

Westdeutscher Rundfunk Köln

Handling Major Events

World Youth Day 2005 - FIFA World Cup 2006

Thomas Kusche, Senior Editor
Radio Management – General Affairs





Broadcasters contribute to inform about



THE CHALLENGE:

To inform more than 1.000.000 people,
convening for the event of the year

People needed to know about

Public transport



Food supply



**... and whatever happened
at this gigantic event**



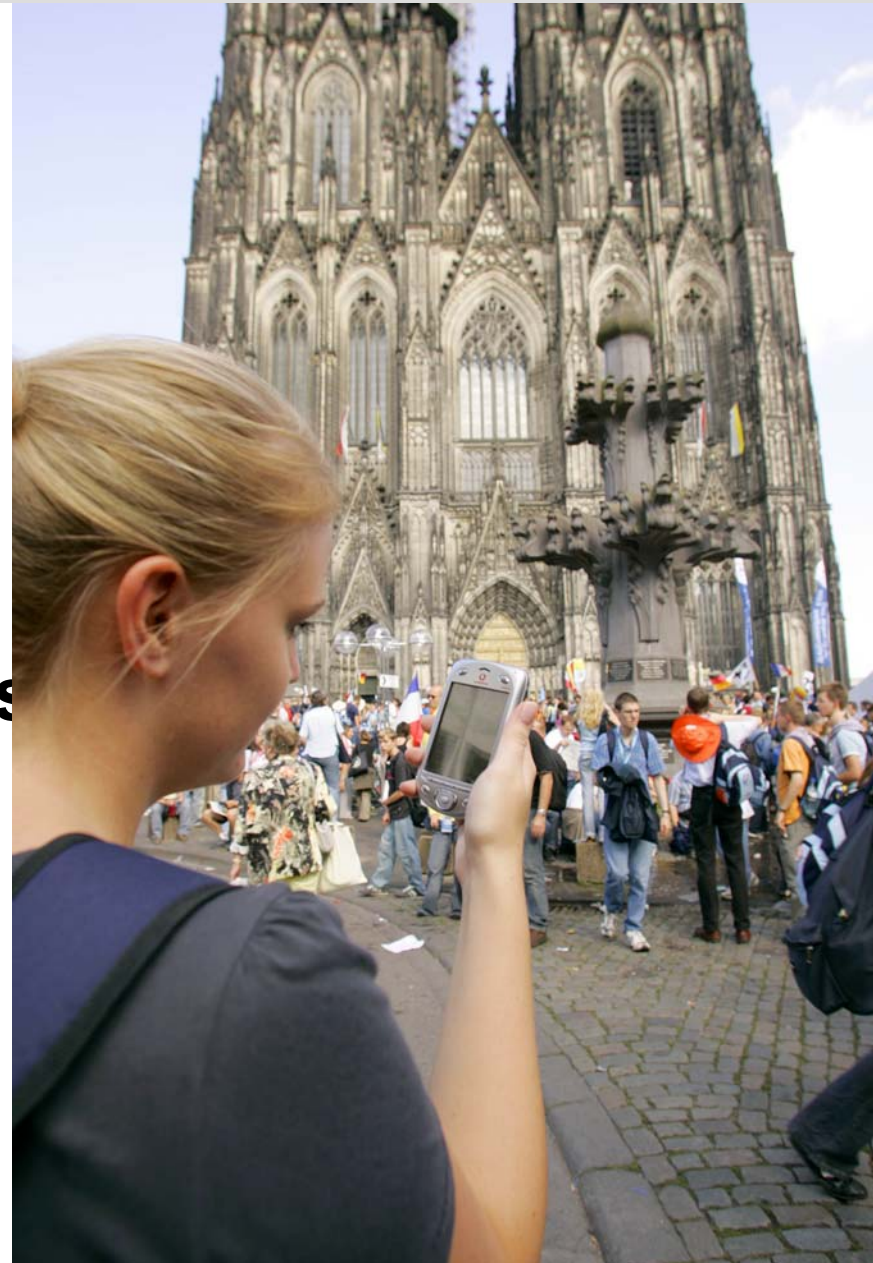
**First step to
a solution**

**Which equipment
do pilgrims have
in their rucksack**



Most suitable:

