

## 2009 US Open Tennis

### Australian Production of U.S. Open Will Be an International Affair

By: [Carolyn Braff, Managing Editor](#) | *Published: July 15, 2009*

*By Carolyn Braff*

Australian sports broadcasts provide a refreshingly different perspective from American sports broadcasts, and at this year's U.S. Open tennis championship, Seattle-based LDM Worldwide will once again get to enjoy that down-under perspective. For the second year running, LDM Worldwide will package the U.S. Open for Fox Sports Australia, providing the technical crew and organizing all of the broadcast operations for the Australian network throughout the two-week tournament.

"With any sport, it's always nice to have a different bent on the actual production," says Larry Meyer, president/CEO of LDM Worldwide, who will serve as on-site production manager for Fox Sports Australia during the Open. "When you're working with the Australians, there's a lot of enthusiasm for whenever the Australians play. Their production is a little more laid back than it would be in the CBS or ESPN truck. It's very refreshing." Meyer and his team will package the entire broadcast for Fox Sports Australia, providing everything from the truck — Corplex Sterling — to phones, credentials, and catering. Last year, the network covered up to the final four days of the tournament, but this year, Fox Sports Australia will broadcast the entire tournament, so the network is flying two sets of talent to New York.

"It's a long tournament with a lot of coverage," Meyer explains. "They change out the talent depending on whether it's a men's match or a women's match. Not only do they have the live shows, but they have a lot of content that they need to support their network to make it cost-effective. They have to be shooting interviews and ENG that they feed back constantly."

In general, Fox Sports Australia will broadcast the USTA's world feed in the mornings and produce its own coverage in the evenings. It will produce any morning session in which an Australian is on the court, as well. The network will supplement the host broadcaster's cameras with a courtside ENG camera for live interviews and an additional beauty shot.

Production-crew members, numbering 30, hail from all over the world. In addition to Meyer, who is based in Seattle, and the Australian talent, the audio mixer comes in from South Africa, the editor flies in from London, and several New York-based crew members will ensure an international experience inside the truck.

The truck itself will be made a bit more international for the production as well, to suit the requirements of the Australian broadcaster.

“The biggest challenge is that they have some specific needs,” Meyer says. “They use lip ribbon mics as opposed to a traditional Sennheiser headset, for one, and they have a lot of file-transfer specifics. Using the EVS file format, they do transfers and file sharing with an Avid editing device, and they use IP Director. We work with Complex to make sure that they get what they need inside the truck.”

Additionally, he explains, unlike on a traditional U.S. broadcast, the Australian technical director serves as more of a vision mixer to do the directing and cutting, while the producer talks to the talent. Having gotten a taste for the Australian style in 2008, Meyer’s team is now fully prepared to support the full-tournament production for Fox Sports Australia.

The 2009 U.S. Open begins Aug. 31.