



FIFA U-20 Women's World Cup Japan 2012

Television Audience Report

Produced for FIFA TV by KantarSport



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 Japan 2012 analysis	11
Regional FIFA U-20 Women's World Cup Japan 2012 analysis	
o Africa and Middle East	15
o Asia	17
o Europe	19
o North, Central America and Caribbean	21
o Oceania	23
o South America	24
Broadband analysis	26
Appendix	
o FIFA U-20 Women's World Cup Japan 2012 broadcast summary by territory	28
o FIFA U-20 Women's World Cup Japan 2012 reach analysis	30
o Media Rights Licensees	31
o Unconfirmed broadcasts	41
o 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.kantarmediauk.com/kantarsport.aspx

[Click here to return to "CONTENTS"](#)



Introduction

The FIFA U-20 Women's World Cup Japan 2012 took place from 19th August to 8th September 2012 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>
 Japan	 Brazil	 Korea DPR	 Ghana
 Mexico	 Italy	 Norway	 USA
 New Zealand	 Nigeria	 Argentina	 Germany
 Switzerland	 Korea Republic	 Canada	 China

Each of the teams played three Group Matches, before the top two teams in each group progressed to the Quarter Finals. The games took place at five venues across Japan, including stadiums in Hiroshima, Kobe, Miyagi, Saitama and Tokyo.

Tokyo hosted the Final between USA and Germany, with USA running out 1-0 winners over the defending champions from 2010 and claiming their 3rd FIFA U-20 Women's World Cup crown.

[Click here to return to "CONTENTS"](#)



Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group Matches	19-Aug-12	19:20	Miyagi	JPN v MEX	4:1 (1:0)
2	Group Matches	19-Aug-12	16:20	Miyagi	NZL v SUI	2:1 (1:0)
3	Group Matches	19-Aug-12	15:00	Saitama	BRA v ITA	1:1 (0:1)
4	Group Matches	19-Aug-12	18:00	Saitama	NGA v KOR	2:0 (1:0)
5	Group Matches	20-Aug-12	16:00	Kobe	PRK v NOR	4:2 (2:1)
6	Group Matches	20-Aug-12	19:00	Kobe	ARG v CAN	0:6 (0:5)
7	Group Matches	20-Aug-12	16:00	Hiroshima	GHA v USA	0:4 (0:1)
8	Group Matches	20-Aug-12	19:00	Hiroshima	GER v CHN	4:0 (2:0)
9	Group Matches	22-Aug-12	16:20	Miyagi	MEX v SUI	2:0 (0:0)
10	Group Matches	22-Aug-12	19:20	Miyagi	JPN v NZL	2:2 (1:2)
11	Group Matches	22-Aug-12	15:00	Saitama	BRA v NGA	1:1 (0:1)
12	Group Matches	22-Aug-12	18:00	Saitama	ITA v KOR	0:2 (0:0)
13	Group Matches	23-Aug-12	16:00	Kobe	PRK v ARG	9:0 (7:0)
14	Group Matches	23-Aug-12	19:00	Kobe	NOR v CAN	2:1 (0:1)
15	Group Matches	23-Aug-12	16:00	Hiroshima	GHA v GER	0:1 (0:0)
16	Group Matches	23-Aug-12	19:00	Hiroshima	USA v CHN	1:1 (1:1)
17	Group Matches	26-Aug-12	16:20	Kobe	ITA v NGA	0:4 (0:2)
18	Group Matches	26-Aug-12	16:20	Tokyo	KOR v BRA	2:0 (0:0)
19	Group Matches	26-Aug-12	19:20	Kobe	MEX v NZL	4:0 (0:0)
20	Group Matches	26-Aug-12	19:20	Tokyo	SUI v JPN	0:4 (0:1)
21	Group Matches	27-Aug-12	16:00	Miyagi	USA v GER	0:3 (0:1)
22	Group Matches	27-Aug-12	16:00	Saitama	CHN v GHA	1:0 (1:0)
23	Group Matches	27-Aug-12	19:00	Miyagi	NOR v ARG	4:1 (1:0)
24	Group Matches	27-Aug-12	19:00	Saitama	CAN v PRK	1:2 (1:1)
25	Quarter Finals	30-Aug-12	16:00	Tokyo	NGA v MEX	1:0 a.e.t.
26	Quarter Finals	30-Aug-12	19:30	Tokyo	JPN v KOR	3:1 (3:1)
27	Quarter Finals	31-Aug-12	19:30	Saitama	PRK v USA	1:2 a.e.t. (1:1, 0:0)
28	Quarter Finals	31-Aug-12	16:00	Saitama	GER v NOR	4:0 (3:0)
29	Semi Finals	04-Sep-12	16:00	Tokyo	NGA v USA	0:2 (0:1)
30	Semi Finals	04-Sep-12	19:30	Tokyo	JPN v GER	0:3 (0:3)
31	3/4 Place	08-Sep-12	15:30	Tokyo	NGA v JPN	1:2 (0:1)
32	Final	08-Sep-12	19:20	Tokyo	USA v GER	1:0 (1:0)

[Click here to return to "CONTENTS"](#)



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 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.

¹[Please refer to Glossary for definition of all terms identified in “CAPITALS”](#)



Top-line coverage and audience summary

Total broadcast hours:	2,766 (+5.2%)
Total territories reached:	174 (-6.5%)
Total in-home audience reach (20+ consecutive minutes):	85.6 million (+10.3%)
Total in-home audience reach (3+ consecutive minutes):	174.5 million (+23.7%)
Average global in-home audience per live match:	2.6 million (-7.7%)
Highest global in-home audience (FIFA U-20 Women's World Cup 2012 Quarter Final; JPN v KOR):	15.7 million (+19.8%)

(all % in parenthesis are compared to FIFA U-20 Women's World Cup Germany 2010)

[Click here to return to "CONTENTS"](#)



Executive summary¹

The in-home television coverage of the FIFA U-20 Women's World Cup Japan 2012 reached 174.5 million (+23.7% vs. 2010) people around the world, based on viewers watching a minimum of three (3) consecutive minutes of coverage. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the FIFA U-20 Women's World Cup Japan 2012 reached 85.6 million viewers (+10.3% vs. 2010).

To establish the audience reach for the FIFA U-20 Women's World Cup Japan 2012, FIFA sourced audience reach from all markets within this report.

Other highlights of the FIFA U-20 Women's World Cup Japan 2012 included:

- Each live match was watched by an average in-home global audience of 2.6 million.
- The peak audience was for the Quarter Final Japan v Korea Republic match with a total audience of over 15 million viewers.
- The highest audiences were recorded in the host market Japan. Across the 5 live matches on Fuji TV an average audience of 8.3 million was achieved. The Japan v Korea Republic Quarter Final attracted an average audience of over 13.3 million viewers.
- Reach was highest in Japan, where 43.6 million viewers were reached².
- Elsewhere, more than 4 million viewers were reached² in China (7.8 million), South Africa (6.7 million), and Brazil (4.3 million).
- A total of over 2,766 hours of FIFA U-20 Women's World Cup Japan 2012 [“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 1,282 hours were broadcast. The majority of this coverage was supplied by the Supersport licensee (1,077 hours).
- The highest ratings ([“TVR%”](#)) were produced by channels in Japan and South Africa. An average live TVR% of 6.5% was achieved across Japan by Fuji TV with SABC 1 South Africa averaging 2.2% across their live fixtures. The highest of these was a rating of 10.5% for the Quarter Final Japan v Korea Republic live match programming on Fuji TV in Japan.
- The highest [“MARKET SHARE”](#) during the FIFA U-20 Women's World Cup Japan 2012 was achieved in South Africa, where the early morning delayed coverage of the Japan v Korea Republic match gained 42.1% of all television viewers during the game. In addition, market shares of more than 15% were achieved in Japan and Mexico.

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

² Based on viewers watching a minimum of 20 consecutive minutes



Key Market Summaries¹

Australia

Coverage (hh:mm): 03:39

Audience reach²: 38,000

Live Match [“AVERAGE AUDIENCE”](#): 18,725

[“PEAK MATCH AUDIENCE”](#): 18,725

Brazil

Coverage (hh:mm): 41:55

Audience reach²: 4.3m

Live match average audience: 0.3m

Peak match audience: 0.9m

Canada

Coverage (hh:mm): 20:45

Audience reach²: 0.2m

Live match average audience: 11,100

Peak match audience: 28,450

China

Coverage (hh:mm): 19:28

Audience reach²: 7.8m

Live match average audience: 1.2m

Peak match audience: 1.9m

Italy

Coverage (hh:mm): 65:07

Audience reach²: 0.9m

Live match average audience: 37,910

Peak match audience: 0.1m

Japan

Coverage (hh:mm): 164:55

Audience reach²: 43.6m

Live match average audience: 1.6m

Peak match audience: 13.3m

Korea Republic

Coverage (hh:mm): 56:34

Audience reach²: 2.1m

Live match average audience: 0.1m

Peak match audience: 0.4m

Mexico

Coverage (hh:mm): 33:02

Audience reach²: 3.4m

Live match average audience: 0.2m

Peak match audience: 0.4m

South Africa

Coverage (hh:mm): 342:31

Audience reach²: 6.7m

Live match average audience: 0.1m

Peak match audience: 1.1m

USA

Coverage (hh:mm): 61:28

Audience reach²: 0.1m

Live match average audience: 15,468

Peak match audience: 80,644

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

² Based on viewers watching a minimum of 20 consecutive minutes

[Click here to return to “CONTENTS”](#)



In-home data sources and methodology¹

The majority of schedules and programming were sourced from the official television auditing agencies in markets, or in some cases directly from the FIFA [“MEDIA RIGHTS LICENSEES \(MRLs\)”](#). 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 Matches / 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.

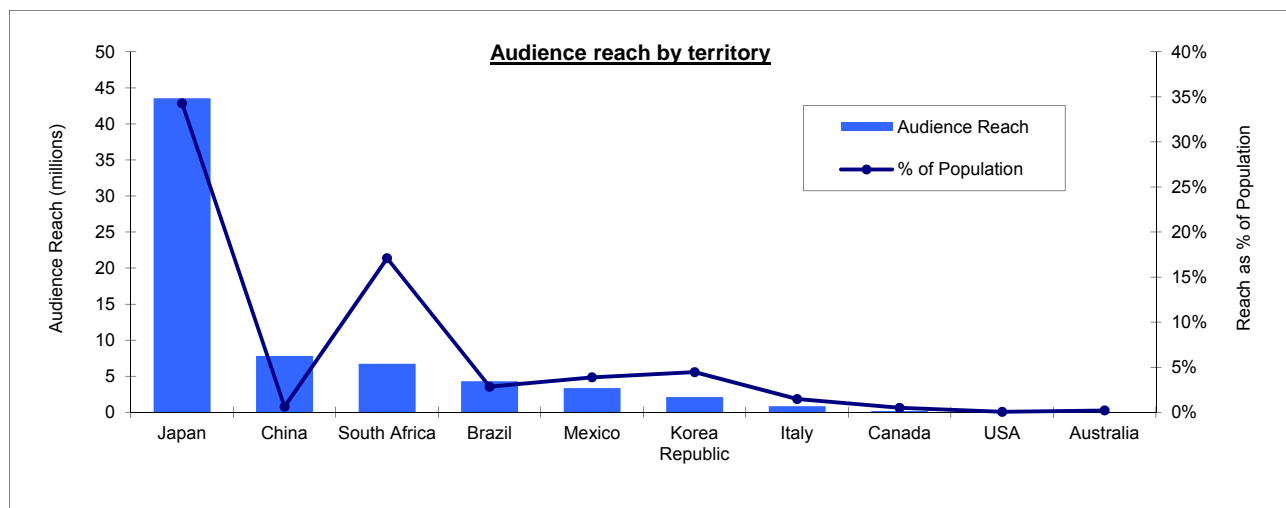
¹ [Please refer to Glossary for definition of all terms identified in “CAPITALS”](#)



Global FIFA U-20 Women's World Cup Japan 2012 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 Japan 2012 was 85.6 million. However, when analysing the '3 minute' audience reach, a total of 174.5 million was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from each market within this report. 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 Japan 2012 coverage.



