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#### 中国广电·5G广播专栏

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为繁荣学术交流,本刊已加入《中国学术期刊网络出版总库》、"万方数据"和"维普中文科技期刊数据库",有权选取部分论文在本刊关联平台(如广电猎酷网www.lieku.cn、"广电猎酷"微信公众号等)发布,作者著作权使用费已随论文稿酬一次性给付。本刊充分尊重作者的原创成果并合理保护作者享有的权利,如作者不同意本刊之外其他形式的发布,请在来稿中声明,本刊将作适当处理。本刊及主办单位对本刊已发布作品的内容和观点不持有任何立场、不做出任何承诺或保证、不承担任何责任。



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## [10] 5G NR组播广播技术 (二)——5G NR MBS技术在应急广播及关键任务中的应用

传统应急广播传输网络主要以广播电视网为依托,公众可以通过大喇叭、收音机、电视机、机顶盒等设备接收应急广播消息。但是公众很容易因为接收终端没有打开或者外出没有携带而错过重要应急信息,并且某些定制化的终端覆盖率不高,无法保证公众可以及时接收到应急消息的推送。随着5G通信技术的不断发展,城市和农村地区可以使用蜂窝宽带和广播电视发射塔协同的方式提供应急广播服务,两者互相补充提升覆盖范围。本文重点阐述了5G NR MBS技术在应急广播及关键任务中的应用,可咨业界参考。

#### [47] 基于统计分析与机器学习的版权内容价值评估方法研究

国内外的版权内容价值评估大多将研究重点放在创作者、成本、内容属性等内容强相关因素的作用,采 用神经网络建模等方式构建评估模型,这样的评估方式忽略了社会环境和消费主体等非内容强相关因素对价值的影响,同时评估结果缺乏可解释性。本文作者曾提出媒体内容价值是诸多因素共同作用的结果,全面理解外部环境、消费主体及内容自身属性之间的叠加作用关系,才能准确评估内容的潜在价值,本文进一步聚焦版权内容中的国产电影,详细阐述内容价值的评估方法。

#### [95] 基于村村响融合共享的湖北应急广播综合省级平台系统设计与实现

在应急广播体系建设过程中,湖北省利用现有广播电视基础设施,将省级应急广播平台、"村村响"省级监管平台、"村村响"省级节目融合共享平台三个平台集成于一个系统,在保证播出质量、覆盖效果的同时,充分发挥应急广播"平战结合"的特性,使应急广播更加贴近群众、应好急、发好声。本文介绍了该系统的建设目标、系统架构、功能组成,其思路和经验可供其他省级应急广播平台建设参考。

#### [119] 一种基于AdaBoost级联检测框架的电视台台标检测方法

快速准确地识别电视台台标,是广播电视播出的监测监管过程中的重要基础工作。随着半透明台标、动态台标的出现,传统的检测方法效果有所下降,基于机器学习的新型检测方法逐渐成为主流。本文提出了利用机器学习领域的AdaBoost级联检测框架对视频流中的台标进行检测的方法,该算法具有自适应的特点,经验证检测结果有效可靠,并能适用于IPTV、网络直播等收视渠道。



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## [ 10 ] 5G NR Multicast and Broadcast Technology (II) - Application of 5G NR MBS Technology in Emergency Broadcast and Mission Critical

The traditional emergency broadcast transmission network is mainly based on the radio and television network. The public can receive emergency broadcast messages through loudspeakers, radios, televisions, set-top boxes and other equipment. However, because the receiving terminal is not opened or not carried out, it is easy for the public to miss important emergency information, and the coverage of some customized terminals is not high, which can not ensure that the public can receive the push of emergency messages in time. With the continuous development of 5G communication technology, urban and rural areas can use cellular broadband and radio and television transmission tower to provide emergency broadcasting services, which complement each other and improve the coverage. This paper focuses on the application of 5G NR MBS technology in emergency broadcasting and key tasks, which can be used as a reference by the industry.

#### [ 47 ] Research on Copyright Content Value Evaluation Method Based on Statistical Analysis and Machine Learning

The value evaluation of copyright content in China and abroad mostly focuses on the role of strong content related factors such as creators, costs and content attributes, and constructs the evaluation model by means of neural network modeling. This kind of evaluation method ignores the impact of non content strongly related factors such as social environment and consumers on value, and the evaluation results are lack of interpretability. The author of this paper proposes that the value of media content is the result of the joint action of many factors. Only by fully understanding the superposition relationship between the external environment, consumers and the attributes of the content itself, we can accurately evaluate the potential value of the content. This paper further focuses on the domestic films in the copyright content and expounds the evaluation method of content value in detail.

## [ 95 ] Design and Implementation of Hubei Provincial Emergency Broadcasting Platform System Based on the "Radio Broadcasting Coverage to Every Village" Integration and Sharing Platform

In the process of emergency broadcasting system construction, Hubei Province uses the existing radio and television infrastructure to integrate the three platforms of provincial emergency broadcasting platform, "Radio Broadcasting Coverage to Every Village" provincial supervision platform and "Radio Broadcasting Coverage to Every Village" provincial program integration and sharing platform into one system. While ensuring the broadcasting quality and coverage effect, it gives full play to the characteristics of "peacetime and wartime combination" of emergency broadcasting, so as to make the emergency broadcasting closer to the masses, be urgent and sound. This paper introduces the construction objectives, system architecture and functional composition of the system, and its ideas and experience can be used as a reference for the construction of other provincial emergency broadcasting platforms.

#### [ 119 ] A TV Station Logo Detection Method Based on Adaboost Cascaded Detection Framework

The rapid and accurate identification of TV station logo is an important basic work in the process of monitoring and supervision of radio and television broadcasting. With the appearance of translucent and dynamic landmarks, the effect of traditional detection methods has decreased, and the new detection methods based on machine learning have gradually become the mainstream. This paper proposes a method to detect the logo in the video stream by using the AdaBoost cascade detection framework in the field of machine learning. The algorithm has the characteristics of adaptability. It is verified that the detection results are effective and reliable, and can be applied to IPTV, webcast and other viewing channels.