

International and domestic airline and airport capacity can satisfactorily accommodate the Event. A key principle is to promote World Cup Tour Packaging (e.g. Soccer and Game Park specials) to help spread arrivals and offer added quality; this will be an attractive feature of the FIFA 2010 World Cup™.

### Transport Corridors for Inland and Coastal Venues

World Cup transport corridors will be established to effectively:

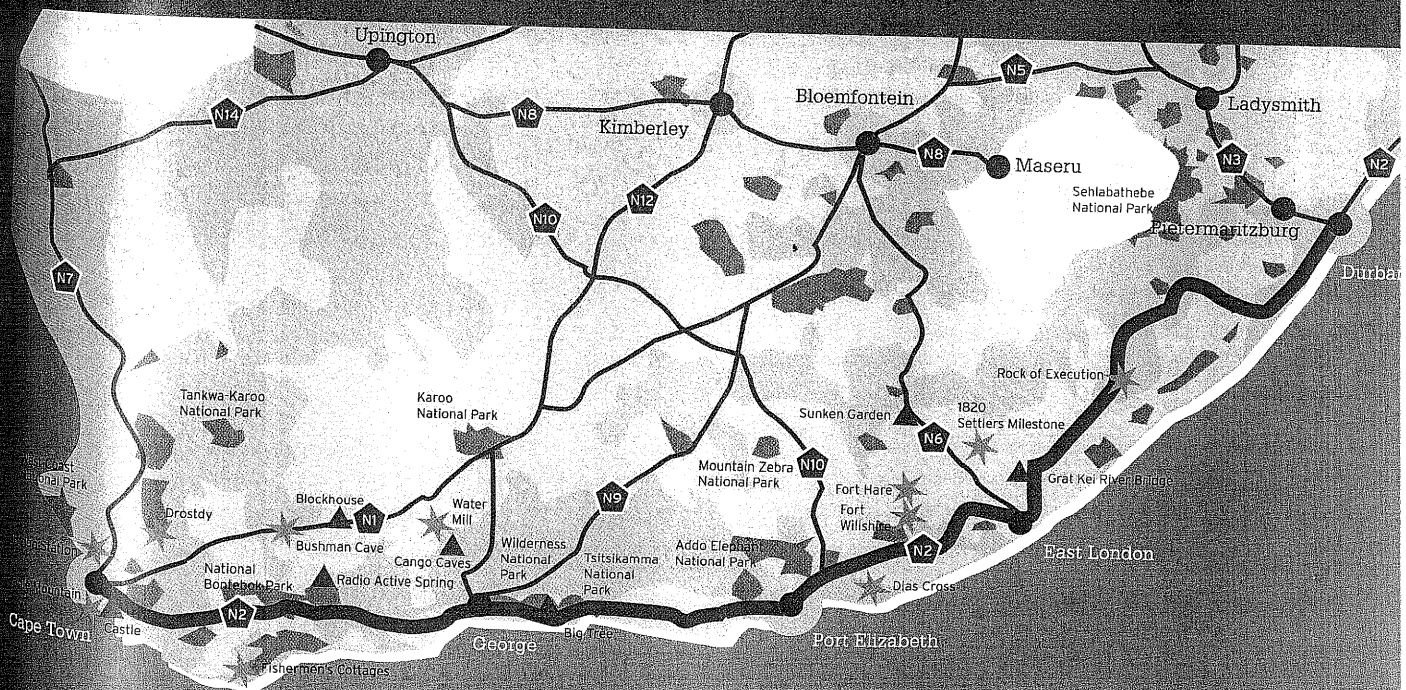
- ♦ Integrate venues and aid the orientation of visitors;
- ♦ Focus services and operations along dedicated routes;

- ♦ Facilitate the availability of service and tourist information; and
- ♦ Ensure a high security presence and efficient traffic operations and control.

Within venue cities, local access corridors will link airports, main accommodation centres, stadiums, hotel hubs and other essential attractions.

Road, rail and air travel will be the main means of travel between all inland venues and stadiums. Johannesburg and Pretoria will be the main accommodation base with many international visitors travelling to the other inland venues via road, rail and air. Special rail and coach services will operate between these venues.

### Coastal transport corridors



### Coastal Venues

Cape Town  
Durban  
Port Elizabeth

### Inland Venues

Johannesburg  
Pretoria

Bloemfontein  
Kimberley  
Nelspruit  
Orkney  
Polokwane  
Rustenburg

The Coastal Venues of Cape Town, Durban and Port Elizabeth are equally well linked by national roads and rail services but distances will make air travel a favoured option, thus ensuring no venues are more than three hours apart.

#### Travel Demand Management

To optimise use of vehicle fleets, limit use of road space and promote easy access, fixture schedules will, where practical, take account of transport issues. For this purpose venues have been grouped according to their location.

To ensure the maximum availability of public transport vehicles and short journey times by road, kick-off times will be arranged wherever possible to fall within off-peak commuter periods, subject to the broader tournament principles and the need to schedule according to world-wide peak TV viewing times.

To ease the general background level of traffic the following travel demand measures will be proceeded:

- ◆ Encouraging vacation taking during the World Cup period;
- ◆ Flexi-time working and work-from-home where possible;
- ◆ Use of public transport and park-and-ride options; and
- ◆ Discouraging non-ticket holders from travelling near to World Cup venues by effective traffic management and the promotion of the local World-Cup Extra-Time Centres.

Each World Cup venue city will set up World Cup "Extra-Time Centres". Besides acting as the main meeting and World Cup entertainment places, they will be the focal point where visitors can access any information they require on transport, accommodation, local attractions and excursions, etc. Some Extra-Time Centres will also act as "virtual stadiums" with World Cup games being transmitted on public big screens helping to divert some of the non-ticket holders away from the stadiums and ease traffic management.



The transport systems for spectators will be marketed and promoted well in advance of the tournament. Travel passes will be available either as separately paid or purchased as part of a tour package.

Full details of local public transport operations, car hire and dedicated spectator transport systems will be available at main information points along World Cup local access corridors, as well as on bus routes and in hotels and accommodation centres. Information will be made available in brochure form and will also be accessible over the Internet.

#### **Transport Connections and Spectator Transport Systems**

In addition to making use of all regular services available, including local rail and bus services as appropriate, the following two-level transport system will operate:

- ♦ A dedicated World Cup Bus System, operating in the venue cities for the duration of the tournament to provide visitors with quick, safe and reliable links between hotels, airports, stadiums and other main attractions. This system will supplement the existing local transportation system.

It is forecast that approximately 700 modern buses, with an easily identifiable livery, will support this system. The largest such operation will be within Johannesburg and Pretoria with buses linking the airport with accommodation, football Stadiums and entertainment centres within each city.

- ♦ A World Cup Coach System providing longer distance links between each of the Inland venues, connecting the Johannesburg/Pretoria hub with the surrounding venues of Bloemfontein, Kimberley, Orkney, Rustenburg, Polokwane and Nelspruit, and also linking the coastal venues. About 250 modern coaches will be dedicated as inter-venue transport supporting other travel modes.

#### **Car Hire**

There are currently 23,000 cars for hire within South Africa. The industry forecasts that this figure will be around 32,000 vehicles in 2010, which is more than sufficient to meet the forecasted demand. If required, hire-car companies could delay the selling of their existing fleets when they receive new vehicles until after the 2010 FIFA World Cup™. This would increase the fleet to more than 50,000 cars.