Audience reach² was over 43.6 million in Japan, which represents close to 35% of the population. Fuji TV broadcast coverage for the host market and achieved a top average audience of 13.3 million for the Japan v Korea Republic Quarter Final.

Brazil's reach² of 4.3 million was largely generated by the live coverage on Bandeirantes where the average live audiences were over 0.5 million. A peak audience of 0.9 million viewers was achieved for the USA v Germany Final.

In China (7.8 million²) and South Africa (6.7 million²), the in-home television coverage reached more than 14 million viewers². The reach in South Africa was achieved mainly by the coverage on SABC where the opening fixture Japan v Mexico was watched by an average of 1.1 million viewers. The higher audiences in China were during the delayed coverage in the evenings on CCTV-5, with USA v China attracting an average audience of 1.8 million viewers. Overall reach in China is up 680% compared with 2010. A better timezone coupled with China competing in 2012 and not in 2010 contributed to this increase.

Audience reach has dropped (from 1.5 million in 2010 to 0.1 million in 2012) in the USA. This is partly due to timezone, the single ESPN2 live match aired at 02:50am in 2012 while in 2010 the equivalent single live match on ESPN2 aired to 11:55am. Also the matches were aired on the recently created Univision Deportes Network which has lower coverage than Galavisión, the broadcasting channel in 2010.

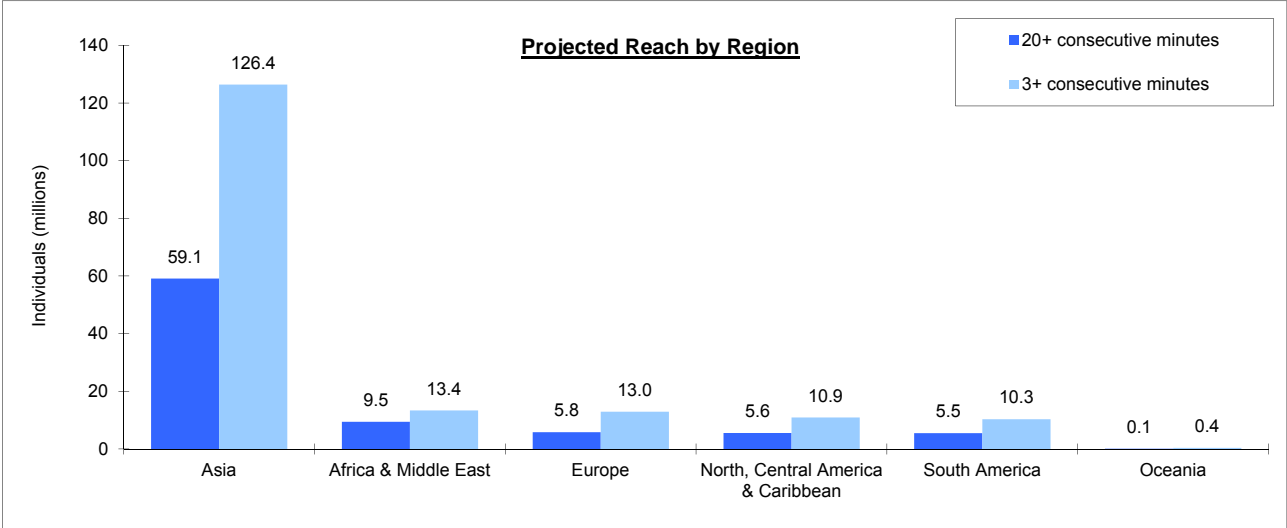
² Based on viewers watching a minimum of 20 consecutive minutes

[Click here to return to "CONTENTS"](#)



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 85.6 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 174.5 million.



The highest reach was in the Asia region (59.1 million²). The in host market Japan totalled 43.6 million², while in China it totalled 7.8 million². Combined, these two territories accounted for 87% of the total reach in the region². Elsewhere, audience reach of over four million² was projected in Indonesia and Korea Republic achieved 2.1 million² reach.

There were 9.5 million individuals reached across Africa & Middle East², with South Africa generating 71.3%² of this total (9.4 million²). Pan Middle East audience reach was projected at 1.1m² with coverage broadcast on Al Jazeera Sport.

In Europe, 5.8 million people were reached² by the in-home television coverage of the event. Eurosport accounted for much of this (4.5 million²), Italy also contributed with 0.9 million².

Across the North, Central America and Caribbean region, a reach of 5.6 million² was generated, with Mexico accounting for the majority of this (3.4 million; 65%²). In El Salvador (1.1 million²), audience reach was projected².

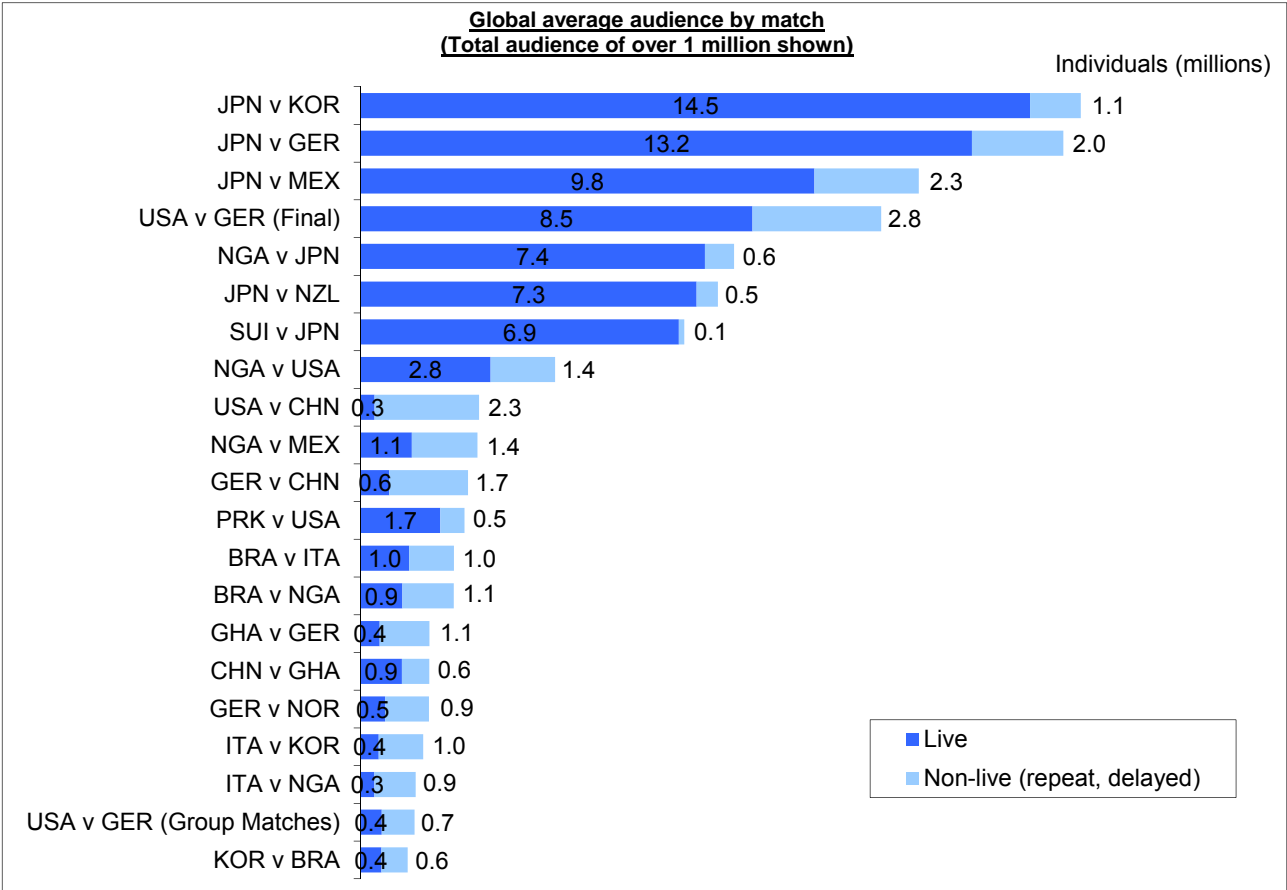
South America produced an audience reach of 5.5 million viewers², with Brazil delivering more than three quarters of this total (4.3million; 78.7%²).

²Based on viewers watching a minimum of 20 consecutive minutes

[Click here to return to "CONTENTS"](#)



The Japan v Korea Republic Quarter Final was the most watched match globally for the FIFA U-20 Women's World Cup Japan 2012. An audience of 14.5 million viewers tuned for the live coverage, the main contributor to this was Fuji TV in Japan with an average of 13.3 million viewers.

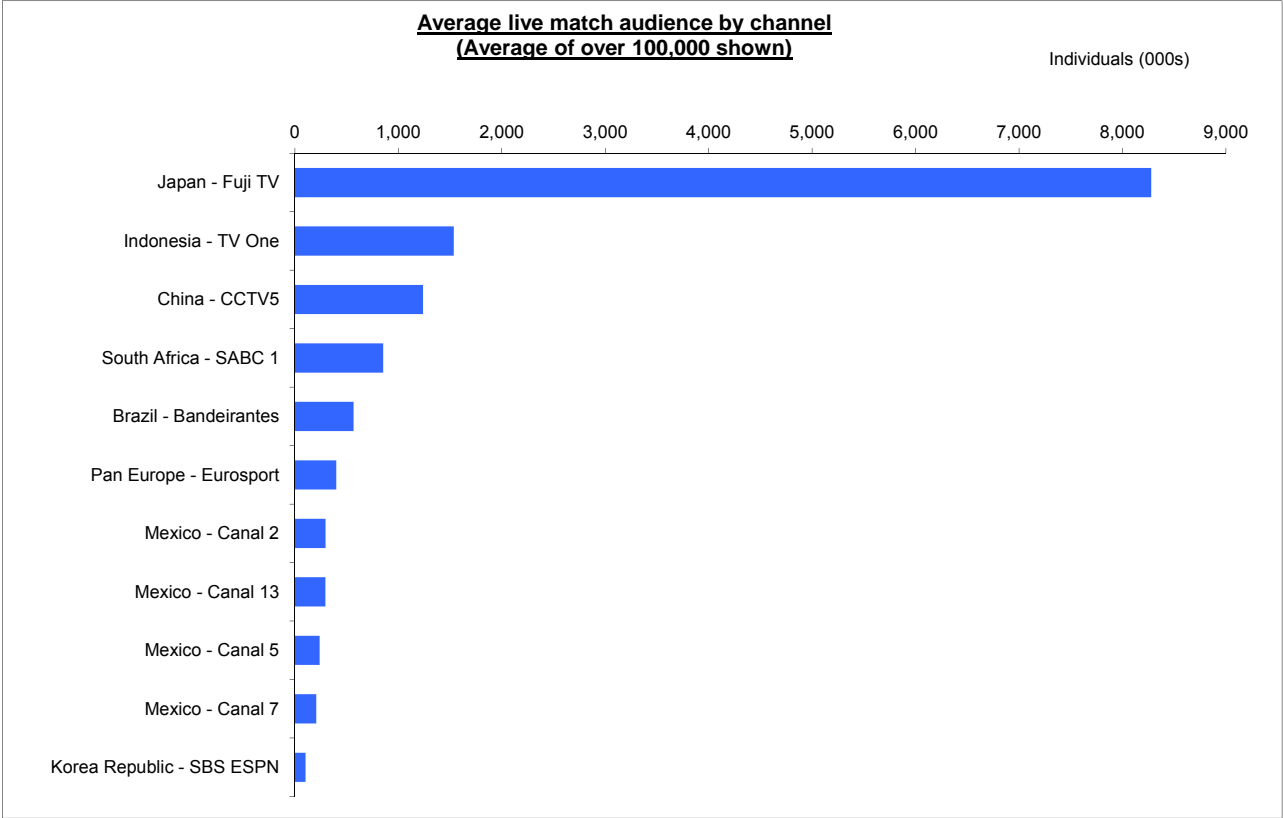


[Click here to return to "CONTENTS"](#)



Fuji TV in Japan generated the highest average audiences for live games. The host market achieved an average audience of over 13.3 million for the one live match aired (JPN v KOR), this is the highest individual audience of any channel around the world. Indonesia broadcast coverage on TV One, attracting an average live audience of 1.5 million viewers. CCTV5 in China broadcast 2 live matches in 2012, achieving an average audience of 0.7 million, however the delayed coverage across China attracted an average audience of 1.6 million viewers.

