

Launch of the International Broadcasting Centre

21 April 2008

**STATEMENT BY THE EXECUTIVE MAYOR OF JOHANNESBURG, CLR AMOS MASONDO, ON THE OCCASION OF THE LAUNCH OF THE INTERNATIONAL BROADCASTING CENTRE AND THE NASREC PRECINCT, EXPO CENTRE, NASREC - JOHANNESBURG**

Programme Director

Members of Parliament

Speaker of Council: Clr Nkele Ntingane

Chief Whip of Council: Clr Bafana Sithole

MMC for Community Development: Clr Nandi Mayathula-Khoza

Members of the Mayoral Committee

Fellow Councillors

City Manager: Mavela Dlamini

Managers and Officials of Council

Representatives of the Local Organising Committee

Distinguished Guests

The Media

Ladies and Gentlemen

Programme Director, it is indeed a great honour and privilege for me to share this day with you and be part of this very important occasion – the launch of the International Broadcasting Centre (IBC) and Nasrec Precinct.

Every passing day brings us another step closer to that much anticipated first whistle that will start the 2010 FIFA World Cup right here at Soccer City in the Nasrec Precinct. Today, as we gather here, it is a mere seven hundred eighty one (781) days before the first ball will be kicked in the World Cup tournament.

The FIFA World Cup is rightly called the "biggest sporting spectacle on globe." It rivals the Olympic Games in status and interest with a few added dimensions. It is spread out over an entire month of games and celebrations and unlike the Olympics it is not confined to one city only.

For any country to host the World Cup is an honour and responsibility of immense importance and Johannesburg is therefore privileged to be one of the host city – indeed the City where both the Opening Ceremony and the final match to decide the winning team will be held.

In the City of Johannesburg we have had to answer the following questions: How should we utilise the pressure that come with the 2010 FIFA World Cup to deepen all the work we are already doing through the various government programmes? How do we ensure that we work in such a way that long after the 2010 World Cup spectacle has come and gone we are able to point at various quality legacy projects that will continue to benefit our residents and citizens?

Programme Director, FIFA, the Local Organising Committee and the national government have decided that the International Broadcasting Centre will also be located in

Johannesburg. We welcome this decision and we are looking forward with great anticipation to host the world's media during the months of June and July 2010. We recently signed the IBC host agreement with the Local Organising Committee.

The importance of the World Cup as a media event can hardly be exaggerated. Claims about the number of viewers differ from analyst to another but according to FIFA's own figures the 2006 tournament in Germany attracted a cumulative audience of 26.29 billion viewers during the duration of the tournament. The final match between Italy and France was seen by more than 715 million people. Research done by the London-based media agency, Initiative, showed a rise of 15 percent in TV audiences from 2002 to 2006.

All expectations are that this trend will continue in 2010. You will recall that one of the unique selling points for South Africa in our bid to host the tournament was the fact that we are situated in the same time zone as the key soccer loving audiences in Europe.

In 2006, the IBC was located in Munich, Germany and more than 43 600 of broadcast hours were televised from there to audiences in 214 countries. Apart from the predicted growth in conventional TV audiences we will also experience a World Cup where new technology including digital broadcasting and other media platforms will deliver information, visuals and sound. Live streaming on the Internet and on mobile phones will, by then, be the norm rather than the exception.

Ladies and Gentlemen, the location of the International Broadcasting Centre here at Nasrec will significantly strengthen South Africa's ability to host the most successful World Cup ever. But this event is of far greater significance for the country than the mere privilege of seeing some of the world's best athletes kicking a ball in any of our magnificent stadiums.

It is a golden opportunity for our country, our province and our City to showcase the beauty of our natural environment, the highly sophisticated infrastructure and the quality of the services that we provide – but also the spirit and the humanity of the people of South Africa to global audiences.

In Germany alone broadcast media composed of 13,400 accredited TV commentators, camera crew - members and technical staff. We expect that a similar figure will use this Centre as their headquarters and that many of them will reside in the accommodation that is going to be built here. The IBC is expected to operate around the clock, 24 hours a day for a six week period preceding and during the event in June and July 2010.

Apart from the various media networks that will be serviced from the IBC it will also relay images to the fan parks that will be located across our country, including Johannesburg. Spectators who will not be able to attend the matches in the stadiums will watch it live on high-definition big screens erected at these fan parks.

With regards to Johannesburg we have already announced the location of at least three of these fan parks – at Mary Fitzgerald Square in Newtown, the Walter Sisulu Square in Kliptown and the Innes-Free Park in Sandton.

