

# 2010 FIFA World Cup™

## MRL Newsletter



Edition #38 - 27 June 2010

### MRL DAILY BRIEFING RECAP

- MRLs are asked to remind their staff that no filming is allowed in tribunales during matches.
- Globo will be offering footage of the International Fan Fest in Rio de Janeiro ahead of tomorrow's M54 (BRA v CHI). Details will be made available shortly on the IBC CATV channel.
- Yesterday's M49 (URU v KOR) took place in heavy rain, which caused an Ultra Motion camera and the Beauty Cam to drop out.
- In the case of a penalty shoot-out, directors have been instructed to help identify the penalty takers by showing their shirt numbers.
- There have been some inconsistencies in following the order of post-match interviews. MRLs are reminded that the correct sequence of these interviews is as follows: multi and uni flash before the players have returned to the dressing rooms, then studios, press conference and mixed zone, all of which can happen simultaneously. Uni flash positions are only to be used in the moments immediately after a match, before the players have returned to the dressing rooms, and are not to be used as stand-up positions.
- The SmartJog file transfer service at the venues is available until 3 hours after the final whistle on match days, until 22:00 on MD-1 and until 20:00 on non-match days.
- MRLs are asked to please file a report with the HBS Booking department for any issues they encounter at the venues. Issues can only be resolved if they are known.

### PAYMENTS FOR GROUP MATCHES (M01-48)



The HBS Invoicing & Receivables team - here to help

MRLs are reminded about a few issues related to the payment of services:

In accordance with the "Main Payment Terms" listed in the HBS Catalogue of Services and in the HBS Finance Information Pack, the balance of all accounts is now due following the completion of the Group Matches.

This includes: 100% of the IBC Permanent Facilities; 100% of the Venue Services and Facilities for M01 to M48; 100% of the Telecommunications for M01 to M48 (excluding call charges and File Transfer usage fee). The next batch of invoices will include the Round of 16 only (M49 to M56) and will be sent on 30 June.

The amount due is payable immediately upon receipt of this invoice (at the latest on Friday 2 July). Considering the short payment window, MRLs are encouraged to pay by credit card or cash:

- Credit card at the HBS Booking Office located in the IBC.
- Cash (EUR, ZAR, USD) at the FNB branch located in the IBC courtyard.

In both cases, MRLs are reminded to bring a copy of the invoice. This invoice can also be paid by bank transfer, to the bank account specified on the invoice. In that case, MRLs are asked to ensure that the invoice number is quoted in the bank transfer reference.

The IBC FNB bank is open:

- Mondays-Fridays from 10:00 to 19:30
- Saturdays from 11:00 to 15:30
- Sundays from 09:00 to 14:00

MRLs requiring any further information should not hesitate to contact HBS Invoicing and Receivables at [ir@hbs.tv](mailto:ir@hbs.tv)

**Broadcast Fact Edition #38**  
5,070 - Total number of video circuits at all venues and the IBC

### MRL PROFILE - BBC RADIO

Just over 50 personnel for all programming provide the ears and voices to BBC Radio's presence in South Africa. "We have one studio on site at the IBC," says Joanne Watson, Planning Editor for BBC Radio, "but, apart from the odd 'eclectic' show, like [radio football pundit] Danny Baker's, most of our coverage has been from the venues and outside the IBC. We have a breakfast show which is following the England team, and will stay with them for as long as they are in the tournament."



BBC Radio and Joanne Watson - heard across the world

Joanne explains that the minimal time difference between home and host and the prevalence of spoken English, along with the sense that there are a number of big expat communities from many nations in South Africa, have been a great help in production. "However, the logistics of following a team that has constantly been on the move has kept the BBC on its toes," Joanne adds.

Programming does extend beyond pure match coverage. BBC Radio have held a number of simultaneous phone-ins with South African radio stations and have also produced programming featuring the Citizen Journalists, local individuals who have been watching the progress of African nation teams, as well as features produced by the 'Boogie-Bus' - a pan-BBC project involving a bus travelling from Cape Town to Johannesburg.

"We have also been running a programme through the World Service," Joanne continues. "We provided two weeks of intensive training for African commentators to follow their teams and provide commentary alongside the World Service commentary in English at those games." BBC are planning to continue this now that the group stage is over, with African co-commentators being used at today's M51, Germany v England.

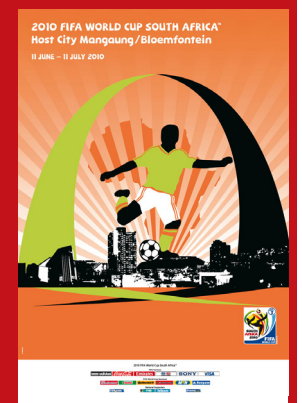
"The number of African players that now play outside of the continent coupled with the interest in the English Premier League really extends the scope of our audience," Joanne says. "The domestic market stretches across the Commonwealth, from Canada to Australia alone. When one takes into account the World Service programming - wherever football is played the relevant language service is provided - the numbers are mindboggling!"

### FIFA WORLD CUP™ POSTER STORIES

Splashed across a bright orange background, the poster for the Host City of Mangaung/Bloemfontein, capital city of Free State, features a single football player, striking a ball between a two-toned arch which towers above a monochrome cityscape.

Formly part of the Orange Free State, and birthplace to J.R.R. Tolkien, Bloemfontein is known as the City of Roses, due to the abundance of flowers in the region. Its Sesotho name, Mangaung, means 'Place of Cheetahs'. It is also home to the Bloemfontein Celtics, the away shirt of whom the pictured player seems to be wearing.

Mangaung/Bloemfontein will have hosted six matches during the 2010 FIFA World Cup™, concluding with today's M51 (GER v ENG).



2010 FIFA World Cup South Africa™  
For more information please visit: [extranet.fifa.com/tv/](http://extranet.fifa.com/tv/)