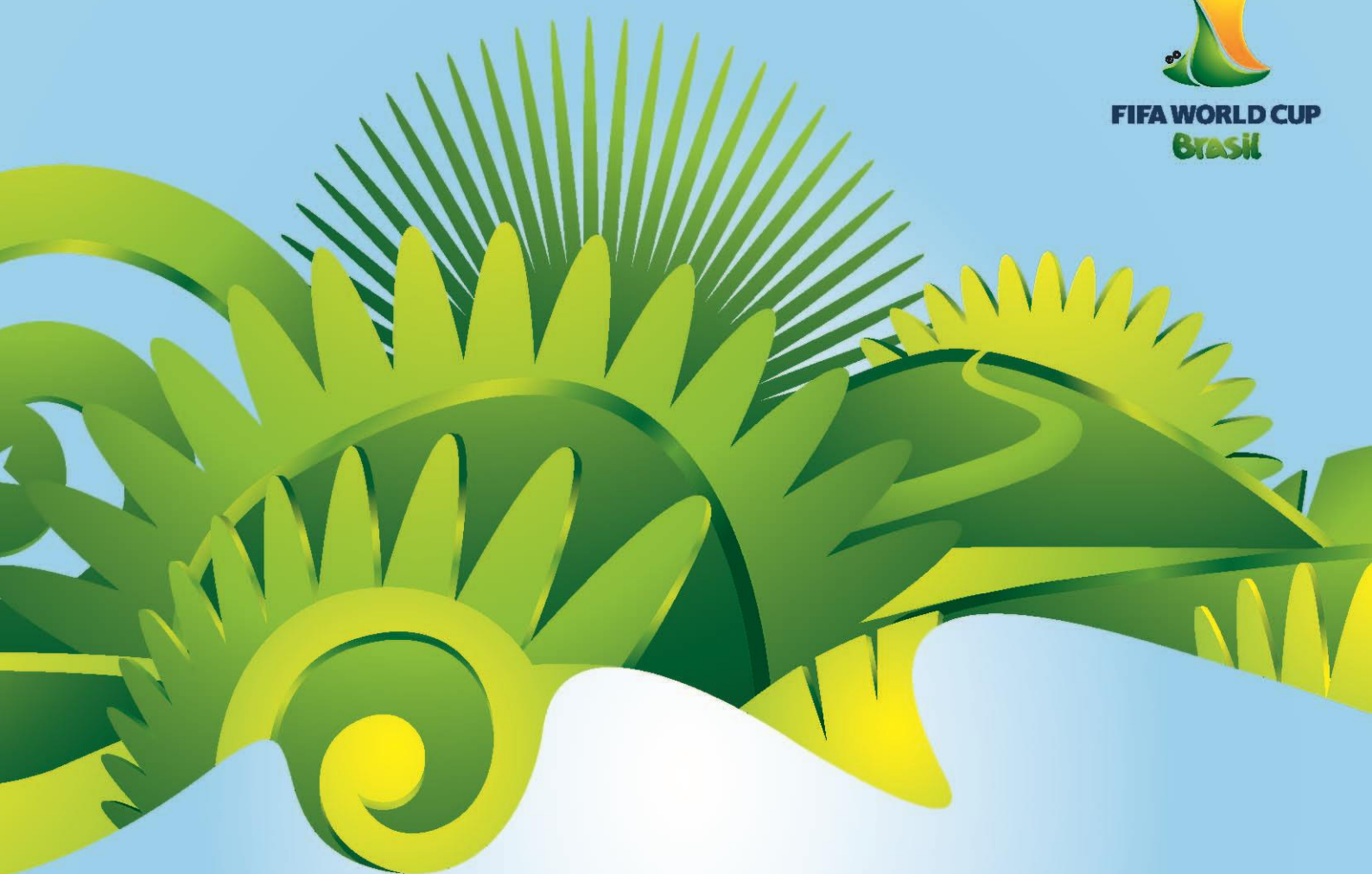




**FIFA WORLD CUP**  
**Brazil**



**Preliminary Draw**

**2014**  
**FIFA World Cup**  
**Brazil™**

**Television Audience Report**



## Contents

Report authors	2
Report notes	6
Top-line coverage and audience summary	7
Executive summary	8
Key market summaries	9
In-home data sources and methodology	10
Preliminary Draw for the 2014 FIFA World Cup Brazil™ analysis	11
Appendix	
○ Preliminary Draw for the 2014 FIFA World Cup Brazil™ broadcast and audience summary by territory	17
○ Media Rights Licensees	20
○ Unconfirmed broadcasts	30
○ Glossary of Terms	31



## Report authors

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

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

**KantarSport**

Address: 66 Wilson Street, London, EC2A 2JX, United Kingdom

Tel.: 0044 (0)207 868 6110

Website: [www.kantarmedia.com/en/our-expertise/kantarsport](http://www.kantarmedia.com/en/our-expertise/kantarsport)



## Report notes

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 the previous reports. However, audience estimates have still been 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

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).

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

<sup>1</sup> Please refer to “GLOSSARY” for all terms shown in CAPITALS.



## Top-line coverage and audience summary

(Comparison against Preliminary Draw for the 2010 FIFA World Cup South Africa™)

Total broadcast hours:	177 (+47%)
Total territories reached:	161 (+19%)
Global audience reach <sup>2</sup> :	94.8 million

<sup>2</sup> Based on viewers watching a minimum of 1 full minute of coverage.



## Executive summary

The Preliminary Draw for the 2014 FIFA World Cup Brazil™ took place in Rio de Janeiro, Brazil on 30<sup>th</sup> July 2011.

The in-home television coverage reached<sup>2</sup> a projected total audience of 94.8 million people around the world based on viewers watching 1 full minute of coverage.

To establish the audience reach for the Preliminary Draw for the 2014 FIFA World Cup Brazil™, FIFA sourced audience reach from 12 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, resulting in the audience reach statistics quoted above.

The average live in-home global audience for Preliminary Draw for the 2014 FIFA World Cup Brazil™ was 22.6 million. This total is 16% lower than for the Preliminary Draw for the 2010 FIFA World Cup South Africa™. A key reason for this decrease can be found in Nigeria where there was free-to-air coverage (7m viewers) reported for the previous event while the draw was aired on Pay-TV (0.2m viewers) this time.

Other television highlights include:

- The highest individual market audience reach was achieved in Brazil where 32.3 million viewers tuned in to at least 1 minute of coverage. Elsewhere nearly 8 million<sup>3</sup> people were reached in Colombia and over 6 million across South Africa.
- Brazil was also where the highest average audience was recorded, 11.6 million people tuned in to TV Globo's live coverage.
- Elsewhere, average audiences of over 1 million were generated in 5 other territories, Colombia, Germany, Poland, South Africa and Turkey<sup>3</sup>.
- The highest television rating ("TVR%") was achieved in Ireland, where a rating of more than 10% was achieved for the live coverage.
- The highest "MARKET SHARES" were produced in Iceland and Brazil, where more than 30% of all those watching television in the relevant timeslot were tuned in to coverage of the Preliminary Draw for the 2014 FIFA World Cup Brazil™. TV Globo, in the host market of Brazil, recorded a 33% share across the live broadcasting period.
- The event was available in-home in 161 territories around the world. This compares to 135 territories for the Preliminary Draw for the 2010 FIFA World Cup South Africa™.
- Dedicated coverage of the Preliminary Draw for the 2014 FIFA World Cup Brazil™ was shown for over 177 hours globally, up from 120 hours (+47%) for the previous event.
- In-home coverage totalled more than 40 hours in both the Africa and Middle East region and across Europe. Over 6 hours of dedicated coverage were aired by Al Jazeera and Supersport in the Africa and Middle East region and also by Sky across Italy in Europe.

<sup>2</sup> Based on viewers watching a minimum of 1 full minute of coverage.

