

Sport Production in High Definition Focus on: FIFA World Cup Germany 2006

PLAZAMEDIA, Munich 2004

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PLAZAMEDIA – Football and the World of Sport



We are at home in the Stadium and at the Race Track!

- ▶ 7000 produced football games
 - 1st and 2nd German Football Leagues
 - Champions League
 - UEFA Cup
 - UI Cup
 - German National Team (U19, U21, Team 2006)
 - WM 2002
 - Qualification Games FIFA World Cup 2006
 - National and International Friendly Games
- ▶ Austria
 - T-Mobile Football League
 - Red Zac 1st Football league (since July 2004)
- ▶ Switzerland
 - Axpo Super League (for SAT.1 Switzerland)
- ▶ On behalf of:
Premiere, DSF, Eurosport, Infront, HBS



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Athletic Performance: The Innovations

- ▶ First Multifeed Sport Transmission in Television:
1995 - the Formel 1 Production for DF1 (PREMIERE)
- ▶ As of 2000 - Production of the German Football League-Conference for
Premiere: up to 9 live Games parallel and one Highlight Channel.
Premiere was awarded the German Television Award 2003
for the „Best Sports Progame“.
- ▶ August 2003 - Multifeed Broadcast for Premiere:
Bayern München versus Eintracht Frankfurt
The viewer could chose between the following perspectives:
 - Option a: Main Portal
 - Option b: Live Game
 - Option c: Highlight Channel
 - Option d: Tactic Channel
 - Option e: Observation Channel
 - Option f: Info Channel
 - Option g: Oddset Betting Channel
- ▶ August 2003 – The first German Football League game in Dolby Digital:
Hamburger SV versus Bayern München (40 Years German Bundesliga)
- ▶ All German Football League content for Internet and Mobile Devices:
on behalf of T-Online



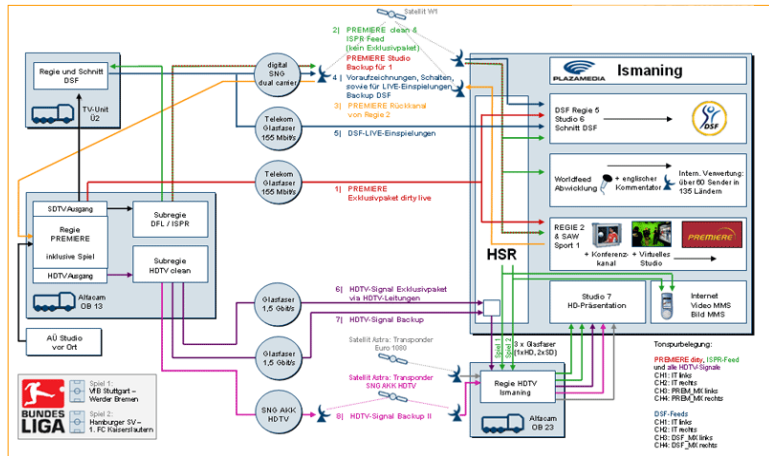
- ▶ **March 2004 - First HDTV-Production of a German Football
League Game: VfB Stuttgart - Werder Bremen March, 28 in 2004**



HDTV – Broadcast plan



First **HDTV** German Football League Broadcast: VfB Stuttgart - Werder Bremen - 28.03.2004



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High Definition Television



HDTV

- ▶ **HD Television** – is the TV decision in Germany at the start of the 21st Century
- ▶ **HD Television** – no questions relating to technical format
- ▶ **HD Television** and the picture format 16:9 brings the right perspective of the stadium and the playing field
- ▶ **HD Television** is a new experience: The viewer experiences an emotional added value through the higher brilliance and depth, drawing him into the middle of the action.
- ▶ The high standard and sporting historical relevance of the FIFA World Cup 2006 demands the best technological Production, Distribution and Archival storage standards.



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Competence and International Orientation



- ▶ PLAZAMEDIA supported HBS in the Production of the FIFA World Cup 2002 in Korea / Japan with two production teams

EBIF Production Team:

- 1x Production Team Manager
- 1x Director
- 1x Assistant Director
- 1x Production Assistant
- 1x Graphic Operator
- 1x Picture Mixer
- 2x Sound Engineer
- 1x Slow-Motion Producer
- 6x EVS Slow-Motion Operator
- 3x EVS Super Slow-Motion Operator
- 1x Highlight Producer
- 1x EVS Highlight Operator
- 17x Cameramen
- 2x Steadycam Operator



- ▶ The HBS EBIF Production Team under the leadership of Director Volker Weicker, produced a total of 10 games as well as the Final of the FIFA World Cup 2002 in Yokohama



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HBS and the FIFA World Cup 2006 in Germany



