

'Confident' SABC announces 2010 broadcast plans

 By [Issa Sikiti da Silva](#)

13 May 2010

The SABC, as the FIFA World Cup's official broadcaster, announced its broadcasting plans for the tournament on Thursday, 13 May 2010. Peter Kwele, 2010 projects GM, said the SABC is confident that it will deliver the World Cup as it has never been done before.



Kwele said all 64 games will be broadcast live on TV and 18 radio stations in all 11 official languages, with SABC1 showing 56 games and SABC2 eight games, while SABC3 delivering the event-related integrated content, among others.

'Uninterrupted' 2010 broadcasting

It is understood that normal programmes will be done away with and other normal time twisted and turned, paving the way for repeats of games, and special programmes profiling countries playing that day, among others, to ensure that people get access to 'uninterrupted' 2010 broadcasting.

During the tournament, the public broadcaster will operate from the Sandton Convention Centre - to be known as the SABC Broadcast Centre from 11 June to 11 July - where many other events, including the FIFA Congress, is due to take place Kwele revealed.

The SABC, which is well known for its much-publicised soccer blunder 'delayed live' said there will be no such thing this time around, vowing to silence its critics by using all its 'mighty' resources to reach millions of viewers and listeners through quality content.

Game analysis and insight

The SABC also managed to acquire the services of legendary and illustrious soccer personalities, local and international, for its games' analysis and insight.

This includes Portugal's Luiz Felipe Scolari, Ghana's Abedi Pele, Trinidad and Tobago's Dwight Yorke, SA's Steve Komphela and Clive Barker, Argentine's Osvaldo Ardilles, France's Bernard Lama and England's Paul Ince.

Three other SA soccer personalities, John Moeti, Roger de Sa and Owen da Gama, will also be part of the 2010 analysis team.

Capitalise on penetration

An estimated 22 million people are expected to watch the 2010 tournament live on TV daily, while another 22 million to follow the unfolding event on radio.

Kwele said: "As far as audiences are concerned, no one in this country has such a penetration and we intend to capitalise on that to deliver world-class quality broadcasting.

"Our marketing campaign is based on understanding audiences and our aim is to reach communities that we were not able to reach before."

Modern technology employed

The SABC said it has invested heavily on world-class modern technology, which includes four High Definition Outside Broadcasting Vans, three of these units successfully tested during the 2009 Confederations Cup.

As the official broadcaster of the tournament, the SABC will supply a 16x9 feed (wide screen pictures and quality sound) to all FIFA registered Fan Fests, which will be erected nationwide.

Furthermore, the SABC said it will, during the World Cup flight programmes, promote racial tolerance and tolerance of people of other countries.

Showcasing Africa

Other programmes will aim at showcasing the rest of Africa, heritage of football, spirituality and football, and celebrating freedom, unity and diversity.

SABC CEO Solly Mokoetle said: "When I arrived here in January, I was doubtful about the SABC's capabilities to launch such a big event, but after all the hard work we have done and the modern technology we have acquired, I can now feel that it is here."

Mokoetle also set the record straight, saying the SABC has not paid R25 million to secure the Sandton Convention Centre as rumoured, but has secured it from a third party through a trade exchange deal worth R13.9 million, with adverts of the company flying over a 12-month period.

For more information, go to www.sabc.co.za/2010.

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

- Angola tense as journalists, protesting youth targeted by government - 1 Nov 2011
- Managing promotional resources: are TV broadcasters getting it right? - 1 Nov 2011
- Mbalula vs the media: privacy, dignity vs public interest - 31 Oct 2011
- Multimillion-rand Motorola Razr marketing campaign - 28 Oct 2011
- [Tech4Africa] Power failures, low bandwidth? Try cloud computing - 28 Oct 2011

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>