



FIFA Women's World Cup Germany 2011™

Television Audience Report



Contents

Please click on any title below to proceed to section

Report authors	2
Introduction	3
Match schedule	4
Report notes	5
Top-line coverage and audience summary	6
Executive summary	7
Key market summaries	10
In-home data sources and methodology	13
Global FIFA Women's World Cup Germany 2011™ analysis	
○ In-home television	14
○ Online	22
Regional FIFA Women's World Cup Germany 2011™ analysis	
○ Africa and Middle East	23
○ Asia	25
○ Europe	27
○ North, Central America and Caribbean	29
○ Oceania	31
○ South America	33
Appendix	
○ FIFA Women's World Cup Germany 2011™ broadcast summary by territory	36
○ FIFA Women's World Cup™ audience reach comparison by reach condition	39
○ Media Rights Licensees	40
○ Unconfirmed broadcasts	49
○ Glossary of terms	50



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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 Women's World Cup Germany 2011™ took place from 26 June to 17 July and featured 16 football nations from around the globe.

The list of competing nations was:

Group A

 Germany

 Canada

 Nigeria

 France

Group B

 Japan

 New Zealand

 Mexico

 England

Group C

 USA

 Korea DPR

 Colombia

 Sweden

Group D

 Brazil

 Australia

 Norway

 Equatorial Guinea

Each of the teams played three group-stage matches, before the top two teams in each group progressed to the Quarter-final stage. The games took place at nine venues across Germany, including stadiums in Berlin, Frankfurt, Moenchengladbach, Sinsheim, Wolfsburg, Augsburg, Bochum, Dresden and Leverkusen.

The FIFA Women's World Cup Stadium in Frankfurt played host to the Final match between Japan and USA, where Japan were victorious after a penalty shoot-out.



Match schedule

Match	Stage	Date	Time	Venue	Teams	Score
1	Group A match	26-Jun-11	18:00	Olympiastadion, Berlin	GER v CAN	2:1 (2:0)
2	Group A match	26-Jun-11	15:00	Rhein-Neckar-Arena, Sinsheim	NGA v FRA	0:1 (0:0)
3	Group B match	27-Jun-11	15:00	FIFA Women's World Cup Stadium, Bochum	JPN v NZL	2:1 (1:1)
4	Group B match	27-Jun-11	18:00	Arena im Allerpark, Wolfsburg	MEX v ENG	1:1 (1:1)
5	Group C match	28-Jun-11	18:15	Rudolf-Harbig-Stadion, Dresden	USA v PRK	2:0 (0:0)
6	Group C match	28-Jun-11	15:00	FIFA Women's World Cup Stadium, Leverkusen	COL v SWE	0:1 (0:0)
7	Group D match	29-Jun-11	18:15	Stadion im Borussia-Park, Moenchengladbach	BRA v AUS	1:0 (0:0)
8	Group D match	29-Jun-11	15:00	FIFA Women's World Cup Stadium, Augsburg	NOR v EQG	1:0 (0:0)
9	Group A match	30-Jun-11	20:45	FIFA Women's World Cup Stadium, Frankfurt	GER v NGA	1:0 (0:0)
10	Group A match	30-Jun-11	18:00	FIFA Women's World Cup Stadium, Bochum	CAN v FRA	0:4 (0:1)
11	Group B match	1-Jul-11	15:00	FIFA Women's World Cup Stadium, Leverkusen	JPN v MEX	4:0 (3:0)
12	Group B match	1-Jul-11	18:15	Rudolf-Harbig-Stadion, Dresden	NZL v ENG	1:2 (1:0)
13	Group C match	2-Jul-11	18:00	Rhein-Neckar-Arena, Sinsheim	USA v COL	3:0 (1:0)
14	Group C match	2-Jul-11	14:00	FIFA Women's World Cup Stadium, Augsburg	PRK v SWE	0:1 (0:0)
15	Group D match	3-Jul-11	18:15	Arena im Allerpark, Wolfsburg	BRA v NOR	3:0 (1:0)
16	Group D match	3-Jul-11	14:00	FIFA Women's World Cup Stadium, Bochum	AUS v EQG	3:2 (1:1)
17	Group A match	5-Jul-11	20:45	Stadion im Borussia-Park, Moenchengladbach	FRA v GER	2:4 (0:2)
18	Group A match	5-Jul-11	20:45	Rudolf-Harbig-Stadion, Dresden	CAN v NGA	0:1 (0:0)
19	Group B match	5-Jul-11	18:15	FIFA Women's World Cup Stadium, Augsburg	ENG v JPN	2:0 (1:0)
20	Group B match	5-Jul-11	18:15	Rhein-Neckar-Arena, Sinsheim	NZL v MEX	2:2 (0:2)
21	Group C match	6-Jul-11	20:45	Arena im Allerpark, Wolfsburg	SWE v USA	2:1 (2:0)
22	Group C match	6-Jul-11	20:45	FIFA Women's World Cup Stadium, Bochum	PRK v COL	0:0
23	Group D match	6-Jul-11	18:00	FIFA Women's World Cup Stadium, Frankfurt	EQG v BRA	0:3 (0:0)
24	Group D match	6-Jul-11	18:00	FIFA Women's World Cup Stadium, Leverkusen	AUS v NOR	2:1 (0:0)
25	Quarter-final	9-Jul-11	20:45	Arena im Allerpark, Wolfsburg	GER v JPN	0:1 a.e.t.
26	Quarter-final	9-Jul-11	18:00	FIFA Women's World Cup Stadium, Leverkusen	ENG v FRA	1:1 a.e.t. (1:1, 0:0) 3:4 PSO
27	Quarter-final	10-Jul-11	13:00	FIFA Women's World Cup Stadium, Augsburg	SWE v AUS	3:1 (2:1)
28	Quarter-final	10-Jul-11	17:30	Rudolf-Harbig-Stadion, Dresden	BRA v USA	2:2 a.e.t. (1:1, 0:1) 3:5 PSO
29	Semi-final	13-Jul-11	20:45	FIFA Women's World Cup Stadium, Frankfurt	JPN v SWE	3:1 (1:1)
30	Semi-final	13-Jul-11	18:00	Stadion im Borussia-Park, Moenchengladbach	FRA v USA	1:3 (0:1)
31	Match for third place	16-Jul-11	17:30	Rhein-Neckar-Arena, Sinsheim	SWE v FRA	2:1 (1:0)
32	Final	17-Jul-11	20:45	FIFA Women's World Cup Stadium, Frankfurt	JPN v USA	2:2 a.e.t. (1:1, 0:0) 3:1 PSO

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



Report notes¹

- 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 various other reach conditions have also been sourced and are 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. The same methodology has been used to calculate the total reach for the FIFA Women’s World Cup China 2007.

- 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”](#) were used.
- 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 around the world, which although only representing a minority of the total number of territories where coverage was available, account for approximately 70% of the world population and 85% of the global GDP.

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



Top-line coverage and audience summary

(Comparison against previous FIFA Women's World Cup in 2007)

Total broadcast hours:	5,931
Total territories reached:	181
Total in-home audience reach (20+ consecutive minutes):	248.5 million (+9%)
Total in-home audience reach (3+ minutes):	407.8 million (+3%)
Average global in-home audience per live match:	13.2 million (+17%)
Highest global in-home audience (FWWC Germany 2011 Final match; JPN v USA):	62.8 million (+5%)

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



Executive summary

The in-home television coverage of the FIFA Women's World Cup Germany 2011™ reached 407.8 million people around the world, based on viewers watching a minimum of 3 consecutive minutes of coverage. This represents a 2.6% increase on the previous FIFA Women's World Cup.

However, based on viewers watching a minimum of 20 consecutive minutes of coverage, the FIFA Women's World Cup Germany 2011™ reached nearly 250 million viewers (248.5 million) which is a 9% rise on the in-home television reach of the FIFA Women's World Cup China 2007.

Much like the trend seen during last years FIFA World Cup™, the increased percentage rise at the longer duration of viewing indicates that viewers tended to watch for longer periods during this edition and therefore they could be said to have been more 'dedicated' or more 'engaged'.

The increase in audience reach is more marked, when the effect of hosting the event in China in 2007 is considered. Hosting the event, and therefore having a team competing, in such a populous territory such as China, led to significant viewer reach for the event in 2007 (121.2 million in 2007 compared to 32.2 million in 2011 based on viewers watching a minimum of 20 consecutive minutes).

If a comparison is made without the host markets in either edition (China or Germany), the audience reach of the FIFA Women's World Cup Germany 2011™ from the rest of the world is significantly higher. Based on watching a minimum of 3 consecutive minutes, the audience reach of the FIFA Women's World Cup Germany 2011™ is 80% higher than the previous edition and more than double (106%) based on viewers watching a minimum of 20 consecutive minutes.

The highest share of this increase was derived from the USA, where audience reach increased by nearly 200% (24.5m people based on watching 20+ consecutive minutes) thanks to the USA team advancing to the Final in 2011, as well as increased ratings due to more 'audience friendly' kick-off times in the local market.

However in addition, reach in Europe also showed a strong increase, due to the host market being in Europe (and therefore kick-off times were often at 'prime-time') as well as more territories having dedicated coverage available on national channels.

Elsewhere, significant increases in reach were seen in territories such as Canada, Colombia, Peru, South Africa, Nigeria, Mexico, Japan and obviously the host market of Germany. The main driver in many of these markets was more coverage being shown on nationally available channels, but also such variables as home team success, more live coverage or changes in time zone compared to 2007 would have affected this.

To establish the audience reach for the FIFA Women's World Cup Germany 2011™, FIFA sourced audience reach from major measured markets around the world. It was ensured that these markets accounted for a wide geographic spread as well as a significant proportion of the world's population. This was then used to project a global reach (refer to ["Global FIFA Women's World Cup Germany 2011™ analysis"](#) section for more detail), resulting in the reach numbers quoted above.

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



However, for comparative purposes FIFA sourced the audience reach for the FIFA Women's World Cup China 2007 and employed the same methodology to analyse the global reach of the event (refer to "[Global FIFA Women's World Cup Germany 2011™ analysis](#)" section for more detail) which resulted in the comparative figures referred to above.

Please note that all figures do not include out-of-home viewing and therefore audience figures would be higher if this was also included.

Other highlights of the FIFA Women's World Cup Germany 2011™ included:

- o The average in-home global audience for each live match during the FIFA Women's World Cup Germany 2011™ was 13.2 million; up 17% versus the previous FIFA Women's World Cup.
- o The Final match attracted a total global in-home television audience of nearly 63 million people; a 5% rise on the previous edition.
- o In the host market of Germany new record audiences were achieved. The four games featuring the home team all gained average audiences of more than 13 million, with their final two matches attracting averages of over 16 million viewers; among the highest ever audiences for FIFA Women's World Cup™ games and the highest on record, outside of China².
- o An average audience of 17 million people watched the Germany v Japan game in Germany, representing nearly a quarter of the German population and 60% of the television watching public during the game. However, while this was the average audience during the match, a peak minute audience of close to 20 million tuned in to the game, representing well over a quarter of the population.
- o To put this German audience in to context, it is far higher than the audience achieved for the high profile Klitschko v Haye World Championship boxing match which occurred in Germany during the tournament and is also higher than the average audience for the Germany v Serbia match at the 2010 FIFA World Cup South Africa™. This audience also measures within 10% of the average audience for the final match of the 2010 FIFA World Cup South Africa™ and represent the highest audiences for any sporting programme in the market since that Final match.
- o Elsewhere, average audiences of more than 10 million have also been generated in Japan and the USA.
- o In the USA, an average audience of over 14 million watched the Final of the FIFA Women's World Cup Germany 2011™; ranking as the second highest audience for women's football in the market³ and the sixth highest for any football match.
- o ESPN⁴ delivered the large majority of the US audience, with an average of close to 13.5 million viewers during the Final match and a peak minute audience during the penalty shoot-out of over 21 million. This is ESPN's highest ever audience for a football match and ranks as the second highest audience for a daytime telecast in US cable history⁵.

² Highest average audience on record was produced in China during the 2007 edition; 25.4 million

³ Behind the USA v China FIFA Women's World Cup USA 1999 Final match

⁴ Channel of the Media Rights Licensee ESPN Inc.

⁵ Behind the 2011 Rose Bowl

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



- o In Japan, the Final match was viewed by an estimated total average audience of over 12 million, despite the game airing in the early hours. This audience climbed to more than 15 million during the penalty shoot-out. These audiences are more than three times higher than the previous record for a women's football match in Japan, which had been set by the Semi-final match in the previous week. It is also more than 50% higher than the audience in Japan for the Final match of the 2010 FIFA World Cup South Africa™.
- o Average audiences of more than two million were also recorded in Brazil, China and France, while estimated audiences of over two million were also generated in Nigeria and Turkey.
- o In France, a record audience was achieved for the France v USA match, with a total average audience of nearly three million tuning in to the coverage on either Direct 8⁶ or Eurosport France. This is more than double the previous record for a women's football match in the market, which had been set for the France v England Quarter-final match earlier in the tournament.
- o Along with the highest individual audiences, Germany also generated the highest ratings ("TVR%"). Ratings of more than 20% were achieved by ARD and ZDF during the event.
- o In addition, ratings in excess of 15% were produced in Iceland and Sweden, while ratings of more than 10% for live coverage were seen in Costa Rica, El Salvador and Honduras.
- o The highest "MARKET SHARES" of television audiences during the FIFA Women's World Cup Germany 2011™ were achieved in Iceland, where dedicated highlights programmes attracted more than 70% of the television watchers. In addition, shares of more than 50% were gained in Germany, Japan and Sweden.

⁶ Sub-licensee of the main Media Rights Licensee TF1



Key market summaries¹

Germany

Coverage (hh:mm): 69:50

Audience reach⁷: 42.5m⁸

Live match **"AVERAGE AUDIENCE"**: 5.6m

"PEAK MATCH AUDIENCE": 17.0m

As a result of hosting and participating in the FIFA Women's World Cup Germany 2011™, audiences increased sharply. The highest average audience nearly doubled from just over nine million viewers in 2007 to 17 million during this edition.

France

Coverage (hh:mm): 128:18

Audience reach⁷: 6.5m

Live match average audience: 315,000

Peak match audience: 3.0m

The French national team did not take part in the previous edition, therefore there was no national television coverage of the event broadcast in the market and audiences were subsequently far higher in 2011.

Norway

Coverage (hh:mm): 52:51

Audience reach⁷: 1.2m

Live match average audience: 124,000

Peak match audience: 713,000

Audiences in Norway remained consistent versus the 2007 event, despite the national team advancing to the Semi-final stage in 2007. Clearly the local kick-off times during this edition helped to balance out the effect of the team not being as successful.

Sweden

Coverage (hh:mm): 67:53

Audience reach⁷: 4.0m

Live match average audience: 322,000

Peak match audience: 1.7m

Mainly as a result of the national team advancing to the Semi-final stage as well as prime-time kick-off times in Sweden, audiences increased and subsequently the audience reach nearly doubled versus the 2007 edition.

UK

Coverage (hh:mm): 14:58

Audience reach⁷: 5.9m

Live match average audience: 557,000

Peak match audience: 1.7m

Television audiences declined in the UK in 2011 as a result of fewer games being shown live on mainstream BBC television, as interactive and online platforms were utilised more.

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

⁷ Based on viewers watching a minimum of 20 consecutive minutes

⁸ Estimated due to audited reach analysis being unavailable in Germany at time of publishing

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



South Africa

Coverage (hh:mm): 372:30

Audience reach⁷: 4.2m

Live match average audience: 139,000

Peak match audience: 1.7m

Far more coverage was aired in South Africa during this edition, and therefore audience reach increased significantly (+3.3m⁷).

Canada

Coverage (hh:mm): 288:36

Audience reach⁷: 5.8m

Live match average audience: 232,000

Peak match audience: 1.4m

Almost four times as much coverage was aired on Canadian television compared to the 2007 tournament, while much of this was aired during daytime compared to late night in 2007. The CBC average live match audience increased from 51,000 people in 2007 to 390,000 in 2011. The result of these factors was a significant increase in audience reach (+5.3m⁷).

Mexico

Coverage (hh:mm): 28:22

Audience reach⁷: 7.5m

Live match average audience: 1.3m

Peak match audience: 1.9m

The Mexican national team did not participate in the 2007 edition and the event was not broadcast in this region, therefore no audience figures are available for comparison.

USA

Coverage (hh:mm): 127:35

Audience reach⁷: 37.4m

Live match average audience: 1.3m

Peak match audience: 14.1m

Audience reach increased significantly in 2011 (+24.5m⁷), largely due to the national team progressing to the Final of the FIFA Women's World Cup Germany 2011™, as well as live coverage being aired during the day in the market in 2011, as opposed to early morning in 2007.

