



2022 FIFA World Cup™
Bid Evaluation Report:
Korea Republic



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KOREA

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Please note that all data in this report is based on the Bid Book submitted on 14 May 2010 and the further clarifications received from the Bidder by 30 September 2010.

If there are any discrepancies in the interpretation of the English, French, Spanish or German text of this report, the English text is authoritative.

1. Letter from the chairman

Dear President,

Dear Executive Committee members,

The FIFA Evaluation Group for the 2018 and 2022 FIFA World Cup™ bids is pleased to present its evaluation of Korea Republic's bid to host the 2022 FIFA World Cup™. In all, nine bids, including two joint bids, have been submitted. Please find in the following pages the evaluation of Korea Republic's bid, together with an explanation of the fact-finding process.

FIFA's bidding process is based on the principles of transparency and equality, and the Bidders received rules as well as guidance from FIFA in order to ensure comprehensive and specific documentation of their candidature.

We greatly appreciated the warm welcome and the cooperation we received from the Bid Committees and the people in each of the 11 countries during the bidding process, and

especially their determination to fulfil all of our requirements. I would also like to express my gratitude to all the members of the Evaluation Group for their dedication, energy, expertise and friendship during the time that we have spent together over the past six months. These words of thanks also extend to the FIFA staff members who have played a major part in bringing this project to a successful conclusion.

We feel we have accomplished our work in the spirit of integrity, objectiveness and transparency.



Harold Mayne-Nicholls
Chairman of the FIFA Evaluation Group for the 2018 and 2022 FIFA World Cup™ bids

2. Scope and key dates

As part of the bidding process, FIFA requested each Bidder to provide Bidding Documents containing information on infrastructure, legal conditions and operational and legacy concepts for the organisation of a FIFA World Cup™. This Bid Evaluation Report evaluates the information provided in the Bidding Documents, indicates the extent to which the requirements have been fulfilled, and identifies potential gaps and risks in respect of FIFA's requirements for hosting a FIFA World Cup™.

The report is based on an unbiased assessment, taking into account FIFA's experience of hosting and staging previous editions of the FIFA World Cup™, the information, proposals and statements provided by the Bidder and the information gathered during the on-site inspection tour by means of sample assessment of the venues and facilities.

Nine Bidders have been evaluated based on the Bidding Documents submitted and the inspection visits, which were undertaken with the aim of clarifying and verifying specific areas of infrastructure.

Key dates of the bidding process

16 March 2009	Registration of the KFA's bid for the 2022 FIFA World Cup™
18 September 2009	Establishment of Bid Committee
11 December 2009	Signature of the Bidding Agreement
14 May 2010	Submission of the Bidding Documents to FIFA
22-25 July 2010	FIFA inspection visit to Korea Republic
2 December 2010	Appointment by the FIFA Executive Committee of the host countries of the 2018 FIFA World Cup™ and the 2022 FIFA World Cup™

3.

Executive summary

The Korea Republic bid's hosting concept presents the idea of holding some matches of the 2022 FIFA World Cup™ in Korea DPR. The bid is supported by the national and local football authorities, the local city governments (by virtue of duly executed Host City Agreements), the stadium authorities (by virtue of duly executed Stadium Agreements) and the national government (by virtue of duly executed Government Guarantees).

The bid proposes 12 Host Cities and 14 stadiums, thus exceeding FIFA's minimum requirement. Of the 14 stadiums proposed, 13 already exist and would be renovated, and one would be built for the 2014 Asian Games. A stadium construction and renovation budget of USD 877 million has been projected. Ten stadiums fulfilled FIFA's previous requirements, as confirmed by their use for the 2002 FIFA World Cup™. However, if Korea Republic is awarded the hosting rights for the 2022 FIFA World Cup™, specific attention would have to be given to the fulfilment of future FIFA World Cup™ space and quality requirements.

In terms of football development, Korea Republic plans to concentrate mainly on national development and specific activities in Asia. Korea Republic football is respected worldwide and its teams have recorded various successes at club and international level. The country also has experience in hosting international football events in the last 20 years, having co-hosted the 2002 FIFA World Cup™

and the FIFA Confederations Cup 2001, and having hosted the FIFA U-17 World Cup 2007. Korea Republic will also host the 2014 Asian Games, which will give it further experience of organising large-scale, international sports events.

The Bidder has contracted the required number of venue-specific training sites (VSTS) and the required number of venue-specific team hotels (VSTH). It has contracted the required number of team base camp (TBC) training sites but has not contracted the required number of TBC hotels. Upgrades to many training sites may be required to ensure FIFA World Cup™ standards.

In terms of accommodation, 87,000 rooms have already been contracted, thus exceeding FIFA's minimum requirement of 60,000. However, the majority of FIFA's constituent target groups would be accommodated in two or three-star quality standard rooms. The Bidder has submitted a suitable proposal for the FIFA headquarters.

Korea Republic has plans to enhance its well-developed transport infrastructure. The proposed traffic-reduction measures are essential to increase capacity and facilitate event transport operations during peak times.

The country has a strong information and communications technology (ICT) infrastructure, and it appears as though FIFA's requirements would be met.

International standards for major event safety and security and for health and medical services are likely to be met.

The Bidder has submitted its concepts for sustainable social and human development and environmental protection initiatives.

The Bidder has also submitted its proposals for the competition-related event venues, although these require some adjustments.

Marketing, media and communication matters have also been addressed. The information provided in the Bid Book suggests that the major event and football sponsorship market in Korea Republic is well developed. In terms of TV, the current broadcasting law, which adversely affects the free and unrestricted exploitation of media rights, needs to be suspended in accordance with the undertakings given in Government Guarantee No. 6 (Protection and Exploitation of Commercial Rights). Should the FIFA World Cup™ be hosted in Korea Republic, there is a risk of a reduction

in TV income from Europe. The income from Asia/Oceania would need to be increased substantially to offset the likelihood of loss of revenue in Europe.

The Bidder has submitted an expenditure budget of USD 496.6 million (current) for a FIFA Confederations Cup and FIFA World Cup™ in 2021 and 2022. The budget has been submitted in the format required with limited supporting information. A projection of approximately 3,000,000 sellable tickets has been made.

If Korea Republic is awarded the hosting rights, FIFA's legal risk appears to be low. All requirements for contractual documents have been met and the necessary government support has been secured. Furthermore, the Korean Government has experience in supporting the hosting and staging of a major sports event and has proven its willingness to make material concessions and accommodate the concerns of event organisers.

4. Bid Evaluation Report

Responding to the requirements set out by FIFA in the bid registration, the Korea Football Association (KFA) established a Bid Committee to handle the bidding process. The Bidding Documents were submitted to the FIFA President on 14 May 2010. The inspection visit took place from 23 to 25 July 2010, and the FIFA inspection team were present in the country for approximately 73 hours in total.

The visit was well structured and comprehensive information was provided. The itinerary included Seoul, Daegu and Ulsan. In Seoul, the team visited the Seoul World Cup Stadium, the proposed venue for the final, as well as the proposed FIFA headquarters hotel and proposed venues for a FIFA Fan Fest™, the Congress and the Preliminary Draw. In Daegu, it inspected the proposed venue for the Final Draw. In Ulsan, the team inspected the Munsu Football Stadium, a proposed venue for group-stage matches and a quarter-final match; a proposed venue-specific team hotel; as well as a proposed venue for the International Broadcast Centre (IBC). The observations made during this inspection visit are included in the Bid Evaluation Report that follows.

4.1 Bidding Country and Host Cities

General information on the Bidding Country

Korea Republic has a population of over 50 million. It has a single time zone, UTC+9, and does not observe daylight saving. The country's official language is Korean.

Korea Republic is a presidential republic consisting of 16 administrative divisions. Its government is divided into the three branches of executive, judicial and legislative. The executive and legislative branches operate primarily at national level, while the judicial branch operates at both national and local levels.

Local governments are semi-autonomous, and contain executive and legislative bodies of their own. The central government proposes to create working groups at ministerial and operational levels in order to provide full support and ensure cooperation between the country's central and local governments and the Host Cities. The local governments would work closely with the Host Cities on all aspects of organisation, including securing stadiums and

Name of Host City	No. of inhabitants	Language	Altitude	Time zone
Busan	3,543,000	Korean	36m	UTC+9
Cheonan	541,000		47m	UTC+9
Daegu	2,490,000		110m	UTC+9
Daejeon	1,484,000		62m	UTC+9
Goyang	939,000		11m	UTC+9
Gwangju	1,434,000		56m	UTC+9
Incheon	2,711,000		39m	UTC+9
Jeju	563,000		70m	UTC+9
Jeonju	635,000		13m	UTC+9
Ulsan	1,115,000		47m	UTC+9
Seoul	10,208,000		23m	UTC+9
Suwon	1,067,000		70m	UTC+9

Source: Template 2

accommodation and facilitating access to the local transport system.

The economy is export-driven, with production focusing on electronics, automobiles, ships, machinery, petrochemicals and robotics. One of the four highly developed economies known as the “Asian tigers”, Korea Republic has the fourth-largest economy in Asia and the 15th-largest in the world. In 2009, its GDP per capita was approximately USD 28,000 and its estimated unemployment rate was 3.7%.

General information on the Host Cities

The 12 candidate Host Cities for the 2022 FIFA World Cup™ are Seoul, Busan, Daegu, Incheon, Gwangju, Daejeon, Ulsan, Suwon, Jeju, Jeonju, Goyang and Cheonan.

Of the 12 candidate Host Cities for the 2022 FIFA World Cup™, eight have populations of well over a million, and the remaining four each have more than half a million. Korea Republic has a strong, centralised political system which exercises powerful influence and control over local governments. Thus, all aspects of the competition organisation would be coordinated in Seoul but executed locally.

Korea Republic tends to have a humid continental climate and a humid subtropical climate. However, it enjoys a mild, temperate climate with average temperatures of between 22°C and 25°C and humidity between 50% and 75% in June and July. As it is affected by the East Asian monsoon, Korea Republic can experience frequent and heavy weekly

Average temperature in June (°C)				Average temperature in July (°C)				Average peak humidity in June (%)	Average peak humidity in July (%)
12 p.m.	4 p.m.	6 p.m.	10 p.m.	12 p.m.	4 p.m.	6 p.m.	10 p.m.		
23.1	22.7	21.6	19.7	25.6	25.5	24.7	23.2	79.8	86.7
24.5	25.8	24.6	20.4	26.7	27.7	26.8	23.2	75.0	82.2
25.8	27.3	26.2	22.6	27.9	28.8	27.9	25.4	64.9	75.2
25.0	26.4	25.4	21.8	26.7	27.5	26.9	24.3	70.3	81.4
25.4	26.3	24.8	20.3	26.9	27.8	26.8	23.5	71.0	76.0
25.3	26.5	25.1	21.8	27.4	28.2	27.2	24.8	72.2	81.4
23.8	24.1	22.9	20.1	25.8	26.3	25.3	23.3	78.7	86.1
23.7	23.6	22.9	21.6	27.5	27.4	26.7	25.5	80.2	86.4
26.0	27.0	25.4	21.7	28.1	28.8	27.7	24.9	73.4	81.4
24.9	24.6	23.4	20.7	27.2	27.3	26.3	24.0	74.7	80.8
24.8	25.9	24.9	21.7	26.4	27.3	26.7	24.4	69.3	79.0
24.8	25.7	24.4	21.2	26.7	27.6	26.7	24.2	72.7	82.0

precipitation during the short rainy season from the end of June to August. The southern coast is subject to occasional late summer typhoons that bring strong winds and heavy rains.

