



FIFA U-17 Women's World Cup Azerbaijan 2012

Television Audience Report

Produced for FIFA TV by KantarSport



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Report authors

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

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

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Introduction

The FIFA U-17 Women's World Cup Azerbaijan 2012 took place from 22nd September to 13th October 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>
 Azerbaijan	 France	 Mexico	 Uruguay
 Colombia	 USA	 New Zealand	 China PR
 Nigeria	 Korea DPR	 Brazil	 Ghana
 Canada	 Gambia	 Japan	 Germany

Each of the teams played three Group Matches, before the top two teams in each group progressed to the knockout Quarter Finals stage. The games took place in two cities across Azerbaijan, including five stadiums in Baku and one in Lankaran.

The Tofiq Bahramov Stadium in Baku hosted the Final between France and Korea DPR. France was the first European team to reach the Final of the FIFA U-17 Women's World Cup. After the 90 minutes finished at 1:1 it was France who went on to take the FIFA U-17 Women's World Cup 2012 crown winning 7:6 on penalties.

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Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group Matches	22-Sep-12	20:00	Baku	AZE v COL	0:4 (0:3)
2	Group Matches	22-Sep-12	17:00	Baku	NGA v CAN	1:1 (0:0)
3	Group Matches	22-Sep-12	15:00	Lankaran	FRA v USA	0:0
4	Group Matches	22-Sep-12	13:00	Baku	PRK v GAM	11:0 (6:0)
5	Group Matches	23-Sep-12	15:00	Baku	MEX v NZL	1:0 (1:0)
6	Group Matches	23-Sep-12	18:00	Baku	BRA v JPN	0:5 (0:2)
7	Group Matches	23-Sep-12	18:00	Baku	URU v CHN	0:4 (0:3)
8	Group Matches	23-Sep-12	15:00	Baku	GHA v GER	1:2 (0:2)
9	Group Matches	25-Sep-12	17:00	Lankaran	AZE v NGA	0:11 (0:7)
10	Group Matches	25-Sep-12	14:00	Baku	COL v CAN	0:1 (0:0)
11	Group Matches	25-Sep-12	14:00	Baku	FRA v PRK	1:1 (0:0)
12	Group Matches	25-Sep-12	17:00	Baku	USA v GAM	6:0 (1:0)
13	Group Matches	26-Sep-12	17:00	Baku	MEX v BRA	0:1 (0:0)
14	Group Matches	26-Sep-12	20:00	Baku	NZL v JPN	0:3 (0:0)
15	Group Matches	26-Sep-12	17:00	Baku	URU v GHA	0:5 (0:3)
16	Group Matches	26-Sep-12	20:00	Baku	CHN v GER	1:1 (1:0)
17	Group Matches	29-Sep-12	20:00	Baku	CAN v AZE	1:0 (0:0)
18	Group Matches	29-Sep-12	20:00	Baku	COL v NGA	0:3 (0:1)
19	Group Matches	29-Sep-12	17:00	Baku	GAM v FRA	2:10 (0:3)
20	Group Matches	29-Sep-12	17:00	Baku	USA v PRK	1:1 (1:1)
21	Group Matches	30-Sep-12	14:00	Baku	JPN v MEX	9:0 (5:0)
22	Group Matches	30-Sep-12	14:00	Baku	NZL v BRA	3:4 (2:3)
23	Group Matches	30-Sep-12	17:00	Lankaran	GER v URU	5:2 (1:1)
24	Group Matches	30-Sep-12	17:00	Baku	CHN v GHA	0:2 (0:1)
25	Quarter Finals	04-Oct-12	20:00	Baku	NGA v FRA	0:0 3:5 PSO
26	Quarter Finals	04-Oct-12	17:00	Baku	PRK v CAN	2:1 (0:0)
27	Quarter Finals	05-Oct-12	20:00	Baku	JPN v GHA	0:1 (0:0)
28	Quarter Finals	05-Oct-12	17:00	Baku	GER v BRA	2:1 (1:1)
29	Semi Finals	09-Oct-12	17:00	Baku	FRA v GHA	2:0 (1:0)
30	Semi Finals	09-Oct-12	20:00	Baku	PRK v GER	2:1 (1:0)
31	3/4 Place	13-Oct-12	17:00	Baku	GHA v GER	1:0 (1:0)
32	Final	13-Oct-12	20:00	Baku	FRA v PRK	1:1 (1:0) 7:6 PSO

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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 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:	2,142 (+23.5%)
Total territories reached:	170 (-4.5%)
Total in-home audience reach (20+ consecutive minutes):	48.3 million (-2.2%)
Total in-home audience reach (3+ consecutive minutes):	107.9 million (+19.5%)
Average global in-home audience per live match:	1.3 million (-13.3%)
Highest global in-home audience (FIFA U-17 Women's World Cup 2012 Final; FRA v PRK):	8.1 million (-10%)

(all % in parenthesis are compared to FIFA U-17 Women's World Cup Trinidad and Tobago 2010)

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Executive summary¹

The in-home television coverage of the FIFA U-17 Women's World Cup Azerbaijan 2012 reached 107.9 million (+19.5% vs. 2010) people globally, based on viewers watching a minimum of 3 consecutive minutes of coverage. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the FIFA U-17 Women's World Cup Azerbaijan 2012 reached 48.3 million viewers (-2.2% vs. 2010).

To establish the audience reach for the FIFA U-17 Women's World Cup Azerbaijan 2012, FIFA sourced audience reach from selected key markets.

Other highlights of the FIFA U-17 Women's World Cup Azerbaijan 2012 included:

- Each live match was watched by an average in-home global audience of 1.3 million.
- The peak audience was for the Final match (FRA v PRK) with a total audience of 8.1 million viewers.
- The highest audiences were recorded in Indonesia. TVONE broadcast 3 live matches with an average audience of 1.5 million viewers. The France v Korea DPR Final attracted an average audience of over 1.6 million viewers.
- Reach was highest in Brazil, where 8.7 million² viewers were reached.
- Elsewhere, more than 3 million² viewers were reached in Mexico (6.3 million²), South Africa (5.9 million²), Indonesia (5.5 million²), Colombia (3.7 million²), Pan Europe (3.2 million²) and China (3 million²).
- A total of 2,142 hours of FIFA U-17 Women's World Cup Azerbaijan 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 971 hours were broadcast. The majority of this coverage was supplied by the Supersport licensee (768 hours).
- The highest live ratings (**"TVR%"**) were produced by channels in Azerbaijan, Guatemala and South Africa. An average TVR% of 0.9% was achieved across host market Azerbaijan with Guatemala and South Africa averaging 0.9% and 0.4% respectively across their live fixtures. The highest of these was a rating of 4.7% for the live Final (FRA v PRK) on Canal 3 in Guatemala.
- New Zealand broadcast delayed coverage of the FIFA U-17 Women's World Cup Azerbaijan 2012 on TV ONE attracting their highest TVR% of 5.4% for the New Zealand v Brazil Group Match.
- The highest **"MARKET SHARE"** during the FIFA U-17 Women's World Cup Azerbaijan 2012 was achieved in South Africa, where the early morning delayed coverage of the France v Korea DPR Group Match gained 33% of all television viewers during the game.

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

² Based on viewers watching a minimum of 20 consecutive minutes

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Key Market Summaries¹

Australia

Coverage (hh:mm): 08:16

Audience reach: 30,000²

Live Match "[AVERAGE AUDIENCE](#)": 5,370

["PEAK MATCH AUDIENCE"](#): 9,297

Azerbaijan

Coverage (hh:mm): 70:46

Audience reach: 2.0m²

Live match average audience: 0.1m

Peak match audience: 0.4m

Brazil

Coverage (hh:mm): 51:50

Audience reach: 8.7m²

Live match average audience: 0.7m

Peak match audience: 1.3m

Canada

Coverage (hh:mm): 13:00

Audience reach: 0.4m²

Live match average audience: n/a

Peak match audience: 89,003

China

Coverage (hh:mm): 07:22

Audience reach: 3m²

Live match average audience: 0.7m

Peak match audience: 0.8m

Italy

Coverage (hh:mm): 20:39

Audience reach: 0.4m²

Live match average audience: 53,685

Peak match audience: 0.1m

Korea Republic

Coverage (hh:mm): 16:18

Audience reach: 0.5m²

Live match average audience: 49,785

Peak match audience: 0.1m

Mexico

Coverage (hh:mm): 30:50

Audience reach: 6.3m²

Live match average audience: 0.5m

Peak match audience: 1.0m

South Africa

Coverage (hh:mm): 249:49

Audience reach: 5.9m²

Live match average audience: 0.1m

Peak match audience: 1.5m

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

² Based on viewers watching a minimum of 20 consecutive minutes

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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.

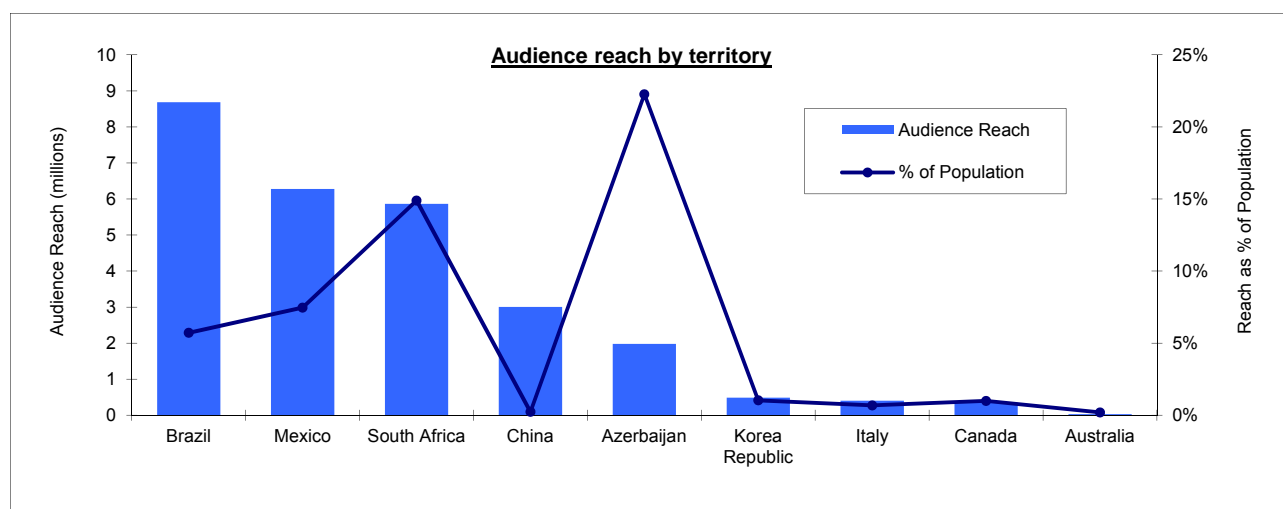
¹ [Please refer to Glossary for definition of all terms identified in “CAPITALS”](#)



Global FIFA U-17 Women's World Cup Azerbaijan 2012 analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the FIFA U-17 Women's World Cup Azerbaijan 2012 was 48.3 million. However, when analysing the 'three-minute' audience reach, a total of 107.9 million was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from selected key markets. For the purposes of defining the audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of FIFA U-17 Women's World Cup Azerbaijan 2012 coverage.



