



© 2009 FIFA TM

FIFA U-20 Women's World Cup Germany 2010

Television Coverage Report



Contents

Report authors	2
Introduction	3
Match schedule	4
Report notes	5
Top-line coverage and audience summary	6
Executive summary	7
Key market summaries	8
In-home data sources and methodology	10
Global FIFA U-20 Women's World Cup Germany 2010 analysis	11
Regional FIFA U-20 Women's World Cup Germany 2010 analysis	
○ Africa and Middle East	16
○ Asia	18
○ Europe	20
○ North, Central America and Caribbean	22
○ Oceania	24
○ South America	25
Appendix	
○ FIFA U-20 Women's World Cup Germany 2010 broadcast summary by territory	28
○ FIFA U-20 Women's World Cup Germany 2010 reach analysis	30
○ Media Rights Licensees	31
○ Unconfirmed broadcasts	41
○ Glossary of terms	42



Report authors

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

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

KantarSport

Address: 66 Wilson Street, London, EC2A 2JX, United Kingdom

Tel.: 0044 (0)207 868 6110

Website: www.kantarmedia.com/en/our-expertise/kantarsport



Introduction

The FIFA U-20 Women's World Cup Germany 2010 took place from 13th July to 1st August 2010 and featured 16 football nations from around the globe.

The list of competing nations was:

<u>Group A</u>	<u>Group B</u>	<u>Group C</u>	<u>Group D</u>
 Colombia	 Brazil	 England	 Ghana
 Costa Rica	 Korea DPR	 Japan	 Korea Republic
 France	 New Zealand	 Mexico	 Switzerland
 Germany	 Sweden	 Nigeria	 USA

Each of the teams played three group-stage matches, before the top two teams in each group progressed to the knockout round-of-16 stage. The games took place at five venues across Germany, including stadiums in Augsburg, Bielefeld, Bochum and Dresden.

Bielefeld hosted the final between Germany and Nigeria, with Germany becoming the first host nation to lift the FIFA U-20 Women's World Cup, winning 2-0.



Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group stage	13-Jul-10	11:30	Bochum	GER v CRC	4:2 (2:1)
2	Group stage	13-Jul-10	14:30	Bochum	COL v FRA	1:1 (0:1)
3	Group stage	13-Jul-10	11:30	Bielefeld	BRA v PRK	0:1 (0:0)
4	Group stage	13-Jul-10	14:30	Bielefeld	SWE v NZL	2:1 (0:1)
5	Group stage	14-Jul-10	11:30	Augsburg	ENG v NGA	1:1 (1:0)
6	Group stage	14-Jul-10	14:30	Augsburg	MEX v JPN	3:3 (3:1)
7	Group stage	14-Jul-10	18:00	Dresden	USA v GHA	1:1 (0:1)
8	Group stage	14-Jul-10	15:00	Dresden	SUI v KOR	0:4 (0:2)
9	Group stage	16-Jul-10	18:00	Bochum	GER v COL	3:1 (1:0)
10	Group stage	16-Jul-10	15:00	Bochum	CRC v FRA	0:2 (0:0)
11	Group stage	16-Jul-10	15:00	Bielefeld	BRA v SWE	1:1 (0:1)
12	Group stage	16-Jul-10	18:00	Bielefeld	PRK v NZL	2:1 (1:0)
13	Group stage	17-Jul-10	18:00	Augsburg	ENG v MEX	0:1 (0:0)
14	Group stage	17-Jul-10	15:00	Augsburg	NGA v JPN	2:1 (2:0)
15	Group stage	17-Jul-10	18:00	Dresden	USA v SUI	5:0 (3:0)
16	Group stage	17-Jul-10	15:00	Dresden	GHA v KOR	2:4 (1:1)
17	Group stage	20-Jul-10	11:30	Augsburg	FRA v GER	1:4 (0:2)
18	Group stage	20-Jul-10	11:30	Dresden	CRC v COL	0:3 (0:2)
19	Group stage	20-Jul-10	14:30	Dresden	NZL v BRA	1:4 (0:1)
20	Group stage	20-Jul-10	14:30	Augsburg	PRK v SWE	2:3 (1:1)
21	Group stage	21-Jul-10	15:00	Bielefeld	JPN v ENG	3:1 (1:0)
22	Group stage	21-Jul-10	15:00	Bochum	NGA v MEX	1:1 (1:0)
23	Group stage	21-Jul-10	18:00	Bielefeld	KOR v USA	0:1 (0:1)
24	Group stage	21-Jul-10	18:00	Bochum	GHA v SUI	2:0 (2:0)
25	Quarter-final	24-Jul-10	18:00	Bochum	GER v PRK	2:0 (1:0)
26	Quarter-final	24-Jul-10	11:30	Bielefeld	SWE v COL	0:2 (0:2)
27	Quarter-final	25-Jul-10	18:30	Dresden	MEX v KOR	1:3 (0:2)
28	Quarter-final	25-Jul-10	11:30	Augsburg	USA v NGA	1:1 a.e.t. (1:1, 0:1) 2:4 PSO
29	Semi-final	29-Jul-10	15:30	Bochum	GER v KOR	5:1 (2:0)
30	Semi-final	29-Jul-10	18:30	Bielefeld	COL v NGA	0:1 (0:1)
31	Match for third place	1-Aug-10	12:00	Bielefeld	KOR v COL	1:0 (0:0)
32	Final	1-Aug-10	15:00	Bielefeld	GER v NGA	2:0 (1:0)



Report notes¹

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

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

- Many markets around the world have developed accurate methodologies to measure "IN-HOME AUDIENCES" over recent years; therefore there is a higher level of available audited audiences in this report than in the previous event report.
- Where estimated audiences have been applied, a more rigorous methodology has been employed than previously, taking into account multiple variables (see "In-Home Data sources and methodology" section).

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

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

¹ Please refer to Glossary for definition of all terms identified in "CAPITALS"



Top-line coverage and audience summary

Total broadcast hours:	2,630
Total territories reached:	186
Total in-home audience reach (20+ consecutive minutes):	77.6 million
Total in-home audience reach (3+ minutes):	141.1 million
Average global in-home audience per live match:	2.8 million
Highest global in-home audience (FIFA U-20 Women's World Cup Final; GER v NGA):	13.1 million



Executive summary¹

The in-home television coverage of the FIFA U-20 Women's World Cup Germany 2010 reached over 141 million people around the world, based on viewers watching a minimum of three consecutive minutes of coverage. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the FIFA U-20 Women's World Cup Germany 2010 reached 77.6 million viewers.

To establish the audience reach for the FIFA U-20 Women's World Cup Germany 2010, FIFA sourced audience reach from a selection of major measured markets around the world. It was ensured that these markets accounted for a wide geographic spread as well as a significant proportion of the world's population. This was then used to project a global reach (refer to "Global FIFA U-20 Women's World Cup Germany 2010 analysis" section for more detail), resulting in the reach quoted above.

Other highlights of the FIFA U-20 Women's World Cup Germany 2010 included:

- Each live match was watched by an average in-home global audience of 2.8 million.
- The peak audience was for the Final match, with a total global audience of over 13 million viewers.
- The highest audiences were recorded in Mexico and Nigeria. In Mexico, a total average audience of 5.7 million was achieved for the Mexico v Korea Republic Quarter-final, while in Nigeria, an estimated average audience of over four million people was generated for both the Colombia v Nigeria Semi-final and the Germany v Nigeria Final match.
- Reach was highest in Nigeria³, where 13.6 million viewers were projected to have been reached².
- Elsewhere, more than six million viewers were reached² in South Africa (9.6m), Mexico (8.6m), Korea Republic (7.4m) and Brazil (6.5m).
- A total of over 2,630 hours of FIFA U-20 Women's World Cup Germany 2010 "DEDICATED COVERAGE" were broadcast in-home around the world.
- In-home television coverage was highest in the Africa and Middle East region, where a total of more than 1,183 hours were broadcast. The majority of this coverage was supplied by the Supersport licensee (970 hours).
- The highest ratings ("TVR%") were produced by channels in Ghana, Nigeria, South Africa, Austria and El Salvador. In all of these markets, ratings of more than 5% were achieved for individual programmes. The highest of these was a rating of 8.5% for Final match highlights programming on ORF2 in Austria.
- The highest "MARKET SHARE" during the FIFA U-20 Women's World Cup Germany 2010 was achieved in Costa Rica, where the early morning live coverage of the Costa Rica v France match gained over 56% of all television viewers during the game. In addition, market shares of more than 30% were achieved in South Africa, Austria, Colombia and Uruguay.

¹ Please refer to Glossary for definition of all terms identified in "CAPITALS"

² Based on viewers watching a minimum of 20 consecutive minutes

³ Projected based on measured markets in the region



Key market summaries¹

Germany

Coverage (hh:mm): 00:30

Audience reach^{2/3}: 2.1m

"LIVE MATCH AVERAGE AUDIENCE": n/a⁴

"PEAK MATCH AUDIENCE": n/a⁴

Please note, the majority of the German market was serviced by the Eurosport coverage.

Pan Europe (via Eurosport)⁵

Coverage (hh:mm): 103:33

Audience reach^{2/3}: 5.5m

Live match average audience: 414,000

Peak match audience: 2.6m

France

Coverage (hh:mm): 37:06

Audience reach^{2/3}: 193,000

Live match average audience: 32,000

Peak match audience: 62,000

Italy

Coverage (hh:mm): 05:41

Audience reach^{2/3}: 126,000

Live match average audience: 27,000

Peak match audience: 45,000

South Africa

Coverage (hh:mm): 222:57

Audience reach²: 9.6m

Live match average audience: 197,000

Peak match audience: 2.0m

China

Coverage (hh:mm): 07:23

Audience reach²: 1.0m

Live match average audience: 318,000

Peak match audience: 446,000

India

Coverage (hh:mm): 40:10

Audience reach²: 225,000

Live match average audience: 73,000

Peak match audience: 157,000

Japan

Coverage (hh:mm): 22:30

Audience reach^{2/3}: 271,000

Live match average audience: 72,000

Peak match audience: 120,000

Korea Republic

Coverage (hh:mm): 64:34

Audience reach²: 7.4m

Live match average audience: 446,000

Peak match audience: 2.5m

Mexico

Coverage (hh:mm): 79:02

Audience reach²: 8.6m

Live match average audience: 2.9m

Peak match audience: 5.7m

² Based on viewers watching a minimum of 20 consecutive minutes

³ Projected based on measured markets in the region

⁴ Only highlights coverage was aired in Germany; ARD Final match highlights gained an average audience of 1.4m

⁵ Territories covered include Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia-Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom & Vatican City.



USA

Coverage (hh:mm): 59:07

Audience reach²: 1.5m

Live match average audience: 152,000

Peak match audience: 341,000

Australia

Coverage (hh:mm): 10:24

Audience reach^{2/3}: 75,000

Live match average audience: 25,000

Peak match audience: 33,000

Argentina

Coverage (hh:mm): 28:10

Audience reach^{2/3}: 23,000

Live match average audience: 4,000

Peak match audience: 17,000

Brazil

Coverage (hh:mm): 23:00

Audience reach²: 6.5m

Live match average audience: 1.2m

Peak match audience: 1.7m

² Based on viewers watching a minimum of 20 consecutive minutes

³ Projected based on measured markets in the region



In-home data sources and methodology¹

The majority of schedules of programming were sourced directly from the FIFA "MEDIA RIGHTS LICENSEES (MRLs)", or in some cases from the official television auditing agencies in markets. In addition, the current household penetration figures were confirmed via the same source for the majority of MRLs, or if this was not forthcoming, from either published data or via the Kantar Media and WPP network of offices. Furthermore, audience data, where available, has been gathered for each programme directly from MRLs. However, in some cases this has also been ordered from official television auditing agencies in the market.

