



# **FIFA U-17 Women's World Cup Trinidad and Tobago 2010**

**Television Audience Report**



## Contents

Report authors	2
Introduction	3
Match schedule	4
Report notes	5
Top-line coverage and audience summary	6
Executive summary	7
Key market summaries	8
In-home data sources and methodology	9
Global FIFA U-17 Women's World Cup Trinidad & Tobago 2010 analysis	10
Regional FIFA U-17 Women's World Cup Trinidad & Tobago 2010 analysis	
○ Africa and Middle East	15
○ Asia	17
○ Europe	19
○ North, Central America and Caribbean	21
○ Oceania	23
○ South America	24
Appendix	
○ FIFA U-17 Women's World Cup Trinidad & Tobago 2010 broadcast summary by territory	27
○ FIFA U-17 Women's World Cup Trinidad & Tobago 2010 reach analysis	29
○ Media Rights Licensees	30
○ Unconfirmed broadcasts	41
○ Glossary of terms	42



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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 U-17 Women's World Cup Trinidad & Tobago 2010 took place from 5<sup>th</sup> September to 25<sup>th</sup> September 2010 and featured 16 football nations from around the globe.

The list of competing nations was:

### Group A



Chile



Korea DPR



Nigeria



Trinidad &  
Tobago

### Group B



Germany



Korea Republic



Mexico



South Africa

### Group C



Japan



New Zealand



Spain



Venezuela

### Group D



Brazil



Canada



Ghana



Republic of  
Ireland

Each of the teams played three group-stage matches, before the top two teams in each group progressed to the knockout round-of-16 stage. The games took place at five venues across Trinidad & Tobago, including stadiums in Port of Spain, Marabella, Scarborough, Couva and Arima.

Hasely Crawford Stadium in Port of Spain, Trinidad had the honour of hosting the final between Korea Republic and Japan, with Korea Republic winning 5-4 on penalties after a 3-3 draw after extra time.

## Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group stage	5-Sep-10	18:00	Port of Spain	TRI v CHI	2:1 (1:0)
2	Group stage	5-Sep-10	15:00	Port of Spain	NGA v PRK	3:2 (1:1)
3	Group stage	5-Sep-10	16:00	Scarborough	GER v MEX	9:0 (5:0)
4	Group stage	5-Sep-10	19:00	Scarborough	RSA v KOR	1:3 (0:1)
5	Group stage	6-Sep-10	19:00	Couva	NZL v VEN	1:2 (1:1)
6	Group stage	6-Sep-10	16:00	Couva	ESP v JPN	4:1 (3:0)
7	Group stage	6-Sep-10	16:00	Arima	IRL v BRA	1:2 (0:1)
8	Group stage	6-Sep-10	19:00	Arima	CAN v GHA	1:0 (0:0)
9	Group stage	8-Sep-10	19:00	Marabella	TRI v NGA	1:2 (1:1)
10	Group stage	8-Sep-10	16:00	Marabella	PRK v CHI	3:0 (1:0)
11	Group stage	8-Sep-10	16:00	Scarborough	GER v RSA	10:1 (9:1)
12	Group stage	8-Sep-10	19:00	Scarborough	KOR v MEX	4:1 (2:1)
13	Group stage	9-Sep-10	16:00	Couva	NZL v ESP	1:3 (1:1)
14	Group stage	9-Sep-10	19:00	Couva	JPN v VEN	6:0 (3:0)
15	Group stage	9-Sep-10	16:00	Arima	IRL v CAN	1:0 (0:0)
16	Group stage	9-Sep-10	19:00	Arima	GHA v BRA	1:0 (1:0)
17	Group stage	12-Sep-10	18:00	Couva	PRK v TRI	1:0 (1:0)
18	Group stage	12-Sep-10	18:00	Arima	CHI v NGA	0:5 (0:2)
19	Group stage	12-Sep-10	15:00	Arima	KOR v GER	0:3 (0:0)
20	Group stage	12-Sep-10	15:00	Couva	MEX v RSA	4:0 (1:0)
21	Group stage	13-Sep-10	16:00	Scarborough	JPN v NZL	6:0 (1:0)
22	Group stage	13-Sep-10	16:00	Marabella	VEN v ESP	1:2 (0:1)
23	Group stage	13-Sep-10	19:00	Scarborough	GHA v IRL	0:3 (0:2)
24	Group stage	13-Sep-10	19:00	Marabella	BRA v CAN	2:0 (1:0)
25	Quarter-final	16-Sep-10	16:00	Marabella	NGA v KOR	5:6 a.e.t. (4:4, 3:2)
26	Quarter-final	16-Sep-10	19:00	Marabella	GER v PRK	0:1 (0:1)
27	Quarter-final	17-Sep-10	16:00	Couva	ESP v BRA	2:1 (1:0)
28	Quarter-final	17-Sep-10	19:00	Arima	IRL v JPN	1:2 (0:1)
29	Semi-final	21-Sep-10	16:00	Couva	KOR v ESP	2:1 (2:1)
30	Semi-final	21-Sep-10	19:00	Couva	PRK v JPN	1:2 (0:0)
31	Match for third place	25-Sep-10	15:00	Port of Spain	ESP v PRK	1:0 (0:0)
32	Final	25-Sep-10	18:00	Port of Spain	KOR v JPN	3:3 a.e.t. (3:3, 2:2) 5:4 PSO

## Report notes<sup>1</sup>

- Throughout this report “AUDIENCE REACH” has been quoted, which is the measurement of the total unique individuals to have watched the event on television in-home. This ensures viewers are not duplicated while providing a true measure of event penetration.

For the purposes of this report, audience reach has been based on viewers watching a minimum of 20 consecutive minutes of coverage; however a lower reach condition of viewers watching a minimum of 3 consecutive minutes of coverage has also been sourced and is quoted throughout as well as shown in the “Appendix” section. The projected global reach is based on collecting the audited reach data in major measured markets around the world, which account for a wide geographic spread as well as a significant proportion of the world’s population.

- 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 in the previous event report.
- 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, which, although only representing a minority of the territories where coverage was available, account for approximately 70% of the world population and 85% of the global GDP.

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



## Top-line coverage and audience summary

Total broadcast hours:	1,734
Total territories reached:	178
Total in-home audience reach (20+ consecutive minutes):	49.4 million
Total in-home audience reach (3+ minutes):	90.3 million
Average global in-home audience per live match:	1.5 million
Highest global in-home audience (FIFA U-17 Women's World Cup Final; KOR v JPN):	9.0 million



## Executive summary<sup>1</sup>

The in-home television coverage of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 reached over 90.3 million people around the world, based on viewers watching a minimum of three consecutive minutes of coverage. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 reached 49.4 million viewers.

To establish the audience reach for the FIFA U-17 Women's World Cup Trinidad & Tobago 2010, FIFA sourced audience reach from a selection of major measured markets around the world. It was ensured that these markets accounted for a wide geographic spread as well as a significant proportion of the world's population. This was then used to project a global reach (refer to "Global FIFA U-17 Women's World Cup Trinidad & Tobago 2010 analysis" section for more detail), resulting in the reach quoted above.

Other highlights of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 included:

- Each live match was watched by an average in-home global audience of 1.5 million.
- The peak audience was for the Final match, with a total global audience of over nine million viewers.
- The highest audiences were recorded in the Korea Republic, where an average audience of 2.5 million people watched the live Final match. Overall, over 11 million viewers were reached in-home by the television coverage in the Korea Republic.
- Reach was also relatively high in Nigeria<sup>3</sup> and Mexico, where more than six million viewers were reached<sup>2</sup>.
- Elsewhere, more than two million viewers were reached<sup>2</sup> in South Africa (4.1m), Indonesia (2.8m<sup>3</sup>) and Brazil (2.6m).
- A total of over 1,734 hours of FIFA U-17 Women's World Cup Trinidad & Tobago 2010 "DEDICATED COVERAGE" were broadcast in-home.
- In-home television coverage was highest in the Africa and Middle East region, where a total of more than 826 hours were broadcast. Primarily, this high level of coverage was due to the Supersport licensee (478 hours).
- The highest ratings ("TVR%") were produced in Bolivia and El Salvador; where broadcasters achieved ratings of more than 5% for their programming.
- Elsewhere, TVR%'s of more than 3% were generated in multiple markets around the world, including Japan, Korea Republic, South Africa, New Zealand and Honduras.
- The highest "MARKET SHARE" during the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 was achieved in the Korea Republic, where the early morning live coverage of the Final match between Korea Republic and Japan gained nearly 50% of all television viewers during the game. In addition, market shares of more than 30% were achieved in Uruguay and South Africa.

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

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>3</sup> Projected based on measured markets in the region





## Key market summaries<sup>1</sup>

### Pan Europe (via Eurosport)<sup>4</sup>

Coverage (hh:mm): 68:18

Audience reach<sup>2/3</sup>: 1.1m

Live match average audience: 102,000

Peak match audience: 367,000

### China

Coverage (hh:mm): 01:33

Audience reach<sup>2</sup>: 190,000

Live match average audience: 174,000

Peak match audience: 174,000

### India

Coverage (hh:mm): 11:09

Audience reach<sup>2</sup>: 86,000

Live match average audience: 1,000

Peak match audience: 2,000

### Australia

Coverage (hh:mm): 07:45

Audience reach<sup>2/3</sup>: 45,000

Live match average audience: 12,000

Peak match audience: 15,000

### Argentina

Coverage (hh:mm): 16:05

Audience reach<sup>2/3</sup>: 73,000

Live match average audience: 6,000

Peak match audience: 17,000

### South Africa

Coverage (hh:mm): 134:15

Audience reach<sup>2</sup>: 4.1m

Live match average audience: 104,000

Peak match audience: 1.1m

### Korea Republic

Coverage (hh:mm): 111:38

Audience reach<sup>2</sup>: 11.1m

Live match average audience: 292,000

Peak match audience: 2.7m

### Japan

Coverage (hh:mm): 20:50

Audience reach<sup>2/3</sup>: 653,000

Live match average audience: 55,000

Peak match audience: 212,000

### Mexico

Coverage (hh:mm): 40:59

Audience reach<sup>2</sup>: 6.4m

Live match average audience: 1.6m

Peak match audience: 3.3m

### Brazil

Coverage (hh:mm): 18:44

Audience reach<sup>2</sup>: 2.6m

Live match average audience: 43,000

Peak match audience: 646,000

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

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>3</sup> Projected based on measured markets in the region

<sup>4</sup> Territories covered include Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia-Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom & Vatican City.

## In-home data sources and methodology<sup>1</sup>

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 are able to split live coverage into pre-match, match and post-match and such coverage is of reasonable duration (more than three minutes), this has been displayed and analysed as separate highlights programming.

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 (morning, lunchtime, afternoon, prime time, late evening or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Match (live games only)
- Stage of competition (group match / quarter-finals / semi-finals / final; all non-live programming)
- Analysis of individual market (i.e. whether the market has a team competing in the tournament, whether the market has a team competing in the fixture, the level of interest in football within a market, etc.)
- Comparative audiences in the region

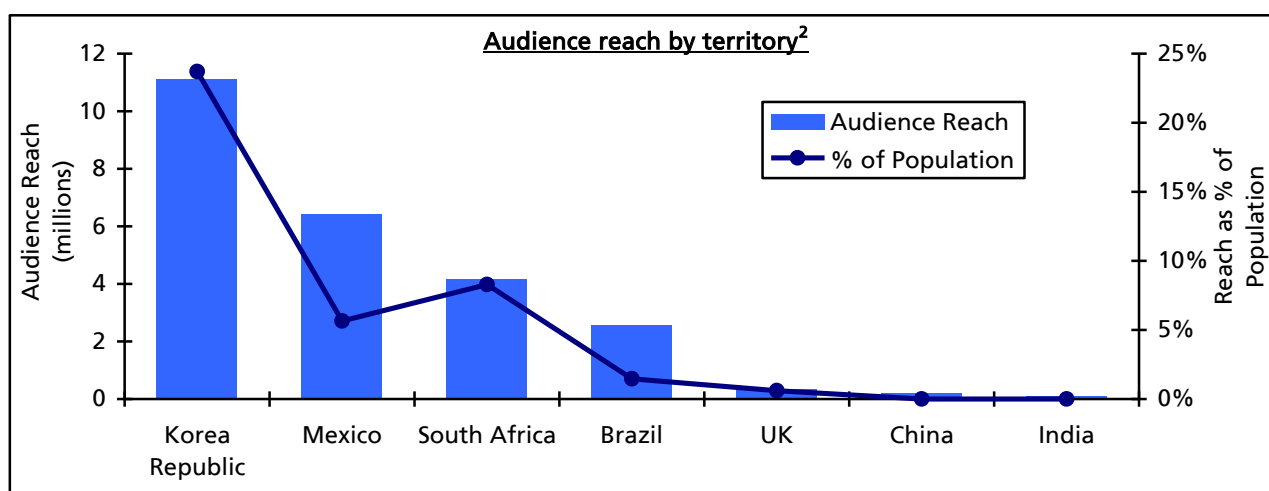
Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding. These licensees are listed in the Appendix and are not included in the analysis. However, for the AUB licensee in Africa it has been assumed that as a minimum any fixture featuring a home team was aired.

