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terra

Terra Networks Launches Mega World Cup 2006 Site in Spanish and English



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Coral Gables, FL--(HISPANIC PR WIRE)--June 1, 2006--In today's on demand environment, news coverage is taking on innovative forms. As soccer fans turn their eyes to Germany, they can find the most extensive coverage and multi-media tools to follow their favorite team and view World Cup data—all from a laptop, Internet-connected cell phone or PC. Terra.com has leveraged the journalistic collaboration of Terra Networks' regional sites to create the largest, most complete World Cup 2006 tournament website, Alemania 2006, focusing on the road to Berlin. The mega site, <http://www.us.terra.com/copa2006> in Spanish, and <http://www.us.terra.com/shared/worldcup2006/> in English, features: recaps of the Elimination Round, more than 2,000 photos detailing the history of previous World Cups and live reporting from Terra.com's 10 international online correspondents.



Audience members worldwide can obtain team stats at Terra.com's one-stop soccer site. Content, available in Spanish and English, includes calendars, team standings, videos, country information, a German travel special and advanced wireless features like mobile ring tones, scores, alerts and more. Additionally, soccer fans who follow the tournament online can receive the latest multimedia formats available on the Internet. Features available on Terra are: Terra TV (video-on-demand)(1) with four original exclusive videos per day from Germany, online games(2), photo galleries(3), forums(4) and blogs(5). Minute by minute match coverage will be available in Spanish and English.

"Terra Networks' journalistic collaboration offers World Cup fans unparalleled in-depth coverage and is a prime example of the Internet's ability to reach a mass audience," stated Fernando Rodriguez, CEO of

Terra. "The Internet is fast becoming the media of choice for avid sports fans. Anyone with a browser and connectivity can actively partake."

The World Cup 2006 dedicated special maintains the superior content and soccer coverage that Terra is known for among soccer fanatics. Terra.com has served as the official site for the Copa Oro and offers exclusive fan clubs for Spanish teams, Barcelona and Real Madrid. This is in addition to featuring the teams and games of the Fútbol Mexicano(6), Copa Libertadores de America(7), and Copa Europa(8). That said, Terra is known as the "King of Copas" among its loyal fans.

"As in the World Cup 2002, because of the time difference between the U.S. and Germany, the Internet will be the communication medium of choice during work hours here in the States" stated Rodriguez. "To obtain live and up-to-the-minute coverage, World Cup fans that follow their teams online will experience the Internet's unique advantage and convenience."

World Cup 2006 is set to reach the largest audience yet with an estimated 3 million spectators expected to attend the 64 matches that will be played in several German cities among them: Berlin, Munich, Frankfurt and Hannover. Millions more will follow the excitement of the tournament in its entirety through international broadcast TV, radio and on the worldwide web.

About Terra Networks S.A.

Terra Networks is a global Internet group with a presence in the U.S. and Latin America. The group operates some of the most popular Web sites in the United States, Spain and Latin America, and is the largest access provider in Spain and Latin America.

Terra.com is the U.S. Hispanic arm of the Terra Networks group providing portal and value-added services to Spanish speaking users in the U.S. Terra is a leader in the U.S. Hispanic online market according to comScore Media Metrix and Nielsen/NetRatings.

1. <http://php.terra.com/terratv/index.php>
2. <http://www.us.terra.com/copa2006/juegos.html>
3. <http://www.us.terra.com/copa2006/ultimas/galerias/0,,E15633,00.html>
4. <http://forums.terra.com>
5. <http://blog.terra.com>
6. <http://www.terra.com/deportes/futbol/mexico/>
7. <http://www.us.terra.com/shared/libertadores2006/>
8. <http://www.us.terra.com/ligaseuropeas/>

NOTE TO EDITORS: A high-resolution image is available at: <http://www.hispanicprwire.com/home.php?l=in>

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