<sup>3</sup> Estimated Audience



## Key market summaries

### Brazil

Coverage (hh:mm): 11:43

Live average audience: 12.8m

Audience reach<sup>2</sup>: 32.3m

### France

Coverage (hh:mm): 02:11

Live average audience: 126,000

Audience reach<sup>2</sup>: 555,000

### Italy

Coverage (hh:mm): 07:09

Live average audience: 107,000

Audience reach<sup>2</sup>: 368,000

### United Kingdom

Coverage (hh:mm): 02:45

Live average audience: 238,000

Audience reach<sup>2</sup>: 594,000

### China

Coverage (hh:mm): 02:20

Live average audience: 248,000

Audience reach<sup>2</sup>: 2.8m

### Australia

Coverage (hh:mm): 00:59

Delayed average audience: 19,000

Audience reach<sup>2</sup>: 132,000

### South Africa

Coverage (hh:mm): 08:17

Live average audience: 1.8m

Audience reach<sup>2</sup>: 6m

### Germany

Coverage (hh:mm): 02:12

Live average audience: 30,000

Audience reach<sup>2</sup>: 4.8m

### Russia

Coverage (hh:mm): 02:03

Live average audience: 418,000

Audience reach<sup>2</sup>: 2.1m

### USA

Coverage (hh:mm): 02:16

Live average audience: 11,000

Audience reach<sup>2</sup>: 3m

### Korea Republic

Coverage (hh:mm): 00:03

Highlights average audience: 0.9m

Audience reach<sup>2</sup>: 2.1m

### Argentina

Coverage (hh:mm): 01:40

Live average audience: 40,000

Audience reach<sup>2</sup>: 185,000

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage.



## In-home data sources and methodology

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

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

Where markets remain unrated, a methodology to estimate audiences was employed in each of the individual markets. This methodology is based on using the available data for licensees in the corresponding region as well as analysis based on a combination of the following variables:

- Household penetration of channel
- Day part (morning, daytime, evening, prime time or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Analysis of individual market (i.e. whether a territory has a competing team in the Draw, the level of interest in football within a market, etc.)
- Comparative audiences in the region

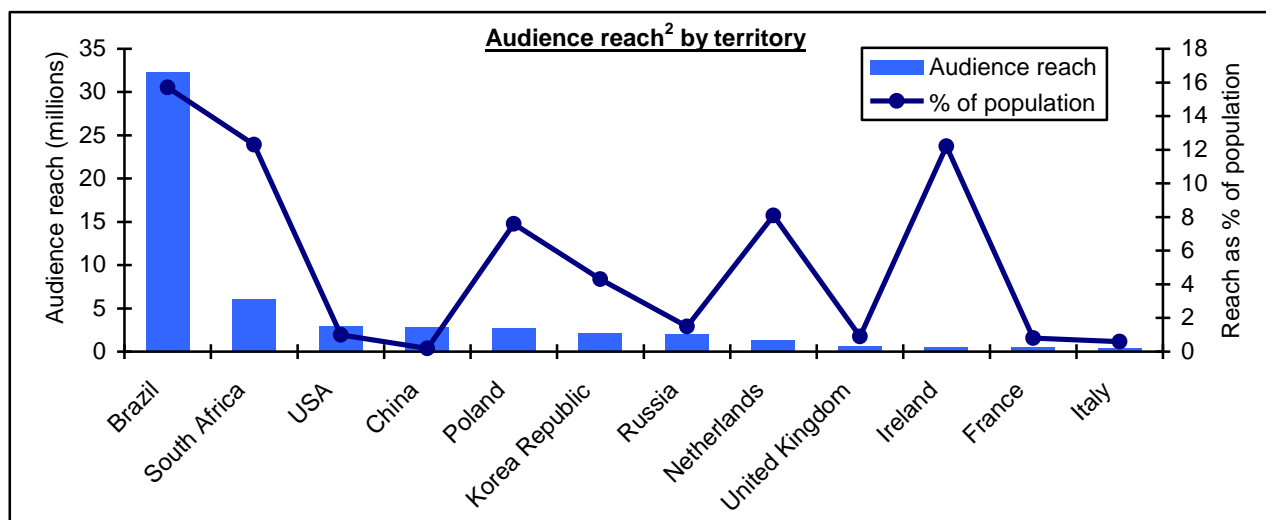
Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding. These licensees are listed in the Appendix and are not been included in the analysis.



## Preliminary Draw for the 2014 FIFA World Cup Brazil™ analysis

The event reached a total of 94.8 million in-home viewers around the world based on a condition of watching a minimum of one full minute of coverage.

To establish the audience reach of the event, official measured audience reach statistics were first collected from 12 major markets around the world (please refer to below).



The reach of the tournament in these markets totalled over 54.4 million individuals<sup>2</sup>. Brazil offered the highest audience reach of any analysed audited market, with the tournament reaching almost 32.3 million in-home viewers<sup>2</sup>. This is the equivalent of over 15% of the entire population.

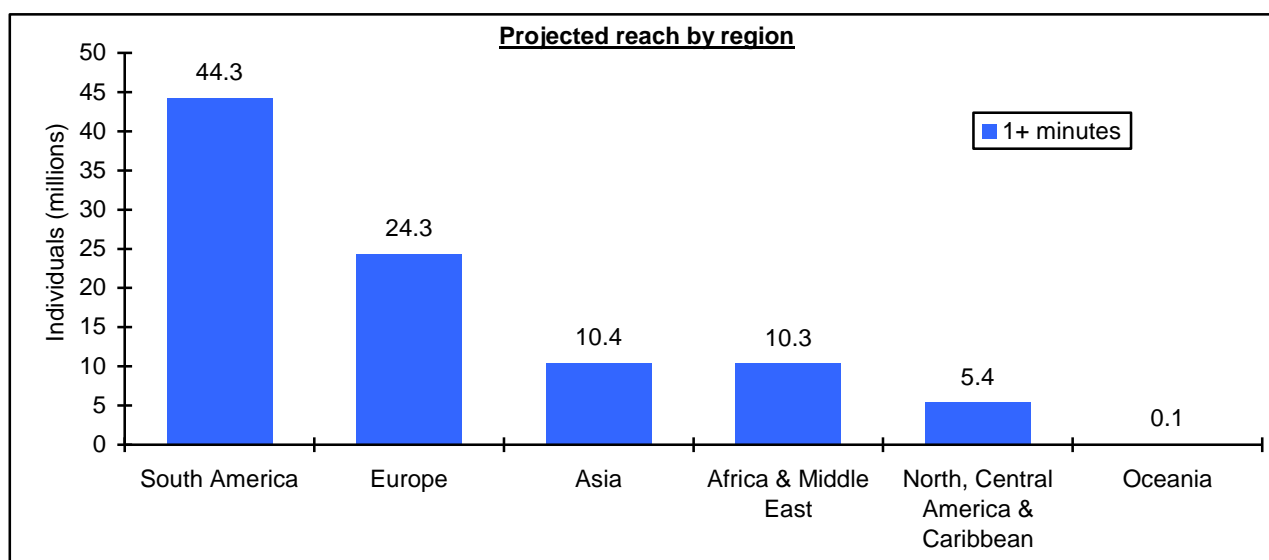
Elsewhere, over 6 million people were reached<sup>2</sup> in South Africa, while nearly 3 million viewers were reached<sup>2</sup> in both USA and China.

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage



To establish the global reach of the event, a ratio was calculated taking in to account the peak average audience in each market, the universe of the channels that aired the event 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 being watched by a total of 94.8 million individuals globally.



The highest projected reach was generated across South America (44.3 million<sup>2</sup>). Over 73% of this was delivered by viewers in Brazil<sup>2</sup>, with 32.3 million<sup>2</sup> viewers tuning in to the coverage of the event.

The Europe region, along with Asia and the Africa and Middle East region all generated reach<sup>2</sup> of more than 10 million viewers. Within these regions, Germany, Poland, Turkey, China and South Africa all generated reach<sup>2</sup> of more than 2.5 million.

