



FIFA Beach Soccer World Cup Ravenna/Italy 2011

Television Coverage Report

Produced for FIFA TV by KantarSport



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Report authors

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

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

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Introduction

The FIFA Beach Soccer World Cup Ravenna/Italy 2011 took place in Ravenna, Italy from 1st to 11th September 2011 and featured 16 football nations from around the globe.

The list of competing nations was:

Group A



Iran



Italy



Senegal



Switzerland

Group B



Argentina



El Salvador



Oman



Portugal

Group C



Nigeria



Russia



Tahiti



Venezuela

Group D



Brazil



Japan



Mexico



Ukraine

Each of the teams played three Group Matches, before the top-two teams in each group progressed to the knock-out Quarter-finals stage. The final featured holders Brazil and Russia, with Russia claiming their first FIFA Beach Soccer World Cup, winning 12:8.

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Match schedule

Match	Stage	Date	Time	Teams	Score
1	Group B Match	1-Sep-11	15:30	ARG v OMA	3:1 (0:1, 2:0, 1:0)
2	Group A Match	1-Sep-11	17:00	SUI v SEN	8:8 a.e.t. 0:1 PSO (1:4, 3:4, 4:0, 0:0)
3	Group A Match	1-Sep-11	18:30	ITA v IRN	6:6 a.e.t. 5:4 PSO (1:1, 2:3, 3:2, 0:0)
4	Group B Match	1-Sep-11	20:00	SLV v POR	2:11 (0:4, 1:5, 1:2)
5	Group C Match	2-Sep-11	15:30	NGA v RUS	4:8 (1:4, 2:3, 1:1)
6	Group D Match	2-Sep-11	17:00	JPN v MEX	2:3 (1:0, 0:2, 1:1)
7	Group D Match	2-Sep-11	18:30	BRA v UKR	3:3 a.e.t. 2:1 PSO (1:0, 1:3, 1:0, 0:0)
8	Group C Match	2-Sep-11	20:00	TAH v VEN	5:2 (1:1, 3:1, 1:0)
9	Group A Match	3-Sep-11	15:30	IRN v SUI	4:6 (1:5, 1:0, 2:1)
10	Group B Match	3-Sep-11	17:00	POR v ARG	5:0 (1:0, 3:0, 1:0)
11	Group A Match	3-Sep-11	18:30	SEN v ITA	4:4 a.e.t. 2:3 PSO (0:2, 0:0, 4:2, 0:0)
12	Group B Match	3-Sep-11	20:00	OMA v SLV	3:4 (1:0, 0:1, 2:3)
13	Group D Match	4-Sep-11	15:30	UKR v JPN	4:2 (1:0, 2:1, 1:1)
14	Group C Match	4-Sep-11	17:00	VEN v NGA	3:5 (1:2, 1:1, 1:2)
15	Group D Match	4-Sep-11	18:30	MEX v BRA	2:5 (1:2, 1:3, 0:0)
16	Group C Match	4-Sep-11	20:00	RUS v TAH	5:0 (0:0, 1:0, 4:0)
17	Group A Match	5-Sep-11	15:30	IRN v SEN	3:5 (0:3, 2:1, 1:1)
18	Group B Match	5-Sep-11	17:00	POR v OMA	8:3 (3:0, 2:1, 3:2)
19	Group A Match	5-Sep-11	18:30	ITA v SUI	3:2 (0:1, 1:0, 2:1)
20	Group B Match	5-Sep-11	20:00	SLV v ARG	4:3 (0:0, 2:2, 2:1)
21	Group D Match	6-Sep-11	15:30	UKR v MEX	1:1 a.e.t. 0:1 PSO (1:0, 0:0, 0:1, 0:0)
22	Group C Match	6-Sep-11	17:00	VEN v RUS	3:7 (1:0, 1:4, 1:3)
23	Group D Match	6-Sep-11	18:30	BRA v JPN	3:2 (1:1, 0:1, 2:0)
24	Group C Match	6-Sep-11	20:00	TAH v NGA	1:4 (0:0, 1:3, 0:1)
25	Quarter-finals	8-Sep-11	15:30	RUS v MEX	5:3 (1:1, 3:0, 1:2)
26	Quarter-finals	8-Sep-11	17:00	POR v SEN	4:4 a.e.t. 3:2 PSO (3:1, 1:2, 0:1, 0:0)
27	Quarter-finals	8-Sep-11	18:30	ITA v SLV	5:6 a.e.t. (1:1, 2:3, 2:1, 0:1)
28	Quarter-finals	8-Sep-11	20:00	BRA v NGA	10:8 a.e.t. (3:1, 2:4, 3:3, 2:0)
29	Semi-finals	10-Sep-11	17:00	SLV v RUS	3:7 (1:4, 2:2, 0:1)
30	Semi-finals	10-Sep-11	18:30	BRA v POR	4:1 (0:1, 2:0, 2:0)
31	Match for third place	11-Sep-11	17:00	SLV v POR	2:3 (1:1, 1:1, 0:1)
32	Final	11-Sep-11	18:30	RUS v BRA	12:8 (3:2, 6:2, 3:4)

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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.

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).

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

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



Top line coverage and audience summary

(Comparison v 2009)

Total broadcast hours:	1,535
Total territories reached:	172
Total in-home audience reach (20+ consecutive minutes):	39.0 million (+14%)
Total in-home audience reach (3+ consecutive minutes):	79.1 million (+4%)
Average global in-home audience per live match:	1.5 million (+4%)
Highest global in-home average audience: (FIFA Beach Soccer World Cup Ravenna/Italy 2011 Final match; BRA v. RUS)	7.1 million (-22%)

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Executive summary¹

The in-home television coverage of the FIFA Beach Soccer World Cup Ravenna/Italy 2011 reached 39 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 79.1 million individuals.

Both of these reach figures represent a rise on the previous edition, however the 20 minute reach figure is a 14% rise on the 2009 event compared to a 4% rise for the three minute reach. This clearly shows an increased interest in the event, with viewers being 'more dedicated' during the 2011 edition.

To establish the audience reach for the FIFA Beach Soccer World Cup Ravenna/Italy 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 Beach Soccer World Cup Ravenna/Italy 2011 analysis](#)" section for more detail), resulting in the audience reach statistics quoted above.

The average in-home global audience for each live match during FIFA Beach Soccer World Cup Ravenna/Italy 2011 was over 1.5 million (+4% versus the 2009 event), while the total in-home global audience for the final match was 7.1 million.

The audience for the Final was lower than achieved at the 2009 event, largely as a result of broadcasters in Mexico not showing coverage of the Final during this edition. In 2009, this coverage in Mexico accounted for a total audience of 1.9 million; which is equivalent to the loss in total audience in 2011.

In addition to Mexico, a reduction in Final audience was seen in Brazil and China, however significant increases were seen in several territories including Russia and the USA.

Other television highlights include:

- The highest audiences were achieved in South Africa, with the SABC evening coverage regularly achieving average audiences of over 1.6 million.
- Elsewhere, average audiences of over one million were generated in Brazil, Mexico and El Salvador.
- In Brazil, an audience reach of 10.6 million was achieved; the highest of any territory. Audience reach totalled 5.9 million in South Africa, while reach of more than one million people was projected in Nigeria, Colombia, Mexico, El Salvador, Russia, and across Europe via Eurosport.

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- The highest television ratings ("[TVR%](#)") were achieved in El Salvador, where ratings of more than 10% were achieved.
- The highest "[MARKET SHARES](#)" were produced in South Africa and Paraguay, where shares in excess of 30% were recorded by broadcasters.
- Dedicated coverage of the FIFA Beach Soccer World Cup Ravenna/Italy 2011 was shown for over 1,535 hours globally.
- In-home coverage totalled more than 480 hours in both the Africa and Middle East region and across South America. The Supersport (Africa and Middle East) and DirecTV (South America) licensees accounted for the highest totals.



Key market summaries

Italy

Coverage (hh:mm): 44:00

Audience reach: 950,000²

Live Match "AVERAGE AUDIENCE": 57,000

"PEAK MATCH AUDIENCE": 210,000

Pan Europe (via Eurosport)

Coverage (hh:mm): 12:34

Audience reach: 1.3m^{2/3}

Live match average audience: 168,000

Peak match audience: 466,000

France

Coverage (hh:mm): 01:10

Audience reach: 7,450^{2/3}

Live match average audience: n/a

Peak match audience: 5,000⁴

Russia

Coverage (hh:mm): 46:43

Audience reach: 2.5m²

Live match average audience: 113,000

Peak match audience: 1.1m

China

Coverage (hh:mm): 01:19

Audience reach: 457,000²

Live match average audience: 302,000

Peak match audience: 302,000

Japan

Coverage (hh:mm): 30:10

Audience reach: 8,620^{2/3}

Live match average audience: 1,951⁴

Peak match audience: 8,400⁴

Korea Republic

Coverage (hh:mm): 06:24

Audience reach: 246,000²

Live match average audience: n/a

Peak match audience: 127,000

Mexico

Coverage (hh:mm): 08:36

Audience reach: 2.0m²

Live match average audience: 1.3m

Peak match audience: 1.6m

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

² Based on viewers watching a minimum of 20 consecutive minutes of coverage

³ Projected based on measured markets in the region

⁴ Estimated audience

'n/a' is displayed where only Delayed coverage is broadcast

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USA

Coverage (hh:mm): 10:33

Audience reach: 774,000²

Live match average audience: 123,000

Peak match audience: 171,000

South Africa

Coverage (hh:mm): 01:29

Audience reach: 5.9m²

Live match average audience: 31,000

Peak match audience: 1.8m

Argentina

Coverage (hh:mm): 78:10

Audience reach: 188,000²

Live match average audience: 18,000

Peak match audience: 61,000

Brazil

Coverage (hh:mm): 58:04

Audience reach: 10.6m²

Live match average audience: 694,000

Peak match audience: 2.3m

Australia

Coverage (hh:mm): 01:29

Audience reach: 20,000²

Live match average audience: n/a

Peak match audience: 14,000

² Based on viewers watching a minimum of 20 consecutive minutes of coverage
'n/a' is displayed where only Delayed coverage is broadcast

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In-home data sources and methodology

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

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

Where markets 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, afternoon, prime time 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”](#) have not been included in the analysis.

