



dpa Multimedia Package 2014 World Cup in Brazil

More than 140 illustrated features containing graphics, reports, portraits and interviews with modern greats and football legends are included in dpa's special multimedia package for the 2014 World Cup in Brazil - which is more than just another competition.

The overall package comprises:

- Exclusive interviews with star players and coaches.
- Up to the minute, precise and detailed information on the 32 teams.
- Football history from all five continents, from the precarious football pitches in Palestine to the state-of-the-art equipment supporting the German team.
- Special focus on Brazil, with a block of around 40 features.
- Analysis of the "pais do futebol" (the land of football), from social, cultural and political perspectives as well as on the current face of Brazilian football.
- Special audiovisual focus on the 12 World Cup venues and their stadiums, including the legendary Maracana in Rio.
- Columnists Cesar Luis Menotti and Franz Beckenbauer will analyse the World Cup in regular columns.

The complete package is available from the middle of May 2014 over dpa's platform www.dpa-news.com. Versions in Spanish and Arabic are also available.

dpa, the German Press Agency, is a leading international news agency, with a network of offices and staff in 100 countries, and products in German, English, Spanish and Arabic. We supply our clients with the very latest global news – 24 hours a day, 365 days a year.

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Brazil:

The World Cup travels to Brazil, five-time champions, a land where the passion for the game runs higher than in any other country in the world. For this reason, dpa will be placing special emphasis on the host country – from the historic Maracana stadium to the rainforests of Manaus, from the favelas of Rio de Janeiro to Dilma Rousseff's seat of government, from Pele to Zico and Ronaldo to Neymar.

The Stars:

Messi, Iniesta, Ronaldo, Neymar, Oezil, Ribery, Balotelli, Kagawa, Loew, Prandelli, Sabella ... the package provides in-depth portraits and interviews with the major stars of the international scene and the coaches of the best teams in the world.

The 32 teams:

There have been 19 previous World Cups, from the first in 1930 to the latest in 2010. Protagonists from most of the previous tournaments reminisce about their experiences at one of the world's most famous sporting event. dpa's international network of correspondents will provide profiles of the 32 qualifiers, portraits, interviews, and the football background of players from all five continents. Feature material includes items on the challenge facing the Europeans as they attempt to win for the first time in Latin America and Lionel Messi's dreams of lifting the World Cup as Argentina captain in the home of their biggest rivals.

A special World Cup:

Brazil will be a logistical challenge for organizers, fans and journalists. For the first time the competition will be played simultaneously in summer and winter, in a country which is almost a continent in itself with its geographical, meteorological, ethnic and cultural diversity. dpa will be travelling in South America's most forceful and vigorous country to observe and film the most famous emblems, from Salvador de Bahia's African heritage, passing through the vibrant city of Rio de Janeiro, to the Amazon rainforests of Manaus.

The 12 venues:

Special focus in the package will be placed on the 12 venues and Brazil's football heritage, including icons such as Pele, Garrincha, Socrates, Zico and Ronaldo. The frustration of the 1950 "Maracanazo" (when Brazil were defeated by Uruguay in the Maracana stadium in what was effectively the World Cup final) to the glory of 1970 or the delights of the "Selecao" of 1982, arguably the best team in football history never to win the World Cup. The package will also include insights into the almost boundless football traditions of the World Cup host country.

The columnists:

In addition to all of the above, interviews with football legends Cesar Luis Menotti and Franz Beckenbauer offer their expert opinion and analysis in weekly columns.

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