The first Online, Mobile and Social World Cup

Global interest in FIFA’s digital platforms generates at least 1,142,783,733 *Opportunities to See* in worldwide print and online media reportage.

Press coverage compiled by Mediacells Limited, exclusively for FIFA
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Highlights

“The New York Times”

“World Cup fever in the United States is reflected in the fifa.com audience figures, where 42 million fans from the U.S.A. engaged on our platforms,” Sepp Blatter, president of FIFA, said in an email, and more than a billion fans used the organization’s live digital platforms, billed as FIFA’s Global Stadium, from June 1 through Sunday.

“The carnival atmosphere experienced at the World Cup viewing parties, where fans filled whole city blocks across the U.S., shows the passion that Jürgen Klinsmann’s side has instilled in U.S. sports fans,” Mr. Blatter said, referring to the head coach of the men’s national team.

The Daily Telegraph

By Paul Hayward, Chief Sports Writer, Rio de Janeiro
11.02PM BST 14 Jul 2014

To Russia, with love. But the renewal of the people’s vows with the World Cup will now be severely tested by its money-driven forays into the uncharted territories of Russia (2018) and Qatar (2022). Was Brazil the last great folk festival?

‘Global Stadium’ is a phrase you will be hearing a lot from now on. It is Fifa’s giddy marketing term to describe a World Cup that is everywhere and nowhere. It lives on smart phones, in video clips, Twitter blizzards and Facebook shares. The stadiums could be anywhere.

As a great Germany team scooped up their garlands for beating Portugal, France, Brazil and Argentina en route to their coronation in the Maracana, the new face of the World Cup was showing itself with Fifa’s claim that “a billion fans” used its digital platforms over the past five weeks.
Context: The Global Stadium

The Global Stadium provided the context for all public communications activity throughout the 2014 FIFA World Cup; in media advisories, presswires and daily infographics. This was achieved by creating a definitive messaging document which focused on the following messaging components:

VISION: Open the FIFA World Cup stadium doors to the fans worldwide. FIFA World Cup in digital.

MISSION: FIFA For the Game, For the World, raise awareness of FIFA’s work in football

MESSAGE: The official World Cup digital destination for fans to join in and share the excitement

PRODUCT: Seamless suite of Social, Online, Mobile World Cup companions that keep you in touch with the action and connect you to fans all over the world

BENEFITS: Unique content, constantly updated, officially provided by FIFA so fans can share insights in the biggest worldwide football conversation, ever

SPONSORS: Provide value to FIFA’s commercial affiliates with engaging digital solutions

VALUES: reliability, community, insight

HASHTAGS: #globalstadium #joinin

Content: Data Visualisations

The Global Stadium needed a visual identity to drive awareness and change perceptions. This was achieved by producing a working set of guidelines, a toolkit that was applied to all visual social media and public communications to create synergy and enhance visibility.

A detailed series of templates were produced for Facebook, Twitter, Instagram and print/online press channels.

1000+ social media content items were produced and published in six languages, during the course of the tournament, punctuated by realtime action and events on and off the field.

100+ Daily shortform infographic templates were produced in six languages and used, where appropriate, every day of the tournament to create a cumulative awareness of the Global Stadium in journalists, bloggers and social media commentators.

Longer form infographics were produced to support traditional media advisories and press releases in six languages. A guide to the Global Stadium was produced ahead of the World Cup and Big Numbers infographics were edited and published with the latest metrics, minutes after the final whistle of the group stage and World Cup final.
Contact: Opt-ins

A meaningful hitlist of 350 journalists were refined from over 4000 phone calls to ensure the daily and milestone communications were ONLY being sent to willing recipients.

Relationships deepened with key journalists from all over the world, over the course of the World Cup, with opportunities seized in the USA, for example, where FIFA's digital platforms were used to great effect to consolidate 'US World Cup fever', covered prominently by the New York Times, CNN, Bloomberg, ABC News, Washington Post, Wall Street Journal and the Dow Jones presswires.

By the end of the tournament 100,000 words were written about the Global Stadium, most using official FIFA digital audience data to illustrate football fan phenomena, ranging from the social media World Cup, to the Global Stadium as a future alternative to physical World Cup stadia!

Desk and phone briefings with key journalists yielded the most rewards, informing future public communications campaigns that to get the maximum, positive exposure there needs to be tailored content, bespoke to particular publications.

Attributable source quotes to identifiable members of FIFA management proved the effective in ensuring high profile column inches.

The generic quotation for the US press, supplied by President Blatter at the final whistle of the World Cup was shared at journalist desk briefings and quoted widely in print and online.

In short, the Context, Content, Contact campaign captured the imagination of the global press, from the highest news tiers to bedroom bloggers and would generate at least 1.1 billion opportunities to see relevant FIFA digital facts and figures.
Messaging: Significant events

An informative digital fact was sent out every day of the World Cup to a hitlist of 350+ opt-in journalists

The planned communications timeline started on May 29 with the announcement of the Global Stadium, resulting in four key significant news events.
Measurement

The opt-in strategy of engagement meant target publications, like the New York Times, CNN, The Telegraph, Mail Online, Washington Post and Bloomberg News wrote in-depth stories, using FIFA official statistics as objective consolidator metrics to back up concepts such as US World Cup fever.

Below are the quantifiable circulations for the major coverage received, online and in print.

<table>
<thead>
<tr>
<th>Outlet name</th>
<th>Outlet media type</th>
<th>Circulation</th>
<th>Articles</th>
<th>OTS</th>
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<tbody>
<tr>
<td>Yahoo! Finance</td>
<td>Global business channel</td>
<td>52.0m</td>
<td>4</td>
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<td>24 hour News Channel</td>
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<td>67.0m</td>
<td>2</td>
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<td>Newspaper, National, Global</td>
<td>27.0m</td>
<td>2</td>
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<td>News Agency/Media Service</td>
<td>24.2m</td>
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<td>2.3m</td>
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<td>Newspaper, National</td>
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<td>1</td>
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<td>Daily Mail</td>
<td>Newspaper, National</td>
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<td>1</td>
<td>1.7m</td>
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<tr>
<td>Metro</td>
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<td>Newspaper, National</td>
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<td>0.1m</td>
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<tr>
<td>Manchester Evening News</td>
<td>Newspaper, Regional</td>
<td>Online</td>
<td>0.1m</td>
<td>0.1m</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>631.5m</strong></td>
<td><strong>30</strong></td>
<td><strong>1,142.8m</strong></td>
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Sources: ABC, Comscore Nielsen
Global Stadium concept is adopted by journalists as common currency when talking about FIFA’s digital platforms and the World Cup per se.

FIFA digital references in the media exceed 16.5k

Media References by FIFA Digital Platform

FIFA digital platform strategy has driven massive growth since FWC 2010 with 16.4k media references in 2014 across print, web, blogs and global newswires.
Coverage:

Global Stadium

What is the Global Stadium?

1. Visit FIFA.com and check out your must-see matches
2. Download the Official World Cup app and keep connected 24/7
3. On match days go to:
   - fifa.com
   - The Official FIFA app
   - #join

It's your virtual ticket to the game!

Welcome to the Global Stadium!

Brazil 12 June

Doors open 1 hour before kick-off
- Be the first to see the teams sheets
- Follow the match live
- Win the actual kick-off ball
- Vote for the Man of the Match

Share the experience!

FIFA.com

Get ready for the next #worldcup match!

MEDIA COVERAGE 2014 FIFA World Cup Brazil
THE day after the biggest football game of the year, Madison Avenue was eagerly -- and, in some quarters, anxiously -- combing through data to learn whether ads were hits or flops with tens of millions of fans.

A description of a Monday in early February, after a Super Bowl? Yes. But also a description of what took place on a Monday in mid-July, as marketers and agencies studied analyses of how their work performed during the 2014 World Cup -- on television, online and in social media like Facebook, Twitter and YouTube.

The breadth and depth of those day-after assessments were new for American advertising, far more extensive than the post-mortems that took place after the 2010 World Cup. The difference offered another example of how, after many decades, the tournament has finally become a "big event" for United States consumers and a premier ad platform like the Olympics or, yes, the Super Bowl.

Although Visa has "been involved with soccer in the United States for a long time," Ricardo Fort, senior vice president for global sponsorship marketing, said in a phone interview from Rio de Janeiro, "we were not expecting to have the interest, engagement, in the United States that we did."

"It was unbelievable," he added, and as a result, "we changed the plan and invested more in the U.S., gave more content to the U.S." during the tournament. Visa is one of six marketers -- along with Adidas, Coca-Cola, the Gulf airline Emirates, Hyundai/Kia and Sony -- whose sponsorship deals with the World Cup organization, FIFA, are at the highest, "partner" level.
Visa had "more than 750 people working on our team during the event" throughout Brazil, Mr. Fort said, including staff members of a "real-time newsroom" that created content like video clips, Facebook posts and digital ads while the games were played. (There were also outposts in New York and San Francisco.)

"World Cup fever in the United States is reflected in the fifa.com audience figures, where 42 million fans from the U.S.A. engaged on our platforms," Sepp Blatter, president of FIFA, said in an email, and more than a billion fans used the organization's live digital platforms, billed as FIFA's Global Stadium, from June 1 through Sunday.

"The carnival atmosphere experienced at the World Cup viewing parties, where fans filled whole city blocks across the U.S., shows the passion that Jürgen Klinsmann's side has instilled in U.S. sports fans," Mr. Blatter said, referring to the head coach of the men's national team.

Mr. Fort said he believed that "the performance of the U.S. team is great for" American soccer, adding: "We think the United States is on the edge of transformation in soccer. And a lot of brands are jumping into this party."

