



# FIFA U-20 World Cup Colombia 2011

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.

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## Introduction

The FIFA U-20 World Cup 2011 took place in Colombia from 29<sup>th</sup> July to 20<sup>th</sup> August 2011 and featured 24 football nations from around the globe.

The list of competing nations was:

### Group A

-  Colombia
-  France
-  Korea Republic
-  Mali

### Group B

-  Cameroon
-  New Zealand
-  Portugal
-  Uruguay

### Group C

-  Australia
-  Costa Rica
-  Ecuador
-  Spain

### Group D

-  Croatia
-  Guatemala
-  Nigeria
-  Saudi Arabia

### Group E

-  Austria
-  Brazil
-  Egypt
-  Panama

### Group F

-  Argentina
-  England
-  Korea DPR
-  Mexico

Each of the teams played three Group matches, before the top-two teams in each group and the best performing third place teams progressed to the knock-out Round of 16 stage. The games took place at eight venues across Colombia, including the capital of Bogota which hosted the Final.

The Final featured Brazil and Portugal, which was won 3:2 by Brazil after extra-time.



## Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group E match	29-Jul-11	21:00	Barranquilla	BRA v EGY	1:1 (1:1)
2	Group E match	29-Jul-11	17:30	Cartagena	AUT v PAN	0:0
3	Group F match	29-Jul-11	14:30	Medellin	ENG v PRK	0:0
4	Group F match	29-Jul-11	17:30	Medellin	ARG v MEX	1:0 (0:0)
5	Group B match	30-Jul-11	17:00	Cali	CMR v NZL	1:1 (1:1)
6	Group B match	30-Jul-11	20:00	Cali	POR v URU	0:0
7	Group A match	30-Jul-11	18:00	Bogota	MLI v KOR	0:2 (0:0)
8	Group A match	30-Jul-11	21:00	Bogota	COL v FRA	4:1 (1:1)
9	Group D match	31-Jul-11	15:00	Armenia	NGA v GUA	5:0 (2:0)
10	Group D match	31-Jul-11	18:00	Armenia	CRO v KSA	0:2 (0:0)
11	Group C match	31-Jul-11	15:00	Manizales	CRC v ESP	1:4 (0:1)
12	Group C match	31-Jul-11	18:00	Manizales	AUS v ECU	1:1 (0:1)
13	Group E match	1-Aug-11	17:00	Barranquilla	EGY v PAN	1:0 (0:0)
14	Group E match	1-Aug-11	20:00	Barranquilla	BRA v AUT	3:0 (1:0)
15	Group F match	1-Aug-11	17:00	Medellin	MEX v PRK	3:0 (1:0)
16	Group F match	1-Aug-11	20:00	Medellin	ARG v ENG	0:0
17	Group B match	2-Aug-11	17:00	Cali	URU v NZL	1:1 (0:0)
18	Group B match	2-Aug-11	20:00	Cali	POR v CMR	1:0 (1:0)
19	Group A match	2-Aug-11	17:00	Bogota	FRA v KOR	3:1 (1:0)
20	Group A match	2-Aug-11	20:00	Bogota	COL v MLI	2:0 (1:0)
21	Group D match	3-Aug-11	17:00	Armenia	KSA v GUA	6:0 (2:0)
22	Group D match	3-Aug-11	20:00	Armenia	CRO v NGA	2:5 (1:2)
23	Group C match	3-Aug-11	17:00	Manizales	ECU v ESP	0:2 (0:0)
24	Group C match	3-Aug-11	20:00	Manizales	AUS v CRC	2:3 (1:2)
25	Group E match	4-Aug-11	20:00	Barranquilla	BRA v PAN	4:0 (2:0)
26	Group F match	4-Aug-11	17:00	Cartagena	MEX v ENG	0:0
27	Group E match	4-Aug-11	20:00	Cartagena	EGY v AUT	4:0 (1:0)
28	Group F match	4-Aug-11	17:00	Medellin	ARG v PRK	3:0 (1:0)
29	Group B match	5-Aug-11	17:00	Cali	POR v NZL	1:0 (1:0)
30	Group A match	5-Aug-11	20:00	Cali	FRA v MLI	2:0 (0:0)
31	Group B match	5-Aug-11	17:00	Bogota	URU v CMR	0:1 (0:1)
32	Group A match	5-Aug-11	20:00	Bogota	COL v KOR	1:0 (1:0)
33	Group C match	6-Aug-11	17:00	Pereira	ECU v CRC	3:0 (2:0)
34	Group D match	6-Aug-11	20:00	Pereira	KSA v NGA	0:2 (0:1)
35	Group D match	6-Aug-11	20:00	Armenia	CRO v GUA	0:1 (0:0)
36	Group C match	6-Aug-11	17:00	Manizales	AUS v ESP	1:5 (1:5)
37	Round of 16	9-Aug-11	20:00	Pereira	CMR v MEX	1:1 a.e.t. (1:1, 0:0) 0:3 PSO
38	Round of 16	9-Aug-11	17:00	Cali	POR v GUA	1:0 (1:0)
39	Round of 16	9-Aug-11	20:00	Bogota	COL v CRC	3:2 (0:0)
40	Round of 16	9-Aug-11	17:00	Medellin	ARG v EGY	2:1 (1:0)
41	Round of 16	10-Aug-11	17:00	Armenia	NGA v ENG	1:0 (0:0)
42	Round of 16	10-Aug-11	17:00	Manizales	ESP v KOR	0:0 a.e.t. 7:6 PSO
43	Round of 16	10-Aug-11	20:00	Barranquilla	BRA v KSA	3:0 (0:0)
44	Round of 16	10-Aug-11	20:00	Cartagena	FRA v ECU	1:0 (0:0)
45	Quarter-final	13-Aug-11	20:00	Bogota	MEX v COL	3:1 (1:0)
46	Quarter-final	13-Aug-11	17:00	Cartagena	POR v ARG	0:0 a.e.t. 5:4 PSO
47	Quarter-final	14-Aug-11	18:00	Pereira	BRA v ESP	2:2 a.e.t. (1:1, 1:0) 4:2 PSO
48	Quarter-final	14-Aug-11	15:00	Cali	FRA v NGA	3:2 a.e.t. (1:1, 0:0)
49	Semi-final	17-Aug-11	20:00	Pereira	BRA v MEX	2:0 (0:0)
50	Semi-final	17-Aug-11	17:00	Medellin	FRA v POR	0:2 (0:2)
51	Match for third place	20-Aug-11	17:00	Bogota	MEX v FRA	3:1 (1:1)
52	Final	20-Aug-11	20:00	Bogota	BRA v POR	3:2 a.e.t. (2:2, 1:1)



## Report notes

- 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 reach condition of 3 consecutive minutes has also been sourced and 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 2007 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, 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

(Comparison against previous FIFA U-20 World Cup in 2009)

Total broadcast hours:	7,543
Total territories reached:	177
Total in-home audience reach (20+ consecutive minutes):	172.8 million (-1%)
Total in-home audience reach (3+ consecutive minutes):	252.2 million (-13%)
Average global in-home audience per live match:	6.8 million (+29%)
Highest global in-home average audience: (FIFA U-20 World Cup Colombia 2011 Final; BRA v POR)	35.8 million (-2%)



## Executive summary

The in-home television coverage of the FIFA U-20 World Cup Colombia 2011 reached 172.8 million individuals around the world based on viewers watching at least 20 consecutive minutes of coverage. However, based on viewers watching just three consecutive minutes, this audience reach rises to 252.2 million individuals.

The reach of the event was slightly lower than the previous edition in 2009. This was largely accounted for by Africa, where the change in time-zone led to the matches being aired late at night and therefore reaching far less people. Furthermore, the host market in the previous edition was Egypt, where significant reach was produced thanks to local interest and mainstream television coverage.

In addition, the reach in Asia was also far lower during this edition; mainly caused by a drop in the Korea Republic, which saw the main SBS channel air far fewer live games, which were also aired early in the morning. This combination led to a large drop in the audience reach.

Reach in Europe also halved during this edition, largely a result of the change in time-zone versus the 2009 edition

However, reach across the Americas increased significantly and almost made up for the losses seen across the rest of the world. This is primarily a result of the time-zone effect, meaning live matches were often aired at prime-time as opposed to during the afternoon.

Naturally, in host market of Colombia reach was significantly higher, thanks to having the national team competing in the local market and these games being covered by nationally available television channels. Reach totalled 34 million in Colombia; the highest of any territory and representing close to three quarters of the population. If the lower reach condition of viewers watching just three consecutive minutes of coverage is analysed, over 37.7 million viewers were reached in Colombia; well over 80% (81.4%) of the population.

Reach also climbed substantially in Mexico in 2011, a direct result of the national team competing, and advancing to the Semi-final stage, whilst being covered by nationally available channels.

To establish the audience reach for the FIFA U-20 World Cup Colombia 2011, FIFA sourced audience reach from 12 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-20 World Cup Colombia 2011 analysis" section for more detail), resulting in the audience reach statistics quoted above. The same process was followed after the 2009 edition.





The average in-home global audience for each live match during FIFA U-20 World Cup Colombia 2011 was 6.8 million viewers, while the total in-home global audience for the Final match was 35.8 million.

This average live match in-home audience is nearly 30% (29.4%) higher than during the 2009 edition. A rise in average audience but drop in reach means that there were more 'dedicated' viewers during this edition, but a drop in the overall numbers of viewers.

The rise in the average audience for each live game was a result of audiences in the host market of Colombia as well as the audiences in Mexico. Combined, the average live match audience in these markets was close to 3.7 million; over half (54%) of the global audience for each match. In 2009, the top two markets were the host market of Egypt along with Brazil. The average audience for each match in these two markets was under 2.3 million, therefore in the top-two markets alone there was an increase of over 60% in the average audience.

Please note that all of these figures do not include out-of-home viewing and therefore are likely to be higher if this was also included.

Other television highlights include:

- Average in-home audiences of over ten million were achieved in Colombia during the event, which included an average of 11.3 million people watching the Colombia v Costa Rica Round of 16 match. This audience is higher than any audience generated during last year's FIFA World Cup South Africa 2010™, representing a 2% increase on the FIFA World Cup South Africa 2010™ Final audience.
- Outside of Colombia, audiences of more than six million were generated in both Mexico and Brazil during the event. This included an average audience of 7.8 million viewers in Mexico tuning in for the Brazil v Mexico Semi-final, while in Brazil an average audience of 6.9 million watched the Final match between Brazil and Portugal.
- Elsewhere, average in-home audiences of over three million were attracted in Ecuador and Nigeria<sup>2</sup>, while in the USA, Thailand, the Korea Republic and Honduras average audiences of over one million were produced.
- The highest measured television ratings (TVR%) were achieved in Costa Rica, where over 20% of the possible television audience watched the Costa Rica v Spain match. Ratings of more than 10% were also achieved by single broadcasters in Colombia, El Salvador, Honduras and Ecuador.
- The highest market share was achieved by RTP<sup>3</sup> in Portugal, with an average of 70% of the available television audience being attracted to the Brazil v Portugal Final match. In addition, market shares of over 50% were achieved by Channel 7<sup>4</sup> in Costa Rica.
- Dedicated coverage of the FIFA U-20 World Cup Colombia 2011 was shown for over 7,500 hours globally; equivalent to over 314 days of continuous coverage.

<sup>2</sup> Estimated Audience

<sup>3</sup> Channel of the Media Rights Licensee EBU/RTP

<sup>4</sup> Channel of the Media Rights Licensee OTI/Televisora de Costarica S.A.



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

### Colombia

Coverage (hh:mm): 444:52

Audience reach: 34.2<sup>5</sup>

“LIVE MATCH AVERAGE AUDIENCE”: 1.1m

“PEAK MATCH AUDIENCE”: 11.3m

### South Africa

Coverage (hh:mm): 256:54

Audience reach: 610,000<sup>5</sup>

Live match average audience: 17,000

Peak match audience: 363,000

### Pan Europe (Eurosport)

Coverage (hh:mm): 183:35

Audience reach: 1.9m<sup>5</sup>

Live match average audience: 239,000

Peak match audience: 538,000

### France

Coverage (hh:mm): 145:01

Audience reach: 354,000<sup>5</sup>

Live match average audience: 23,000

Peak match audience: 214,000

### Italy

Coverage (hh:mm): 23:50

Audience reach: 701,000<sup>5</sup>

Live match average audience: 29,000

Peak match audience: 89,000

### USA

Coverage (hh:mm): 98:55

Audience reach: 6.3<sup>5</sup>

Live match average audience: 417,000

Peak match audience: 1.8m

### Mexico

Coverage (hh:mm): 63:15

Audience reach: 34.2m<sup>5</sup>

Live match average audience: 5.0m

Peak match audience: 7.8m

### Argentina

Coverage (hh:mm): 371:15

Audience reach: 3.6<sup>5</sup>

Live match average audience: 71,000

Peak match audience: 763,000

### Brazil

Coverage (hh:mm): 249:01

Audience reach: 22.5m<sup>5</sup>

Live match average audience: 944,000

Peak match audience: 7.0m

### China

Coverage (hh:mm): 04:30

Audience reach: 1.8m<sup>5</sup>

Live match average audience: n/a

Peak match audience: 529,000

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

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage



### Japan

Coverage (hh:mm): 17:10

Audience reach: 3.1m<sup>5</sup>

Live match average audience: 159,000

Peak match audience: 1.2m

### Korea Republic

Coverage (hh:mm): 160:08

Audience reach: 10.0<sup>5</sup>

Live match average audience: 268,000

Peak match audience: 1.6m

### Australia

Coverage (hh:mm): 15:44

Audience reach: 172,000<sup>5</sup>

Live match average audience: 23,000

Peak match audience: 38,000

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage



## 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 (early morning, 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 / Round of 16 / 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 been included in the analysis. However, for the AUB licensee in Africa it has been assumed that as a minimum four live games were aired (Opening match, Semi-finals and Final) as well as any fixture featuring a home team.