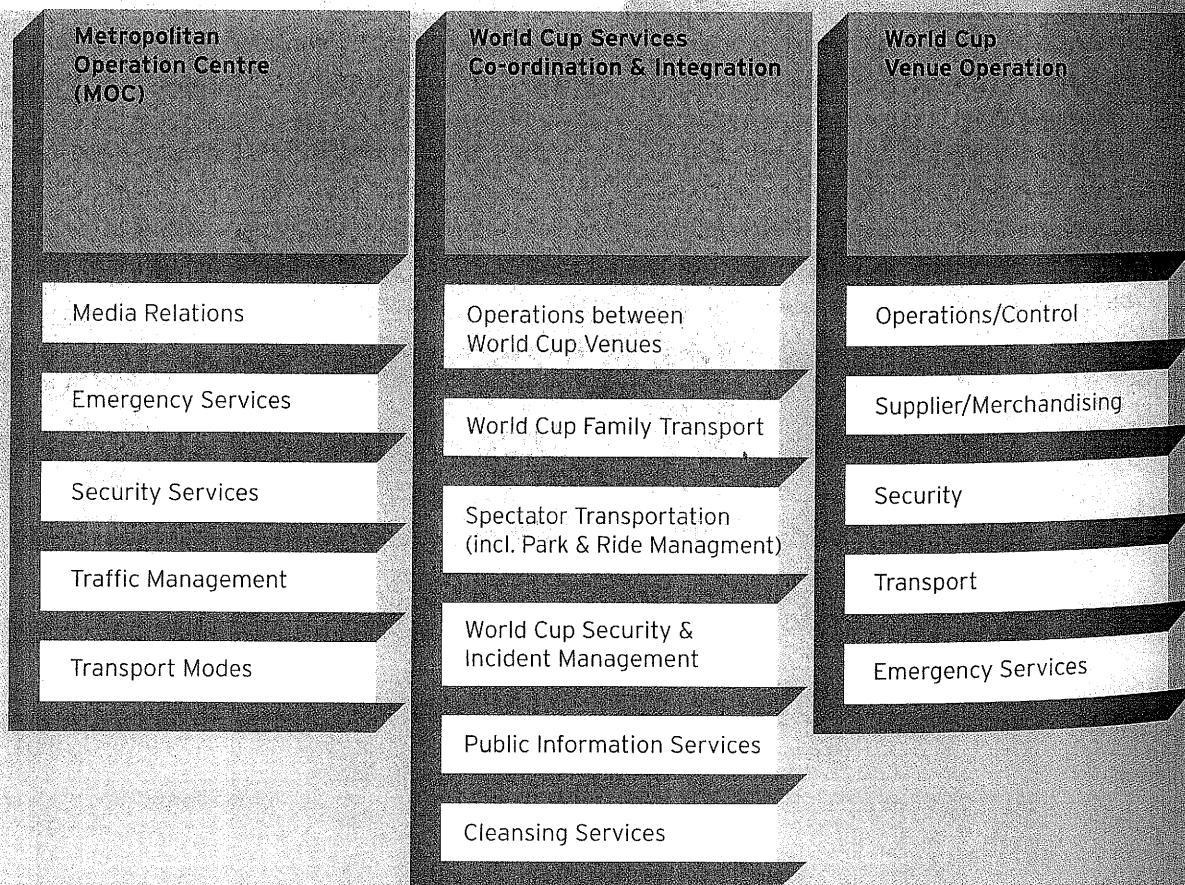
## 13.5

A state-of-the-art computerised management system will be used to organise transport for the 2010 FIFA World Cup™. The transport management system will provide a "real-time" interface with the other systems for the event's overall operations and management.

Most of the larger cities have Metropolitan Operations Centres (MOCs), ensuring the coordination of day-to-day metro operations as well as emergency situations. The primary role of the MOCs will be to gather and process information that could adversely affect efficient and safe metropolitan operations during the whole 2010 FIFA World Cup™ period.

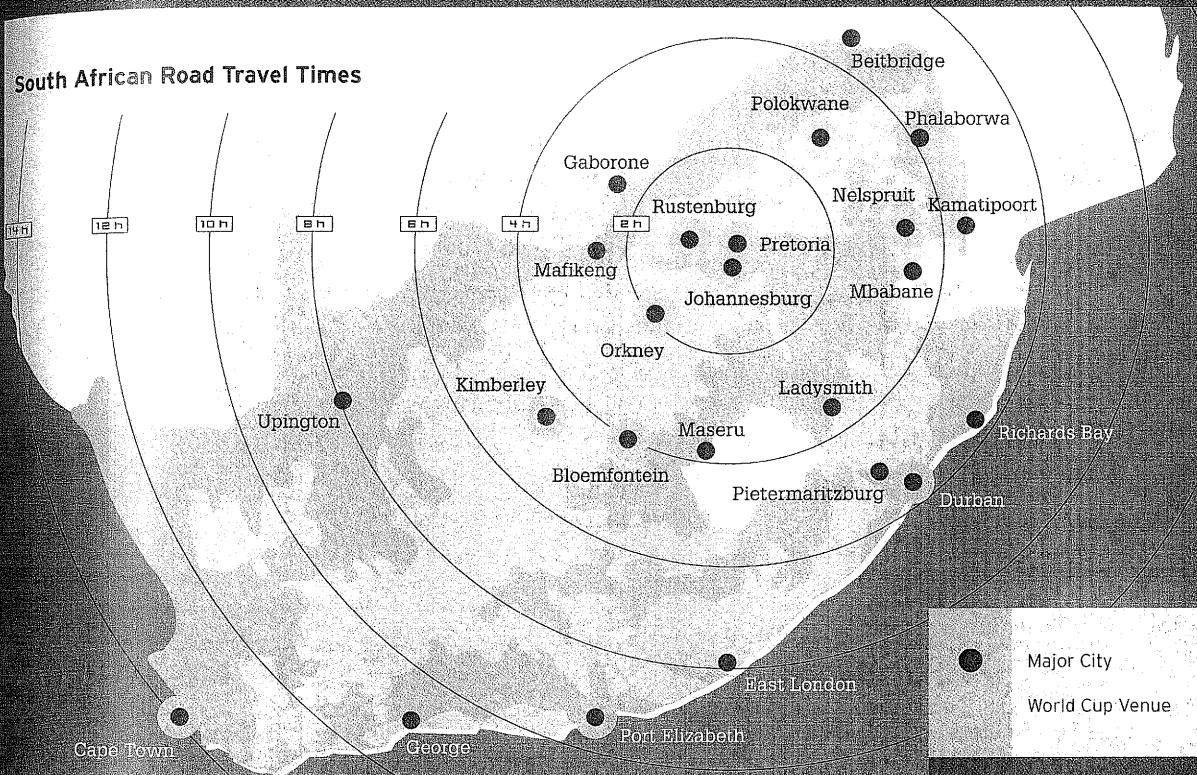


**Interface between Metropolitan Operation Centre and World Cup Organising Committee**

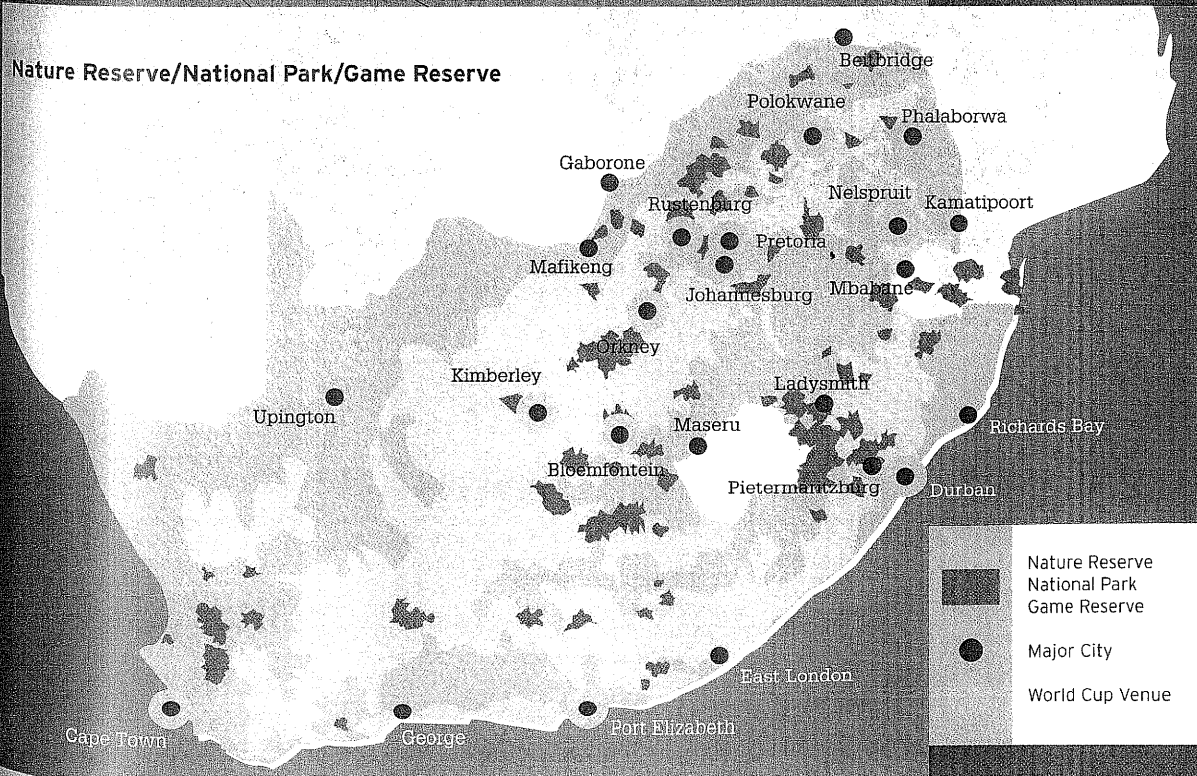




## South African Road Travel Times



## Nature Reserve/National Park/Game Reserve





# Accreditation

- 14.1 CATEGORIES
- 14.2 ACCESS ZONES
- 14.3 PROCEDURES AND DEADLINES FOR APPLICATION  
AND CONFIRMATION/REJECTION
- 14.4 APPLICATION FORMS
- 14.5 ACCREDITATION DESIGN
- 14.6 PRODUCTION OF ACCREDITATION PASSES
- 14.7 ACCREDITATION CENTRES
- 14.8 COMPUTERISED ACCREDITATION SYSTEMS



## PREFACE

During the past decade, South Africa has developed a world-class level of expertise in the design and implementation of accreditation systems for major international sporting events.