(In another sign of the times, the July 14-27 issue of the trade publication Adweek, devoted to sports marketing, has a cover article featuring an interview with Tim Howard, the goalkeeper of the United States team.)

Adding results internationally to those from the United States, Mr. Fort said, there was a total of "1.7 billion impressions for messages from Visa related to the World Cup," compared with a target of "around 1.2 billion."

Ads from other marketers ranked higher than Visa's ads in assessments from some companies. For instance, according to Visible Measures, a video advertising firm, Nike was the most-viewed brand of the tournament worldwide, releasing eight campaigns that generated almost 240.7 million views, followed by Samsung, at 124.4 million, and Adidas, at 90.3 million. Two Nike campaigns were also the most-viewed, Visible Measures reported: "Risk Everything," with 122.3 million views, and "The Last Game," with 97.1 million.

A record total of 671.6 million views worldwide was garnered by branded videos for the World Cup, Visible Measures said, topping the 516.2 million views of branded videos for Super Bowl XLVIII on Feb. 2. "As evidenced by the exploding engagement rates, watching and sharing branded video has become a key part of World Cup action," said Brian Shin, chief executive of Visible Measures.

Unruly Media, a social video technology company, reported that a video from Activia yogurt featuring Shakira was the most shared of the World Cup, at 4.7 million, followed by Nike, 2.6 million, and
According to Networked Insights, an analytics company, Budweiser beer was the "World Cup digital marketing champions," said Rick Miller, vice president for data and insights, scoring "a 1,019 percent increase in brand awareness with the World Cup audience from the pretournament baseline period through the end of the tournament."

Another firm, iSpot.tv, which measures results for television commercials in real time, reported that commercials during game coverage or referring to the World Cup generated more than 340 million views online, along with 5.2 million "explicit mentions" in social media and 2.7 million online searches that could be correlated to television appearances.

"There was a large influx of fresh ad creative in Spanish language," said Sean Muller, chief executive of iSpot.tv. Of the five commercials that appeared most often, one, for Verizon Wireless, was in Spanish, and one, for Hyundai, ran in English and Spanish. The growth of the Hispanic population is another reason cited for the sharply increasing interest in the World Cup in this country.

Another example of that interest was data from TiVo showing that although four of the top five streamed games of the tournament in homes with TiVo DVRs involved the United States team, six of the 10 most-streamed games involved teams from other countries. And the streams of Super Bowl XLVIII in TiVo homes, the company said, were 22 percent more than the streams for the top two World Cup games, U.S.-Germany (June 26) and U.S.-Belgium (July 1) -- a far smaller gap than the significant difference in television ratings between the World Cup games and the Super Bowl.

Visa produced 90-second digital spots created by 32 filmmakers, each from a different World Cup qualifying nation.
WORLD CUP 2014

Brazil gave us a carnival of football but there is now a risk the World Cup could fall off a cliff for eight years.

To Russia, with love. But the renewal of the people’s vows with the World Cup will now be severely tested by its money-driven forays into the uncharted territories of Russia (2018) and Qatar (2022).

Was Brazil the last great folk festival? ‘Global Stadium’ is a phrase you will be hearing a lot from now on. It is Fifa’s giddy marketing term to describe a World Cup that is everywhere and nowhere. It lives on smart phones, in video clips, Twitter blizzards and Facebook shares. The stadiums could be anywhere.

As a great Germany teams cooped up their garlands for beating Portugal, France, Brazil and Argentina en route to their coronation in the Maracana, the new face of the World Cup was showing itself with Fifa’s claim that “a billion fans” used its digital platforms over the past five weeks. One wonders whether the report due to published this month on alleged corruption in the 2018–2022 bidding process will attract as much social media chatter as Mario Götze’s comely winning goal in Rio.

In this digital landscape, which employs technology to intensify the World Cup experience for the non-attending spectator, a tournament in Russia is only notionally spread across 12 stadiums in 11 cities: Moscow, Kaliningrad, Yekaterinburg, where the last tsar was executed in 1918, Volgograd, Kazan, Samara, Sochi, Saransk, St Petersburg, Nizhny Novgorod and Rostov–on–Don, near the border with Ukraine, which is beset by nationalist fighting.
Already you will sense that Rio, Fortaleza and Belo Horizonte will be a distant dream by the time the oligarchs and corporations who feed off Vladimir Putin's untrammelled power have splashed an $18.6 billion budget (£10.89billion) that is expected to rise dramatically, as Sochi's did for the Winter Olympics.

Given the outrage over the Brasilia stadium budget overrun – to pick one example – the Russians are understandably sensitive to the inference that only their political and corporate classes bid for tournaments so everyone can get rich from building and infrastructure costs.

Russia's sports minister, Vitaly Mutko, told Reuters here in Rio: "It's absurd. Russia has a stable social and political system. There is no point in putting forward this argument. Russia won the right to host the tournament fairly and is a faithful partner."

But with Putin's presidential term up in 2018, and the country seeking global powerhouse status, a Russia World Cup is bound to be a political project, in the style of the Sochi Games, or the Beijing Olympics of 2008. "Our football is like murky water, a gateway for corruption. This is not going to go away in the run–up to the 2018 World Cup," said Alisher Aminov, president of Russia's national Fund for the Development of Football.

This Brazil World Cup tested the fortitude and the spending power of fans, who turned up in their hundreds of thousands but faced immense logistical difficulties travelling to games. Many adopted a backpacker's mentality, and accepted that the first World Cup in Brazil for 64 years was going to be a giant road (or air) trip. Their reward was more than a month of scintillating football.

As a country, Brazil is indeed "not for beginners", but culture, spirit and context shaped the football and the mood. Although the Selecao crashed to 7–1 and 3–0 defeats against Germany and Holland, Brazilian exuberance was evident right to the end. No Fifa digital media revolution from above can artificially create ambience or vibe. So the anxiety is that Russia will feel like an economic project, rather than a gathering of the world's peoples, with a vast travel map, major security concerns and the likelihood that prices will be ramped up outrageously. It will likely not be a World Cup that bothers about western sensibilities, as Russia's new anti–gay laws already illustrate.

With their national team flaming out under Fabio Capello here in Brazil, the 2018 hosts may be reduced to a spectator role early in their own tournament, though the Brazilians can hardly claim to have been credible contenders, given the 7–1 belting by Germany. The Russians, though, are unabashed. "Our country has a rich history of holding major sports tournaments, and this will be something special," Mutko said.

Compared to Qatar, Russia will be Woodstock. The 2022 World Cup is the one that evokes Munch's The Scream. Unless direct hard evidence is found linking the Qatari bid team to vote–buying then Fifa
remains unlikely to enact the zero option of reopening the ballot. Thus we would be subjected to the farce of a World Cup in a country with no football culture, highly repressive laws, multiple construction deaths and temperatures too high for a summer tournament.

After the redemptive carnival of Brazil, there is a risk of the World Cup falling off a cliff for eight years. The event is changing fast in other ways, in line with cultural forces. One of the stories of this tournament was the growth of interest in America, which still holds the record for average live attendances from 1994. The 'Global Stadium' numbers in the United States will excite those inside Fifa who live with dollar signs in their eyes.

The 2014 World Cup was made by the players and the fans. The players ran themselves to a standstill and the supporters fell in love all over again with a tournament that belongs to everybody. But backdrop and setting matter. A World Cup's energy comes not from above but the ground up. Not from a Kremlin, not from potentates.

"With Putin's presidential term up in 2018, a Russia World Cup is bound to be political project"
Fans fell in love all over again with the tournament but, as Fifa takes the finals into new territories, there is now a risk the World Cup could fall off a cliff for eight years.

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But backdrop and setting matter. A World Cup’s energy comes not from above but the ground up. Not from a Kremlin, not from potentates.

- The 50 most memorable images of the 2014 World Cup
- Final ranking of 1 to 32 of the teams on skill and entertainment
- Michael Owen’s team of the tournament
- The worst World Cup XI

Document TELUK00020140714ea7e006pp
The world is gripped with World Cup fever right now, and - of course - there's a simple way to keep up with all of the action on your smartphone. The tournament's FIFA Official App provides users with a great deal of background information on the teams, as well as live updates from the World Cup stadiums. Users can set their favorite team to get more personalized updates, check standings and catch up on highlights from the day's games.

You aren't able to watch video during games, but you can follow the action with live play-by-play updates. There's also a ton of Twitter interactivity, so you can contribute your thoughts and see what other people are talking about. As a nice touch, the app also allows users to pick from several languages: English, Portuguese, Spanish, German and French. Free, for iOS and Android devices.
Fifa 2014 seems to be certainly high on technology. Be it goal line technology, vanishing foam, big data analysis or even the zillions of apps, IT seems to have a strong connect in this $14-billion sports extravaganza.

The 2014 entrant, goal line technology helps track the position of the ball in relation to goal line while vanishing foam, a water-based spray that disappears within minutes of application, is being used by referees to mark a ten-yard line during free kick. Even Brazuca, Fifa 2014 official match ball, has been designed by Adidas using improved football production technology.

When it comes to football clubs, companies like SAP have innovated with German football coaches to develop Match Insights solution that can be used by players and coaches to train the team. “Today each sports team is looking for innovative ways to gain a competitive edge over its rivals,” said Oli-вер Bierhoff SAP brand ambassador and manager of the German national football team. “With SAP, our team can analyse this huge amount of data to customise training and prepare for the next match,” he said.

For viewers, technology has come a boon big time quipped with a smartphone at hand, time mismatch is no constraint for Indian Fifa football fans.

