

1. PUBLIC BROADCASTERS AND THE CHANGING MEDIA ENVIRONMENT

Changes in the media environment have had an impact on public broadcasters around the world. International comparisons reveal a telling difference in broadcaster strategies when it comes to the Internet and multi-channel development.

INTER-MEDIA

Spring 2008

2. FUTURE OF TV - THE NEW WORLD OF HIGH-TECH TRICKS

Developments in production and broadcasting technology will change television for both programme-makers and viewers, leading to greater control and involvement on both sides.

BROADCAST

June 20, 2008

3. BRINGING IT TOGETHER — METADATA MATTERS

Digital workflows are likely to be the norm by 2012, blurring the boundaries between production and post, and revolutionizing the way content is produced and managed.

BROADCAST

June 20, 2008

4. SIGNAL ANALYSIS TAKES A HOLISTIC VIEW

In the new era of digital broadcasting, TV services embrace a whole lot more than the mere transmission of video and audio. Service innovations bring with them a multitude of new and advanced technologies that need to be supported by the broadcast network.

ASIA-PACIFIC BROADCASTING

June 2008

5. FUTURE PARTNERS : THE WEB AND TV

The parties with the best strategy to combine the volume and accessibility of Internet video with the experience of traditional TV will have the most clout in defining the viewing, and in turn in advertising.

BROADCASTING & CABLE

May 26, 2008

6. CHINA'S GUERRILLA WAR FOR THE WEB

China's growing armies of Web commentators - instigated, trained and financed by party organizations - have just one mission : to safeguard the interests of the infiltrating and policing a rapidly growing Chinese Internet.

FAR EAST ECONOMIC REVIEW

July / August 2008

7. MAKING DIGITAL OUTDOOR WORK

Careful blending of technology, audience and the environment is key to a successful digital outdoor campaign.

MEDIA

May 29, 2008

8. DOUBLE STANDARDS

The way we watch TV is radically changing : short, bite-size bits consumed when we want them ; and free live broadcasts from anywhere we can receive a TV signal.

CHARGED

June / July 2008

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