



# Status of the DVB Study Mission on 3D

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# DVB

## NAB 2009



# DVB

## NICT at NAB 2009





Technical Module November 2008  
SMPTE liaison letter  
Call for interest  
E-mail reflector

# DVB

## REPORT OF SMPTE TASK FORCE ON 3D TO THE HOME

# DVB

Members of the e-mail reflector  
ESA, BBC, IRT, LG, Sony, EBU, DTG,  
Philips, Thomson, Intel, Samsung,  
SIDSA, APS, NDS, European  
Commission.....

# DVB

Work in the DVB is driven by  
Commercial Requirements



Signalling (e.g. I/r identification, 2D/3D)

Metadata

Video Codecs

Subtitling / Closed Captions

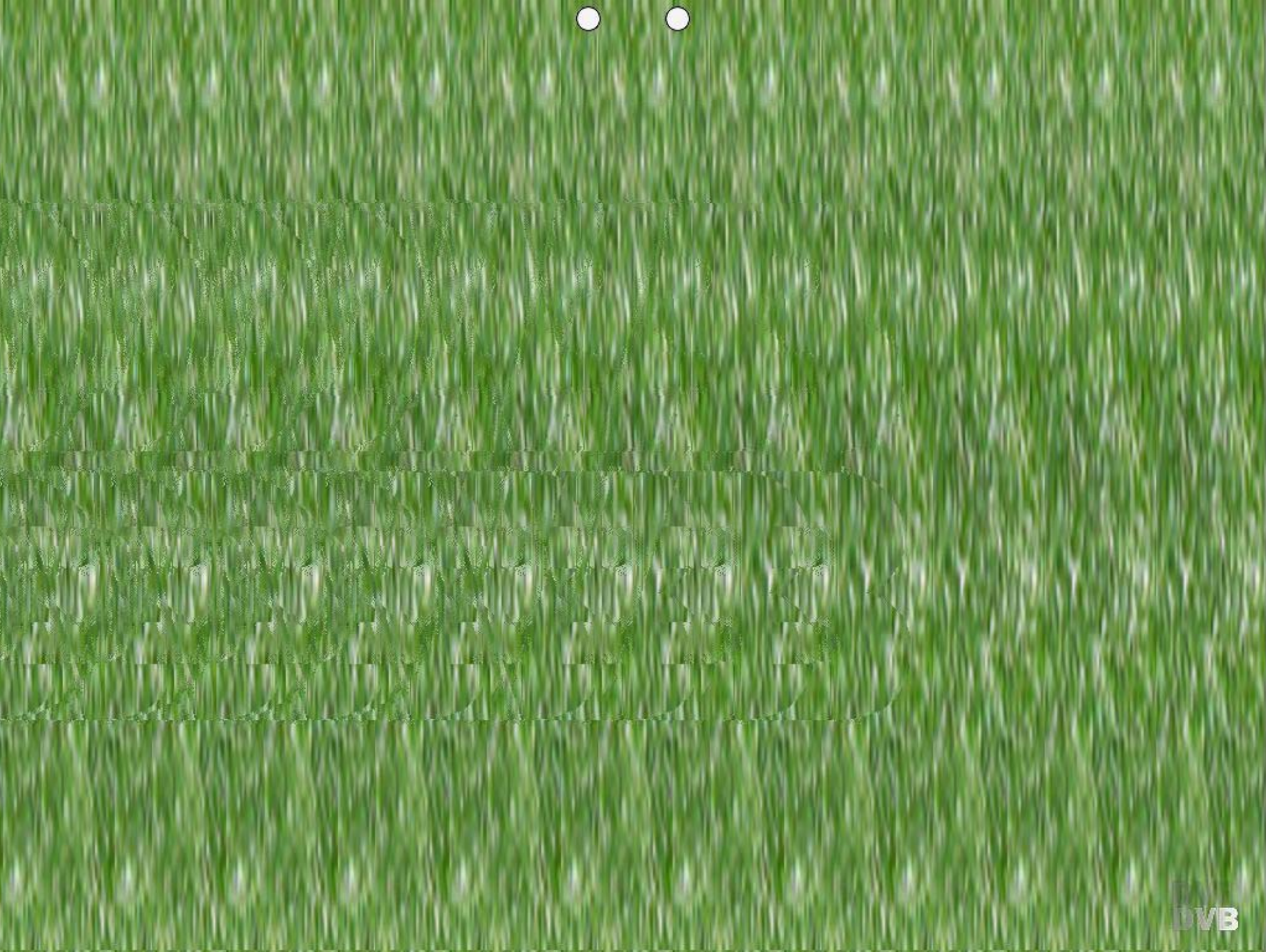
Compatible 3D Content





So.... It seems there is work the DVB can do, but we need solid commercial requirements.

In the meantime, maintain liaisons, and continue discussions.







3D Television  
BSkyB  
EBU April 09

# Stereoscopic Television at BSkyB

## The Vision

- To deliver a Stereoscopic experience to the customers home.
- To align with High Quality, Cost Effective viewing technology
- Utilise the *existing* HD platform
- Deliver a full diversity of content
- Sky currently has no plans to create a 3D channel but awaits Screen availability





# Stereoscopic Television at BSkyB

## Work to Date

- Acquisition
- Shot content in 3D
  - Champions League Football, World Rugby
  - Boxing – Ricky Hatton
  - Gladiators
  - Arts – Drama, Still Life, Ballet
  - Live transmission of Keene session from Abbey Road studios to consumer 3D screens
- Future content in 3D
  - Arts, CGI, Movies, General Entertainment



# Stereoscopic Television at BSkyB

## Work to Date

- Distribution
- Remit is to ensure delivery via the existing Sky+ HD PVR
  - Aim to monitor and work with the Consumer Electronics Industry to deliver:- a simple cost effective quality experience
  - Simple
    - ◆ Passive over active
  - Cost effective
    - ◆ Utilise existing infrastructures
  - Quality Experience
    - ◆ Currently glasses based deliver best experience over auto stereoscopic

