



# FIFA U-20 World Cup Turkey 2013

## 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-20 World Cup Turkey 2013 took place from 21<sup>st</sup> June to 13<sup>th</sup> July 2013 and featured 24 football nations from around the globe.

The list of competing nations was:

<u>Group A</u>	<u>Group B</u>	<u>Group C</u>
 France	 Cuba	 Turkey
 Ghana	 Korea Republic	 El Salvador
 USA	 Nigeria	 Colombia
 Spain	 Portugal	 Australia

<u>Group D</u>	<u>Group E</u>	<u>Group F</u>
 Mexico	 Chile	 New Zealand
 Greece	 Egypt	 Uzbekistan
 Paraguay	 England	 Uruguay
 Mali	 Iraq	 Croatia

Each of the teams played three Group Matches, before the top teams progressed to the knockout Round of 16 stage. The games took place at seven cities across Turkey, Antalya, Bursa, Gaziantep, Istanbul, Kayseri, Rize and Trabzon.

Istanbul hosted the Final between France and Uruguay, with France claiming their maiden FIFA U-20 World Cup title with a hard fought 4:1 penalties win after normal and extra time finished goalless.



## Match Schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group Matches	21-Jun-13	18:00	Kayseri	CUB v KOR	1:2 (1:0)
2	Group Matches	21-Jun-13	18:00	Istanbul	FRA v GHA	3:1 (0:0)
3	Group Matches	21-Jun-13	21:00	Kayseri	NGA v POR	2:3 (0:2)
4	Group Matches	21-Jun-13	21:00	Istanbul	USA v ESP	1:4 (0:3)
5	Group Matches	22-Jun-13	18:00	Trazbon	COL v AUS	1:1 (0:0)
6	Group Matches	22-Jun-13	18:00	Gaziantep	MEX v GRE	1:2 (1:1)
7	Group Matches	22-Jun-13	21:00	Trazbon	TUR v SLV	3:0 (1:0)
8	Group Matches	22-Jun-13	21:00	Gaziantep	PAR v MLI	1:1 (1:1)
9	Group Matches	23-Jun-13	18:00	Antalya	CHI v EGY	2:1 (1:1)
10	Group Matches	23-Jun-13	17:00	Bursa	NZL v UZB	0:3 (0:1)
11	Group Matches	23-Jun-13	21:00	Antalya	ENG v IRQ	2:2 (1:0)
12	Group Matches	23-Jun-13	20:00	Bursa	URU v CRO	0:1 (0:1)
13	Group Matches	24-Jun-13	18:00	Istanbul	FRA v USA	1:1 (0:0)
14	Group Matches	24-Jun-13	18:00	Kayseri	CUB v NGA	0:3 (0:2)
15	Group Matches	24-Jun-13	21:00	Istanbul	ESP v GHA	1:0 (1:0)
16	Group Matches	24-Jun-13	21:00	Kayseri	POR v KOR	2:2 (1:1)
17	Group Matches	25-Jun-13	18:00	Rize	AUS v SLV	1:2 (1:2)
18	Group Matches	25-Jun-13	18:00	Gaziantep	MEX v PAR	0:1 (0:0)
19	Group Matches	25-Jun-13	21:00	Rize	TUR v COL	0:1 (0:0)
20	Group Matches	25-Jun-13	21:00	Gaziantep	MLI v GRE	0:0
21	Group Matches	26-Jun-13	18:00	Antalya	CHI v ENG	1:1 (1:0)
22	Group Matches	26-Jun-13	18:00	Bursa	NZL v URU	0:2 (0:1)
23	Group Matches	26-Jun-13	21:00	Antalya	IRQ v EGY	2:1 (1:1)
24	Group Matches	26-Jun-13	21:00	Bursa	CRO v UZB	1:1 (0:1)
25	Group Matches	27-Jun-13	17:00	Istanbul	KOR v NGA	0:1 (0:1)
26	Group Matches	27-Jun-13	17:00	Kayseri	POR v CUB	5:0 (3:0)
27	Group Matches	27-Jun-13	20:00	Istanbul	ESP v FRA	2:1 (1:0)
28	Group Matches	27-Jun-13	20:00	Kayseri	GHA v USA	4:1 (1:0)
29	Group Matches	28-Jun-13	18:00	Trazbon	GRE v PAR	1:1 (0:0)
30	Group Matches	28-Jun-13	18:00	Gaziantep	MLI v MEX	1:4 (0:2)
31	Group Matches	28-Jun-13	21:00	Trazbon	AUS v TUR	1:2 (0:0)
32	Group Matches	28-Jun-13	21:00	Gaziantep	SLV v COL	0:3 (0:2)
33	Group Matches	29-Jun-13	18:00	Antalya	UZB v URU	0:4 (0:1)
34	Group Matches	29-Jun-13	18:00	Bursa	CRO v NZL	2:1 (1:0)
35	Group Matches	29-Jun-13	21:00	Antalya	IRQ v CHI	2:1 (1:1)
36	Group Matches	29-Jun-13	21:00	Bursa	EGY v ENG	2:0 (0:0)



