

2010 FIFA World Cup South Africa™ Television Audience Report

Data sources and methodology used in the compilation of TV audiences

FROM WHERE IS THE DATA SOURCED?

FIFA commissioned KantarSport to compile the 2010 FIFA World Cup South Africa™ television audience report. The majority of programming data was sourced directly from the FIFA media rights licensees (MRLs), or in some cases from the official television auditing agencies in markets. Moreover, the current household penetration figures were confirmed via the same source for the majority of MRLs, or if this was not forthcoming, from either published data or via the Kantar Media and WPP network of offices.

DO THE FIGURES INCLUDE PEOPLE WATCHING IN BARS, PUBS, HOTELS, PUBLIC VIEWING EVENTS, ETC?

No, the TV report focuses on the in-home television coverage and audiences. However, in a bid to fathom the complete coverage of the event, FIFA commissioned Sport+Markt to analyse out-of-home consumption. In the survey conducted across 15 key markets immediately after the competition, respondents were asked where and how they had watched matches. The net result of this research showed that on average there was an 11.8% uplift of the in-home audiences.

DO THE FIGURES INCLUDE THOSE WATCHING ON MOBILE PHONES OR THE INTERNET?

No, the TV report focuses on the in-home television coverage and audiences, although analysis was conducted on both media channels.

There was more online coverage than ever before available during the 2010 edition, with close to 100 licensees using online coverage while the audiences achieved were also far higher than in 2006. Given that many of the licensees notched up record online audiences it is likely that online viewing will form a major part of the audience landscape for the tournament moving forward.

For mobile, there were a total of 35 licensees, covering more than 80 territories. Licensees had access to the Mobile Match Feed for all 64 matches, which included extra dedicated cameras and specific graphics for small screen viewing. In addition, more than 15,000 clips of in-match and editorial content in 11 languages were specifically produced for the mobile medium.

WHY HAS FIFA MOVED AWAY FROM REPORTING CUMULATIVE AUDIENCES?

Due to developments in audience measurement and audience research, cumulative audience is no longer the standard measurement to gauge total audience levels among the world's leading international associations and media rights licensees (MRLs). Cumulative audience is the process of adding up each and every average audience for all programmes (with each programme of over three minutes in duration being included), meaning that multiple duplication of individuals in the overall figure is commonplace.

WHAT METHODOLOGY IS NOW BEING USED BY FIFA?

The key metric FIFA now uses is audience reach, which is the measurement of the total unique individuals to have watched the event on television in-home. This ensures audiences are not duplicated while providing a true measure of event penetration.

HOW IS THE PROJECTED GLOBAL REACH CALCULATED?

To establish the global audience reach of the event, official measured audience reach statistics were collected from 17 major markets around the world, which account for a wide geographic spread as well as a significant proportion of the world's population. The markets measured are China, Brazil, Indonesia, Japan, USA, Mexico, Russia, UK, Italy, France, India, Spain, Korea Republic, Argentina, South Africa, Egypt and Australia. This data was then used to project a global reach, with these 17 markets accounting for over half of the resultant global projection.

Audience reach was measured based on viewers watching a minimum number of consecutive minutes (1, 3, 20 and 30). While all this data is published in the TV report, the executive summary primarily focuses on audience reach based on 20 consecutive minutes of viewing.

However, for comparative purposes and to measure audience reach at various levels of engagement, FIFA sourced the audience reach for the 2006 FIFA World Cup Germany™ from 15 of the major markets (the same markets as used in the 2010 FIFA World Cup South Africa™ audience reach analysis with the exception of Egypt and Indonesia due to availability). The same process was then employed to analyse the global reach of the event.

ARE AUDIENCES IN SOME MARKETS STILL ESTIMATED?

Audiences in several markets around the world are still estimated due to the fact that official audited audience measurement systems do not exist in these markets. For example, estimates continue to be necessary in much of Africa, the Middle East, Caribbean, Pacific Islands and smaller markets in the Asia sub-continent. In addition, many digital/subscription channels around the world either do not or are not able to measure their audiences.

For the 2010 FIFA World Cup South Africa™, audited audience data was available in close to 80 territories, which, although only representing less than 40% of the 214 territories where coverage was available, accounted for approximately 70% of the world population and 85% of the global GDP.

Audience measurement techniques continue to evolve, with more countries being measured, new techniques being employed and bigger sample sizes being utilised. This will result in better data and fewer markets being estimated in the future.

WHY ESTIMATE AUDIENCES?

In the past there has been some criticism of the use of audience estimates. Estimating audiences is not ideal, but also ignoring those markets that are not measured ignores the impact of the event in a large part of the developing world. The use of audience estimates allows an educated assessment, representation and acknowledgement that there is an audience in these countries.