The host market Azerbaijan broadcast coverage on two channels, IDMAN and Ictimai, reaching almost 2 million² viewers, which represents over 22% of the population.

Brazil's reach of 8.7 million², +239% compared to 2010, was predominantly based on the coverage on Bandeirantes where the average live audiences were over 800,000. A peak audience of 1.2 million viewers was achieved for the Brazil v Japan Group Match. Bandeirantes only broadcast delayed coverage of the FIFA U-17 Women's World Cup Trinidad and Tobago 2010.

In Mexico (6.3 million²) and South Africa (5.9 million²), the in-home television coverage reached more than 12 million² viewers. Similarly to Brazil, Mexico achieved strong audiences across their channels due to most kick-offs being between 07:00 and 10:00, the Azerbaijan v Colombia Group Match which kicked off at 10:00 in Mexico was watched by an average audience of 0.8 million viewers. Even though South Africa didn't compete in the event, coverage still reached 5.9 million² people across SABC and SuperSport, this is an increase of +44% compared to 2010.

Audience reach has dropped from 11.1 million² in 2010 to 0.5 million² in 2012 in Korea Republic, this was due to no participation in 2012 and also Korea Republic won the FIFA U-17 Women's World Cup Trinidad and Tobago 2010. China's reach however increased dramatically from 190,000² in 2010 to 3 million² in 2012 (+1482%), this is due to only one fixture being broadcast in 2010 compared with 4 matches in 2012, with 3 being live broadcasts, all on CCTV5. China also participated in this year's tournament and not in 2010.

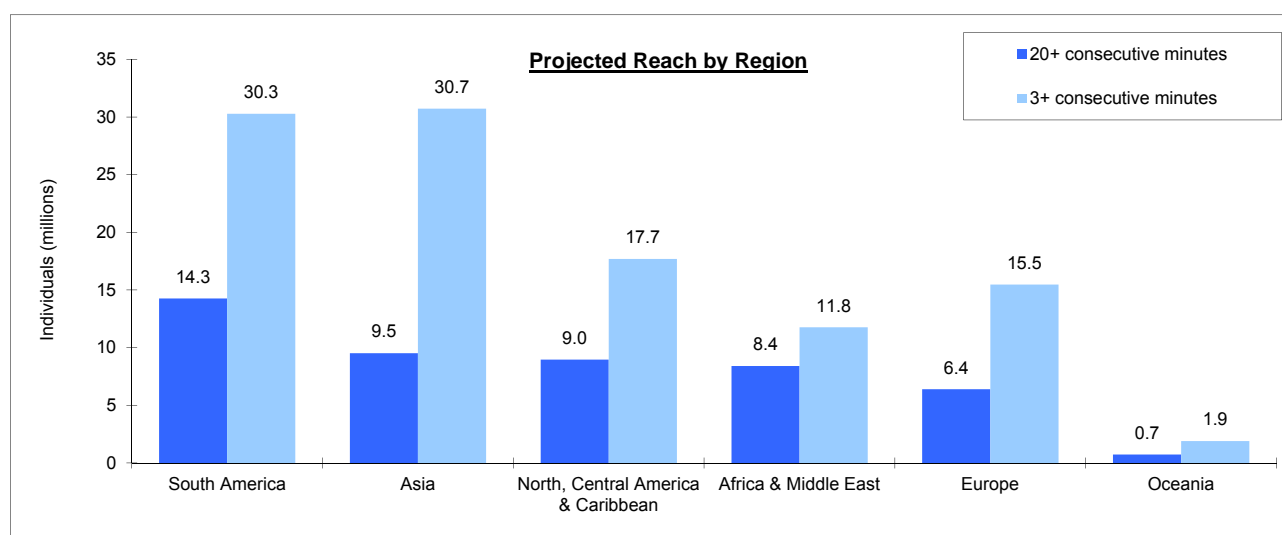
²Based on viewers watching a minimum of 20 consecutive minutes

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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 48.3 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 107.9 million.



The highest reach was in the South American region (14.3 million²). Brazil totalled 8.7 million², which accounted for 61% of the total reach in the region. Elsewhere, audience reach of over 3 million² was projected in Colombia.

There were 9.5 million² individuals reached across Asia, with China generating 31.6% of this total (3 million²). Indonesia audience reach was projected at 5.5 million² with coverage broadcast on TV ONE.

Across the North, Central America and Caribbean region, a reach of 9 million² was generated, with Mexico accounting for the majority of this (6.3 million²; 70%²). In USA (1 million²), audience reach was projected.

Across Africa & Middle East a total of 8.4 million² viewers were reached. South Africa reached 5.9 million², which accounted for 70% of the total reach in the region.

In Europe, 6.4 million² people were reached by the in-home television coverage of the event. Host market Azerbaijan reached 2 million² people through coverage on Ictimai and IDMAN. Russia and Italy contributed 0.4 million² each while projected reach on Eurosport accounted for 3.2 million².

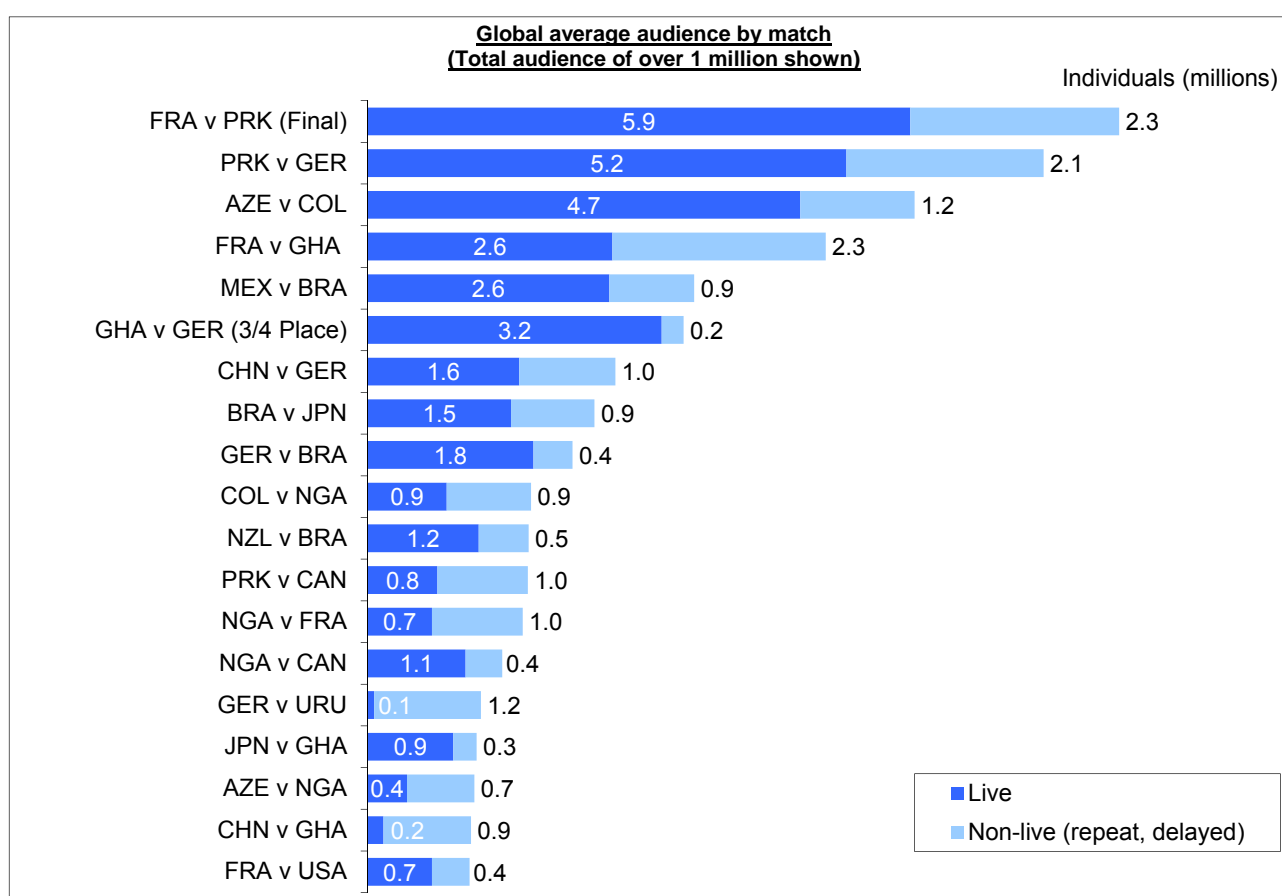
²Based on viewers watching a minimum of 20 consecutive minutes

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The France v Korea DPR Final was the most watched match globally for the FIFA U-17 Women's World Cup Azerbaijan 2012. An audience of 5.9 million viewers tuned for the live coverage, the main contributor to this was TV ONE in Indonesia with an average of 1.6 million viewers.

The second most viewed live match of the FIFA U-17 Women's World Cup Azerbaijan 2012 was the match for Korea DPR v Germany Semi Final. Over 5.2 million viewers watched the match live, with 1.6 million viewers watching on TV ONE in Indonesia.

