



## **Throw Forward Thursday: The future of live sport on TV - The BEST way to watch the World Cup**

Come with me to the future. The future of live sport on TV. My name is Graeme Codrington. This is Throw Forward Thursday, and I want to talk about the future of TV.

Right now, we know that TV is in trouble. Netflix, Amazon Prime, Hulu, and others, all of the traditional television broadcasters are really battling to work out how to monetize that small and sometimes not so small box in your house. What we know for sure, though, is that live sport is a prime commodity for TV. Everything else we can record, we can stream, we can do whatever with, but sports fans love watching live sport.

So, we know that we've got a commodity here that's going to last into the future. But I have a suspicion that we are going to do something remarkable using immersive technologies, virtual reality, augmented reality, and live sport, and that's what I'm excited about.

So come with me to the future, hopefully not that many years away, when we are able to immerse ourselves as sports supporters and spectators, immerse ourselves in the game. This is not just Spider cams coming in and giving us great visuals, what I'm really loving in football, as we look ahead to the Football World Cup, is we're going to see the spider cam coming behind a penalty taker, and you get to see the scene from the perspective of the footballer taking a penalty or kicking a field goal. That just gives you a perspective as a spectator we haven't had before.

I'm a huge cricket fan and it's the Cricket T 20 World Cup at the moment, and they have spider cams that come on and follow guys onto the field, sort of look around the field from the perspective of the batsmen at the moment, reasonably cheap level graphics, but it kind of shows you what the field looks like, the position of the field is, but very soon we're going to be able to use high end graphics, whether it's putting video cameras onto every player, whether it's just using graphics rendering to put us in the position of each player. We can choose the player that we want to take over and see their perspective. We can choose how we engage with the game, not just looking from a static camera perspective.

Lots of possibilities, and I think that we're going to see remarkable innovation in the way in which we broadcast, consume, engage and immerse ourselves into live

sporting events. I don't see anything cleverer for TV to do right now that will certainly hook all of us in. We'll pay premium rates in order to get that experience, won't we?

The future of TV, the future of the sport, and the future of World Cups all come together here in the Throw Forward Thursday studio. Thank you, as always, for joining me.

I'll see you next week when we jump into the future again and see what's going on there.

---

**At [TomorrowToday Global](#), we help clients around the world analyse major global trends, developing strategies and frameworks to help businesses anticipate and adapt to market disruption in an ever-changing world.**

*[Subscribe](#) to our team's weekly newsletter filled with insights and practical resources to help you succeed in the future of work.*

For all enquiries, please use this email: [info@tomorrowtodayglobal.com](mailto:info@tomorrowtodayglobal.com)