

**FIFA**<sup>®</sup>  
**BALLON**  
**D'OR**<sup>™</sup>  
**2015**

**FIFA Ballon d'Or 2015**

Television Audience Report

Produced for FIFA TV by KantarSport

# Contents

Report authors	2
Introduction	3
Report notes	4
Top line coverage and audience summary	5
Executive summary	6
In-home data sources and methodology	7
Global FIFA Ballon d'Or 2015 analysis	8
Non-TV consumption of FIFA Ballon d'Or 2015	10
Appendix	
o FIFA Ballon d'Or 2015 broadcast and audience summary by territory	11
o Unconfirmed broadcasts	14
o Glossary of Terms	15



## Report authors

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

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

Address: 222 Grays Inn Road, London, WC1X 8HB, United Kingdom

Tel.: 0044 (0)207 160 5828

Website: <http://www.kantarmedia.co.uk/businesses/kantarsport/>

## Introduction

The FIFA Ballon d'Or 2015 took place at the Kongresshaus, Zurich/Switzerland on 11<sup>th</sup> January 2016.

Contenders for the FIFA Ballon d'Or 2015 were (in alphabetical order) Lionel Messi (ARG), Neymar (BRA) and Cristiano Ronaldo (POR), with Lionel Messi bidding for a record breaking fifth FIFA Ballon d'Or award.

Contenders for the FIFA Women's World Player Award were (in alphabetical order) Carli Lloyd (USA), Aya Miyama (JPN) and Celia Sasic (GER).

The awards presented during the FIFA Ballon d'Or 2015 ceremony, included:

- FIFA/FIFPro World XI: Manuel Neuer (GER), Dani Alves (BRA), Marcelo (BRA), Sergio Ramos (ESP), Thiago Silva (BRA), Andrés Iniesta (ESP), Luka Modric (CRO), Paul Pogba (FRA), Cristiano Ronaldo (POR), Lionel Messi (ARG), Neymar (BRA)
- FIFA Fair Play Award: All football organisations supporting refugees
- FIFA World Coach of the Year for Women's Football: Jill Ellis (USA)
- FIFA World Coach of the Year for Men's Football: Luis Enrique (ESP)
- FIFA Puskás Award: Lira Wendell (BRA)
- FIFA Women's World Player of the Year: Carli Lloyd (USA)
- FIFA Ballon d'Or: Lionel Messi (ARG)

## Report notes

- This report examines only Television audiences. The FIFA Ballon d'Or 2015 was available to audiences via other media forms, such as broadband and mobile however, this report does not detail consumption figures for these other forms of media as the data cannot as yet be aggregated.
- 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 on page 10).

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 over 85 territories, which, although only representing around 40% of the territories where coverage was available, account for approximately 75% of the world population.

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

## Top line coverage and audience summary

(Comparison against FIFA Ballon d'Or 2014)

Total broadcast hours:	459 (+5%)
Average live global TV audience:	29.9 million (+159%)
Average live global audience (aggregated TV+Online)*	32.2 million
Total global TV audience:	34.5 million (+139%)

\*Aggregated average live TV & Online data may include some duplicated viewers who watched live coverage on both platforms.