Main events

No national holidays, celebrations or major sporting events which could have an impact on tournament operations take place during the tournament period in June and July.

4.2 Hosting concept

Korea Republic has selected 14 stadiums in 12 candidate Host Cities, with Seoul and Incheon both providing two stadiums each.

It intends to discuss with FIFA the possibility of holding some of the matches of the 2022 FIFA World Cup™ in Korea DPR. This desire to resolve the conflict between the two sides and advance peace coincides with FIFA's core objectives of promoting peace and harmony around the world. All of the candidate Host Cities already have stadiums and facilities which satisfy FIFA's standards, however there are plans to expand and remodel all of the stadiums.

Korea Republic has considerable experience in hosting large international events, including the 1988 Summer Olympic Games, the 1986 and 2002 Asian Games (the 2014 edition is also scheduled to take place in Incheon) as well as FIFA competitions such as the 2002 FIFA World

Cup™, which it co-hosted with Japan, and the FIFA U-17 World Cup 2007. The 2011 IAAF Athletics World Championships will be held in Daegu.

4.3 Football development

Korea Republic has submitted sufficient proposals on how to contribute to football development, concentrating mainly on national development and specific activities in Asia. Insufficient details are provided on the financial commitment or the processes. The bid mentions the following development activities:

- a) providing coaches and equipment to less well-developed countries in Asia, South America and Africa;
- b) increasing the number of pitches in Korea Republic to meet the government's objectives for developing women's football and improving the health of the elderly;
- c) establishing a weekend league that promotes children's educational needs;
- d) setting up youth camps for cultural exchange;
- e) improving social integration in Korea Republic;
- f) creating an exchange project that would bring together youth players from different cultures;
- g) implementing a "22 centres for 2022" programme to develop youth football.

Football honours (men's national teams)

Competition	Honour	Year(s)
FIFA World Cup™	1 x 4 th place	2002
	8 appearances	1954, 1986, 1990, 1994, 1998, 2002, 2006, 2010
Asian Cup	2 x winners	1956, 1960
	3 x runners-up	1972, 1980, 1988
FIFA U-20 World Cup	1 x 4 th place	1983

The KFA has been supporting development in selected countries in Asia by providing coaching and equipment. Its proposed development programme and the plans to expand the development activities to South America may be difficult to realise. The international elements of the programme would require significant guidance by FIFA. A joint FIFA/MA development committee would have to be established to ensure the impact of the bid's international development proposals.

4.4 Sustainable social and human development

The information provided broadly describes four initiatives for sustainable social and human development to be linked to the FIFA World Cup™. However, the processes and resources required to integrate those initiatives are not presented in detail.

The areas of social focus include the establishment of cultural exchange programmes for amateur football teams, including women, youth and disabled persons ("Football in Asia"); the development of young people's health and social skills through 22 Asian Centres for 2022; the provision of visual media support through a "TV 2022 for 2022" campaign; the distribution of TV sets to deprived locations; and support for football and society-enhancing activities through an Asian Football Development Fund focusing on underdeveloped Asian countries.

The scope of the activities would be pan-Asian, except in the case of the TV sets, which would be distributed globally. Possible partners mentioned include global TV manufacturers as well as "many Korean companies" willing to support the development fund through their increasing interest in corporate social responsibility (CSR). There is no mention of other possible partners or the involvement of

government institutions. No concrete and/or existing projects are presented.

In principle, the cultural exchange programmes through football and the 22 Asian Centres for 2022 programme are well aligned with FIFA's CSR objectives and initiatives.

The initiatives are varied, ambitious and broad, and they encompass all of Asia. Possible risks include the actual implementation, coordination, communication and monitoring of these programmes, due among other things to their geographic scope. This could lead to campaigns that have no concrete impact on the ground.

4.5 Environmental protection

Korea Republic provides clear and concise information on all of the requested aspects and refers to past environmental projects for major sports events such as the 2002 FIFA World Cup™ and the 1988 Summer Olympic Games. The Bid Book describes Korea Republic's environmental policy and how it used the seven ECORICH standards as an important benchmark for selecting Host Cities. In developing the environmental protection plan, the LOC would adopt the government's environmental improvement goals, which meet the recommended international standards for developing countries.




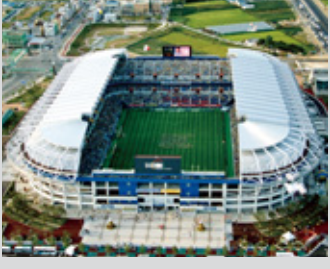
Reconstruction and refurbishment of existing stadiums and construction of new stadiums would be required to meet specific environmental regulations, including the creation of green areas and the use of environmentally friendly materials and internationally certified timber. Moreover, an appropriate organisational structure with dedicated responsibilities would be introduced in 2017 to deal with environmental management. Other than the stadiums, no FIFA World Cup™ venues are included in the current environmental plan. A timeline for the environmental plan,







aligned with government objectives, is presented. However, there is no information on the resources needed to implement the plan and it is not clear which of the government objectives would be relevant to and influenced by the FIFA World Cup™.





The fact that government standards, goals and policies are central to the environmental plan would encourage the commitment of all stakeholders, and the performance reporting which starts in 2017 would allow

them to monitor their progress from an early stage. However, the general information provided might not be sufficient to implement an environmental programme within all organisational areas that matches the global magnitude of the FIFA World Cup™.

4.6 Stadiums

	<p>Host City: Busan</p> <p>Stadium name: Busan Asiad Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 49,906/53,769 (1,044/1,257/1,562) Expected net/gross capacity: 58,438/64,512 Construction status: Minor renovation Lighting: 3,200 lux Owner/Investors/Investment budget: Busan Metropolitan City/Government, Busan Metropolitan City/USD 30m Current use: Busan I park Matches planned: Semi-final, one round-of-16 match, three group matches</p> <p style="text-align: right;">①</p>
	<p>Host City: Cheonan</p> <p>Stadium name: Cheonan Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 25,100/26,000 (600/300/0) Expected net/gross capacity: 43,750/45,000 Construction status: Minor renovation Lighting: 2,000 lux Owner/Investors/Investment budget: City of Cheonan/Government, Chungcheongnamdo, Cheonan City/USD 6m Current use: Cheonan FC Matches planned: One round-of-16 match, three group matches</p> <p style="text-align: right;">②</p>
	<p>Host City: Daegu</p> <p>Stadium name: Daegu Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 63,147/66,422 (1,300/1,975/0) Expected net/gross capacity: 63,147/66,422 Construction status: Minor renovation Lighting: 2,500 lux Owner/Investors/Investment budget: Daegu Metropolitan City/Government, Daegu Metropolitan City/USD 9m Current use: Daegu FC Matches planned: Semi-final, four group matches</p> <p style="text-align: right;">③</p>
	<p>Host City: Daejeon</p> <p>Stadium name: Daejeon World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 39,559/41,009 (600/850/0) Expected net/gross capacity: 40,000/41,450 Construction status: Minor renovation Lighting: 2,000 lux Owner/Investors/Investment budget: Daejeon Metropolitan City/Government, Daejeon Metropolitan City/USD 35m Current use: Daejeon Citizen FC Matches planned: Quarter-final, four group matches</p> <p style="text-align: right;">④</p>

	<p>Host City: Goyang ⑤</p> <p>Stadium name: Goyang Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 40,724/44,795 (256/379/3,436)</p> <p>Expected net/gross capacity: 40,724/44,795</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Goyang City/Government, Gyeonggido, Goyang City/USD 13m</p> <p>Current use: Goyang Kookmin Bank FC</p> <p>Matches planned: No information provid</p>
	<p>Host City: Gwangju ⑥</p> <p>Stadium name: Gwangju World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 38,269/40,245 (500/1,406/70)</p> <p>Expected net/gross capacity: 41,902/42,550</p> <p>Construction status: Major renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Gwangju Metropolitan City/Government, Gwangju Metropolitan City/USD 58m</p> <p>Current use: Gwangju FC</p> <p>Matches planned: Third place play-off, four group matches</p>
	<p>Host City: Incheon ⑦</p> <p>Stadium name: 2014 Incheon Asian Games Main Stadium</p> <p>Expected net/gross capacity (VIP/media/loss of seats): 80,250/83,600 (1,300/1,250/0)</p> <p>Construction status: To be built</p> <p>Lighting: 2,400 lux</p> <p>Owner/Investors/Investment budget: Incheon Metropolitan City/Government, Incheon Metropolitan City/USD 420m</p> <p>Current use: Not applicable</p> <p>Matches planned: Opening match, one round-of-16 match, three group matches</p>
	<p>Host City: Incheon ⑧</p> <p>Stadium name: Incheon Munhak Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 47,384/49,084 (600/650/0)</p> <p>Expected net/gross capacity: 49,250/50,500</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,442 lux</p> <p>Owner/Investors/Investment budget: Incheon Metropolitan City/Government, Incheon Metropolitan City/USD 51m</p> <p>Current use: Incheon United FC</p> <p>Matches planned: One round-of-16 match, three group matches</p>
	<p>Host City: Jeju ⑨</p> <p>Stadium name: Jeju World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 35,057/35,657 (480/120/0)</p> <p>Expected net/gross capacity: 42,207/43,657</p> <p>Construction status: Major renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Jeju special self-governing province/Government, Jeju special self-governing province/USD 61m</p> <p>Current use: Jeju United FC</p> <p>Matches planned: Quarter-final, four group matches</p>
	<p>Host City: Jeonju ⑩</p> <p>Stadium name: Jeonju World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 41,720/43,389 (713/956/0)</p> <p>Expected net/gross capacity: 41,720/43,389</p> <p>Construction status: Minor renovation</p> <p>Lighting: 1,500 lux</p> <p>Owner/Investors/Investment budget: Jeonju City/Government, Jeonju City/USD 6m</p> <p>Current use: Jeonbuk Hyundai Motors FC</p> <p>Matches planned: One round-of-16 match, three group matches</p>