- ▶ Produces the multilateral broadcast transmission of all 64 games for all rights holders worldwide
- ▶ Support of all worldwide broadcasting television stations with tailor-made production infrastructures that fulfill all unilateral wishes
- ▶ Planning, Installation and Technical producing and operating of the International Broadcast Centre (IBC) in Munich.
- ▶ Slim and efficient with 20 Full-Time employees, in the Spring of 2006 the workforce will increase to over 2000 individuals
- ▶ Close cooperation with FIFA, Infront Sports, World Cup Organisation Committee Germany, local Organisation Committees and World Cup Stadium Operators



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The Production Philosophy:
„Respect the teams and the story of the game“

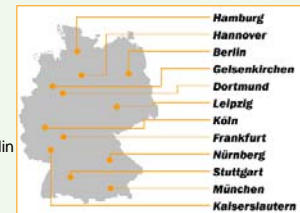
- ▶ HBS is independant and realizes the „Dreamteam“ Concept
- ▶ The worlds best Football directors work with their „dream“ crews: handpicked Camera Crews, Slomo Operators, Sound Engineers, Production Managers, Unit Managers
- ▶ Through this, perfect communication, well-rehearsed teams and funtional workflows are achieved
- ▶ Strongly enforced guidelines, extensive production seminars and test games ensure identical production standards at all games and result in a 100% consistency and defined visual implementation



Germany has qualified...

...the present World Champion, Brasil, not yet

- ▶ The draw of the 8 groups of four takes place on the 9th December 2005 in Leipzig
- ▶ The Opening Game on the 9th June 2006 in Munich
- ▶ The Final takes place on the 9th July 2006 - 20.00 hrs in Berlin
- ▶ a total of 64 Games
- ▶ First Phase:
 3 games per day:
 planned Kick-Off times: 15.00 hrs, 18.00 hrs, 21.00 hrs
 4 games parallel on four days:
 planned Kick-Off times: 15.00 hrs and 21.00 hrs
- ▶ Second Phase:
 maximum of 2 games per day:
 planned Kick-Off times: 17.00 hrs and 21.00 hrs



FIFA World Cup 2006 – The Innovative Super-Feed Concept



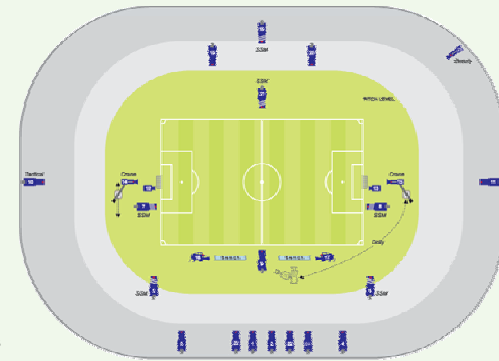
	-45	-30 min	-10 min	Kick Off	Half Time	Kick Off	+5 min	+30 min	+60
BASIC	Unilateral Transmission	Countdown to Kick-Off	1st Half	Highlights	2nd Half	CLOSING	Unilateral Transmission		
Extended Stadium Feed	Live Stadium	Countdown to Kick-Off	1st Half	Highlights	2nd Half	CLOSING	Post-match Programme		
Clean Stadium Feed	Live Stadium	Countdown to Kick-Off	1st Half	Highlights	2nd Half	CLOSING	Post-match Programme		
EBIF Show	Pre-match Programme	Countdown to Kick-Off	1st Half	Highlights	2nd Half	CLOSING	Post-match Programme		
SUPER FEEDS			Tactical Feed	Half-time Interview	Tactical Feed	Live Flash Interviews	FIFA Interviews		
			PlayerCam A Feed						
			PlayerCam B Feed						
			Highlights Feed						
ISOLATED FEEDS			Bench A						
			Bench B						
			ISO 1: Camera 1						
			ISO 2						
		ISO 3							
		ISO 4: Beauty Shot							

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FIFA World Cup 2006 – Camera Plan



- ▶ Minimum of 20-25 HDTV 16:9 Cameras per Game
- ▶ The tried and tested Multifeed-Concept is being improved and greatly extended
- ▶ Pre-Match und Post-Match Extended Stadium Feed has been completely restructured
- ▶ All 64 games will be produced in HDTV digital 16:9 Format
- ▶ 2 Behind-Goal Crane-Cameras
2 Steadycams
2 In-Goal Net-Mounted Cameras



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FIFA World Cup 2006 – Important Innovations



- ▶ For the first time at a World Cup: a total of 6 HDTV 16:9 Super Slow-Motion Cameras and Recorders will be used per game
- ▶ For the first time ever in the broadcast-history of Football Games: the implementation of up to twenty 86-times and up to four 100-times Supertele Zoom-Lenses
- ▶ HDTV: HD-SDI 1080i / 50
SDTV: SDI 625 / 50
- ▶ All games will be broadcast in Dolby Digital and exclusively with „embedded audio“



