

### 1. HURDLING THE LANGUAGE BARRIER

Having subtitles in different languages breaches the language barrier, giving TV programmes a more universally marketable value. The ability to render subtitles in any language can enhance the extent of a programme's global value. But what determines if the tool is best for the task?

ASIA-PACIFIC BROADCASTING

December 2008

### 2. AUTOMATION — BROADCASTERS CANNOT DO WITHOUT

Modern digital content management systems allow for precise scheduling and data transmission on IP networks, saving operation costs and resources in the process, as an increasing number of broadcasters would attest. But the issue now is with the reliability of the automation system which could affect bottom lines in more ways than one.

ASIA-PACIFIC BROADCASTING

December 2008

### 3. THE PICTURES ARE THE STORY

Improvements in HD technology and lower equipment prices have fueled an uptick in High Definition production across the TV industry. As the roster of HD programming continues to grow, programmers woo careful consumers with the beauty of improved picture and sound of HDTV.

BROADCASTING & CABLE

November 24, 2008

### 4. YEAR OF HIGHS AND LOWS

The year 2008 had seen the UK studios face a run of closures and cuts — and a flood of investment into ambitious long-term projects and HD upgrades. However, budget pressures may not be as tight for studios as the more expensive elements such as talent.

BROADCAST

December 12, 2008

### 5. 電視廣播中的窄播前景與現實突圍

中國電視目前存在著兩個矛盾的現象。其一是各電視頻道繼前兩年紛紛走上所謂窄播之路後，又幾乎悉數回到了廣播的老路上。其二是每個電視節目雖然都號稱自己鎖定於某個特定的受眾群，但是每當談到收視率，還是多多益善。其實造成這兩點的原因，無非就是兩個字——市場。本文試圖以市場為基點，用實物經濟與媒體市場進行類比，對造成以上現象的原因進行分析。

<南方電視學刊>

二零零八年第四輯

### 6. 藝術與科技的美麗相遇

代表理性的科技，與感性的藝術文化，兩者並非格格不入。藝術為科技帶來生命，而藝術文化因科技的發展，更輕鬆地融入大眾生活中。

<數位時代>

二零零八年十一月

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