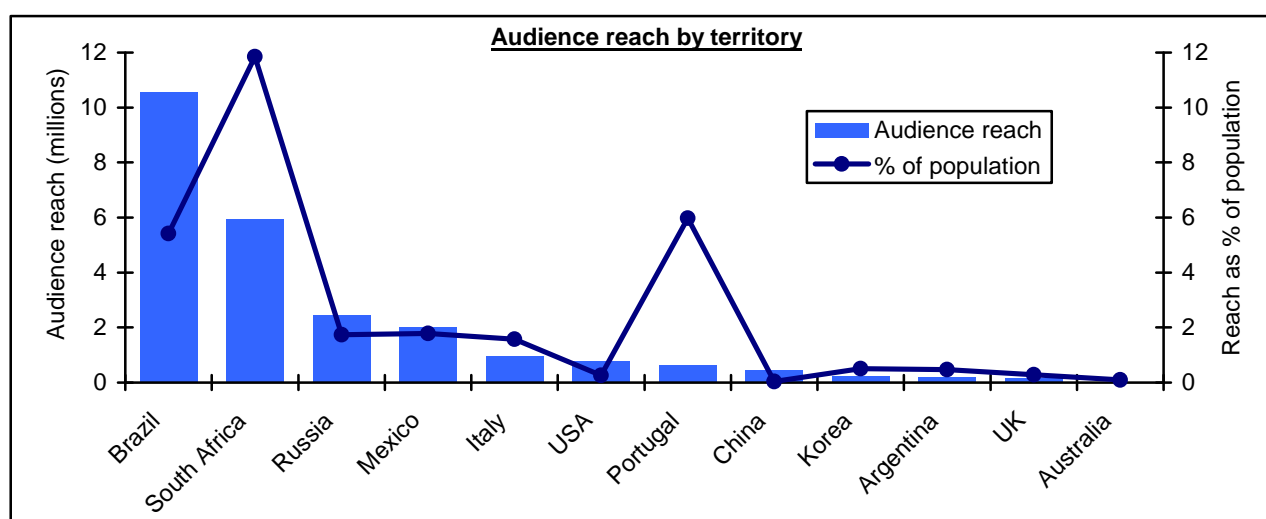
¹ Please refer to Glossary for definition of all terms identified in “CAPITALS”

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Global FIFA Beach Soccer World Cup Ravenna/Italy 2011 analysis

The event reached a total of 39 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 79.1 million.

To establish the audience reach of the event, official measured audience reach statistics were collected from major markets around the world (please refer to chart below). For the purposes of defining audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage. Please see [“Appendix”](#) section for alternative reach condition key market analysis.



The reach of the tournament in these markets totalled over 24.4 million individuals²; 63% of the global projected total².

Brazil offered the highest audience reach of any analysed audited market², with the tournament reaching 10.6 million in-home viewers². This is the equivalent of 5.4% of the entire population.

In South Africa, the in-home television coverage reached 5.9 million people²; representing nearly 12% of the population.

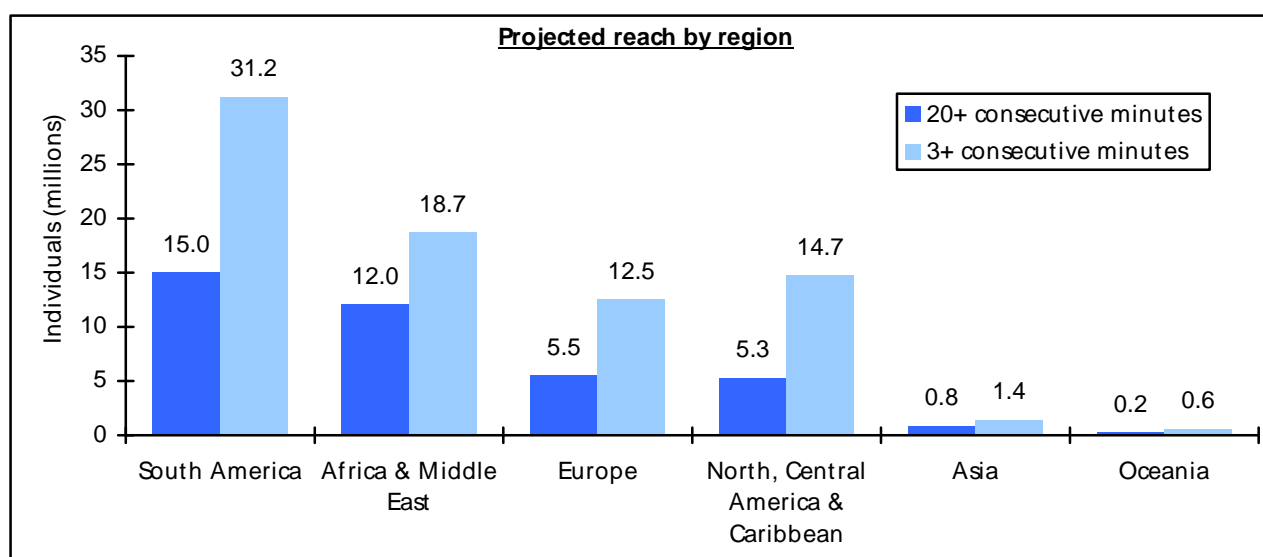
Elsewhere, over two million people were reached² in Russia (2.5m²) and Mexico (2.0m²), while more than 0.5 million viewers were reached² in Italy (950,000²), the USA (774,000²) and Portugal (636,000²). The reach² in Portugal represented 6% of the population.

² Based on viewers watching a minimum of 20 consecutive minutes of coverage

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To establish the global reach of the event, a ratio was calculated taking into 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 39 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 79.1 million.



The highest projected reach² was generated across South America (15.0 million²). Over 70% of this was delivered by viewers in Brazil, with 10.6 million² viewers tuning in to coverage of the event.

However, the reach, based on the lower reach condition of viewers watching just three consecutive minutes, totalled 31.2 million in South America. Nearly 21 million people were reached in Brazil based on this lower reach condition.

Across the Africa and Middle East region, 12 million people were projected to have been reached². A total of 5.9 million people were reached² in South Africa and 3.5 million people were projected in Nigeria².



In both Europe and the North, Central America and Caribbean regions, more than five million people were reached². More than two million viewers were reached² in Russia and Mexico, while more than one million viewers were projected to have been reached² in El Salvador and across Europe via Eurosport.

Across Asia, the projected reach² totalled 813,000, while in Oceania projected reach² was 238,000.

² Based on viewers watching a minimum of 20 consecutive minutes of coverage

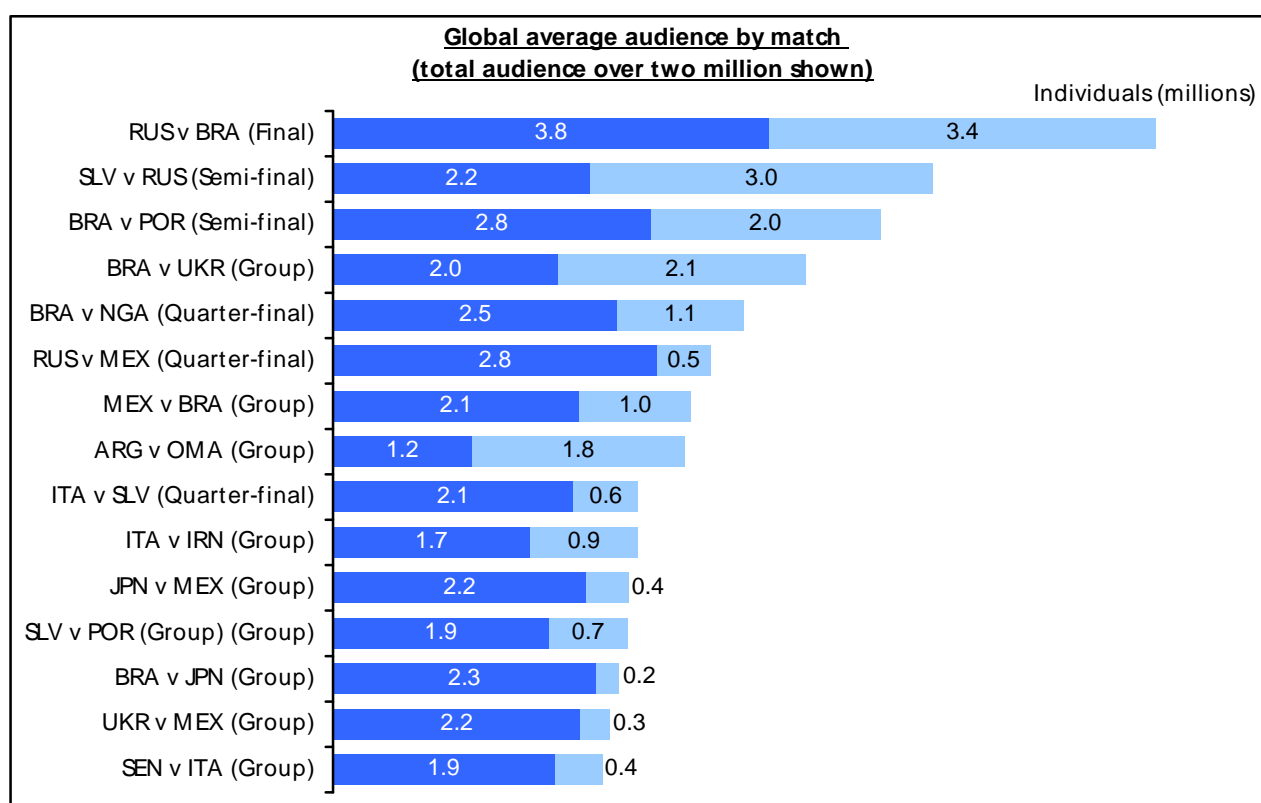


The Final match of the FIFA Beach Soccer World Cup Ravenna/Italy 2011 attracted the highest global in-home audience. The audience around the world for the match was over 7.1 million viewers, with 3.8 million (53%) watching live.

The highest individual audience for the Final match was 1.4 million, achieved by Bandeirantes⁵ in Brazil for their delayed coverage. Elsewhere, average audiences of over 500,000 were generated by RTR Sport⁶ in Russia for their live coverage and by Caracol⁷ in Colombia for their delayed coverage. These three broadcasters accounted for nearly 40% of the total Final audience.

Outside of the Final, the two Semi-final's gained worldwide average audiences of over 4.7 million each. SABC in South Africa generated average audiences of over 1.2 million for both of these matches, while Bandeirantes⁵ also contributed an average audience of 1.3 million for the Brazil v Portugal match.

12 other matches during the FIFA Beach Soccer World Cup Ravenna/Italy 2011 gained worldwide average audiences of more than two million, while all but two matches gained audiences of more than one million.



