

FIFA Red Cards World Cup 3D Coverage?

Written by Marco Attard
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The Associated Press reports FIFA considers "scrapping" 3DTV broadcasts of the 2014 World Cup after US network ESPN drops the format in favour of regular HD (and 4K, perhaps) broadcasts.



Closer to home, the BBC also closes a 2-year 3D programming test run according to The Hollywood Reporter.

Such news spells bad news for the still struggling 3DTV format-- after all, such a major sports event make for a major TV sales driver!

"We know that the technology has had a few setbacks in recent days, if you refer to some of the statements by [ESPN]," FIFA director of TV Niclas Ericson says at a Confederations Cup briefing. "It's clear when a big sports broadcaster like ESPN makes an announcement like that it creates a lot of extra tension [for 3DTV]."

During the 2010 South Africa World Cup 25 out of 64 matches were screened in 3D due to what FIFA described as "rapidly growing consumer interest" at the time.

However said consumer interest failed to grow fast enough, even if [NPD DisplaySearch forecasts 30% of 2013 LCD TV panel shipments will be 3D-capable](#)

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. Then again, CES 2013 saw t
[he sidelining of 3DTV in favour of gigantic 4K/UHD displays and OLED technology](#)
, all of which being 3D-free.

Thus, no wonder FIFA is going for what the industry hopes is the next big thing-- the Confederation Cup 2013 features first 4K broadcast tests, while the 2014 World Cup promises "the very best the industry can offer to fans for a first class entertainment experience."

Will 3DTV go the way of the dodo? Maybe not, if Philips, Dolby and James Cameron's Cameron-Page Group [manage to develop the glasses-free Dolby 3D format](#) . But until then (within the next 2 years, in the least) it appears 4K/UHD will be the way to go.

Go [FIFA Considers Scrapping 3D Coverage of World Cup \(AP\)](#)

Go [FIFA TV and Sony Announce 4K Visual Technology Test Run at Festival of Champions](#)

Go [The Future of 3DTV and Why ESPN Dropped its Pioneering Channel \(The Hollywood Reporter\)](#)