Though most World Cup 2014 matches begin beyo-nd 12.30 am, some even kickoff at 3.30 am, most people get to follow the spectacle through a host of mobile apps launched during the season.

“A large number of India’s population does not have access to internet and has to wait to read the newspaper or catch repeat telecast the following day. These apps facilitate mobile phone users to get live, real time updates and equip them with information on the go,’ said Mr Manish Mah-eswari, MD of txtweb w-hich has come out with 11 dedicated football apps.

IT major TCS too has come up with its Social Soccer app that allows football fans to track the mood and thoughts of fellow fans from around the world about teams, players and key events, aggregated in real-time.

<ENDS>
FIFA breaks new ground by taking World Cup to digital, social networks

975 words
16 July 2014
PNA (Philippines News Agency)
PHILNA
(c) 2014 Philippines News Agency

RIO DE JANEIRO, July 16 -- FIFA's revolutionary digital campaign for the World Cup has led to record figures in the world of social media, raising the bar for major global sporting events in the future.

The 20th World Cup, which ended with Germany capturing their fourth title over Argentina on Sunday, unfolded across multiple platforms over the past month on FIFA.com, the FIFA app, Facebook, Twitter and Instagram.

The **Global Stadium**, which served as the digital and social hub for the World Cup, topped 1 billion users. The app became the most downloaded app ever for a sports event with 28 million downloads and 451 million Facebook users were reached through official FIFA social content.

Germany's 7-1 semifinal win over hosts Brazil saw a whopping 35.6 million tweets -- 11 million more than this year's NFL Super Bowl, which had been the single most tweeted sporting event of all time.

FIFA President Sepp Blatter had 500,000 followers before the World Cup; ahead of the final at the Maracana, that number had soared to 2.87 million.

The technologically advanced United States, which hosted the best-attended World Cup ever in 1994, has always and again had the largest digital audience of the World Cup with more than 42 million, riding the wave of an impressive run by Jurgen Klinsmann's team.

Interestingly enough, the 78-year-old Blatter, who is a former journalist, takes a particular interest in the ever-evolving digital sphere, understanding that the already long reach of the World Cup and football can become even longer through social networks.

"The president particularly takes a big interest in digital technology, absolutely," the head of FIFA's digital department Matt Stone said in an interview with Kyodo News. "He's usually the first one in the office and he will regularly ring me up and say something like the qualifiers for the Under-17s are up or are not up. He's hands-on in using the digital platforms we have."

"At the last World Cup for the first week or so, there was some conversation about vuvuzela. The
president put out a tweet which basically said this is somebody's culture and it should be respected."

"And we calculated that in two hours, this tweet was seen by 50 million people. That one tweet, everybody could see the power of social media and the message you want to get out goes to the people rather than through the prism of the media."

"So that was a big turning point for digital and social media within FIFA. Communication in general is very important to the president."

Through 2006 in Germany, the World Cup and FIFA, the governing body, had separate websites but merged the following year to streamline operations, creating one turnstile-like window for fans to enter an arena that would eventually become the Global Stadium.

FIFA.com, on both the desktop and mobile versions, was given a facelift earlier this year to accommodate the expected huge traffic in Brazil, which was aided by a number of factors like the entertaining and high standard of football as well as celebrities -- especially in the United States -- tweeting about the World Cup.

Stone and his team have certainly made the most of their standing as providers of official content. They have reporters and photographers with exclusive access at every match -- one of the most popular items have been the pre-game shots of the dressing rooms -- to try to give fans the feeling that they are at the games even though they're not.

To get to where it has, FIFA, with 200-plus member nations, studied not just the previous World Cups but other global events that transcend languages and barriers such as the Olympics and the Academy Awards.

"About 2011, 2012, we started looking at how user behavior was changing and when you looked at segmented audiences, we found that the sports audience was the most connected of the audiences, the most passionate," Stone said.

"One of the things that occurred to me at this World Cup is, if you're at home watching your club side, you're really into it and passionate about the team."

"At the World Cup, there are fantastic teams, brilliant players but you're just enjoying the football. It's not necessarily your team so that means you've got more time to engage, digitally and socially. That may be one explanation as to why there's such high digital engagement."

"It's only once every four years, it's a magical tournament and that's reflected in the digital stats and that is the way people want to engage in football now."
As for the next World Cup in Russia in 2018, Stone claims he's no oracle but thinks wearable technology will come into play.

"You could say that one of the things that's coming is wearable tech. How is that going to affect football? You see that wearable tech is going to be very important in lots of sports. What effect that will have on football I'm not sure yet, but in four years' time that will definitely be a factor in digital coverage of sporting events. It's certainly one area which we will keep an eye on."

"I'm very, very happy with what we've done because there was a lot of pressure on the guys. It's been a fantastic tournament, the figures have been fantastic, all the platforms have been stable and I'm very happy." (PNA/Kyodo)

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Soccer: FIFA breaks new ground by taking World Cup to digital, social networks

Shintaro Kano

Kyodo

952 words

16 July 2014

08:12

Kyodo News

KYODO

English

(c) 2014 Kyodo News

RIO DE JANEIRO, July 16 -- FIFA's revolutionary digital campaign for the World Cup has led to record figures in the world of social media, raising the bar for major global sporting events in the future.

The 20th World Cup, which ended with Germany capturing their fourth title over Argentina on Sunday, unfolded across multiple platforms over the past month on FIFA.com, the FIFA app, Facebook, Twitter and Instagram.

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==Kyodo

Document KYODO00020140716ea7g00231
To Russia, with love. But the renewal of the people’s vows with the World Cup will now be severely tested by its money-driven forays into the uncharted territories of Russia (2018) and Qatar (2022).

Was Brazil the last great folk festival?

“Global Stadium” is a phrase you will hear a lot from now on. It is FIFA’s giddy marketing term to describe a World Cup that is omnipresent. It lives on smart phones, video clips, Twitter blizzards and Facebook shares, with FIFA’s claim that “a billion fans” used its digital platforms over the past five weeks.

One wonders whether the report due to be published this month on alleged corruption in the 2018-2022 bidding process will attract as much social media chatter as Mario Gotze’s winning goal in Rio.

In this digital landscape, which employs technology to intensify the World Cup experience for the non-attending spectator, a tournament in Russia is only notionally spread across 12 stadiums in 11 cities: Moscow, Kaliningrad, Yekaterinburg, Volgograd, Kazan, Samara, Sochi, Saransk, St Petersburg, Nizhny Novgorod and Rostov-on-Don, near the border with Ukraine, which is beset by nationalist fighting.

Rio, Fortaleza and Belo Horizonte will be a distant dream by the time the oligarchs and corporations who feed off Vladimir Putin’s untrammelled power have splashed an US$18.6 billion (S$23.1 billion) budget that is expected to rise dramatically.

Given the outrage over the Brasilia stadium budget overrun — to pick one example — Russians are understandably sensitive to the inference that only their political and corporate classes bid for
tournaments so everyone can get rich from building and infrastructure costs. But with Putin’s presidential term up in 2018, and the country seeking global powerhouse status, a Russia World Cup is bound to be a political project.

This Brazil World Cup tested the fortitude and spending power of fans, who turned up in their hundreds of thousands but faced immense logistical difficulties travelling to games.

Many adopted a backpacker’s mentality and accepted that the first World Cup in Brazil for 64 years was going to be a giant road (or air) trip. Their reward was more than a month of scintillating football.

As a country, Brazil is indeed “not for beginners”, but culture, spirit and context shaped the football and the mood. Although the Selecao’s World Cup ended painfully, Brazilian exuberance was evident right to the end. No FIFA digital media revolution from above can artificially create ambience or vibe.

So the anxiety is that Russia will feel like an economic project, rather than a gathering of the world’s peoples, with a vast travel map, major security concerns and the likelihood that prices will be ramped up outrageously. With their national team flaming out under Fabio Capello here in Brazil, the 2018 hosts may be reduced to a spectator role early in their own tournament.

Compared with Qatar, Russia will be Woodstock. The 2022 World Cup is the one that evokes Munch’s The Scream. Unless direct hard evidence is found linking the Qatari bid team to vote-buying, FIFA remains unlikely to enact the zero option of reopening the ballot.

After the redemptive carnival of Brazil, there is a risk of the World Cup falling off a cliff for eight years.

The 2014 World Cup was made by the players and the fans. But backdrop and setting matter. A World Cup’s energy comes not from above but the ground up. Not from a Kremlin, not from potentates.

Paul Hayward is the chief sports writer at the Daily Telegraph.
Hard for Russia, Qatar to beat Brazil’s carnival of football

Paul Hayward
706 words
16 July 2014
The New Zealand Herald
NZHLD
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English
(c) 2014 The New Zealand Herald

To Russia, with love. But the renewal of the people’s vows with the World Cup will be severely tested by its money-driven forays into the uncharted territories of Russia (2018) and Qatar (2022). Was Brazil the last great folk festival?

“Global Stadium” is a phrase you will be hearing a lot from now on. It is Fifa’s giddy marketing term to describe a World Cup that is everywhere and nowhere. It lives on smartphones, in video clips, Twitter blizzards and Facebook shares. The stadiums could be anywhere.

As a great Germany team scooped up their garlands for beating Portugal, France, Brazil and Argentina en route to their coronation in the Maracana, the new face of the World Cup was showing itself with Fifa’s claim that “a billion fans” used its digital platforms over the past five weeks. One wonders whether the report due to be published this month on alleged corruption in the 2018-2022 bidding process will attract as much social media chatter as Mario Gotze’s comely winning goal in Rio.