Another 4 markets averaged over 100,000 viewers for live match broadcasts including South Africa, Brazil, Mexico and Korea Republic.



[Click here to return to "CONTENTS"](#)



A total of over 2,766 hours of FIFA U-20 Women's World Cup Japan 2012 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 1,280 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 (1,077 hours) across 14 separate channels in the region. In addition, Al Jazeera aired more than 151 hours across the Middle East.

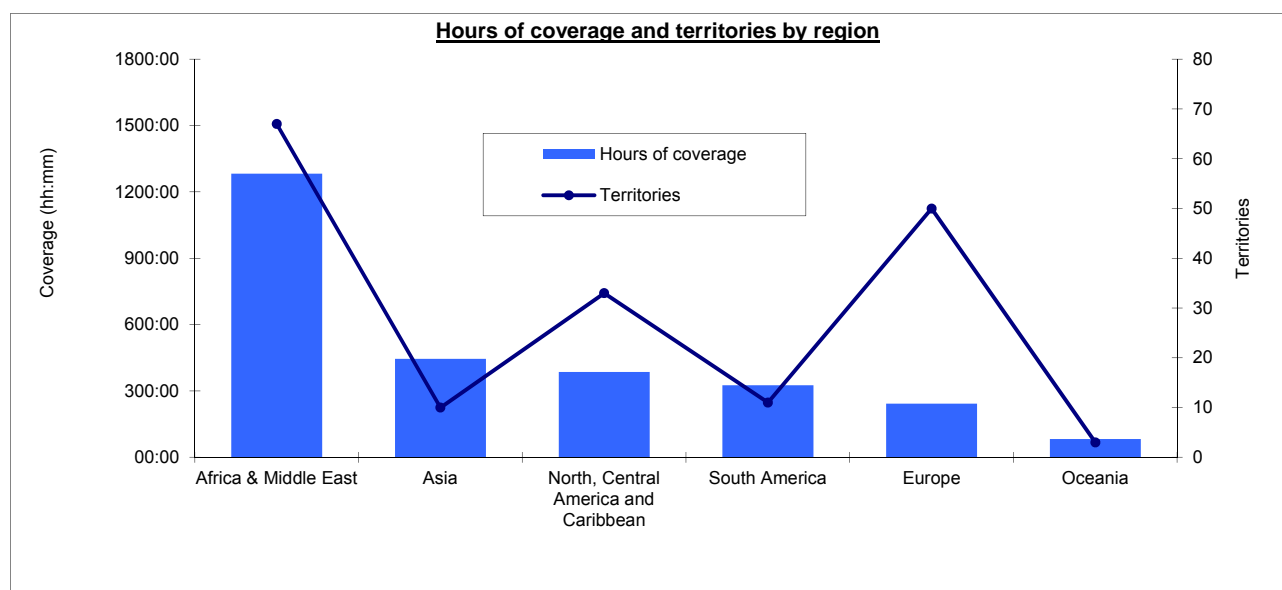
In Asia, licensees aired a total of 445 hours of coverage. The highest levels were shown in Japan (165 hours) and Malaysia (81 hours), while significant output was broadcast in Myanmar (64 hours).

Across North, Central America and Caribbean over 386 hours of coverage were broadcast, with Guatemala showing the most coverage (64 hours). There were over 326 hours of coverage aired across the South American region, with the highest levels being derived from Peru (54 hours).

Europe broadcast 242 hours with Eurosport showing the highest levels (94 hours). Eurosport also accounted for a high number of territories, allowing for 50 territories in Europe to have been reached.

A further 82 hours were shown across Oceania, with broadcasters in the French Overseas Territories accounting for the highest levels (53 hours).

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	67	1282:56
Asia	10	445:43
North, Central America and Caribbean	33	386:20
South America	11	326:04
Europe	50	242:52
Oceania	3	82:36
Total	174	2766:33



[Click here to return to "CONTENTS"](#)



Regional FIFA U-20 Women's World Cup Japan 2012 analysis

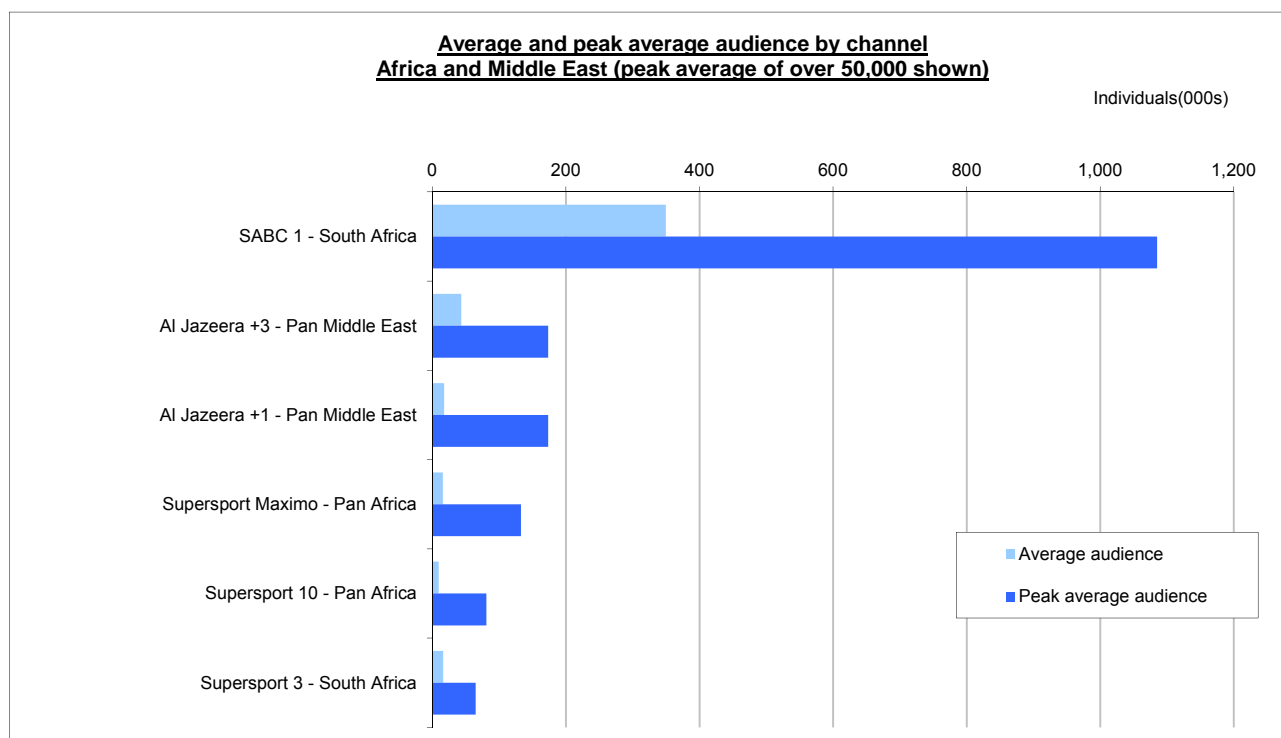
Africa and Middle East

A projected reach of 9.5 million individuals² was generated across the region by the in-home coverage of the tournament.

The large majority (71.3%) of the audience reach² was produced by SABC 1³ in South Africa with 6.7 million viewers².

Elsewhere, across the Middle East the Al Jazeera coverage reached a projected 1.1 million viewers in-home².

The highest audiences in the region were delivered by the SABC 1³ in South Africa, with their programming achieving an average of over 0.3 million viewers. The highest rated programme was the opening match Japan v Mexico, generating an average audience of 1.1 million.



² Based on viewers watching a minimum of 20 consecutive minutes

³ Channel of the Media Rights Licensee SABC

[Click here to return to "CONTENTS"](#)

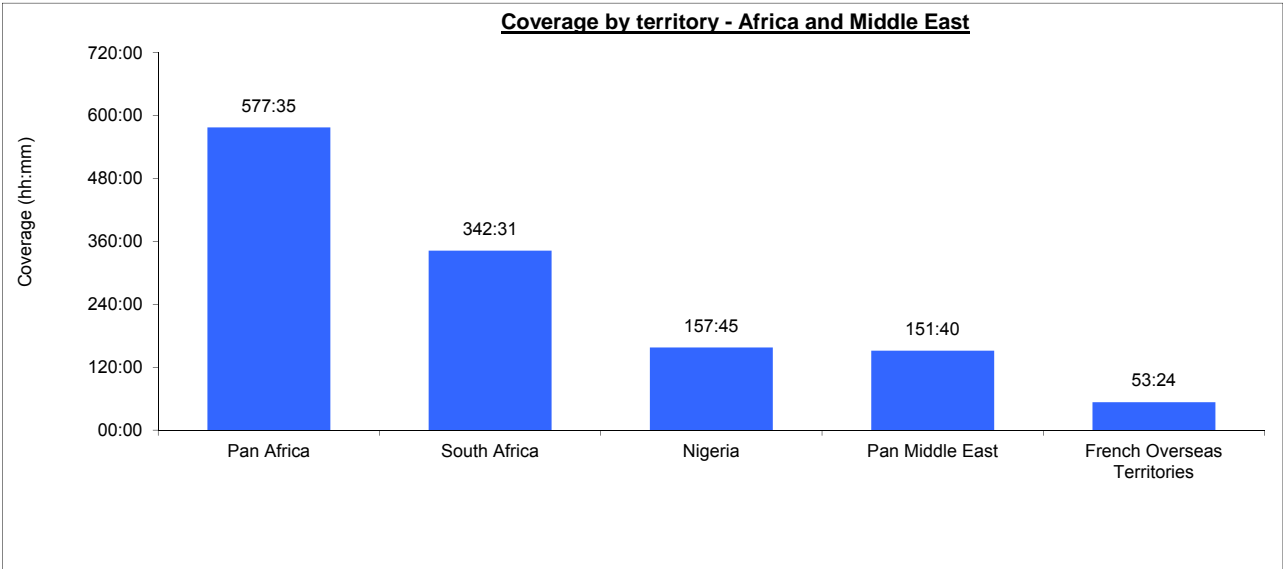


More than 1,280 hours of FIFA U-20 Women's World Cup Japan 2012 coverage was broadcast in the Africa and Middle East region; representing the highest of any region and 50% of the global total.

The Pan Africa SuperSport channels accounted for a combined total of over 577 hours of tournament coverage. SuperSport also had feeds going directly in to South Africa as well as Nigeria, therefore overall, this licensee accounted for a total of 1,077 hours of coverage.

Viewers in South Africa had access to over 342 hours of coverage; with SuperSport coverage being supplemented by the coverage on SABC. Over 157 hours of SuperSport coverage was broadcast across Nigeria.

Audiences across the Middle East were able to watch more than 150 hours of tournament coverage via the Al Jazeera channels.



