

1. RADIO REAFFIRMS ITS VALUE IN THE MARKET

Seen by many as the poor relation to other media platforms, radio is nonetheless managing to prove its worth in several of the region's biggest consumer markets. The rush of new and exciting media choices notwithstanding, radio is managing to hold its own in Asia. And podcasting is also a new form of radio.

MEDIA

February 26, 2009

2. IPTV IN ASIA STILL AT FLEDGLING STAGE

IPTV, or the delivery of the TV-viewing experience using Internet protocol, is still at its fledgling stage. Despite the compelling case for IPTV, its uptake in the Asia-Pacific is at snail's pace. This article examines what it will take to tip the balance in favor of its services.

ASIA-PACIFIC BROADCASTING

February 2009

3. THE RISE OF QUALITY SOUND

The challenges involved in producing high-definition pictures are well documented, but relatively little attention has been focused on the audio portion of the HDTV experience. Let's see how consumer demand for a greater auditory experience to match high-definition visuals is helping to drive the rise of 5.1 multi-channel audio. And producers should be savvy about the potential that sound can have on the programmes experience.

BROADCAST

January 23, 2009

4. PROMOTING EDITORIAL INDEPENDENCE AND MEDIA PLURALISM : A CASE STUDY APPROACH TO PUBLIC SERVICE BROADCASTING IN ASIA

The media play a central role in promoting freedom of thought and expression in every society. And Public service media constitute one of the key agents for providing citizens with information, education and entertainment that is free of commercial, state or political influences and biases. In light of the rapidly changing media landscape, it is critical to strengthen and enhance the role of public broadcasting.

MEDIA ASIA

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5. 互動電視之用戶習慣分析

國內數字電視(港稱“數碼電視”)的發展已有數年，但仍需面對用戶習慣的重重困難：一是付費習慣，另一是使用習慣。

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6. 論上海IPTV的運營策略

IPTV作為近年全球快速發展的新興媒體，本文在分析國外模式基礎上，試圖探討IPTV在上海的運營策略。

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