

DIGITAL TELEVISION BROADCASTING: Perspectives on the Future



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A minor thesis for Partial Fulfilment of
the Requirements for the Degree

Master of Multimedia

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ABSTRACT

This thesis will provide a broad overview of the digital television landscape, providing the reader with an understanding of the underlying technologies, their potential to offer new and improved services, as well as their inherent risks. Focusing on digital television enhancements, High Definition television, High Definition content acquisition and interactive television, this thesis will reveal a rapidly evolving set of technologies that promise to significantly alter the television viewing experience, from dramatically improved pictures to viewer initiated interaction and content control.

On the basis of this information, content producers, broadcasters, advertisers and other interested parties will be assisted in identifying the opportunities, trends and potential pitfalls of digital television broadcasting.

ACKNOWLEDGEMENTS

Thank you to BroadbandBananas for permitting the use of numerous iTV screenshots in this thesis.

Also thanks to a number of other organisations/individuals for providing visual material, including: Sony; the European Broadcasting Union; Ray Cordero/Home Theatre Magazine; CEA; Lemac; iTV Marketer; eMarketer; Access Conferences; UEC; and TiVo.

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