[Click here to return to "CONTENTS"](#)



Asia

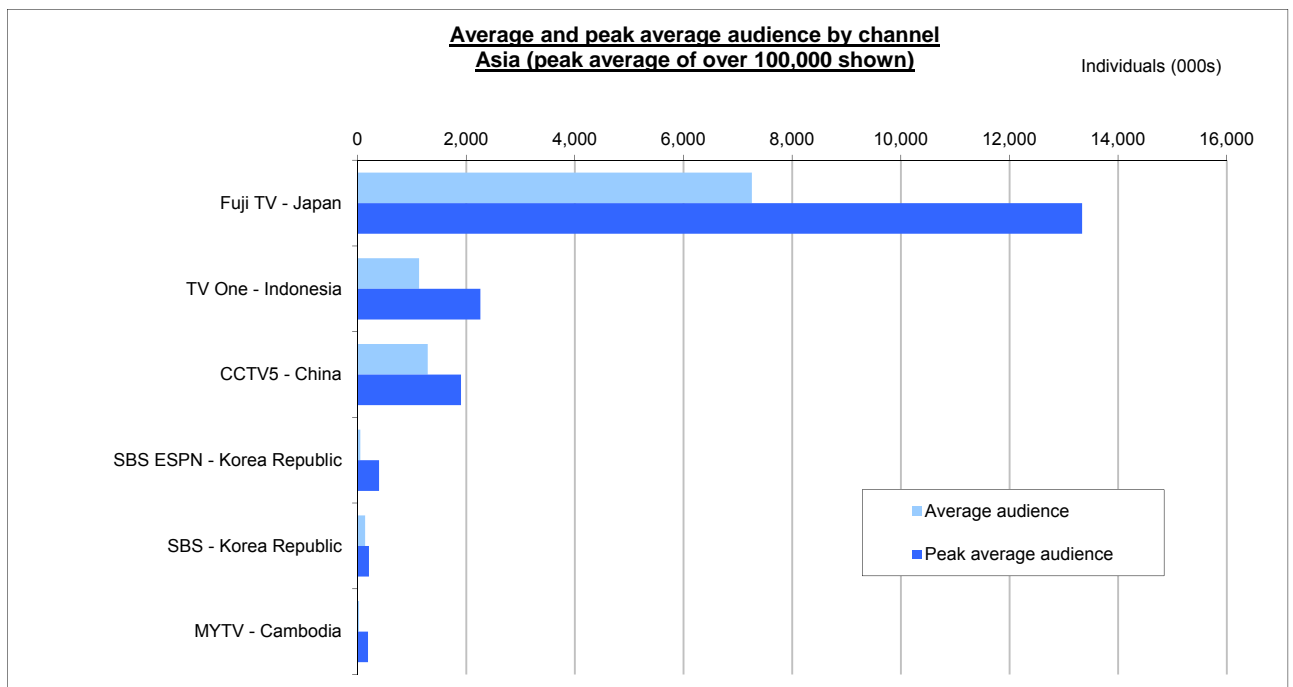
The projected audience reach was 59.1 million individuals² in Asia.

Much of the reach² in Asia (74%) was delivered by host market Japan, where over 43.5 million people were reached².

In other markets, more than 7.8 million people were reached² in China, more than 4.5 million people were projected to have been reached² in Indonesia; while 2.1 million people were reached² in the Korea Republic.

Fuji TV, in host market Japan, achieved the highest peak average audience in the region and the highest of any channel globally. The live coverage of the Japan v Korea Republic Group Phase match achieved an average audience of almost 13.5 million on Fuji TV.

In addition, peak average audiences of more than 200,000 were produced in Indonesia, China and the Korea Republic.



² Based on viewers watching a minimum of 20 consecutive minutes

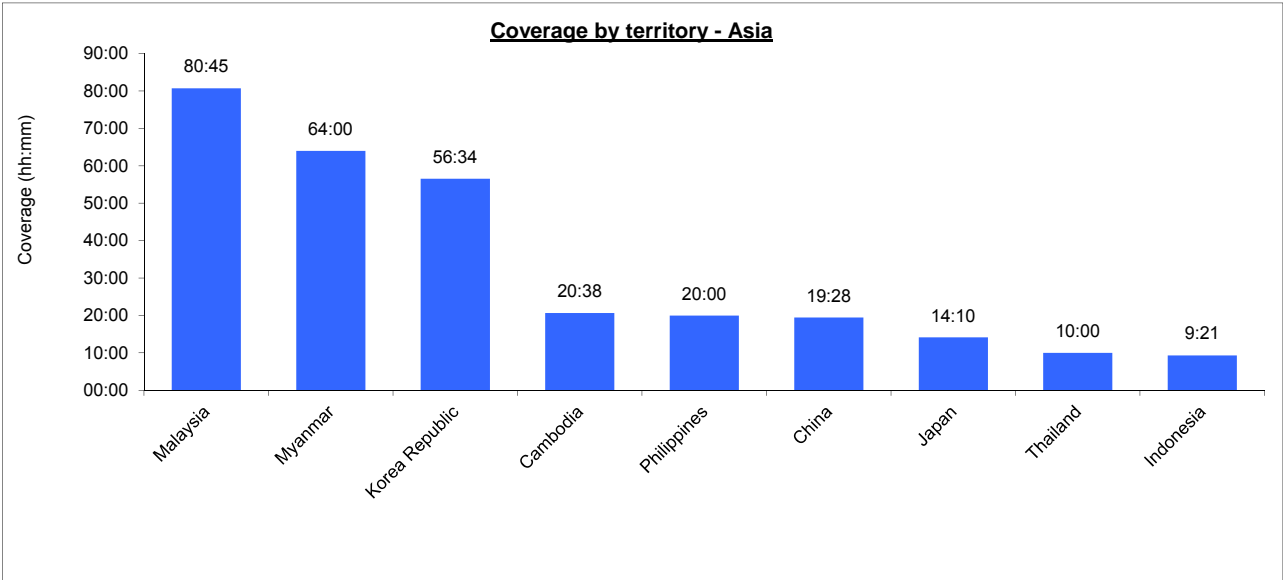


A total of 294 hours of tournament coverage were aired throughout Asia.

Viewers in Malaysia could have seen the highest levels of coverage in the region, with more than 80 hours of tournament coverage being shown.

In Myanmar, viewers had access to 64 hours of coverage, while 56 hours were available to watch in the Korea Republic.

Furthermore, over 20 hours of coverage were broadcast in Cambodia and in the Philippines whilst in China and Japan more than 10 hours were shown.



[Click here to return to "CONTENTS"](#)



Europe

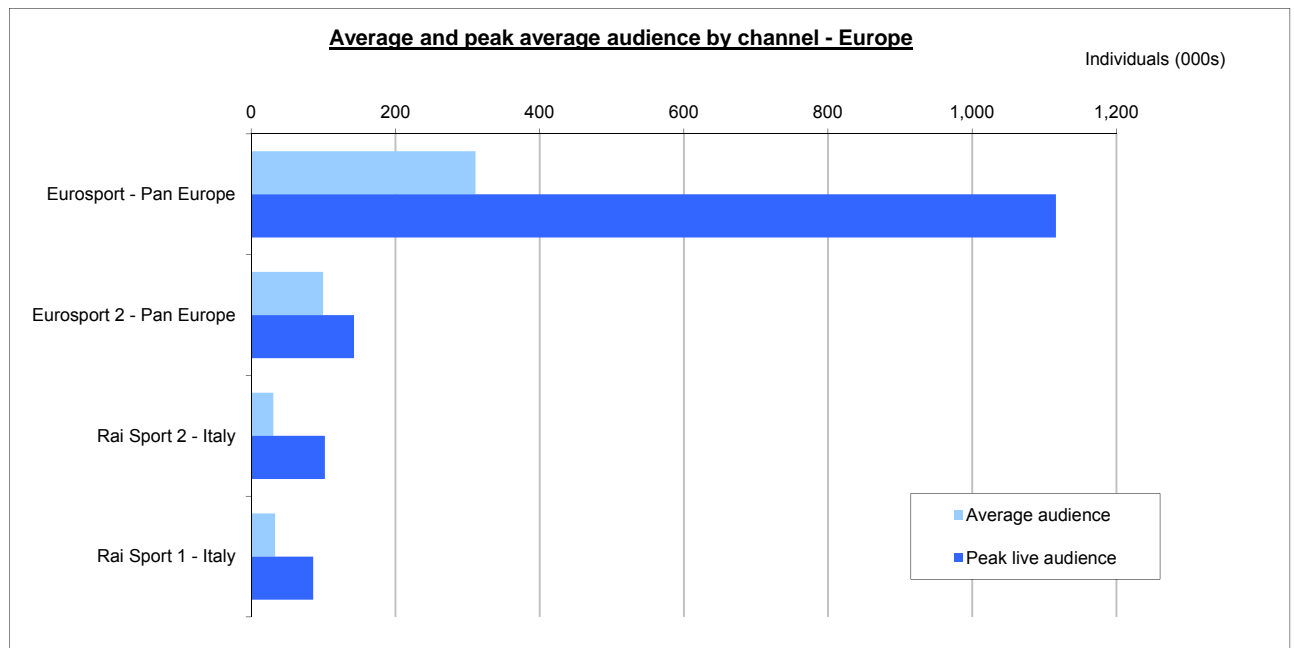
Over 5.5 million individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Japan 2012.

The majority of the audience reach in Europe was generated by Eurosport, which was projected to have reached more than 4.5 million viewers².

In addition, over 0.8 million people were reached² in Italy.

The highest audiences in Europe were generated by Eurosport, with an average of 0.3m viewers watching each programme and a peak average audience of nearly 1.1 million watching the USA v Germany Final live match.

Rai Sport 1 and 2⁴ broadcast coverage across Italy with a peak average audience of 86,021 and 102,182 respectively.



² Based on viewers watching a minimum of 20 consecutive minutes

⁴ Channel of the Media Rights Licensee RAI - Radiotelevisione Italiana

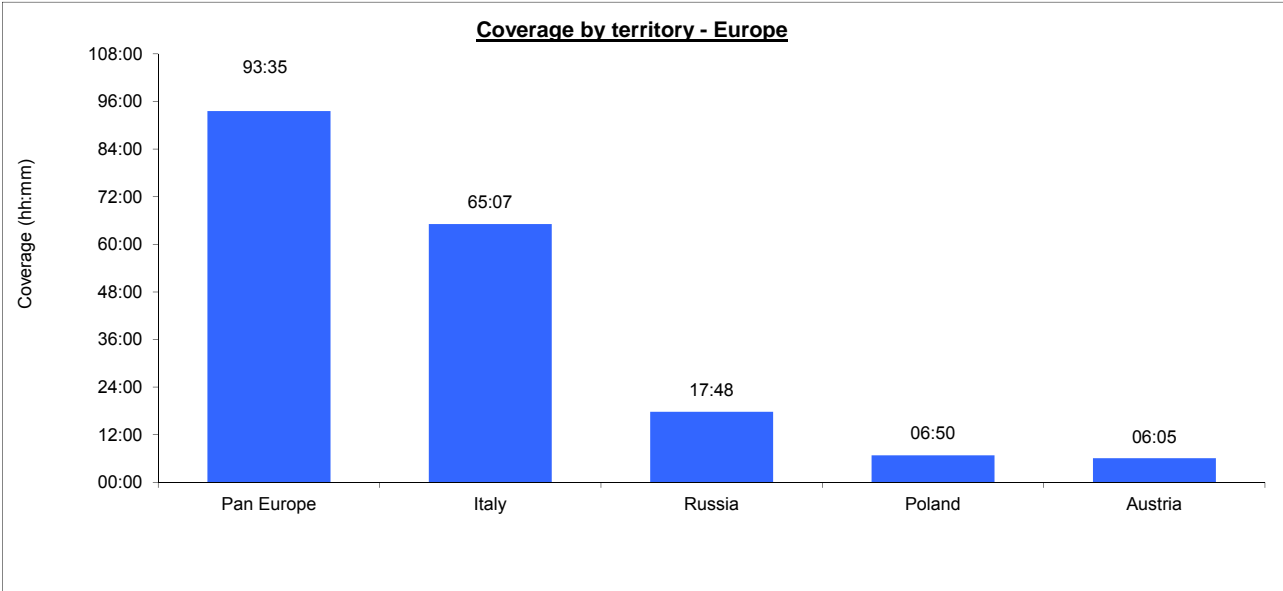
[Click here to return to "CONTENTS"](#)



Licenseses across Europe showed close to 190 hours of FIFA U-20 Women’s World Cup Japan 2012 coverage.