	<p>Host City: Ulsan (11)</p> <p>Stadium name: Munsu Football Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 42,638/44,474 (600/1,236/0)</p> <p>Expected net/gross capacity: 42,638/44,474</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Ulsan Metropolitan City/Government, Ulsan Metropolitan City/USD 16m</p> <p>Current use: Ulsan Hyundai FC</p> <p>Matches planned: Quarter-final, four group matches</p>
	<p>Host City: Seoul (12)</p> <p>Stadium name: Seoul World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 64,420/66,806 (816/754/0)</p> <p>Expected net/gross capacity: 80,100/83,500</p> <p>Construction status: Major renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Seoul Metropolitan Government/Government, Seoul Metropolitan City/USD 118m</p> <p>Current use: FC Seoul</p> <p>Matches planned: Final, one round-of-16 match, three group matches</p>
	<p>Host City: Seoul (13)</p> <p>Stadium name: Seoul Olympic Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 69,227/70,091 (704/360/0)</p> <p>Expected net/gross capacity: 67,841/70,091</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Seoul Metropolitan Government/Government, Seoul Metropolitan City/USD 47m</p> <p>Current use: No information</p> <p>Matches planned: One round-of-16 match, three group matches</p>
	<p>Host City: Suwon (14)</p> <p>Stadium name: Suwon World Cup Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 42,182/43,959 (505/1,066/106)</p> <p>Expected net/gross capacity: 42,182/43,959</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Gyeonggi Suwon World Cup Stadium Administrative Foundation/Government, Gyeonggido, Suwon City/USD 7m</p> <p>Current use: Suwon Samsung FC</p> <p>Matches planned: Quarter-final, four group matches</p>

Analysis and comments

- All stadiums would meet the pitch size requirements of 105 x 68 metres.
- All stadiums would have grass pitches.
- The existing stadiums would be renovated between 2016 and 2019, with the design phase running from 2011 to 2018.
- The 2014 Incheon Asian Games Main Stadium is currently being built, and would be renovated from 2019 to 2020, with

- the design phase starting in 2019 (design would have to start earlier, but this can be arranged). Assurances have been given that FIFA's requirements would be fulfilled.
- At present, one of the 14 stadiums (Jeonju World Cup Stadium) does not meet FIFA's minimum lighting requirements (2,000 lux).
- The Seoul World Cup Stadium and 2014 Incheon Asian Games Main Stadium are the only two which would have the

capacity to host the opening match and the final.

- Two stadiums (Munsu Football Stadium and Jeju World Cup Stadium) seem to rely mainly on public bus connections to the city centres.
- Three stadiums (Seoul Olympic Stadium, Jeju World Cup Stadium, Goyang Stadium) currently do not appear to meet FIFA's seating requirements for the different constituent groups (VIP, media).
- All stadiums appear to meet FIFA's minimum parking requirements.
- In general, the stadiums would have to be upgraded to meet FIFA's space and technical requirements.

Local transport

The stadiums are spread evenly across the country and there are numerous transport links between the relevant cities. Korea Republic has a system of dedicated-lane public transport services to ensure the steady flow of public transport. However, additional temporary event transport operations utilising the dedicated lanes, as well as traffic reduction measures, may be required.

Contractual basis with the stadiums

Unilaterally executed Stadium Agreements have been provided by all 14 proposed stadiums. All such Stadium Agreements comply fully with the template Stadium Agreement without any deviation. In addition, all 12 Host Cities have provided undertaking and confirmation letters concerning their agreement to the stadium, accommodation, transportation and safety and security obligations.

Conclusion

The bid proposes 12 Host Cities and 14 stadiums, thus exceeding FIFA's minimum requirement. Of the 14 stadiums proposed, 13 already exist and would be renovated, and one would be newly built. A stadium construction and renovation budget of approximately USD 877 million has been projected.

Analysis of the internal organisation of the stadiums and their infrastructures raises some questions about the limited space available to welcome the various constituent groups. Likewise, there seems to be a lack of space in the areas in and/or around most of the stadiums to accommodate the temporary event structures.

Ten stadiums fulfilled previous FIFA requirements, as confirmed by their use for the 2002 FIFA World Cup™. However, if Korea Republic is awarded the hosting rights for the 2022 FIFA World Cup™, specific attention would have to be given to the fulfilment of future FIFA World Cup™ space and quality requirements.

4.7 Venue-specific team hotels and venue-specific training sites

The Bid Book and supporting documents provide basic information on all the venue-specific team hotels (VSTH) and venue-specific training sites (VSTS) proposed, noting their selection was based on their surroundings, their relative proximity and security considerations, but does not specify whether any of the facilities were used in similar capacities during the 2002 FIFA World Cup™.

The bid proposes 28 VSTHs, the required number based on the Bidder's plan for 14 stadiums. The properties include a nearly even balance of four and five-star VSTHs plus one three-star property. No specific information is given about the hotel facilities (e.g. fitness centre, swimming pool, meeting rooms). Of the 28 VSTHs:

- Seven exceed the maximum 30-minute travel time requirement to their respective stadiums, a situation which merits reconsideration of the hotel choices.
- In two of these cases (in the candidate Host Cities of Jeonju and Ulsan respectively), the drive time to the stadium differs significantly

between VSTH A and VSTH B (i.e. one team must travel 30 minutes longer than the other).

- One VSTH in Jeonju would likely be too small, comprising 51 rooms.
- The hotel standards differ for the VSTH proposals in Jeonju and Goyang (i.e. different quality ratings for VSTH A and VSTH B) and may have to be aligned.

The bid proposes 56 VSTs, the required number based on the Bidder's plan for 14 stadiums.

The sites are primarily city-owned properties.

According to template 7, one site is planned for construction, five are currently in construction and the remaining sites would all be renovated by 2019. The renovations would presumably include upgrades to seating capacity, lighting, fences/walls and pitches as a number of the VSTs currently:

- do not meet the minimum requirements for seating (500 seats), lighting levels (500 lux) and pitch size (105m x 68m);
 - appear not to have the required perimeter security infrastructure; and
 - only have artificial pitches (eight).
- Moreover, five of the proposed VST pairings exceed the 20-minute proximity requirement between VSTH and VST and would need to be reconsidered.

In conclusion, the information provided in the Bid Book on the venue-specific facilities in Korea Republic indicates compliance with the quantity of facilities required. A number of these facilities do not currently meet the minimum bid requirements in terms of quality, however they would comply provided that all upgrades to the remaining VSTs are carried out as indicated in the documents. The relative proximity of a dozen VSTH and VST facilities must also be reconsidered given that travel times between them are exceeded.

Contractual basis

Of the required 28 VSTHs, the Bidder has contracted all. Of the 56 required VSTs, the Bidder has contracted 56. According

to the Bidder, all Hotel Agreements comply fully with the corresponding template Hotel Agreements without any deviation. All Training Site Agreement comply fully with the template Training Site Agreement without any deviation.

4.8 Team base camp hotels and team base camp training sites

The Bid Book and supporting documents provide basic information on the team base camps (TBC) proposed. The TBCs are spread across 15 cities – eight candidate Host Cities plus seven others.

The bid proposes 65 TBC pairings (65 hotels and 68 training sites), which exceeds FIFA's requirement of 64 by one. Nine of the hotels are planned constructions and have yet to be built (or completed). The average size of the 65 proposals is 150 rooms, which may be larger than teams require. However, 35 of the 65 hotels have fewer than 100 rooms. One of the hotels only has 30 rooms though, which would probably be too small to accommodate a team delegation. Additionally, only 37 of the 65 hotels are four to five-star quality, which is a rather limited amount of top-quality hotels for teams to choose from.

The average travel time between the TBC training sites and hotels is 18.6 minutes, which is rather high. The main reason for the high average is that 22 of the 68 training sites exceed the 20-minute travel time requirement. As with the VST proposals, the Bid Book suggests that all the TBC training sites would undergo renovation before 2022, with the exception of the three sites listed as new constructions. The upgrades would presumably address the shortfalls in lighting, seating capacity, perimeter fencing and pitch dimension requirements at nearly two-thirds of the sites. In addition, 26 sites only have artificial pitches, which would need to be supplemented by or replaced with grass pitches.

In conclusion, the information provided in the Bid Book indicates compliance with the quantity of TBC pairings required. However, a number of the proposals raise concerns in terms of their quality and their location. While the documents acknowledge that renovations would be performed in the intervening period, nearly one-third of the training sites exceed the proximity requirement from their paired hotels, a situation meriting reconsideration of the proposals.

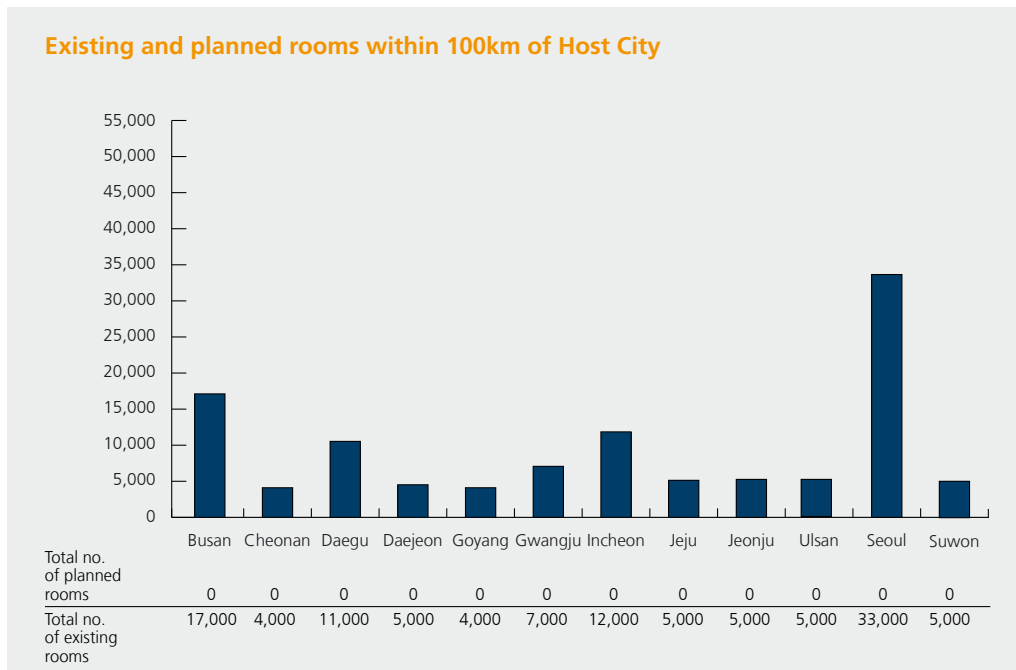
Contractual basis

Of the required 64 TBC hotels, the Bidder has contracted all. The number of TBC training sites contracted by the Bidder exceeds the required number of 64. According to the Bidder, all Hotel Agreements comply fully with the corresponding template Hotel Agreements without any deviation. All Training Site Agreements comply fully with the template Training Site Agreement without any deviation.