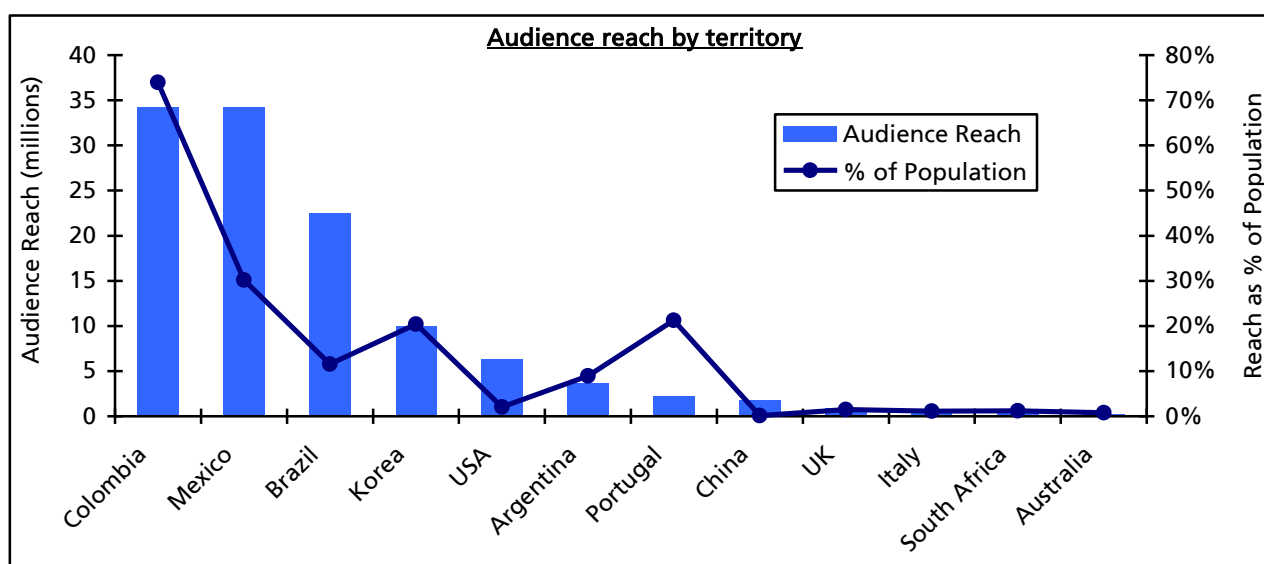
<sup>1</sup> Please refer to Glossary for definition of all terms identified in “CAPITALS”



## Global FIFA U-20 World Cup Colombia 2011 analysis

The event reached a total of 172.8 million in-home viewers around the world based on a condition of watching a minimum of 20 consecutive minutes of coverage. However, based on viewers watching just three consecutive minutes, the projected global reach rises to 252.2 million.

To establish the audience reach of the event, official measured audience reach statistics were collected from twelve major markets around the world (please refer to below). For the purposes of defining audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of FIFA U-20 World Cup Colombia 2011 coverage. Please see "Appendix" section for alternative reach condition key market analysis.



The reach of the tournament in these twelve markets totalled 117.3 million individuals<sup>5</sup>; 68% of the global projected total.

Colombia and Mexico offered the highest audience reach of any audited market<sup>5</sup>, with the tournament reaching over 34 million in-home viewers<sup>5</sup> in both markets. This is equivalent of 74% of the entire population in Colombia and 30% in Mexico.

In Brazil, the event reached 22.5 million people through in-home television coverage<sup>5</sup>. Combined with Colombia and Mexico, these three territories accounted for over half (50.5%) of the global reach of the event<sup>5</sup>.

Over 20% of the populations of the Korea Republic and Portugal were reached<sup>5</sup> by the in-home coverage of the event, equating to ten million individuals<sup>5</sup> in the Korea Republic and 2.3 million<sup>5</sup> in Portugal.

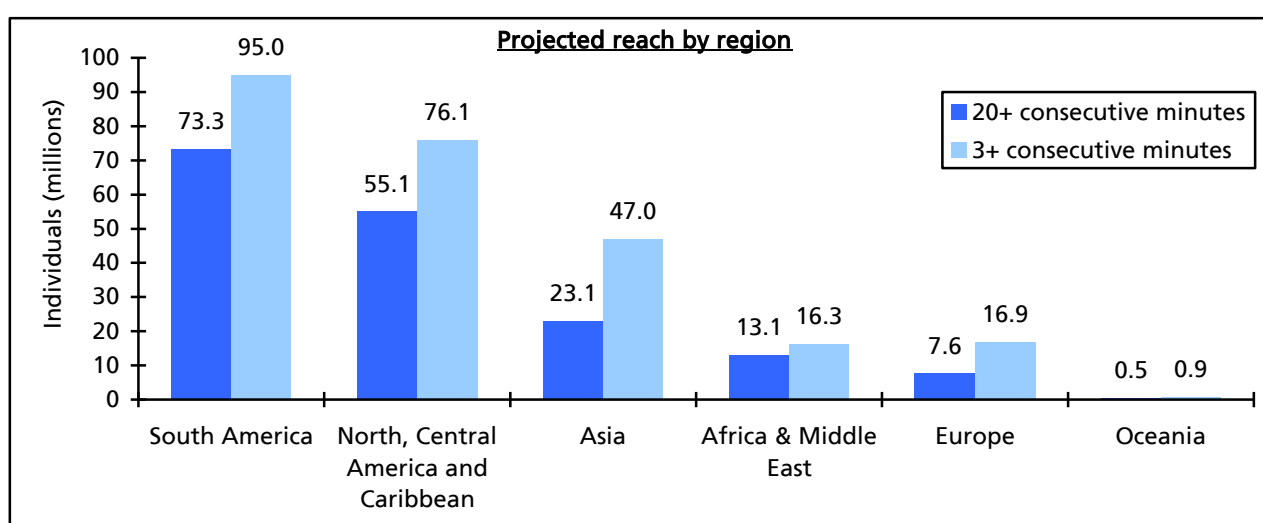
Elsewhere, over 6.3 million people were reached in the USA<sup>5</sup>, while reach in Argentina totalled 3.6 million viewers<sup>5</sup>.

<sup>5</sup>Based on viewers watching a minimum of 20 consecutive minutes of coverage



To establish the global reach of the event, a ratio was calculated taking in to account the live average and peak audiences in each market, the universe of the channels that aired the event 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 being watched by a total of 172.8 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 252.2 million.



The highest projected reach was generated in South America, with 73.3 million viewers reached<sup>5</sup>. The majority of this (77%; 56.7 million<sup>5</sup>) was delivered by Brazil and Colombia, while several other territories generated reach<sup>5</sup> of more than one million, including Ecuador (7.2m<sup>5</sup>), Argentina (3.6m<sup>5</sup>), Uruguay (1.6m<sup>5</sup>), Chile (1.5m<sup>5</sup>) and Peru (1.5m<sup>5</sup>).

A further 55.1 million people were reached<sup>5</sup> across the North, Central America % Caribbean region, with reach being highest in Mexico at 34.2 million<sup>5</sup> (62% of the regional total<sup>5</sup>). In addition, the USA generated a reach of 6.3 million<sup>5</sup> while reach of over one million was generated in Honduras (3.5m<sup>5</sup>), Costa Rica (2.6m<sup>5</sup>), El Salvador (2.8m<sup>5</sup>) and Guatemala (2.4m<sup>5</sup>).

In Asia, reach totalled over 23 million viewers, with much of this coming from the Korea Republic (ten million; 43.1%<sup>5</sup>). However, Thailand (5.2m<sup>5</sup>), Japan (3.1m<sup>5</sup>), Cambodia (2.0m<sup>5</sup>) and China (1.8m<sup>5</sup>) all provided reach of more than one million.

Elsewhere, the projected audience reach equated to more than one million in Nigeria (9.5m<sup>5</sup>), Portugal (2.3m<sup>5</sup>), across Europe via Eurosport (1.9m<sup>5</sup>) and across the Middle East via Al Jazeera (1.0m<sup>5</sup>).

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage



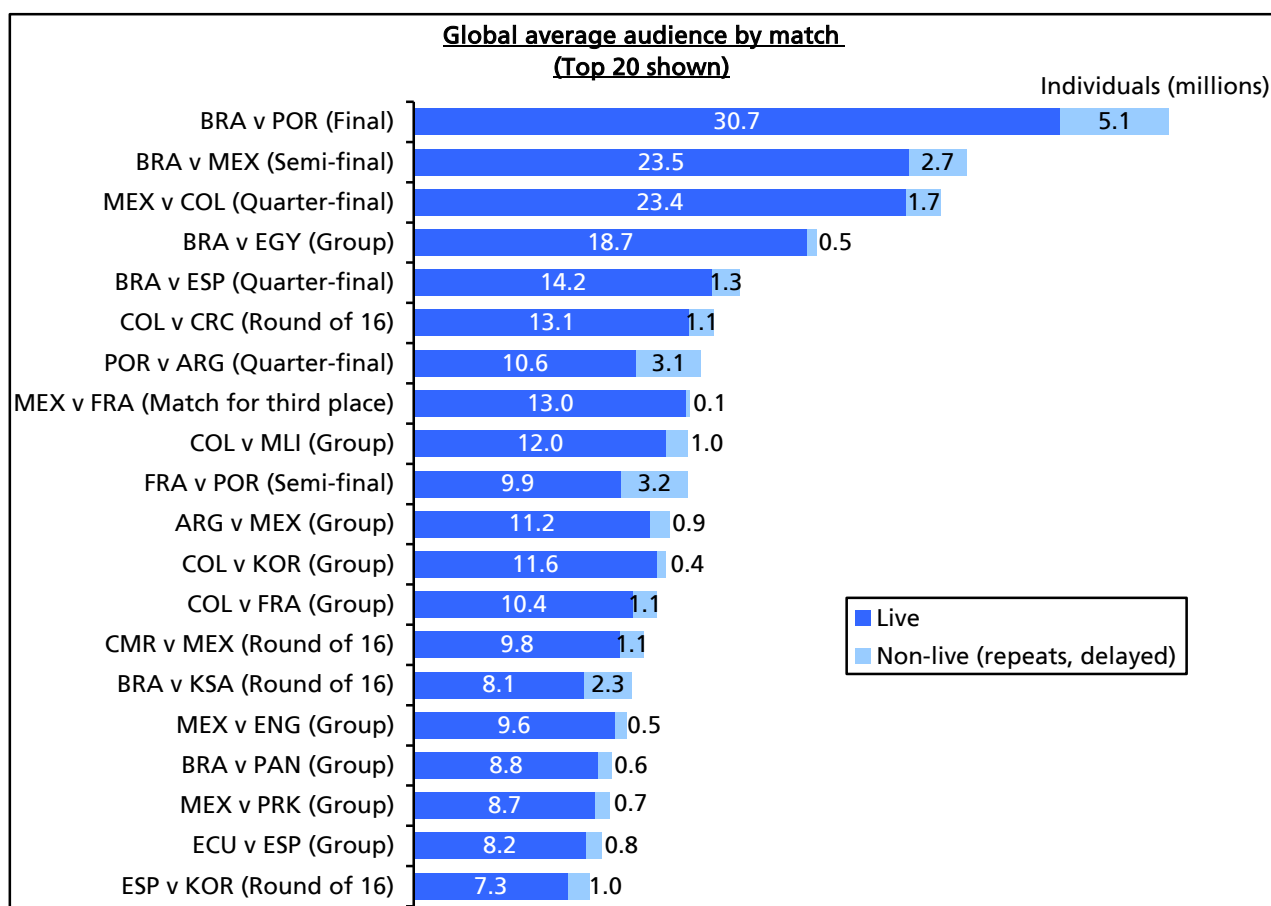
The Final match of the FIFA U-20 World Cup Colombia 2011 attracted the highest global in-home audience of any game, with a total average audience of over 35.8 million viewers.

Nearly ten million of this audience was generated in Colombia, while in Brazil an average of more than seven million people watched their national team win the tournament. These two territories combined accounted for nearly half (47.2%) of the Final audience.

The largest audiences outside of Colombia and Brazil were seen in Mexico (3.7 million), across the Middle East (2.7m) and in Thailand (1.6m), Ecuador (1.5m), Nigeria (1.3m<sup>2</sup>) and Japan (1.2m).

In addition to the Final, the Brazil v Mexico Semi-final and the Mexico v Colombia both generated total audiences of more than 25 million, while 13 other matches had global audiences of over 10 million.

All but three of the 52 matches played gained global average audiences of at least one million<sup>6</sup>.



<sup>2</sup> Estimated Audience

<sup>6</sup> EGY v AUT (764,000), CRO v KSA (623,000) and AUT v PAN (431,000)



On average, Caracol<sup>7</sup> in Colombia achieved the highest live audiences of any channel around the world which aired live coverage. Each game gained an average audience of 3.6 million, including a peak average audience of 7.3 million for their coverage of the Colombia v Costa Rica match.

