

### 1. GETTING PREPARED FOR TELEVISION 2.0

People all over the world are still watching television - the only thing that is changing is the sheer variety of viewing platforms that are now available. Traditional TV viewing is under fire from a combination of new viewing formats and alternative media sources. But rather than bury their head in the sand, broadcasters are embracing the new media landscape and innovative delivery methods.

*MEDIA*

*March 20, 2008*

### 2. MOBILE TV STANDARDS RACE

The scramble among mobile TV standards setters and mobile TV operators is on. With hundreds of millions of subscribers at stake, broadcasters and mobile phone companies are reluctant to wait for slow-moving standards, especially when their competitors do not seem likely to.

*ASIA-PACIFIC BROADCASTING*

*March 2008*

### 3. MOBILE TV IN THE WEB 2.0 AGE

When all media is digital and IP-based, you can no longer really think about individual screens as distinct mediums.

*TELECOM ASIA*

*February 2008*

### 4. MAKING WIDGETS PROVE THEIR WORTH

Once the world of widgets extended to little more than desktop calendars and weather reports. Now they are the latest digital marketing must-have. How can marketers make sure they work?

*DIGITAL MEDIA*

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### 5. THE WORKFLOW REVOLUTION

The days of linear workflows are already numbered at the BBC and multi-platform content means many more are making the leap into file-based working.

*BROADCAST*

*February 29, 2008*

### 6. MAKING TV A TAPELESS ZONE

If high definition has been the big story in broadcast technology in recent years, then 2008 is set to be the year that tapeless production takes off. Programme-makers are showing an interest in tapeless production despite the steep learning curve it requires.

*BROADCAST*

*March 14, 2008*

### 7. 傳媒規制權的重構與反思

在文化體制改革的背景下，本文探索中國傳媒規制機構的規制權力配置。

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