



# FIFA TV broadcast production plan for FIFA Women's World Cup Canada 2015™

## Introduction

The FIFA Women's World Cup Canada 2015™ will feature the biggest and most advanced television production for any FIFA women's tournament so far, with at least 20 film cameras at every game, top match directors, a pioneering ultra-high definition project and roving camera crews in each host city.

The standard camera plan consists of 20 cameras in Moncton, Ottawa and Winnipeg and 21 cameras in Edmonton, Vancouver and Montreal. The Opening Match, Semi-Finals and Final Match will have an enhanced set-up of 22 cameras, including a helicopter camera and a cable camera that roams above the pitch on wires. This year's production plan compares with a standard 16-camera plan from the FIFA Women's World Cup Germany 2011™ that was increased to 18 cameras for key matches.

The scale and quality of the production is a further sign of FIFA's commitment to the promotion and development of women's football. It will ensure a top quality viewing experience for fans around the world, with multiple cameras delivering all the action and emotion of all 52 matches in Canada.

FIFA TV expects a global audience of hundreds of millions of fans around the world for this expanded competition between 24 nations. As usual for one of FIFA's flagship events, FIFA's production will be broadcast to territories all over the world to provide coverage for fans everywhere. For an up-to-date list of FIFA Media Rights Licensees for the FIFA Women's World Cup Canada 2015, please visit: [http://www.fifa.com/mm/document/affederation/tv/02/52/48/30/fifawomensworldcupcanada2015\\_260315\\_neutral.pdf](http://www.fifa.com/mm/document/affederation/tv/02/52/48/30/fifawomensworldcupcanada2015_260315_neutral.pdf)

## The "Dream Team" concept

The FIFA TV production is based on the "Dream Team" concept deployed to great effect during the 2014 FIFA World Cup Brazil™, with top directors from the sports broadcast industry heading up dedicated production teams for each match throughout the competition.

The "Dream Team" directors include Jamie Oakford, who directed the Final Match of the 2014 FIFA World Cup Brazil, Grant Philips, Laurent Lachand, Wolfgang Straub and Thomas Sohns. Grant Philips will be directing in Vancouver where the Final Match will take place on July 5th.

## Film crews for each Host City

Six FIFA TV venue crews will be stationed in each of the six Host Cities (Vancouver, Winnipeg, Ottawa, Moncton, Montreal and Edmonton) to produce content from teams, stadiums and training as well as fans, World Cup atmosphere and football culture.

## Extra content

As well as comprehensive match coverage, FIFA TV will produce content on the day before all competition matches and throughout the tournament to ensure broadcasters have access to all the latest team news, press conferences, interviews and training updates.

Broadcasters will also be able to access rolling content on match days, from 2.5 hours before kick-off to 1 hour afterwards, such as team arrivals, post-match press conferences and highlight clips.

