The 2018 FIFA World Cup™ in Numbers

The Event

- The 2018 FIFA World Cup Russia™ was the 21st edition of the tournament
- 11 Host Cities, 12 stadiums
- 36 Venue Specific Training Sites (VSTs) in the 11 Host Cities
- 32 Team Base Camps (TBCs) across Russia
- 32 teams, 64 matches

Comparative statistics at a glance

<table>
<thead>
<tr>
<th>FIFA World Cup™</th>
<th>Teams / Matches</th>
<th>Goals</th>
<th>Average</th>
<th>Yellow / Red Cards* Average</th>
<th>Attendance**</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russia 2018</td>
<td>32 / 64</td>
<td>169</td>
<td>2.64</td>
<td>219 / 4 3.42 / 0.06</td>
<td>3,031,768</td>
<td>47,371</td>
</tr>
<tr>
<td>Brazil 2014</td>
<td>32 / 64</td>
<td>171</td>
<td>2.67</td>
<td>177 / 10 2.77 / 0.16</td>
<td>3,429,873</td>
<td>53,592</td>
</tr>
<tr>
<td>South Africa 2010</td>
<td>32 / 64</td>
<td>145</td>
<td>2.27</td>
<td>245 / 17 3.83 / 0.27</td>
<td>3,178,856</td>
<td>49,670</td>
</tr>
<tr>
<td>Germany 2006</td>
<td>32 / 64</td>
<td>147</td>
<td>2.30</td>
<td>307 / 28 4.80 / 0.44</td>
<td>3,359,439</td>
<td>52,491</td>
</tr>
<tr>
<td>Korea Republic/Japan 2002</td>
<td>32 / 64</td>
<td>161</td>
<td>2.52</td>
<td>260 / 17 4.06 / 0.27</td>
<td>2,705,197</td>
<td>42,269</td>
</tr>
<tr>
<td>France 1998</td>
<td>32 / 64</td>
<td>171</td>
<td>2.67</td>
<td>250 / 22 3.91 / 0.34</td>
<td>2,785,100</td>
<td>43,517</td>
</tr>
<tr>
<td>USA 1994</td>
<td>24 / 52</td>
<td>141</td>
<td>2.71</td>
<td>221 / 15 4.25 / 0.29</td>
<td>3,587,538</td>
<td>68,991</td>
</tr>
<tr>
<td>Italy 1990</td>
<td>24 / 52</td>
<td>115</td>
<td>2.21</td>
<td>165 / 16 3.17 / 0.31</td>
<td>2,516,215</td>
<td>48,389</td>
</tr>
<tr>
<td>Mexico 1986</td>
<td>24 / 52</td>
<td>132</td>
<td>2.54</td>
<td>137 / 8 2.63 / 0.15</td>
<td>2,394,031</td>
<td>46,039</td>
</tr>
<tr>
<td>Spain 1982</td>
<td>24 / 52</td>
<td>146</td>
<td>2.81</td>
<td>99 / 5 1.90 / 0.10</td>
<td>2,109,723</td>
<td>40,572</td>
</tr>
<tr>
<td>Argentina 1978</td>
<td>16 / 38</td>
<td>102</td>
<td>2.68</td>
<td>59 / 3 1.55 / 0.08</td>
<td>1,545,791</td>
<td>40,679</td>
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<tr>
<td>Germany FR 1974</td>
<td>16 / 38</td>
<td>97</td>
<td>2.55</td>
<td>87 / 5 2.29 / 0.13</td>
<td>1,865,753</td>
<td>49,099</td>
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<tr>
<td>Mexico 1970</td>
<td>16 / 32</td>
<td>95</td>
<td>2.97</td>
<td>51 / 0 1.59 / 0</td>
<td>1,603,975</td>
<td>50,124</td>
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<tr>
<td>England 1966</td>
<td>16 / 32</td>
<td>89</td>
<td>2.78</td>
<td>21 / 5 0.66 / 0.16</td>
<td>1,563,135</td>
<td>48,848</td>
</tr>
<tr>
<td>Chile 1962</td>
<td>16 / 32</td>
<td>89</td>
<td>2.78</td>
<td>1 / 6 0.03 / 0.19</td>
<td>893,172</td>
<td>27,912</td>
</tr>
<tr>
<td>Sweden 1958</td>
<td>16 / 35</td>
<td>126</td>
<td>3.6</td>
<td>0 / 3 0 / 0.09</td>
<td>819,810</td>
<td>23,423</td>
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<tr>
<td>Switzerland 1954</td>
<td>16 / 26</td>
<td>140</td>
<td>5.38</td>
<td>0 / 3 0 / 0.12</td>
<td>768,607</td>
<td>29,562</td>
</tr>
<tr>
<td>Brazil 1950</td>
<td>13 / 22</td>
<td>88</td>
<td>4</td>
<td>1 / 0 0.05 / 0</td>
<td>1,045,246</td>
<td>47,511</td>
</tr>
<tr>
<td>France 1938</td>
<td>15 / 18</td>
<td>84</td>
<td>4.67</td>
<td>0 / 4 0 / 0.22</td>
<td>375,700</td>
<td>20,872</td>
</tr>
<tr>
<td>Italy 1934</td>
<td>16 / 17</td>
<td>70</td>
<td>4.12</td>
<td>0 / 1 0 / 0.06</td>
<td>363,000</td>
<td>21,353</td>
</tr>
<tr>
<td>Uruguay 1930</td>
<td>13 / 18</td>
<td>70</td>
<td>3.89</td>
<td>0 / 1 0 / 0.06</td>
<td>590,549</td>
<td>32,808</td>
</tr>
</tbody>
</table>

