中國電視零八年回顧

二零零八年的中國電視行業呈現了許多與往年不同的特點，從年初的南方雪災到「5·12」汶川大地震、從奧運聖火全球傳遞到北京奧運會的圓滿舉行，再到當前影響到各行各業的金融危機。諸多不平凡的大事件，對中國電視市場格局產生了重大影響。本文從節目內容、產業發展等方面，對二零零八年中國電視的狀況加以盤點。

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