Eurosport across the region generated by far the highest level of coverage, with over 93 hours being broadcast.

Elsewhere, over 65 hours were shown in Italy, while in Russia more than 17 hours of coverage were aired.



[Click here to return to "CONTENTS"](#)



North, Central America & Caribbean

The in-home television coverage across the region reached 5.2 million individuals².

Across Mexico, 3.4 million viewers were reached² by the dedicated coverage of the tournament, this equates to 65%² of the reach in the region.

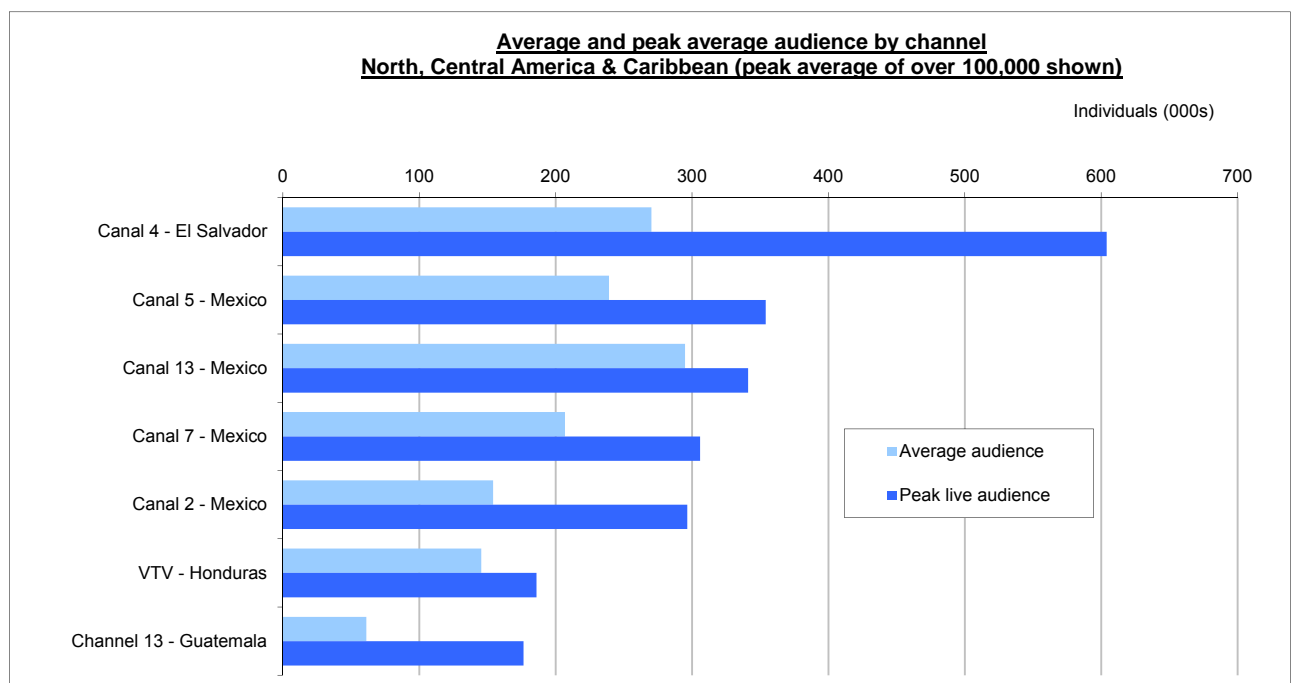
More than one million people were reached in El Salvador (1.1 million²).

The highest audience in the region was delivered by Canal 4⁵ in El Salvador. Their coverage of the Nigeria v Mexico match was watched by an average audience of 0.6 million people.

The live coverage of the same match on Canal 5⁶ in Mexico achieved the second highest single audience in the region; with an average of 0.4 million people watching their coverage. Canal 7⁶ also broadcast this match, receiving an average audience of 0.3 million.

Canal 13⁶ in Mexico also generated a significant audience, with their live coverage of Mexico v New Zealand attracting an average audience of over 0.3 million.

El Salvador and Mexico dominated audiences in this region; however average audiences of more than 150,000 were recorded by broadcasters in Honduras and El Salvador.



² Based on viewers watching a minimum of 20 consecutive minutes

⁵ Channel of the Media Rights Licensee OTI / Telecorporacion Salvadorena (Canal 2, 4, 6)

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

⁷ Channel of the Media Rights Licensee OTI / Televisa S.A. de C.V.

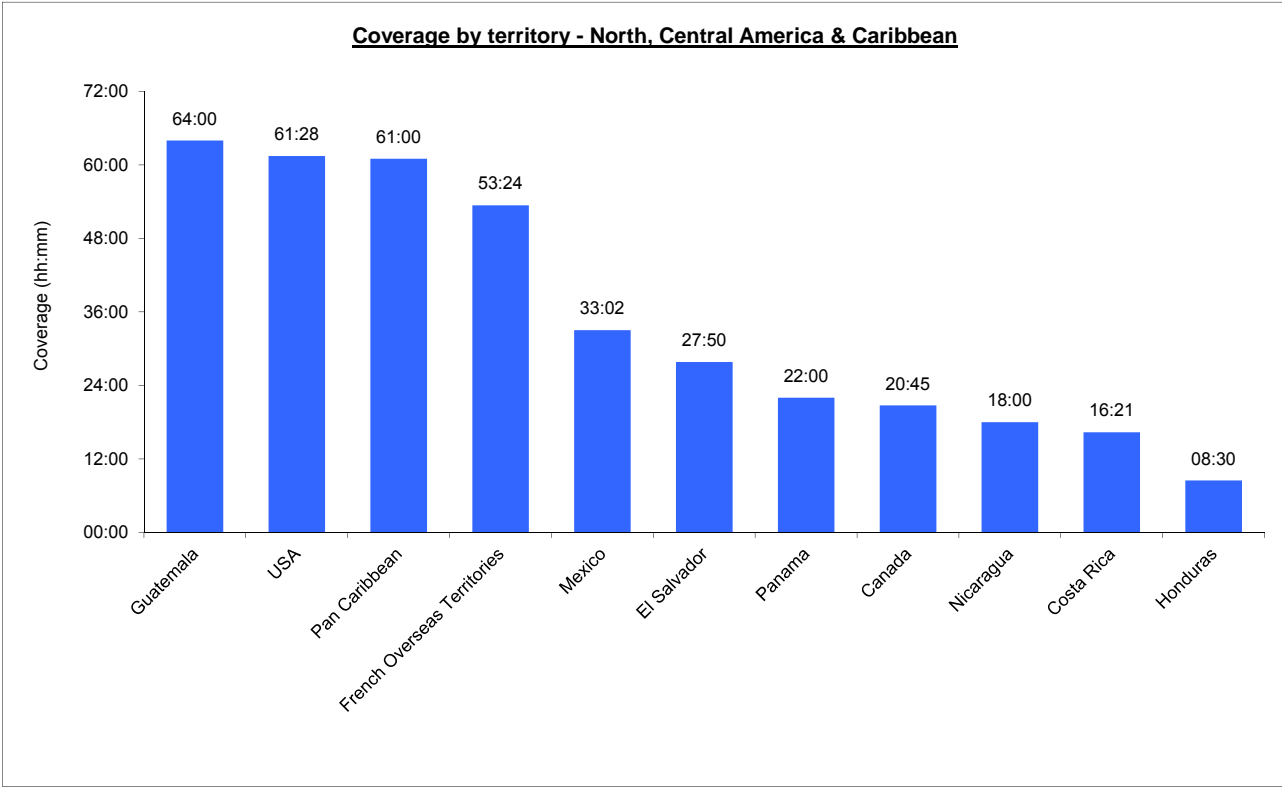
[Click here to return to "CONTENTS"](#)



Over 386 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Viewers in Guatemala, USA and the Caribbean all had access to more than 60 hours of tournament coverage.

Audiences in the French Overseas Territories, Mexico, El Salvador and Canada had over 20 hours of coverage available each.



[Click here to return to "CONTENTS"](#)

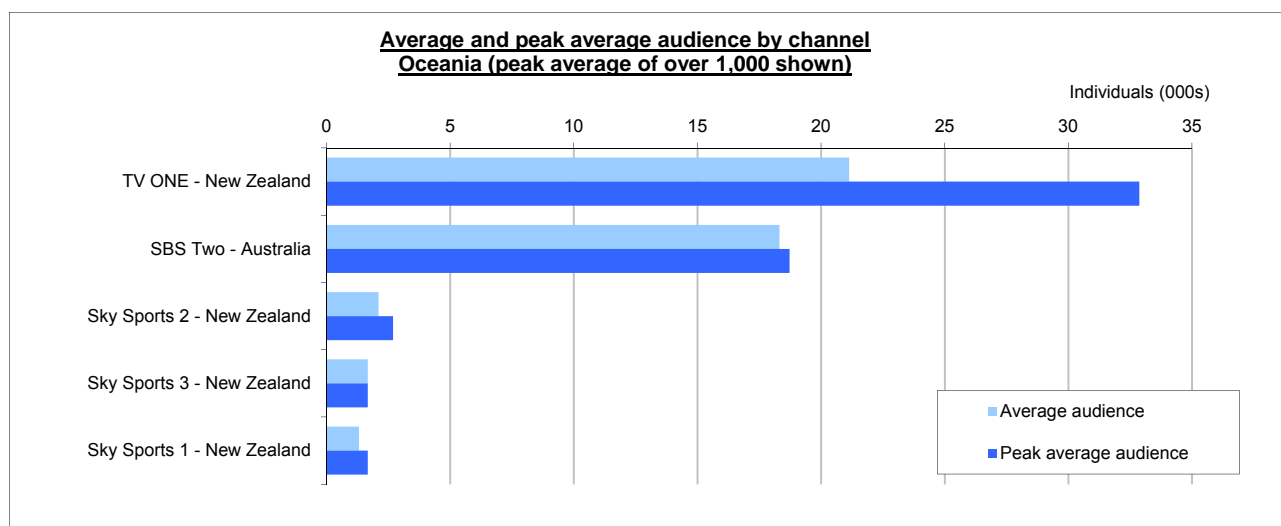


Oceania

Over 100,000 individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Japan 2012.

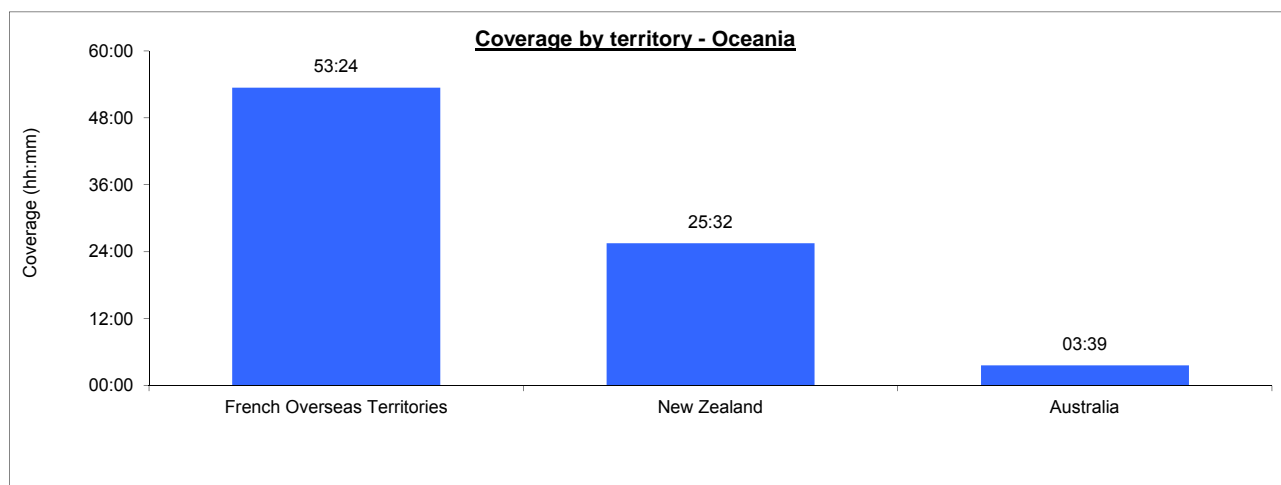
New Zealand accounted for over 60% of the reach in the region (63.4%²), with a projected reach of over 66,000 being generated².