## Match Schedule

Match	Stage	Date	Time	Venue	Teams	Score
37	Round of 16	02-Jul-13	18:00	Istanbul	ESP v MEX	2:1 (0:1)
38	Round of 16	02-Jul-13	18:00	Gaziantep	GRE v UZB	1:3 (1:1)
39	Round of 16	02-Jul-13	21:00	Istanbul	NGA v URU	1:2 (0:0)
40	Round of 16	02-Jul-13	21:00	Gaziantep	FRA v TUR	4:1 (2:0)
41	Round of 16	03-Jul-13	18:00	Kayseri	POR v GHA	2:3 (0:1)
42	Round of 16	03-Jul-13	18:00	Bursa	CRO v CHI	0:2 (0:0)
43	Round of 16	03-Jul-13	21:00	Trazbon	COL v KOR	1:1 a.e.t. (1:1, 0:1) 7:8 PSO
44	Round of 16	03-Jul-13	21:00	Antalya	IRQ v PAR	1:0 a.e.t.
45	Quarter Finals	06-Jul-13	18:00	Rize	FRA v UZB	4:0 (3:0)
46	Quarter Finals	06-Jul-13	21:00	Bursa	URU v ESP	1:0 a.e.t.
47	Quarter Finals	07-Jul-13	18:00	Kayseri	IRQ v KOR	3:3 a.e.t. (2:2, 2:1) 5:4 PSO
48	Quarter Finals	07-Jul-13	21:00	Istanbul	GHA v CHI	4:3 a.e.t. (2:2, 1:2)
49	Semi Finals	10-Jul-13	18:00	Bursa	FRA v GHA	2:1 (1:0)
50	Semi Finals	10-Jul-13	21:00	Trazbon	IRQ v URU	1:1 a.e.t. (1:1, 1:0) 6:7 PSO
51	3/4 Place	13-Jul-13	18:00	Istanbul	GHA v IRQ	3:0 (2:0)
52	Final	13-Jul-13	21:00	Istanbul	FRA v URU	0:0 a.e.t. 4:1 PSO



## Report Notes

- This report is based on coverage and audience information collated from 10 key markets around the world.
- Throughout this report “AUDIENCE REACH” has been quoted, which is the measurement of the total unique individuals to have watched the event on television in-home. This ensures viewers are not duplicated while providing a true measure of event penetration.

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

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

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

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

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



## Top-line coverage and audience summary

Total broadcast hours:	1,981 (+97%)
Total in-home audience reach (20+ consecutive minutes):	45.1 million (+1%)
Total in-home audience reach (3+ consecutive minutes):	79.9 million (+7%)
Average global in-home audience per live match:	0.7 million (+7%)
Highest global in-home audience (FIFA U-20 World Cup Turkey 2013 Final; FRA v URU):	6.8 million (+46%)

(all % in parenthesis are compared to FIFA U-20 World Cup Colombia 2011)





## Executive summary<sup>1</sup>

The in-home television coverage of the FIFA U-20 World Cup Turkey 2013 reached 79.9 million 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 World Cup Turkey 2013 reached 45.1 million viewers.

To establish the audience reach for the FIFA U-20 World Cup Turkey 2013, FIFA sourced audience reach from all markets within this report. This report is based on the in depth analysis of 10 key fully audited markets from around the world.

