

The background is dark with several overlapping, semi-transparent pentagonal shapes in shades of grey and gold. A large, detailed gold soccer ball is visible in the bottom right corner. The text is centered in the middle of the page.

**FIFA**<sup>®</sup>  
**BALLON**  
**D'OR**<sup>™</sup>  
**2010**

Television Audience Report

Produced for FIFA TV by KantarSport

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## Report authors

KantarSport (formerly TNS Sport) is a leading specialist sports and entertainment research company, delivering insight for nearly 20 years into more than 250 sporting federations, rights holders, clubs/teams, venues, broadcasters and sponsors globally. KantarSport has been working directly with FIFA on their global coverage and audience reporting since June 2009.

KantarSport is part of the Kantar Media family; the research and insight arm of the WPP group.

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## Introduction

The FIFA Ballon d'Or 2010 took place at the Kongresshaus, Zurich on 10<sup>th</sup> January 2011.

Contenders for the FIFA Ballon d'Or 2010 were (in alphabetical order) Andrés Iniesta (ESP), Lionel Messi (ARG) and Xavi Hernandez (ESP), with Lionel Messi having won the FIFA Ballon d'Or 2010 award.

Contenders for the FIFA Women's World Player Award were (in alphabetical order) Birgit Prinz (GER), Fatmire Bajramaj (GER) and Marta (BRA), with Marta having won the FIFA Women's World Player Award.

The awards presented during the FIFA Ballon d'Or 2010 ceremony, included:

- FIFA/FIFpro World XI: Iker Casillas (ESP), Gerard Piqué (ESP), Carles Puyol (ESP), Maicon (BRA) , Lúcio (BRA), Xavi (ESP), Andrés Iniesta (ESP), Wesley Sneijder (NED), Lionel Messi (ARG), Cristiano Ronaldo (POR) and David Villa (ESP).
- FIFA Fair Play Award: Haiti Women's U-17 team.
- FIFA World Coach of the Year for Women's Football: Silvia Neid (GER)
- FIFA World Coach of the Year for Men's Football: José Mourinho (POR)
- FIFA Presidential Award: Archbishop Desmond Tutu (RSA)
- FIFA Puskas Award: Hamit Altintop (TUR)
- FIFA Women's World Player of the Year: Marta (BRA)
- FIFA Ballon d'Or: Lionel Messi (ARG)

## Report notes

Many markets around the world have developed accurate methodologies to measure “IN-HOME AUDIENCES” over recent years; therefore there is a higher level of available audited audiences in this report than the previous event report. Such markets include Egypt, where previously “ESTIMATED AUDIENCES” had to be used; however the audited audiences from the market are now sourced.

Where estimated audiences have been applied, a more rigorous methodology has been employed than previously, taking into account multiple variables (see “In-Home Data sources and methodology” section).

Audience estimates are used due to the fact that official audited audience measurement systems still do not exist in many markets around the world. 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.

Audited audience data is available in close to 80 territories around the world, which, although only representing a minority of the total global number of territories, account for approximately 70% of the world population and 85% of the global GDP.

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<sup>1</sup> Please refer to Glossary for definition of all terms identified in “CAPITALS”

## Top line coverage and audience summary (Comparison against FIFA World Player Gala 2009)

Total broadcast hours:	110
Total territories reached:	126
Average live global audience:	3.9 million (+40%)
Total global audience:	6.9 million (+84%)