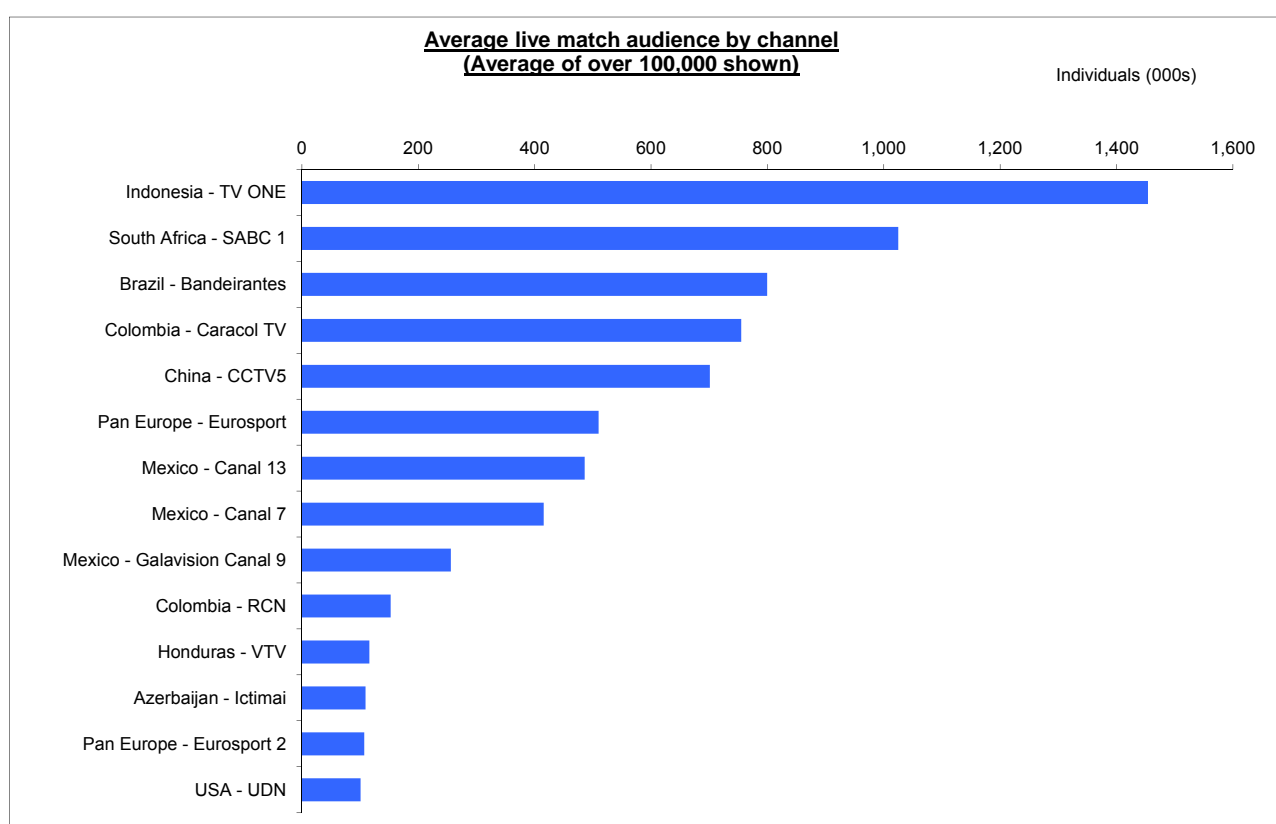


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TV ONE in Indonesia generated the highest average audiences for live games. The highest audience on TV ONE was the Final between France and Korea DPR with an average audience of 1.6 million viewers. SABC 1 in South Africa broadcast 3 live matches in 2012, achieving an average audience of 1 million viewers across these live games.

Another 3 markets averaged over 700,000 viewers for live match broadcasts including Brazil Colombia and China. Host market Azerbaijan averaged over 109,000 viewers for their live broadcasts.



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A total of over 2,142 hours of FIFA U-17 Women's World Cup Azerbaijan 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 & Middle East showed the highest levels of dedicated in-home coverage, with a total of over 971 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 (768 hours) across 21 separate channels in the region. In addition, Al Jazeera aired more than 122 hours across the Middle East.

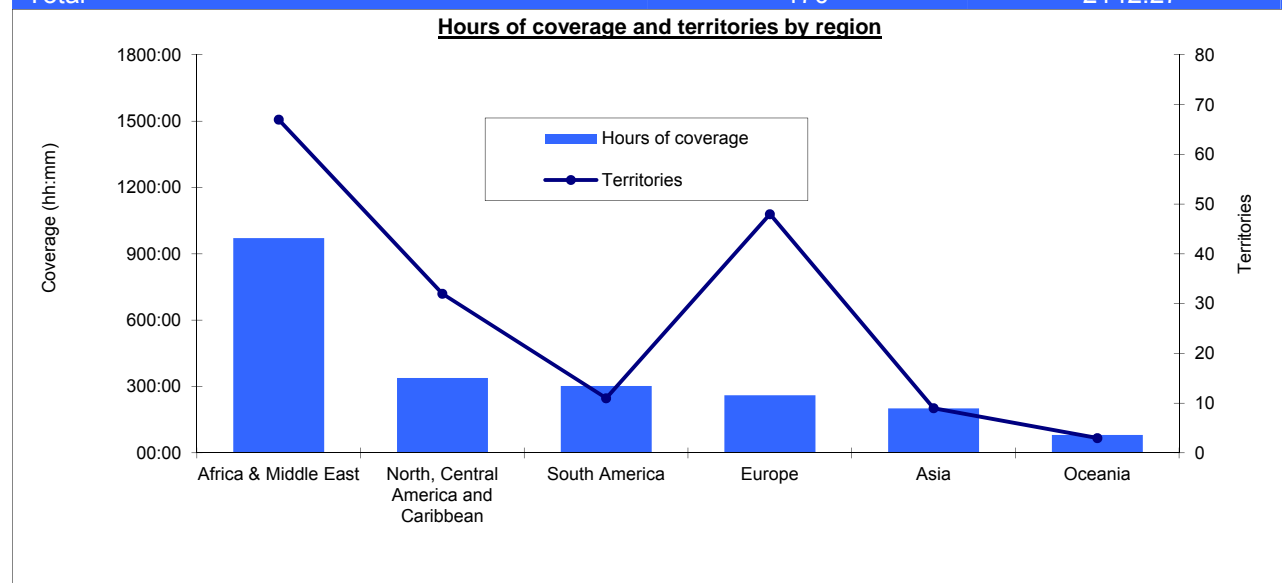
In Asia, licensees aired a total of 201 hours of coverage. The highest levels were shown in Japan (74 hours) and Malaysia (39 hours), while significant output was broadcast in Philippines (25 hours).

Across North, Central America and Caribbean over 339 hours of coverage were broadcast, with Guatemala and Pan Caribbean showing the most coverage (64 hours each). There were over 302 hours of coverage aired across the South American region, with the highest levels being derived from Colombia (55 hours).

Europe broadcast 245 hours with host market Azerbaijan contributing 70 hours of coverage. Eurosport however, showed the highest levels (74 hours). Eurosport also accounted for a high number of territories, allowing for 48 territories in Europe to have been reached.

A further 81 hours were shown across Oceania, with broadcasters in the French Overseas Territories accounting for the highest levels (42 hours).

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	67	971:19
Asia	9	201:28
North, Central America and Caribbean	32	339:23
South America	11	302:39
Europe	48	245:53
Oceania	3	81:44
Total	170	2142:27



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Regional FIFA U-17 Women's World Cup Azerbaijan 2012 analysis

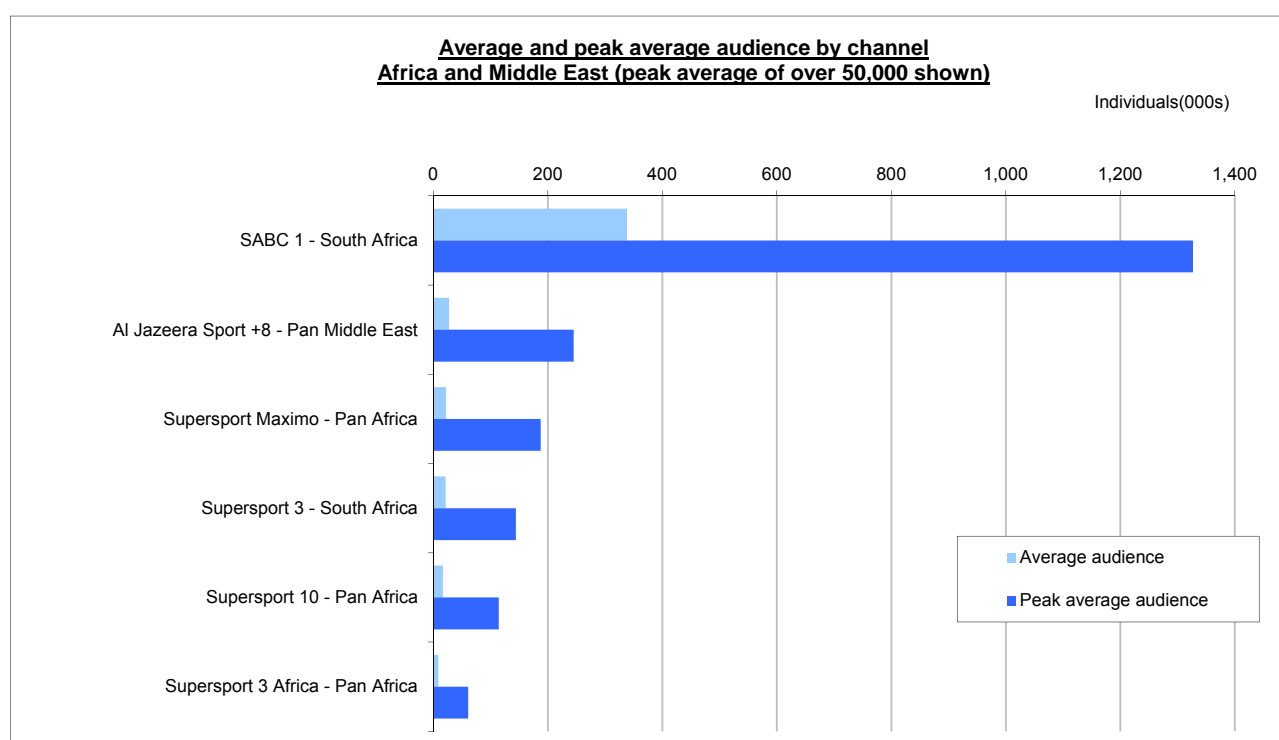
Africa and Middle East

A projected reach of 8.4 million² individuals was generated across the region by the in-home coverage of the tournament.