Other highlights of the FIFA U-20 World Cup Turkey 2013 included:

- Each live match was watched by an average in-home global audience of 0.7 million.
- The highest global in-home audience was for the Final match, with a total audience of 6.8 million viewers.
- The highest audiences were recorded in Spain, 24 live matches were broadcast on La Sexta and Nitro where an average audience of 0.5 million was achieved. The Uruguay v Spain Quarter Final attracted an average audience of over 2.0 million viewers on La Sexta.
- Reach was highest in Brazil, where 11.9 million viewers were reached<sup>2</sup>.
- Elsewhere, more than five million viewers were reached<sup>2</sup> in Korea Republic (9.0m), Spain (8.4m), and South Africa (7.0m).
- A total of over 1,981 hours of FIFA U-20 World Cup Turkey 2013 “DEDICATED COVERAGE” were broadcast in-home in the 10 markets.
- The highest ratings (“TVR%”) were produced by channels in Uruguay and Spain. An average TVR% of 4.7% was achieved across Uruguay’s live coverage on all channels. The highest TVR% during the FIFA U-20 World Cup Turkey 2013 was achieved on Canal 12 in Uruguay for the France v Uruguay Final (10.9%). Spain’s highest TVR% during the FIFA U-20 World Cup Turkey 2013 was a rating of 4.6% for the Quarter Final Uruguay v Spain live match programming on La Sexta.
- The highest “MARKET SHARE” during the FIFA U-20 World Cup Turkey 2013 was achieved in Uruguay, where live coverage of the France v Uruguay Final (kick-off 15:00) gained 30.4% of all television viewers during the game. In addition, market shares of more than 20% were achieved in Korea Republic, South Africa and Spain.

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

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes



## Key Market Summaries<sup>1</sup>

### Australia

Coverage (hh:mm): 18:13 (+16%)

Audience reach<sup>2</sup>: 88,000 (-49%)

Live Match "AVERAGE AUDIENCE": 14,500 (-37%)

"PEAK MATCH AUDIENCE": 30,000 (-22%)

### China

Coverage (hh:mm): 09:33 (+400%)

Audience reach<sup>2</sup>: 2.6m (+49%)

Live match average audience: 0.4m (N/A)

Peak match audience: 0.9m (-29%)

### Korea Republic

Coverage (hh:mm): 338:18 (+114%)

Audience reach<sup>2</sup>: 9.0m (-10%)

Live match average audience: 0.2m (-29%)

Peak match audience: 2.6m (+57%)

### Spain

Coverage (hh:mm): 49:16 (N/A)

Audience reach<sup>2</sup>: 8.4m (N/A)

Live match average audience: 0.5m (N/A)

Peak match audience: 2.0m (N/A)

### Uruguay

Coverage (hh:mm): 65:24 (+57%)

Audience reach<sup>2</sup>: 1.8m (+12%)

Live match average audience: 0.4m (+142%)

Peak match audience: 0.7m (+143%)

### Brazil

Coverage (hh:mm): 148:35 (-40%)

Audience reach<sup>2</sup>: 11.9m (-47%)

Live match average audience: 0.4m (-30%)

Peak match audience: 2.7m (-29%)

### Italy

Coverage (hh:mm): 357:13 (+1,930%)

Audience reach<sup>2</sup>: 0.6m (-10%)

Live match average audience: 44,796 (+55%)

Peak match audience: 0.5m (+464%)

### South Africa

Coverage (hh:mm): 576:35 (+145%)

Audience reach<sup>2</sup>: 7.0m (1,052%)

Live match average audience: 20,841 (+19%)

Peak match audience: 1.4m (+280%)

### United Kingdom

Coverage (hh:mm): 213:47 (+16%)

Audience reach<sup>2</sup>: 0.6m (-41%)

Live match average audience: 14,183 (+70%)

Peak match audience: 86,000 (+72%)

### USA

Coverage (hh:mm): 112:01 (+14%)

Audience reach<sup>2</sup>: 3.0m (-52%)

Live match average audience: 97,828 (-77%)

Peak match audience: 0.5m (-75%)

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

<sup>2</sup>Based on viewers watching a minimum of 20 consecutive minutes



## In-home data sources and methodology<sup>1</sup>

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.

