

3D: The Commercial Future EBU Workshop



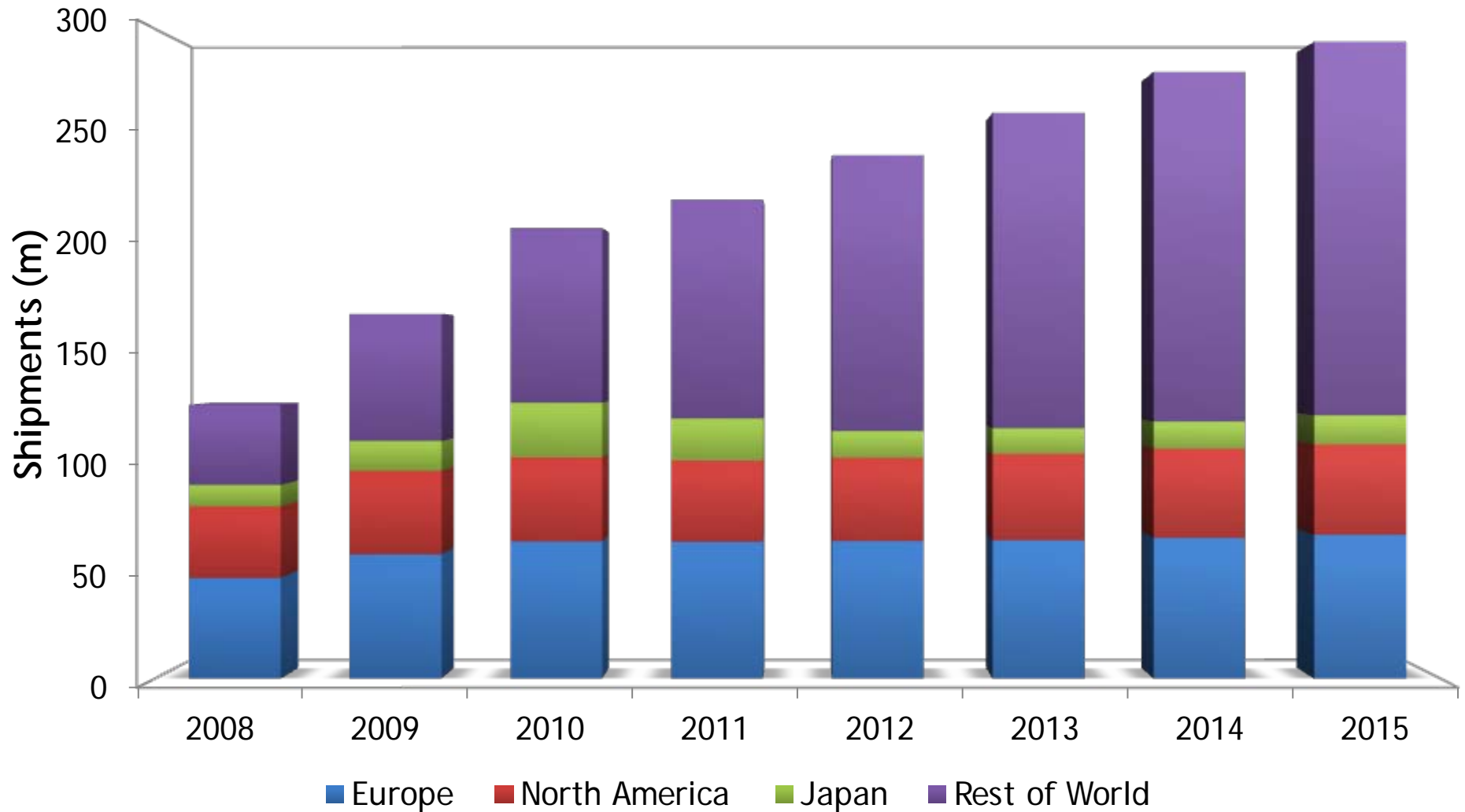
Presented By: Carl Hibbert
Geneva, 6th October 2011



