

HBS MAKING BROADCAST HISTORY™



Host Broadcast Services (HBS) has inspired dramatic changes in the way that the host broadcast of major sports events are handled and is the industry leader in the field. It was recognised several times for its 3D expertise and performance – including industry awards for the 3D coverage of the 2010 FIFA World Cup™ and the 2011 Wimbledon Championship.

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

HBS, a wholly owned subsidiary of Infront, 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 operations and 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. It delivers true value for money, on budget and on time, living up to its slogan, "Making Broadcast History™".

Every aspect of the production

The role of HBS could best be summarised as "from pitch to viewer around the globe" It includes every aspect of the production of the signal for international sports events, such as the FIFA World Cups as well as world feed distribution.

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, media rights licensee expectations and budgets. The project is implemented by the company's team of experts or, alternatively, through short-term joint ventures with other service providers.

Responsibilities include contracting and training teams, filming and transmitting the signal, as well as providing media rights licensees with unilateral production, transmission and commentary services and facilities. For big events, where an International Broadcast Centre (IBC) is essential, HBS plans, builds out, manages and dismantles the IBC as well as the multilateral and unilateral on-site broadcast facilities at all venues.

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HBS has a highly experienced core team, which defines all projects in management terms by utilising dedicated software, cutting every area into manageable units and then co-ordinating the various elements to ensure that the project works as a whole. HBS does risk assessment prior to the event and knowledge management and legacy archiving, as required.

Responsible for major worldwide sports events

HBS manages major host broadcast contracts for world sport events working with international federations including: FIFA for the FIFA World Cup™ and all other FIFA Events as well as UEFA for the UEFA EURO. The company also works with national leagues, such as the Ligue de Football Professionnel for Ligue 1 and Ligue 2 in France, as well as the organisers of multi-sports games such as the Olympic Council of Asia (OCA) for the Asian Winter Games Astana-Almaty 2011.

For FIFA, HBS as Host Broadcaster has worked across 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.

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 Organizing 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 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.

As is the case with FIFA, the events HBS handles 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. Its experience across so many sports means that HBS can now cross-fertilise ideas between projects, to achieve cost-effective research and development with key broadcast industry suppliers delivering innovations on a regular basis.

Dedicated division focusing on production-led projects

HBS also has an established production division dedicated to expanding the multimedia and production capabilities of the Infront Group and to developing 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 and in synergy with other Infront subsidiaries.

Industry recognition for innovation

In 2011 HBS along with its partners was acknowledged three times for its excellent delivery of various production projects. It received an IBC award for 3D coverage of the Wimbledon Tennis Championships, a Golden Podium Award at Sportel for coverage of the FIFA Women's World Cup and was ranked 2nd in Sportel's Golden Podium Awards for the Ironman promotional clip.



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