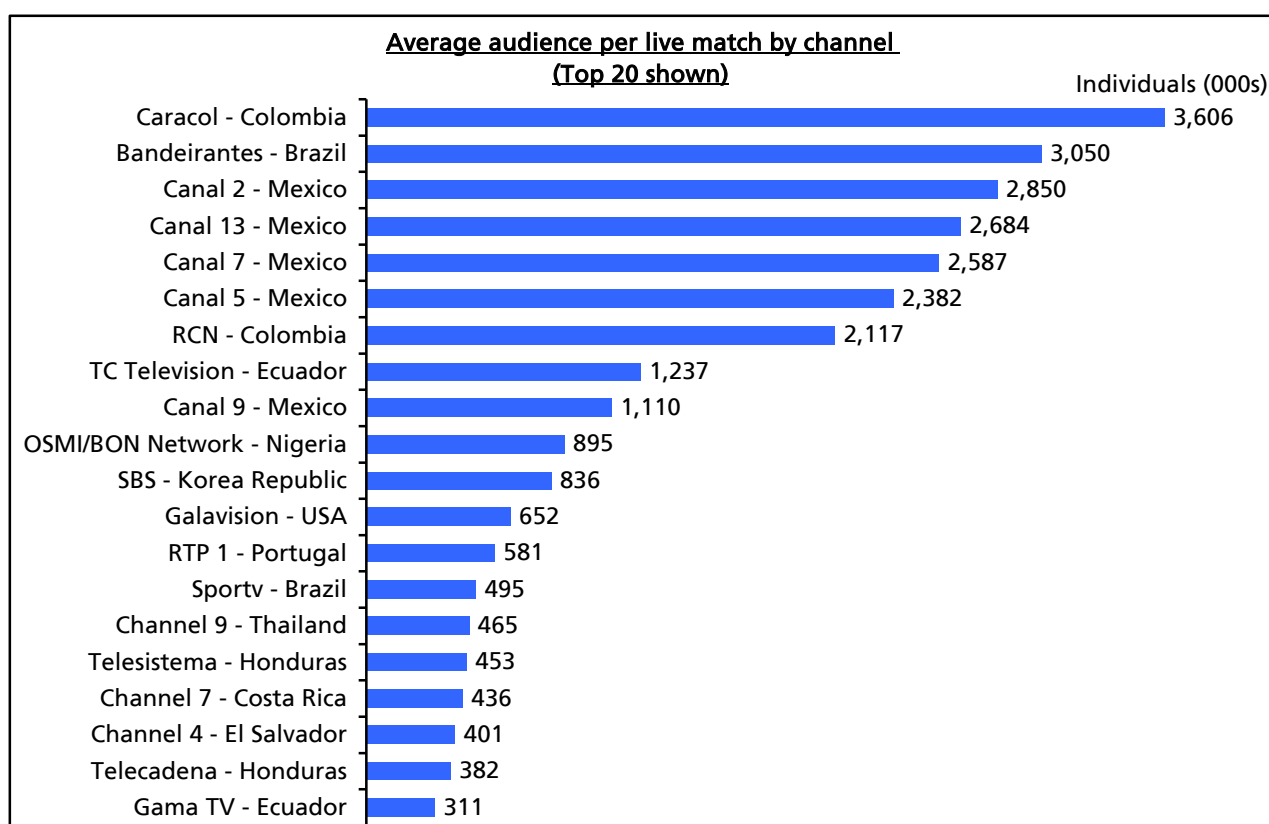
RCN<sup>7</sup> in Colombia also generated significant audiences during the event, with each live match attracting an average audience of over 2.1 million.

Bandeirantes<sup>8</sup> in Brazil produced an average of over three million for each of their live games, including an average audience of over 5.9 million for their coverage of the live Final.

Five different mainstream channels in Mexico aired live games, with all of these achieving average audiences of over one million. The highest of these was close to 2.9 million which Canal 2<sup>9</sup> generated, while Canal 13<sup>10</sup> and Canal 7<sup>10</sup> both produced averages of more than 2.5 million.

Elsewhere, TC Television<sup>11</sup> in Ecuador gained an average of over 1.2 million viewers to each of their live matches.

A total of nearly 170 separate channels around the world broadcast the event, with 14 channels delivering peak average audiences of more than one million during the event.



<sup>7</sup> Sub licensee of the main Media Rights Licensee OTI

<sup>8</sup> Sub licensee of the main Media Rights Licensee TV Globo

<sup>9</sup> Channel of the Media Rights Licensee OTI/Televisa

<sup>10</sup> Channel of the Media Rights Licensee OTI/TV Azteca

<sup>11</sup> Channel of the Media Rights Licensee OTI/Telecentro Cadena Ecuatoriana de Television





A total of over 7,500 hours of dedicated FIFA U-20 World Cup Colombia 2011 were aired around the world, with coverage being available in 177 territories around the world.

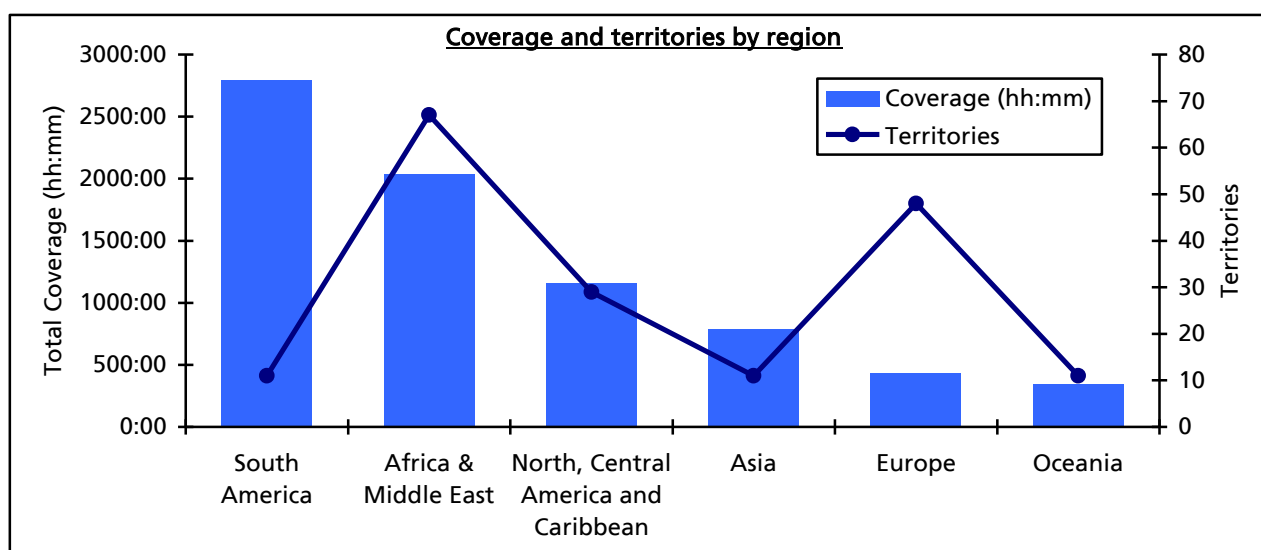
Broadcasters in the South America showed the highest levels of dedicated in-home coverage, with nearly 2,800 hours being aired. This owed much to DirecTV airing almost 1,900 hours across the region.

The Africa and Middle East region accounted for over 2,000 hours of coverage, with a total of 67 different territories being reached across the region. One licensee accounted for much of the television coverage in the region, namely Supersport. A total of over 1,000 hours were aired across the multiple Supersport channels across Africa. In addition however, more than 415 hours were shown across the Middle East by Al Jazeera.

Elsewhere, broadcasters in the North, Central America and Caribbean region transmitted over 1,150 hours of tournament coverage, while in Asia a total of close to 800 hours of dedicated tournament coverage were shown.

In Europe, 429 hours were broadcast, reaching 48 territories, largely thanks to the wide distribution of Eurosport throughout the region.

Region	No. of territories	Total coverage (hh:mm)
South America	11	2795:07
Africa & Middle East	67	2037:26
North, Central America and Caribbean	29	1153:05
Asia	11	785:53
Europe	48	429:43
Oceania	11	342:41
<b>Total</b>	<b>177</b>	<b>7543:57</b>





## Regional FIFA U-20 World Cup Colombia 2011 analysis

### Africa and Middle East

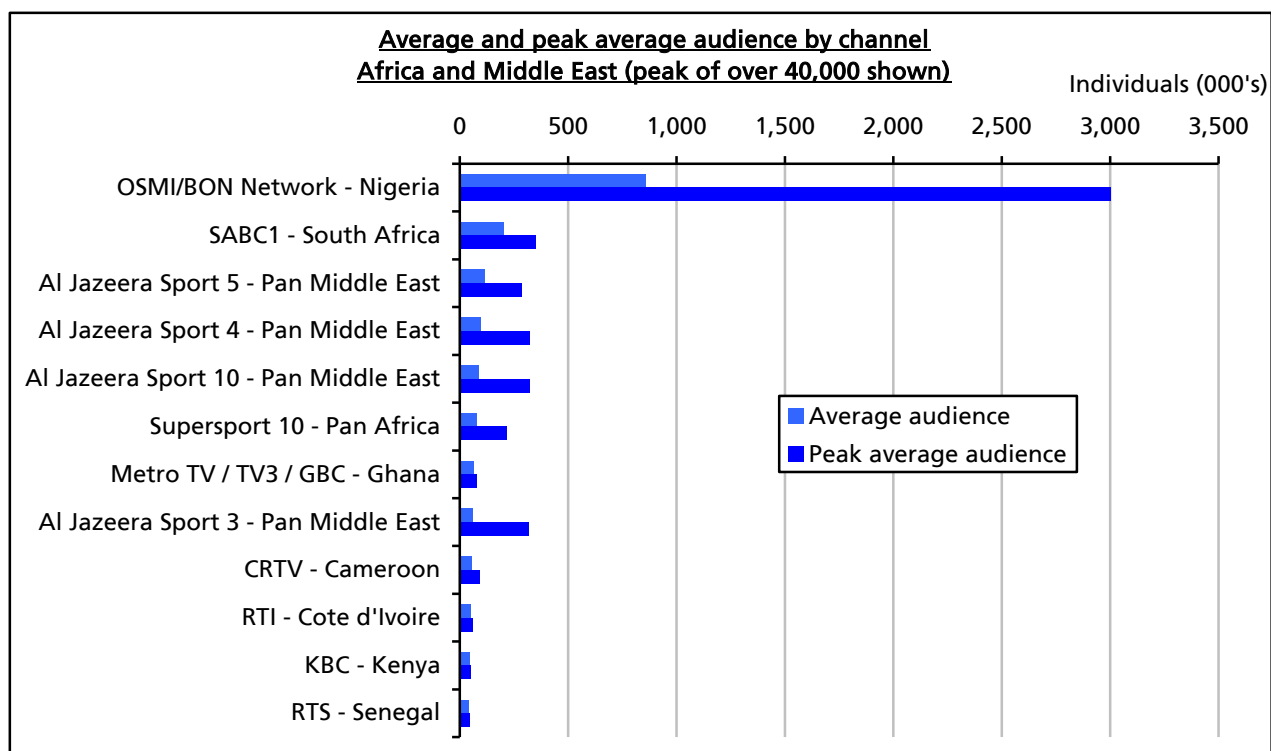
A projected reach of 13.1 million<sup>5</sup> viewers was achieved by the in-home coverage of the event. Nigeria accounted for the majority of the reach in the region (73%), with a projected reach of over 9.5 million viewers<sup>5</sup>.

Elsewhere, the Al Jazeera coverage across the Middle East reached over one million viewers, while 610,000 viewers were reached in South Africa.

By far the highest audiences were achieved in Nigeria; with in particular the games featuring the Nigeria national team generating estimated average audiences in excess of one million. The OSMI/BON Network in Nigeria generated the majority of the Nigerian audiences, which included an estimated average audience of over three million for their live coverage of the France v Nigeria match.

SABC1<sup>12</sup> in South Africa attracted an average of 200,000 to each of their broadcasts, including a peak average audience of 348,000 for delayed coverage of the Portugal v Argentina Quarter-final match.

In the Middle East, each of Al Jazeera's programmes attracted an estimated average audience of nearly 100,000 viewers, with a peak average audience of 323,000 for prime-time delayed Round of 16 coverage.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>12</sup> Channel of the Media Rights Licensee SABC

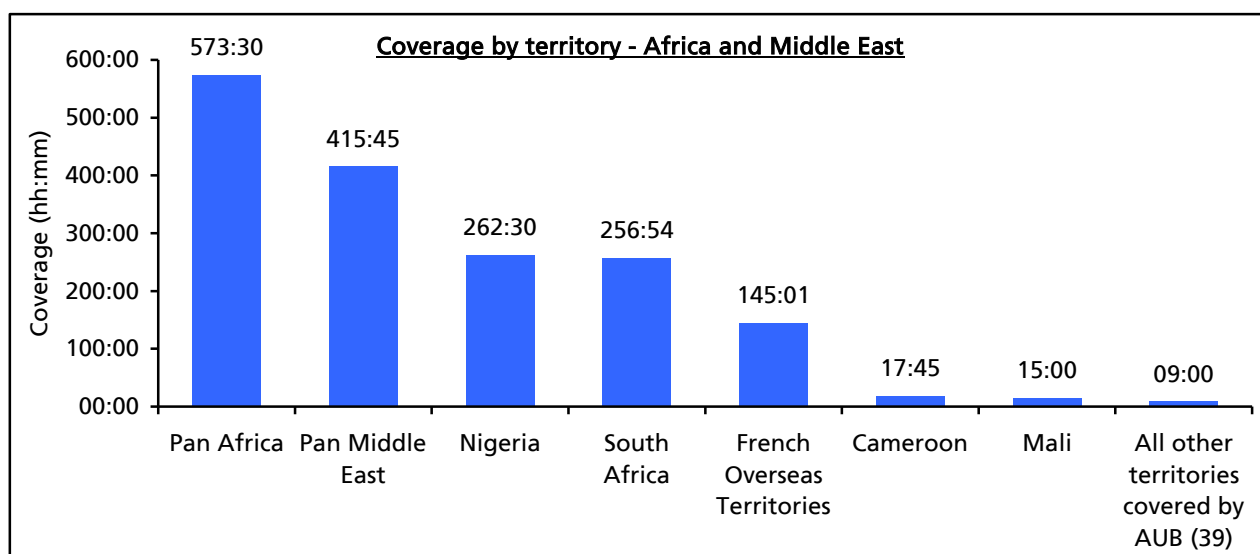


More than 2,000 hours of FIFA U-20 World Cup Colombia 2011 coverage was broadcast in to Africa and the Middle East.