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

## Global FIFA U-17 Women's World Cup Trinidad & Tobago 2010 analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 was 49.4 million. However, when analysing the 'three-minute' audience reach, a total of 90.3 million was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from major markets around the world (please refer to below). For the purposes of defining the audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of FIFA U-17 Women's World Cup Trinidad & Tobago 2010 coverage.



Audience reach<sup>2</sup> was over 11 million in the Korea Republic (11.1m<sup>2</sup>), which represents close to 25% of the population. This was by far the highest measured reach of any territory and was achieved largely due to the audience for the Final match, which achieved an average audience of over 2.5 million on SBS.

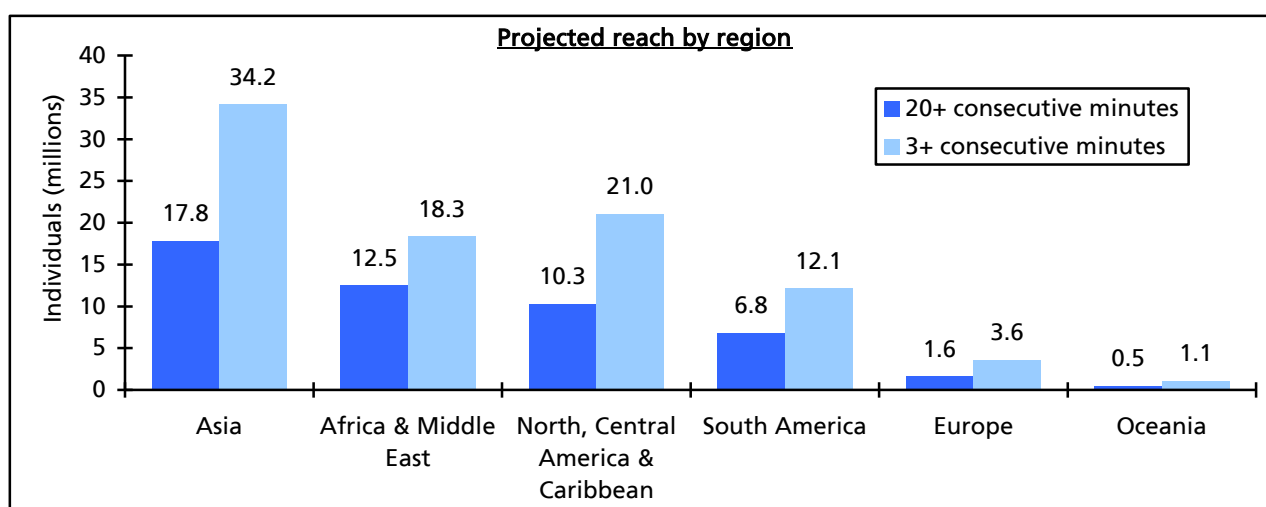
Reach of 6.4 million was produced in Mexico<sup>2</sup>, largely based on the opening match played by the Mexico national team, which generated an average audience of 2.6 million.

In South Africa, the in-home television coverage reached more than 4.1 million viewers<sup>2</sup>, while in Brazil nearly 2.6 million people were reached<sup>2</sup>.

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

To calculate the global reach of the event, a ratio was calculated taking in to account live average and peak audiences in each market, the universe of channels in each market and the reach in each of the measured markets shown on the previous page. This ratio was then used to extrapolate across all markets in the corresponding regions.

This methodology resulted in the event reaching a total of 49.4 million individuals globally (based on viewing a minimum of 20 consecutive minutes). However, if the reach condition is reduced to viewers watching just three consecutive minutes of coverage, the projected global reach equates to 90.3 million.



The highest reach was in Asia (17.8 million<sup>2</sup>), with viewers in the Korea Republic accounting for over 60% (62%) of the reach across the region (11.1m<sup>2</sup>). Other Asian markets where reach of more than one million viewers were projected<sup>2</sup> included Indonesia (2.8m<sup>2</sup>) and Vietnam (1.3m<sup>2</sup>).

There were 12.5 million individuals reached across the Africa and Middle East region<sup>2</sup>, with South Africa and Nigeria<sup>3</sup> offering a combined reach of nearly 11 million individuals<sup>2</sup> (87% of the regional total).

Across the North, Central America and Caribbean region, a reach of 10.3 million<sup>2</sup> was generated, with Mexico offering the majority of this (6.4m; 62%). In El Salvador (1.5m<sup>2</sup>), a projected reach of more than one million was also generated.

South America produced an audience reach of close to seven million viewers<sup>2</sup>, with Brazil offering the highest total (2.6m; 38%<sup>2</sup>). Projected reach also totalled more than one million in Chile (1.4m<sup>2</sup>), Peru (1.1m<sup>2</sup>) and Bolivia (1.1m<sup>2</sup>).

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

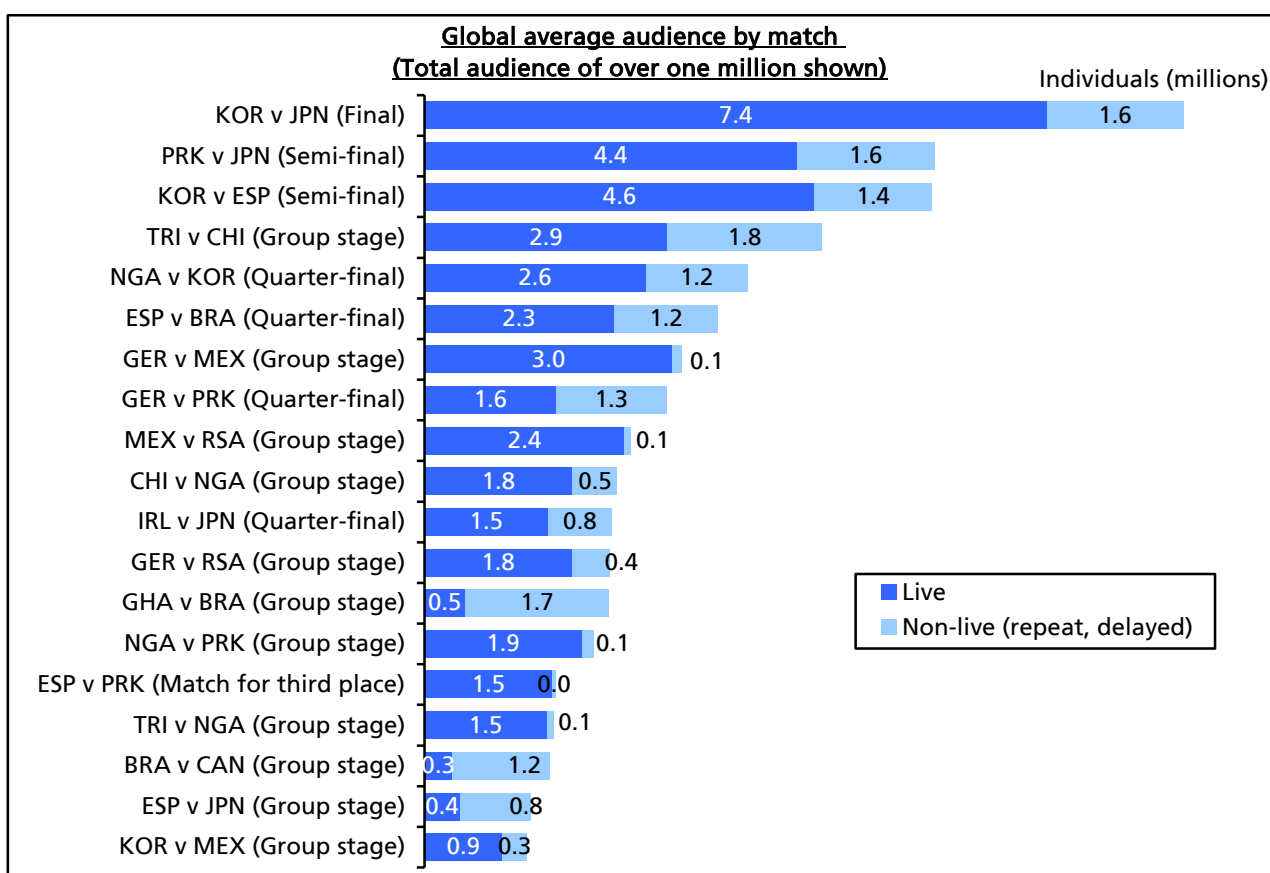
<sup>3</sup> Projected based on measured markets in the region



The Final match of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 attracted the highest global in-home audience of any game, with a total audience of over nine million viewers.

Both Semi-finals achieved total audiences of more than six million, while each of the Quarter-finals attracted audiences of at least two million.

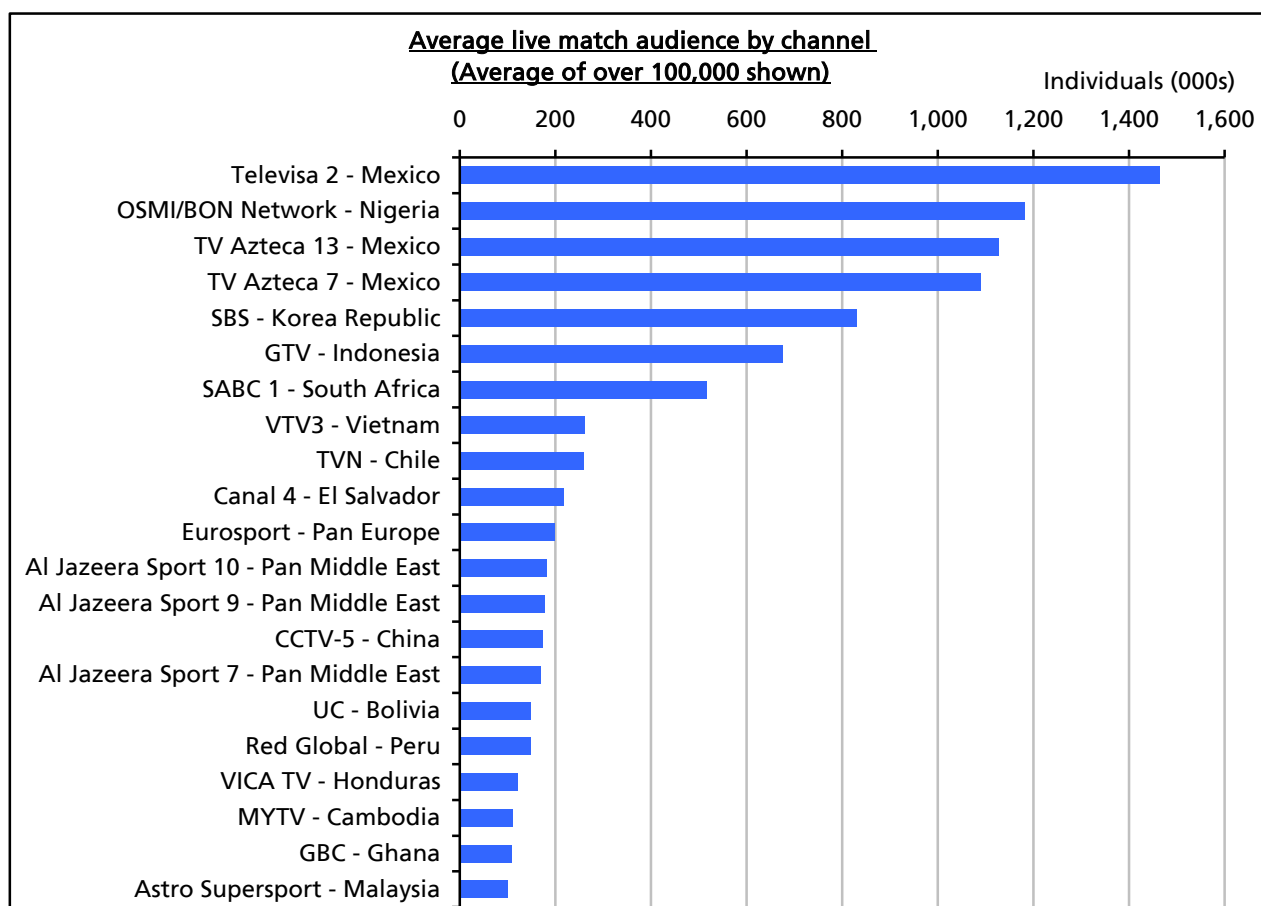
A total of 19 matches gained live global average in-home audiences of at least one million individuals.



Channels in Mexico generated among the highest live match audiences, in particular Televisa 2<sup>5</sup> achieving an average of close to 1.5 million viewers for the one live game they aired. In addition, both TV Azteca 13<sup>6</sup> and TV Azteca 7<sup>6</sup> also produced averages of more than one million viewers for each live game aired.

