

# 2010 FIFA World Cup™

## MRL Newsletter



Edition #48 - 10 July 2010

### MRL DAILY BRIEFING RECAP

Below is a recap of the final MRL Briefing for the 2010 FIFA World Cup™:

- MD-1 coverage for M64: HBS will endeavour to cover the team training sessions and press conferences live on the 'B' circuits - ESF/EBIF/Tactical feeds. The NED training will take place from 18:00-19:00, with the press conference at 19:15. The ESP press conference will take place from 19:45 with the training session open for 15 minutes, beginning at 20:15. The MD-1 highlights will be played out at 00:00. All will be available on the FIFA MAX Server.
- M64 Coverage: The clap-test for the ESF/CSF will take place between 18:20-18:30. The feed begins at 18:35, in time for the start of the Closing Ceremony at 18:45. The official start of the ESF is 60 minutes before kick-off (19:30). Additional pre-match footage gathered will be included between the end of the ceremony and the official start of the ESF.
- An exceptionally extended EBIF Show is being produced for M64 by HBS, beginning at -60 minutes rather than the regular -30 minutes. This will include specially-made features for the FIFA World Cup™ Final including: 'How the teams got there', 'Team-specific features', 'Closing Ceremony highlights', as well as longer sequences dedicated to team arrivals and dressing room coverage.
- Two promos have been specifically produced for the Final. Promo 1 is one minute in duration and features: both teams competing in the Final, the superstars involved, and helicopter views of South Africa, culminating in a South African boy performing on Lions Head in Cape Town. Promo 2 is 3 minutes and 25 seconds in duration and stars the Soweto Spiritual Singers. This is the story of the tournament - the people of the country, the action on the field, the colour and the excitement on and off it - the best images of the last month. A version will be available on the FIFA MAX Server by midnight. A second version will be available after the Final and will include images of the Final itself and the presentation of the Trophy.
- M64 running orders for the ESF and EBIF Show will be made available shortly on the Live Feeds Information platform. FIFA has indicated that no speeches or introductions are planned for M64.
- A dedicated camera will follow the VVIP and VIP red carpet arrivals. This footage will be made available on the ESF/EBIF Show and Clips Compilation Channel. FIFA TV will communicate the list as soon as possible. This list will be available on the Live Feeds Information platform.
- Footage will also be provided of the departure of the FIFA World Cup™ Trophy from Sandton, and its arrival at JSC including the pre-match presentation made by 2006 FIFA World Cup™-winning captain Fabio Cannavaro (in association with Louis Vuitton).
- Pre- and post-match, the dedicated Camera 1 feed will feature footage from the cable camera system.
- The Team A & B, PlayerCam A & B and Tactical/Interviews feeds will generally follow a regular match running order. However, the PlayerCam will include post-match isos from the two steadicams and the 'B' circuits (ESF, EBIF and Tactical) will comprise of non-stop helicopter coverage.
- MRLs are reminded that they must access pitch positions either before 18:30 (in time for the start of the Closing Ceremony) or between the end of the Closing Ceremony (approx. 19:15) and 19:30. From 19:30 onwards, FIFA and HBS will begin reallocating any vacant positions. In addition the pitch-side positions (including lighting) cannot be used during the ceremony. MRLs with presentation studios are encouraged to turn off lighting when not on air in order not to distract from the Closing Ceremony.

### SPOTLIGHT: CABLE CAMERA SYSTEM



Spidercam, does whatever a spider can

A cable camera system is implemented at five of the 2010 FIFA World Cup™ stadiums – Cape Town, Durban, both Johannesburg stadiums and Nelson Mandela Bay/Port Elizabeth. The 'Spidercam', operational at four of these venues, enables the flight and movement of a camera across a three dimensional field. "Each of the systems in use has a team of three with it," explains Jens Peters, Operations Technician, "two joystick operators, one for the Spidercam system itself, and one for the camera, and one technician for setting up, checking, maintenance and so on."

Spidercam is made up of two companies, Spidercam Austria and Spidercam Germany; "The Austrian arm deals with the technical side and the German with the rentals," adds Jens, "however, they are effectively two departments of the same company. Spidercam have been developing the system since 2000, and got its inaugural use at the Allianz Arena, the Bayern Munich home stadium in Germany in 2004. We've been working on and improving it all that time. This is the latest version."

Held in place by a series of four pullies and four wires, with a maximum span of 250x250m, the camera operates on fibre-optic wires. "This is a benefit in such areas of heavy radio and wireless use," says Jens, "it means that we don't disturb others and we are not disturbed ourselves."

"The camera body is using HD lenses to keep in line with the overall standard of the tournament," continues Jens, "this is an HD project, so the idea is to seamlessly match its footage to that of the shoulder and static cameras also being used." The system has also seen some improvements in speed for this FIFA World Cup™, the camera is now able to travel at nine metres per second, and has a turning speed of nearly 100 degrees per second, enabling it to more closely follow the action on the pitch.

### MRL PROFILE: CANAL + (FRANCE)

When TF1 agreed to sell some of its 2010 FIFA World Cup™ broadcast rights on to Canal+, the latter French MRL most likely had a mixed reaction. As the first ever pay-channel in France, Canal+ is well known for having built its success on a two-pronged reliance on films and football, so it would have been somewhat inconceivable for them not to offer the 2010 FIFA World Cup™ to their subscribers. But since this agreement only occurred in February of this year, it also left very little time to get organised.



Patrice Boyer - 37 live matches

"We came a bit late to the party," says Technical Manager Patrice Boyer with a smile, "but we've managed just fine," after HBS was able to find Canal+ a small space in Hall 7. This was happy news, yet the size of the space did force Patrice and his team to make some changes to their usual methodology and leave more of the editing work to their Paris headquarters. "Technically speaking it's been very smooth, there've been no particular worries," explains Patrice. "We use the HBS multi-feeds and supplement them with coverage from our unilateral cameras. We also had eight ENG teams around the country at the start of the tournament, of which three remain." All of this footage is sent back to France via ten outgoing HD feeds, as are selected clips from the FIFA MAX Server.

The arrangement between Canal+ and TF1 allowed the pay-channel to show all 64 matches of the tournament, of which 37 live, reinforcing its image and credibility as a true home for football. Its daily FIFA World Cup™-themed news show Canal Football Club has been watched by an average 900,000 subscribers, almost twice as many as watched its equivalent offering in 2006.