

Pacific Rights for the 2010 FIFA World Cup South Africa™

Ken Shipp, Head of Sport, SBS

SBS Australia was granted the rights by FIFA to the FIFA World Cup South Africa 2010™, and the Other FIFA Events in the Oceania region under a Deal Memo dated 17 March 2006.

FIFA and SBS intend to sub licence the live and delayed rights to the FIFA World Cup South Africa 2010™, and the Other FIFA Events 2009 – 2010 to suitable broadcasters in the Oceania region.

OCEANIA TERRITORIES:

- American Samoa
- Cook Islands,
- Fiji,
- Kiribati,
- Federated States of Micronesia,
- Niue,
- Northern Mariana Islands,
- Palau,
- Papua New Guinea,
- Solomon Islands,
- Samoa,
- Tonga,
- Tuvalu,
- Vanuatu.

BACKGROUND

FIFA and SBS issued a Request for Proposal for the Media rights to interested parties in September 2008, including Television Rights and Radio Rights on a non-exclusive basis.

There are a number of Excluded Rights, including but not limited to Fixed Media Rights, Mobile Rights, Internet Transmission Rights and Public Exhibition Rights.

BID PROCESS:

Stage 1

SBS and FIFA sent out a Request for Proposal to a limited number of entities with a proven track record of delivering solutions for major sporting events.

The deadline for written submissions closed on Friday September 12th, 2008.

Stage 2

October 1, 2008 FIFA/SBS issued a shortlist of bidders and invited them to meet with FIFA and SBS to further discuss their proposal.

Stage 3

November 6 -11, 2008 the short listed bidders presented their final proposals to FIFA and SBS in Sydney, Australia.

Stage 4

Q1, 2009 - FIFA will announce the successful bidder (if any).

At this time interested parties can advise the successful bidder(s) of their desire to acquire these events for specific territories.

Evaluation Criteria

- the ability to deliver maximum coverage of FIFA matches
- availability of the matches to the general public on Free to Air networks,
- the quality of technical infrastructure, and;
- the ability of the bidder to execute the project in line with FIFA's brand values.

FIFA is committed to an overriding objective that as much coverage as possible of the matches be on Free TV. Therefore, access to Free TV coverage is a focus in FIFA's evaluation.

FIFA will also work actively with SBS and any winning bidder on how to reduce technical costs for delivering the signal and match programmes to the winning bidder.

The terms of any sub-licence are strictly subject to the mirroring of SBS's undertakings to FIFA in its Deal Memo, and will be subject to the prior written approval of FIFA.

FIFA World Cup South Africa™ (11 June – 11 July)

Kick-Off Times

GMT	LOCAL	SYDNEY	AUCKLAND
1130	1330	2130	2330
1400	1600	2400	0200
1830	2030	0430	0630

Final Draw

The Final Draw for the 2010 FIFA World Cup South Africa™ is scheduled to take place in Cape Town, South Africa on 4 December 2009.

The 32 finalist nations will be drawn into eight groups, each containing four teams.

The Final Draw will be presented in an attractive show and will bring together team representatives, officials and celebrities from all around the world.

HBS will produce this event as a live television show and will make available a number of services.

Other FIFA Events

§ 2009 FIFA U20 World Cup Egypt (25/9/09 – 16/10/09)

§ 2009 FIFA U17 World Cup Nigeria (24/10/09 – 15/11/09)

§ 2009 FIFA Beach Soccer World Cup UAE (16/11/09 – 22/11/09)

§ 2009 FIFA Confederations Cup South Africa (14/6/09 – 28/6/09)

§ 2010 FIFA U17 Women's World Cup

§ 2010 FIFA U20 Women's World Cup

Event Signal Options

FIFA will offer access to the Host Broadcast feeds, otherwise SBS will offer access to its own programmes, tailored to Oceania broadcasters, including in programme acknowledgment of all territorial audiences.

FIFA World Broadcasters Meetings (WBM)

Two FIFA World Broadcasters Meetings for rights holders will be held in the preparation phase of the 2010 FIFA World Cup™.

The first FIFA WBM is scheduled to take place on 21 and 22 April 2009 in the Sandton Convention Centre in Johannesburg, South Africa.

The second FIFA WBM will most likely take place following the conclusion of the Final Draw in December 2009 in Cape Town, South Africa.

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