4.9 Accommodation

Korea Republic proposes a comprehensive and coherent accommodation concept. The country has a well-developed hotel sector and a tourist industry that welcomes more than six million visitors each year.

It proposes a total inventory of 113,000 rooms in approximately 1,500 different properties. No construction plans are indicated and the inventory is based on existing hotels only. This total inventory consists of a large share of two-star (30%) and three-star (40%) hotels. The candidate Host Cities with the largest room inventories are Seoul, followed by Busan, Daegu and Incheon. FIFA would require 60,000 rooms for the event. More than 87,000 rooms have been contracted and are secured by the FIFA Hotel Agreement, and the compliance of these contracts with FIFA's requirements has been verified by sample



Source: Template 11

(Figures rounded up or down to the nearest 1,000)

assessment. On average, the hotels offer 80% of their total inventory, and therefore fully comply with FIFA requirements.

A wide range of two, three, four and five-star accommodation is available throughout the country. The average currently agreed rack rate, based on a standard room, is:

- 5-star USD 350 (Busan) to USD 200 (Ulsan)
- 4-star USD 270 (Incheon) to USD 100 (Ulsan)
- 3-star USD 140 (Jeju) to USD 70 (Incheon)

The contracted room inventory in Seoul would meet the event requirements up to a final match, as well as the additional requirements for an IBC, and would leave ample capacity for supporters and visitors. Likewise, the other larger cities – Busan, Daegu, Incheon – could cope with the increased requirements of staging an opening match. In all other candidate Host Cities, the event requirements

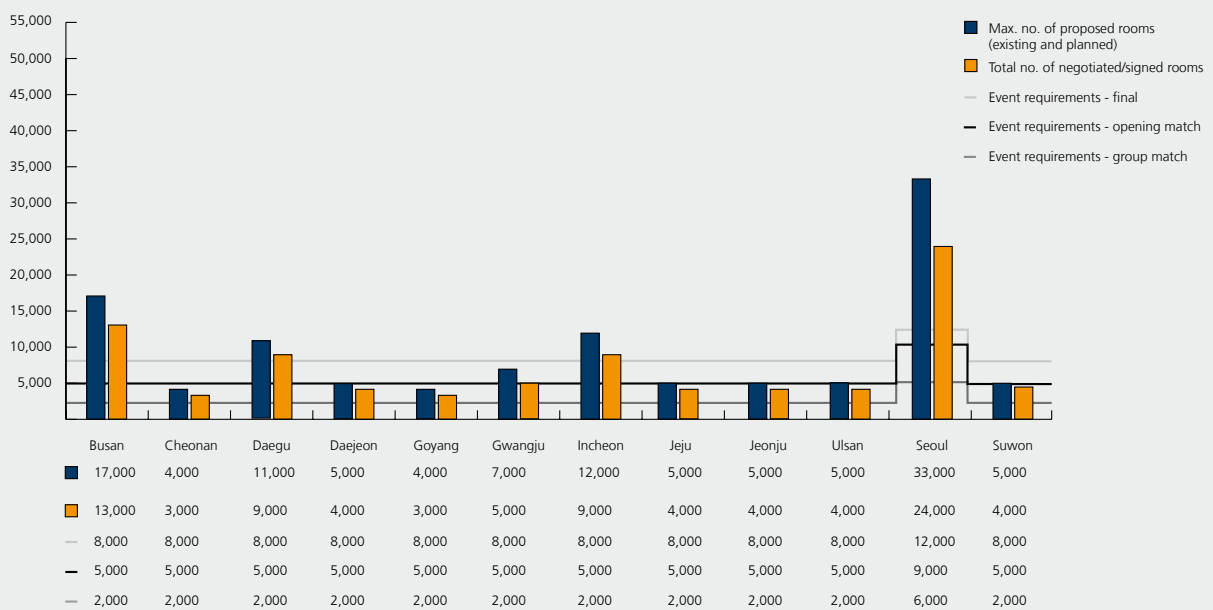
for a group match can be met with the contracted rooms.

It is worth noting that the relatively short distances and good transport connections between the candidate Host Cities would enable the smaller venues to be supported by Seoul and/or Busan or Incheon (while also complying with the two-hour travel time requirement).

In summary, the bid exceeds FIFA's requirement for 60,000 rooms by contracting more than 87,000 rooms nationwide.

However, the majority of FIFA's constituent target groups would be accommodated in two and three-star rooms. In some candidate Host Cities, the total existing capacity seems to be limited and supporters and visitors would have to consider accommodation in Seoul/ Incheon or Busan and, accordingly, longer travel times.

Proposed v. negotiated rooms per Host City and match type



Source: Template 11

(Figures rounded up or down to the nearest 1,000)

FIFA Hotel Agreements have been signed for the negotiated rooms

Event requirements do not include requirements for supporters and base camp hotels for teams

IBC room requirements included in figures for Seoul

4.10 FIFA headquarters

The Bid Book proposes one FIFA headquarters hotel and one FIFA VIP hotel and provides adequate information on both. The FIFA headquarters hotel would be the Grand Hyatt Seoul, which has 601 guest rooms (450 of which are contracted). The proposed VIP hotel would be the Shilla Seoul, which has 463 guest rooms (343 of which are contracted). The Grand Hyatt Seoul was used as the FIFA headquarters for the 2002 FIFA World Cup™. It is a good proposal in terms of travel distances, with the hotel located 20 minutes from the two stadiums in Seoul and 60 minutes from Incheon International Airport.

The FIFA requirement is for 8,000m² of office space. According to the information provided, 4,050m² of function space would be set aside for offices, and an additional 3,950m² would be made available, for example, by converting guest rooms into office space. However, the proposed conversion of guest rooms into office space should not compromise FIFA's requirement for 700 guest rooms.

In conclusion, the Grand Hyatt Seoul would be a suitable location for the FIFA headquarters (in conjunction with the Shilla Seoul), although additional information is required on the office concept.

4.11 Transport

Transport at national level

Korea Republic has submitted clear and well-structured transport information outlining the current transport situation and highlighting its proposal to establish a "Transportation Expert Committee" which would provide comprehensive and systematic support and service to the transport planning team.

Korea Republic's size and shape – it measures 400km from north to south, excluding Jeju – and generally well-developed nationwide transport infrastructure mean short travel times between the candidate Host Cities. The KTX high-speed rail system, opened in 2004, enables an average speed of 300km/h and covers almost two-thirds of the country. It connects nine of the 12 candidate Host Cities, linking the Seoul metropolitan area to Ulsan, and is due to be expanded to include the remaining mainland candidate Host Cities of Jeonju and Gwangju by 2017. Only the island of Jeju requires air transfer.

There are excellent motorway connections between the candidate Host Cities. Advanced IT systems, such as a traffic forecasting system and an alert service, would be applied to the road infrastructure to determine arrival and departure times and provide detailed information on the distances between the candidate Host Cities.

Transport at Host City level

Korea Republic's strategy for transport between the candidate Host Cities is based on its previous experience in hosting major sporting events, particularly the 2002 FIFA World Cup™. The "Alternate Day Driving System" used during the 2002 tournament would be re-introduced to lower travel times and the volume of traffic around the stadiums. Traffic maps and comprehensive guidebooks would be distributed and a 24-hour traffic operations centre would be established.

In general, the infrastructure of the candidate Host Cities reflects the well-developed situation at national level.

- Four Host Cities and six stadiums are within 20 minutes' travel time of the Seoul metropolitan area. All of those stadiums are linked to the main rail and metro system and have good motorway connections, as shown by the acceptable travel times between the venues – the maximum being 60 minutes between the Suwon stadiums and Incheon International Airport.

- Cheonan and Daejeon, which form part of the second cluster of candidate Host Cities, have centrally located stadiums with good rail and metro connections. However, the nearest airport to both, Cheongju International Airport, is too far away and it is more convenient to take the KTX high-speed train connection (approximately 55 minutes) to Korea Republic's main gateway, Incheon International Airport.
- The third cluster of Host Cities, Daegu, Busan and Ulsan are only 60–80km apart and also have a well-equipped infrastructure. With the exception of Ulsan, these cities have rail or underground rail lines connecting the stadiums to the main accommodation areas, as well as motorways to nearby airports.
- Jeonju and Gwangju also have well-developed transport systems. In the case of Jeonju in particular, the KTX high-speed train connection (due for completion by 2017) could provide an alternative to the distant airport, while Gwangju benefits from a metro link to main transport hubs such as the railway station and the airport.
- The candidate Host City of Jeju is limited in terms of both its national and local transport connections. Situated on the island of Jeju, its stadium is 40km from the airport and the seaport, which are almost an hour's drive away. In view of the potentially heightened transport demands during the tournament, the situation in Jeju will have to be monitored.

Air transport

The information the Bidder has submitted about its national airports focuses on its main international air hub, Incheon International

Travel distance between Host Cities

	Cheonan		Goyang		Jeonju		Suwon		Jeju	
Seoul	103 km	20 min.	21 km	15 min.	232 km	1 h 20 min.	40 km	20 min.	489 km	
	50 min.		10 min.		2 h		20 min.			
Busan	314 km	1 h 50 min.	429 km	2 h 20 min.	265 km	1 h 35 min.	371 km	1 h 35 min.	318 km	
	2 h 40 min.		3 h 40 min.		2 h 15 min.		3 h 10 min.			
Daegu	222 km	1 h	337 km	1 h 30 min.	213 km	1 h	278 km	1 h 05 min.	351 km	
	1 h 55 min.		2 h 55 min.		1 h 50 min.		2 h 20 min.			
Incheon	108 km	30 min.	38 km	15 min.	231 km	1 h 25 min.	45 km	20 min.	470 km	
	55 min.		20 min.		2 h		20 min.			
Gwangju	219 km	1 h 30 min.	342 km	2 h 10 min.	100 km	30 min.	278 km	1 h 40 min.	206 km	
	1 h 50 min.		2 h 55 min.		50 min.		2 h 25 min.			
Daejeon	77 km	20 min.	201 km	50 min.	71 km	20 min.	133 km	20 min.	366 km	
	40 min.		1 h 40 min.		40 min.		1 h 10 min.			
Ulsan	310 km	1 h 30 min.	424 km	2 h 10 min.	314 km	2 h	364 km	1 h 40 min.	360 km	
	1 h 40 min.		3 h 40 min.		2 h 40 min.		3 h 05 min.			
Jeju*	404 km		485 km		309 km		451 km			
Suwon	68 km	15 min.	70 km	20 min.	177 km	1 h				
	35 min.		35 min.		1 h 30 min.					
Jeonju	121 km	40 min.	255 km	1 h 30 min.						
	1 h		2 h 10 min.							
Goyang	132 km	25 min.								
	1 h 5 min.									

