Science, Tech & Society | Popular Culture and Media

A Coldplay concert in Massachusetts recently gained global attention—not for the band’s music, but due to an unexpected incident involving a “JumboTron” screen. The moment escalated into an internet storm after lead singer Chris Martin made an offhand comment that coincided with a fan’s display on the giant screen, triggering widespread social media reactions.

The term “JumboTron” refers to a very large video display screen, typically used in stadiums, concert venues, and sports arenas to broadcast live visuals to audiences. It was originally coined by Sony in 1985 as a brand name for its pioneering large-scale video boards. Sony’s JumboTron was among the earliest and largest non-projection video displays, revolutionizing the spectator experience at live events.

This incident highlights how digital display technology, particularly JumboTrons, has evolved from a technical innovation into a cultural symbol—often driving viral content and shaping public narratives around live performances in the age of social media.