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage

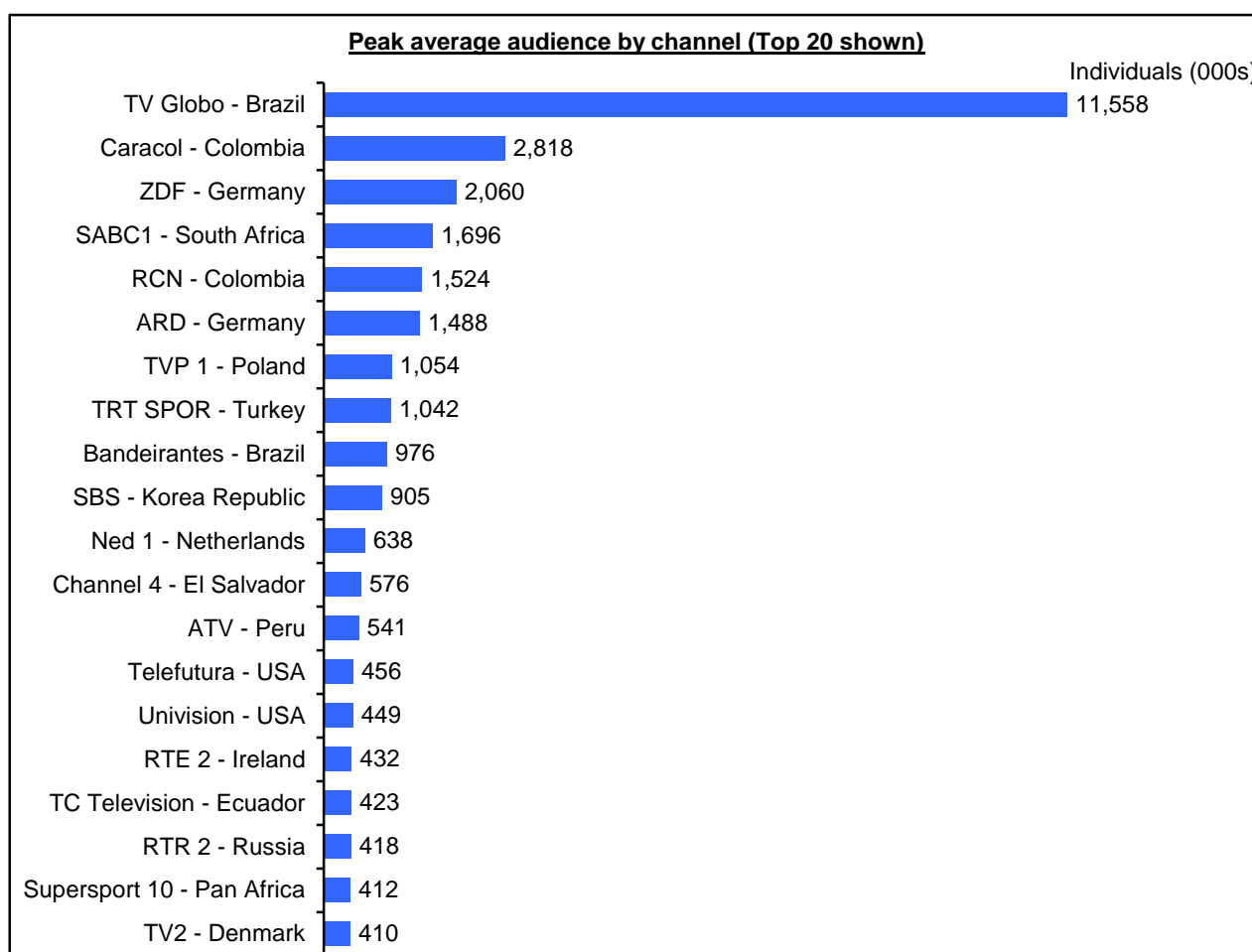


The event was watched live by an average audience of over 22.6 million in-home viewers around the world.

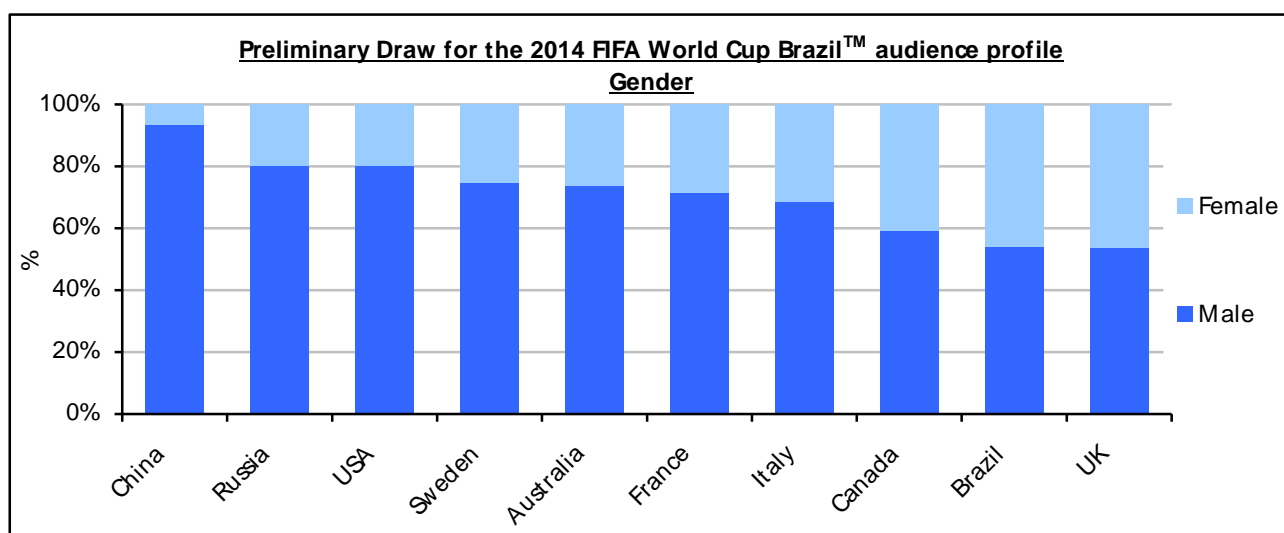
TV Globo in Brazil generated the highest audience of any broadcast; attracting an average audience of 11.6 million for their live coverage of the Preliminary Draw for the 2014 FIFA World Cup Brazil™.

Elsewhere, an average audience of 2.8 million individuals watched highlights coverage on Caracol in Colombia, while an average audience of over 2 million watched highlights coverage on ZDF in Germany.

Overall, 8 different channels in 6 different territories attracted average audiences of more than 1 million viewers to programming.

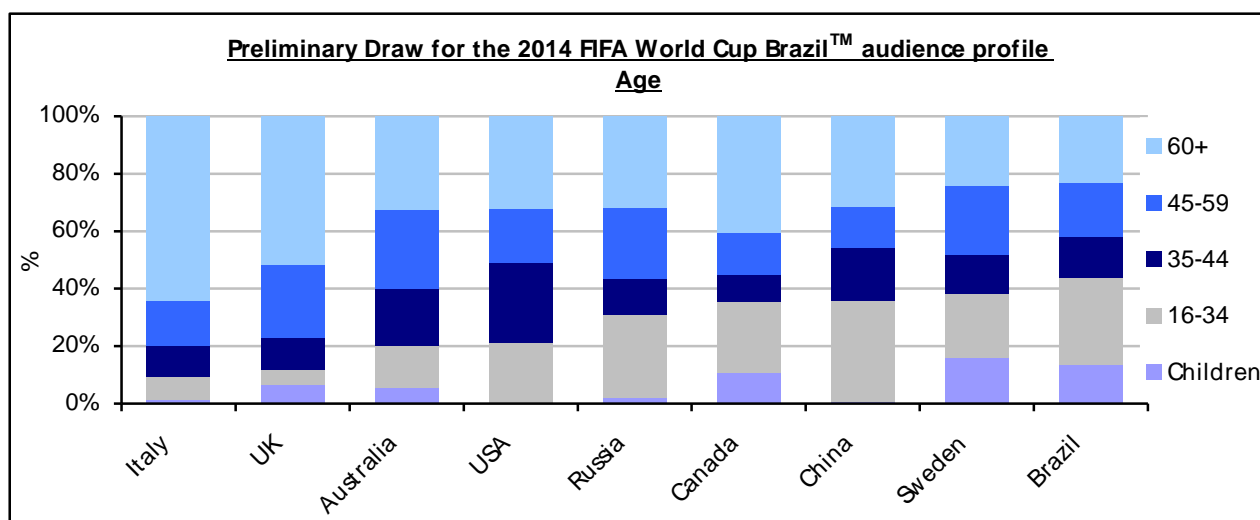


Across ten measured markets analysed, the Preliminary Draw for the 2014 FIFA World Cup Brazil™ was watched by a Male-orientated audience, with an average of over 70% of the audience being Male. This was particularly relevant in China (93%), but also Russia (80%) and the USA (80%).



