

Interview with 3net Head of Acquisitions Mark Ringwald

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Mark Ringwald, who recently spoke at the "Creating a New 3D Experience" conference during MIPCOM, is in charge of acquiring new 3D programming for 3net- the Sony, IMAX and Discovery joint venture channel which launched in 2011.

3net is currently exclusively available to DIRECTV subscribers in America. Subscribers to the HD package (\$10 per month) can access 3net as well as n3D (the world's first 24 hour 3D channel), ESPN 3D and DIRECTV Cinema (which shows 3D movies).

The majority of 3net programmes are original commissions (50 – 70%) with acquisitions filling the remaining space of its 24 hour schedule. Genres include natural history, documentary, action/adventure, travel, history and scripted series. To date, 3net has about 115 hours of content in the library with 200 hours expected by the end of the year.

During the *Creating a New 3D Experience* conference Mark Ringwald emphasised the need for compelling programming with strong characters and a bold use of the 3D environment. He said that often he is asked what 3net is looking for but said he does not know, he is hoping producers will tell him, presenting original ideas.

He also said that 3net will evolve into a broader entertainment network.

3dfocus.co.uk spoke to Mark Ringwald soon after the MIPCOM market had finished...

3D Focus: What is the state of the 3D content market right now from your perspective?

Mark Ringwald: Well I think it is increasing all the time. We seem to find a little bit more every conference; the people coming up to me are asking less – "what's this 3D all about?" to "what can I produce in 3D for you"? They are starting to come up with some great ideas and thinking how to use the 3D space creatively. That's really important; they are beginning to think about how 3D can be an integral part of the storytelling.

3D Focus: In our last interview, you would not share audience figures? Can you share some now?

Mark Ringwald: We are still on DIRECTV which has about 19 million subscribers in the US, and about 10 million of those are HD subscribers which mean they can get 3net. Then it's a calculus in your head as to how many have 3D TV sets in the US and the percentage of those who might be watching in on DIRECTV. The audience is one that is continually growing and I think they are projecting about 12 million 3D TVs will be sold in the US by the end of next year. They have also talked about putting 3D technology in existing TVs so if you get a TV set that's over 42" you are getting a 3D set whether you know it or not. Our job now is to make great 3D content that makes you ask "do I get 3D TV and how do I get 3net?"

3D Focus: Have you attracted any advertisers yet?

Mark Ringwald: Advertising at the moment is limited to just a few sponsorship spots of our programming but we are hoping that by the first quarter of next year to have a full 30 second to minute long spots running on the network.

3D Focus: Tell us about some of the programmes you have been talking about during this market.

Mark Ringwald: Skeleton Inc is a true life story about a family in Oklahoma that has a business making human and animal skeletons for museums, science centres and collectors. It's the process of making those skeletons starting from something and dead removing the flesh. It's a gory 3D show but you can't turn away. It's a very interesting process too. They even use beetles to eat away the flesh. It premiered about two weeks ago.



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Do you intend to watch the Star Wars conversion?

Yes
 No
 Haven't decided

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VOTE

Do you think 3D will become truly ubiquitous? (ATM screens, portable DVD players, websites etc)

Yes
 No
 Don't know

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VOTE

Would you like to see glasses free 3D inflight entertainment?

Yes
 No
 Indifferent

[Vote](#)

VOTE

Do you think 3D warrants the price premium in the cinema?

Yes
 No
 Yes if shot in 3D but no if converted

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VOTE (NEW)

How important will 3D be in your next computer choice?

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Coming up in about two weeks is the Indy 500: The Inside Line. It's the 100th anniversary race this year and we have the exclusive rights to cover it in 3D so it's a look at the race, the crews and drivers behind it.

The world's first 3D coverage of the Indianapolis 500 gives viewers an in-depth look at the event preparations and the action of race day as seen through the eyes of today's most dynamic drivers — Tony Kanaan, Helio Castroneves, Simona de Silvestro, Will Power and more. Unprecedented access to the 100th Anniversary of the Indianapolis 500 — capturing the pageantry of the historic event and emotion and intensity of race day, brings audiences the most compelling 3D programming event possible. The one-hour special is produced by New Wave Entertainment. 3net Director of Development and Production Don Bland serves as executive producer on behalf of the network.

Then we have Storm Surfers 3D which will be premiering in Spring 2012. It's about these Australians going out and looking for the world's largest waves to surf which you will be riding along with them in 3D. A 3D adventure into the world of big wave surfing with Aussie tow-surfing legend Ross Clarke-Jones and two-time World Champion Tom Carroll.



3D Focus: How do you price 3D content when acquiring new material?

Mark Ringwald: It's tricky and it depends on a lot of factors. Producers are not only supplying content to us but to others in other deals. I think it's a reasonable price for content if it's only in the US depending on whether it's exclusive television us or just exclusive 3D television in the US.

3D Focus: What are the figures for a half hour slot?

Mark Ringwald: It completely depends, it's a negotiable point.

3D Focus: Now MIPCOM is over, can you share any deals you have made?

It's a process. It is not something we decide here; it's a team effort and decision as to whether we acquire a show. We look at how it fits into the schedule and the brand of the channel.

For more information about 3net visit <http://www.3net.com/>

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MIPCOM 3D

- Would be nice to have
- Would have any influence in my decision
- Only interested if it was a glasses free 3D computer

VOTE (NEW)

Does the fact that a film is converted or "real" 3D influence whether you watch it?

- Yes
- No

VOTE (NEW)

Do you prefer gaming in 3D?

- Yes
- Yes but only in glasses free 3D
- No
- Have never played a 3D game

VOTE (NEW)

Do you think the 2012 Olympic 3D coverage will boost the 3D industry?

- Yes
- No

VOTE (NEW)

How important will 3D be in your next TV choice?

- Essential
- Nice to have
- Couldn't care less
- Already own a 3D TV

VOTE (NEW)

Do you intend to watch the Titanic 3D conversion?

- Yes
- No
- Don't know yet

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Festive 3D hologram style app relea...

In time for the holidays, HoloPhone 3D have released a free version of an app that appears to display a holographic snow globe on the screen of Windows phones.