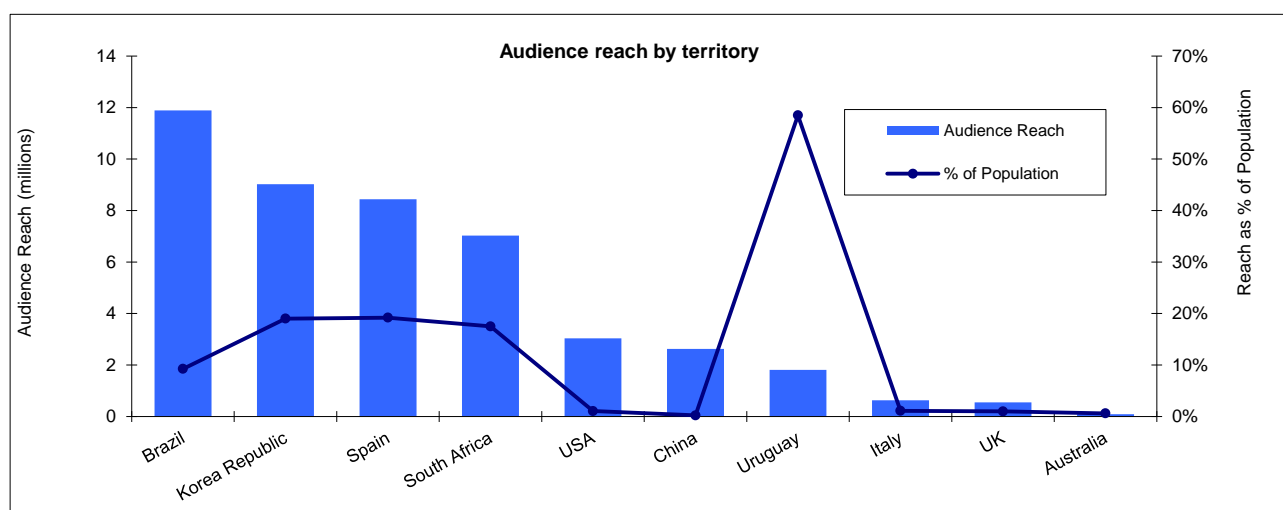
<sup>1</sup>Please refer to Glossary for definition of all terms identified in "CAPITALS"



## Global FIFA U–20 World Cup Turkey 2013 analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the FIFA U-20 World Cup Turkey 2013 was 45.1 million. However, when analysing the ‘three-minute’ audience reach, a total of 79.9 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 World Cup Turkey 2013 coverage.



Brazil achieved the highest audience reach<sup>2</sup> of 11.9 million, which represents 9% of the population. TV Bandeirantes and SporTV both broadcast coverage across Brazil, with TV Bandeirantes attracting average live audiences of 1.3 million viewers.

Korea Republic recorded the second highest reach<sup>2</sup> of the 10 key markets with 9.0 million people, 19% of the population. Coverage was broadcast over a variety of channels across the country with KBS 1 and 2 being the main contributor to the reach figure. KBS 1 and 2 broadcast 3 live matches during the FIFA U-20 World Cup Turkey 2013, 2 of these matches featured Korea Republic achieving an average of 1.5 million viewers.

