DIGITALIZATION
current situation in Poland and TVP

Current situation in Poland

Digitalization in Poland - current situation

1. Three platforms of pay DTH television (over 2,5 mln subscribers
2. Digital transfer in cable networks (ca. 0,2 mln subscribers)
3. Two years of DVB-T tests
4. Two months of DVB-H tests

Digitalization in Poland – Digital TVCAB

The biggest cable networks, such as Vectra or UPC want to invest in 2008 hundreds of million polish zloties to build the TVCAB digital systems. Subscribers will have a possibility to receive HD signal, VoD and PVR.

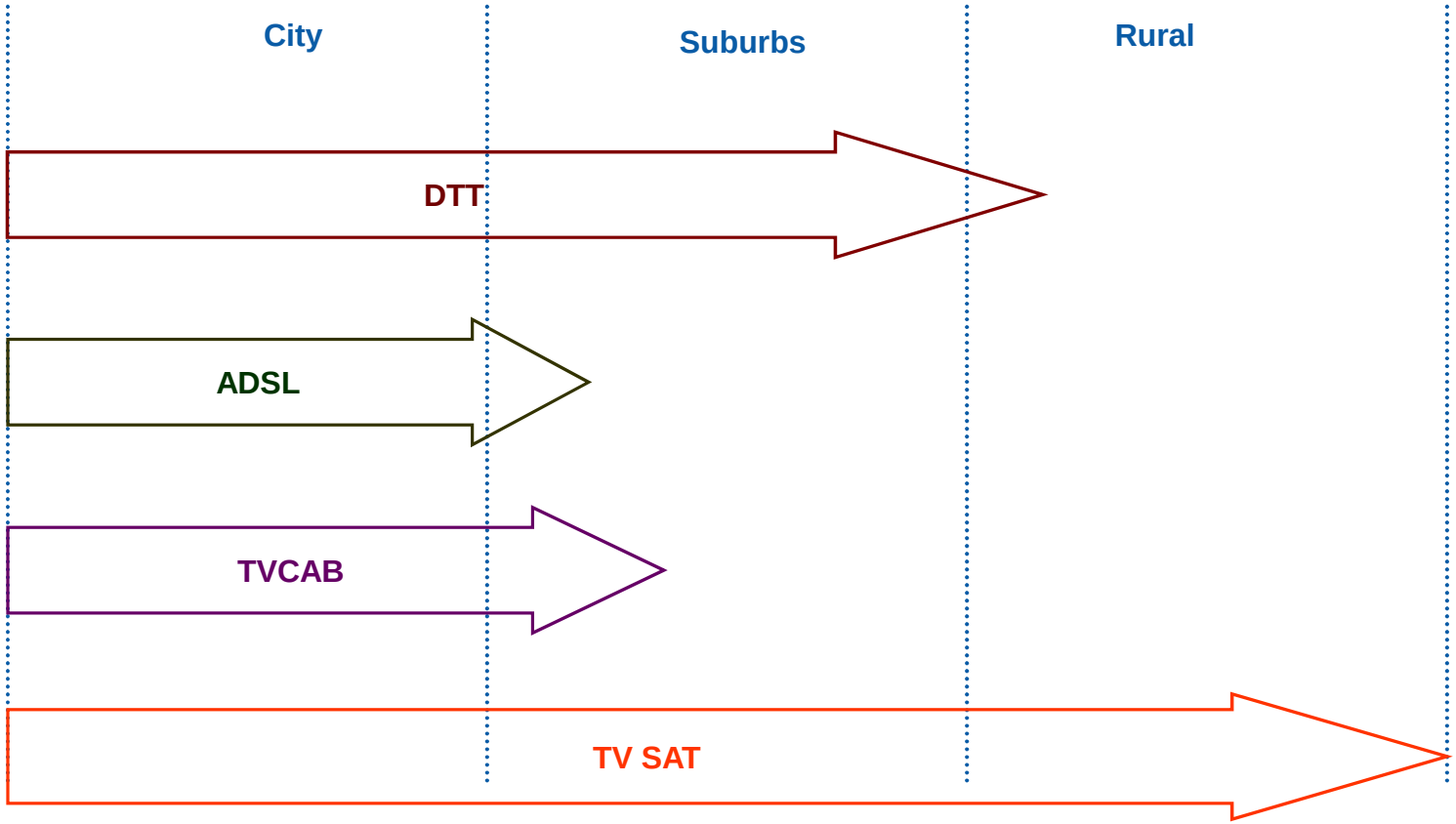
Digitalization in Poland – DVB-T

1. No governmental strategy in DVB-T.

2. In Poland the satellite broadcast still play the main role in transformation process from analog to digital television, because it assure immediate 100% technical coverage.

