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## **MEDIA BROADCAST delivers first rate services at the FIFA Confederations Cup in South Africa 2009**

**Bonn / Johannesburg, 30th June 2009**

Sunday evening's 2009 FIFA Confederations Cup final in South Africa was a real festival of champions. Fans were kept on the edge of their seats right up until the very end, both in the stadium and at home in front of the television. The tournament was also a great challenge for MEDIA BROADCAST and was the first time it had been commissioned to provide broadcasting services for a major event in Africa. To meet the high standards set, MEDIA BROADCAST established a high-availability, IP-based video and audio transmission platform between the stadiums and the International Broadcasting Cooperation Centre (IBCC) in Johannesburg. The platform was available for TV and radio productions throughout the entire tournament. Into this modern platform, MEDIA BROADCAST integrated three real-time HD channels, all performing at a rate of 1.5 Gbit/s, as well as connections for a whole host of other applications.

"Our broadcasting services were 100 percent accessible for the entire duration of the tournament" explains Helmut Egenbauer, CEO of MEDIA BROADCAST. "It was a challenging project, and collaboration with local partners and other international teams was excellent. The tournament was a successful dress rehearsal for MEDIA BROADCAST. We can now relax a little bit and look forward to the World Cup" he adds.

MEDIA BROADCAST provided its services together with local partner DJD Telecom180, using Telekom SA's modern fibre-optic infrastructure. MEDIA BROADCAST added to this its state-of-the-art technology which is already proving to be a success in its NGN network installed all over Germany. The platform transmitted all the necessary signals, right up to high resolution HDTV images, between Bloemfontein, Pretoria, and Rustenburg stadiums and the IBCC (International Broadcast Coordination Centre) in Ellis Park Stadium, Johannesburg. In 2010 MEDIA BROADCAST will be providing video and audio transmission services to all ten stadiums to broadcast the FIFA World Cup™ to an audience of millions.