



3D Video

TV & Cinema: Rollout Conditions & Scenarios

Innovation Reports

Currently attracting a great deal of attention, 3D video is a market that is emerging as a driving force behind innovation and growth for TV and film industry players. This report provides a complete inventory of the current state of the market – presenting technical solutions, trials that are underway and pioneer commercial developments. It also offers 3D rollout scenarios up to 2015.

Key questions

- What are the implications of having multiple picture and screen formats? Is a 3D standard needed? Where are we in that area?
- What markets are driving 3D video: TV, cinema, video games, Internet?
- Is there a market in the short term for 3D video outside of cinemas?
- What opportunities are there for players along the video distribution chain: content producers, packagers/aggregators, network operators, device manufacturers?
- What is the actual level of 3D video service deployment, outside of trials and announcements?
- What are the likely development scenarios for 3D video?



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