An average of over nearly 27% of the in-home audience for the Preliminary Draw for the 2014 FIFA World Cup Brazil™ was under the age of 35 in the major markets analysed. In particular, 44% of the audience was under 35 in the host market of Brazil, while in Sweden, China and Canada more than 35% were under 35.

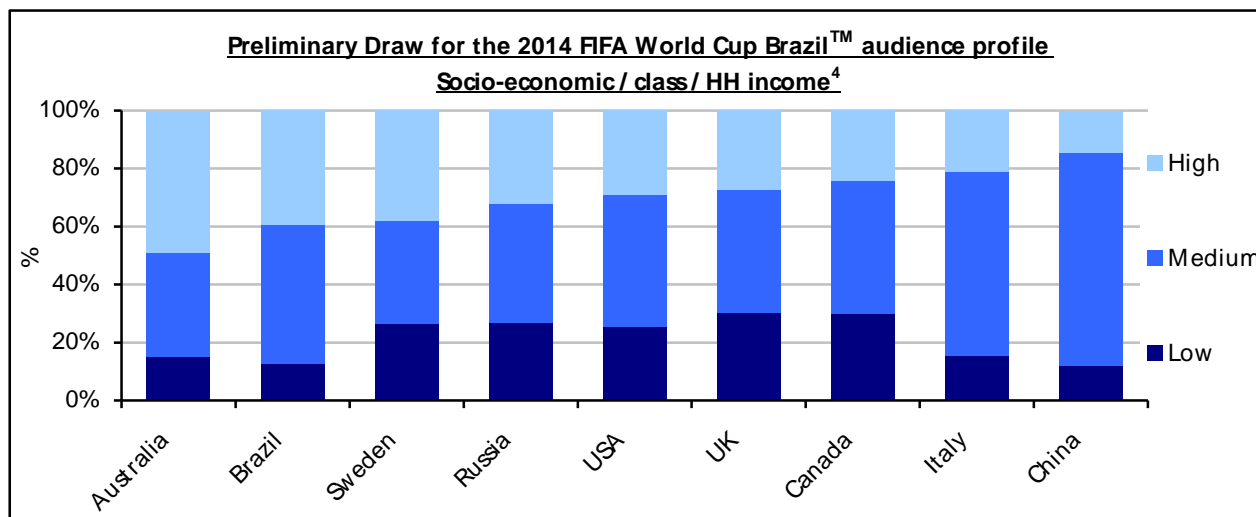
The audience in Italy and in the UK was particularly older than other markets, with over half of the audience being over the age of 60.





On average, 30% of the Preliminary Draw for the 2014 FIFA World Cup Brazil™ audience in the analysed territories can be classified as ‘high’ social grade.

However, in Australia, nearly half (49%) of the audience were classified as ‘high’ social grade, while at least 38% of the audience in Brazil and Sweden were also classified at this level.



It is important to note that there are multiple factors that influence the 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 Draw itself (whether a team from the market is competing). In addition, the general population of a market will also have a bearing.

<sup>4</sup> 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 was unavailable in France.



A total of over 177 hours of Preliminary Draw for the 2014 FIFA World Cup Brazil™ dedicated coverage were aired in 161 territories around the world.

In Europe, 44 territories had access to more than 70 hours of coverage. Broadcasters in Italy accounted for the highest levels of coverage, with 7 hours, while the output in Poland was over 5 hours.

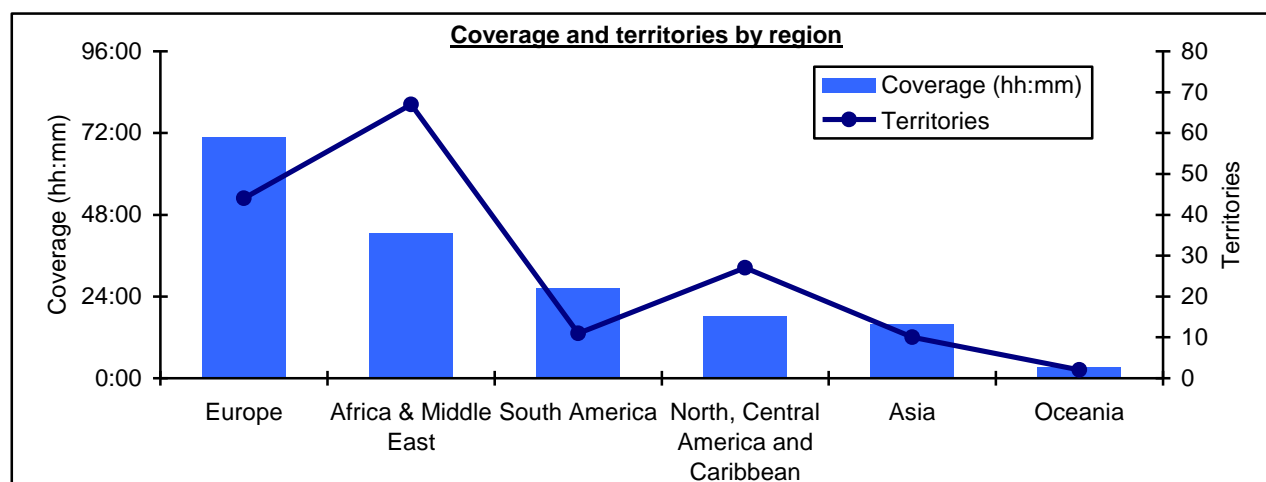
Broadcasters in South America showed a total of 26 hours and owed much to broadcasters in Brazil airing over 11 hours and in Colombia, Ecuador and Venezuela having access to over 2 hours.

Across the Africa and Middle East region and across Asia, over 42 hours of dedicated coverage were aired. Within these regions, viewers across the Middle East via Al Jazeera and across Africa via Supersport had access to more than 10 hours of coverage.

In the North, Central America and Caribbean region, over 18 hours of Preliminary Draw for the 2014 FIFA World Cup Brazil™ coverage were aired. More than 2 hours of dedicated coverage were aired in Canada, Costa Rica, El Salvador, French Overseas Territories, Panama and USA.

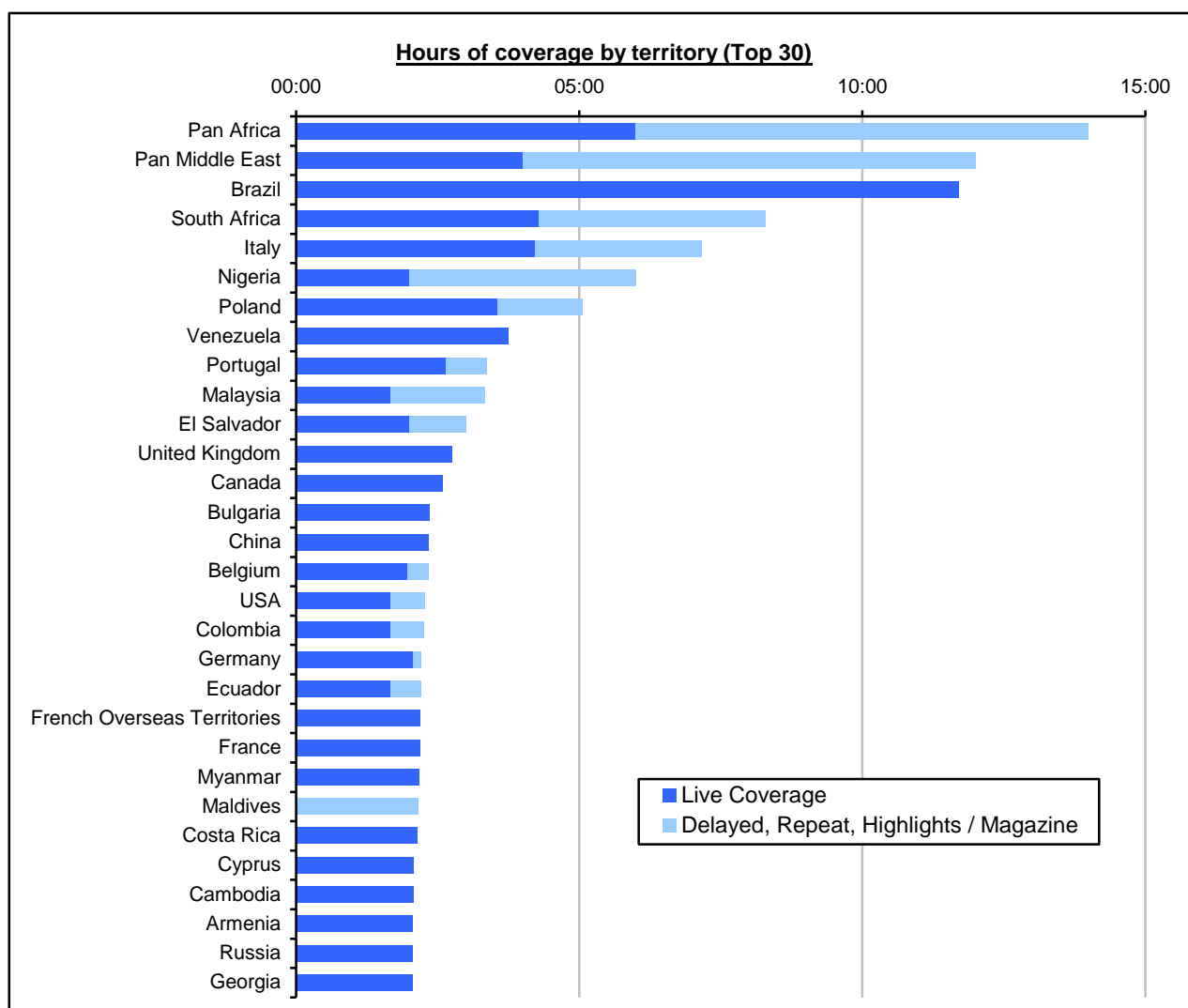
Finally, over 3 hours of coverage were shown across the Oceania region, with broadcasters in French Overseas Territories accounting for 2 of them.