Elsewhere, the OSMI/BON Network<sup>7</sup> in Nigeria produced an estimated audience of 1.2 million for each of their live games, while in the Korea Republic; the average audience across all games on SBS<sup>8</sup> was over 800,000.

Overall, there were over 60 different channels broadcasting live coverage of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010 around the world. A total of 21 channels in 17 different markets achieving average audiences of more than 100,000 during the tournament.



<sup>5</sup> Channel of the Media Rights Licensee OTI/Televisa, S.A. de C.V.

<sup>6</sup> Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V.

<sup>7</sup> Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

<sup>8</sup> Channel of the Media Rights Licensee SBS International, Inc.

A total of over 1,734 hours of dedicated FIFA U-17 Women's World Cup Trinidad & Tobago 2010 were aired around the world. For the purposes of this report, this has been broken down into six regions (see below).

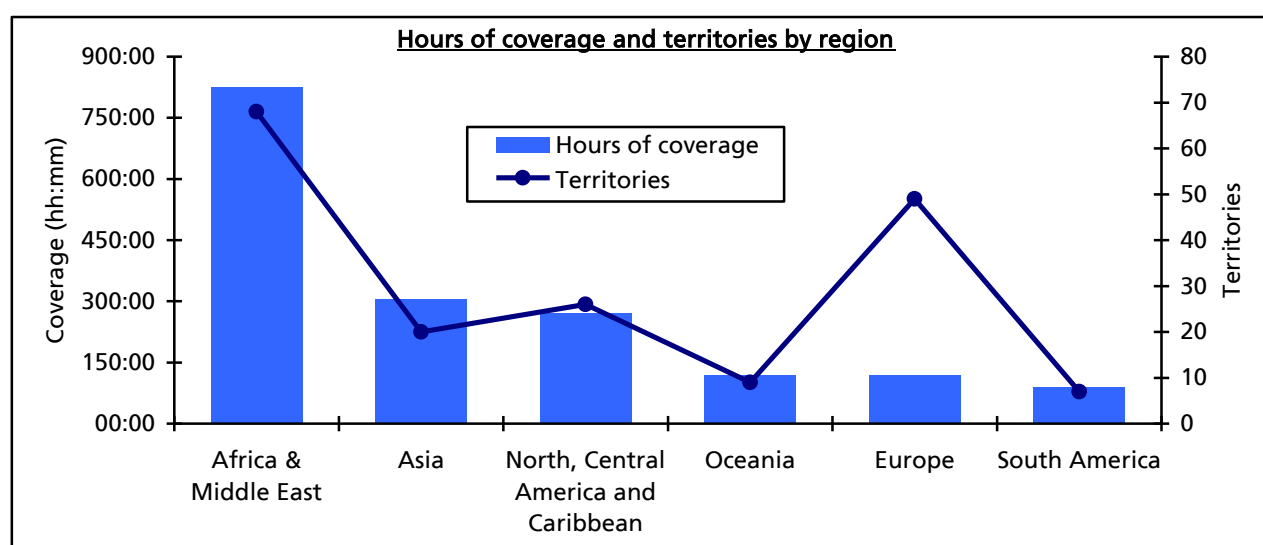
Licensees across Africa and the Middle East showed the highest levels of dedicated in-home coverage, with a total of over 826 hours being available across 67 territories. The highest contribution to this coverage total was provided by the SuperSport licensee, which aired extensive levels of coverage (478 hours) across 12 separate channels in the region. In addition, Canal+ across Africa showed 163 hours and Al Jazeera aired more than 119 hours across the Middle East.

There were over 300 hours of coverage aired in Asia, with over a third (36%; 111 hours) of this being generated in the Korea Republic.

In the North, Central America and the Caribbean region, licensees aired a total of 272 hours of coverage. This was mainly provided by the coverage across the Caribbean (65 hours) as well as in Guatemala (54 hours), Mexico (41 hours) and Honduras (40 hours).

Across each of the remaining three regions, total levels of coverage were in excess of 89 hours, while 49 territories were reached in Europe largely thanks to the distribution of Eurosport. Eurosport also aired significant levels of coverage, with 68 hours being shown.

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	67	826:15
Asia	20	306:28
North, Central America and Caribbean	26	272:25
Oceania	9	120:19
Europe	49	119:49
South America	7	89:24
<b>Total</b>	<b>178</b>	<b>1734:42</b>





## Regional FIFA U-17 Women's World Cup Trinidad & Tobago 2010 analysis

### Africa and Middle East

A projected reach of 12.5 million individuals<sup>2</sup> was generated across the region by the in-home coverage of the tournament.

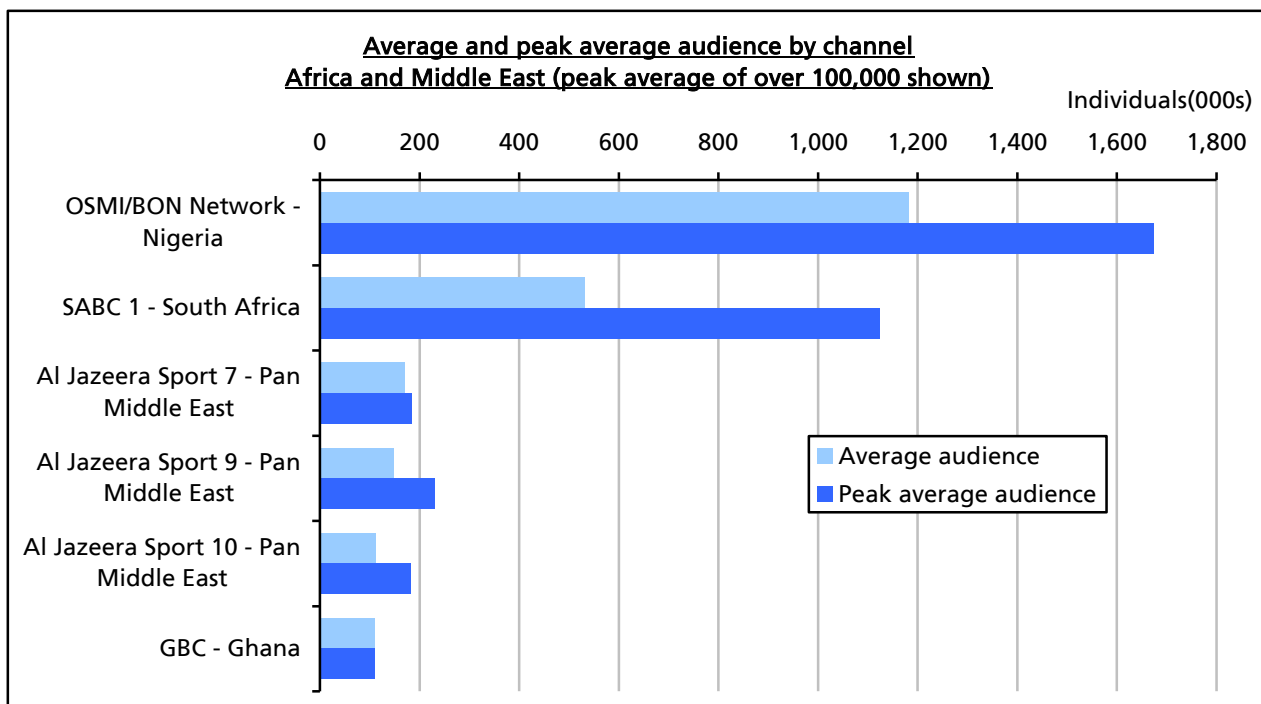
The large majority (87%<sup>2</sup>) of the audience reach was produced in South Africa and Nigeria; together accounting for a projected 10.9 million viewers<sup>2</sup>. Over 6.7 million viewers in Nigeria were projected to have been reached<sup>2</sup>, while in South Africa more than 4.1 million were reached<sup>2</sup>.

Elsewhere, across the Middle East the Al Jazeera coverage reached a projected 837,000 viewers in-home<sup>2</sup>.

The highest audiences in the region were delivered by the OSMI/BON Network<sup>7</sup> in Nigeria, with their programming achieving an estimated average of close to 1.2 million viewers. The highest rated programme was the Final match, generating an estimated average audience of 1.7 million.

Elsewhere, SABC 1<sup>9</sup> in South Africa attracted an average of more than 500,000 viewers to each programme, including an average audience of more than 1.1 million for the Germany v South Africa match.

Al Jazeera generated an estimated peak average audience of more than 200,000 during the event.



<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>7</sup> Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

<sup>9</sup> Channel of the Media Rights Licensee SABC





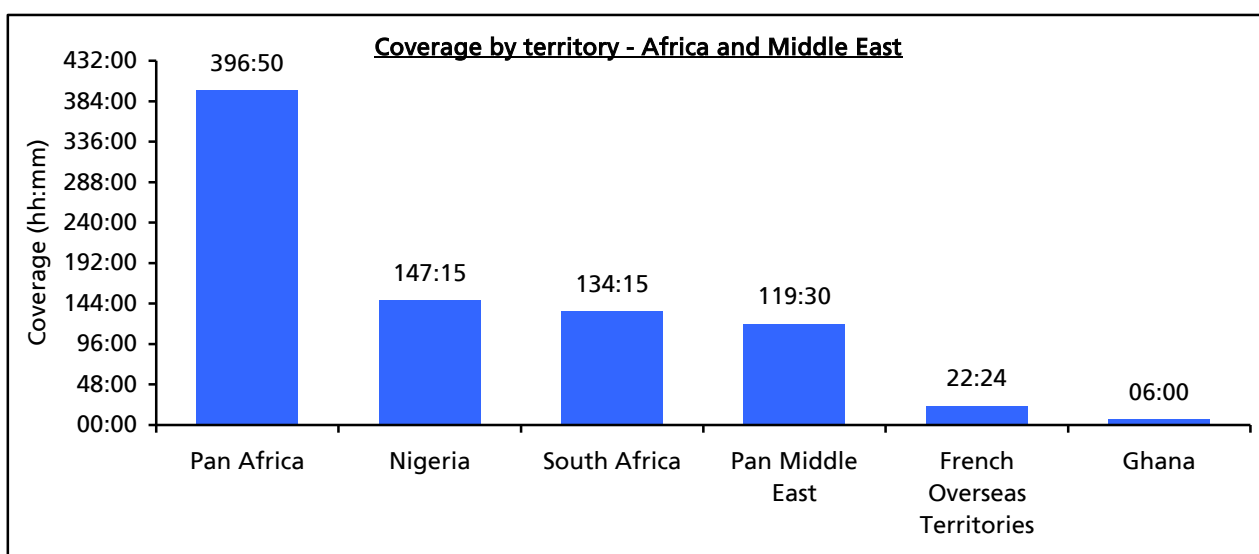
More than 826 hours of FIFA U-17 Women's World Cup Trinidad & Tobago 2010 coverage was broadcast in the African and Middle Eastern region; representing the highest of any region and nearly half (47%) of the global total.

The Pan Africa SuperSport and Canal Horizons channels accounted for a combined total of over 396 hours of tournament coverage. SuperSport also had feeds going directly in to South Africa<sup>10</sup> as well as Nigeria, therefore overall, this licensee accounted for a total of 478 hours of coverage.

Viewers in Nigeria had access to 147 hours of coverage; with high levels of SuperSport coverage supplemented by the coverage on the OSMI/BON Network<sup>7</sup>.

This was a similar story in South Africa, where 120 hours of SuperSport<sup>10</sup> coverage were supported by 14 hours of coverage on SABC.

Audiences across the Middle East were able to watch more than 119 hours of tournament coverage via the Al Jazeera channels.



<sup>7</sup> Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

<sup>10</sup> Sub-licensee of the main Media Rights Licensee SABC

## Asia

The projected audience reach was 17.8 million individuals<sup>2</sup> in Asia; the highest of any region.

