

## 《我国首个3D电视节目元旦试播》

据中国中央电视台所述，中国首个3D电视频道于周日试播。中国3D电视试播频道由CCTV和其余分别来自北京，天津，上海，江苏和深圳的5个当地电台联合运营。观众可通过3D电视机和有线数字高清机顶盒观看3D效果节目。

BEIJING - China's first three-dimensional TV channel started trial broadcast on Sunday, according to the broadcaster, China Central Television (CCTV).

The channel, China 3D TV Trial Channel, is jointly operated by CCTV and other five local TV stations in Beijing, Tianjin, Shanghai, Jiangsu and Shenzhen. People can watch 3D-effect programs with 3D TV sets and wired high-definition digital TV set-top-boxes.

The channel broadcasts a total of 13.5 hours everyday from 10:30 to 24:00, with 4.5 hours of first broadcast and two rebroadcasts. The channel will be formally launched during the upcoming Spring Festival, or Chinese Lunar New Year starting January 23.

Programs of performing arts, sports, cartoons and movies with 3D effects will be broadcasted in the channel, CCTV said.

"The launch of the 3D trial channel is a significant step in the development of China's television," said Cai Fuchao, head of the State Administration of Radio, Film and Television.

Cai added that the 3D TV channel can create a consumption demand worth hundreds of billions yuan (1 yuan = \$0.158), if part of China's 500 million TV sets are replaced by 3D ones.