* Yellow cards do not include second cautions in same match. No. of red cards includes direct expulsions and indirect expulsions due to second caution in same match.
** Attendance figures relate to the numbers of spectators as indicated in official FIFA match reports and not number of tickets sold. Figures also include double headers.
### Stadium capacity

<table>
<thead>
<tr>
<th>VENUE</th>
<th>OFFICIAL SEATING CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ekaterinburg</td>
<td>33,061</td>
</tr>
<tr>
<td>Kaliningrad</td>
<td>33,973</td>
</tr>
<tr>
<td>Kazan</td>
<td>42,873</td>
</tr>
<tr>
<td>Moscow (Luzhniki stadium)</td>
<td>78,011</td>
</tr>
<tr>
<td>Moscow (Spartak stadium)</td>
<td>44,190</td>
</tr>
<tr>
<td>Nizhny Novgorod</td>
<td>43,319</td>
</tr>
<tr>
<td>Rostov-on-Don</td>
<td>43,472</td>
</tr>
<tr>
<td>Sochi</td>
<td>44,287</td>
</tr>
<tr>
<td>Samara</td>
<td>41,970</td>
</tr>
<tr>
<td>Saint Peterburg</td>
<td>64,468</td>
</tr>
<tr>
<td>Saransk</td>
<td>41,685</td>
</tr>
<tr>
<td>Volgograd</td>
<td>43,713</td>
</tr>
</tbody>
</table>

### Statistical wrap-up

- **Number of goals / Goal average**: 169 / 2.64
- **Most goals scored**: 16 Belgium
- **Least goals scored**: 12 teams with 2 goals
- **Most goals conceded**: 11 Panama
- **Least goals conceded**: 2 Denmark, IR Iran, Peru
- **Number of penalties**: 29 (22 converted, 7 missed)
- **Number of own goals**: 12
- **Goals scored by substitutes**: 16 (out of 169, 9.47%)
- **Goals first half v. second half**: 65 v. 101
- goals in additional time 1st half 3
- goals in additional time 2nd half 19
Goals in first 10 minutes 13 (7.69%)
Goals in last 10 minutes 33 (19.53%)
Goals in extra time 3 (1.78%)
Top goalscorer 6 KANE Harry (England)
Youngest goalscorer 19y 6m 1d MBAPPE Kylian (France), 2018-06-21 (France - Peru)
Fastest goal 55” JORGENSEN Mathias (Denmark), 2018-07-01 (Croatia – Denmark)
Highest wins 5-0, 2018-06-14 (Russia – Saudi Arabia)
6-1, 2018-06-24 (England – Panama)
Highest-scoring matches 4-3, 2018-06-30 (France – Argentina)
5-2, 2018-06-23 (Belgium – Tunisia)
6-1, 2018-06-24 (England – Panama)
Highest number of wins 6 Belgium, France
Highest number of defeats 3 Egypt, England, Panama
Number of yellow cards 223 (avg/game 3.48), including four yellow cards resulting in expulsion due to second caution in same match
Number of red cards 4 (avg/game 0.06)
Most yellow cards 15 Croatia
Least yellow cards 1 Saudi Arabia
Most red cards 1 Colombia, Germany, Russia, Switzerland
Penalties 29 (22 converted, 7 missed)
4\textsuperscript{th} substitution in extra time Used 10 times, by the two teams, in all matches (5) that went to extra time
Representation of Confederations
\begin{itemize}
\item R-16 matches:
  \begin{itemize}
  \item 10 UEFA teams
  \item 4 CONMEBOL teams
  \item 1 AFC (Japan) team - Japan
  \item 1 CONCACAF team - Mexico
  \end{itemize}
  \textbullet\ Quarter-finals:
  \begin{itemize}
  \item Two CONMEBOL teams – Brazil and Uruguay
  \item 6 UEFA teams
  \end{itemize}
  \textbullet\ Semi-finals:
  \begin{itemize}
  \item Only European teams in the semi-finals
  \end{itemize}
\item 9\textsuperscript{th} all-European final
\end{itemize}
Video assistant referees (VARs)
\begin{itemize}
\item 455 incidents checked (7.1 checks per match)
\item 20 VAR reviews called (one intervention every 3.2 matches):
\end{itemize}
17 On Field Reviews (17 decisions changed):
  - Penalties awarded: 9
    - On Field Review: 8
  - Penalties cancelled after On Field Review: 3
  - Potential red cards with On Field Review: 2 (2 yellow cards given)
  - Goals awarded after VAR review: 2 (offside decisions)
  - Mistaken identity: 1
3 only VAR reviews (3 decisions confirmed):
  - Penalties confirmed after On Field Review: 1
  - No penalties confirmed after On Field Review: 2

