



Canal+ 3D Delivers an Immersive World-Cup Experience in Just 4 Weeks

Customer

Canal+ Group, France

Challenge

- Deliver a richer viewing experience for the 2010 FIFA World Cup
- Launch a dedicated 3D Live Channel in less than 2 months

Solution

- Integrated solution combining Canal+ existing infrastructure and Technicolor's 3D play-out facilities
- Live Broadcasting of 9 matches

Benefits

- Innovative solution ensured on-time delivery and minimized costs
- Rapid delivery in 4 weeks

The FIFA World Cup attracts billions of viewers worldwide to enjoy the excitement and drama of the beautiful game. As football fever began to build for the 2010 tournament, French premium TV broadcaster Canal+ wanted to give its subscribers a richer, more immersive viewing experience of the World Cup in South Africa.

Canal+ is France's leading provider of premium TV services. It delivers over 500 hours of sport and over 570 movies to its 10 million subscribers every year. Canal+ also invests more than €2 million euros to deliver the most innovative and high quality programming possible.

Challenge

Broadcasting the matches in 3D would be complex and, potentially, very expensive. It would also be one of the first 3D channels launched in France and one of the first times 3D content was broadcast live. With only six weeks until the first match, Canal+ also faced a race against time to get the 3D up and running.

Canal+ decided that trying to get the 3D channel setup in time wouldn't be feasible on its own. Consequently, Canal+ decided to partner with a vendor that had expertise in 3D broadcasting.

Canal+ already had a major long standing relationship with Technicolor, from its provision of broadcast play-out services for all the Canal+ thematic channels and Canal+ Overseas. During a visit to Technicolor's head quarters, the Canal+ team was impressed by a 3D demonstration highlighting Technicolor's innovations in 3D. This led to further discussions, and the decision was reached to form a partnership to deliver the 2010 FIFA World Cup in 3D.

“We wanted to deliver a unique 2010 Fifa World Cup experience. In order to do so, we needed a reliable provider, with real 3D expertise, and one that would be capable of giving us a quality service in such a short timescale. Technicolor has demonstrated itself as the innovation partner of choice, and their expertise enabled us to launch in 4 weeks!”

Loic Hello, Canal+ Directeur expertise technique et sécurité - chef de projet transverse 3D

The Solution

Technicolor devised an innovative solution that integrated Canal+'s existing infrastructure with Technicolor's 3D play-out facilities in Saint-Cloud, France. Technicolor was able to use its existing network to allow the reception of the signal from two different satellites (FIFA/Sony directly from South Africa & the Eurosport one for the games handled by TF1).

Live Broadcasting & Play-out

- Match captured live in South Africa and simultaneously transmitted to Technicolor's broadcasting facility via Canal+
- Technicolor provided a dedicated 3 man team to handle the live 3D program reception and broadcast. During the 3 week project, they provided 400 hours of broadcast and engineering expertise, and were assisted by an extra 3 people to provide sound and vision on match days, adding another 120 hours of manpower. .
- Technicolor inserted dynamic 3D graphics and live coverage from Canal+'s commentary team. This was the first time this had been achieved on French TV.

Reception on Multi-platforms

- Satellite subscribers could access matches on Canal18 of CanalSat via compatible next generation HD satellite set-top boxes (Dual S and "le Cube"). Canal+ 3D was also available via optical fiber for SFR, Orange & Neufbox subscribers.
- 9 matches were transmitted on dual channels: a standard picture on Eurosport/TF1 and in 3D on Canal+. Eurosport's 3D ployout was already going through ChanaSat for distribution. Consequently, Technicolor had to strip out the 3D customized graphics and other elements to ensure a seamless viewing experience for Eurosport's 2D TV viewers.

The Benefits

Innovation – Technicolor's solution, combining Canal+'s existing infrastructure and Technicolor's 3D play-out facilities, vastly reduced the project's time and costs.

Speed – A record for such a project, with the time between the decision to launch Canal+ 3D and delivery just 4 weeks.

Flexibility - Technicolor's extensive resources meant that any last minute changes could be resolved quickly without stalling the project's success.

Cost - Without the need to replicate facilities, the costs for what could have been a very expensive project were dramatically reduced.

Benefits for Canal+ - Subscribers enjoyed a richer, more immersive experience than had ever been seen before on French TV before. Canal+ reinforced its reputation for delivering innovative coverage of live sporting events and a premium quality service.

Benefits for Technicolor - Technicolor showcased its expertise in delivering 3D broadcasts and solidified its position as the market leader in delivering 3D entertainment into people's homes.

technicolor



“Watching the games in 3D was awesome! I am used to watch football games on 2D or HD screens at home or in pubs. Football in 3D was just an amazing experience and I really feel into the game, more than in 2D. Can’t wait for the next 3D sporting event, whatever sport it is!”

Sylvain, Canal+ Viewer