## Executive Summary

- The FIFA Ballon d'Or 2015 was watched live by a global average audience of 29.9 million. An uplift of 159% on the previous year. The key reason behind the increase was a live broadcast in Brazil on TV Globo that drew an average live audience of 14.0 million viewers (for comparison, the highest single broadcast audience globally for FIFA Ballon d'Or 2014 was 1.2 million).
- The total audience for all coverage, including all other programming such as repeat, delayed and magazine / highlights programming, was 34.5 million viewers.
- This total audience was up on the FIFA Ballon d'Or 2014 by 139%. The main contributors to this audience total were Brazil (17.9m in total across six channels), Colombia (2.7m across seven channels), Spain (2.0m across ten channels) and France (1.4m on one channel).
- 199 territories around the world broadcast coverage of the event.
- Dedicated coverage of the FIFA Ballon d'Or 2015 was shown for 459 hours globally, a rise of 5% on the previous edition.
- Television audiences were highest in Brazil, where nearly 17.5 million viewers tuned into live coverage of the event. The top contributor was TV Globo who attracted 14.0 million viewers to their live broadcast. The remainder of the live audience was generated by TV Bandeirantes (2.6 million), SporTV (0.8 million), Fox Sports (0.1 million) and Band Sports (24,500 viewers).
- Outside of Brazil, high audiences in single markets were observed in Colombia, Spain and Portugal. Across Colombia, a total audience of 2.7 million watched coverage aired by Caracol TV, ESPN and DirecTV. Throughout Spain, coverage aired on ten channels and generated a combined audience of 2.0 million viewers; the highest contributor was Cuatro<sup>2</sup> who attracted 1.0 million viewers. In Portugal, the broadcasts of five channels drew a total audience of 0.9 million viewers, the highest of which was 0.6 million for RTP1<sup>2</sup>'s coverage.
- The three highest ratings (TVR%) for dedicated programming were achieved by TV Globo in Brazil (7.1%), RTP1<sup>3</sup> in Portugal (6.0%), and TV Max<sup>4</sup> in Panama (5.7%).

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

<sup>2</sup> Channel of the Media Rights Licensee Mediaset España

<sup>3</sup> Channel of the Media Rights Licensee RTP

<sup>4</sup> Channel of the Media Rights Licensee TVN

## In-home data sources and methodology

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

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

Where markets 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 (early morning, morning, lunchtime, afternoon, prime time, late evening or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Analysis of individual market (i.e. whether the market has a contender for an award, the level of interest in football within a market, etc.)

Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding. These licensees are listed in the Appendix and have not been included in the analysis.

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



## Global FIFA Ballon d'Or 2015 analysis

There was over 459 hours of dedicated FIFA Ballon d'Or 2015 coverage aired in 199 territories around the world.

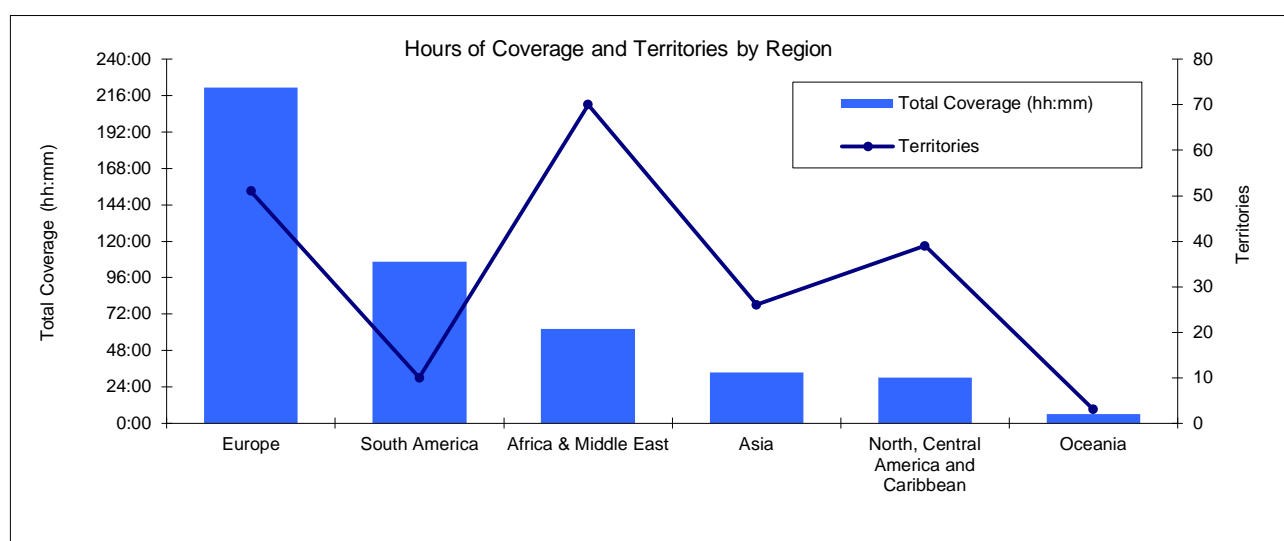
Europe saw the highest levels of coverage with over 220 hours of event coverage across the region, accounting for 48% of the global hours. Within this, over 54 hours were broadcast across Spain on ten channels, followed by more than 34 hours in Italy (seven channels), and over 16 hours in Slovakia (three channels).

