

## **Six Chinese Ministries Promote Digital Television Industry**

Six Chinese ministries, including the National Development and Reform Commission, Ministry of Science and Technology, Ministry of Finance, Ministry of Information Industry, State Administration of Taxation and the State Administration of Radio, Film and Television, have jointly compiled a document called "Several Policies on Encouraging the Development of Digital Television Industry", which says that from February 1, 2008 the six ministries will work together to promote the development of China's digital television industry.

The policies once again stress the goals of China's digital television development. In 2008, China will broadcast the Beijing Olympics to the world through high-definition television programs, and by 2010, the existing cable television in cities above county levels in eastern and middle parts of China as well as in most of cities over county level in western parts of the country will be digitalized. By 2015, the analog signals within the country will be generally stopped. In the meantime, the policies emphasize the continued amalgamation of the three networks of Internet, television and telecom.

To realize the above goals, NDRC, MII and SARFT will be responsible for organizing special projects for implementing digital television services. Support will be given to digital TV related enterprises' listings and more investment will be injected into them.

According to China's national strategy, the country aims to shift from a major television manufacturer to a digital television power during the development of digital television industry. The policies show that by 2010, the annual sales of China's digital television sets and related products will reach RMB250 billion and the export volume will reach US\$10 billion. By 2015, China's digital television industry scale and technology level will rank among the top in the world and it will become one of the world's largest digital television set and key components development and production bases.