The large majority (70%) of the audience reach was produced by SABC and SuperSport³ in South Africa with 5.9 million² viewers.

Elsewhere, across the Middle East the Al Jazeera coverage reached a projected 1 million² viewers in-home.

The highest audiences in the region were delivered by the SABC 1 in South Africa, with their programming achieving an average of over 0.3 million viewers. The highest rated programme was the Ghana v Germany 3/4 Place match, generating an average audience of 1.3 million.



² Based on viewers watching a minimum of 20 consecutive minutes

³ Sub-licensee of the Media Rights Licensee SABC

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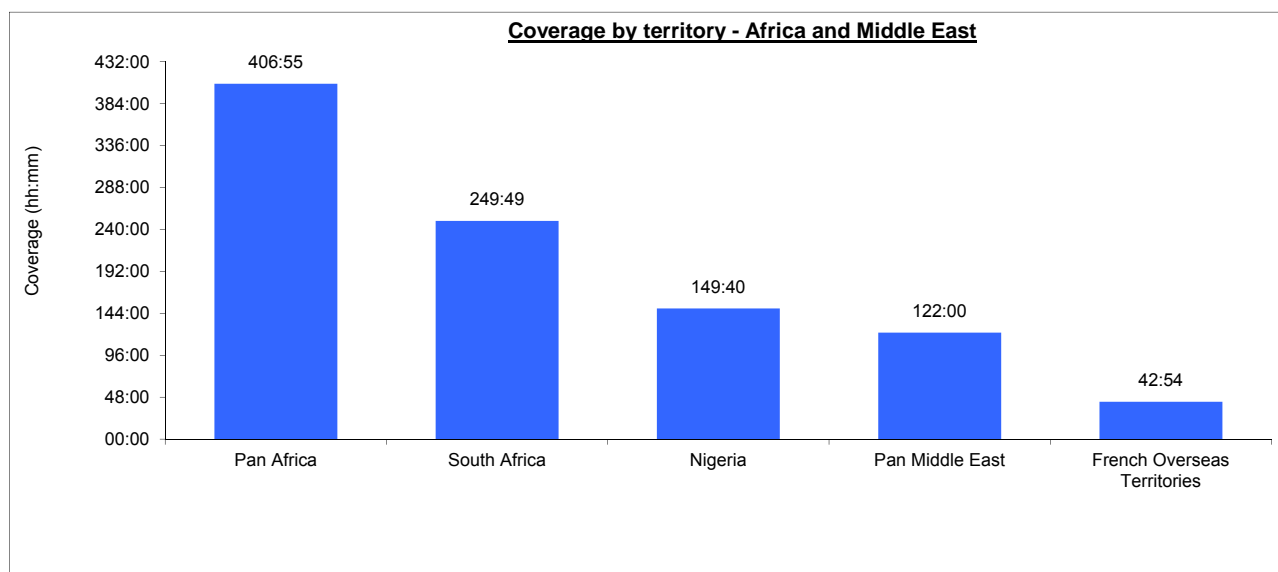


More than 971 hours of FIFA U-17 Women's World Cup Azerbaijan 2012 coverage was broadcast in the Africa and Middle East region; representing the highest of any region and 45% of the global total.

The Pan Africa SuperSport channels accounted for a combined total of over 406 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 768 hours of coverage.

Viewers in South Africa had access to over 249 hours of coverage, with SuperSport coverage being supplemented by the coverage on SABC. Over 149 hours of SuperSport³ coverage was broadcast across Nigeria.

Audiences across the Middle East were able to watch 122 hours of tournament coverage via the Al Jazeera channels.



³ Sub-licensee of the Media Rights Licensee SABC

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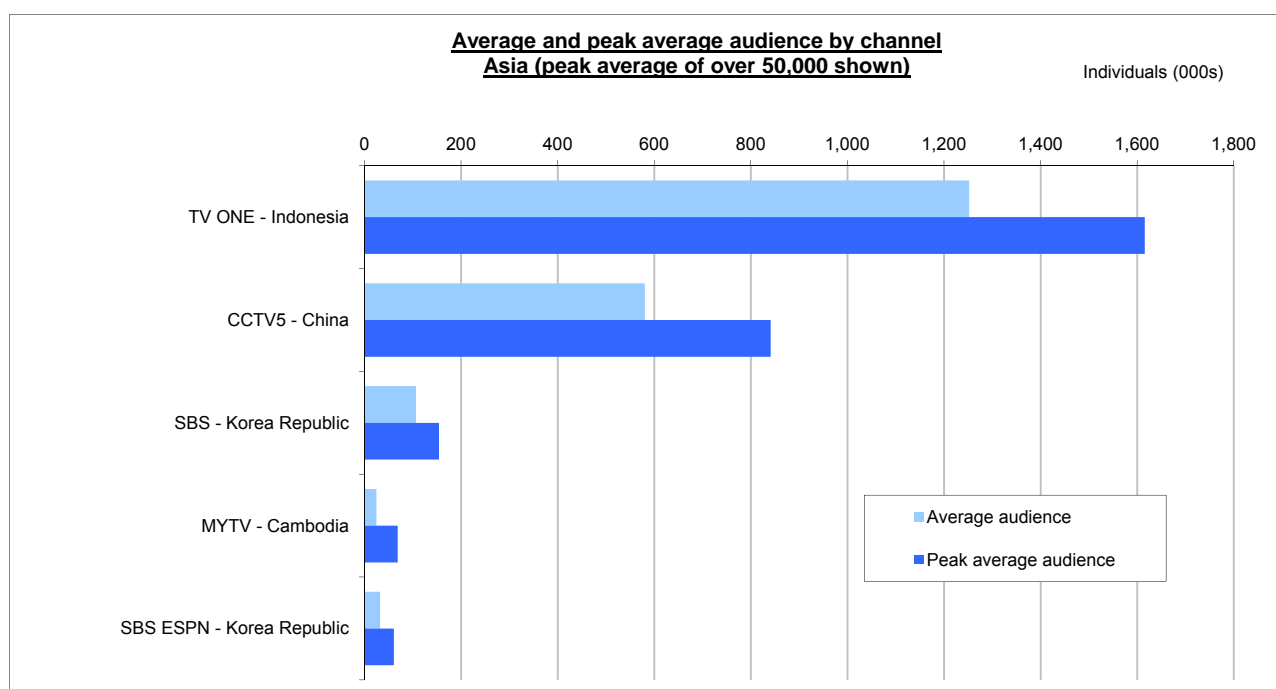
Asia

The projected audience reach was 9.5 million² individuals in Asia.

Much of the reach in Asia (31.6%) was delivered by China, where over 3 million² people were reached. In other markets, more than 5.4 million² people were projected to have been reached in Indonesia.

TV ONE, in Indonesia, achieved the highest peak average audience in the region and the highest of any channel globally. The live coverage of the France v Korea DPR Final achieved an average audience of over 1.6 million.

In addition, peak average audiences of more than 50,000 were produced in Cambodia and the Korea Republic.



² Based on viewers watching a minimum of 20 consecutive minutes

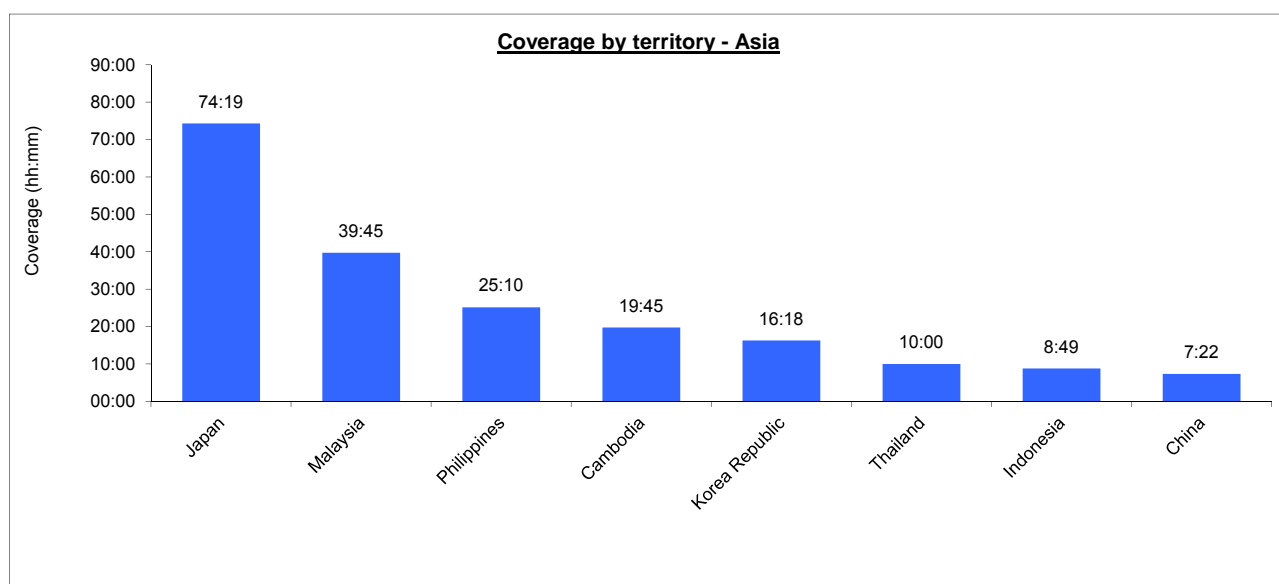


A total of 201 hours of tournament coverage were aired throughout Asia.

Viewers in Japan could have seen the highest levels of coverage in the region, with more than 74 hours of tournament coverage being shown.

In Malaysia, viewers had access to 39 hours of coverage, while more than 25 hours were available to watch in the Philippines.