Brazil

Coverage (hh:mm): 187:17

Audience reach⁷: 22.4m

Live match average audience: 1.1m

Peak match audience: 6.9m

Audience reach increased in 2011 compared to the 2007 edition (+1.6m; 8%⁷), despite the Brazil team only progressing to the Quarter-final stage. This was achieved due to far more coverage being aired in the market, as well as live games being shown during the daytime as opposed to early morning.

⁶Based on viewers watching a minimum of 20 consecutive minutes



China

Coverage (hh:mm): 70:15
Audience reach⁷: 32.2m
Live match average audience: 789,000
Peak match audience: 4.1m

Audiences declined in China during this edition as a natural result of hosting the event in 2007 and having the national team competing.

Japan

Coverage (hh:mm): 66:35
Audience reach⁷: 22.4m
Live match average audience: 1.6m
Peak match audience: 12.1m

Audience reach climbed by over 60%⁷ during the 2011 edition, largely as a result of the national teams' success in reaching the Final.

Korea Republic

Coverage (hh:mm): 27:14
Audience reach⁷: 1.1m
Live match average audience: 82,000
Peak match audience: 266,000

There was a 35% (286,000 viewers)⁷ increase in audience reach in the Korea Republic compared to the 2007 edition. This was achieved largely as a result of the mainstream national broadcaster SBS airing live games during the 2011 event, as opposed to late night highlights in 2007.

Australia

Coverage (hh:mm): 37:55
Audience reach⁷: 527,000
Live match average audience: 32,000
Peak match audience: 126,000

Audiences were lower in Australia during the 2011 event mainly due to the change in time zone, leading to live matches being aired late at night.

⁷ Based on viewers watching a minimum of 20 consecutive minutes

In-home data sources and methodology¹

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 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 (early morning, daytime, evening, prime time or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Stage of competition (Group match / Quarter-finals / Semi-finals / Final match; live games only)
- 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

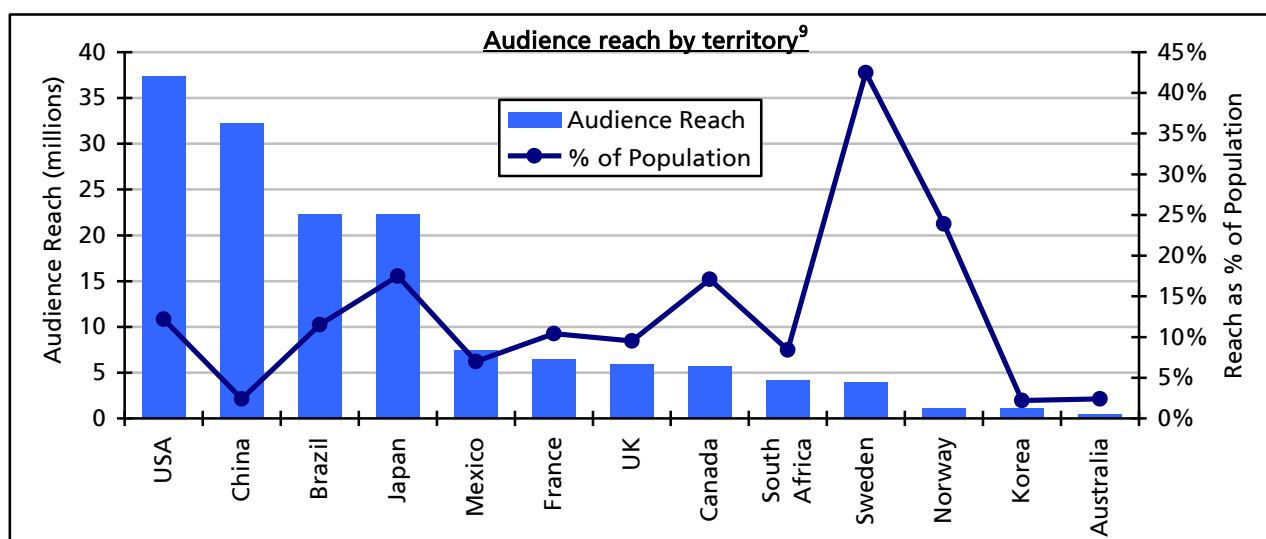
Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding. These licensees are listed in the Appendix and are not been included in the analysis. However, for the AUB licensee in Africa it has been assumed that as a minimum four live games were aired (Opening match, Semi-finals and Final) as well as any fixture featuring a home team.

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

Global FIFA Women's World Cup Germany 2011™ analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the FIFA Women's World Cup Germany 2011™ was nearly 250 million (248.5 million). However, when analysing the total 'three-minute' audience reach, a total of nearly 408 million (407.8 million) was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from 13 major markets around the world (please refer to below). For the purposes of defining the audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of FIFA Women's World Cup Germany 2011™ coverage. Please see the "[Appendix](#)" section for alternative reach condition analysis.



The in-home audience reach of the tournament in these 13 markets alone totalled 151 million individuals; 61% of the total global projected reach.

More than 37.4 million individuals were reached in the USA, mainly due to the audience that was attracted to the Final match. The live Final gained an average audience of over 14 million in the USA, clearly generating much of the reach in the market.

In China, 32.2 million individuals were reached during the tournament, despite the national team not competing in this edition. Coverage of the tournament regularly attracted average audiences of more than one million, including prime-time non-live coverage gaining average audiences of over two million.

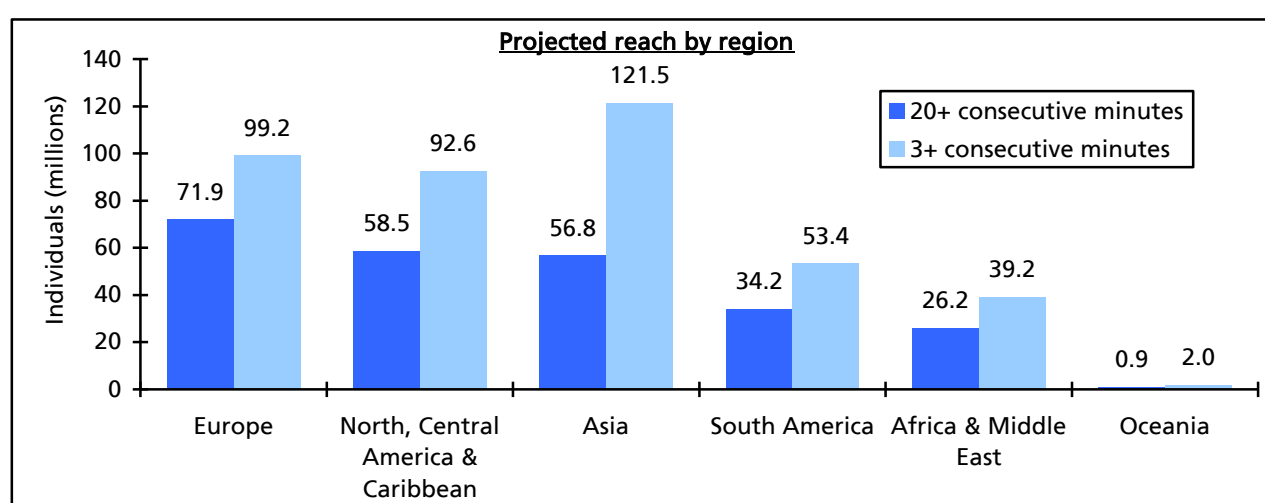
Reach in both Brazil and Japan exceeded 22.3 million people, with the home team matches generating much of this in each market. In Japan, the Final match accounted for much of the reach, with the live coverage on Fuji TV alone receiving an average of more than 10.4 million viewers. The reach in Japan represents 17.5% of the population; higher than any territory outside Scandinavia.

Despite lower actual audience reach numbers, more than 40% of the population in Sweden was reached by the coverage of the event (four million; 42.5%), while this figure was at nearly 25% in Norway (1.2 million; 23.9%).

⁹Please note, at time of publishing audience reach in Germany was unavailable

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 248.5 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 407.8 million.



Based on viewers watching a minimum of 20 minutes of coverage, the highest reach was in Europe (71.9 million), with the projected reach in the host market of Germany accounting for the majority of this reach (42.5 million; 59% of the regional total⁶). In addition, audience reach exceeded five million⁶ in France (6.5m⁶), the UK (5.9m⁶) and Turkey (6.7m⁶).

However, based on the lower reach condition of viewers watching a minimum of just three minutes of coverage, the highest reach was in Asia (121.5 million). Viewers in China (87.8m¹⁰) and Japan (28.9m¹⁰) together accounted for the large majority (96%¹⁰) of this.

There were 58.5 million individuals reached in the North, Central America and Caribbean region⁷, with the USA accounting for 37.4 million⁷ (64% of the regional total⁷). Elsewhere, over 7.5 million viewers were reached in Mexico⁷ and close to 5.8 million viewers were reached in Canada⁷.

In South America, 34.2 million⁷ people were reached through the in-home coverage, with Brazil (22.4m⁷) and Colombia (10.3m⁷) generating much of this.

Across the Africa and the Middle East region, a projected reach of over 26.2 million individuals was generated⁷. Coverage in Nigeria was projected to have reached more than 13 million people⁷, while in South Africa 4.2 million people were reached⁷.

In addition to the in-home reach analysed in this section, it is acknowledged that there will be further reach through out-of-home coverage such as online viewing. However, the large majority of individuals who accessed coverage through these media will also have watched through television in-home and therefore will be accounted for in the above analysis.

⁷ Based on viewers watching a minimum of 20 consecutive minutes

¹⁰ Based on viewers watching a minimum of 3 consecutive minutes

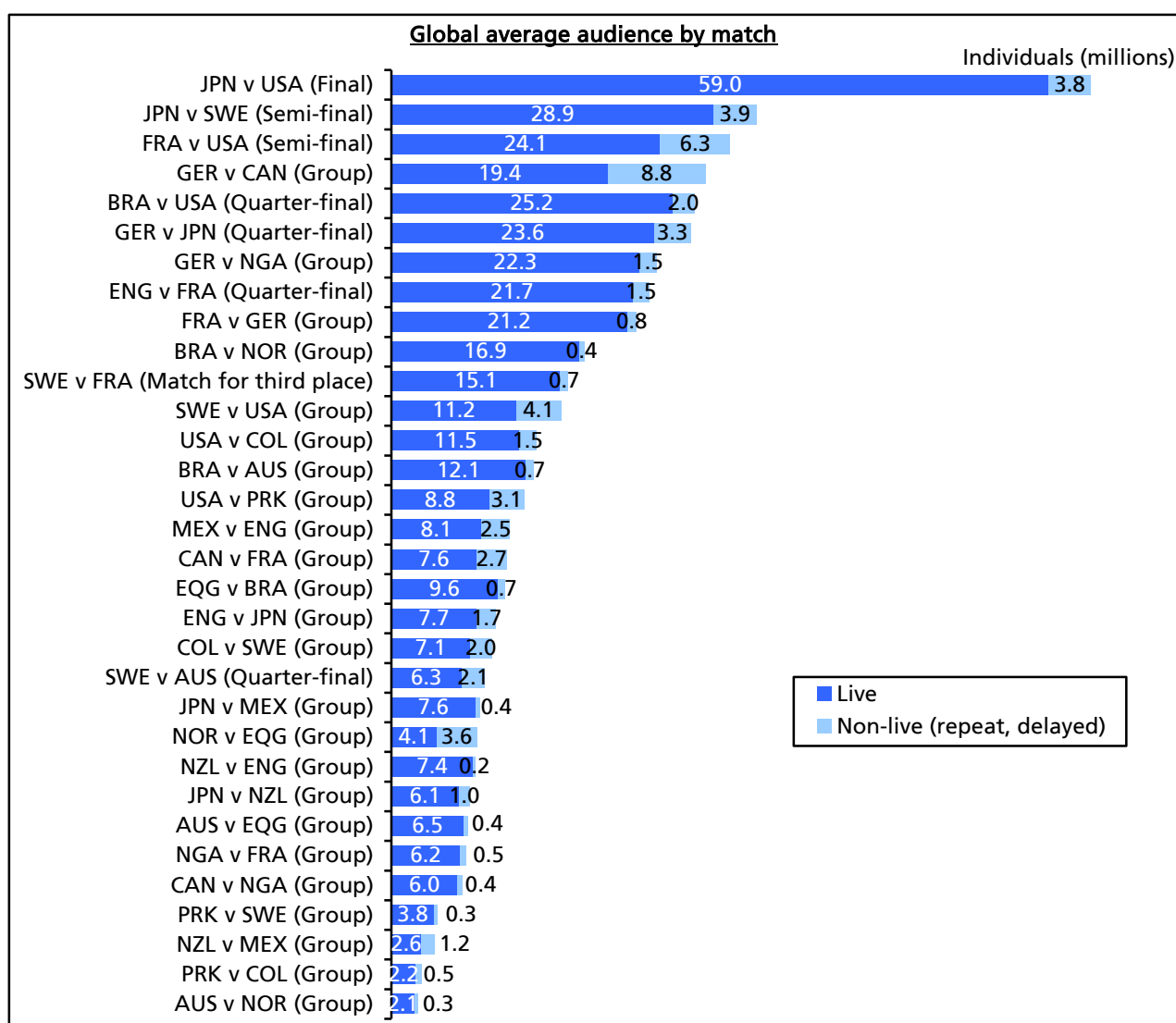


The live Final of the FIFA Women's World Cup Germany 2011™ attracted the highest global in-home average audience of any game, with an average audience of 59 million viewers. Along with the various delayed and repeats, the total audience rose to nearly 63 million. It is also worth noting that with the out-of-home audience also considered these totals would be higher.

The highest audiences for the Final were generated in the competing territories of the USA (14.7m) and Japan (12.1m), while also in the host market of Germany (12m). These three territories combined accounted for 60% of the worldwide audience.

Outside of the Final, the two Semi-final matches generated the highest in-home audiences, with total audiences of more than 30 million.

A further six matches gained total global in-home audience of more than 20 million, while a total of 18 matches (56% of all matches) gained global audiences of at least 10 million.





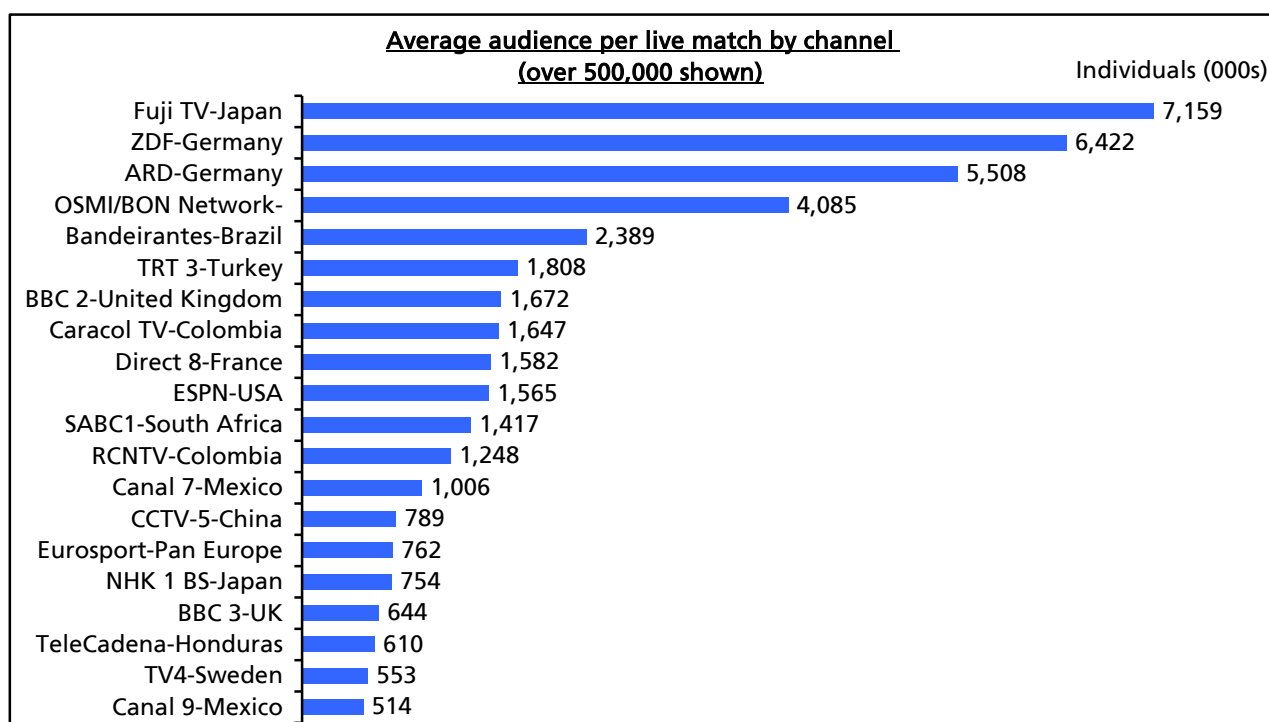
The two live games aired on Fuji TV¹¹ in Japan achieved an average of 7.2 million viewers, including an average audience of 10.4 million for the live Final. This peak average was inside the top five audiences generated by any channel around the world.

