

NCC 何處長，各位來賓，各位與會的朋友，大家午安。

非常歡迎各位來參加公共電視主辦的 2009 年國際數位研討會。

這是一個公視近年配合新聞局數位特別預算舉辦的活動，主要的目的在於讓產官學各界，針對數位發展的狀況、問題、前景有一個充分交流的機會，一方面協助國內媒體數位產業政策的形成，一方面讓業內有交換心得的平台。公共電視希望如同世界各國的公廣媒體，作為數位發展的火車頭，對於這種研討會的舉辦，責無旁貸。

今年我們的主題分成兩塊，今天下午是『數位轉換』，明天一整天是『跨媒體平台的趨勢』。公共電視很榮幸的邀請到日本、美國、德國、香港及國內的專家共聚一堂。每一位主講人都有豐厚的學識與經驗，一定會給大家帶來更多的知識與瞭解。

當今的媒體處在一個創意奔放的路口，無限的可能開展在眼前。每一位與廣電行業相關的人，都必須在既有的基礎與經驗上，學習使用新技術，導入新的營運模式，為觀眾帶來新的服務。希望這次的研討會內容可以對各位有所啟發。歡迎您的參與，也請多給我們批評與指教。

在此預祝大會圓滿成功。謝謝。

鄭同僚

財團法人公共電視文化事業基金會董事長

Good afternoon, Dr. Ho from NCC, ladies and gentlemen. On behalf of Public Television service, I thank you for joining the 2009 International Symposium on Digital Switchover and Cross-platform Media. For all the attendees, this is an event abundant of networking and learning opportunities with a wide range of choices of sessions within one and half days.

PTS is very honored to bring together 4 industry experts to discuss the state of play for Digital Switchover in Japan, USA, Germany and Taiwan. Digital Switchover is a complicate process which involves equipment replacement, knowledge diffusion, government subsidy and public announcement. We hope those valuable experiences from other countries will lead Taiwan to a smoother digital transition. From that, PTS will understand what a public broadcaster can do to help the implementation as well.

Tomorrow we are going to predict the future of cross-platform media. Some other professionals will join us.

If industry players are looking for indication as to where traditional TV is heading, our suggestion is to follow the recent headlines. More and more content providers are providing content to non-traditional TV platforms such as IPTV. More and more senior decision makers are trying to create new business models for future development.

We now live in a connected society where information and content are available anytime, anywhere. The internet has provided a niche for people who want on-demand and searchable information. The younger generation is accustomed to instant availability. They require access to information that is specific, fast-paced and easy-to-digest.

That's why PTS will no longer position itself as only a TV broadcaster. We will aim to deliver public service content to audiences on whatever media and, whenever and wherever they need through various devices in order to suit modern lifestyles.

We should also make every effort to bring in much more public value across all platforms and consider how audiences can find information and service that are more relevant, more useful and more valuable to them.

It seems that media business is facing all kinds of possibilities. Let's capture the new waves together.

I thank you again for your participation and wish you all the best.

Dr. Tung Liao Cheng

Chairman of PTS