The accreditation system for a 2010 FIFA World Cup™ in South Africa will naturally be subject to FIFA policy and guidelines, but, in concept, the project will be conducted as a joint venture between a reputable accreditation specialists, appointed by SAFA, and South Africa's National Intelligence Agency (NIA).

The partnership will enable the screening of applicants to ensure that accredited persons (where applicable) confirm to regulated security standards.

The accreditation system has been conceived on the premise that approximately 130,000 individuals will be accredited for the tournament.

### 14.1 CATEGORIES

- ◆ FIFA delegation
- ◆ Match officials
- ◆ Participating teams and officials
- ◆ VIPS, invited by FIFA and SAFA
- ◆ Members of SAFA
- ◆ Representatives of commercial affiliates
- ◆ Representatives of the Host Broadcaster
- ◆ Representatives of broadcast rights holders
- ◆ Media (print, photographers, radio and TV)
- ◆ Security personnel
- ◆ Emergency services personnel
- ◆ Host stadium officials and employees
- ◆ Volunteers
- ◆ Tournament and Stadium service providers
- ◆ Hotel and accommodation staff
- ◆ Performers at opening and closing ceremonies

### 14.2 ACCESS ZONES

Accredited personnel in possession of a correctly coded pass will be permitted to the following zones:

#### Within the Stadium:

- ◆ Field of play
- ◆ Dressing room / team facilities
- ◆ VIP areas inside the stadium
- ◆ Broadcast area
- ◆ Media / Photo facilities
- ◆ Venue Operations Centre (VOC)
- ◆ Stadium administration areas
- ◆ Stadium access zone

#### Outside the Stadium:

- ◆ Security zone
- ◆ Hospitality
- ◆ VIP areas outside the stadium
- ◆ Team hotels
- ◆ Transport

### 14.3 PROCEDURES AND DEADLINES FOR APPLICATION AND CONFIRMATION/REJECTION

An outline timeline for the accreditation procedure is set out, and the process will be governed by various principles, including the following:

- ◆ It is intended that pre-accreditation will be the norm for a World Cup in South Africa and that live accreditation will only be undertaken in the most exceptional circumstances;
- ◆ Accreditation will be completed well before the start of the tournament; and
- ◆ Screening technology will be used, whereby individuals will be checked using a criminal record and general risk classification.

#### Proposed Schedule for Accreditation

##### 2010 FIFA World Cup Accreditation Operations

###### Define Accreditation Strategy

###### Start-up

Interview and hire staff

Train staff

Setup equipment

###### Set up

Stadium configuration sign off

Define security zones

Define security zones limits per venue

Identify all stakeholders

Obtain stakeholder accreditation volumes

Set accreditation limits per stakeholder

Notify stakeholders of limits

###### Process applications

Receive applications

Process applications

Security checking of applications

Notification of applicants

##### Production of accreditation tickets

###### Design of accreditation tickets

Design accreditation ticket

Approval of accreditation ticket

Produce accreditation stock

Print accreditation tickets

Manage the accreditation volumes per match

###### Event hosting

2010 FIFA World Cup Tournament

Hosting Complete

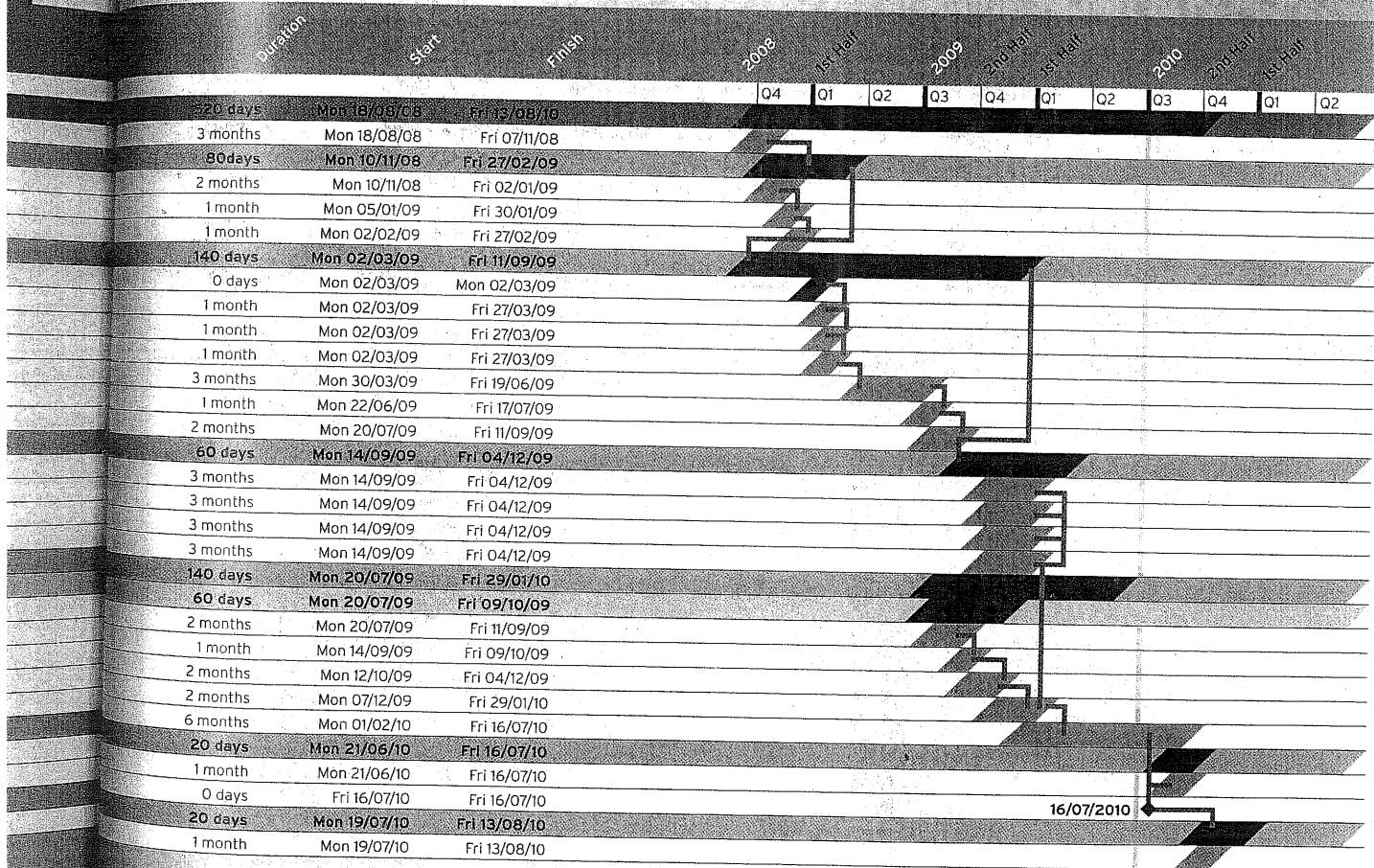
###### Post-event management

Post-event wind-down



# 14

## Accreditation



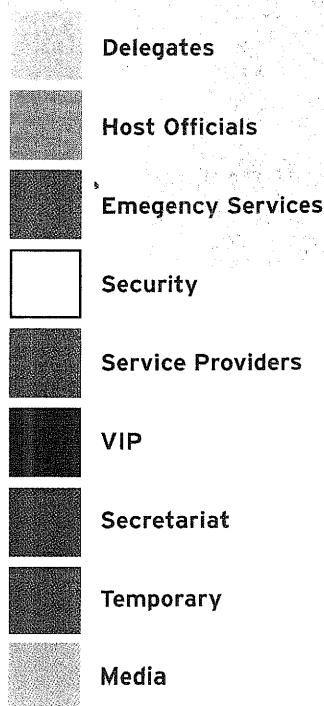
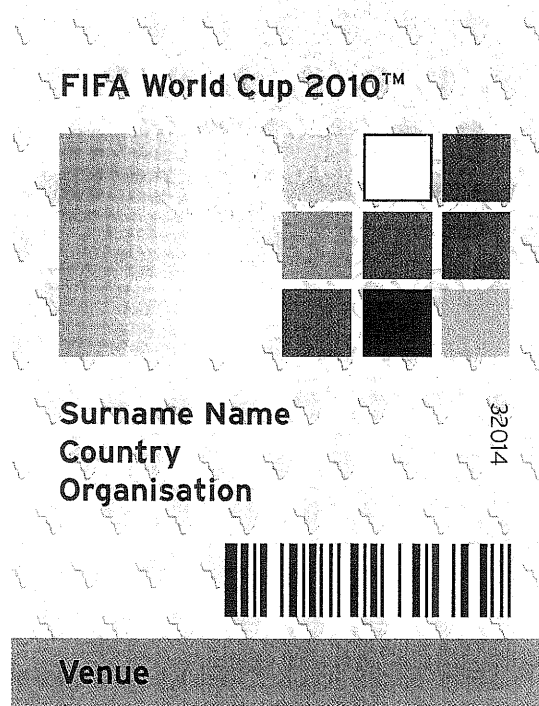
## 14.4 APPLICATION FORMS

Application forms for various levels will be differentiated by colour coding and clearly marked. Information will be verified by checking ID numbers, passport numbers and physical addresses.