In this digital landscape, which employs technology to intensify the World Cup experience for the non-attending spectator, a tournament in Russia is only notionally spread across 12 stadiums in 11 cities: Moscow, Kaliningrad, Yekaterinburg, where the last tsar was executed in 1918, Volgograd, Kazan, Samara, Sochi, Saransk, St Petersburg, Nizhny Novgorod and Rostov-on-Don, near the border with Ukraine, which is beset by nationalist fighting.

You sense Rio, Fortaleza and Belo Horizonte will be a distant dream by the time the oligarchs and corporations who feed off Vladimir Putin’s power have splashed £10.89 billion ($21 billion) that is expected to rise dramatically, as Sochi’s did for the Winter Olympics.

Given the outrage over the Brasilia stadium budget overrun, the Russians are understandably sensitive to the inference that only their political and corporate classes bid for tournaments so everyone can get rich from building and infrastructure costs.

Russia’s sports minister, Vitaly Mutko, told Reuters: “It’s absurd. Russia has a stable social and
political system. There is no point in putting forward this argument. Russia won the right to host the
tournament fairly and is a faithful partner.”

But with Putin’s presidential term up in 2018, and the country seeking global powerhouse status, a
Russia World Cup is bound to be a political project, in the style of the Sochi Games, or the Beijing
Olympics of 2008. “Our football is like murky water, a gateway for corruption. This is not going to go
away in the run-up to the 2018 World Cup,” said Alisher Aminov, president of Russia’s national Fund
for the Development of Football.

This Brazil World Cup tested the fortitude and the spending power of fans, who turned up in their
hundreds of thousands but faced immense logistical difficulties travelling to games. Many adopted a
backpacker’s mentality, and accepted that the first World Cup in Brazil for 64 years was going to be a
giant road (or air) trip. Their reward was more than a month of scintillating football.

Brazilians exuberance was evident right to the end. The worry is that Russia will feel like an economic
project.

Compared to Qatar, Russia will be Woodstock. The 2022 World Cup is the one that evokes Munch’s
The Scream. Unless direct hard evidence is found linking the Qatari bid team to vote-buying then Fifa
is unlikely to enact the zero option of reopening the ballot. Thus we would be subjected to the farce of
a World Cup in a country with no football culture, highly repressive laws, multiple construction deaths
and temperatures too high for a summer tournament.

The 2014 World Cup was made by the players and the fans. The players ran themselves to a standstill
and the supporters fell in love all over again with a tournament that belongs to everybody. A World
Cup’s energy comes not from above but the ground up. Not from a Kremlin, not from potentates. —
Telegraph Group Ltd

wc-hayward16

Document NZHLD000020140715ea7g0002q
FIFA Official World Cup App

FIFA official app was #1 in 116 countries during the 2014 FIFA World Cup (page 50)
Record-breaking Downloads for FIFA's Official World Cup App

FC Business, Kev Howland, 25 June 2014, 189 words, James Eng, (English)

The official 2014 FIFA World Cup app is now the biggest sports event app worldwide, after last night's Cameroon-Brazil game pushed the total number of downloads to over 18 million for the period 1-23 June.

FIFA can reveal further details of fan behaviour including the fact that app consumption of official World Cup content has reached 2.5 billion pages less than halfway through the tournament, with fans spending an average of 54 minutes each consuming live, editorial and social content within the app.

The FIFA app is No 1 in over 100 countries in the overall download charts and has so far been downloaded more than 22 million times since its launch in December 2013.

Fun Ways To Watch the U.S.-Germany World Cup Match
NBC News, 11:35, 26 June 2014, 520 words, James Eng, (English)

Thursday’s USA-Germany World Cup match promises to be one big watch party, whether you're indoors or out. That’s because a win or a tie would catapult Team USA into the knockout round. Don't fret if you’re not in Brazil; there’s any number ...

Watch It Online

As The Associated Press reports: All of the matches are available online through the World Cup's official television networks. For English-language coverage, that's Disney-owned networks ABC and ESPN through the WatchESPN website and app. For the Spanish broadcast, it's Univision's website and Deportes app. To access the game on WatchESPN, you must have a cable or satellite TV subscription with a participating provider. You must already get the ESPN channel as part of the package. There are also plenty of apps, including Onefootball Brasil, SofaScore and FIFA’s own official World Cup app, that allow you to follow your team through the tournament.
World Cup games stress the hardships of Information Age

The China Post Staff
711 words
21 June 2014
The China Post
CHIPOS
English
(c) 2014 The China Post. All Rights Reserved

It happens during so many World Cups to so many soccer fans in this part of the world. While keen on following the matches, the punishing hours of tournaments that are often several time zones away have forced many Asian viewers to skip live broadcasts. Unable or unwilling to give up precious sleep to get real-time action, they wait half a day to get their fix by watching recorded matches.

The wait itself, while long, is not the most painful experience for these fans. What is worse is the trouble they have to face to avoid the results being prematurely revealed. In order to achieve that, they basically have to shun social life and the media for the better part of the World Cup month.

The challenging task starts with their morning cup of coffee, which they will have to enjoy without the usual TV news or newspaper. On the way to work or school, they have to avoid getting on a bus that has radio news and be wary being blindsided by fellow passengers holding up their newspapers. Then comes a whole half day of sternly reminding friends and colleagues or classmates of the news blackout they have maintained. Only by withdrawing from the world can they keep the unknown unknown. And there is no guarantee of success.

If that sounds hard enough, the Internet and social media raise the bar to an almost impossible level. In the digital age, information comes to people. The official World Cup smartphone app is a good tool, but it sends people alerts of all match results within minutes of them being over. News apps also keep users posted on the latest major match results and other World Cup surprises. While people can switch these alerts off (with some difficulty), they can’t stop their enthusiastic friends from broadcasting their favorite matches and sharing the ups and downs of their beloved soccer stars on Facebook. Protecting the freshness of finished matches now requires one to be a hermit both offline and online.

These spoiling consequences of World Cup media are an example of the fact that, in an era when knowledge is king, the bliss of not knowing is hard to come by. The recent European Court of Justice’s ruling against Google in the Costeja case is heralded as a milestone in the promotion of the “right to be forgotten.” Weeks after the court decided that search engines are responsible for the content they direct us to (and therefore responsible for deleting information that violates privacy laws), Google received 12,000 requests to “un-point” web pages containing personal data. Supporters of the ruling hail it as protection for people
haunted by online traces of their previous follies and embarrassing episodes. Detractors, on the other hand, slammed it as the assertion of censorship and a violation of press freedom.

The right not to know is perhaps a more harmless matter. Yet, similar to the right to be forgotten, it also reflects the problems an all-knowing and all-sharing online world can bring. The advance of social media has not merely increased the speed at which information is disseminated; it has also increased the extent to which information is pushed into people's private spheres. Newspapers, radios and TV sets interact with people as separate entities, similar to an announcer of events. While people might place TVs in their living rooms, they can always tune out or switch them off.

Smart devices nowadays are not only news broadcasters but interactive devices, holders of people's most intimate information and the point of access to their online friends. These devices put news right into the inner sphere of people's interactions with the world and their friends.

Right now, most innovators are inventing ways to better collect, share and store information, especially of a personal kind. The transformation of smart devices into personal health information hubs is seen as the next upcoming trend. While these advances are to people's benefit when put to good use, perhaps the world could also use some creativity to devise ways to bring the bliss of escape back to this know-it-all age.

Document CHIPOS0020140620ea6l00002
Jefferson Graham,
USA TODAY
3:13 p.m.
EDT June 20, 2014
359 words
LOS ANGELES — New devices, apps and yet another online music subscription service highlight the top tech headlines this week.

Let's start with YouTube. The service said this week it was set to soon start an online music service, offering ad-free songs that can be listened to on mobile devices.

Sound similar to Spotify or Pandora? Well, YouTube enters with a huge advantage — more people listen to music there than anywhere else, so it could have a ready audience.

The service is expected later this year.

And speaking of a ready audience, you'd think that Amazon would have fans waiting around the block for its new smartphone, the Fire, with its cool 3D screen and four front facing cameras. But analysts we spoke to don't think so. The price: $199 with a two-year contract, is on par with what Apple and Samsung charge for their smartphones, and that's likely not enough to mean people away. Plus, that new Amazon feature — a tab that recognizes products even without having to look at the bar code, sounds like a money pit to me. — just another way Amazon gets us to spend.

Continuing with pricing, Apple announced a new iMac desktop this week, which at $1099 is its lowest priced ever full desktop computer. Good news for Apple fans, but it's still double what you'll spend for a Windows laptop.

Facebook has seen a lot of its users using the Snapchat app, having fun taking photos that disappear within 10 seconds. So what to do? Clone it, with Facebook's Slingshot app. Photos don't disappear immediately; instead, you "slings" the photo or video, and it can be seen until your friends "sling" back another one at you. Then they disappear.

Finally, let's check out the app charts. For the second week in a row, no surprise here, the official FIFA app is the top free app on iTunes App Chart — use it to check the latest World Cup scores and coverage. The top new app on Android is Angry Birds Epic, featuring Red, Chuck, Bomb and the rest of the gang in pre-historic times. On Windows Phone, its Files, an app for managing your files.
How can you watch the USA vs. Germany Match at the Office
Jun 25, 2014, 5:05 PM ET
By COLLEEN CURRY
ABC News
379 Words

The worst thing about Thursday's do-or-die World Cup match between the USA and Germany is surely the time. It's taking place during prime working hours in the U.S., with a start time of noon. That means millions of Americans are going to have to get creative in how to watch while the boss isn't looking.

