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2006 FIFA World Cup™ **Summary: Production Innovations 2006**

The production plan for the 2006 FIFA World Cup™ is being designed to build on the experience of the 2002 event, basing changes and enhancements on feedback received from Broadcast Partners. HBS is also continuously monitoring technical developments in television and broadcast technology. For 2006 several new elements and new feeds will be introduced to the broadcaster partners.

Technical Innovations

- One major breakthrough in 2006 will be the introduction of widescreen (16/9) HDTV digital format coverage of all 64 matches with 25 widescreen HDTV cameras. HDTV is already strongly established in Japan, Korea and the United States. The trend is also growing in Europe and by 2006, major markets will have adopted this technology.
- While the 2006 production will be undertaken in HDTV, the feeds will be made available in standard definition. All matches will be shot in 16/9 but HBS production teams will shoot and protect 4/3.
- HBS will implement another major innovation, the Media Server: the system will allow Broadcast Partners to access the entire 2006 FIFA World Cup Germany™ library via the HBS media server. HBS has also developed a Clip Compilation channel that will give Broadcast Partners access to high-quality slow-motion angles generated at the venues but not included in the main match feeds.
- For the Extended Stadium Feed (ESF), the audio will be available either in stereo, in Dolby Surround Sound or encoded in Dolby E.

New Feeds

- A new feed will be introduced, the Extended Stadium Feed (ESF). The ESF will feature continuous stadium coverage starting 30 minutes before kick-off and will complement the so called EBIF Show (Extended Basic International Feed).
- The EBIF Show will still feature turnkey programming solutions, containing a wealth of special background features which is difficult and expensive to produce unilaterally.
- Team A and Team B feeds will be further improved by delivering produced feeds rather than just showing the team benches. The team feeds will now feature key players, coaches and fans and will be available separately from the bench coverage.
- The newly introduced Playercam A & B Feeds will offer dedicated coverage of players from Team A and team B throughout the match.

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