



# 2014 TV viewing figures so far

## AMERICAS

**USA:** Portugal game was most watched football match ever on US TV, higher than any of NBA Finals and higher than average of 2013 World Series 2013 (ESPN, UNIVISION: 24.7 million combined)

**Brazil:** Croatia match drew highest 2014 TV sports broadcast (TV Globo, Bandeirantes: 47.4 million combined)

**Argentina:** Nigeria game reached highest 2014 TV sports audience (Canal 7: 7.4 million)

**USA (Spanish):** Croatia v Mexico drew 7.1 million Spanish language viewers in the US

## EUROPE

**France:** Switzerland game reached largest TV audience since 2007 (TF1: 16.7 million)

**Netherlands:** Chile match reached biggest TV audience since 2010 FIFA World Cup Final™ (Ned 1: 8.1 million)

**Germany:** USA match attracted biggest TV audience in 2 years (ZDF: 27.3 million)

**Italy:** Uruguay game watched by biggest TV audience in 2 years (RAI 1, Sky Mondiale, RAI Sport: 19.3 million combined)

**UK:** Uruguay game drew biggest TV audience in 2 years (ITV: 17.9 million)

**Spain:** Chile match attracted biggest TV audience for 2 years (Telecinco: 13.2 million)

**Belgium:** Russia game was most watched TV show ever in French-speaking Belgium (RTBF: 1.5 million). Korea match was 2nd most viewed TV show in Dutch-speaking Belgium (Canvas: 2.3 million)

**Portugal:** USA game was most watched TV show in 2 years (RTP 1: 3.7 million)

**Russia:** Belgium match was biggest 2014 football TV show (Rossiya 1: 14.4 million)

**Switzerland:** Honduras game reached largest 2014 TV sports audience (SRG: 2.0 million)

**Greece:** Ivory Coast match scored biggest 2014 TV sports audience (NERIT: 2.5 million)

**Croatia:** Brazil match attracted biggest 2014 TV audience (HTV: 1.5 million)

## ASIA

**Japan:** Ivory Coast game was biggest sports broadcast of 2014 (NHK: 34.1 million)

**Korea Republic:** Russia match drew larger TV audience than Sochi 2014 (SBS, MBC, KBS: 11.4 million)

**Australia:** Chile game was third highest 2014 TV sports broadcast (SBS: 2.3 million)