Mobile phones



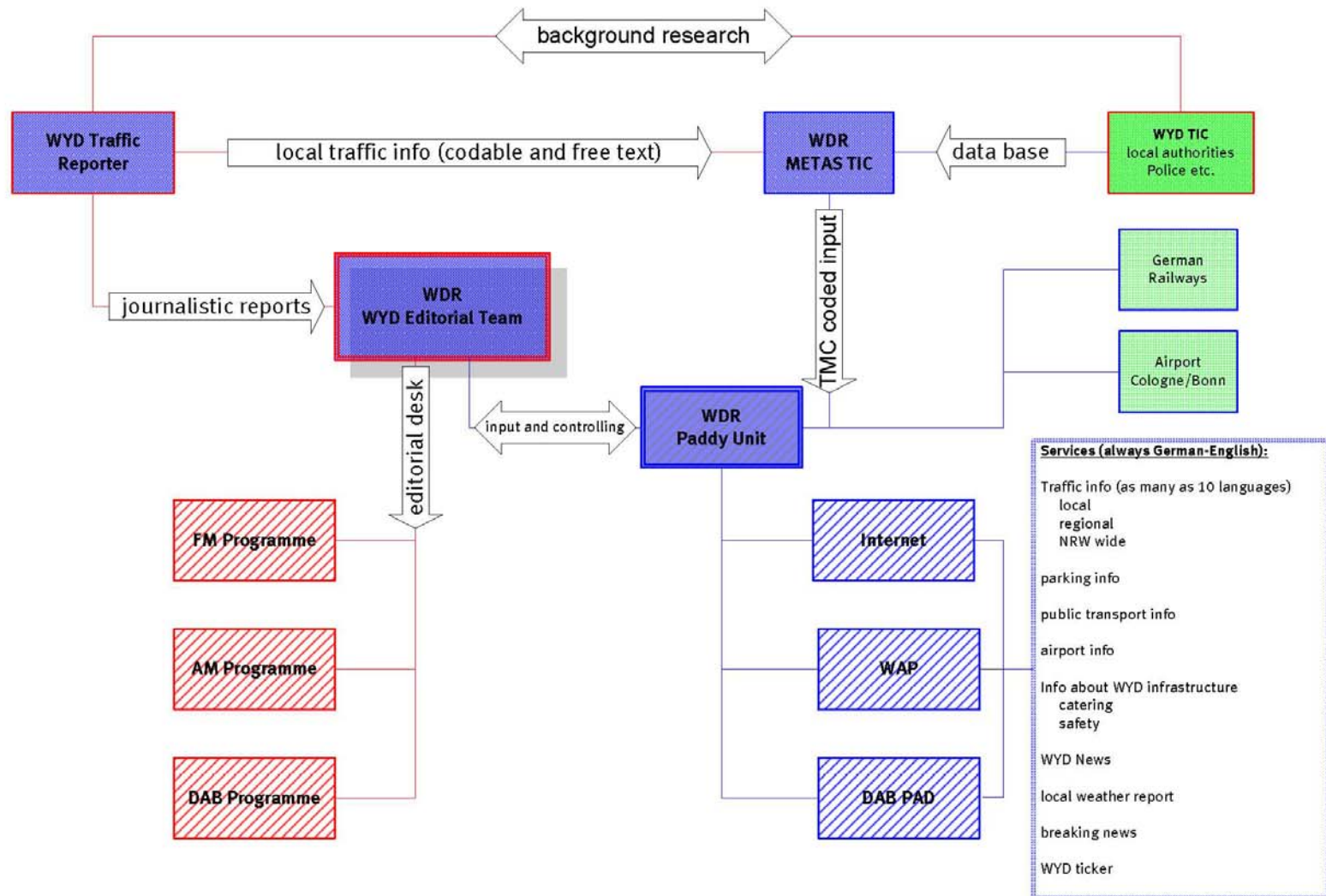
... which are often a radio,



**So we had to use every method of
distribution**

and we've learned that WDR is well-prepared for this challenge

The specific WYD work-flow at WDR



Radio is everywhere

„Traffic info“ refers not just to roads

Databroadcast is worth to be done

The listener appreciates public service

Radio can help to master an event

It's simply our job

Next Challenge: Football WC 2006

Again: Millions of visitors, often from abroad



64 amazing matches

Attractive public transport

Hundreds of Public Viewing opportunities

...and a lot of traffic as usual

Germany simply got crazy!

**Visitors needed info
about**

Flights



**Visitors needed info
about**

Train Connections



**Visitors needed info
about**

Local Public Transport



Visitors needed info
about

Local Infrastructure



**Visitors needed info
about**

Public Viewing



**Visitors needed info
about**

Football, of course



Where to get this great many stuff?



