TO THE MEMBERS OF FIFA

Circular no. 1162

Zurich, 25 September 2008
SG/cun

2010 FIFA World Cup Ticketing Questionnaire for Member Associations

Dear Sir or Madam,

In preparation for the 2010 FIFA World Cup South Africa™ the FIFA Ticketing Office (hereafter referred to as the “FTO”) is conducting research pertaining to the FIFA Member Associations’ Ticketing requirements. This is following the FIFA Executive Committee’s amendments to the FIFA Ticketing Regulations for the 2010 FIFA World Cup South Africa™, which will standardise the way in which Member Association ticketing is conducted. The amendments include the following:

- Increase of tickets allocated to the Participating Member Associations in the Group Matches, from 8% to 12% of the purchasable ticket capacity of the stadiums.

- Creation of a standard web based tool for all Participating Member Associations (hereafter referred to as PAMAS). All PMA’s supporters will be able to request tickets through the tool which will be managed directly by the FTO on behalf of FIFA.

- Creation of a Tour Operator Programme by FIFA which enables qualified tour Operators who apply to and are accepted into the programme to sell authorised travel packages (inclusive of tickets). Consequently, Member Associations are not permitted to provide tickets from their allocation to tour operators for onward distribution. For further information, please follow this link http://touroperator.match-ag.com.

The FTO requests that your Member Association completes and returns the attached questionnaire. Your input is extremely important to us as we begin the detailed planning for the 2010 FIFA World Cup™ Member Association ticketing project. The FTO requests that you provide a completed questionnaire by 31 October 2008.

Please do not hesitate to contact the FTO (contact details are provided at the end of this questionnaire) should you have any queries in relation to this matter.
Yours faithfully,

FIFA

[Signature]

Jerôme Valcke
Secretary General

Encl. FIFA Member Associations Questionnaire

cc: LOC South Africa 2009
    FIFA Ticketing Office
FIFA Member Associations Questionnaire

Please circle the letter which corresponds to the correct answer and include any additional information where required.

1) Does your Member Association have a dedicated person or a team of individuals responsible for ticketing related matters?
   a. Yes
      i. How many people are part of this team? _____
   b. No
      i. Did your Member Association have to increase the number of staff in order to deal with all FIFA World Cup™ ticketing requirements prior to and during previous FIFA World Cup™ Events?
         1. Yes, we recruited staff on a temporary basis (please proceed to Question 3)
         2. No, but we reallocated staff from other departments (please proceed to Question 3)
         3. No (please proceed to Question 3)
         4. Hired a Third Party (External Agent). Please provide the name of this external agent. __________________________

2) Could you please indicate what are the benefits of this Third Party external agent model?

3) Please indicate the approximate percentage of tickets that your Member Association made available to the following groups for the 2006 FIFA World Cup Germany™. Please also specify the percentages, for the same groups, if your Member Association qualified for the AFC Asian Cup, Africa Cup of Nations, CONCACAF Gold Cup, CONMEBOL Copa America, OFC Nations Cup or UEFA Euro 2008.

   **2006 FIFA World Cup™ Germany**
   
   a. General Public   _____%  
   b. Regional Federations   _____%  
   c. Leagues, Football Clubs   _____%  
   d. Retained by Federation   _____%  
   e. Sponsors   _____%
f. Tour Operators ______%  
g. Others _______________ ____%  
h. Others _______________ ____%  

In relation to the 2006 FIFA World Cup™ Germany my Member Association was a:

a) Participating Member Association  b) Non Participating Member Association

AFC Asian Cup, Africa Cup of Nations, CONCACAF Gold Cup, CONMEBOL Copa America, OFC Nations Cup or UEFA Euro 2008

a. General Public ______%  
b. Regional Federations ______%  
c. Leagues, Football Clubs ______%  
d. Retained by Federation ______%  
e. Sponsors ______%  
f. Tour Operators ______%  
g. Others _______________ ____%  
h. Others _______________ ____%  