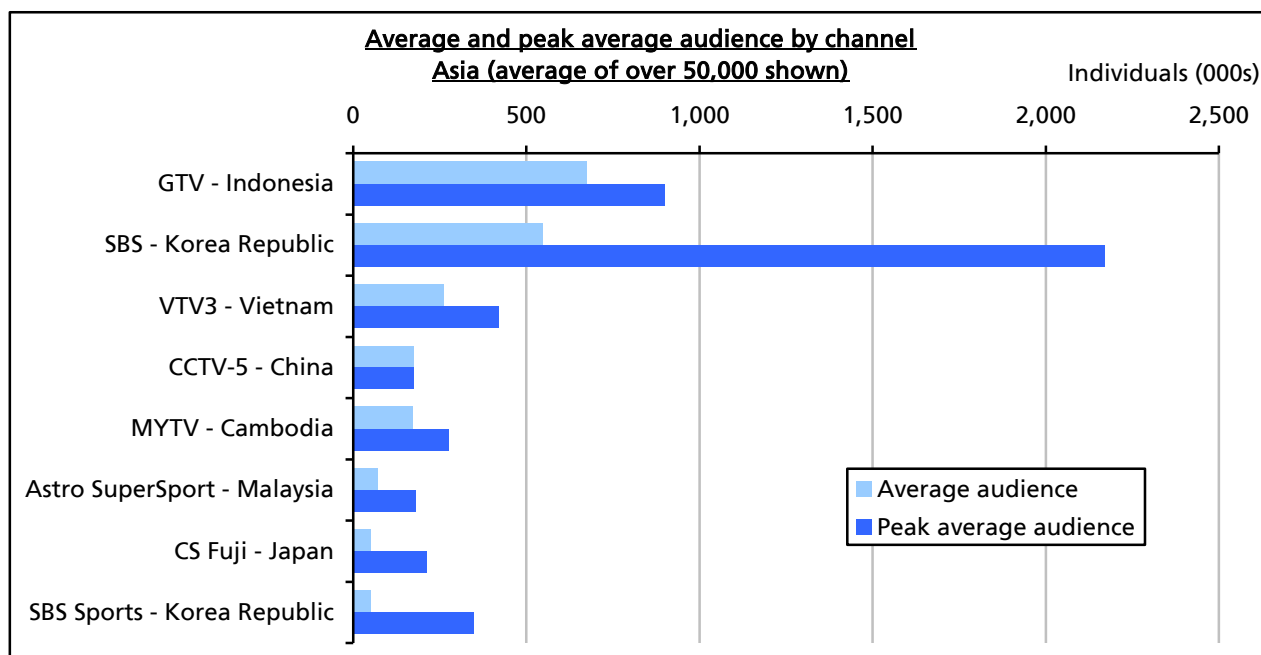
Much of the reach in Asia (62%) was delivered by the Korea Republic, where over 11 million people were reached<sup>2</sup>.

Elsewhere, more than 2.8 million people were projected to have been reached<sup>2</sup> in Indonesia; while 1.3 million people were reached<sup>2</sup> in Vietnam.

SBS<sup>8</sup> in the Korea Republic achieved the highest peak average audience in the region and the highest of any channel around the world. The early morning live coverage of the Final match achieved an average audience of over 2.1 million on SBS. A further average audience of 347,000 watched the match on SBS Sports in the Korea Republic, therefore creating a total average audience of over 2.5 million for the live coverage of the Final match in the Korea Republic.

The programming on GTV<sup>11</sup> in Indonesia attracted the highest average audience across the region, with each programme gaining an average of 675,000 viewers. This average included a peak average audience of 900,000 for their coverage of the Final match.

In addition, peak average audiences of more than 170,000 were produced in Vietnam, China, Cambodia, Malaysia and Japan.



<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>8</sup> Channel of the Media Rights Licensee SBS International, Inc.

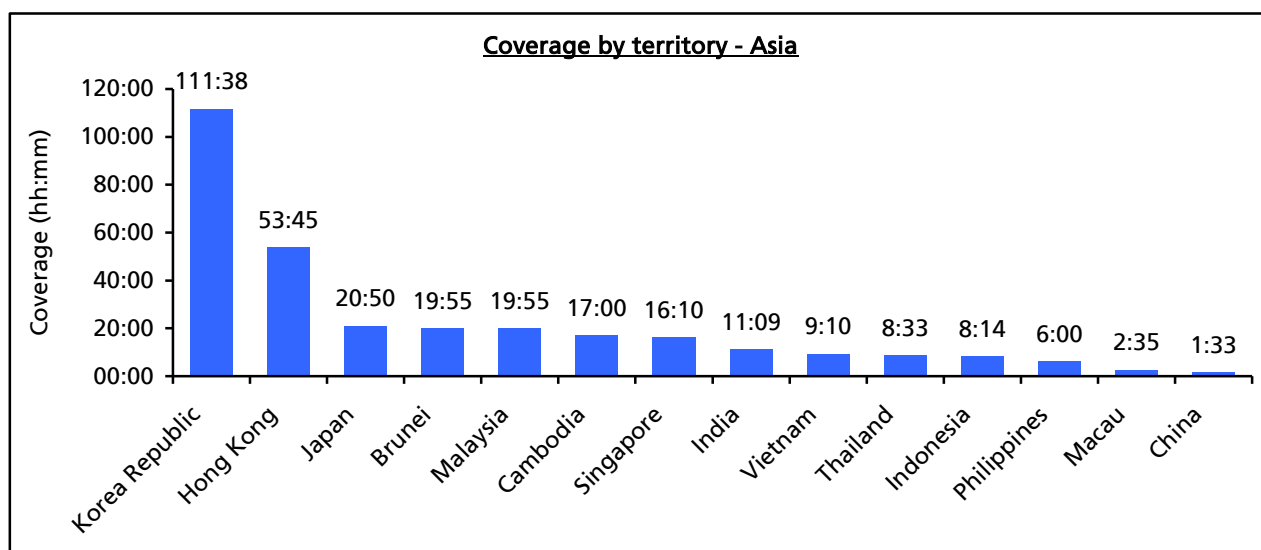
<sup>11</sup> Channel of the Media Rights Licensee M-League/PT EC Entertainment

A total of 306 hours of tournament coverage were aired throughout Asia.

Viewers in the Korea Republic could have seen the highest levels of coverage in the region, with more than 111 hours of tournament coverage being shown.

In Hong Kong, viewers had access to over 53 hours of coverage, while more than 20 hours were available to watch in Japan.

Over 15 hours of coverage were broadcast in to Malaysia, Brunei, Singapore and Cambodia, while in India there were 11 hours shown and in China 1.5 hours of coverage were aired.



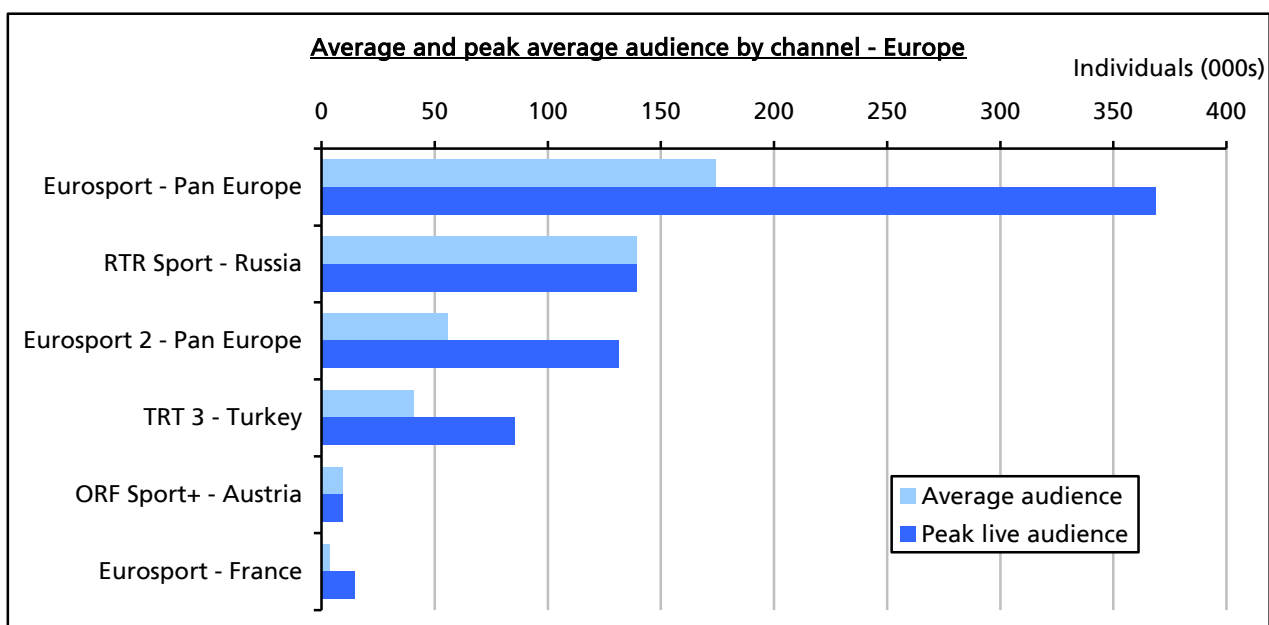
## Europe

Nearly 1.6 million individuals were reached<sup>2</sup> across the region by the in-home coverage of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010.

The majority of the audience reach in Europe was generated by Eurosport, which was projected to have reached more than one million viewers<sup>2</sup>.

In addition, over 200,000 people were projected to have been reached<sup>2</sup> in Russia and in Turkey.

The highest audiences in Europe were generated by Eurosport, with an average of 174,000 watching each programme, including a peak average audience of 369,000 watching a highlights programme of the opening matches.



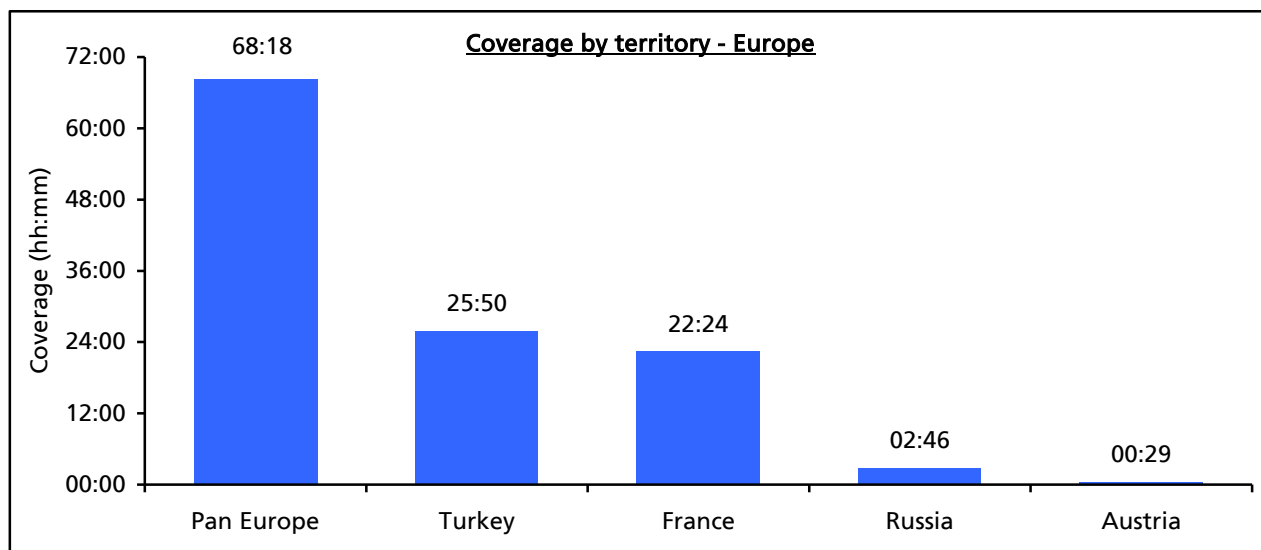
<sup>2</sup>Based on viewers watching a minimum of 20 consecutive minutes



Licenseses across Europe showed close to 120 hours of FIFA U-17 Women's World Cup Trinidad & Tobago 2010 coverage.

Eurosport across the region generated by far the highest level of coverage, with over 68 hours being broadcast.

Elsewhere, over 20 hours were shown in Turkey and in France, while in Russia nearly 3 hours of coverage were aired and in Austria 29 minutes of highlights coverage were broadcast.



## North, Central America & Caribbean

The in-home television coverage across the region reached 10.3 million individuals<sup>2</sup>.

Over 60% (62.2%<sup>2</sup>) of the reach in the region was achieved in Mexico, where 6.4 million viewers were reached<sup>2</sup> by the dedicated coverage of the tournament.