Source: Template 12

* Not accessible via ground transport

Airport (ICN). All of the required templates were completed.

It is possible to travel anywhere in Korea Republic within a flight time of one hour. Incheon International Airport services 70 different airlines and offers routes and transfers to 60 countries and 170 cities worldwide. As the hub airport for north-east Asia, it serves more than 30 million passengers per year (upon its extension, it will enable passenger throughput of up to 180,000 in the ten hours before and after matches). Since 2005, the airport has received many international awards for its efficiency, having achieved a low average arrival/departure time of 13 minutes for arrivals and 18 minutes for departures, which is less than one third of the international recommended standard (45 minutes for arrival and 60 minutes for departure).

Seoul's other main airport, Gimpo International Airport (GMP), mainly operates national connections and serves almost 14 million passengers per year, while Jeju International Airport (CJU) and Busan Gimhae International Airport (PUS) handle around 12 million passengers per year. These three airports have sufficient passenger throughput in the ten hours before and after matches. The other proposed airports have a limited capacity, although increases would be possible. The extensive KTX network would offer a good alternative to air transport in all cases.

Conclusion

Korea Republic has plans to enhance its well-developed transport infrastructure. The relative compactness of the country, its efficient internal transport system and the connection between

Ulsan		Daejeon		Gwangju		Incheon		Daegu		Busan	
401 km	2 h	170 km	35 min.	322 km	1 h 50 min.	31 km	15 min.	314 km	1 h 20 min.	407 km	2 h 10 min.
3 h 20 min.		1 h 30 min.		2 h 45 min.		15 min.		2 h 40 min.		3 h 30 min.	
65 km	20 min.	268 km	1 h 20 min.	260 km	1 h 30 min.	410 km	2 h 20 min.	96 km	40 min.		
30 min.		2 h 15 min.		2 h 15 min.		3 h 30 min.		50 min.			
108 km	25 min.	176 km	40 min.	225 km	1 h 10 min.	318 km	1 h 30 min.				
55 min.		1 h 30 min.		1 h 55 min.		2 h 45 min.					
404 km	2 h 15 min.	179 km	50 min.	318 km	2 h 15 min.						
3 h 30 min.		1 h 30 min.		1 h 45 min.							
309 km	2 h	168 km	55 min.								
2 h 40 min.		1 h 25 min.									
267 km	1 h 10 min.										
1 h 20 min.											

1	3
2	

- 1. Distance by car in km
- 2. Average car travel time in hours and minutes
- 3. Rail travel time

its main international gateway Incheon International Airport and its high-speed rail network would facilitate the arrival and transfer of overseas guests during the competition. All Host Cities are equipped with an acceptable transport infrastructure, which could be further strengthened by the proposed traffic measures and solutions based on the country's experience of hosting the 2002 FIFA World Cup™.

Annexe 1 – National transport network
Annexe 2 – Host City transport networks

4.12 Information technology and communication network

The documentation provided includes a comprehensive description of Korea Republic's well-developed information and communications technology (ICT) infrastructure and its experience in hosting previous sporting events, such as the 2002 FIFA World Cup™.

Korea Republic has 34 million fixed-line telephone lines for 20 million subscribers, with much of the analogue infrastructure being modified to

Flight connections/journey times

	Cheonan	Goyang	Jeonju	Suwon	Jeju	Ulsan	Daejeon	Gwangju	Incheon	Daegu	Busan
Seoul			50 min. ✓		1 h ✓	55 min. ✓		1 h ✓	x	50 min. ✓	55 min. ✓
Busan		x		x	55 min ✓				1 h ✓		
	Gimpo	Gimpo		Gimpo							
Daegu	x	x		x	1 h ✓				1 h ✓		
	Gimpo	Gimpo		Gimpo							
Incheon					1h 10 min ✓			55 min ✓			
Gwangju	x	x		x	45 min ✓						
	Gimpo	Gimpo		Gimpo							
Daejeon					1 h ✓						
Ulsan	x	x		x	55 min ✓						
	Gimpo	Gimpo		Gimpo							
Jeju	x	x	50 min. ✓		x						
	Gimpo	Gimpo		Gimpo							
Suwon											
Jeonju											
Goyang											

1	2	1. Journey time
		2. Direct flights (yes ✓/no x)?
3		3. If no direct flights, specify transfer airport(s)

Source: Template 16

Voice over Internet Protocol, as well as 48 million mobile phone subscribers supported by 49,000 mobile base stations. The number of mobile subscribers suggests that a well-developed mobile telephony infrastructure exists. The fixed and mobile telephony market in Korea Republic is competitive, which should result in competitive pricing.

In terms of telecommunications and internet infrastructure, most local fibre-optic networks have a capacity of STM-16 (2.5GB) or higher. There is full redundancy in the current telecommunications infrastructure.

The Bidder would provide media representatives and broadcasting companies with a wide range of low-price internet services, including a 1 Giga service by 2012 and a 10 Giga service by 2022. A wireless broadband internet service would also be provided at a reasonable rate.

The mobile VoIP service provides 1,000 minutes (approximately 16 hours) free per month. Smart phones are always equipped with free access to the internet if operated in WiFi areas.

The use of broadband wireless internet services is expected to grow. During 2010, an LTE/4G (10Mbps) service will be provided to all users, and by 2020, a 5G (100Mbps) service will be offered at current rates. These services will be generally available but FIFA officials and media representatives would also be able to benefit from options such as a free wired/wireless broadband internet service.

Seoul, Busan, Daegu and Gwangju currently have 400GB capability, while most other candidate Host Cities have 80 to 100GB capacity. Giga-grade circuits currently exist to and from the proposed IBC venue, the COEX complex in Seoul. In terms of international connectivity, the current total capacity is 232GB, operated at four landing points and through ten different routes. Four companies currently provide satellite back-up services, and Korean telecommunications company KT has its own satellite.

The IT services for the media appear to meet or exceed FIFA's current requirements in terms

of type, quality and location. The level of international connectivity also meets FIFA's current requirements both in terms of primary (undersea cable) and secondary (satellite) connectivity. Korea Republic's experience of hosting previous events means that frequency allocation and management do not seem to be an issue. Moreover, the Bidder also recognises that the price of the services provided to FIFA and the media would have to meet FIFA's expectations.

In terms of future direction, the bid includes key elements to meet FIFA's requirements for the event, including convergence of broadcasting and telecommunications, a change to the applicable laws, expansion of broadband, enhancement of the rights of broadcasting and telecommunications users, enhancement of security laws, the introduction of lower subscription fees, an increase in global capacity and the launch of "green" information and communications technology.

Korea Republic appears to have a strong ICT infrastructure which would meet the requirements of the FIFA World Cup™. Moreover, the planned expansion of its infrastructure indicates that it would be able to meet any future demands that may arise due to technological advancement.

4.13 Safety and security

The Bid Book assures that all of the arrangements would be put in place for a secure FIFA World Cup™ but presents them in a basic manner. The security concept envisages the establishment of a specific security committee that would take the lead in delivering and implementing the security measures. The concept would be built around the country's existing best practices and involve close cooperation with security-related organisations.

The main focus of the two-page presentation is on the interaction between the different security organisations and ministries that would work together with the LOC during the 2022 FIFA World Cup™. The key role of the candidate Host Cities in achieving the goals of the tournament is also highlighted. The bid sets out initial plans to develop a more global and detailed concept in the future. This plan is rather condensed, but takes into account the main safety and security elements.

Overall, international safety and security standards for major events are likely to be met.

4.14 Health and medical services

The Bidder provides sufficient, good-quality information which includes general health recommendations, a description of the health-care system, medical expenses cover, the number of available health-care facilities to be used during the event and a brief overview of emergency medicine provisions for the FIFA World Cup™.

The medical facilities and preventive provisions and procedures with regard to mass emergency medicine comply with international standards. There are no major health risks with regard to endemic or epidemic diseases and the country has an established disease monitoring system.

The health-care system and the precautions and plans with regard to the provision of medical services to teams, delegations and visitors at a mass event meet international standards. From a medical point of view, barring unforeseen epidemics or developments, there is no major risk involved in staging the event in this country. Overall, FIFA's requirements and international standards for health and medical services are likely to be met.

4.15 Competition-related events

The Bidder provides brief information on the competition-related events and its proposals are sufficient. One of its key objectives is to share the staging of the events across different provinces and accordingly, four different Host Cities are proposed.

Minimal detail is given on the event venues and more precise information on the number of rooms and capacities of each venue is needed in order to adequately assess whether the proposed venues could host the events.

Additional accommodation would need to be acquired for the Final Draw and the team workshop in Daegu. The Bid Committee has suggested accommodating all constituent

Event	Venue
FWC Preliminary Draw	Korea International Exhibition Centre (KINTEX), Goyang (capacity: 3,000)
FWC team seminar	Korea International Exhibition Centre (KINTEX), Goyang
FWC Final Draw	EXCO, Daegu (capacity: 5,100)
FWC team workshop	EXCO, Daegu
FCC Draw	The Shilla, Jeju (capacity: 1,287)
FCC team workshop	The Shilla, Jeju
FWC referees workshop	Grand Hilton, Seoul (capacity: 1,002)
FCC referees workshop	Grand Hilton, Seoul
FIFA Congress	Millenium Seoul Hilton (capacity: 1,362)
FIFA Banquet	COEX Intercontinental, Seoul (capacity: 1,304)

groups in the Hotel Inter-Burgo but, ideally, separate hotels should be proposed for the media and the Commercial Affiliates. In addition, conflicting information is provided on the number of rooms in this hotel, with 303 rooms stated in the Bid Book and 342 rooms stated in template 17. The transport links between the proposed venues and the closest international airports are generally good. In conclusion, the venues proposed to host the competition-related events appear to partially comply with FIFA's requirements, but some adjustments would have to be made to fully satisfy them.

4.16 Media facilities, communications and public relations

IBC

The Bidder has experience of hosting an International Broadcast Centre (IBC) from the 2002 FIFA World Cup™. The proposals which have been made seem to meet FIFA's basic requirements, although considerable upgrading may be required since 2002.

Media facilities and services at venues and stadiums

The quality of the information and clarifications received from the Bidder is sufficient. Korea Republic has proved itself capable of handling international-scale media operations at recent competitions such as the 2002 FIFA World Cup™ and the FIFA U-17 World Cup 2007.