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

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

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

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

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

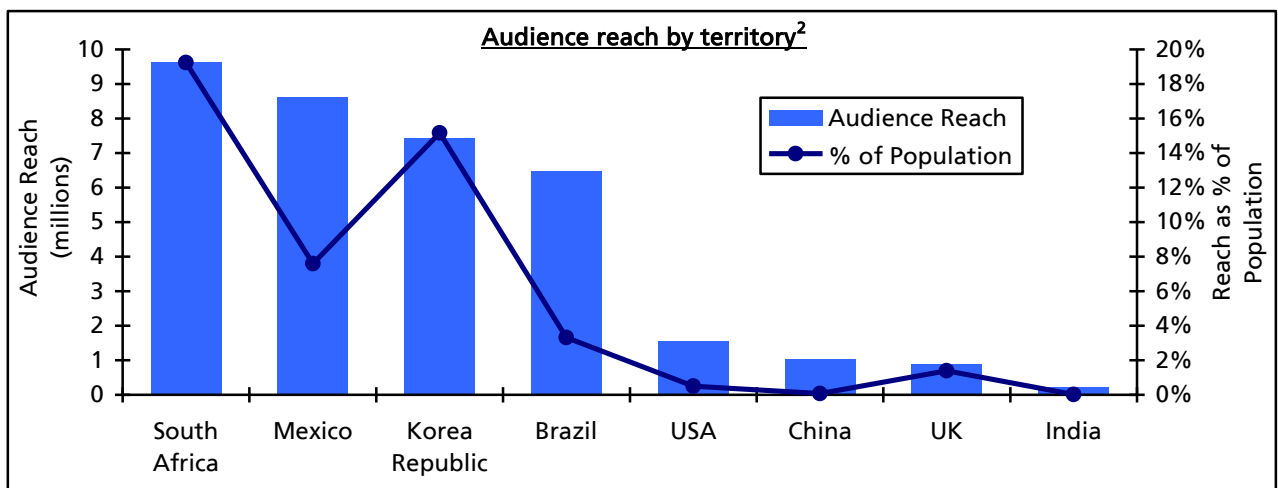
¹ Please refer to Glossary for definition of all terms identified in "CAPITALS"



Global FIFA U-20 Women's World Cup Germany 2010 analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the FIFA U-20 Women's World Cup Germany 2010 was 77.6 million. However, when analysing the 'three-minute' audience reach, a total of 141.1 million was achieved.

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



Audience reach² was over 9.6 million in South Africa, which represents close to 20% of the population. This was achieved largely due to the SABC prime-time coverage regularly gaining average audiences of well over one million, including delayed coverage of Sweden v Colombia Quarter-final achieving an average audience of over two million.

Reach of 8.6 million was produced in Mexico², largely based on the live coverage of the Mexico v Korea Republic Quarter-final, which generated an average audience of 5.7 million.

In the Korea Republic (7.4m²) and Brazil (6.5m²), the in-home television coverage reached more than six million viewers². The reach in the Korea Republic was achieved mainly by just one programme; the live coverage of the Germany v Korea Republic Semi-final, which gained an average audience of 2.5 million; more than double the size of the next highest audience.

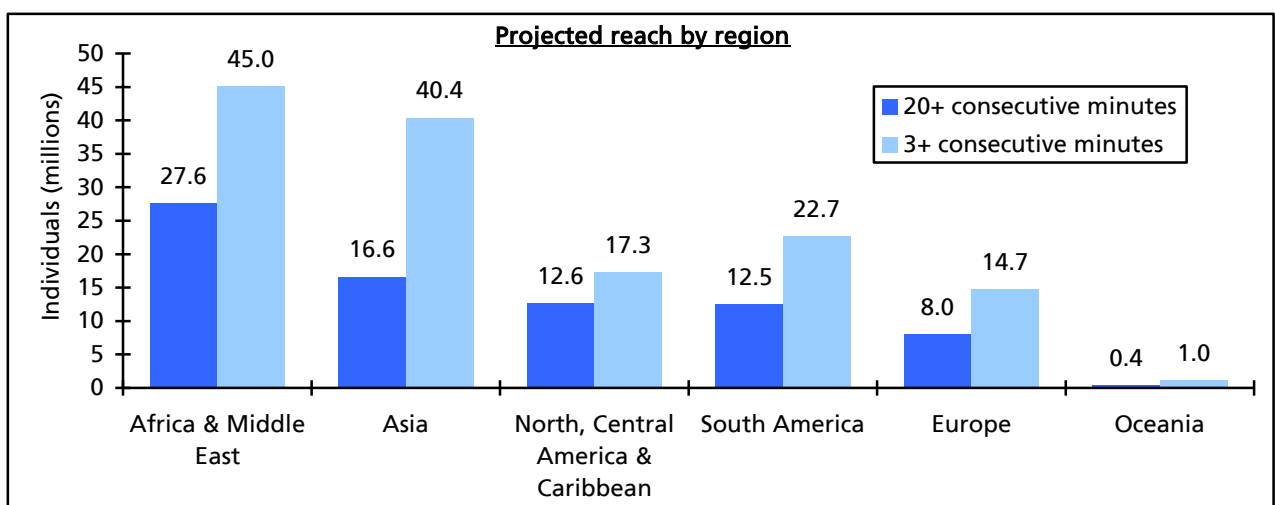
In Brazil, the reach was largely generated by the Bandeirantes coverage of the event, with their programmes regularly achieving average audiences of over one million.

Meanwhile, the coverage in both the USA (1.5m²) and China (1.0m²) reached over one million people.

²Based on viewers watching a minimum of 20 consecutive minutes

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

This methodology resulted in the event reaching a total of 77.6 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 141.1 million.



The highest reach was in the Africa and Middle East region (27.6 million²). The projected reach in Nigeria totalled 13.6 million², while in South Africa it totalled 9.6 million². Combined, these two territories accounted for 84% of the total reach in the region².

There were 16.6 million individuals reached across Asia², with the Korea Republic generating 45%² of this total (7.4m²). Elsewhere, audience reach of over four million² was projected in Indonesia, while in Thailand (1.3m²), Malaysia (1.0m²) and China (1.0m²) reach totalled more than one million².

Across the North, Central America and Caribbean region, a reach of 12.6 million² was generated, with Mexico accounting for the majority of this (8.6m; 69%²). In the USA (1.5m²) and El Salvador (1.4m²), audience reach of more than one million was also generated².

South America produced an audience reach of 12.5 million viewers², with Brazil delivering more than half of this total (6.5m; 52%²). In addition, the projected reach also totalled more than 4.9 million in Colombia²; therefore well over 90% (91.3%²) of the total reach in the region² was produced by Brazil and Colombia.

In Europe, eight million people were reached² by the in-home television coverage of the event. Eurosport accounted for much of this (5.5m²), however the coverage in Germany also contributed significantly (2.1m²).

² Based on viewers watching a minimum of 20 consecutive minutes

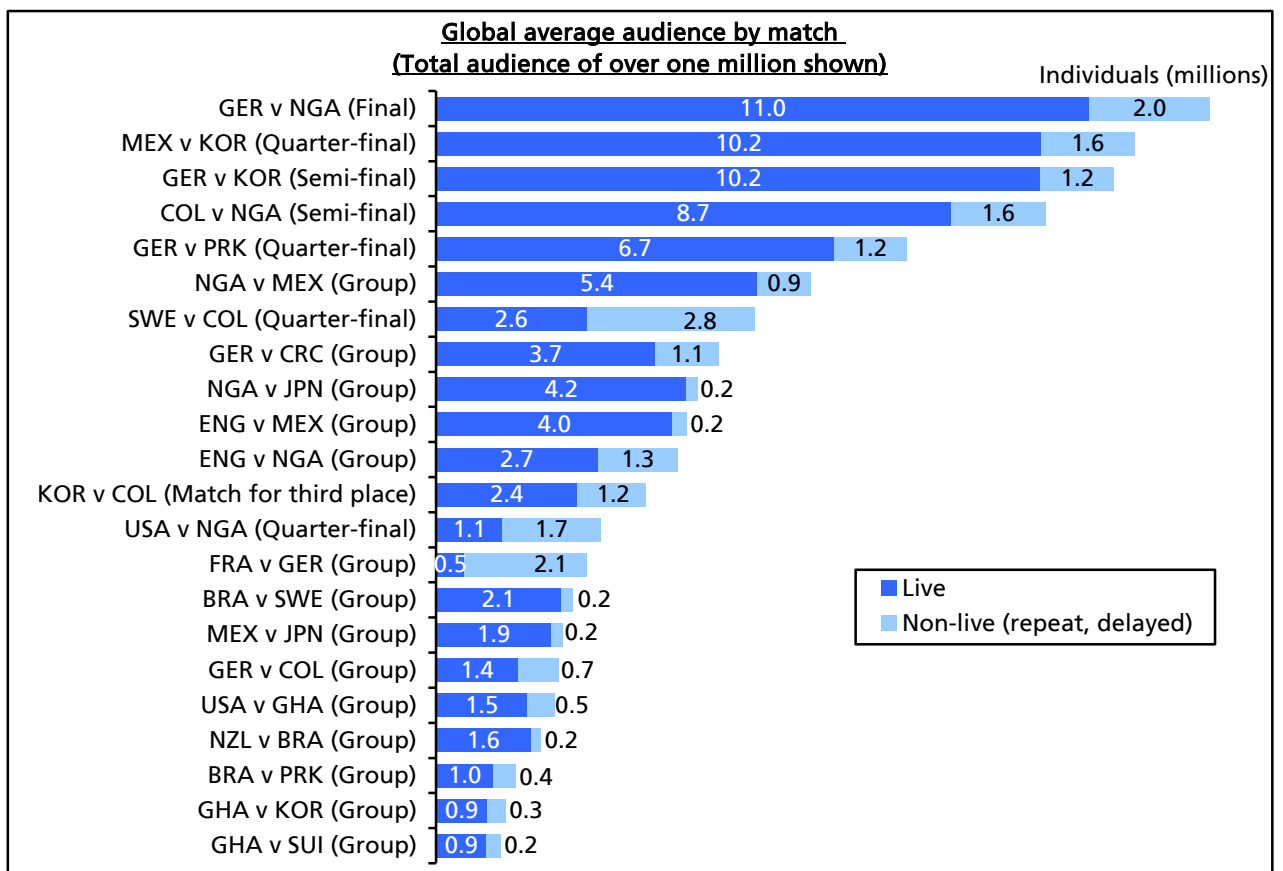
³ Projected based on measured markets in the region



The Final match of the FIFA U-20 Women's World Cup Germany 2010 attracted the highest global in-home audience of any game, with a total audience of over 13 million viewers.

Both Semi-finals achieved total audiences of more than ten million, as did the Quarter-final between Mexico and Korea Republic.

A total of 22 matches gained live global average in-home audiences of at least one million individuals.