The live games aired on ZDF in Germany attracted an average of 6.4 million viewers, including the peak average audience for the Germany v Japan match at close to 17 million; the highest audience of any channel during the event.

In addition to ZDF, the average audience for live games on ARD in Germany was 5.5 million, which included an average audience of 14.6 million for the live coverage of the Germany v Nigeria match.

Elsewhere, the OSMI/BON Network¹² in Nigeria generated estimated average audiences of over four million for each of the live games aired, while seven other channels achieved averages of more than one million people across their live games. These included Bandeirantes¹³ in Brazil (2.4m), TRT¹⁴ in Turkey (1.8m), BBC2¹⁵ in the UK (1.7m), Caracol¹⁶ and RCNTV¹⁶ in Colombia (1.6m and 1.2m respectively), Direct 8⁶ in France (1.6m), ESPN⁴ in the USA (1.6m), SABC1¹⁷ in South Africa (1.4m) and Canal 7¹⁸ in Mexico (1m).

Overall, there were nearly 200 different channels broadcasting coverage of the FIFA Women's World Cup Germany 2011TM around the world, with 18 channels in 15 different markets achieving at least one average audience of more than one million viewers.



⁴ Channel of the Media Rights Licensee ESPN Inc.

⁶ Sub-licensee of the main Media Rights Licensee TF1

¹¹ Sub-licensee of the main Media Rights Licensee Dentsu

¹² Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

¹³ Sub-licensee of the main Media Rights Licensee TV Globo

¹⁴ Sub-licensee of the main Media Rights Licensee EBU

¹⁵ Channel of the Media Rights Licensee BBC

¹⁶ Sub-licensee of the main Media Rights Licensee OTI

¹⁷ Channel of the Media Rights Licensee SABC

¹⁸ Channel of the Media Rights Licensee OTI/TV Azteca

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

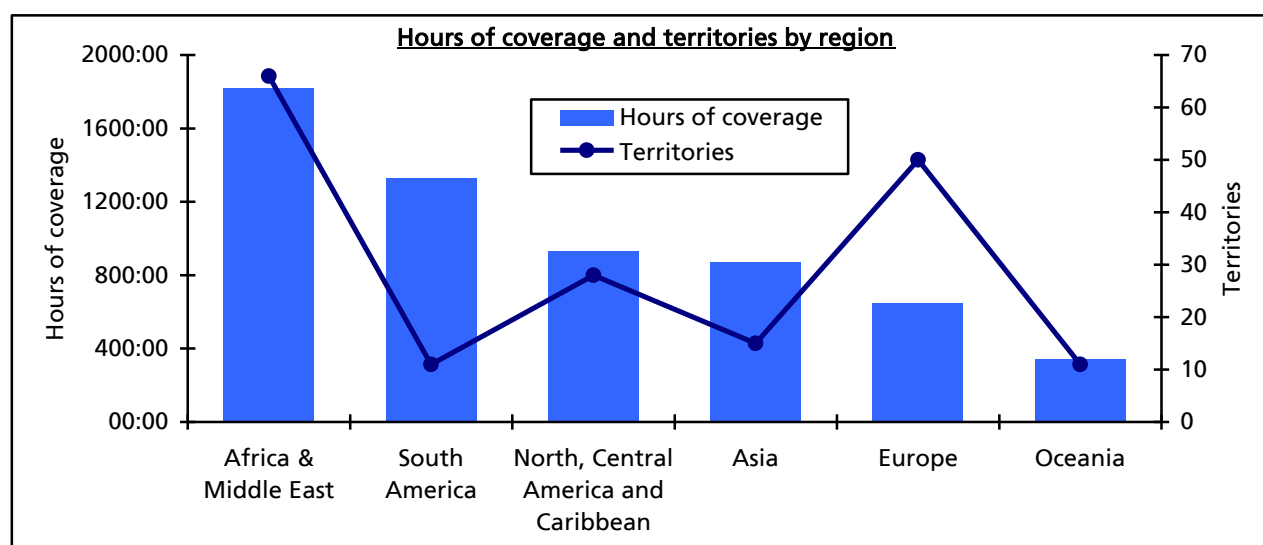
A total of over 5,900 hours of dedicated FIFA Women's World Cup Germany 2011™ coverage were aired around the world. For the purposes of this report, this has been broken down into six regions (see below).

Licensees in the Africa and Middle East region showed the highest levels of dedicated in-home coverage, with a total of 1,816 hours being aired across 66 territories. The highest contribution to this total (984 hours) was provided by the Supersport licensee, where extensive levels of coverage across 12 separate channels were aired. Supersport accounted for well over half (54.2%) of the regional total and 16.6% of the global total.

In South America, licensees aired a total of nearly 1,325 hours of coverage. DirecTV accounted for much of this total, airing 868 hours of coverage; two thirds of the regional total.

In both Asia and the North, Central America and the Caribbean region over 850 hours of coverage were broadcast, while viewers across Europe could have seen more than 647 hours of coverage. In particular, viewers in Europe had access to 225 hours of coverage on Eurosport channels.

Region	No. of territories	Total coverage (hh:mm)
Africa & Middle East	66	1816:39
South America	11	1324:59
North, Central America & Caribbean	28	929:41
Asia	15	868:54
Europe	50	647:32
Oceania	11	343:26
Total	181	5931:13

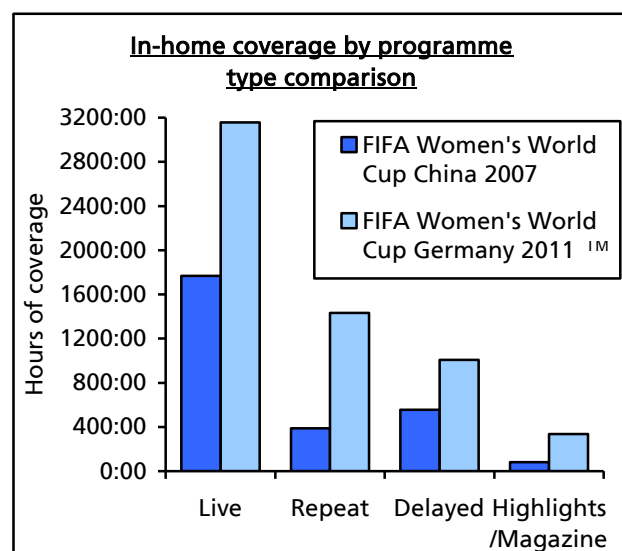
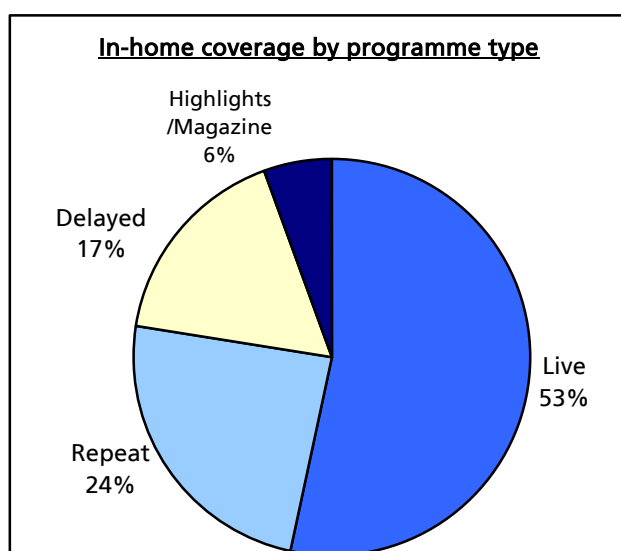




Live coverage of FIFA Women's World Cup Germany 2011™ games accounted for half of the overall total (3,157 hours). Repeats generated a further 24% of the coverage (1,431 hours), while delayed coverage of live games produced 17% of the coverage (1,007 hours). Dedicated highlights and highlights within Magazine programming generated the remaining 6% of tournament coverage (335 hours).

Total coverage of the tournament was far higher than the 2007 edition (+112%), with live programming increasing by 80% (1,391 hours).

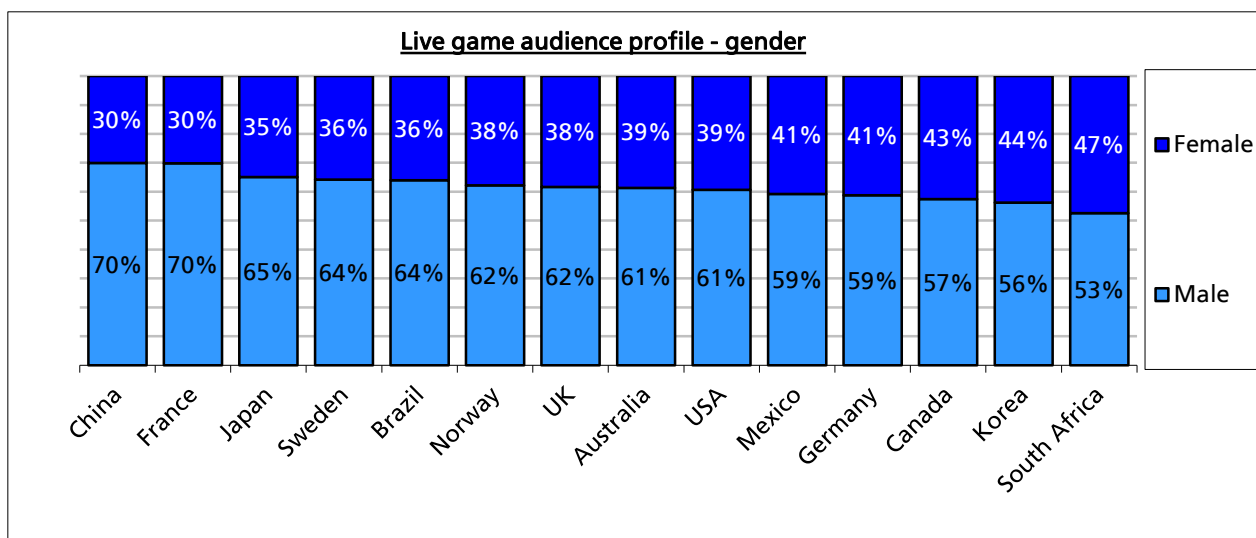
Live coverage attracted by far the highest audiences of any type of coverage, producing over 80% of the total audience.



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

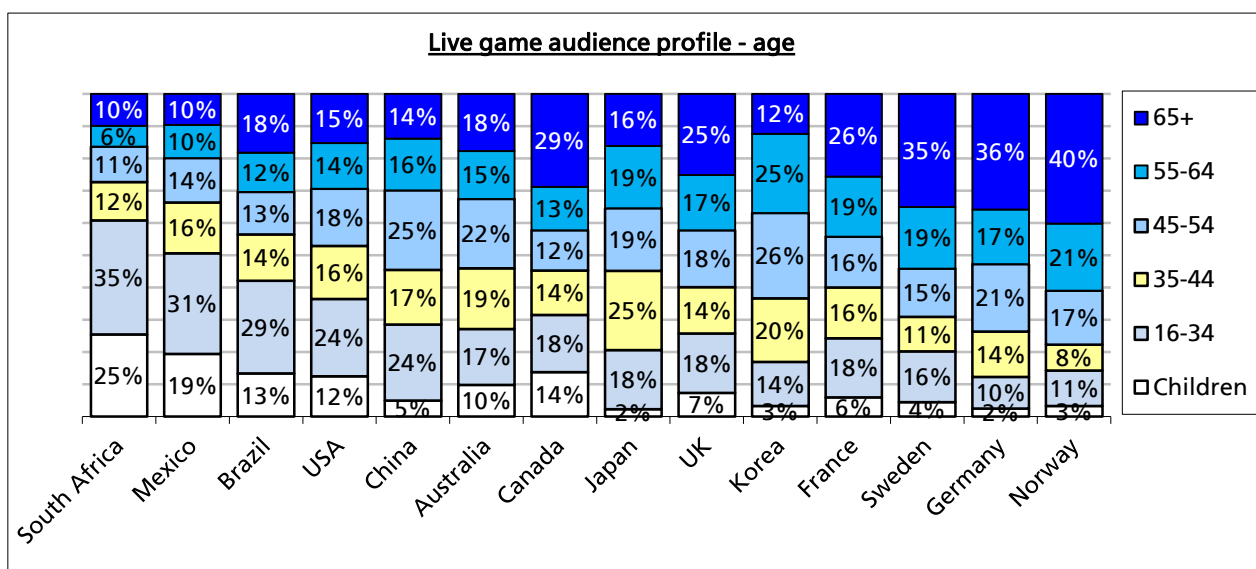
Overall the event proved more popular with men, with approximately 62% of the live match audience across 14 major measured markets being male. This is a slightly higher share than the audience for the FIFA World Cup South Africa 2010™ (57%).

In territories such as China and France the event was far more aligned to Males than territories such as South Africa and Korea.

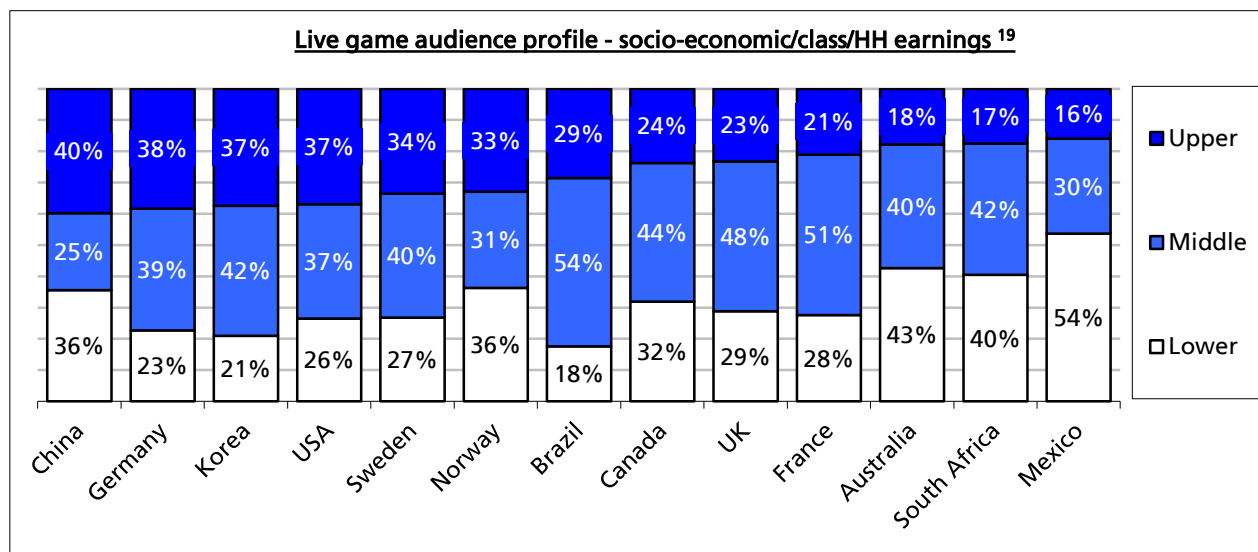


Several markets attracted a younger audience to their live games, including South Africa, Mexico and Brazil. In each of these territories, over 40% of the average live audience was under the age of 34. In contrast, in Norway, Germany, Sweden and the Korea Republic less than 20% of the audience was under 34. Indeed in Norway, Germany and Sweden over 50% of the audience was over the age of 55.

The audience profile across the major markets tended to be slightly younger than the profile of viewer for the FIFA World Cup South Africa 2010™.



In addition to gender and age differences, the economic status of FIFA Women's World Cup Germany 2011™ viewers differed by market. Several markets attracted a more affluent viewer, particularly China, Germany, Korea Republic, USA, Sweden and Norway where more than a third of the live game audience were classified in the 'high' socio-economic/earnings group.



It is important to note that there are multiple factors that influence the live match profile of the viewers in each market, including time zone, channel platform, cost of access to channel, general interest in football as well as interest in the tournament itself (whether a team from the market is competing). In addition, the general population of a market will also have a bearing.

¹⁹ Socio-economic, class and household earning breaks and definitions alter by market; therefore the classifications above should only be used as an indicative guide. Please note, social class or earnings data is unavailable in Japan.



Online analysis

In addition to the in-home television coverage considered, the FIFA Women's World Cup Germany 2011™ had far greater distribution and usage of online media.

More than 50 licensees had broadband internet rights, while audiences that the online streams achieved were far higher than in previous editions.

Audience highlights included;

- Over half a million unique viewers watched the live coverage of the Final match on ESPN.com. This represents 4% of the average audience who watched the match on television.
- More than 434,000 streams of live games through the EBU online platform, including over 83,000 streams of the Final match.
- Over 14,000 views of online coverage across Africa via the Supersport portal.