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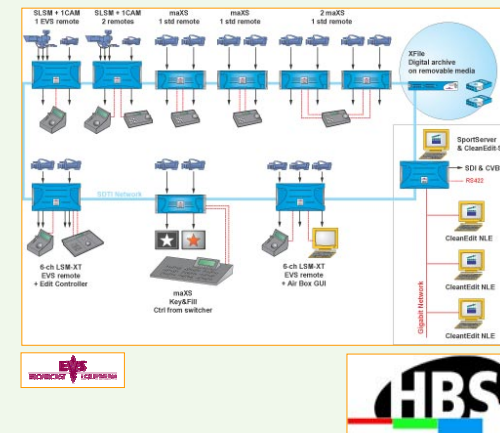
FIFA World Cup 2006 – Live Production Network



The digital Media-Server with its central Content-Management is the heart of any integrated Live-Production architecture.

The Sport-Server Concept, combined with the Non-Linear Software CleanEdit, greatly accelerates all work processes and allows the immediate access to all picture material from all cameras and all this during the Live or Edit operation. The problem-free production of the Highlight-Feed for the duration of the live game is thus guaranteed.

The archiving and direct availability of the recorded material is a substantial and necessary feature allowing the timely completion of the story at hand.

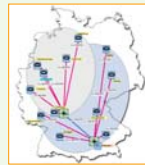


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FIFA World Cup 2006 – IBC



- ▶ Per Stadium: Up to 20 **HDTV** Signals from the multilateral package will be transmitted simultaneously to the IBC (International Broadcast Centre)
- ▶ Each and every signal from the approximately 250 Radio and TV Commentators per game, will be bundled by means of a unilateral conduit (Glass Fiber or Satellite) and transmitted to the IBC and distributed from there: Main Control Center, Central Control Room, Central Commentator Matrix, Studios, Editing Suites, Graphics, New Media Production
- ▶ HBS has two close co-operation partners:
 - T-Systems (Deutsche Telekom)
 - Philips
- ▶ These partnerships serve not only to secure a sufficient market penetration of **HD** end devices but guarantee the secure signal transport to the IBC in Munich



More information is available at:

www.hostbroadcastservices.com



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FIFA World Cup 2006 – Why HDTV?



- ▶ The high standard and sporting historical relevance of the FIFA World Cup 2006 demands the best technological Production, Distribution and Archival storage standard
- ▶ The 16:9 Format is the most suitable format for the action on the grass and guarantees emotional and impressive images
- ▶ 16:9 is the standard for Home Entertainment today (DVD Films and Concerts, etc.)
- ▶ **HDTV** is already established in Japan, Korea, Australia, Mexico, China and the USA and is an accepted Transmission standard
- ▶ It is estimated that by the year 2006, approximately 4,6 Million European households will have **HDTV** Televisions. By the year 2008 the number will have grown to 15 Million households
- ▶ These days, the big Asian und European electronics companies produce no Televisions in the 4:3 format, only **HD** compatible Flatscreens in the 16:9 Format



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HDTV – Present and Future



HDTV makes it possible today

- ▶ The digital future of Television:
 - high resolution and in wide screen format
 - high colour saturation
 - large depth of field
 - crystal clear Dolby Digital sound
 - without Pixels, without visible lines
 - cinema suitable and "made for Hollywood"
 - DVD and Internet evaluation
- ▶ In the future, holders of sports rights will only have a chance in the international marketing of their product when the Base-Signal is produced in **HDTV**:
 - European Football Championships 2004 in Portugal
 - 2004 Olympic Games in Athens
 - 2006 Olympic Games in Turin
 - FIFA World Cup 2006 in Germany
 - NBC, Fox Sports, ESPN, NHK, Channel 7 and further international Stations are all broadcasting their Program already in **HDTV**.