⁵ Sub licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A

⁶ Channel of the Media Right Licensee EBU/RTR

⁷ Sub licensee of the main Media Rights Licensee OTI

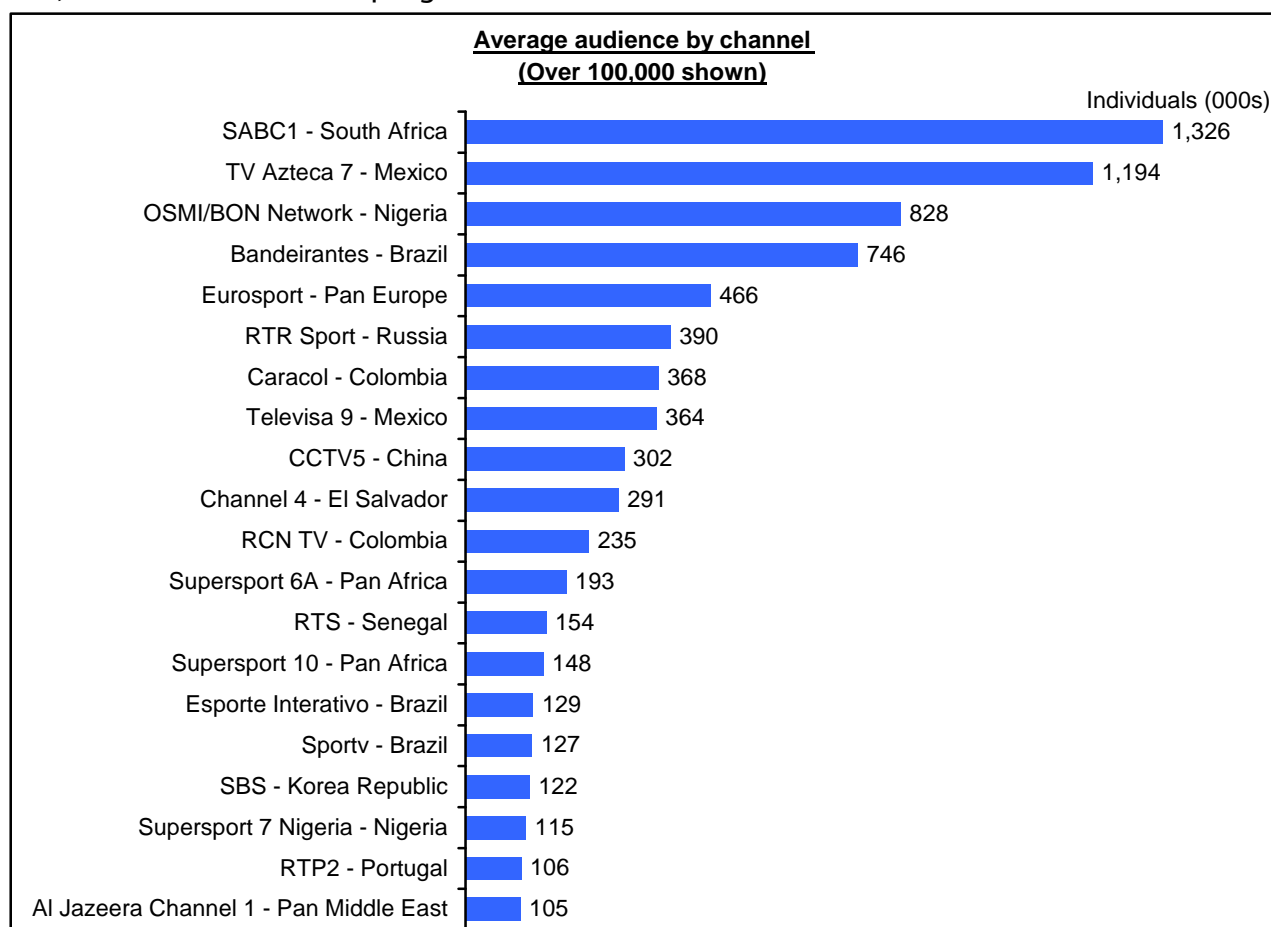
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On average, the programming aired on SABC in South Africa attracted the highest audiences of any channel around the world. Each programme gained an average of 1.3 million viewers, peaking at nearly 1.8 million for their Group stage highlights.

TV Azteca 7⁸ in Mexico generated an average of 1.2 million viewers for each of their programmes, with a peak average of almost 1.5 million watching their live coverage of the Japan v Mexico match.

Significant audiences were also recorded by the OSMI/BON Network in Nigeria⁹ and Bandeirantes⁵ in Brazil. The OSMI/BON Network⁹ generated an estimated 828,000 viewers for the one live game aired, while on Bandeirantes⁵ each programme achieved 746,000 viewers. This included a peak average of over 1.4 million for the delayed coverage of the Final match. A total of 20 channels in 14 territories achieved an average of more than 100,000 viewers for each programme aired.



⁵ Sub licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A

⁸ Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V

⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

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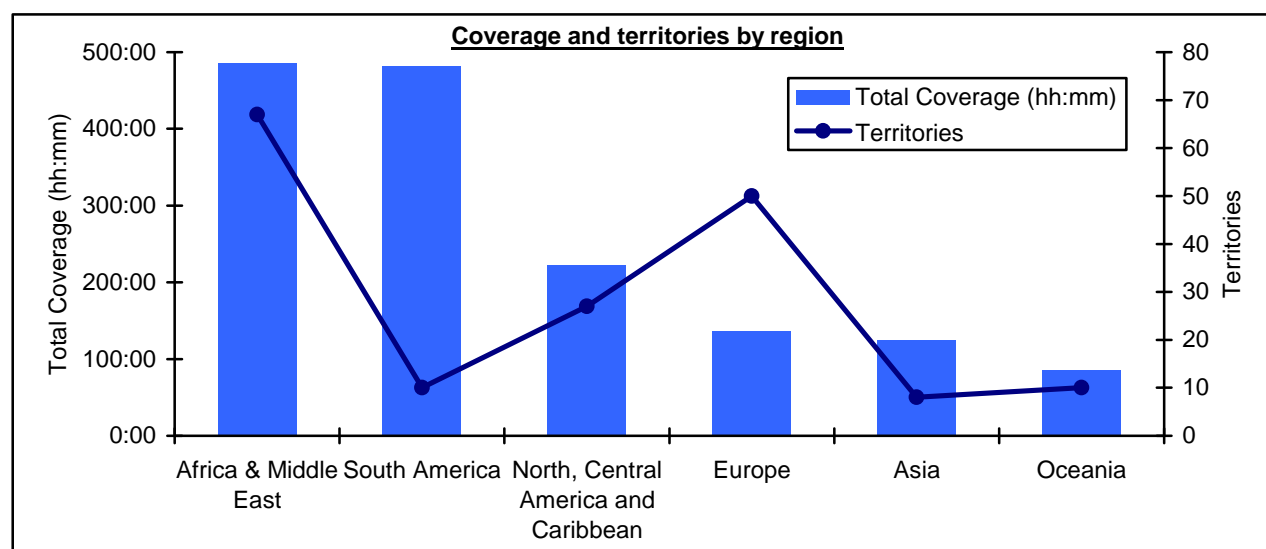
A total of 1,535 hours of dedicated FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage were aired globally. The Africa and Middle East region and South America received the highest levels of dedicated in-home coverage, with over 480 hours in each.

In Africa and Middle East, the Supersport licensee accounted for much of the coverage in the region, with a total of 421 hours. Similarly in South America, one licensee accounted for the majority of the coverage, with DirecTV airing 330 hours.

Broadcasters across the North, Central America and Caribbean region transmitted a total of over 222 hours of tournament coverage. The highest levels of coverage were aired across the Caribbean and in El Salvador, with more than 50 hours being shown.

In Europe and Asia, over 120 hours were shown in each region. Broadcasters in Russia, Italy and Malaysia all aired in excess of 40 hours. Mainly due to the wide distribution of Supersport across Africa and Eurosport across Europe, at least 50 territories were reached across each region.

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	67	484:55
South America	10	482:08
North, Central America and Caribbean	27	222:10
Europe	50	136:37
Asia	8	124:53
Oceania	10	84:44
Total	172	1,535:31



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Regional FIFA Beach Soccer World Cup Ravenna/Italy 2011 analysis

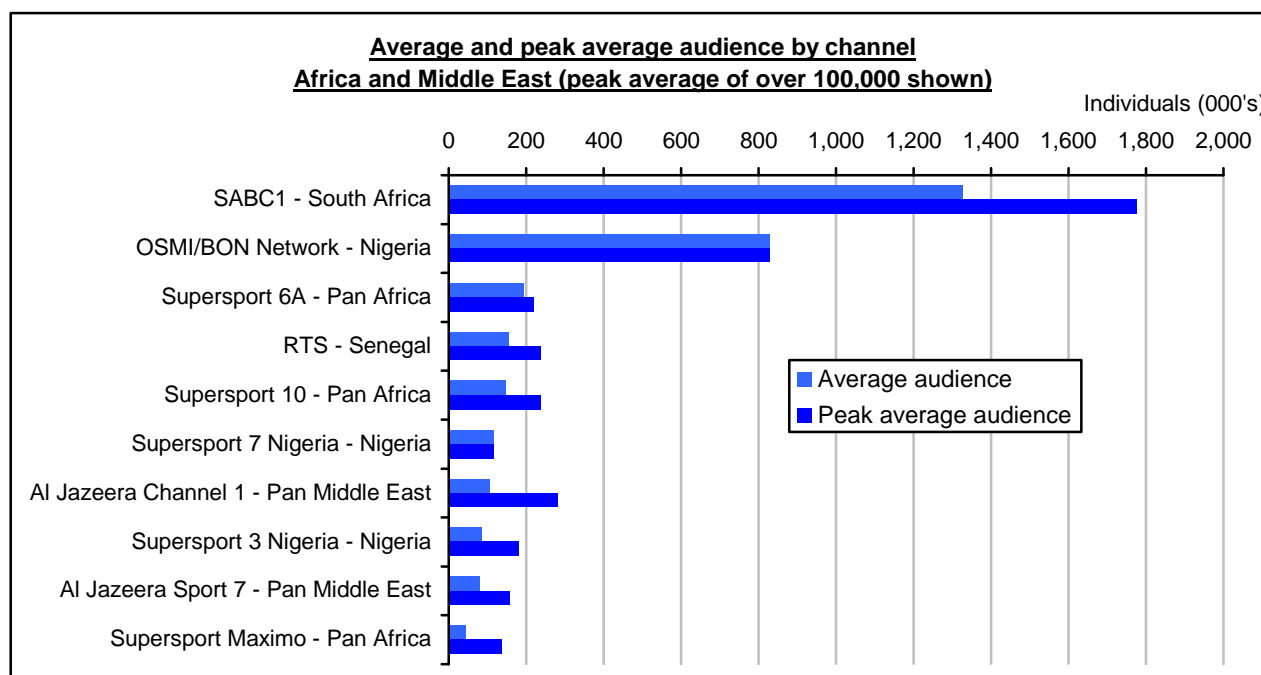
Africa and Middle East

Over 12 million² viewers were reached across the region through the in-home coverage of the event.

In South Africa, 5.9 million people were reached, accounting for almost half of the regional total. The coverage on SABC generated much of this reach, with multiple programmes achieving average audiences of well over one million, including two programmes of over 1.7 million. These audiences from SABC represent the highest of any broadcaster in the region as well as around the world.