1. Watch or listen online.
If your office allows wide-ranging use of its Internet, your first stop should be ESPN.com. If you pay for cable at home, you can log in with your cable information and watch the livestream. If not, you can still follow along with ESPN's Gamecast, which is like a live blog with illustrations.
If the boss walks by, switch to the ESPN Radio audio broadcast and listen along through headphones while you type into an Excel spreadsheet on your screen.

2. No computer? Head to your phone.
Slip your phone beneath your desk and keep an eye on the game via an array of apps that will update in real time: the official FIFA app or the ESPN app.

3. No Internet access? See if you can get text updates from a friend.
If you're unable to log onto the Internet during your shift, see if you can arrange for a (reliable) friend to text you live updates during the game. Just remember to put your phone on silent.
MEDIA COVERAGE 2014 FIFA World Cup Brazil

Record-breaking Downloads for FIFA's Official World Cup App

416 words
24 June 2014
13:31
Dow Jones Global Press Release Wire
DJGPRW
English
Copyright © 2014, Dow Jones & Company, Inc.

ZURICH, June 24, 2014 /PRNewswire/ --

The official 2014 FIFA World Cup app is now the biggest sports event app worldwide, after last night's Cameroon-Brazil game pushed the total number of downloads to over 18 million for the period 1-23 June.

(Photo: http://photos.prnewswire.com/prnh/20140624/693801)

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The FIFA app is No 1 in over 100 countries in the overall download charts and has so far been downloaded more than 22 million times since its launch in December 2013.

Matt Stone, FIFA Head of Digital commented: "The official FIFA World Cup app is proving to be the most engaging personal technology of the tournament. FIFA's live and social hub - the Global Stadium - has struck a chord with football fans worldwide to #joinin and we are well on course to pass our 2010 FIFA World Cup audience record of 150 million people consuming FIFA content."

(END) Dow Jones Newswires
10 essential Brazil 2014 World Cup apps

By Sophie Curtis

9 June 2014
13:14

Get the most out of the Brazil 2014 World Cup this summer with a host of football-themed apps for iOS and Android

**Official FIFA App**

Brazil 2014 - World Cup
Developer: FIFA

Available on: iOS and Android

Languages: English, Spanish, German, French and Portuguese

Price: Free

FIFA claims that its official mobile app is the ultimate companion for Brazil 2014. It features a World Cup latest news section, the ability to discover information on coaches and players across 32 teams, and a full schedule of all 64 games planned for the tournament. FIFA also plans to update the app, to introduce 'minute-by-minute' live action updates.

Document TELUK00020140607ea67001ur
Mobile Apps

Apple Celebrates ‘Soccer Fever’ With New App Store Section; The new section features apps and games that will help you follow along with all the World Cup action.

Angela Moscaritolo
352 words
10 June 2014
PC Magazine
PCM
English
Copyright © 2014 ZIFF DAVIS Inc. All Rights Reserved.

With the 2014 FIFA World Cup matches kicking off this Thursday, Apple is getting into the excitement with a new App Store section dubbed “Soccer Fever,” where you’ll find everything you need to outfit your phone or tablet for the games.

The new section features a collection of apps and games that will help you follow along with all the World Cup action, play your own virtual soccer matches, and find useful travel information if you're lucky enough to be headed to Brazil. “Experience the thrill of soccer by following your following teams, commanding your own starting 11 in exhilarating games, and much more,” the section reads.

Apple is currently featuring apps like WatchESPN, the official FIFA app, and MLS Matchday as well as a number of soccer-themed games, including FIFA 14 by EA Sports, Pele: King of Football Games, and Cristiano Ronaldo Footy. Those headed to the big event can also browse apps like Easy Taxi and TomTom Brazil for help getting around; Triposo’s Brazil Travel Guide; and Restorando, which lets you search for the best restaurants and make free reservations.

Meanwhile, if you need to brush up on your Portuguese for the trip, Rosetta Stone has you covered. The company just launched an app designed to give soccer fans on-the-spot help with Portuguese, including lessons geared specifically to soccer with key words and phrases you'll need to know. The free app, dubbed Rosetta Stone Travel Portuguese Futebol Edition, is available for download in the App Store and Google Play. Those who can't attend the month-long tournament in person can still watch all the action on the big screen with Google Chromecast, which is now compatible with the WatchESPN app. You can also head over to Google Street View to check out a 360-degree view of every stadium that will host a match.
Hey World Cup fans, kick back and watch the world's biggest single-sport competition from the comfort of your laptop. Held in Rio de Janeiro, Brazil, the first of 64 matches will kick off on June 12.

This year's championship is more digitally interactive than ever before. With apps and beefed-up streaming services, here's how to keep up with the game's hectic schedule.

The Beira Rio stadium in Porto Alegre, Brazil will host matches during the 2014 FIFA World Cup.

To watch the games live on TV, here are the channels you should tune into: USA: ESPN, ABC and Univision UK: BBC and ITV Australia: SBS Brazil: Globo For a full list of countries and their corresponding networks that have licensing rights to broadcast the games, check out this resource provided by FIFA. For a full schedule of all of the games, check out this detailed list on ESPN. Sports Interaction also has a beautiful interactive schedule.

After you've familiarized yourself with players' backstories and learned how to pronounce their difficult names, follow this guide for the worldwide web of the World Cup. It's important to note that mega TV networks mainly hold all the rights to streaming the games online. (Though there are plenty of other sites that might stream the matches, they're not always legal.) See also: World Cup Stars: 20 Electrifying Players You Need to Know Online USA: ESPN, the all-sports-all-the-time network, is all over the event. The channel will not only present all of the games live on TV via ESPN (43 matches), ESPN2 (11 matches) and ABC (10 matches), it will livestream all 64 games online. Every game will be available via the WatchESPN site and app, which is available for iOS, Android, Kindle Fire, Chromecast and more. For the first time ever, all 64 matches of the @FIFAWorldCup will be live on all
MEDIA COVERAGE 2014 FIFA World Cup Brazil

#digital platforms including WatchESPN & @ESPN3.

— ESPN Careers (@ESPNCareers) June 9, 2014 The 10 games that air on ABC will be available via WatchABC. However, these online services are only available for those who already have cable and pay for access to the network.

Another site making the games available is Univision. The Spanish language network will air 56 games on Univision Deportes, its sports channel, as well as via its UD app. Like ESPN, the service is only available to subscribed viewers.

The UK: Across the pond, the BBC iPlayer and ITV will also be streaming the games for viewers in the United Kingdom, starting with the first match England plays against Italy on June 14. Both services have apps and sites that will stream the matches live.

Canada: Canadian viewers can check out CBC, which will stream all of the games live on its site, in addition to replays which will be available on demand. Unlike ESPN, it's a free service.

Australia: The network SBS has secured the rights to stream all 64 games online for Australian viewers, in addition to providing accompanying apps and radio broadcast. Social media Twitter: If you're truly addicted to the social site, you can't watch a major telecast without constantly checking your feed. So keep up with the sport via Twitter by following certain hashtags. The site Fanbrandz has put together a fun, handy guide to tags you should expect, like #GoSocceroos (for Australian fans), #EmBuscaDoHexa (for Brazilian fans) and #Bleus (for French fans). In search of the Sixth World Cup! #EmBuscaDoHexa #CopaDoMundo pic.twitter.com/5xZW09jC2o

— Pratyush Nalam (@PratNala) June 3, 2014 It's also worth checking out the official FIFA World Cup account, which keeps up a pretty active flow of tweets.

Plenty of players also use Twitter themselves. Here’s our guide to the most-followed World Cup players currently using the social site. Leaving Portugal to prepare for the WorldCup Brazil. With open arms to the world, go Portugal! http://t.co/e7lR3eCDzX pic.twitter.com/5AOWhIizp

— Cristiano Ronaldo (@Cristiano) June 2, 2014 Facebook: Make sure to "like" ESPN FC, the network’s channel dedicated to the beautiful game. The World Cup also has an official page of its own, full of behind-the-scenes photos and interviews with soccer stars.

Instagram:

Finally, the FIFA World Cup has an official Instagram page where it posts all kinds of fun photos of players and fans.
Click here to view this gallery Have something to add to this story? Share it in the comments.

window._msla=window.loadScriptAsync||function(src,id){if(document.getElementById(id))return;var js=document.createElement('script');js.id=id;js.src=src;document.getElementsByTagName('script')[0].parentNode.insertBefore(js,fjs);}_msla('//platform.twitter.com/widgets.js','twitter_jssdk');

Document MASHABLE20140611ea6b0000b
App Annie released the App Annie Market Index for Q2 2014, which covers macro trends emerging in mobile app ecosystems across stores, countries and categories.

The quarterly report is based on worldwide data representing more than 150 countries across the iOS App Store and Google Play, sourced from App Annie's platform, App Annie Intelligence.

According to Intelligence estimates, Google Play downloads exceeded iOS App Store downloads by around 60 percent this quarter, while the iOS App Store earned about 80 percent more revenue.

Growth in emerging markets such as India, Brazil, Taiwan, Thailand, Indonesia and Vietnam are the driving force behind these trends in the app stores. India climbed two spots to number three in Google Play downloads for Q2 2014, as a large number of consumers switched from feature phones to smartphones. While China and Japan were the main drivers of revenue growth, Taiwan, Kuwait and Turkey contributed to iOS App Store revenue, as each country's revenue grew by 30 percent quarter-over-quarter.

Also of note this quarter, Brazil's market share in Google Play downloads doubled in the Sports category from Q1, thanks to the country's hosting of the 2014 FIFA World Cup. The country is also of interest to Apple, which opened its first retail store in Rio de Janeiro in February. The World Cup's impact on the Sports category wasn't limited only to Brazil. The entire category experienced 20 percent quarterly growth, with notable increases in Germany, Argentina and the United States. FIFA's official app took off across the world.