In South America, over 106 hours of coverage were broadcast, with Brazil contributing over 23 hours (22%) to this figure and Colombia contributing a total of nearly 16 hours (15%).

In Africa & Middle East, 62 hours of coverage were broadcast, with the majority of this volume coming from airings on SuperSport, across South Africa, Nigeria and Pan Africa (over 52 hours). Coverage in Asia totalled over 33 hours, with Malaysia contributing over 22 hours.

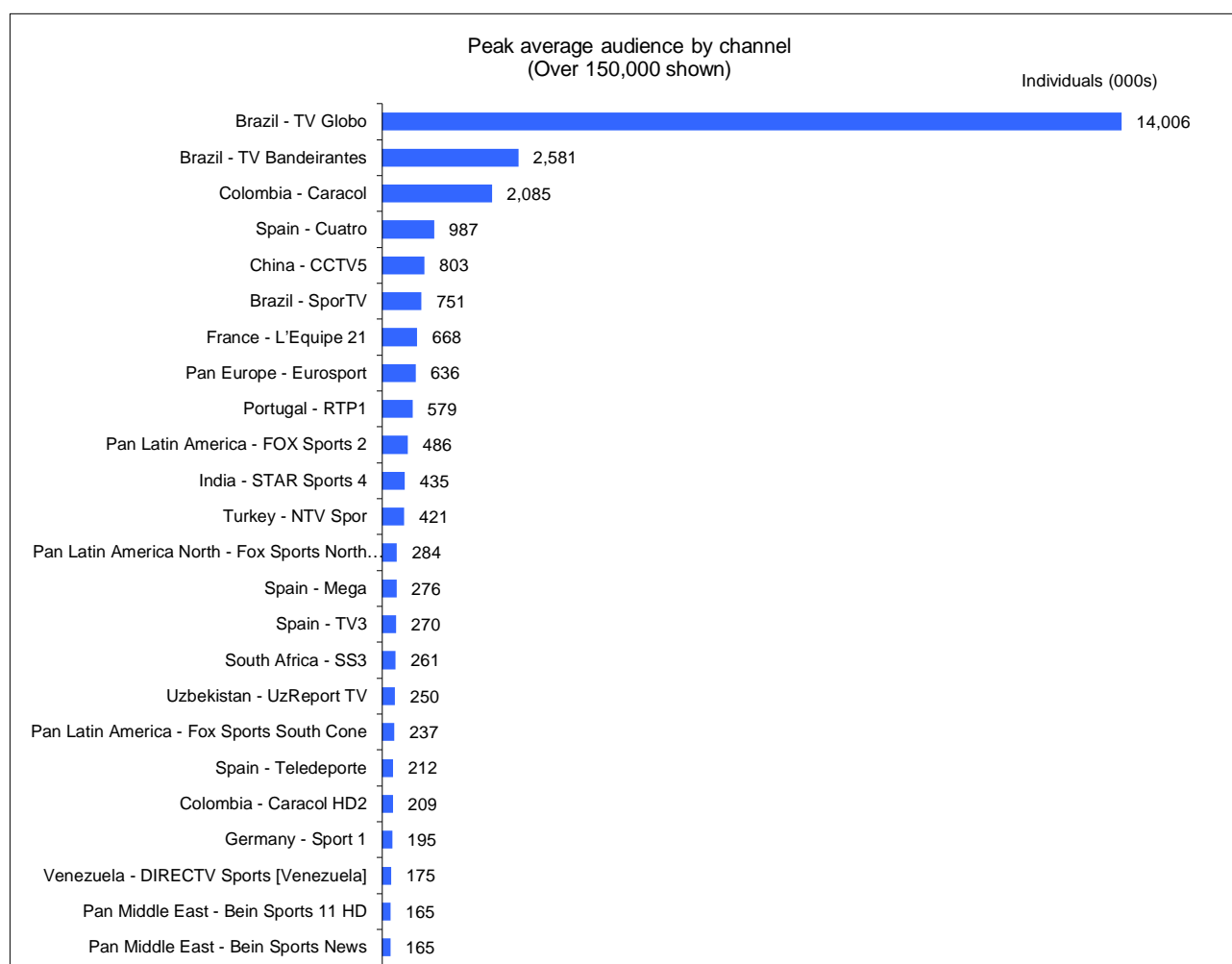
A total of over 30 hours of coverage we generated across North, Central America and Caribbean, with key contributions from ESPN (10 hours), Fox Sports (8 hours) and DirecTV (4 hours). In Oceania, there were nearly 6 hours of coverage shown; beIN Sports Australia (5 hours) and SBS (1 hour).

