

# HOST BROADCAST PRODUCTION FOR THE FIFAWORLD CUP™



HBS has been appointed by FIFA to be the Host Broadcaster for a long line of FIFA World Cups™ including the 2002, 2006 and 2010 events. Today, preparations are already underway for the 2014 and 2018 FIFA World Cups™ in Brazil and Russia respectively.

#### **Building on experience**

HBS has constantly followed its guiding principle of building on experience, carrying forward the expertise gained from past events - whilst at the same time enhancing standards and services by introducing carefully-designed innovations that help advance the evolution of sports broadcasting.

With all eyes turned towards Brazil for the upcoming 2014 FIFA World Cup™ the event is a focal point across the country. HBS has an office in Rio being run by a team of seasoned broadcast experts and several young Brazilian recruits fresh out of HBS training. The HBS team works on a daily basis with FIFA and the Local Organising Committee to make sure that the ever changing needs of the International Media Rights Licensees are going to be met in 2014.

At the same time, HBS is already anticipating deliverables for the following FIFA World Cup in Russia, revising venue specifications and assessing training needs in a country that will be hosting a series of major flagship events over the coming years.

#### **2010 FIFA World Cup™ - a broadcasting masterpiece**

Looking back to the 2010 FIFA World Cup™, the biggest challenge facing HBS was 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 involved ten stadiums in nine host cities and a 30,000 square metre International Broadcast Centre (IBC) in Johannesburg, South Africa. Delivering the entire operation involved over 2,500 staff from 50 countries - more than 1,000 of them employed locally in South Africa. More than 350 interns also benefited from a significant investment in training - this is the way that HBS always leaves a "knowledge legacy".

#### **More flexibility for broadcasters**

HBS produced 18 distinct feeds, generating a total 2,750 hours of coverage and involving 29 to 32 cameras for every match, whilst only 25 cameras had been used in 2006. For the second time the entire event was covered in widescreen HDTV.

In 2002 and 2006, the Basic International Feed (BIF) and the Extended Stadium Feed (ESF) were produced separately. For 2010, both feeds were merged - offering broadcasters more content and more flexibility.

At the end of the 2010 FIFA World Cup™, HBS was responsible for sending HDTV signals to a cumulative audience of 26 billion viewers in 214 countries.

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# CASE STUDY

## 2010 FIFA WORLD CUP™



### First-ever 3D coverage of the FIFA World Cup™

In a remarkable "first" for the sports broadcasting industry, fans around the world received 3D images from 25 matches of the 2010 FIFA World Cup™. HBS produced and delivered the 3D HD signal as part of its overall production role as host broadcaster, working closely with FIFA Partner Sony, which manufactures advanced 3D screens and broadcast technology.

The live international feed in stereoscopic 3D HDTV was used by FIFA's media rights licensees and other licensees in various applications and formatted for both TV and cinema screens. By the end of the competition, over 600 cinemas in more than 30 countries showed live 3D matches.

Pioneering broadcasters including ESPN in the USA, Sky PerfecTV in Japan, SBS in Korea, Sogetel in Spain, SBS in Australia, Al Jazeera in the Middle East and TF1 in France offered the matches on "in-home" 3D viewing channels.

The production consisted of eight pairs of cameras at every match and two dedicated 3D Outside Broadcast (OB) vans, provided by Sony and specially adapted for the purpose.

### Dedicated mobile content production

The mobile content of the 2010 FIFA World Cup™ was made up entirely of in-match clips (such as short goal videos) and did much to highlight the possibilities for mobile video at major sporting events.

Technical advancements in 2010 revealed a different landscape with global 3G proliferation and video-friendly handsets creating a huge opportunity for mobile content production. The innovative mobile packages produced contained tailored content, specific to the requirements of the mobile network operators, users and mobile football fans around the world.

### High quality TV features

Every participating team was allocated an electronic news gathering crew (ENG) - amounting to a total of 32 crews - along with ten additional crews for FIFA TV features, making it an operation of unprecedented scale. This gave broadcasters an extensive range and variety of very high quality material. The feature footage gathered was incorporated into the popular EBIF show, offered 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 enabled FIFA Media Rights Licensees (MRLs) to access over 3,000 hours of 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.

### Award recognition for 3D innovation

In recognition of the major achievement in terms of 3D coverage, HBS received three renowned and important industry awards in 2010.

Along with FIFA, Sony, and ESPN, HBS jointly won the prestigious Judges' Award - "The 2010 FIFA World Cup™ in 3D" in recognition of their collaboration in delivery.

HBS also provided broadcasters from all over the world with a high quality 2D feed for all 64 matches of the 2010 FIFA World Cup™. This performance was also honoured by the Sports Video Group in its 5th Annual Sport Technology Reception and Awards at the IBC.

Additionally, HBS was again recognised at the 6th edition of the Association for International Broadcasting (AIB) Awards, where alongside Sony Professional, it jointly won the "The Most Innovative Technology" Award.



**"The Host Broadcast of the 2010 FIFA World Cup was a broadcaster's dream. Enriched content; enhanced access; a quality 3D signal suitable for television, cinemas and show room displays; many new variations of cameras [...]. All these innovative blocks are building the future of broadcast."**

SportsPro Magazine, September 2010