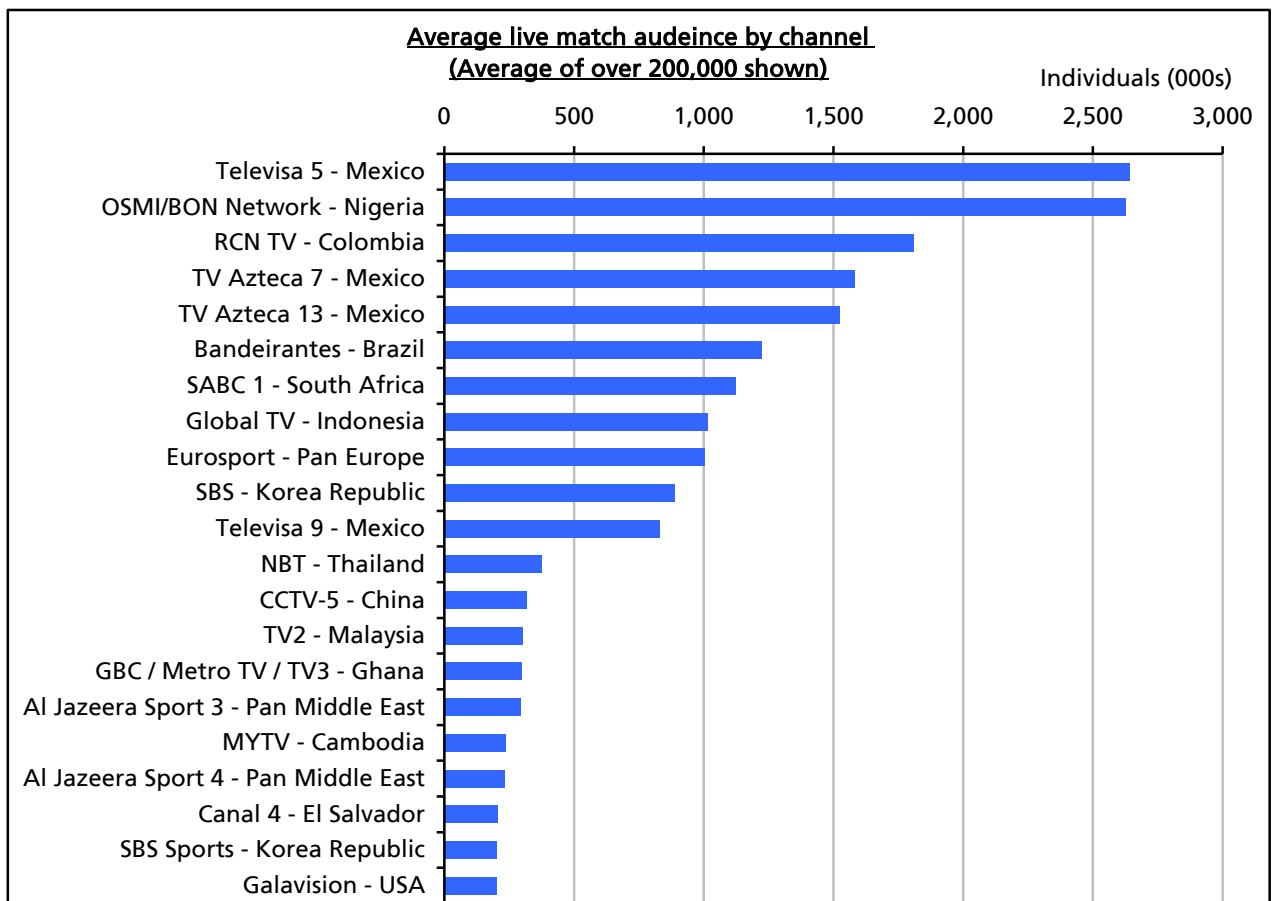




Televisa 5⁶ in Mexico and the OSMI/BON Network⁷ in Nigeria generated the highest average audiences for live games. Televisa 5⁶ achieved an average audience of over 2.6 million for the one live match aired (MEX v KOR), while the OSMI/BON Network⁷ achieved this average from ten live games aired and included a peak average audience of 4.5 million for their live coverage of the Final match. This was the highest individual audience of any channel around the world.

Elsewhere, seven other channels achieved an average of over one million viewers for each live match broadcast, including RCN TV⁸ in Colombia and both TV Azteca 7⁹ and TV Azteca 13⁹ in Mexico which generated an average of more than 1.5 million.

Overall, there were nearly 100 different channels broadcasting coverage of the FIFA U-20 Women's World Cup Germany 2010 around the world, with 12 channels in nine different markets achieving peak average audiences of more than one million during the tournament.



⁶ Channel of the Media Rights Licensee OTI/Televisa, S.A. de C.V.

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

⁸ Channel of the Media Rights Licensee OTI/RCN Television, S.A.

⁹ Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V.



A total of over 2,630 hours of dedicated FIFA U-20 Women's World Cup Germany 2010 were aired around the world. For the purposes of this report, this has been broken down into six regions (see below).

Licensees across Africa and the Middle East showed the highest levels of dedicated in-home coverage, with a total of over 1,183 hours being aired across 67 territories. The highest contribution to this coverage total was provided by the Supersport licensee, which aired extensive levels of coverage (970 hours) across 16 separate channels in the region. In addition, Al Jazeera aired more than 130 hours across the Middle East.

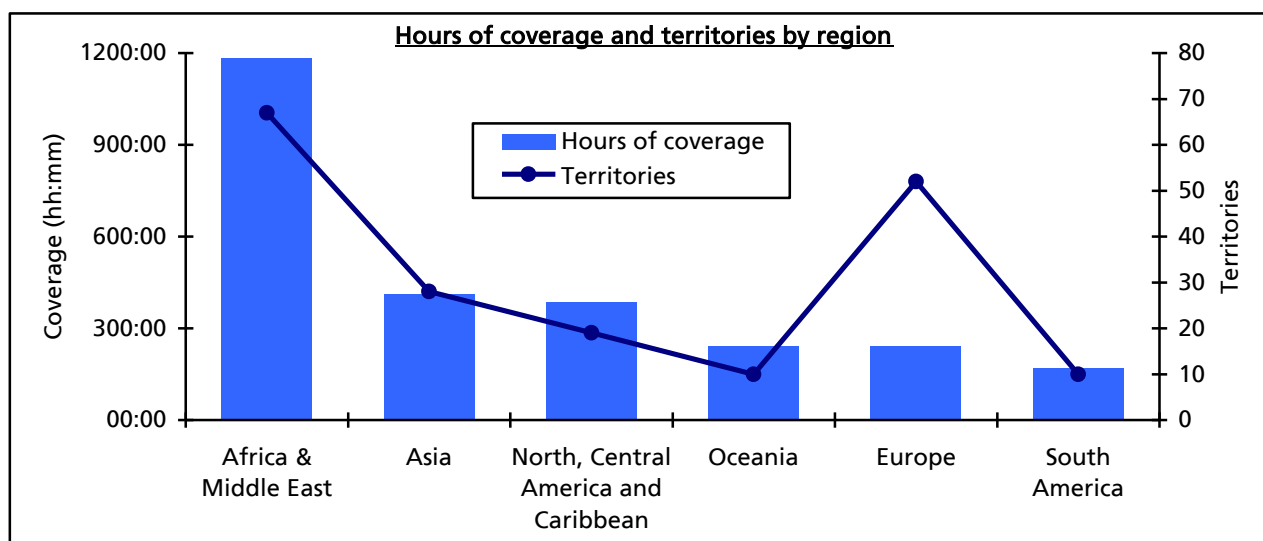
There were over 412 hours of coverage aired across the North, Central America and Caribbean region, with the highest levels being derived from Mexico (79 hours).

In Asia, licensees aired a total of 385 hours of coverage. The highest levels were shown in Singapore (81 hours), while significant output was broadcast in the Korea Republic (64 hours).

A similar level of coverage was aired in South America and Europe (241 hours and 239 hours respectively), with Eurosport in Europe showing the highest levels (103 hours). Eurosport also accounted for a high number of territories, allowing for more than 50 territories in Europe to have been reached.

A further 168 hours were shown across Oceania, with broadcasters in New Zealand accounting for the highest levels (79 hours).

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	67	1183:38
North, Central America and Caribbean	28	412:04
Asia	19	385:07
South America	10	241:30
Europe	52	239:50
Oceania	10	168:31
Total	186	2630:42





Regional FIFA U-20 Women's World Cup Germany 2010 analysis

Africa and Middle East

A projected reach of 27.6 million individuals² was generated across the region by the in-home coverage of the tournament.

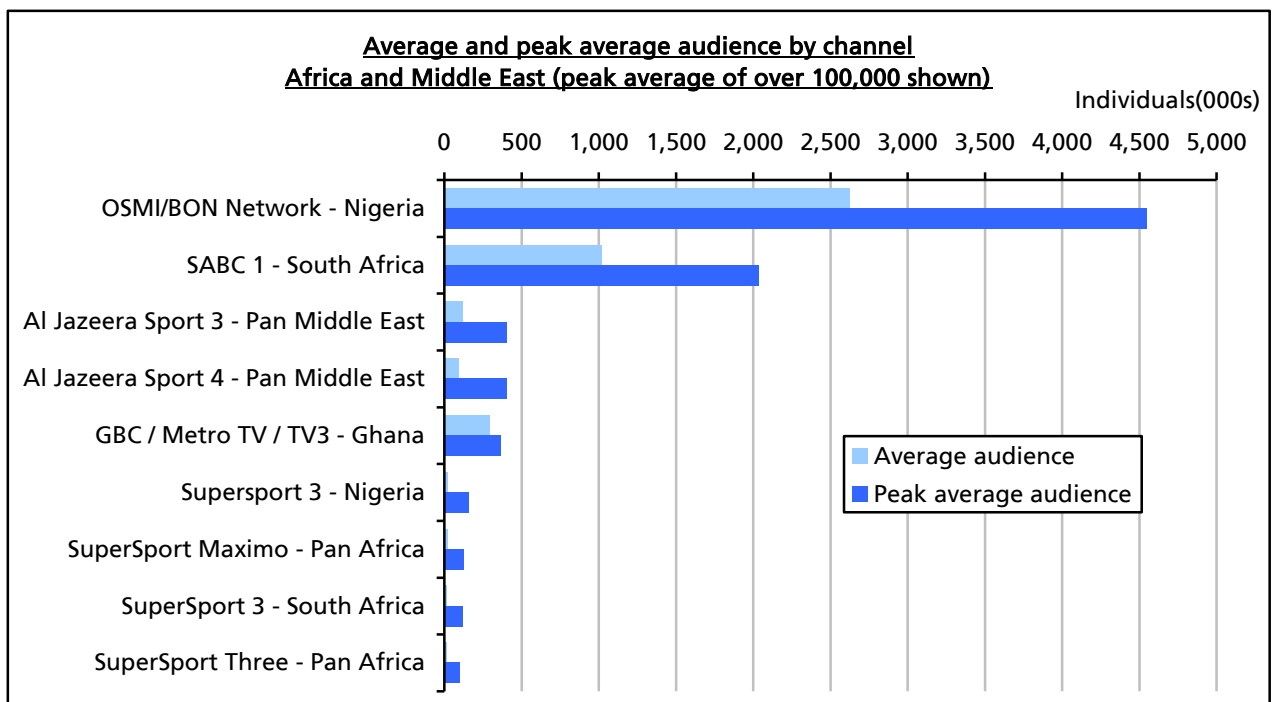
The large majority (84%²) of the audience reach was produced in South Africa and Nigeria³; together accounting for a projected 23.2 million viewers². Over 13.6 million viewers in Nigeria were projected to have been reached², while in South Africa more than 9.6 million were reached².

Elsewhere, across the Middle East the Al Jazeera coverage reached a projected 1.9 million viewers in-home², while in Ghana a projected reach of 1.7 million was generated.

The highest audiences in the region were delivered by the OSMI/BON Network⁷ in Nigeria, with their programming achieving an estimated average of over 2.6 million viewers. The highest rated programme was the Final match featuring the Nigeria national team, generating an estimated average audience of 4.5 million.

Elsewhere, SABC 1¹⁰ in South Africa attracted an average of more than one million viewers to each programme, including an average audience of more than two million for prime-time delayed coverage of the Sweden v Colombia match.

Estimated average audiences in excess of 360,000 were generated by Al Jazeera across the Middle East and in Ghana.



² Based on viewers watching a minimum of 20 consecutive minutes

³ Projected based on measured markets in the region

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

¹⁰ Channel of the Media Rights Licensee SABC



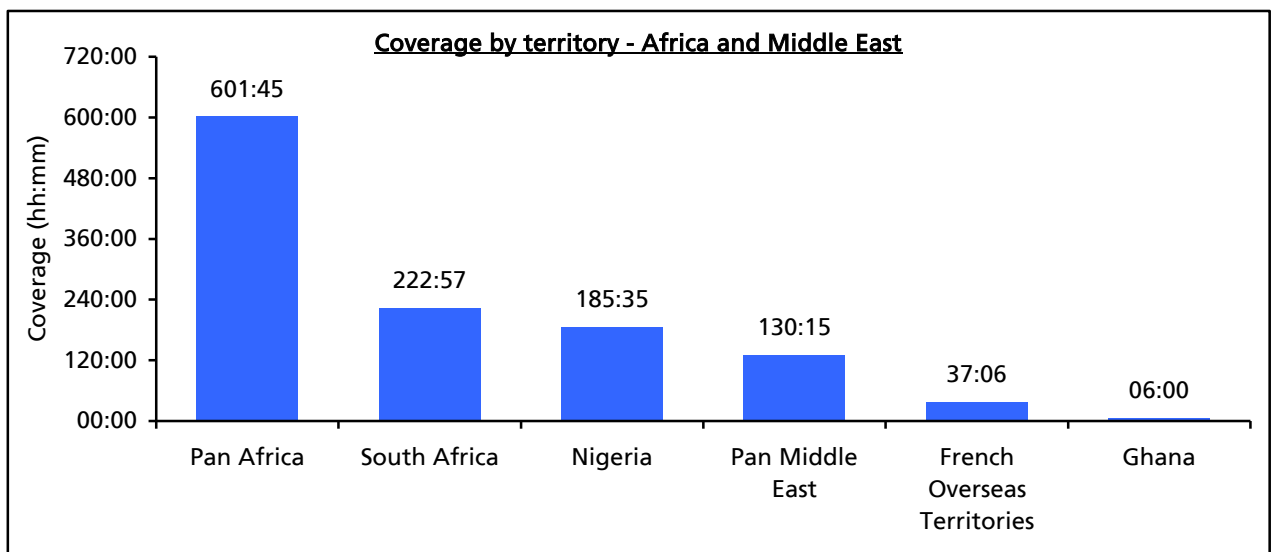
More than 1,183 hours of FIFA U-20 Women's World Cup Germany 2010 coverage was broadcast in the African and Middle Eastern region; representing the highest of any region and nearly half (45%) of the global total.