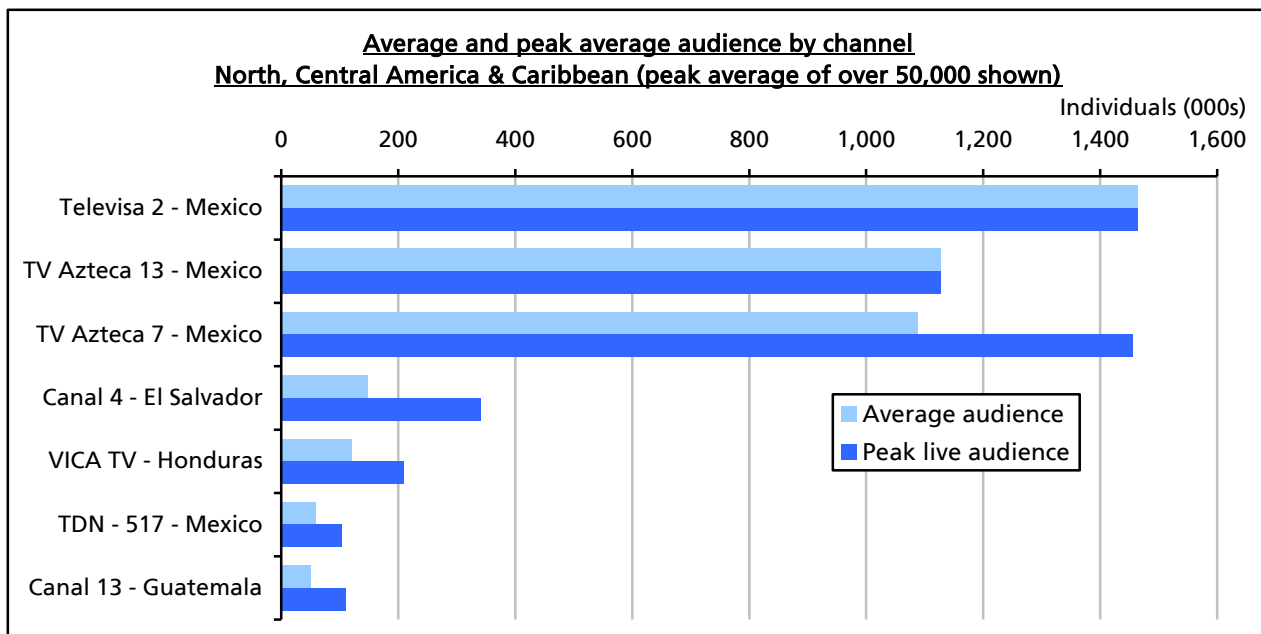
In addition, close to 1.5 million people were projected to have been reached in El Salvador, while in Honduras a projected total of 914,000 viewers were reached.

The coverage of the Germany v Mexico game on Televisa 2<sup>5</sup> in Mexico achieved the highest single audience in the region; with an average of 1.5 million people watching their coverage.

The TV Azteca 7<sup>6</sup> coverage of the Mexico v South Africa match gained a very similar level of audience.

TV Azteca 13<sup>6</sup> also generated a significant audience, with their live coverage of Germany v Mexico attracting an average audience of over 1.1 million.

Audiences outside of Mexico were far smaller, however average audiences of more than 300,000 were recorded on Canal 4<sup>12</sup> in El Salvador.



<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

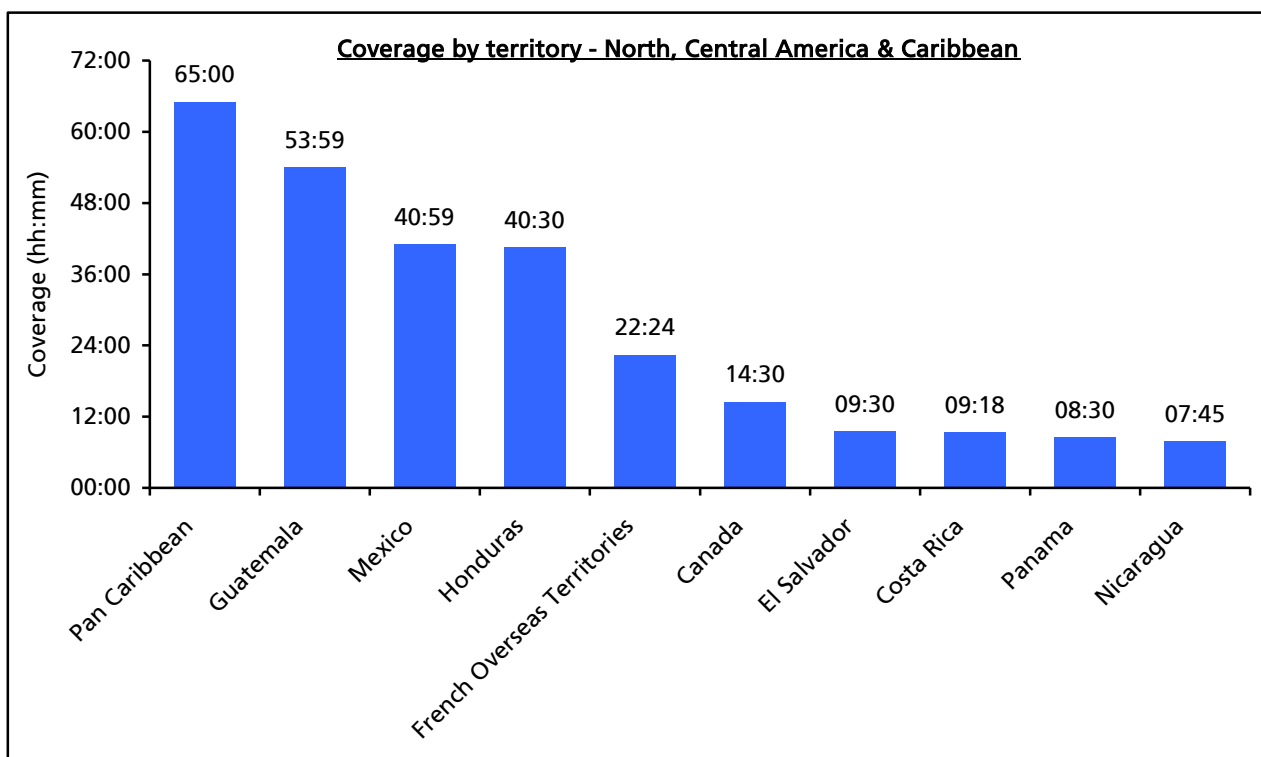
<sup>5</sup> Channel of the Media Rights Licensee OTI/Televisa, S.A. de C.V.

<sup>6</sup> Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V.

<sup>12</sup> Channel of the main Media Rights Licensee OTI/Telecorporacion Salvadorena

Over 272 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Viewers in the Caribbean had access to 65 hours of coverage, while in Guatemala, 54 hours of coverage were aired. In addition, broadcasters in Mexico and Honduras aired over 40 hours of coverage.

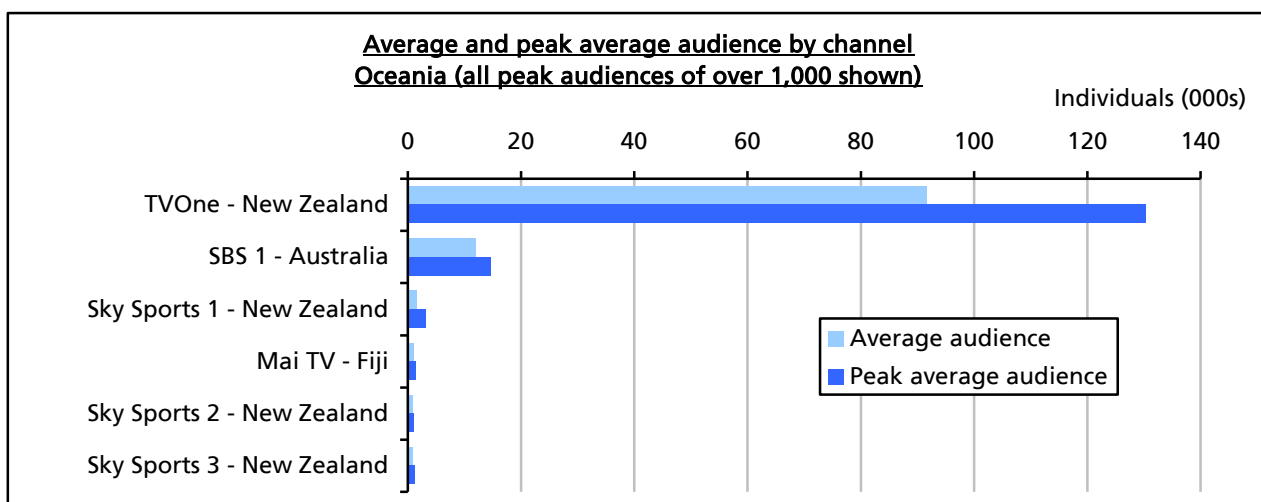


## Oceania

Over 450,000 individuals were reached<sup>2</sup> across the region by the in-home coverage of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010.

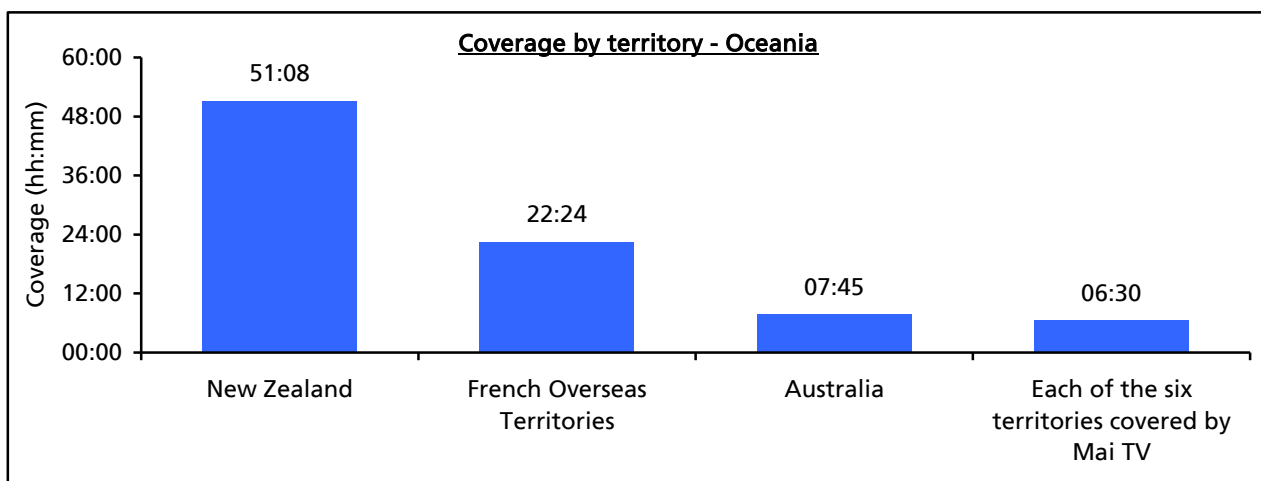
New Zealand accounted for almost 90% of the reach in the region (87.7%<sup>2</sup>), with a projected reach of over 401,000 being generated<sup>2</sup>.

By far the highest audiences in the region were delivered by TVOne<sup>14</sup> in New Zealand, which gained an average of close to 92,000 viewers for each programme. This included an average audience of 130,000 for their late night Group stage highlights coverage.



A total of 120 hours of FIFA U-17 Women's World Cup Trinidad & Tobago 2010 coverage was shown across the Oceania region.

In New Zealand, viewers could have seen over 50 hours of coverage, while in the French Overseas Territories, 22 hours were aired. In addition, nearly eight hours of coverage were aired in Australia while 6.5 hours were shown across the Pacific Islands covered by the Mai TV distribution.



<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>14</sup> Channel of the main Media Rights Licensee SBS Australia's sub-licensee TVNZ



## South America

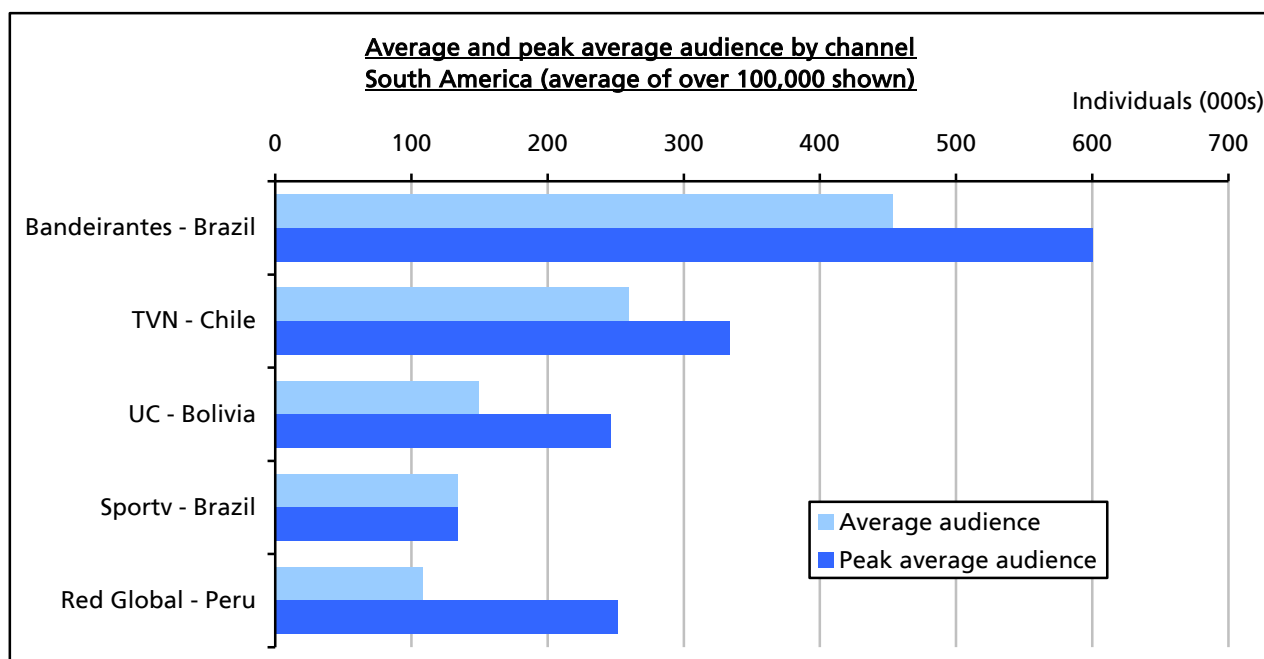
A total of 6.8 million individuals were reached<sup>2</sup> across the region by the in-home coverage of the FIFA U-17 Women's World Cup Trinidad & Tobago 2010.