## 14.5 ACCREDITATION DESIGN

Accreditation cards for a 2010 FIFA World Cup™ in South Africa will meet FIFA design requirements and will incorporate the following features:

- ◆ A photograph large enough for officials to easily, instantly identify the bearer;
- ◆ Photographs on both sides of the pass, so the bearer can be instantly and courteously identified even if the pass has been flipped, either by the wind or by design;
- ◆ Security devices such as tamper proof, holograms and foils, special backing paper;
- ◆ Colour-coding, to designate levels;
- ◆ An electronically encrypted, two-dimensional bar coding system, depicted on both sides of the card, as detailed, or a paper-based smart card with an electronic chip inside it; and
- ◆ A coding feature capable of allowing electronic access to accredited access and egress points, which will enable the tracking of all accredited individuals in, around and between all World Cup venues throughout the tournament;





#### 14.6 PRODUCTION OF ACCREDITATION PASSES

The production process of accreditation passes will be subject to FIFA guidelines, policies and prior written approval; moreover, where possible, it will involve commercial affiliates of FIFA.

The process will be intensely secure, and will incorporate two defined stages:

1. Slick and seamless production of the pass; and
2. Faultless personalisation of the pass.

#### 14.7 ACCREDITATION CENTRES

An adequate number of accreditation centres will be designated to avoid long queues and ensure a smooth process. It is intended that, in principle...

- ♦ FIFA officials and most VIPs will collect their passes at the accreditation centre located at the Sandton Convention Centre;
- ♦ Media will collect their passes at a secure accreditation centre located on the perimeter of the Main Media Centre at NASREC, or at any of the satellite accreditation centres which will be located at each match venue.

#### 14.8 COMPUTERISED ACCREDITATION SYSTEM

The accreditation process for a FIFA World Cup™ in South Africa will be controlled on a computer system with the following features:

- ♦ It shall be fully integrated with computer systems handling media, ticketing and other aspects of the complete IT solution;
- ♦ It shall include a separate server at each accreditation centre, ensuring that back-ups of all data are retained at each venue; and
- ♦ Every step will be taken to protect the system against breakdowns and loss of data.



# Ticketing

- 15.1 SALES GUIDELINES, STRATEGY AND SCHEDULE
- 15.2 PRICES AND CATEGORIES
- 15.3 LAYOUT
- 15.4 FIFA MEMBER ASSOCIATIONS
- 15.5 FIFA DELEGATION
- 15.6 COMMERCIAL AFFILIATES AND BROADCAST RIGHTS  
HOLDERS
- 15.7 VIP BOX
- 15.8 COMPUTERISED TICKETING SYSTEM
- 15.9 HOSPITALITY
- 15.10 COMPLIANCE WITH NATIONAL  
AND SUPRA-NATIONAL LAW

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## PREFACE

SAFA unequivocally recognises FIFA's absolute right to determine the ticketing activities for the 2010 FIFA World Cup™ in South Africa.

However, over the past eight years, South Africa has hosted a number of large-scale events, most recently the ICC Cricket World Cup in February and March 2003. The computerised ticketing system used at this event was designed, developed and operated by Dimension Data, a leading South African IT company.

Based on this legacy, SAFA would like to capitalise on the learning and experience gained to date and manage its own world class ticketing system.

The fact that the ticketing solution has been locally produced, will be operated and supported by the original developers and has a proven track record of success, should give peace of mind to both SAFA and to FIFA.

### Summary of the proposed concept

The paramount challenge is to satisfy an almost unlimited demand for a limited supply of event seating. In this context, the ticketing solution must ensure limitations set by venue capacities are not exceeded and spectator safety is not compromised.

In pursuit of this goal, it is imperative that SAFA creates a Ticketing Operations Centre (TOC) to handle all issues associated with ticket sales, printing, distribution and after-sale management. The TOC will work closely with FIFA and SAFA's security, marketing and accreditation departments.

## 15.1 SALES GUIDELINES, STRATEGY AND SCHEDULE

### Guidelines

Experience suggests that demand management is the key to ensuring that event ticketing does not attract the poor publicity often associated with the opening of event ticket sales to the public.

Demand management is directly related to ticket policies and guidelines that are devised and implemented through the ticketing strategy.

The ticket policy should recognise factors such as:

- ◆ The hierarchy for the allocation of tickets prior to public sale;
- ◆ The manner in which the ticket packages are structured;
- ◆ The pricing of the tickets;
- ◆ The maximum number of tickets available per customer;
- ◆ Rules defining the ticket sales strategies; and
- ◆ Anti-touting measures.

These factors will be addressed in developing the overall ticketing policies and guidelines in conjunction with FIFA.

In line with global trends, it is likely that the majority of FIFA World Cup™ tickets will be sold in a variety of ticket packages. The key benefit of selling packages is that Stadiums are sold out prior to the event.

The following two packages are proposed:

- ◆ **Venue Packages**  
Whereby an individual may buy tickets to selected matches at one specific match venue;
- ◆ **Follow-the-Team Packages**  
Whereby an individual may buy tickets to selected matches involving one particular team, including a refund structure for ticket-holders whose teams do not reach the initial and subsequent rounds of the tournament.

### Strategy

Various sales strategies could be employed to sell match tickets for the 2010 FIFA World Cup™. The final solution will be agreed with FIFA, and may draw from the options presented below:



### Description

### Advantages

### Disadvantages

#### 1. First-Come First-Served (FCFS)

Tickets are made available to the public on a first-come first-served basis, utilising all defined sales channels simultaneously.

- ◆ The transaction is concluded immediately;
- ◆ Monies are banked immediately;
- ◆ Seats are allocated at the time of sale;
- ◆ Only one interaction with the customer is required prior to delivery of tickets;
- ◆ Low administration costs.

- ◆ System overload as demand soars, long queues at ticket booths, jammed Web-based channels, long waiting times at call centres;
- ◆ High technology costs to meet global demand;
- ◆ Negative publicity generated by an irate public.

#### 2. Random Draw or Lottery or Ballot

This process is divided into two phases: a pre-random draw registration phase and a post-draw notification and sales phase. Winners are given a period to take up their allotted tickets.

- ◆ The system is not subjected to overload;
- ◆ Technology costs to meet global demand are lower;
- ◆ The draw is audited and therefore seen as a fair process by the media and public.

- ◆ Long process;
- ◆ Money is banked only when the tickets are sold;
- ◆ Multiple interactions with customers;
- ◆ High admin costs;
- ◆ At time of the draw, the public will not know the teams that will be playing in any specific match, maybe affecting final ticket uptake.

#### 3. Ticket Auction

Utilising all defined sales channels, the process is divided into two phases, namely a bid phase and an allocation phase. Once the auction or bid closing date is reached, the applicants are allocated tickets based on the highest prices reached for the matches.

- ◆ Demand determines the ticket price. Prime matches generate high income, whereas lesser matches are still ensured high attendance due to lower pricing.
- ◆ System is not overloaded.
- ◆ Low technology costs to meet global demand.
- ◆ Ticket touting is diminished.

- ◆ Affordability of prime tickets may be out of reach of some supporters;
- ◆ Ticket transaction is delayed until draw is made;
- ◆ Money is banked only once the allotted tickets have been sold;
- ◆ Multiple interactions with the customer;
- ◆ High administration costs;
- ◆ At time of the auction, the public will not know teams playing in any specific match, which may affect level of bids.

Another important aspect of the ticketing strategy for a 2010 FIFA World Cup™ in South Africa will be accessibility.

Recognising the reality of market-related ticket prices for 2010 FIFA World Cup™ matches, SAFA will be eager to ensure the tournament is accessible to all football supporters.

Features in a strategy to address this issue may include:

- ◆ Facilitation of a South African-based, spectator savings scheme, a five-year plan, managed by a reputable, independent financial institution, to assist potential local spectators in tax-efficient saving which will enable them to afford tickets to 2010 FIFA World Cup™ matches; and
- ◆ Special corporate packages whereby major South African companies will be permitted to purchase blocks of tickets and subsidise the cost to their employees.

The following channels are proposed for the sale of tickets:

- ◆ Back-office sales interface to complete preferential sales;
- ◆ Points-of-sale or at selected venues;
- ◆ An Internet-based sales channel; and
- ◆ Through the official call-centre.