The Pan Africa SuperSport channels accounted for a combined total of over 601 hours of tournament coverage. SuperSport also had feeds going directly in to South Africa¹¹ as well as Nigeria, therefore overall, this licensee accounted for a total of 970 hours of coverage.

Viewers in South Africa had access to nearly 223 hours of coverage; with high levels of SuperSport coverage supplemented by the coverage on SABC.

This was a similar situation in Nigeria, where 168 hours of SuperSport coverage were supported by 17 hours of coverage on the OSMI/BON Network⁷.

Audiences across the Middle East were able to watch more than 130 hours of tournament coverage via the Al Jazeera channels.



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

¹¹ Sub licensee of the main Media Rights Licensee SABC



Asia

The projected audience reach was 16.6 million individuals² in Asia.

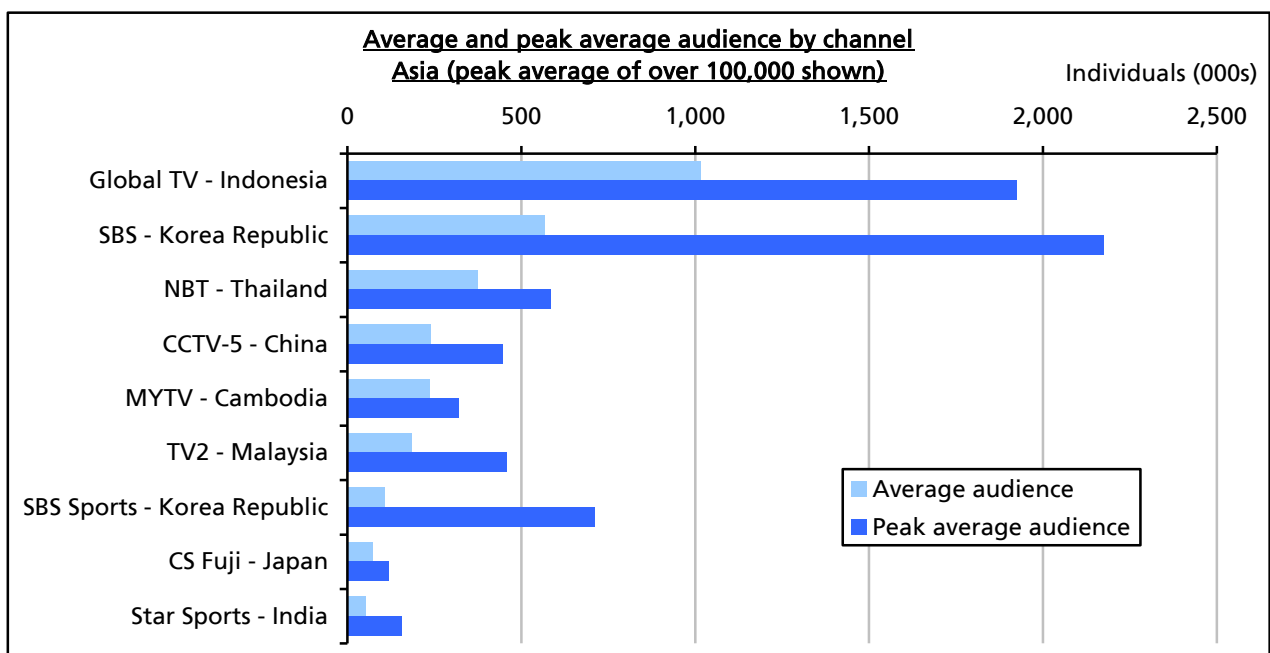
Much of the reach in Asia (45%) was delivered by the Korea Republic, where over 7.4 million people were reached².

Elsewhere, more than 4.3 million people were projected to have been reached² in Indonesia; while a projected 1.3 million people were reached² in Thailand and more than one million were reached in China.

SBS¹² in the Korea Republic achieved the highest peak average audience in the region and the highest of any channel outside of Nigeria and Mexico. The live coverage of the Germany v Korea Republic Semi-final match achieved an average audience of over 2.1 million on SBS¹². In addition, SBS Sports aired the match live, leading to a total average audience of nearly 2.5 million in the Korea Republic for this match.

However, overall the programming on GTV¹³ in Indonesia attracted the highest average audience across the region, with each programme gaining an average of over one million viewers. This average included an average audience of 1.9 million for their coverage of the Final match.

In addition, peak average audiences of more than 400,000 were produced in Thailand, China and Malaysia.



² Based on viewers watching a minimum of 20 consecutive minutes

¹² Channel of the Media Rights Licensee SBS International, Inc.

¹³ Channel of the Media Rights Licensee M-League/PT EC Entertainment



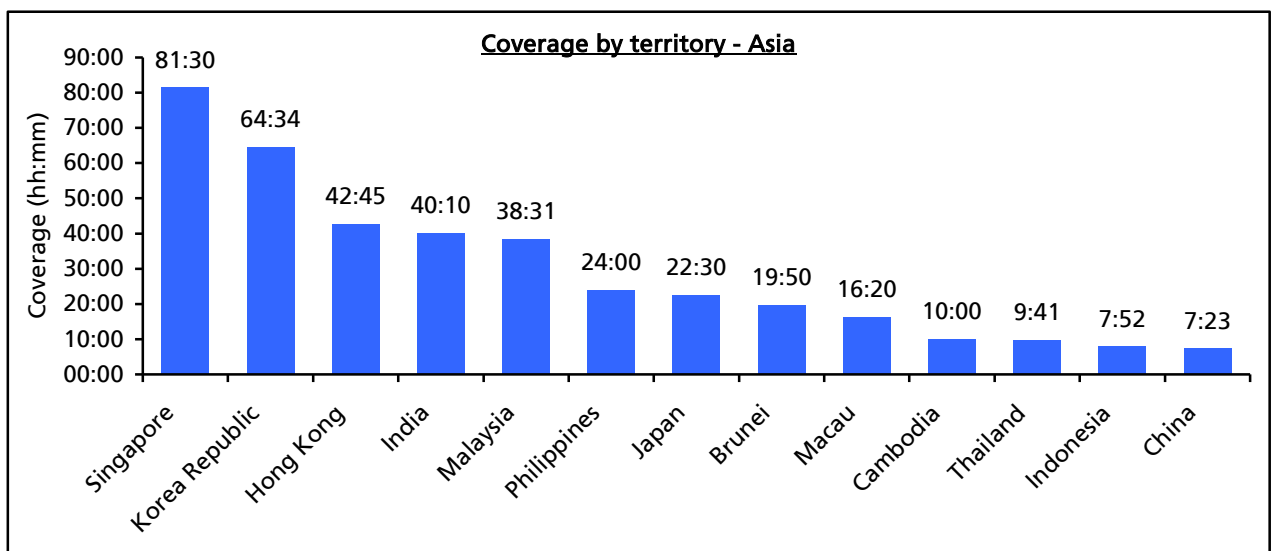
A total of 385 hours of tournament coverage were aired throughout Asia.

Viewers in Singapore could have seen the highest levels of coverage in the region, with more than 81 hours of tournament coverage being shown.

In the Korea Republic, viewers had access to over 64 hours of coverage, while more than 40 hours were available to watch in Hong Kong and India.

Furthermore, over 38 hours of coverage were broadcast in to Malaysia and in the Philippines and Japan more than 20 were shown.

Importantly for the reach of the event, over seven hours of coverage were aired in China.





Europe

Nearly eight million individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Germany 2010.

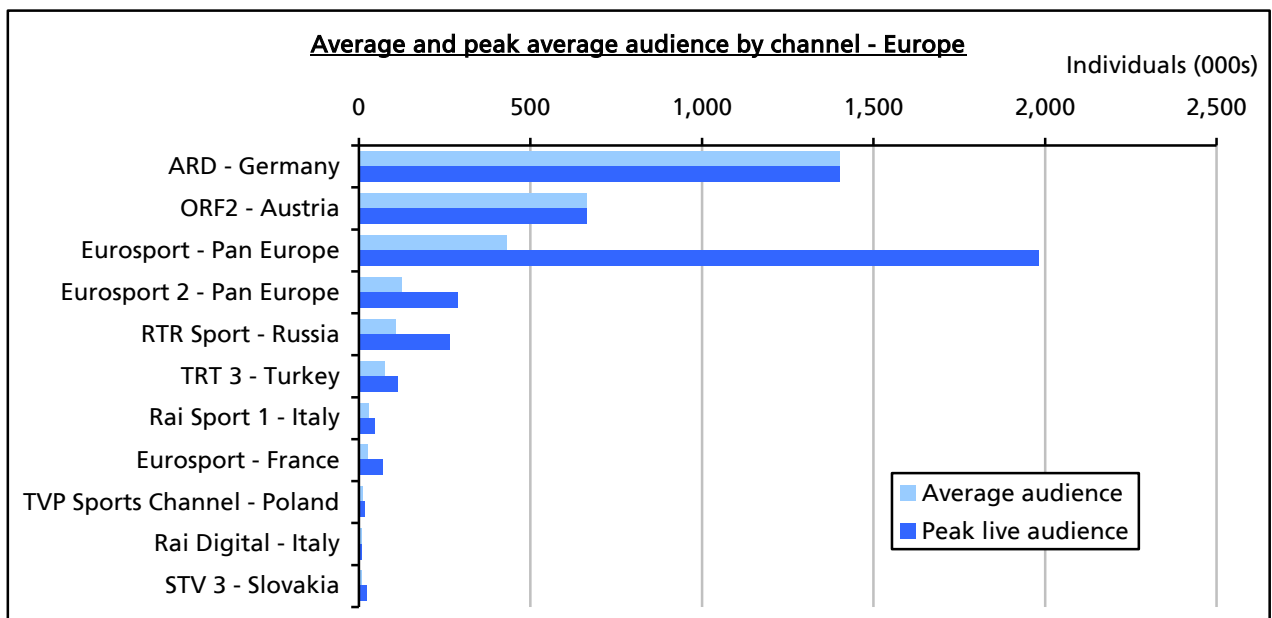
The majority of the audience reach in Europe was generated by Eurosport, which was projected to have reached more than 5.5 million viewers².

In addition, over two million people were projected to have been reached² in Germany.

The highest audiences in Europe were generated by Eurosport, with an average of 429,000 watching each programme and a peak average audience of nearly two million watching the Germany v Korea DPR live match.

ARD in Germany aired one highlights show after the Final match, which attracted an average audience of 1.4 million.

In Austria, ORF2¹⁴ generated an average audience of 664,000 for their programming, while in Russia and Turkey peak average audiences of over 100,000 were recorded.



