

# 2010 FIFA World Cup™

## MRL Newsletter



### MRL PROFILE - ITV

Edition #13 - 29 May 2010



The spectacular view from ITV's outside presentation studio and below, Terry Palmer, ITV's Technical Consultant



The jewel in ITV's FIFA World Cup™ coverage provides a perfect example of the efficient collaboration process between FIFA, HBS and the broadcast community. When HBS offered broadcasters the opportunity to book a dedicated outside presentation studio, ITV saw the huge potential in their eventual location.

"It (the ITV studio) is actually there because of ITV, we requested the exact location and height and FIFA and HBS provided it for us. A lot of other broadcasters have decided to make use of it as well so it must have been a good idea," explained the UK broadcaster's Technical Consultant Terry Palmer.

"It is the first time I can recall that an IBC has been situated right next to a World Cup venue," says Terry, "so you can have a remote set with a backdrop view of the stadium. Of course, it is not a new idea but it is a first for the World Cup." [The last FIFA World Cup™ to have an IBC located next to a stadium was the 1994 FIFA World Cup™ IBC in Dallas.] The first FIFA World Cup™ in Africa is providing a lot of new experiences for everyone, not least at the IBC. "The IBC is slightly different but we have found it fine and it all works. It has a lot more character than previous IBCs, it is not often that you find one with a [Boma] BBQ area in the middle of it," he added.

A veteran of every FIFA World Cup™ since 1990, Terry has passed through a lot of IBCs and witnessed the birth and development of countless new technical innovations. So what is different for ITV this time around? "We have gone HD for this event, as we now have the ITV1 HD channel. We are producing a lot more output in terms of broadcasts and online material, but as we have more channels now we are able to put out a lot more transmission hours."

"We have also gone for a tapeless operation this time," adds Terry, "integrating the FIFA MAX Server with our own storage to create a kind of 'ITV MAX Server'."

A crew of around 200 ITV staff have come to South Africa, along with around 70-80 tonnes of equipment and 90km of cabling. ITV will broadcast to an audience of 8-10 million, with larger figures expected for the games involving England. "We have a deal with the BBC where we share the group games, we have the matches against the United States and Algeria so we hope to get good results for those broadcasts," Palmer concluded.

### VENUE CALL CHARGES

**REMINDER:** As featured in the HBS Catalogue of Services, calls to fixed lines within South Africa are free of charge from any telephone or ISDN line booked at the IBC or at the venues. To dial out to international or mobile numbers from telephone or ISDN lines booked at the venues (e.g. from commentary positions, presentation studios or the broadcast compound), MRLs must use WorldCall prepaid cards, available from Telkom SA sales outlets. Due to the limited amount (ZAR 200) which can be loaded on a prepaid card, MRLs should privilege dial-in calls, in other words receive calls on their allocated South African number from their home country.

**NEW:** Following the feedback received after FIFA WBM2, HBS and Telkom SA have decided to offer a second option to MRLs who prefer an alternative solution to WorldCall cards: upon request, phone lines at the venues will be opened to any outgoing calls, and corresponding actual call charges will be invoiced by HBS following the same payment terms as for other per match services. MRLs choosing this option will need to return the registration form which will be circulated by HBS Booking on 31 May 2010. This will apply to all telephone and ISDN lines at the venues and will be effective for the entire duration of the tournament for MRLs who have opted for this solution.

### MEDICAL SERVICE - HOSPITAL PROCEDURE

MRLs are informed that anyone referred to a hospital by the Medical Centre will by default be taken to the closest hospital - Baragwanath Hospital. If MRLs prefer to attend an alternative hospital then they are advised to mention this to the Medical Centre directly.

### MRL BRIEFING REMINDER

The first MRL Briefing will take place at 11:30 on 31 May in the FIFA HD Cinema/Briefing Room in Hall 6. Any MRLs unable to attend the Briefing can catch up on the key issues in the MRL Newsletter released shortly afterwards.

The next MRL Briefings are scheduled to be held on 3 and 7 June, before becoming daily on 9 June.

### RECYCLING WITHIN THE IBC

In keeping with the LOC's Green Goal 2010 programme, a recycling unit is located in the main IBC courtyard, adjacent to the Boma restaurant. There are also three other units at the back of Halls 6, 7 and 8. MRLs looking to recycle glass, plastic, paper and mixed waste are directed to the dedicated bins for these items. A pair of bins is also available for "general recyclables".



### BIO OPENING DATES

MRLs are advised of the following opening dates and times for the venue Broadcast Information Offices (BIOs). The BIOs are the main contact point at each venue for broadcast information and for enquiries about booking services and facilities.

Contact details for the Broadcast Information Managers (BIMs) will be published in an upcoming MRL newsletter.

Venue	Opening	Time
BFN	12 June MD -2	14:00
CPT	9 June MD -2	14:00
DBN	11 June MD -2	14:00
JEP	10 June MD -2	14:00
JSC	7 June MD -4	14:00
NST	14 June MD -2	14:00
PLK	11 June MD -2	14:00
PLZ	10 June MD -2	14:00
PTA	11 June MD -2	14:00
RSB	10 June MD -2	14:00

