

# 2010 FIFA World Cup™

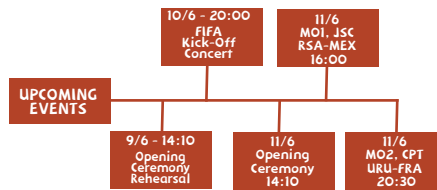
## MRL Newsletter



### MRL DAILY BRIEFING RECAP

Below is a recap of today's MRL Briefing:

- MRLs are reminded to remove all waste and empties from public and technical corridors and to not store anything on ceilings.
- In case of an RCD (resistive current device) trip within unilateral premises, broadcasters are reminded to immediately contact the Construction Help Desk so that a HBS electrician can identify the fault. MRLs are advised not to attempt to switch the breaker back on as it may trip the complete area.
- MRLs are advised to contact the Construction Help Desk to indicate their preferred time slot for cleaning of premises.
- On non-match days, the IBC parking area is accessible only with an IBC Parking pass. On match days a 'Resident Pass' will also allow access to the outside perimeter.
- The LOC is working on improvements regarding IBC access control.
- Yesterday's warm-up match operations were generally satisfactory. A stress test on distribution took place successfully. Audio issues were identified and rectified.
- The Opening Ceremony rehearsal (14:10 today) will be available on CATV. **This feed is not for broadcast.** Please note that any content related to the Opening Ceremony is embargoed until 11 June, 14:00.
- Broadcasters are reminded that the availability of MD-1 training coverage content depends very much on the team's schedule, which is subject to change.
- Player and coach chromakey footage is becoming available on the FIFA MAX Server. The details regarding availability are provided on the Live Feeds Information website.
- The FIFA Kick-Off Celebration Concert, taking place at 20:00 on 10 June, will be available at the IBC through HD and SD multilateral distribution, on the ESF Feed A, EBIF Show Feed A and Tactical Feed A. Please be advised that MRLs must obtain the broadcasting rights from Control Room, the company responsible for producing the event. Control Room reserves all rights in relation to unauthorised broadcasts of the event. For any queries relating to broadcasting rights, please contact Mr. David Asarnow at Control Room: ([dasarnow@controlroom.com](mailto:dasarnow@controlroom.com)).



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### MRL PROFILE - RTP



José Pinto Da Fonseca (far right) and the RTP team - rooting for Portugal and Brazil

The FIFA World Cup™ always throws up a group that is a nightmare scenario for the national team coaches involved, the famous "Group of Death". The paradox is, however, that while Portugal's placement in Group G with Brazil is a headache for coach Carlos Queiroz it is a dream for broadcasters RTP – providing a direct head-to-head clash between the two nations on which they place the biggest emphasis.

The only glitch is the timing of the clash. "Portugal-Brazil, our biggest match, will not be on in prime time. It will kick-off at 15:00 Portuguese time. The audience will be good but not the same as we would hope for an evening game," explained Producer José Pinto Da Fonseca.

Nevertheless, RTP will keep their audience interested with various other FIFA World Cup™-related programming in between the 16 first round matches they will initially air. "We will broadcast 60 minutes of highlights almost every night, we have an evening show called 'At Night At The World Cup' and after our daily news bulletin at 21:00 we will air a five-minute piece with footage of the players' day – including shots from the dressing room and the players socialising."

Providing both TV and radio coverage, RTP will have commentary positions for both media at each Portugal and Brazil game. Their news and analysis shows will also be broadcast to several Portuguese-speaking African territories – such as Angola and Mozambique – via RTP International.

RTP's HD channel will ensure viewers have the chance to see the action in stunning high definition, while a satellite truck will be based at the Portuguese hotel and training camp. "This event is the biggest operation outside Europe and Asia for RTP. It will be a tough challenge for us," concluded José. A tough challenge, but one the RTP crew are excited to take on.

### CHANNEL A/B LIST AVAILABLE

The Channel A/B list for all 64 matches is now available at the IBC BIO and on the FIFA TV Extranet.

### ROOM WITH A VIEW

The City of Johannesburg put a lot into the redevelopment and design of Soccer City Stadium, so it is only right that the stunning view of the calabash-inspired venue, flanked by the iconic city skyline, takes centre-stage in the broadcast coverage of the FIFA World Cup™.



The stunning view from ITV's Outside Presentation Facility

That view will become a familiar sight to viewers during June and July thanks to the Outside Presentation Facilities provided at the IBC. Two units, 500 metres apart, offer a spectacular panorama for broadcasters to take advantage of. Standing at 14 and eight metres respectively, the two facilities have been chosen by, amongst other broadcasters, Al-Jazeera, TV Globo, ESPN and ITV to house large scale studios, while six smaller units allow other broadcasters to air programming from atop the scaffold structure.

"What started off as a very interesting intention for us blossomed into a project that has ended up being a very strong arm of the IBC complex," explained Ronald Den Hollander, Head of IBC Construction. "We had two broadcasters who came to us with ideas almost two years ago and since then we have developed the Outside Presentation Facility into a valuable satellite structure to the main IBC."

The broadcasters themselves agree that the facility is a fine addition to the IBC. "It gives us the ability to say we are actually here and makes a strong visual commitment to the event and the city," explained Geoff Mason, Head of Production Planning for ESPN. "I cannot imagine that anywhere else in Johannesburg has such a great view of Soccer City and the skyline."

ITV have even gone to the lengths of colour matching their set to the brown and orange of Soccer City's exterior. "The stadium is the heart of the World Cup for South Africa, that is why we chose to base our studio here. It is something that reflects modern Africa and that was something we wanted to put across with our presentation," explained Production Designer Paul Sudlow. "We just have to hope now that none of our presenters suffer from vertigo!"