- Match changing decisions accuracy:
  - 95.6% correct without VAR
  - 99.35% correct - 17 decisions changed with VAR

- Average time of VAR reviews:
  - Total average time: 81.9 seconds
  - On Field Reviews: 86.5 seconds
  - Only VAR reviews: 55.6 seconds

- Ball NOT in play per game:
  - Total time ball not in play: 40 min 51 sec (avg. total time per match: 97 min 46 sec)

- Penalty kicks comparison:
  - Russia 2018 – 29 total penalty kicks (9 VAR)
  - Brazil 2014 – 13 total penalty kicks
  - South Africa 2010 – 15 total penalty kicks

- Disciplinary information:
  - Yellow cards:
    - Total – 223
    - Average per match – 3.48
  - Red cards:
    - Direct – 2
    - Second yellow cards – 2
  - No red cards for serious foul play or violent conduct

Goal-line Technology (GLT)
- 4 goal-line incidents

Electronic Performance & Tracking Systems
- 31 teams (England used their own) used the communication equipment provided by FIFA to communicate between the bench and the analyst desk during the matches

Teams
- Total number of accredited Team Delegates from 32 Participating Member Associations (PMAs):
  - Players – 736 (23 per team)
- Team Officials - 1973 (between 28 and 59 officials per team)
- Training sessions:
  - 445 at Team Base Camps (TBCs)
  - 55 at Venue Specific Training Sites (VSTIs)
  - 85 official training sessions at the stadiums
  - 32 open-to-public training sessions
    - 28 at TBCs
    - 4 at VSTIs
    - Almost 40,000 spectators and 3,220 media
- Inspection visits to Russia ahead of the event:
  - 207 official inspection visits
    - 170 TBC inspection visit
    - 23 Host Cities inspection visits
    - 14 combined inspections (TBCs & Host Cities)
- Team Movements
  - Arrivals into Russia
    - 30 teams arrived by charter flight, 1 team used a commercial flight
    - Teams arrived between 11 and 5 days before their first match
    - All international arrivals took place between 5 and 13 June 2018
  - Number of domestic flights
    - 215 domestic charter flights were organised during the tournament
  - Number of official transfers
    - 1,449 official team transfers
  - Venue-hopping as of the knock-out phase
    - Only 3 teams decided to venue-hop, the remaining 13 teams kept their TBC
- Team cargo
  - 22 teams brought equipment via cargo
  - 9 teams had no cargo
- Accompanied equipment & luggage teams brought...
  - ...to Russia
    - 161 tons luggage in total
    - Between 1.5 tons and 10 tons per team
  - ...to the match venues & between hotel and training site/stadium
    - Average of 1.5 - 2 tons of luggage per team
    - Between 500 kg and 5 tons per team
  - In total over 1,428 logistic team luggage and equipment movements were organised

Referees
- 35 Referees & 62 Assistant referees from all 6 confederations, including 13 Video Assistant Referees (VAR)
- 3 full-sized natural-grass football pitches for daily practical training sessions
- 31 training sessions at the referees base camp
- 38 training sessions at the venue-specific training sites
• 28 practical training sessions with local players at Referee Training Site
• More than 50 local players participated in referees training sessions (an average of 35 of local football players at practical sessions)
• 1 open-to-media referees training session
• 137 domestic flights with the referees to the Host Cities
• 26 rail trips with referees to the Host Cities

Accreditation
• 14 accreditation centres opened
• Over 270,000 accreditations printed

Volunteer Programme
• 176,870 applications submitted
• 17,040 LOC volunteers from 112 countries and 85 Russian regions selected and trained to help tournament operations
• Over 18,000 Host City volunteers selected and trained to help host cities operations

FIFA Legends Programme
• 166 FIFA Legends attended the 2018 FIFA World Cup Russia
• FIFA corporate or commercial events with Legends participation: 34
• Infotainment fan interactions: 28

Event operations
• 1,290 Hyundai and KIA vehicles and 657 buses transporting media, referees, the 32 teams, FIFA/LOC staff and authorities in the 11 host cities
• LED Boards: 3,024 kilometres of LED boards in the 12 stadiums
• 326,000 meals and snacks provided to volunteers and staff
• 442,000 meals and snacks provided to stewards

Opening and Closing Ceremonies
• More than 600 technical specialists were involved in the preparation and holding of both ceremonies
• 2-3 weeks dancers practice for each of the Ceremonies
• Specially designed pitch protection for both ceremonies was used, with total mass of 2.5 tons
• Over 100 people were involved in the mantling and dismantling
• More than 30 square meters of fabrics with a special print were used
• About 12,000 charges of fireworks
• Flame machines: 2,000 kg of special composition for both ceremonies and rehearsals were used