What We're Going to Cover

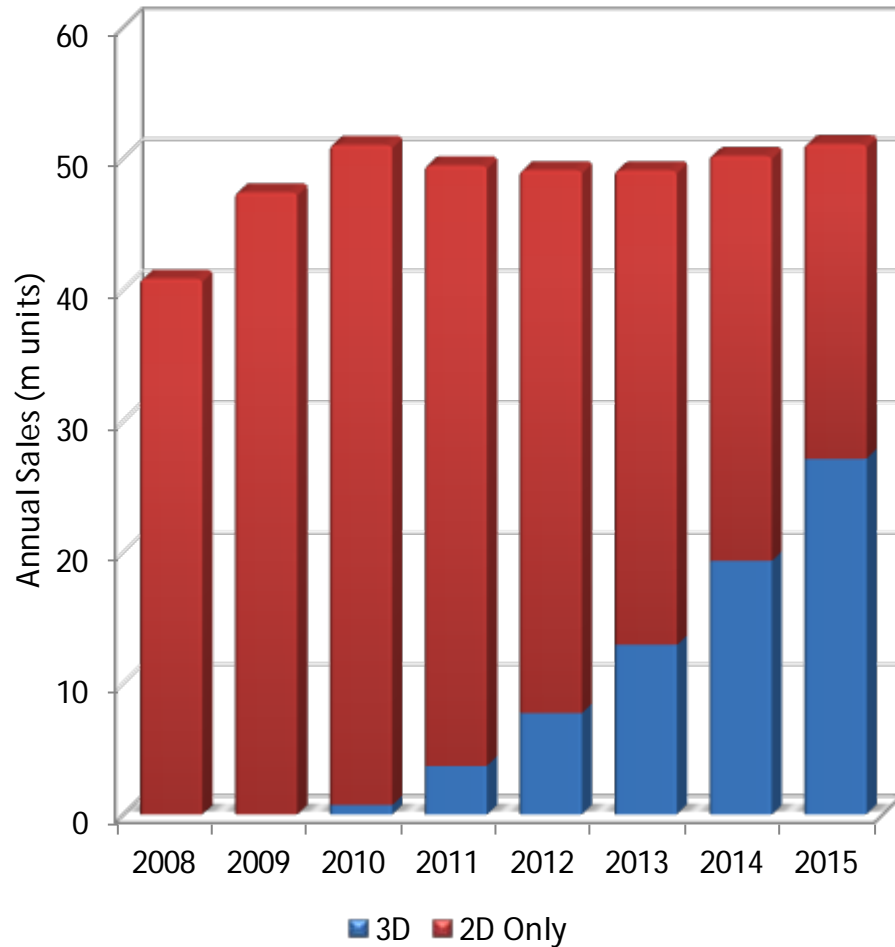
- Consumer's Buy-In to 3D
- The Driving Force of Pay-TV & Broadcast
- Creation and Promotion by the Content Industry
- Anything Else Worthy of a Mention...