Furthermore, over 10 hours of coverage were broadcast in Cambodia, Korea Republic and Thailand.



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Europe

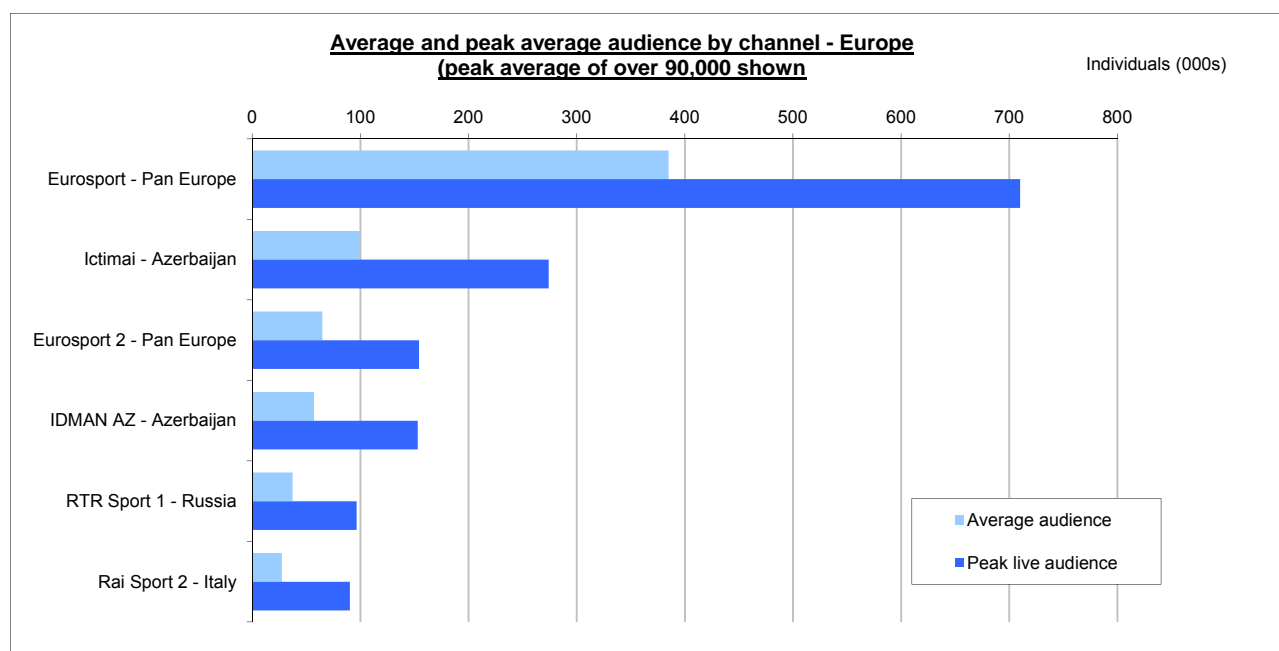
Almost 6.4 million² individuals were reached across the region by the in-home coverage of the FIFA U-17 Women's World Cup Azerbaijan 2012.

The majority of the audience reach in Europe was generated by Eurosport, which was projected to have reached more than 3.2 million² viewers.

In addition, over 1.9 million² people were reached in the host market of Azerbaijan.

The highest audiences in Europe were generated by Eurosport, with an average of 0.4 million viewers watching each programme and a peak average audience of 0.7 million watching the Korea DPR v Germany Semi Final live match.

Ictimai in Azerbaijan produced strong audiences for the host market, with average audiences of 0.1 million and a peak average audience of 0.3 million viewers for Azerbaijan v Colombia Group Match.



² Based on viewers watching a minimum of 20 consecutive minutes

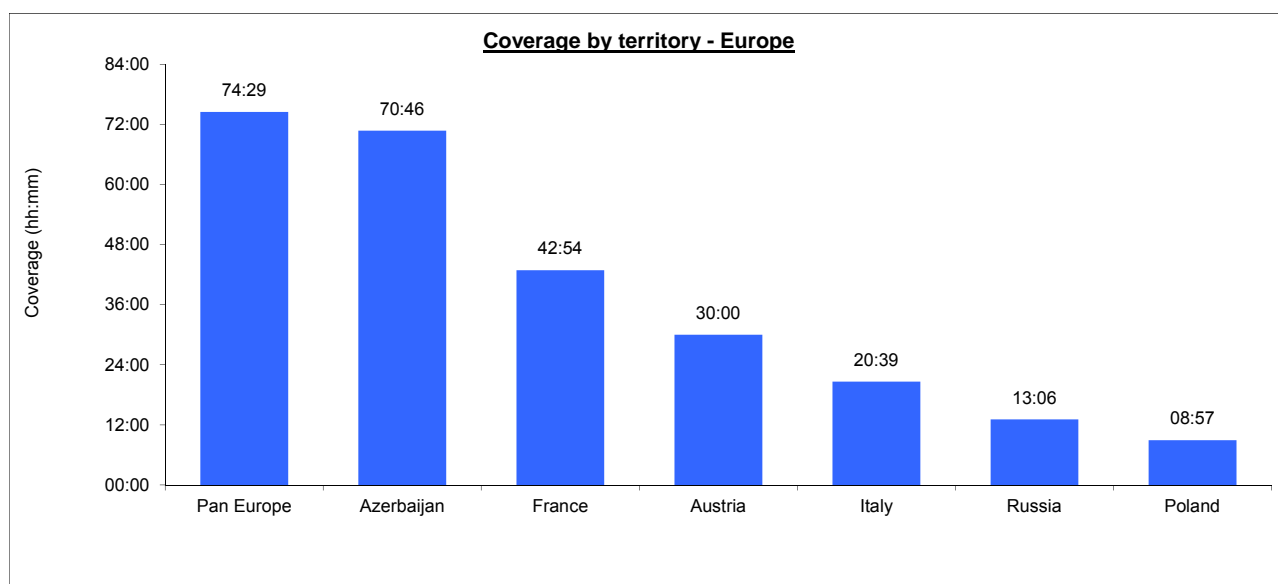
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Licensees across Europe showed over 260 hours of FIFA U-17 Women's World Cup Azerbaijan 2012 coverage.

Across the region, Eurosport generated the highest level of coverage, with over 74 hours being broadcast. This was closely followed by the host market, Azerbaijan, who showed 71 hours across their two channels.

Elsewhere, over 20 hours were shown in France, Austria and Italy.



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North, Central America & Caribbean

The in-home television coverage across the region reached 9 million² individuals.

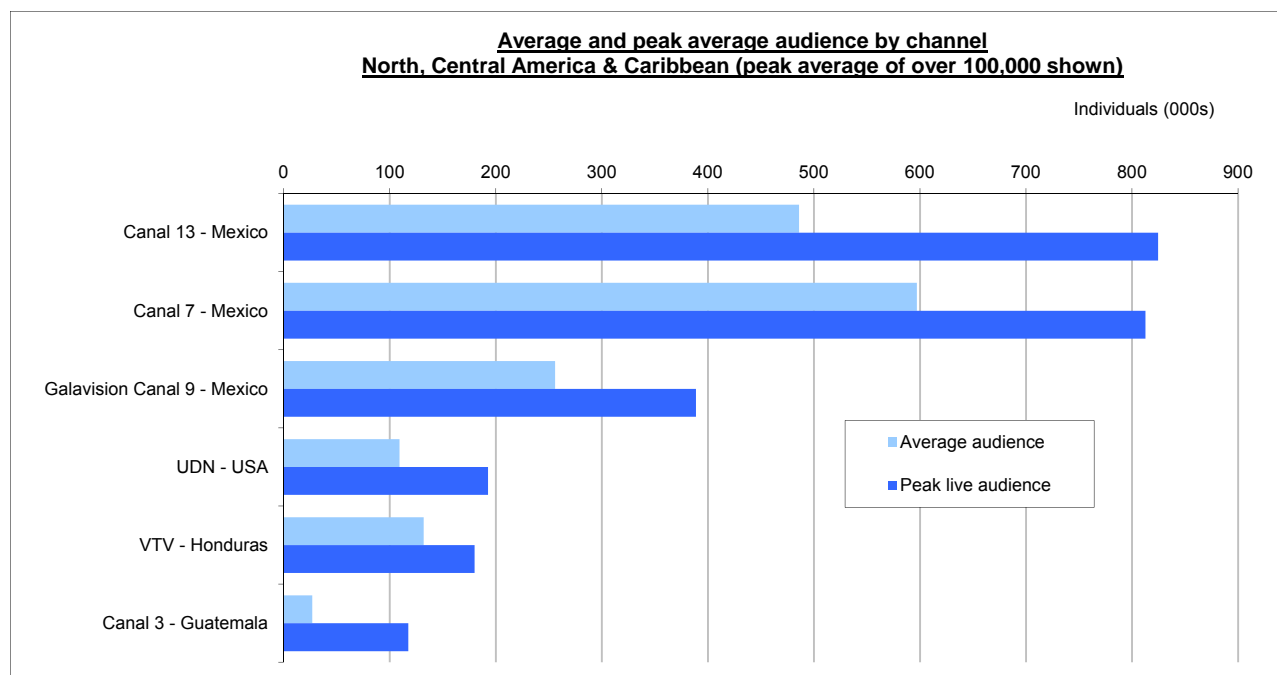
Across Mexico, 6.3 million² viewers were reached by the dedicated coverage of the tournament, this equates to 70% of the reach in the region.

1 million² people were projected to have been reached in the USA.

The highest average audience in the region was delivered by Canal 13⁴ in Mexico. Their live coverage of the Azerbaijan v Colombia Group Match was watched by an average audience of 0.8 million people.

The delayed coverage of Korea DPR v Germany on Canal 7⁴ in Mexico achieved the second highest single audience in the region; with an average of 0.8 million people watching.

Mexico dominated audiences in this region; however average audiences of more than 100,000 were recorded by broadcasters in the USA and Honduras.