It is proposed that tickets are distributed in two ways:

- ◆ Tickets shall be delivered around the globe via the officially appointed 2010 FIFA World Cup™ courier; or
- ◆ Tickets shall be made available for collection at pre-defined ticket pick-up points.

## Proposed Schedule for Ticketing

### Start-Up

#### Operations Centre Setup

- Interview and hire staff
- Setup networks/telephony
- Setup equipment

#### Bank Account Setup

- Create bank accounts for 2010 FIFA World Cup™ venues
- Obtain Credit Card Equipment for 2010 FIFA World Cup™ venues

### Mega Event Setup

#### Policy

- Define 2010 FIFA World Cup™ ticketing policies
- Identify FIFA Stakeholders
- Develop the 2010 FIFA World Cup™ Ticket Allocation Model

#### Stadium Setup

- 2010 FIFA World Cup™ Stadium upgrades complete
- 2010 FIFA World Cup™ Stadium audits
- Capture 2010 FIFA World Cup™ Stadium configurations
- 2010 FIFA World Cup™ Second Stadium seating audits
- 2010 FIFA World Cup™ Stadium configurations sign off

#### Event Setup

- Capture 2010 FIFA World Cup™ event schedules
- Setup 2010 FIFA World Cup™ ticket packages

#### Media and Stakeholder Ticket Requirements

- 2010 FIFA World Cup™ Stadium sittings
- Define and Document 2010 FIFA World Cup™ ticket requirements

### Preferential Ticketing Sales – 2010 FIFA World Cup™

- Preferential sales start
- Finalise FIFA pecking orders
- Finalise Preferential Stakeholder list
- Send out ticket offer letters
- Complete preferential sales

### Public Ticket Sales

- Check ticket inventory to be made available for public sale
- Public Sales commences
- 2010 FIFA World Cup™ public ticket sales period

### Ticket Print and Distribution

#### Ticket Design

- Obtain 2010 FIFA World Cup™ ticket sale terms and conditions
- Obtain 2010 FIFA World Cup™ Stadium layouts
- Obtain 2010 FIFA World Cup™ Sponsor logos
- Design 2010 FIFA World Cup™ Tickets
- Obtain approval of design from FIFA

#### Base Stock Production

- Produce positives and chromalins
- Print the base stock of 2010 FIFA World Cup™ tickets

#### Ticket Personalisation and printing

- Print the sold 2010 FIFA World Cup™ tickets
- Address labelling of distribution packages
- Confirm distribution date of tickets prior to event hosting
- Distribute printed 2010 FIFA World Cup™ tickets

#### Event Hosting

- 2010 FIFA World Cup™ Tournament
- Hosting of 2010 FIFA World Cup™ Complete

#### Post-Event Management

- Post-Event audit and wind-down
- 2010 FIFA World Cup™ financial management



# 15

Ticketing

Duration	Start	Finish	2008	2009	2010
			A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O N D		
960 days	Mon 30/04/07	Fri 31/12/10			
80 days	Mon 30/04/07	Fri 17/08/07			
40 days	Mon 25/06/07	Fri 17/08/07			
1 month	Mon 25/06/07	Fri 20/07/07			
1 month	Mon 25/06/07	Fri 20/07/07			
1 month	Mon 23/07/07	Fri 17/08/07			
80 days	Mon 30/04/07	Fri 17/08/07			
2 months	Mon 30/04/07	Fri 22/06/07			
2 months	Mon 25/06/07	Fri 17/08/07			
220 days	Mon 20/08/07	Fri 20/06/08			
80 days	Mon 20/08/07	Fri 07/12/07			
2 months	Mon 20/08/07	Fri 12/10/07			
1 months	Mon 15/10/07	Fri 09/11/07			
1 month	Mon 12/11/07	Fri 07/12/07			
120 days	Mon 20/08/07	Fri 01/02/08			
0 days	Mon 20/08/07	Mon 20/08/07	◆ 20/08/2007		
2 months	Mon 20/08/07	Fri 12/10/07			
1 month	Mon 15/10/07	Fri 09/11/07			
2 months	Mon 12/11/07	Fri 04/01/08			
1 month	Mon 07/01/08	Fri 01/02/08			
40 days	Mon 04/02/08	Fri 28/03/08			
1 month	Mon 04/02/08	Fri 29/02/08			
1 month	Mon 03/03/08	Fri 28/03/08			
60 days	Mon 31/03/08	Fri 20/06/08			
2 months	Mon 31/03/08	Fri 23/05/08			
1 month	Mon 26/05/08	Fri 20/06/08			
140 days	Fri 20/06/08	Fri 02/01/09			
0 days	Fri 20/06/08	Fri 20/06/08	◆ 20/06/2008		
1 month	Mon 23/06/08	Fri 18/07/08			
2 months	Mon 21/07/08	Fri 12/09/08			
2 months	Mon 15/09/08	Fri 07/11/08			
2 months	Mon 10/11/08	Fri 02/01/09			
400 days	Mon 05/01/09	Fri 16/07/10			
1 month	Mon 05/01/09	Fri 30/01/09			
0 days	Fri 30/01/09	Fri 30/01/09		◆ 30/01/2009	
19 months	Mon 02/02/09	Fri 16/07/10			
620 days	Mon 04/02/08	Fri 18/06/10			
100 days	Mon 04/02/08	Fri 20/06/08			
2 months	Mon 04/02/08	Fri 28/03/08			
2 months	Mon 04/02/08	Fri 28/03/08			
2 months	Mon 04/02/08	Fri 28/03/08			
2 months	Mon 31/03/08	Fri 23/05/08			
1 months	Mon 26/05/08	Fri 20/06/08			
80 days	Mon 23/06/08	Fri 10/10/08			
1 month	Mon 23/06/08	Fri 18/07/08			
3 months	Mon 21/07/08	Fri 10/10/08			
220 days	Mon 17/08/09	Fri 18/06/10			
6 months	Mon 17/08/09	Fri 29/01/10			
1 month	Mon 01/02/10	Fri 26/02/10			
4 months	Mon 01/03/10	Fri 18/06/10			
3 months	Mon 01/03/10	Fri 21/05/10			
20 days	Mon 21/06/10	Fri 16/07/10			
1 month	Mon 21/06/10	Fri 16/07/10			
0 days	Fri 16/07/10	Fri 16/07/10			◆ 16/07/2010
120 days	Mon 19/07/10	Fri 31/12/10			
6 months	Mon 19/07/10	Fri 31/12/10			
38 months	Mon 04/02/08	Fri 31/12/10			

## 15.2 PRICES AND CATEGORIES

At this early stage, preliminary ticket prices have been devised and are set out below.

		Super Category		Category 1		Category 2		Category 3	
		USD	CHF	USD	CHF	USD	CHF	USD	CHF
Matches	Opening Match	722	1,889	549	1,435	274	718	40	105
	Croup Matches	216	567	165	431	110	287	20	52
	Last 16 Matches	325	850	247	646	192	502	40	105
	Quarter Finals	433	1,134	329	861	219	574	50	131
	Semi Finals	722	1,889	549	1,435	329	861	70	183
	3rd and 4th Play-Off	325	850	247	646	192	502	50	131
	Final	1,083	2,834	823	2,153	549	1,435	90	235

A refined proposal will be submitted to FIFA in due course.

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### 15.3 LAYOUT

The design of tickets for a 2010 FIFA World Cup™ in South Africa will be subject to FIFA's prior written approval. It is envisaged that a ticket shall be produced for each seat sold for each match.

#### Design

This will be used to produce the base stock and will contain the FIFA and Event logos and required branding. Ticket dimensions will be set to match the stadium access control systems.

#### Content

This material will be placed on the ticket at the time of personalising the ticket for the buyer.

The front of the ticket will contain the stadium name and city, the match category, the participating teams, the match number, the date and kick-off time, the stadium gate to be used for entry, the seat category and stand name, the seat number (block row and seat) and price, and a ticket ID used to uniquely identify a ticket.

The back of the ticket will contain the stadium plan, security provisions and the complete terms and conditions.

#### Security

In order to prevent fraudulent duplication of tickets, first the ticket must be produced and secured through the operational lifecycle from a procedural and systemic perspective; second, the ticket itself shall contain physical and electronic security features.

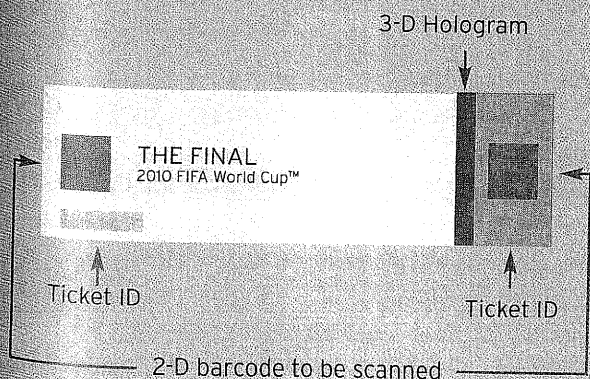
Physical security features may include:

- ◆ Registered holograms (visual feature);
- ◆ Registered hologram with nanotext (visual and non-visual feature);
- ◆ Iridescent ink (visual feature);
- ◆ Ultra-violet ink (non-visual feature); and
- ◆ Nanotext (non-visual feature).

