

# International broadcast & media briefs

A monthly summary of web-based news

## Asia

### TU Media set for commercial launch

Korea's first satellite DMB broadcaster, TU Media, has sold 23,000 handsets since it started trial operations in January and will launch commercially at the end of May. The service has 14 video channels and 22 audio channels and can be received on combined phone/satellite television handsets that currently cost between US\$800–US\$900. It can be received in moving cars at speeds up to 150kph. More: [www.abu.org.my/](http://www.abu.org.my/)

### Terrestrial broadcasting losing influence

The competitive power of terrestrial broadcasting is rapidly diminishing because of tough competition from new media, delegates to the ABU Study Tour in Seoul, Korea, were told. More: [www.abu.org.my/](http://www.abu.org.my/)

## Europe

### Thomson unveils new IPTV set-top box

French electronics giant, Thomson, has unveiled a new standard- and high-definition IPTV set-top box, dubbed the IP1100. More: [itvt newsletter](http://itvtnewsletter.com), Issue 6, 29 April 2005

### Ericsson shows interactive mobile TV

At the Milia tradeshow earlier this month, Swedish mobile phone company, Ericsson, demonstrated an application that enables interactive television on mobile phones that are equipped to receive digital broadcasts. More: [itvt newsletter](http://itvtnewsletter.com), Issue 6, 29 April 2005

## New Zealand

### Young New Zealanders and local content

NZ on Air are running a school essay competition for students in years 7 to 13, to get an indication of what young New Zealanders think about New Zealand-made television programs. More: [www.nzonair.govt.nz/](http://www.nzonair.govt.nz/)

## UK

### Ofcom awards four community radio licences

Community radio is a new radio sector being introduced in the UK. More: [www.ofcom.org.uk](http://www.ofcom.org.uk)

## US

### McCain's video-description bill

Sen. John McCain has renewed his effort to mandate video descriptions for the blind. His bill would require broadcasters to add video descriptions to at least 50 hours of prime time or kids shows per quarter. More: [www.broadcastingcable.com](http://www.broadcastingcable.com)

### Broadcasters' ploy to expand carriage rights

Broadcasters could soon be forced to air specific amounts of local programming and political coverage. House Commerce Committee members have debated whether digital television legislation to be introduced within two weeks should impose defined public-interest obligations on TV stations in the DTV era. More: [www.broadcastingcable.com](http://www.broadcastingcable.com)

### Cable industry launches 'Take Control. It's Easy'

The cable industry has launched a new public-service campaign to help viewers control access to questionable content. More: [www.broadcastingcable.com](http://www.broadcastingcable.com)

### NBC adopts content ratings

NBC has joined ranks with the rest of the networks on the TV ratings system. More: [www.broadcastingcable.com](http://www.broadcastingcable.com)

### FCC takes next steps in full implementation of SHVERA

Continuing the implementation of the Satellite Home Viewer Extension and Reauthorization Act of 2004 (SHVERA), the FCC has adopted a Notice of Proposed Rulemaking that initiates new satellite broadcast carriage requirements to the noncontiguous United States. More: [www.fcc.gov](http://www.fcc.gov)

### Games industry wins new fans among women, ethnic groups and older demo

The stereotype of gamers as spotty white teenage boys who can't get a girlfriend seems increasingly out of touch with reality, according to a ground-breaking new report on the US gaming market from Nielsen Entertainment. Source: TBI Kids' Briefing, 29 April 2005

## New technology

### Want to buy a Plasma TV?

Plasma TV shopping guide  
[www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2005/04/25/BUGO2CD3ML1.DTL&type=business](http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2005/04/25/BUGO2CD3ML1.DTL&type=business)

### Philips unveils single chip solution for satellite set-top boxes

Royal Philips Electronics has launched its Nexperia One Chip Set-Top Box (STB) Engine for satellite STBs. Philips said it developed this device, the PNX8327, to offer STB manufacturers an easy-to-use solution that reduces the total cost of ownership for entry-level satellite STBs — from development and manufacturing to logistics and handling costs. More: [Satnews weekly](http://satnews.com), 28 April 2005  
[www.satnews.com/frames.html](http://www.satnews.com/frames.html)