Elsewhere, a projected reach of 3.5 million was generated in Nigeria. Much of this was generated by the live programme shown by the OSMI/BON Network⁹, which gained an estimated average audience of 828,000.

Across the Middle East, 959,000 viewers were reached, while in both Senegal and across the rest of Africa via Supersport, more than 800,000 people were projected to have been reached.



² Based on viewers watching a minimum of 20 consecutive minutes of coverage

⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

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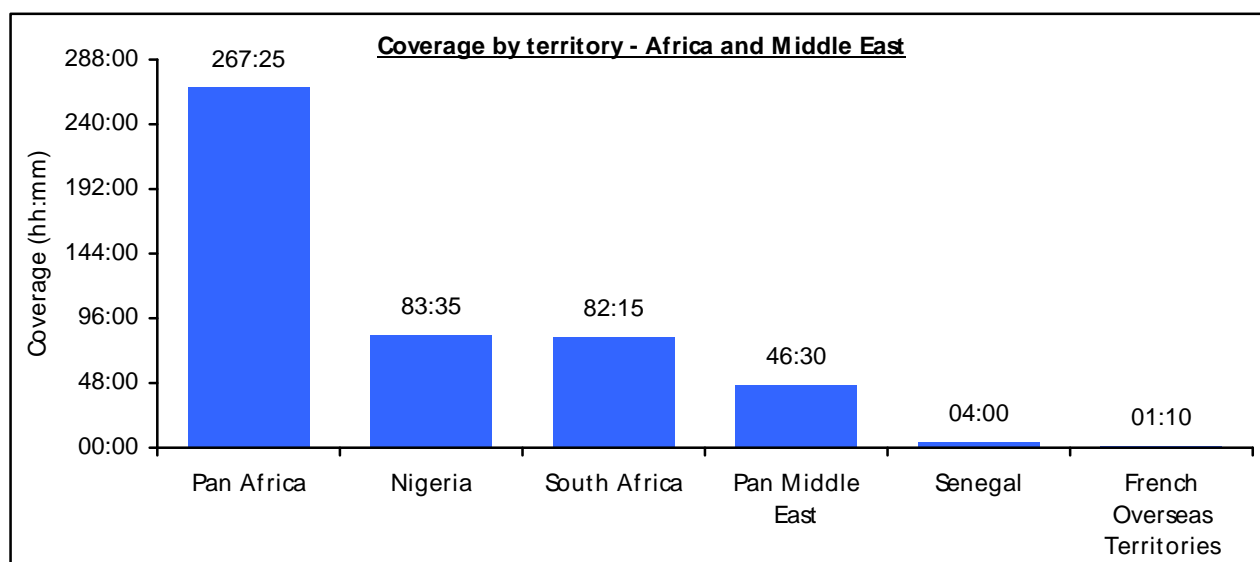
Broadcasters in Africa and the Middle East produced the highest levels of dedicated coverage of any region, showing a total of nearly 485 hours.

The pan-African broadcaster Supersport accounted for the highest levels of coverage in the region, transmitting a total of 267 hours. However, separate Supersport channels are also present in Nigeria and South Africa and as such helped to produce high levels of coverage in both of these territories as well. Overall the SuperSport licensee accounted for 421 hours of coverage.

Viewers in Nigeria were able to watch 83 hours of dedicated FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage, with the SuperSport coverage being supported by further coverage on the OSMI/BON network.

In South Africa, there were a total of 82 hours of coverage for viewers to watch; over 10 hours of which were aired on the free-to-air SABC channels.

Across the Middle East, Al Jazeera showed 46.5 hours of coverage across its channels.



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Asia

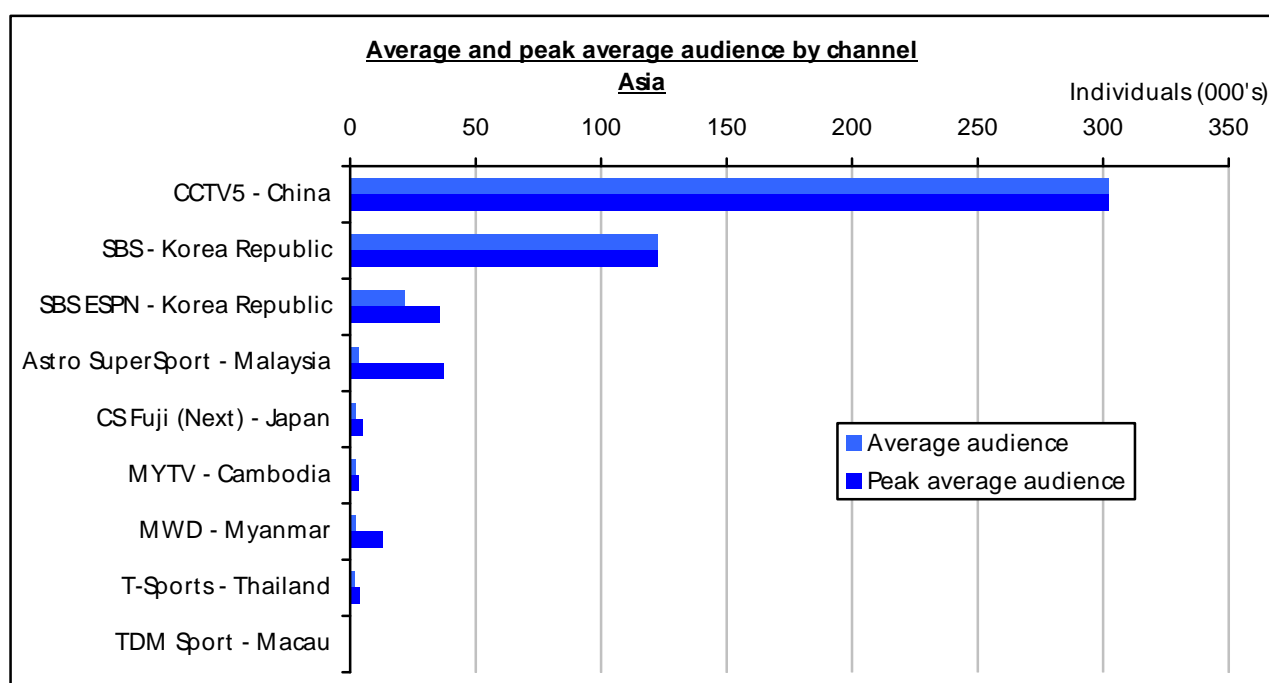
The in-home television coverage of the tournament reached a total of 813,000 viewers throughout Asia².

The highest reach² was achieved in China, where the coverage reached 457,000 individuals². In addition, over 246,000 people were reached in the Korea Republic, therefore these two territories accounted for 86% of the total in the region.

The highest audience in the region was delivered by CCTV5¹⁰ in China, with an average of 302,000 viewers watching the Final match of the FIFA Beach Soccer World Cup 2011.

In the Korea Republic, an average audience of 122,000 watched the SBS¹¹ delayed coverage of the opening match.

The SBS ESPN¹¹ channel in the Korea Republic generated a peak audience of over 35,000, as did Astro Supersport¹² in Malaysia.



² Based on viewers watching a minimum of 20 consecutive minutes of coverage

¹⁰ Channel of the Media Rights Licensee CCTV

¹¹ Channel of the Media Rights Licensee SBS International, Inc.

¹² Channel of the Media Rights Licensee M-League/Astro

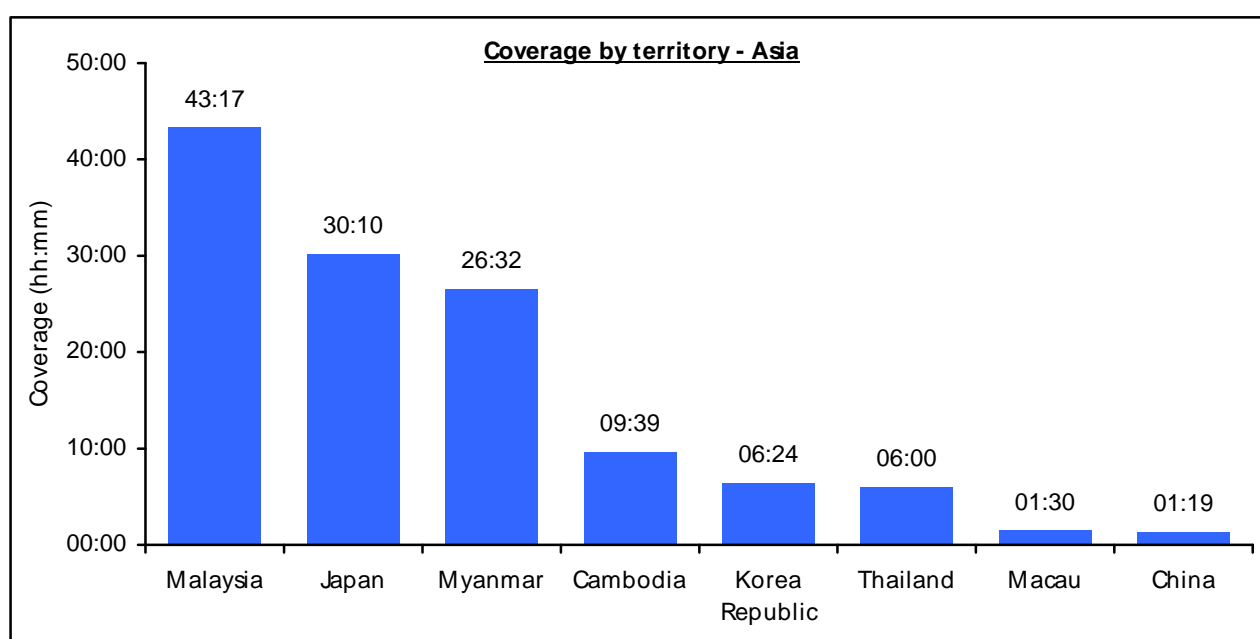
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Asian based broadcasters showed almost 125 hours of FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage.

Coverage totalled 43 hours in Malaysia, while in Japan there were over 30 hours aired and in Myanmar broadcasters showed 26 hours.

Importantly for the reach of the event in the region, there was over an hour aired in China.