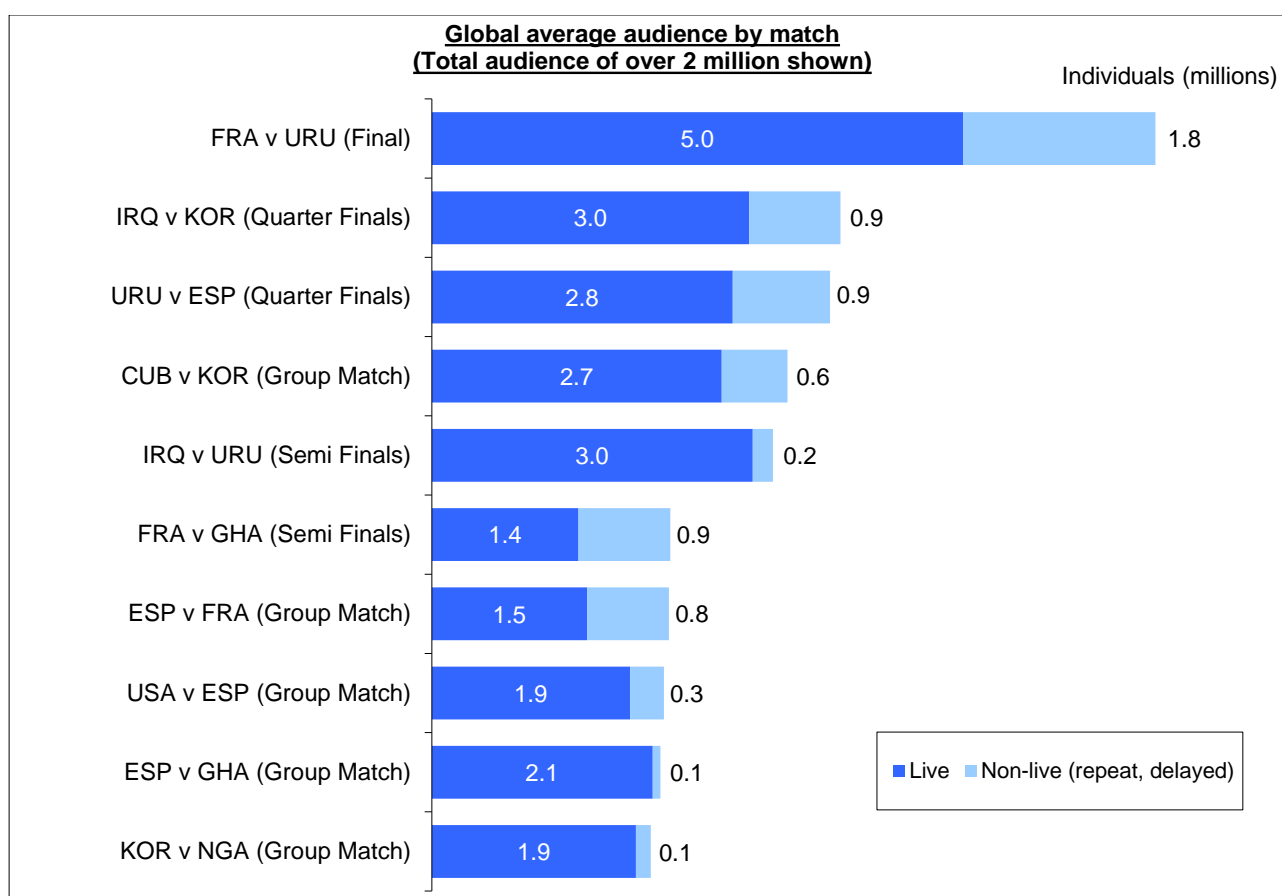
Spain achieved a unique audience reach<sup>2</sup> of 8.4 million, with coverage broadcast on La Sexta and Nitro. 24 live matches were broadcast across all channels attracting an average audience of 0.5 million. A peak audience of 2.0 million viewers was achieved for Uruguay v Spain Quarter Final, with live coverage on La Sexta.

In South Africa, USA, China and Uruguay, the in-home television coverage reached more than 1 million viewers<sup>2</sup>. The reach in South Africa was achieved mainly by the delayed and highlights coverage on SABC1.

<sup>2</sup> Based on viewers watching a minimum of 20 consecutive minutes



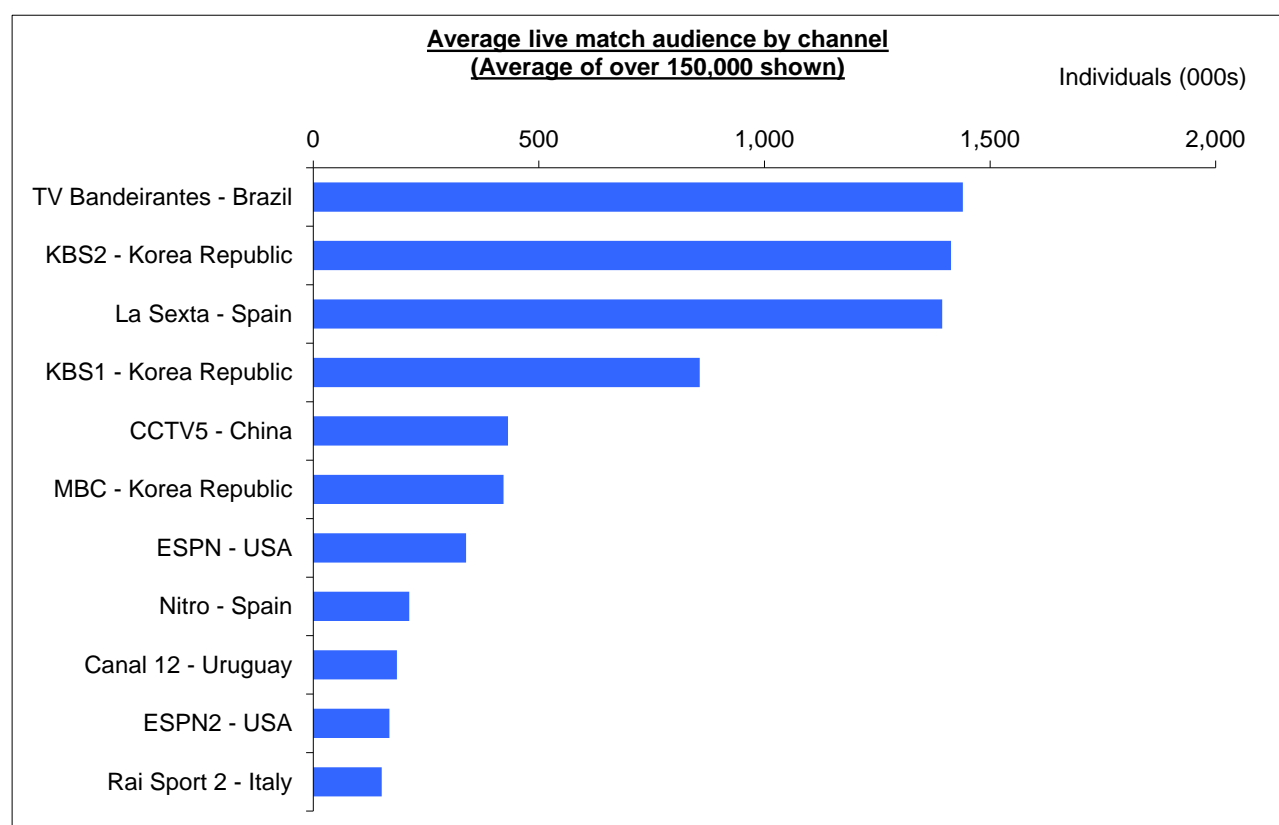
The France v Uruguay Final was the most watched match within the 10 markets for the FIFA U-20 World Cup Turkey 2013. An audience of 5 million viewers tuned for the live coverage, the main contributor to this was TV Bandeirantes in Brazil with an average of 1.9 million viewers. La Sexta in Spain attracted 0.8 million viewers for their live coverage of France v Uruguay.