² Based on viewers watching a minimum of 20 consecutive minutes

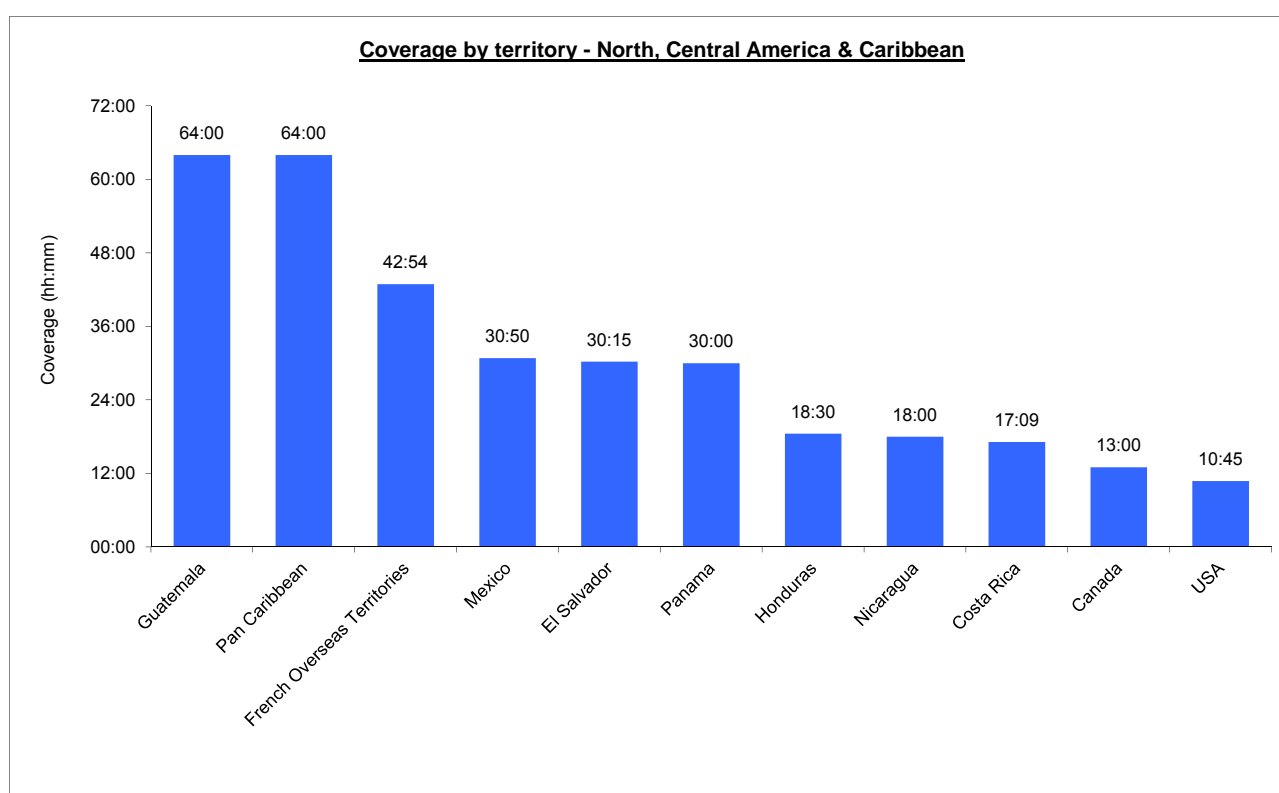
⁴ Channel of the Media Rights Licensee OTI / TV Azteca S.A. de C.V.



Over 339 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Viewers in Guatemala, Pan Caribbean and the French Overseas Territories all had access to more than 40 hours of tournament coverage.

Audiences in Mexico, El Salvador and Panama had over 30 hours of coverage available each.



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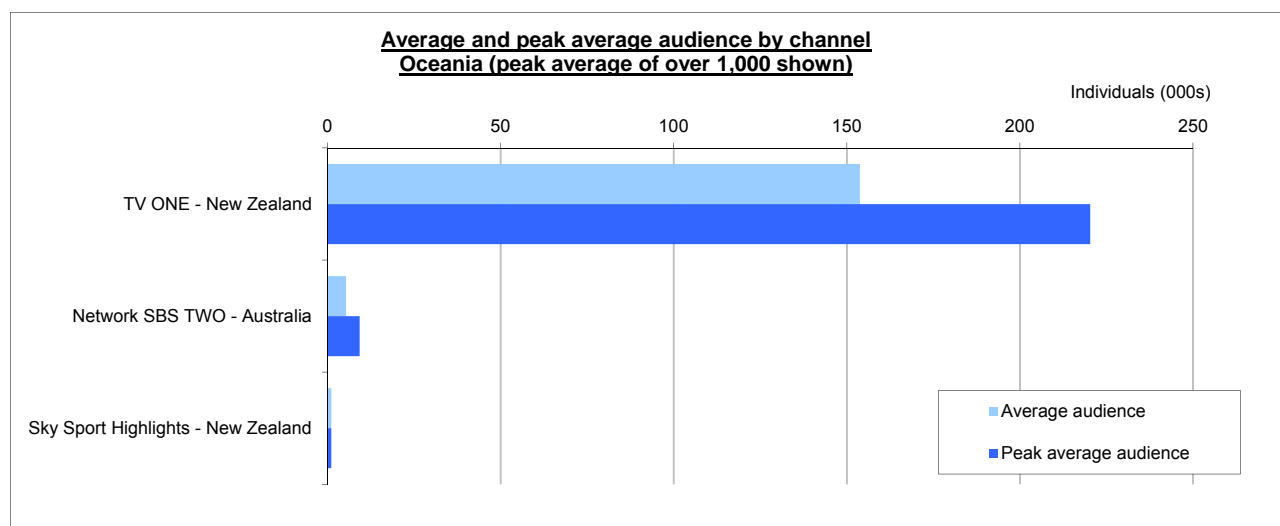


Oceania

Over 740,000² individuals were reached across the region by the in-home coverage of the FIFA U-17 Women's World Cup Azerbaijan 2012.

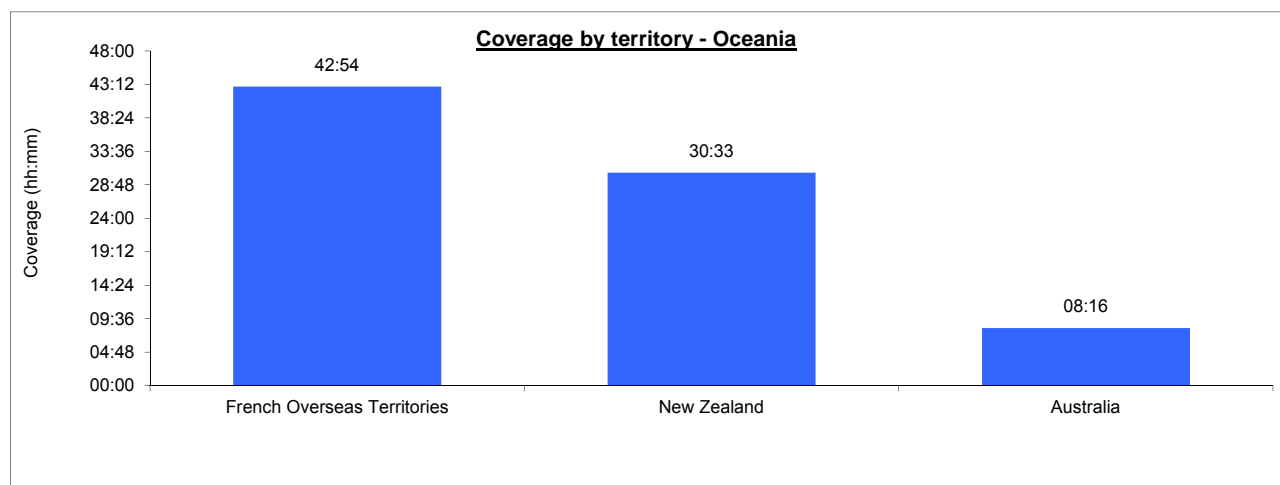
New Zealand accounted for over 96% of the reach in the region, with a projected reach of over 710,000² being generated.

By far the highest audiences in the region were delivered by TV ONE⁵ in New Zealand, which gained an average of 153,750 viewers for each programme. This included an average audience of 0.2 million for their delayed coverage of the New Zealand v Brazil Group Match.



A total of 81 hours of FIFA U-17 Women's World Cup Azerbaijan 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 42 hours. Viewers in New Zealand had access to over 30 hours.



² Based on viewers watching a minimum of 20 consecutive minutes

⁵ Channel of the SBS sub-licensee TVNZ - Television New Zealand

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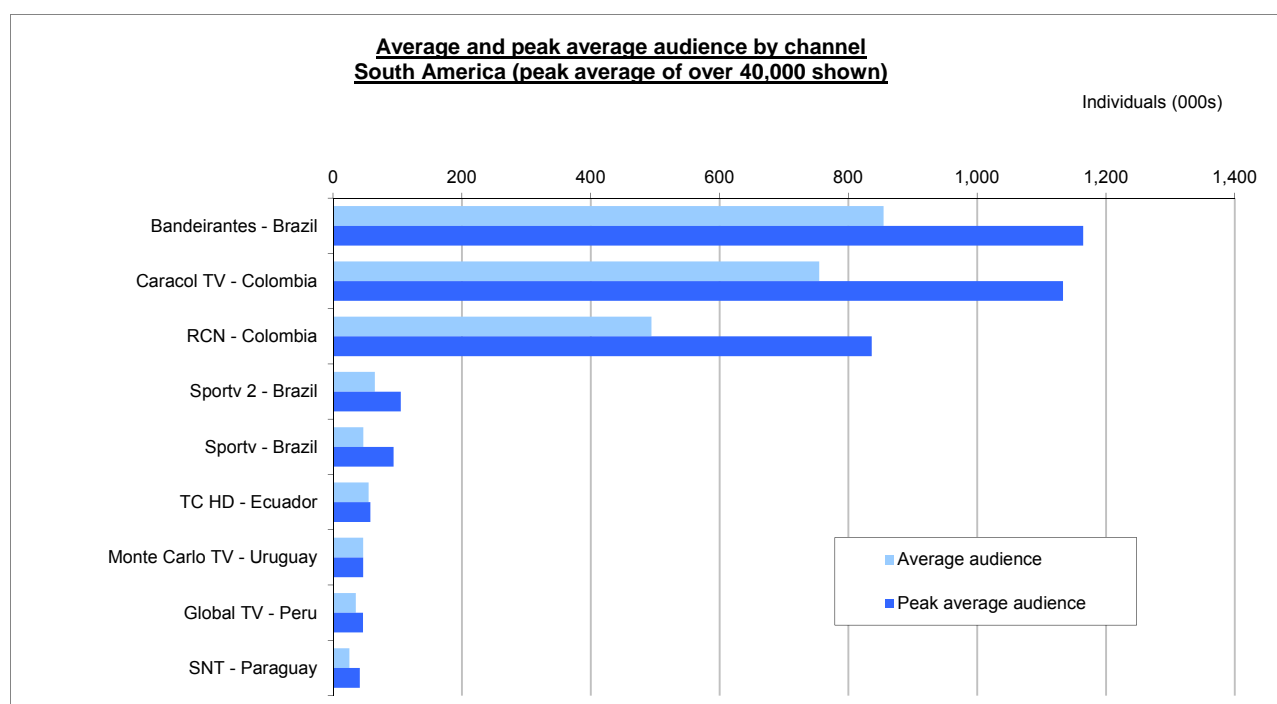
South America

A total of 14.3 million² individuals were reached across the region by the in-home coverage of the FIFA U-17 Women's World Cup Azerbaijan 2012. This accounts for 29.5% of the global reach.

