

# Over-The-Top by Jiuzhou

■ The OTT Development Team works on the sixth floor of the Jiuzhou Electric Building in Nanshan's Hightech Park in Shenzhen, China.

- *Developes Digital TV receivers optimized for OTT*
- *Dedicated OTT development team*
- *Market for OTT in Europe and North America*
- *Upgrade of older digital receivers possible with a software upgrade*

# Jiuzhou's OTT Development Team



**JIUZHOU 九洲**

深圳市九洲电器有限公司  
JIUZHOU ELECTRIC CO.



■ Jimmy Zhang is digital TV device manufacturer Jiuzhou's Marketing Vice Manager and is also responsible for the marketing of their OTT units.



Internet services and terrestrial/satellite TV are constantly merging closer together. Many current digital receivers already have an Internet connection but most of the time this connection is only used to load new software into the receiver or to connect the receiver to a local network. The total integration of Internet video and audio content with digital receivers is still in its infancy. One of the companies that is intensively working on this new technology is Jiuzhou.

Jimmy Zhang is Jiuzhou's Marketing Vice Manager and tells us what it's all about: "OTT stands for Over-The-Top. It means that viewers can not only see their normal TV channels terrestrially, via satellite or cable, they can now use the same device to enjoy video and audio content via the Internet." YouTube and VUDU, a movie service, are just a few examples according to Jimmy Zhang. The end user doesn't really care how the video and audio makes it to his TV screen, as long as he can use one remote control to access everything that's available.

Unfortunately, a weak spot in the OTT technology is the bandwidth of the end user's Internet connection. Video transmissions require a large bandwidth. Therefore, right now these OTT compatible digital receivers would really only have markets in Europe and North America even though there are many other regions that offer scattered high-speed Internet access. "We're focusing on these two markets", confirms Jimmy Zhang, "Buying power is the highest there."

The OTT technology is so important to Jiuzhou that they have put together a dedicated development team: "There are 20 engineers working in the OTT Team", we learn from Vice General Manager Richard who is responsible for the R&D Team. "Our entire R&D Team consists of 200 engineers", clarifies Vice General Manager Richard, "We're working with the Android as well as with the Linux operating systems."

Department Manager Yongjun Zhang is in charge of the Application Team consisting of ten engineers. This is where the functioning of the software is tested and optimized so that end users won't have any trouble accessing all the different Internet services with their Jiuzhou receiver later on.

The best part is that OTT is only being



■ Richard is Vice General Manager and runs the Jiuzhou R&D team with 200 engineers.

developed in software form”, reveals Marketing Vice Manager Jimmy Zhang to us, “This means that end users merely have to upload a new software version in order to make their existing digital receivers OTT compatible.”

Even though it appears that this can all be easily accomplished technically, two things have to be kept in mind: the first has to do with a license since there are many Internet services that have to be paid for. The second is that even

JIUZHOU 九州

- 一、爱护仪器人人有责。
- 二、请在使用完成后关机。
- 三、请保持实验室的整洁有序。
- 四、请勿在实验室存放其它无关物品。
- 五、未经管理员许可任何人不得迁移仪器设备。
- 六、未经仪器操作培训的人员不得使用仪器，违者后果自负。
- 七、仪器出现故障时，请立即断电并通知仪器管理员。
- 八、为了您的安全，请严格按照操作手册执行。

though older digital receivers can be upgraded with OTT, they might not be good enough to truly take advantage of OTT. “The chips get faster and faster every day and if you upgrade a digital receiver that has an older chipset with OTT, you might not be able to enjoy these OTT services interference-free.”

The end result is that it would be far better to upgrade a new digital receiver with OTT services; only then would the menu operation and the speed and capabilities of the built-in chips be optimal for these OTT services.

The Jiuzhou development team is working feverishly on the best possible solutions for OTT.

1. Yongjun Zhang is Department Manager and is in charge of the OTT Application Team with ten development engineers.  
2. An OTT modified Jiuzhou digital TV box with the OTT menu on the monitor in the background. The Jiuzhou engineers are working on making the OTT menu as user-friendly as possible.

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