## Executive Summary

- The live FIFA Ballon d'Or 2010 was watched by a global average audience of over 3.9 million.
- This global audience was up on the FIFA World Player Gala 2009 by 40%, largely due to increased audiences in China as well as across Europe.
- Including all other coverage, such as delayed and highlights programming, the total audience was over 6.9 million.
- The event was available in-home in 126 territories around the world.
- Dedicated coverage of the FIFA Ballon d'Or 2010 was shown for 110 hours globally.
- Audiences for the dedicated coverage were highest in Europe, where an audience of more than 4.5 million watched the event. The majority (82%) of this audience was delivered by broadcasters in Portugal, Spain and the Netherlands as well as the pan regional Eurosport.
- Of the live coverage aired in Europe, RTP1<sup>2</sup> in Portugal accounted for the highest audience. An average audience of nearly 720,000 watched the event on RTP1<sup>2</sup>, however this was also supplemented by coverage on SIC<sup>3</sup> in Portugal, meaning the combined Portuguese audience for the live show was well over 1.2 million; nearly a third (31.7%) of the live global audience.
- However, the highest audience from around the world was achieved in China. CCTV5<sup>4</sup> showed a repeat at lunchtime the following day, which gained an average audience of nearly 1.7 million.
- Several other broadcasters gained average audiences of over 500,000 for their programming, including Eurosport, Ned2<sup>5</sup> in the Netherlands, RTP1<sup>2</sup> and SIC<sup>3</sup> in Portugal and TV3 Catalunya in Spain.
- The highest ratings (TVR%) for dedicated programming was achieved by RTP1<sup>2</sup> (7.5%) and SIC<sup>3</sup> (5.5%) in Portugal as well as the regional channel TV3 Catalunya in Spain (8.3%).
- The highest market share was also produced in Portugal, with 55% of all television viewers in Portugal during the show watching the live FIFA Ballon d'Or 2010.

<sup>2</sup> Channel of the Media Rights Licensee EBU/RTP

<sup>3</sup> Channel of the Media Rights Licensee EBU/Sociedade Independente de Comunicação

<sup>4</sup> Channel of the Media Rights Licensee CCTV

<sup>5</sup> Channel of the Media Rights Licensee EBU/NOS

## In-home data sources and methodology

The majority of schedules of programming were sourced directly from the FIFA Media Rights Licensees (MRLs), or in some cases from the official television auditing agencies in markets. In addition, 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. Furthermore, audience data, where available, has been gathered for each programme directly from MRLs. However, in some cases this has also been ordered from official television auditing agencies in the market.

It is worth noting that several territories have audience measurement panels which do not cover the entire territory. In such cases, the audiences are upweighted using the officially measured data in conjunction with population and television penetration information to account for the entire territory.

Where markets remain unrated, a methodology to “ESTIMATE AUDIENCES” was employed in each of the individual markets. This methodology is based on using the available data for licensees in the corresponding region as well as analysis based on a combination of the following variables:

- Household penetration of channel
- Day part (early morning, morning, lunchtime, afternoon, prime time, late evening or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Analysis of individual market (i.e. whether the market has a contender for an award, the level of interest in football within a market, etc.)

Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding. These licensees are listed in the Appendix and are not been included in the analysis.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in “CAPITALS”



## Global FIFA Ballon d'Or 2010 analysis

There were 110 hours of dedicated FIFA Ballon d'Or 2010 coverage aired in 126 territories around the world.

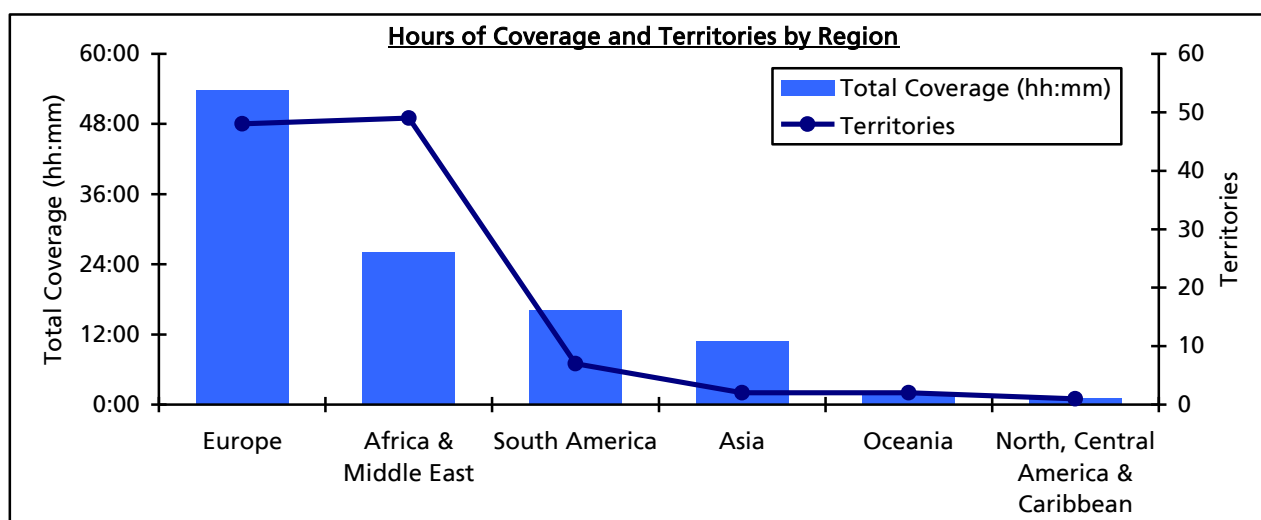
Broadcasters in Europe produced the highest levels of coverage, with European broadcasters accounting for nearly 54 hours of dedicated output. Spain saw the highest levels of coverage, with more than 40 hours being shown; 75% of the European total and 37% of the global total.

