數碼電視廣播

Digital Television Broadcasting

數碼廣播

數碼廣播是透過在所謂的數碼公路上傳送圖象和聲音數據，從而提供廣播服務。廣播機構傳送的影像和聲音，經過數碼化後，觀眾和聽眾都可以接收得更加傳真清晰。同時，透過媒體科技的壓縮程序，頻寬或儲存空間等資源可以更有效運用。

推出數碼電視，由於效能高、費用低廉，可以帶來多項好處，為廣播業和社會帶來更多新機會。這包括推出影像和音響效果可以媲美影院的高解像電視機、推出多頻道節目服務，以及使到電視、多媒體工作站、個人電腦與其他資訊服務可以相互通用。

國際數碼地面電視發展趨勢

現時國際間主要有三種數碼地面電視技術標準，分別是美國先進電視系統委員會(Advanced Television System Committee) (ATSC)標準、歐洲的數碼錄象廣播 - 地面(Digital Video Broadcasting-Terrestrial) (DVB-T)標準和日本的數碼廣播匯流服務(Integrated Services Digital Broadcasting-Terrestrial) (ISDB-T)標準。英國採用 DVB-T 標準，並已於 1998 年 11 月推出商營的數碼地面電視廣播服務。美國採用 ATSC 標準，同樣已於1998年11月投入服務。日本採用的是ISDB-T標準，大約會在2000年啟播。澳洲則採用 DVB-T 標準，準備在 2001 年 1 月 1 日投入服務。另外，新加坡也在 1998 年對三個系統加以測試，最後決定採用 DVB-T 標準。

Digital Broadcasting

Digital broadcasting is the delivery of broadcasting services via the transmission of graphical data and sound data on what is known as the digital highway. Original images and sound transmitted from broadcasters can be reproduced to viewers and audiences with greater fidelity and clarity through the digitized data. In addition, resources like bandwidth or storage space can be lessened by utilizing the process of compression in media technology.

The implementation of digital television will bring about many advantages of high functionality at low cost and thus open up many new opportunities in broadcasting and in the community. These include the provision of high definition television with cinema quality pictures and CD-quality sound, facilitation of multichannel programme services, interoperability between television terminals, multimedia workstations, personal computers and other information services.

香港數碼地面電視發展情況

在香港推出數碼地面電視，不僅對本地電視業有利，還會為消費者和整個社會帶來益處。因此，一個由政府與業界組成的策導委員會已經成立，負責統籌在香港進行數碼地面電視的技術測試工作。進行技術測試的目的，是針對香港的營運環境，測試和比較三種標準的特性和表現。1999年6月和9月廣管局會議上，曾示範使用ISDB-T標準和DVB-T標準傳送電視服務。至於使用ATSC標準的示範，將於1999年11月進行。成功完成所有測試後，政府將會制訂數碼地面電視的政策及規管機制建議，然後再諮詢公眾的意見。

Digital Terrestrial Television Around the World

There are at the moment three prevailing technical standards for DTT broadcast in the world. They are the Advanced Television System Committee (ATSC) standard of the US, the Digital Video Broadcasting - Terrestrial (DVB-T) of Europe and the Integrated Services Digital Broadcasting - Terrestrial (ISDB-T) standard of Japan. UK has adopted the DVB-T standard and commercial broadcast of DTT started in November 1998. US adopted the ATSC standard and broadcasting also started in November 1998. Japan, adopting the ISDB-T standard, will start DTT broadcast in around 2000 while Australia, adopting the DVB-T standard, aims to start by 1 January 2001. Singapore has already conducted DTT trials on all three systems in 1998 and decided to adopt the DVB-T standard.

DTT Development in Hong Kong

The introduction of DTT in Hong Kong will benefit not only the local television industry but also consumers and the community as a whole. A government-industry steering committee has been established to co-ordinate the conduct of DTT technical trials in Hong Kong. The technical trials aim at testing and comparing the features and performance of the three DTT standards in the Hong Kong environment. Demonstrations on the performances of transmissions using the ISDB-T standard and the DVB-T standard were presented to the Authority at its meeting in June and September 1999 respectively. Demonstration on transmission using the ATSC standard will take place in November 1999. Policy and regulatory proposals on DTT will be formulated by the Government for public consultation upon the satisfactory completion of all the above tests.