

4 | Background Information

2006 FIFA World Cup™ Infront Broadcaster Servicing on site

Infront Sports & Media's primary responsibility during the four weeks of the 2006 FIFA World Cup™ is to guarantee delivery of the rights that have been granted to Broadcast Partners and to ensure fulfilment of contractual obligations on both sides.

The company is fielding a team of more than 50 people on site during the event, around 20 of them recruited locally. The core group from Infront has been working on the FIFA World Cup™ project for some years. Dominik Schmid, Infront's Executive Director, Broadcast Operations, has overall responsibility.

Infront's team consists of two parts:

- The core operations team, located at the two principal offices at the International Broadcast Centre (IBC) in Munich and the Dorint Schweizerhof Hotel in Berlin
- The venue management teams representing Infront, located at each of the 12 stadiums in Berlin, Cologne, Dortmund, Frankfurt, Gelsenkirchen, Hamburg, Hannover, Kaiserslautern, Leipzig, Munich, Nuremberg, and Stuttgart

The official Infront headquarters is at the IBC, recognising the large number of Broadcast Partners running their operations out of the Messe Munich. The Infront Broadcaster Servicing operation is managed by Thomas Lessenich and has the task of replying to all requests for non-technical information and any queries concerning rights. In addition to these staff, there will be a team of legal experts at the IBC to coordinate any rights compliance and infringement issues.

Infront will liaise with HBS on a continuous basis, to ensure provision of broadcast services and facilities in accordance with the contractual relationship with each Broadcast Partners. This information flow has now been ongoing for almost three years through the Broadcaster Servicing department and thus HBS is well briefed.

At the venues, there will be Infront representatives covering every match. These Infront Venue Managers are responsible for assisting Broadcast Partners, supervising Infront's interests and those of the Broadcast Partners and ensuring that the company has professional representation at every stadium. All venue managers have been selected specifically for the 2006 FIFA World Cup™, based on wide experience of sports event management.

Infront and HBS also jointly oversee Broadcast Partner's activities at the venues to ensure that they are in line with the FIFA Media Guidelines. Broadcaster Servicing takes also responsibility for the monitoring and research programme. This includes scanning of the Internet for any unauthorised use

of video or audio, but also the post-event reporting of broadcast details, such as audiences, airing times and type of broadcast.

- Ends -

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