

REVISIÓN Y ANÁLISIS CRÍTICO SOBRE LA IMPLEMENTACIÓN DE LATELEVISIÓN DIGITAL TERRESTRE EN BOLIVIA

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ABSTRACT

This paper is focused on reviewing the current status of the DTT implementation in Bolivia, before the Analog Switch Off, whose postponement has been recently announced. A critical analysis of certain topics, focused on the Bolivian case, was performed from an interdisciplinary perspective such as: the criteria behind the adoption of the ISDB-Tb standard, interactivity, multiprogramming and business models, decoders, alternative technologies to DTT, and government policies. Conclusions lead to pose some questions that could contribute to the debate on this new system in Bolivia, and also to state that not only a technical point of view is needed to understand the implementation but also those from other players that can provide answers to the media sector, and in general, to the people.

Keywords: Digital television, DTT, Spectrum regulation, ISDB-Tb.

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