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Europe

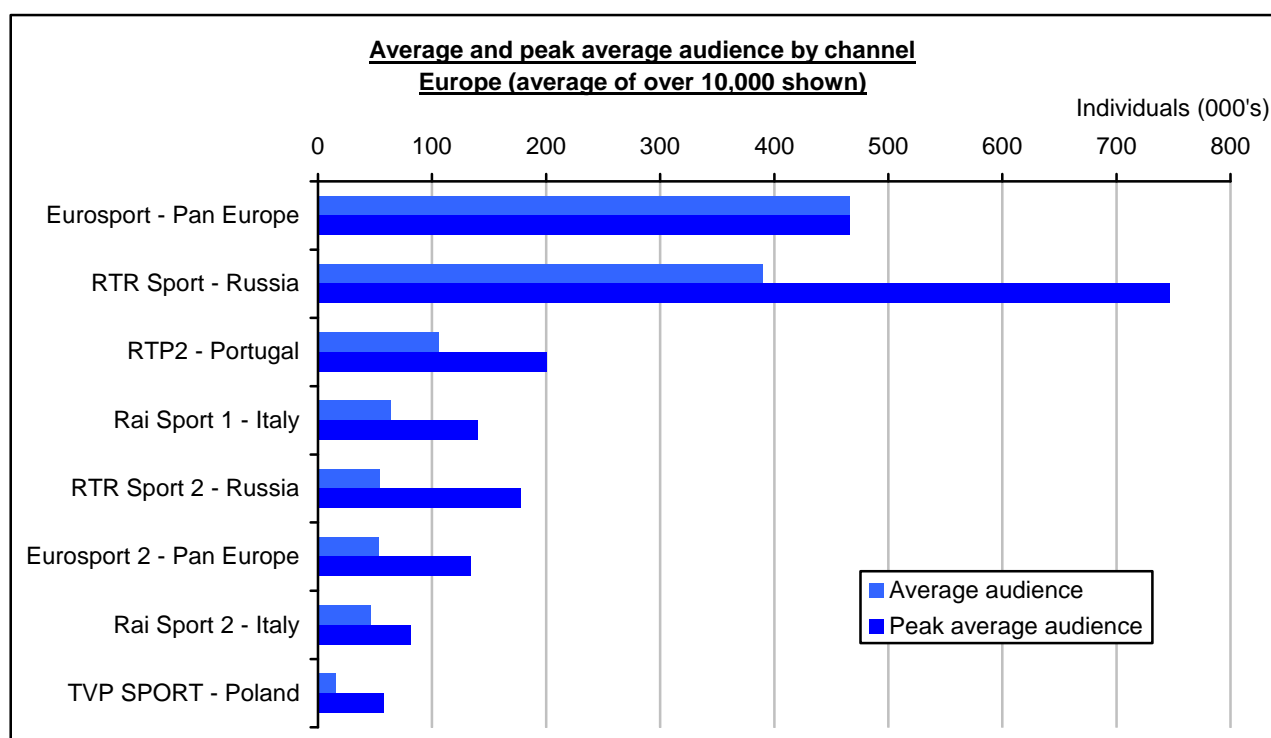
Over 5.5 million viewers were reached² by the in-home television coverage shown across Europe.

A projected reach of 2.5 million² was generated by the coverage in Russia, representing 45% of the total European reach².

Elsewhere, a projected reach of 1.3 million² was produced across Europe via Eurosport and in the host market of Italy 950,000 viewers were reached².

Eurosport achieved an average audience of 466,000 for their live coverage of the Final match; however the highest average audience in the region was delivered by RTR Sport⁶ in Russia. Their live coverage of the Final match attracted an average audience of 746,000.

Peak average audiences of over 100,000 were also achieved by RTP 2¹³ in Portugal, Rai Sport 1¹⁴ in Italy and by Eurosport 2¹⁵ across Europe.



² Based on viewers watching a minimum of 20 consecutive minutes of coverage

⁶ Channel of the Media Rights Licensee EBU/RTR

¹³ Channel of the Media Rights Licensee EBU/RTP

¹⁴ Channel of the Media Rights Licensee RAI

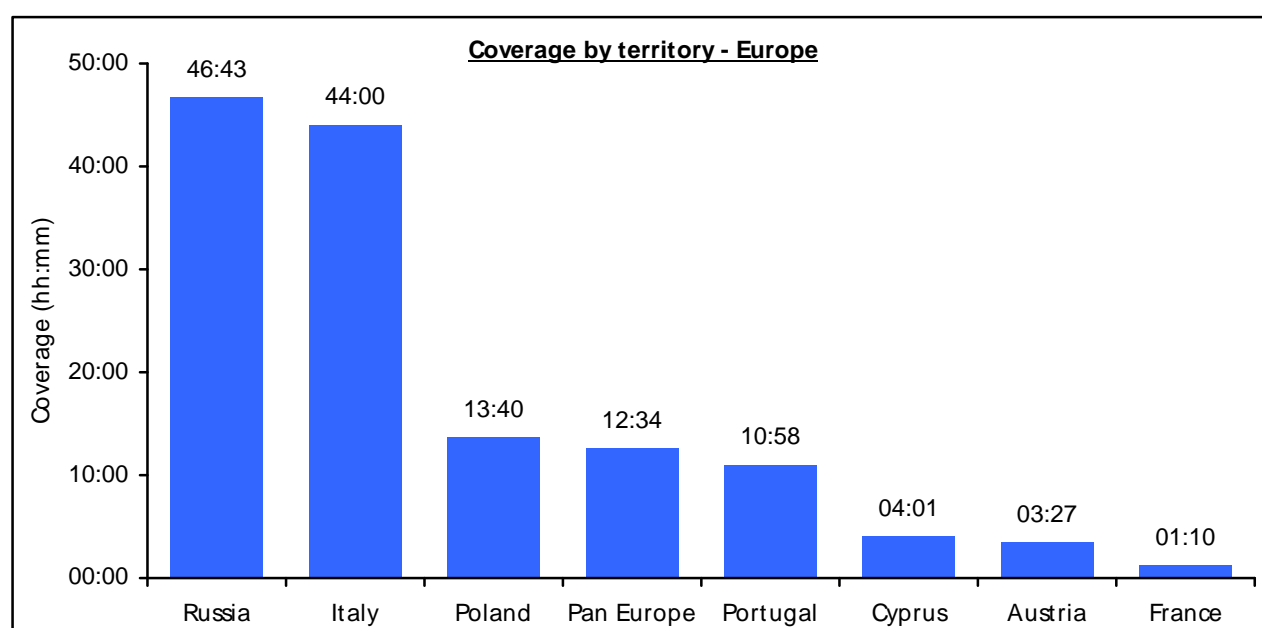
¹⁵ Channel of the Media Rights Licensee Eurosport International



A total of over 136 hours of coverage were broadcast in Europe.

Coverage in both Russia and in the host market of Italy was above 44 hours.

Elsewhere, broadcasters in Poland, Portugal and across Europe via Eurosport all showed over 10 hours.



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North, Central America and Caribbean

A total of over 5.3 million² viewers were reached by the television coverage shown across the region.

Audience reach² was highest in Mexico, where over two million viewers were reached² by the in-home coverage in the territory. In addition, 1.8 million people were projected to have been reached² in El Salvador, therefore together with Mexico accounted for over 70% of the regional total².

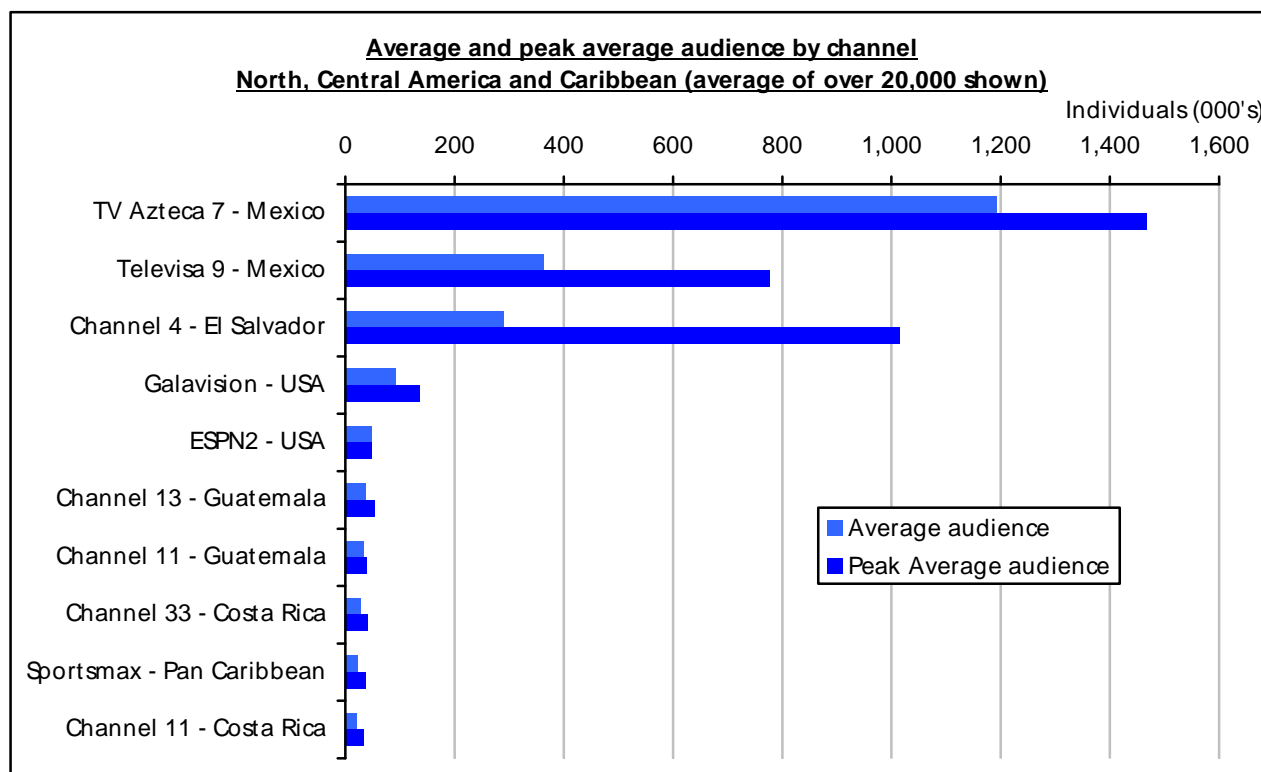
Elsewhere, 774,000 viewers were reached in the USA².

The highest audiences in the region were achieved by TV Azteca 7⁸ in Mexico. On average, close to 1.2 million viewers tuned in to each broadcast, while a peak average of nearly 1.5 million watched their live coverage of the Japan v Mexico match. This represented the second highest audience recorded anywhere around the world outside of South Africa.

Televisa 9¹⁶ in Mexico achieved an average of 364,000 viewers for each broadcast, peaking at an average audience of 778,000 for the live coverage of Mexico v Brazil.

However, Canal 4¹⁷ in El Salvador achieved a peak average audience of over one million, with live coverage of El Salvador v Portugal achieving this level.

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² Based on viewers watching a minimum of 20 consecutive minutes of coverage

⁸ Channel of the Media Rights Licensee OTI/TV Azteca, S.A. de C.V

¹⁶ Channel of the Media Rights Licensee OTI/Televisa, S.A. de C.V.

