

Exclusive Premier Sports Content:
FIFA World Cup Brasil
June 12th through July 13th 2014

The 2014 FIFA World Cup is taking place in Rio de Janeiro from June 12th to July 13th 2014, and SendtoNews will be providing unprecedented video coverage for its North American broadcast & digital partners.

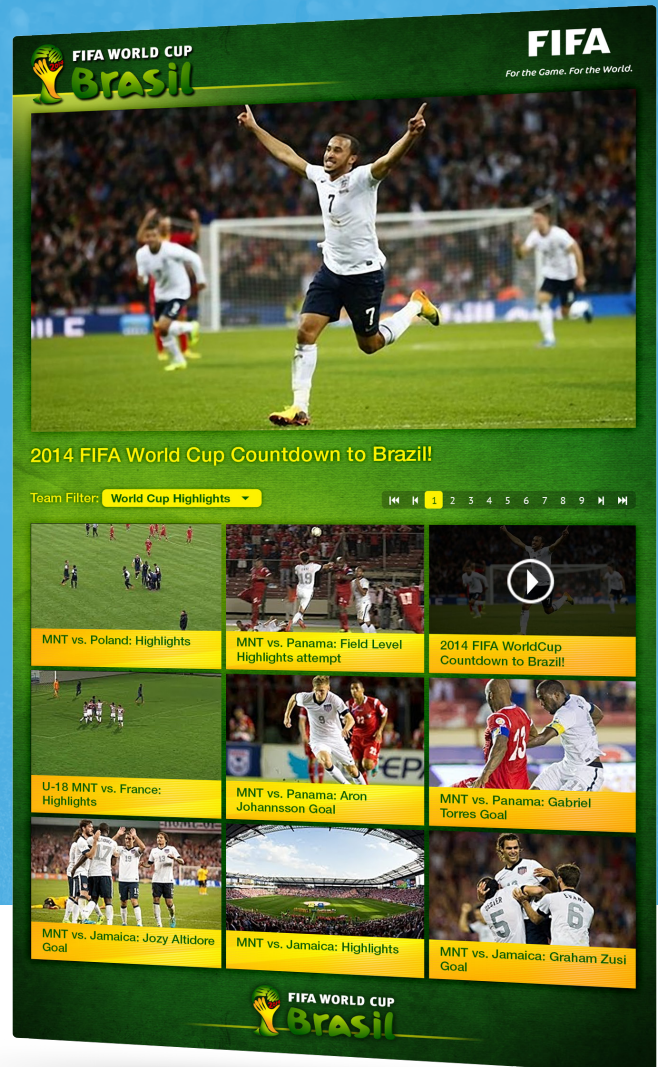
SendtoNews will be on the ground in Rio, delivering a comprehensive daily package of broadcast highlights and digital video clips through its Advanced Media PlayerTM.

Content Available Leading Up to the Games

- 100 short films / vignettes leading up to World Cup available on SendtoNews Advanced Media PlayerTM
- Player Profiles – 35 vignettes
- Nation / Team Profiles – 32 vignettes
- Host Nation & Venue Profiles – 20 vignettes
- Preparation & Industry – 13 vignettes

Content Available During the Games

- Previews and post match reaction from “crucial” games
- Team profiles of all 32 finalists
- World Cup final venues
- Previews to all 64 matches
- Excess of 25 stories per day
- FIFA press conference and fan reaction



The turnkey SendtoNews Advanced Media PlayerTM

Content Format

Broadcast

- All clips available in HD with native soundbites
- “Ready to edit” 3 minute clips with script and shortlist

Digital

- “Ready to publish” 60 second clips

Contact Us About This Exciting Revenue Opportunity

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