The media accommodation, comprising a range of three to five-star hotels, is sufficient. In addition to the country's advanced public transport system, media transport would be offered according to requirements. The international media would be able to benefit from specific technical support and would be provided with easy access to the event (via a special event "visa").

Additionally, the bid envisages setting up a main media centre next to the IBC at COEX. This does not form part of FIFA's requirements, which only stipulate the establishment of stadium media centres (SMC) in the Host Cities.

The media space and infrastructure at the venues proposed for the competition-related events easily meet the requirements. Temporary media structures (for media tribune, mixed zone and the stadium media centre) would be required at the existing stadiums and would have to be addressed in the overall space allocation.

To summarise, there is no major risk in terms of media facilities and services.

Communications and public relations

The Bidder's communications concept is sufficiently detailed. The communications strategy is based on the slogan "Passion that unites", which refers to the wish to promote peace. Referring to the "ping pong diplomacy of the 1970s" between the United States and China, the bid aims to establish "football diplomacy" and thus facilitate a reconciliation between the two Koreas, building peace on the Korean peninsula and south-east Asia in general. The slogan "Passion that unites" also emphasises the strong fan fest culture, which developed during the 2002 FIFA World Cup™ when hundreds of thousands of fans celebrated in Seoul Plaza. In 2022, the aim is to create an even better atmosphere and attract even bigger crowd numbers both in Korea Republic and internationally.

Korea has long had a booming media sector, among other things comprising nine daily sports newspapers and 11 daily newspapers. Sixty per cent of the public cites television as its main media source. It is also worth mentioning that Korea Republic is the world leader in IT, with the highest broadband and mobile penetration as well as the highest internet speed available.

4.17 Media and marketing rights

TV and media rights

The current broadcasting law in Korea Republic, which adversely affects the free and unrestricted exploitation of media rights, would have to be suspended in accordance with the undertakings given in Government Guarantee No. 6.

FIFA generates a substantial part of its revenues through TV income (via sales of its media rights), which is mainly driven by TV ratings and related values in each part of the world. The TV ratings are affected by what time of the day the match is shown live in each territory of the world. In the past (and the same will still apply to the 2014 FIFA World Cup™), TV income from the world's markets has not been evenly spread: Europe still generates the largest share. As TV income is closely linked to TV ratings for the FIFA World Cup™ (in turn, advertising spend is dependent on TV ratings and advertising rates differ from one country to another), there is a risk of a reduction in such income from Europe should the FIFA World Cup™ be hosted in Korea Republic (assuming a similar pattern of kick-off times as for previous FIFA World Cups™). Korea Republic's time zone is UTC+9, which means that matches would be shown very early in the day from a European TV perspective. In Europe, audiences are generally lower earlier in the day compared to prime time or closer to prime time, and consequently, media companies would have more difficulty exploiting the media rights. In the Americas, the matches would be live in the middle of the night or very early in the morning in the eastern time zones and late at night or in the middle of the night in the western time zones.

It is important to note that FIFA is striving to balance revenues across the world, a goal which is achievable in the long term but unlikely by 2022. In order to work towards this goal and to offset the aforementioned risk in Europe in particular (dividing the world into the three

large blocks based on the main time zones of Asia/Oceania, Europe/Africa and the Americas), the share would need to be substantially increased in Asia/Oceania and the Americas. It should be noted that a correlation exists between TV ratings and other values related to the FIFA World Cup™, such as the exposure value for FIFA World Cup™ marketing rights holders.

Sports marketing and sponsorship market

The quality of the information submitted by Korea Republic in respect of local sports marketing practices and the domestic sponsorship market is good. It includes a list of over 30 domestic and international sponsorship engagements involving Korean companies and a list of major corporations sponsoring the Korea Republic national football team as well as other domestic sports properties.

The football fan base in Korea Republic has grown over recent years. On average, approximately 11,000 people are estimated to attend matches in Korea Republic's top league. The Korea Republic sponsorship market is developed and although not one of the world's top ten economies, it is considered to be a relevant market for many of FIFA's Commercial Affiliates.

The Bid Book provides generic information about the scale of legislation available in Korea Republic to avoid ambush marketing, but does not focus in detail on specific measures to be taken or implemented for brand protection and ambush marketing purposes. Likewise, Government Guarantee No. 6 (Protection and Exploitation of Commercial Rights) has been submitted in full compliance with the FIFA requirements, whereas no detailed information on the necessary legislative process and timelines are contained in the Government Legal Statement.

Outdoor advertising media inventory

The use of outdoor advertising media inventory by FIFA and/or the LOC in specified areas throughout the Host Cities helps to create a

festive atmosphere and forms an important part of FIFA's anti-ambush marketing strategy. The level of information provided by the Bidder in respect of the outdoor advertising media secured in each Host City is good. The information provided by the Bidder included the type and extent of all outdoor advertising media inventory secured in the specified areas within each Host City. No information was provided in respect of outdoor advertising media inventory secured in the vicinity of the proposed draw venues. If Korea Republic is appointed host country of the 2022 FIFA World Cup™, further information would be required in respect of inventory secured within a 500-metre radius of the proposed Draw venues. Korea Republic has experience of organising public viewings as a result of its co-hosting of the 2002 FIFA World Cup™. The bid inspection team visited Seoul Plaza, the principal FIFA Fan Fest™ site proposed in Seoul (candidate Host City for the final). This is an iconic city-centre location which was utilised for public viewings during the 2002 tournament and is well served by public transport (metro, bus and rail). Should Korea Republic be appointed to host the FIFA World Cup™, it is recommended that the available space and the allocation of this space be reviewed further in light of current FIFA Fan Fest™ requirements such as to accommodate a minimum capacity of between 35,000-50,000 people, secure the site, erect commercial displays and install concession stands (among other requirements).

4.18 Finance and insurance

The FIFA Confederations Cup 2021 and 2022 FIFA World Cup™ expenditure budgets submitted by the Bidder provide high-level information. They show expenditure by year, containing 114 rows of detail, and the budget categories meet the requirements of the

budget template. In addition, further details on cost drivers for approximately 39% of the total expenditure budget were provided in an explanatory memorandum.

Expenditure budget

The FIFA Confederations Cup and FIFA World Cup™ expenditure budgets (in US dollars and Korea Republic won) are as follows:

Cost figures in thousands	2010 costs excluding inflation*		Inflation-adjusted expenditure budgets	
	USD	KRW	USD	KRW
Competition				
FCC 2021	24,054	26,480,163	33,148	36,490,531
FWC 2022	472,534	519,869,632	649,672	714,639,200
Total	496,588	546,349,795	682,820	751,129,731

* calculated by adjusting for inflation at 3% cumulative per annum; figures have not been confirmed by Bidder

The Bid Committee has not confirmed whether or not contingencies have been included in the expenditure budgets.

Inflation has been considered at an annual inflation rate of 3% in the expenditure budget. According to the Bid Book, inflation rates in Korea Republic ranged from 2.3% to 4.7% in the period from 2000 to 2009 – an average of 3.13%. A fixed foreign exchange rate of KRW 1,100=USD 1 has been applied for all years. The Bidder notes that the government is expected to maintain the KRW to USD exchange rate of 1,100 to 1,200.

Significant budget areas

The Bidder indicates total FIFA World Cup™ LOC appointment and related costs of USD 157.9 million or approximately 24% of the total expenditure budget. The LOC staff compensation costs are indicated at USD 37 million. The costs of competition-related events would be USD 50.9 million, however this figure also includes certain FIFA Confederations Cup costs. The budget

allocation for all other areas ranges between 0.8% and 7.4% of the total FIFA World Cup™ expenditure budget.

Beyond the allocation of monetary amounts to cost categories and years, further information on detailed cost drivers has been provided for approximately 39% of the FIFA World Cup™ expenditure budget. The Bidder indicates that more detailed budgets could be created in consultation with FIFA.

Insurance

The Bidder states that USD 18 million would be allocated to FIFA World Cup™ insurance costs. The cost allocation and level of cover for cancellation/postponement/relocation of the competition are not indicated.

Conclusion

The Bidder has submitted the budgets in the format required and provided supporting information for some budget sections. Further supporting information for all areas of the submitted budget would be required to obtain a full understanding of the correlation between the financial parameters of the budget and the intended operational delivery of the competitions.

4.19 Ticketing

Based on the figures provided by the Bidder, most of the stadiums appear to meet FIFA's net seating capacity requirement. However, the indicated "seat kills" and number of seats with an obstructed view is either unrealistically low or has not been specified, which means that the stadium capacities would be reduced. The media and VIP seating allocations set out in the Bid Book are close to FIFA's requirements. Apart from the low seat kill indicated, there are no details about hospitality capacity, which may be below the required 5% to 8%.

It is reasonable to expect full stadiums (corresponding to an estimated 100% of net capacity or 95% of the gross seating capacity) in Korea Republic, which would result in approximately 3,000,000 sellable tickets. As no information is provided about hospitality capacity, the supply of indoor hospitality sky boxes and business seats cannot be guaranteed. However, the fact that almost all of the stadiums already exist assures seating capacity and facilitates early ticketing operations.

Although a projection of sellable tickets has been provided, ticketing figures would need to be adjusted to more accurately reflect net stadium capacities.

4.20 Legal and Government Guarantees

The Bidder has submitted fully executed versions of all required contractual and government Hosting Documents. An overview of the Bidder's compliance with the content of the FIFA template documents and the risks resulting for FIFA is set out in annexe 3. The Hosting Agreement was submitted in duly executed form without any deviation from the FIFA template. Unilaterally executed Host City Agreements have been provided by all 12 candidate Host Cities. All such Host City Agreements comply fully with the template Host City Agreement without any deviation. The evaluation of contractual documents for stadiums and training sites is contained in the relevant sections above.

All government documents were submitted to FIFA without any material deviations from FIFA's template documents. All Government Guarantees and the Government Declaration are legally valid and enforceable. The Government Legal Statement was duly signed by the Minister of Justice, but the confirmation in respect of the legal validity and enforceability

of the Government Declaration and the Government Guarantees may be questionable as such confirmation was given prior to the execution of such other government documents. The Government Legal Statement does not clarify whether any changes in laws, regulations and ordinances are necessary to give full effect to the Government Guarantees and the Government Declaration does not contain a proposed procedure and timing of enactment of any such laws, regulations and ordinances. The Legal Opinion does not provide a solid basis of reference as it materially deviates from the FIFA templates and remains subject to many assumptions and qualifications.