¹⁷ Channel of the Media Rights Licensee OTI/Telecorporacion Salvadorena

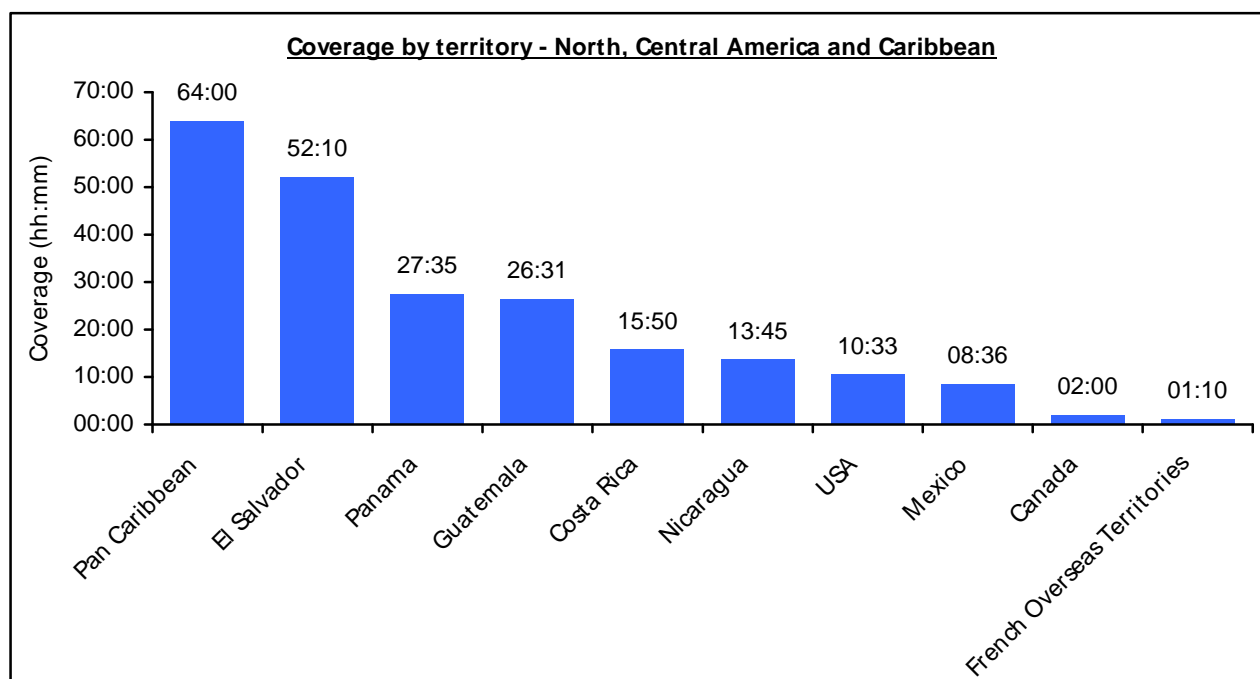
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The broadcasters across the North, Central America and Caribbean region aired a total of over 222 hours of FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage.

Viewers across the Caribbean had access to 64 hours of coverage, while broadcasters in El Salvador transmitted more than 52 hours.

In Panama and Guatemala, the event gained more than 26 hours of coverage, while importantly over 10.5 hours were shown in the USA and over 8.5 aired in Mexico.

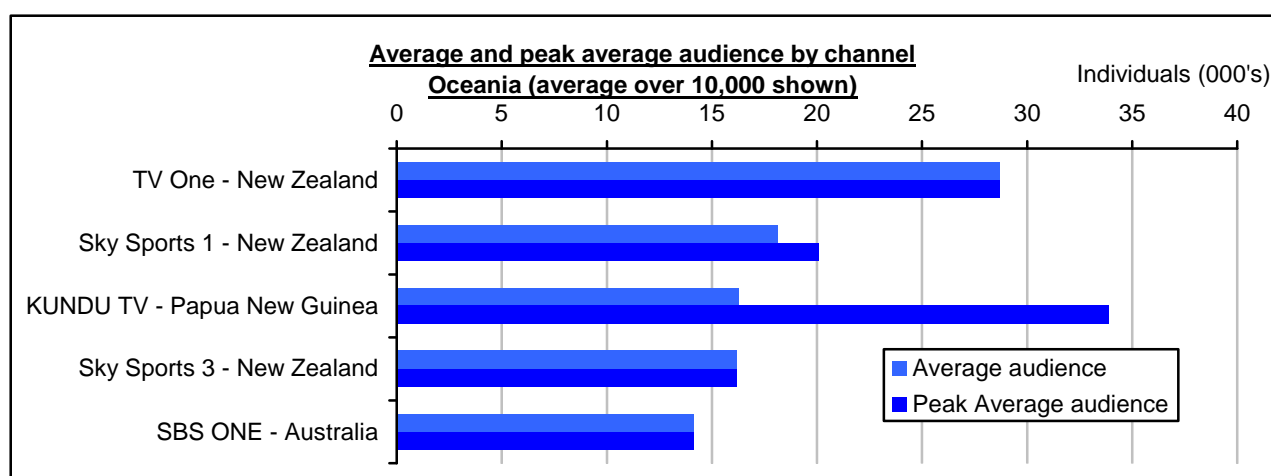


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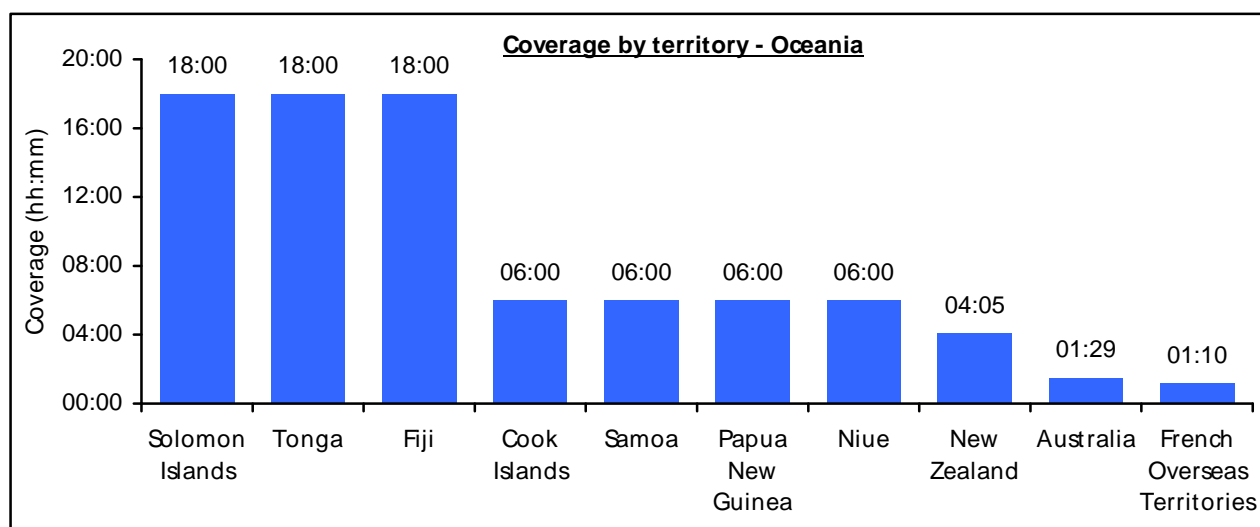
Oceania

A total of over 238,000 people were reached throughout the Oceania region². New Zealand and Papua New Guinea each reached over 80,000 viewers.

TV ONE¹⁸ and Sky Sports 1¹⁹ in New Zealand as well as KUNDU TV²⁰ in Papua New Guinea all generated average audiences of at least 20,000 during the event. SBS ONE²¹ in Australia attracted an average audience of 14,000 for their highlights of the event.



Nearly 85 hours of tournament coverage were shown across Oceania, with three of the Pacific Island territories airing 18 hours of coverage and the remaining four airing six hours each. In New Zealand over four hours were shown and in Australia nearly an hour-and-a-half was aired.



² Based on viewers watching a minimum of 20 consecutive minutes of coverage

¹⁸ Channel of the main Media Rights Licensee SBS Australia's sub licensee TVNZ

¹⁹ Channel of the main Media Rights Licensee SBS Australia's sub licensee Sky Television [Click here to return to "CONTENTS"](#)

²⁰ Sub licensee of the Media Rights Licensee MAI TV; ²¹ Channel of the Media Rights Licensee SBS Australia



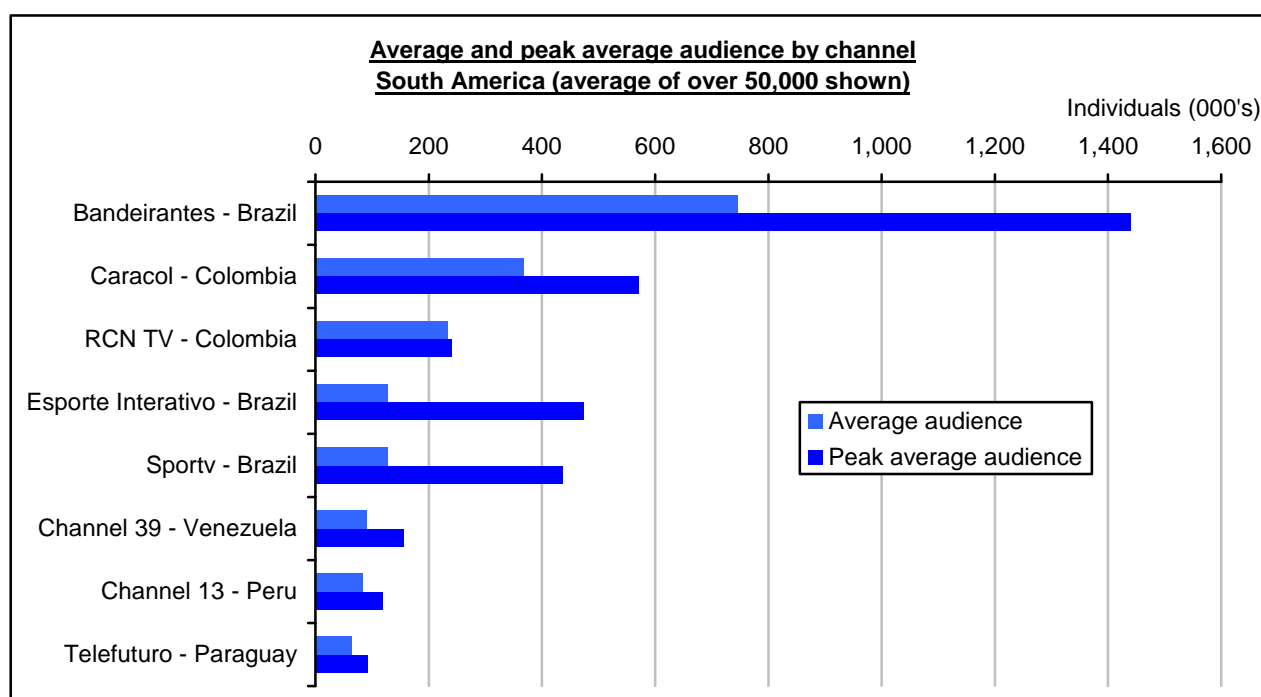
South America

Over 15 million viewers were reached² by the in-home television coverage in South America; higher than any other region and accounting for nearly 40% (38.6%) of the global reach².