Regional FIFA Women's World Cup Germany 2011™ analysis

Africa and Middle East

A projected reach of over 26.2 million individuals⁷ was generated across the region by the in-home coverage of the FIFA Women's World Cup Germany 2011™.

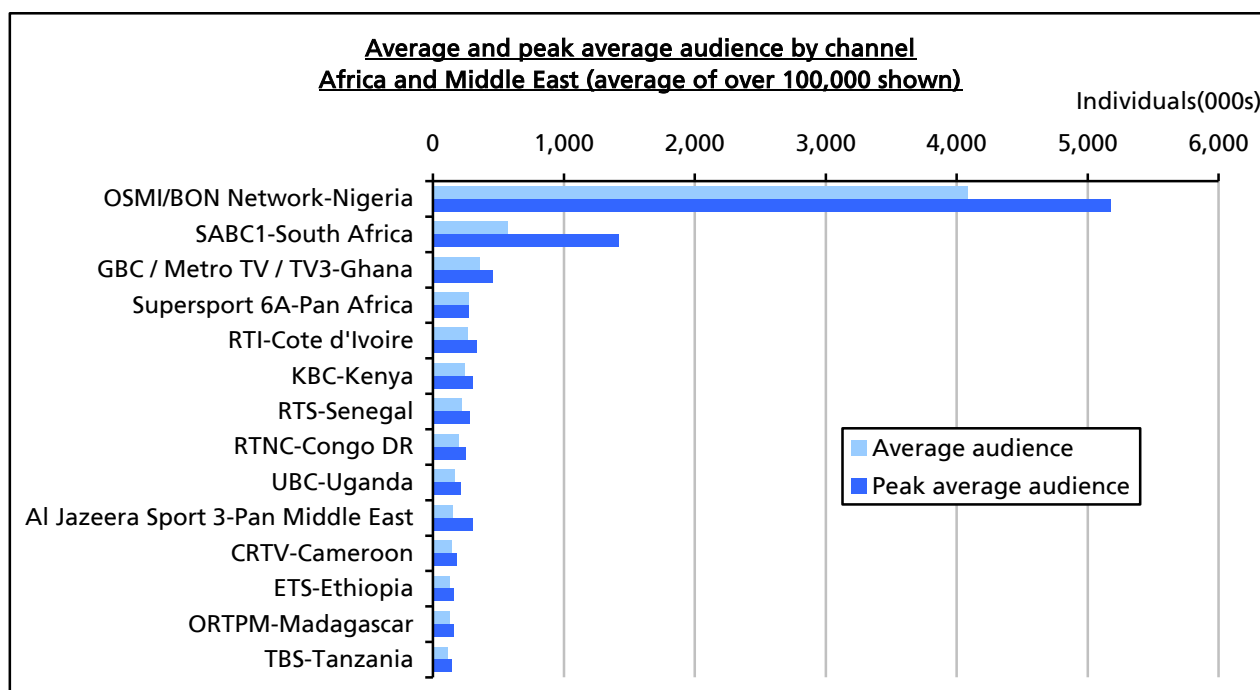
Coverage of the tournament in Nigeria accounted for over half of the projected reach in the region⁷, with the national broadcaster reaching a projected 13.3 million viewers⁷.

The coverage in South Africa reached nearly 4.2 million viewers in-home⁷; a further 16% of the regional reach⁷.

The highest audiences in the region were delivered by the OSMI/BON Network¹² in Nigeria, with estimated audiences of more than five million being generated during the event for the matches Nigeria played against hosts Germany and against Canada. On average, each game aired on the OSMI/BON Network attracted an estimated audience of over four million, which is among the top-5 average audiences generated by any channel around the world during the event.

Elsewhere, SABC¹⁷ in South Africa achieved an average of 574,000 viewers to each of their FIFA Women's World Cup Germany 2011™ programmes. The peak average audience was generated for the live Final match, with an average of more than 1.4 million viewers tuning in.

Estimated peak average audiences in excess of 300,000 were also generated in Ghana, Cote d'Ivoire and Kenya.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

¹² Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

¹⁷ Channel of the Media Rights Licensee SABC

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

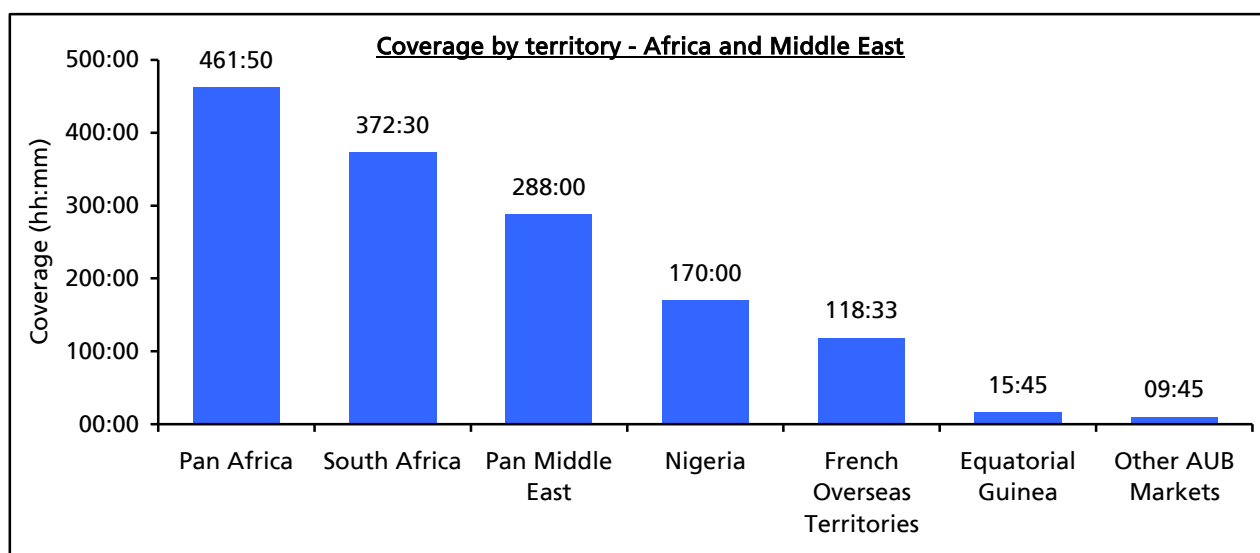


More than 1,800 hours of FIFA Women's World Cup Germany 2011™ coverage was broadcast in the African and Middle Eastern region; the highest of any region.

The Pan Africa Supersport channels accounted for a combined total of over 461 hours of tournament coverage. Supersport also had feeds going directly to South Africa²⁰ as well as Nigeria, therefore overall, this licensee accounted for a total of 984 hours of coverage.

Viewers in South Africa had access to 372 hours of coverage; with high levels of Supersport²⁰ coverage supplemented by the coverage on the higher-penetration SABC channels.

Audiences across the Middle East were able to watch 288 hours of tournament coverage via Al Jazeera Sport channels, while in Nigeria broadcasters, which included Supersport as well as the higher penetration OSMI/BON Network¹¹, aired 170 hours of coverage.



¹² Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)
²⁰ Sub-licensee of the main Media Rights Licensee SABC

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

Asia

The projected audience reach in Asia totalled 56.8 million individuals⁷; the third highest of any region. However based on a lower reach condition of viewers watching just 3 consecutive minutes of coverage, Asia generated the highest reach of any region, at 121.5 million.

China alone contributed well over half (57%; 32.2 million⁷) of the reach in the region⁷, largely thanks to their late night coverage each day regularly attracting average audiences of more than one million viewers and often average audiences of more than two million.

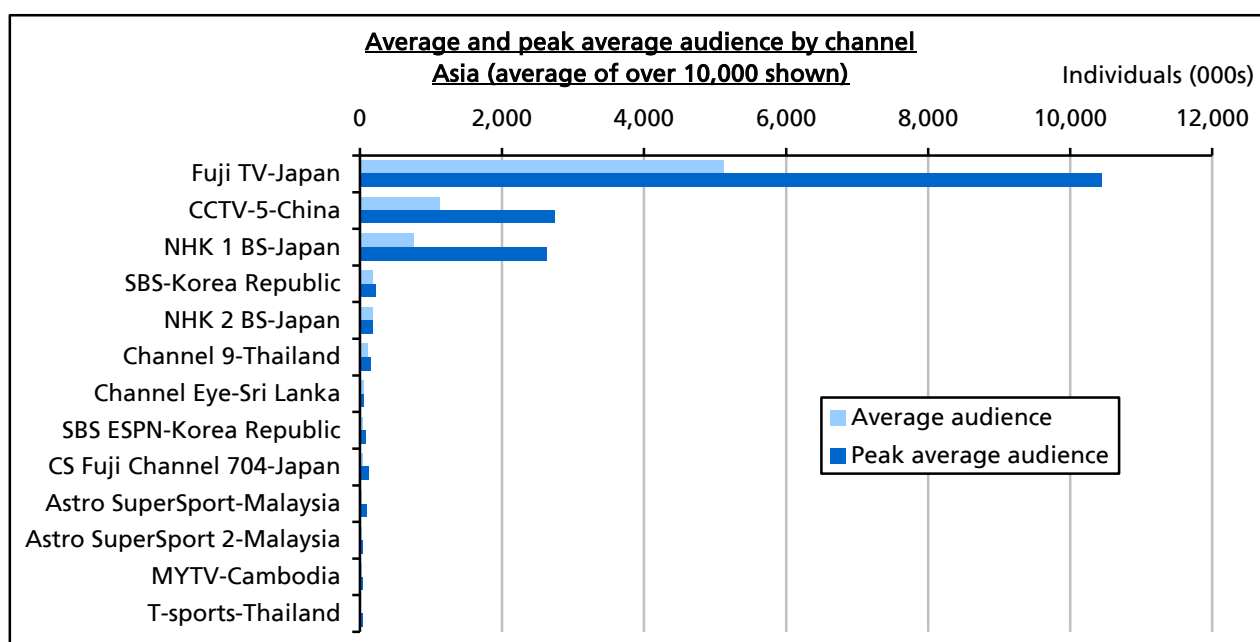
In addition, China generated among the highest in-home reaches of any territory around the globe. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the Chinese reach only ranks behind Germany (42.5m) and the USA (37.4m), while based on viewers watching a minimum of 3 consecutive minutes of coverage China generated the highest reach of any territory (87.8m).

Elsewhere, audience reach exceeded 22 million in Japan⁷; inside the top five highest reach figures of all territories. Combined with China, these two territories accounted for 96% of the total reach in Asia⁷.

Fuji TV¹¹ in Japan achieved the highest audiences in the region, with an average of over 5.1 million individuals tuning in to each programme; second only to ZDF in the host market of Germany of any channel average from around the world.

Among the average generated by Fuji TV¹¹ was an average audience of over 10.4 million, which was produced for their coverage of the Final match. This ranks as the highest audience of any programme aired around the world outside of Germany and the USA.

Apart from Fuji TV¹¹, CCTV-5²¹ in China as well as NHK 1 BS²² in Japan attracted peak average audiences of over 2.6 million during the event.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

¹¹ Sub-licensee of the main Media Rights Licensee Dentsu

²¹ Channel of the Media Rights Licensee CCTV

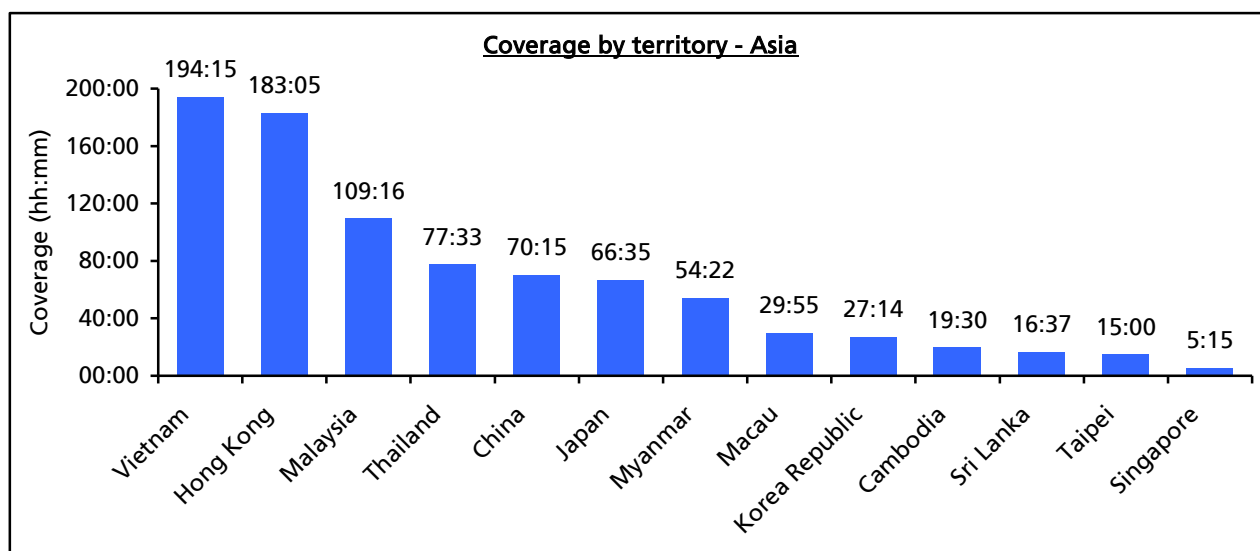
²² Channel of the main Media Rights Licensee Dentsu's sub-licensee NHK

Close to 869 hours of tournament coverage were aired throughout Asia.

Broadcasters in Vietnam and Hong Kong together accounted for 43% of the regional total alone (194 hours and 183 hours respectively).

The relatively high levels of coverage in Vietnam were mainly produced by BongdaTV²³ (157 hours), while in Hong Kong this was entirely generated by I Cable²⁴.

Over 100 hours of coverage were aired in Malaysia by Astro Supersport²⁵, while viewers could have seen more than 50 hours of tournament coverage in Thailand (77 hours), China (70 hours), Japan (66 hours) and Myanmar (54 hours).



²³ Sub-licensee of the main Media Rights Licensee Vietnam Football Media

²⁴ Channel of the Media Rights Licensee i-CABLE Sports Limited

²⁵ Channel of the main Media Rights Licensee M-League/ISM's sub-licensee Astro (Measat Broadcast Network Systems)



Europe

Close to 72 million individuals were reached⁷ across the region by the in-home coverage of the FIFA Women's World Cup Germany 2011™, representing the highest reach of any region⁷.

Audience reach was highest in Germany, with the television coverage reaching a projected 42.5 million viewers⁷. This accounts for nearly 60% of the reach in Europe⁷.

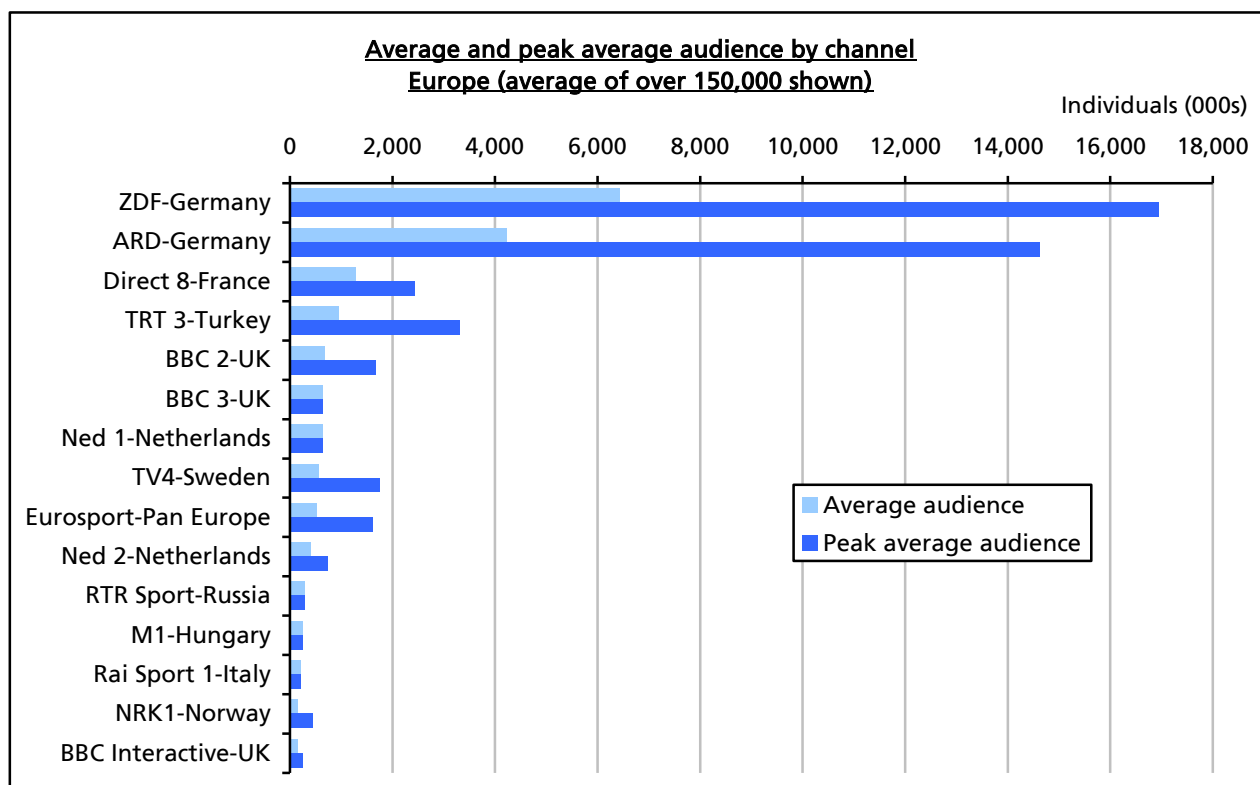
Elsewhere, the in-home television coverage reached more than five million individuals in France⁷ and the UK⁷, while this level was also projected in Turkey⁷.

