

1. CLEARING THE AIR ON MOBILE TV

There are clearly many variables associated with a successful mobile TV network and business model. While some of these variables have been identified and understood, others are the subject of intense contemplation and discussion.

ASIA-PACIFIC BROADCASTING

May 2008

2. FINDING A ROLE FOR THE THIRD SCREEN

There's no shortage of hype about mobile marketing, but how exactly are marketers in Asia-Pacific using mobile technology in their campaigns?

DIGITAL MEDIA

April 2008

3. THE FUTURE FOR ASIAN MEDIA

Multiple media usage is now commonplace for Asia's regional media consumption. And those who listen with greatest attention to the voice of the customers will likely emerge as the strongest.

MEDIA

May 1, 2008

4. WHAT TV THINKS

The debate over what Public Service Broadcasting is and who should pay for it rages on in UK, with the future of kids and regional news arousing the strongest feelings.

BROADCAST

May 2, 2008

5. ASIA'S FIGHT FOR WEB RIGHTS

Debates about what Internet companies should or shouldn't do with user information called for these companies to develop a voluntary code of conduct.

FAR EAST ECONOMIC REVIEW

April 2008

6. LOST IN THE SHUFFLE

The music industry is racing to reinvent itself as the digital age renders its old business model obsolete.

TIME

May 12, 2008

7. TAPPING THE ONLINE MARKET

HD channels are sizzling. Having increased content available ultimately benefits the end consumers and provides additional incentive for them to switch.

CONTENT ASIA

2008 Issue Two

8. HARDEN YOUR WEAK POINTS

Enterprise networks are increasingly vulnerable, while cyber-criminals are becoming better organized.

COMPUTER WORLD

May 10, 2008

* 《傳媒透視》由香港電台出版，新媒體拓展組編製。查詢及來稿，請聯絡執行編輯張玲玲小姐。

Media Digest is published by Radio Television Hong Kong and produced by New Media Unit.

Enquiries and contribution, please contact Managing Editor Miss Mayella Cheung.

電話 / Tel : (852) 27941677 傳真 / Fax : (852) 27941137 電郵 / E-mail : cheungll@rthk.org.hk