In relation to the AFC Asian Cup, Africa Cup of Nations, CONCACAF Gold Cup, CONMEBOL Copa America, OFC Nations Cup or UEFA Euro 2008 (please circle the event that applies to your member association in the question above) my Member Association was a:

b) Participating Member Association  b) Non Participating Member Association
4) How has your Member Association managed the Ticket requests for previous World Cups™?

   a. Internet based:

      i. Does your Member Association have a website?
         1. Yes
         2. No (If no please proceed to Question 4b)

      ii. Does this website provide functionality which enables supporters to request tickets?
          1. Yes, it gathers the Ticket request information and sends out an email which is manually processed (go to point 4b)
          2. Yes, it is supported by an underlying ticketing system
          3. No (go to point 4b)

      iii. In some cases, the demand for Tickets exceeds the number of Tickets that can be made available (offered).
          1. How does your Ticketing system manage excessive demand?

             a. Running lotteries or random draws amongst the requests or applications received.

             b. Applying the policy of prioritising applications according to a Fan Club or Fidelity Program (if this is the case, please attach policy).

             c. Other. Please specify:

      iv. Once your Member Association has confirmed the Tickets to your supporters, does your system allow you to assign specific seats within the stadia to the successful applicants?
          1. Yes
          2. No (go to point 4.b)

      v. How does your Member Association seat assign those applications that are successful?

          i. Manual process
          ii. Automatic system (i.e. software application to process seat assignment)

   b. Paper Application Forms:
FIFA Member Associations Questionnaire

i. If paper application forms are used by your Member Association, through what sales channels does your Member Association make them available?

ii. How did your Member Association receive the completed applications forms?
   1. Fax
   2. Post
   3. Email (application form scanned to .pdf)
   4. Call Centre
   5. Other ____________________________

iii. Does your member Association register the application forms in any computer based/ Ticketing system?
   1. Yes, through our ticketing system
   2. No
   3. Yes, through our external Agent (e.g. third party data entry provider), please provide further details:

iv. How many people were designated to develop this task?
   ______ persons.

5) If your Member Association accepted Ticket requests via both Paper Application Forms and Internet, could you please provide us with the approximated percentage split?
   Internet solution: _________% vs Paper Application Form: _________%  

6) What forms of payment has your Member Association previously accepted in the past for tickets? In which percentage did you receive these payments?
   a. Credit card ______%  
   b. Debit card ______%
   c. Bank wire transfer ______%
   d. Cash ______%
   e. Others _______ ______%
7) VISA is a FIFA Partner and consequently will be the official Card and method of payment for the 2010 FIFA World Cup South Africa™. It is therefore important for FIFA to know if your Member Association holds any current relationship with VISA or its competitors.
   a. Yes, our Member Association is associated with VISA
   b. No, our Member Association is associated with another payment provider, please specify ____________
   c. No, our Member Association does not have associations with a payment provider.

8) In a scale of 1 to 10, how popular is the internet as a sales channel for supporters that wish to purchase tickets from your Member Association for FIFA World Cup™ Tickets? (1 very unpopular and 10 very popular)
   1 2 3 4 5 6 7 8 9 10

9) In a scale of 1 to 10, how popular are credit cards as the preferred method of payment for internet sales? (1 very unpopular and 10 very popular)
   1 2 3 4 5 6 7 8 9 10

10) In a scale of 1 to 10, how popular are debit cards as the preferred method of payment for internet sales? (1 very unpopular and 10 very popular)
    1 2 3 4 5 6 7 8 9 10

11) Would you consider making ticket Packages available to your supporters (e.g. linking 1, 2, or 3 group matches + Round of 16; or Semi final + final packages)?
    a. Yes, we would consider offering ticket packages
    b. No
    c. Yes, in fact, we have created similar packages in the past. Please provide details:

12) How does your Member Association manage the validation of successful applications for tickets from the general public?
    a. Manual process
    b. Automatic system (i.e. ticket requests only accepted via Internet)
13) When did your Member Association start the sales of tickets for the 2006 FIFA World Cup Germany™?
   a. Between August and November 2005
   b. Between December 2005 and January 2006
   c. After February 2006
   d. Not applicable