Region	No. of territories	Total coverage (hh:mm)
Europe	51	221:29:49
South America	10	106:16:55
Africa & Middle East	70	62:00:00
Asia	26	33:29:23
North, Central America and Caribbean	39	30:12:54
Oceania	3	05:59:59
<b>Total</b>	<b>199</b>	<b>459:29:00</b>



The highest rated broadcast of the FIFA Ballon d'Or 2015 was achieved on TV Globo in Brazil. Their live broadcast of the event generated an average audience of 14.0 million viewers, a significant increase on the highest figure from last year when Cuatro<sup>2</sup> in Spain achieved the highest rating of a single market broadcaster (1.2 million). Neymar was shortlisted for FIFA Ballon d'Or 2015 whilst also featuring in the FIFA/FIFPro World XI alongside a further three of his countrymen. TV Bandeirantes in Brazil added a further 2.6 million to the Brazilian total for the event, this being second highest audience globally for FIFA Ballon d'Or 2015 behind TV Globo.

Outside of Brazil, an average audience of 2.1 million viewers tuned in for live coverage on Caracol TV across Colombia. Cuatro<sup>2</sup> in Spain drew an average live audience of 1.0 million to their coverage; the Spanish took home an award in the shape of Luis Enrique's FIFA Men's Football Coach of the Year award plus they had 2 representatives in the FIFA/FIFPro World XI (Sergio Ramos and Andrés Iniesta).



<sup>2</sup> Channel of the Media Rights Licensee Mediaset España

## Non-TV Consumption of FIFA Ballon d'Or 2015

In addition to the in-home and out-of-home television coverage considered, FIFA Ballon d'Or 2015 was available to audiences via other media forms, such as broadband and mobile; however, this report does not detail consumption figures for these other forms of media as the data cannot as yet be aggregated.

There were 61 licensees offering FIFA Ballon d'Or 2015 coverage via websites, media players and apps. Not all Media Rights Licensees submitted coverage and audience research in this area and, furthermore, not all Media Rights Licensees are able to. Below are some highlights from the MRLs that can and did submit reports for FIFA Ballon d'Or 2015:

- China (via LeTV.com) was the dominant driver of online viewing figures. LeTV.com streamed the event and attracted the highest number of unique live visitors globally (1.2 million). When including non-live coverage, this figure rose to 1.7 million unique visitors.
- TV Globo's online video on globoesporte.globo.com drew 0.7 million unique visitors to FIFA Ballon d'Or 2015, the second highest total of all available markets. A further 0.3 million unique visitors were recorded in Brazil across Fox Sports' (0.2 million) coverage and on globosatplay.globo.com (0.1 million).
- Across Spain there were a total of 0.5 million unique visitors recorded across a variety of online offerings. Marca.com attracted the majority of this total with 0.4 million unique visitors.
- In France, a total unique audience of 55,000 watched live on L'Equipe.fr/L'Equipe21.fr.
- Elsewhere, a unique live audience of 46,846 was generated by non-TV coverage in Portugal; a total of 22,528 saw coverage on Hotstar.com / Hotstar App across the Indian Subcontinent, whilst 12,000 watched on viaplay.dk<sup>5</sup> in Denmark.

<sup>5</sup> Channel of the Media Rights Licensee TV3 Sport Denmark

## Appendix

### FIFA Ballon d'Or 2015 broadcast summary by territory

#### Africa & Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
Nigeria	06:00	4	0.0	01:30	19,072	1	0.0	23,389
Pan Africa	35:45	24	0.1	04:30	76,755	3	0.3	147,166
Pan Middle East	08:15	4	0.8	04:45	330,000	2	1.5	337,700
South Africa	12:00	8	0.3	01:30	261,173	1	1.5	395,317
<b>Africa &amp; Middle East Total</b>	<b>62:00</b>	<b>40</b>	<b>0.2</b>	<b>12:15</b>	<b>687,000</b>	<b>7</b>	<b>0.8</b>	<b>903,572</b>

#### Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
China	01:51	2	0.0	01:26	115,000	1	0.0	918,000
Indian Subcontinent	02:35	2	0.1	00:57	434,800	1	0.1	590,573
Japan	03:00	2	0.0	02:05	6,000	1	0.0	6,520
Malaysia	22:20	16	0.0	03:00	23,333	2	0.1	80,333
Pan Asia	01:29	1	0.1	01:29	52,800	1	0.1	52,800
Uzbekistan	02:12	2	0.9	01:27	249,600	1	1.2	374,400
<b>Asia Total</b>	<b>33:29</b>	<b>25</b>	<b>0.1</b>	<b>10:26</b>	<b>881,533</b>	<b>7</b>	<b>0.2</b>	<b>2,022,627</b>

## Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
Bosnia and Herzegovina	02:11	2	3.1	01:26	127,816	1	3.9	203,466
Bulgaria	01:26	1	0.8	01:26	53,255	1	0.8	53,255
Cyprus	01:26	1	1.4	01:26	10,826	1	1.4	10,826
Czech Republic	16:30	11	0.0	01:30	4,752	1	0.0	11,154
Denmark	15:44	4	0.2	04:02	36,760	1	0.7	44,360
Estonia	03:00	2	0.1	01:30	1,426	1	0.1	1,487
France	05:13	4	2.1	01:26	668,000	1	3.5	1,442,444
Georgia	01:26	1	2.3	01:26	86,732	1	2.3	86,732
Germany	05:08	4	0.2	04:33	415,344	3	0.2	545,344
Hungary	04:38	3	0.5	01:47	121,000	1	1.4	140,000
Israel	07:58	6	0.2	02:53	35,532	2	0.3	61,206
Italy	34:04	25	0.0	07:09	243,017	3	0.1	486,604
Kazakhstan	02:38	2	0.3	01:19	90,000	1	0.6	93,477
Latvia	03:00	2	0.0	01:30	1,404	1	0.1	1,465
Lithuania	03:00	2	0.1	01:30	3,581	1	0.1	3,737
Netherlands	06:41	5	0.0	01:26	19,512	1	0.1	35,930
Norway	03:54	2	0.3	01:57	25,000	1	0.6	28,000
Pan Europe	01:25	1	0.2	01:25	636,159	1	0.2	636,159
Poland	10:09	6	0.1	02:00	91,535	1	0.3	221,672
Portugal	06:59	5	1.9	06:07	847,592	4	2.3	885,492
Slovakia	16:40	11	0.0	01:30	6,480	1	0.1	15,211
Spain	54:25	30	0.3	18:38	1,939,974	9	1.0	1,968,974
Switzerland	01:26	1	2.1	01:26	107,793	1	2.1	107,793
Turkey	09:25	9	0.1	01:30	421,002	1	0.6	912,066
United Kingdom	02:56	2	0.2	01:30	125,000	1	0.2	158,000
<b>Europe Total</b>	<b>221:29</b>	<b>142</b>	<b>0.3</b>	<b>72:28</b>	<b>6,119,492</b>	<b>41</b>	<b>0.9</b>	<b>8,154,854</b>

