

2010 FIFA World Cup™

MRL Newsletter



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FAREWELL FROM FIFA TV AND HBS

As the 2010 FIFA World Cup™ draws to a close, FIFA TV and HBS would like to reflect on the successful delivery of Africa's first FIFA World Cup™.

"It has been a tremendous experience in South Africa for all of us at FIFA TV," begins Niclas Ericson, FIFA TV Director. "We would like to extend our thanks to all of you in the broadcast community for making this event such a resounding success around the world through your coverage. For our part, we endeavoured to offer you coverage with more content, more emotions, more depth and richness than ever before at a FIFA World Cup™. We hope we succeeded in this. "

"Our sincerest thanks to South Africa for a truly great organisation and hospitality," continues Niclas. "This historic FIFA World Cup™ may be leaving Africa's shores come the final whistle, but it will be remembered fondly for many generations to come."

"The success of the event has largely been down to the culmination of four years' close cooperation between FIFA, HBS and the LOC," adds Francis Tellier, CEO of HBS. "We are particularly proud of the 'best-ever' footage and the various innovations implemented for the event. The quality of the services delivered to broadcasters has been almost flawless, the additional non-match related content has been used extensively by broadcasters and the 3D production, produced by HBS on behalf of FIFA and Sony, has proved a huge success, which we are particularly proud of."

"The feedback received from the FIFA family regarding the coverage has been very positive," adds Niclas, "both regarding the multilateral coverage produced and the MRLs' own broadcasts."

"Enjoy what will surely be a great Final tonight," concludes Niclas, "and for those travelling – have a safe trip back home." The start of the 2014 FIFA World Cup™ is some 1,432 days away.

BRAZIL CALLING...

As one adventure ends for South Africa another begins for Brazil, with the South American country starting the journey towards hosting the 2014 FIFA World Cup™. One of the first steps in the build-up to the 20th FIFA World Cup™ was the unveiling of the official tournament logo at the Sandton Convention Centre in Johannesburg on 8 July.



Named 'Inspiration', the graphic was designed by Brazilian agency Africa and depicts three hands forming the iconic shape of the FIFA World Cup™ Trophy while the yellow and green colours symbolise the flag of Brazil.

The South American nation will be hosting the FIFA World Cup™ for a second time – the last occasion being in 1950 – meaning that they join Mexico and France as two-time hosts. It also means that, for the first time, the FIFA World Cup™ will be held in the southern hemisphere for two consecutive events. In total 12 cities will be used during the competition – Belo Horizonte, Brasilia, Cuiaba, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio De Janeiro, Salvador and Sao Paulo.

BROADCAST NEWS ON THE FLY

IBC-based MRLs will have at some point visited the Broadcast Information Office (BIO) during their time in Johannesburg, been informed by the daily MRL Newsletter and seen speedy members of the Information team dashing around the IBC to deliver timely news releases for broadcasters.

The HBS Information team, headed by Lise Cosimi-Bréant, is comprised of a Front and Back Office and responsible for all information delivered to MRLs both at the IBC and at the ten competition venues. The IBC-based team, managed by Peter Bourne, has the particular mandate of distributing information within the central broadcast hub including competition-related information (start lists, tactical line-ups, reports, etc) and all IBC bulletins in addition to managing the CATV Information Channel and working closely with FIFA TV, the LOC and other entities to obtain information valuable to MRLs in their unilateral operations.

The Front Office team is comprised of Manager Marie Lacombe, Deputy Officer Janine Stutz, Officers Samantha Bickham and Clémentine Catin as well as six interns, who have provided valuable local knowledge and enthusiasm. The Front Office handles



The Broadcast Information team: one step ahead
the distribution of all over-the-counter and material as well as responding to broadcaster enquiries made directly at the front desk.

The Back Office processes the information, produces the daily MRL Newsletter and posts all online information including key booking and production information on the FIFA TV Extranet. This team includes eDitor John Abt and intrepid reporters Jamie Gambell and Steve Wilson who over the course of 49 MRL Newsletters have interviewed a vast number of MRLs about their operations and HBS staff about the intricacies of the host broadcast operation.

"The job of the Information team is to be proactive and anticipate what broadcasters require," explained Peter, "so when broadcasters come to the desk the information is already available. If not, the team endeavour to find the accurate information as efficiently as possible."

KEY IBC DISMANTLING REMINDERS

- Broadcast operations and voice/data services will be shut down on Monday 12 July at 12:00, while Technical Power and Air Conditioning will cease at 16:30. Domestic Power will remain active.
- Removal of carpeting in public corridors begins at midnight on Sunday 11 July and is expected to be completed by 09:00 on Monday 12 July. Forklift trucks will not be allowed in the IBC until the carpeting removal is complete.
- Empties may not be stored in public corridors.
- Set-Up Passes will be valid from midnight on Sunday 11 July providing application was received 48 hours before collection.
- Skips will be provided for unwanted studio materials and cabling. Plastic bags will be provided for office waste.
- HBS Construction will conduct a handback of temporary premises before departure.