

ČESKÁ TELEVIZE

The launching Workshop of the Networked and Electronic Media

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NEM and the content and broadcasting world

The main objective of NEM initiative is to improve quality, enjoyment and value of life through an innovative mix of various media services.

The Strategic Agenda of NEM:

- Smooth transition from current analogue broadcasting to digital broadcasting

Television and radio broadcaster ----> multimedia broadcaster

- The lack of national coordination of digital plans



NEM and the content and broadcasting world

- Proliferation of multiple media formats – people are more and more confused
- Need for common future formats for high definition television, multichannel audio, interactive multimedia broadcast
- Need for coordination of research and development of large flat panel displays and projectors – investigate the quality of picture on different displays
- Need to promote interoperability issue
- Need to harmonize different notions of interoperability

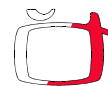


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- Definition of Interoperability: It is extent to which the citizen can access full range of available services, and to which he or she is well served by the market in terms of competition for goods and services
- Emphasis on international coordination of research and development activities to achieve objectives of NEM



Thank you for your attention
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