Supersport accounted for the highest levels of coverage in the region, transmitting a total of over 1,000 hours across its multiple channels across the region. This coverage was broadcast across their South African<sup>13</sup>, Nigerian and Pan Africa channels; therefore each of these markets had high levels of coverage.

In addition to SuperSport, Nigeria and South Africa also had coverage provided by other broadcasters, with the OSMI/BON network in Nigeria showing 44 hours and SABC broadcasting 17 hours of dedicated tournament coverage in to South Africa.

Viewers in the Middle East had access to 415 hours of tournament coverage through Al Jazeera channels.



<sup>13</sup> Sub-licensee of the main Media Right Licensee SABC



## Asia

The event reached a total of 23.1 million viewers across Asia<sup>5</sup>.

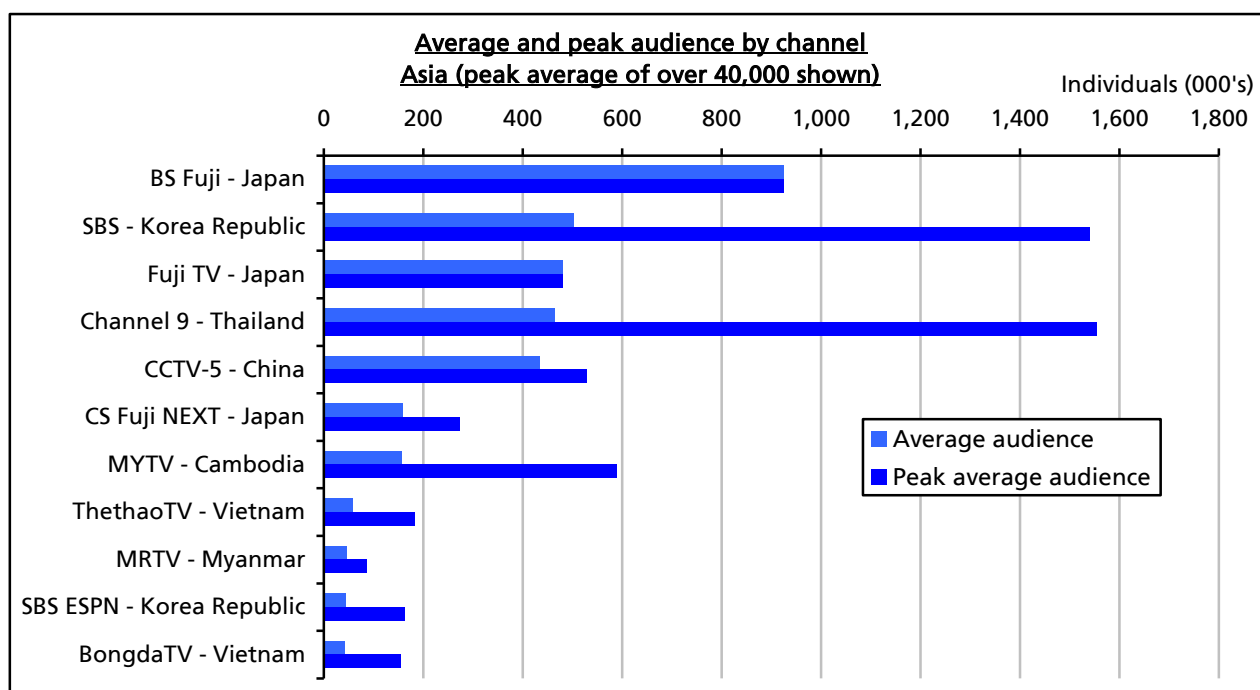
The highest reach was generated in the Korea Republic, where almost ten million viewers were reached<sup>5</sup>. This represents over 40% (43.1%) of the total reach in the region<sup>5</sup>.

Elsewhere, over 5.2 million viewers were projected to have been reached<sup>5</sup> in Thailand, while a reach of more than three million was achieved in Japan<sup>5</sup>. In addition, audience reach<sup>5</sup> was in excess of 1.7 million in China and Cambodia.

Peak average audiences of over 1.5 million viewers were generated by SBS in the Korea Republic and Channel 9<sup>14</sup> in Thailand. SBS achieved this level for their coverage of the Colombia v Korea Republic match, while Channel 9<sup>14</sup> attracted these viewers for their coverage of the Final.

BS Fuji<sup>15</sup> and Fuji TV in Japan both showed just one programme, achieving an estimated average audience of over 925,000 and an average audience of 480,000 respectively.

Elsewhere CCTV5<sup>16</sup> in China gained an average of over 400,000 viewers for their programming and a peak average of 529,000. MYTV<sup>17</sup> in Cambodia also generated a peak average audience of over 500,000, with an average of 590,000 viewers watching the live coverage of the opening match.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>14</sup> Channel of the Media Rights Licensee Adamas World Co. Ltd

<sup>15</sup> Channel of the Media Rights Licensee Dentsu Inc./Fuji TV

<sup>16</sup> Channel of the Media Rights Licensee CCTV

<sup>17</sup> Channel of the Media Rights Licensee CBS Cambodia

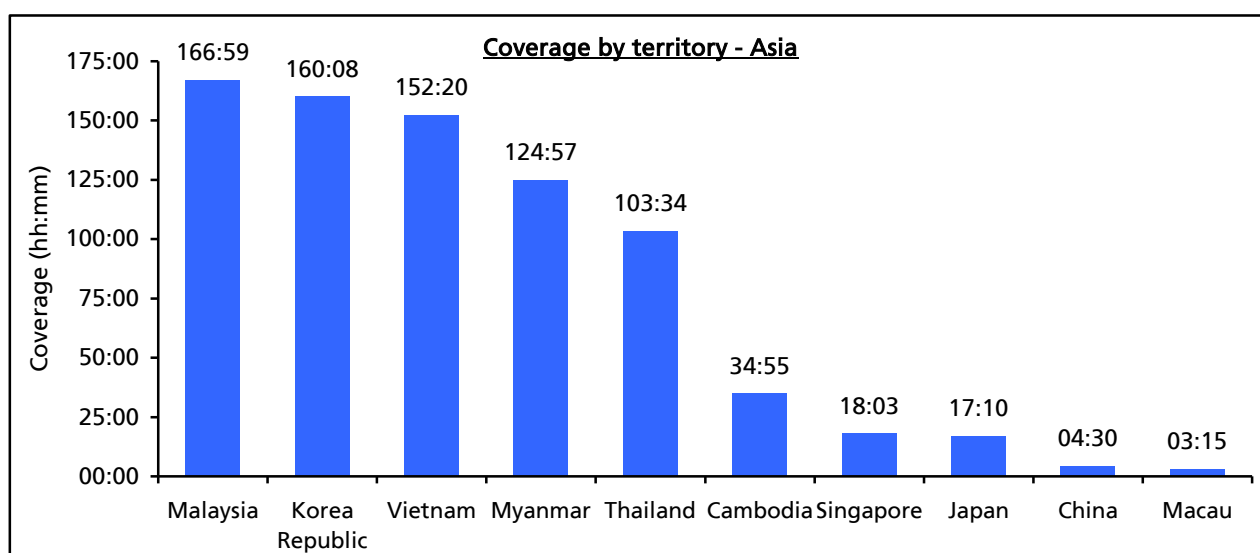


Viewers in Asia had access to a total of 785 hours of FIFA U-20 World Cup Colombia 2011 coverage.

Malaysia accounted for the highest amounts of tournament coverage, with almost 167 hours being shown.

Over 150 hours were aired in the Korea Republic and in Vietnam, while in Myanmar and Thailand more than 100 hours were broadcast.

Significantly for the reach of the event, over 17 hours of coverage were aired in Japan, while in China there were 4.5 hours shown.





## Europe

A total of over 7.6 million viewers were reached<sup>5</sup> across the region during the tournament.

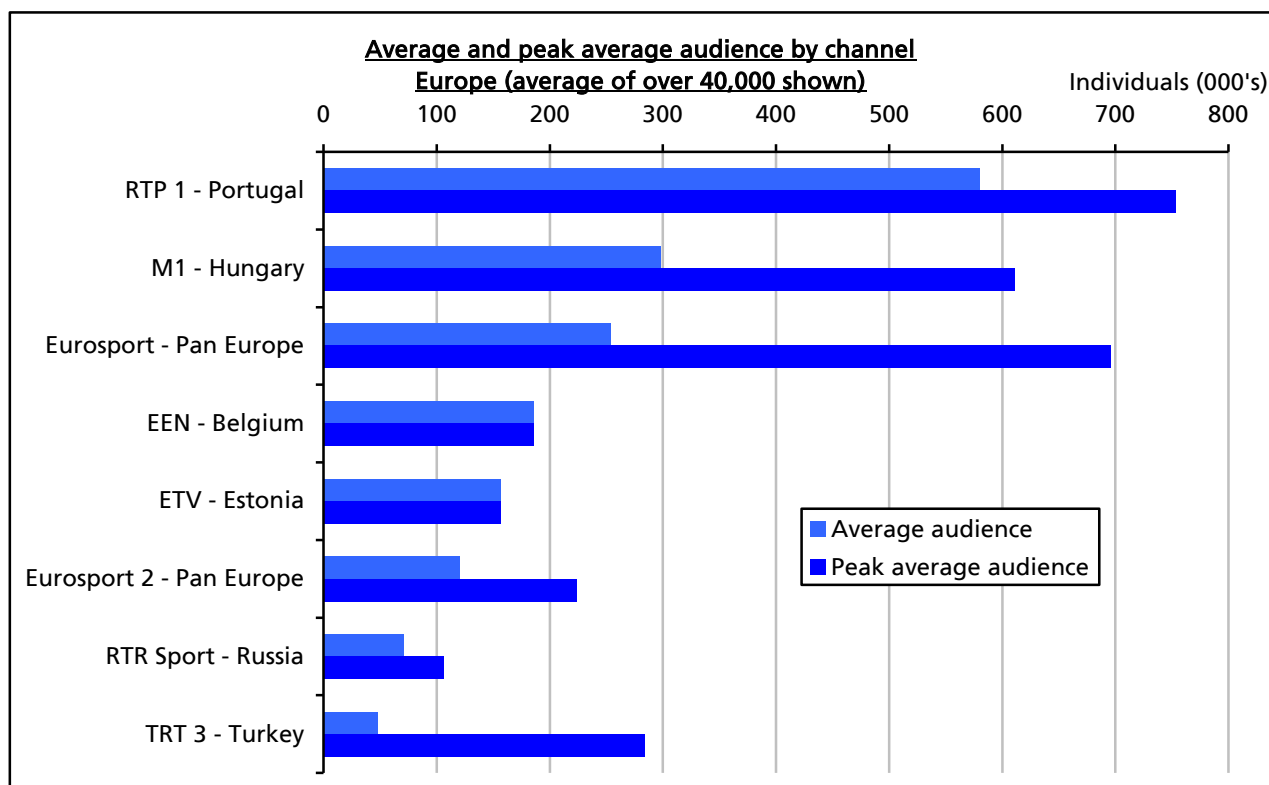
Reach<sup>5</sup> was highest in Portugal, where nearly 2.3 million people were reached<sup>5</sup>; largely as a result of the national team advancing to the Final.

A further 1.9 million people were reached<sup>5</sup> via the pan-regional Eurosport platform, while reach<sup>5</sup> exceeded 700,000 in Hungary, Turkey and Italy.

RTP 1<sup>18</sup> in Portugal generated the highest audiences in Europe, with their live coverage of the Portugal knock-out games attracting an average of 581,000 viewers, peaking at an average of over 753,000 for the France v Portugal Semi-final.

M1<sup>19</sup> in Hungary generated an average of nearly 300,000 for each programme, including a peak of 610,000 for their highlights coverage of the latter stages.

Eurosport across Europe attracted an average of more than 254,000 viewers to each programme, which included an average audience of nearly 700,000 for their highlights of the Final.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>18</sup> Channel of the Media Rights Licensee EBU/RTP

<sup>19</sup> Channel of the Media Rights Licensee EBU/MTV

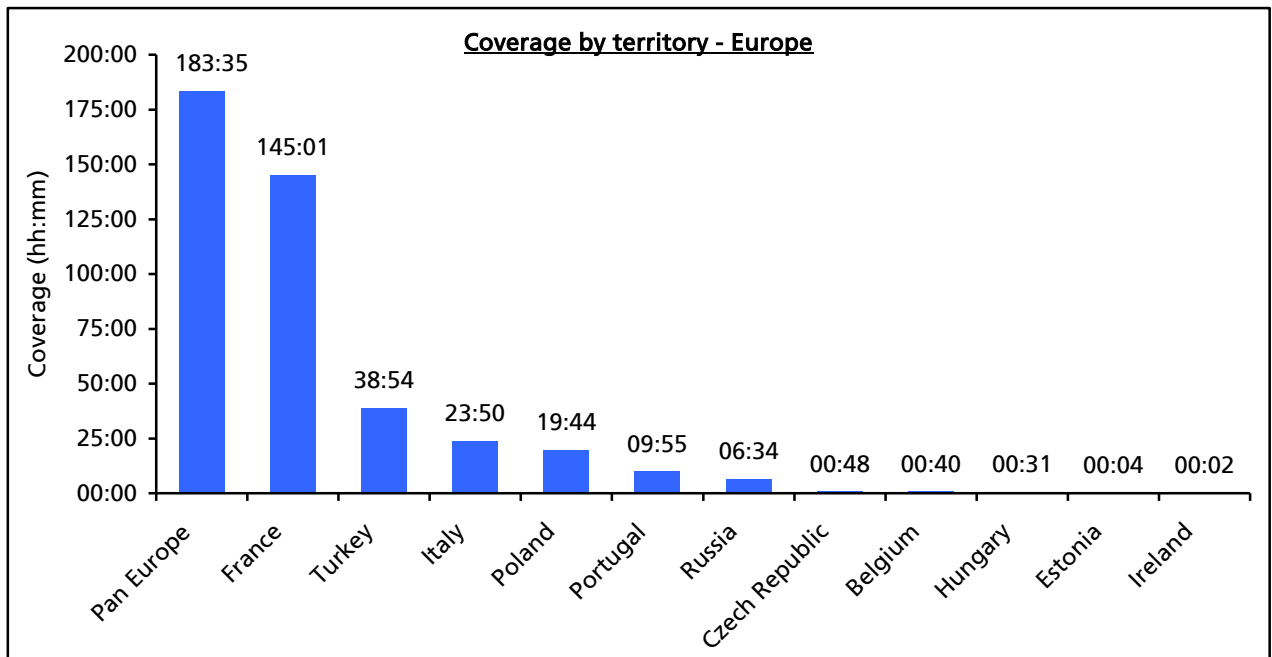


A total of 429 hours of coverage were shown on television throughout Europe.

