

HOST BROADCAST SERVICES

MAKING BROADCAST HISTORY™

Host Broadcast Services – founded in 1999 – is now 10 years old. The company has inspired dramatic changes in the way the host broadcast of major sports events is handled and has emerged as an industry leader in this field.

A job for specialists

The host broadcast of major international sports events is now so sophisticated that it is best done by a specialist company. This vital function – once an obligation of the national broadcaster – is now a service of great value to sport, ensuring that the highest quality content is delivered to broadcasters and new media rights licensees worldwide.

Independent host broadcast specialist

Host Broadcast Services (HBS) is a dedicated, independent host broadcast specialist, helping sports federations, organising committees and rights holders worldwide to broadcast their events in the most exciting and effective way. It provides the full spectrum of host broadcast services, to a highly developed and technologically advanced standard, while also guaranteeing value for money.

HBS operates throughout the world and is able to deliver a full solution, wherever the event, whatever the sport, however tough the challenge.

HBS works with international federations including FIFA for the 2010 FIFA World Cup South Africa™ and UEFA for the UEFA EURO 2008™, national leagues, such as Ligue 1 in France, as well as the organisers of multi-sports games. This means that HBS can now cross-fertilise ideas between projects, to achieve cost-effective R&D with key broadcast industry suppliers and deliver innovations on a regular basis.

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Every aspect of the production

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

The first step is an in-depth audit of the event and location to establish what needs to be delivered. Services and facilities are customised to fit the needs of the event and the budget. The project is implemented by the company's team of experts or, alternatively, through short-term joint ventures with other service providers.

Responsibilities include filming and transmitting the signal, as well as providing broadcasters with unilateral production, transmission and commentary facilities and services. For big events, where an International Broadcast Centre (IBC) is essential, HBS plans, builds out and manages the IBC as well as the multilateral and unilateral broadcast facilities.

HBS has a highly experienced core team, which defines all projects in management terms by putting tasks into charts, tables and dedicated software, cutting every area into manageable units and then creating the interfaces to make sure that the project works as a whole.

In charge of major world sport events

HBS is in charge of major Host Broadcast contracts for world sport events such as the FIFA World Cup™, the Asian Games, the America's Cup, and the French League 1 – events which typically run for weeks or even months, involve several years of planning, the provision of tailored services and facilities and quite possibly, the creation of an International Broadcast Centre.

HBS division focusing on production-led projects

HBS has established a dedicated production division to expand the multimedia and production capabilities of the Infront Group and develop new business in the area of sports production. This division focuses mainly on production-led projects, working on shorter time scales with a lighter infrastructure, such as the FIM Superbike World Championships, the FIS World Cup and trials of 3D coverage at the IIHF World Championship.