



FIFA Fan Fest™

Frequently Asked Questions



FIFA Fan Fest™ for the 2010 FIFA World Cup South Africa™

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1. As media, can we get access and broadcast from the FIFA Fan Fest?

- During the 2006 FIFA World Cup™ Germany, the FIFA Fan Fests™ were very important media platforms, with 80 per cent of non-action related stories coming from the FIFA Fan Fest™ sites, we expect the South African FIFA Fan Fest™ to be equally important;
- Access and reporting from the venues is free for all media at all times; any media can therefore go to a FIFA Fan Fest™ to do broadcasts or reports. The only restriction will be on branding, where SABC/or other Media Rights Licensees as Official Broadcasters, will retain exclusivity inside the venues;
- The Host Cities and the International FIFA Fan Fest™ Cities may choose to have an on-site registration/accreditation system, but it is envisaged this will be a simple process that is not restrictive; more information with regards to the accreditation process and media working facilities will be available from the Host Cities and the International FIFA Fan Fest™ Cities in 2010;
- The Host Cities and the International FIFA Fan Fest™ Cities may also provide working facilities on-site, which will make reporting easier from the venues.

SOUTH AFRICA FIFA FAN FEST™

1. Who is expected to visit the FIFA Fan Fests™? What will the crowd make-up be?

- The FIFA Fan Fest™ will be well attended by both locals and visitors to the country;
- We believe that South Africans of all backgrounds will be caught up in the event and attend the FIFA Fan Fests™ in large numbers, similarly, they provide a safe, recognised and exciting environment for visitors who have limited comparable alternatives;
- Unless they are in the stadium, no other event during the FIFA World Cup™ will allow South Africans to experience the authentic FIFA World Cup™ atmosphere other than the FIFA Fan Fests™.
- We therefore believe the FIFA Fan Fests™ will be a cultural melting pot, with South Africans from all backgrounds and walks of life mixing, along with overseas guests, and visitors from the rest of Africa.

2. What about the weather? How do you believe this will affect the attendance?

- Thirty five (35) of the total sixty four (64) matches will be played during the day, when temperatures are generally good for outdoor events, we therefore do not foresee any issues for these matches.
- The South African daytime temperatures even in winter will actually make for very pleasant outdoor viewing – the skies are sunny with almost no chance of rain in most of the country for the whole event.



3. How will you ensure people's safety at the events?

- All FIFA Fan Fests™ will be fenced, and are incorporated into the wider Host City security plans. A mixture of private security and SAPS will be used both inside and external to the venues. Full disaster management and medical representation will be on-site for the duration of the events.

4. How will fans be able to get to and from the FIFA Fan Fest™ locations?

- The transport solution for each location will be different, and based on the Host Cities overall transport plan for the FIFA World Cup™. In general, the locations have been picked based on their centrality.

5. How will you ensure the FIFA Fan Fests™ provide opportunities for South Africans?

- The FIFA Fan Fests™ will provide an opportunity for promotion of local artisans and SMME's. Although guidelines do apply, the Host Cities are able to include areas within the sites for vending of traditional African Handcraft. Traditional food and beverage will also be allowed, and local non-competitive companies will be able to promote themselves within the venue.
- The entertainment programmes are also key to the events, and provide a fantastic platform for local musicians, dancers and artists.

INTERNATIONAL FIFA FAN FEST™

1. Why has FIFA decided to stage an International FIFA Fan Fest™?

In 2006, for the first time in the history of the FIFA World Cup, official public viewing events - called the "Fan Fests" - were organised by FIFA together with the German Host Cities. These Fan Fest events in the 12 cities were attended by approximately 18 million visitors, six times as many as in the 12 stadiums.

Based on such outstanding popularity within the football community, FIFA's intention is to elevate the FIFA Fan Fests™ to the next level, making the FIFA World Cup™ experience consist of:

- watching matches live in one of the 10 FIFA World Cup stadiums;
- visiting one of the FIFA Fan Fests™ in South Africa;
- experience authentic FIFA World Cup ambience at one of the International FIFA Fan Fests™ - in selected cities throughout the world.

It will be the first time in FIFA World Cup history that fans around the world will have the possibility to experience the unique "FIFA World Cup feeling" outside of the host country.

2. Which cities are going to host an International FIFA Fan Fest™?

- The main objective has been to cover the three key time zones, to provide a truly global experience. This approach will effectively make the FIFA World Cup a 24-hour experience for the entire period of the event.
- Starting from Europe we will have Berlin, where the first FIFA Fan Fest™ took place in 2006;
- We then move to Rome, the city of the reigning champions, before two of Europe's most cosmopolitan and diverse cities - Paris and London;
- We then move to America: In South America, we will have Rio de Janeiro, the venue for the 2014 FIFA World Cup™, while in North America, Mexico City will be host;



- The circle is then closed with Sydney, where the passion for football is growing year after year;
- Iconic and central landmarks have been selected as the event locations in each of the seven cities.

3. How did FIFA choose which cities will host an International FIFA Fan Fest?

- There were a great number of factors to be considered for the selection of the International FIFA Fan Fest™ Cities;
 - One of the main criteria was the popularity and passion for football in the country;
 - Cities were then analysed based on (i) their popularity as tourist destinations; (ii) their experience in hosting major international sports events; (iii) their demographic background and cosmopolitan populations; (iv) and the number of citizens they have from traditional football markets, i.e. Italians, English or Brazilians;
 - It was important to choose cities which had a demographic background that would result in big crowds even if the home country was knocked out.

4. How is a project of such a magnitude organised?

- Similar to the South African FIFA Fan Fests™, a dedicated FIFA project team is responsible for overall coordination and project management. On top of this, FIFA will ensure that each city has a key infrastructure package, which is centrally sourced and produced by FIFA. This contribution to the cities includes:
 - a top-quality giant screen
 - stage
 - sound/light
 - branding (2010 FIFA World Cup look & feel)
- The International FIFA Fan Fest™ Cities are the main organisers of their respective FIFA Fan Fests™ and will be responsible for the local organisation and delivery of the event;
- The four global Sponsors of the International FIFA Fan Fest™ enabling the staging of these events are Coca-Cola, Emirates, Hyundai/KIA and Sony together with the support of the Official Broadcasters of each of the IFFF Cities.

5. Will South African and African culture also be included in to the International FIFA Fan Fest™?

- Besides the local culture of each of the different countries being part of the International FIFA Fan Fests™, this project will also provide a platform for the integration of African and South African culture. This is especially true for the entertainment programme, where South African and African flavour can be expected to be part of the overall concept.
- We are also looking at opportunities to link the FIFA Fan Fests™ between the International Cities and the South African Host Cities.
- FIFA is also working together with SA Tourism and the South African Department of Arts and Culture in the development of such cross-cultural activities at the International FIFA Fan Fest™

For further information please visit the FIFA Fan Fest section on www.FIFA.com or contact:

- For general enquiries: FIFA-FanFest@fifa.org
- For media enquiries: media-sa@fifa.org or media@2010oc.com