

LIFE BEYOND TELEVISION

Could the Internet be the documentary's white knight? Certainly online factual content is having its moment. From a campaigning viral hit to a quirky new-music show, the web is providing an essential outlet for factual content that doesn't fit the schedules.

BROADCAST

June 8, 2012

NEW DECADE USHERS IN NEW AUTOMATION TRENDS

Nearly a decade after its introduction to broadcast workflows everywhere, what is new with automation? Efficient workflow management is critical for the success of today's broadcast and media operations as they tackle the requirements of 'TV Everywhere'. Momentum is said to aggregate media asset management (MAM), workflow automation and resource management to create a unified platform.

ASIA-PACIFIC BROADCASTING

June 2012

FIBRE ALL AROUND – FROM PRODUCTION TO THE HOME

Whether as a content delivery or a means to get signals across various production workflows, fibre connectivity is enabling a number of remote broadcast and other production events to deliver compelling footage. Arguably, there is no medium available today that can challenge fibre optics in bandwidth, distance and noise immunity.

ASIA-PACIFIC BROADCASTING

June 2012

ARE YOU READY FOR THE ERA OF BIG DATA?

Radical customization, constant experimentation, and novel business models will be new hallmarks of competition as companies capture and analyze huge volumes of data. The trends go hand in hand with more open access to information, new devices for gathering it, and cloud computing to support big data's weighty storage and analytical needs.

INTER-MEDIA

May 2012

TWEETS, TEXTS, EMAILS, POSTS. IS THE ONSLAUGHT MAKING US CRAZY?

The brains of Internet addicts scan a lot like the brains of drug and alcohol addicts. The current incarnation of the Internet – portable, social, accelerated, and all-pervasive – may be making us not just dumber or lonelier but more depressed and anxious, prone to obsessive-compulsive and attention-deficit disorders, even outright psychotic.

NEWSWEEK

July 16, 2012

MEDIA AGENCIES CARVE SOCIAL MARKETING NICHE

The lure of direct access to consumers has seen a rush of media agencies to form dedicated subsidiaries and divisions specializing in earned media. The challenge is not how to add some social on the marketing fringes, but how to redefine marketing and commerce around peer-to-peer networks.

CAMPAIGN

June 2012