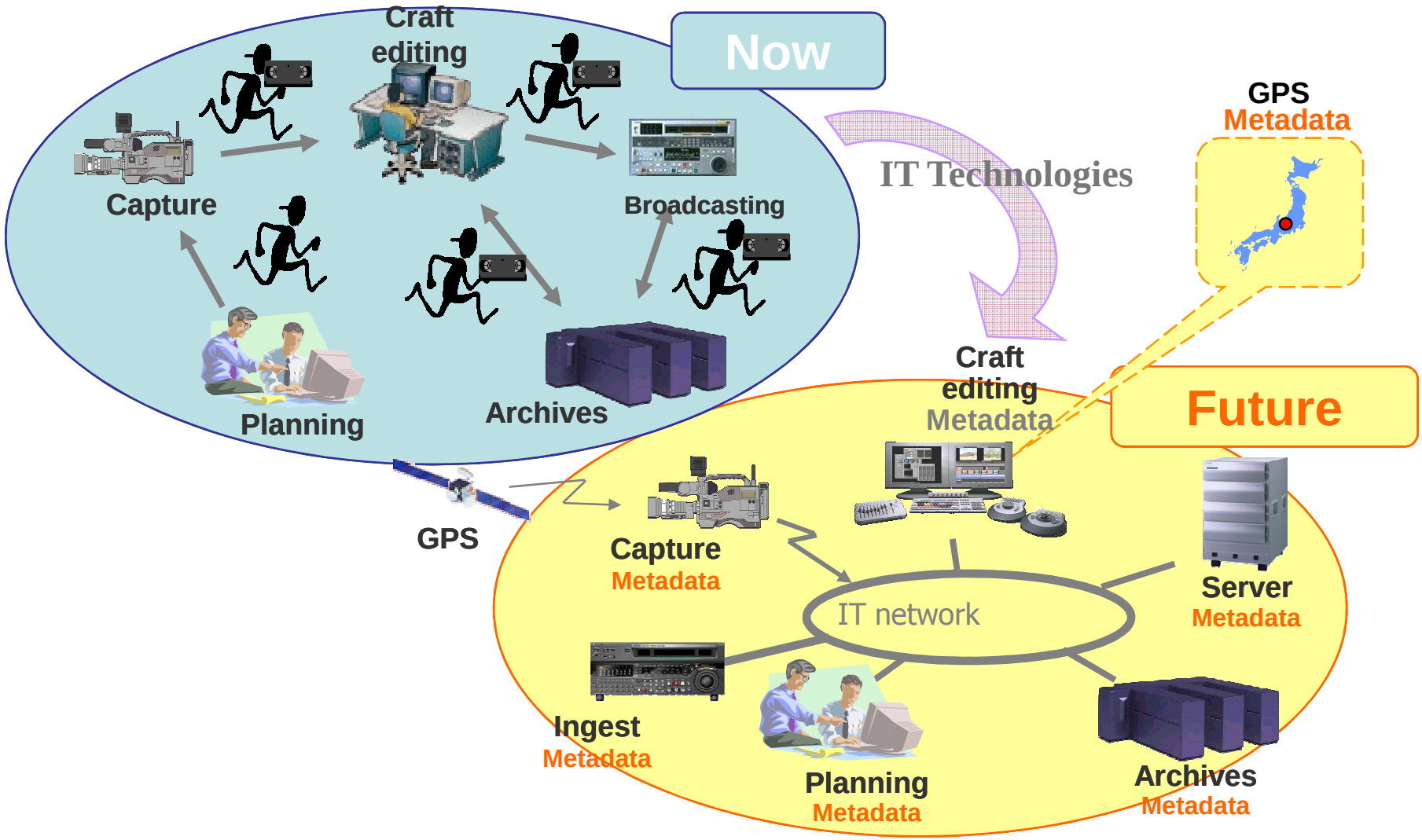
3. Currently the mobile network solutions are prepared.

