

# 2010 FIFA World Cup™

## MRL Newsletter



### IBC OPENS ITS DOORS TO MEDIA DELEGATION

Edition #10 - 24 May 2010



Niclas Ericson, Director of FIFA TV, providing a description of the African Plaza



Danny Jordaan, CEO of the Local Organising Committee, and FIFA Secretary General Jérôme Valcke attended the concluding Q&A session

With 20 days to go to the start of the 2010 FIFA World Cup™, the IBC welcomed a Media Delegation, including some 120 journalists, as part of a tour of its major facilities on 21 May. During a three-hour event, the attendees were given an extensive tour of the premises and listened to detailed explanations about the role of

the IBC in the broadcast of the 2010 FIFA World Cup™. Four major stops were made during the tour, including the Aggreko Generator Park, the IT Command Centre (ITCC), the African Plaza, and the Master Control Room (MCR).

On the African Plaza, which centres several of the main services and facilities in Hall 6 of the IBC, Niclas Ericson, Director of FIFA TV, informed attendees about FIFA's policy for making the exposure of the 2010 FIFA World Cup™ unprecedented in Africa. This included its partnership with the AUB (African Union of Broadcasters), FIFA's broadcast training programmes in Africa which have delivered Legacy Weeks in more than ten countries already, and the FIFA/AUB Production Centre offering, for the first time, an IBC studio to African broadcasters.

Outside the Master Control Room (MCR), the hub of broadcast operations at the event, both Niclas Ericson and Francis Tellier, CEO of HBS, underlined the importance of the MCR and highlighted the major new developments in the production plan for the event, including the Mobile Match Feed and 3D coverage of 25 matches. Proceedings concluded with an open Q&A session which was attended by Jérôme Valcke, FIFA Secretary General, Danny Jordaan, CEO of the Local Organising Committee, General Siphwe Nyanda, Minister of Communications, and Amos Masondo, Mayor of Johannesburg.

### MRL PROFILE – TV BANDEIRANTES

"We have a very good team, we have very experienced players but in a World Cup you have no margin for error," says Jose Carlos da Silveira Junior, or 'Juca' as he is affectionately known, of the Brazilian national team's chances at the FIFA World Cup™. The same can be said of the TV Bandeirantes team, given that they will be debuting eye-catching HD coverage of the event for Seleção fans.

"It will be the first time the World Cup has been broadcast to Brazil in HD, as we only went digital in 2007," explained the Planning Director of the Bandeirantes Network, the second largest broadcaster in Brazil and a sub-licencee of TV Globo, the main rights holder in the country. In total TV Bandeirantes will air 56 games live, with the eight remaining matches – the games played simultaneously at the end of the group stage – broadcast in full later that same day.

Juca, now at his fourth FIFA World Cup™, is a veteran of IBCs and media centres, so how is the Johannesburg version shaping up? "The IBC is very good, I went on the FIFA inspection (MRL Venue Tour) during March around the country to every city which will be hosting matches and they have done a very nice job at the stadiums, press areas, TV compounds... congratulations to all South Africans. The FIFA Max Server is also a very good upgrade and will benefit our work."

As expected though the São Paulo-based broadcaster's biggest concern is Brazil, and they will have three ENG crews purely following Dunga and his squad. "Apart from the games we will air lots of Brazilian stories and pieces about other participants. Our biggest challenge will be to bring to Brazilian viewers the same flavour and ambience we are feeling here." And will they be broadcasting a sixth Brazilian triumph in impressive HD? "We are confident Brazil will reach the Final, but we are here until the end – with or without Brazil. The main expectation is that we play well in the style we like to see Brazilians play, attacking and making goals."

### UNILATERAL AREA SIGNAGE

White board panels have been posted throughout the unilateral areas of the IBC for MRLs to add their own signage, whether it be corporate logos or directional signage. MRLs are kindly requested to restrict any posting of signage outside of their own spaces to these dedicated boards.

### LAPTOP SECURITY NOTICE



All laptops – both professional and personal – belonging to IBC users need to be tagged for security purposes before IBC lockdown, scheduled for **1 June (05:00 - 09:00)**. The procedure will be enforced this week.

On arrival at the IBC, MRLs will be given a sticker by security personnel which has to be stuck on the laptop and the tournament pass (on the upper part of the reverse side of the accreditation, as per image above). These stickers will share a number that can be confirmed against each other upon departure.

Staff will not be allowed to remove laptops from the IBC or competition venues without a matching sticker. Day visitors with laptops will require a separate temporary registration for laptops, which will be administered by security at the IBC main entrance.



Jose Carlos da Silveira Junior (second left) and his Band of brothers