Brazil accounted for the highest reach<sup>2</sup> in South America, with 2.5 million people reached by the in-home coverage.

In addition, more than one million people were projected to have been reached<sup>2</sup> in Chile, Peru and Bolivia.

The highest audiences in the region were generated by broadcasters in Brazil, with Bandeirantes achieving an average of over 450,000 viewers for each programme, including an average audience of over 600,000 for their delayed coverage of the Final match.

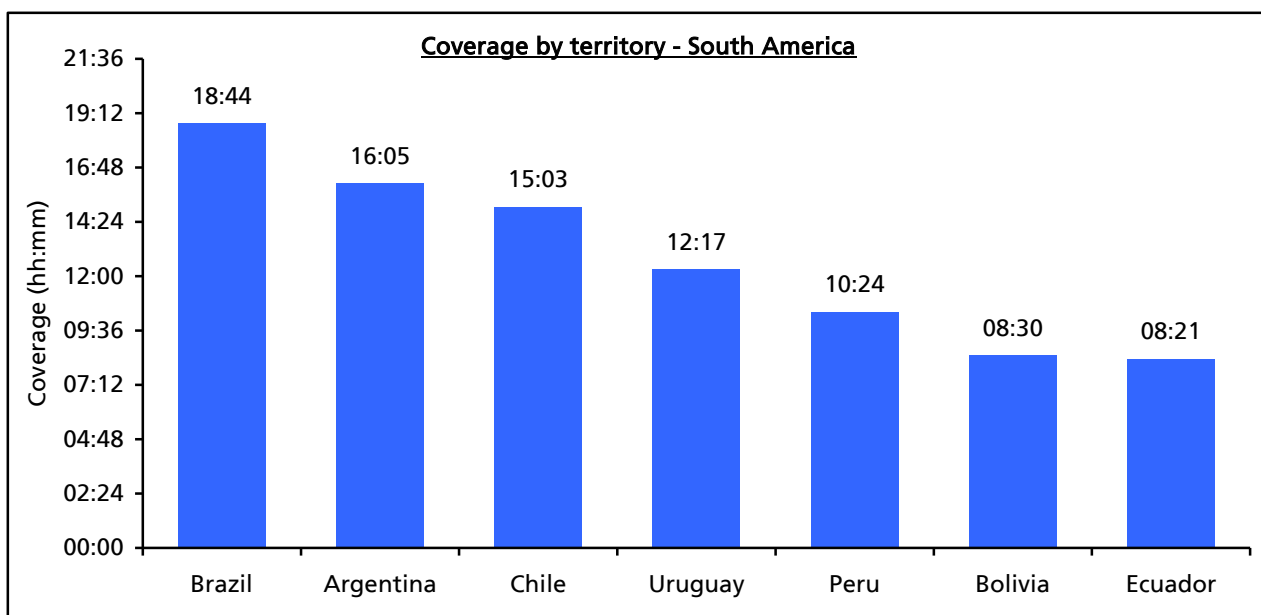
In addition to Brazil, peak average audiences of more than 240,000 were achieved in Chile, Bolivia and Peru.



<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes

A total of over 89 hours of tournament coverage was broadcast across the South America region.

Viewers in Brazil had access to nearly 19 hours of coverage, while in Argentina and Chile there were more than 15 hours shown and in Uruguay and Peru more than 10 hours were aired.





## Appendix



## FIFA U-17 Women's World Cup Trinidad & Tobago 2010 broadcast summary by territory

### Africa and Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
French Overseas Territories	22:24	17	1.4	07:24	3	2.2	64,688
Ghana	06:00	3	1.7	06:00	3	1.7	396,872
Nigeria	147:15	71	1.6	145:15	70	1.6	6,716,725
Pan Africa	396:50	206	1.1	135:59	64	1.1	347,186
Pan Middle East	119:30	64	1.3	24:30	11	1.6	837,159
South Africa	134:15	64	0.3	80:20	37	0.3	4,140,000
<b>Africa &amp; Middle East total</b>	<b>826:15</b>	<b>425</b>	<b>1.1</b>	<b>399:28</b>	<b>188</b>	<b>1.2</b>	<b>12,502,632</b>

### Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Brunei	19:55	9	0.8	11:25	5	1.1	9,764
Cambodia	17:00	8	1.3	10:30	5	0.8	845,552
China	01:33	1	0.0	01:33	1	0.0	190,000
Hong Kong	53:45	25	0.6	08:45	4	0.8	163,071
India	11:09	6	0.0	05:48	3	0.0	86,200
Indonesia	08:14	4	0.4	08:14	4	0.4	2,773,312
Japan	20:50	9	1.1	20:10	7	1.2	653,058
Korea Republic	111:38	103	0.2	35:43	15	0.5	11,084,480
Macau	02:35	1	1.0	02:35	1	1.0	6,303
Malaysia	19:55	9	0.8	11:25	5	1.1	554,662
Philippines	06:00	3	0.0	00:00	0	0.0	15,820
Singapore	16:10	8	0.5	09:40	4	0.8	17,410
Thailand	08:33	4	0.1	00:00	0	0.0	85,353
Vietnam	09:10	4	0.4	09:10	4	0.4	1,291,032
<b>Asia total</b>	<b>306:28</b>	<b>194</b>	<b>0.4</b>	<b>134:59</b>	<b>58</b>	<b>0.7</b>	<b>17,776,018</b>

### Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Austria	00:29	5	0.1	00:00	0	0.0	13,857
France	22:24	17	0.0	07:24	3	0.0	43,125
Pan Europe	68:18	57	0.1	28:11	15	0.1	1,060,875
Russia	02:46	1	0.2	00:00	0	0.0	207,706
Turkey	25:50	14	0.1	08:00	4	0.1	261,015
<b>Europe total</b>	<b>119:49</b>	<b>94</b>	<b>0.1</b>	<b>43:35</b>	<b>22</b>	<b>0.1</b>	<b>1,586,578</b>



## North, Central America & Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Canada	14:30	7	0.1	06:00	3	0.2	227,075
Costa Rica	09:18	4	0.6	09:18	4	0.6	272,628
El Salvador	09:30	4	3.3	09:30	4	3.3	1,489,863
French Overseas Territories	22:24	17	0.9	07:24	3	2.2	93,858
Guatemala	53:59	29	0.8	46:56	25	0.9	480,509
Honduras	40:30	20	1.8	20:30	10	1.8	913,766
Mexico	40:59	33	0.8	07:59	4	1.4	6,396,622
Nicaragua	07:45	4	0.1	00:00	0	0.0	14,847
Pan Caribbean	65:00	32	1.0	41:00	20	1.2	260,515
Panama	08:30	4	1.3	08:30	4	1.3	122,706
<b>North, Central America &amp; Caribbean total</b>	<b>272:25</b>	<b>154</b>	<b>1.0</b>	<b>157:07</b>	<b>77</b>	<b>1.3</b>	<b>10,272,389</b>

## Oceania

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Australia	07:45	3	0.1	07:45	3	0.1	44,854
Cook Islands	06:30	3	0.1	06:30	3	0.1	154
Fiji	06:30	3	0.1	06:30	3	0.1	3,956
French Overseas Territories	22:24	17	0.3	07:24	3	0.3	2,953
New Zealand	51:08	25	0.4	24:54	10	0.1	401,514
Samoa	06:30	3	0.1	06:30	3	0.1	476
Solomon Islands	06:30	3	0.1	06:30	3	0.1	2,434
Tonga	06:30	3	0.1	06:30	3	0.1	276
Vanuatu	06:30	3	0.1	06:30	3	0.1	637
<b>Oceania total</b>	<b>120:19</b>	<b>63</b>	<b>0.3</b>	<b>79:03</b>	<b>34</b>	<b>0.1</b>	<b>457,255</b>

## South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Argentina	16:05	8	0.2	15:05	7	0.2	72,575
Bolivia	08:30	4	4.4	08:30	4	4.4	1,051,962
Brazil	18:44	10	0.5	03:42	2	0.1	2,564,956
Chile	15:03	6	1.7	15:03	6	1.7	1,427,675
Ecuador	08:21	4	0.6	00:00	0	0.0	268,570
Peru	10:24	5	0.6	05:42	3	0.8	1,074,394
Uruguay	12:17	12	1.3	09:00	4	1.4	331,338
<b>South America total</b>	<b>89:24</b>	<b>49</b>	<b>1.1</b>	<b>57:02</b>	<b>26</b>	<b>1.4</b>	<b>6,791,469</b>

<b>Global total</b>	<b>1734:42</b>	<b>979</b>	<b>0.8</b>	<b>871:16</b>	<b>405</b>	<b>1.0</b>	<b>49,386,340</b>
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## FIFA U-17 Women's World Cup Trinidad & Tobago 2010 reach analysis by viewing condition

Territory	FIFA U-17 Women's World Cup Trinidad & Tobago 2010 3+ consecutive minutes reach	FIFA U-17 Women's World Cup Trinidad & Tobago 2010 20+ consecutive minutes reach
South Africa	6,075,000	4,140,000
China	1,330,000	190,000
India	840,450	86,200
Korea Republic	17,001,442	11,084,480
Brazil	4,572,951	2,564,956
Mexico	13,087,940	6,396,622
UK	804,000	345,000
Rest of the World (projected)	46,545,017	24,579,082
<b>Global total</b>	<b>90,256,800</b>	<b>49,386,340</b>

## Media Rights Licensees

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired								
				Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	DVD	
Al Jazeera	FIFA	Africa & Middle East	Algeria	X	X	X	X	X	X			
Eurosport S.A.	FIFA	Africa & Middle East	Algeria		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Angola	X	X	X						
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Angola		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Angola	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Angola		X	X	X	X	X			
TPA - Televisao Publica de Angola	AUB	Africa & Middle East	Angola		X	X	X					
Al Jazeera	FIFA	Africa & Middle East	Bahrain	X	X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Benin	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Benin		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Benin	X	X	X	X					
ORTB - Office de Radiodiffusion Télévision du Bénin	AUB	Africa & Middle East	Benin		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Benin		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Botswana	X	X	X	X					
Botswana Radio and Television Services	AUB	Africa & Middle East	Botswana		X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Botswana		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Botswana	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Botswana		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Burkina Faso	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Burkina Faso		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Burkina Faso	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Burkina Faso		X	X	X	X	X			
TNB - Radiodiffusion Télévision du Burkina Faso	AUB	Africa & Middle East	Burkina Faso		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Burundi	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Burundi		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Burundi	X	X	X	X					
RTNB - Radiodiffusion Télévision Nationale du Burundi	AUB	Africa & Middle East	Burundi		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Burundi		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Cameroon	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Cameroon		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Cameroon	X	X	X	X					
CRTV - Cameroon Radio & Television	AUB	Africa & Middle East	Cameroon		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Cameroon		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Cape Verde	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Cape Verde		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Cape Verde	X	X	X	X					
RTV CV - Radio TV du Cap Vert	AUB	Africa & Middle East	Cape Verde		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Cape Verde		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Central African Republic	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Central African Republic		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Central African Republic	X	X	X	X					
RTC - Radiodiffusion Télévision Centrafricaine	FIFA	Africa & Middle East	Central African Republic		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Central African Republic		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Chad	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Chad		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Chad	X	X	X	X					
RTNT - Radiodiffusion Télévision Nationale Tchad	AUB	Africa & Middle East	Chad		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Chad		X	X	X	X	X			
Al Jazeera	FIFA	Africa & Middle East	Comoros	X	X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Congo Brazzaville	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Congo Brazzaville		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Congo Brazzaville	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Congo Brazzaville		X	X	X	X	X			
Television Nationale Congolaise	AUB	Africa & Middle East	Congo Brazzaville		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Cote d'Ivoire	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Cote d'Ivoire		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Cote d'Ivoire	X	X	X	X					
RTI - Radiodiffusion Télévision Ivoirienne	AUB	Africa & Middle East	Cote d'Ivoire		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Cote d'Ivoire		X	X	X	X	X			