In the Africa and the Middle East region over 26 hours of coverage was broadcast, largely due to Al Jazeera showing 14 hours and Supersport showing 11 hours (eight hours of pan-regional coverage and three hours of coverage in Nigeria).

Elsewhere, broadcasters in South America transmitted more than 16 hours of FIFA Ballon d'Or 2010 coverage, while in Asia nearly 11 hours of coverage were aired.

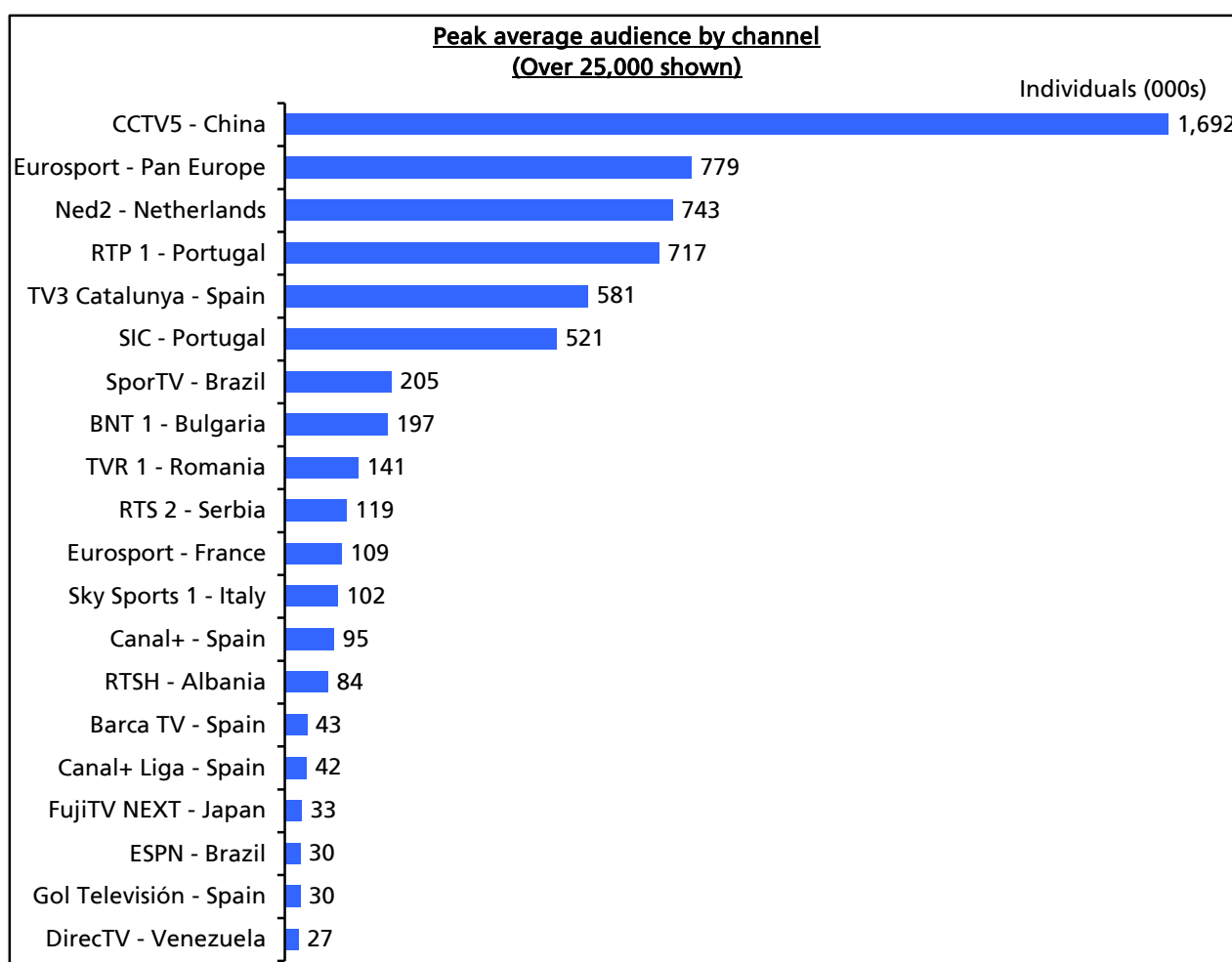
Across Oceania, two hours of coverage were shown in the region, while in North, Central America & the Caribbean there was one hour aired.

