



Mobile rights to the 2010 FIFA World Cup™ South Africa.

The rights

Football Media Services (FMS) offers the exclusive right to transmit match footage of the 2010 FIFA World Cup™ over mobile telephony and/or mobile broadcast networks* in key territories throughout Asia.



Rights packages**

- Live full match coverage
- "Near live" clips during each match
- Post-match extended highlights
- Post-match clips

Ancillary rights

Use of the official 2010 FIFA World Cup™ emblem, trophy, mascot, music, designation and premiums; access to FIFA's broadcast facilities; and transmission sponsorship and commercial airtime commercialization opportunities.

Mobile telephony and mobile broadcast rights to other FIFA events, including the FIFA Confederations Cup South Africa 2009, are also available through FMS.

* Separate packages: mobile telephony networks include UMTS, GPRS, EDGE, HSCSD & GSP; mobile broadcast networks include DVBH, DMB & ISDB.

** Subject to market availability

About Football Media Services

Football Media Services (FMS) is a joint venture, co-owned by the Swiss based international sports marketing agency, Infront Sports & Media, and the Japanese advertising company, Dentsu.

The joint venture has been appointed by FIFA to act as its exclusive sales representative in key Asian territories with respect to the distribution of all television, radio, broadband internet and

mobile rights to the 2010 and 2014 FIFA World Cups™ and all other FIFA Events held between 2007 and 2014.

FMS is headquartered in Singapore and is staffed by a team drawn from both Infront and Dentsu, all of whom have extensive experience in marketing the FIFA World Cups™ and related events.