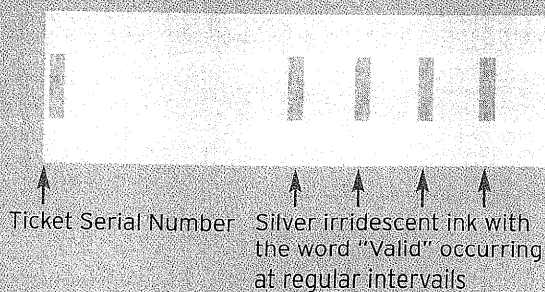
Electronic security features will be related to the ticket readers positioned at the turnstiles for each venue (Venue Access Control System) and may include:

- ◆ Paper-based smart card chip;
- ◆ Two-dimensional barcodes;
- ◆ Black-on-black printing;
- ◆ Data encryption using keys.

#### Anti-Fraud Characteristics: Front-Side



#### Anti-Fraud Characteristics: Reverse-Side



#### **15.4 FIFA MEMBER ASSOCIATIONS**

In conformance with FIFA requirements, SAFA will reserve a certain quota of tickets for each match for the national associations affiliated to FIFA. FIFA shall determine the terms of sale for these quotas. Any tickets that have not been sold by a predetermined date may be returned at their face value. If selected by FIFA, SAFA will reserve additional tickets for the finalist teams, as stipulated by FIFA.

#### **15.5 FIFA DELEGATION**

In conformance with FIFA requirements, SAFA shall reserve a certain quota of tickets for the FIFA delegation, including delegates to the FIFA Congress. These tickets shall be located in the best available sectors of the stadium.

#### **15.6 COMMERCIAL AFFILIATES AND BROADCAST RIGHTS HOLDERS**

In conformance with FIFA requirements, SAFA shall provide a certain quota of tickets to FIFA, FIFA Marketing Partners, FIFA broadcast partners, Commercial Affiliates and Broadcast Rights Holders.

#### **15.7 VIP BOX**

In conformance with FIFA requirements, SAFA shall ensure that the VIP box at each stadium shall have a minimum capacity of 500, its own individual entrance and shall be separated from the grandstands intended for the general public.

Half of the seats in the VIP box shall be reserved for FIFA and the other half for SAFA.

FIFA is responsible for protocol in its own half of the VIP box. Each seat shall be numbered and admission shall only be granted upon production of the corresponding ticket. The right-hand side of the VIP box, viewed from within the stand, looking at the pitch, shall be reserved for FIFA. SAFA shall bear the costs of tickets and all other expenses related to the VIP box.

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# 15

## Ticketing

### 15.8 COMPUTERISED TICKETING SYSTEM

The computerised ticketing solution, devised by Dimension Data and successfully operated during the 2003 ICC Cricket World Cup, is designed to run the ticketing operations of large sporting events and manage the seating layouts of large stadiums.

The system will facilitate the sale of tickets from the back office, from official point-of-sale ticket booths, from the call centre and from the official web site. It will also...

- ◆ support the administration of random draws or ballots;
- ◆ allow for multiple payment methods;
- ◆ support sales to suite holders and other forms of package sales;
- ◆ support the printing of service tickets for stadium service and security staff; and
- ◆ enable integrated access control system with 'smart' turnstiles.

### 15.9 HOSPITALITY

If selected as FIFA's ticketing agent, SAFA shall provide FIFA with all tickets that the governing body requires for the commercial hospitality programmes.

### 15.10 COMPLIANCE WITH NATIONAL AND SUPRA-NATIONAL LAW

The sale of 2010 FIFA World Cup™ tickets shall conform to the national law of the country hosting the event and to the supra-national legal requirements as stipulated by FIFA.

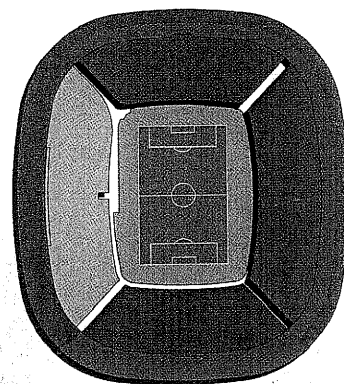




# Ticket Revenues

## Soccer City Johannesburg

Total Spectator Capacity: 94,700



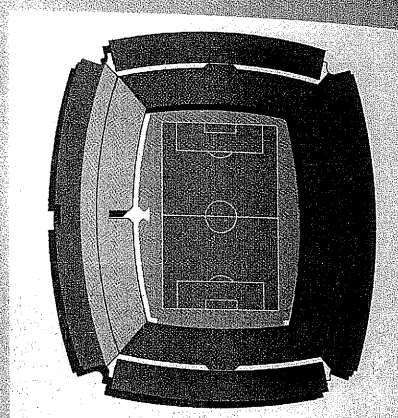
	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
<b>Total</b>				
Opening Match (1)	94,700	92,806	29,193,129	76,369,056
Group Matches (3)	94,700	75,760	25,128,284	65,735,444
Last 16 Matches (1)	94,700	80,495	14,688,594	38,425,276
Quarter Finals (1)	94,700	89,965	20,066,948	52,495,020
Final (1)	94,700	92,806	51,142,329	133,788,037
Total (7)			140,219,283	366,812,834

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
<b>Super Category</b>						
Opening Match (1)	4,392	722	98%	4,304	3,107,179	8,128,363
Group Matches (3)	4,392	216	80%	3,514	759,400	1,986,586
Last 16 Matches (1)	4,392	325	85%	3,733	1,212,342	3,171,478
Quarter Finals (1)	4,392	433	95%	4,172	1,808,152	4,730,116
Final (1)	4,392	1,083	98%	4,304	4,660,769	12,192,544
<b>Category 1</b>						
Opening Match (1)	21,805	549	98%	21,369	11,722,066	30,664,858
Group Matches (3)	21,805	165	80%	17,444	2,870,710	7,509,761
Last 16 Matches (1)	21,805	247	85%	18,534	4,575,194	11,968,682
Quarter Finals (1)	21,805	329	95%	20,715	6,817,937	17,835,683
Final (1)	21,805	823	98%	21,369	17,583,100	45,997,287
<b>Category 2</b>						
Opening Match (1)	50,863	274	98%	49,846	13,671,623	35,764,886
Group Matches (3)	50,863	110	80%	40,690	4,464,203	11,678,330
Last 16 Matches (1)	50,863	192	85%	43,234	8,300,628	21,714,395
Quarter Finals (1)	50,863	219	95%	48,320	10,602,483	27,736,034
Final (1)	50,863	549	98%	49,846	27,343,245	71,529,771
<b>Category 3</b>						
Opening Match (1)	17,640	40	98%	17,287	692,260	1,810,949
Group Matches (3)	17,640	20	80%	14,112	281,781	737,138
Last 16 Matches (1)	17,640	40	85%	14,994	600,430	1,570,721
Quarter Finals (1)	17,640	50	95%	16,758	838,376	2,193,188
Final (1)	17,640	90	98%	17,287	1,555,215	4,068,434



# Ellis Park Johannesburg

Total Spectator Capacity: 60,000

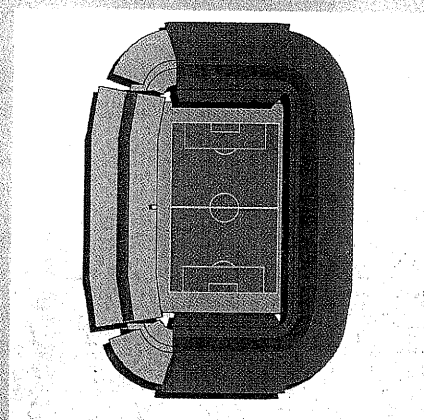


	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
<b>Total</b>				
Group Matches (4)	60,000	48,000	23,208,496	60,713,292
Last 16 Matches (1)	60,000	51,000	9,991,587	26,137,935
Quarter Finals (1)	60,000	57,000	13,885,150	36,323,473
Semi Finals (1)	60,000	58,800	22,731,704	59,466,007
Total (7)			69,816,938	182,640,706

