

### 1. THE BIG PICTURE — NUMBERS THAT DRIVE THE GLOBAL MEDIA AND TELECOM COMMUNITY

With the prospect of a digital dividend offered by more efficient broadcasting transmission, spectrum can be released and reused. But what is the ultimate public good of the 'spectrum commons'? And how should new and additional spectrum reallocation be commercially managed?

*INTER-MEDIA*

*Winter 2008 Volume 36 Issue 5*

### 2. WHAT TV IS LEARNING FROM THE INTERNET

Many people say the 30-second spot is dead, which may very well be true — and television is far from dead, and it may actually be starting to learn a thing or two from the Internet that will keep it alive and kicking for many years to come. One thing TV is learning is how to expand the "social" nature of programming beyond that singular viewing room.

*MEDIA POST*

*February 4, 2009*

### 3. BOOKS UNBOUND

Self-publishing used to be the despised last resort of frustrated authors. But it has adapted to the digital age far better than conventional publishing has — and that means it's increasingly looking like a model for the future. The forces of a new century are shaping a new kind of literature. It's fast, cheap and out of control.

*TIME*

*February 2, 2009*

### 4. DESIGN SUSTAINABILITY

In many ways, technology (and its rapid rate of change) lies at the heart of the relationship between 'making' and 'designing'. Thanks to the desktop computer revolution and today's PDF culture, the design process has increasingly become a linear pursuit. Producers need to re-engage with the idea of making as part of the design process.

*CREATIVE REVIEW*

*December 2008*

### 5. GEARING UP FOR THE WONDERS OF DIGITAL ERA

Right across the Asia-Pacific region, broadcasters are readying themselves for the wonders of the digital era. But a digital link to the audience is required to realize the benefits of digital TV. Without digital transmission, the digital revolution cannot spread nor reach its market.

*ASIA-PACIFIC BROADCASTING*

*January 2009*

### 6. 數字電視整體轉換的影響及對策

自零六年以來，中國各地區先後啟動了數字(數碼)電視整體轉換。數字電視轉換範圍廣，涉及戶數多；與傳統模擬電視比較，數字電視具有收視節目增多、收視方式轉變、附屬功能多樣、互動性加強等特點。本文探討數字電視給內地電視媒體在頻道戰略、節目編排、廣告運營等多方面所造成的影響。

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Enquiries and contribution, please contact Managing Editor Miss Mayella Cheung.

電話 / Tel : (852) 27941677 傳真 / Fax : (852) 27941137 電郵 / E-mail : cheungll@rthk.org.hk