Opening ceremony
• 300 total show production staff
• 800 artists
• 8 LOC Ceremonies team
• 150 Max. presence on the pitch at once
• 200 stylists (hair & makeup)
• 400 lights used for the lighting design
• Opening ceremony stage:
  ○ Technical details: 1,800 kg, 13 elements, 3 LED screens were installed into the stage (2 x 2 m each), with a self-powered system and wireless content synchronization

Closing ceremony
• 1,200 total show production staff
• 700 artists
• 150 Max. presence on the pitch at once
• 8 LOC Ceremonies team
• 150 stylists (hair & makeup)
• 580 lights used for the lighting design
• Stylists created special palette of makeup tones for the ceremonies
• 2,000 meters of fabrics in total used for costumes for both ceremonies
• Closing Ceremony stage:
  ○ Technical details: 2,200 kg, 22 elements, mantling time 2-3 min, dismantling 2 min

Medical services
• 172 medical stations at all FWC venues (155 medical posts at the stadiums)
• 314 ambulances on service (205 ambulances at the stadiums)
• 3 minutes - maximum emergency response time for any medical incident on site
• 343 mobile medical teams onsite
• 13 medical evacuation helicopters on stand-by remote TBCs
• 6,455 health care professionals accredited:
  ○ More than 4,000 health professionals at the stadiums
• Total Medical Encounters: 14,293
  ○ Average medical encounters on match days: 93
• Total injuries reported by team doctors: 87
  ○ Injury rate per match: 1,36
• Team doctors entered 126 times the field (out of which six times for the same player during the same match)

Spectator services (SPS)
• Audio Descriptive Commentary headsets provided: 750 items (used 678 times)
• Spectators applied to stadium storage rooms before the matches: almost 88,000
• In restricted items storage 82,576 items were stored
• 1,223 children strollers stored inside of the stadium
• 8,434 children were given a colourful bracelet with the name of accompanying person
• 2,845 spectators used wheelchairs provided by SPS to get to their seats
- 11,570 disabled spectators transported with golf carts
- 4,705 items found at the stadiums
- 18,500 people participated in the spectator services survey at the stadium
- Over 300,000 connected to the public Wi-Fi
- More than 6,000 volunteers assisted SPS

**Transport**

**Host Country Transport**
- Overall passenger flow between 13 host city airports during the tournament was 15.8 mln people
- 103,000 flights made between 13 host city airports during the tournament
- 5.5 mln people used regular trains to travel between host cities during the tournament

**Free Ride**
- 734 free trains for fans and media (between 12 June and 16 July)
- 400,000 tickets booked for the free trains
- 320,000 passengers from 181 countries transported by free trains
- 46% of transported passengers were foreigners
- Top-5 foreign passengers on free trains: Argentina, Colombia, Mexico, USA and China
- 8.2 mln rides by Fan ID holders on host city public transport (by subway, bus, shuttles, trams, and airport rail link and city trains) in 11 host cities

**Tourism (data provided by State Tourism Agency)**
- Overall number of tourists visited all 11 Host Cities during the tournament: 6.8 mln
- Number of foreign tourists visited all 11 Host Cities during the tournament: 3.4 mln
- Tourists flow to hosting regions:

<table>
<thead>
<tr>
<th>REGION</th>
<th>OVERALL TOURISTS</th>
<th>FOREIGN TOURISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ekaterinburg region</td>
<td>165,000</td>
<td>70,000</td>
</tr>
<tr>
<td>Kaliningrad region</td>
<td>260,000</td>
<td>90,000</td>
</tr>
<tr>
<td>Mordovia (Saransk)</td>
<td>140,000</td>
<td>106,000</td>
</tr>
<tr>
<td>Moscow</td>
<td>4.47 mln</td>
<td>2.3 mln</td>
</tr>
<tr>
<td>Nizhny Novgorod region</td>
<td>335,000</td>
<td>150,000</td>
</tr>
<tr>
<td>Rostov region</td>
<td>190,000</td>
<td>72,000</td>
</tr>
<tr>
<td>Saint Petersburg</td>
<td>800,000</td>
<td>500,000</td>
</tr>
<tr>
<td>Samara region</td>
<td>500,000</td>
<td>104,000</td>
</tr>
<tr>
<td>Sochi</td>
<td>795,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Tatarstan (Kazan)</td>
<td>300,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Volgograd region</td>
<td>220,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>
FAN ID

1,827,678 Fan IDs issued:
- To foreign fans – 841,146
- To Russian fans – 986,532

Top-10 countries per issued Fan IDs
- Russia – 986,000
- China – 68,000
- USA – 52,000
- Mexico – 44,000
- Argentina – 37,000
- Brazil – 35,000
- UK – 31,000
- Colombia – 31,000
- Germany – 30,000
- Peru – 27,000

Gender
- Male – 75%
- Female – 25%

Age
- Below 17 – 9%
- 18-24 – 8%
- 25-34 – 34%
- 35-44 – 24%
- 45-54 – 14%
- 55-64 – 8%
- Over 65 – 3%

Fan IDs delivered by Post service and issued abroad:
- 53,000 Fan IDs issued by Rossotrudnitsestvo offices abroad
- 364,000 Fan IDs delivered abroad by post
- 124,000 Fan IDs delivered by post within Russia