By far the highest audiences in the region were delivered by TVOne⁸ in New Zealand, which gained an average of 21,131 viewers for each programme. This included an average audience of 32,870 for their USA v Germany Final delayed coverage.



A total of 82 hours of FIFA U-20 Women's World Cup Japan 2012 coverage was shown across the Oceania region.

The majority of this coverage was aired in the French Overseas Territories, where viewers could have seen over 53 hours. Viewers in New Zealand had access to over 25 hours.



² Based on viewers watching a minimum of 20 consecutive minutes

⁸ Channel of the main Media Rights Licensee TVNZ - Television New Zealand

[Click here to return to "CONTENTS"](#)



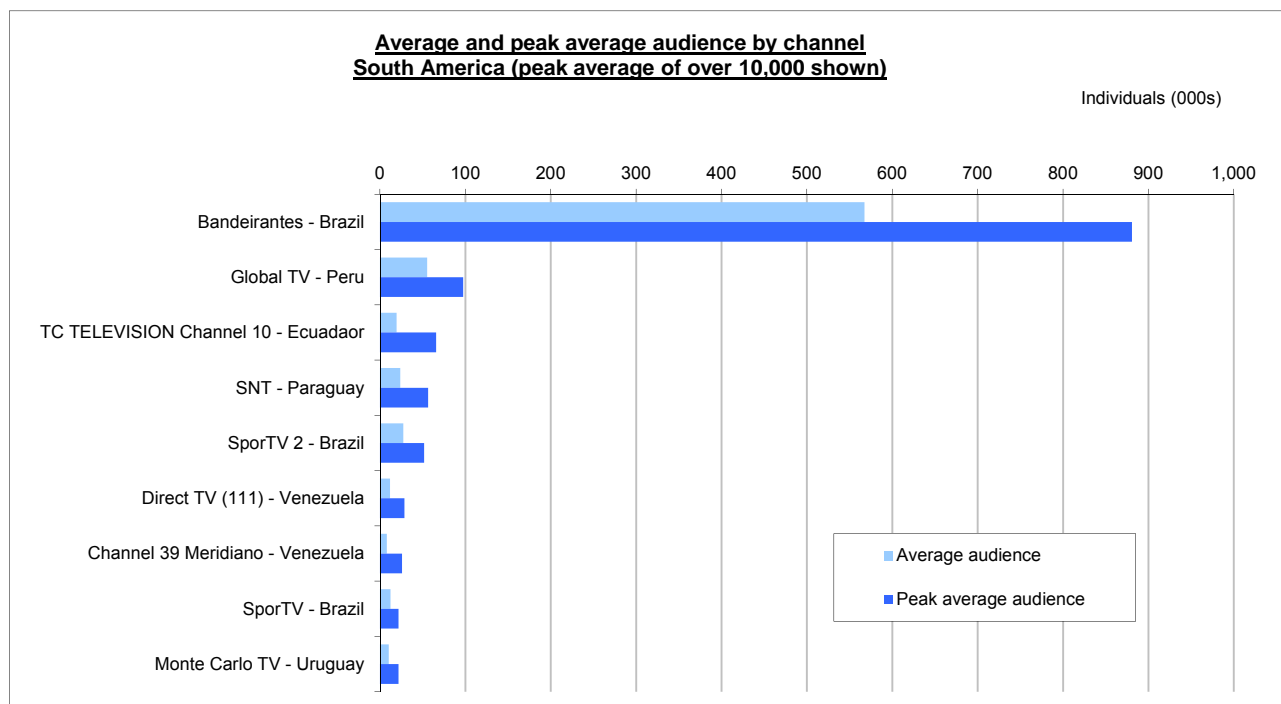
South America

A total of 5.5 million individuals were reached² across the region by the in-home coverage of the FIFA U-20 Women's World Cup Japan 2012.

Brazil accounted for the highest reach² in South America, with 4.3 million people reached² by the in-home coverage.

In addition, more than 377,000 people were projected to have been reached² in Peru.

The highest audiences in the region were generated by Bandeirantes in Brazil. Bandeirantes achieved peak average audiences of 0.9 million, for their coverage of the live Final between USA and Germany.



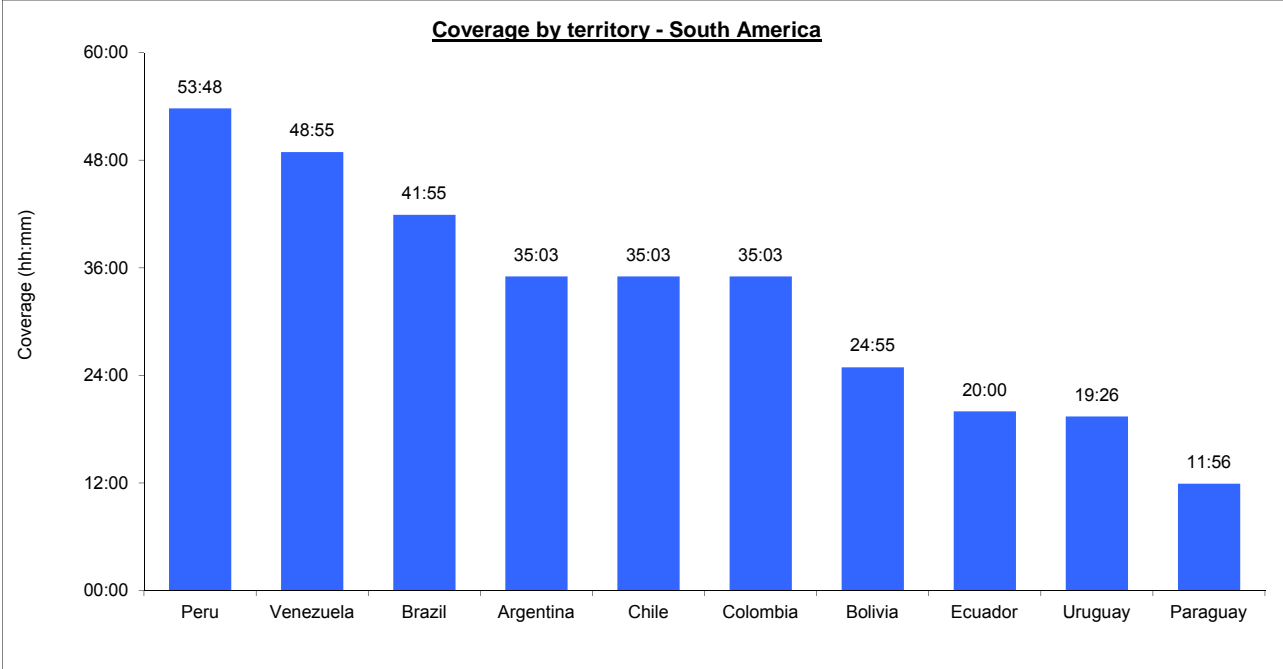
² Based on viewers watching a minimum of 20 consecutive minutes

[Click here to return to "CONTENTS"](#)



A total of over 326 hours of tournament coverage was broadcast across the South America region.

Viewers in Peru, Venezuela and Brazil had access to over 40 hours of coverage, while in Argentina, Chile and Colombia in excess of 35 hours were broadcast.



[Click here to return to "CONTENTS"](#)



FIFA U-20 Women's World Cup Japan 2012 analysis

Broadband

KantarSport has collected viewing information from broadcast partners relating to their broadband coverage of FIFA U-20 Women's World Cup Japan 2012.

The figures are unique viewers, which refers to the number of different people who access the video content. It is based upon one or more of the following types of information garnered from visitors: their IP address, their member name (if the particular site uses membership or if the visitor is part of a commercial service's panel), or their "cookies" (personal identification information).

Not all broadcast partners have provided this information. The below is a summary of all information received for this event and does not necessarily reflect the global broadband coverage that was achieved by FIFA U-20 Women's World Cup Japan 2012.

Europe

Territory	Website	Date	Match	Unique Viewers
Italy	RaiSport1	19-Aug	BRA v ITA	185
Italy	RaiSport1	20-Aug	PRK v NOR	139
Italy	RaiSport1	22-Aug	BRA v NGA	147
Italy	RaiSport1	23-Aug	GHA v GER	173
Italy	RaiSport1	26-Aug	ITA v NGA	280
Italy	RaiSport1	27-Aug	USA v GER (Group Phase)	197
Italy	RaiSport2	30-Aug	NGA v MEX	239
Italy	RaiSport2	30-Aug	JPN v KOR	340
Italy	RaiSport2	31-Aug	GER v NOR	235
Italy	RaiSport2	31-Aug	PRK v USA	414
Italy	RaiSport2	04-Sep	NGA v USA	176
Italy	RaiSport2	04-Sep	JPN v GER	296
Italy	RaiSport2	08-Sep	NGA v JPN	790
Italy	RaiSport2	08-Sep	USA v GER (Final)	1,186
Russia	sportbox.ru	21-Aug	JPN v MEX	2,159
Russia	sportbox.ru	04-Sep	JPN v GER	1,263
Russia	sportbox.ru	05-Sep	NGA v USA	944
Russia	sportbox.ru	08-Sep	NGA v JPN	946
Russia	sportbox.ru	08-Sep	USA v GER	2,740

Oceania

Territory	Website	Date	Match	Unique Viewers
Australia	SBS.com	08-Sep	USA v GER	263
New Zealand	tvnz.co.nz	26-Aug	NZL v SUI/JPN v NZL	54
New Zealand	tvnz.co.nz	02-Sep	MEX v NZL	62
New Zealand	tvnz.co.nz	09-Sep	USA v GER	129

[Click here to return to "CONTENTS"](#)



Appendix

[Click here to return to "CONTENTS"](#)



FIFA U-20 Women's World Cup Japan 2012 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	53:24	37	0.2	35:18	18	0.3	50,607
Nigeria	157:45	77	0.1	73:10	32	0.2	232,378
Pan Africa	577:35	281	0.1	204:10	90	0.3	1,365,482
Pan Middle East	151:40	77	0.2	46:25	21	0.4	1,066,042
South Africa	342:31	182	0.2	105:32	50	0.3	6,743,000
Africa & Middle East total	1282:56	654	0.2	464:36	211	0.3	9,457,509

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	20:38	10	0.2	10:51	5	0.4	814,462
China	19:28	12	0.1	07:25	4	0.1	7,810,970
Indonesia	09:21	4	0.7	04:48	2	1.0	4,589,736
Japan	164:55	71	0.7	77:00	32	1.3	43,561,000
Korea Republic	56:34	43	0.1	14:49	7	0.2	2,109,377
Malaysia	80:45	40	0.1	32:10	15	0.1	152,648
Myanmar	64:00	32	0.1	64:00	32	0.1	557
Philippines	20:00	10	0.0	08:00	4	0.0	34,562
Thailand	10:00	4	0.2	05:00	2	0.1	35,874
Asia total	445:43	226	0.3	224:04	103	0.5	59,109,185

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	06:05	3	0.1	04:05	2	0.1	29,012
Italy	65:07	42	0.1	32:58	20	0.1	856,372
France	53:24	37	0.1	35:18	18	0.1	198,227
Pan Europe	93:35	73	0.1	57:50	38	0.1	4,533,782
Poland	06:50	4	0.0	01:46	1	0.0	49,969
Russia	17:48	10	0.0	07:42	4	0.1	182,181
Europe total	242:52	169	0.1	139:40	83	0.1	5,849,543