² Based on viewers watching a minimum of 20 consecutive minutes

¹⁴ Channel of the Media Rights Licensee EBU/ORF

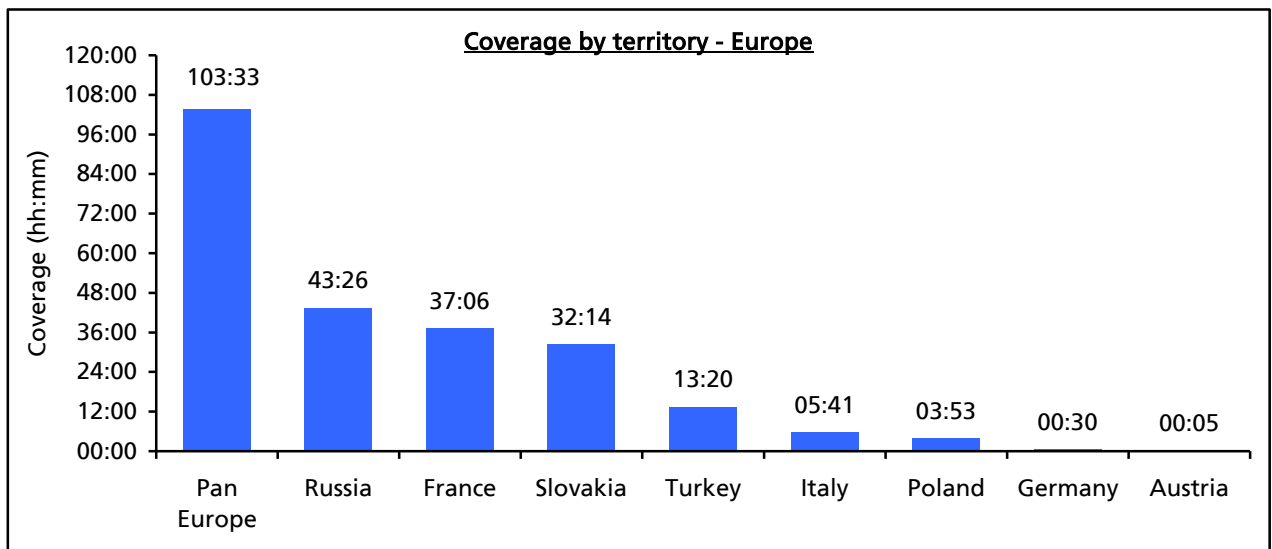


Licenses across Europe showed close to 240 hours of FIFA U-20 Women's World Cup Germany 2010 coverage.

Eurosport across the region generated by far the highest level of coverage, with over 103 hours being broadcast.

Elsewhere, over 43 hours were shown in Russia, while in France and Slovakia more than 30 hours of coverage were aired.

In the host market of Germany, a half-hour highlights show was aired.





North, Central America & Caribbean

The in-home television coverage across the region reached 12.6 million individuals².

Over two thirds (68.6%²) of the reach in the region was supplied by Mexico, where 8.6 million viewers were reached² by the dedicated coverage of the tournament.

More than one million people were reached in the USA (1.5m²) as well as in El Salvador (1.4m²).

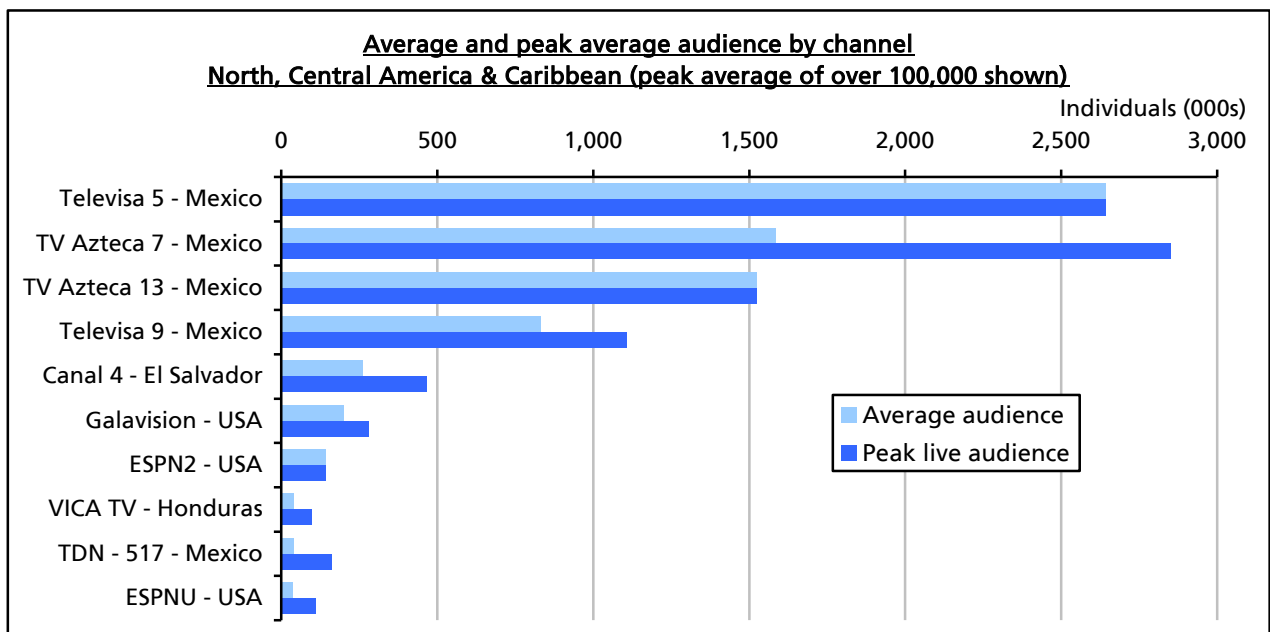
The highest audience in the region was delivered by TV Azteca 7⁹ in Mexico. Their coverage of the Mexico v Korea Republic Quarter-final was watched by an average audience of 2.9 million people.

The live coverage of the same match on Televisa 5⁶ in Mexico achieved the second highest single audience in the region; with an average of 2.6 million people watching their coverage.

TV Azteca 13⁹ also generated a significant audience, with their live coverage of England v Mexico attracting an average audience of over 1.5 million.

Televisa 9⁶ also produced an average audience of over one million; their coverage of the same England v Mexico match attracting an average audience of 1.1 million.

Audiences outside of Mexico were not as high; however average audiences of more than 280,000 were recorded by broadcasters in El Salvador and in the USA.



⁶ Channel of the Media Rights Licensee OTI/Televisa, S.A. de C.V.

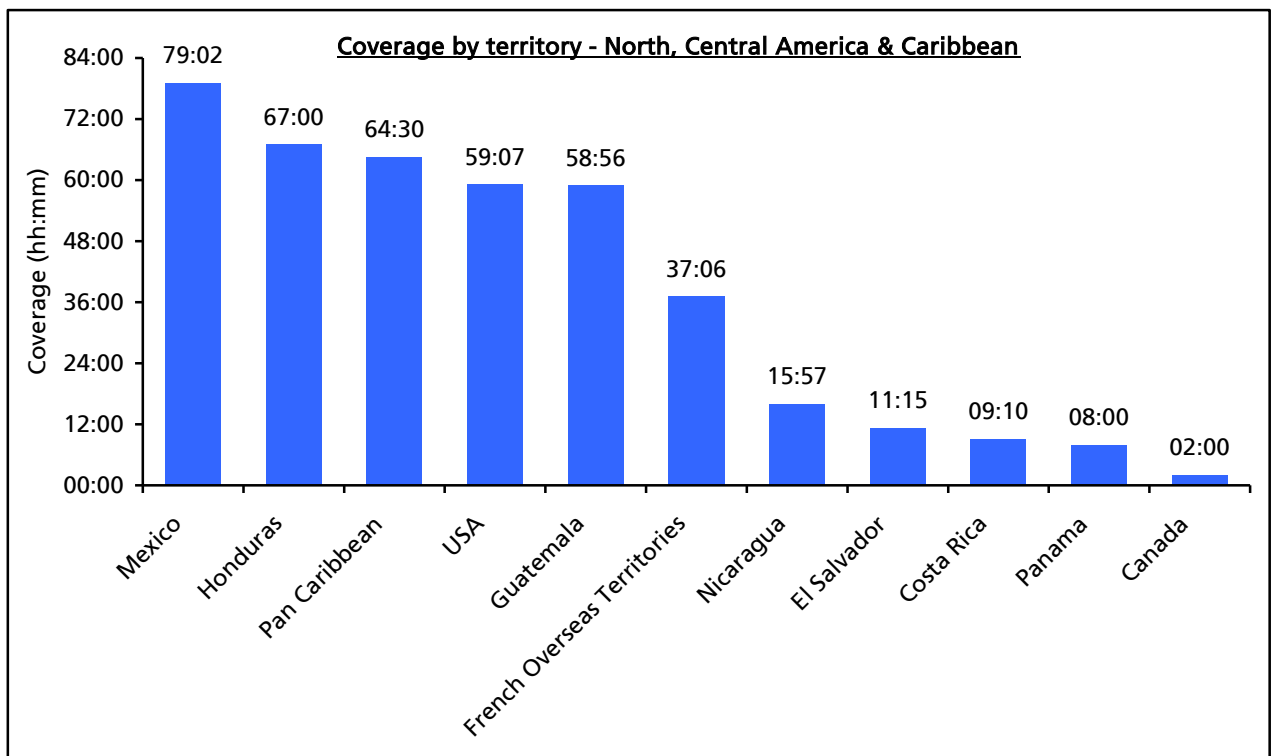
⁹ Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V.



Over 412 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Viewers in Mexico could have seen a total of 79 hours of tournament coverage, while in Honduras and across the Caribbean audiences had access to more than 60 hours.

In the USA, close to 60 hours of coverage were available, while a similar amount was aired in Guatemala.



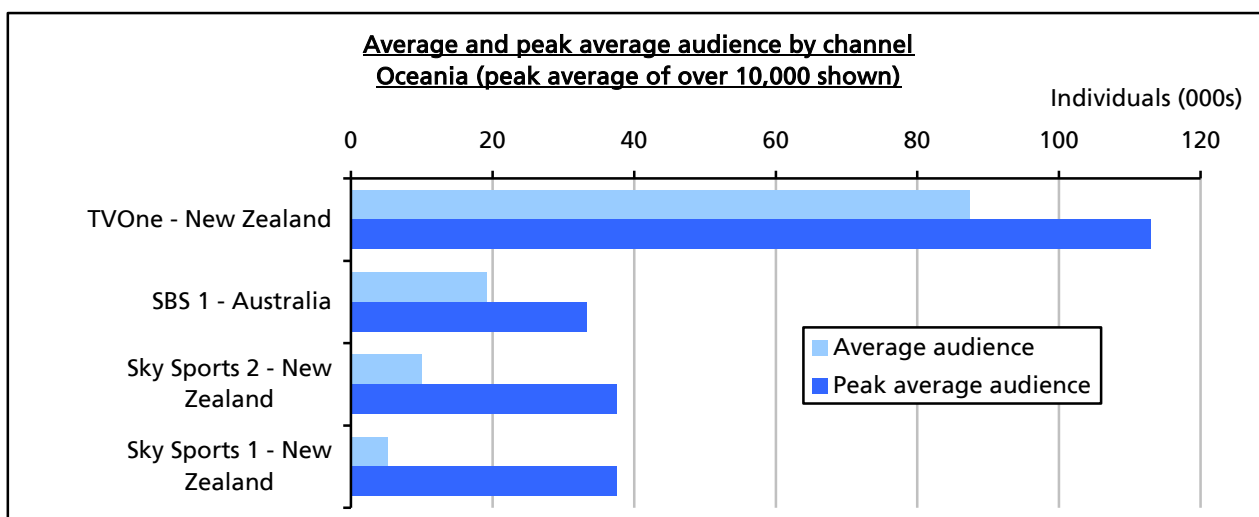


Oceania

Over 372,000 individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Germany 2010.