In addition, four million⁷ people in Sweden were reached by the in-home television coverage which represents over 40% of the population.

The highest audience figures in Europe were generated by ZDF and ARD in Germany. On average, each programme on ZDF was watched by an average audience of 6.4 million; higher than any other channel in Europe as well as around the world. ARD's average programme audience was over 4.2 million which ranks third (behind ZDF and Fuji TV in Japan).

Both channels achieved peak average audiences of more than 14 million during the event, with ZDF generating average audiences of over 16 million for their coverage of two games featuring the German team.

Elsewhere, peak average audiences of more than two million were produced in France and in Turkey²⁶, while broadcasters in the UK and Sweden, along with the pan-regional Eurosport channel achieved peak average audiences of more than 1.6 million.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

²⁶ Estimated Audience



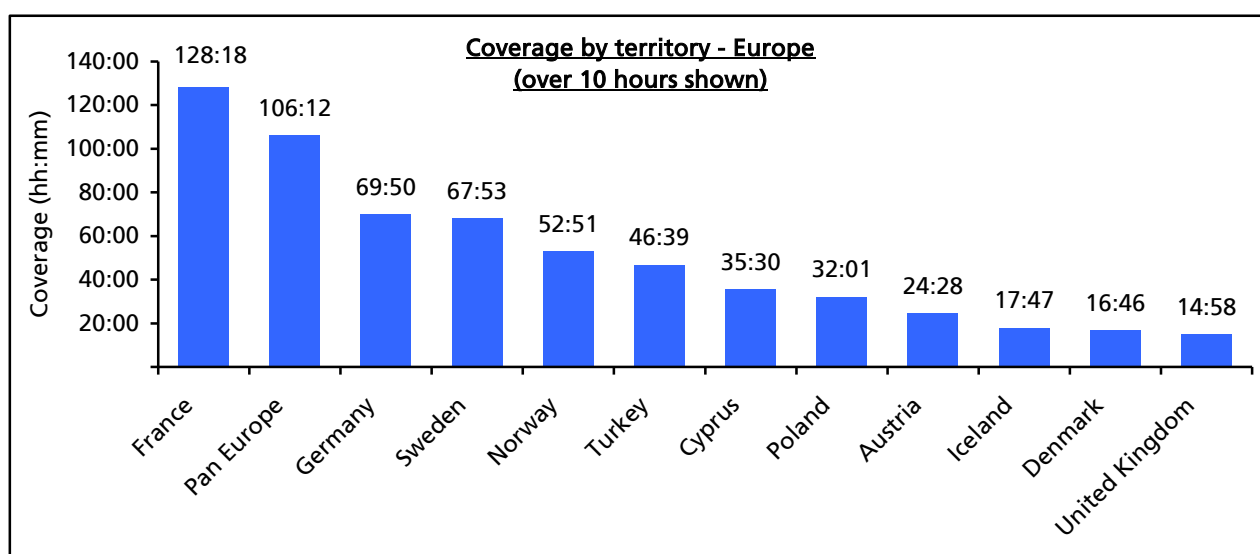
Licenses across Europe showed 647 hours of FIFA Women's World Cup Germany 2011™ coverage.

France generated the highest level of coverage in the region, with 118 hours aired on Eurosport France also being supplemented by 10 hours of higher-penetration coverage on Direct 8⁶.

In addition, Eurosport also broadcast over 100 hours via its pan regional channels.

In the host market of Germany, viewers could have watched close to 70 hours of dedicated tournament coverage, via both ARD and ZDF.

This total was almost matched in Sweden (close to 68 hours), while in Norway broadcasters aired over 52 hours of coverage and in Turkey, Cyprus and Poland more than 30 hours were shown.



⁶ Sub-licensee of the main Media Rights Licensee TF1



North, Central America & Caribbean

The in-home television coverage across the region reached 58.5 million individuals⁷.

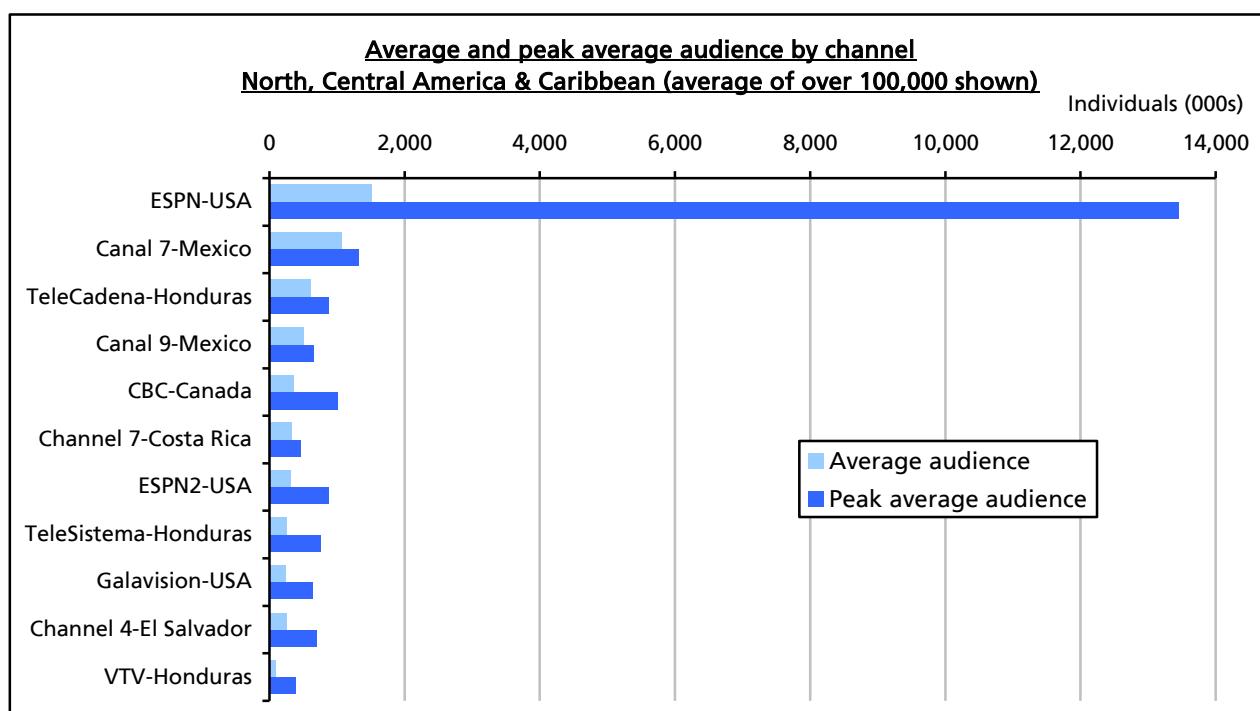
In the USA, the tournament coverage reached 37.4 million viewers⁷; nearly two thirds (64%) of the reach for the region⁷. This audience reach figure is second only to the host market of Germany⁷.

Audience reach in the USA nearly tripled (+190%) versus the 2007 edition⁷. This represents a rise of 24.5 million people reached by the event⁷; the highest increase in audience reach of any measured market analysed. This was achieved mainly as a result of the national team progressing to the Final as well as the change in time-zone allowing games to be played at more advantageous local broadcast times.

Elsewhere, audience reach in Mexico totalled 7.5 million⁷, while in Canada it totalled 5.8 million⁷. The reach in Canada showed the highest percentage increase of any measured market analysed (+1,238%⁷), which is primarily due to far more coverage being shown during this edition, as well as the coverage being aired during the day in 2011 as opposed to late at night in 2007. This helped the CBC coverage to gain an average of 390,000 viewers during the 2011 edition compared to an average of 51,000 in 2007.

ESPN⁴ in the USA produced by far the highest audiences in the region. Each programme gained an average of 1.5 million viewers, while the peak average audience was 13.5 million for their live coverage of the Final match. This peak average is the highest figure achieved outside of the host market of Germany.

Elsewhere, broadcasters in Mexico and Canada generated peak average audiences in excess of one million.



⁴ Channel of the Media Rights Licensee ESPN Inc.

⁶ Based on viewers watching a minimum of 20 consecutive minutes

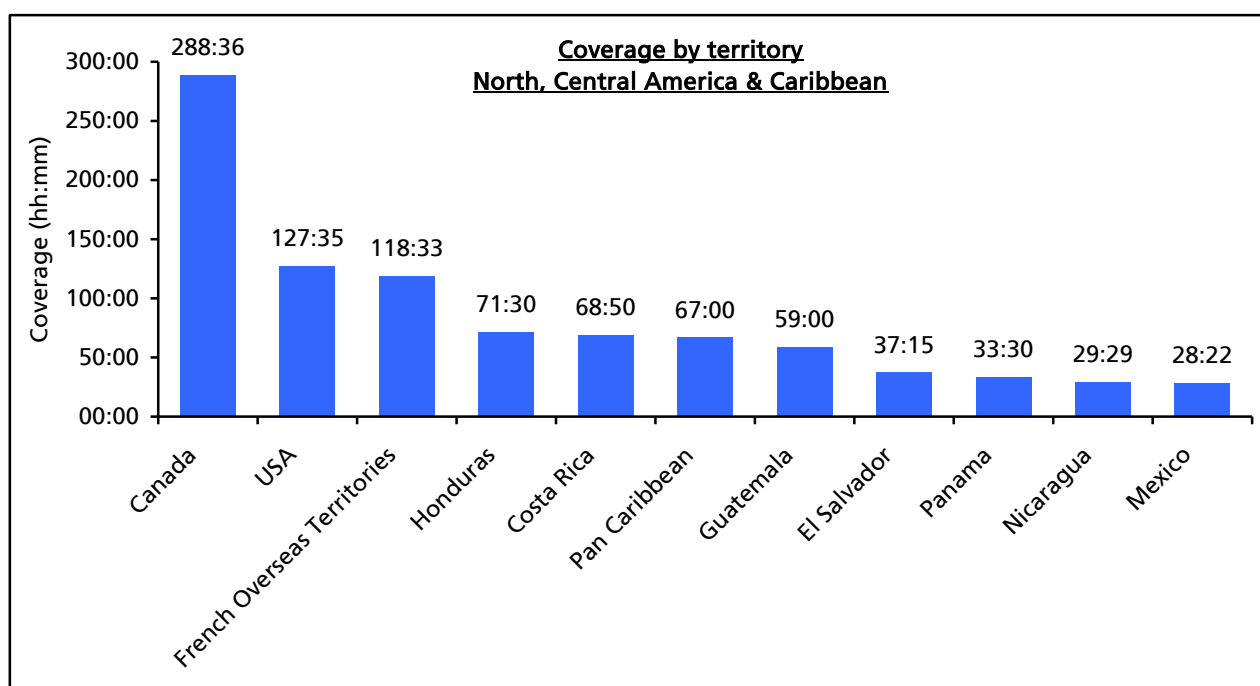


Over 929 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Almost a third (31%) of the coverage in the region came from Canada, where licensees showed 288 hours. This is the highest single territory total outside of Africa and was achieved by multiple channels (Sportsnet²⁷, SportsnetOne+²⁷, TeleLatino+²⁸, CBC and SRC²⁹) all showing relatively high levels of coverage (all over 30 hours; highest was SportsnetOne+²⁷ at close to 87 hours).

In the USA, licensees showed over 127 hours, including more than 62 on the main ESPN⁴ channel.

Viewers in the French Overseas Territories could have accessed the 118 hours of coverage on Eurosport France, while in Honduras, Costa Rica, Guatemala and in territories across the Caribbean more than 50 hours of coverage was aired.



⁴ Channel of the Media Rights Licensee ESPN Inc.

²⁷ Channel of the Media Rights Licensee CBC

²⁸ Channel of the main Media Rights Licensee CBC's sub-licensee TLN

²⁹ Sub-licensee of the main Media Rights Licensee CBC



Oceania

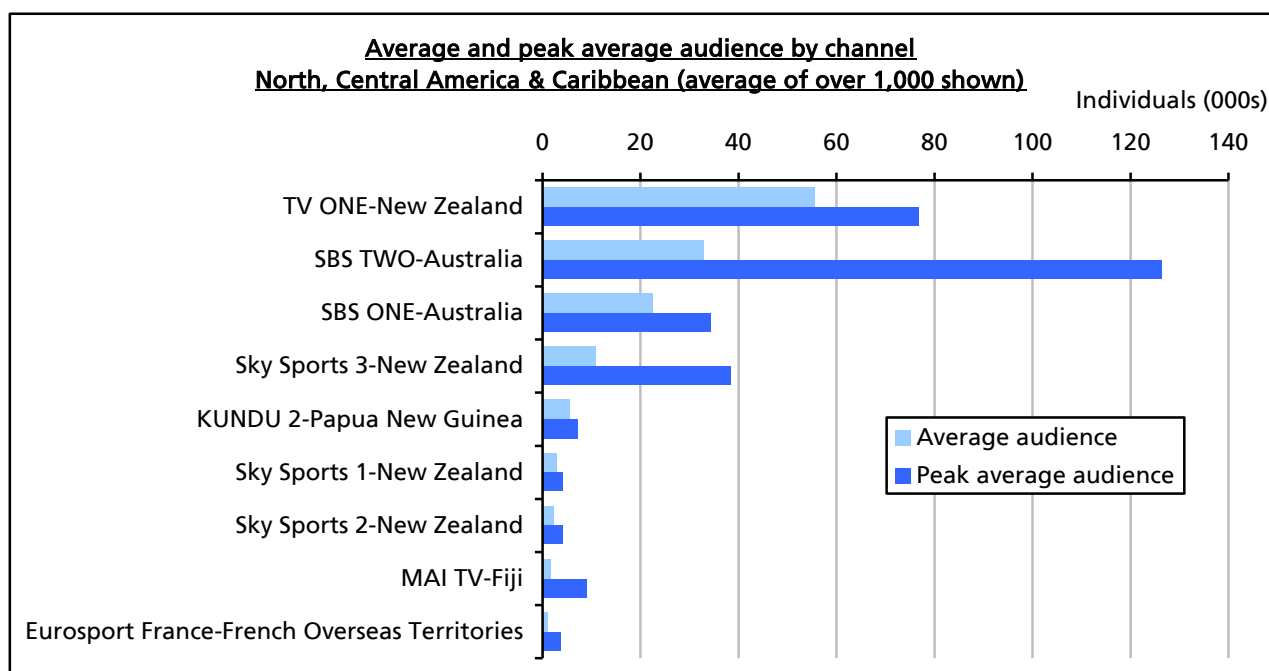
A total of 930,500 individuals were reached⁷ across the region by the in-home coverage of the FIFA Women's World Cup Germany 2011™.

Australia accounted for more than half (527,000; 56.6%⁷) of the reach in the region, while the projected reach in New Zealand totalled more than 320,000⁷.

The highest audiences in the region were delivered by SBS in Australia and TV ONE³⁰ in New Zealand. SBS attracted a peak average audience of 126,000 during the tournament, achieved for their coverage of the Sweden v Australia Quarter-final.

Meanwhile TV ONE³⁰ gained an average of 56,000 viewers across its three late night highlights shows, including an average audience of 77,000 for their second broadcast.

