

FIFA World Cup in 3D wins international Judges' Prize award

AMSTERDAM, THE NETHERLANDS: FIFA's efforts to constantly improve fans' viewing experience of football have been recognised by the International Broadcasting Convention (IBC), the leading international forum for the electronic media industry.



At a ceremony in Amsterdam earlier this week, FIFA was awarded the Judges' Prize for its decision - with only six months to go before kick-off - to broadcast the 2010 FIFA World Cup South Africa in 3D.

FIFA shares the prize with its partners in this sports viewing innovation, namely official FIFA Partner Sony, 2010 FIFA World Cup host broadcaster HBS, and FIFA Media Rights Licensee ESPN.

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