

1. 不只是網絡電視台

公元二零一零年，早已白熱化的網絡視頻戰爭，因為傳統媒體集團的奇襲而再掀波瀾。國家網絡電視台，究其根本是什麼來呢？從內容選擇上看來，有以為是將原來中央視網的視頻部份升級與再分配。

世界廣播電視

二零一零年三月號

2. INFLUENCES ON USE OF THE MOBILE PHONE FOR INTERNET CONNECTIVITY IN CHINA

As the mobile telephony converges with the Internet, more than 100 million Chinese access the Internet via mobile phones. This study examines the use of mobile phone as a gateway to the Internet with a focus on analyzing the influence of demographics and use of traditional media on such use.

MEDIA ASIA

Volume 36, Number 4, 2009

3. YOUTUBE VS OLDTUBE IN SPORTING ARENA

The global deal between the Indian Premier League and Google's YouTube video platform, sealed in Jan 2010 is truly groundbreaking. The agreement gives YouTube rights to carry live coverage of IPL around the world. In one fell swoop it expands the IPL's exposure into new markets, opens up a new form of distribution for sports rights and introduces new opportunities for brands.

MEDIA

11 February 2010

4. READY TO TURN THE CORNER

Addressable advertising is ready to become television's next big success story. The key is whether media sales and marketing companies can educate clients on how addressable ads can work for them.

BROADCASTING & CABLE

March 2010

5. SATELLITE INDUSTRY DOING WHAT IT DOES BEST

The global satellite industry came together swiftly and seamlessly to provide critical backbone communications infrastructure devastated by the earthquake in Haiti. Whether for relief efforts or in support of the media outlets providing heartbreaking images of the ruin, satellites did what satellites do best --- they transmitted information.

ASIA-PACIFIC BROADCASTING

March 2010

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