Top-10 foreign cities
- London – 12,637
- Lima – 11,912
- Buenos Aires – 10,521
- Sao Paulo – 8,800
- Beijing – 7,676
- Dubai – 7,534
- Stockholm – 7,429
- Paris – 7,295
- New York – 5,799
- Petah Tikva – 5,538
Security

- Official venues:
  - 17,440 stewards
  - 20,850 security guards
  - 8,640 hours of training provided in the 11 cities
- More than 1,500 specialists from 160 federal and regional administrative entities involved in 24/7 daily tournament-mode of Federal and Regional operational centres

Digital

- Most engaging World Cup ever (digital wise) – over 7.5 billion engagements across all digital platforms
- FIFA.com: #1 Website in the world (in terms of traffic)
- FIFA App: #1 Sports App in 128 countries (downloads)
- 1.25 billion video views during the FIFA World Cup
- Over 580 million interactions on FIFA Social Media Platforms during the tournament
- FIFA’s 32 team reporters - delivering content in 16 languages - were able to give fans exclusive content in their team’s native language on multiple platforms as they followed their nation’s journey all the way through, allowing fans to follow their teams throughout the tournament like never before
- FIFA’s interactive games also generated huge fan engagement, with over 25 million fans taking part in apps such as McDonald’s FIFA World Cup Fantasy, Hyundai’s FIFA World Cup Match Predictor, and the Panini Digital Sticker Album presented by Coca-Cola
- FIFA launched a fan engagement campaign #rivalhug which reached over 160m people across FIFA social media channels
- #FIFASTadiumDJ was featured in the best performing FIFA tweet ever, where more than 4.5m voted for their favourite song to be played at the stadium within 24 hours
- FIFA also expanded its coverage to new audiences, through its official Russian VKontakte account - passing more than one million followers during the tournament – as well as to China on Weibo and WeChat
- In China, the FIFA World Cup Weibo account grew by 1.95m new followers to 3.4m total followers since the start of the tournament

Media

<table>
<thead>
<tr>
<th>Media Category (does not include broadcasters)</th>
<th>Printed</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Media</td>
<td></td>
</tr>
<tr>
<td>International Journalist</td>
<td>1,964</td>
</tr>
<tr>
<td>International Photographer</td>
<td>730</td>
</tr>
<tr>
<td>International Technician Press/Photo</td>
<td>51</td>
</tr>
<tr>
<td>National Media</td>
<td></td>
</tr>
<tr>
<td>National Journalist</td>
<td>233</td>
</tr>
<tr>
<td>National Photographer</td>
<td>110</td>
</tr>
<tr>
<td>National Technician Press/Photo</td>
<td>12</td>
</tr>
<tr>
<td>Local Media</td>
<td></td>
</tr>
<tr>
<td>Local Journalist</td>
<td>296</td>
</tr>
<tr>
<td>------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Local Photographer</td>
<td>132</td>
</tr>
<tr>
<td>Total</td>
<td>3,528</td>
</tr>
</tbody>
</table>

- Final: 1,000 journalists, 350 photographers
- Over 500 media enquiries received via the dedicated inbox (mediarussia@fifa.org)
- 1,200 replies related to the 2018 FIFA World Cup sent to media by email between 6 June and 18 July
- 30 – daily media updates published on the FIFA Media Channel
- 12 – disciplinary updates published on the FIFA Media Channel
- 192 – articles published on the FIFA Media Channel
- 32 – tweets on @fifamedia on team arrivals
- Over 320 press conferences were organised with participation of team members and event organisers at the stadiums
- The most attended press conferences outside Luzhniki stadium:
  - MD-1 press conference of Brazil (BRA-BEL ¼) in Kazan
  - MD-1 press conference of Germany (GER-SWE group stage match)
- The most popular dishes in the media cafe were salad bar, burger and pasta
- The most attended mixed zones were the final and semifinal at Luzhniki stadium. Of other stadiums, the most crowded was the mixed zone in NNO after the URU-FRA quarterfinal.

**TV**

The total number of unique viewers of the 2018 FIFA World Cup™ is expected to exceed 3 billion across all viewing methods when consolidated figures are finalised, with more than 1 billion people projected to have watched the Final “live”. Here are some notable TV audiences from the tournament:

