

# International experts for 2010 broadcast

 By [Issa Sikiti da Silva](#)

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Former Sky Sports executive producer and director of football Colin Davidson and former ESPN and ITV producer and series editor Rupert Bush will soon pack their bags and head for South Africa to lend a 'helping hand' to the SABC during the 2010 FIFA World Cup.



Davidson, who started his career as sports journalist in Scotland before moving to TV, has a vast World Cup experience having covered the 1990 event in Italy, 1998 in France and 2006 in Germany.

At Sky, he worked directly on the English Premier League, FA Cup, UEFA Champions League, UEFA Cup and internationals featuring England, Scotland and the Republic of Ireland.

Bush, who has over 25 years of international production in sports and entertainment, has worked in a senior editorial capacity on all types of programming from events to multi-part series, including football, Formula One, NBA basketball and world rally.

## Comprehensive English commentary

The SABC said Davidson and Bush will be working inside the stadiums to provide a comprehensive commentary in English as the games unfold.

CEO Solly Mokoetle said yesterday that the SABC - as the FIFA World Cup's official broadcaster - is determined despite its 'meagre' resources to deliver a world-class broadcast service during the tournament.

## Partnering with IMC Brand SA

Meanwhile, the SABC announced that it has formed a partnership with the International Marketing Council (Brand South Africa), which will see both organisations embarking on various brand activities to ensure that South Africans not only feel the event, but also proudly fly the South African flag.

The public broadcaster invites the public to participate by following the motorcade which will include, among others, the SABC helicopter, 50 Harley Davidson motor bikers and Diski dancers.

## Tshwane campaign roll-out

Tomorrow, Saturday, 15 May 2010, the campaign will in collaboration with the Tshwane City Council be rolled out in Moretele Park, Mamelodi township in Pretoria, from the German School at 11am.

SABC's Bafana winning song titled Kick it Up - composed by Donald Clarke and his group - will become the anthem behind the national team during the 2010 FIFA World Cup and will be showcased during tomorrow's campaign.

For more information, go to [www.sabc.co.za/2010](http://www.sabc.co.za/2010) and [www.brandsouthafrica.com](http://www.brandsouthafrica.com).

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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