

CASE STUDY

2010 FIFA WORLD CUP™



HBS has been appointed by FIFA to be the Host Broadcaster for the 2010 FIFA World Cup™ in South Africa as well as for the 2014 FIFA World Cup™ in Brazil.

Building on Experience

In 2010, HBS will continue with its policy of building on experience, carrying forward those aspects of the 2006 and 2002 host broadcasts which proved so successful, but always enhancing standards and services and introducing carefully-designed innovations that help advance the evolution of sports broadcasting.

A challenge for HBS

The biggest challenge facing HBS for the 2010 FIFA World Cup™ is the provision of the highest standards of coverage, production facilities and services in an extremely large host country, supplementing national broadcasting and communications infrastructure where necessary.

The task involves ten stadiums in nine host cities and a 30,000 square metre International Broadcast Centre (IBC) in Johannesburg, South Africa. Delivering the entire operation will involve over 2,000 staff from 50 countries – more than 1000 will be employed locally in South Africa. More than 350 interns will benefit from a significant investment in training. This is the way that HBS always leaves a “knowledge legacy”.

Service comes first

For 2010, within the new world economic context, the primary consideration, as always, for Infront and HBS is service. It is not about more of everything but about the optimisation of resources, services, technology, content and distribution.

More flexibility for broadcasters

HBS will produce 15 distinct feeds, generating a total 2,200 hours of coverage and involving 29 cameras for every match, where only 25 cameras have been used in 2006. For the second time the entire event will be covered in widescreen HDTV.

In 2002 and 2006, the Basic International Feed (BIF) and the Extended Stadium Feed (ESF) were produced separately. This time, the ESF will be incorporated into the BIF, offering broadcasters more content and more flexibility.

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High quality TV features

For the 2010 FIFA World Cup™, an ENG crew allocated to every participating team and ten additional FIFA TV features ENG teams – making it an operation on an almost unprecedented scale – will give broadcasters a range and variety of material almost beyond their wildest dreams. The feature material that is gathered will be of very high quality, interesting and appealing. It will be incorporated in the popular EBIF show, which is offered again to broadcasters.

FIFA Max Centre – “the hit of the games”

The hugely successful Media Server, introduced in 2006, was described as “the hit of the games”. Renamed the FIFA Max Centre, it will enable FIFA Licensees (MRL’s) to access 2010 FIFA World Cup™ footage from a dedicated set-up, including the ability to browse, log and exchange match material and access additional colour material gathered by FIFA TV ENG crews as well as the archiving service.

“The FIFA World Cup is an inspirational event with the power to change TV”
Francis Tellier

