

# 2010 FIFA World Cup™

## MRL Newsletter



Edition #25 - 14 June 2010

### MRL DAILY BRIEFING RECAP

Below is a recap of today's MRL Briefing:

- The production of yesterday's matches was consistently solid.
- After today's match between Japan and Cameroon in Mangaung/Bloemfontein (M10), all seven of the directors and production teams working on the 2010 FIFA World Cup™ will have come into play.
- All parties are aware of audience reactions regarding vuvuzelas in the stadiums, despite the audio production plan having been refined since the FIFA Confederations Cup to minimise their effects. However, the LOC has reiterated that no ban on the vuvuzela will be considered.
- Per MRL requests, and as of today, beauty shots will be available at the IBC from 60 minutes before the match, as at the venues.
- Footage from the international FIFA Fan Fests in Berlin, Mexico City, Paris, Rio de Janeiro, Rome and Sydney is becoming available on the FIFA MAX Server. It is also available on the EBIF Show (when available on time) and as a five-minute play-out compilation when possible (see below for more information on play-outs).
- Best efforts are being made by FIFA to ensure that the timing of the "Countdown to Kick-Off" is systematically respected.
- Any technical issues should be reported in as much detail as possible to the HBS Booking department, who will quickly investigate the matter.
- The LOC is responsible for the shuttles between the IBC and media hotels and is aware of the complaints regarding their scheduling and availability.
- The LOC and the City of Johannesburg are working on resolving the serious cleanliness issues regarding the IBC toilets.
- The FNB bank at the IBC will be closed on Wednesday 16 June, a national holiday. Information on other IBC services will be provided in tomorrow's MRL Newsletter.

### MRL PROFILE - NOS

Not every MRL has brought a large team to South Africa: for Dutch broadcaster NOS there are under 30 staff on site. That would mean a fast and furious chase around the country for their four ENG crews if they were to get all the footage they needed – thankfully the FIFA Max Server is there to help.



Richard De Wilt, directing the Dutch action for NOS

"We have a crew with the Netherlands squad and one of the ENG teams is going to record pieces to reflect the African flavour of the event. There is also a crew that follows the next opponent of the Dutch team," explained Director Richard De Wilt. "However, we are going to transmit every game and each broadcast has a 20 minute studio programme pre-game so of course we will need features about key players. For this we are intending to use a lot of stuff from the FIFA Max Server."

### IBC PLAY-OUT AND FIFA MAX INFORMATION

As mentioned in yesterday's newsletter, a comprehensive bulletin has been distributed to MRL pigeon holes providing a recap about the timing and availability of play-outs (including MD-1, EBIF Show features and promos) and an overview of FIFA MAX content, its availability and how to find it.

In total NOS will air all 64 matches live in HD, also transmitting all the Dutch games on their radio channel, as well as the big matches throughout the knockout stages. In total, on an average group stage day, there will be ten hours of FIFA World Cup™ related programming with the evening wrap-up show broadcast live from South Africa at their studio in Melrose.

### SHIRT NAME DISCREPANCIES

MRLs are advised that there are two discrepancies between names on team "Start Lists" and actual shirt names:

- Cameroon's Geremi (#8), whose shirt reads NJITAP
- Ivory Coast's Emmanuel Kone (#14), whose shirt reads KOUAMATIEN

### DELIVERIES TO THE IBC

MRLs wishing to receive deliveries at the IBC are reminded that they must be registered on the Master Delivery Schedule (MDS) at least 48 hours in advance of the intended delivery. To register on the MDS, a fully online service, MRLs must go to <http://mds.2010oc.com> and follow the relevant instructions.

Deliveries to the IBC must pass through the IBC Log-Point and Remote Search Park (RSP) and thus must be addressed to: **International Broadcast Centre (IBC), Golden Highway / National Road, Nasrec, Johannesburg, Republic of South Africa.**

Like many broadcasters, the timing of the games has not always been helpful, but a back-up plan should ensure no viewer misses out. "Today's Netherlands-Denmark game is on at lunch time at home, so many people will have to decide whether to skip work. However, we also have the internet rights so the whole game can be watched online and we hope that any dip in TV audience will be balanced by an increase in web hits during the game."

"There are 16 million people in the Netherlands and we expect half of those, if not more, will watch the Dutch games. We have at least three million watching a game like England-United States. It is by far the number one event for us, way bigger than the Olympics," Richard concluded.



### LIFE IN 3D - INTRODUCING THE THIRD DIMENSION

One of the leading advancements at the 2010 FIFA World Cup™ is the 3D production of matches, which is produced by HBS on behalf of FIFA and Sony. MRLs who are curious to experience this innovation first-hand can take advantage of 3D broadcasts at the IBC FIFA HD Cinema.

Every one of the 25 games broadcast in 3D will be screened in the FIFA HD Cinema, with all other games in "regular" full HD. From the start of the Round of 16, the 13:30 match slot will be used to replay earlier 3D broadcasts. 3D glasses are provided at the cinema.

Today's match between the Netherlands and Denmark is being broadcast in 3D; the next 3D match is M14 (BRA v PRK), Tuesday 15 June at 20:30. The full 3D schedule can be found in the FIFA World Cup™ TV Production Handbook and online on the FIFA TV Extranet.

#### Broadcast Fact Edition #25

297.4 - Total number of hours used by HBS for the distribution of the multi-feed content (World Feed distribution SD, HD, 3D) for Matches 01-08.

2010 FIFA World Cup South Africa™  
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