

## Reuters to deliver its highest ever volume of World Cup coverage

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**London** – Reuters, the global information company, will deliver its biggest ever World Cup output for the forthcoming tournament. The Reuters multimedia editorial team of over 150 journalists will supply the world's media in real time with video, text news, photos -from Reuters and its subsidiary Action Images- and interactive graphics during the one month competition.

Reuters and Action Images will file over 20,000 pictures from the tournament, doubling the number Reuters produced for the last World Cup. Key pictures will be delivered from the football pitch straight to client's desks in five minutes. Reuters live picture service will supply on average over a hundred pictures per match, rising to over 200 for the final on July 9th.

Forty Reuters journalists writing in four languages will file over one million words about the World Cup. They will be joined by 65 photographers and picture editors, 13 camera crews and 2 graphic artists. The World Cup editorial team will be further supported by Reuters bureaux in Germany and Reuters journalists reporting on the tournament's impact in each participating nation.

Reuters World Cup text news services will include all breaking news, live text match updates, analysis before and after matches, detailed profiles of each of the 32 teams and their star players and coaches.

In video, Reuters crews will deliver coverage complimentary to match action, including team arrivals, training, pre-match pressers, pre-match day orientation by the teams in the venues, fans, security and sponsor events.

In addition to the 5 daily scheduled sports feeds, Reuters will be delivering World Cup coverage on two further World Cup specific feeds. Reuters will also be offering live coverage of fans gathering to watch the matches on public viewing screens across Germany.

Reuters have partnered with Infostrada Sports to produce data for a World Cup statistics book for the media. The publication is FIFA approved and will be distributed to all accredited media covering the World Cup. It contains more than 400 pages of statistics, team profiles and player portraits.

Monique Villa, Managing Director of Reuters Media said: "The tournament is one of the largest off-site operations in our calendar and we are deploying a huge team to cover the event. With Reuters, fans will be able to keep their eyes on the ball 24 hours a day and follow the story from every possible angle."

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### Notes to Editors

Reuters ([www.about.reuters.com](http://www.about.reuters.com)), the global information company, provides indispensable information tailored for professionals in the financial services, media and corporate markets. Its trusted information drives decision making across the globe based on a reputation for speed, accuracy and independence. At the end of 2005, Reuters had 15,300 staff in 89 countries. This includes 2,300 editorial staff in 189 bureaux serving 128 countries, making Reuters the world's largest international multimedia news agency. In 2005, Reuters revenues were £2.4 billion.

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