Region	Territories	Live coverage (hh:mm)	Total coverage (hh:mm)
Europe	44	54:34	70:53
Africa & Middle East	67	18:28	42:28
South America	11	23:48	26:28
North, Central America and Caribbean	27	16:05	18:16
Asia	10	11:27	15:50
Oceania	2	02:11	03:11
<b>Total</b>			



Live coverage was highest in Europe, followed by South America and Africa and Middle East.

Brazil generated the highest live coverage levels of any single territory, with coverage on 5 channels, Bandeirantes, BandSports, ESPN Brazil, SporTV and TV Globo airing a total of over 11 hours of live coverage.





## Appendix





## Preliminary Draw for the 2014 FIFA World Cup Brazil™ broadcast and audience summary by territory

### Africa & Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
French Overseas T.	02:11	1	4.6	02:11	26,110	1	4.6	92,658
Nigeria	06:00	3	1.7	02:00	227,588	1	4.6	807,661
Pan Africa	14:00	7	1.0	06:00	470,523	3	1.9	1,463,241
Pan Middle East	12:00	6	1.1	04:00	550,000	2	2.3	1,951,835
South Africa	08:17	4	1.5	04:17	1,778,922	2	2.8	6,017,000
<b>Africa &amp; Middle East total</b>	<b>42:28</b>	<b>21</b>	<b>1.4</b>	<b>18:28</b>	<b>3,053,142</b>	<b>9</b>	<b>2.9</b>	<b>10,332,394</b>

### Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
Cambodia	02:04	1	2.0	02:04	274,400	1	2.0	1,875,237
China	02:20	1	0.0	02:20	248,193	1	0.0	2,816,000
Korea Republic	00:03	1	1.9	00:00	0	0	0.0	2,101,020
Malaysia	03:20	2	0.3	01:40	29,101	1	0.3	198,874
Maldives	02:10	1	0.2	00:00	0	0	0.0	1,550
Myanmar	02:11	1	0.4	02:11	9,311	1	0.3	63,628
Philippines	01:30	1	0.0	01:30	0	1	0.0	0
Taiwan	00:30	1	0.3	00:00	0	0	0.0	952,797
Thailand	01:42	1	0.6	01:42	353,000	1	0.6	2,412,385
<b>Asia total</b>	<b>15:50</b>	<b>10</b>	<b>0.6</b>	<b>11:27</b>	<b>914,004</b>	<b>6</b>	<b>0.5</b>	<b>10,421,490</b>

### North, Central America & Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
Canada	02:35	1	0.3	02:35	85,000	1	0.3	397,853
Costa Rica	02:09	1	1.6	02:09	70,774	1	1.6	331,267
El Salvador	03:00	2	6.5	02:00	286,508	1	4.4	766,902
French Overseas T.	02:11	1	0.6	02:11	4,859	1	0.6	22,743
Guatemala	01:45	1	1.1	01:45	61,617	1	1.1	288,407
Honduras	00:05	1	1.5	00:00	0	0	0.0	235,092
Nicaragua	01:45	1	0.6	01:45	21,599	1	0.6	101,095
Pan Caribbean	00:30	1	1.0	00:00	0	0	0.0	163,856
Panama	02:00	1	0.6	02:00	16,064	1	0.6	75,187
USA	02:16	4	0.1	01:40	11,153	1	0.0	2,993,000
<b>North, Central Am. &amp; Caribbean total</b>	<b>18:16</b>	<b>14</b>	<b>1.5</b>	<b>16:05</b>	<b>557,573</b>	<b>8</b>	<b>1.2</b>	<b>5,375,404</b>

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage

## Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
Albania	02:00	1	2.5	02:00	84,123	1	2.5	269,065
Armenia	02:04	1	0.2	02:04	5,450	1	0.2	17,432
Austria	00:18	1	2.2	00:00	0	0	0.0	534,143
Belarus	01:53	1	2.5	01:53	215,257	1	2.5	688,491
Belgium	02:20	2	1.0	01:58	14,255	1	0.2	229,643
Bosnia & Herzegovina	01:12	1	3.2	01:12	143,454	1	3.2	458,833
Bulgaria	02:22	1	2.5	02:22	180,000	1	2.5	575,723
Croatia	00:11	1	1.3	00:00	0	0	0.0	166,675
Cyprus	02:04	1	0.6	02:04	4,464	1	0.6	14,278
Czech Republic	02:00	1	0.9	02:00	90,000	1	0.9	287,862
Denmark	00:03	1	2.5	00:00	0	0	0.0	951,978
Estonia	01:22	2	0.8	00:53	17,000	1	1.3	54,374
Finland	00:39	1	3.0	00:00	0	0	0.0	492,563
France	02:11	1	0.7	02:11	126,000	1	0.7	555,000
Georgia	02:03	1	0.4	02:03	15,823	1	0.4	50,609
Germany	02:12	3	1.7	02:12	30,000	1	0.0	4,783,109
Greece	02:01	1	2.5	02:01	163,781	1	2.5	523,848
Hungary	01:36	2	1.1	01:21	63,507	1	0.7	453,903
Iceland	00:10	1	3.8	00:00	0	0	0.0	28,786
Ireland	00:19	1	10.5	00:19	432,200	1	10.5	575,793
Israel	00:45	1	0.4	00:00	0	0	0.0	73,565
Italy	07:09	4	0.4	04:13	107,126	2	0.6	368,290
Kazakhstan	02:02	1	0.1	00:00	0	0	0.0	27,827
Latvia	00:58	2	0.3	00:00	0	0	0.0	25,588
Lithuania	00:23	1	0.2	00:23	5,940	1	0.2	18,999
Macedonia	02:03	1	3.5	02:03	66,126	1	3.5	211,501
Montenegro	02:00	1	2.5	02:00	14,944	1	2.5	47,799
Netherlands	00:25	1	4.2	00:00	0	0	0.0	1,357,000
Norway	01:40	1	2.5	01:40	4,711	1	2.5	15,068
Poland	05:03	3	1.1	03:32	1,135,500	2	1.6	2,675,360
Portugal	03:22	2	0.5	02:39	29,400	1	0.7	94,035
Romania	02:01	1	1.7	02:01	340,000	1	1.7	1,087,477
Russia	02:03	1	0.5	02:03	418,200	1	0.5	2,050,000
Serbia	02:00	1	0.7	00:00	0	0	0.0	139,072
Slovenia	00:16	1	0.9	00:00	0	0	0.0	56,052
Sweden	02:03	1	0.8	02:03	74,001	1	0.8	236,689
Switzerland	00:57	3	1.9	00:40	35,100	1	2.1	114,825
Turkey	02:00	1	1.5	02:00	1,041,650	1	1.5	3,331,678
Ukraine	01:47	2	0.0	00:00	0	0	0.0	49,138
United Kingdom	02:45	2	0.2	02:45	238,000	2	0.2	594,000
<b>Europe total</b>	<b>70:53</b>	<b>56</b>	<b>1.5</b>	<b>54:34</b>	<b>5,096,013</b>	<b>31</b>	<b>1.6</b>	<b>24,286,070</b>

