

The Sony Plan for the FIFA World Cup

Written by Marco Attard
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The 4K/UHD TV market might get its breakout moment with the 2014 FIFA World Cup-- Sony confirms it will shoot and broadcast 3 matches in 4K resolution for the first time, including the much awaited final at Estadio Maracanã, Rio de Janeiro.



The other matches shot in 4K come from the round of 16 (held on 28 June) and the quarter final (4 July), all part of an effort to "further accelerate the expansion of the 4K viewing experience."

Post-World Cup Sony will use the footage to piece together an Official World Cup 4K Film, which FIFA will distribute online via 4K streaming services. It will also show off snippets of 4K/60P World Cup footage at Sony showrooms and stores-- on capable Bravia TVs, obviously-- around the world.

"We are very excited to offer an entirely new viewing experience at the greatest sport event in the world," Sony says. "By leveraging our cutting-edge 4K technology and our premier products and solutions through our partnership with FIFA, we will deliver a unique and totally compelling entertainment experience, conveying the excitement of the matches in Brazil with the depth and vividness that the ultra-high definition of 4K delivers."

Historically the World Cup is a big TV industry deal-- the 2010 World Cup did no small part to boost HDTV sales, especially within non-mature markets. Sony no doubt wants the same magic to happen to 4K TVs and broadcasting. Will it bring about "the dawning of a new era in the broadcasting of sport," as FIFA puts it?

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