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Democratic Republic of Congo	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Democratic Republic of Congo		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Democratic Republic of Congo	X	X	X				
RTNC - Radiodiffusion Télévision Nationale congolaise	AUB	Africa & Middle East	Democratic Republic of Congo		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Democratic Republic of Congo		X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Djibouti	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Egypt	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Egypt		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Equatorial Guinea	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Equatorial Guinea		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Equatorial Guinea	X	X	X	X			
REG - Radiodifusiao de Equatorial Guinea	AUB	Africa & Middle East	Equatorial Guinea		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Equatorial Guinea		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Eritrea	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Eritrea		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Eritrea	X	X	X	X			
Erithrea Television Broadcast	AUB	Africa & Middle East	Eritrea		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Eritrea		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Ethiopia	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Ethiopia		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Ethiopia	X	X	X	X			
ETS - Ethiopian Radio and Television Agency	AUB	Africa & Middle East	Ethiopia		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Ethiopia		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Gabon	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Gabon		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Gabon	X	X	X	X			
RTG - Radiodiffusion Télévision Gabonaise	AUB	Africa & Middle East	Gabon		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Gabon		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Gambia	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Gambia		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Gambia	X	X	X	X			
GRTS - Gambia Radio and Television Services	AUB	Africa & Middle East	Gambia		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Gambia		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Ghana	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Ghana		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Ghana	X	X	X	X			
GBC - Ghana Broadcasting Corporation	AUB	Africa & Middle East	Ghana		X	X	X			
Metro TV Ltd.	AUB	Africa & Middle East	Ghana		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Ghana		X	X	X	X	X	
TV3 Network Ltd.	AUB	Africa & Middle East	Ghana		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Guinea Bissau	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Guinea Bissau		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Guinea Bissau	X	X	X	X			
RTVGB - Radio et télévision de Guinée Bissau	AUB	Africa & Middle East	Guinea Bissau		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Guinea Bissau		X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Guinea Conakry	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Guinea Conakry		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Guinea Conakry	X	X	X	X			
RTG - Radiodiffusion Télévision Guinéenne	AUB	Africa & Middle East	Guinea Conakry		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Guinea Conakry		X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Iran	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Iraq	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Jordan	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Jordan		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Kenya	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Kenya		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Kenya	X	X	X	X			
KBC - Kenya Broadcasting Corporation	AUB	Africa & Middle East	Kenya		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Kenya		X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Kuwait	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Lebanon	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Lebanon		X	X	X			





Media Rights Licensee	Licensor	Continent	Territory	Rights acquired								
				Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	DVD	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Lesotho	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Lesotho		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Lesotho	X	X	X						
Lesotho National Broadcasting Services	AUB	Africa & Middle East	Lesotho		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Lesotho		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Liberia	X	X	X						
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Liberia		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Liberia	X	X	X						
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Liberia		X	X	X	X	X			
Eurosport S.A.	FIFA	Africa & Middle East	Libya		X	X	X					
Al Jazeera	FIFA	Africa & Middle East	Lybia	X	X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Madagascar	X	X	X						
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Madagascar		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Madagascar	X	X	X	X					
ORTPM - Radiodiffusion Television de Madagascar	AUB	Africa & Middle East	Madagascar		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Madagascar		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Malawi	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Malawi		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Malawi	X	X	X	X					
MBC - Malawi Broadcasting Corporation	AUB	Africa & Middle East	Malawi		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Malawi		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mali	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mali		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Mali	X	X	X	X					
ORTM - Office des Radiodiffusion et television du Mali	AUB	Africa & Middle East	Mali		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mali		X	X	X	X	X			
Al Jazeera	FIFA	Africa & Middle East	Mauritania	X	X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mauritius	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mauritius		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Mauritius	X	X	X	X					
Mauritius Broadcasting Corporation	AUB	Africa & Middle East	Mauritius		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mauritius		X	X	X	X	X			
Al Jazeera	FIFA	Africa & Middle East	Morocco	X	X	X	X	X	X			
Eurosport S.A.	FIFA	Africa & Middle East	Morocco		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mozambique	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mozambique		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Mozambique	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mozambique		X	X	X	X	X			
TVM - Televisao de Moçambique	AUB	Africa & Middle East	Mozambique		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Namibia	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Namibia		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Namibia	X	X	X	X					
NBC - Namibian Broadcasting Corporation	AUB	Africa & Middle East	Namibia		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Namibia		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Niger	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Niger		X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Niger	X	X	X	X					
ORTN - L'Office de Radiodiffusion Télévision du Niger	AUB	Africa & Middle East	Niger		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Niger		X	X	X	X	X			

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
AIT (DAAR)	OSMI	Africa & Middle East	Nigeria	X	X	X				
Akwa Ibom Broadcasting Corporation, Uyo	OSMI	Africa & Middle East	Nigeria	X						
Anambra Broadcasting Service, Akwa	OSMI	Africa & Middle East	Nigeria	X						
Aso Radio/TV	OSMI	Africa & Middle East	Nigeria	X						
Borno Radio Television Corporation	OSMI	Africa & Middle East	Nigeria	X						
Broadcasting Corporation of Oyo State	OSMI	Africa & Middle East	Nigeria	X						
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Nigeria	X	X	X				
CHANNELS TV	OSMI	Africa & Middle East	Nigeria	X						
Continental Broadcasting Service, Lagos	OSMI	Africa & Middle East	Nigeria	X						
DBN TV Abuja	OSMI	Africa & Middle East	Nigeria	X						
Desmims Broadcast (Nig) Limited, Kaduna	OSMI	Africa & Middle East	Nigeria	X						
FRCN - Federal Radio Corporation of Nigeria	OSMI	Africa & Middle East	Nigeria	X						
Galaxy Television	OSMI	Africa & Middle East	Nigeria	X						
Gateway Television, Abeokuta	OSMI	Africa & Middle East	Nigeria	X						
IMO Broadcasting Corporation, Owerri	OSMI	Africa & Middle East	Nigeria	X						
Independent Television / Radio	OSMI	Africa & Middle East	Nigeria	X						
KSMC - Kaduna State Media Corporation, Kaduna	OSMI	Africa & Middle East	Nigeria	X						
Kwara State Broadcasting Corporation	OSMI	Africa & Middle East	Nigeria	X						
Minaj Systems Limited (MSL)	OSMI	Africa & Middle East	Nigeria	X						
Nasarawa Broadcasting Service, Lafia	OSMI	Africa & Middle East	Nigeria	X						
NSMC, - Niger State Media Corporation, Minna	OSMI	Africa & Middle East	Nigeria	X						
NTA - Nigerian Television Authority	OSMI	Africa & Middle East	Nigeria	X						
ONDO State RadioVision Corporation	OSMI	Africa & Middle East	Nigeria	X						
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa & Middle East	Nigeria	X	X	X	X			
OSBC - Osun State Broadcasting Corporation	OSMI	Africa & Middle East	Nigeria	X						
Plateau State Radio/TV Corporation	OSMI	Africa & Middle East	Nigeria	X						
Silverbird Communications Limited	OSMI	Africa & Middle East	Nigeria	X						
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Nigeria	X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Oman	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Palestine	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Qatar	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Rwanda	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Rwanda	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Rwanda	X	X	X				
ORINFOR - Rwandaise Bureau of Information & Broadcasting	AUB	Africa & Middle East	Rwanda	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Rwanda	X	X	X	X	X		
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Sao Tome & Principe	X	X	X				
Al Jazeera	FIFA	Africa & Middle East	Saudi Arabia	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Senegal	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Senegal	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Senegal	X	X	X				
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa & Middle East	Senegal	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Senegal	X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Seychelles	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Seychelles	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Seychelles	X	X	X				
Seychelles Broadcasting Corporation	AUB	Africa & Middle East	Seychelles	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Seychelles	X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Sierra Leone	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Sierra Leone	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Sierra Leone	X	X	X				
SLBS - Sierra Leone Broadcasting Services	AUB	Africa & Middle East	Sierra Leone	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Sierra Leone	X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Somalia	X	X	X	X	X	X	

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
Radio 2000	SABC	Africa & Middle East	South Africa	X						
Radio 5FM Music	SABC	Africa & Middle East	South Africa	X						
Radio CKI FM	SABC	Africa & Middle East	South Africa	X						
Radio Good Hope FM	SABC	Africa & Middle East	South Africa	X						
Radio Ikwekwezi FM	SABC	Africa & Middle East	South Africa	X						
Radio Lesedi FM	SABC	Africa & Middle East	South Africa	X						
Radio Ligwalagwala FM	SABC	Africa & Middle East	South Africa	X						
Radio Lotus FM	SABC	Africa & Middle East	South Africa	X						
Radio Metro FM	SABC	Africa & Middle East	South Africa	X						
Radio Motsweding FM	SABC	Africa & Middle East	South Africa	X						
Radio Munghana Lonene FM	SABC	Africa & Middle East	South Africa	X						
Radio Phalaphala FM	SABC	Africa & Middle East	South Africa	X						
Radio RSG	SABC	Africa & Middle East	South Africa	X						
Radio SAfm	SABC	Africa & Middle East	South Africa	X						
Radio Thobela FM	SABC	Africa & Middle East	South Africa	X						
Radio Ukhhozi FM	SABC	Africa & Middle East	South Africa	X						
Radio Umhlobo Wenene FM	SABC	Africa & Middle East	South Africa	X						
Radio X-K fm	SABC	Africa & Middle East	South Africa	X						
SABC - South African Broadcasting Corporation Limited	FIFA	Africa & Middle East	South Africa	X	X	X	X		X	
Supersport International (PTY) Limited	SABC	Africa & Middle East	South Africa		X	X	X		X	
Al Jazeera	FIFA	Africa & Middle East	Sudan	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Swaziland	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Swaziland		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Swaziland	X	X	X	X			
STVA - Swaziland Television Broadcasting Authority	AUB	Africa & Middle East	Swaziland		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Swaziland		X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Syria	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Syria		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Tanzania	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Tanzania		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Tanzania	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Tanzania		X	X	X	X	X	
TBS - Tanzania Broadcasting Services	AUB	Africa & Middle East	Tanzania		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Togo	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Togo		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Togo	X	X	X	X			
RTVT - Radiodiffusion Télévision Togolaise	AUB	Africa & Middle East	Togo		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Togo		X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Tunisia	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Tunisia		X	X	X			
Al Jazeera	FIFA	Africa & Middle East	UAE	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Uganda	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Uganda		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Uganda	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Uganda		X	X	X	X	X	
Uganda Broadcasting Corporation	AUB	Africa & Middle East	Uganda		X	X	X			
Al Jazeera	FIFA	Africa & Middle East	Yemen	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zambia	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zambia		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Zambia	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zambia		X	X	X	X	X	
ZNBC - Zambia National Broadcasting Corporation	AUB	Africa & Middle East	Zambia		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zanzibar	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zanzibar		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Zanzibar	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zanzibar		X	X	X	X	X	
TBS - Tanzania Broadcasting Services	AUB	Africa & Middle East	Zanzibar		X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zimbabwe	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zimbabwe		X	X	X			
CFI - Canal France International	AUB	Africa & Middle East	Zimbabwe	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zimbabwe		X	X	X	X	X	
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa & Middle East	Zimbabwe		X	X	X			



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News-Access	Mobile	Broadband Internet	
CFU - Caribbean Football Union	FIFA	Americas	Anguilla		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Antigua & Barbuda		X	X	X			
DirecTV	TyC	Americas	Argentina		X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X			
Torneos y Competencias S.A.	FIFA	Americas	Argentina		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Aruba		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Bahamas		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Barbados		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Belize		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Bermuda		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X	X			
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Bonaire		X	X	X			
Globo Comunicação e Participações S/A (TV Globo / SporTV - GloboSat)	FIFA	Americas	Brazil	X	X	X	X		X	
Radio e Televisão Bandeirantes Ltda.	FIFA	Americas	Brazil	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	British Virgin Islands		X	X	X			
Bold TV	CBC	Americas	Canada		X					
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X	
CFU - Caribbean Football Union	FIFA	Americas	Cayman Islands		X	X	X			
DirecTV	TVN Chile	Americas	Chile		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X			
Radio ADN (formerly Radio "W" de Santiago)	OTI	Americas	Chile	X						
Radio Agricultura de Santiago	TVN Chile	Americas	Chile	X						
Radio Bio-Bio de Santiago	TVN Chile	Americas	Chile	X						
Radio Cooperativa	TVN Chile	Americas	Chile	X						
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X	X	X			
Caracol Television, S.A.	OTI	Americas	Colombia	X	X	X	X			
DirecTV	RCN	Americas	Colombia		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X	X	X			
RCN Television, S.A.	OTI	Americas	Colombia	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X			
Radio Columbia	OTI	Americas	Costa Rica	X						
Radio Monumental	OTI	Americas	Costa Rica	X						
Representaciones Televisivas Repretel, S.A. (Channel 4, 6, 11)	OTI	Americas	Costa Rica	X	X	X	X			
Televisora de Costa Rica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Cuba		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Curaçao		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Dominica		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Dominican Republic		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X	X	X			
Telecentro Cadena Ecuatoriana de Television (Channel 10) (Telecentro Cadene Ecuatoria)	OTI	Americas	Ecuador	X	X	X	X			
Television del Pacífico Teledos, S.A. (Channel 2/Gamavision)	OTI	Americas	Ecuador	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X			
Telecorporacion Salvadoreña (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Granada		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X	X	X			
Radio Television Guatemala, S.A.	OTI	Americas	Guatemala	X	X	X	X			
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X	X	X			
Telesiete, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X	X	X			
Trecevision, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Guyana		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Haiti		X	X	X			
Compañía Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Americas	Honduras	X	X	X	X			
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Americas	Honduras	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Honduras	X	X	X	X			
Radio Emisoras Unidas	OTI	Americas	Honduras	X						
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Jamaica		X	X	X			
Cablevision S.A. de C.V.	OTI/Televisa	Americas	Mexico		X					
Corporacion Novavision 5 de R.L. de C.V. (SKY Mexico)	OTI/Televisa	Americas	Mexico		X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Mexico	X	X	X	X			
TDN (Televisa Deportes Network)	Part of Televisa	Americas	Mexico		X					
Televisa, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
TV Azteca, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Montserrat		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Nicaragua	X	X	X	X			
Radio y Television Nicaraguense, S.A.	OTI	Americas	Nicaragua	X	X	X	X			
Televiscentro de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X	X	X			
Corporacion Medcom Panama, S.A. (Channel 4)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Panama	X	X	X	X			
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Paraguay	X	X	X	X			
Television Cerro Cora, S.A. (Channel 9)	OTI	Americas	Paraguay	X	X	X	X			
TV Accion, S.A. / Telefuturo (Canal 4)	OTI	Americas	Paraguay	X	X	X	X			