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage



## Oceania

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
Australia	00:59	1	0.1	00:00	0	0	0.0	132,449
French Overseas T.	02:11	1	0.3	02:11	648	1	0.3	4,430
<b>Oceania total</b>	<b>03:11</b>	<b>2</b>	<b>0.2</b>	<b>02:11</b>	<b>648</b>	<b>1</b>	<b>0.3</b>	<b>136,879</b>

## South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Total live audience	Live programmes	Average live TVR%	Audience reach <sup>2</sup>
Argentina	01:40	1	1.0	01:40	39,553	1	1.0	185,134
Bolivia	00:20	2	0.9	00:00	0	0	0.0	138,135
Brazil	11:43	5	1.6	11:43	12,829,104	5	1.6	32,336,038
Chile	01:43	2	0.6	01:40	5,429	1	0.7	200,772
Colombia	02:15	3	3.8	01:40	7,215	1	0.7	7,883,618
Ecuador	02:12	2	2.1	01:40	1,394	1	0.9	1,184,411
Paraguay	00:53	1	0.6	00:00	0	0	0.0	95,116
Peru	01:51	2	2.2	01:40	4,160	1	1.5	1,514,589
Uruguay	00:06	2	6.4	00:00	0	0	0.0	465,013
Venezuela	03:45	2	0.6	03:45	124,498	2	0.6	252,956
<b>South America total</b>	<b>26:28</b>	<b>22</b>	<b>2.1</b>	<b>23:48</b>	<b>13,011,353</b>	<b>12</b>	<b>1.2</b>	<b>44,255,782</b>

<b>Global total</b>	<b>177:08</b>	<b>125</b>	<b>1.5</b>	<b>126:35</b>	<b>22,632,734</b>	<b>67</b>	<b>1.5</b>	<b>94,808,019</b>
---------------------	---------------	------------	------------	---------------	-------------------	-----------	------------	-------------------

<sup>2</sup> Based on viewers watching a minimum of one full minute of coverage

## Media Rights Licensees

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired			
				Radio	TV	Mobile	Broadband Internet
Al Jazeera Sport	FIFA	Africa, Middle East	Algeria	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Angola	X	X		
Radio Nacional de Angola	AUB	Africa, Middle East	Angola	X			
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Angola		X	X	X
TPA - Televisao Publica de Angola	AUB	Africa, Middle East	Angola	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Bahrain	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Benin	X	X		
ORTB - Radiodiffusion et Television Du Benin	AUB	Africa, Middle East	Benin	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Benin		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Botswana	X	X		
Botswana Radio and Television Services	AUB	Africa, Middle East	Botswana	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Botswana		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burkina Faso	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Burkina Faso		X	X	X
TNB - Radiodiffusion Télévision du Burkina Faso	AUB	Africa, Middle East	Burkina Faso	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Burundi	X	X		
RTNB - Radio Television National Burundi	AUB	Africa, Middle East	Burundi	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Burundi		X	X	X
CRTV - Cameroonian Radio & Television	AUB	Africa, Middle East	Cameroon	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cameroon	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cameroon		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cape Verde	X	X		
RTVVCV - Radio TV du Cap-Cert	AUB	Africa, Middle East	Cape Verde	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cape Verde		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Central African Republic	X	X		
RTC - Radiodiffusion Télévision Centrafricaine	AUB	Africa, Middle East	Central African Republic	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Central African Republic		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Chad	X	X		
RTNT - Radiodiffusion Nationale TCHAD	AUB	Africa, Middle East	Chad	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Chad		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Comoros	X	X	X	X
Television Nacional Congolaise / Radio Congo Brazzaville	AUB	Africa, Middle East	Congo Brazzaville	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Congo Brazzaville	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Congo Brazzaville		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Cote d'Ivoire	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Cote d'Ivoire		X	X	X
RTI - Radiodiffusion Television Ivoirienne	AUB	Africa, Middle East	Cote d'Ivoire	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Democratic Republic of Congo	X	X		
RTNC - Rdio Television Nationale Congolaise	AUB	Africa, Middle East	Democratic Republic of Congo	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Democratic Republic of Congo		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Djibouti	X	X	X	X
Radiodifusao de Equatorial Guinea	AUB	Africa, Middle East	Equatorial Guinea	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Egypt	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Equatorial Guinea	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Equatorial Guinea		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Eritrea	X	X		
ERI TV	AUB	Africa, Middle East	Eritrea	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Eritrea		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Ethiopia	X	X		
ETS - Ethiopian Radio and Television Agency	AUB	Africa, Middle East	Ethiopia	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Ethiopia		X	X	X
TF1 - Télévision Française 1 SA	FIFA	Africa, Middle East	French oversea territories (Africa)		X	X	X
Eurosport France	TF1	Africa, Middle East	French oversea territories (Africa)		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gabon	X	X		
RTG - Radiodiffusion Télévision Gabonaise	AUB	Africa, Middle East	Gabon	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gabon		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Gambia	X	X		
GTRS - Gambia Radio and Television Servies	AUB	Africa, Middle East	Gambia	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Gambia		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Ghana	X	X		
GBC - Ghana Broadcasting Corporation	AUB	Africa, Middle East	Ghana	X	X		
Metro TV Ltd	AUB	Africa, Middle East	Ghana	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Ghana		X	X	X
TV3 Network Ltd.	AUB	Africa, Middle East	Ghana	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Guinea Bissau	X	X		
RTVGB - Radio et Television Guinea-Bissau	AUB	Africa, Middle East	Guinea Bissau	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Guinea Bissau		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Guinea Conakry	X	X		
RTG - Radiodiffusion Télévision Guinéenne	AUB	Africa, Middle East	Guinea Conakry	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Guinea Conakry		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Iran	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Iraq	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Jordan	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Kenya	X	X		
KBC - Kenya Broadcasting Corporation	AUB	Africa, Middle East	Kenya	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Kenya		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Kuwait	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Lebanon	X	X	X	X

				Rights acquired			
Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Mobile	Broadband Internet
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Lesotho	X	X		
Ministry of Communications, Science and Technology	AUB	Africa, Middle East	Lesotho	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Lesotho		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Liberia	X	X		
LBS - Liberia Broadcasting System	AUB	Africa, Middle East	Liberia	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Liberia		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Libya	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Madagascar	X	X		
Radiodiffusion Télévision Nationale de Madagascar	AUB	Africa, Middle East	Madagascar	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Madagascar		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Malawi	X	X		
Malawi Broadcasting Corporation	AUB	Africa, Middle East	Malawi	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Malawi		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mali	X	X		
ORTM - L'Office de Radio-Télévision du Mali	AUB	Africa, Middle East	Mali	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mali		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Mauritania	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mauritius	X	X		
Mauritius Broadcasting Corporation	AUB	Africa, Middle East	Mauritius	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mauritius		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Morocco	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Mozambique	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Mozambique		X	X	X
Televisao de Mozambique	AUB	Africa, Middle East	Mozambique	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Namibia	X	X		
Namibian Broadcasting Corporation	AUB	Africa, Middle East	Namibia	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Namibia		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Niger	X	X		
ORTN - L'Office de Radiodiffusion Télévision du Niger	AUB	Africa, Middle East	Niger	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Niger		X	X	X
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa, Middle East	Nigeria	X	X	X	
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Nigeria		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Oman	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Palestine	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Qatar	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Rwanda	X	X		
Bureau of Information & Broadcasting	AUB	Africa, Middle East	Rwanda	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Rwanda		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Saudi Arabia	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Senegal	X	X		
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa, Middle East	Senegal	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Senegal		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Seychelles	X	X		
Seychelles Broadcasting Corporation	AUB	Africa, Middle East	Seychelles	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Seychelles		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Serra Leone	X	X		
SLBS - Sierra Leone Broadcasting Authority	AUB	Africa, Middle East	Serra Leone	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Serra Leone		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Somalia	X	X	X	X
SABC - South African Broadcasting Corporation Limited	FIFA	Africa, Middle East	South Africa	X	X	X	X
Supersport International (Proprietary) Limited	SABC	Africa, Middle East	South Africa		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Sudan	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Swaziland	X	X		
STVA - Swaziland Television Broadcasting Authority	AUB	Africa, Middle East	Swaziland	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Swaziland		X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	Syria	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Tanzania	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Tanzania		X	X	X
TBS - Tanzania Broadcasting Services	AUB	Africa, Middle East	Tanzania	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Togo	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Togo		X	X	X
TVT - Télévision Togolaise	AUB	Africa, Middle East	Togo	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Tunisa	X	X	X	X
Al Jazeera Sport	FIFA	Africa, Middle East	UAE	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Uganda	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Uganda		X	X	X
Uganda Broadcasting Corporation	AUB	Africa, Middle East	Uganda	X	X		
Al Jazeera Sport	FIFA	Africa, Middle East	Yemen	X	X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zambia	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zambia		X	X	X
Zambia National Broadcasting Corporation	AUB	Africa, Middle East	Zambia	X	X		
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zanzibar	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zanzibar		X	X	X
African Union of Broadcasting (AUB)	FIFA	Africa, Middle East	Zimbabwe	X	X		
Supersport International (PTY) Limited	FIFA	Africa, Middle East	Zimbabwe		X	X	X
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa, Middle East	Zimbabwe	X	X		



