

2010 FIFA World Cup™

MRL Newsletter



Edition #32 - 21 June 2010

MRL DAILY BRIEFING RECAP

Below is a recap of today's MRL Briefing:

- MRLs are informed of the broadcast procedure in the event of a tie-break at the end of the group stages. The draw to determine which team goes through to the next round will always take place at the JSC Press Conference room, approx. one hour after the final whistle of the relevant matches. It will take place even in the event of it being MD-1 or MD at JSC.
- Any necessary tie-break procedure will be covered by at least one HBS camera (not by the regular HBS Press Conference ComCam) and made available for distribution at the IBC on the ESF/EBIF Show and Tactical feeds. At other venues, non-broadcast quality streaming will be available on the FIFA Media Channel. As the draw times are only approximate, there could be a small impact on the start of the pre-feed for the subsequent 20:30 kick-off.
- FIFA is working on the issues encountered with certain teams not conducting post-match interviews.
- For the final group stage doubleheaders there will be some slight changes to EBIF Show programming. The pre-match segment will continue to cover match-specific team features. However, the post-match segment will be more generic and the features identical for both matches. Further details will be provided on the Live Feeds Information platform.
- Issues encountered regarding access to JSC on match days are being rectified by the LOC and the Johannesburg Metropolitan Police Department. Likewise, security at the IBC Satellite Farm is being tightened both inside and outside the perimeter.
- MRLs are reminded that any form of access to the VVIP and VIP areas at venues is strictly prohibited and any crews breaking this rule risk losing their tournament accreditation.
- IBC users are reminded that their accreditation must be worn at all times.

MRL PROFILE – SOGECABLE

With an overall crew of 80 – 40 technicians and production personnel at the IBC, 20 at the Spanish National Team training camp and ten two-man ENG crews – Sogecable can certainly be said to have a presence at this tournament. "The main work is, of course, sending the live matches back to Spain, which we are doing across six fibre optic lines – two in HD and four in SD," explains Alberto Arrillaga Imaz, Technical Manager for Sogecable, "however, on top of this, we are producing a lot more content."

Included in this extra content are live feeds of the Spanish team training, as well as two sports-centric news shows. "We have one hour of sports news a day, spread across two shows – one at 15:00 and the other at 19:30," continues Alberto. "One presenter is based here, in Johannesburg, the other with the team. We also have our own OB van at the Spanish matches, sending unilateral feeds in HD."

Sogecable have six dedicated sports channels on their digital/satellite platform behind the pay-wall, as well as one free-view channel. They are broadcasting the matches and news shows across the scrambled channels, and all primetime games are being made available on the free-view channel.

"We are also broadcasting ten of the matches in 3D," concludes Alberto, "I'm not sure how many people will be utilising these games at home, but they will also be broadcast in theatres in Spain – it is definitely the beginning."

SECOND PHASE BOOKING DEADLINES

MRLs are reminded of the booking deadlines for matches in the second phase of the 2010 FIFA World Cup™. All deadlines are set approximately 72 hours before the kick-off of the relevant match and the deadlines for Round of 16 and Quarter-Final matches are grouped in pairs.

Booking Order Forms (BOFs), available to download from the FIFA TV Extranet, can either be returned as hard copies to the HBS Booking Office at the IBC or in electronic format to booking@hbs.tv. The relevant team names will be added to the BOFs as soon as they are confirmed. MRLs also need to supply the Technical Information Form in conjunction with the BOF.

MRLs are advised not to wait until the last minute to send requests and to prepare booking requests for all potential knock-out stage scenarios. Any request arriving after the deadline will be considered a 'late' request. For any further questions, MRLs should contact HBS Booking.

Phase	Match #	Match Date	Booking Deadline
Round of 16	49 & 50	Sat 26 June	Wed 23 June 23:00
	51 & 52	Sun 27 June	Thu 24 June 12:00
	53 & 54	Mon 28 June	Fri 25 June 23:00
	55 & 56	Tue 29 June	Sat 26 June 12:00
Quarter-Finals	57 & 58	Fri 2 July	Tue 29 June 12:00
	59 & 60	Sat 3 July	Wed 30 June 12:00
Semi-Finals	61	Tue 6 July	Sat 3 July 12:00
	62	Wed 7 July	Sun 4 July 12:00
3rd Place & Final	63	Sat 10 July	Wed 7 July 23:00
	64	Sun 11 July	Thu 8 July 12:00

MRL BRIEFINGS NOW AT 12:00

MRLs are informed that as of tomorrow, Tuesday 22 June, the daily MRL Briefing will take place at 12:00 instead of 11:30. This is to allow broadcasters the opportunity to follow the entire daily FIFA Press Briefing, which begins at 11:00 and is available live at the IBC on CATV, channel 5.



Sogecable's sports-centric Alberto Arrillaga Imaz

Broadcast Fact Edition #32

1990 - The last time lots were required at a FIFA World Cup™. Lots were drawn to determine 2nd and 3rd place in Group F with the Republic of Ireland lucking out over the Netherlands.

2010 FIFA World Cup South Africa™
For more information please visit: extranet.fifa.com/tv/