

ESPN Fact Sheet

2010 FIFA World Cup South Africa (June 11 – July 11)



ESPN RIGHTS:

- Exclusive United States domestic rights (all languages except Spanish)
- ESPN International – Non-exclusive rights in Brazil (ESPN BRASIL); Rights in Indian Sub-continent (ESPN STAR SPORTS)

UNITED STATES:

Match Coverage:

- More than 230 hours of live original HD programming
- All 64 matches will be televised live in HD on ESPN (44 matches), ESPN2 (10), and ABC (10)
- All 64 matches will be produced for ESPN Radio and ESPNRadio.com
- All 64 matches will be available on mobile platforms
- All 64 matches will re-air in primetime on ESPN Classic
- 54 matches will be streamed live on ESPN3.com
- More than 50 matches will be televised live in Portuguese on ESPN Deportes
- 25 matches will be televised live in 3-D on the new ESPN 3D network (launching June 11)

Additional Content:

- 65 hours of live ESPN domestic studio programming will originate from state-of-the-art 2,000-sq. ft. set overlooking Soccer City in Johannesburg throughout the tournament, including daily editions of *SportsCenter*, *World Cup Live* and *World Cup Primetime* news/information and highlights programs, pre-match, halftime and post-match shows, and additional World Cup-branded segments.
- 10 hours of daily Spanish-language news/information content on ESPN Deportes, including two daily World Cup-centric editions of *SportsCenter*, onsite production of *Sudáfrica al Día*, *Cronómetro*, and a daily simulcast of ESPN Deportes Radio soccer talk show *Jorge Ramos y su banda*. ESPN Deportes will feature live 7:30 a.m. – 9 p.m. windows of news and information and coverage of FIFA World Cup matches (in Portuguese).
- Four series of feature vignettes focusing on: FIFA World Cup teams (all 32 voiced by Academy Award-nominated actor Djimon Hounsou, a native of Benin, Africa), players (“I Scored a Goal”), cultural stories (“Voices of South Africa”) and host nation South Africa (“Umlando” – “Sharing Through My Father’s Eyes” featuring Sal Masakela and his father, Hugh, a South African native)
- World Cup-dedicated microsite housed on 3 sites - ESPN.com, ESPNSoccernet.com, and ESPNDeportes.com
- ESPN Radio and WorldBand Media will provide multi-language broadcasts of all 64 FIFA World Cup matches in key foreign languages (including Chinese, German, Greek, Italian, Japanese, Korean and Portuguese).
- 2 iPhone apps, 4 Fantasy games, Mobile website
- ESPN Soccer Power Index (SPI) ratings system that represents teams’ current overall skill levels
- *ESPN The Magazine* 2010 FIFA World Cup Guide and The ESPN World Cup Companion book, and Spanish-language versions from ESPN Deportes *La Revista*.
- FIFA World Cup themed ESPN Films 30 for 30 documentary projects – [June 17, 1994](http://June171994.com) (directed by Brett Morgen/debuting June 16 at 10 p.m.) and [The Two Escobars](http://TheTwoEscobars.com) (directed by Jeff Zimbalist/June 21, 9 p.m. on ESPN Deportes).

Additional Support:

- Technology enhancements that will be part of ESPN’s coverage: EA Virtual Playbook, ESPN Axis, virtual player cards, topographical map/stadium locator, telepresence from South Africa, Snap Zoom technology, and Sport Science, a look at the sport with a scientific eye
- “One Game Changes Everything,” the largest single-event marketing campaign in ESPN history, will include a collaboration between U2 and the Grammy-Award winning Soweto Gospel Choir, a print

campaign comprised of 33 original works of South African art, partnerships across The Walt Disney Co., etc.