Global Flat Panel TV Shipments by Region



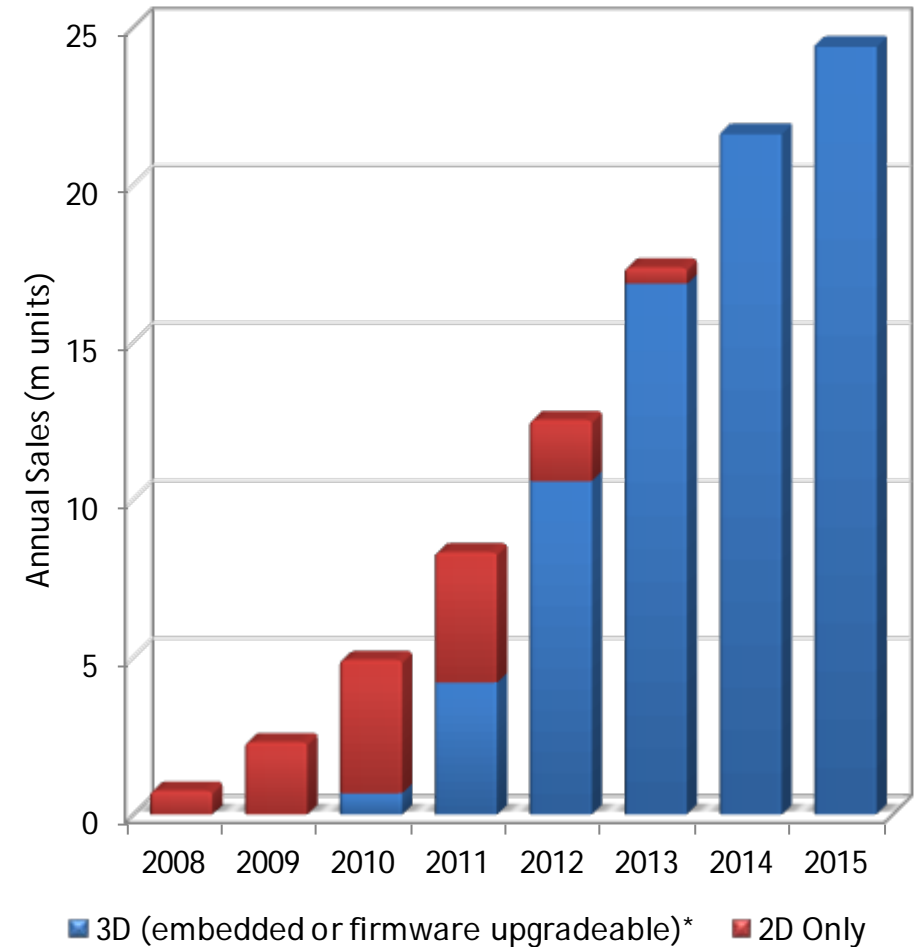
3D Will Become Standard Feature

Western Europe TV Sales



Glasses and transmitter may be optional extras

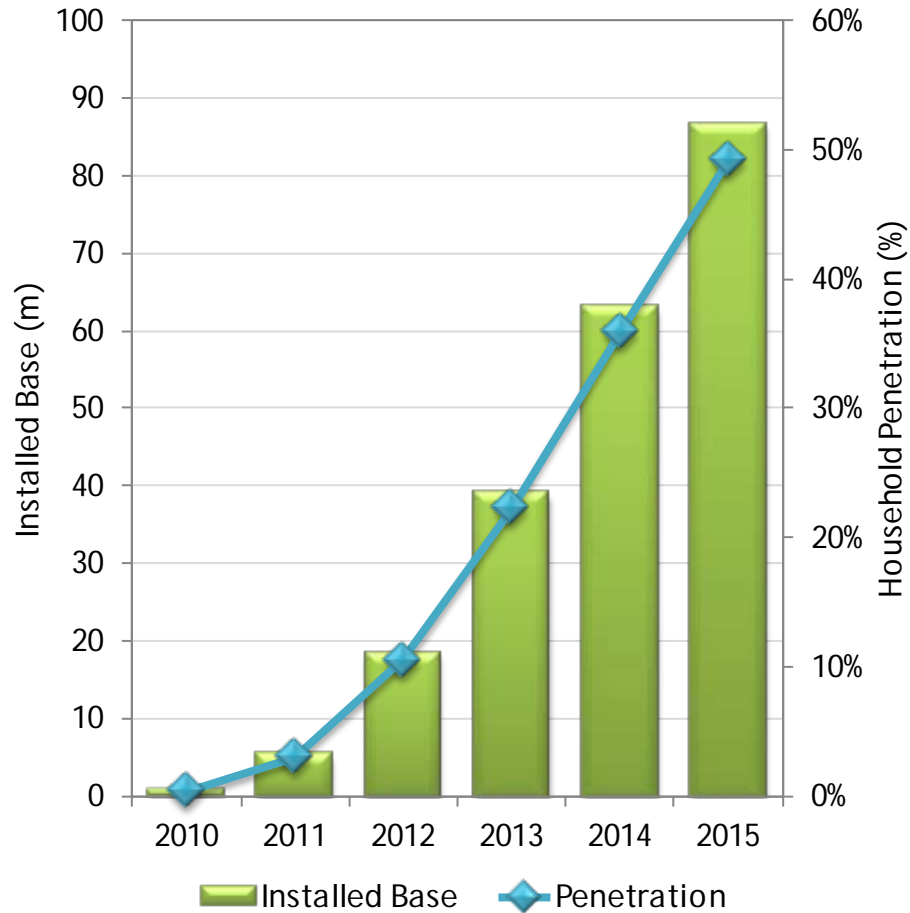
Western Europe Blu-ray Player Sales



