

## 11 | Background Information

### 2006 FIFA World Cup™ The New Media Production

“New” media are no longer new. Online and mobile media are becoming mainstream - vitally important to significant numbers of football fans who want to keep in touch with the progress of the 2006 FIFA World Cup™ in Germany without having to sit in front of a television set.

#### **From 2002 to 2006 FIFA World Cup™ - a brief history of New Media coverage**

The 2002 FIFA World Cup™ marked the profound change of direction that has made the New Media revolution possible. This was the first time that the event had been distributed on an “open market” basis, allowing all categories of broadcaster access to the rights to the event. New media options were tried for the first time - including the World Wide Web (e.g. video content on the official website for the FIFA World Cup™) and transmission to mobile phones (e.g. first trials in the host country Japan).

2002 also saw the introduction of High Definition Television, with eight cameras at 48 matches. For the 2006 FIFA World Cup™ in Germany, this has become full HDTV coverage, with 25 cameras at 64 matches. The event will be the first global sports event to be both covered and transmitted in HDTV, a factor which has important quality implications for new media licensees and consumers (for further information on HDTV see background information “What widescreen 16/9 HDTV really means”).

This has set the scene for the transformation of new media coverage in 2006, in terms of both quantity and quality. This year’s event will show its potential as a round-the-clock, round-the-world experience, contributing to the variety, richness and choice of the viewers’ experience. More than 100 countries are covered by licenses - almost all in both categories - “Mobile Telephony” and “World Wide Web”.

Thanks to the enthusiastic involvement of official New Media Licensees and the high standard of specialised provision by Host Broadcast Services (HBS), the 2006 event will have the most extensive new media coverage to date, continuing that process of innovation and evolution that makes the FIFA World Cup™ the leading sports event in the world.

New media coverage of the FIFA World Cup™ is set to reach new standards.

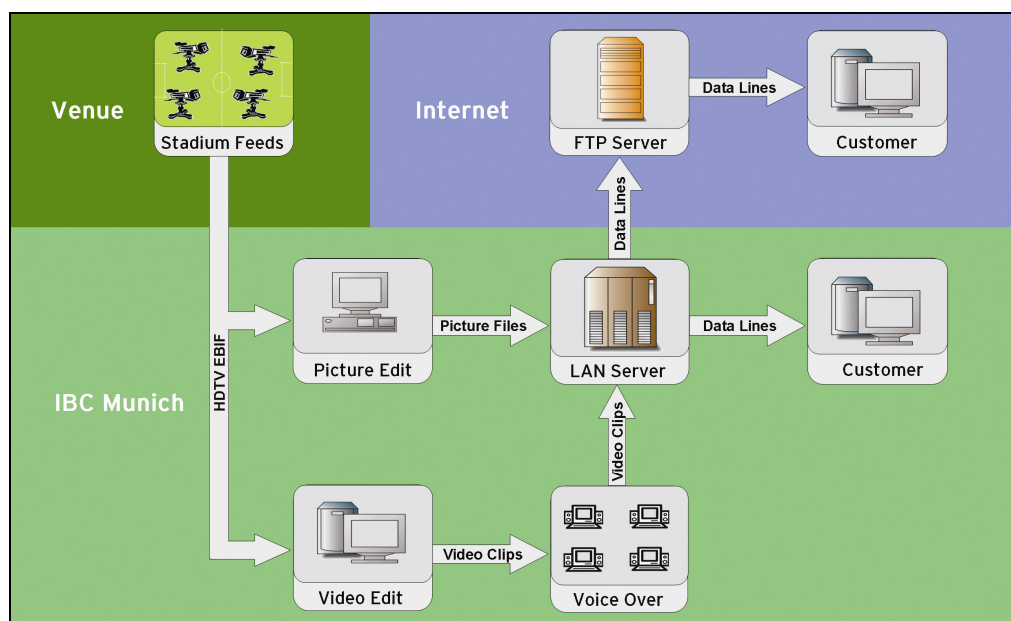
#### **From pitch to handset or to computer screen - step by step**

The vital ‘Near Live’ video clips will arrive with the mobile telephony device or the home computer of the user in a few minutes from the action taking place on the pitch. The process depends on a series of rapid transitions - both human and automated - which take the pictures across the world to the end-user, who will receive the clip on the new media device.

The clean HDTV feed from all venues will be delivered directly to the new media unit, based at the International Broadcast Centre (IBC) in Munich. The unit is a dedicated production team of 60 experienced producers and journalists, who will produce a New Media Content Package - tailor-made for licensees, intended for exploitation without the need for extensive editing and incorporating various innovations designed specifically for the 2006 FIFA World Cup™.

The editor will select the key shots, focusing on the core action and eliminating peripheral elements from the picture. “Pan and Scan” technology, developed to reduce feature films to the smaller format of the television screen, is being used. It allows the editor to zoom in and capture this core action or goal, producing a picture that is much more exciting and relevant for tiny handsets. The fact that the originating feed is HDTV ensures that every part of the big picture is of superb quality and any selections are guaranteed to be clear.

Licensees can access the finished Content Package at the IBC on a central file server and transport it to their home country via data lines. It will also be made available for secure download via the Internet. This is in contrast to broadcasters, who receive their content via satellite. The edited clip is then encoded, picked up by licensees, placed into their content management systems in their home country and made available to subscribers by either cable or wireless - the entire process taking only a few minutes.



*The New Media production process - Graphic: Infront / HBS*

### **Full-Production Package for New Media Licensees in eight languages**

New media licensees have very special requirements and these are being catered for in an entirely new way - a “first” in sports broadcasting.

Licensees have the option either to produce their own new media products - based on the Basic International Feed (BIF) - or to use the state-of-the-art post-production of the New Media Package

provided by HBS, saving costs and using plenty of synergies of the embedded new media production process.

The package will be produced in various digital file formats that differ in resolution and bit rate. This offers licensees to choose the quality and access speed that is ideal for their individual needs.

Based on the standard license of four minutes of raw footage, the new media licensee is able to use this video and still image material creatively – near-live, match summaries and competition summaries, graphics and different language voice-overs – to provide its clients with a rich menu of options.

The New Media Content Package will be produced in an impartial and objective manner, incorporate relevant graphics and the official marks, whether as still images or animated. It also includes associated background sound, official music and voice commentary (where applicable).

Several licensees take advantage of the voice over commentary service offered by HBS. A total of eight different languages have been booked, including Arabic, Dutch, English, French, German, Italian, Spanish, and Swiss German. The different audio commentaries will be produced simultaneously in the IBC during the tournament.

Although the New Media Content Package can be used as it is, licensees are permitted to edit it to tailor the material to their requirements (for example, by including certain factual graphics and information, superimposing their customary standard logo or by incorporating the marks). The extent to which it can be edited is specified.

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