The pan-regional coverage on Eurosport totalled over 183 hours, while in France, Eurosport France<sup>20</sup> accounted for a further 145 hours. Combined, the pan-regional and dedicated Eurosport France coverage accounted for well over three quarters (76.5%) of the European total.

Elsewhere, viewers in Turkey could have seen nearly 39 hours of coverage, while in Italy and Poland more than 19 hours were aired.

In addition, in Portugal and Russia, broadcasters showed nearly 10 hours and over 6.5 hours of coverage respectively.



<sup>20</sup> Sub-licensee of the main Media Rights Licensee TF1



## North, Central America and Caribbean

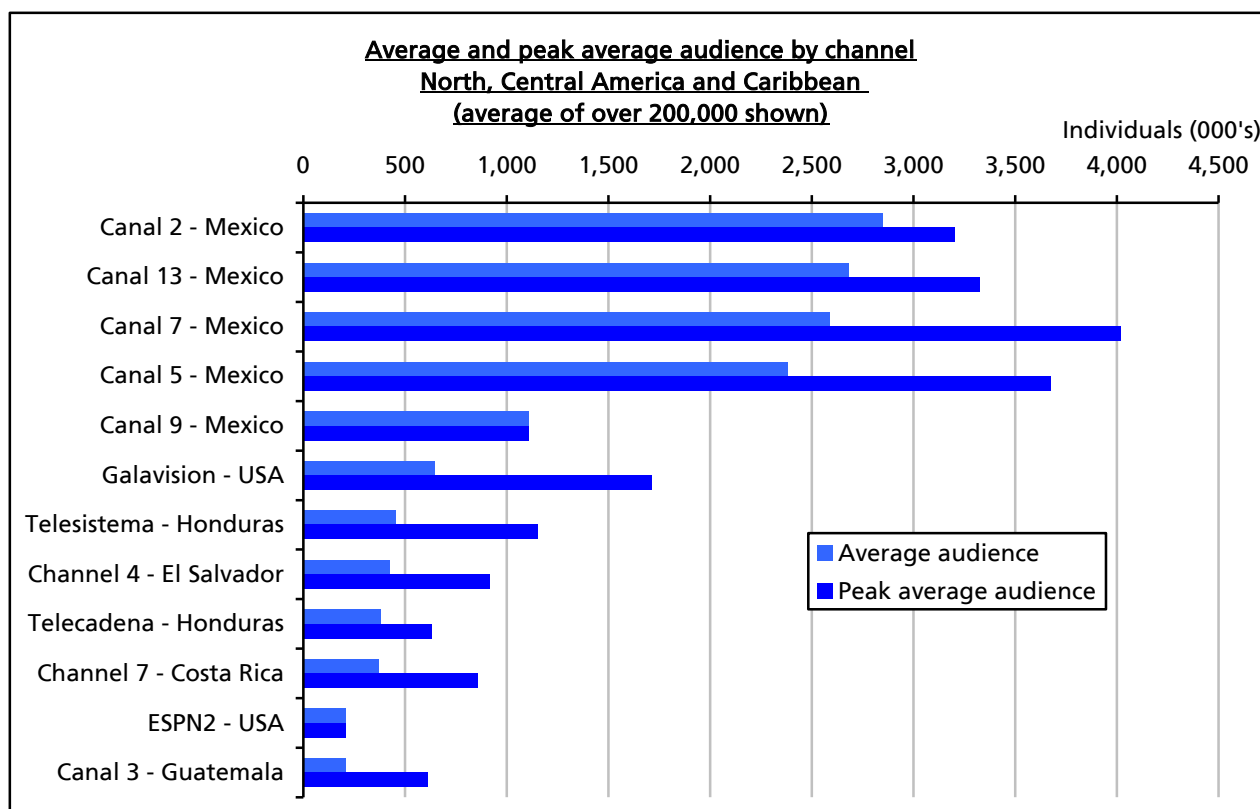
Audience reach in the region totalled 55.1 million<sup>5</sup>, the second highest regional reach behind South America.

The majority of the reach was generated by Mexico, where a reach of over 34.2 million viewers was achieved<sup>5</sup>. This represents over 62% of the reach<sup>5</sup> in the region and is the second highest reach<sup>5</sup> of any territory around the world (slightly behind Colombia).

Reach exceeded 6.3 million in the USA<sup>5</sup>, while more than two million people were reached<sup>5</sup> by the in-home coverage in Honduras, Costa Rica, Guatemala and El Salvador.

The highest audiences in the region were achieved by broadcasters in Mexico. Canal 2<sup>9</sup>, Canal 13<sup>10</sup>, Canal 7<sup>10</sup> and Canal 5<sup>9</sup> all achieved average audiences of over 2.3 million for each of their programmes, while peak average audiences of more than 3.5 million were produced by coverage on Canal 7<sup>10</sup> and Canal 5<sup>9</sup>. The highest single audience was over four million, gained by the Canal 7<sup>10</sup> live coverage of the Brazil v Mexico Semi-final.

The highest audience outside of Mexico was delivered by Galavision<sup>21</sup> in the USA. This channel achieved a peak average audience of over 1.7 million for the Brazil v Mexico Semi-final.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>9</sup> Channel of the Media Rights Licensee OTI/Televisa

<sup>10</sup> Channel of the Media Rights Licensee OTI/TV Azteca

<sup>21</sup> Channel of the Media Rights Licensee Univision Communications Inc.



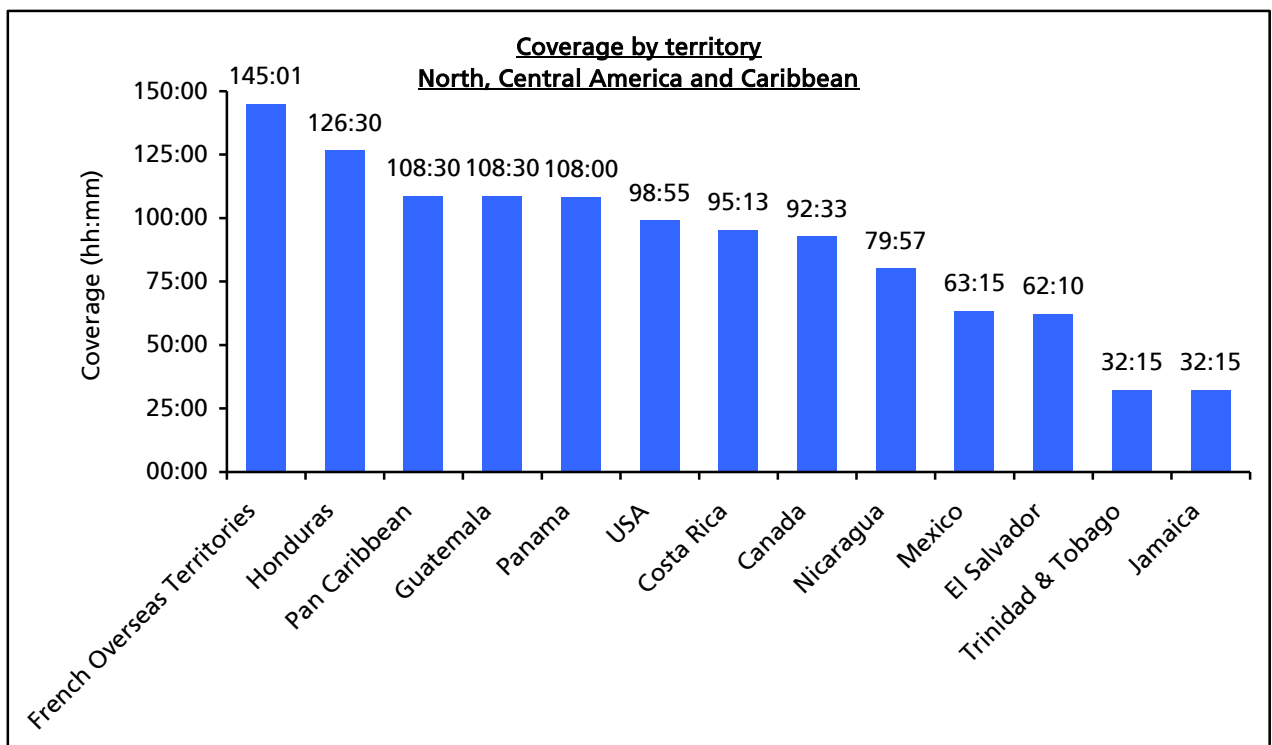


The broadcasters across the North, Central America and Caribbean region aired a total of over 1,150 hours of FIFA U-20 World Cup Colombia 2011 coverage.

The Eurosport France<sup>20</sup> coverage in the French Overseas Territories accounted for the highest levels, however in Honduras, Guatemala, Panama and across the Caribbean via Sportsmax more than 100 hours of dedicated tournament coverage were aired.

Broadcasters in the USA showed close to 100 hours of coverage, while in Costa Rica and Canada this total was almost matched.

In addition, broadcasters in Nicaragua aired nearly 80 hours of coverage, while viewers in Mexico and El Salvador could have watched over 60 hours.



<sup>20</sup> Sub-licensee of the main Media Rights Licensee TF1



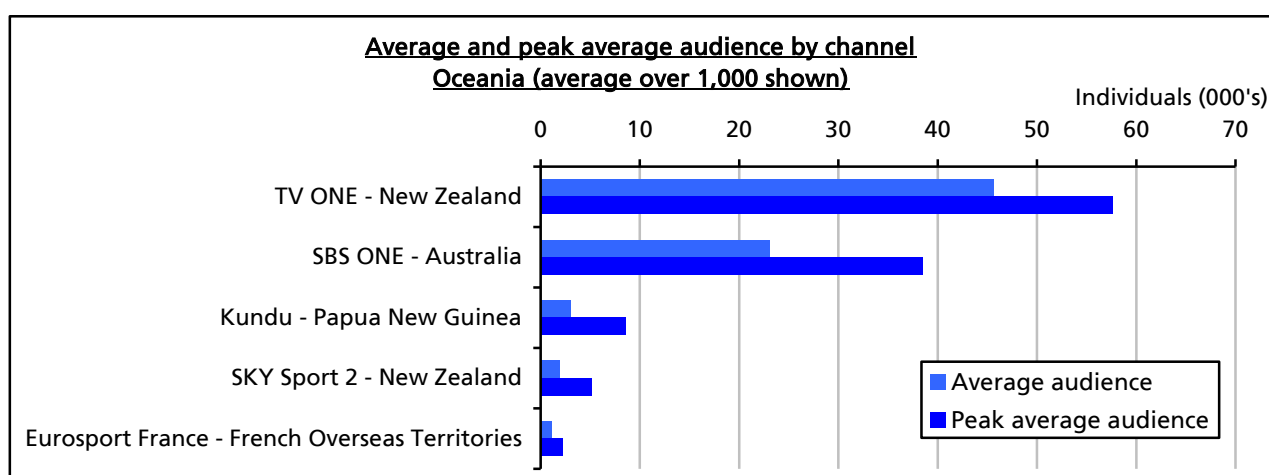
## Oceania

Nearly 500,000 viewers in the region were reached<sup>5</sup> by the in-home television coverage.

The majority (86%<sup>5</sup>) of the reach<sup>5</sup> was derived from Australia and New Zealand, with 172,000 people reached in Australia<sup>5</sup> and a projected 257,000 viewers reached in New Zealand<sup>5</sup>.

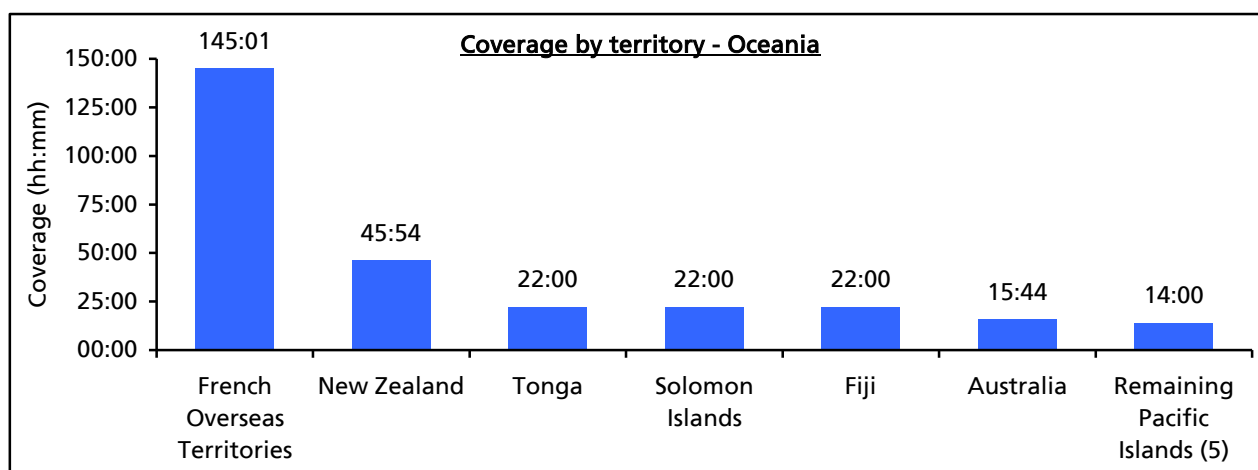
The highest audiences were generated by TV ONE<sup>22</sup> in New Zealand, where an average of 46,000 viewers watched each programme, peaking at 58,000 for the Final highlights.

