



国家广播电影电视总局 主管  
国家广播电影电视总局广播电视规划院 主办

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## 全国百种重点期刊 专业核心科技期刊

《广播与电视技术》是经国家新闻出版总署批准,由国家广播电影电视总局主管,国家广播电影电视总局广播电视规划院主办,信息研究所编辑出版的国家级技术期刊;是发布广播电视科技政策,反映事业建设成就,介绍高新技术,交流工作经验,传播各种信息的重要媒体。本刊主要面向各级广播电视行业主管部门、各级广播电台、电视台、网络公司、发射台、微波站、卫星站、节目制作单位及电教系统,同时对企业、工矿、学校、部队等具有公共广播电视设施的管理人员、技术人员也有参考价值。

为适应我国信息化建设的需要,扩大作者学术交流渠道,本刊已加入《中国学术期刊(光盘版)》和“中国期刊网”。作者著作权使用费与本刊稿酬一次性给付。作者不同意将文章编入该数据库,请在来稿中声明,本刊将做适当处理。

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The Radio & TV Broadcast Engineering (RTBE) is a state-class technical journal, approved by the General Administration of Press and Publication, P.R. of China, authorized by the State Administration of Radio, Film and Television (SARFT), P.R. of China, sponsored by the Academy of Radio & TV Broadcasting Planning (ABP), SARFT, and published by the Institute of Information Research, ABP. The RTBE is an important medium, that publishes scientific and technological policies in broadcasting, reports achievements in building broadcasting cause, introduces high and new technologies, exchanges work experience and spreads various information. The RTBE is mainly geared to the needs of departments responsible for the work of radio & TV industry at all levels, radio & TV stations at all levels, network companies, transmitting stations, microwave stations, satellite stations, program production units and electrified education systems, as well as is of reference value to managerial and technical personnel for public radio & TV facilities in industrial and mining enterprises, educational institutions, troops and so on.

### Insisting on Independent Innovation and Promoting Three-Network Convergence

**16** Three-Network Convergence is an inevitable trend of the society's informationization development. In January, 2010, the State Council executive meeting has adopted the overall plan to promote Three-Network Convergence, and the pilot scheme was issued in August. Based on research on the UK and other developed countries' Three-Network Convergence promoting process and combined with development status of China's radio & TV and telecom industry, this paper objectively analyzes problems in China's Three-Network Convergence, and provides specific advices.

### Cloud Computing and Its Application Demands in Radio & TV Industry

**44** Throughout the world, development of cloud computing is in the ascendant. Radio & TV industry's unique resource advantages, such as content, network and user, have laid the foundation for application and development of cloud computing. Cloud computing can improve level of informationization, strengthen function of information service, and promote transformation of developing mode and service mode. Based on introduction of cloud computing technology, this paper points out demands of cloud computing's application in radio & TV industry.

### Thoughts on CMMB Patent Work

**72** CMMB is a technical standard which has own knowledge property and is guided by the broadcasting industry. Because patent plays key roles in CMMB, it is necessary to plan patent work at the strategic level. The essay puts forward some ideas and suggestions about current CMMB patent work. We hope the involved institutions will devote much attention to CMMB patent work and enhance executive degree.

### Introduction and Application of Rich Media Broadcasting System Based on CMMB Platform

**80** According to demand of actual market, the rich media broadcasting system based on CMMB platform can customize and develop many services. Developing CMMB and rich media broadcasting is one of the demonstration applications to apply new technology and new media and to expand new operation thoughts. In this article, business characters of CMMB platform are introduced. Also many aspects of the rich media broadcasting are involved, such as technique structure, operating principle, technique data and developing ideas.

### Multi-View Coding Standard

**84** Multi-View Coding Standard (MVC) has been developed by ITU-T VCEG and ISO/IEC MPEG. This standard makes good balance between advantages and feasibility of the technology, providing an efficient source coding scheme for 3D TV, freedom viewpoint TV and so on. In order to accelerate application and development of 3D TV and freedom viewpoint TV, this article introduces some aspects of MVC standard, such as end application, technique demand, performance, application foreground and so on.

### Discussion on Long-distance Encrypt Technology of Satellite HDTV

**147** In order to meet new developing needs of HDTV and to avoid bad effects of long-distance transmission on safety broadcasting of HD program, it's necessary to research on realization and actual application of satellite HDTV long-distance encrypt technology. The HD program long-distance encrypt technology introduced in this article greatly reduces risk of program off the air caused by programs source's long-distance transmission, it can fully meet the demand of safety broadcasting.