## North, Central America and Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
Canada	03:00	2	0.0	01:30	833	1	0.0	983
Central America	04:29	3	0.3	01:29	35,620	1	0.6	46,290
Mexico	04:29	3	0.1	01:29	47,480	1	0.2	62,390
Mexico & Central America	02:00	1	0.1	-	-	-	-	24,091
Pan Caribbean	03:30	3	0.3	03:00	1,351	2	0.3	1,689
Pan Latin America North	06:00	3	0.1	02:00	284,087	1	0.3	345,512
Panama	05:14	4	3.8	01:27	144,860	1	5.7	382,631
USA	01:29	1	0.2	01:29	113,305	1	0.2	113,305
<b>North, Central America &amp; Caribbean Total</b>	<b>30:12</b>	<b>20</b>	<b>0.9</b>	<b>12:25</b>	<b>627,535</b>	<b>8</b>	<b>1.0</b>	<b>976,890</b>

## Oceania

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
Australia	05:59	3	0.0	02:30	82	1	0.0	23,433
<b>Oceania Total</b>	<b>05:59</b>	<b>3</b>	<b>0.0</b>	<b>02:30</b>	<b>82</b>	<b>1</b>	<b>0.0</b>	<b>23,433</b>

## South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Live average TVR%	Total audience
Argentina	11:26	7	0.5	06:56	313,994	4	0.8	342,872
Argentina (Paraguay, Uruguay)	01:30	1	0.1	-	-	-	-	31,893
Brazil	23:09	17	0.7	06:49	17,463,198	5	2.1	17,922,383
Chile	14:26	9	0.3	08:26	112,910	5	0.4	128,802
Colombia	15:50	10	1.1	09:20	2,623,367	6	1.6	2,705,882
Pan Latin America	07:30	4	0.4	03:30	722,526	2	0.7	764,006
Peru	11:26	7	0.4	06:56	72,145	4	0.6	78,534
Uruguay	07:00	6	0.4	06:00	9,483	4	0.4	14,152
Venezuela	13:56	9	0.6	06:56	264,916	4	0.9	431,463
<b>South America Total</b>	<b>106:16</b>	<b>70</b>	<b>0.6</b>	<b>54:57</b>	<b>21,582,538</b>	<b>34</b>	<b>1.0</b>	<b>22,419,987</b>
<b>Global total</b>	<b>459:29</b>	<b>300</b>	<b>0.4</b>	<b>165:03</b>	<b>29,898,180</b>	<b>98</b>	<b>0.9</b>	<b>34,501,363</b>

## Unconfirmed broadcasts

The broadcast schedule for the below licensee had not been received at time of publishing, therefore the data from this Media Rights Licensee has not been included in the analysis contained within this report.

Media Rights Licensee	Licensor	Territory
RTVSH	FIFA	Albania

## Glossary of terms

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

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

**Media Rights Licensee (MRL):** an organisation which has been granted certain media rights to the event in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

**Peak match audience / peak average audience:** the highest average audience of any programme from all broadcasts.

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

**Unique Visitors:** 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).