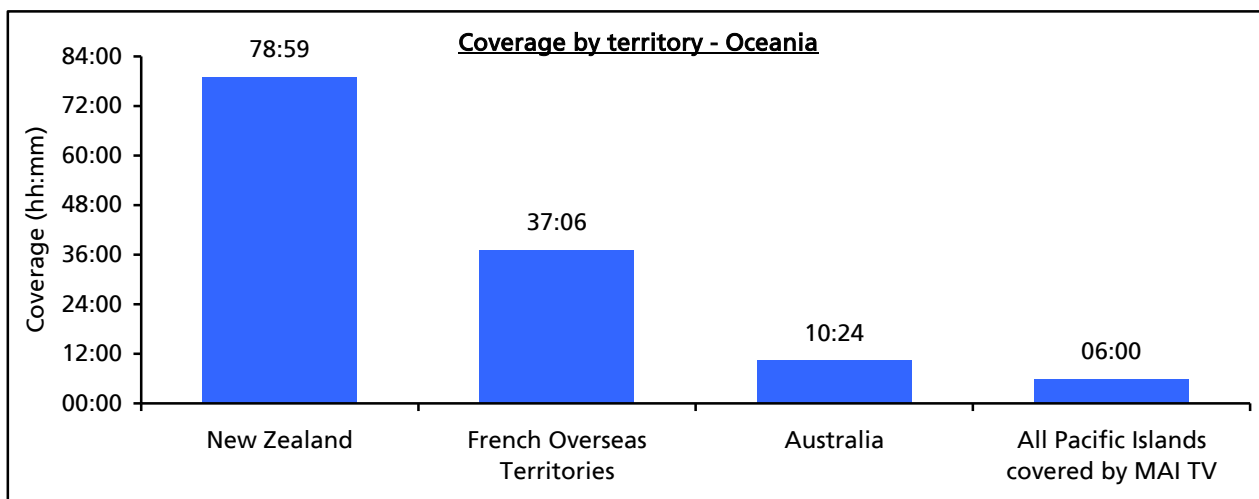
New Zealand accounted for over 70% of the reach in the region (71.3%²), with a projected reach of over 265,000 being generated².

By far the highest audiences in the region were delivered by TVOne¹⁵ in New Zealand, which gained an average of over 87,000 viewers for each programme. This included an average audience of 113,000 for their Group stage highlights coverage.



A total of 168 hours of FIFA U-20 Women's World Cup Germany 2010 coverage was shown across the Oceania region.

The majority of this coverage was aired in New Zealand, where viewers could have seen 79 hours.



² Based on viewers watching a minimum of 20 consecutive minutes

¹⁵ Channel of the main Media Rights Licensee SBS Australia's sub-licensee TVNZ



South America

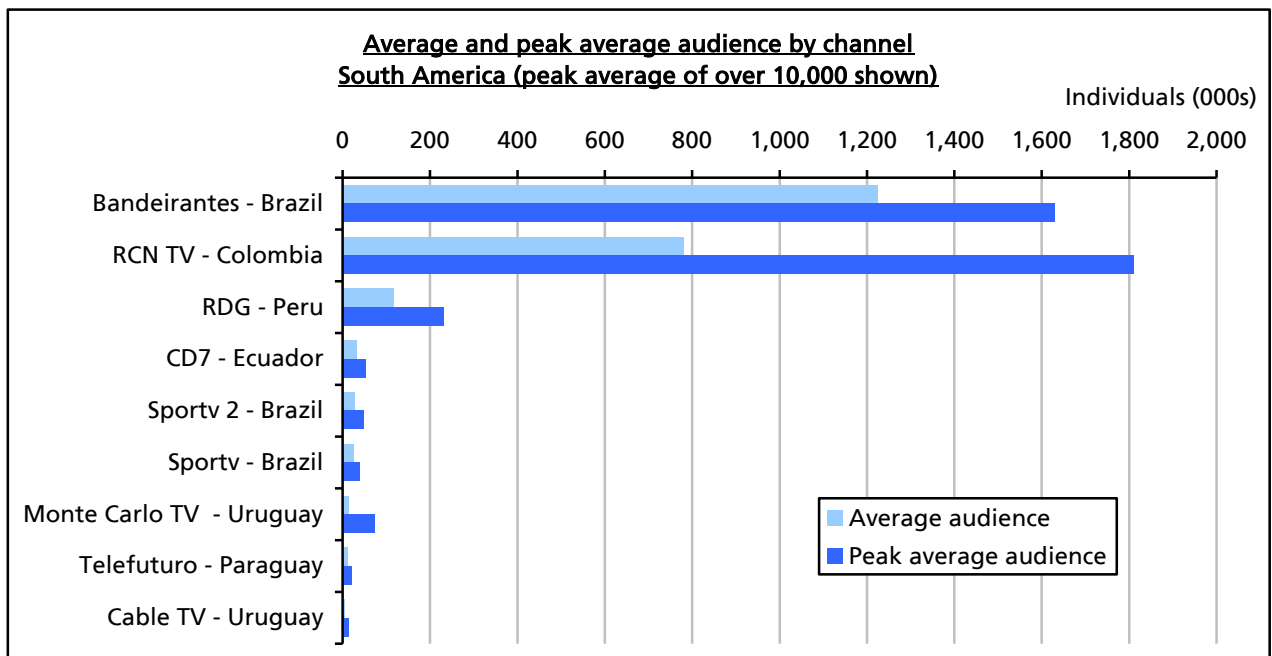
A total of 12.5 million individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Germany 2010.

Brazil accounted for the highest reach² in South America, with 6.5 million people reached by the in-home coverage.

In addition, more than 4.9 million people were projected to have been reached² in Colombia.

The highest audiences in the region were generated by Bandeirantes in Brazil and RCN TV⁷ in Colombia. Each of these broadcasters achieved peak average audiences of more than 1.6 million, with RCN TV⁸ attracting a peak average of over 1.8 million for their coverage of the live Semi-final between Colombia and Nigeria.

Overall, the average programme audience on Bandeirantes was 1.2 million, while on RCN TV⁷ it was over 780,000. Both of these averages are inside the Top-10 averages of all broadcasters around the world during the event.



² Based on viewers watching a minimum of 20 consecutive minutes

⁸ Channel of the Media Rights Licensee OTI/RCN Television, S.A.

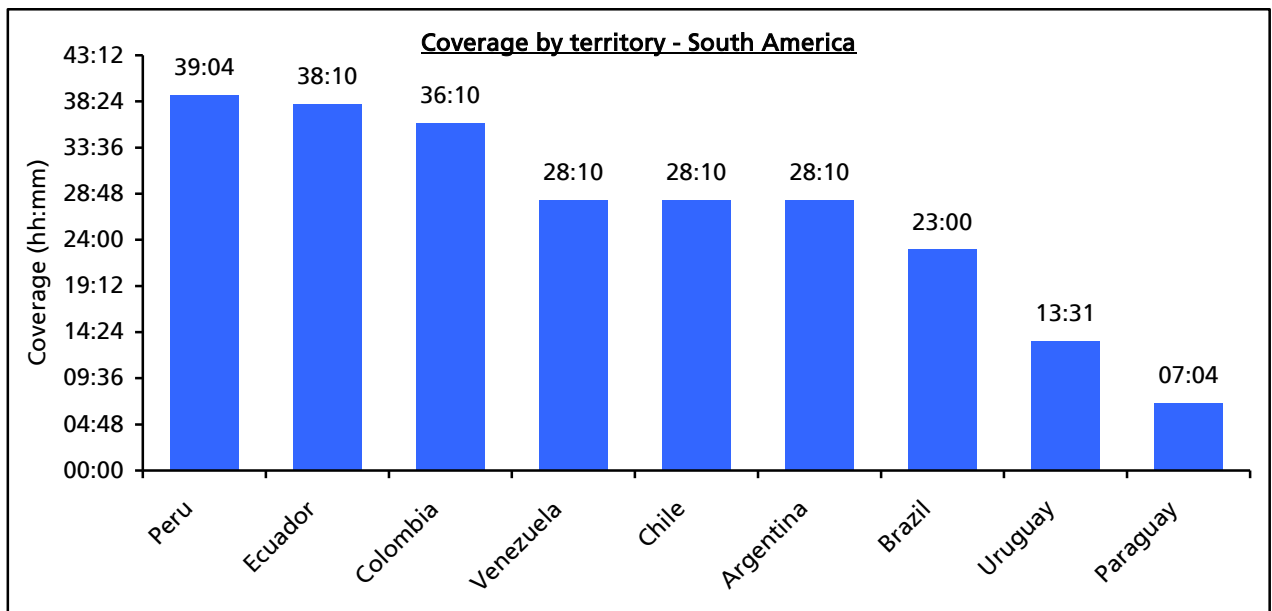


A total of over 241 hours of tournament coverage was broadcast across the South America region.

Viewers in Peru, Ecuador and Colombia had access to over 36 hours of coverage, while in Venezuela, Chile and Argentina in excess of 28 hours were broadcast.

All of these markets were covered by the DirecTV licensee, which aired 28 hours of coverage, hence the similarly high levels of coverage in each.

In Brazil, viewers could have tuned in to 23 hours of available tournament coverage.





Appendix



FIFA U-20 Women's World Cup Germany 2010 broadcast summary by territory

Africa and Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
French Overseas Territories	37:06	29	1.3	15:27	8	2.9	98,775
Ghana	06:00	3	4.6	06:00	3	4.6	1,736,501
Nigeria	185:35	89	1.2	90:35	42	1.9	13,558,548
Pan Africa	601:45	290	0.7	143:20	63	1.2	674,336
Pan Middle East	130:15	65	0.9	19:00	9	2.4	1,914,246
South Africa	222:57	107	0.5	82:58	37	0.7	9,620,000
Africa & Middle East total	1183:38	583	0.8	357:20	162	1.5	27,602,407

Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Brunei	19:50	9	0.2	11:50	5	0.3	2,075
Cambodia	10:00	5	1.7	10:00	5	1.7	718,728
China	07:23	4	0.0	05:42	3	0.0	1,024,000
Hong Kong	42:45	21	0.5	08:45	4	1.2	122,893
India	40:10	20	0.0	24:50	12	0.0	224,990
Indonesia	07:52	4	0.6	07:52	4	0.6	4,328,870
Japan	22:30	8	1.6	22:30	8	1.6	270,595
Korea Republic	64:34	35	0.4	32:42	14	0.8	7,413,044
Macau	16:20	8	0.7	16:20	8	0.7	19,646
Malaysia	38:31	18	0.5	20:57	9	0.8	1,032,186
Philippines	24:00	12	0.0	00:00	0	0.0	11,995
Singapore	81:30	39	0.4	28:30	13	0.5	70,499
Thailand	09:41	4	0.6	09:41	4	0.6	1,314,844
Asia total	385:07	187	0.5	199:40	89	0.7	16,554,365

Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Austria	00:05	1	8.5	00:00	0	0.0	989,360
France	37:06	29	0.1	15:27	8	0.2	193,200
Germany	00:30	1	1.9	00:00	0	0.0	2,086,000
Italy	05:41	3	0.1	03:49	2	0.2	126,386
Pan Europe	103:33	84	0.1	38:33	19	0.2	5,546,800
Poland	03:53	2	0.0	02:03	1	0.0	23,542
Russia	43:26	21	0.1	17:03	8	0.2	734,720
Slovakia	32:14	18	0.1	09:36	5	0.2	58,800
Turkey	13:20	7	0.1	08:00	4	0.2	314,348
Europe total	239:50	166	0.2	94:33	47	0.2	7,987,157



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	02:00	1	0.1	00:00	0	0.0	37,250
Costa Rica	09:10	4	0.4	09:10	4	0.4	117,966
El Salvador	11:15	5	3.9	06:45	3	3.1	1,416,687
French Overseas Territories	37:06	29	0.4	15:27	8	0.6	25,634
Guatemala	58:56	32	0.5	58:56	32	0.5	264,662
Honduras	67:00	32	0.6	29:00	14	0.6	293,872
Mexico	79:02	39	0.8	25:02	12	1.5	8,615,505
Nicaragua	15:57	9	0.5	10:57	6	0.5	113,945
Pan Caribbean	64:30	32	0.5	36:00	18	0.5	97,493
Panama	08:00	4	0.6	08:00	4	0.6	33,513
USA	59:07	29	0.0	21:59	10	0.1	1,539,000
North, Central America & Caribbean total	412:04	216	0.6	221:16	111	0.7	12,555,527

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	10:24	4	0.1	10:24	4	0.1	74,746
Fiji	06:00	3	0.2	06:00	3	0.2	3,079
French Overseas Territories	37:06	29	1.1	15:27	8	0.1	9,947
New Zealand	78:59	41	0.5	27:00	12	0.8	265,419
Niue	06:00	3	0.2	06:00	3	0.2	3
Papua New Guinea	06:00	3	0.2	06:00	3	0.2	15,524
Samoa	06:00	3	0.2	06:00	3	0.2	414
Solomon Islands	06:00	3	0.2	06:00	3	0.2	2,113
Tonga	06:00	3	0.2	06:00	3	0.2	240
Vanuatu	06:00	3	0.2	06:00	3	0.2	553
Oceania total	168:31	95	0.6	94:52	45	0.3	372,037