- Musical presentation will feature U2 and Soweto Gospel Choir, as well as several African artists
- FIFA World Cup Sponsors: ESPN/FIFA partners – adidas, Sony, Hyundai, McDonald's, Coca Cola and Anheuser-Busch; ESPN partners – AT&T, Cisco and EA Sports; Advertisers – Heineken, US Marines and M&M Mars.
- [ESPN XP](#) research initiative will study consumer behavior around the 2010 FIFA World Cup, measuring media usage and advertiser effects across all media platforms
- The center of ESPN's campus in Bristol, Conn., will be themed for 2010 FIFA World Cup with a goal, sponsor boards and penalty box. There is also a countdown clock to the opening match and national flags arranged on a building exterior based on the tournament's eight groups.
- In all, more than 300 ESPN staffers will be working the 2010 FIFA World Cup in South Africa

ESPN is covering its seventh FIFA World Cup tournament. ESPN coverage of past FIFA World Cup events:

- **Germany 2006** – All 64 matches live and in HD
- **Korea/Japan 2002** – 58 ESPN / ESPN2 matches live (6 tape-delayed broadcasts on ABC)
- **France 1998** – All 64 matches live on ESPN (27), ESPN2 (23) and ABC Sports (14)
- **USA 1994** – All 52 matches – ESPN (41) and ABC (11)
- **Mexico 1986** – 15 matches on ESPN (U.S. cable television rights)
- **Spain 1982** – 7 matches on ESPN

Match Commentators:

- **Play-by-play** – [Martin Tyler](#) (called every FIFA World Cup since 1978), [Adrian Healey](#), [Derek Rae](#) and [Ian Darke](#).
- **Analysts** – [Efan Ekoku](#) (Nigeria 1994), [John Harkes](#) (USA 1990, 94), Ally McCoist and [Robbie Mustoe](#).
- **ESPN Radio Teams** – [JP Dellacamera](#) and [Tommy Smyth](#); **Glenn Davis** and **Kyle Martino**; and **Ross Dyer** and **Shep Messing**.

Studio Commentators:

- **Hosts** – [Chris Fowler](#), [Bob Ley](#) and [Mike Tirico](#).
- **Analysts** – [Shaun Bartlett](#) (South Africa 1998), [Ruud Gullit](#) (Netherlands 1990), [Jürgen Klinsmann](#) (Germany 1990, 94, 98), [Alexi Lalas](#) (USA 1994, 98), [Steve McManaman](#) (England 1998) and [Roberto Martinez](#).

Reporters:

- **National Team Correspondents** – [Jeremy Schaap](#) (United States), **Darrell Currie** (England), **Andrew Orsatti** (Australia), [John Sutcliffe](#) (Mexico) and [Dan Williams](#) (South Africa).
- **Features** – [Sal Masakela](#) (cultural and human interest).
- **General Assignment** – [Julie Foudy](#), [Allen Hopkins](#) and [Rob Stone](#).

ESPN INTERNATIONAL:

- ESPN will televise all 64 FIFA World Cup matches in Brazil – 56 on ESPN Brazil and ESPN Brasil HD (the first time the event will be available in high definition in the country) and eight matches on ESPN.
- ESPN Brasil will have 450 hours of live programming originating from South Africa.
- ESPN's 15 localized editions of *SportsCenter*, the network's flagship sports news and information brand, around the world will provide comprehensive coverage of the 2010 FIFA World Cup. Markets include: U.S. (English) and (Spanish/ESPN Deportes); ESPN America in Europe (English); ESPN 2 (Dos) in Mexico, Central America, and the Caribbean (Spanish); ESPN's pan-regional network in Latin America (Spanish); ESPN+ serving the Southern cone of Latin America (Spanish); ESPN Brasil (Portuguese); TSN Canada (English); ESS pan-Asia (English); ESS India (Hindi); ESS Hong Kong (Cantonese); ESS Taiwan (Mandarin); J Sports ESPN (Japanese); ESS Malaysia (English); ESPN South Africa, Israel (English) and ESPN Australia (English).
- Multiple hours of daily programming originating from South Africa, including: Spanish-language coverage on *Cronómetro*, *Fuera de Juego*, *Fútbol Picante*, *Hablemos de Fútbol*, *Juego Cruzado*, and