FIFA WORLD CUP  
Brasil

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired			
				Radio	TV	Mobile	Broadband Internet
ESPN Inc. & ABC	FIFA	Americas	American Samoa	X	X	X	X
International Media Content Ltd.	FIFA	Americas	Anguilla		X		
Sportsmax	International Media Content Ltd.	Americas	Anguilla		X		
International Media Content Ltd.	FIFA	Americas	Antigua & Barbuda		X		
Sportsmax	International Media Content Ltd.	Americas	Antigua & Barbuda		X		
DirecTV Latin America	TyC	Americas	Argentina		X		
Torneos Competencias S.A.	FIFA	Americas	Argentina	X	X		
International Media Content Ltd.	FIFA	Americas	Aruba		X		
International Media Content Ltd.	FIFA	Americas	Bahamas		X		
International Media Content Ltd.	FIFA	Americas	Barbados		X		
Sportsmax	International Media Content Ltd.	Americas	Barbados		X		
International Media Content Ltd.	FIFA	Americas	Belize		X		
International Media Content Ltd.	FIFA	Americas	Bermuda		X		
Sportsmax	International Media Content Ltd.	Americas	Bermuda		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X		
Red Uno de Bolivia	OTI	Americas	Bolivia	X	X		
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X		
International Media Content Ltd.	FIFA	Americas	Bonaire		X		
Globo Comunicação e Participações S/A (TV Globo)	FIFA	Americas	Brazil	X	X		X
Rádio e Televisão Bandeirantes Ltda.	TV Globo	Americas	Brazil	X	X		
SporTV (GloboSat)	FIFA	Americas	Brazil	X	X		X
International Media Content Ltd.	FIFA	Americas	British Virgin Islands		X		
Sportsmax	International Media Content Ltd.	Americas	British Virgin Islands		X		
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X
Bold TV	CBC	Americas	Canada		X		X
SRC - Radio Canada TV	CBC	Americas	Canada	X	X		X
TLN - Teletino Network	CBC	Americas	Canada		X		X
International Media Content Ltd.	FIFA	Americas	Cayman Islands		X		
Sportsmax	International Media Content Ltd.	Americas	Cayman Islands		X		
Canal 13 SpA	OTI	Americas	Chile	X	X		
DirecTV Latin America	TVN Chile	Americas	Chile		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X		
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X		
Caracol Television, S.A.	OTI	Americas	Colombia	X	X		
DirecTV Latin America	Caracol TV/RCN TV	Americas	Colombia		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X		
RCN Television, S.A.	OTI	Americas	Colombia	X	X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X		
Representaciones Televisivas Repretel, S.A. (Channel 6)	OTI	Americas	Costa Rica	X	X		
Televisora de Costa Rica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X		
International Media Content Ltd.	FIFA	Americas	Cuba		X		
International Media Content Ltd.	FIFA	Americas	Curacao		X		
International Media Content Ltd.	FIFA	Americas	Dominica		X		
Sportsmax	International Media Content Ltd.	Americas	Dominica		X		
International Media Content Ltd.	FIFA	Americas	Dominican Rep.		X		
DirecTV Latin America	Channel 2 & 10	Americas	Ecuador		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X		
Telecentro Cadena Ecuatoriana de Televisión (Channel 10) (Telecentro Cadena Ecuatoria)	OTI	Americas	Ecuador	X	X		
Television del Pacifico Teledos, S.A. (Channel 2/Gamavisión)	OTI	Americas	Ecuador	X	X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X		
Telecorporacion Salvadoreña (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X		
TF1 - Télévision Française 1 SA	FIFA	Americas	French oversea territories (Americas)	X	X	X	
Eurosport France	TF1	Americas	French oversea territories (Americas)	X	X	X	
International Media Content Ltd.	FIFA	Americas	Granada		X		
Sportsmax	International Media Content Ltd.	Americas	Granada		X		
ESPN Inc. & ABC	FIFA	Americas	Guam	X	X	X	X
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X		
Radio Televisión Guatemala, S.A.	OTI	Americas	Guatemala	X	X		
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X		
Televisiete, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X		
Trecevisión, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X		
International Media Content Ltd.	FIFA	Americas	Guyana		X		
Sportsmax	International Media Content Ltd.	Americas	Guyana		X		
International Media Content Ltd.	FIFA	Americas	Haiti		X		
Compañía Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Americas	Honduras	X	X		
Corporacion Centroamericana de Comunicación S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Americas	Honduras	X	X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Honduras	X	X		
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X		
International Media Content Ltd.	FIFA	Americas	Jamaica		X		
Sportsmax	International Media Content Ltd.	Americas	Jamaica		X		
Cablevisión S.A. de C.V.	Televisa	Americas	Mexico		X		
Corporacion Novavisión S de R.L. de C.V. (SKY Mexico)	Televisa	Americas	Mexico		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Mexico	X	X		
TDN (Televisa Deportes Network)	Televisa	Americas	Mexico		X		
Televisa, S.A. de C.V.	OTI	Americas	Mexico	X	X		
TV Azteca, S.A. de C.V.	OTI	Americas	Mexico	X	X		
International Media Content Ltd.	FIFA	Americas	Montserrat		X		
Sportsmax	International Media Content Ltd.	Americas	Montserrat		X		
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Nicaragua	X	X		
Radio y Televisión Nicaraguense, S.A.	OTI	Americas	Nicaragua	X	X		
Telecentro de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X		

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired			
				Radio	TV	Mobile	Broadband/Internet
Corporacion Medcom Panama, S.A. (Channel 4)	OTI	Americas	Panama	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Panama	X	X		
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Paraguay	X	X		
Television Cerro Cora, S.A. (Channel 9)	OTI	Americas	Paraguay	X	X		
TV Accion, S.A. / Telefuturo (Canal 4)	OTI	Americas	Paraguay	X	X		
Andina de Radiodifusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X		
DirecTV Latin America	Andina de Radiodifusion	Americas	Peru		X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Peru	X	X		
ESPN Inc. & ABC	FIFA	Americas	Puerto Rico	X	X	X	X
Futbol de Primera	FIFA	Americas	Puerto Rico	X			
Univision Communications Inc. including: Telefuturo & Galavisión (Cable TV)	FIFA	Americas	Puerto Rico	X	X	X	X
International Media Content Ltd.	FIFA	Americas	S. Kitts & Nevis		X		
Sportsmax	International Media Content Ltd.	Americas	S. Kitts & Nevis		X		
International Media Content Ltd.	FIFA	Americas	S. Lucia		X		
Sportsmax	International Media Content Ltd.	Americas	S. Lucia		X		
International Media Content Ltd.	FIFA	Americas	S. Martin		X		
Sportsmax	International Media Content Ltd.	Americas	S. Martin		X		
International Media Content Ltd.	FIFA	Americas	S. Vincent		X		
Sportsmax	International Media Content Ltd.	Americas	S. Vincent		X		
International Media Content Ltd.	FIFA	Americas	Suriname		X		
International Media Content Ltd.	FIFA	Americas	Trinidad & Tobago		X		
Sportsmax	International Media Content Ltd.	Americas	Trinidad & Tobago		X		
International Media Content Ltd.	FIFA	Americas	Turks and Caicos		X		
Sportsmax	International Media Content Ltd.	Americas	Turks and Caicos		X		
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Uruguay	X	X		
Sociedad Anonima Emisoras de Television y Anexos (Channel 10)	OTI	Americas	Uruguay	X	X		
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Americas	Uruguay	X	X		
International Media Content Ltd.	FIFA	Americas	US Virgin Islands		X		
ESPN Inc. & ABC	FIFA	Americas	US Virgin Islands	X	X	X	X
Sportsmax	International Media Content Ltd.	Americas	US Virgin Islands		X		
ESPN Inc. & ABC	FIFA	Americas	USA	X	X	X	X
Futbol de Primera	FIFA	Americas	USA	X			
Univision Communications Inc. including: Telefuturo & Galavisión (Cable TV)	FIFA	Americas	USA	X	X	X	X
Continental, T.V. C.A. (Meridiano TV)	OTI	Americas	Venezuela	X	X		
Corporacion Venezolana de Television, C.A. (Venevision / Canal 4)	OTI	Americas	Venezuela	X	X		
DirecTV Latin America	OTI	Americas	Venezuela		X		
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Venezuela	X	X		