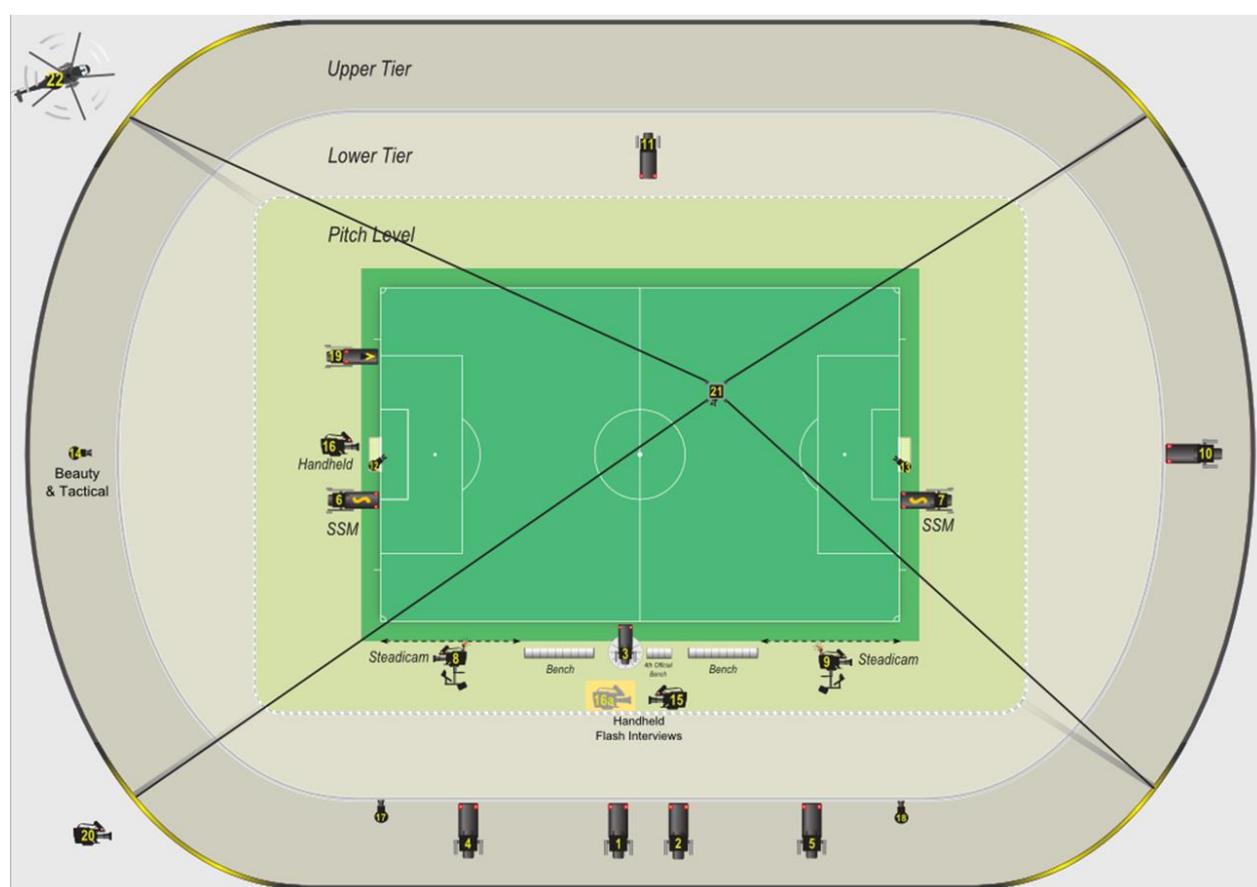
FIFA TV will also produce FIFA Women's World Cup documentaries and host city profiles for broadcasters.

FIFA is also offering a server with content from the event at the IBCC (all match feeds and FIFA TV venue crews content logged with access on-site as well as off-site). This will enable producers onsite as well as offsite to create more features, stories and promos of the event.

## International Broadcast Coordination Centre (IBCC)

A state-of-the-art broadcasting facility and hub for all production feeds during the competition, the IBCC will be located in Vancouver. The IBCC will measure 7,500 square meters, which is double the size of the facility used in 2011.

## 22-Camera plan: Enhanced set-up for Opening Match, Semi-Finals and Final Match



## Key to camera plan

1. Main camera 1
2. Main camera 2
3. Pitch level camera
4. High left camera
5. High right camera
6. Super slow motion camera, behind goal left
7. Super slow motion camera, behind goal right
8. Steadicam left
9. Steadicam right
10. High camera, behind goal right
11. Reverse camera, high centre
12. In goal camera, left
13. In goal camera, right
14. Beauty and tactical camera
15. Handheld camera
16. Handheld camera
17. Boxcam left
18. Boxcam right
19. Ultra motion, pitch level
20. Handheld camera
21. Cable camera
22. Helicopter camera



## Multimedia production

FIFA TV will offer a range of multimedia coverage of the competition, with a separate team of editors and producers dedicated to the needs of fans using tablets, mobile phones and laptops. This will include multi-angle coverage with up to 12 cameras, video on demand and FIFA historical content and a comprehensive selection of match and player statistics.

## Ultra High Definition Production – 8K

FIFA is an award-winning, long-term supporter of innovation and excellence in the broadcast industry, winning two international awards for its approach to broadcast production of the FIFA World Cup. At the FIFA Women's World Cup, FIFA TV and Japanese broadcaster NHK will work together to produce ten matches in stunning 8K ultra-high definition visual format. 8K UHD technology produces pictures that have 16 times the number of pixels in an HDTV image, providing unrivalled clarity and emotion with a window into the future of broadcasting and viewing.

The FIFA TV-NHK 8K UHD Project will include the following matches:

June 8 <sup>th</sup>	Match 7	USA v Australia
	Match 8	Sweden v Nigeria
June 12 <sup>th</sup>	Match 17	Japan v Cameroon
	Match 18	Switzerland v Ecuador
June 16 <sup>th</sup>	Match 31	Nigeria v USA
June 21 <sup>st</sup>	Match 44	A1 x C/D/E3
June 23 <sup>rd</sup>	Match 42	C1 x A/B/F3
June 27 <sup>th</sup>	Match 47	Winner of Match 41 v Winner of Match 42
July 1 <sup>st</sup>	Match 50	Winner of Match 47 v Winner of Match 48
July 5 <sup>th</sup>	Match 52	Final Match