Sudáfrica al Día programs in Latin America and Mexico, and English-language programs *South Africa Nightly* and *ESPN SoccerNet Press Pass* in Europe, Pac Rim and other regions

- Dedicated outdoor set location for ESPN International/ESPN Deportes in Mandela Square in Johannesburg – one of South Africa’s most important landmarks. ESPN Brasil will have a dedicated outdoor set location in Johannesburg adjacent to the hotel that the Brazil National Team will occupy.
- “90 Minutes no son Suficientes” (90 Minutes is Not Enough) marketing campaign for ESPN Deportes (and in Latin America), highlighting ESPN’s extensive news and information coverage.
- Special 90-minute *Fútbol Picante* shows on ESPN Dos following Mexican National Team matches
- Key sponsors (Brazil): CEF, Allianz, Samsung, Kia, Ambev and Petrobras. Key news & information sponsors (Latin America): Samsung, Castrol, Telcel, Gatorade and FedEx.
- More than 60 production personnel in South Africa for Spanish-language coverage and more than 75 for coverage in Brazil, including crews dedicated to covering seven different national teams, and others that will provide features and news & information content.

Spanish-language commentators (Latin America and ESPN Deportes):

- **Hosts** -- [Ciro Procuna](#), [Jose Ramon Fernandez](#), and [Jorge Ramos](#)
- **Analysts** -- [Mario Kempes](#) (Argentina 1974, 78-Champions and 82), [Quique Wolff](#) (Argentina 1974).

English-language commentators:

- **Host** – [Ray Stubbs](#)
- **Analyst** – [Shaka Hislop](#) (Trinidad & Tobago 2006)
- **Reporters** – [Darrell Currie](#) (England), [Andrew Orsatti](#) (Australia), [Fernando Schwartz](#) (United States), [Dan Williams](#) (South Africa), [David Faitelson](#) and [John Sutcliffe](#) (Mexico), [Ruben Capria](#) and [Juan Yankilevich](#) (Argentina), and 2010 ESPN Deportes *Dream Job* winner [Daniela Rodríguez](#).

ESPN Brasil

Match Commentators:

- **Play-by-play** – [Mauro Cezar Pereira](#) and [Paulo Calçade](#)
- **Analysts** – [José Trajano](#), [Juca Kfourri](#) and [Paulo Vinicius Coelho](#)
- **ESPN Radio** – [Paulo Soares](#) and [Paulo Vinicius Coelho](#)

Studio Commentators:

- **Hosts** – [Paulo Soares](#), [Paulo Andrade](#)
- **Analysts** – [José Trajano](#), [Juca Kfourri](#) and [Paulo Vinicius Coelho](#)

Reporters:

- **National Team Correspondent** – [Andre Kfourri](#)
- **General Assignment** – [José Trajano](#)

() – indicates FIFA World Cup player appearances

ESPN Inc. Key Executives:

George Bodenheimer, ESPN/ABC Sports President

John Skipper, ESPN, EVP, Content

Russell Wolff, EVP and Managing Director, ESPN International

Norby Williamson, EVP, Production

Ed Erhardt, President, ESPN Customer Marketing & Sales

Tim Bunnell, SVP, Programming, ESPN International

German Hartenstein, General Manager, ESPN Brazil

Scott Guglielmino, VP, Programming

Michael Walters, VP, Programming, ESPN International

Lino Garcia, General Manager, ESPN Deportes

Seth Ader, Sr. Director, Sports Marketing

Key Production Staff:

Jed Drake, SVP & Executive Producer, Event Production

Rodolfo Martinez, VP, Production & Operations

Tim Scanlan, VP, Event Production

Jose Trajano, Head of Production and Programming, ESPN Brazil

Bill Graff, Sr. Coordinating Producer, Studio