# 试析新时期广播电视 信息化平台建设的思

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新时期广播电视信息化概述

### 信息化背景及发展趋势

#### 信息化背景

随着信息技术的快速发展,广播电视 行业正面临着数字化转型的重要时期, 信息化已成为广播电视行业发展的必 然趋势。

#### 发展趋势

未来,广播电视行业将更加注重信息 化、智能化、网络化的发展,实现更 高效、更便捷、更丰富的信息传播和 服务。 foods & co cosmetos automotive army



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Strange behavior 42342 human resources

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#### Worldwide Distribution

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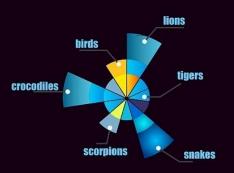
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#### Franchising

The new way to do business in every country.

#### Viral diffusion in South America

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#### Strange behavior

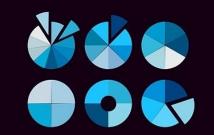
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#### Target EVOLUTION 2020

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# 广播电视行业现状与挑战



#### 行业现状

当前,广播电视行业已经形成了一定的规模,但在信息化方 面仍存在一些不足,如信息化水平不高、技术应用不够广泛 等。

#### 挑战

随着新媒体的不断发展,广播电视行业面临着巨大的挑战, 需要不断创新、提高自身的信息化水平,以适应市场的需求 和变化。



## 信息化平台建设的必要性

#### 提高效率

信息化平台建设可以实现业务流程的自动化、智能化,大大提高广播电视行业的工作效率和生产效益。

#### 促进创新

信息化平台建设可以为广播电视 行业提供更多的创新机会和手段, 推动行业的创新和发展。

#### 提升服务质量

通过信息化平台建设,广播电视 行业可以提供更加丰富、更加个 性化的服务,满足用户不断增长 的需求。

广播电视信息化平台构成要素



# 硬件设施与基础网络架构



#### 服务器与存储设备

提供高性能计算和大规模数据存储能力,保障广播电视业务的连续性和稳定性。

### 网络设备

包括交换机、路由器等,构建高效、可靠的基础网络架构,实现数据传输和资源共享。

### 机房设施

提供符合标准的机房环境,保障设备正常运行和数据安全。



## 软件系统及应用功能模块



### 广播电视业务管理系统

实现节目制作、编排、播出等业务流程的信息化管理。



### 媒体资源管理系统

对音视频素材、文稿等媒体资源进行统一管 理和调用。



### 用户管理系统

实现用户信息、权限等的管理和维护,保障 系统安全。



### 统计分析系统

提供多维度的数据分析和报表生成功能,为决策提供支持。



### 数据资源管理与安全保障

#### 数据备份与恢复机制



建立完善的数据备份和恢复机制,确保数据安全可靠。

### 数据加密与访问控制



采用先进的加密技术和访问控制策略,保障数据在传输和存储过程中的安全。

### 安全审计与监控



对系统操作进行安全审计和实时监控,及时发现和处理安全隐患。

### 应急响应与预案制定



建立完善的应急响应机制和预案制定流程,提高系统应对突发事件的能力。

关键技术及其在平台建设中应用



# 大数据与人工智能技术融合应用

#### ● 数据采集与预处理

利用大数据技术对海量广播电视数据进行高效采集、 清洗和整合。

#### ● 智能分析与挖掘

运用人工智能技术对数据进行深入分析和挖掘,发现 隐藏在数据中的价值。

#### ● 个性化推荐与服务

基于用户行为和偏好,实现个性化内容推荐和智能服 务。





## 云计算和虚拟化技术提升资源效率

01

### 云计算基础设施建 设

构建稳定、高效的广播电视云计 算平台,实现资源共享和动态调 配。 02

#### 虚拟化技术应用

通过虚拟化技术将物理资源转化 为逻辑资源,提高资源利用率和 管理效率。

### 云安全与灾备保障

03

加强云安全防护和灾备体系建设,确保广播电视信息化平台安全稳定运行。



# 物联网和移动互联网拓展服务场景

#### 物联网设备接入与管理

实现广播电视设备与物联网的互联互通,拓展设备功能和应用场景。



#### 移动互联网应用创新

开发符合移动互联网特点的广播电视应用,提供便捷、高效的服务体验。

#### 跨屏互动与社交分享

打破屏幕界限,实现跨屏互动和社交分享功能,丰富用户观看体验。

平台建设过程中的问题与对策

以上内容仅为本文档的试下载部分,为可阅读页数的一半内容。如要下载或阅读全文,请访问: <a href="https://d.book118.com/887020132061006130">https://d.book118.com/887020132061006130</a>