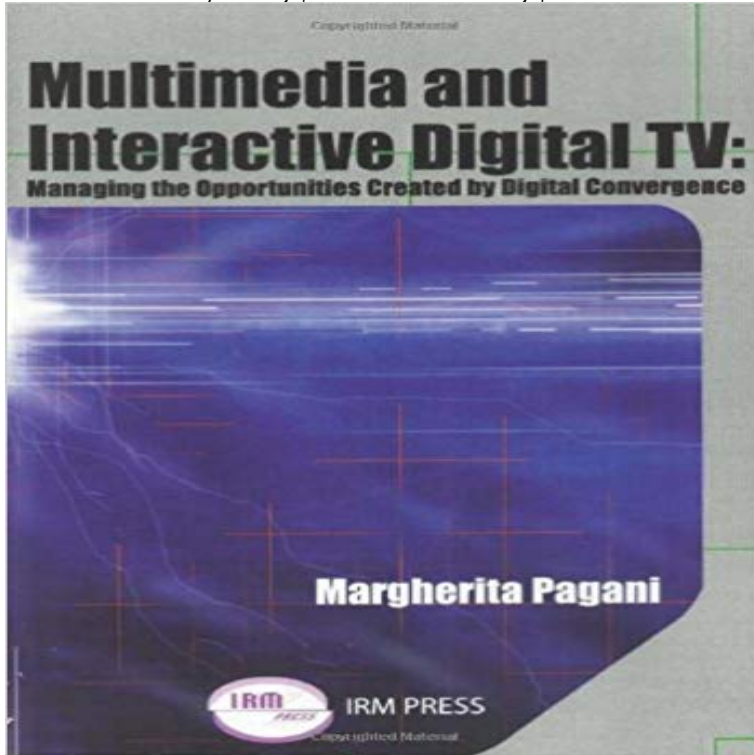


Multimedia and Interactive Digital TV: Managing the Opportunities Created by Digital Convergence



Digital television is based on the transmission of a numerical or digitized signal that is transformed through algorithms into a signal that removes all redundancies of space and time. The signal is broadcast through compelling delivery systems (cable, satellite, terrestrial, optical fibers). The users reception of the digital signal is made possible through a digital adapter (set top box or decoder) which is connected to the normal television or integrated with the digital television in the latest versions. Attempts to address the issues that managers in the multimedia industry have been confronted with while developing and implementing this innovative technology.

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