- **France** – The Final achieved an average audience of 19.34 million viewers (33.2% TVR) on TF1. A further 1.01 million viewers watched on beIN Sports 1, making a combined average audience of 20.35 million viewers, representing an 82.2% share, higher than for the finals of France ’98 or EURO 2000
- **Russia** – Channel One’s coverage of Russia’s dramatic Quarter-Final exit to Croatia achieved a rating of 20.0% (equivalent to 23.90 million viewers): the highest rated FIFA World Cup™ broadcast in Russia since 2002. 63.4% audience share, the highest of the tournament
- **Brazil** – 56.68 million watched Brazil v. Belgium on TV Globo (28.0% TVR / 80.8% share). In total, 172.92 million individuals (85.5% of the potential audience in Brazil) watched at least 20 minutes of the 2018 FIFA World Cup™ on TV Globo, up on the 20-minute reach of Brazil 2014 (164.60 million, 84.1% of the potential audience)
- **China** – Coverage of the Final aired on both CCTV-5 (48.06 million) and CCTV-1 (7.73 million), recording a combined audience of 55.78 million viewers (4.3% rating). This was the highest FIFA World Cup™ audience since South Africa 2010
- **UK** – England’s first FIFA World Cup™ Semi-Final since 1990 attracted an average of 22.41 million viewers on ITV (37.2% rating), the highest World Cup audience since Argentina v. England in the Quarter-Finals in 1998. The broadcast achieved a share of 78.1% and a peak audience of 26.63 million
• **Germany** - An average audience of 27.48 million viewers (36.3% TVR) watched Germany v. Sweden on ARD. Viewing peaked with 31.35 million at 21:53 local time as Toni Kroos scored Germany’s dramatic winning goal in injury time

• **Croatia** - 1.54 million viewers (39.3% TVR, 81.0% share) watched Croatia v. England on HTV2, the highest of the tournament and the highest rated programme of any genre in Croatia since the 2006 FIFA World Cup Germany™

• **USA** - The combined audience across FOX and Telemundo for the Final was 16.01 million (11.33 million on FOX and 4.69 million on Telemundo), making it the most watched match of the tournament in the US. The audience on FOX was the most watched non-NFL telecast of any kind on FOX in 2018

• **Belgium** - A record combined audience of 4.15 million viewers was recorded on La Une (1.65 million) and EEN (2.49 million) for the Red Devils' Semi-Final against France: the highest-ever combined audience for a sports broadcast in Belgium and a massive 84.9% share of the national audience

• **Japan** - 19.31 million viewers (15.6% TVR) watched night-time coverage (02:45 local time) of Japan v. Belgium on NHK. Dentsu reported a household rating for the match of 30.8%, the highest ever rating recorded for a late-night programme starting at 03:00

Research has shown that 22% of the total tournament viewership watched the 2018 FIFA World Cup Russia™ out of home or on computers/mobile devices.

• Online survey designed to identify viewership patterns and measure the non-captured audience of the 2018 FIFA World Cup Russia™ was conducted across 22 countries in 13 languages

• The survey was conducted in 8 waves throughout the tournament within 48 hours of the relevant match days and was completed by over 26,000 respondents

2018 FIFA World Cup Russia™ is on track to be the most-viewed sporting event ever on digital platforms, setting streaming records in major markets including China, France, UK and the USA:

• **China** - There were a record 6.5 billion visits to CNTV digital platforms for simulcast and VOD coverage of the 2018 FIFA World Cup™ (seven times that of the 2014 FIFA World Cup™). Online streaming services Migu and Youku also received 4.4 billion and 2.5 billion visits respectively.

• **France** - TF1 reported a new historical record of 1.9 million “live visits” to their digital platform during Uruguay v. France.

• **UK** - both ITV and BBC achieved their most-streamed digital broadcasts ever (each receiving over 3 million views for live England matches)

• **USA** - Telemundo generated a record 125 million livestreams, making it the biggest livestream sports event in US Spanish-language history. FOX’s World Cup content delivered record 3.6 billion total minutes (60 million viewer hours) and 558 million total video views across streaming, digital and social platforms (the previous record for a one-month period was October 2017, with 1.5 billion total minutes, or 25 million viewer hours)

*NB: Comprehensive audience data for the 2018 FIFA World Cup Russia™ is now being gathered, consolidated and audited before being published in the coming months.*

**Production**

• All 64 matches broadcast in UHD-HDR quality
• 12 live feeds produced during each match
• 37 cameras covering every match
• 8 live-match production teams working in clusters at 3 venues each
• 32 FIFA TV Team Crews provided more than 500 hours of footage of each team, including training, interviews and behind-the-scenes
• 8 FIFA Story Crews provided content from all over the host country, bringing the festivities to life
• 5,000+ hours of content produced centrally by FIFA
• Over 1.25 billion YouTube views
• More than 4 million new subscribers to FIFA’s official YouTube channel
• Innovative multimedia offering, including 180° virtual reality live stream and 360° virtual reality match experience through video on demand
  o More than 1,100 360° clips produced by 52 ENG-style 360° cameras across the Venues and Host Cities
  o 1,800 social media assets produced for Facebook, Twitter, Instagram, vKontakte and Snapchat

Broadcasters

<table>
<thead>
<tr>
<th>Broadcasters</th>
<th>Printed</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Non Rights Holders</td>
<td>11</td>
</tr>
<tr>
<td>National Non Rights Holders</td>
<td>50</td>
</tr>
<tr>
<td>Media Rights Licensees – Staff</td>
<td>9,948</td>
</tr>
<tr>
<td>Host broadcaster</td>
<td>4,035</td>
</tr>
<tr>
<td>Total</td>
<td>14,044</td>
</tr>
</tbody>
</table>

