

FIFA, SABC offer non-rights holders' access

The SABC, with FIFA, will offer South African media the opportunity to access defined FIFA World Cup content during the tournament.



To attain the fullest coverage of the event, the SABC says it recognised that broadcasters should have distinct access to the tournament for news purposes. The corporation has established the news access facility for all non-rights holders designed to permit broad distribution of news content.

In conjunction with the content access offered by the SABC, FIFA TV has also included services, which include news access, its electronic newsgathering (ENG) footage, accreditation and access passage, observer seat allocation, its media updates, in studio activation and audio files for promotion. Non-rights holders will also obtain added value to support all its initiatives such as Fan fest and public viewing areas.

Broadcasters wishing to attain such access should register with the SABC at email address .

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