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HDTV Sport Production



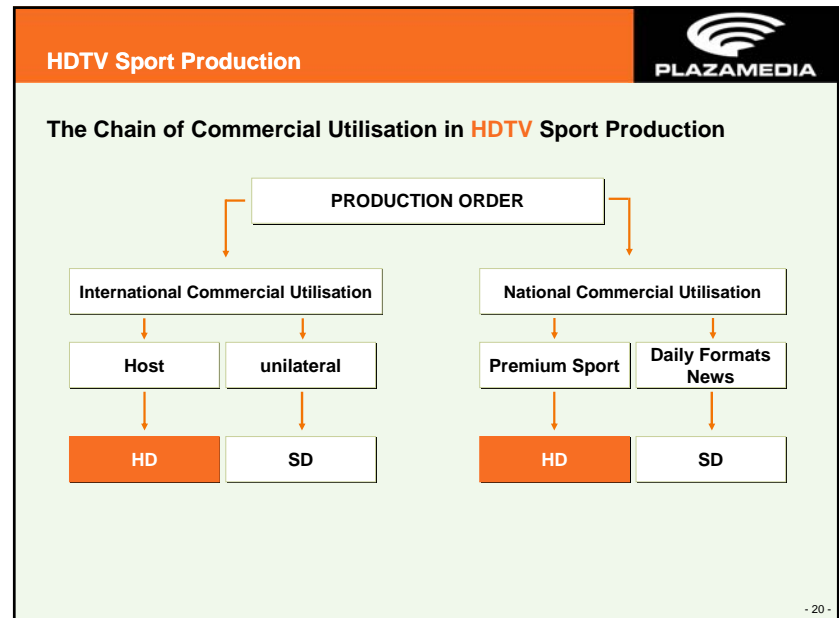
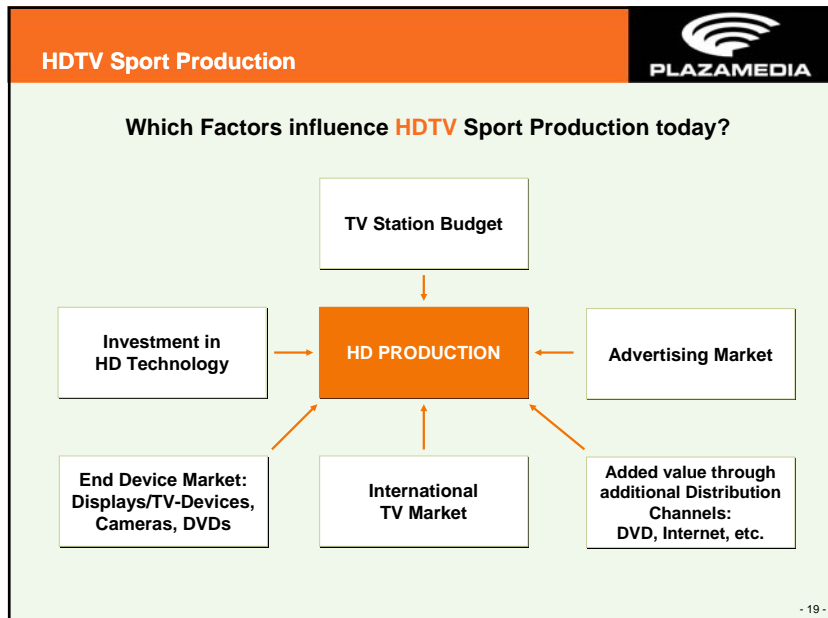
- all American TV Stations
ABC, CBS, NBC, ESPN, Fox Network, HBO, HDNet, Direct TV, Discovery Channel produce and broadcast in **HD**
- Japan: NHK
- Australia: Channel 7
- Europe: **HDTV** is already On-Air
- BBC: at the moment 80 percent of the total production volume is HD-Standard
- TF1: Planned implementation in June 2005
- SVT: Test broadcasts in 2005
- BSkyB: 10 channels On-Air in 2006
- **Premiere** Start of 3 **HDTV** channels in November 2005



- ▶ MICROSOFT pushed the entry into the Pay and Video-On-Demand Content business.
The competition between the classical TV-Station and Internet-HD-Streaming will be decided by the consumer



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Everybodys talking HDTV – we`re producing it!



- ▶ Together with it's Belgian partner Alfacam, PLAZAMEDIA has fired the starting gun for **HD** production in the German speaking market
- ▶ At the **HD** broadcast presentation of the German Football League game Werder Bremen versus VfB Stuttgart on the 28.03.2004, it was possible for many industry insiders to convince themselves that **HD** is available now and able to be produced by us at any time
- ▶ In past years Alfacam has transmitted many concerts, festivals and sporting events in **HD** on behalf of the BBC, ORF and TV2
- ▶ Alfacam and it`s CEO Gabriel Fehervari, are the driving force behind Europe`s first **High Definition** TV Station **HD1**
- ▶ Alfacam was the exclusive partner and supplier of **HD** Outside Broadcast Trucks at the 2004 European Football Championships in Portugal and the 2004 Olympic Games in Athens.



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Take a seat...



You don't want to do things by halves?

- ▶ You have good ideas and are looking for a strong partner with a complete solution from one source?
- ▶ PLAZAMEDIA and Alfacam are your innovative partners for the realization of any program project:
 - Outside Production
 - Studio Production
 - Program Handling
 - Creative Services
 - New Media / MMS / Internet-Streaming
 - Innovative Camera Systems
- ▶ PLAZAMEDIA and Alfacam will find solutions for you for all transmission possibilities and will accompany you into the future with **HDTV**.
- ▶ We offer target orientated and individual solutions from one source!



▶ www.plazamedia.de

▶ www.alfacam.be

▶ www.sportscam.tv

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