• 78 Media Rights Licensees (MRLs) based at the International Broadcast Centre in Moscow
• 214 MRLs present in Russia
• 7 TV studios in the IBC
• 11 Outside Presentation Studios located on Moscow’s Red Square
• 3,159 commentary positions booked in stadiums
• 350+ MRLs received services related to the 2018 FIFA World Cup™

Marketing

Ticketing
• Total number of people visiting FIFA World Cup matches across all 12 stadia (the number includes tickets allocated to hospitality customers, to media, TV and broadcasting representatives, as well as to other constituent groups): 3,031,768
• Average number of spectators per match: 47,371
• Average stadium occupancy: 98.2%

Licensing
• The sale of official merchandise at the stadiums of the 2018 FIFA World Cup, the FIFA Fan Fest venues and the official stores have surpassed the numbers from the last edition of the tournament at Brazil 2014
• 146 shops open across all stadiums
• 271 hawkers selling across all stadiums
• 659,925 official products sold across all stadiums
• Over 70,000 footballs sold in stadiums
• 50 official shops open in Russia (outside stadiums)
• Bestselling items on-site:
  o Plush Zabivaka (28 cm)
  o Official Match Ball
  o Match Ball Replica
  o T-shirt with official emblem
  o Official scarf
  o Jersey of the Russian national team

Food & Beverage (stadium concessions)
• Recruitment: 10,967 staff members
• Budweiser products sold: 3,200,000+
• Coca-Cola products sold: 1,767,478
• Hot Dogs sold: 576,024
• Ice Cream sold: 18,937
• Hamburgers sold: 113,499
• Russian Gingerbread sold: 19,371
• 40.48% paid for F&B with Visa products and 59.52% paid with cash

Hospitality
• 168,000 hospitality packages sold (60% international vs. 40% domestic)
• 195,500 hospitality guests
• 5 hospitality tent villages
• 60 in-stadium hospitality lounges (46,000 m²)
• 621 in-stadium hospitality skyboxes
• 5 catering companies
• 24,500 hospitality staff, including waiters, bartenders, chefs & cooks, technicians, and 1,200 hosts & hostesses
• 39,000 m² temporary facilities built
• 6,500 tables
• 14,000 chairs
• 620 sofas
• 200 tons of food served
• 500,000 forks & knives
• 9,000 flowers & plants

Youth Programme
• McDonald’s Player Escorts: 1,408
• Coca-Cola National Flag Carriers: 768
• Coca-Cola Coin Toss: 64
• Coca-Cola Ball Crew: 768
• Kia Official Match Ball carrier: 64
• Dalian Wanda FIFA flag carrier: 384
• Adidas Living Football flag carrier: 384

The Official Mascot, Zabivaka™
Live performances:
• Zabivaka was present at all 64 matches during the 2018 FIFA World Cup and opening and closing ceremonies, entertaining the fans on and off the pitch 234 times
• Since Zabivaka’s launch in October 2016, he has attended a total of 322 events and visited all 11 Russia Host Cities

Football Park on the Red Square
• 850,000 guests visited the Park within 25 days of operations
• 54,000 peak attendance on 24th June
• Over 300 matches played between guests in the Park’s football pitch
• Over 200 master classes for kids

FIFA Fan Fest
• 11 FIFA Fan Fest venues (one in each Host City)
• Open on all 25 match days
• Overall visitors at the FIFA Fan Fest at all 11 venues: 7,707,400
• Best day attendance across all 11 venues: 499,300 (25th June; URU vs. RUS)
• Best day attendance at a single venue: 166,300 (Moscow)

FIFA World Cup over FIFA World Cup Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2010</th>
<th>2014</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venues</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Visitor numbers (total)</td>
<td>18 mln</td>
<td>2.5 mln (South Africa only)</td>
<td>5.2 mln</td>
<td>7.7 mln</td>
</tr>
</tbody>
</table>

Increase of visitors by 48% in comparison to 2014 FIFA World Cup Brazil™

Overall Visitor Numbers – Executive Summary

<table>
<thead>
<tr>
<th>Host City</th>
<th>Total Number of Visitors</th>
<th>Best Day of Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moscow</td>
<td>1,887,200</td>
<td>166,300</td>
</tr>
<tr>
<td>Saint Petersburg</td>
<td>1,218,700</td>
<td>70,300</td>
</tr>
</tbody>
</table>
### Content & Entertainment
- Total opening hours across all 11 venues 2,575,75+ hours
- 917 hours of live football broadcasted
- 646+ live music performances playing 323+ hours of live music
- Significant hours of DJ music and cultural performances delivered

### Commercial Activations
- 39 Commercial display activations across all venues
- 3,900 m² of commercial space
- 275 activation days and 2,575,75+ hours of commercial activation at all sponsors booth

### Budweiser & Coca-Cola
- 2,951,300 beer and non-alcoholic beer sold by Budweiser
- 1,089,300 soft drinks and water sold by Coca-Cola
  - Soft drinks: 723,100
  - Water: 366,200

### adidas Official Shop Concept
- 1,648 m² of adidas retail space across all venues
- 1x adidas Superstore in Moscow (1,000 m²)