Audience reach was highest in Brazil², where 10.6 million people were reached². The reach in Brazil represents 70% of the reach in the region² and 27% of the global reach². A projected reach² of 2.5 million was generated in Colombia, while more than 500,000 people were projected to have been reached in Peru and Venezuela.

Bandeirantes⁵ in Brazil offered by far the highest audiences in South America. The programming on the channel gained an average of 746,000 viewers, while a peak average audience of over 1.4 million was achieved for the delayed coverage of the Final match.

Caracol⁶ in Colombia generated an average audience of 368,000 during the event; also they achieved a peak average audience of 572,000 for delayed coverage of the Final match.



² Based on viewers watching a minimum of 20 consecutive minutes of coverage

⁵ Sub licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A

⁷ Sub licensee of the main Media Rights Licensee OTI

²² Channel of the Media Rights Licensee Globo Comunicação e Participações S/A

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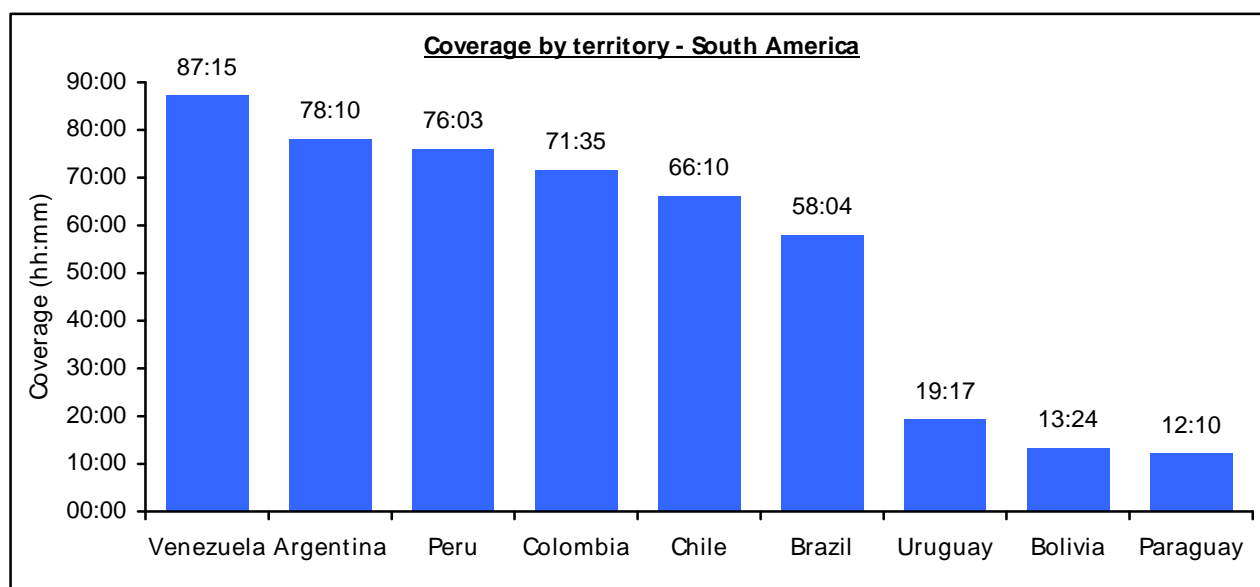


There was over 482 hours of FIFA Beach Soccer World Cup Ravenna/Italy 2011 coverage broadcast in South America.

The majority of the South American coverage was transmitted via the various DirecTV feeds in to the region. Overall, the four DirecTV channels that aired in four different territories showed nearly 331 hours of coverage; 69% of the regional total.

Due to the presence of a DirecTV feed as well as supporting mainstream channels, viewers in Venezuela had access to 87 hours of coverage; the highest of any single territory in the region or around the world.

In Argentina, Peru and Colombia, more than 70 hours of in-home coverage were aired, while in Chile and Brazil over 58 hours were shown.



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Appendix

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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	01:10	1	1.6	00:00	0	0.0	18,503
Nigeria	83:35	55	1.7	41:30	27	1.5	3,533,008
Pan Africa	267:25	176	1.1	127:30	83	0.7	805,862
Pan Middle East	46:30	38	0.8	31:30	26	1.0	959,815
Senegal	04:00	4	2.2	04:00	4	2.2	805,045
South Africa	82:15	68	0.8	39:53	29	0.3	5,926,000
Africa & Middle East total	484:55	342	1.1	244:23	169	0.8	12,048,234

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	09:39	7	0.0	05:59	4	0.0	6,083
China	01:19	1	0.0	01:19	1	0.0	457,000
Japan	30:10	18	0.0	13:20	8	0.0	8,620
Korea Republic	06:24	5	0.1	00:00	0	0.0	245,633
Macau	01:30	1	0.0	01:30	1	0.0	188
Malaysia	43:17	32	0.0	12:22	9	0.1	65,991
Myanmar	26:32	22	0.1	21:40	18	0.0	22,591
Thailand	06:00	4	0.0	06:00	4	0.0	6,945
Asia total	124:53	90	0.0	62:12	45	0.0	813,051

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	03:27	7	0.1	00:00	0	0.0	40,559
Cyprus	04:01	3	0.1	00:00	0	0.0	3,250
France	01:10	1	0.0	00:00	0	0.0	7,450
Italy	44:00	29	0.1	36:55	23	0.1	949,902
Pan Europe	12:34	13	0.0	05:16	5	0.1	1,260,019
Poland	13:40	13	0.0	05:59	5	0.1	156,286
Portugal	10:58	9	1.1	00:00	0	0.0	636,000
Russia	46:43	39	0.2	37:37	31	0.2	2,460,000
Europe total	136:37	114	0.2	85:48	64	0.1	5,513,465

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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	0.0	00:00	0	0.0	85,368
Costa Rica	15:50	11	0.5	06:00	4	0.6	139,709
El Salvador	52:10	34	4.4	44:40	29	4.5	1,786,899
French Overseas Territories	01:10	1	0.1	00:00	0	0.0	515
Guatemala	26:31	32	0.6	26:31	32	0.6	187,487
Mexico	08:36	7	0.8	08:36	7	0.8	2,022,153
Nicaragua	13:45	7	0.2	03:50	2	0.8	110,071
Pan Caribbean	64:00	32	0.7	64:00	32	0.7	129,232
Panama	27:35	19	0.6	25:50	18	0.6	81,863
USA	10:33	6	0.0	01:40	1	0.0	774,000
North, Central America & Caribbean total	222:10	150	1.4	181:07	125	1.6	5,317,297

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	01:29	1	0.1	00:00	0	0.0	20,000
Cook Islands	06:00	6	0.5	03:00	3	0.9	830
Fiji	18:00	18	0.4	09:00	9	0.8	21,283
French Overseas Territories	01:10	1	0.5	00:00	0	0.0	1,346
New Zealand	04:05	4	0.8	03:36	3	0.9	81,483
Niue	06:00	6	0.5	03:00	3	0.9	19
Papua New Guinea	06:00	6	0.5	03:00	3	0.9	96,192
Samoa	06:00	6	0.5	03:00	3	0.9	2,563
Solomon Islands	18:00	18	0.4	09:00	9	0.8	13,091
Tonga	18:00	18	0.4	09:00	9	0.8	1,485
Oceania total	84:44	84	0.4	42:36	42	0.8	238,292

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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	78:10	51	0.1	45:10	29	0.1	187,864
Bolivia	13:24	8	0.3	08:34	5	0.2	62,060
Brazil	58:04	58	0.3	40:13	36	0.3	10,569,404
Chile	66:10	42	0.1	33:10	20	0.0	31,642
Colombia	71:35	46	0.1	33:10	20	0.0	2,487,761
Paraguay	12:10	8	0.8	00:00	0	0.0	401,524
Peru	76:03	50	0.1	41:24	27	0.1	520,005
Uruguay	19:17	14	0.3	19:17	14	0.3	2,923
Venezuela	87:15	60	0.1	54:15	38	0.2	776,255
South America total	482:08	337	0.2	275:13	189	0.2	15,039,438
Grand total	1535:31	1,117	0.6	891:21	634	0.6	38,969,777

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FIFA Beach Soccer World Cup audience reach analysis comparison

Territory	FIFA Beach Soccer World Cup Dubai 2009 3+ consecutive minute reach	FIFA Beach Soccer World Cup Ravenna/Italy 2011 3+ consecutive minute reach
South Africa	1,120,772	9,199,000
Italy	504,853*	2,779,819
Portugal	1,641,458*	1,572,000
Russia	3,065,431*	4,592,000
UK	219,000	514,000
USA	258,270*	1,831,000
Mexico	5,460,531	7,617,698
Argentina	879,453	824,392
Brazil	17,141,139	20,853,554
China	13,344,000	605,000
Korea Republic	1,293,985	572,164
Australia	453,997*	75,000
Rest of the World	35,702,930*	28,085,207*
Global total	75,161,591	79,120,831

*Projected

Territory	FIFA Beach Soccer World Cup Dubai 2009 20+ consecutive minute reach	FIFA Beach Soccer World Cup Ravenna/Italy 2011 20+ consecutive minute reach
South Africa	599,583	5,926,000
Italy	212,253*	949,902
Portugal	690,109*	636,000
Russia	1,288,782*	2,460,000
UK	92,000	172,000
USA	151,505*	774,000
Mexico	3,380,329	2,022,153
Argentina	320,882	187,864
Brazil	9,293,215	10,569,404
China	3,183,000	457,000
Korea Republic	205,840	245,633
Australia	216,441*	20,000
Rest of the World	16,746,434*	14,549,821*
Global total	33,821,282	38,969,777