Brazil accounted for the highest reach in South America, with 8.7 million² people reached by the in-home coverage.

In addition, 3.7 million² people were projected to have been reached in Colombia.

The highest audiences in the region were generated by Bandeirantes⁶ in Brazil. Bandeirantes⁶ achieved a peak average audience of 1.2 million for their live coverage of the Brazil v Japan Group Match.



² Based on viewers watching a minimum of 20 consecutive minutes

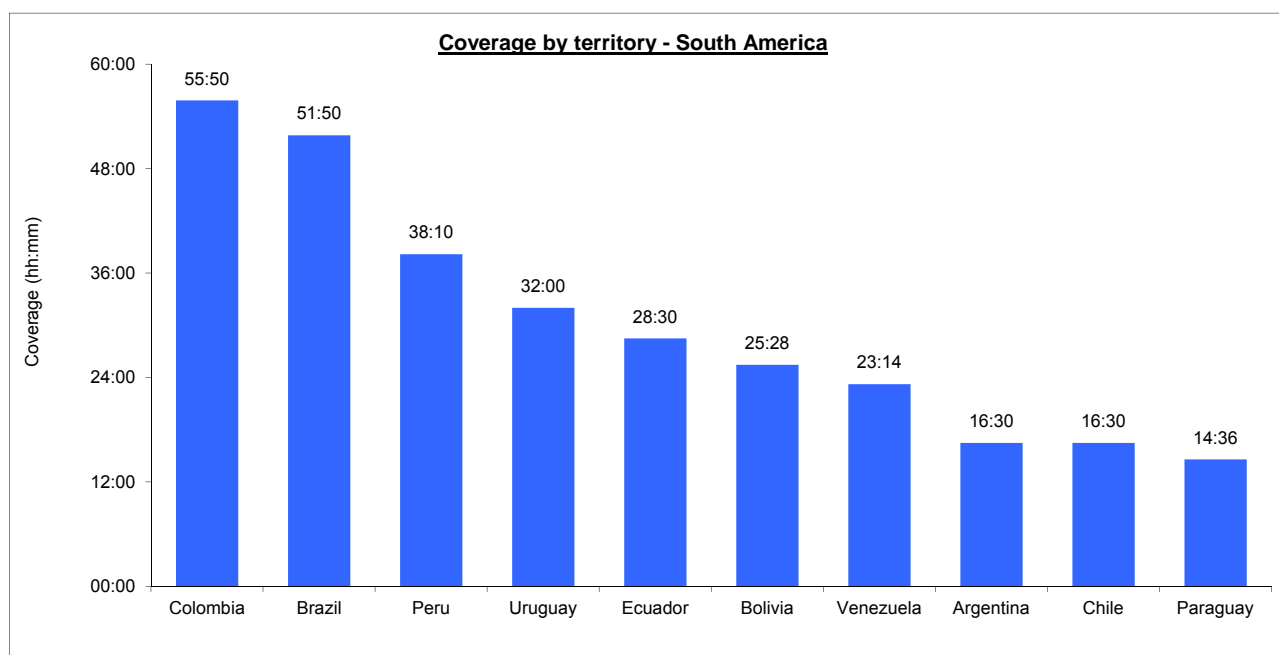
⁶ Sub-licensee of the Media Rights Licensee TV Globo

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A total of over 302 hours of tournament coverage was broadcast across the South America region.

Viewers in Colombia, Brazil, Peru and Uruguay had access to over 30 hours of coverage, while in Ecuador, Bolivia and Venezuela in excess of 20 hours were broadcast.



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FIFA U-17 Women's World Cup Azerbaijan 2012 analysis

Broadband

KantarSport has collected viewing information from Media Rights Licensees relating to their broadband coverage of FIFA U-17 Women's World Cup Azerbaijan 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 Media Rights Licensees 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-17 Women's World Cup Azerbaijan 2012.

Africa & Middle East

Territory	Website	Date	Match	Unique Viewers
South Africa	SuperSport.com	13-Oct	FRA v PRK	106
South Africa	SuperSport.com	13-Oct	GHA v GER	126
South Africa	SuperSport.com	05-Oct	JPN v GHA	175
South Africa	SuperSport.com	05-Oct	GER v BRA	426
South Africa	SuperSport.com	26-Sep	CHN v GER	287
South Africa	SuperSport.com	26-Sep	NZL v JPN	338
South Africa	SuperSport.com	26-Sep	MEX v BRA	106
South Africa	SuperSport.com	26-Sep	URU v GHA	214
South Africa	SuperSport.com	25-Sep	AZE v NGA	337
South Africa	SuperSport.com	25-Sep	USA v GAM	317
South Africa	SuperSport.com	25-Sep	COL v CAN	88
South Africa	SuperSport.com	25-Sep	FRA v PRK	30

Asia

Territory	Website	Date	Match	Unique Viewers
China	sports.cctv.com	26-Sep	CHN v GER	8,950
China	sports.cctv.com	30-Sep	CHN v GHA	11,378
China	sports.cctv.com	09-Oct	FRA v GHA	1,120
China	sports.cctv.com	09-Oct	PRK v GER	5,360
China	sports.cctv.com	13-Oct	FRA v PRK	49,490

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Europe

Territory	Website	Date	Match	Unique Viewers
Italy	RaiSport1	22-Sep	AZE v COL	547
Italy	RaiSport1	04-Oct	PRK v CAN	272
Italy	RaiSport1	05-Oct	GER v BRA	259
Italy	RaiSport1	09-Oct	PRK v GER	255
Italy	RaiSport2	09-Oct	FRA v GHA	205
Italy	RaiSport2	13-Oct	FRA v PRK	410
Russia	sportbox.ru	23-Sep	AZE v COL	1,445
Russia	sportbox.ru	09-Oct	FRA v GHA	938
Russia	sportbox.ru	09-Oct	PRK v GER	1,292
Russia	sportbox.ru	13-Oct	FRA v PRK	5,496

North, Central America & Caribbean

Territory	Website	Date	Match	Unique Viewers
USA	ESPN 3	22-Sep	PRK v GAM	2,337
USA	ESPN 3	22-Sep	FRA v USA	3,222
USA	ESPN 3	22-Sep	NGA v CAN	2,040
USA	ESPN 3	22-Sep	AZE v COL	3,797
USA	ESPN 3	23-Sep	MEX v NZL	571
USA	ESPN 3	23-Sep	GHA v GER	1,060
USA	ESPN 3	23-Sep	BRA v JPN	2,015
USA	ESPN 3	23-Sep	URU v CHN	2,867
USA	ESPN 3	25-Sep	COL v CAN	537
USA	ESPN 3	25-Sep	FRA v PRK	322
USA	ESPN 3	25-Sep	AZE v NGA	2,782
USA	ESPN 3	25-Sep	USA v GAM	2,747
USA	ESPN 3	26-Sep	MEX v BRA	1,532
USA	ESPN 3	26-Sep	URU v GHA	1,505
USA	ESPN 3	26-Sep	NZL v JPN	1,779
USA	ESPN 3	26-Sep	CHN v GER	5,338
USA	ESPN 3	29-Sep	GAM v FRA	2,022
USA	ESPN 3	29-Sep	USA v PRK	4,156
USA	ESPN 3	29-Sep	CAN v AZE	1,424
USA	ESPN 3	29-Sep	COL v NGA	3,230
USA	ESPN 3	30-Sep	JPN v MEX	2,581
USA	ESPN 3	30-Sep	NZL v BRA	901
USA	ESPN 3	30-Sep	GER v URU	1,517
USA	ESPN 3	30-Sep	CHN v GHA	3,995
USA	ESPN 3	04-Oct	PRK v CAN	3,573
USA	ESPN 3	04-Oct	NGA v FRA	4,406
USA	ESPN 3	05-Oct	GER v BRA	2,575
USA	ESPN 3	05-Oct	JPN v GHA	3,132
USA	ESPN 3	09-Oct	FRA v GHA	1,600
USA	ESPN 3	09-Oct	PRK v GER	5,734
USA	ESPN 3	13-Oct	GHA v GER	2,719
USA	ESPN 3	13-Oct	FRA v PRK	11,702

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Oceania

Territory	Website	Date	Match	Unique Viewers
Australia	SBS.com	09-Oct	FRA v GHA	1,458
Australia	SBS.com	09-Oct	PRK v GER	1,397
Australia	SBS.com	13-Oct	FRA v PRK	1,820
New Zealand	tvnz.co.nz	14-Oct	FRA v PRK	39

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Appendix

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FIFA U-17 Women's World Cup Azerbaijan 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	42:54	34	0.2	23:36	15	0.4	28,282
Nigeria	149:40	75	0.2	55:35	25	0.5	221,856
Pan Africa	406:55	203	0.2	129:00	58	0.5	1,275,305
Pan Middle East	122:00	61	0.2	35:00	16	0.5	1,017,773
South Africa	249:49	133	0.2	84:32	40	0.4	5,867,000
Africa & Middle East total	971:19	506	0.2	327:43	154	0.4	8,410,215

