

# 2010 FIFA World Cup™ MRL Newsletter



Edition #27 - 16 June 2010

## MRL PROFILE - SABC

"Our slogan for this World Cup is 'Feel it, it is here!'," explains Diane Stanton-Lourens, Head of Production for SABC Sport. It is hard to disagree with this sentiment. SABC will be broadcasting all 64 matches in SD, across three channels, as well as "simulcasting" across 18 radio stations in all eleven of the officially recognised South African languages.



Diane Stanton-Lourens of SABC - bringing 'Sportainment' to a screen near you

Diane, working on her sixth FIFA World Cup™, has 22 years of experience in televised sporting events, having worked her way up from her start as a production assistant to her current position.

"Our presence at the IBC can be considered the technical nerve centre," says Diane, "but we also have an 1,800m<sup>2</sup> studio space in Sandton where we will be presenting a live show with a studio audience. We will be broadcasting nine hours of live production each day, on top of running taped replays."

"Our approach is 'Sportainment' – along with the studio shows, SABC will be utilising VIP cameras at venues, as well as pitch-side and post-match unilateral spaces for the first time and FIFA Fan Fests and public viewings," Diane adds.

SABC will also be using the MAGMA Pro graphics system in which the EVS output gets converted into 3D to provide "tied to the pitch" match analysis via a HD touchscreen. "SABC is going completely soccer mad for this event!," continues Diane.

"SABC broke viewing records during the Confederations Cup in 2009," says Diane, "a feat we are aiming to repeat for the 2010 FIFA World Cup." Following the enthusiasm generated after the Opening Day draw with Mexico, and a 76% market share of viewers for that game, SABC's ambition of breaking more records seems very realistic indeed.

## STORIES BEHIND THE FIFA WORLD CUP™ POSTERS

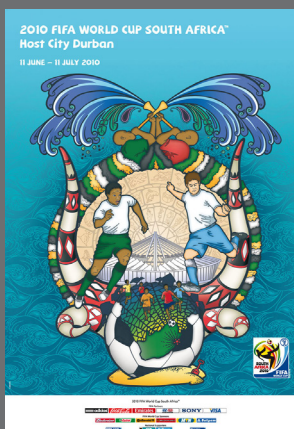
Water is the central theme in Durban's official FIFA World Cup™ poster, forming the background and also bursting from the fans' iconic vuvuzelas.

Famed for its 'Golden Mile' of beachfront, the city is also South Africa's busiest port - signified by the transportation lines emanating from the city in the map.

The flower garlands used in traditional weddings represent the large Indian community residing in Durban.

The centrepiece of the image is the newly built Durban Stadium, framed by the horns of the indigenous Nguni cattle.

Durban is hosting seven matches at the 2010 FIFA World Cup™, including today's M16 Spain v Switzerland.



## IBC PIGEONHOLES

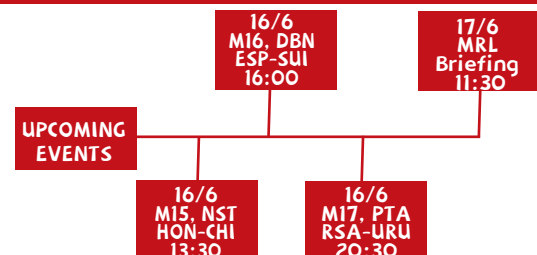
MRLs are reminded that they each have a dedicated pigeonhole alongside the IBC BIO. All newsletters, bulletins and third-party documents are distributed to the pigeonholes.

**Broadcast Fact Edition #27**  
5,000m<sup>2</sup> - Size of the IBC Satellite Farm

## MRL BRIEFING RECAP

Below is a recap of today's MRL Briefing:

- Today will see the last teams (those in Group H) enter the tournament, as well as the last venue (Nelspruit, though the production team there have already worked in Polokwane). HBS and FIFA expect operational procedures as well as production standards to get smoother and more consistent as a result.
- The transition of security provision at the IBC from one private company to another has been completed. No further changes are expected and security staff are now fully deployed; security at the Satellite Farm is expected to be fully operational in short order. The South African Police Service (SAPS) will also maintain a presence on-site throughout the rest of the event.
- Following an inspection conducted by the City of Johannesburg, the IBC cleaning service contractor has also been replaced. Only a skeleton crew was able to be put in place last night, which may have led to some hiccups in the overnight cleaning. A full contingent is now operational.
- Half-time and post-match interviews are available live on the (relevant) Team feed, and either live or delayed on the EBIF Show as well as the Tactical/Interview feed.
- MRLs are reminded that the FIFA World Cup™ TV Production Handbook is the best source of information for matters such as the one above.
- Information necessary for match-specific running orders is unfortunately not always available, in which case MRLs are asked to refer to the indicative running orders. Match-specific running orders will be provided whenever possible.
- Following MRL requests, early ESF coverage now includes more aerial and team dressing room footage than before.
- Tactical line-ups are being made available slightly later than expected, which leads to them appearing onscreen later than originally planned. Best efforts are being made to remedy this situation.
- While the FIFA press briefings are now available on the FIFA MAX Server, the footage originates from a Com-Cam and is therefore not broadcast quality.
- MRLs are reminded that features on the FIFA MAX Server only have an English voiceover on track 3.



## FAQ: MATCH DAY-1 TRAINING

**Q. How many cameras cover the MD-1 training?**

**A.** HBS covers MD-1 team training sessions with between one and three cameras.

MRLs are of course welcome to supplement this coverage with their own cameras.