*Projected

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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	X
Eurosport	FIFA	Africa Middle East	Algeria		X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Angola	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Angola		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	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			
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			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Burkina Faso		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	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			
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			
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			
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			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Chad		X	X	X	X	X
Al Jazeera Sport	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			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Congo Brazzaville		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Côte d'Ivoire	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Côte d'Ivoire		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	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 Sport	FIFA	Africa Middle East	Djibouti	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Africa Middle East	Egypt	X	X	X	X	X	X
Eurosport	FIFA	Africa Middle East	Egypt		X	X			
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Equatorial Guinea	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Equatorial Guinea		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Eritrea	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Eritrea		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Ethiopia	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Ethiopia		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Gabon	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Gabon		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Gambia	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Gambia		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Ghana	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Ghana		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Guinea Bissau	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Guinea Bissau		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Guinea Conakry	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Guinea Conakry		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Kenya	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Kenya		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Lesotho	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Lesotho		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Liberia	X	X	X			
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	X
Eurosport	FIFA	Africa Middle East	Libya		X	X			
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Madagascar	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Madagascar		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Malawi	X	X	X			
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			
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	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Mauritius	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	X
Eurosport	FIFA	Africa Middle East	Morocco		X	X			
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Mozambique	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Mozambique		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	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			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Niger		X	X	X	X	X
Optima SportsManagement International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa Middle East	Nigeria	X	X	X	X	X	X
Supersport International (PTY) Limited	FIFA	Africa Middle East	Nigeria		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Rwanda	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Rwanda		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Senegal	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa Middle East	Senegal		X	X	X	X	X

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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	Seychelles	X	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		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Sierra Leone		X	X	X	X	X
Al Jazeera Sport	FIFA	Africa Middle East	Somalia	X	X	X	X	X	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	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Swaziland	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Swaziland		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Tanzania	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Tanzania		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Togo	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Togo		X	X	X	X	X
Al Jazeera Sport	FIFA	Africa Middle East	Tunisia	X	X	X	X	X	X
Eurosport	FIFA	Africa Middle East	Tunisia		X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Uganda	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Uganda		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Zambia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Zambia		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Zanzibar	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Zanzibar		X	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa Middle East	Zimbabwe	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa Middle East	Zimbabwe		X	X	X	X	X
International Media Content Ltd	FIFA	Americas	Anguilla	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Anguilla		X	X	X		
International Media Content Ltd	FIFA	Americas	Antigua and Barbuda	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Antigua and Barbuda		X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X		
Torneos y Competencias S.A.	OTI	Americas	Argentina	X	X	X	X		
International Media Content Ltd	FIFA	Americas	Aruba	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Aruba		X	X	X		
TeleAruba N.V.	International Media Content Ltd	Americas	Aruba	X	X	X	X		
International Media Content Ltd	FIFA	Americas	Bahamas	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Bahamas		X	X	X		
International Media Content Ltd	FIFA	Americas	Barbados	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Barbados		X	X	X		
International Media Content Ltd	FIFA	Americas	Belize	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Belize		X	X	X		
International Media Content Ltd	FIFA	Americas	Bermuda	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Bermuda		X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X	X		
Red Uno de Bolivia, S.A.	OTI	Americas	Bolivia	X	X	X	X		
Tarrague	FIFA	Americas	Bolivia		X	X	X	X	X
TSB - Red Unitel (Canal 2)	OTI	Americas	Bolivia	X	X	X	X		
International Media Content Ltd	FIFA	Americas	Bonaire	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Bonaire		X	X	X		
Esporte Interactivo	Globo	Americas	Brazil	X	X	X	X		X
Globo Comunicação e Participações S/A (TV Globo / GloboSat)	FIFA	Americas	Brazil	X	X	X	X		X
TV Bandeirantes	Globo	Americas	Brazil	X	X	X	X		X
International Media Content Ltd	FIFA	Americas	British Virgin Islands	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	British Virgin Islands		X	X	X		
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X
International Media Content Ltd	FIFA	Americas	Cayman Islands	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Cayman Islands		X	X	X		
Canal 13 SpA	OTI	Americas	Chile	X	X	X	X		
DirecTV	Television Nacional de Chile (Canal 7)	Americas	Chile		X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X		
Tarrague	FIFA	Americas	Chile		X	X	X	X	X
Television Nacional de Chile (Canal 7)	OTI	Americas	Chile	X	X	X	X		
Caracol Television, S.A.	OTI	Americas	Colombia	X	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		
Tarrague	FIFA	Americas	Colombia		X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X		
Representaciones Televisivas Repretel, S.A. (Canal 6)	OTI	Americas	Costa Rica	X	X	X	X		
Tarrague	FIFA	Americas	Costa Rica		X	X	X	X	X
Televisora de Costa Rica, S.A. (Canal 7)	OTI	Americas	Costa Rica	X	X	X	X		
International Media Content Ltd	FIFA	Americas	Cuba	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Cuba		X	X	X		
International Media Content Ltd	FIFA	Americas	Curacao	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Curacao		X	X	X		
International Media Content Ltd	FIFA	Americas	Dominica	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Dominica		X	X	X		
International Media Content Ltd	FIFA	Americas	Dominican Republic	X	X	X	X		
SPORTSMAX	International Media Content Ltd	Americas	Dominican Republic		X	X	X		
DirecTV	Canal 2	Americas	Ecuador	X	X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador		X	X	X	X	X
Tarrague	FIFA	Americas	Ecuador	X	X	X	X		
Telecentro Cadena Ecuatoria de TV (Canal 10)	OTI	Americas	Ecuador	X	X	X	X		
Television del Pacifico Teledos, S.A. (Canal 2)	OTI	Americas	Ecuador	X	X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X		
Tarrague	FIFA	Americas	El Salvador		X	X	X	X	X
Telecorporacion Salvadorena (Canales 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X		

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Rights acquired

Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Highlights	News Access	Mobile	Broadband Internet
Al Jazeera Sport	FIFA	Asa	Bahrain	X	X	X	X	X	X
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asa	Brunei	X	X				
M-League Marketing Sdn Bhd	FIFA	Asa	Brunei	X	X	X	X	X	X
CBS - Cambodian Broadcasting Service Co. Ltd.	FIFA	Asa	Cambodia	X	X	X			X
CCTV - China Central Television	FIFA	Asa	China PR	X	X	X	X	X	X
M-League (ISM - Inter-SportsMarketing Sdn Bhd)	FIFA	Asa	Indonesia	X	X	X			
Al Jazeera Sport	FIFA	Asa	Iran	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Iraq	X	X	X	X	X	X
Dentsu Inc.	FIFA	Asa	Japan	X	X	X	X	X	X
Fuji TV	Dentsu	Asa	Japan	X	X				
Al Jazeera Sport	FIFA	Asa	Jordan	X	X	X	X	X	X
Eurosport	FIFA	Asa	Jordan	X	X				
SBS International, Inc.	FIFA	Asa	Korea DPR	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Kuwait	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Lebanon	X	X	X	X	X	X
Eurosport	FIFA	Asa	Lebanon	X	X				
TDM - Teledifusão de Macau S.A.	FIFA	Asa	Macau	X	X	X			
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asa	Malaysia	X	X				
M-League Marketing Sdn Bhd	FIFA	Asa	Malaysia	X	X	X	X	X	X
BEC-TERO Entertainment Pcl	FIFA	Asa	Myanmar	X	X				
Al Jazeera Sport	FIFA	Asa	Oman	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Palestine	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Qatar	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Saudi Arabia	X	X	X	X	X	X
SBS International, Inc.	FIFA	Asa	South Korea	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Syria	X	X	X	X	X	X
Eurosport	FIFA	Asa	Syria	X	X				
Adamas World	FIFA	Asa	Thailand	X	X	X			X
Al Jazeera Sport	FIFA	Asa	United Arab Emirates	X	X	X	X	X	X
Al Jazeera Sport	FIFA	Asa	Yemen	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X	X	X
Eurosport	FIFA	Europe	Albania	X	X	X	X	X	X
RTV - Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X	X	X
TF1 - Télévision Française 1 SA	FIFA	Europe	Andorra	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Armenia	X	X	X	X	X	X
PTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X	X	X
Eurosport	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	FIFA	Europe	Azerbaijan	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X	X	X
Eurosport	FIFA	Europe	Belarus	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X	X	X
Eurosport	FIFA	Europe	Belgium	X	X	X	X	X	X
VRT - Vlaamse Radio en Televisieomroep	EBU	Europe	Belgium	X	X	X	X	X	X
BHRT - Radio televizija Bosne i Hercegovine	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	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
BNT - Balgarska Nacionalna Televizija	EBU	Europe	Bulgaria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X	X	X
Eurosport	FIFA	Europe	Bulgaria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Croatia	X	X	X	X	X	X
CBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X	X	X
Eurosport	FIFA	Europe	Cyprus	X	X	X	X	X	X
CT - 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	FIFA	Europe	Czech Republic	X	X	X	X	X	X
Eurosport	FIFA	Europe	Denmark	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X	X	X
ERR - Eesti Rahvusringhääling - Estonian Public Broadcasting	EBU	Europe	Estonia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Estonia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Finland	X	X	X	X	X	X
Eurosport France	TF1	Europe	France	X	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	FYR Macedonia	X	X	X	X	X	X
Eurosport	FIFA	Europe	FYR Macedonia	X	X	X	X	X	X
RTV - Macedonian Radio and Television	EBU	Europe	FYR Macedonia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Georgia	X	X	X	X	X	X
GT - Georgian Public Broadcasting	EBU	Europe	Georgia	X	X	X	X	X	X
Eurosport	FIFA	Europe	Germany	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X	X	X	X	X
Eurosport	FIFA	Europe	Greece	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X	X	X
Eurosport	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	FIFA	Europe	Iceland	X	X	X	X	X	X
RUV - Ríkisútvarpid (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	FIFA	Europe	Ireland	X	X	X	X	X	X
Eurosport	FIFA	Europe	Ireland	X	X	X	X	X	X
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X	X	X

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				Rights acquired					
Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Highlights	News Access	Mobile	Broadband Internet
ESPN Inc. & ABC	FIFA	Oceania	American Samoa	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X	X	X	X	X
Mai TV	SBS Australia	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 Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Cook Islands	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Fiji	X	X	X	X	X	X
ESPN Inc. & ABC	FIFA	Oceania	Guam	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Kiribati	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Kiribati	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Micronesia	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Micronesia	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Nauru	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X	X	X
Sky Television	SBS Australia	Oceania	New Zealand	X	X	X	X	X	X
TVNZ	SBS Australia	Oceania	New Zealand	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Niue	X	X	X	X	X	X
ESPN Inc. & ABC	FIFA	Oceania	Northern Mariana Islands	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Northern Mariana Islands	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Palau	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Papua New Guinea	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Samoa	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Solomon Islands	X	X	X	X	X	X
Polynésie 1ère	TF1 - Télévision Française 1 SA	Oceania	Tahiti	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Tonga	X	X	X	X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X	X	X
Mai TV	SBS Australia	Oceania	Vanuatu	X	X	X	X	X	X

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Unconfirmed broadcasts

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

Media Rights Licensee	Licensor	Territory
Television Nacional de Chile (Channel 7)	OTI	Chile
Canal 13 SpA	OTI	Chile
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Ecuador
Telecentro Cadena Ecuatoriana de Television (Channel 10)	OTI	Ecuador
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Honduras
Compañía Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Honduras
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Honduras

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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: the highest match audience, where all programmes for a match are considered (i.e. all live, delayed and repeat programmes).

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

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