THE EVOLUTION OF SPORTS BROADCASTING

First Live Sports Broadcast 1936

The world's first live televised sporting event—1936 Summer Olympics in Berlin.

BBC broadcast the games to 500 people using the 240-line Baird intermediate film system with as few as 30 lines of resolution.

1955 First Sports Event in Color TV

Sports programming on TV did not appear in color until August 26, 1955.

Tennis was the first sport to be broadcast in color. The match between the USA and Australia was covered by NBC.

Introduction of the Instant Replay 1955

CBC Television introduced the first "instant" replay during their Hockey Night in Canada broadcast.

They used a "wet-film" (kinescope) replay, which actually aired several minutes later.

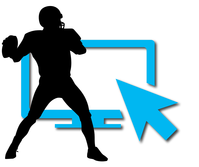
1967 SDTV to EDTV

Sports broadcasting moved from SDTV to EDTV in 1967. Viewers could now watch sports in 480p or 576p signals.

BBC2's coverage of Wimbledon starting on July 1, 1967 was the first "full"-color PAL transmission.

Live Sports on the Internet 2005

ESPN launched the first online-only network, ESPN3.com, in 2005. It now broadcasts hundreds of live events, which are also stored for on-demand archive viewing.



2013 NBA Basketball

In 2013, Americans consumed 33 billion hours of national sports programming—a 27 percent increase since 2003. And according to officials at Twitter, viewers sent 27 million tweets worldwide during the 2013 National Basketball Association finals.

4k UHDTV, 8k UHD 2014

Three matches at the FIFA World Cup in Brazil were broadcast in 4K and nine in 8K resolution. Broadcasters at the forefront of the UHD transition are Mexican broadcaster Televisa and Japan's NHK.

The final featured 34 cameras and 3,000 staff were involved in the television production, which was broadcast to over 1 billion people worldwide.

& BEYOND 4K

This resolution is part of the UHDTV standard and is advocated by NHK Science & Technology Research Laboratories and the BBC. The display resolution has less than sixteen times as many pixels as UHD.

There is little doubt that one of the most challenging digital workflows is sports production. Live events, tight schedules and multi-stream high-resolution broadcast make it a no-compromise environment.

The new StorNext® 5 platform was designed from the ground up for media, and is the ideal foundation for a sports broadcast workflow at any resolution! Quantum can help you choose the best products and connectivity for your sports production storage needs.

CLICK HERE TO CONTACT A QUANTUM SOLUTION EXPERT TODAY!

SOURCES:
Nielson.com, Gizmag.com, Museum.tv and BusinessInsider.com

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