



國立清華大學

NATIONAL TSING HUA UNIVERSITY

太空工程研究所 | Institute of Space Engineering

人文 × 科技 × 永續 | HUMANITY × TECHNOLOGY × SUSTAINABILITY

立足清華 · 放眼太空

EXPLORING SPACE
FOR A BETTER TOMORROW



演講公告

Seminar Announcement

從直播衛星到網際網路電視： 全球衛星傳播產業的演進與前瞻視野

From DBS to Streaming: Evolution of Satellite Broadcasting

講者 SPEAKER

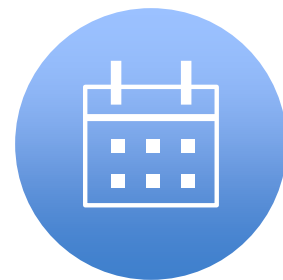
張成軍先生

Mr. Jack Chang

Former Vice President,
Asia Multimedia Co., Ltd., EchoStar



SCIENCE
TECHNOLOGY
PEOPLE
A BRIGHTER EARTH



日期 DATE

Monday, October 19, 2026

2026.10.19 星期一



時間 TIME

10:00–11:00



地點 VENUE

工程一館 106 室

Room 106, Engineering Building I

演講摘要 ABSTRACT

本次清大太空所演講特別邀請張成軍先生蒞臨分享。張副總經理曾長期任職於美國知名直播衛星公司 EchoStar 旗下亞洲多媒體股份有限公司，於國際衛星傳播產業累積深厚的實務經驗與宏觀視野。本次演講將從直播衛星的發展歷史談起，延伸至衛星產業與網際網路生態系的整合，以及 Sling TV 等創新影音服務的發展與前景。

Communications and broadcasting have long been closely tied to the space industry. In this talk, Mr. Jack Chang will share his experience from the satellite broadcasting sector, tracing the evolution of direct broadcast satellite services, the industry's expansion into the internet ecosystem, and the development and future potential of innovative services such as Sling TV.

演講重點 KEY POINTS

1

直播衛星的歷史脈絡與運作機制

Historical development and operating principles of DBS

2

衛星傳播與網際網路的整合

Integration of satellite broadcasting with the internet ecosystem

3

Sling TV 的發展與市場潛力

Sling TV: product strategy, development, and market potential

主辦單位 ORGANIZER

國立清華大學太空工程研究所

Institute of Space Engineering, National Tsing Hua University

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