

Panel discussion:

3D TV in Flanders

Moderator: David Wood (EBU)

Panel discussion participants

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- ✦ Belgacom – Raymond Wulleman
- ✦ Outside Broadcast – Ronald Meyvisch
- ✦ Telenet – Johan Vounckx
- ✦ Videohouse – Dirk Theunis
- ✦ VMMA – Frank Mathys
- ✦ VRT – Andre Saegerman

Panel discussion

- ✦ 3D TV: hype or tipping point?
 - When is the breakthrough expected?
 - Gimmick or major transition?
 - Main driving forces/frontrunners (events, package media, games)?
- ✦ What about the commercial business model for 3D TV?
 - commercial perspectives, cost versus quality, will people pay for 3D, linear broadcasting versus new media, advertisements, ...
- ✦ Which are the soft spots for 3D TV? Which formats are not suitable?
- ✦ Will distribution channels be able to handle 3D TV soon?
 - extra bandwidth, 2D/3D compatibility, 3D STB, format compatibility
- ✦ Does investing in 3D TV make sense while broadcasters and end-users are heavily investing in HDTV and Full HD displays?
- ✦ Which developments in 3D display technology are the most important ones to make 3D TV widely accepted by the consumer?
 - resolution, screen width, active/passive, glasses, format standardisation