(54) **METHOD AND DEVICE FOR AUTOMATICALLY RECOGNIZING NETWORK OPERATOR TO REALIZE DATA CONFIGURATION**

(57)   The present invention discloses a method and an apparatus for automatically identifying a network operator to implement data configuration. In the present invention, a network operator of a current region is determined according to acquired network information of digital television frequencies; matching is performed on the determined network operator and pre-stored network operators, to find through matching a pre-stored network operator that is consistent with the determined network operator; a television configuration parameter that corresponds to the pre-stored network operator found through matching is determined according to a mapping relationship between a pre-stored television configuration parameter and a pre-stored network operator; and data configuration is completed according to the determined television configuration parameter. Automatic identification of a network operator is achieved and data configuration is completed, so that workload and work difficulty that are brought by manual selection of a network operator are effectively reduced, thereby improving channel search efficiency, and reducing occurrences of a problem that television cannot be normally watched because a customization function is not enabled.
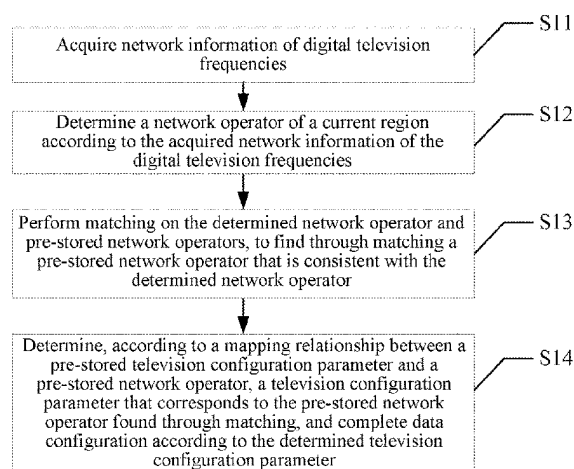
FIG. 1