

1. MOBILE TV : LOOK BEFORE YOU LEAP

The race to start mobile TV services in the Asia-Pacific is on. Trials after trials are being conducted across the region. Many are expounding on the potential of the medium, proving that technologies have improved by leaps and bounds.

ASIA-PACIFIC BROADCASTING

March 2009

2. MEDIA FIRMS LOOK TO MOBILE TELEVISION

A flurry of deals suggests mobile TV may finally be evolving into an ad platform. Mobile TV will certainly be an opportunity to engage with the audience and deliver personal messages.

MEDIA

March 12, 2009

3. PUBLIC MEDIA 2.0

The remarkable rise of the Internet and proliferation of broadband connectivity poses fundamental questions for all media channels, including public service media. Public media remains necessary. This article presents ideas for transitioning the system of public broadcasting to a system of digital media.

INTER MEDIA

Volume 37, Issue 1, 2009

4. THE REGULATOR, THE PUBLIC, AND THE MEDIA

New regulatory bodies, to a greater degree than ever before, expect the general public to take increased responsibility for managing their relations with the media industry and for protecting them against risks.

INTER MEDIA

Volume 37, Issue 1, 2009

5. CRAFTING THE FUTURE OF TV

From the first video recorder to the introduction of tape and computer storage, technology has driven changes in TV. Senior execs in broadcasting peek into the future to predict the major technologies that will influence the way in which we watch television in the coming years.

BROADCAST

February 13, 2009

6. CHANGING WORLD OF WORKFLOW

The arrival of video heralded a brave new era in broadcasting which helped to create a generation of programme genres and editing techniques that continue to be refined. One of the most radical changes in workflow over the past fifty years has been the world of post-production.

BROADCAST

February 13, 2009

7. 網路行銷 — 找對客戶最重要

網路上行銷的花費效益如何估計？到底選擇及配置網路行銷工具的要點是什麼？

《數位時代》

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