In Australia, an average of over 23,000 viewers watched each programme aired on SBS ONE<sup>23</sup>, while an average of more than 38,000 tuned in for the SBS ONE<sup>23</sup> highlights coverage of the Final.



More than 342 hours of coverage were aired in Oceania. The French Overseas Territories saw 145 hours of coverage aired, while broadcasters in New Zealand transmitted close to 46 hours of coverage and broadcasters in Australia aired nearly 16 hours.

In the larger Pacific Islands, 22 hours of coverage were shown, while in five other Islands 14 hours were aired.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>22</sup> Channel of Media Right Licensee SBS Australia

<sup>23</sup> Channel of main Media Right Licensee SBS Australia's sub-licensee TVNZ



## South America

Audience reach in South America totalled 73.3 million<sup>5</sup>; the highest of any region.

Over three quarters (77%<sup>5</sup>) of the reach in South America was generated by the coverage in Colombia and Brazil. In the host market of Colombia, over 34.2 million viewers were reached<sup>5</sup>; the highest reach of any territory around the world (slightly ahead of Mexico). In Brazil, a further 22.5 million viewers were reached<sup>5</sup>, which is the third highest of any territory.

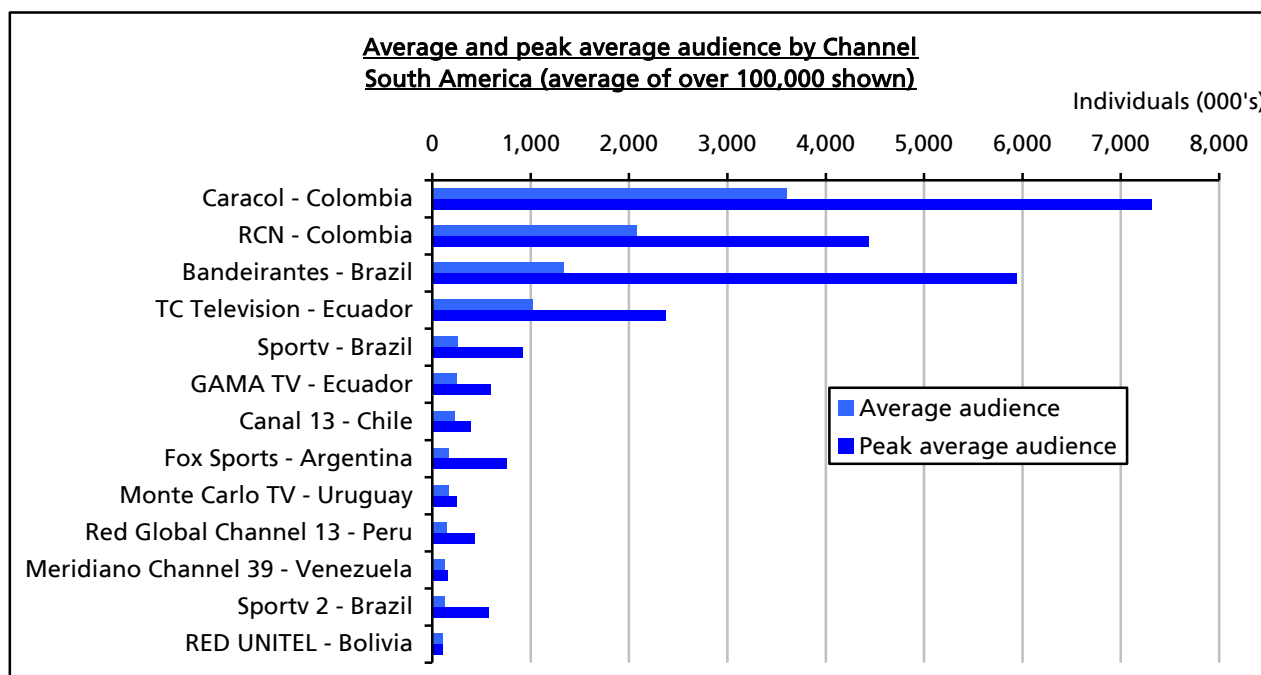
Elsewhere, a projected reach of 7.2 million<sup>5</sup> was generated in Ecuador, while a reach of over 3.6 million<sup>5</sup> was produced in Argentina. A further three territories generated a projected reach figure of over one million<sup>5</sup>, including Uruguay (1.6m<sup>5</sup>), Chile (1.5m<sup>5</sup>) and Peru (1.5m<sup>5</sup>).

The highest audiences were recorded by Caracol<sup>7</sup> in Colombia, with each programme being watched by an average audience of over 3.6 million. However, a peak average audience of 7.3 million tuned in for their coverage of the Colombia v Costa Rica Round of 16 match. This is the highest audience generated by any channel around the world covering the event.

In addition to Caracol<sup>7</sup>, RCN<sup>7</sup> in Colombia also generated significant audiences in the region. An average audience of nearly 2.1 million watched each programme, while a peak average audience of over 4.4 million saw the Colombia v Mali match on RCN<sup>7</sup>.

Bandeirantes<sup>8</sup> in Brazil also offered high audiences in the region. Their coverage of the Final match between Brazil and Portugal attracted an average audience of over 5.9 million, while overall each programme gained an average audience of over 1.3 million.

In Ecuador, TC Television<sup>11</sup> achieved an average of over one million viewers to each programme. The highest audience was an average of nearly 2.4 million for the coverage of the France v Ecuador Round of 16 match.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes of coverage

<sup>7</sup> Sub licensee of the main Media Rights Licensee OTI

<sup>8</sup> Sub licensee of the main Media Rights Licensee TV Globo

<sup>11</sup> Channel of the Media Rights Licensee OTI/Telecentro Cadena Ecuatoriana de Television



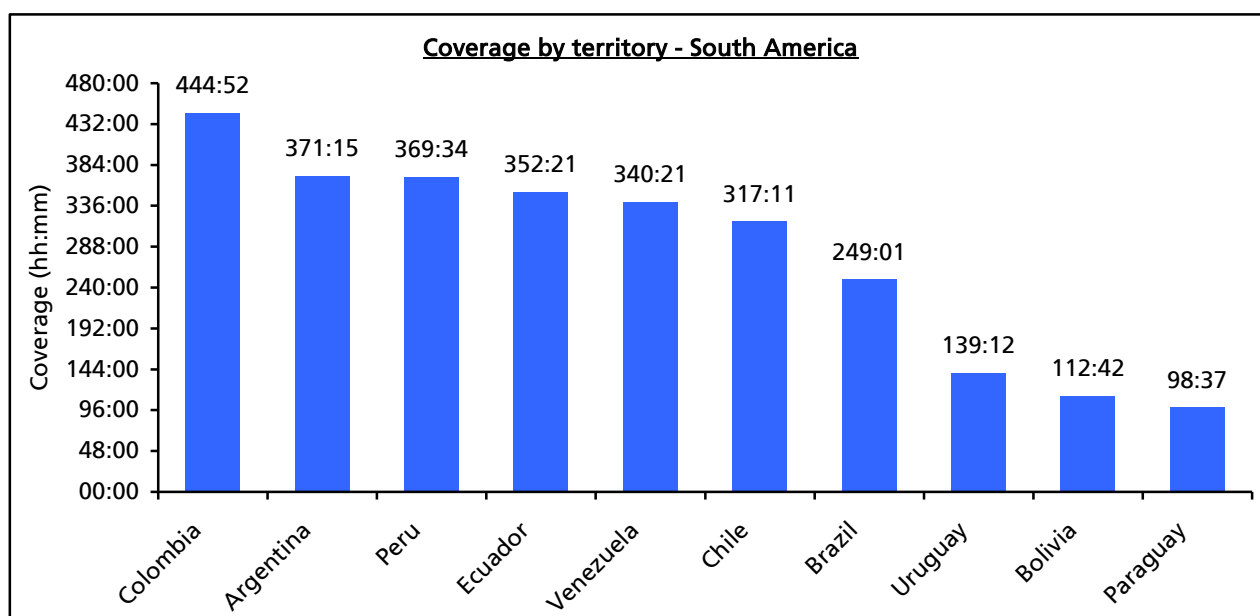
There was nearly 2,800 hours of FIFA U-20 World Cup Colombia 2011 coverage broadcast in South America; the highest of any region.

The high level of coverage in South America was largely due to the DirecTV licensee, which broadcast separate feeds across the region. Overall, DirecTV broadcast close to 1,900 hours of coverage; equating to over two thirds (67.3%) of the regional total.

All of the markets which had a dedicated feed from DirecTV feature strongly in the list of coverage by market, in particular the host market of Colombia. There was a total of nearly 445 hours shown in Colombia, the highest amount of coverage from any single territory. DirecTV accounted for the majority of this coverage (314 hours), but it was also supplemented by coverage on the more mainstream channels Caracol<sup>7</sup> (70 hours) and RCN<sup>7</sup> (59 hours).

Argentina, Peru, Ecuador, Venezuela and Chile all had DirecTV coverage being shown, as well as more widely available coverage. As a result, viewers in each of these territories had access to more than 300 hours of coverage.

In Brazil however, broadcasters aired a total of 249 hours, with Esporte Interativo showing 146 hours, Sportv airing 63 hours and Bandeirantes<sup>8</sup> broadcasting close to 40 hours.



