



sntv FIFA World Cup 2018 coverage

After 4 long years of waiting, the 2018 FIFA World Cup is nearly here and **our team in Moscow is already on the ground** monitoring preparations and planning for the sporting event of the year.



Our content formats

sntv raw – Ideal for broadcast editing

Unbranded raw video footage of 1-6 minutes duration. Fully customisable and ready for you to work with.

sntv ready – Ready-to-publish content

Professionally edited videos of 60-90 seconds duration. Ready-to-publish without any additional production.

Pre-World Cup content available from mid-May 2018

sntv raw

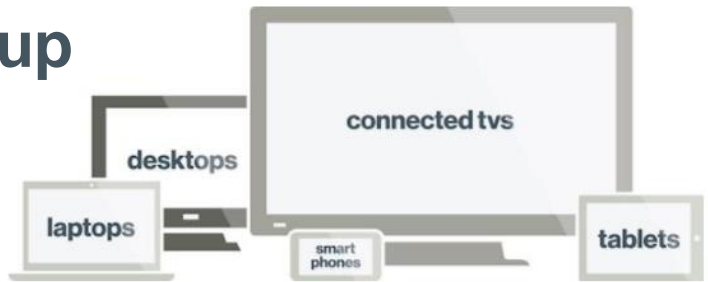
- **International friendlies – Highlights, previews and reaction** of matches that include World Cup teams
- **Profiles of all teams** including training footage and interviews with coaches and players
- **Venue profiles** including the host cities and stadia



sntv ready

- **Team profiles** – Data-driven, graphic-led videos on all teams
- **Venue profiles** of all host stadia
- **Key player profiles** – Data-driven, graphic-led videos on all the big names at the tournament
- **Ones to watch** – Profiles of up-and-coming players
- **Guide to Russia** – Covering city profiles, history, stadia, customs, culture and other interesting facts
- **5 things you didn't know about ...** – Bitesize, shareable, fun, fact-based feature videos

Treat your audiences to the full World Cup experience



Content available during the tournament

sntv raw

- Reactive news gathering with our crews chasing down any **breaking stories**
- Regular coverage of all the **training camps** with **dedicated crews embedded** at the following camps – Argentina, Brazil, England, France, Germany, Portugal, Spain, Egypt, Morocco, Saudi Arabia and Tunisia
- **All team arrivals**
- **Training sessions**
- **Match previews**
- **FIFA press conferences**
- Reactive coverage of **sponsored events**
- **Interviews** with managers, coaches, players and fans in English and **native language**
- **Fan colour, reaction** and **UGC content** both at home and in Russia including **fan zone reaction** and footage of fans watching matches back home
- **Viral clips** of the more comical and bizarre side of the tournament

sntv ready

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- Regular coverage of all the **training camps** with **dedicated crews embedded** at the following camps – Argentina, Brazil, England, France, Germany, Portugal, Spain, Egypt, Morocco, Saudi Arabia and Tunisia
- **Arrivals** of the high-profile teams
- **Training sessions**
- **The big match preview** – Focusing on the key match of the day, using a combination of video, photos, graphics and stats
- **Post-match analysis** – Statistical analysis of the big fixtures each day. Including photos, graphics and stats. Delivered within 60 minutes of the final whistle
- **FIFA press conferences**
- Reactive coverage of **sponsored events**
- **Interviews** with various managers, coaches, players and fans in English and **native language**
- **Top players by round** using a combination of video, photos, graphics and stats
- **Social reaction** – Daily round-up of the top stories across social media
- **Viral clips** of the more comical and bizarre side of the tournament

Post-tournament coverage

The following content is available in both **sntv raw** and **sntv ready** formats

- **Fan reaction to the World Cup Final** both in Russia and back home
- **Team departures**
- Coverage of the **returning heroes** including the **victory parade**
- Any **breaking news** after the tournament

Our 2 month package

With our special World Cup package you won't just get football news, you'll also get access to all our premium sports content from **1 June to 31 July 2018**.

So for two months you can enjoy unrivalled coverage from **over 40 different sports** from the world's leading sports news video agency.



sntv – the most reliable source for FIFA World Cup sports news

Call us to find out more about our
2018 World Cup coverage

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