

7 | Background Information

2006 FIFA World Cup™

About Host Broadcast Services (HBS)

Established in 1999, HBS has built its unique capabilities by combining experienced personnel from previous FIFA World Cups™ with expertise drawn from the very top levels of the television industry. Its missions are to deliver the highest achievable standards of coverage, facilities and service to broadcasters and new media licensees of FIFA World Cups™ and other world-class events.

To this mission has been added the requirement to "push the envelope" forward in sports broadcasting and to apply its expertise to other sports and events worldwide.

HBS, an independent Swiss group of enterprises and a wholly-owned subsidiary of Infront Sports & Media, belongs to the private sector. Its independence from local politics and from the industry enables it to base its key decisions on customer satisfaction.

HBS' missions take the company's staff to many countries in the course of a year's work. Neutral by the very nature of being Swiss, HBS is proud to have been selected by world-class event organisers who know that it is trustworthy, proactive, flexible and user-friendly.

HBS' Role as a Host Broadcaster

As well as producing the multilateral coverage, HBS is responsible for providing unilateral production, transmission, commentary facilities and associated services for world broadcasters and new media licensees. To achieve this, it designs, builds, installs and manages the International Broadcast Centre and the multilateral and unilateral broadcast facilities at the venues.

For reference, at the 2002 FIFA World Cup™ in Korea/Japan, this involved a team of 2,800 International staff members from 65 nations who worked around the clock to deliver the host broadcast operations of the event.

HBS is a world leader in its field - demonstrated by further host broadcast appointments for major international events. In December 2004, DAGBS, a 50/50 joint venture between HBS and TWI was appointed by DAGOC, the Local Organising Committee, to be host broadcaster of the Doha 2006 Asian Games, which will be held in December 2006. This is just the most recent example of the growing interest that event organisers are showing in HBS' concept as an independent and dedicated host broadcast service.

The Group Structure

HBS Group of companies is an international and specialized host broadcast organisation. It produces innovative cost effective and customised solutions for world-class events.

- **HBS AG**

A Swiss company, is the HBS Group's holding company and is responsible for the overall strategy and key decision-making for and on behalf of the Group. It is also responsible for contracts with service providers and all financial matters.

- **HBS Consulting GmbH**

A Swiss company, with its own specialised staff, is based on the experience gained at multiple world-class events. HBS experts provide consultancy and/or assistance to such event organisers.

- **HBS France SAS**

The planning and engineering headquarters of HBS is in charge of structuring the project, putting in place the event infrastructure, pre-selecting service providers and supervising the recruitment and training of operational staff, to deliver the HBS mission.

Francis Tellier, CEO of HBS

Francis Tellier, a French national, graduated from SUPELEC, "the French MIT" and the Paris Dauphine Business School. Francis has spent more than 25 years managing Radio and TV broadcast operations, with a dedication to the design and delivery of new projects in the field of broadcasting and/or multimedia.

Since his involvement in the host broadcasting of the 1992 Albertville Winter Olympics as the Director in charge of general planning and venue operations - Francis' career has included the host broadcasting of most major sport events. He was Managing Director of TVRS 98, the host broadcaster of the 1998 FIFA World Cup™ in France and is CEO of HBS, the host broadcaster of the 2002 FIFA World Cup™ and the 2006 FIFA World Cup™. Francis Tellier is also the CEO of DAGBS (Doha Asian Games Broadcast Services - the Host Broadcaster for the 15th Asian Games Doha 2006).

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