Programme Director, we should take into account that Johannesburg is already the primary broadcasting hub for international and local television and radio as well as home to almost 60% of all Information Communications and Technology (ICT) enterprises in South Africa.

The new Centre is strategically located in relation to Sentech which will be responsible for signal distribution to the global TV and radio networks.

Included in the high-tech facilities that will be constructed at the IBC are satellite teleport and telecommunications infrastructure, which will support forty (40) gigabytes per second transmission capacity.

Another key feature of this venue is its strategic location with regards to infrastructure such as transport, roads, and the provision of power, water and sanitation. It is situated closely to other accommodation facilities as well as to various stadiums in Johannesburg that will be used as training grounds.

A recent assessment of the socio-economic impact that the hosting of the IBC will have on the City show a number of very important figures, including:

- Contribution to GDP
  - Direct expenditure R 340.9 million
  - Direct, indirect and induced expenditure R 513.7million
- Contribution Excluding Johannesburg City Spend
  - R433.7 million
- Contribution to Taxes
  - Total taxes paid R 58.3 million
- Employment to be created
  - Estimated number of jobs created 3 370 jobs
  - Total salaries paid R 219.5 billion

When we look at the projected spend by the media contingent we proceed from the existing figure that business tourists to South Africa spend on average R2 002 per day. Thus, the estimated spend in Johannesburg in 2010 by foreign media contingent at the IBC is R209 million and the total direct spend that is projected in the City due to the hosting of the IBC is R319, 9 million.

For this City, the construction of the IBC and the redevelopment of Soccer City provide an additional thrust to our long-term plans to revitalise the south of Johannesburg. Many of you will be familiar with the significant changes that are taking place in Soweto with the tarring of all roads, the rapid construction of shopping centres and entertainment complexes and the growth of opportunities in commercial activities.

These developments in the Nasrec Precinct will, no doubt, accelerate the "rise of the South."

In this City, we do not regard the 2010 World Cup as a once-off event but that a considerable portion of our planning goes into ensuring that it will leave a legacy for the people of our City. Every Rand we spend on infrastructure and operations will bring lasting benefits to Johannesburg, its residents and its future growth and development.

In 2001 the City of Johannesburg approved the Nasrec Precinct as a development node to bridge the apartheid spatial planning gap between the South and the North of Johannesburg.

This has resulted in amongst others, the private sector partnering with the City in investing a billion Rand in the Nasrec Precinct for the development of 500 residential units and a four star hotel.

In order to host the IBC, the City will make an investment of R120 million. The main expenditure will be to rent and upgrade the required halls and facilities from the Expo Centre. In addition the City will provide various services relating to electricity installation, security and monitoring, waste removal, health and transport.

The Rand Show Road will be one of the main spine roads, used by spectators travelling by vehicle and on foot, to access the stadium and its Precinct. This road and the adjacent roads, like Nasrec Road, have been upgraded by the Johannesburg Development Agency in order to provide the necessary infrastructure for this event. The high pedestrian traffic volumes expected during this event, prompted the requirement of a dedicated pedestrian luminaire, hence the unique design of the Precinct lighting.

We have a vision of Nasrec to be Johannesburg's premier sporting, recreation and events Precinct. The City is investing in infrastructure upgrades ahead of developing a mixed-use Precinct that will include one of the City's biggest transport hubs and commercial, retail and residential developments. The anchor facilities – the Expo Centre, Soccer City and the Crown Mines golf course – are being significantly upgraded as part of the project.

The Expo Centre itself will undergo a substantial face-lift, transforming it into a more attractive and modern exhibition, convention and event venue able to attract more and larger events and activities.

Once completed Nasrec will be one of the most accessible Precincts in the country providing economic opportunities for the surrounding communities and the general public. All these developments take place with due regard to the responsible management of the environment, as we have already demonstrated with similar developments in Soweto.

Programme Director, the City Johannesburg is excited at the prospects of hosting the world's media at the International Broadcasting Centre. No doubt, this also include the South African media contingent that have been following the World Cup story over the past number of years and will continue to bring the excitement of this global event to their readers and viewers.

For a six-week period during the 2010 FIFA World Cup the eyes of the world will be focused on our City but in reality at the entire South Africa, indeed the continent of Africa, will be in the global spotlight.

Johannesburg is determined to make its contribution towards the successful hosting of this seminal event in South Africa's history and this International Broadcasting Centre will help us reach our vision of a world class African city.

Thank you.