



3D - A NEW DIMENSION FOR SPORT

HD is fast-tracking 3D, leading to intense new interest in this medium. 3D HD coverage of major sports events is predicted as a future winner in the entertainment market – exciting, compulsive and involving; a viewer experience similar to being at the game.

Sport in three dimensions

Infront Sports & Media and its subsidiary Host Broadcast Services (HBS) are leaders in the development of 3D coverage of live sport. Creating an exciting and totally immersive experience for fans and a new generator of exposure and revenue for sports rights holders. Live 3D sports broadcasts are now a reality and the scope for future growth is exciting.

3D on the rise

3D is currently in an intense phase of development as a result of new technology. TV manufacturers are producing 3D screens for the professional and consumer markets. The move to 3D is being facilitated by the investment already made in high-definition television (HDTV), because it “piggy-backs” and benefits from the global investment in HDTV.

All the big Hollywood Studios are making 3D films to keep up with consumer demand. While 2D ticket sales for movies are in overall decline, revenues from 3D tickets continue to grow – 3D versions of films are earning more than their 2D equivalents.

Major sport events covered in 3D

Infront, HBS and London-based CAN Communicate, the leading European exponent of 3D as a medium for sport, have been at the forefront, starting from May 2008 with 3D live coverage of the 2008 IIHF World Championship in Canada. This was the first time that selected events – the semi-finals, the 3rd place and the Final – of a major ice hockey tournament were produced in 3D.

3D opens up a new area of potential

The application of 3D to sport opens up a big new area of potential for 3D both at home and at special corporate and commercial events organised by rights holders and sponsors.

The national football league (NFL) in the USA sees 3D as the next big development in-home entertainment and has conducted “proof of concept” demonstrations. British PAY broadcaster BSkyB has successfully tested the delivery of 3D programming to a 3D television, demonstrating that 3D can be delivered into homes. Sky has been filming a number of events using 3D cameras over recent months. It has now announced that it will launch a 3D TV channel in 2010.