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired							
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD	
Andina de Radiodiffusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X	X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Peru	X	X	X	X				
Futbol de Primera	FIFA	Americas	Puerto Rico	X							
CFU - Caribbean Football Union	FIFA	Americas	St. Kitts & Nevis		X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	St. Lucia		X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	St. Martin		X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	St. Vincent		X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	Suriname		X	X	X				
Caribbean New Media Group (CNMG)	FIFA	Americas	Trinidad &Tobago		X						
CFU - Caribbean Football Union	FIFA	Americas	Trinidad &Tobago		X	X	X				
Citadel Limited	FIFA	Americas	Trinidad &Tobago	X							
Kaisoca Productions Ltd. (Radio Tambrin)	FIFA	Americas	Trinidad &Tobago								
CFU - Caribbean Football Union	FIFA	Americas	Turks & Caicos		X	X	X				
Channel 11 Punta del Este	Monte Carlo TV	Americas	Uruguay		X	X	X				
Channel 3 Colonia	Monte Carlo TV	Americas	Uruguay		X	X	X				
Channel 8 Rosario	Monte Carlo TV	Americas	Uruguay		X	X	X				
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X	X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Uruguay	X	X	X	X				
Red Uruguay de Television	Monte Carlo TV	Americas	Uruguay		X	X	X				
Sociedad Anonima Emisoras de Television y Anexos ( Channel 10)	OTI	Americas	Uruguay	X	X	X	X				
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Americas	Uruguay	X	X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	US Virgin Islands		X	X	X				
Futbol de Primera	FIFA	Americas	USA	X							
Continental, T.V. C.A. (Meridiano TV)	OTI	Americas	Venezuela	X	X	X	X				
Corporacion Venezolana de Television, C.A. (Venevision / Canal 4)	OTI	Americas	Venezuela	X	X	X	X				
DirecTV	OTI	Americas	Venezuela		X	X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Venezuela	X	X	X	X				
Televisora Venezolana Social (TEVES)	OTI	Americas	Venezuela	X	X	X	X				



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired							
				Radio	TV	Highlights	News-Access	Mobile	Broadband Internet	DVD	
ESS (ESPN STAR SPORTS)	FIFA	Asia	Bangladesh	X	X	X	X				
ESS (ESPN STAR SPORTS)	FIFA	Asia	Bhutan	X	X	X	X				
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X	X	X	X	X		
RTB - Radio Television Brunei	Kristal Astro	Asia	Brunei	X	X	X	X				
CBS - Cambodian Broadcasting Service Co. Ltd.	FIFA	Asia	Cambodia	X	X	X				X	
CTN	CBS	Asia	Cambodia	X	X	X				X	
MyTV	CBS	Asia	Cambodia	X	X	X				X	
i-CABLE Sports Limited	FIFA	Asia	Hong Kong	X	X	X	X				
ESS (ESPN STAR SPORTS)	FIFA	Asia	India	X	X	X	X				
M-League (ISM - Inter-Sports Marketing Sdn Bhd)	FIFA	Asia	Indonesia	X	X	X	X				
PT EC Entertainment (PT Electronic City Entertainment)	M-League/ ISM	Asia	Indonesia	X	X	X	X				
RCTI	PT EC	Asia	Indonesia		X						
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X	X	X	X	
Fuji TV	Dentsu	Asia	Japan	X	X	X	X				
TDM - Teledifusão de Macau S.A.	FIFA	Asia	Macau	X	X	X	X				
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asia	Malaysia		X			X	X		
M-League Marketing Sdn Bhd	FIFA	Asia	Malaysia	X	X	X	X	X	X	X	
ESS (ESPN STAR SPORTS)	FIFA	Asia	Maldives	X	X	X	X				
Channel One Television Mongolia	FIFA	Asia	Mongolia	X	X	X	X				
ESS (ESPN STAR SPORTS)	FIFA	Asia	Nepal	X	X	X	X				
ESS (ESPN STAR SPORTS)	FIFA	Asia	Pakistan	X	X	X	X				
CCTV - China Central Television	FIFA	Asia	People's Republic of China	X	X	X	X	X	X		
ABS - CBN Broadcasting Corporation / Balls TV	FIFA	Asia	Philippines	X	X	X	X				
Singnet (Singtel)	FIFA	Asia	Singapore	X	X	X	X	X	X	X	
Starhub Cable Vision Ltd.	FIFA	Asia	Singapore	X	X	X	X	X	X	X	
SBS International, Inc.	FIFA	Asia	South Korea	X	X	X	X	X	X	X	
ESS (ESPN STAR SPORTS)	FIFA	Asia	Sri Lanka	X	X	X	X				
RS International Broadcasting & Sports Management Co. Ltd.	FIFA	Asia	Thailand		X	X	X			X	
Dentsu Alpha Ltd.	FIFA	Asia	Vietnam	X	X	X	X	X	X	X	
VTV	Dentsu Alpha	Asia	Vietnam		X						

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Albania		X	X	X	X	X	
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X		X	
SportFive	FIFA	Europe	Andorra							X
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Armenia		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Austria		X	X	X	X		
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Azerbaijan		X	X	X	X		
LMH (Lider TV)	EBU	Europe	Azerbaijan	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Belarus		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Belgium		X	X	X	X		
RTBF - Radio Télévision Belge de la Communauté Française	EBU	Europe	Belgium	X	X	X	X		X	
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X	X	X		X	
BHRT - Javni Radiotelevizijski Servis	EBU	Europe	Bosnia-Herzegovina	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Bosnia-Herzegovina		X	X	X	X		
BNT - Balgarska Nacionala Televizija	EBU	Europe	Bulgaria	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Bulgaria		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Croatia		X	X	X	X		
HRT - Hrvatska Radiotelevizija	EBU	Europe	Croatia	X	X	X	X		X	
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Cyprus		X	X	X	X		
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Czech Republic		X	X	X	X		
Eurosport S.A.	FIFA	Europe	Denmark		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X		X	
ETV - Eesti Televisioon	EBU	Europe	Estonia	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Estonia		X	X	X	X		
Eurosport S.A.	FIFA	Europe	Finland		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Georgia		X	X	X	X		
GT - Georgian Telvision & Radio Broadcasting	EBU	Europe	Georgia	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Germany		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X	X	X		X	
ERT - Elliniki Radiophonia Tileorassi SA	EBU	Europe	Greece	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Greece		X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Hungary		X	X	X	X		
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Iceland		X	X	X	X		
RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	EBU	Europe	Iceland	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Ireland	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Ireland		X	X	X	X		
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Israel		X	X	X	X		
IBA	EBU	Europe	Israel	X	X	X	X		X	
Eurosport S.A.	FIFA	Europe	Italy		X	X	X	X		
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X	X	X		X	
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X	X	X		X	
KABA Kazakhstan	EBU	Europe	Kazakhstan	X	X	X	X		X	

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Latvia		X	X	X	X	X	
EBU - European Broadcasting Union	EBU	Europe	Liechtenstein	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Liechtenstein		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Lithuania		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Luxembourg		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Macedonia		X	X	X	X	X	
MKRTV	EBU	Europe	Macedonia	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Malta		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Moldova		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Montenegro	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Montenegro		X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Netherland		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X	X	X	X		
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Norway		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Poland		X	X	X	X	X	
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Portugal		X	X	X	X	X	
RTP - Radiotelevisao Portuguesa	EBU	Europe	Portugal	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Romania		X	X	X	X	X	
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Russia		X	X	X	X	X	
RTR - Rossijskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Russian Federation		X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	San Marino		X	X	X	X	X	
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Serbia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Serbia		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Slovakia		X	X	X	X	X	
STV - Slovenska Televizia	EBU	Europe	Slovakia	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Slovenia		X	X	X	X	X	
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Spain		X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Sweden		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Switzerland		X	X	X	X	X	
SRG SSR idée suisse (consisting of SF, TSR, RSI, Radio DRS, RSR - Radio Suisse Romande, RSI Radio, RR - Radio Rhaeto-Romanic, HD Suisse)	EBU	Europe	Switzerland	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Turkey		X	X	X	X	X	
TRT - Turkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	Ukraine		X	X	X	X	X	
NTU - Natsionalna Telekompanya Ukrainy	EBU	Europe	Ukraine	X	X	X	X	X		
Eurosport S.A.	FIFA	Europe	United Kingdom		X	X	X	X	X	
talkSPORT	FIFA	Europe	United Kingdom	X						
Eurosport S.A.	FIFA	Europe	Vatican City		X	X	X	X	X	
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X	X	X	X		





Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
KVZK	Mai TV	Oceania	American Samoa		X					
Mai TV	SBS Australia	Oceania	American Samoa		X					
Maona TV	Mai TV	Oceania	American Samoa		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X	X	X		X	
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Australia	X	X	X	X		X	
SBS Television Corporation	FIFA	Oceania	Australia							X
Cook Islands Television / Elijah Communications	Mai TV	Oceania	Cook Islands		X					
Mai TV	SBS Australia	Oceania	Cook Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Fiji		X					
Pacific Broadcasting Services	Mai TV	Oceania	Fiji		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Kiribai		X					
Mai TV	SBS Australia	Oceania	Nauru		X					
Nauru Media Bureau	Mai TV	Oceania	Nauru		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X	X	X		X	
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X		X	
SBS Television Corporation	FIFA	Oceania	New Zealand							X
SKY Network Television Limited	SBS	Oceania	New Zealand		X	X	X	X		
TVNZ - Television New Zealand	SBS	Oceania	New Zealand		X	X	X	X		
Broadcasting Corporation of Niue	Mai TV	Oceania	Niue		X					
Mai TV	SBS Australia	Oceania	Niue		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Palau		X					
PNCC	Mai TV	Oceania	Palau		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X		X	
Media Niugini Limited	Mai TV	Oceania	Papua New Guinea		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Samoa		X					
Samoa Quality Broadcasting Ltd.	Mai TV	Oceania	Samoa		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Solomon Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X		X	
Telekom Television Limited - Solomon Islands	Mai TV	Oceania	Solomon Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tokelau	X	X	X	X		X	
Cable Pacific Ltd.	Mai TV	Oceania	Tonga		X					
Mai TV	SBS Australia	Oceania	Tonga		X					
Mai TV	SBS Australia	Oceania	Tonga		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X		X	
Tonga Broadcasting Commission	Mai TV	Oceania	Tonga		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tuvalu	X	X	X	X		X	
Mai TV	SBS Australia	Oceania	Vanuatu		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X		X	
SportFive	FIFA	worldwide excl. Spain & Andorra	worldwide excl. Spain & Andorra							X
CNN	FIFA		worldwide				X			
TWI (UK) Limited / FIFA Futbol Mundial	FIFA		worldwide		X					



## Unconfirmed licensees

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
Starhub Cable Vision Ltd.	FIFA	Singapore
Televisora de Costarica S.A. (Channel 7 / Teletica)	OTI	Costa Rica
TV Accion, S.A. / Telefuturo (Canal 4)	OTI	Paraguay
Continental, T.V. C.A. (Meridiano TV)	OTI	Venezuela
Televisora Venezolana Social (TEVES)	OTI	Venezuela



## Glossary of terms

**Audience reach:** the net number of unique individuals that watched an event for a minimum of a stated number of consecutive minutes. For the purposes of this report, 20 consecutive minutes has been used, as a recognised industry standard for engagement with football, however one minute reach has also been quoted throughout.

**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 audience:** 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 viewing:** 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 FIFA U-17 Women's World Cup Trinidad & Tobago 2010 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.