[Click here to return to "CONTENTS"](#)



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	20:45	10	0.0	06:45	3	0.0	178,000
Costa Rica	16:21	9	0.3	00:00	0	0.0	29,139
El Salvador	27:50	13	4.1	00:00	0	0.0	1,058,914
French Overseas Territories	53:24	37	0.0	35:18	18	0.1	2,267
Guatemala	64:00	32	1.8	00:00	0	0.0	309,274
Honduras	08:30	4	2.4	00:00	0	0.0	326,105
Mexico	33:02	15	0.2	30:58	14	0.2	3,365,992
Nicaragua	18:00	9	0.4	00:00	0	0.0	65,514
Panama	22:00	11	0.1	22:00	11	0.1	1,971
Pan Caribbean	61:00	30	0.6	17:00	8	0.1	90,636
USA	61:28	27	0.0	50:55	22	0.0	141,389
North, Central America & Caribbean total	386:20	197	0.8	162:56	76	0.1	5,569,202

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	03:39	2	0.1	02:39	1	0.1	38,000
French Overseas Territories	53:24	37	0.1	35:18	18	0.1	584
New Zealand	25:32	12	0.2	07:08	3	0.1	66,705
Oceania total	82:36	51	0.1	45:06	22	0.1	105,289

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	35:03	17	0.0	21:10	10	0.0	28,609
Bolivia	24:55	12	0.2	12:38	6	0.1	66,902
Brazil	41:55	23	0.2	32:19	17	0.2	4,312,378
Chile	35:03	17	0.0	21:10	10	0.0	17,859
Colombia	35:03	17	0.1	21:10	10	0.1	8,834
Ecuador	20:00	10	0.1	00:00	0	0.0	254,928
Paraguay	11:56	8	0.6	00:00	0	0.0	218,440
Peru	53:48	27	0.3	21:10	10	0.0	377,878
Uruguay	19:26	14	0.4	08:00	4	0.1	84,207
Venezuela	48:55	24	0.1	20:59	10	0.0	110,948
South America total	326:04	169	0.2	158:36	77	0.1	5,480,982

Global total	2766:33	1,466	0.3	1195:00	572	0.2	85,571,711
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[Click here to return to "CONTENTS"](#)



FIFA U-20 Women's World Cup Japan 2012 reach analysis by viewing condition

Territory	FIFA U-20 Women's World Cup Japan 2012 3+ consecutive minutes reach	FIFA U-20 Women's World Cup Japan 2012 20+ consecutive minutes reach
Australia	147,000	38,000
Brazil	8,154,038	4,312,378
Canada	642,000	178,000
China	35,394,290	7,810,970
Italy	2,853,309	856,372
Japan	64,516,000	43,561,000
Korea Republic	5,678,395	2,109,377
Mexico	5,830,288	3,365,992
South Africa	9,547,000	6,743,000
USA	313,312	141,389
Rest of the World (projected)	41,391,641	16,455,233
Total	174,467,274	85,571,711

[Click here to return to "CONTENTS"](#)



Media Rights Licensees

TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
AFRICA & MIDDLE EAST						
Algeria	FIFA	Al Jazeera Sport	√	√	√	√
		Eurosport S.A.	√			
Angola	FIFA	African Union of Broadcasting (AUB)	√	√		
	AUB	Supersport International (PTY) Limited	√		√	√
Bahrain	FIFA	CFI - Canal France International	√	√		
		TPA - Televisão Publica de Angola	√	√		
Benin	FIFA	Al Jazeera Sport	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
Botswana	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Burkina Faso	FIFA	ORTB - Radiodiffusion et Television Du Benin	√	√		
		African Union of Broadcasting (AUB)	√	√		
Burundi	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Cameroon	FIFA	RTNB - Radio Television National Burundi	√	√		
		African Union of Broadcasting (AUB)	√	√		
Cape Verde	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Central African Republic	FIFA	RTC - Radio TV du Cap-Vert	√	√		
		African Union of Broadcasting (AUB)	√	√		
Chad	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Comoros	FIFA	Telechad	√	√		
		Al Jazeera Sport	√	√	√	√
Congo Brazzaville	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
Côte d'Ivoire	AUB	CFI - Canal France International	√	√		
		Tele Congo	√	√		
Democratic Republic of Congo	FIFA	RTI - Radiodiffusion Television Ivoirienne	√	√		
		African Union of Broadcasting (AUB)	√	√		
Djibouti	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Egypt	FIFA	RTNC - Radio Television Nationale Congolaise	√	√		
		Al Jazeera Sport	√	√	√	√
Equatorial Guinea	FIFA	Eurosport S.A.	√			
		African Union of Broadcasting (AUB)	√	√		
Eritrea	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
Ethiopia	FIFA	ERI TV	√	√		
		African Union of Broadcasting (AUB)	√	√		
Ethiopia	AUB	Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
		ETV	√	√		

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
French Overseas Territories (Africa)	FIFA	TF1 - Télévision Française 1 SA	✓			✓
	TF1	Eurosport France	✓		✓	✓
Gabon	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
Gambia		RTG 1 - Radiodiffusion Télévision Gabonaise	✓	✓		
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
Ghana	AUB	CFI - Canal France International	✓	✓		
		GRTS - Gambia Radio and Television Services	✓	✓		
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
Guinea Bissau		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
		RTGB	✓	✓		
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
Guinea Conakry		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
		RTG - Radiodiffusion Télévision Guinéenne	✓	✓		
Iran	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Iraq	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Jordan		Al Jazeera Sport	✓	✓	✓	✓
	FIFA	Eurosport S.A.	✓			✓
Kenya		African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
Kuwait		KBC - Kenya Broadcasting Corporation	✓	✓		
	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Lebanon	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Lesotho		Eurosport S.A.	✓			✓
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
Liberia	AUB	CFI - Canal France International	✓	✓		
		LTV	✓	✓		
Libya	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
Madagascar		ELTV	✓	✓		
	FIFA	Al Jazeera Sport	✓	✓	✓	✓
		Eurosport S.A.	✓			✓
Malawi		African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
Mali		Malawi TV	✓	✓		
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
Mauritania		Supersport International (PTY) Limited	✓		✓	✓
	AUB	CFI - Canal France International	✓	✓		
Mauritius		ORTM	✓	✓		
	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Morocco		Eurosport S.A.	✓			✓
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
Mozambique	AUB	CFI - Canal France International	✓	✓		
		MBC - Mauritius Broadcasting Corporation	✓	✓		
		SOICO	✓	✓		
	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Mozambique		Eurosport S.A.	✓			✓
	FIFA	African Union of Broadcasting (AUB)	✓	✓		✓
		Supersport International (PTY) Limited	✓		✓	✓
Mozambique	AUB	CFI - Canal France International	✓	✓		
		TVM - Télévision de Mozambique	✓	✓		

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
Namibia	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International NBC - Namibian Broadcasting Corporation	√	√		
Niger	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International ORTN - L'Office de Radiodiffusion Télévision du Niger	√	√		
Nigeria	FIFA	Supersport International (PTY) Limited	√			√
Oman	FIFA	Al Jazeera Sport	√	√	√	√
Palestine	FIFA	Al Jazeera Sport	√	√	√	√
Qatar	FIFA	Al Jazeera Sport	√	√	√	√
Rwanda	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International TVR	√	√		
Saudi Arabia	FIFA	Al Jazeera Sport	√	√	√	√
Senegal	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International RTS - Radiodiffusion Télévision Sénégalaise	√	√		
Seychelles	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International SBC - Seychelles Broadcasting Corporation	√	√		
Sierra Leone	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International SLBS - Sierra Leone Broadcasting Authority	√	√		
Somalia	FIFA	Al Jazeera Sport	√	√	√	√
South Africa	FIFA	SABC - South African Broadcasting Corporation Limited Supersport International (PTY) Limited	√	√		√
	SABC	Radio 2000	√	√		
		Radio 5FM Music		√		
		Radio CKI FM		√		
		Radio Good Hope FM		√		
		Radio Ikwekwezi FM		√		
		Radio Lesedi FM		√		
		Radio Ligwalagwala FM		√		
		Radio Lotus FM		√		
		Radio Metro FM		√		
		Radio Motsweding FM		√		
		Radio Munghana Lonene FM		√		
		Radio Phalaphala FM		√		
		Radio RSG		√		
		Radio SAfm		√		
		Radio Thobela FM		√		
Radio Ukhozi FM		√				
Radio Umhlobo Wenene FM		√				
Radio X-K fm		√				
Sudan	FIFA	Al Jazeera Sport	√	√	√	√
Swaziland	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√		√
	AUB	CFI - Canal France International Swazi TV	√	√		
Syria	FIFA	Al Jazeera Sport Eurosport S.A.	√	√		√
	Tanzania	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√	
AUB		CFI - Canal France International TBS - Tanzania Broadcasting Services	√	√		
Tunisia	FIFA	Al Jazeera Sport Eurosport S.A.	√	√		√
	Togo	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√	
AUB		CFI - Canal France International TVT - Télévision Togolaise	√	√		

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
UAE	FIFA	Al Jazeera Sport	√	√	√	√
Uganda	FIFA	African Union of Broadcasting (AUB)	√	√		√
		Supersport International (PTY) Limited	√		√	
	AUB	CFI - Canal France International	√	√		
Yemen		UBC - Uganda Broadcasting Corporation	√	√		
	FIFA	Al Jazeera Sport	√	√	√	√
Zambia	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
	AUB	MUVI TV	√	√		
Zanzibar		ZNBC - Zambia National Broadcasting Corporation	√	√		
	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
Zimbabwe		CFI - Canal France International	√	√		
	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		CFI - Canal France International	√	√		
	AUB	ZBC - Zimbabwe Broadcasting Corporation	√	√		

