DIGITAL TV AND ITS DEVELOPMENT IN CHINA

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ABSTRACT

This article is to make an introduction to Chinese Digital TV development along with the story I have experienced in this process. Digital TV as a new information delivery means contains lots of strategy and technology to combat severe social, geographic and multi-cultural environment. As a developing country, China, consisting of mainly regional areas, has much more complex situations than others do, which makes information propagation a more challenging task, especially in many regional areas.

This article follows four sections as the focuses along the way of developing DTV in China.

1. Whether to adopt foreign standards or develop our own? –To be self-dependent.

With an introduction to several existent DTV schemes in developed countries together with analysis of their advantages and shortcomings, the limits put by those existence and the specific requirement for China's own situation are exposed. This results in its own way.

2. What is the importance of DTV for China and in what direction should DTV develop in China? – Providing ICT access by means of DTV.

This section will focus on the orientation of Chinese DTV -- an Integrated Services Providing Network. The central concept of providing ICT access by means of DTV will be brought forwards and explained. (Besides traditional program broadcasting task, what's more important, DTV should provide access to other information such as Internet.) The existent enormous analog TV networks are explored so that justifying this orientation becomes natural. (This is a valuable resource for information spread, especially to those regional areas and indigenous people, for whom new construction of Internet is not affordable and inefficient. So aiming at integrated services providing network, information access for indigenous population becomes quickly practical and applicable in China.) Strategies and techniques that adapt analog network to digital service network are central focuses for professionals and experts in these fields, thus these occupy the remaining space of this section.

3. What role do the governments play in developing DTV? – Guidance and support.

Chinese governments show great interest and attach great importance to DTV development. This section describes actions/measures governments took or will take in directing DTV on its way to provide information access means in regional areas. Various policies and strategies of developing new techniques suitable for specific situations are exposed. (Both central and local governments gave
highly support such as setting up experimental stations to broadcast DTV test programs, providing funds in both fundamental research and application development, as well as preferential policies.)

4. Current stage and future. –In progress with difficulties.

Currently Chinese standard for DTV is still in progress. This section introduces present progress and situation in DTV development. People’s awareness, citizen’s responses and the reaction from organizations, universities and research centers, including TEEG and even governments are all carefully put out. (The central government have set up a technical group to make decision for Chinese DTV standard. An important criteria is whether a proposal is suitable and efficient in terms of providing information access for various people in nation wide.) Also difficulties existing in currently proposed systems are described and developing aspect is predicted. (Conditional access, mobile system and SFN techniques have become some of the focuses for further research.)

- HDTV TEEG: High Definition TV Technical Executive Experts Group. Founded by State Development Planning Commission six years ago to support DTV development in China. Its task is research on technical and strategic problems in DTV development and application in China.

- All sentences in parentheses maybe omitted for brevity of the abstract. Their existence is mainly for the sake of providing detailed information.