In the Radio, of course

We created new infrastructure and sources



Inner urban traffic info

We created new infrastructure and sources



Traffic control by plan

We created new infrastructure and sources



Railway info

We created new infrastructure and sources



ADAC motorbike team

We created new infrastructure and sources



Reinforced jambuster acti

We intensified our Mobility Info Service

WDR*Info*

FIFA WorldCup Traffic News

**A 2 Dortmund – Oberhausen,
between Herten and Gelsenkirchen-Buer,
3km stationary traffic**

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DAB and WDR WAP Po

We intensified our Mobility Info Service



permanent AM service on rush-ho

We intensified our Mobility Info Service

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VERKEHR

- ▶ Nachrichten
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Verkehr bei wdr.de

- ▶ Allianz der Bürgermeister für Weeze
- ▶ "Der Ölpreis wird wieder fallen"
- ▶ Tunnelbohrer für U-Bahn Bau erreichen Köln

Staus in Nordrhein-Westfalen

2 3 40 45 46 57 61

Aktuelle Verkehrslage in Nordrhein-Westfalen

zur Zeit 8 Meldungen in Nordrhein-Westfalen. Insgesamt 30 km. [Staukarte](#)

letzte Aktualisierung: [Startseite](#), [Liste der](#), [persönlich](#), [Hilfe](#)

? Klicken Sie Bundesland

2 A2 Oberhausen Richtung Dortmund zwischen Gelsenkirchen-Buer und Herten Unfall 3km Stau
 aktuell: 3 km, 13:12 Uhr [Zur Staukarte](#)
 vorher: 2 km [Straßenverlauf](#)
 Quelle: Polizei & ADAC

3 A3 Köln Richtung Arnheim zwischen Kreuz Oberhausen-West und Kreuz Oberhausen Baustelle 5km Stau
 aktuell: 5 km, 13:21 Uhr [Zur Staukarte](#)
 Quelle: Polizei [Straßenverlauf](#)

