

2010 FIFA World Cup™

MRL Newsletter



MRL DAILY BRIEFING RECAP

Below is a recap of today's MRL Briefing:

- IBC domestic power is running on generators until further notice.
- MRLs are reminded that in the event of individual domestic power circuit faults they must immediately contact the HBS Construction Help Desk so that a HBS electrician can identify the fault. MRLs are strongly advised not to switch the breaker back on to avoid tripping the whole area.
- MRLs are also reminded to make sure that all public and technical corridors are cleaned of boxes and other items causing an obstruction.
- The LOC is to install an additional x-ray machine to improve access control at the IBC.
- There will be road closures on match days at JSC, including for tomorrow's M01. MRLs should not encounter issues as the 'IBC Parking Pass' or the 'Resident Pass' will provide smooth access to the stadium. A road closure map/schedule is available at the IBC BIO.
- The JSC gates will open at 10:00, the Opening Ceremony begins at 14:10 and M01 at 16:00. There is no media shuttle between the IBC and the JSC.
- MRLs are reminded that the Live Feeds Information website provides up to date information regarding the availability of MD-1 material and timing of all play-outs.
- MRLs are reminded that they must clear third party rights for elements used in features and promos. The procedure for clearing these rights will be made available on the Live Feeds site the day before the content is available. Third party footage cannot be used out of context.
- M01 pre-match speeches by South African President Jacob Zuma and FIFA President Joseph S Blatter will take place at 11 minutes before kick-off. FIFA will endeavour to make the speeches available on-site and on the FIFA TV Extranet.
- The VIP list/seating plan for M01 will be available on the Live Feeds Information website and at the JSC Broadcast Information Office (BIO) as soon as it is available. An alert will also be pushed on the CATV Info Channel.
- The JSC BIO is the point of contact for all Opening Ceremony information, including documents for commentators.
- FIFA are investigating making Behind The Scenes footage of the Opening Ceremony available on the FIFA MAX Server.

MRL PROFILE - JC-OPS

One of the hardest challenges facing a broadcaster at an event like the FIFA World Cup™ is the organisation and logistics. Fortunately for the members of Japan Consortium-Operations (JC-OPS) all that hard work is done on their behalf. Comprised of one national broadcaster – NHK – and five commercial networks, as well as 76 commercial radio broadcasters, JC-OPS purchased the rights for the tournament from FIFA and then distributed them amongst their members.



Tetsuji Yamamoto (centre) and the JC-OPS team

Of course, that does not mean there are no difficulties for the 500 staff working in South Africa for JC-OPS members, but there are always solutions to any problem. "The time difference here is definitely going to affect the ratings, we are broadcasting 44 matches in HD and tried to pick the games with earlier kick-off times. However, Japan-Denmark (24 June) is on at 03:30 local time so viewers must try to decide whether to stay up late or watch our rebroadcast the following day," explained Principal Program Director Tetsuji Yamamoto.

Viewers in Japan will also have the opportunity to view matches and highlights on their mobile phone handsets – an innovation which may prove useful to those wishing to catch up on the overnight games while at work or study. A first FIFA World Cup™ in Africa has thrown up new challenges, but innovative solutions ensure operations still run smoothly. "We have 20 ENG crews here but with certain difficulties moving around the country we have ordered FIFA Max Server access and hope to utilise this to provide more footage. As time goes by we hope to produce more stories about the background of South Africa," says Tetsuji.

One aspect of South Africa that viewers have already seen is the remarkable view from the arch above Durban Stadium – the venue for Netherlands-Japan. "TV Asahi have already taken one of their commentators up the funicular to the viewing platform to shoot from the top of the arch for their night show. It is such a unique spot they may do something again nearer to the game," Tetsuji remarked.

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BACK OF THE NET

MRLs are reminded about the variety of online information platforms designed to assist them with their broadcast of the 2010 FIFA World Cup™.

FIFA TV Extranet -

<https://extranet.fifa.com.tv> –

This password-protected site is the first point of entry for broadcasters and a 'one stop shop' as it provides a single comprehensive platform for all the relevant information relating to the broadcast of the 2010 FIFA World Cup™ including booking documents and forms, details about the Production Plan, match day-related downloads and information about the IBC.

The FIFA TV Extranet links to other important FIFA sites, including:

FIFA Media Channel -

<https://extranet.fifa.com.tv/MediaChannel>

This site provides the media community dedicated information on the event, such as training schedules, transport timetables, press conferences, schedules of events, etc.

Live Feeds Information -

<http://fwc2010.livefeedsinformation.tv>

Provides instant updates about the availability of multilateral content, whether it be related to Multi-Feeds programming, content collected by the FIFA TV ENG Crews or FIFA MAX Server material. *Please see MRL Newsletter #15.*

FIFA On-Air Design -

www.2010fifaonairdesign.tv

Provides access to a wide range of FIFA on-air design elements including: match graphic elements, replay wipe, titles and animations, city profiles and enhanced graphics. *Please see MRL Newsletter #8.*

In addition, MRLs should note two further FIFA sites:

FIFA Films – www.fifafilms.com – contains FIFA's footage archive and is serviced by Infront Sports & Media AG. MRLs wishing to purchase specific footage can directly contact the FIFA Films team for assistance.

FIFA.com – www.fifa.com – is FIFA's main public access website and is accessible without the need for a user ID or password. As well as news and information about FIFA World Cup™ matches, details about the organisation and structure of FIFA can be found here.

For further information about any of these services, or to request a password, MRLs are advised to self-register via the FIFA TV Extranet welcome page. Accounts will be activated as quickly as possible. For further details please contact:

FIFABroadcasterServicing@fifa.org