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	28:10	14	0.1	16:05	8	0.1	23,345
Brazil	23:00	13	0.3	14:48	8	0.5	6,478,347
Chile	28:10	14	0.1	16:05	8	0.1	3,396
Colombia	36:10	20	0.8	18:30	9	0.8	4,921,812
Ecuador	38:10	19	0.3	22:05	11	0.3	146,224
Paraguay	07:04	4	0.2	00:00	0	0.0	60,463
Peru	39:04	19	0.4	24:59	12	0.4	630,424
Uruguay	13:31	16	0.4	08:00	4	0.5	202,053
Venezuela	28:10	14	0.1	16:05	8	0.1	18,451
South America total	241:30	133	0.3	136:38	68	0.4	12,484,516

Global total	2630:42	1,380	0.6	1104:21	522	0.8	77,556,009
---------------------	----------------	--------------	------------	----------------	------------	------------	-------------------



FIFA U-20 Women's World Cup Germany 2010 reach analysis by viewing condition

Territory	FIFA U-20 Women's World Cup Germany 2010 3+ consecutive minutes reach	FIFA U-20 Women's World Cup Germany 2010 20+ consecutive minutes reach
South Africa	13,060,000	9,620,000
USA	2,930,000	1,539,000
China	2,797,000	1,024,000
India	1,047,330	224,990
Korea Republic	14,476,160	7,413,044
Brazil	12,414,389	6,478,347
Mexico	10,218,994	8,615,505
UK	1,618,000	868,000
Rest of the World (projected)	82,535,384	41,773,123
Global total	141,097,258	77,556,009



Media Rights Licensees

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



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	Equatorial Guinea	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Equatorial Guinea	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Equatorial Guinea	X	X	X	X			
REG - Radiodifusio de Equatorial Guinea	AUB	Africa & Middle East	Equatorial Guinea	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Equatorial Guinea	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Eritrea	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Eritrea	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Eritrea	X	X	X				
Eritrea Television Broadcast	AUB	Africa & Middle East	Eritrea	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Eritrea	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Ethiopia	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Ethiopia	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Ethiopia	X	X	X				
ETS - Ethiopian Radio and Television Agency	AUB	Africa & Middle East	Ethiopia	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Ethiopia	X	X	X	X	X	X	
TF1 - Télévision Francaise 1 SA	FIFA	Africa & Middle East	French Overseas Territories (Africa)	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Gabon	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Gabon	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Gabon	X	X	X				
RTG - Radiodiffusion Télévision Gabonaise	AUB	Africa & Middle East	Gabon	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Gabon	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Gambia	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Gambia	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Gambia	X	X	X				
GRTS - Gambia Radio and Television Services	AUB	Africa & Middle East	Gambia	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Gambia	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Ghana	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Ghana	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Ghana	X	X	X				
GBC - Ghana Broadcasting Corporation	AUB	Africa & Middle East	Ghana	X	X	X				
Metro TV Ltd.	AUB	Africa & Middle East	Ghana	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Ghana	X	X	X	X	X	X	
TV3 Network Ltd.	AUB	Africa & Middle East	Ghana	X	X	X				
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Guinea Bissau	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Guinea Bissau	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Guinea Bissau	X	X	X				
RTVGB - Radio et télévision de Guinée Bissau	AUB	Africa & Middle East	Guinea Bissau	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Guinea Bissau	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Guinea Conakry	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Guinea Conakry	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Guinea Conakry	X	X	X				
RTG - Radiodiffusion Télévision Guinéenne	AUB	Africa & Middle East	Guinea Conakry	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Guinea Conakry	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Iran	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Iraq	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Jordan	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Jordan	X	X	X				
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Kenya	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Kenya	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Kenya	X	X	X				
KBC - Kenya Broadcasting Corporation	AUB	Africa & Middle East	Kenya	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Kenya	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Kuwait	X	X	X	X	X	X	
Al Jazeera	FIFA	Africa & Middle East	Lebanon	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Lebanon	X	X	X				
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Lesotho	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Lesotho	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Lesotho	X	X	X				
Lesotho National Broadcasting Services	AUB	Africa & Middle East	Lesotho	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Lesotho	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Liberia	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Liberia	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Liberia	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Liberia	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Africa & Middle East	Libya	X	X	X				
Al Jazeera	FIFA	Africa & Middle East	Lybia	X	X	X	X	X	X	
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Madagascar	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Madagascar	X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Madagascar	X	X	X				
ORTPM - Radiodiffusion Television de Madagascar	AUB	Africa & Middle East	Madagascar	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Madagascar	X	X	X	X	X	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	Malawi	X	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Malawi	X	X	X					
CFI - Canal France International	AUB	Africa & Middle East	Malawi	X	X	X	X				
MBC - Malawi Broadcasting Corporation	AUB	Africa & Middle East	Malawi		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Malawi		X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mali	X	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mali		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Mali	X	X	X	X				
ORTM - Office des Radiodiffusion et television du Mali	AUB	Africa & Middle East	Mali		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mali		X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Mauritania	X	X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mauritius	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mauritius		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Mauritius	X	X	X	X				
Mauritius Broadcasting Corporation	AUB	Africa & Middle East	Mauritius		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mauritius		X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Morocco	X	X	X	X	X	X		
Eurosport S.A.	FIFA	Africa & Middle East	Morocco		X	X	X				
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Mozambique	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Mozambique		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Mozambique	X	X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Mozambique		X	X	X	X	X		
TVM - Televisao de Moçambique	AUB	Africa & Middle East	Mozambique		X	X	X				
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Namibia	X	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Namibia		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Namibia	X	X	X	X				
NBC - Namibian Broadcasting Corporation	AUB	Africa & Middle East	Namibia		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Namibia		X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Niger	X	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Niger		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Niger	X	X	X	X				
ORTN - L'Office de Radiodiffusion Télévision du Niger	AUB	Africa & Middle East	Niger		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Niger		X	X	X	X	X		
AIT (DAAR)	OSMI	Africa & Middle East	Nigeria		X	X	X				
Akwa Ibom Broadcasting Corporation, Uyo	OSMI	Africa & Middle East	Nigeria		X						
Anambra Broadcasting Service, Akwa	OSMI	Africa & Middle East	Nigeria		X						
Aso Radio/TV	OSMI	Africa & Middle East	Nigeria		X						
Borno Radio Television Corporation	OSMI	Africa & Middle East	Nigeria		X						
Broadcasting Corporation of Oyo State	OSMI	Africa & Middle East	Nigeria		X						
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Nigeria		X	X	X				
CHANNELS TV	OSMI	Africa & Middle East	Nigeria		X						
Continental Broadcasting Service, Lagos	OSMI	Africa & Middle East	Nigeria		X						
DBN TV Abuja	OSMI	Africa & Middle East	Nigeria		X						
Desmims Broadcast (Nig) Limited, Kaduna	OSMI	Africa & Middle East	Nigeria		X						
FRCN - Federal Radio Corporation of Nigeria	OSMI	Africa & Middle East	Nigeria		X						
Galaxy Television	OSMI	Africa & Middle East	Nigeria		X						
Gateway Television, Abeokuta	OSMI	Africa & Middle East	Nigeria		X						
IMO Broadcasting Corporation, Owerri	OSMI	Africa & Middle East	Nigeria		X						
Independent Television / Radio	OSMI	Africa & Middle East	Nigeria		X						
KSMC - Kaduna State Media Corporation, Kaduna	OSMI	Africa & Middle East	Nigeria		X						
Kwara State Broadcasting Corporation	OSMI	Africa & Middle East	Nigeria		X						
Minaj Systems Limited (MSL)	OSMI	Africa & Middle East	Nigeria		X						
Nasarawa Broadcasting Service, Lafia	OSMI	Africa & Middle East	Nigeria		X						
NSMC, - Niger State Media Corporation, Minna	OSMI	Africa & Middle East	Nigeria		X						
NTA - Nigerian Television Authority	OSMI	Africa & Middle East	Nigeria		X						
ONDO State RadioVision Corporation	OSMI	Africa & Middle East	Nigeria		X						
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa & Middle East	Nigeria	X	X	X	X				
OSBC - Osun State Broadcasting Corporation	OSMI	Africa & Middle East	Nigeria		X						
Plateau State Radio/TV Corporation	OSMI	Africa & Middle East	Nigeria		X						
Silverbird Communications Limited	OSMI	Africa & Middle East	Nigeria		X						
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Nigeria		X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Oman	X	X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Palestine	X	X	X	X	X	X		
Al Jazeera	FIFA	Africa & Middle East	Qatar	X	X	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Rwanda	X	X	X	X				
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Rwanda		X	X	X				
CFI - Canal France International	AUB	Africa & Middle East	Rwanda	X	X	X	X				
ORINFOR - Rwandaise Bureau of Information & Broadcasting	AUB	Africa & Middle East	Rwanda		X	X	X				
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Rwanda		X	X	X	X	X		
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Sao Tome & Principe		X	X	X				
Al Jazeera	FIFA	Africa & Middle East	Saudi Arabia	X	X	X	X	X	X		



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	Senegal	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Senegal		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Senegal	X	X	X	X							
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa & Middle East	Senegal		X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Senegal		X	X	X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Seychelles	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Seychelles		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Seychelles	X	X	X	X							
Seychelles Broadcasting Corporation	AUB	Africa & Middle East	Seychelles		X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Seychelles		X	X	X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Sierra Leone	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Sierra Leone		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Sierra Leone	X	X	X	X							
SLBS - Sierra Leone Broadcasting Services	AUB	Africa & Middle East	Sierra Leone		X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Sierra Leone		X	X	X	X	X					
Al Jazeera	FIFA	Africa & Middle East	Somalia	X	X	X	X	X	X					
Radio 2000	SABC	Africa & Middle East	South Africa	X										
Radio 5FM Music	SABC	Africa & Middle East	South Africa	X										
Radio CKI FM	SABC	Africa & Middle East	South Africa	X										
Radio Good Hope FM	SABC	Africa & Middle East	South Africa	X										
Radio Ikwekwezi FM	SABC	Africa & Middle East	South Africa	X										
Radio Lesedi FM	SABC	Africa & Middle East	South Africa	X										
Radio Liqwalaqwala 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 R5G	SABC	Africa & Middle East	South Africa	X										
Radio SAfm	SABC	Africa & Middle East	South Africa	X										
Radio Thobela FM	SABC	Africa & Middle East	South Africa	X										
Radio 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							
Supersport International (PTY) Limited	SABC	Africa & Middle East	South Africa		X	X	X	X						
Al Jazeera	FIFA	Africa & Middle East	Sudan	X	X	X	X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Swaziland	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Swaziland		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Swaziland	X	X	X	X							
STVA - Swaziland Television Broadcasting Authority	AUB	Africa & Middle East	Swaziland		X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Swaziland		X	X	X	X	X					
Al Jazeera	FIFA	Africa & Middle East	Syria	X	X	X	X	X	X					
Eurosport S.A.	FIFA	Africa & Middle East	Syria		X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Tanzania	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Tanzania		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Tanzania	X	X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Tanzania		X	X	X	X	X					
TBS - Tanzania Broadcasting Services	AUB	Africa & Middle East	Tanzania		X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Togo	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Togo		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Togo	X	X	X	X							
RTVT - Radiodiffusion Télévision Togolaise	AUB	Africa & Middle East	Togo		X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Togo		X	X	X	X	X					
Al Jazeera	FIFA	Africa & Middle East	Tunisia	X	X	X	X	X	X					
Eurosport S.A.	FIFA	Africa & Middle East	Tunisia		X	X	X							
Al Jazeera	FIFA	Africa & Middle East	UAE	X	X	X	X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Uganda	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Uganda		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Uganda	X	X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Uganda		X	X	X	X	X					
Uganda Broadcasting Corporation	AUB	Africa & Middle East	Uganda		X	X	X							
Al Jazeera	FIFA	Africa & Middle East	Yemen	X	X	X	X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zambia	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zambia		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Zambia	X	X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zambia		X	X	X	X	X					
ZNBC - Zambia National Broadcasting Corporation	AUB	Africa & Middle East	Zambia		X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zanzibar	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zanzibar		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Zanzibar	X	X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zanzibar		X	X	X	X	X					
TBS - Tanzania Broadcasting Services	AUB	Africa & Middle East	Zanzibar		X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa & Middle East	Zimbabwe	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa & Middle East	Zimbabwe		X	X	X							
CFI - Canal France International	AUB	Africa & Middle East	Zimbabwe	X	X	X	X							
Supersport International (PTY) Limited	FIFA	Africa & Middle East	Zimbabwe		X	X	X	X	X					
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa & Middle East	Zimbabwe		X	X	X							



