

1. WHY TV IS PLAYING AWAY

Every aspect of broadcast production is getting a digital makeover and playout is no exception. Technological pressures mean big broadcasters are outsourcing the last link before transmission to external companies.

BROADCAST

Feb 1, 2008

2. CONNECTED BUT WIRELESS

Portable wireless systems have provided more choices to news-gatherers and widened physical limits of coverage.

ASIA-PACIFIC BROADCASTING

February 2008

3. VITAL STATISTICS

Asia-Pacific's search engine market is one of the most open in the world. The global search giants are racing flat out in Asia. With marketers beginning to take an interest in paid-for search, there are huge opportunities for the engines to attract traffic.

DIGITAL MEDIA

February 2008

4. LEGAL ASPECTS OF THE NUDE-PHOTOS INCIDENT

Hong Kong's recent nude-photos incident is ongoing. While no one seems sure when it will end, its development can nonetheless provide us some insights on legal liabilities related to Internet use.

COMPUTER WORLD HONG KONG

March 2008

5. WHEN NEWS TAKES TO THE INTERNET

This paper discusses the factors underpinning the emergence of citizen journalism, including the rise of Web 2.0, rethinking journalism as a professional ideology, the decline of 'high modernist' journalism, divergence between elite and popular opinion, changing revenue bases for news production, and the decline of deference in democratic societies.

INTER-MEDIA

Decemebr 2007

6. WHY THE SKY IS NO LONGER THE LIMIT

As economic pressures begin to bite, airlines are opening their cabins to advertisers, offering a growing list of in-flight media options and a greater willingness to work with brands.

MEDIA

February 21, 2008

7. 舊市場中找出創新基因

探討台灣網絡業者在先天限制下，如何面對全球的競爭並兼顧在地經驗。

<數位時代>

二零零八年二月

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