### Media interest
- 6,287+ media representatives reported from the FIFA Fan Fest
  - 3,289 FIFA World Cup accredited media
  - 2,998 Host City accredited media
  - 3,744 domestic media
  - 2,543 international media

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**Sustainability**

**Anti-discrimination (sanctions, observers, trainings)**
• Training on diversity and anti-discrimination as of May 2018

<table>
<thead>
<tr>
<th>TARGET GROUP</th>
<th>AS OF MAY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOC employees, including the following FAs:</td>
<td>1,300</td>
</tr>
<tr>
<td>SEC, SPS, F&amp;B, VOLM</td>
<td>420+</td>
</tr>
<tr>
<td>FIFA employees based in Russia</td>
<td>52</td>
</tr>
<tr>
<td>Stewards</td>
<td>16,000+</td>
</tr>
<tr>
<td>Stewards’ trainers</td>
<td>100+</td>
</tr>
<tr>
<td>Volunteers</td>
<td>16,000+</td>
</tr>
<tr>
<td>Volunteers’ coordinators</td>
<td>45</td>
</tr>
<tr>
<td>F&amp;B staff</td>
<td>8,200</td>
</tr>
<tr>
<td>F&amp;B staff coordinators</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41,945+</strong></td>
</tr>
</tbody>
</table>

• 10 disciplinary cases opened based on anti-discrimination match reports led to 10 sanctions by the FIFA Disciplinary Committee (warnings and fines)
• 58 anti-discrimination match observers observed matches

Accessibility
• 76 volunteers from Sustainability & Diversity dedicated only to that topic
• Over 700 additional trained volunteers from Spectator Services ready to support fans with need of assistance
• 15 infopoints per stadium with assistance for spectator, of which 3-5 were dedicated to accessibility only
• Minimum of 20 wheelchairs per stadium to be used to escort people with limited mobility to and from their seats. Wheelchair lending service was used by more than 2,500 people
• Around 1,700 parking spaces reserved only for disabled people and people with limited mobility located in immediate vicinity of the stadiums to facilitate their arrival and departure
• 5 to 10 shuttles per stadium to help transport people from the entrance to their seats
• Overall, FIFA sold 23,462 Special Access Tickets (and provided 17,685 free tickets for companions) representing 97% of the available inventory

Decent work monitoring system
• System launched in April 2016, ran until March 2018
• 85 stadium visits carried out in that time
• More than 30 monitoring visits of the Decent Work Monitoring System had been accompanied by BWI and RBWU
• 945 companies involved in constructions works inspected
• More than 2,400 construction workers interviewed
• Working conditions for almost 9,000 construction workers analysed during each visit
Waste management
- Over 285,000 kg of paper/cardboard
- Over 28,000 kg of plastic
- Over 25,000 kg of glass
- Over 36,000 kg of cans

Recycled

Climate action
- FIFA is compensating a total of 259,547 tonnes of CO2; 243,000 of its own emissions and 16,547 from the ticket holders who participated in the free contest

Green certification of stadiums
- All 12 stadiums certified according to green building standards
- Nine of the twelve FIFA World Cup stadiums were certified according to the new Russian standard RUSO

<table>
<thead>
<tr>
<th>NAME OF STADIUM</th>
<th>CERTIFICATION STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ekaterinburg Stadium</td>
<td>RUSO</td>
</tr>
<tr>
<td>Fisht Stadium (Sochi)</td>
<td>BREEAM</td>
</tr>
<tr>
<td>Kaliningrad Stadium</td>
<td>RUSO</td>
</tr>
<tr>
<td>Kazan Arena</td>
<td>RUSO</td>
</tr>
<tr>
<td>Luzhniki Stadium (Moscow)</td>
<td>BREEAM</td>
</tr>
<tr>
<td>Mordovia Arena</td>
<td>RUSO</td>
</tr>
<tr>
<td>Nizhny Novgorod Stadium</td>
<td>RUSO</td>
</tr>
<tr>
<td>Rostov Arena</td>
<td>RUSO</td>
</tr>
<tr>
<td>Saint Petersburg Stadium</td>
<td>RUSO</td>
</tr>
<tr>
<td>Samara Arena</td>
<td>RUSO</td>
</tr>
<tr>
<td>Spartak Stadium (Moscow)</td>
<td>BREEAM</td>
</tr>
<tr>
<td>Volgograd Arena</td>
<td>RUSO</td>
</tr>
</tbody>
</table>

IT Solution

Rooms equipped with IT equipment
- More than 4,000 office areas equipped
- Around 900 technical areas equipped

Equipment
- Over 1,300 event laptops deployed
- Over 1,200 printing devices deployed
• Over 2,000 phone lines and handsets deployed

**Network equipment and ports**

• A fully redundant wide area network in each stadium
• Bandwidth up to 2.2Gb per stadium
• Over 6,000 switches deployed
• 30,000 network ports
• 60,000 metres of Fibre optic cable
• 730,000 metres of Copper CAT5 cable
• 2,000 Wi-Fi access points installed

**Knowledge transfer**

• About 30 knowledge transfer programmes arranged during the tournament
• Over 250 knowledge transfer programme participants