<sup>7</sup> Sub licensee of the main Media Rights Licensee OTI

<sup>8</sup> Sub licensee of the main Media Rights Licensee TV Globo



## Appendix



## FIFA U-20 World Cup Colombia 2011 broadcast summary by territory

### Africa & 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)
Angola	09:00	4	0.6	09:00	4	0.6	55,680
Benin	09:00	4	0.6	09:00	4	0.6	24,465
Botswana	09:00	4	0.6	09:00	4	0.6	11,924
Burkina Faso	09:00	4	0.6	09:00	4	0.6	36,592
Burundi	09:00	4	0.6	09:00	4	0.6	26,854
Cameroon	17:45	8	1.2	17:45	8	1.2	287,816
Cape Verde	09:00	4	0.6	09:00	4	0.6	3,645
Central African Republic	09:00	4	0.6	09:00	4	0.6	27,376
Chad	09:00	4	0.6	09:00	4	0.6	7,475
Congo Brazzaville	09:00	4	0.6	09:00	4	0.6	18,177
Congo DR	09:00	4	0.6	09:00	4	0.6	110,574
Cote d'Ivoire	09:00	4	0.6	09:00	4	0.6	148,868
Equatorial Guinea	09:00	4	0.6	09:00	4	0.6	927
Eritrea	09:00	4	0.6	09:00	4	0.6	11,214
Ethiopia	09:00	4	0.6	09:00	4	0.6	69,514
French Overseas Territories	145:01	103	1.1	41:55	19	0.8	45,142
Gabon	09:00	4	0.6	09:00	4	0.6	15,367
Gambia	09:00	4	0.6	09:00	4	0.6	16,277
Ghana	09:00	4	0.6	09:00	4	0.6	201,408
Guinea Bissau	09:00	4	0.6	09:00	4	0.6	2,208
Guinea Conakry	09:00	4	0.6	09:00	4	0.6	36,175
Kenya	09:00	4	0.6	09:00	4	0.6	135,533
Lesotho	09:00	4	0.6	09:00	4	0.6	4,777
Liberia	09:00	4	0.6	09:00	4	0.6	8,275
Madagascar	09:00	4	0.6	09:00	4	0.6	69,288
Malawi	09:00	4	0.6	09:00	4	0.6	12,370
Mali	15:00	7	1.0	15:00	7	1.0	76,370
Mauritius	09:00	4	0.6	09:00	4	0.6	21,525
Mozambique	09:00	4	0.6	09:00	4	0.6	34,017
Namibia	09:00	4	0.6	09:00	4	0.6	9,594
Niger	09:00	4	0.6	09:00	4	0.6	22,477
Nigeria	262:30	127	0.8	158:20	72	0.7	9,532,590
Pan Africa	573:30	283	0.6	218:40	97	0.4	567,220
Pan Middle East	415:45	238	0.8	108:00	55	0.5	1,023,396
Rwanda	09:00	4	0.6	09:00	4	0.6	4,249
Senegal	09:00	4	0.6	09:00	4	0.6	124,581
Seychelles	09:00	4	0.6	09:00	4	0.6	1,370
Sierra Leone	09:00	4	0.6	09:00	4	0.6	6,583
South Africa	256:54	123	0.1	127:27	56	0.1	610,000
Swaziland	09:00	4	0.6	09:00	4	0.6	3,592
Tanzania	09:00	4	0.6	09:00	4	0.6	64,137
Togo	09:00	4	0.6	09:00	4	0.6	13,733
Uganda	09:00	4	0.6	09:00	4	0.6	91,961
Zambia	09:00	4	0.6	09:00	4	0.6	45,686
Zanzibar	09:00	4	0.6	09:00	4	0.6	5,245
Zimbabwe	09:00	4	0.6	09:00	4	0.6	55,748
<b>Africa &amp; Middle East total</b>	<b>2037:26</b>	<b>1,045</b>	<b>0.7</b>	<b>1038:07</b>	<b>470</b>	<b>0.5</b>	<b>13,134,772</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)
Cambodia	34:55	15	1.1	30:55	13	1.3	1,965,942
China	04:30	3	0.0	00:00	0	0.0	1,762,000
Japan	17:10	7	1.4	14:20	5	1.7	3,083,801
Korea Republic	160:08	119	0.2	61:42	27	0.6	9,981,182
Macau	03:15	1	2.5	03:15	1	2.5	3,665
Malaysia	166:59	81	0.0	91:44	43	0.0	93,740
Myanmar	124:57	62	0.7	84:41	41	0.8	284,414
Singapore	18:03	8	0.7	10:18	4	1.4	182,095
Thailand	103:34	42	0.7	103:34	42	0.7	5,181,775
Vietnam	152:20	95	0.7	70:35	38	1.2	607,817
<b>Asia total</b>	<b>785:53</b>	<b>433</b>	<b>0.5</b>	<b>471:06</b>	<b>214</b>	<b>0.7</b>	<b>23,146,431</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)
Belgium	00:40	1	3.2	00:00	0	0.0	231,978
Czech Republic	00:48	1	0.3	00:00	0	0.0	34,860
Estonia	00:04	1	12.3	00:00	0	0.0	157,000
France	145:01	103	0.1	41:55	19	0.1	354,444
Hungary	00:31	7	3.3	00:00	0	0.0	832,897
Ireland	00:02	1	0.9	00:00	0	0.0	38,100
Italy	23:50	12	0.1	23:50	12	0.1	700,532
Pan Europe	183:35	145	0.1	55:08	28	0.1	1,897,641
Poland	19:44	11	0.0	05:56	3	0.0	56,438
Portugal	09:55	4	6.1	09:55	4	6.1	2,259,900
Russia	06:34	3	0.1	06:34	3	0.1	290,644
Turkey	38:54	19	0.1	16:16	7	0.2	774,107
<b>Europe total</b>	<b>429:43</b>	<b>308</b>	<b>0.3</b>	<b>159:35</b>	<b>76</b>	<b>0.4</b>	<b>7,628,543</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	92:33	44	0.1	72:30	34	0.1	535,097
Costa Rica	95:13	42	3.3	79:28	34	3.9	2,601,430
El Salvador	62:10	28	6.4	32:10	14	6.1	2,773,254
French Overseas Territories	145:01	103	1.0	41:55	19	2.7	119,703
Guatemala	108:30	52	2.3	108:30	52	2.3	2,415,202
Honduras	126:30	52	4.0	122:30	50	4.1	3,494,788
Jamaica	32:15	15	2.8	32:15	15	2.8	423,575
Mexico	63:15	27	2.0	60:15	25	2.1	34,216,963
Nicaragua	79:57	39	1.3	26:02	12	2.0	762,514
Pan Caribbean	108:30	52	2.2	54:00	26	2.1	1,446,828
Panama	108:00	49	1.9	106:00	48	1.9	405,974
Trinidad & Tobago	32:15	15	2.8	32:15	15	2.8	206,301
USA	98:55	41	0.1	83:12	34	0.1	6,305,000
<b>North, Central America &amp; Caribbean total</b>	<b>1153:05</b>	<b>559</b>	<b>2.1</b>	<b>851:02</b>	<b>378</b>	<b>2.4</b>	<b>55,076,754</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	15:44	6	0.2	15:44	6	0.2	172,000
Cook Islands	14:00	6	0.1	07:00	3	0.2	333
Fiji	22:00	10	0.1	11:00	5	0.1	8,536
French Overseas Territories	145:01	103	0.6	41:55	19	0.1	12,219
New Zealand	45:54	23	0.2	14:20	6	0.2	257,390
Niue	14:00	6	0.1	07:00	3	0.2	8
Papua New Guinea	14:00	6	0.1	07:00	3	0.2	38,581
Samoa	14:00	6	0.1	07:00	3	0.2	1,028
Solomon Islands	22:00	10	0.1	11:00	5	0.1	5,251
Tonga	22:00	10	0.1	11:00	5	0.1	595
Vanuatu	14:00	6	0.1	07:00	3	0.2	1,374
<b>Oceania total</b>	<b>342:41</b>	<b>192</b>	<b>0.4</b>	<b>140:00</b>	<b>61</b>	<b>0.1</b>	<b>497,314</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	371:15	171	0.1	225:55	100	0.2	3,620,253
Bolivia	112:42	52	1.4	52:42	23	2.6	359,253
Brazil	249:01	147	0.3	106:49	53	0.6	22,474,997
Chile	317:11	158	0.1	183:25	80	0.0	1,501,140
Colombia	444:52	195	1.9	313:03	130	2.8	34,248,532
Ecuador	352:21	166	0.7	214:17	94	0.9	7,173,661
Paraguay	98:37	52	0.6	00:00	0	0.0	336,244
Peru	369:34	185	0.2	226:43	101	0.2	1,463,608
Uruguay	139:12	71	2.2	126:16	57	2.4	1,613,821
Venezuela	340:21	155	0.1	209:01	91	0.1	536,946
<b>South America total</b>	<b>2795:07</b>	<b>1,352</b>	<b>0.7</b>	<b>1658:12</b>	<b>729</b>	<b>1.0</b>	<b>73,328,455</b>

<b>Global total</b>	<b>7543:57</b>	<b>3,889</b>	<b>0.8</b>	<b>4318:05</b>	<b>1,928</b>	<b>1.1</b>	<b>172,812,269</b>
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## FIFA U-20 World Cup Colombia 2011 audience reach analysis by viewing condition

Territory	3+ consecutive minutes reach		% change
	FIFA U-20 World Cup Egypt 2009	FIFA U-20 World Cup Colombia 2011	
Colombia	29,000*	37,700,573	129902%
South Africa	16,889,000	1,149,000	-93%
Italy	2,933,211	2,054,953	-30%
Portugal	47,422*	3,193,100	6633%
UK	1,225,000	1,854,000	51%
Mexico	1,329,451*	49,444,232	3619%
USA	6,697,000	8,881,000	33%
Argentina	2,535,061	5,644,766	123%
Brazil	65,300,832	36,107,126	-45%
China	14,299,000	4,758,000	-67%
Korea Republic	39,314,957	18,105,315	-54%
Australia	347,448*	301,000	-13%
Rest of World (Projected)	138,470,812	82,973,027	-40%
<b>Global total</b>	<b>289,418,194</b>	<b>252,166,092</b>	<b>-13%</b>

\*projected

Territory	20+ consecutive minutes reach		% change
	FIFA U-20 World Cup Egypt 2009	FIFA U-20 World Cup Colombia 2011	
Colombia	19,720*	34,248,532	173574%
South Africa	13,180,000	610,000	-95%
Italy	1,233,364	700,532	-43%
Portugal	43,657*	2,259,900	5076%
UK	515,000	925,000	80%
Mexico	707,890*	34,216,963	4734%
USA	3,036,000	6,305,000	108%
Argentina	1,111,714	3,620,253	226%
Brazil	44,354,265	22,474,997	-49%
China	3,525,000	1,762,000	-50%
Korea Republic	20,579,314	9,981,182	-51%
Australia	173,724*	172,000	-1%
Rest of World (Projected)	86,307,922	55,535,910	-36%
<b>Global total</b>	<b>174,787,570</b>	<b>172,812,269</b>	<b>-1%</b>

\*projected



## Media Rights Licensees

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet
Al Jazeera Sport	FIFA	Africa, Middle East	Algeria	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	X		
CFI - Canal France International	AUB	Africa, Middle East	Angola	X	X	X	X		
Radio Nacional de Angola	AUB	Africa, Middle East	Angola	X		X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Angola		X	X	X		X
TPA - Televisao Publica de Angola	AUB	Africa, Middle East	Angola	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Bahrain	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Benin	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Benin	X	X	X	X		
ORTB - Radiodiffusion et Television Du Benin	AUB	Africa, Middle East	Benin	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Benin		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	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
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burkina Faso	X	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
TNB - Radiodiffusion Television du Burkina Faso	AUB	Africa, Middle East	Burkina Faso	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burundi	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Burundi	X	X	X	X		
RTNB - Radio Television National Burundi	AUB	Africa, Middle East	Burundi	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Burundi		X	X	X		X
CRTV - Cameroonian Radio & Television	AUB	Africa, Middle East	Cameroon	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cameroon	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cameroon	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cameroon		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cape Verde	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cape Verde	X	X	X	X		
RTVCV - Radio TV du Cap-Cert	AUB	Africa, Middle East	Cape Verde	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cape Verde		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Central African Republic	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Central African Republic	X	X	X	X		
RTC - Radiodiffusion Television Centrafricaine	AUB	Africa, Middle East	Central African Republic	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Central African Republic		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Chad	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Chad	X	X	X	X		
RTNT - Radiodiffusion Nationale TCHAD	AUB	Africa, Middle East	Chad	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Chad		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Comoros	X	X	X	X		X
Television Nationale Congolaise / Radio Congo Brazzaville	AUB	Africa, Middle East	Congo Brazzaville	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Congo Brazzaville	X	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
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cote d'Ivoire	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cote d'Ivoire	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cote d'Ivoire		X	X	X		X
RTI - Radiodiffusion Television Ivoirienne	AUB	Africa, Middle East	Côte d'Ivoire	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
RTNC - Rdio Television Nationale Congolaise	AUB	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Democratic Republic of Congo		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Djibouti	X	X	X	X		X
Radiodifusao de Equatorial Guinea	AUB	Africa, Middle East	Equatorial Guinea	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Egypt	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		
CFI - Canal France International	AUB	Africa, Middle East	Equatorial Guinea	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Equatorial Guinea		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Eritrea	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Eritrea	X	X	X	X		
ERI TV	AUB	Africa, Middle East	Eritrea	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Eritrea		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Ethiopia	X	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	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Ethiopia		X	X	X		X
Eurosport France	TF1	Africa, Middle East	French overseas territories (Africa)		X	X	X	X	X
TF1 - Television Francaise 1 SA	FIFA	Africa, Middle East	French overseas territories (Africa)		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gabon	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Gabon	X	X	X	X		
RTG - Radiodiffusion Television Gabonaise	AUB	Africa, Middle East	Gabon	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gabon		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gambia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Gambia	X	X	X	X		
GTRS - Gambia Radio and Television Services	AUB	Africa, Middle East	Gambia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gambia		X	X	X		X



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Ghana	X	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	X		
Metro TV Ltd	AUB	Africa, Middle East	Ghana	X	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	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Guinea Bissau	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Guinea Bissau	X	X	X	X		
RTVGB - Radio et Television Guinea-Bissau	AUB	Africa, Middle East	Guinea Bissau	X	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		
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	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Guinea Conakry	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Iran	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Iraq	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Jordan	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Jordan	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Kenya	X	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	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Kenya	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Kuwait	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Lebanon	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Lebanon	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Lesotho	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Lesotho	X	X	X	X		
Ministry of Communications, Science and Technology	AUB	Africa, Middle East	Lesotho	X	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	X		
CFI - Canal France International	AUB	Africa, Middle East	Liberia	X	X	X	X		
LBS - Liberia Broadcasting System	AUB	Africa, Middle East	Liberia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Liberia	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Libya	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Libya	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Madagascar	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Madagascar	X	X	X	X		
Radiodiffusion Television Nationale de Madagascar	AUB	Africa, Middle East	Madagascar	X	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		
CFI - Canal France International	AUB	Africa, Middle East	Malawi	X	X	X	X		
Malawi Broadcasting Corporation	AUB	Africa, Middle East	Malawi	X	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		
CFI - Canal France International	AUB	Africa, Middle East	Mali	X	X	X	X		
ORTM - L'Office de Radio-Télévision du Mali	AUB	Africa, Middle East	Mali	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mali	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Mauritania	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mauritius	X	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	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mauritius	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Morocco	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Morocco	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mozambique	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Mozambique	X	X	X	X		
RM - Radio de Mohambique	AUB	Africa, Middle East	Mozambique	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mozambique	X	X	X	X		X
Televisao de Mozambique	AUB	Africa, Middle East	Mozambique	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Namibia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Namibia	X	X	X	X		
Namibian Broadcasting Corporation	AUB	Africa, Middle East	Namibia	X	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		
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	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Niger	X	X	X	X		X
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa, Middle East	Nigeria	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Nigeria	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Oman	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Palestine	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Qatar	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Rwanda	X	X	X	X		
Bureau of Information & Broadcasting	AUB	Africa, Middle East	Rwanda	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Rwanda	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Rwanda	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Saudi Arabia	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Senegal	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Senegal	X	X	X	X		
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa, Middle East	Senegal	X	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	X		
CFI - Canal France International	AUB	Africa, Middle East	Seychelles	X	X	X	X		
Seychelles Broadcasting Corporation	AUB	Africa, Middle East	Seychelles	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Seychelles	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	Sierra Leone	X	X	X	X			
CFI - Canal France International	AUB	Africa, Middle East	Sierra Leone	X	X	X	X			
SLBS - Sierra Leone Broadcasting Authority	AUB	Africa, Middle East	Sierra Leone	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Sierra Leone		X	X	X			X
Al Jazeera Sport	FIFA	Africa, Middle East	Somalia	X	X	X	X			X
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 Ikwewezi 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 S4fm	SABC	Africa, Middle East	South Africa	X						
Radio Thobela FM	SABC	Africa, Middle East	South Africa	X						
Radio Ukhozi 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 (Proprietary) Limited	SABC	Africa, Middle East	South Africa		X	X	X			X
Al Jazeera Sport	FIFA	Africa, Middle East	Sudan	X	X	X	X			X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Swaziland	X	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	X			
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Swaziland		X	X	X			X
Al Jazeera Sport	FIFA	Africa, Middle East	Syria	X	X	X	X			X
Eurosport S.A.	FIFA	Africa, Middle East	Syria	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Tanzania	X	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
TBS - Tanzania Broadcasting Services	AUB	Africa, Middle East	Tanzania	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Togo	X	X	X	X			
CFI - Canal France International	AUB	Africa, Middle East	Togo	X	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Togo		X	X	X			X
TVT - Télévision Togolaise	AUB	Africa, Middle East	Togo	X	X	X	X			
Al Jazeera Sport	FIFA	Africa, Middle East	Tunisia	X	X	X	X			X
Eurosport S.A.	FIFA	Africa, Middle East	Tunisia	X	X	X	X			
Al Jazeera Sport	FIFA	Africa, Middle East	UAE	X	X	X	X			X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Uganda	X	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
Uganda Broadcasting Corporation	AUB	Africa, Middle East	Uganda	X	X	X	X			
Al Jazeera Sport	FIFA	Africa, Middle East	Yemen	X	X	X	X			X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zambia	X	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
Zambia National Broadcasting Corporation	AUB	Africa, Middle East	Zambia	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zanzibar	X	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
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zimbabwe	X	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
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa, Middle East	Zimbabwe	X	X	X	X			