With the 2002 FIFA World Cup™, the Korea Republic has also recently hosted a major

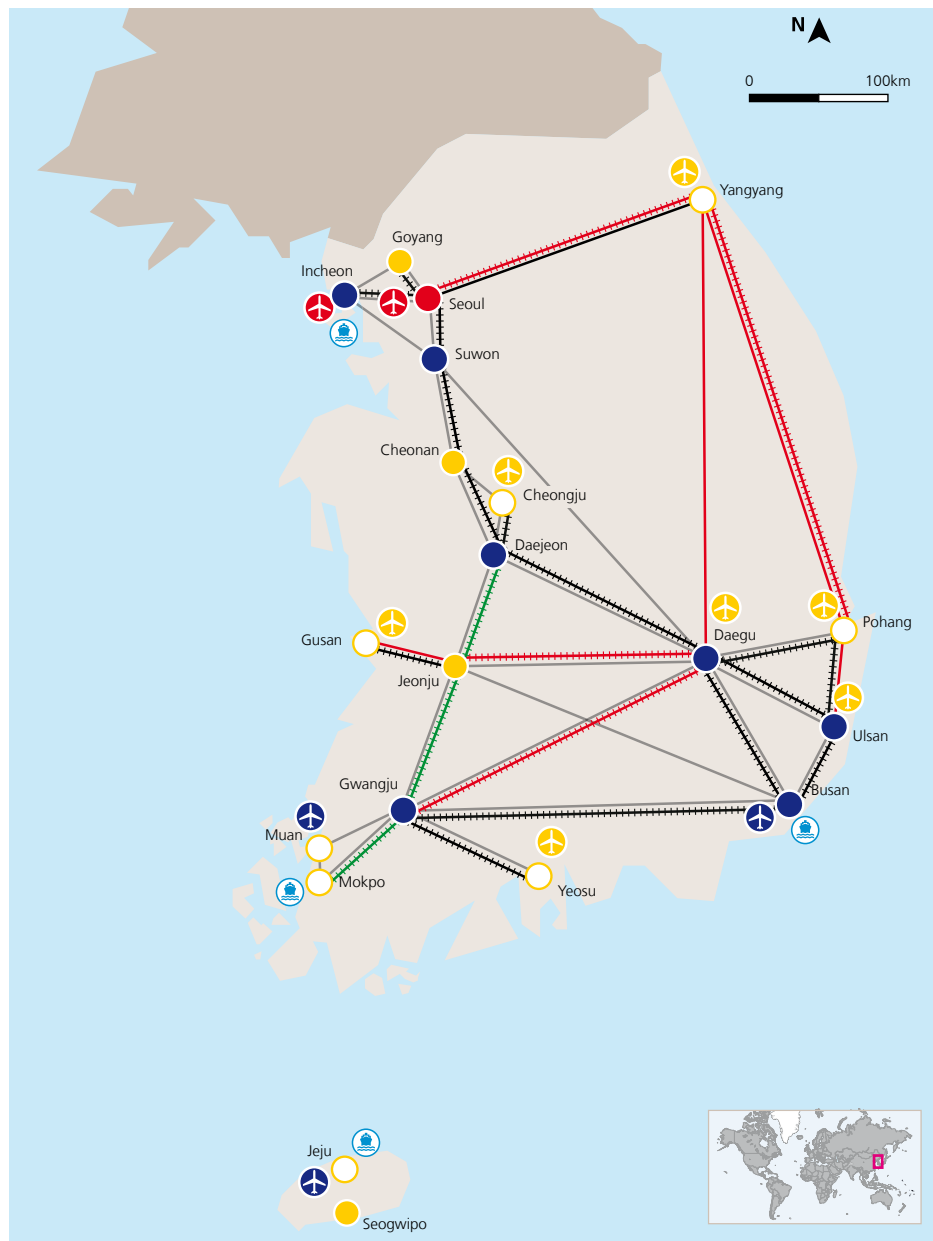
international sporting event, therefore the Korean Government has experience in supporting the hosting and staging of major sports events and has proven its willingness to make material concessions and accommodate the concerns of event organisers.


















Conclusion

If Korea Republic is awarded the hosting rights, FIFA's legal risk appears to be low. All requirements for contractual documents have been met and the necessary government support has been secured. Furthermore, the Korean Government has experience in supporting the hosting and staging of major sports events and has proven its willingness to make material concessions and accommodate the concerns of event organisers.



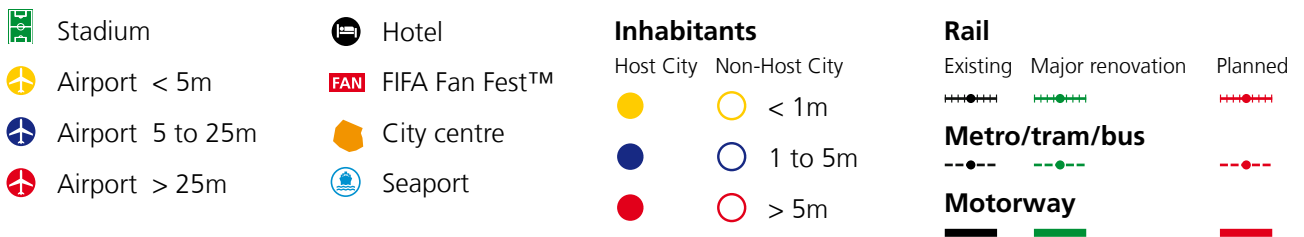
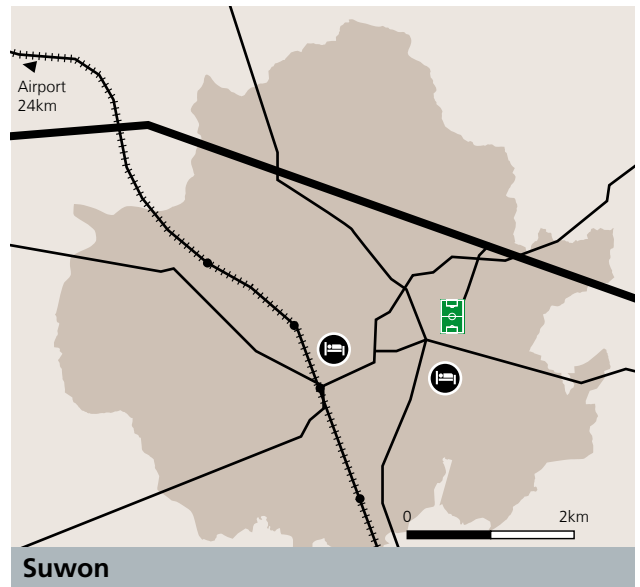
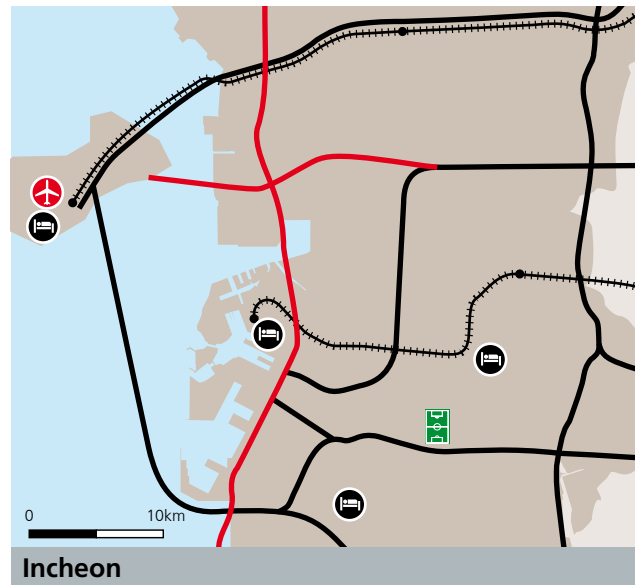
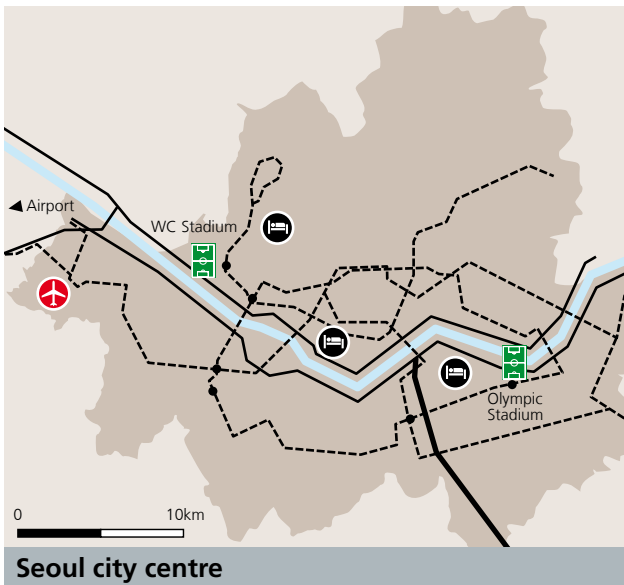
Annexe 1 National transport network