In addition to TV ONE³⁰, Sky³¹ in New Zealand broadcast the event. Sky Sports 3³² achieved the highest audiences for the broadcaster, gaining an average of 10,900 viewers for each of their programmes, achieving a peak average audience of 38,400.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

³⁰ Channel of the main Media Rights Licensee SBS' sub-licensee TVNZ

³¹ Sub-licensee of the main Media Rights Licensee SBS

³² Channel of the main Media Rights Licensee SBS' sub-licensee Sky Network Television Limited

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

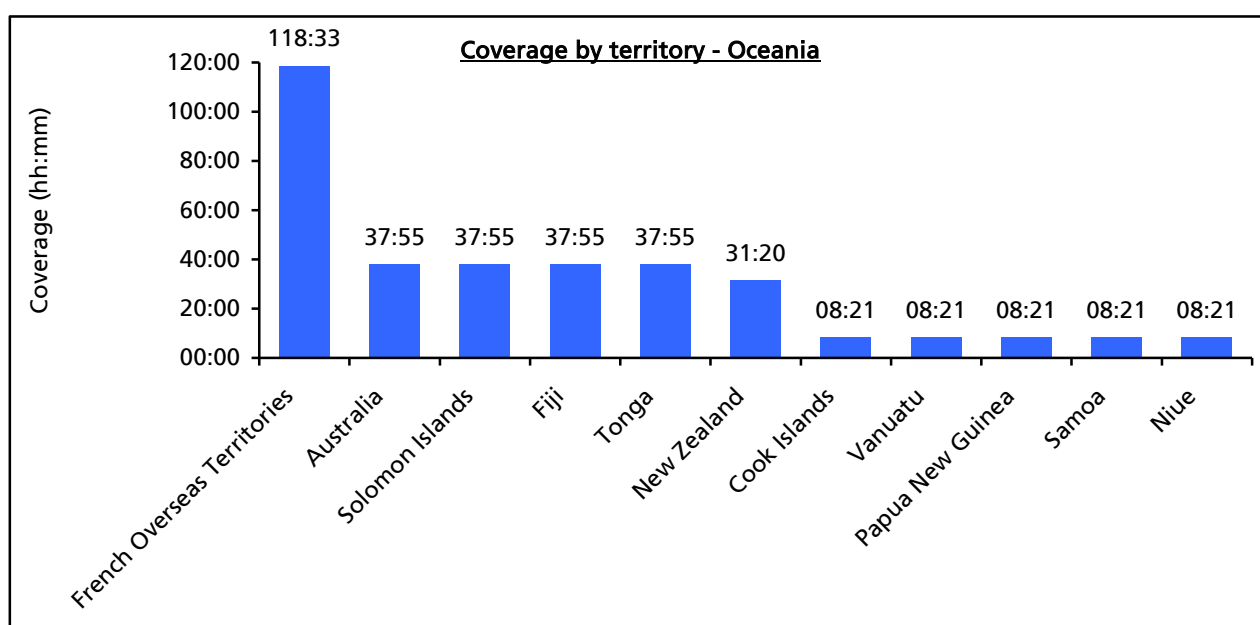


A total of 343 hours of FIFA Women's World Cup Germany 2011™ coverage was shown across the Oceania region.

Eurosport France³³ in the French Overseas Territories accounted for the highest levels of coverage in the region.

In Australia, SBS showed close to 38 hours of dedicated tournament coverage, while this level of coverage was also aired across the Pacific Islands of the Solomon Islands, Fiji and Tonga.

In New Zealand, over 31 hours of coverage were aired, with close to 29 hours being broadcast by Sky³¹ and the remainder by TV ONE³⁰.



³⁰ Channel of the main Media Rights Licensee SBS' sub-licensee TVNZ

³¹ Sub-licensee of the main Media Rights Licensee SBS

³¹ Sub-licensee of the main Media Rights Licensee TF1

South America

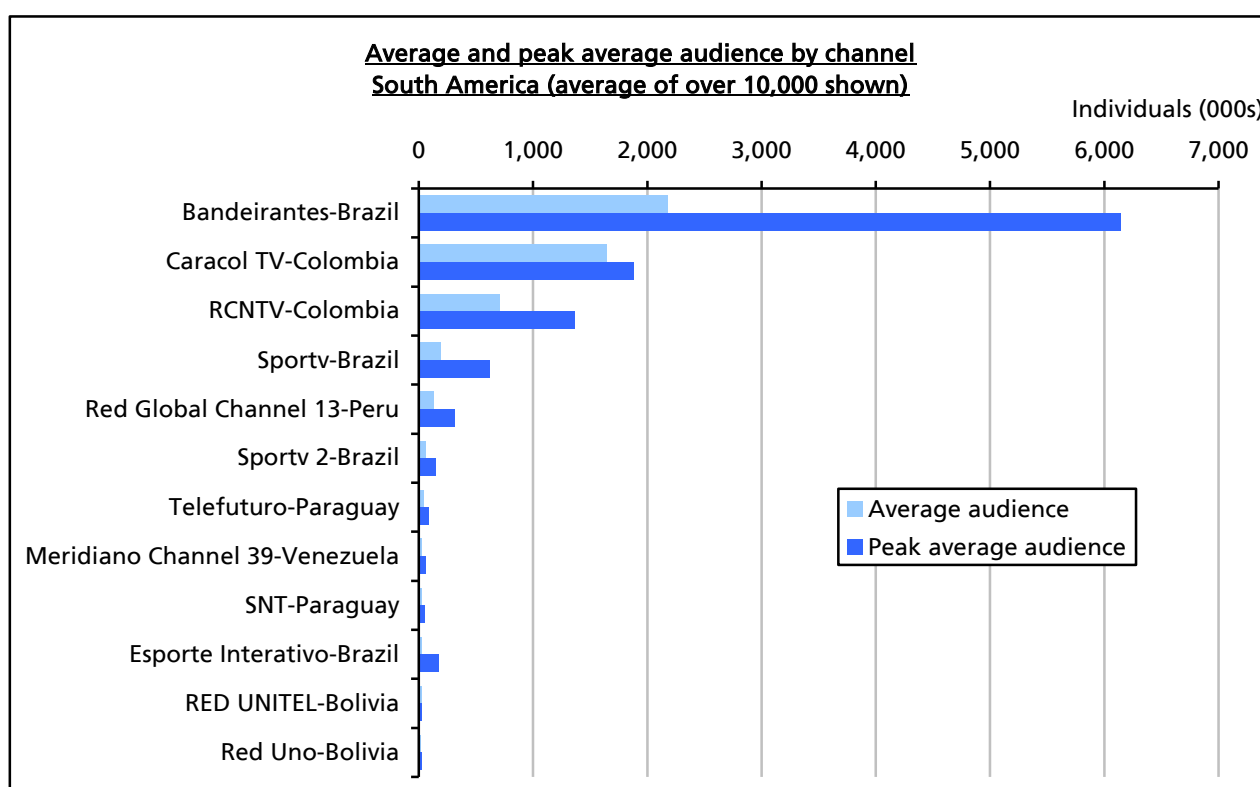
A total of 34.2 million individuals were reached⁷ across the region by the in-home coverage of the FIFA Women's World Cup Germany 2011™.

In Brazil, audience reach totalled 22.4 million individuals⁷; inside the top five reach figures from any territory⁷. This accounts for almost two thirds (65.4%⁷) of the total reach in the region⁷.

Colombia produced a projected reach of 10.3 million⁷, which accounts for a further 30% of the reach across South America⁷. Together with Brazil, these two territories generated 95.6% of the regional reach⁷.

By far the highest audiences in the region were generated by Bandeirantes¹³ in Brazil. On average, each programme achieved an average audience of nearly 2.2 million individuals, which included a peak average audience of 6.1 million for the live coverage of the Brazil v USA Quarter-final.

In addition, Caracol¹⁶ and RCNTV¹⁶ in Colombia both recorded peak average audiences in excess of 1.3 million, with Caracol¹⁶ achieving a peak average audience of nearly 1.9 million for their Korea DPR v Colombia match.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

¹³ Sub-licensee of the main Media Rights Licensee TV Globo

¹⁶ Sub-licensee of the main Media Rights Licensee OTI

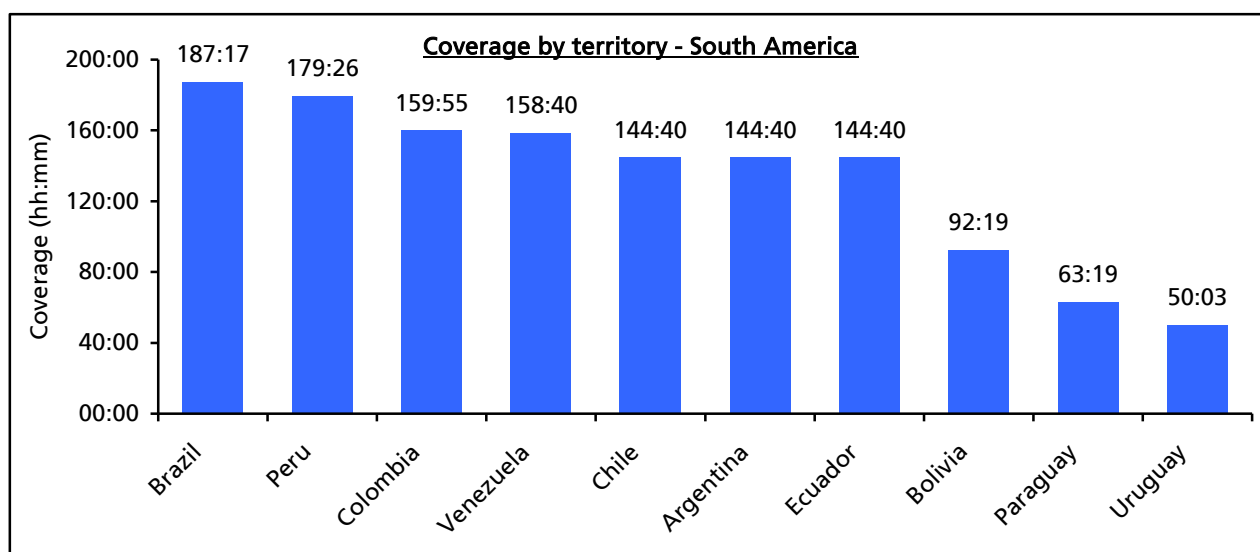


A total of almost 1,325 hours of tournament coverage was broadcast across the South America region; the second highest level of output behind the Africa and Middle East region.

There were over 140 hours of coverage aired in multiple territories in the region, largely as a result of 144 hours of DirecTV coverage being aired across several territories (Peru³², Colombia³³, Venezuela¹⁶, Chile³⁴, Argentina³⁵ and Ecuador³⁶)

However the highest levels of coverage were derived from Brazil. Viewers could have watched nearly 190 hours of coverage on television in-home, with Esporte Interativo airing close to 100 hours, Sportv showing over 63 hours and Bandeirantes¹³ airing more than 24 hours.

In Peru, the 144 hours of DirecTV³² coverage was supplemented by over 34 hours of coverage on the higher penetration Red Global³⁷ channel, while in the DirecTV³³ coverage in Colombia was supplemented by the higher penetration channels RCNTV¹⁵ and Caracol¹⁵ and by Meridiano³⁸ in Venezuela.



¹³ Sub-licensee of the main Media Rights Licensee TV Globo

¹⁶ Sub-licensee of the main Media Rights Licensee OTI

³² Sub-licensee of the main Media Rights Licensee OTI/Andina de Radiodifusion

³³ Sub-licensee of the main Media Rights Licensee OTI/Caracol TV/RCN TV

³⁴ Sub-licensee of the main Media Rights Licensee OTI/TVN Chile

³⁵ Sub-licensee of the main Media Rights Licensee TyC

³⁶ Sub-licensee of the main Media Rights Licensee OTI/Channel 2 & 10

³⁷ Channel of the main Media Rights Licensee OTI/Tarrague

³⁸ Channel of the main Media Rights Licensee OTI/Continental, T.V. C.A.

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



Appendix



FIFA Women's World Cup Germany 2011™ 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)
Angola	09:45	4	3.0	07:45	3	3.2	258,582
Benin	09:45	4	3.0	07:45	3	3.2	113,617
Botswana	09:45	4	3.0	07:45	3	3.2	55,376
Burkina Faso	09:45	4	3.0	07:45	3	3.2	169,936
Burundi	09:45	4	3.0	07:45	3	3.2	124,712
Cameroon	09:45	4	3.0	07:45	3	3.2	374,745
Cape Verde	09:45	4	3.0	07:45	3	3.2	16,927
Central African Republic	09:45	4	3.0	07:45	3	3.2	127,135
Chad	09:45	4	3.0	07:45	3	3.2	34,715
Congo Brazzaville	09:45	4	3.0	07:45	3	3.2	84,416
Congo DR	09:45	4	3.0	07:45	3	3.2	513,517
Cote d'Ivoire	09:45	4	3.0	07:45	3	3.2	691,356
Equatorial Guinea	15:45	7	3.3	13:45	6	3.5	7,516
Eritrea	09:45	4	3.0	07:45	3	3.2	52,078
Ethiopia	09:45	4	3.0	07:45	3	3.2	322,830
French Overseas Territories	118:33	74	1.4	61:18	26	1.9	45,160
Gabon	09:45	4	3.0	07:45	3	3.2	71,367
Gambia	09:45	4	3.0	07:45	3	3.2	75,592
Ghana	09:45	4	3.0	07:45	3	3.2	935,357
Guinea Bissau	09:45	4	3.0	07:45	3	3.2	10,254
Guinea Conakry	09:45	4	3.0	07:45	3	3.2	167,999
Kenya	09:45	4	3.0	07:45	3	3.2	629,427
Lesotho	09:45	4	3.0	07:45	3	3.2	22,186
Liberia	09:45	4	3.0	07:45	3	3.2	38,429
Madagascar	09:45	4	3.0	07:45	3	3.2	321,780
Malawi	09:45	4	3.0	07:45	3	3.2	57,446
Mali	09:45	4	3.0	07:45	3	3.2	111,361
Mauritius	09:45	4	3.0	07:45	3	3.2	99,964
Mozambique	09:45	4	3.0	07:45	3	3.2	157,976
Namibia	09:45	4	3.0	07:45	3	3.2	44,556
Niger	09:45	4	3.0	07:45	3	3.2	104,388
Nigeria	170:00	82	1.2	74:15	32	2.2	13,328,815
Pan Africa	461:50	223	0.6	199:00	85	0.7	1,129,709
Pan Middle East	288:00	163	0.6	14:15	6	2.7	951,306
Rwanda	09:45	4	3.0	07:45	3	3.2	19,732
Senegal	09:45	4	3.0	07:45	3	3.2	578,568
Seychelles	09:45	4	3.0	07:45	3	3.2	6,361
Sierra Leone	09:45	4	3.0	07:45	3	3.2	30,572
South Africa	372:30	182	0.6	122:28	52	0.8	4,158,000
Swaziland	09:45	4	3.0	07:45	3	3.2	16,682
Tanzania	09:45	4	3.0	07:45	3	3.2	297,858
Togo	09:45	4	3.0	07:45	3	3.2	63,778
Uganda	09:45	4	3.0	07:45	3	3.2	427,078
Zambia	09:45	4	3.0	07:45	3	3.2	212,171
Zanzibar	09:45	4	3.0	07:45	3	3.2	24,360
Zimbabwe	09:45	4	3.0	07:45	3	3.2	258,899
Africa & Middle East total	1816:39	891	1.2	795:02	327	2.0	26,214,885

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



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	19:30	9	0.1	10:45	5	0.2	103,792
China	70:15	41	0.1	42:16	20	0.1	32,224,000
Hong Kong	183:05	81	0.1	96:50	39	0.1	47,117
Japan	66:35	27	1.0	41:15	18	1.2	22,352,944
Korea Republic	27:14	17	0.1	13:17	6	0.2	1,092,115
Macau	29:55	14	0.1	09:20	4	0.2	3,798
Malaysia	109:16	52	0.2	46:36	21	0.3	253,215
Myanmar	54:22	31	0.2	36:55	20	0.2	24,304
Singapore	05:15	2	0.1	00:00	0	0.0	7,653
Sri Lanka	16:37	7	0.4	00:00	0	0.0	149,178
Taipei	15:00	7	0.1	09:00	4	0.1	35,298
Thailand	77:33	32	0.2	69:03	28	0.3	413,393
Vietnam	194:15	124	0.1	56:15	32	0.2	87,495
Asia total	868:54	444	0.2	431:33	197	0.3	56,794,301