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
ESPN Inc. & ABC	FIFA	Americas	American Samoa	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Anguilla	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Anguilla	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Antigua & Barbuda	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Antigua & Barbuda	X	X	X	X	X	X	X
DirecTV Latin America	TyC	Americas	Argentina	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Argentina	X	X	X	X	X	X	X
Torneos y Competencias S.A.	FIFA	Americas	Argentina	X	X	X	X	X	X	X
Fox Sports	TyC	Americas	Argentina	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Aruba	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Bahamas	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Barbados	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Barbados	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Belize	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Bermuda	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Bermuda	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X	X	X	X	X
Red Uno de Bolivia	OTI	Americas	Bolivia	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Bolivia	X	X	X	X	X	X	X
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Bonaire	X	X	X	X	X	X	X
Esporte Interativo	FIFA	Americas	Brazil	X	X	X	X	X	X	X
Globo Comunicação e Participações S/A (TV Globo)	FIFA	Americas	Brazil	X	X	X	X	X	X	X
Rádio e Televisão Bandeirantes Ltda.	TV Globo	Americas	Brazil	X	X	X	X	X	X	X
SporTV (Globosat)	FIFA	Americas	Brazil	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	British Virgin Islands	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	British Virgin Islands	X	X	X	X	X	X	X
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X	X
CBC / Bold TV	CBC	Americas	Canada	X	X	X	X	X	X	X
CBC / SRC (Radio Canada Television)	CBC	Americas	Canada	X	X	X	X	X	X	X
CBC / TLN - Teletino Network	CBC	Americas	Canada	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Cayman Islands	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Cayman Islands	X	X	X	X	X	X	X
Canal 13 SpA	OTI	Americas	Chile	X	X	X	X	X	X	X
DirecTV Latin America	TVN Chile	Americas	Chile	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Chile	X	X	X	X	X	X	X
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X	X	X	X	X	X
Caracol Television, S.A.	OTI	Americas	Colombia	X	X	X	X	X	X	X
DirecTV Latin America	Caracol TV/RCN TV	Americas	Colombia	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X	X	X	X	X	X
RCN Television, S.A.	OTI	Americas	Colombia	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Colombia	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X	X	X	X
Representaciones Televisivas Repretel, S.A. (Channel 4, 6, 11)	OTI	Americas	Costa Rica	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Costa Rica	X	X	X	X	X	X	X
Televisora de Costa Rica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Cuba	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Curacao	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Dominica	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Dominica	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Dominican Rep.	X	X	X	X	X	X	X
DirecTV Latin America	Channel 2 & 10	Americas	Ecuador	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Ecuador	X	X	X	X	X	X	X
Telecentro Cadena Ecuatoriana de Television (Channel 10) (Telecentro Cadena Ecuatoria)	OTI	Americas	Ecuador	X	X	X	X	X	X	X
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Americas	Ecuador	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X	X	X	X
Tarrague	OTI	Americas	El Salvador	X	X	X	X	X	X	X
Telecorporacion Salvadorena (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X	X	X	X
Eurosport France	TF1	Americas	French oversea territories (Americas)	X	X	X	X	X	X	X
TF1 - Télévision Française 1 SA	FIFA	Americas	French oversea territories (Americas)	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Granada	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Granada	X	X	X	X	X	X	X
ESPN Inc. & ABC	FIFA	Americas	Guam	X	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X	X	X	X	X	X
Radio Television Guatemala, S.A.	OTI	Americas	Guatemala	X	X	X	X	X	X	X
Tarrague	OTI	Americas	Guatemala	X	X	X	X	X	X	X
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X	X	X	X	X	X
Telesiete, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X	X	X	X	X	X
Trecevision, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Guyana	X	X	X	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	Guyana	X	X	X	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Haiti	X	X	X	X	X	X	X



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet	DVD
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. Tarrague	FIFA	Americas	Honduras	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Honduras					X	X	
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X	X	X			
International Media Content Ltd.	FIFA	Americas	Jamaica			X	X			
Sportsmax	International Media Content Ltd.	Americas	Jamaica		X	X	X			
Cablevision S.A. de C.V.	Part of Televisa	Americas	Mexico		X					
Corporacion Novavision S de R.L. de C.V. (SKY Mexico)	Part of Televisa	Americas	Mexico		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	FIFA	Americas	Mexico	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Mexico					X	X	
TDN (Televisa Deportes Network)	OTI	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			
International Media Content Ltd.	FIFA	Americas	Montserrat		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	Montserrat		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Radio y Television Nicaraguense, S.A. Tarrague	FIFA	Americas	Nicaragua	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Nicaragua	X	X	X	X			
Televicentro de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X	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. Tarrague	FIFA	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Panama					X	X	
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	FIFA	Americas	Paraguay	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Paraguay					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			
Andina de Radiodifusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X	X	X			
DirectTV Latin America	Andina de Radiodifusion	Americas	Peru		X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	FIFA	Americas	Peru	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Peru					X	X	
ESPN Inc. & ABC	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	
Futbol de Primera	FIFA	Americas	Puerto Rico	X						
Univision Communications Inc. including: Telefuturo & Galavisión (Cable TV)	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	
International Media Content Ltd.	FIFA	Americas	St. Kitts & Nevis		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	St. Kitts & Nevis		X	X	X			
International Media Content Ltd.	FIFA	Americas	St. Lucia		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	St. Lucia		X	X	X			
International Media Content Ltd.	FIFA	Americas	St. Martin		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	St. Martin		X	X	X			
International Media Content Ltd.	FIFA	Americas	St. Vincent		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	St. Vincent		X	X	X			
International Media Content Ltd.	FIFA	Americas	Surinam		X	X	X			
International Media Content Ltd.	FIFA	Americas	Trinidad & Tobago		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	Trinidad & Tobago		X	X	X			
International Media Content Ltd.	FIFA	Americas	Turks and Caicos		X	X	X			
Sportsmax	International Media Content Ltd.	Americas	Turks and Caicos		X	X	X			
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	FIFA	Americas	Uruguay	X	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			
Tarrague	OTI	Americas	Uruguay					X	X	
Radio Oriental	OTI	Americas	Uruguay		X					
International Media Content Ltd.	FIFA	Americas	US Virgin Islands		X	X	X			
ESPN Inc. & ABC	FIFA	Americas	US Virgin Islands	X	X	X	X	X	X	
Sportsmax	International Media Content Ltd.	Americas	US Virgin Islands		X	X	X			
ESPN Inc. & ABC	FIFA	Americas	USA	X	X	X	X	X	X	
Futbol de Primera	FIFA	Americas	USA	X						
Univision Communications Inc. including: Telefuturo & Galavisión (Cable TV)	FIFA	Americas	USA	X	X	X	X	X	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			
DirectTV Latin America	OTI	Americas	Venezuela			X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	FIFA	Americas	Venezuela	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C. Tarrague	OTI	Americas	Venezuela					X	X	



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet	DVD
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asia	Brunei		X	X	X			
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X	X	X			
CBS Cambodia	FIFA	Asia	Cambodia		X	X	X			
M-League (ISM - Inter-Sports Marketing Sdn Bhd)	FIFA	Asia	Indonesia, Republic of	X	X	X	X			
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X	X	X	
Fuji TV	Dentsu	Asia	Japan		X	X	X			
TDM - Teledifusão de Macau S.A.	FIFA	Asia	Macau Special Administrative Region only	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			
Mesco / Medianet	FIFA	Asia	Maldives		X	X	X			
BecTero	FIFA	Asia	Myanmar		X	X	X			
CCTV - China Central Television	FIFA	Asia	People's Republic of China	X	X	X	X	X	X	
Starhub	FIFA	Asia	Singapore	X	X	X	X			
SBS International, Inc.	FIFA	Asia	South Korea	X	X	X	X	X	X	
Adamas World Co. Ltd	FIFA	Asia	Thailand	X	X	X	X			
BDTV	Vietnam Football Media	Asia	Vietnam		X	X	X			
TTTV	Vietnam Football Media	Asia	Vietnam		X	X	X			
Vietnam Football Media	FIFA	Asia	Vietnam	X	X	X				



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Albania	X	X	X	X	X	X
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X	X	X
Eurosport France	TF1	Europe	Andorra	X	X	X	X	X	X
TF1 - Télévision Francaise 1 SA	FIFA	Europe	Andorra	X	X	X	X	X	X
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Armenia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Austria	X	X	X	X	X	X
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Azerbaijan	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Belarus	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Belgium	X	X	X	X	X	X
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X	X	X	X	X
BHRT - Javni Radiotelevizijski Servis	EBU	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
BNT - Balgarska Nacionala Televizija	EBU	Europe	Bulgaria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Bulgaria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Croatia	X	X	X	X	X	X
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Croatia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Cyprus	X	X	X	X	X	X
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Czech Republic	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Denmark	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X	X	X
ETV - Eesti Televisioon	EBU	Europe	Estonia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Estonia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Finland	X	X	X	X	X	X
Eurosport France	TF1	Europe	France	X	X	X	X	X	X
TF1 - Télévision Francaise 1 SA	FIFA	Europe	France	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Georgia	X	X	X	X	X	X
GT - Georgian Telvision & Radio Broadcasting	EBU	Europe	Georgia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Germany	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Greece	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Hungary	X	X	X	X	X	X
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Iceland	X	X	X	X	X	X
RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	EBU	Europe	Iceland	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Ireland	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Ireland	X	X	X	X	X	X
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Israel	X	X	X	X	X	X
IBA	EBU	Europe	Israel	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Italy	X	X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Latvia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Liechtenstein	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Liechtenstein	X	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	Liechtenstein	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Lithuania	X	X	X	X	X	X
Lithuania TV	EBU	Europe	Lithuania	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Luxembourg	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Macedonia	X	X	X	X	X	X
MKRTV	EBU	Europe	Macedonia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Malta	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Moldova	X	X	X	X	X	X
Eurosport France	TF1	Europe	Monaco	X	X	X	X	X	X
TF1 - Télévision Francaise 1 SA	FIFA	Europe	Monaco	X	X	X	X	X	X





Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
Eurosport S.A.	FIFA	Europe	Montenegro		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Netherlands		X	X	X	X	X	X
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Norway		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Poland		X	X	X	X	X	X
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Portugal		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Romania		X	X	X	X	X	X
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Russia		X	X	X	X	X	X
RTR - Russijskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	San Marino		X	X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Serbia		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Serbia-Montenegro	X	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Slovakia		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Slovenia		X	X	X	X	X	X
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Spain		X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Sweden		X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Switzerland		X	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	X	X
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Turkey		X	X	X	X	X	X
TRT - Türkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Ukraine		X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	United Kingdom		X	X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Vatican State		X	X	X	X	X	X



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
Mai TV	SBS	Oceania	American Samoa	X	X	X	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
Mai TV	SBS	Oceania	Cook Islands	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X			X
Mai TV	SBS	Oceania	Federated State of Micronesia	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Federated State of Micronesia	X	X	X	X			X
Mai TV	SBS	Oceania	Fiji	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X			X
Eurosport France	TF1	Oceania	French oversea territories (Oceania)		X	X	X	X	X	X
TF1 - Télévision Française 1 SA	FIFA	Oceania	French oversea territories (Oceania)		X	X	X	X	X	X
Mai TV	SBS	Oceania	Kiribati	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Kiribati	X	X	X	X			X
Mai TV	SBS	Oceania	Nauru	X	X	X	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
SKY Network Television Limited	SBS	Oceania	New Zealand	X	X	X	X			X
TVNZ - Television New Zealand	SBS	Oceania	New Zealand	X	X	X	X			X
Mai TV	SBS	Oceania	Niue	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X			X
Mai TV	SBS	Oceania	Northern Mariana Islands	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Northern Mariana Islands	X	X	X	X			X
Mai TV	SBS	Oceania	Palau	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X			X
Mai TV	SBS	Oceania	Papua New Guinea	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X			X
Mai TV	SBS	Oceania	Samoa	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X			X
Mai TV	SBS	Oceania	Solomon Islands	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X			X
Mai TV	SBS	Oceania	Tonga	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X			X
Mai TV	SBS	Oceania	Tuvalu	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tuvalu	X	X	X	X			X
Mai TV	SBS	Oceania	Vanuatu	X	X	X	X			
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X			X
TWI (UK) Limited / FIFA Futbol Mundial	FIFA	worldwide	worldwide			X				



## 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 in this report.

Media Rights Licensee	Licensor	Territory
MediaNet	FIFA	Maldives
Corporacion Novavision S de R.L. de C.V. (SKY Mexico)	OTI	Mexico



## 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 three 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 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.