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
AMERICAS						
American Samoa	FIFA	ESPN Inc.	√	√	√	√
Antigua & Barbuda	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Anguilla	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Argentina	FIFA	TyC - Torneos y Competencias S.A.	√	√		
	TyC	DirectTV Latin America	√			
Aruba	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax TeleAruba N.V.	√			
Bahamas	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Barbados	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Belize	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Bermuda	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Bolivia	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	TSB - Red Unitel (Canal 2) Red Uno de Bolivia	√	√		
Bonaire	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Brazil	FIFA	Globo Comunicação e Participações S/A (TV Globo) SporTV (Globosat)	√	√		
	TV Globo	Rádio e Televisão Bandeirantes Ltda	√	√		
British Virgin Islands	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Cayman Islands	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Canada	FIFA	CBC - Canadian Broadcasting Corporation	√	√	√	√
	CBC	Rogers Sportsnet	√			√
Chile	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		DirectTV Latin America	√			
	OTI	Television Nacional de Chile (Canal 7) Canal 13 Spa	√	√		
Colombia	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Caracol Television S.A. RCN Television S.A.	√	√		
Costa Rica	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Representaciones Televisivas Repretel S.A. (Canal 6) Televisora de Costa Rica S.A. (Canal 7 / Teletica)	√	√		
Cuba	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Curaçao	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Dominica	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Dominican Republic	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Ecuador	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		DirectTV Latin America	√			
	OTI	Telecentro Cadena Ecuatoriana de Television (Channel 10) Television del Pacifico Teledos S.A. (Canal 2 / Gamavision)	√	√		
El Salvador	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Telecopporacion Salvadorena (Canal 2, 4, 6)	√	√		
French Overseas Territories (Americas)	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	Eurosport France	√		√	√
Granada	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Guatemala	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Radiotelevision Guatemala S.A. (Canal 3)	√	√		
	OTI	Telesiete S.A. (Canal 7)	√	√		
		Teleonce S.A. (Canal 11) Trecevision S.A. (Canal 13)	√	√		
Guyana	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
Haiti	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Honduras	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Telesistema Hondureño S.A. de C.V. (Canal 3 y 7)	√	√		
	OTI	Compania Televisora Hondureña S.A. de C.V. (Canal 5) Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Canal 2, 9, 13)	√	√		
Jamaica	FIFA	IMC - International Media Content Ltd.	√			
	IMC	CVM Television Ltd. Sportsmax	√			
Mexico	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Televisa S.A. de C.V. TV Azteca S.A. de C.V.	√	√		
Montserrat	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Nicaragua	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Televisocentro de Nicaragua S.A. (Canal 2) Radio y Television Nicaraguense, S.A. (Ratensa / Canal 10)	√	√		
Panama	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Televisora Nacional, S.A. (Canal 2) Corporacion Medcom Panama, S.A. (Canal 4)	√	√		
Paraguay	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Television Cerro Cora, S.A. (Canal 9) TV Accion S.A. / Telefuturo (Canal 4)	√	√		
Peru	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	ATV - Andina de Radiodifusion S.A.C. (Canal 9) DirecTV Latin America	√	√		
Puerto Rico	FIFA	ESPN Inc. Futbol de Primera Univision	√	√	√	√
			√	√	√	√
Suriname	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax STVS - Surinaamse Television Stichting	√			
St. Kitts & Nevis	FIFA	IMC - International Media Content Ltd.	√			
St. Lucia	IMC	Sportsmax	√			
	FIFA	IMC - International Media Content Ltd.	√			
St. Vincent	IMC	Sportsmax	√			
	FIFA	IMC - International Media Content Ltd.	√			
Trinidad & Tobago	FIFA	IMC - International Media Content Ltd.	√			
	IMC	One Caribbean Media Limited Sportsmax	√			
Turks & Caicos	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
Uruguay	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Montecarlo TV S.A. (Canal 4)	√	√		
	OTI	Sociedad Anonima Emisoras de Television y Anexos (Canal 10) Sociedad de Televisora Larranaga S.A. (Canal 12)	√	√		
USA	FIFA	ESPN Inc. Futbol de Primera Univision	√	√	√	√
			√	√	√	√
US Virgin Islands	FIFA	ESPN Inc.	√	√	√	√
	IMC	IMC - International Media Content Ltd. Sportsmax	√			
Venezuela	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Continental T.V. C.A. (Meridiano TV)	√	√		
	OTI	Corporacion Venezolana de Television C.A. (Venevision / Canal 4) DirecTV Latin America	√	√		

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
ASIA						
Brunei	FIFA	M-League Marketing Sdn Bhd	√	√	√	√
	M-League	Astro	√			
Cambodia	FIFA	CBS - Cambodian Broadcasting System Co. Ltd.	√	√	√	√
China, Peoples Republic of	FIFA	CCTV - China Central Television	√	√	√	√
	FIFA	PT Inter Sports Marketing (ISM)	√	√	√	√
Indonesia, Republic of	ISM	PT Cakrawala Andalas Televisi (ANTV)	√			
		PT Lativi Mediakarya (TV ONE)	√			
		PT Visi Media Asia Tbk (VIVA)			√	√
Japan	FIFA	Dentsu Inc.	√	√	√	√
	Dentsu	Fuji TV	√			
Korea DPR	FIFA	SBS International, Inc.	√	√	√	√
Malaysia	FIFA	M-League Marketing Sdn Bhd	√	√	√	√
	M-League	Astro	√			
Myanmar	FIFA	Sky Net (Shwe Than Ltwin Media Company Ltd)	√			
Philippines	FIFA	ABS CBN (Balls TV)	√	√	√	√
Singapore	FIFA	Starhub Cable Vision Ltd.	√	√	√	√
South Korea	FIFA	SBS International, Inc.	√	√	√	√
Thailand	FIFA	Adamas Inv Plc	√	√		√

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
EUROPE						
Albania	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	RTV - Radiotelevizioni Shqiptar	√	√	√	√
Andorra	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	Eurosport France	√		√	√
Armenia	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	PTV - Public Television of Armenia	√	√	√	√
Austria	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	ORF - Oesterreichischer Rundfunk	√	√	√	√
Azerbaijan	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
Belarus	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
Belgium	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	VRT - Vlaamse Radi en Televisieomroep	√	√	√	√
Bosnia-Herzegovina	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	BHRT - Radio - Televizija Bosne i Hercegovine	√	√	√	√
Bulgaria	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	BNT - Balgarska Nationala Televizija	√	√	√	√
Croatia	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
Cyprus	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	CYBC - Cyprus Broadcasting Corporation	√	√	√	√
Czech Republic	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	CT - Ceska Televize	√	√	√	√
Denmark	FIFA	Eurosport S.A.	√		√	√
Estonia	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	ERR - Eesti Rahvusringhääling - Estonian Public Broadcasting	√	√	√	√
Germany	FIFA	SportA Eurosport S.A.	√	√		
	SportA	ARD	√	√	√	√
		ZDF	√	√	√	√
France	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	Eurosport France	√		√	√
Finland	FIFA	Eurosport S.A.	√		√	√
Georgia	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	GT - Georgian Public Broadcasting	√	√	√	√
Greece	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	ERT - Elliniki Radiophonia Tileorassi SA	√	√	√	√
Hungary	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	MTV - Magyar Televizio	√	√	√	√
Iceland	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	√	√	√	√
Ireland	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	RTE - Radio Telefis Eireann	√	√	√	√
Israel	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	EBU	IBA - Israel Broadcasting Authority	√	√	√	√
Italy	FIFA	Eurosport S.A. RAI - Radiotelevisione Italiana	√	√		√
Kazakhstan	FIFA	EBU - European Broadcasting Union	√		√	√
Kosovo	FIFA	EBU - European Broadcasting Union	√		√	√
	EBU	RTK - Radio Television Kosovo	√		√	√
Latvia	FIFA	EBU - European Broadcasting Union Eurosport S.A.	√	√	√	√
	FIFA	Eurosport S.A.	√		√	√

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
Liechtenstein	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. SRG SSR	✓	✓	✓	✓
Lithuania	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. LT - Lietuvos Radijas ir Televizija	✓	✓	✓	✓
Luxembourg	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
Macedonia	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. MKRTV - Macedonian Radio and Television	✓	✓	✓	✓
Malta	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
Moldova	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
Monaco	FIFA	TF1 - Télévision Française 1 SA	✓	✓	✓	✓
	TF1	Eurosport France	✓	✓	✓	✓
Montenegro	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
Netherlands	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. NOS - Nederlandse Omroep Stichting	✓	✓	✓	✓
Norway	FIFA	Eurosport S.A.	✓	✓	✓	✓
	EBU	EBU - European Broadcasting Union	✓	✓	✓	✓
Poland	FIFA	Eurosport S.A.	✓	✓	✓	✓
	EBU	TVP - Telewizja Polska SA	✓	✓	✓	✓
Portugal	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. RTP - Radio e Televisao Portugal	✓	✓	✓	✓
Romania	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. TVR - Televiziunea Romana	✓	✓	✓	✓
Russia	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
	RTR	RTR - Russijskoe Teleradio (All Russian State TV and Radio Broadcasting Company)	✓	✓	✓	✓
San Marino	FIFA	Eurosport S.A.	✓	✓	✓	✓
	RAI	Radiotelevisione Italiana	✓	✓	✓	✓
Serbia	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A.	✓	✓	✓	✓
Slovakia	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. RTVS - radio and Television Slovakia	✓	✓	✓	✓
Slovenia	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. RTVS - Radiotelevizija Slovenja	✓	✓	✓	✓
Spain	FIFA	Eurosport S.A.	✓	✓	✓	✓
Sweden	FIFA	Eurosport S.A.	✓	✓	✓	✓
Switzerland	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. SRG SSR	✓	✓	✓	✓
Turkey	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. TRT - Turkiye Radyo-Televizyon Kurumu	✓	✓	✓	✓
Ukraine	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Eurosport S.A. NTU - Natsionalna Telekompanya Ukrainy	✓	✓	✓	✓
United Kingdom	FIFA	Eurosport S.A.	✓	✓	✓	✓
Vatican State	FIFA	Eurosport S.A.	✓	✓	✓	✓
	RAI	Radiotelevisione Italiana	✓	✓	✓	✓

[Click here to return to "CONTENTS"](#)



TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	RIGHTS PROVISION			
			TV	Radio	Mobile	Broadband Internet
OCEANIA						
American Samoa	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Australia	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Cook Islands	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Federated State of Micronesia	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Fiji	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
French Overseas Territories (Oceania)	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	Eurosport France	√		√	√
Guam	FIFA	ESPN Inc.	√	√	√	√
Kiribati	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Nauru	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Niue	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
New Zealand	FIFA	Special Broadcasting Services Corporation	√	√		√
	SBS Australia	SKY Network Television Limited TVNZ - Television New Zealand	√	√		√
Northern Mariana Islands	FIFA	ESPN Inc.	√	√	√	√
Palau	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Papua New Guinea	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Samoa	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Solomon Islands	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Tonga	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Tuvalu	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
Vanuatu	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
HIGHLIGHTS ONLY						
Worldwide (In-Flight)	FIFA	TWI (UK) Limited / FIFA Futbol Mundial	√			
NEWS ONLY						
Worldwide	FIFA	CNN - Cable News Network	√			
American Samoa, Andorra, Angola, Anguilla, Antigua and Barbuda, Aruba, Australia, Bahamas, Bangladesh, Barbados, Belize, Benin, Bermuda, Bhutan, Bonaire, Botswana, British Virgin Islands, Brunei, Burkina Faso, Burundi, Cameroon, Cape-Verde, Cayman Islands, Central African Republic, Chad, Congo Brazzaville, Cook Islands, Cote d'Ivoire, Cuba, Curacao, Democratic Republic of Congo, Dominica, Dominican Republic, Equatorial Guinea, Eritrea, Ethiopia, Fiji, Gabon, Gambia, Germany, Ghana, Granada, Guam, Guinea Bissau, Guinea Conakry, Guyana,	FIFA	SNTV	√			
Haiti, Hong Kong, India, Indonesia, Jamaica, Kenya, Kiribati, Lesotho, Liberia, Madagascar, Malawi, Malaysia, Mali, Mauritius, Monaco, Montserrat, Mozambique, Namibia, Nauru, Nepal, New Zealand, Niger, Niue, Northern Mariana Islands, Pakistan, Palestine, Papua New Guinea, Philippines, Puerto Rico, Rwanda, Samoa, Senegal, Seychelles, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, St. Kitts & Nevis, St. Lucia, St. Martin, St. Vincent, Suriname, Swaziland, Tanzania, Togo, Tonga, Trinidad and Tobago, Turks and Caicos Islands, Tuvalu, Uganda, US Virgin Islands, USA, Vanuatu, Vietnam, Zambia, Zanzibar, Zimbabwe						

[Click here to return to "CONTENTS"](#)



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
African Union of Broadcasting (AUB)	FIFA	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Congo Brazzaville, Code d'Ivoire, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea Bissau, Guinea Conakry, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Rwanda, Senegal, Seychelles, Sierra Leone, Swaziland, Tanzania, Togo, Uganda, Zambia, Zanzibar, Zimbabwe
TeleAruba	IMC	Aruba
CVM Television LTD	IMC	Jamaica
Surinamese Television Stching (STVS)	IMC	Suriname
One Caribbean Media Limited	IMC	Trinidad & Tobago
Starhub Cable Vision Ltd.	FIFA	Republic of Singapore

[Click here to return to "CONTENTS"](#)



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 Japan 2012 in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

Peak average audience: the highest average audience of any single programme from all broadcasts.

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.

Unique Viewers (Broadband): This metric refers to the number of different people who access the video content. It is based upon one or more of the following types of information garnered from visitors: their IP address, their member name (if the particular site uses membership or if the visitor is part of a commercial service’s panel), or their “cookies” (personal identification information).

[Click here to return to “CONTENTS”](#)