

In the Spotlight

In this issue, the spotlight is on Petr Vitek from Czech Television. Petr has been a member of the EBU Technical Committee since 2000. His role includes strategic adviser on many interdisciplinary levels relating to new technologies. The EBU Technical Committee consists of 13 elected members, who represent the interests of the EBU membership as a whole. They are asked to consider themselves elected as individuals rather than organisation representatives, and thus to speak for other members in similar circumstances.

1. Can you tell us something of your current responsibilities at Czech Television?

I am responsible for international cooperation of Czech Television in the field of television technology strategy as well as for solutions of issues of international and national importance pertaining to Czech Television.

2. It's always interesting to hear about 'outside interests' - what are yours?

I am an avid cyclist and I love hiking and almost all winter sports. I should say, however, that I am not the only keen cyclist in the EBU Technical Committee; I was very pleased that when my colleague from the Netherlands, Mr. Jan Doeven, Chairman of the Broadcast Technology Management Committee, was about to leave his activities in the EBU after his long and distinguished work for the EBU, he decided to make a cycling trip from Amsterdam to Prague to pay me a visit. My natural reaction was to meet him at the Czech border in western Bohemia

and to share with him the remaining 350 km or so to Prague. We spent an unforgettable three days together cycling around the country. I also like listening to music as a means of intense relaxation.

3. What do you consider as your finest achievement so far in your career?

Undoubtedly, it is the correct setting of Czech Television's strategy in the field of digital broadcasting. It is something we started working on as early as 1999-2002 and, with hindsight, we can now fully appreciate the stabilising and innovative elements we incorporated in it. On this occasion, I recall the useful EBU Technical Seminar held in Czech Television in 1995 dedicated to digital broadcasting and DVB standards as well as the meeting of the EBU Technical Committee chaired by Professor Messerschmidt in 1998 when, in the role of observer, I was acquiring knowledge of strategic decisions made within TC EBU.

4. Why did you step forward as a candidate for the EBU Technical Committee?

For me, the EBU Technical Committee is an environment where I can make use of my long term experience in the field of media and further develop my capacity on an international level for the benefit of all EBU Members. Plurality of opinions and diversity have always been a challenge to me and as one of the most senior members of the Technical Committee I am always willing to share my experience acquired within the EBU. Years ago, it was the other way around and it was me on the receiving end.



Petr Vitek, Ph.D., Czech Television

Currently, a great challenge for me is New Media. Another reason for submitting my candidature is the fact that as a member of the CEE (Central Eastern European) EBU Group I am somewhat of a representative of the Group in TC EBU or, so to speak, a gateway for the Group Members to the TC EBU. Needless to say, however, without the strong support from Czech Television and EBU Members, my candidature would not be possible or even thinkable.

5. What are for you the most important challenges facing EBU Members, particularly those with circumstances similar to Czech TV, today?

Future development of terrestrial digital broadcasting including HD distribution, online media including net neutrality, hybrid TV environment, utilisation of digital archive, interoperability in production area, seeking to unify approaches to online media.