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	24:28	11	0.2	20:30	8	0.2	57,876
Belgium	03:11	2	0.6	02:35	1	0.3	107,198
Bosnia & Herzegovina	00:24	1	2.3	00:00	0	0.0	186,105
Bulgaria	00:24	1	1.1	00:00	0	0.0	155,761
Cyprus	35:30	18	1.1	35:15	17	1.0	31,868
Czech Republic	07:22	3	1.0	07:22	3	1.0	337,820
Denmark	16:46	8	0.3	09:22	4	0.5	86,984
Estonia	00:05	1	11.0	00:00	0	0.0	285,226
Finland	09:42	5	2.4	01:46	1	2.0	430,873
France	128:18	78	0.4	69:13	29	1.0	6,498,300
Germany	69:50	36	6.7	67:50	30	7.7	42,450,772
Hungary	00:09	2	1.6	00:00	0	0.0	520,383
Iceland	17:47	10	7.3	17:11	7	7.3	82,938
Ireland	00:04	1	1.4	00:00	0	0.0	113,888
Israel	02:37	1	1.9	02:37	1	1.9	216,448
Italy	04:14	2	0.2	04:14	2	0.2	410,328
Netherlands	00:29	4	3.1	00:00	0	0.0	1,478,723
Norway	52:51	32	2.1	49:13	29	2.2	1,152,000
Pan Europe	106:12	76	0.1	63:47	32	0.2	3,277,060
Poland	32:01	17	0.1	07:04	3	0.1	90,625
Russia	02:47	1	0.4	02:47	1	0.4	580,566
Slovenia	02:45	1	2.8	02:45	1	2.8	111,078
Sweden	67:53	32	3.6	67:53	32	3.6	3,955,000
Turkey	46:39	24	1.3	23:16	11	2.6	6,671,141
United Kingdom	14:58	8	0.8	13:00	5	1.0	5,887,000
Europe total	647:32	375	1.7	467:44	217	2.6	71,898,900

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



North, Central America & Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Audience reach (20+ consec. mins)
Canada	288:36	192	0.4	157:09	68	0.6	5,776,000
Costa Rica	68:50	31	1.9	68:50	31	1.9	1,655,189
El Salvador	37:15	17	4.0	20:50	9	2.9	2,221,717
French Overseas Territories	118:33	74	1.6	61:18	26	0.9	111,571
Guatemala	59:00	28	0.8	59:00	28	0.8	391,375
Honduras	71:30	30	3.2	67:30	28	3.3	2,891,598
Mexico	28:22	12	0.8	25:22	11	0.9	7,523,678
Nicaragua	29:29	14	1.2	29:29	14	1.2	229,784
Pan Caribbean	67:00	32	0.7	59:00	28	0.8	237,218
Panama	33:30	15	1.1	33:30	15	1.1	42,042
USA	127:35	53	0.3	107:34	44	0.4	37,426,000
North, Central America & Caribbean total	929:41	498	1.0	689:33	302	1.2	58,506,172

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	37:55	25	0.2	30:45	11	0.2	527,000
Cook Islands	08:21	3	0.2	08:21	3	0.2	195
Fiji	37:55	25	0.2	30:45	11	0.3	28,081
French Overseas Territories	118:33	74	0.5	61:18	26	0.3	11,668
New Zealand	31:20	16	0.6	15:20	6	0.7	320,238
Niue	08:21	3	0.2	08:21	3	0.2	5
Papua New Guinea	08:21	3	0.2	08:21	3	0.2	22,651
Samoa	08:21	3	0.2	08:21	3	0.2	603
Solomon Islands	37:55	25	0.2	30:45	11	0.3	17,272
Tonga	37:55	25	0.2	30:45	11	0.3	1,959
Vanuatu	08:21	3	0.2	08:21	3	0.2	807
Oceania total	343:26	205	0.4	241:31	91	0.3	930,479

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	144:40	71	0.1	55:20	26	0.1	32,396
Bolivia	92:19	43	0.6	06:00	3	0.2	63,273
Brazil	187:17	107	0.3	97:30	49	0.5	22,354,890
Chile	144:40	71	0.1	55:20	26	0.2	13,524
Colombia	159:55	78	0.4	66:01	31	0.8	10,340,044
Ecuador	144:40	71	0.1	55:20	26	0.2	3,086
Paraguay	63:19	33	0.6	00:00	0	0.0	255,541
Peru	179:26	102	0.3	81:05	38	0.4	911,690
Uruguay	50:03	22	0.6	48:03	21	0.6	6,934
Venezuela	158:40	78	0.1	67:20	32	0.1	210,648
South America total	1324:59	676	0.3	531:59	252	0.4	34,192,025

Global total	5931:13	3,089	0.8	3165:24	1,390	1.2	248,536,762
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[Click here to return to "Contents"](#)



FIFA Women's World Cup audience reach comparison by reach condition

Territory	3+ consecutive minutes reach		% change
	FIFA Women's World Cup China 2007	FIFA Women's World Cup Germany 2011™	
Germany (projected)	34,949,089	54,107,293	55%
France	n/a	9,893,800	n/a
Norway	1,772,000	1,851,000	4%
Sweden	3,277,000	5,041,000	54%
United Kingdom	12,416,000	10,680,000	-14%
South Africa	939,024	6,211,000	561%
Canada	1,560,184	12,481,470	700%
Mexico	n/a	13,888,624	n/a
USA	27,061,000	51,641,000	91%
Brazil	32,364,917	34,921,071	8%
China	214,579,000	87,761,000	-59%
Japan	27,681,500	28,867,231	4%
Korea Republic	2,227,893	2,550,459	14%
Australia	2,712,000	1,102,000	-59%
Rest of World (Projected)	36,031,844	86,822,670	141%
Global total	397,571,451	407,819,618	3%

Territory	20+ consecutive minutes reach		% change
	FIFA Women's World Cup China 2007	FIFA Women's World Cup Germany 2011™	
Germany (projected)	23,371,710	42,450,772	82%
France	n/a	6,498,300	n/a
Norway	1,185,000	1,152,000	-3%
Sweden	2,241,000	3,955,000	76%
United Kingdom	7,416,000	5,887,000	-21%
South Africa	895,619	4,158,000	364%
Canada	431,540	5,776,000	1238%
Mexico	n/a	7,523,678	n/a
USA	12,906,000	37,426,000	190%
Brazil	20,784,598	22,354,890	8%
China	121,173,000	32,224,000	-73%
Japan	13,589,100	22,352,944	64%
Korea Republic	806,385	1,092,115	35%
Australia	1,273,000	527,000	-59%
Rest of World (Projected)	22,804,811	55,159,063	142%
Global total	228,877,763	248,536,762	9%

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Eurosport S.A.	FIFA	Africa, Middle East	Algeria		X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Angola	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Angola	X	X	X	X		
Radio Nacional de Angola	AUB	Africa, Middle East	Angola	X	X	X			
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Angola	X	X	X	X		X
TPA - Televisao Publica de Angola	AUB	Africa, Middle East	Angola	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Bahrain	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Benin	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Benin	X	X	X	X		
ORTB - Radiodiffusion et Television Du Benin	AUB	Africa, Middle East	Benin	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Benin		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Botswana	X	X	X	X		
Botswana Radio and Television Services	AUB	Africa, Middle East	Botswana	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Botswana	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Botswana		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burkina Faso	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Burkina Faso	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Burkina Faso		X	X	X		X
TNB - Radioiuffison Télévision Du Burkina Faso	AUB	Africa, Middle East	Burkina Faso	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burundi	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Burundi	X	X	X	X		
RTNB - Radio Television National Burundi	AUB	Africa, Middle East	Burundi	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Burundi		X	X	X		X
CRTV - Cameroon Radio & Television	AUB	Africa, Middle East	Cameroon	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cameroon	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cameroon	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cameroon		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cape Verde	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cape Verde	X	X	X	X		
RTVCV - Radio TV du Cap-Cert	AUB	Africa, Middle East	Cape Verde	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cape Verde		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Central African Republic	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Central African Republic	X	X	X	X		
RTC - Radiodiffusion Télévision Centrafricaine	AUB	Africa, Middle East	Central African Republic	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Central African Republic		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Chad	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Chad	X	X	X	X		
RTNT - Radiodiffusion Nationale TCHAD	AUB	Africa, Middle East	Chad	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Chad		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Comoros	X	X	X	X		X
Television Nacional Congolaise / Radio Congo Brazzaville	AUB	Africa, Middle East	Congo Brazzaville	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Congo Brazzaville	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Congo Brazzaville	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Congo Brazzaville		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cote d'Ivoire	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Cote d'Ivoire	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cote d'Ivoire		X	X	X		X
RTI - Radiodiffusion Television Ivoirienne	AUB	Africa, Middle East	Côte d'Ivoire	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
RTNC - Rdio Television Nationale Congolaise	AUB	Africa, Middle East	Democratic Republic of Congo	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Democratic Republic of Congo		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Djibouti	X	X	X	X		X
Radiodifusao de Equatorial Guinea	AUB	Africa, Middle East	Equatorial Guinea	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Egypt	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Egypt		X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Equatorial Guinea	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Equatorial Guinea	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Equatorial Guinea		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Eritrea	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Eritrea	X	X	X	X		
ERI TV	AUB	Africa, Middle East	Eritrea	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Eritrea		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Ethiopia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Ethiopia	X	X	X	X		
ETS - Ethiopian Radio and Television Agency	AUB	Africa, Middle East	Ethiopia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Ethiopia		X	X	X		X
Direct 8	TF1	Africa, Middle East	French overseas territories (Africa)		X	X	X		X
Eurosport France	TF1	Africa, Middle East	French overseas territories (Africa)		X	X	X		X
TF1 - Télévision Francaise 1 SA	FIFA	Africa, Middle East	French overseas territories (Africa)		X	X	X		X
(incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)	FIFA	Africa, Middle East	French overseas territories (Africa)		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gabon	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Gabon	X	X	X	X		
RTG - Radiodiffusion Télévision Gabonaise	AUB	Africa, Middle East	Gabon	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gabon		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gambia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Gambia	X	X	X	X		
GTRS - Gambia Radio and Television Services	AUB	Africa, Middle East	Gambia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gambia		X	X	X		X

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CFI - Canal France International	AUB	Africa, Middle East	Ghana	X	X	X	X		
GBC - Ghana Broadcasting Corporation	AUB	Africa, Middle East	Ghana	X	X	X	X		
Metro TV Ltd	AUB	Africa, Middle East	Ghana	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Ghana	X	X	X	X		X
TV3 Network Ltd.	AUB	Africa, Middle East	Ghana	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Guinea Bissau	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Guinea Bissau	X	X	X	X		
RTVGB - Radio et Television Guinea-Bissau	AUB	Africa, Middle East	Guinea Bissau	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Guinea Bissau	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Guinea Conakry	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Guinea Conakry	X	X	X	X		
RTG - Radiodiffusion Télévision Guinéenne	AUB	Africa, Middle East	Guinea Conakry	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Guinea Conakry	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Iran	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Iraq	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Jordan	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Jordan	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Kenya	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Kenya	X	X	X	X		
KBC - Kenya Broadcasting Corporation	AUB	Africa, Middle East	Kenya	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Kenya	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Kuwait	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Lebanon	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Lebanon	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Lesotho	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Lesotho	X	X	X	X		
Ministry of Communications, Science and Technology	AUB	Africa, Middle East	Lesotho	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Lesotho	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Liberia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Liberia	X	X	X	X		
LBS - Liberia Broadcasting System	AUB	Africa, Middle East	Liberia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Liberia	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Libya	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Libya	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Madagascar	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Madagascar	X	X	X	X		
Radiodiffusion Television Nationale de Madagascar	AUB	Africa, Middle East	Madagascar	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Madagascar	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Malawi	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Malawi	X	X	X	X		
Malawi Broadcasting Corporation	AUB	Africa, Middle East	Malawi	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Malawi	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mali	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Mali	X	X	X	X		
ORTM - L'Office de Radio-Télévision du Mali	AUB	Africa, Middle East	Mali	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mali	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Mauritania	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mauritius	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Mauritius	X	X	X	X		
Mauritius Broadcasting Corporation	AUB	Africa, Middle East	Mauritius	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mauritius	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Morocco	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Morocco	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mozambique	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Mozambique	X	X	X	X		
RM - Radio de Mohambique	AUB	Africa, Middle East	Mozambique	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mozambique	X	X	X	X		X
Televisao de Mozambique	AUB	Africa, Middle East	Mozambique	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Namibia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Namibia	X	X	X	X		
Namibian Broadcasting Corporation	AUB	Africa, Middle East	Namibia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Namibia	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Niger	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Niger	X	X	X	X		
ORTN - L'Office de Radiodiffusion Télévision du Niger	AUB	Africa, Middle East	Niger	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Niger	X	X	X	X		X
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa, Middle East	Nigeria	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Nigeria	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Oman	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Palestine	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Qatar	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Rwanda	X	X	X	X		
Bureau of Information & Broadcasting	AUB	Africa, Middle East	Rwanda	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Rwanda	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Rwanda	X	X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Rwanda	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Saudi Arabia	X	X	X	X		X
CFI - Canal France International	AUB	Africa, Middle East	Senegal	X	X	X	X		
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa, Middle East	Senegal	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Senegal	X	X	X	X		X

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Seychelles	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Seychelles	X	X	X	X		
Seychelles Broadcasting Corporation	AUB	Africa, Middle East	Seychelles	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Seychelles		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Sierra Leone	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Sierra Leone	X	X	X	X		
SLBS - Sierra Leone Broadcasting Authority	AUB	Africa, Middle East	Sierra Leone	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Sierra Leone		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Somalia	X	X	X	X		X
Radio 2000	SABC	Africa, Middle East	South Africa	X					
Radio 5FM Music	SABC	Africa, Middle East	South Africa	X					
Radio CKI FM	SABC	Africa, Middle East	South Africa	X					
Radio Good Hope FM	SABC	Africa, Middle East	South Africa	X					
Radio Ikwewezi FM	SABC	Africa, Middle East	South Africa	X					
Radio Lesedi FM	SABC	Africa, Middle East	South Africa	X					
Radio Ligwalagwala FM	SABC	Africa, Middle East	South Africa	X					
Radio Lotus FM	SABC	Africa, Middle East	South Africa	X					
Radio Metro FM	SABC	Africa, Middle East	South Africa	X					
Radio Motsweding FM	SABC	Africa, Middle East	South Africa	X					
Radio Munghana Lonene FM	SABC	Africa, Middle East	South Africa	X					
Radio Phalaphala FM	SABC	Africa, Middle East	South Africa	X					
Radio RSG	SABC	Africa, Middle East	South Africa	X					
Radio SAfm	SABC	Africa, Middle East	South Africa	X					
Radio Thobela FM	SABC	Africa, Middle East	South Africa	X					
Radio Ukhozi FM	SABC	Africa, Middle East	South Africa	X					
Radio Umhlobo Wenene FM	SABC	Africa, Middle East	South Africa	X					
Radio X-K fm	SABC	Africa, Middle East	South Africa	X					
SABC - South African Broadcasting Corporation Limited	FIFA	Africa, Middle East	South Africa	X	X	X	X		X
Supersport International (Proprietary) Limited	SABC	Africa, Middle East	South Africa		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Sudan	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Swaziland	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Swaziland	X	X	X	X		
STVA - Swaziland Television Broadcasting Authority	AUB	Africa, Middle East	Swaziland	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Swaziland		X	X	X		X
Al Jazeera Sport	FIFA	Africa, Middle East	Syria	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Syria		X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Tanzania	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Tanzania	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Tanzania		X	X	X		X
TBS - Tanzania Broadcasting Services	AUB	Africa, Middle East	Tanzania	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Togo	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Togo	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Togo		X	X	X		X
TVT - Télévision Togolaise	AUB	Africa, Middle East	Togo	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Tunisia	X	X	X	X		X
Eurosport S.A.	FIFA	Africa, Middle East	Tunisia		X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	UAE	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Uganda	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Uganda	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Uganda		X	X	X		X
Uganda Broadcasting Corporation	AUB	Africa, Middle East	Uganda	X	X	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Yemen	X	X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zambia	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Zambia	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zambia		X	X	X		X
Zambia National Broadcasting Corporation	AUB	Africa, Middle East	Zambia	X	X	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zanzibar	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Zanzibar	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zanzibar		X	X	X		X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zimbabwe	X	X	X	X		
CFI - Canal France International	AUB	Africa, Middle East	Zimbabwe	X	X	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zimbabwe		X	X	X		X
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa, Middle East	Zimbabwe	X	X	X	X		

