



Television Opportunities Teva World Rafting Championships 2010

Introduction

At the Teva World Rafting Championships in Holland this year, we are delighted to be producing the TV coverage as the Host Broadcaster for the sponsors on behalf of the IRF.

Working together with the Federation, we have put together a TV offering which we hope will see a global distribution for the event, while also enabling far greater access to the images to all that are interested.

The following overview is designed to show what we are doing with the TV coverage and the opportunities that exist to promote the team and how everyone can help and take advantage of this opportunity to help promote the sport to a wider audience.

What we are producing

At the event we shall be producing the following output:

1. A review programme after the event of 50-52 minutes duration. This will be distributed to as wide a broadcast audience as is possible.
2. Every day we shall produce a Video News Release. This will be ready hopefully by 5pm each day and will be uploaded to our central FTP site via the internet. This will be available to any broadcaster and website that might like access to the images. Access is provided after a release agreement has been signed.
3. A daily highlight of 3-minutes will also be available, which will be set to music and voiced with an English language commentary. This is primarily aimed at YouTube, Vimeo channels and for embedding into websites.
4. On the final night of the event, assuming we have time after the news requirements a short music video will be played at the awards ceremony for entertainment, and made available afterwards.

Our Team

We shall have on site 6-people in our team consisting of:

- 3 x Camera operators (including Director)
- 2 x Editors
- 1 x Assistant

We shall have 3-4 HD cameras (subject to final format requirements)

2 x laptop edit systems

VT decks for tape play-out

Plus a variety of communications and recording equipment as required.

Host Broadcaster Role

As part of our Host Broadcast (HB) role for the event, 1080 Media is keen to work with competing teams to see if we can expand interest in the sport even further by using your contacts at home.

If you or your National body, or sponsors has contacts with broadcasters in your country, then we would like to know.

We can offer broadcasters in your country the following service – free of charge as part of our HB role:

1. **Daily news:** We will produce a standard 3-minute news footage each day. If a TV station in your own country is interested, we can add extra footage of your team in action, together with an **interview in your language for them**. This can be sent via FTP for them at broadcast quality.
2. This can be produced every day or just on the final day if they prefer;
3. If they are interested in broadcasting the **52-minute finished show**, this is also possible and we would contact them to agree a delivery date and broadcast schedule. There is no charge for this except delivery costs as standard.
4. If they prefer to have the footage sent to them via **satellite** link, this is possible, but they must pay the costs of the transmission of satellite. Some national broadcasters may be prepared to do this.

We would welcome discussions with the broadcasters to arrange delivery and access with them. If you have any questions, please contact us to see how best we can help.

About 1080 Media Organisation Ltd

You may advise broadcasters in your country that we are a highly experienced company, and work with the major broadcast networks globally. We have an excellent reputation for high quality productions across a range of different sports and programming areas. We were also a part of the team that produced the Camel White Water events in Chile, Zambezi and South Africa.

We have worked on major sporting world tours and events, and been host broadcaster to numerous live productions. We are responsible for the live broadcast coverage of the Korea Match Cup sailing event, one of the major events on the World Tour in June this year. We would be pleased to send our resume to any broadcasters that may wish to know more about us, should they wish to know more about the technical quality of the productions and images.

Prepared 12 May 2010 by:

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