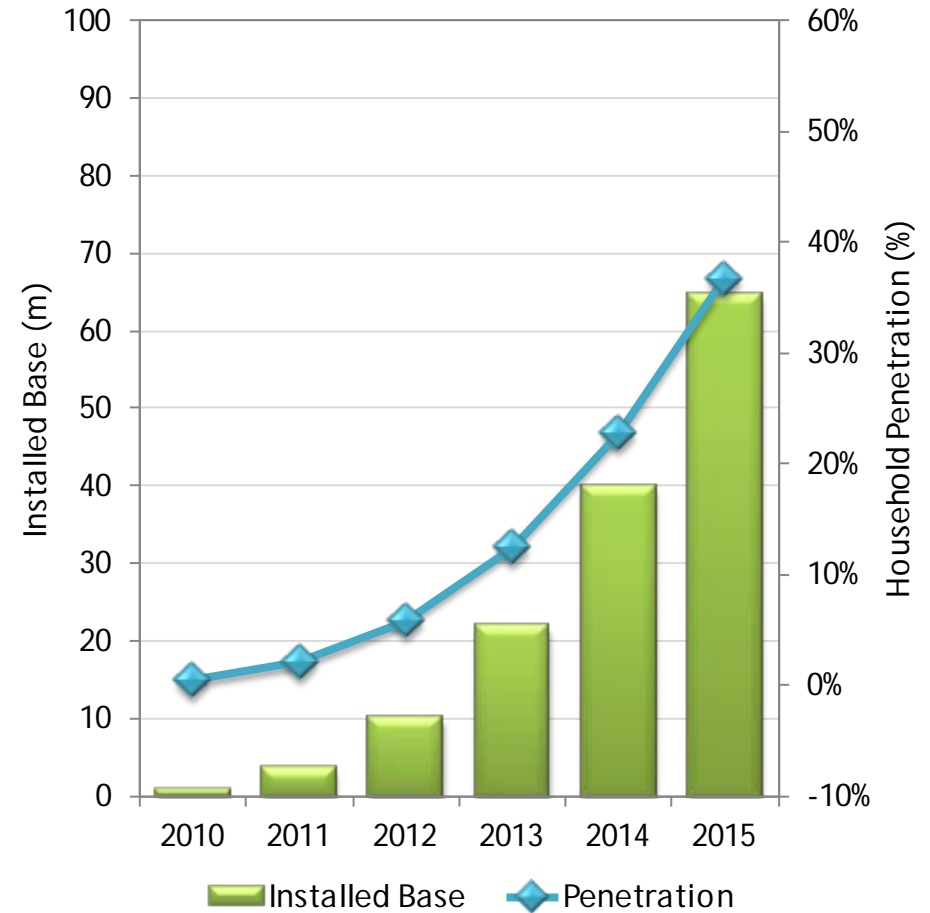
** Players, HTiB and Recorders*

3D Hardware Ownership Grows By Default

Western Europe: 3D TV



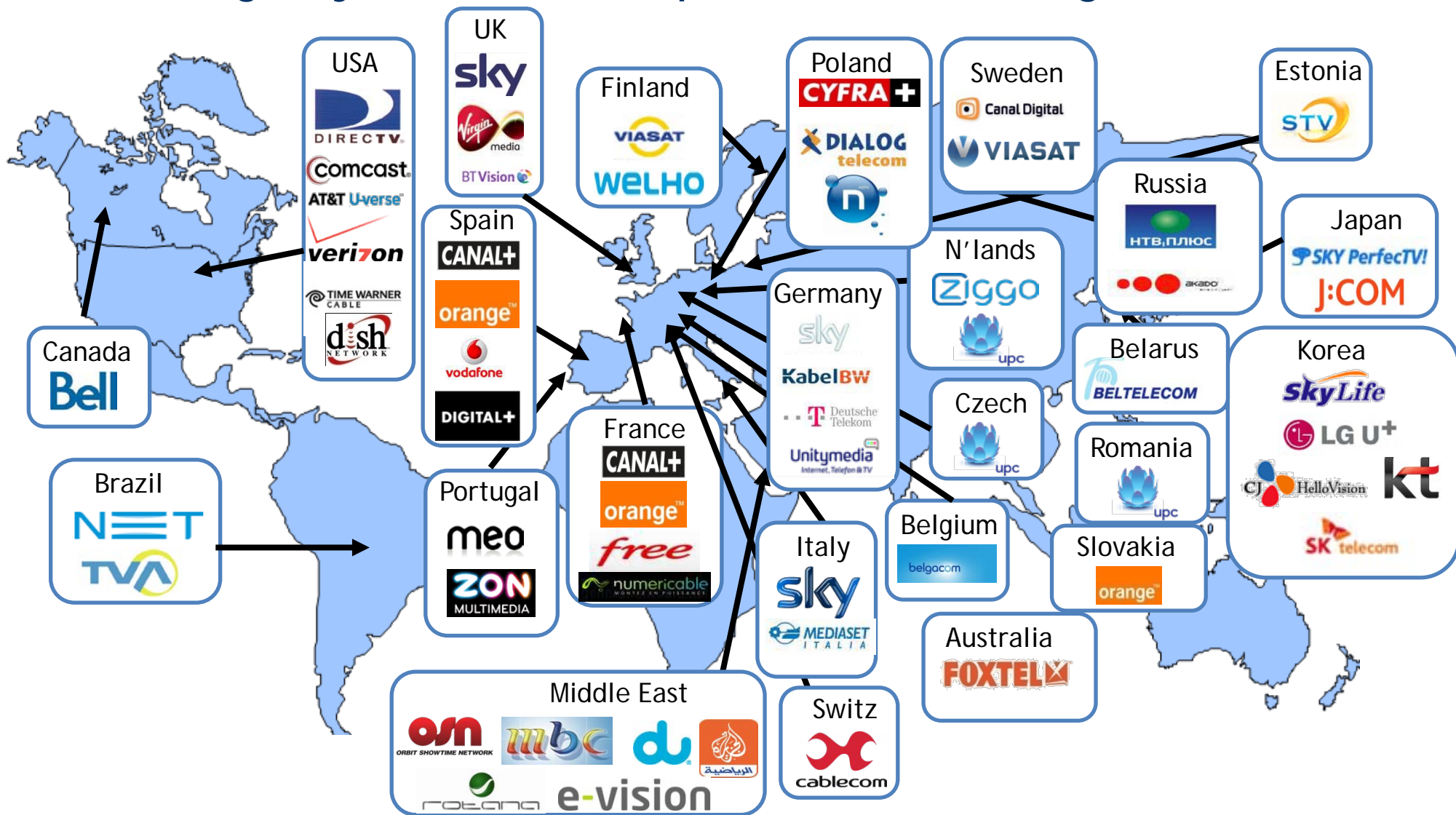
Western Europe: 3D Blu-ray Players



Broadcasters Planning 3D Content

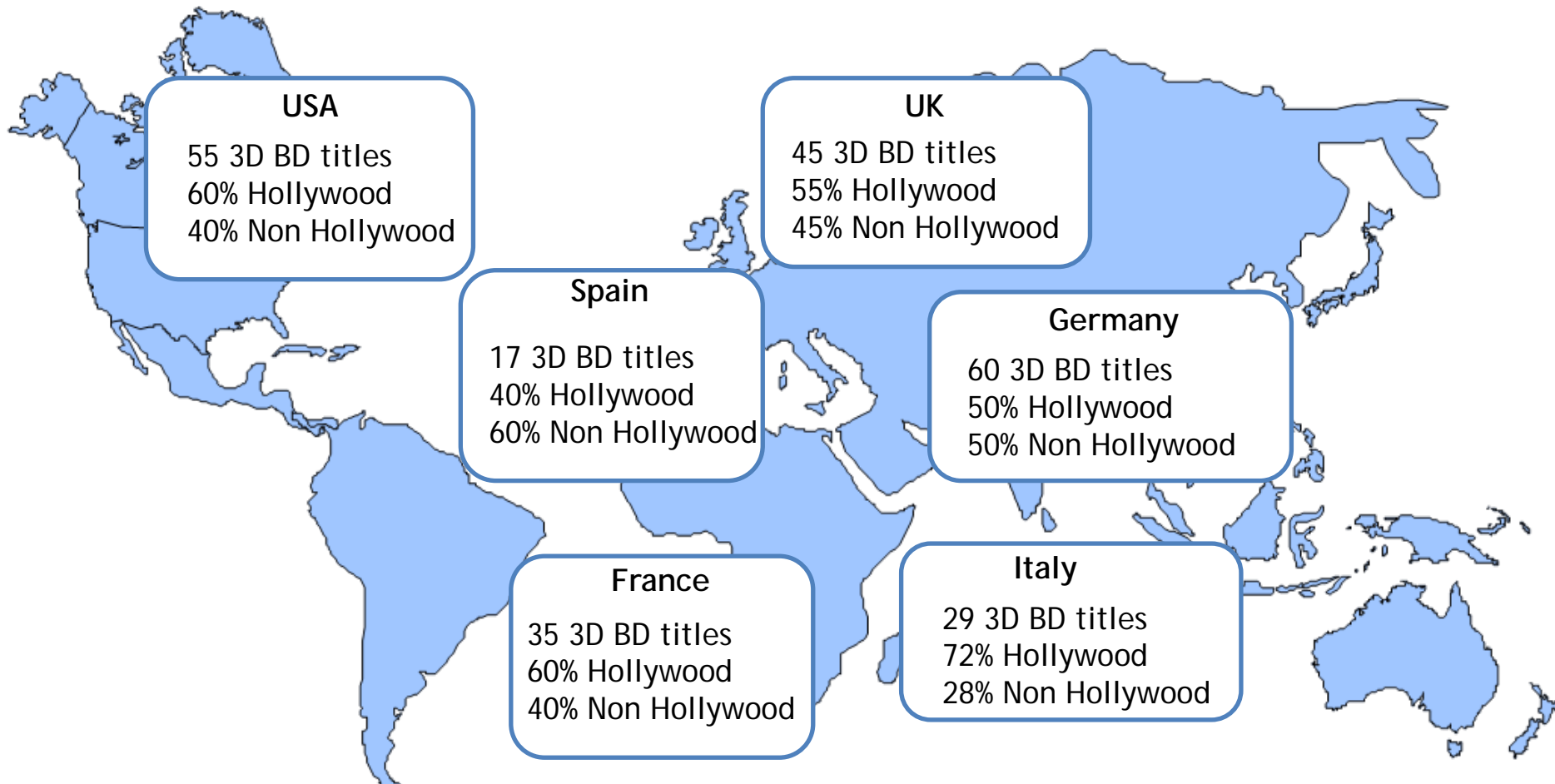