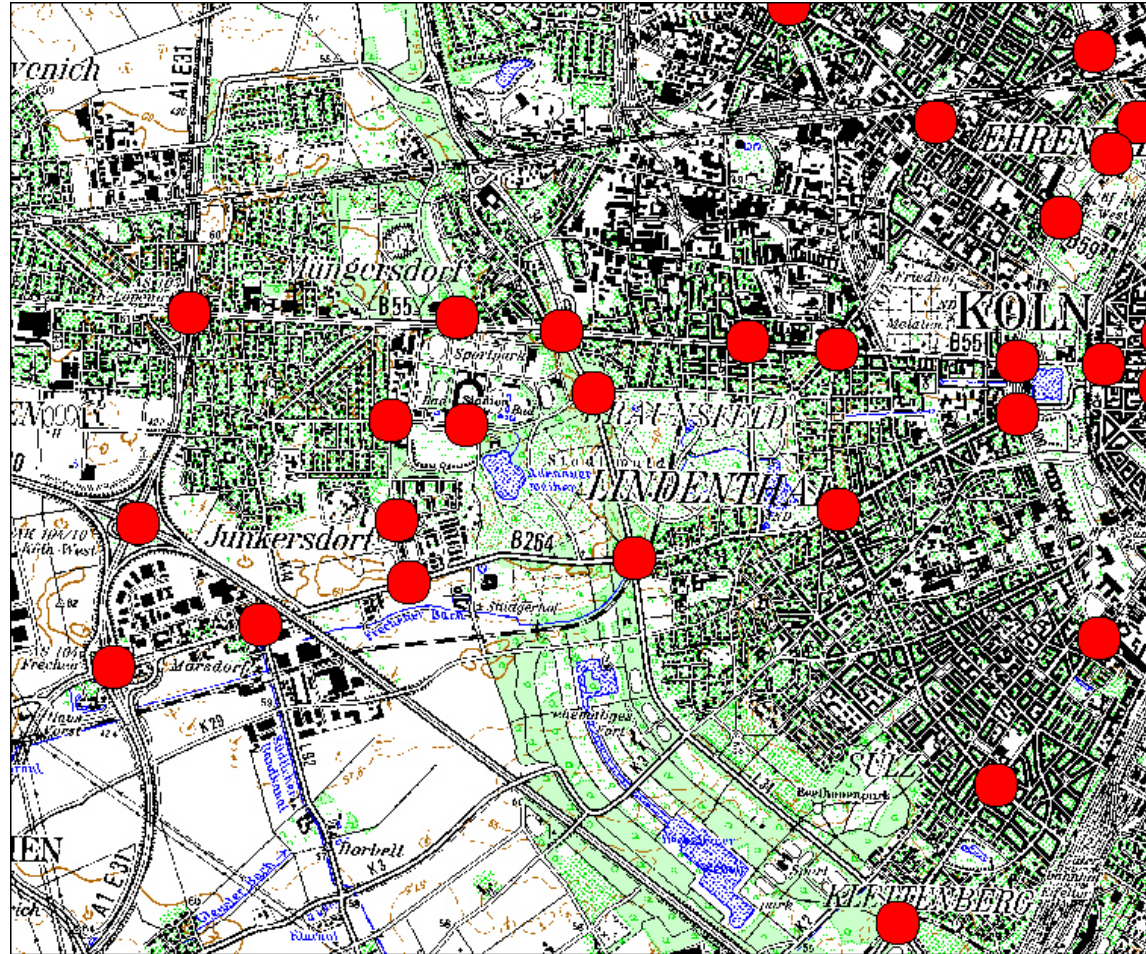
in the Internet

And we refurbished our core business



with public service at it's be

Basic tool: WC-related LCL update



dense location net – easy cod



Germany wanted to be a friendly host



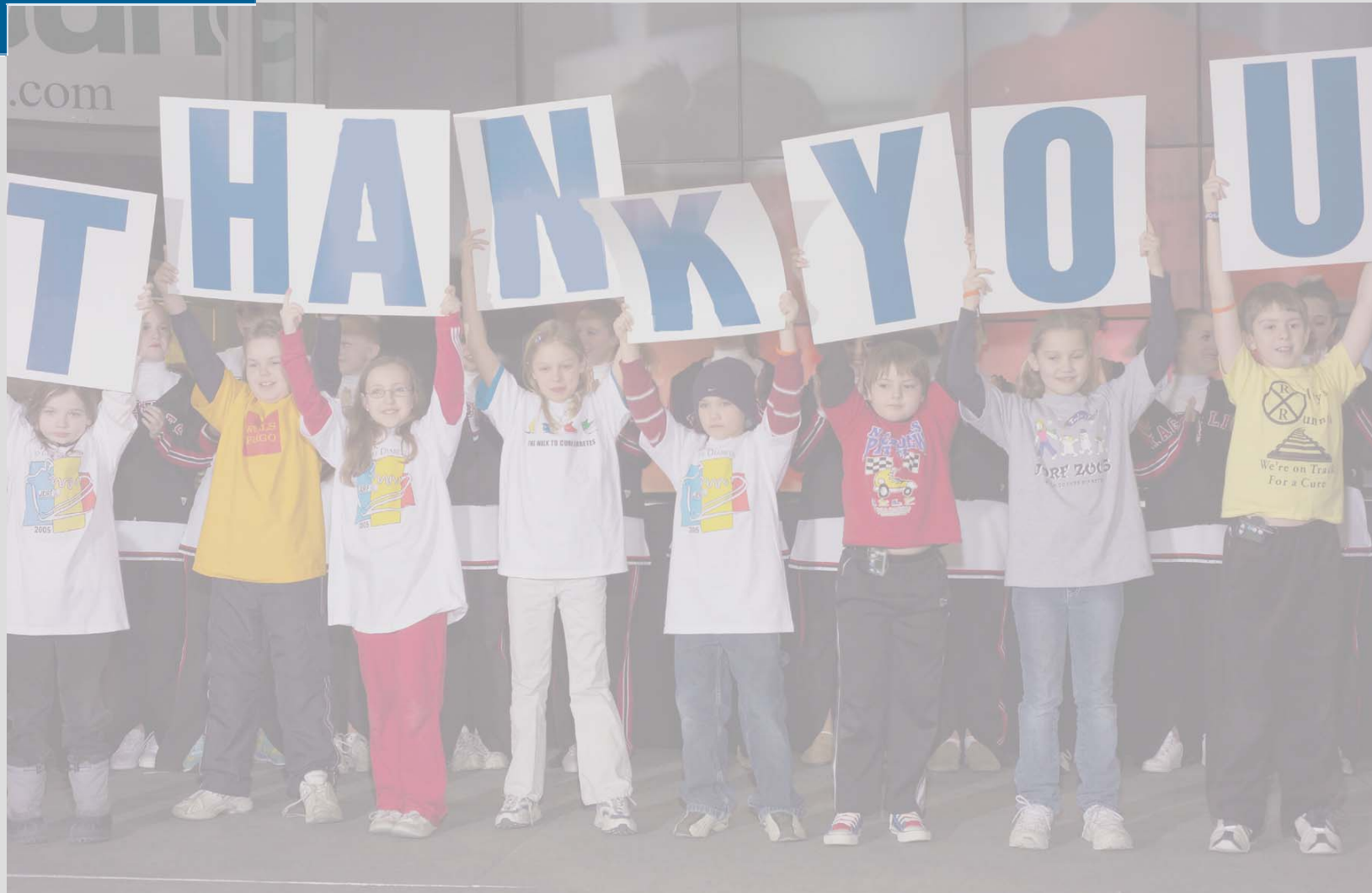
We supported this campaign from convict

We escorted people through the Championship

- **close cooperation with each partner
imaginable**
 - **information was real multi-modal**
 - **and multi-lingual**
 - **delivered on every channel available**
 - **high quality content**
 - **free-to-air, of course**
- It was and is just a matter of public
service**



No, in details we failed...



For your patience and attention

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