14) Does your Member Association operate a Fidelity Program or Fan Club?
   a. Yes. Please attach the program’s policy and details to this questionnaire
   b. No

15) How does your Member Association manage the distribution of tickets to successful applicants?
   a. Local courier
   b. National courier
   c. International courier
   d. Pick up in person from the Member Association headquarters
   e. Other. Please provide details

16) When tickets are collected from the Member Association, who is allowed to collect them?
   a. Another person (other than the purchaser) who is authorised to collect tickets on behalf of the purchaser
   b. Only the purchaser of the tickets
   c. Other. Please provide details

17) Did your Member Association provide an IVR (Interactive Voice Response) system or call centre solution for the sale of tickets/ provision of ticketing information?
   a. Yes, we used an IVR system
   b. Yes, we used a call centre composed of _______ persons (please confirm how many people were answering the phones and providing information).
   c. No, it was not required.

18) In certain countries, the respective authorities have been forced to ban violent individuals from gaining access to football stadiums. Does your Member Association have lists of fans who have behaved in an anti-social manner at football matches and/or persons currently serving bans from football grounds?
   a. Yes
   b. No
19) Have you used the Ticket Inventory Management System ("TIMS") during the 2006 FIFA World Cup Germany™?
   a. Yes
   b. No
   c. We are unsure of what TIMS is, please provide us with more information.

20) Should your Member Association qualify for the 2010 FIFA World Cup™, by what date would you ideally want tickets to be made available for purchase by your supporters and other constituency groups?
   a. Between August 2009 and December 2009
   b. January 2010
   c. After January 2010
   d. Other _______________________

21) Does your Member Association currently have any agreement with a tour operator in relation to the provision of tickets for onward distribution?
   a. No
   b. Yes - Please provide the name and details: _______________________

22) Will your supporters require proof of Ticket purchase (i.e. a receipt) in order to have a travel visa granted in order to enter into South Africa?
   a. Yes
   b. No

23) Finally, we would like to know how you forecast the demand of tickets from your Member Association supporters for the 2010 FIFA World Cup South Africa™.
   a. If your Member Association is provided with 6,000 fixed Tickets per match for the 3 Group Matches, how much in percentage terms do you think your supporters will purchase?
      i. Approximately _____ %
      ii. Don’t know yet, we will need to do more research.
   b. If your Member Association qualifies for Round of 16 and is provided with 4,000 fixed Tickets, how much in percentage terms do you think your supporters will purchase?
      i. Approximately _____ %
      ii. Don’t know yet, we will need to do more research.
c. If your Member Association qualifies for Quarter Finals and is provided with 4,000 fixed Tickets, how much in percentage terms do you think your supporters will purchase?
   i. Approximately _____ %
   ii. Don't know yet, we will need to do more research.

d. If your Member Association qualifies for Semi-finals and is provided with 4,000 fixed Tickets, how much in percentage terms do you think your supporters will purchase?
   i. Approximately _____ %
   ii. Don't know yet, we will need to do more research.

e. If your Member Association qualifies for the Final and is provided with 6,000 fixed Tickets, how much in percentage terms do you think your supporters will purchase?
   i. Approximately _____ %
   ii. Don't know yet, we will need to do more research.

We would like to thank you very much for your time and support in this important matter. Please feel free to attach any supporting information that you believe may be of interest to the FTO, or alternatively contact us should you require further assistance on any question contained within this questionnaire.

Member Association's Name ____________________________________________

Representative Name ________________________________________________

Position ____________________________________________________________

Signed _____________________________________________________________

Date _________ / _____________ / 2008

Upon completion, please send this questionnaire to:

Mr. Fernando Abellan
FIFA Ticketing Office
SEAMOS HOUSE
Brooks Drive
Cheadle Royal Business Park
Cheadle
SK8 3SA
UK

Or alternatively, you can send it by email to: memberassociations@fto-za.com