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired			
				Radio	TV	Mobile	Broadband/Internet
Ariana TV	FIFA	Asia	Afghanistan	X	X		
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ISM	Asia	Brunei	X	X		
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X		
CBS Cambodia	FIFA	Asia	Cambodia		X		
ELTA Technology Co. Ltd.	FIFA	Asia	Chinese Taipei		X	X	X
M-League (ISM - Inter-Sports Marketing Sdn Bhd)	FIFA	Asia	Indonesia, Republic of	X	X		
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ISM	Asia	Malaysia	X	X		
M-League Marketing Sdn Bhd	FIFA	Asia	Malaysia	X	X	X	X
Mesco / Medianet	FIFA	Asia	Maldives		X		
BecTero	FIFA	Asia	Myanmar		X		
CCTV - China Central Television	FIFA	Asia	People's Republic of China	X	X	X	X
ABS/CBN	FIFA	Asia	Philippines	X	X	X	X
SBS International, Inc.	FIFA	Asia	South Korea	X	X	X	X
RS International Broadcasting & Sports Management Co. Ltd.	FIFA	Asia	Thailand	X	X		



				Rights acquired			
Media Rights Licensee	Licensors	Continent	Territory	Radio	TV	Mobile	Broadband Internet
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X		X
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X		X
TF1 - Télévision Française 1 SA	FIFA	Europe	Andorra		X	X	X
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X		X
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X		X
BTRC - Belaruskaja Tele-Radio Campanija	FIFA	Europe	Belarus	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X		X
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X		X
RTBF - Radio-Télévision Belge de la Communauté Française	EBU	Europe	Belgium	X	X		X
BHRT - Radio televizija Bosne i Hercegovine	EBU	Europe	Bosnia-Herzegovina	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X		X
BNT - Balgarska Nacionalna Televizija	EBU	Europe	Bulgaria	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X		X
BBC Radio	FIFA	Europe	Channel Islands	X			
BBC TV	FIFA	Europe	Channel Islands		X		X
ITV	FIFA	Europe	Channel Islands		X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X		X
HRT - Hrvatska Radiotelevizija	EBU	Europe	Croatia	X	X		X
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X		X
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X		X
SVT - Sveriges Television AB	FIFA	Europe	Denmark	X	X		X
DR - Danmarks Radio TV	SVT	Europe	Denmark	X	X		X
TV2 Denmark AS	SVT	Europe	Denmark	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X		X
EEERR - Eesti Rahvusringhääling - Estonian Public Broadcasting	EBU	Europe	Estonia	X	X		X
SVT - Sveriges Television AB	FIFA	Europe	Faroe Islands	X	X		X
SVT - Sveriges Television AB	FIFA	Europe	Finland	X	X		X
YLE - Yleisradio OY	SVT	Europe	Finland	X	X		X
Eurosport France	TF1	Europe	France		X	X	X
TF1 - Télévision Française 1 SA	FIFA	Europe	France		X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X		X
GT - Georgian Public Broadcasting	EBU	Europe	Georgia	X	X		X
ARD	FIFA	Europe	Germany	X	X	X	X
ZDF	FIFA	Europe	Germany	X	X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X		X
ERT - Elliniki Radiophonia Tileorassi SA	EBU	Europe	Greece	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X		X
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X		X
RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	EBU	Europe	Iceland	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Ireland	X	X		X
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X		X
BBC Radio	FIFA	Europe	Isle of Man	X			
BBC TV	FIFA	Europe	Isle of Man		X		X
ITV	FIFA	Europe	Isle of Man		X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X		X
IBA - Israel Broadcast Authority	EBU	Europe	Israel	X	X		X
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X		X
SKY Italia S.R.L.	RAI	Europe	Italy	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X		X
RTK - Radio Television Kosovo	EBU	Europe	Kosovo	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X		X
LVL - Latvijas Televizija	EBU	Europe	Latvia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Liechtenstein	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
EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X		X
LTLT - Lietuvos Radijas Ir Televizija	EBU	Europe	Lithuania	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X		X
MKRTV - Macedonian Radio and Television	EBU	Europe	Macedonia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X		X
TRM - Teleradio Moldova	EBU	Europe	Moldova	X	X		X
Eurosport France	TF1	Europe	Monaco		X	X	X
TF1 - Télévision Française 1 SA	FIFA	Europe	Monaco		X	X	X
EBU - European Broadcasting Union	FIFA	Europe	Montenegro	X	X		X
RTCG - Radiotelevizija Crne Gore	EBU	Europe	Montenegro	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X		X
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X		X
SVT - Sveriges Television AG	FIFA	Europe	Norway	X	X		X
TV2 AS	SVT	Europe	Norway	X	X		X
NRK - Norwegian Broadcasting Corporation Ltd.	SVT	Europe	Norway	X	X		X

Media Rights Licensee	Licensor	Continent	Territory	Rights acquired			
				Radio	TV	Mobile	Broadband/Internet
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X		X
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X		X
RTP - Radio e Televisao de Portugal	EBU	Europe	Portugal	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X		X
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X		X
RTR - Rossiskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X		X
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X		X
SKY Italia S.R.L.	RAI	Europe	San Marino	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Serbia	X	X		X
RTS - Radiotelevizija Srbije	EBU	Europe	Serbia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X		X
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X		X
SVT - Sveriges Television	FIFA	Europe	Sweden	X	X		X
TV4 AB	SVT	Europe	Sweden		X		X
SR - Sveriges Radio AB	SVT	Europe	Sweden	X			X
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X		X
SRG SSR	EBU	Europe	Switzerland	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X		X
TRT - Turkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X		X
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X		X
NTU - Natsionalna Telekompanya Ukrainy	EBU	Europe	Ukraine	X	X		X
BBC Radio	FIFA	Europe	United Kingdom	X			
BBC TV	FIFA	Europe	United Kingdom		X		X
ITV	FIFA	Europe	United Kingdom		X	X	X
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X		X
SKY Italia S.R.L.	FIFA	Europe	Vatican City	X	X		X

				Rights acquired			
Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Mobile	Broadband/Internet
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Australia	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Federated State of Micronesia	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X		X
TF1 - Télévision Française 1 SA	FIFA	Oceania	French oversea territories (Oceania)		X	X	X
Eurosport France	TF1	Oceania	French oversea territories (Oceania)		X	X	X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Kiribati	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X		X
TVNZ	SBS Australia	Oceania	New Zealand	X	X		X
Sky Television	SBS Australia	Oceania	New Zealand	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tuvalu	X	X		X
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X		X



## 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 in this report.

Media Rights Licensee	Licensors	Territory
AUB	FIFA	Pan Africa



## Glossary of Terms

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

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

**Total audience:** the sum of average audiences. This has previously been used to express the total audience for an event, however the audience reach (as outlined below) is the modern industry standard for measuring total audience for an event.

**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 event in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

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

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