"One of the most striking trends from this quarter's Index is the skyrocketing growth across Asia on both Google Play and iOS," said App Annie CEO Bertrand Schmitt. "Japan and China continue to thrive, but the growth in India - where only 10 percent of today's population is smartphone-enabled - is
TEMPO.CO, Jakarta - The International Federation of Football Association (FIFA) has launched the official 2014 FIFA World Cup app aimed at facilitating fans to gain information about the World Cup on their phone. The app, first released in December 2014, has been fully updated for the opening of the tournament.

The official app for Brazil 2014 features live coverage from all 64 games, including photos, videos and real-time voting on the official Man of the Match. The app also provides the latest news, schedules, goals and team profiles.

"The official 2014 FIFA World Cup is your virtual ticket to the global stadium. It's the best way to "joining with the biggest conversation on the planet, only the World Cup and digital can make this happen. It's the perfect companion for both TV viewers and for audiences on the move," Matt Stone, FIFA head of digital commented on FIFA's official website, FIFA.com.

During the matches, fans can engage with friends, worldwide fans, players, coaches, and celebrities from the in-app social media feed and can see themselves in the Global Stadium by adding #WorldCup to their posts.

The 2014 FIFA World Cup app is available on App store and Google Play.

RINDU P HESTYA | FIFA.COM

Document TEMPOE0020140613ea6d0012x
MUMBAI: Fans following the 2014 World Cup using the official app will be the first to receive the team line-ups, football's world governing body, FIFA, announced on Wednesday.

To celebrate the World Cup, FIFA launched an updated version of the official FIFA app for mobile and tablet. The new app can be downloaded free and is available for Android and Apple users.

According to FIFA, the previous version was downloaded more than 4.5 million times, with 26 million visits and over 240 million page views. "The FIFA App has been revamped to allow you the chance to experience the World Cup as if you were really there. Take the tournament with you wherever you go thanks to the match alerts, and be the first to receive the team line-ups, notifications of goals, cards and major events during each match, in addition to having all the latest news and information delivered straight to your device," FIFA said on its website.

"You can also enter the Global Stadium where you can #Joinin with millions of football fans across the planet and share your excitement about the tournament. Follow our Live Blog to stay up-to-the-minute with the latest text and photo coverage from Brazil and explore the Social Network Centre, which not only includes the accounts of the world's biggest stars, but the names of the trending players at any given moment, the countries with the most users and much more besides," FIFA added.

Using the app fans can vote for the official Man of the Match in each of the 64 games. There is also an opportunity to win the actual kick-off ball from the fixtures and to get prizes from a variety of games: World Cup Fantasy, Predictor Challenge, Your XI, Dream Team as well as the Golden Ball and Young Player Predictors.
5 must-have apps for FIFA World Cup fans

Hassan M Kamal

11 June 2014
Mid Day
MIDDAY

FIFA

The **official app** of the Fédération Internationale de Football Association (**FIFA**), this one keeps you connected with all World Cup related news, match schedules, team positioning, their line-ups as details on the people behind each team. You can also set notifications on your favourite teams. Once downloaded, you can keep it later to stay updated on all football leagues around the world, including the Indian ILeague.

Available on: Google Play, iTunes store

ESPN FC

This one takes the cake, when it comes to staying connected with all things football. It includes news, views, analysis and video highlights (available after the action) from World Cup. It also offers match schedules, group standings as well as a live feed from Twitter. You can also use the **app** to follow football leagues around the world, and get related updates.

Available on: Google Play, iTunes store

ScoreMobile

Perhaps, one of the most well thought out and designed sport apps in the market, this one not only keeps you posted on news, views and more on the World Cup, but also allows you to create your own score card on your favourite teams, players and leagues. What’s better? The **app** lets you follow other
sporting leagues like American football, NBA Basketball, Formula-1, Mixed Martial Arts, PGA Golf and ATP tennis, among others.

Available on: Google Play, iTunes, BlackBerry and Windows app store

Onefootball Brasil — World Cup

Created by the German company, OneFootball, this app gives you play-by-play match commentary in the Live Ticker, and a comprehensive World Cup planner so that you don’t miss a game. You can also chat with fans from all around the world and share your views on the game.

Available on: Google Play, iTunes and Windows app store

Panini Online Sticker Album

The Panini Online Sticker Album from Fifa.com is available on your mobile phone. It allows you to open new set of stickers daily, and trade them with fans from across the world. You can also join or create a team of collectors, and enter the Panini hall of fame.

Available on: Google Play, iTunes store
Mumbai, June 12 -- The FIFA World Cup kicks off in Brazil, and fans of the beautiful game will be hoping for some great matches with big names coming to the party in the land of the samba. And to ensure that you do not miss a single pass, tackle or goal, here are our recommendations to keep you updated about all the sporting action.

Match app-dates What to download:

**FIFA OFFICIAL APP:** Get the latest news from the tournament, details of players and the 32 teams participating, as well as the match schedule. You could also find out more about the host country, while familiarising yourself with the stadiums where the action will take place. Once the tournament kicks off, an update will also offer up-to-the-minute coverage of the action for Android and iOS users.

**BRAZIL - WORLD FOOTBALL FINALS (PREMIUM):** The comprehensive iOS app offers everything from match line-ups, live scores, red- and yellow-card notifications and field formations, to city and stadium information, match statistics and even venue maps.

**FORZA FOOTBALL:** A more customisable option, this one lets you track your favourite teams, players and matches, depending on your interest. Each time a goal is scored, an infographic shows what the next stage will look like if the game ends on that particular score. That apart, live results and stats are also available for iOS and Android users.

**BRAZIL CUP 2014:** Yet another comprehensive Android app, it sets itself automatically to your time zone making it easier to follow your favourite team. Also, extensive information about each team, including team information, players and upcoming matches, is on offer.

**ONEFOOTBALL BRASIL:** Download it to get play-by-play commentary on a live ticker, match
schedules, results and statistics, and news from the World Cup. The **app** is available on iOS and Android.

Play ball

What to play:

**FINAL KICK: THE BEST PENALTY SHOOTOUT:** Get a feel of what it would be like to have seats at the Maracana Stadium, Rio de Janeiro. Players compete with the top teams in the final moments of the game, making spectacular goals and saves. Available on Android and iOS.

**FIFA 14 BY EA SPORTS:** Play in your favourite team's **official** colours and experience the excitement of every pass, shot and tackle involving the Adidas Brazuca **official** match ball. Multiple modes can be utilised to lead your team to sporting glory on Android and iOS.

**FANTASY ITEAM:** Create a fantasy team featuring any of the 736 players from the 32 teams participating in the tournament, in this game for Android and iOS users. Once picked, compete against other managers from across the globe. There are unlimited transfers until 10 minutes prior to the first game on June 12.

**SCORE! WORLD GOALS:** Have you got what it takes to score the winning goal? For Android and iOS users, the gameplay allows you to recreate memorable moments in soccer history. On offer are stunning efforts from the likes of Andres Iniesta, David Beckham and Roberto Carlos.

Follow on Who to follow on Twitter:

**THE SECRET FOOTBALLER (@TSF):** No one knows who he is, but his anonymity has enabled him to spill the beans on many occasions, and the World Cup should be no exception.

**OPTA JOE (@OPTAJOE):** This handle is great for little-known facts, football trivia, quizzes, reports on players, stats on everything from live possession stats to shots on goal.

**FIFA (@FIFAWORLDCUP):** It is a good option if you are keeping track of the latest news from participating teams and players. Follow for live scores once the tournament kicks off.

Live action

Want to keep up with the onfield action while on the go? Liv Sports is the **official** mobile and Internet broadcaster for the 2014 **FIFA** World Cup. Viewers who download the **app** can access HD quality live matches, statistics and even heat maps. The interactive timeline helps you view the highlights and
replay game-changing moments, even while the match is on. You could also analyse the game with the real-time stats and in-game commentary. The app is available for Android and iOS, and can be downloaded for free. You could also log on to livsports.in and subscribe to watch the matches.

Published by HT Syndication with permission from HT Cafe.
9 Best Apps To Download For The FIFA World Cup 2014!

Prasid Banerjee, EFY News Network
Distributed by Contify.com
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10 June 2014
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ATEFYT
English
Copyright © 2014. EFY Enterprises Pvt. Ltd.

Do you want to stay in touch with every minute of the FIFA 2014 World Cup? Well, here's how!

Tuesday, June 10, 2014: This year's football World Cup is not like any other. If anything, a football world cup in Brazil is always more special and more competitive. The hosts will of course be one of the teams to beat, but nobody can count out the likes of Germany, Spain, Netherlands and others.

Alas, none of our bosses are going to let us take leaves and watch all the matches. So, we are using the following apps to stay in touch. You could too!


This is the official app for the Federation Internationale de Football Association (FIFA). It covers every major football league and every football tournament on the planet and is a comprehensive collection of anything that has to do with football.
The D-day has arrived when soccer lovers from across the world will assemble either at the stadium to catch some live action or participate in the madness through their television sets. Keeping the rising fever in mind, After Hrs suggests a few mobile phone apps that are a must-have for the World Cup.

**The FIFA App**

This is the official FIFA app for android, iOS and windows, which provides users with the latest news of the teams and leagues with their rankings. This app also provides details like match timings, destination guides and team profiles.

**Onefootball Brasil**

Apart from bringing live action from the field, Onefootball Brasil (Android, iOS, Windows Phone) brings you a Live Ticker that provides minute-by-minute commentary, national team news, schedules, results and statistics, as well as customisable notifications. The app also provides videos from press conferences and interviews, as well as pre and post match news coverage.

