



# EBU TECHNICAL

MEDIA TECHNOLOGY & INNOVATION

20 April 2010

**1<sup>st</sup> Meeting of the EBU Study Group on 3DTV**  
**(The group is allocated to the Expert Community on Video)**

**EBU GENEVA, Room Jungfrau, 6<sup>th</sup> May**

**ATTENTION: EBU MEMBERS and ASSOCIATED EBU MEMBERS ARE  
SUPPOSED TO MEET ALREADY AT 10:00**

**THE OPEN MEETING WILL START AT 11:00**

1. Approval of the Agenda
2. Introductions
3. Current projects/testing in Production
  - a. BBC: 6 Nations making of and the NHU preview).
  - b. TPC: 3DTV productions
  - c. Commercial activities (3D is not being driven by PSBs or commercial TV but the consumer, cinema and private (subscription) broadcasters
  - d. Other partners, BSkyB, Inition, SiS Live, cinema technology (Odeon, Vue, Cineworld etc)
4. Situation on standards and in Distribution/Consumer
  - a. DVB, ITU, SMPTE
  - b. What role for EBU
5. TOR and objectives/deliverable and work plan etc
  - a. Exact workplan
6. For info: EBU Masterclass on 3D content generation
7. Next steps as is
8. AoB
9. Close

Respectfully:

Andy Quested, BBC (Chairman)

Frans de Jong and Hans Hoffmann (EBU technical)