

## Melrose Arch media centre for visiting journos

Visiting journalists covering the 2010 FIFA World Cup can make use of the dedicated virtual global media and business centre in Melrose Arch, Johannesburg, during the 2010 festivities. Univision, reportedly the largest Spanish-language television network from the US, has chosen the centre for all broadcasts of the World Cup and will be broadcasting live from the Piazza.



It is reportedly the only retail precinct in Johannesburg that will offer global and local broadcasting media dedicated TV broadcast- and elevated camera positions and infrastructure, as well as on-site technology and connectivity solutions. The other media centre is at the V&A Waterfront in Cape Town.

As part of its service, the centre could also refer visiting media to content libraries of rights-cleared music, photography and HD video footage, football content and existing footage of South African attractions as required.

Andrew Douglas, spokesperson for both centres, says that the Johannesburg precinct's live sites and huge variety of football-friendly activities, including big screens for live match screenings and FanRide to major Gauteng stadia will attract and satisfy travelling supporters during the tournament.

Short-term office rentals with a host of business services, along with catering, banqueting and secretarial services are also available to international and local media as well as corporate- and other business enterprises.

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