

1. FOR TV NETWORKS, ELECTION IS AN ORGY OF GEE-WHIZ 3-D TECH

As if the Presidential Election weren't exciting enough, American TV networks raced to use new tech gadgets to match the event's historic importance with a presentation that was comprehensive and visually dynamic, ranging from the use of Virtual Reality studios, 3-D system and supersized high-def plasma screens to help display election returns, maps and an endless parade of commentators.

WIRED

November 4, 2008

2. TELEPORTS TRANSFORMED INTO BUSY HUBS

With content deployment choices getting more varied, teleports and earth stations are now becoming active media hubs for a growing number of content providers and aggregators. There is a growing trend for broadcast transmission providers to combine various delivery solutions allowing for a more extensive footprint of terrestrial fibre-optic lines and multiple global teleport offerings.

ASIA-PACIFIC BROADCASTING

October 2008

3. TELEVISION AT ITS MOST EXTREME

A dangerous overseas shoot can rapidly become an exercise in survival, and producers planning extreme shoots must satisfy daunting risk assessment criteria before broadcasters will green light a show. Luckily, specialist firms worldwide are on hand to help.

BROADCAST

September 19, 2008

4. DE-COLONISING JOURNALISM CURRICULA

This paper argues that there is a need to decolonise journalism curricula and practices from the prevailing Western models. Putting journalism curricula in the wider context of higher education in developing and non-Western countries is an important step towards this direction.

MEDIA ASIA

Volume 34, Number 2

5. BACK TO WHAT WAS ONCE THE FUTURE

There was a time when the simple combination of live action with animation was where motion graphics was at. In the overwhelming welter of new technology that has since swamped the field, have we lost sight of the intrinsic beauty of the formerly straight-forward approach?

IDN

Volume 15, Number 5

6. 看中國廣電網絡戰略

隨着市場經濟的發展，本文探討在競爭新時代下，國內廣電網絡企業的戰略分析及戰略選擇。

<世界寬帶網絡>

二零零八年十月

* 《傳媒透視》由香港電台出版，新媒體拓展組編製。查詢及來稿，請聯絡執行編輯張玲玲小姐。

Media Digest is published by Radio Television Hong Kong and produced by New Media Unit. 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