

1. I.T. AT THE BEIJING OLYMPICS

One of the three themes of the Beijing Olympics is to make it a “High-tech Olympics”, which reflects efforts to make it accessible to people from as many parts of China as possible.

COMPUTERWORLD HONG KONG

July 2008

2. THE ART OF NOISE

Sound design can be an under-valued craft with TV production. This article puts its centre stage with a detailed look at some of the ways it can beef up the sound and enhance post-production in television shows.

BROADCAST

July 25, 2008

3. IPTV : OLD AMBITIONS, NEW REALITIES

Telecom operators have long held ambitions to take a central role in the provision of television services, and have been working on the IPTV technology to enable such services for over a decade. But how to make such services commercially viable?

INTER-MEDIA

April 2008

4. EUROPE CONSIDERS ITS OPTIONS FOR THE DIGITAL DIVIDEND

Ever since the advent of digital TV, it has been clear that one day, analogue broadcasting would no longer be needed. But even though that day is now fast approaching, with most European countries planning to switch off their analogue TV signals by 2012, the debate about what to do with the spare frequencies freed up by the move is far from over.

INTER-MEDIA

April 2008

5. US MOBILE TV MOVING AT RAPID RATE

The US is moving quickly towards a mobile-TV standard, with a preference for broadcast over cell-phone spectrum. The US standard will use a small portion of the DTV broadcast signal to transmit to mobile receivers.

ASIA-PACIFIC BROADCASTING

July 2008

6. WEB 2.0h!

A look at how an advertising agency turned to the web’s most popular 2.0 sites to create its own online presence.

CREATIVE REVIEW

May 2008

7. 分享思維：新媒體時代的奧運報導

若僅僅把北京奧運報導局限於競技體育本身，就是一種思維和認識方式的局限。

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