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
CFU - Caribbean Football Union	FIFA	Americas	Anguilla		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Antigua & Barbuda		X	X	X			
DirecTV	TyC	Americas	Argentina		X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X			
Torneos y Competencias S.A.	FIFA	Americas	Argentina		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Aruba		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Bahamas		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Barbados		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Belize		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Bermuda		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X				
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	Bonaire		X	X	X			
Globo Comunicação e Participações S/A (TV Globo / SporTV - GloboSat)	FIFA	Americas	Brazil	X	X	X	X			X
Radio e Televisão Bandeirantes Ltda.	FIFA	Americas	Brazil	X	X	X				
CFU - Caribbean Football Union	FIFA	Americas	British Virgin Islands		X	X	X			
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X	
CFU - Caribbean Football Union	FIFA	Americas	Cayman Islands		X	X				
DirecTV	TVN Chile	Americas	Chile		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X			
Radio ADN (formerly Radio "W" de Santiago)	OTI	Americas	Chile	X						
Radio Agricultura de Santiago	TVN Chile	Americas	Chile	X						
Radio Bio-Bio de Santiago	TVN Chile	Americas	Chile	X						
Radio Cooperativa	TVN Chile	Americas	Chile	X						
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X	X	X			
Caracol Television, S.A.	OTI	Americas	Colombia	X	X	X	X			
DirecTV	RCN	Americas	Colombia		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X	X	X			
RCN Television, S.A.	OTI	Americas	Colombia	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X			
Radio Columbia	OTI	Americas	Costa Rica	X						
Radio Monumental	OTI	Americas	Costa Rica	X						
Representaciones Televisivas Repretel, S.A. (Channel 4, 6, 11)	OTI	Americas	Costa Rica	X	X	X	X			
Televisora de Costarica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Cuba		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Curaçao		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Dominica		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Dominican Republic		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X	X	X			
Telecentro Cadena Ecuatoriana de Television (Channel 10) (Telecentro Cadene Ecuatoria)	OTI	Americas	Ecuador	X	X	X	X			
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Americas	Ecuador	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X			
Telecorporacion Salvadorena (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X			
TF1 - Télévision Francaise 1 SA	FIFA	Americas	French Overseas Territories (Americas)		X			X	X	X
CFU - Caribbean Football Union	FIFA	Americas	Granada		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X	X	X			
Radio Television Guatemala, S.A.	OTI	Americas	Guatemala	X	X	X	X			
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X	X	X			
Telesiet, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X	X	X			
Trecevision, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Guyana		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Haiti		X	X	X			
Compañia Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Americas	Honduras	X	X	X	X			
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Americas	Honduras	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Honduras	X	X	X	X			
Radio Emisoras Unidas	OTI	Americas	Honduras	X						
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Jamaica		X	X	X			
Cablevision S.A. de C.V.	OTI/Televisa	Americas	Mexico		X					
Corporacion Novavision S de R.L. de C.V. (SKY Mexico)	OTI/Televisa	Americas	Mexico		X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Mexico	X	X	X	X			
TDN (Televisa Deportes Network)	Part of Televisa	Americas	Mexico		X					
Televisa, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
TV Azteca, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Montserrat		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Nicaragua	X	X	X	X			
Radio y Television Nicaraguense, S.A.	OTI	Americas	Nicaragua	X	X	X	X			
Televisión de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X	X	X			



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
Corporacion Medcom Panama, S.A. (Channel 4)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Panama	X	X	X	X			
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Paraguay	X	X	X	X			
Television Cerro Cora, S.A. (Channel 9)	OTI	Americas	Paraguay	X	X	X	X			
TV Accion, S.A. / Telefuturo (Canal 4)	OTI	Americas	Paraguay	X	X	X	X			
Andina de Radiodiffusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Peru	X	X	X	X			
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: Telefutura & Galavisión (Cable TV)	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	
CFU - Caribbean Football Union	FIFA	Americas	St. Kitts & Nevis		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Lucia		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Martin		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Vincent		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Suriname		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Trinidad & Tobago		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Turks & Caicos		X	X	X			
Channel 11 Punta del Este	Monte Carlo TV	Americas	Uruguay		X	X	X			
Channel 3 Colonia	Monte Carlo TV	Americas	Uruguay		X	X	X			
Channel 8 Rosario	Monte Carlo TV	Americas	Uruguay		X	X	X			
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Uruguay	X	X	X	X			
Red Uruguaya de Television	Monte Carlo TV	Americas	Uruguay		X	X	X			
Sociedad Anonima Emisoras de Television y Anexos (Channel 10)	OTI	Americas	Uruguay	X	X	X	X			
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Americas	Uruguay	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	US Virgin Islands		X	X	X			
ESPN Inc. & ABC	FIFA	Americas	US Virgin Islands	X	X	X	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: Telefutura & 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			
DirecTV	OTI	Americas	Venezuela		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Venezuela	X	X	X	X			



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



				Rights acquired						
Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Albania		X	X	X	X	X	
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X			X
TF1 - Télévision Française 1 SA	FIFA	Europe	Andorra	X	X	X	X	X	X	
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Armenia		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Austria		X	X	X	X	X	
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Azerbaijan		X	X	X	X	X	
LMH (Lider TV)	EBU	Europe	Azerbaijan	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Belarus		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Belgium		X	X	X	X	X	
RTBF - Radio Télévision Belge de la Communauté Française	EBU	Europe	Belgium	X	X	X	X			X
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X	X	X			X
BHRT - Javni Radiotelevizijski Servis	EBU	Europe	Bosnia-Herzegovina	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Bosnia-Herzegovina		X	X	X	X	X	
BNT - Balgarska Nacionala Televizija	EBU	Europe	Bulgaria	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Bulgaria	X	X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Croatia		X	X	X	X	X	
HRT - Hrvatska Radiotelevizija	EBU	Europe	Croatia	X	X	X	X			X
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Cyprus		X	X	X	X	X	
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Czech Republic		X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Denmark		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X			X
ETV - Eesti Televisioon	EBU	Europe	Estonia	X	X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Estonia		X	X	X	X	X	
Eurosport S.A.	FIFA	Europe	Finland		X	X	X	X	X	
TF1 - Télévision Française 1 SA	FIFA	Europe	France	X	X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Georgia		X	X	X	X	X	
GT - Georgian Television & Radio Broadcasting	EBU	Europe	Georgia	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
ERT - Elliniki Radiophonia Tileorassi SA	EBU	Europe	Greece	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Greece		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Hungary		X	X	X	X	X	
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Iceland		X	X	X	X	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
Eurosport S.A.	FIFA	Europe	Ireland		X	X	X	X	X	
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Israel		X	X	X	X	X	
IBA	EBU	Europe	Israel	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Italy		X	X	X	X	X	
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X	X	X			X
KABA Kazakhstan	EBU	Europe	Kazakhstan	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X	X	X			X
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Latvia		X	X	X	X	X	
EBU - European Broadcasting Union	EBU	Europe	Liechtenstein	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Liechtenstein		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Lithuania		X	X	X	X	X	
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X	X	X			X
Eurosport S.A.	FIFA	Europe	Luxembourg		X	X	X	X	X	



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Macedonia		X	X	X	X	X
MKRTV	EBU	Europe	Macedonia	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Malta		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Moldova		X	X	X	X	X
TF1 - Télévision Française 1 SA	FIFA	Europe	Monaco	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Montenegro	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Montenegro		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Netherlands		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X	X	X		X
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Norway		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Poland		X	X	X	X	X
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Portugal		X	X	X	X	X
RTP - Radiotelevisao Portuguesa	EBU	Europe	Portugal	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Romania		X	X	X	X	X
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Russia		X	X	X	X	X
RTR - Rossijskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Russian Federation		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	San Marino		X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Serbia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Serbia		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Slovakia		X	X	X	X	X
STV - Slovenska Televizia	EBU	Europe	Slovakia	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Slovenia		X	X	X	X	X
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Spain		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Sweden		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Switzerland		X	X	X	X	X
SRG SSR idée suisse (consisting of SF, TSR, RSI, Radio DRS, RSR - Radio Suisse Romande, RSI Radio, RR - Radio Rhaeto-Romanic, HD Suisse)	EBU	Europe	Switzerland	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Turkey		X	X	X	X	X
TRT - Turkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Ukraine		X	X	X	X	X
NTU - Natsionalna Telekompanya Ukrainy	EBU	Europe	Ukraine	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	United Kingdom		X	X	X	X	X
talkSPORT	FIFA	Europe	United Kingdom	X					
Eurosport S.A.	FIFA	Europe	Vatican City		X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X	X	X		X



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD
ESPN Inc. & ABC	FIFA	Oceania	American Samoa	X	X	X	X	X	X	
KVZK	Mai TV	Oceania	American Samoa		X					
Mai TV	SBS Australia	Oceania	American Samoa		X					
Maona TV	Mai TV	Oceania	American Samoa		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X	X	X	X	X	
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Australia	X	X	X	X	X	X	
SBS Television Corporation	FIFA	Oceania	Australia							X
Cook Islands Television / Elijah Communications	Mai TV	Oceania	Cook Islands		X					
Mai TV	SBS Australia	Oceania	Cook Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Fiji		X					
Pacific Broadcasting Services	Mai TV	Oceania	Fiji		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X	X	X	
TF1 - Télévision Francaise 1 SA	FIFA	Oceania	French Overseas Territories (Oceania)		X		X	X	X	
ESPN Inc. & ABC	FIFA	Oceania	Guam	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Kiribai		X					
Mai TV	SBS Australia	Oceania	Nauru		X					
Nauru Media Bureau	Mai TV	Oceania	Nauru		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X	X	X	X	X	
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X	X	X	
SBS Television Corporation	FIFA	Oceania	New Zealand							X
SKY Network Television Limited	SBS	Oceania	New Zealand		X	X	X	X	X	
TVNZ - Television New Zealand	SBS	Oceania	New Zealand		X	X	X	X	X	
Broadcasting Corporation of Niue	Mai TV	Oceania	Niue		X					
Mai TV	SBS Australia	Oceania	Niue		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Palau		X					
PNCC	Mai TV	Oceania	Palau		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X	X	X	
Media Niugini Limited	Mai TV	Oceania	Papua New Guinea		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Samoa		X					
Samoa Quality Broadcasting Ltd.	Mai TV	Oceania	Samoa		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Solomon Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X	X	X	
Telekom Television Limited - Solomon Islands	Mai TV	Oceania	Solomon Islands		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tokelau	X	X	X	X	X	X	
Cable Pacific Ltd.	Mai TV	Oceania	Tonga		X					
Mai TV	SBS Australia	Oceania	Tonga		X					
Mai TV	SBS Australia	Oceania	Tonga		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X	X	X	
Tonga Broadcasting Commission	Mai TV	Oceania	Tonga		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tuvalu	X	X	X	X	X	X	
Mai TV	SBS Australia	Oceania	Vanuatu		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X	X	X	
CNN	FIFA		worldwide			X				
TVI (UK) Limited / FIFA Futbol Mundial	FIFA		worldwide			X				



Unconfirmed licensees

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

Media Rights Licensee	Licensor	Territory
Canal Overseas Africa (Canal Horizons)	FIFA	Pan Africa
VTV	Dentsu Alpha	Vietnam
ERT - Elliniki Radiophonia Tileorassi SA	EBU	Greece
Caracol Television, S.A.	OTI	Colombia



Glossary of terms

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

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

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

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

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

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

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

Media Rights Licensee (MRL): an organisation which has been granted certain media rights to the FIFA U-20 Women's World Cup Germany 2010 in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

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

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