Compiled by Rinny Ratish
WHEN the FIFA World Cup 2014 kicks off in Brazil on Thursday, the world will go crazy. India may be a cricket-loving country, but there has been a constant increase in the number of football fans too. Here is a look at the best apps to keep the fans abreast of the latest happenings on the ground.

**FIFA: FREE**

This is the tournament’s official app. Featuring the latest news, it helps to find all the relevant details about the 32 participating teams. It also offers a compressive schedule of all the 64 matches.

**SOFASCORE: FREE**

It will offer a wide range of information — news, scores and stats. The app, which looks neat, courtesy a clean layout, offers in-depth analysis too. One can choose the team and opt for active notification.

**BBC SPORT: FREE**

BBC has updated its Sport app, which now has a section dedicated to the tournament.

The app will offer live coverage of the 31 matches that BBC has the broadcast rights. It will also offer a highlights package for every match as soon as it ends.

Very similar to the official FIFA app, this one offers you photos, videos, news and any other information. It offers full data customisation.
This is the first World Cup where most people watching in New Zealand will have a smartphone.

There are lots of apps to keep track of the games or pretend to be part of the game. Here are five of the best.

**FIFA OFFICIAL APP**

iPhone and Android

Free

The [official Fifa app](#) has live scoring so you can follow your favourite team. It also has the match schedule, a destination guide and team profiles.
BUSINESS

TECH REVIEW: Kick off World Cup viewing with apps

BY PETER KING. Special to Newsday

445 words
8 June 2014

Newsday

Are you ready for some futebol? The World Cup kicks off in Brazil on Thursday, with 32 national teams competing in the world’s most watched sporting event. These apps will help you follow the monthlong quest leading to one nation’s hoisting the golden trophy on July 13.

FIFA

(iOS, Android; free)

This official app from the Fédération Internationale de Football Association - soccer’s international governing body - added a World Cup section to its already voluminous coverage of the sport. The app’s best feature is its continually updated news feed, although searching by team is not as easy as it should be. The app also has information on beach soccer, another sport governed by FIFA.
Top Ten Football Apps For FIFA World Cup

The FIFA World Cup is here and the whole world will be following the beautiful game. For the football lovers in India that might be a bit of trouble, as the matches will be held during the night.

Add to the mix power cuts and your attempts to stay awake late into the night will be far from fruitful. Don’t worry here at techtree we have made an attempt to put together the top 10 football apps and games that should get you into the World Cup spirit.

The FIFA App

Like in most of the professional games, the best of the football app is provided by the body managing it and same is the case with Football. The FIFA app provides a comprehensive mobile resource for the fans on both Android and iOS. Users get the latest news on the big leagues and teams, a World Match Centre with standings for 197 leagues worldwide, as well as national team rankings. As the 2014 World Cup approaches, the FIFA app also provides match times, destination guides and team profiles.

Forza Football

If you are a live scores addict then this is the app you would like to have on your phone. Available both on Android and iOS device, it gives you minute by minute match updates for your favorite teams, as well as provides a forum for fan polls and opinions. In addition to the live scores, users can participate in online polls on the performance of a team’s squad, manager and chairman.

ESPNC Football & World Cup

As the official US broadcaster of the World Cup, the ESPN FC Football & World Cup app, makes video highlights available to users moments after the action. The app also includes match schedules, scores and in-depth reports on each of the national teams, as well as commentary and analysis. The app is available both on Android and iOS.
What's On

World Cup 2014: Best 11 Apps

By Justin Connolly
928 words
11 June 2014
20:52
manchestereveningnews.co.uk
MNONL
English
© 2014 Trinity Mirror

The best 11 apps to help you follow all the action from Brazil

It used to be just one screen we were glued to during the big games of the World Cup - now it's likely to be several. We'll be following the games on our phones, our tablets and our TVs this time around. But which apps will give us the best coverage? Read on and enter World Cup app heaven...

**FIFA (iOS and Android)**

They say: Take FIFA and the FIFA World Cup™ with you everywhere! Live-Score updates for 102 of the world's top leagues, follow all the action from the FIFA World Cup in Brazil live, get World Football's latest headlines, photos and videos; the latest FIFA/Coca-Cola World Ranking and more.

We say: The *official* place to get the watered-down, toe-the-party-line news from Brazil. Looks nice, though.

Document MNONL00020140611ea6b00335
World Cup 2014: The Fight For Football

1,291 words
12 June 2014
U-Wire
UWIR
English
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Trinity College; Hartford, CT - news

By Carl Kinsella

Finn Hatherell | Staff Writer

With the 2014 World Cup only hours from its shrill first whistle this evening, it’s impossible to avoid the ever-increasing media and commercial attention these tournaments attract. Through the evolution of the internet and the deepening influence of social media, both football teams and players can now tap directly into a worldwide audience of billions. Not only is football the world’s most popular sport, but it is also the world’s only truly global sport. The FIFA app is now the number 1 sporting app in 116 countries, and what’s even more compelling is that this includes countries such as USA and New Zealand where one would expect other sports to dominate. As such, it is not simply the statue of Cristo Redentor that will cast an enormous shadow over this summer’s proceedings.

The World Cup’s commercial potential means that it is not only the footballers who will compete with one another.

Football players are now celebrities and worldwide icons in their own right. The media attention they receive is akin to that of Hollywood actors. Tune into Sky Sports News at any time of the day and you’ll see their presenters literally analysing what the English team eat for breakfast. In Uruguay, the media has been tracking every step of Luis Suarez daily routine for the last two weeks, agonising over whether he will be fit come Uruguay’s opening game. Brazil’s star player Neymar had a slight niggle in training which sent social media into a frenzy speculating whether or not he would miss the World Cup – a flurry of divisive and divided opinion over a sliver of what turned out to be truly inconsequential information.

The World Cup’s commercial potential means that it is not only the footballers who will compete with one another. The two biggest brands in sport, Nike and Adidas, have released their blockbuster, multi-million dollar ads pre-tournament. With Adidas releasing their cinematic ad ‘The Dream’ starring Messi and Suarez and Nike releasing ‘The Last Game’ starring the likes of Ronaldo and Rooney, both of
these brands will blow through most of their marketing budget competing against each other in the run up to the World Cup. A common theme runs through both of their marketing campaigns. Adidas have based their world cup campaign around the tagline #AllInOrNothing with Nike opting for a similar one with #RiskEverything.

Adidas and Nike will both be hoping for an exciting World Cup in which their star athletes dazzle on the world's biggest stage, with performance that conform as close as is humanly possible to their fantastical ad spots. The worldwide audience and media will also be hoping for a great tournament wherein the best players in the world showcase their talent in the spiritual home of football. However, despite the commercial and media hype and the expectations of fans worldwide, my fear is that this World Cup will fail to meet the expectations of either the fans or indeed the advertisers.

The 1982 World Cup was seen as a defeat for the beautiful game. In this tournament the attacking flair of Brazil was defeated by the more pragmatic and defensive style of the Italians. Many Brazilians feel that the national team has never fully returned to that free-flowing philosophy, as a more disciplined approach had taken precedence. The sheer lack of samba style and attacking guile is most striking in the current Brazil national team, which even the great Pele concedes, that 'for the first time ever Brazil's defence is better than their attack'.

The Champions League final was a dour affair, but an accurate reflection of the current state of football.

The language in phrases such as #allinornothing and #riskeverything speaks to how every fan wants to see football played with teams setting out to attack and outscore their opponent. Unfortunately these tag-lines do not in any way represent the current state of international football. Nike’s commercial ‘The Last Game’ tells the story of the world’s best players being replaced by robots until the Nike players find their guile and flare again to eventually defeat the cynical footballing cyborgs. The sad irony of this commercial is that the Nike robots are a more accurate portrayal of the style in which this World Cup will be played out in comparison to the nike superstars.

In this years pièce de resistance of club football – the Champions League final, we saw eleven robotically rigid Atletico Madrid players hold out a clueless Real Madrid team for 90 minutes. Supposedly the best players in the world, the supposed flair of Ronaldo and Bale were nowhere to be seen for 90 minutes and only had an impact after 110 minutes when the Atletico players were struggling to stay upright. The Champions League final was a dour affair, but an accurate reflection of the current state of football.

The way in which the last two world cups have played out does not make for good viewing either. The 2006 tournament was one by a defensively minded Italian team whose best player was their centre back, Fabio Cannavaro. The 2010 tournament was a truly dismal affair with the evolution and
increasing significance of a team’s ‘defensive midfielder’. In this World Cup we saw all of Argentina’s attacking panache compromised by its defensively minded coach, none other than Diego Maradona, who kept the likes of Aguero, Di Maria and Higuain on the bench. Most teams defended with eleven men and played with two defensive midfielders which sadly enough actually proved to be quite successful. This is most succinctly summed up by the success of The Netherlands in South Africa. In reaching the final they abandoned all of their Cruyffian traditions and virtues of ‘Total Football’ in favour of defensive discipline and grit. Even Spain, who won the tournament, and won many plaudits for their ‘tiki-taka’ style of football, played with three deep-lying midfield players: Busquets, Xavi and Alonso.

This World Cup will not be won by exciting football and flair players but by astute tacticians and defensive disciplinarians.

My fear is that this is a contagion that will contaminate this world cup. The world will look to the likes of Messi, Suarez and Neymar to light up this tournament even though each of them will be man marked within every blade of grass they cover. Teams no longer focus on their own strengths but on those of their opponents, and as such we may see teams formulate their entire game plan around how to stop the special players. Furthermore, wonderful midfield attacking talents like Eden Hazard, Raheem Sterling and Angel Di Maria may be compromised by their midfield defensive duties, wasting their energy tracking back to help out their defences as opposed to running at opponents.