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	66	26:05
Asia	2	10:56
Europe	48	53:51
Oceania	2	02:06
North, Central America & Caribbean	1	01:05
South America	7	16:15
<b>Total</b>	<b>126</b>	<b>110:19</b>



CCTV5<sup>4</sup> in China achieved the highest audiences for any FIFA Ballon d’Or 2010 programming. Their repeat of the live broadcast at lunchtime on the day after the live show attracted an average audience of nearly 1.7 million.

Elsewhere, five other channels achieved average audiences of more than 500,000, while a total of 12 channels in 11 different territories gained average audiences of at least 100,000 viewers for their coverage of the FIFA Ballon d’Or 2010.



<sup>4</sup>Channel of the Media Rights Licensee CCTV

## Appendix

## FIFA Ballon d'Or 2010 broadcast summary by territory

### Africa and Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
French Overseas Territories	01:05	1	0.3	01:05	1,703	1	0.3	1,703
Nigeria	03:00	3	0.1	01:00	8,486	1	0.3	11,315
Pan Africa	08:00	8	0.2	04:00	40,253	4	0.3	41,219
Pan Middle East	14:00	6	0.1	04:30	33,000	2	0.2	51,665
<b>Africa &amp; Middle East total</b>	<b>26:05</b>	<b>18</b>	<b>0.1</b>	<b>10:35</b>	<b>83,442</b>	<b>8</b>	<b>0.3</b>	<b>105,902</b>

### Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
China	01:36	2	0.1	00:41	184,646	1	0.0	1,876,435
Japan	09:20	7	0.2	01:20	1,257	1	0.0	64,816
<b>Asia total</b>	<b>10:56</b>	<b>9</b>	<b>0.1</b>	<b>02:01</b>	<b>185,903</b>	<b>2</b>	<b>0.0</b>	<b>1,941,251</b>

### Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
Albania	01:00	1	2.5	01:00	83,867	1	2.5	83,867
Bulgaria	01:01	1	2.7	00:00	0	0	0.0	197,000
Cyprus	01:01	1	1.3	01:01	9,819	1	1.3	9,819
France	01:05	1	0.6	01:05	109,100	1	0.6	109,100
Italy	02:57	2	0.8	01:32	101,783	1	1.4	120,606
Netherlands	00:10	1	4.9	00:00	0	0	0.0	743,000
Pan Europe	01:05	1	0.3	01:05	779,000	1	0.3	779,000
Portugal	02:00	2	6.5	02:00	1,238,000	2	6.5	1,238,000
Romania	01:01	1	0.7	01:01	141,000	1	0.7	141,000
Serbia	02:03	2	1.1	01:01	118,500	1	1.7	150,535
Spain	40:26	35	0.3	11:27	781,737	6	1.5	963,522
<b>Europe total</b>	<b>53:51</b>	<b>48</b>	<b>0.8</b>	<b>21:14</b>	<b>3,362,806</b>	<b>15</b>	<b>2.0</b>	<b>4,535,449</b>