Ways of digitalization in Poland – digital distribution



Current situation in TVP

Our goal


Craft editing
Now
GPS Metadata
IT Technologies
Capture
Broadcasting
Planning
Archives
Craft editing Metadata
Future
GPS
Capture Metadata
IT network
Server Metadata
Ingest Metadata
Planning Metadata
Archives Metadata

Strategic technological projects

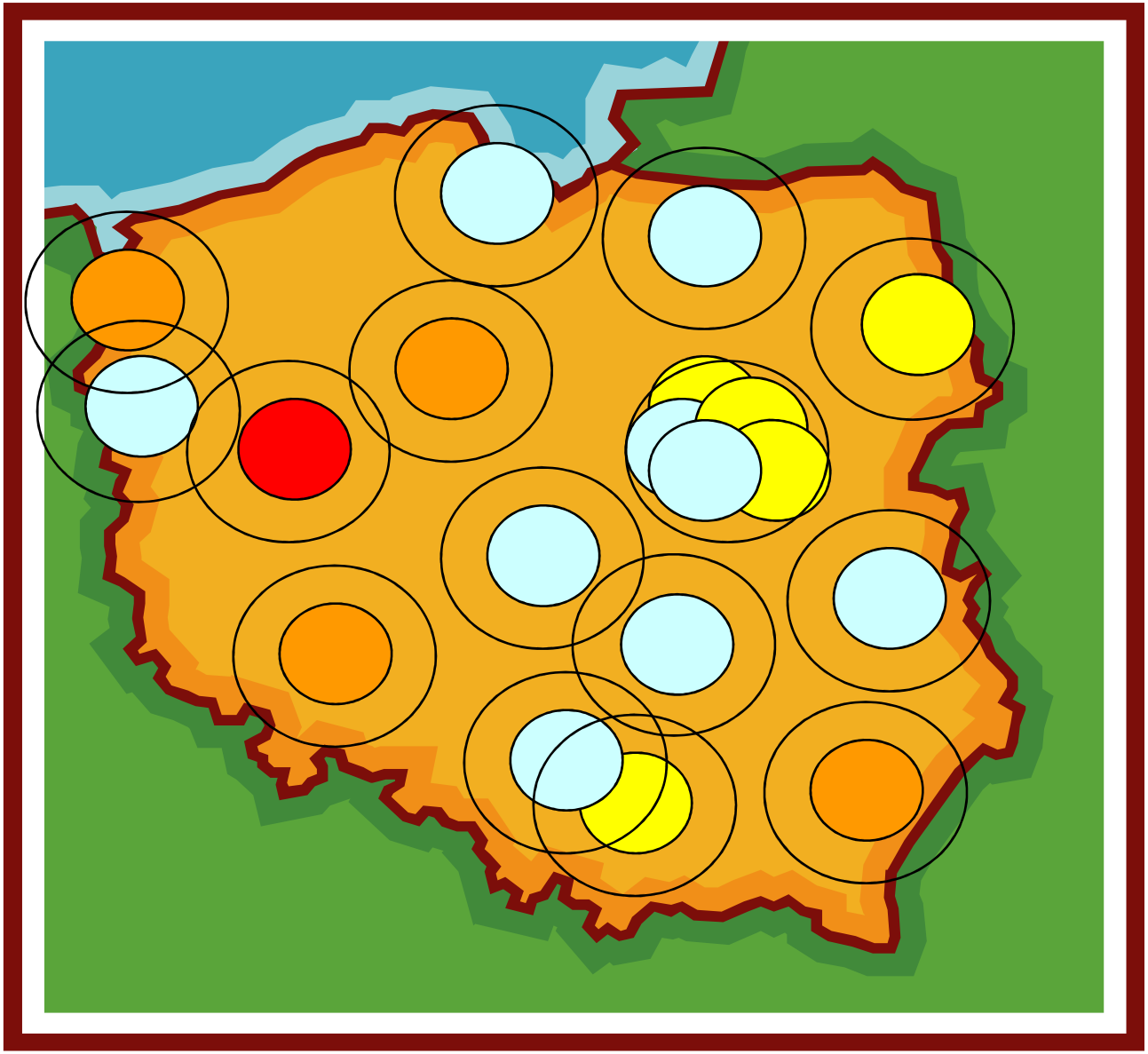
- Digital SAT platform
- Management and IT
- HDTV
- iTVP
- Digital Archives
- Tapeless playout
- News production

Production network - TVP Sport

Start - November 2006; configuration:

- production network: Avid ISIS
- LAN: GbitEthernet
- 1 montage set: Avid NewsCutter XP
- 5 montage sets: Avid NewsCutter Adrenaline
- 15 HP journalist stations
- journalist montage: Avid Assist
- NRCS: Runplanner
- computer graphics system: VizRT
- playout system: K2 i SmartPlay
- 8 ingest lines: Avid AirSpeed