Leading Pay-TV & IPTV Operators Planning 3D Content*



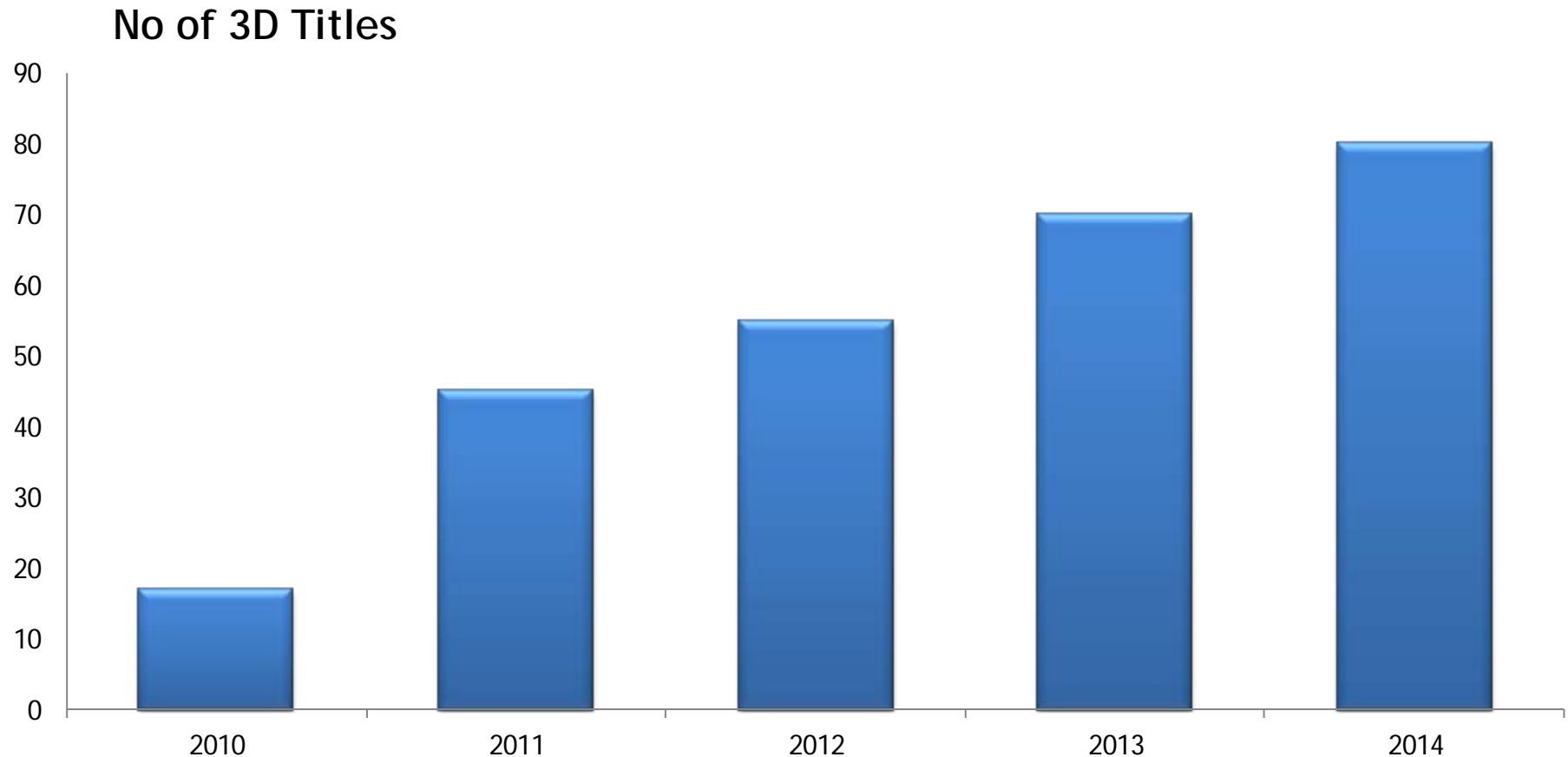
*Includes both 3D broadcast tests and channel/ on-demand service roll-out

3D Blu-ray Title Availability: Up to August 2011



Analysis based on the number of 3D BD titles widely available at retail on the 22.08.11

Hollywood Studio 3D Blu-ray Title Release Forecast: USA



Note: Includes catalogue titles rereleased as a 3D version and some special interest releases, excludes independent releases

What Else is Going On?

- Auto-stereo development accelerating, but still some way off
- Active -v- passive shutter technology still not decided
- YouTube
- 2D to 3D Conversion
- Theatrical continuing to flourish...despite some flops!
- The Olympics



Questions...

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