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet
ESPN Inc. & ABC	FIFA	Americas	American Samoa	X	X	X	X	X	X
CFU - Caribbean Football Union	FIFA	Americas	Anguilla		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Anguilla		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Antigua & Barbuda		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Antigua & Barbuda		X	X	X		
DirecTV Latin America	TyC	Americas	Argentina			X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X		
Tarrague	OTI	Americas	Argentina					X	X
Torneos y Competencias S.A.	FIFA	Americas	Argentina	X	X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Aruba		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Bahamas		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Barbados		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Barbados		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Belize		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Bermuda		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Bermuda		X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X	X		
Red Uno de Bolivia	OTI	Americas	Bolivia	X	X	X	X		
Tarrague	OTI	Americas	Bolivia					X	X
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Bonaire		X	X	X		
Esporte Interativo	FIFA	Americas	Brazil		X	X			
Globo Comunicação e Participações S/A (TV Globo)	FIFA	Americas	Brazil	X	X	X	X		X
Rádio e Televisão Bandeirantes Ltda.	TV Globo	Americas	Brazil	X	X	X	X		
SporTV (Globosat)	FIFA	Americas	Brazil	X	X	X	X		X
CFU - Caribbean Football Union	FIFA	Americas	British Virgin Islands		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	British Virgin Islands		X	X	X		
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X
CBC / Bold TV	CBC	Americas	Canada		X	X	X		
CBC / SRC (Radio Canada Television)	CBC	Americas	Canada	X	X	X	X		
CBC / TLN - Teletino Network	CBC	Americas	Canada		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Cayman Islands		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Cayman Islands		X	X	X		
Canal 13 SpA	OTI	Americas	Chile	X	X	X	X		
DirecTV Latin America	TVN Chile	Americas	Chile			X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X		
Tarrague	OTI	Americas	Chile					X	X
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X	X	X		
Caracol Television, S.A.	OTI	Americas	Colombia	X	X	X	X		
DirecTV Latin America	Caracol TV/RCN TV	Americas	Colombia			X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X	X	X		
RCN Television, S.A.	OTI	Americas	Colombia	X	X	X	X		
Tarrague	OTI	Americas	Colombia					X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X		
Representaciones Televisivas Repretel, S.A. (Channel 4, 6, 11)	OTI	Americas	Costa Rica	X	X	X	X		
Tarrague	OTI	Americas	Costa Rica					X	X
Televisora de Costarica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Cuba		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Curacao		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Dominica		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Dominica		X	X	X		
CFU - Caribbean Football Union	FIFA	Americas	Dominican Rep.		X	X	X		
DirecTV Latin America	Channel 2 & 10	Americas	Ecuador		X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X	X	X		
Tarrague	OTI	Americas	Ecuador					X	X
Telectron Cadena Ecuatoriana de Television (Channel 10) (Telecentro Cadene Ecuatoria)	OTI	Americas	Ecuador	X	X	X	X		
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Americas	Ecuador	X	X	X	X		
Television i Radio de Ecuador ep RTVE Ecuador	Channel 2 & 10	Americas	Ecuador	X	X	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X		
Tarrague	OTI	Americas	El Salvador					X	X
Telecorporacion Salvadorena (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X		
Direct 8	TF1	Americas	French oversea territories (Americas)		X	X	X	X	X
Eurosport France	TF1	Americas	French oversea territories (Americas)		X	X	X	X	X
TF1 - Télévision Française 1 SA	FIFA	Americas	French oversea territories (Americas)		X	X	X	X	X
(incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)									
CFU - Caribbean Football Union	FIFA	Americas	Granada		X	X	X		
Sportsmax	CFU - Caribbean Football Union	Americas	Granada		X	X	X		
ESPN Inc. & ABC	FIFA	Americas	Guam	X	X	X	X	X	X
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X	X	X		
Radio Television Guatemala, S.A.	OTI	Americas	Guatemala	X	X	X	X		
Tarrague	OTI	Americas	Guatemala					X	X
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X	X	X		
Telesiete, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X	X	X		
Trecevision, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X	X	X		

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet DVD	
CFU - Caribbean Football Union	FIFA	Americas	Guyana		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	Guyana		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Haiti		X	X	X			
Compañía Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Americas	Honduras	X	X	X	X			
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Americas	Honduras	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Honduras	X	X	X	X			
Tarrague	OTI	Americas	Honduras						X	X
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Jamaica		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	Jamaica		X	X	X			
Cablevision S.A. de C.V.	Part of Televisa	Americas	Mexico		X					
Corporacion Novavision 5 de R.L. de C.V. (SKY Mexico)	Part of Televisa	Americas	Mexico		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Mexico	X	X	X	X			
Tarrague	OTI	Americas	Mexico						X	X
TDN (Televisa Deportes Network)	Part of Televisa	Americas	Mexico		X					
Televisa, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
TV Azteca, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Montserrat		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	Montserrat		X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Nicaragua	X	X	X	X			
Radio y Television Nicaraguense, S.A.	OTI	Americas	Nicaragua	X	X	X	X			
Tarrague	OTI	Americas	Nicaragua						X	X
Televisión de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X	X	X			
Corporacion Medcom Panama, S.A. (Channel 4)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Panama	X	X	X	X			
Tarrague	OTI	Americas	Panama						X	X
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Paraguay	X	X	X	X			
Tarrague	OTI	Americas	Paraguay						X	X
Television Cerro Cora, S.A. (Channel 9)	OTI	Americas	Paraguay	X	X	X	X			
TV Accion, S.A. / Teletur (Canal 4)	OTI	Americas	Paraguay	X	X	X	X			
Andina de Radiodifusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X	X	X			
DirecTV Latin America	Andina de Radiodifusion	Americas	Peru		X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Peru	X	X	X	X			
Tarrague	OTI	Americas	Peru						X	X
ESPN Inc. & ABC	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	X
Futbol de Primera	FIFA	Americas	Puerto Rico	X						
Univision Communications Inc. including: Teletur & Galavisión (Cable TV)	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	X
CFU - Caribbean Football Union	FIFA	Americas	St. Kitts & Nevis		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	St. Kitts & Nevis		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Lucia		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	St. Lucia		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Martin		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	St. Martin		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	St. Vincent		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	St. Vincent		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Surinam		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Trinidad & Tobago		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	Trinidad & Tobago		X	X	X			
CFU - Caribbean Football Union	FIFA	Americas	Turks and Caicos		X	X	X			
Sportsmax	CFU - Caribbean Football Union	Americas	Turks and Caicos		X	X	X			
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X	X	X			
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Uruguay	X	X	X	X			
Sociedad Anonima Emisoras de Television y Anexos (Channel 10)	OTI	Americas	Uruguay	X	X	X	X			
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Americas	Uruguay	X	X	X	X			
Tarrague	OTI	Americas	Uruguay						X	X
CFU - Caribbean Football Union	FIFA	Americas	US Virgin Islands		X	X	X			
ESPN Inc. & ABC	FIFA	Americas	US Virgin Islands	X	X	X	X	X	X	X
Sportsmax	CFU - Caribbean Football Union	Americas	US Virgin Islands		X	X	X			
ESPN Inc. & ABC	FIFA	Americas	USA	X	X	X	X	X	X	X
Futbol de Primera	FIFA	Americas	USA	X						
Univision Communications Inc. including: Teletur & Galavisión (Cable TV)	FIFA	Americas	USA	X	X	X	X	X	X	X
Continental, T.V. C.A. (Meridiano TV)	OTI	Americas	Venezuela	X	X	X	X			
Corporacion Venezolana de Television, C.A. (Venevision / Canal 4)	OTI	Americas	Venezuela	X	X	X	X			
DirecTV Latin America	OTI	Americas	Venezuela		X	X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Venezuela	X	X	X	X			
Tarrague	OTI	Americas	Venezuela						X	X

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ISM	Asia	Brunei		X	X	X		
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X	X	X		
CBS Cambodia	FIFA	Asia	Cambodia		X	X	X		
i-CABLE Sports Limited	FIFA	Asia	Hong Kong	X	X	X	X		
M-League (ISM - Inter-Sports Marketing Sdn Bhd)	FIFA	Asia	Indonesia, Republic of	X	X	X	X		
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X	X	X
NHK	Dentsu	Asia	Japan		X	X	X		
ABU - Asian Broadcast Union	FIFA	Asia	Laos		X	X	X		
TDM - Teledifusão de Macau S.A.	FIFA	Asia	Macau Special Administrative Region only	X	X	X	X		
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ISM	Asia	Malaysia		X	X	X		
M-League Marketing Sdn Bhd	FIFA	Asia	Malaysia	X	X	X	X		
Mesco / Medianet	FIFA	Asia	Maldives		X	X	X		
BecTero	FIFA	Asia	Myanmar		X	X	X		
CCTV - China Central Television	FIFA	Asia	People's Republic of China	X	X	X	X	X	X
Starhub	FIFA	Asia	Singapore	X	X	X	X		
SBS International, Inc.	FIFA	Asia	South Korea	X	X	X	X	X	X
ABU - Asian Broadcast Union	FIFA	Asia	Sri Lanka		X	X	X		
ELTA	FIFA	Asia	Taipei		X	X	X		
Adamas World Co. Ltd	FIFA	Asia	Thailand	X	X	X	X		
ABU - Asian Broadcast Union	FIFA	Asia	Timor Leste		X	X	X		
BDTV	Vietnam Football Media	Asia	Vietnam		X	X	X		
TTTV	Vietnam Football Media	Asia	Vietnam		X	X	X		
Vietnam Football Media	FIFA	Asia	Vietnam		X	X	X		
Fuji TV	Dentsu	Asia	Japan		X				

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband/Internet
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Albania		X	X	X	X	X
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X	X	X
Direct 8	TF1	Europe	Andorra		X	X	X	X	X
Eurosport France	TF1	Europe	Andorra		X	X	X	X	X
TF1 - Télévision Française 1 SA (incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)	FIFA	Europe	Andorra		X	X	X	X	X
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Armenia		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Austria		X	X	X	X	X
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Azerbaijan		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Belarus		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Belgium		X	X	X	X	X
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X	X	X	X	X
BHRT - Javni Radiotelevizijski Servis	EBU	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Bosnia-Herzegovina		X	X	X	X	X
BNT - Balgarska Nacionala Televizija	EBU	Europe	Bulgaria	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Bulgaria		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Croatia		X	X	X	X	X
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Cyprus		X	X	X	X	X
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Czech Republic		X	X	X	X	X
DR DK - Danmarks Radio TV	SVT	Europe	Denmark	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Denmark		X	X	X	X	X
SVT - Sveriges Television	FIFA	Europe	Denmark	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X	X	X
ETV - Eesti Televisioon	EBU	Europe	Estonia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Estonia		X	X	X	X	X
SVT - Sveriges Television	FIFA	Europe	Faroe Islands	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Finland		X	X	X	X	X
SVT - Sveriges Television	FIFA	Europe	Finland	X	X	X	X	X	X
YLE	SVT	Europe	Finland	X	X	X	X	X	X
Direct 8	TF1	Europe	France		X	X	X	X	X
Europe 1	FIFA	Europe	France	X					
Eurosport France	TF1	Europe	France		X	X	X	X	X
RMC Sport	FIFA	Europe	France	X					
TF1 - Télévision Française 1 SA (incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)	FIFA	Europe	France		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Georgia		X	X	X	X	X
GT - Georgian Television & Radio Broadcasting	EBU	Europe	Georgia	X	X	X	X	X	X
ARD Radio	SportA via FIFA	Europe	Germany	X					
ARD TV	SportA via FIFA	Europe	Germany		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Germany		X	X	X	X	X
N24	SportA via FIFA	Europe	Germany			X	X	X	X
ProSieben Sat. 1	SportA via FIFA	Europe	Germany			X	X	X	X
RTL Radio Center Berlin	FIFA	Europe	Germany	X					
RTL Television Germany (ntv)	SportA	Europe	Germany				X	X	X
Servus TV	SportA	Europe	Germany				X	X	X
ZDF	SportA via FIFA	Europe	Germany		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Greece		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Hungary		X	X	X	X	X
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Iceland		X	X	X	X	X
RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	EBU	Europe	Iceland	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Ireland	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Ireland		X	X	X	X	X
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X	X	X
BBC TV	FIFA	Europe	Isle of Man		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Israel		X	X	X	X	X
IBA	EBU	Europe	Israel	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Italy		X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Latvia		X	X	X	X	X

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet DVD
EBU - European Broadcasting Union	FIFA	Europe	Liechtenstein	X	X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Liechtenstein		X	X	X		X
SRG SSR idée suisse (consisting of SF, TSR, RSI, Radio DRS, RSR - Radio Suisse Romande, RSI Radio, RR - Radio Rhaeto-Romanic, HD Suisse)	EBU	Europe	Liechtenstein		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Lithuania		X	X	X	X	X
Lithuania TV	EBU	Europe	Lithuania	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Luxembourg		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Macedonia		X	X	X	X	X
MKRTV	EBU	Europe	Macedonia	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Malta		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Moldova		X	X	X	X	X
Direct 8	TF1	Europe	Monaco		X	X	X	X	X
Eurosport France	TF1	Europe	Monaco		X	X	X	X	X
TF1 - Télévision Française 1 SA (incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)	FIFA	Europe	Monaco		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Montenegro		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Netherlands		X	X	X	X	X
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Norway		X	X	X	X	X
NRK	SVT	Europe	Norway	X	X	X	X		X
SVT - Sveriges Television	FIFA	Europe	Norway	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Poland		X	X	X	X	X
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Portugal		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Romania		X	X	X	X	X
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Russia		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Russia		X	X	X	X	X
RTR - Rossijskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	San Marino		X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Serbia		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Serbia-Montenegro	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Slovakia		X	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Slovenia		X	X	X	X	X
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Spain		X	X	X	X	X
Eurosport S.A.	FIFA	Europe	Sweden		X	X	X	X	X
Sveriges Radio	SVT	Europe	Sweden	X					
SVT - Sveriges Television	FIFA	Europe	Sweden	X	X	X	X		X
TV4 Sweden	SVT	Europe	Sweden	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Switzerland		X	X	X	X	X
SRG SSR idée suisse (consisting of SF, TSR, RSI, Radio DRS, RSR - Radio Suisse Romande, RSI Radio, RR - Radio Rhaeto-Romanic, HD Suisse)	EBU	Europe	Switzerland	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Turkey		X	X	X	X	X
TRT - Türkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Ukraine		X	X	X	X	X
BBC TV	FIFA	Europe	United Kingdom		X	X	X		X
Eurosport S.A.	FIFA	Europe	United Kingdom		X	X	X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X	X	X		X
Eurosport S.A.	FIFA	Europe	Vatican State		X	X	X	X	X

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



Media Rights Licensee	Licensor	Continent	Territory	Rights acquired					
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet DVD
Mai TV	SBS	Oceania	American Samoa	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X	X	X		X
SBS Australia - Special Broadcasting Services Corporation	Sportfive	Oceania	Australia						
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Australia	X	X	X	X		X
Mai TV	SBS	Oceania	Cook Islands	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X		X
Mai TV	SBS	Oceania	Federated State of Micronesia	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Federated State of Micronesia	X	X	X	X		X
Mai TV	SBS	Oceania	Fiji	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X		X
Direct 8	TF1	Oceania	French overseas territories (Oceania)		X	X	X	X	X
Eurosport France	TF1	Oceania	French overseas territories (Oceania)		X	X	X	X	X
TF1 - Télévision Française 1 SA (incl. Infosport, LCI, Multivision, TPS Star, TV BREIZH, Télévision Par Satellite)	FIFA	Oceania	French overseas territories (Oceania)		X	X	X	X	X
Mai TV	SBS	Oceania	Kiribati	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Kiribati	X	X	X	X		X
Mai TV	SBS	Oceania	Nauru	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X		X
SKY Network Television Limited	SBS	Oceania	New Zealand	X	X	X	X		X
TVNZ - Television New Zealand	SBS	Oceania	New Zealand	X	X	X	X		X
Mai TV	SBS	Oceania	Niue	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X		X
Mai TV	SBS	Oceania	Palau	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X		X
Mai TV	SBS	Oceania	Papua New Guinea	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X		X
Mai TV	SBS	Oceania	Samoa	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X		X
Mai TV	SBS	Oceania	Solomon Islands	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X		X
Mai TV	SBS	Oceania	Tonga	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X		X
Mai TV	SBS	Oceania	Tuvalu	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tuvalu	X	X	X	X		X
Mai TV	SBS	Oceania	Vanuatu	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X		X
Reuters TV	FIFA	worldwide	worldwide					X	
SNTV	FIFA	worldwide	worldwide					X	
TWI (UK) Limited / FIFA Futbol Mundial	FIFA	worldwide	worldwide				X		
CNN	FIFA	worldwide	worldwide				X	X	
Sportfive	FIFA	worldwide excl. Spain & Andorra	worldwide excl. Spain & Andorra						X

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



Unconfirmed broadcasts

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

Media Rights Licensee	Licensor	Territory
ABU	ABU	Timor Leste
ABU	ABU	Laos
AMPTV	EBU	Armenia
Mesco / Medianet	Mesco / Medianet	Maldives
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Ecuador
Telecentro Cadena Ecuatoriana de Television (Channel 10)	OTI	Ecuador
Telesiete, S.A. (Channel 7)	OTI	Guatemala
Radio y Television Nicaraguense, S.A.	OTI	Nicaragua
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Uruguay

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



Glossary of terms

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

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

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

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

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

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

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

Media Rights Licensee (MRL): an organisation which has been granted certain media rights to the FIFA Women's World Cup Germany 2011™ 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.

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

[Click here to return to "REPORT NOTES"](#)

[Click here to return to "EXECUTIVE SUMMARY"](#)

[Click here to return to "KEY MARKET SUMMARIES"](#)

[Click here to return to "GLOBAL FIFA WOMEN'S WORLD CUP GERMANY 2011™ ANALYSIS"](#)