

# PlayStation 3 and flat-screen TVs help drive 3D adoption

3D IS the next logical step for reality, said Sony's Akira Shimazu at the presentation 3D Overview: Update On The Latest 3D Technologies And Applications. Joined on the panel by KCC's YoungSu Oh, IMAX Corporation's Julian Stanford and PricewaterhouseCoopers' Vincent Teulade, Shimazu mapped out how the 3D TV market is growing in both Europe and the US. There has been a sharp upturn in the number of people owning flat screens in the last year, he said, claiming that 3D programming is also taking a majority share in movie-theatre box-office revenues.

The Spotlight presentation also revealed that PlayStation 3 is driving the adoption of 3D home entertainment with its support of stereoscopic 3D content. Over 48 million PlayStation 3s are now 3D-capable and the demand for online 3D content is also increasing. The availability of 3D handycams with MVC recording capacity has also made high-quality, personal 3D imaging possible. Sony announced that it is to launch its own 3D all-in-one camcorder next week. The panel discussed the top three areas of consumer interest in 3D content — theatrical movies on Blu-ray, nature

programmes and sports programming — and how European channels in particular are taking note.

Shimazu reported that Sony was delivering on these new trends by making strategic deals with channels such as ESPN, with whom it recently partnered to film major sporting events in 3D. Shimazu also discussed the development of Tokyo Control, the first 3D drama series created in conjunction with Fuji Television and SKYPerfectTV!, as well as a new channel launch with Discovery and IMAX called 3Net, dedicated entirely to 3D programming.



Sony's Akira Shimazu

## 3D content pipeline filling up fast



Skylife's Phil Yoon: deal with Korean hardware manufacturer LG

CONTENT is still a major issue for the world's pioneer 3D channels, but they are all moving quickly to fill the gap, delegates to the 3D Spotlight, Distribution And Channels Overview, learned. Phil Yoon from Skylife in Korea said his company had just inked a content deal with Korean hardware manufacturer LG. "We produced about 50 hours last year and we are producing about 50-60 hours this year, which LG

will tie to sales of its TVs," Yoon said. Business models varied. Sky 3D's John Cassy said his channel has no plans to charge for its 3D content. It is part of a premium service for its most valued customers.

But 3net, the joint venture between Discovery, Sony and IMAX, is advertiser-based. 3net's Mark Ringwald said: "We are finding that advertisers are very interested in 3D because it's



Orange's Ghislaine le Rhun-Gautier: "2D scripts simply don't work on 3D"

appointment viewing. People want to see everything in 3D, including the commercials."

Ringwald added that 20% of 3net content would be acquired and the rest commissioned. "There is a lot of quality content brought to us, but there is also some that is questionable," he said. "Any [acquired] programming has to meet the gold standard. 3D should mean great stories, great char-

acters and great plots."

Orange's Ghislaine le Rhun-Gautier said that there is a lot more content available this year than last. "But there needs to be a standard for the quality of programming," she added. "We are running into three problems — quality not being high enough, content being not international enough and scripts not being written for 3D. 2D scripts simply don't work on 3D."