

2010 FIFA World Cup™ MRL Newsletter



MRL DAILY BRIEFING RECAP

Edition #23 - 12 June 2010

Below is a recap of today's MRL Briefing:

- Day 1 of the tournament was an overall success, despite definite room for improvement in a variety of areas.
- Transportation appears to be the biggest issue and is being addressed at the highest levels between FIFA and the LOC.
- Issues with ComCams at Soccer City are being looked into and are expected to be resolved shortly.
- Mobile distribution problems yesterday were on the Ericsson side and are being investigated.
- Following the FIFA Confederations Cup 2009 HBS modified its audio production plan to minimise any disruptions caused by vuvuzelas. In particular, extra ball mics have been introduced and commentator headsets have been upgraded and are far more effective than previous ones. It will unfortunately not be possible to make the vuvuzelas much less audible.
- MD-1 inconsistencies between venues are being investigated.
- In principle MD-1 press conferences are available in near real-time on the FIFA MAX Server.
- Information on the players selected for PlayerCam coverage is available on the Live Feeds Information platform the day before a given match. MRLs of the teams involved are encouraged to provide feedback on the choice of players.
- The Clips Compilation Channel is fed with up to 200 extra match clips in the 12 hours following a match.
- Promos and features are published on FIFA MAX before being played out.
- All information regarding timing of play-outs, including MD-1 packages, features and promos is available on the Live Feeds Information website and not via any other channel.
- MRLs are reminded that the electronic version of the MRL Newsletter is exclusively available from the FIFA TV Extranet. MRLs are responsible for downloading it from the FIFA TV Extranet and distributing it within their teams. The latest edition is usually uploaded around 14:00.

MATCH-SPECIFIC RESULTS DISTRIBUTION AT THE IBC

The IBC BIO is responsible for delivering match-related reports within the IBC to MRLs. These include the start lists, tactical line-ups, half-time report, full-time report and competition summary. MRLs are advised to contact the IBC BIO if they want these documents to be delivered to a different source than the flash bulletins and regular circulars.

Electronic versions of all documents (except the competition summary) are available on FIFA.com within the section dedicated to that specific match as soon as they are released. At the venues these documents are distributed at the Stadium Media Centre (SMC).

MRL PROFILE - CCTV

The FIFA World Cup™ offers different challenges to every nation. For CCTV it is the time difference. Prime time games, including the FIFA World Cup™ Final, will kick off at 02:30 Beijing time – but the Chinese broadcaster have a plan that will ensure their audience will not miss a moment of the action.



Yu Bu (second right) and the stars of CCTV

"We will be broadcasting all 64 matches live, but to compensate for the timing of the coverage we will be rebroadcasting games the following morning and again in the afternoon," explained Yu Bu, Assistant Controller of CCTV.

Between the live matches, repeat transmissions, interactive fan shows and news updates there will be a total of ten hours per day of dedicated FIFA World Cup™ broadcasting available to Chinese viewers. With a prospective audience of some 1.3 billion, CCTV expect around half of that figure to watch at least some of the action from South Africa.

The main studio will be based in Beijing, but CCTV have still transported 70 staff and significant quantities of equipment to South Africa – even though the Guozu (Chinese National Team) are not present. "If China had been here our audience would have been much larger," Yu added. "Without our team participating the people see the FIFA World Cup™ as a performance to be enjoyed rather than something to be emotionally involved in."

Perhaps that emotional attachment with the FIFA World Cup™ will come one day in the future when China hosts the tournament. "If the national team are good enough we are ready," enthused Yu. "After the Beijing Olympics we have the infrastructure and the potential audience."

REMINDER: SAD COLLECTION

Match-related SADs can be collected from the venue BIO from Match Day-1 at 14:00 until thirty minutes before kick-off, at which point they will be considered 'no shows' and redistributed according to the waiting list.

MRLs concerned about being late for collection are advised to contact the IBC BIO. The telephone numbers are available on the FIFA TV Extranet / Venue Operations section and at the IBC BIO.

ELLIS PARK ROAD CLOSURE PLAN

The Johannesburg Metropolitan Police department have created a road closure plan for all matches at JEP, which is available at the IBC Broadcast Information Office.

UPDATE: IBC CATV TUNING

MRLs whose CATV set-up does not correspond to the "official" list of channels (available on the FIFA TV Extranet/IBC section or at the IBC BIO) are informed of the following update.

Issues related to frequencies not being available on the CATV network are due to the fact that these frequencies were not detected when some MRLs initially set up their system. The procedure to reprogramme the screen is as follows:

- Hit the "Menu" button on the remote
- Using the navigation arrows, select "Settings" and hit "Enter" (the button in between the navigation arrows)
- Within the left menu, select the square with a CH in the middle and hit "Enter"
- Select "Auto Tuning"

The auto tuning should launch and successfully detect all CATV channels. If this is not the case, please contact the IBC Booking Office.