

# INDUSTRY PERSPECTIVES

**Attendance:**

200,000 Annually

**Budget:**

R10 Million (\$1.5 Million USD)

**Dates:**

June 11 - July 11, 2010

**Event duration:**

1 Month

**Number and type of events:**

64 Game Screenings Over 25 Days

**Number of volunteers:**

70

**Number of staff:**

120

**When established:**

1930 (FIFA World Cup)

**Major revenue sources by percent:**

Sponsorships.....70%

Selling of Exhibition & Retail Space.. 30%

**Major expenses by percent:**

Screen & Staging..... 40%

Management ..... 20%

Security ..... 14%

Marketing ..... 10%

Entertainment.....9%

Hospitality.....4%

Fencing.....2%

Other..... 1%

**Type of governance:**

Board of Directors (6 in total)

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2010 FIFA World Cup Public Viewing Area (presented by Scan Display)

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## 2010 FIFA World Cup Public Viewing Area



Adam Kwan Photoworks

**Brief history:** The 2010 FIFA World Cup was a historically significant event for Africa, being the first World Cup to be hosted on the continent. Scan Display, a South African based exhibitions and events specialist, was therefore honoured to be involved in a number of World Cup projects, most notably as the organisers of the 2010 World Cup Public Viewing Area (PVA) for the City of Johannesburg.

Scan partnered with brand strategy and activation experts, Zanusi Brand Solutions, to successfully tender for this project.

There were two conditions attached to running the PVA. The first was that it had to be open to the public for the screening from 12 p.m. to 12 a.m. for all soccer matches played over the tournament period – which amounted to 64 matches played over 25 days. Secondly, access had to be free of charge, to ensure that everyone in Johannesburg had the opportunity to be a part of the World Cup at the PVA venue.

Three large screens and a stage were set up in Mary Fitzgerald Square, an outdoor space situated in the culturally vibrant suburb of Newtown, Johannesburg. An array of entertainment was planned for before and after match screenings,

such as Brazilian samba bands, the Soweto Opera, a Japanese free style dance crew and popular African artists like Dudu Manhenga (Zimbabwe), Kunle Ayo (Nigeria) and Mandoza (South Africa).

A food, retail and exhibition village was built alongside the viewing area, which featured a mix of both small local businesses and larger brand names. As no revenue could be made from gate charges, the selling of this space helped raise capital for the event.

An exclusive hospitality village was created overlooking the viewing area, and corporate hospitality packages were on sale to provide a secondary source of revenue for the event.

The City of Johannesburg made their resources freely available to Scan Display for the PVA, providing water, electricity, waste collection, portable toilets, medics and police security for the event. The City of Joburg 2010 also allocated volunteers to assist at the PVA, in divisions as diverse as environmental health, tourism, security and general hospitality and assistance. The collective effort of everyone involved in making the event a success was heart-warming and a proud moment for South Africans.

In total, 200 000 people attended the PVA over the 25 days it was open,

with attendance reaching maximum capacity on the days South Africa played, as well as the semi finals and final.

One of the challenges faced by Scan Display during this period was the juggling of activations for a variety of events across the country at the same time. For example, Scan was also responsible for building a media, office and exhibition headquarters for Adidas; constructing Sony hospitality villages at the main stadiums; creating Budweiser trophy cases for display at the stadiums; setting up nine information centers across Cape Town for the City of Cape Town; providing the infrastructure for Globex's international history of soccer exhibition; building Fan Park-and-Ride kiosks; and more.