### North, Central America & Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
French Overseas Territories	01:05	1	0.7	01:05	5,232	1	0.7	5,232
<b>North, Central America &amp; Caribbean total</b>	<b>01:05</b>	<b>1</b>	<b>0.7</b>	<b>01:05</b>	<b>5,232</b>	<b>1</b>	<b>0.7</b>	<b>5,232</b>

## Oceania

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
Australia	01:00	1	0.1	00:00	0	0	0.0	16,000
French Overseas Territories	01:05	1	0.0	01:05	89	1	0.0	89
<b>Oceania total</b>	<b>02:06</b>	<b>2</b>	<b>0.1</b>	<b>01:05</b>	<b>89</b>	<b>1</b>	<b>0.0</b>	<b>16,089</b>

## South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live average audience	Live programmes	Live average TVR%	Total audience
Argentina	02:00	2	0.3	01:00	4,840	1	0.2	14,252
Brazil	04:15	4	0.2	02:08	228,602	2	0.3	270,227
Chile	02:00	2	0.3	01:00	2,209	1	0.6	2,246
Colombia	02:00	2	0.4	01:00	1,584	1	0.3	4,041
Ecuador	02:00	2	0.4	01:00	2,350	1	0.5	3,487
Peru	02:00	2	0.7	01:00	2,624	1	1.5	2,624
Venezuela	02:00	2	0.5	01:00	26,614	1	0.9	31,346
<b>South America total</b>	<b>16:15</b>	<b>16</b>	<b>0.4</b>	<b>08:08</b>	<b>268,823</b>	<b>8</b>	<b>0.6</b>	<b>328,222</b>

<b>Global total</b>	<b>110:19</b>	<b>94</b>	<b>0.5</b>	<b>44:09</b>	<b>3,906,294</b>	<b>35</b>	<b>1.1</b>	<b>6,932,145</b>
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## Unconfirmed broadcasts

The broadcast schedule for the below licensees had not been received at time of publishing, therefore the data from these has not been included in the analysis contained within this report.

Media Rights Licensee	Licensor	Territory
AUB	FIFA	Pan Africa
PTV	EBU	Armenia
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Brunei & Malaysia
TRK	EBU	Ukraine
Fox Sports	FIFA	Argentina
Radio e Televisão Bandeirantes Ltda.	FIFA	Brazil
Esporte Interativo	FIFA	Brazil

## Glossary of terms

**Average audience:** in audited markets, an audience is measured each minute throughout the day. The average audience is the sum of each audience for each minute during a broadcast, divided by the duration of coverage in minutes.

**Channel(s):** the television station which the Media Rights Licensee used to show the event in-home.

**Dedicated coverage:** the television time the event is aired for, based on specific devoted event coverage including live games, repeats, event highlights and magazine shows. Dedicated coverage therefore excludes clips shown in news bulletins and in non-dedicated magazine coverage such as *FIFA Futbol Mundial* or *World Sport*.

**Estimated audiences:** as many markets remain unaudited around the globe, estimated audiences are employed to predict the audience for coverage. For this event, the methodology outlined in the "In-home data sources and methodology" section was used.

**In-home audiences:** the audience measurement based on all viewers from within the home, including guests.

**Market Share %:** the audience expressed as a percentage of the total viewing audience watching television during a particular time period.

**Media Rights Licensee (MRL):** an organisation which has been granted certain media rights to the event in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

**Peak match audience / peak average audience:** the highest average audience of any programme from all broadcasts.

**TVR%:** the audience expressed as a share of the total possible television viewers in a particular market.