

FIFA Confederations Cup South Africa 2009 and 2010 FIFA World Cup™

## **MEDIA BROADCAST to deliver expertise as media partner for 2010 FIFA World Cup™ in South Africa**

**Bonn, May 4, 2009** - MEDIA BROADCAST has partnered with South African telecommunications company Telkom SA and systems integrator Telecom 180, to provide video contribution services for the FIFA Confederations Cup South Africa 2009 and the 2010 FIFA World Cup™ South Africa.

The partnership teams the diverse capabilities of each role-player and leverages the vast expertise of MEDIA BROADCAST, the local knowledge of Telecom 180 and the infrastructure and network capabilities of the main contractor, Telkom SA Ltd.

This project will require efficient project management, innovative technology, maximal availability and international teamwork. "Thanks to the professional broadcast of the World Cup in 2006 and other successful implementations of national and international major events, we are ideally equipped to meet these high demands," explained MEDIA BROADCAST Chief Executive Officer, Helmut Egenbauer.

The scope of the project primarily encompasses the broadcasting of the television images and other services from the venues to the International Broadcast Centre in Johannesburg. Based on high-speed fibre-optic infrastructure by Telkom SA Ltd, MEDIA BROADCAST is planning, building and operating a sophisticated IP-based broadcast platform for all types of contribution networks and video signal distribution, including high-resolution HDTV images. Services will commence this coming June during the FIFA Confederations Cup being held at the Bloemfontein, Pretoria, Rustenburg and Johannesburg stadia. The following year MEDIA BROADCAST will be broadcasting the 2010 FIFA World Cup™ from a total of ten stadia.

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**MEDIA BROADCAST** is Germany's largest full-service provider in the media and broadcast industry. The company's core business revolves around the planning, installation and operation of multimedia transmission platforms, inside and outside of Germany, for television and radio companies based on modern transmitter, cable and satellite networks. MEDIA BROADCAST provides comprehensive service to some 850 national and 110 international customers, including public and private broadcasters, TV- and radio production companies, international broadcasters and network operators, media groups and the cinema industry.

MEDIA BROADCAST is a member of the TDF-Group, the main operator of shared facilities and terrestrial networks in Europe. You can find more information under [www.media-broadcast.com](http://www.media-broadcast.com), for information about TDF-Group please visit [www.tdf.fr](http://www.tdf.fr).

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**TELKOM** is one of the largest companies registered in South Africa and one of the largest communications services providers on the African continent based on operating revenue and assets. We had consolidated operating revenue of R56.3 billion (\$6.9 billion), profit for the year attributable to the equity holders of Telkom of R8.0 billion (\$981 million) and cash flow from operating activities of R10.6 billion (\$1.3 billion) in the year ended March 31, 2008 and we had total assets of R70.4 billion (\$8.6 billion) and equity attributable to the equity holders of Telkom of R32.8 billion (\$4.0 billion) as of March 31, 2008.

We had consolidated operating revenue of R29.9 billion (\$3.6 billion), profit for the year attributable to the equity holders of Telkom of R3.6 billion (\$435 million) and cash flow from operating activities of R3.0 billion (\$365 million) in the six months ended September 30, 2008 and we had total assets of R72.7 billion (\$8.7 billion) and equity attributable to the equity holders of Telkom of R33.6 billion (\$4.0 billion) as of September 30, 2008.

As of September 30, 2008, we had approximately 4.5 million telephone access lines in service and 99.9% of our telephone access lines were connected to digital exchanges. We offer business, residential and payphone customers a wide range of services and products, including:

- fixed-line voice services, including subscriptions and connections services, local, long distance, fixed-to-mobile and international voice services, interconnection and hubbing communications services, international voice over internet protocol services, subscription based value-added voice services and customer premises equipment rental and sales;
- fixed-line and wireless data services, including domestic and international data transmission services, such as point to point leased lines, ADSL services, W-CDMA and packet-based services, managed data networking services and internet access and related information technology services;
- mobile communications services, including voice services, data services, value-added services and handset sales through Vodacom, our 50% joint venture with Vodafone; and other services, including directory services, through our TDS Directory Operations Group, fixed, mobile, data and international communications services in Nigeria through our Multi-Links subsidiary, internet services outside South Africa, through our Africa Online subsidiary, and wireless data services through our Swiftnet subsidiary.

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**TELECOM 180** is a South African based telecommunication business which operates in Southern and Sub-Saharan Africa. The company's focus is to provide new technologies, systems integrations and services for the telecommunications and convergence industry.

TELECOM 180 clients include local government, public enterprise and many blue chip telecommunication providers. Strategically positioned to take advantage of the demand for ICT services throughout Africa, TELECOM 180 continues to demonstrate its commitment to building economic capacity and skills within the African continent.

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