

6 | Background Information

2006 FIFA World Cup™ The role of Host Broadcast Services (HBS)

Host Broadcast Services (HBS) is a wholly-owned subsidiary of Infront Sports & Media. Responsible for the host broadcast of the 2006 FIFA World Cup™ and other FIFA events, it is virtually unique, as a dedicated and highly specialised host broadcast organisation that can work anywhere in the world.

HBS was created as a single purpose company, to manage the host broadcast of the FIFA World Cup™, thus carrying forward a heritage of knowledge and experience from previous events. Before the 2002 event, the Host Broadcast was traditionally carried out by the home nation. Now, this task is the responsibility of HBS.

From Pitch to Viewer

HBS' role could best be summarised as "from pitch to viewer." It includes every aspect of the production of the signal for the 2006 FIFA World Cup™.

These responsibilities are considerable. They include filming and transmitting the signal, as well as providing broadcasters with unilateral production, transmission and commentary facilities and services. It manages the International Broadcast Centre (IBC) in Munich, as well as the multilateral and unilateral broadcast facilities at the IBC and the 12 stadiums where matches are played.

In logistical terms, HBS faces a huge task. It has a core team, which defines the FIFA World Cup™ project in management terms by putting some 9,000 tasks into charts, tables and dedicated software, cutting every area into manageable units and then creating the interfaces to make sure that the whole project works as a whole. There are also back-up systems, with full redundancy and fall-back plans in case of human error.

2,000 International and Local Team Members Onsite

By the time Germany 2006 kicks off, HBS will have a field force of more than 2,000 international and local team members working in Germany. These "ops" teams work from blueprints designed by the HBS core team and tested at various events, in the months and weeks leading up to the event

HBS is not affiliated to any broadcaster, is free of local politics and has the interest of broadcasters – the customers – at heart. This independence is valuable, because HBS can select staff and service providers on value-for-money criteria, not on nationality, even if it tries to work with staff from the host country where possible.

The CEO of HBS is Francis Tellier, for whom the 2006 FIFA World Cup™ is the third World Cup in a row as the man in charge of the host broadcast operation.

- Ends -

For further information please contact:

Jörg Polzer
Manager, Communication & PR
Infront Sports & Media AG
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

Nicola Taylor
Director, Communication
Host Broadcast Services (HBS)
Event Tel. +49-(0)89-949 32 442 *(until 10 July)*
Event Mobile +49-(0)151-1 20 06 603 *(until 10 July)*
press@hbs.tv
www.hbs.tv