

# When Big Screens Go Wide

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# Introduction

As Broadcasters move to digital & wide screen, customers will expect wide screen presentations during live events just as they have come to expect replays, statistics, highlights, and close-ups.

This is NOT a Technology challenge, it's a Production challenge.

# Technology Issues

- Converting to Wide Screen is a pre-solved problem.
- You can do Wide Screen Presentations with analog equipment.
- You can do Wide Screen Presentations with digital equipment.
- Let's Focus on Production.

# Current Production

- Mix of Live Action & Pre-Made Elements
- Engages the Viewer with...
  - Field Action, Replay Action, Historical Plays
  - Animation, Statistics & Funny Bits
- Focuses the Viewer's Attention with...
  - Frame Control - Pan / Tilt / Zoom
  - Picture Manipulation - Digital Video Effects

# Production Issue

- We have this palate of video tools to use.
- We know our technology & how to build excitement on the screen.
- Now we are given another production tool.
  - A Wider Screen
- So What!

# This is What?

- Things don't FIT anymore
- "My Archive is 4 X 3 but
- My Screen is 16 X 9"
- "My Concession Monitors are 4 X 3"
- WHAT A MESS!

# Production Wishes

- Why should I fool with Wide Screen?
- This change can't be happening.
- This technology is driven by Government/ League mandates not consumer mandates.

*Wake up Wake up! You're having that bad dream again!*

# Production Goals

- Be ready for mandated Wide Screens
- Be ready for 16 X 9 Broadcast Trucks
- Give Fans something they can't experience at home.
- Get the audience involved in a new way.

# Alphabet Soup

- Who made up all these numbers any way?
- 16 X 9, 4 X 3, 1.33, 1.77, 12 X 9, 14 X 9
- 480P30, 720P30, 1080I30, 1080P24
- 442, 10-30, 20-50, 4 on the floor

# Here are Some Easy Numbers

- $12 \times 9$
- $14 \times 9$
- $16 \times 9$

# Current Television

- Aspect Ratio or Picture Size
- 12 X 9 (4 X 3)
- Four Units Wide
- Three Units High

# Wide Screen Television

- Aspect Ratio or Picture Size
- 16 X 9
- Sixteen Units Wide
- Nine Units High

Ok I have a new 16 X 9 Board,  
but I have all that Archive  
footage - What do I do?

- Here are some solutions.
  - Reverse Letterbox
  - Cropped Archive
  - Wide Screen Cropped
  - Classic Letterbox

# Reverse Letterbox - Heights Match



- 12 X 9 Archive in 16 X 9 Screen

# Cropped Archive - Widths Match



- 12 X 9 Archive under 16 X 9 Screen

# Wide Screen Cropped

## Heights Match - Sides Cropped



- 16 X 9 Source under 12 X 9 Screen

# Classic Letterbox - Widths Match



- 16 X 9 Source in 12 X 9 Screen

# What about Squeezing?

- Be careful!
- Some fans may not like how wide they look.

# Squeezed Archive - Both Match

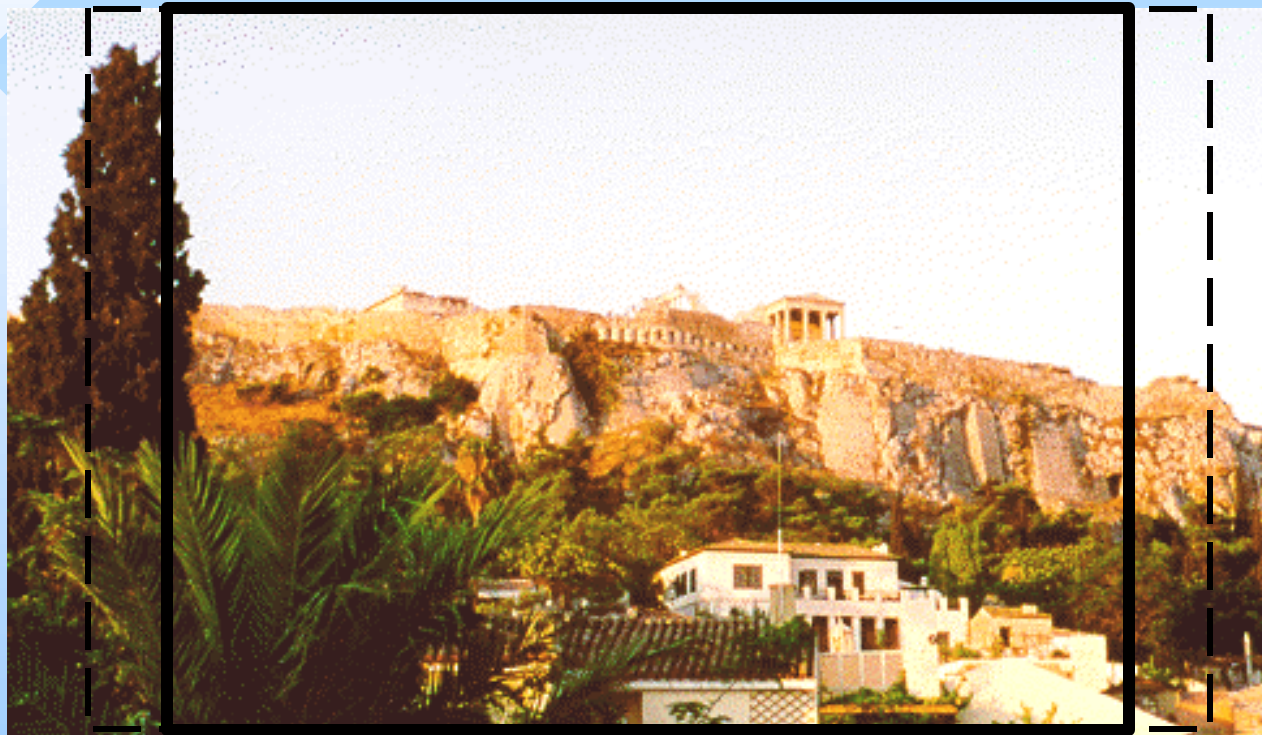


- 12 X 9 Archive stretched to 16 X 9

# Live Shots

- So much for getting Archive Shots to fit.
- How about Live Shots?

# The Big Picture



- Shoot 16 X 9, Protect 12 X 9, Think 14 X 9

# What's That About 14 X 9 ?

- That's OUR Secret.
- As you can see from the picture -
  - Protect 12 X 9 ("Safe Action" Area)
  - Shoot 16 X 9
  - Think 14 X 9

# When Your in Deep Water...



- Think 14 X 9

# Conclusion

- Wide Screen is a Production Issue.
- Size and Crop Archive Shots
- Think 14 X 9 on Live Shots