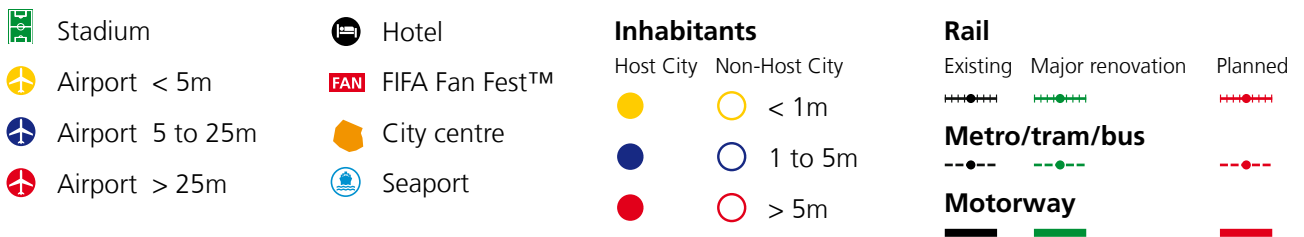
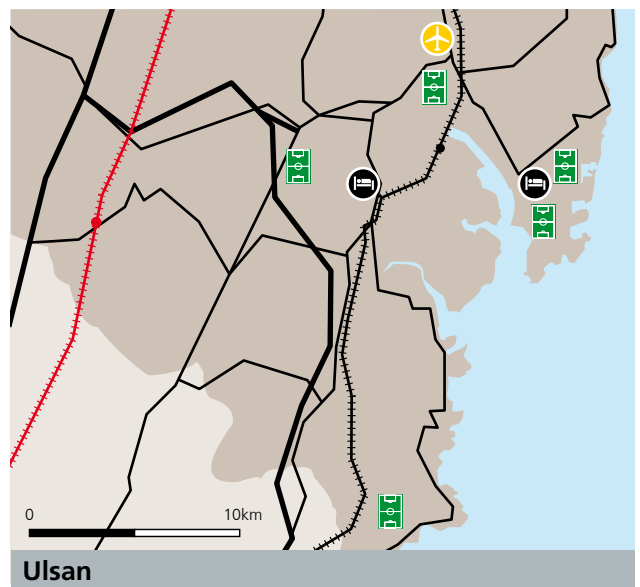
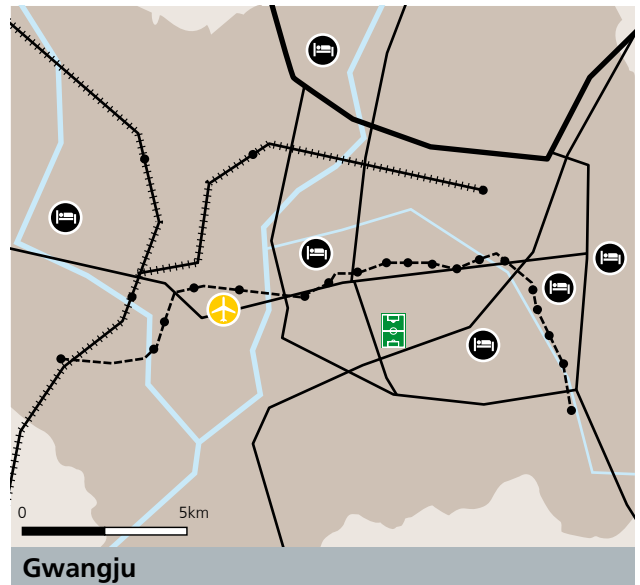
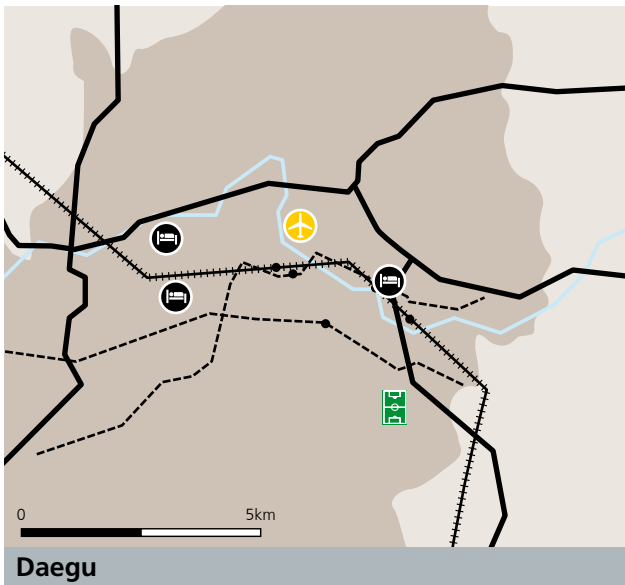


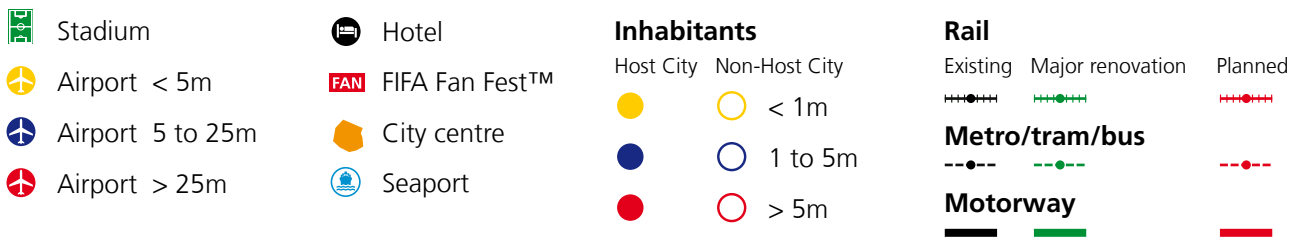
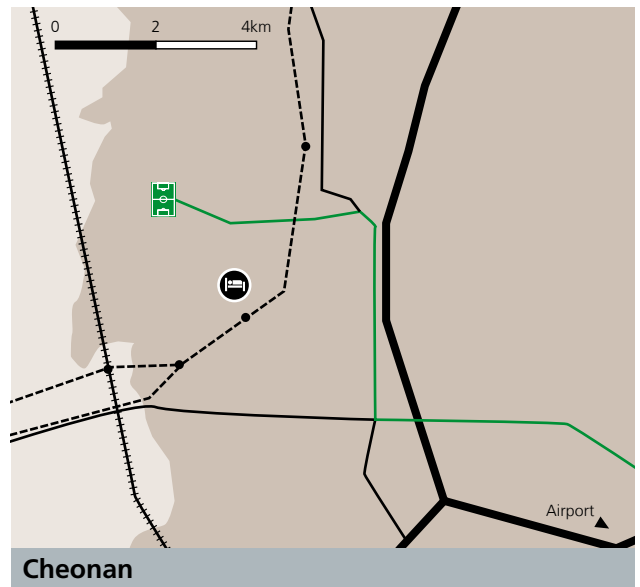
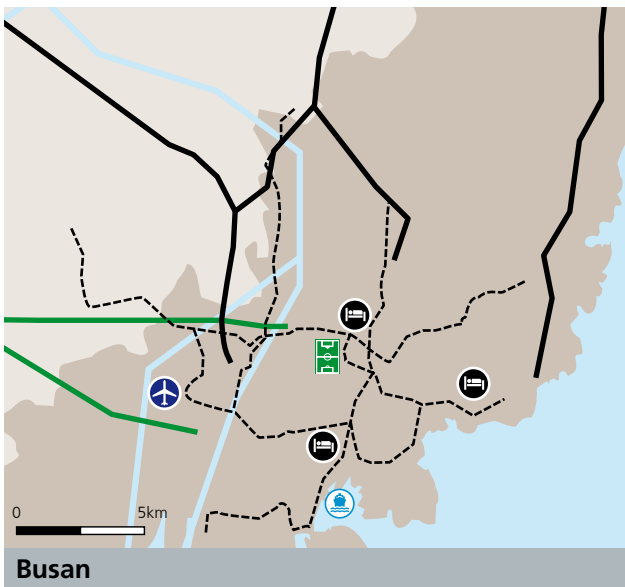
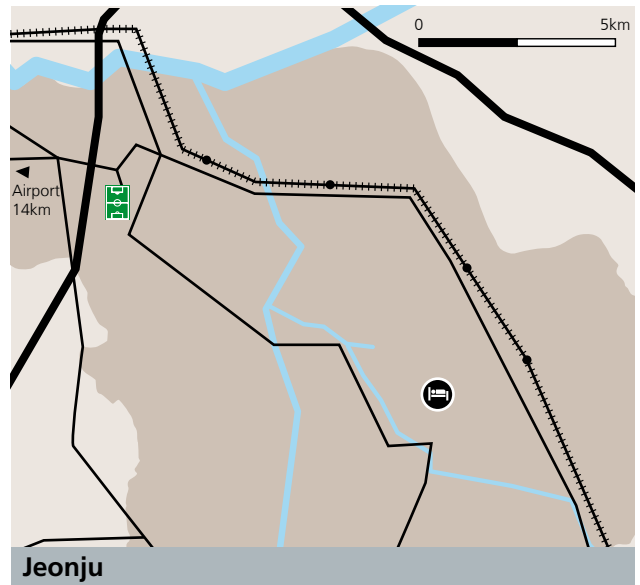
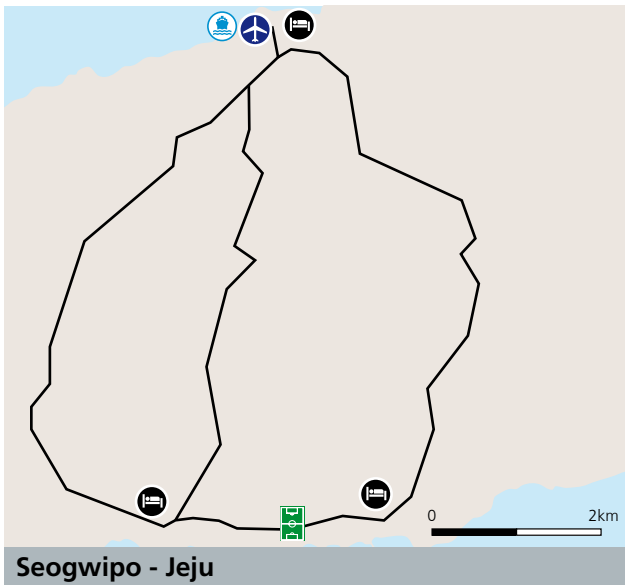
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|--|--|---|--|
|  Stadium |  Hotel | Inhabitants | Rail |
|  Airport < 5m |  FIFA Fan Fest™ | Host City | Existing |
|  Airport 5 to 25m |  City centre | Non-Host City | Major renovation |
|  Airport > 25m |  Seaport |  < 1m | Planned |
| | |  1 to 5m | Metro/tram/bus |
| | |  > 5m |  Existing |
| | | |  Major renovation |
| | | |  Planned |
| | | | Motorway |
| | | |  Existing |
| | | |  Major renovation |
| | | |  Planned |

Annexe 2

Host City transport networks







Annexe 3

Overview of legal evaluation

Legal documents	Risk for FIFA	Remarks
Government documents		
Government Guarantees	Low risk	The government support has been secured and the Korean Government has experience and has proven its willingness to make material concessions.
Contractual documents		
Hosting Agreement	Low risk	Submitted document fully executed in compliance with FIFA requirements.
Host City Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Stadium Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Training Site Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Confirmation Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Overall		
Overall legal risk	Low risk	

Annexe 4

Operational risk

		Remarks
Competition		
Stadium construction	Low risk	Initial budget may need to be reviewed.
Stadium operations	Medium risk	Specific attention would have to be given to the fulfilment of future FIFA World Cup™ space and quality requirements.
Team facilities	Medium risk	The legal risk is low. More than 25% of training sites do not meet the competition requirements.
Competition-related events	Low risk	Additional accommodation required for Final Draw and team workshop; otherwise, alternative locations would need to be found. Solutions are likely to be found.
Transport		
Airports and international connections	Low risk	Sufficient existing infrastructure for international accessibility. Air travel generally not necessary for national transfers, except to Jeju.
Ground transport	Low risk	Existing and planned (guaranteed) ground transport (high-speed rail and roads) appears to be reliable, fast and efficient.
Host City transport	Low risk	Existing, reliable and efficient local transport with sufficient capacity in ten out of the 12 candidate Host Cities (with the exception of Jeju and Ulsan).
Accommodation		
General accommodation	Medium risk	87,000 rooms contracted but 30% in two-star and 40% in three-star categories; shortfalls could potentially be compensated by relatively good transport connections, i.e. travel times of 2-3 hours.
TV		
International Broadcast Centre (IBC)	Low risk	

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