



## MEDIA RELEASE

### **SBS CHOOSES HOSTWORKS TO SUPPORT ONLINE COVERAGE OF FIFA WORLD CUP 2010™**

*Over one million unique visitors and  
40 million page impressions expected.*

**Sydney, April 21, 2010** – Australia's exclusive FIFA World Cup 2010™ rights holder SBS has selected Hostworks, an Internet application management, infrastructure and services company, to provide platform and hosting support for its dedicated World Cup 2010 website.

The SBS website, [www.sbs.com.au/theworldgame](http://www.sbs.com.au/theworldgame), is expected to attract over one million unique visitors and 40 million page impressions for the world-renowned tournament.

Hostworks will provide the critical infrastructure to support the expected surge in online activity on the SBS website, as predicted by figures from the previous World Cup in 2006, where 772,000 unique visitors and 12,200,000 page impressions were recorded.

Matt Costain, online technical director at SBS said, "As the biggest sporting event in the world, the World Cup is the most complex undertaking SBS has ever had. We're expecting it to be the largest online event in Australia ever.

"If the Australian team is successful at this year's World Cup, it will result in an unprecedented load on our website and we intend to give each visitor a consistently high-quality online experience, which is crucial to every sporting event."

The Hostworks utility managed service, which comprises infrastructure, management and tools, ensures a premium user experience at all times, and is able to automatically gauge and respond to any peaks in online activity, delivering significant capacity on-demand as the sporting event occurs. It is designed to handle unpredictable peak loads, which decreases the risk of website failure.

Traditionally, large online platforms were delivered through a farm of dedicated hardware. This method was time-consuming, expensive, and limited in capacity. The

Hostworks solution, called 'utility computing', is able to deliver an on-demand platform that is less costly to the provider and at a higher quality for the online customer.

Utility computing ensures environments are available to customers, and allows early testing and proving, thus minimising risk. It also removes the need for capital outlay, so the customer only pays for what they use.

It also removes capacity limitations by using automation as the foundation of utility computing. Hostworks can rapidly deploy additional environments as demand grows.

Paul Mullen, managing director at Hostworks, said, "We are delighted to be working with SBS on what is an extremely exciting and important sporting event for Australia. As market leaders in supporting some of the country's largest online events, the SBS World Cup aligns well with Hostworks' future direction and core competencies."

**ENDS**

### **About Hostworks**

Since its inception in 1999, Hostworks has demonstrated market leadership in the successful management of many of the most critical online and digital media environments for Australia's leading companies. Providing innovative services and solutions to clients including nine of the eleven major Australian broadcasters and corporate media organisations, Hostworks delivers online services to four of the top ten Australian websites.

Customers benefit from brand and financial protection, reduced risk, expertise in managing "peaky" or high transaction workloads, and a unique capability of video/audio delivery through the Broadcast Australia relationship.

Hostworks clients include the ABC, AHL, carsales.com.au, Codan, Grays Online, Network TEN, ninemsn, realestate.com.au, SBS, SEEK, Ticketek and Vodafone.

Hostworks is a wholly-owned subsidiary of Broadcast Australia Pty Limited.

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