

# ITU Excellence Center For Digital Broadcasting in Odessa

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**Abstract** – The stages of creation and work of ITU Excellence center on education, training and retraining of specialists for digital broadcasting are given.

**Keywords** – Digital terrestrial, satellite, cable, handheld, Internet, mobile broadcasting; distance learning, education.

In the number of regional initiatives of meeting of the Regional Union of Telecommunication within the workshop of the International Telecommunication Union (ITU) in 2007 was included is “Further development and becoming of Center of Excellence and forming of educational space”. The aims of this initiative consisted of networking Excellence centers on principle of belonging to one of official ITU languages, forming of the renewed list of most essential directions of activity of Excellence centers. To the number these directions belongs digital television and radio broadcasting.

The digital broadcasting in some countries already became operating service. Ukraine took on obligation to complete transition from broadcasting analog to a digital format to 2015 year. One of major tasks on this stage is teaching of skilled shots capable professionally to apply with the sophisticated apparatus and broadcasting systems.

With participation of Odessa national academy of telecommunication (ONAT) scientists the Conception and Program of introduction of digital broadcasting in the country is developed. ONAT is a base higher educational establishment of telecommunication industry of country. Preparation of specialists for services of broadcasting is carried out in Institute of radio, television, electronics, entering in the complement of ONAT. The academy of telecommunication in Odessa organized the International scientific conference of «Technology of the digital broadcasting: strategy of introduction (DBT)», conducted annually according to plan of State administration of telecommunication of Ministry of transport and telecommunication of Ukraine. In 2010 this conference will be anniversary, by a 5-th on the account, its scale and representativity increase.

Education of specialists in area of digital technologies is carried out in ONAT from 70th past century. Already in those years questions reflecting technical progress on the different stages of development of informations and telecommunications technologies joined in on-line tutorials. Mass introduction of digital technologies in the world presently found the reflection in the educational courses of our higher educational establishment to all directions of teaching of specialists.

The features of preparation of technical specialists for the sphere of the digital broadcasting consist in that she leans against substantially more thorough knowledges of the special sections of mathematics and theory of the digital signal, and also programmatic hardwares processing.

However yet problems are major teaching of managerial staff, managers of the digital broadcasting, forming of understanding of trajectories and strategies of introduction of the digital broadcasting in own country.

Program of course the “Digital broadcasting” for the short-term retraining of specialists is geared-up by us. The program is positively appraised in State administration of telecommunication of Ukraine; considered and officially ratified in the basic interested organization – business concern of Radio Telecommunication, Broadcast and Television of Ukraine and in Regional Union of Telecommunication.

Transition to digital technologies of broadcasting takes place already really, and most engineers, wich works at construction and exploitation of broadcasting facilities, indispose by the necessary volume of knowledges and are not in a position to get them directly in an accessible form and in short time.

If on the stage of preparation of young addition to the specialists in area of television and broadcast alterations and additions are beforehand made in the curricula of students, broadcastings taking with new digital technologies, for the large number of working specialists already having diplomas in all regions these tasks are new and unknown. Important direction is here opened is retraining of shorts of the digital broadcasting. It will demand creations of the most modern laboratories with the real operating equipment, preparation of skilled teachers-instructors, expenses on acquisition of equipment and payment of studies of personnel of the broadcasting stations and centers.

The teaching program in Excellence center is intended also for governments, leaders of administrations of telecommunication of different levels operators and services, leaders of commercial firms and their deputies providers of the digital broadcasting. The program is oriented to the questions of the administrative personal at introduction of the digital broadcasting, concordances during organization of broadcasting in border-line districts, reflects the features of social aspects at construction of modern informative society.

For teaching of course the «Digital broadcasting» there are the regular highly skilled geared-up shots in ONAT. Three our specialists already got of official ITU experts status.

The ITU undertook charges on sending on an assignment and payment of work on the seminars of external experts ITU, and also payment of labour of local experts and trainers, can provide on an initial stage selection of grants for listeners. One representative from each administrations of telecommunication from the countries–members of the Regional Telecommunication Union can get participants in Excellence center seminars in Odessa free of charge.

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