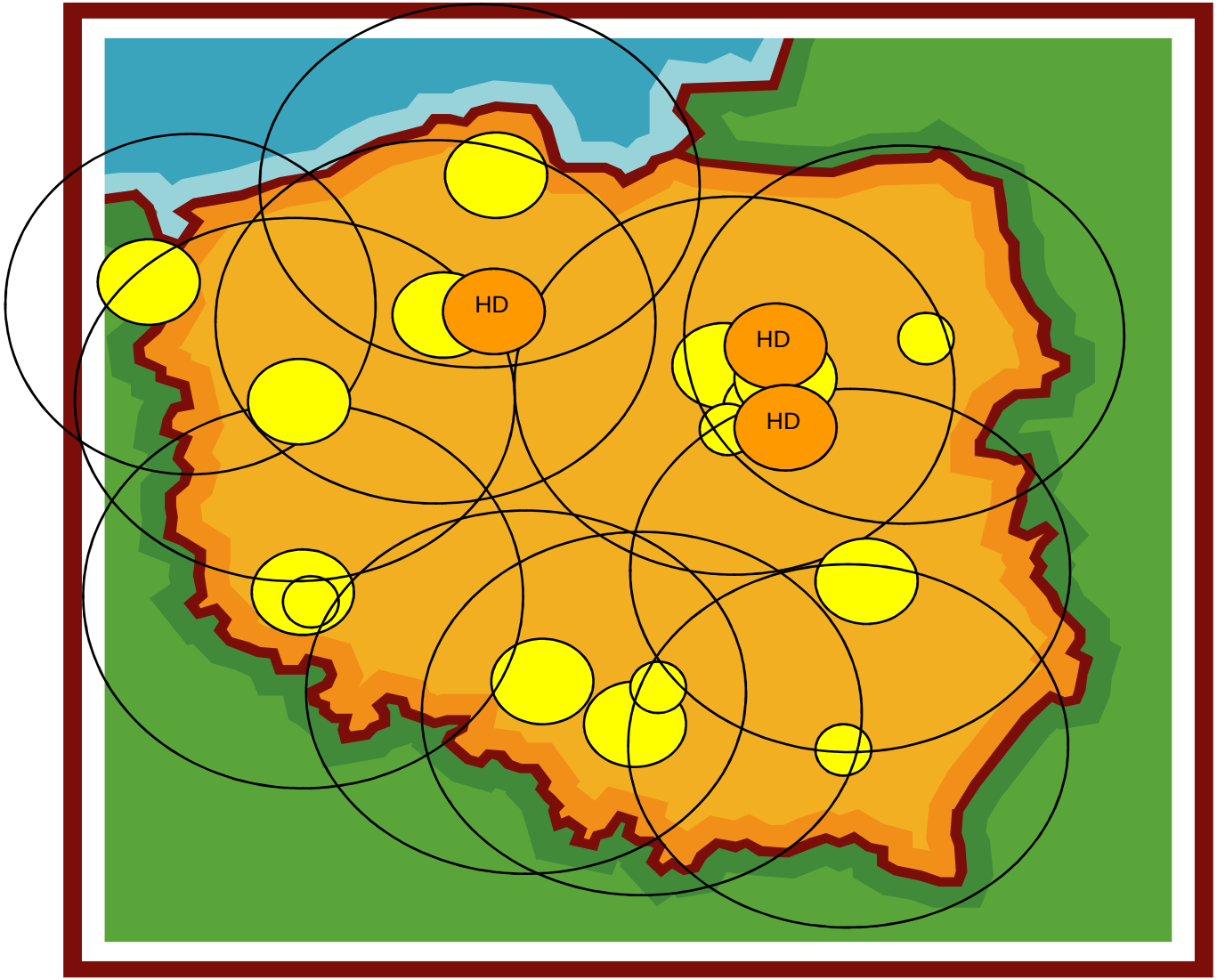
DIGITALIZATION STRATEGY



DSNG - location

- Current location
- Location of new stations
- Stations needed additional equipment
- OT Poznań
- Range 100 km

DIGITALIZATION STRATEGY



HDTV

- Big OB Van
- Small OB Van
- HDTV van
- range 200 km

HDTV – timetable

- Studio HD – Q2 2008
- HD truck – Q3 2008
- HD Playout – Q1 2008
- HD Studio Kraków – Q2 2009
- Digital Platform with HD channel – end of 2009

Conclusions