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	19:45	10	0.2	10:09	5	0.4	232,078
China	07:22	4	0.0	05:58	3	0.1	3,006,080
Indonesia	08:49	4	0.8	06:46	3	0.9	5,465,225
Japan	74:19	34	0.0	19:30	8	0.1	114,634
Korea Republic	16:18	9	0.1	04:30	2	0.1	491,438
Malaysia	39:45	19	0.1	13:45	6	0.3	152,238
Philippines	25:10	12	0.0	09:10	4	0.0	15,701
Thailand	10:00	4	0.4	10:00	4	0.4	47,075
Asia total	201:28	96	0.1	79:49	35	0.3	9,524,469

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	15:00	9	0.1	00:00	0	0.0	70,079
Azerbaijan	70:46	36	0.9	69:57	35	0.9	1,981,585
France	42:54	34	0.1	23:36	15	0.1	176,325
Italy	20:39	13	0.1	09:39	6	0.1	404,194
Pan Europe	74:29	63	0.1	33:44	22	0.2	3,236,463
Poland	08:57	5	0.0	03:51	2	0.1	87,065
Russia	13:06	7	0.1	06:08	3	0.2	440,054
Europe total	245:53	167	0.3	146:56	83	0.5	6,395,765

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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	13:00	6	0.1	00:00	0	0.0	353,000
Costa Rica	17:09	8	0.4	00:00	0	0.0	104,561
El Salvador	30:15	14	0.4	00:00	0	0.0	157,422
French Overseas Territories	42:54	34	0.3	23:36	15	0.4	21,951
Guatemala	64:00	32	0.9	64:00	32	0.9	379,155
Honduras	18:30	8	1.3	16:30	7	1.1	580,833
Mexico	30:50	14	0.4	26:49	12	0.4	6,278,131
Nicaragua	18:00	9	0.1	00:00	0	0.0	8,485
Pan Caribbean	64:00	32	0.3	34:00	17	0.3	100,730
Panama	30:00	14	0.4	30:00	14	0.4	17,852
USA	10:45	5	0.3	06:15	3	0.3	961,421
North, Central America & Caribbean total	339:23	176	0.5	201:10	100	0.6	8,963,540

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	08:16	3	0.0	08:16	3	0.0	30,000
French Overseas Territories	42:54	34	0.0	23:36	15	0.0	386
New Zealand	30:33	16	1.0	14:35	6	0.0	710,874
Oceania total	81:44	53	0.3	46:28	24	0.0	741,260

South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Argentina	16:30	8	0.2	12:30	6	0.3	99,291
Bolivia	25:28	12	0.4	08:35	4	0.4	227,013
Brazil	51:50	29	0.2	27:53	15	0.3	8,685,494
Chile	16:30	8	0.2	12:30	6	0.3	18,608
Colombia	55:50	26	0.5	34:56	16	0.5	3,656,608
Ecuador	28:30	14	0.3	12:30	6	0.3	416,235
Paraguay	14:36	8	0.5	00:00	0	0.0	298,496
Peru	38:10	19	0.3	32:15	16	0.3	333,052
Uruguay	32:00	15	0.8	29:40	14	0.8	334,563
Venezuela	23:14	12	0.2	18:45	9	0.2	193,235
South America total	302:39	151	0.4	189:35	92	0.4	14,262,595

Global total	2142:27	1,149	0.3	991:43	488	0.4	48,297,845
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FIFA U-17 Women's World Cup Azerbaijan 2012 reach analysis by viewing condition

Territory	FIFA U-17 Women's World Cup Azerbaijan 2012 3+ consecutive minutes reach	FIFA U-17 Women's World Cup Azerbaijan 2012 20+ consecutive minutes reach
Australia	77,000	30,000
Azerbaijan	3,929,357	1,981,585
Brazil	17,112,852	8,685,494
Canada	1,018,000	353,000
China	9,385,210	3,006,080
Italy	1,277,667	404,194
Korea Republic	1,681,028	491,438
Mexico	11,173,740	6,278,131
South Africa	8,207,000	5,867,000
Rest of the World (projected)	53,997,929	21,200,924
Total	107,859,783	48,297,845

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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)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		TPA - Televisão Publica de Angola	√	√		
Bahrain	FIFA	Al Jazeera Sport	√	√	√	√
Benin	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		ORTB - Radiodiffusion et Television Du Benin	√	√		
Botswana	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	BTW - Botswana Radio and Television Services	√	√		
		CFI - Canal France International	√	√		
Burkina Faso	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		RTB - Radiodiffusion Télévision du Burkina Faso	√	√		
Burundi	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		RTNB - Radio Television National Burundi	√	√		
Cameroon	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		ORTV - Camberoon Radio & Television	√	√		
Cape Verde	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		RTC - Radio TV du Cap-Vert	√	√		
Central African Republic	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		TVCA	√	√		
Chad	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		Telechad	√	√		
Comoros	FIFA	Al Jazeera Sport	√	√	√	√
Congo Brazzaville	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		Tele Congo	√	√		
Côte d'Ivoire	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		RTI - Radiodiffusion Television Ivoirienne	√	√		
Democratic Republic of Congo	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		RTNC - Radio Television Nationale Congolaise	√	√		
Djibouti	FIFA	Al Jazeera Sport	√	√	√	√
Egypt	FIFA	Al Jazeera Sport	√	√	√	√
		Eurosport S.A.	√	√		
Equatorial Guinea	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		TGE	√	√		
Eritrea	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		ERI TV	√	√		
Ethiopia	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
AUB	AUB	CFI - Canal France International	√	√		
		ETV	√	√		

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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 RTG 1 - Radiodiffusion Télévision Gabonaise	✓	✓	✓	✓
Gambia	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International GRTS - Gambia Radio and Television Services	✓	✓	✓	✓
Ghana	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International GBC - Ghana Broadcasting Corporation Metro TV Ltd TV3 Network Ltd.	✓	✓	✓	✓
Guinea Bissau	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International RTGB	✓	✓	✓	✓
Guinea Conakry	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International RTG - Radiodiffusion Télévision Guinéenne	✓	✓	✓	✓
Iran	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Iraq	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Jordan	FIFA	Al Jazeera Sport Eurosport S.A.	✓	✓	✓	✓
Kenya	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International KBC - Kenya Broadcasting Corporation	✓	✓	✓	✓
Kuwait	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Lebanon	FIFA	Al Jazeera Sport Eurosport S.A.	✓	✓	✓	✓
Lesotho	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International LTV	✓	✓	✓	✓
Liberia	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International ELTV	✓	✓	✓	✓
Libya	FIFA	Al Jazeera Sport Eurosport S.A.	✓	✓	✓	✓
Madagascar	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International TVM / MATV	✓	✓	✓	✓
Malawi	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International Malawi TV	✓	✓	✓	✓
Mali	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International ORTM	✓	✓	✓	✓
Mauritania	FIFA	Al Jazeera Sport	✓	✓	✓	✓
Mauritius	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International MBC- Mauritius Broadcasting Corporation	✓	✓	✓	✓
Morocco	FIFA	Al Jazeera Sport Eurosport S.A.	✓	✓	✓	✓
Mozambique	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	✓	✓		
	AUB	CFI - Canal France International SOICO TVM - Télévision de Mozambique	✓	✓	✓	✓

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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	√	√	√	√
	FIFA	SABC - South African Broadcasting Corporation Limited Supersport International (PTY) Limited	√	√	√	√
South Africa	SABC	Radio 2000		√		
		Radio 5FM Music		√		
		Radio CKI FM		√		
		Radio Good Hope FM		√		
		Radio Ikwewezi 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		√		
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.	√	√	√	√
	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√	√	√
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.	√	√	√	√
	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√	√	√
Togo	FIFA	African Union of Broadcasting (AUB) Supersport International (PTY) Limited	√	√	√	√
	AUB	CFI - Canal France International TVT - Télévision Togolaise	√	√		

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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	√		√	√
	AUB	CFI - Canal France International	√	√		
		ZBC - Zimbabwe Broadcasting Corporation	√	√		

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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 - Tomez y Competencias S.A.	√	√		
	TyC	DirectV 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 Comunicaçao e Participaçoes S/A (TV Globo) SporTV (Globosat)	√	√		
	TV Globo	Rádío e Televisão Bandeirantes Ltda	√	√		
	FIFA	IMC - International Media Content Ltd.	√			
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.	√	√		
	OTI	DirectV Latin America	√			
		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) Telesora 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.	√	√		
	OTI	DirectV Latin America	√			
		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	Telesora de Costa Rica S.A. (Canal 7 / Teletica)	√	√		
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.	√	√		
	OTI	Radiotelevision Guatemala S.A. (Canal 3)	√	√		
		Telesiete S.A. (Canal 7)	√	√		
		Teleonce S.A. (Canal 11) Trelevision S.A. (Canal 13)	√	√		
Guyana	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			

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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	Televisión de Nicaragua S.A. (Canal 2) Radio y Televisión 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.	√			
	IMC	Sportsmax	√			
St. Lucia	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
St. Vincent	FIFA	IMC - International Media Content Ltd.	√			
	IMC	Sportsmax	√			
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	√	√		

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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		PT Cakrawala Andalas Televisi (ANTV)	√			
	ISM	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)	√	√	√	√
South Korea	FIFA	SBS International, Inc.	√	√	√	√
Thailand	FIFA	Adamas Inv Pic	√	√		√

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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 Shiqptar	√	√	√	√
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.	√	√	√	√
	EBU	Ictimai	√	√	√	√
	Ictimai	Idman	√		√	√
Belarus	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 Nacionala Televizija	√	√	√	√
Croatia	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.	√	√	√	√
			√		√	√
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.	√	√	√	√
			√		√	√

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

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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						
Germany	FIFA	ZDF	√			
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						

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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	Licenser	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
Television Nacional de Chile (Canal 7)	OTI	Chile
Canal 13 Spa	OTI	Chile
SkyNetTV	FIFA	Myanmar

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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 one minute reach has also been quoted throughout.

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

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

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

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

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

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

Media Rights Licensee (MRL): an organisation which has been granted certain media rights to the FIFA U-17 Women's World Cup Azerbaijan 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).

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