

# FIFA theme is a dream for TCB writer

**TCB MUSIC IS TO PROFIT** from activity around the World Cup after one of its songwriters was commissioned to write the official FIFA theme music for the 2010 tournament.

British composer Matt Clifford wrote Africa Calling (FIFA World Cup Theme 2010) for the footballing body and the track is being broadcast alongside all coverage of the tournament to more than 100 countries for the duration of the month-long competition.

The bespoke theme was developed by Clifford alongside sound designer Michael Berthon and is published worldwide by TCB Music, with administration carried out by Kobalt.

TCB Group CEO Steven Howard says he is proud an English songwriter has been able to gain such high-profile coverage during the competition.

“We have enjoyed a long-standing relationship with Matt and have shared some great successes together,” he says. “But this eclipses everything we have done to date. The World Cup is a truly global event and Matt’s music will reach every corner of the Earth over the next month



PHOTO: image.net



Composer Matt Clifford (far left) and TCB Group CEO Steven Howard

Africa Calling is played whenever the teams walk out on to the pitch at this year’s World Cup

or so through television broadcasting.”

Howard explains the number of people who will hear the classical theme will vary depending on the broadcast package arranged between FIFA and different territories. In the UK, the BBC and ITV usually commission their own music to be played before each game rather than the official FIFA theme.

However, he says that other

broadcasters, including ESPN in the US, are featuring the music, which is played every time players enter the stadium for matches.

He adds, “We also anticipate FIFA will release a computer game from the World Cup coverage and also DVDs, which will both feature the music.”

It is not the first time that Clifford has written bespoke music for sports coverage. He previously worked with the European football governing body UEFA for the Champions League final in Madrid, for the Six Nations rugby championship and the Honda Formula One gallery at Silverstone.