TV Bandeirantes in Brazil recorded the highest average live audiences for the FIFA U-20 World Cup Turkey 2013. An average of 1.4 million viewers watched their 5 live broadcasts. KBS2 in Korea Republic generated the strong average audiences for live games, attracting an average of 1.4 million viewers to their single live broadcast. KBS1 and MBC, also in Korea Republic, featured in the highest average live match audiences with 0.9 million and 0.4 million respectively. La Sexta, in Spain, averaged 1.4 million viewers across their 6 live matches. Coverage on TV Bandeirantes across Brazil attracted average of 1.3 million viewers.

Another 4 markets averaged over 150,000 viewers for live match broadcasts including China, Italy, Uruguay and USA.





## Appendix



## FIFA U-20 World Cup Turkey 2013 Broadcast summary by territory

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Australia	18:13	6	0.08	18:13	6	0.08	18:13
Brazil	148:35	80	0.15	59:55	28	0.28	59:55
China	14:11	7	0.27	09:33	4	0.03	09:33
Italy	444:59	238	0.02	241:08	114	0.03	241:08
Korea Republic	338:18	227	0.09	98:30	42	0.31	98:30
South Africa	576:35	304	0.07	147:14	66	0.03	147:14
Spain	49:16	24	1.15	49:16	24	1.15	49:16
UK	213:47	152	0.00	90:19	43	0.01	90:19
Uruguay	65:24	23	4.73	65:24	23	4.73	65:24
USA	112:01	51	0.02	56:36	23	0.03	56:36
<b>Total</b>	<b>1981:20</b>	<b>1112</b>	<b>0.18</b>	<b>836:10</b>	<b>373</b>	<b>0.44</b>	<b>836:10</b>

## FIFA U-20 World Cup Turkey 2013 Reach analysis by viewing condition

Territory	FIFA U-20 World Cup Turkey 2013 3+ consecutive minutes reach	FIFA U-20 World Cup Turkey 2013 20+ consecutive minutes reach
Australia	161,000	88,000
Brazil	20,396,373	11,887,440
China	8,439,260	2,626,140
Italy	1,704,000	631,000
Korea Republic	15,182,000	9,021,000
South Africa	10,358,000	7,026,000
Spain	14,279,000	8,440,000
UK	1,228,000	550,000
Uruguay	1,976,676	1,813,271
USA	6,158,000	3,034,000
<b>Total</b>	<b>79,882,308</b>	<b>45,116,851</b>





## Glossary of terms

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

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

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

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

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

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

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

**Media Rights Licensee (MRL):** an organisation which has been granted certain media rights to the FIFA U-20 World Cup Turkey 2013 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.