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
<b>Super Category</b>						
Group Matches (4)	7,464	216	80%	5,971	1,290,565	3,376,110
Last 16 Matches (1)	7,464	325	85%	6,344	2,060,318	5,389,780
Quarter Finals (1)	7,464	433	95%	7,091	3,072,871	8,038,613
Semi Finals (1)	7,464	722	98%	7,315	5,280,507	13,813,775
<b>Category 1</b>						
Group Matches (4)	14,339	165	80%	11,471	1,887,717	4,938,258
Last 16 Matches (1)	14,339	247	85%	12,188	3,008,550	7,870,348
Quarter Finals (1)	14,339	329	95%	13,622	4,483,329	11,728,362
Semi Finals (1)	14,339	549	98%	14,052	7,708,179	20,164,552
<b>Category 2</b>						
Group Matches (4)	28,048	110	80%	22,438	2,461,706	6,439,808
Last 16 Matches (1)	28,048	192	85%	23,840	4,577,234	11,974,018
Quarter Finals (1)	28,048	219	95%	26,645	5,846,551	15,294,544
Semi Finals (1)	28,048	329	98%	27,487	9,046,769	23,666,295
<b>Category 3</b>						
Group Matches (4)	10,150	20	80%	8,120	162,136	424,147
Last 16 Matches (1)	10,150	40	85%	8,628	345,486	903,788
Quarter Finals (1)	10,150	50	95%	9,643	482,399	1,261,953
Semi Finals (1)	10,150	70	98%	9,947	696,249	1,821,384

## Kings Park Durban

Total Spectator Capacity: 60,000

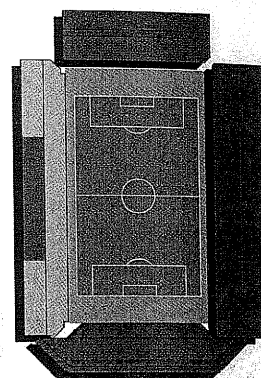


	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
<b>Total</b>				
Group Matches (4)	60,000	48,000	21,561,248	56,404,100
Last 16 Matches (1)	60,000	51,000	9,238,169	24,166,997
Quarter Finals (1)	60,000	57,000	12,969,153	33,927,228
Semi Final (1)	60,000	58,800	21,306,879	55,738,673
Total (7)			65,075,449	170,239,999

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
<b>Super Category</b>						
Group Matches (4)	8,400	216	80%	6,720	1,452,404	3,799,481
Last 16 Matches (1)	8,400	325	85%	7,140	2,318,686	6,065,669
Quarter Finals (1)	8,400	433	95%	7,980	3,458,215	9,046,670
Semi Finals (1)	8,400	722	98%	8,232	5,942,693	15,546,049
<b>Category 1</b>						
Group Matches (4)	13,560	165	80%	10,848	1,785,225	4,670,138
Last 16 Matches (1)	13,560	247	85%	11,526	2,845,202	7,443,033
Quarter Finals (1)	13,560	329	95%	12,882	4,239,909	11,091,578
Semi Finals (1)	13,560	549	98%	13,289	7,289,668	19,069,730
<b>Category 2</b>						
Group Matches (4)	21,520	110	80%	17,216	1,888,793	4,941,070
Last 16 Matches (1)	21,520	192	85%	18,292	3,511,974	9,187,303
Quarter Finals (1)	21,520	219	95%	20,444	4,485,882	11,735,042
Semi Finals (1)	21,520	329	98%	21,090	6,941,313	18,158,434
<b>Category 3</b>						
Group Matches (4)	16,520	20	80%	13,216	263,890	690,335
Last 16 Matches (1)	16,520	40	85%	14,042	562,307	1,470,993
Quarter Finals (1)	16,520	50	95%	15,694	785,146	2,053,938
Semi Finals (1)	16,520	70	98%	16,190	1,133,206	2,964,460



Newlands Cape Town  
Total Spectator Capacity: 40,000

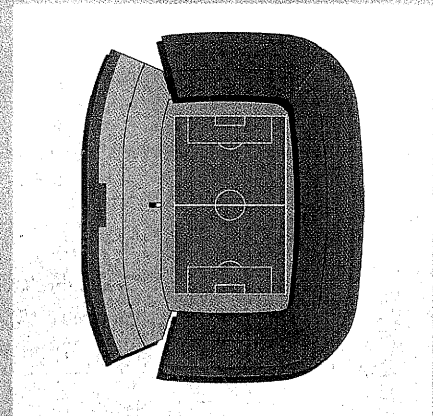


	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Total	Group Matches (3)	40,000 32,000	12,232,140	31,999,207
	Last 16 Matches (1)	40,000 34,000	6,843,802	17,903,348
	Total (4)		19,075,942	49,902,555

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
Super Category	Group Matches (3)	7,560 216	80%	6,048	1,307,164	3,419,533
	Last 16 Matches (1)	7,560 325	85%	6,426	2,086,817	5,459,102
Category 1	Group Matches (3)	12,331 165	80%	9,865	1,623,422	4,246,864
	Last 16 Matches (1)	12,331 247	85%	10,481	2,587,330	4,768,439
Category 2	Group Matches (3)	11,499 110	80%	9,199	1,009,258	4,640,212
	Last 16 Matches (1)	11,499 192	85%	9,774	1,876,589	4,909,145
Category 3	Group Matches (3)	8,610 20	80%	6,888	137,536	359,793
	Last 16 Matches (1)	8,610 40	85%	7,319	293,067	766,662

### Free State Bloemfontein Total Spectator Capacity: 40,000

	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (5)	40,000	32,000	17,538,694	45,881,122
Total (5)			17,538,694	45,881,122



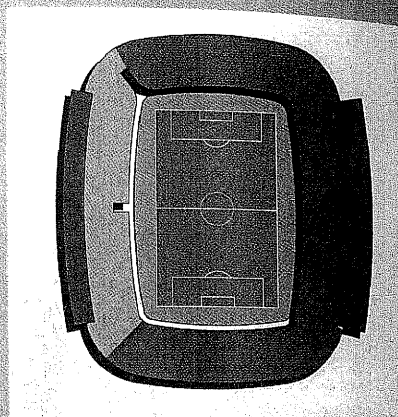
Total

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF	
Super Category	Group Matches (4)	2,040	216	80%	1,632	352,727	922,731
Category 1	Group Matches (4)	11,270	165	80%	9,016	1,483,738	3,881,450
Category 2	Group Matches (4)	17,340	110	80%	13,872	1,521,917	3,981,327
Category 3	Group Matches (4)	9,350	20	80%	7,480	149,357	390,717



# Kimberley Stadium Kimberley

Total Spectator Capacity: 40,000



	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (3)	40,000	32,000	11,954,977	31,274,151
Total (3)			11,954,977	31,274,151

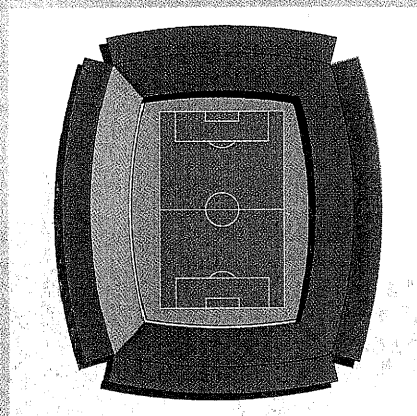
		Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
Super Category	Group Matches (3)	480	216	80%	384	82,995	217,113
Category 1	Group Matches (3)	16,010	165	80%	12,808	2,107,777	5,513,931
Category 2	Group Matches (3)	19,760	110	80%	15,808	1,734,319	4,536,968
Category 3	Group Matches (3)	3,750	20	80%	3,000	59,902	156,704

# 15

## Ticketing

### Mbombela Stadium Nelspruit

Total Spectator Capacity: 40,000



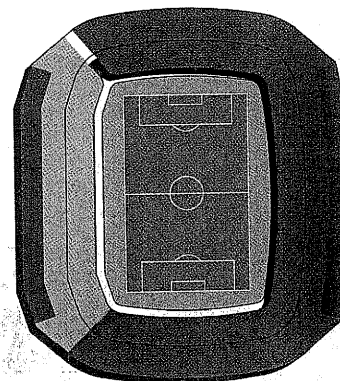
	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (4)	40,000	32,000	13,778,011	36,043,198
Last 16 Matches (1)	40,000	34,000	6,028,942	15,771,679
Total (5)			19,806,954	51,814,877

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
Super Category						
Group Matches (4)	960	216	80%	768	165,989	434,226
Last 16 Matches (1)	960	325	85%	816	264,993	693,219
Category 1						
Group Matches (4)	10,550	165	80%	8,440	1,388,947	3,633,478
Last 16 Matches (1)	10,550	247	85%	8,968	2,213,634	5,790,855
Category 2						
Group Matches (4)	19,980	110	80%	15,984	1,753,628	4,587,481
Last 16 Matches (1)	19,980	192	85%	16,983	3,260,652	8,529,847
Category 3						
Group Matches (4)	8,510	20	80%	6,808	135,939	355,615
Last 16 Matches (1)	8,510	40	85%	7,234	289,663	757,757



# Oppenheimer Stadium Orkney

Total Spectator Capacity: 40,000



Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
40,000	32,000	11,954,977	31,274,151
Total (3)		11,954,977	31,274,151

