

BBC Freezes 3D Broadcasts

Written by Marco Attard
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The 50th anniversary Doctor Who episode (airs November 2013) brings an end to the BBC's 2-year 3DTV programming experiment-- following that, the Corporation takes a 3-year break from the format.



"I have never seen a very big appetite for 3D television in the UK," BBC head of 3D Kim Shillinglaw tells Radio Times. "Watching 3D is quite a hassly experience in the home.... I think when people watch TV they concentrate in a different way."

Shillinglaw suggests 3D in the home is a different beast from cinemas, where audiences tend to just do one thing (namely stare at the screen) as opposed to easily distracted home audiences.

The BBC believes UK 3D-enabled households total around 1.5 million, but only 50% of 3DTV owners watched the 2012 Olympics Opening Ceremony in 3D. Even worse are the figures for the Christmas broadcasts of children's drama Mr. Stink and the Queen's Speech-- "less than 5% of potential viewers" bothered to tune in.

Other BBC broadcasts in the format include Strictly Come Dancing and natural history documentary Walking with Dinosaurs.

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"After [the hiatus] we will see what happens when the recession ends and there may be more take up of sets but I think the BBC will be having a wait and see. It's the right time for a good old pause," Shillinglaw continues.

The announcement follows the end of 3DTV programming on US network ESPN, and rumbles from [FIFA on "scrapping" the format](#) in favour of 2014 World Cup broadcasts in regular glasses-free HD.

Go [BBC Put 3D Projects on Hold \(Radio Times\)](#)