

2010 FIFA World Cup™

MRL Newsletter



STADIUM MEDIA CENTRE (SMC) OPENING TIMES

Opening dates and times for each of the ten Stadium Media Centres (SMCs) have been announced. This list includes times for planned venue rest days, regular tournament days and match days. Each SMC will be operated by the Local Organising Committee (LOC) and all HB and MRL accredited staff will have access to the SMCs.

Services inside the SMCs will include: a welcome desk, pigeon holes, host city information, press and photographer working rooms, lockers, a cafeteria and rest area, a travel agent, car hire, a Telkom SA Help Desk, internet access plus Wi-Fi connectivity, IT Support/Help Desk, MTN (mobile phone) support as well as the FIFA and LOC Media offices.

The SMC opening times are as follows:

- Regular Tournament Days: 10:00 - 21:00;
 - Match Days -1: 10:00 - 00:00;
 - Match Days: 10:00 - final whistle +4 hours;
- except Match Days (13:30 KO): 09:00 - final whistle +4 hours;
- Venue Rest Days: 10:00 - 17:00

Stadium Name (Venue Code)	Opening	Closing	Planned Rest Days
Free State (BFN)	9 June	28 June	None
Cape Town (CPT)	6 June	7 July	26/27 June
Durban (DBN)	8 June	8 July	30 June - 5 July
Ellis Park (JEP)	7 June	4 July	None
Soccer City (JSC)	1 June	12 July	None
Mbombela (NST)	11 June	26 June	None
Peter Mokaba (PLK)	8 June	25 June	19/20 June
Nelson Mandela Bay (PLZ)	7 June	11 July	28-30 June, 4-8 July
Loftus Versfeld (PTA)	8 June	30 June	None
Royal Bafokeng (RSB)	7 June	27 June	None

FAQ: SCHENKER CONTACT DETAILS AT THE IBC

Schenker, the official freight partner of the 2010 FIFA World Cup™, are offering on-site services and assistance for MRLs including logistics teams, forklift rental, handling and storage of empties and manual labour.

MRLs wishing to use the Hall 9 storage facility (open until 16 July), or request an IBC Rate Card, are advised to contact:

Wolfgang Fraessle, Schenker Warehouse Manager:
T: +27 (0) 72 649 0862, or by email at:
E: wolfgang.fraessle@dbuschenker.com



WWW.2010FIFAONAIRDESIGN.TV: NEW CONTENT

As a follow-up to the On-Screen Design story published in the MRL Newsletter Edition 5, the following material has been recently added to the site:

- The FIFA On-Air Guide is available as a PDF download in the Style Guide section.
- The replay wipe has been made available in the Graphic Elements section.
- The music section is up and running. It features different versions of the music composed for the Opening/Closing titles sequences (comprising music sequence tracks and music beds). Each track is available as both MP3 and WAV files.

Synchronisation rights for the music have been cleared however MRLs are asked to note that music return sheets must be completed whenever this music is used.

The www.2010fifaonairdesign.tv website is accessed via the FIFA TV Extranet.

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MRL PROFILE - TV AZTECA



TV Azteca - Great Mex-pectations

As one of the first Media Rights Licensees to arrive at the IBC, TV Azteca were clearly eager to get involved in the 2010 FIFA World Cup™. Picking up the keys to their unit on May 10 – a full 32 days before the tournament kicks off – the Mexican broadcasters have been able to quickly set up their facility and familiarise themselves with the IBC in plenty of time before the action begins.

But why get here so early? "We are not only broadcasting the matches, but we are also producing three other programmes – a two hour morning show, a two hour evening show and a three hour prime time show," explained Logistics Manager Mónica Skorlich. Expecting to transmit to an audience of between 15 to 18 million, they will be televising 30 first round games as well as an as yet undetermined number of games in the knockout stages all the way through to the Final. All 30 matches will be broadcast in HD as well as in SD.

The opening game always brings pressure, excitement and anticipation, but for TV Azteca there is the added fact that their compatriots feature in the curtain raiser – against hosts South Africa. "The starting game is always important but taking into consideration that Mexico are playing we have to be especially careful about every detail. The opening match is going to be particularly important to the Mexican public," explained Pedro Carmona, Head of Engineering for Special Events.

Bringing 160 staff with them to South Africa, they will additionally have two SNG crews on the road. There will also be a few familiar faces dropping in. Among those you may see in the IBC over the coming months are Emilio Butragueño, Jared Borgetti, and Hernán Crespo, who will all be providing insight for TV Azteca during the tournament. And what about Mexico's progress? "We have expectations of making it to the second round," Pedro added. "Our audience is quite sure, though, that we are going to play the fifth game, you never know..."

REMINDER: SATELLITE FARM PARKING

MRLs are reminded of the following rules concerning the IBC Satellite Farm which are effective throughout the tournament:

- MRLs who have booked Satellite Farm facilities may only park trucks at the facilities – no cars are permitted.
- Vehicles entering this area for deliveries must be on the Master Delivery Schedule (MDS). For further details: <http://mds.2010oc.com>