

1 | Background Information

2006 FIFA World Cup™ The role of Infront Sports & Media

Infront Sports & Media AG, based in Zug in Switzerland, is responsible for the worldwide marketing and sales of the broadcast rights to 2006 FIFA World Cup™ as well as other FIFA events.

Infront has been closely involved in all aspects of the FIFA World Cup™ television project full time since 1997. The company has three very significant areas of responsibility - all equally important to the delivery of the event.

The first is the sale of television rights throughout the world.

In line with FIFA's distribution policy, Infront has made the FIFA World Cup™ more widely available to more broadcasters than ever before. It handles distribution on an open-market basis, so that viewers can enjoy an unprecedented variety of viewing options delivered through many different distribution windows.

The second is supervision of the Host Broadcast of the FIFA World Cup™.

This is undertaken by Infront's wholly-owned subsidiary company, Host Broadcast Services (HBS), which is responsible for the production of the television and radio signals for the event (see separate background information "The Role of Host Broadcast Services" for more detail).

The third key area is broadcaster servicing.

Infront's broadcaster servicing operation is unique of its kind. An experienced team provides day-to-day liaison and services for contracted broadcasters (including New Media licensees) and handles Infront's substantial presence "on site" during the four weeks of the event.

Infront's responsibilities in respect of distribution have been carried out with singular success, delivering promises and exceeding financial targets. Direct negotiations with individual broadcasters have produced higher revenues and much stronger broadcasting commitments. For example, in 1998, European broadcasters aired 6,934 hours of coverage while in 2002, when Infront took over the distribution, this rose to 11,364 hours - a 65% increase over 1998, with 45 contracts with 63 channels.

- Ends -

For further information please contact:

Jörg Polzer
Manager, Communication & PR
Event Tel. +49-(0)89-949 32 077 (*until 5 July*)
Event Mobile +49-(0)171-56 40 477 (*until 10 July*)
press@infrontsports.com
www.infrontsports.com