

EMC broadcasts the Football World Cup 2006



The Football World Cup 2006 organizers have qualified the satellite transmission of this event as a great success.

A Massive Event

The FIFA World Cup is the biggest and most popular sport event on the globe. Every four years, the world focuses its attention on the soccer tournament. Millions of people of hundreds of nationalities go to the stadiums, and billions watch the matches on TV.

According to the FIFA, together with the broadcasters who provided worldwide TV and radio coverage of the events, the sponsors are the pillars that support the staging and promotion of the FIFA World Cup.

The Eyes of the World

Once every four years the Football World Cup is in the global spotlight. The broadcasting and transmission of this event is an enormous honor and responsibility.

The organization, logistics, technology, quality and reliability of the TV transmission are essential to make the event a success.

Satellite Transmission

Deutsche Telekom, one of the official sponsors of the FIFA World Cup, was in charge of most aspects of telecommunications during the event, such as the public transportation management system, the network that connected and communicated all stadiums and FIFA sites, internet and telephone connections for the media representatives worldwide, and the TV transmission.

Emerging Markets Communications Inc. (EMC) was selected by T-Systems, Media&Broadcast, a subsidiary of Deutsche Telekom, for the international satellite broadcasting of Germany 2006 World Cup.



EMC provided the uplink service, through antennas located in EMC Global Teleport in Raisting, Germany. This complex, recently acquired by EMC, has 19 antennas and 120,000 square feet of data center facilities. In addition, it has a highly secure disaster recovery and business continuity infrastructure.

The transmission took place through 4 satellites covering North America, Central and South America, Africa and Asia. These 4 satellites cover more than 90% of the world population. EMC provided TV broadcast services in the regions above and even high resolution TV signals to the Americas and Asia.

Successful Results

The transmissions of the Opening Ceremony, the 64 matches and the Closing Ceremony were a great success.

The satellite transmission provided by EMC and T-Systems proved to be highly reliable, even more than fiber, in terms of availability.

“We are proud to be partners of Deutsche Telekom and be a part of this outstanding event”, comments Mariano Spini, Director of EMC teleport infrastructure.

“The key of the success of the satellite transmission of the Germany World Cup was the teamwork and coordination between T-Systems and EMC”, Mr. Spini sums up.

A total of 32 billion TV viewers watched the tournament and one billion people watched the final match. This is an absolute record in the history of televised events.