Group Matches (3)	40,000	32,000	11,954,977	31,274,151
Total (3)		11,954,977	31,274,151	

Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
480	216	80%	384	82,995	217,113

Group Matches (3)	480	216	80%	384	82,995	217,113
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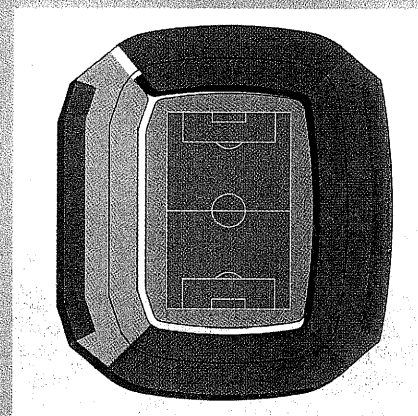
Group Matches (3)	16,010	165	80%	12,808	2,107,777	5,513,931
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Group Matches (3)	19,760	110	80%	15,808	1,734,319	4,536,968
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Group Matches (3)	3,750	20	80%	3,000	59,902	156,704
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### Peter Mokaba Stadium Polokwane

Total Spectator Capacity: 40,000



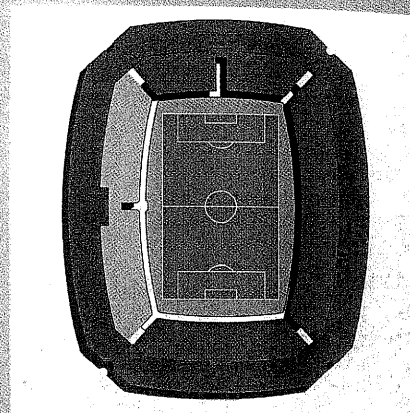
	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (3)	40,000	32,000	11,954,977	31,274,151
Total (3)			11,954,977	31,274,151

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF	
Super Category	Group Matches (3)	480	216	80%	384	82,995	217,113
Category 1	Group Matches (3)	16,010	165	80%	12,808	2,107,777	5,513,931
Category 2	Group Matches (3)	19,760	110	80%	15,808	1,734,319	4,536,968
Category 3	Group Matches (3)	3,750	20	80%	3,000	59,902	156,704



# Port Elizabeth Stadium Port Elizabeth

**Total Spectator Capacity: 49,500**



	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
<b>Total</b>				
Group Matches (3)	49,500	39,600	13,152,215	34,406,119
Last 16 Matches (1)	49,500	42,075	7,702,669	20,150,138
Quarter Finals (1)	49,500	47,025	10,508,540	27,490,280
3rd/4th (1)	49,500	42,075	7,784,221	20,363,478
Total (6)			39,147,646	102,410,016

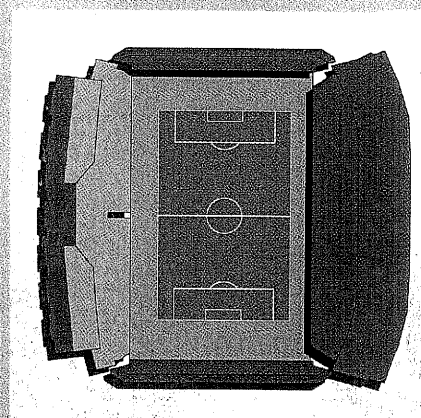
	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
<b>Super Category</b>						
Group Matches (3)	4,050	216	80%	3,240	700,266	1,831,893
Last 16 Matches (1)	4,050	325	85%	3,443	1,117,938	2,924,519
Quarter Finals (1)	4,050	433	95%	3,848	1,667,354	4,361,788
3rd/4th (1)	4,050	325	85%	3,443	1,117,938	2,924,519

<b>Category 1</b>	Group Matches (3)	8,765	165	80%	7,012	1,153,945	3,018,714
	Last 16 Matches (1)	8,765	247	85%	7,450	1,839,100	4,811,075
	Quarter Finals (1)	8,765	329	95%	8,327	2,740,620	7,169,445
	3rd/4th (1)	8,765	247	85%	7,450	1,839,100	4,811,075

<b>Category 2</b>	Group Matches (3)	27,075	110	80%	21,660	2,376,350	6,216,519
	Last 16 Matches (1)	27,075	192	85%	23,014	4,418,526	11,558,839
	Quarter Finals (1)	27,075	219	95%	25,721	5,643,832	14,764,232
	3rd/4th (1)	27,075	192	85%	23,014	4,418,526	11,558,839

<b>Category 3</b>	Group Matches (3)	9,610	20	80%	7,688	153,510	401,581
	Last 16 Matches (1)	9,610	40	85%	8,169	327,105	855,705
	Quarter Finals (1)	9,610	50	95%	9,130	456,735	1,194,815
	3rd/4th (1)	9,610	50	85%	8,169	408,657	1,069,045

### Loftus Versfeld Pretoria Total Spectator Capacity: 45,000



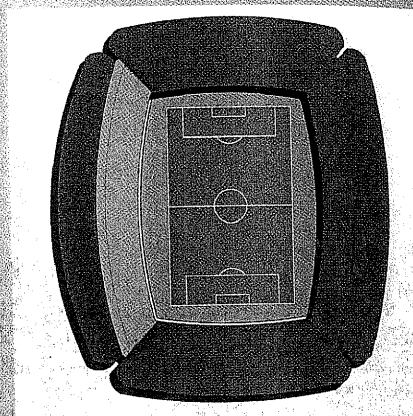
	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (4)	45,000	36,000	20,381,718	53,318,457
Last 16 Matches (1)	45,000	38,250	8,535,614	22,329,116
Total (5)			28,917,332	75,647,572

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
Super Category						
Group Matches (4)	8,590	216	80%	6,872	1,485,256	3,885,422
Last 16 Matches (1)	8,590	325	85%	7,302	2,371,132	6,202,869
Category 1						
Group Matches (4)	16,187	165	80%	12,949	2,131,014	5,574,719
Last 16 Matches (1)	16,187	247	85%	13,759	3,396,303	8,885,708
Category 2						
Group Matches (4)	16,103	110	80%	12,882	1,413,347	3,697,307
Last 16 Matches (1)	16,103	192	85%	13,688	2,627,942	6,874,681
Category 3						
Group Matches (4)	4,120	20	80%	3,296	65,813	172,166
Last 16 Matches (1)	4,120	40	85%	3,502	140,236	366,858



# Rainbow Junction Pretoria

Total Spectator Capacity: 41,000

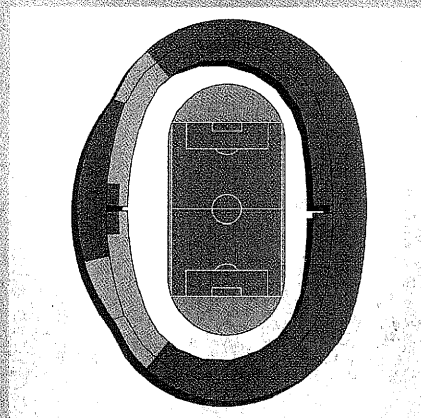


Total Spectator Capacity: 41,000					
Total		Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
	Group Matches (5)	41,000	32,800	16,029,134	41,932,123
	Last 16 Matches (1)	41,000	34,850	5,656,307	14,796,866
	Total (6)			21,685,441	56,728,988

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF	
Super Category	Group Matches (5)	336	216	80%	269	58,096	151,979
	Last 16 Matches (1)	336	325	85%	286	92,747	242,627
Category 1	Group Matches (5)	9,737	165	80%	7,790	1,281,913	3,353,476
	Last 16 Matches (1)	9,737	247	85%	8,276	2,043,048	5,344,602
Category 2	Group Matches (5)	19,107	110	80%	15,286	1,677,006	4,387,037
	Last 16 Matches (1)	19,107	192	85%	16,241	3,118,182	8,157,147
Category 3	Group Matches (5)	11,820	20	80%	9,456	188,813	493,933
	Last 16 Matches (1)	11,820	40	85%	10,047	402,329	1,052,490

## Royal Bafokeng Sports Palace Rustenburg

Total Spectator Capacity: 40,000



	Capacity	No. of Tickets Sold	Total Revenue USD	Total Revenue CHF
Group Matches (3)	40,000	32,000	10,310,838	26,973,092
Total (3)			10,310,838	26,973,092

	Capacity	Ticket Price (USD)	Utilisation	No. of Tickets Sold	Total USD	Total CHF
Super Category						
Group Matches (3)	216	216	80%	173	37,348	97,701
Category 1						
Group Matches (3)	12,132	165	80%	9,706	1,597,223	4,178,327
Category 2						
Group Matches (3)	18,952	110	80%	15,162	1,663,401	4,351,448
Category 3						
Group Matches (3)	8,700	20	80%	6,960	138,974	363,554