

JIUZHOU DTS6600
Digital PVR satellite receiver for
SDTV/HDTV in DVBS and DVBS2
MPEG2 and MPEG430



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for HDTV38



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Linux-based HDTV PVR receiver for
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Dear Readers

How is the current global financial crisis affecting the satellite industry? There seem to be two differing opinions about this. Some actually foresee an increase believing that people in uncertain times are more likely to stay at home and would be thus more inclined to take advantage of all the variety that satellite TV has to offer. If you're uncertain about your job security, if you're concerned about the money you have in your savings accounts and if you're keeping a sharper eye on how much money you do spend, you are more likely to sit back at home and enjoy your favorite satellite TV channels.

But there's also the other side of the coin. They cite the same reason but with an opposite effect: if you're in a saving-money mode, you're less likely to spend money on a new satellite receiver. In the end though, they are overlooking the fact that satellite TV is actually a cost-effective way to receive a large number of TV channels – an investment in a satellite system would ultimately be worth it.

These arguments assume that freely receivable channels are involved, otherwise known as FTA (free-to-air). The PayTV picture, however, looks quite a bit different. Personally, I have always wondered how anyone can pay money to watch TV and the current financial crisis might force more people to think along those same lines. PayTV providers will feel the affects of this.

How will satellite product manufacturers deal with this? Can manufacturers produce enough products if banks are hesitant to give out credit? If you've been reading the company reports in this and the previous issues of TELE-satellite, you'd know that today's manufacturers run very lean operations and are managed



by professionals. Financially sound companies will always have access to enough credit and therefore the current financial situation should not have much of an affect on these companies.

Is it really all that bad? For the satellite industry, it certainly doesn't look that way. On the other hand, we are very happy to welcome a new group of FTA satellite TV viewers to the fold: this would be bank managers from Wall Street in New York and the Canary Wharf in London. After having to sell their Ferraris and their second Porsches as well as canceling their PayTV service, they now need a brand new HD-PVR satellite receiver for the large flat-screen TV that still hangs in the living room. These ex-financial managers certainly have enough time now to watch TV.

Sincerely,
Alexander Wiese

P.S.: My favorite radio station of the month: NRJ on ASTRA 19.2E (12.207V) with continuous hit songs from France. The music selection is minimal and the songs are continuously replayed but for now it is enjoyable.

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