
GLOSSARY OF TERMS

ORGANISATIONAL TERMS

“FTVIBNC”	Broadcasting Information Network Centre of SARFTV (國家廣播電影電視總局廣播影視信息網絡中心)
“LARFTV”	Administration of Radio, Film and Television under the local people’s government at or above the county level of the PRC
“MII”	Ministry of Information Industry of the PRC (信息產業部)
“CNNIC”	China Internet Network Information Centre (中國互聯網絡信息中心)
“SARFTV”	State Administration of Radio, Film and Television of the PRC (中國國家廣播電影電視總局)

TECHNICAL TERMS

“bps”	bits per second, a measure of how fast data is transmitted
“CCST”	an acronym for Chinese Character Standard Teletext
“e-commerce”	electronic commercial transactions effected using the Internet
“FC”	an acronym for Full Channel. FC data broadcasting utilises a full TV channel and the maximum rate of transmission amounts to approximately 5Mbps
“financial TV set top box”	a kind of data broadcasting reception modules designed exclusively for the reception of real-time stock quotation via TV
“HTML”	an acronym for HyperText Markup Language, the coding language used to create hypertext documents for use on the World Wide Web
“HTTP”	an acronym for HyperText Transfer Protocol, the protocol for moving hypertext files across the Internet
“hypertext”	words or phrases in a computer document that can be chosen by a reader and which provide short cuts to retrieving other computer documents
“ICP”	Internet content provider, a company that develops and provides content and information on the Internet
“Internet”	a combination of computer networks that use the same protocols and that are connected to each other by high-speed telephone circuits through which information providers can make information available for users or customers globally

GLOSSARY OF TERMS

“IP telephony”	Internet Protocol telephony is a general term for the technology that uses the Internet protocol’s packet-switched connections to exchange voice, fax and other forms of information that have traditionally been carried over the dedicated circuit-switched connections of the public switched telephone networks
“ISP”	Internet service provider, a company that provides subscribers with access to the Internet
“Kbps”	Kilobits per second, which is a measurement unit of speed for digital transmission and is equivalent to 1,024 bits per second
“Mbps”	Megabits per second, which is a measurement unit of speed for digital transmission and is equivalent to 1,024 Kbps
“multimedia TV set top box”	a kind of data broadcasting reception modules designed for reception of multimedia information via TV which encompasses the functions of a financial TV set top box
“modem”	a piece of equipment that connects a computer to a data transmission line (typically a telephone line)
“networking”	a technique for distributing data processing functions through communications facilities (the interconnection of two or more networks)
“PC”	a micro-computer for personal use
“protocol”	a formal description of message formats and the rules two or more machines must follow in order to exchange such messages
“server”	software that allows a computer to offer service to another computer. Other computers contact the server by means of matching client software. In addition, such term means the computer on which server software runs
“shareware”	computer software that is available free of charge on a trial basis
“software”	a system, utility or application programme expressed in a computer readable language
“systems integration”	a process to integrate different computers, devices and application software packages together to provide a solution
“Teletext”	a one-way system for transmission of text and graphics via wireless broadcasting or cable channels for display on TV. A decoder or a microchip resident in TV is needed
“TV”	television

GLOSSARY OF TERMS

“Utility model”	refers to the practical and new technical proposals on the shape or structure, or the combination thereof, the products as specified in the patent laws of PRC and its detailed rules and regulations for implementation
“VBI”	an acronym for Vertical Blanking Interval. VBI data broadcasting utilises the vertical blanking interval of the signals in a TV channel, which carries no information and the maximum rate of transmission amounts to approximately 256 Kbps
“video-conferencing”	the simultaneous, interactive exchange of both video and audio signals during a transmission among multiple locations
“video-on-demand”	a video-on-demand system which delivers over a network full-motion video signals to hundreds of viewers simultaneously, allowing each viewer full control over the playback of video signals
“World Wide Web” or “Web”	a worldwide network of servers that supports hypertext connections using HTML and HTTP
“Year 2000 problem”	also known as the millennium bug which is a problem in certain computer systems which use only two digits to represent the year that these systems may not function properly in the year 2000 onwards as they cannot distinguish between, for example, 1st January, 1900 and 1st January, 2000