

### 1. IMPOSSIBLE PICTURES

Factual documentaries are increasingly using sophisticated visual effects to reveal the workings of some impossible images. But these high-end techniques come at a price.

*BROADCAST*

*August 29, 2008*

### 2. PRODUCTION : RUNNING A POST HOUSE IN A MULTI-PLATFORM WORLD

As the number of ways to view video has exploded, facilities are facing complex technical challenges to meet the requirements of the increasingly fragmented media business. Content is being repurposed at different resolutions and frame rates using new codecs, with different system requirements for each.

*BROADCAST*

*August 29, 2008*

### 3. MADE IN CHINA — CHINA' S BURGEONING AD INDUSTRY

In the world of advertising, China can either be viewed as the most liberal or the most restricted of societies — because there are no set rules. Sexuality, morality, political content and violence are the key areas to censorship.

*CREATIVE REVIEW*

*August 2008*

### 4. BEIJING OLYMPICS : VIEWERS GET THE GOLD

The viewer was the real winner of the Beijing Olympics. Whether at home, at work or on the move, the world watched and cheered niche sport as never before. Coverage of the Beijing Olympics demonstrated the new era of multi-platform delivery, as well as raising standards, generating pride in our broadcasters, and bolstering viewer experience.

*ASIA-PACIFIC BROADCASTING*

*September 2008*

### 5. BEIJING OLYMPICS SHOWCASE NEW COMPRESSION SOLUTIONS

Solutions providers are at hand to supply the latest in video compression technologies which are capable of handling formats such as High Definition (HD). This was evident at the 2008 Beijing Olympics where content was successfully deployed onto various new media platform.

*ASIA-PACIFIC BROADCASTING*

*September 2008*

### 6. 中國直播衛星電視發展的難點

隨著中星9號的成功發射，直播衛星再次在國內引發熱議。

<南方電視學刊>

二零零八年第四期

### 7. 打造免費經濟獲利模式

網絡普及之後，不斷推翻實體商業世界的運作法則，對企業來說，免費經濟已成為下一個重要的網絡趨勢。

<數位時代>

二零零八年九月一日

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