

## **French mobile operator SFR signs exclusive mobile broadcast agreement for 2006 FIFA World Cup™**



**Zug, Switzerland, 12 October 2005** - Infront Sports & Media has signed an exclusive broadcast agreement with French mobile operator SFR S.A. for 2006 FIFA World Cup™. The rights granted are in the category of Mobile Telephony and give SFR the right to offer up to four minutes of video material per match for "near-live" and/or post-match highlight coverage on mobile phones to its subscriber base.

The agreement, which is exclusive for the territory of France, covers all 64 matches of the 2006 FIFA World Cup™ as well as the Final Draw set for 9 December 2005 at the Leipzig Trade Fair. SFR has also acquired full access to the archive material from the 2002 FIFA World Cup™, which took place in Korea and Japan.

"This agreement is an important milestone for Infront and SFR" said Oliver Seibert, an Executive Director of Infront. "We are sure that SFR will present the full range of cutting-edge mobile video services of the 2006 FIFA World Cup™ to the French football supporters. It will be interesting to follow the development of mobile entertainment products in different key markets."

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