This World Cup will not be won by exciting football and flair players but by astute tacticians and defensive disciplinarians. Perhaps I will be proven wrong but I think that Adidas and Nike may have to rephrase their future marketing campaigns. Maybe the more pragmatic, standard-black Puma King should be the official boot supplier, or the old-fashioned, generic Umbro the tournament’s kit supplier. Let’s hope, instead, that Adidas and Nike’s advertisements have set a trend for this World Cup and we’ll see teams go #AllInOrNothing, ]see players #RiskEverything. If not, their marketing departments may have to meet the more challenging demand of devising a blockbuster ad that conforms to the more realistic slogan of #PlaySafeWinUgly.

((Distributed for UWIRE via M2 Communications www.m2.com))

Document UWIR000020140612ea6c000t1
10 Things You Need To Know About The Soccer Industry This Morning

Here’s what’s going on in the soccer industry this morning...

Ghana has sent a plane carrying more than $3 million in cash to Brazil to pay the World Cup appearance fees owed to the national soccer team.

The official 2014 FIFA World Cup app is now the biggest sports event app worldwide, after last night’s Cameroon-Brazil game pushed the total number of downloads to over 18 million for the period 1-23 June.

Luis Suarez looks almost certain to miss the rest of the World Cup after FIFA opened disciplinary proceedings against him following an evening of accusations he bit an Italian defender.

Uruguayan striker Luis Suarez left sponsor Adidas with a World Cup dilemma by appearing to bite an Italian opponent during yesterday’s match.

Poker brand 888 said it was reviewing its sponsorship deal with Luis Suarez after the Uruguay striker was accused of biting an opponent during a World Cup match on Tuesday.

Companies ranging from McDonalds to Trident chewing gum to JC Penney gobbled up the free publicity offered by Uruguay striker Luis Suarez’s incredible bite on Italy defender Giorgio Chiellini during a World Cup match on Tuesday.

EA Sports has signed a deal with ex-Manchester United player Rio Ferdinand.

Manchester City Council and Abu Dhabi United Group, the privately owned investment company which also owns Manchester City Football Club, have announced a major new partnership to accelerate the growth of East Manchester neighborhoods with over 830 new homes.

FIFA has hailed the TV rating in the United States for the World Cup match between the Americans and Portugal as a milestone for the sport. HBO’s “Real Sports With Bryant Gumbel” at 8:00pm ET featured the story “Anatomy of a Fix,” which explores a global match-making soccer network that reporters think threatens “the very legitimacy of the sport.”
FIFA Updates World Cup App

174 words
21 June 2014
Entertainment Close-Up
ENTCUP
English
(c) 2014. Close-Up Media, Inc. All rights reserved.

The official FIFA World Cup app has launched with exclusive coverage from Brazil 2014.

FIFA noted in a release that the app, first released in December 2013, has been fully updated ready for the opening match of the tournament.

FIFA said the official app for Brazil 2014 is the essential companion, featuring live coverage from all 64 games.

Matt Stone, FIFA Head of Digital, said, "The official 2014 FIFA World Cup app is your virtual ticket to the global stadium. It’s the best way to #joinin with the biggest conversation on the planet - only the World Cup and digital can make this happen. It's the perfect companion both for TV viewers and for audiences on the move." About FIFA's digital platforms FIFA.com is the world's official digital home of the World Cup and the online heart of football. It is also a one-stop shop for retail, event ticketing, accommodation and hospitality.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Document ENTCUP0020140621ea610000g
TOP THREE/// APPS OF THE WEEK

ACCUWEATHER The free app gives minute-by-minute weather updates as well as long-term forecasts; extremely useful for this time of year!

4OD Channel 4's on demand service, 4OD, is free to download and gives instant access to some of the best shows on TV right now, including Fargo. Simply download and sign in.

FIFA WORLD CUP The official app for World Cup 2014 is a centralised hub for all fixtures, results and news. It’s free to download on both iOS and Android.
Review: How to follow World Cup beyond live video
SF Gate, 22:26, 25 June 2014, 893 words, MAE ANDERSON, (English)
NEW YORK (AP) — Every World Cup game is being shown on television and online in the U.S., but many will require a cable or satellite TV subscription, even for Internet streaming. What if you don't have one?

— RADIO:

ESPN Radio and Sirius XM are broadcasting all games over the radio. Simply find your local ESPN station, tune in at game time and let the drama unfold. Sirius requires a satellite radio subscription.

This is handy if you are watching the game on Univision but want to hear English-language commentary, though Internet streams can run a minute or so behind the broadcast.

ESPN stations: http://sports.espn.go.com/espnradio/affiliate

— APPS:

There is a wide array of smartphone apps to help World Cup fans.

The official FIFA app for Apple and Android phones gives you real-time updates of all games, updated rankings, photos and video highlights and selected tweets from FIFA and others.

If you're looking for a source outside the sport's governing body, check out Forza Football, Vuboos's World Cup 2014 and World Soccer Finals for Apple and Android devices, and in some cases Windows phones as well. You don't get live video, but the apps offer lineups, game statistics, live updates, rankings and video highlights.

These apps offer similar information, but they are all free so you can try them all and see which you like best.

FIFA app: http://www.fifa.com/mobile

— MEDIA SITES:

ESPN's website is chock full of stats and video highlights that you can access even if you don't have cable. Many news sites, including The New York Times and The Wall Street Journal, offer live blogs of all of the games, offering insights and commentary. This can be a useful way to keep up, especially now that two games are going on at the same time.

My favorite live blog is from The Guardian. It provides an insightful running commentary, along with a heavy dose of snarkiness and an ongoing debate about which country's national anthem is the best.

Guardian World Cup page: http://www.theguardian.com/football/world-cup-2014

— SOCIAL MEDIA:
MobSearch monetises in-app search box

MobPartner
299 words
23 June 2014
Total Telecom Plus
TOTEL
English
© 2014 All content copyright, Terrapinn Holdings Limited. All rights reserved.

MobPartner today unveiled MobSearch, a new native mobile advertising unit helping developers monetize their apps through previously unused space when performing in-app searches. MobSearch delivers contextually relevant app suggestions displayed below an app’s search field in real time as the user inputs their query. It uses a predictive text algorithm to serve an ad based on a combination of the text entered into the search field and the user’s characteristics. Apps using MobSearch will display a native ad based on the user’s preferences and key information as soon as the user engages the search function.

Then as the user starts performing the search, a new ad will be served based on the text the user is entering. Vianney Settini, Founder and Chief Product Officer of MobPartner said MobSearch allows developers to monetize a previously blank, untapped space in apps while helping publishers to deliver highly relevant results, without intruding on the user experience. “Imagine you’re searching your favorite news app for the latest World Cup scores. With MobSearch as you start entering ‘World Cup’ it would serve a suggestion to download the official world cup app instantaneously directly below the search box.”

“The key to MobSearch is serving ads for apps that are relevant to the user and maintaining a positive user experience. MobSearch’s algorithm matches the text a user is typing into the search field with relevant keywords and important identifying information such as user profile, location, and so on, to deliver a recommendation the user will appreciate,” Mr Settini said. To learn more about MobSearch and how it works, watch http://vimeo.com/97941944 Developers looking to start using MobSearch and the suite of MobPartner advertising units, should contact sales@mobpartner.com.

486737

Document TOTEL00020140623ea6n0000f
Marketers Capitalize On Futbol Fever

551 words
23 June 2014
05:36
MediaPost.com
MPC
English
Copyright 2014. MediaPost.com

Marketing efforts around the 2014 FIFA World Cup Brazil are in full swing.

The FIFA Man Of The Match, presented by Budweiser, is seeing a record turnout of fan voting across the world with multiple games already exceeding the total vote count from the 2010 FIFA World Cup South Africa Final.

With fan voting more accessible than ever -- across FIFA.com, the official FIFA World Cup app, and via Twitter -- through only 14 games of this year's tournament, cumulative voting has already surpassed more than 1 million total fan votes.

In addition, Budweiser is giving a few select fans from around the world who embody the selfless spirit of the "Rise As One" campaign and have given back to the game of football in many ways a once-in-a-lifetime opportunity to present the FIFA Man Of The Match, presented by Budweiser, trophy to select winners.

On the insurance front, Allstate has found a unique way to tie its "Mayhem" character to the soccer games.

For the past four years, Allstate's Mala Suerte (the Spanish version of "Mayhem") has personified the bad luck that can come with not having the right protection. Now, with the World Cup as stage, the new @SoyLaMalaSuerte Twitter handle is providing devoted soccer fans with the opportunity to send bad luck to rival teams competing in this summer's biggest matches.

From kickoff to the final whistle, fans following @SoyLaMalaSuerte can take to Twitter as matches unfold and using #EnviaMalaSuerte suggest which teams they would like to see fall to Mala Suerte's antics. Through spontaneous appearances, @SoyLaMalaSuerte is taking ownership of bad moment events in real-time, like Brazil and Bosnia's autogoals, twittering to the delight and frustration of fans and followers.

"When compared with other professional sports, soccer is number one among Hispanic Americans," said Georgina Flores, Allstate vice president, integrated marketing communications, in a release. "It's a passion -- almost a religion. Superstitions and rituals play a big part, especially in a World Cup year. Nobody wants 'bad luck' around their team, but wish it on their rival teams. So, we put a new twist on our popular character."

Meanwhile, Century 21 Real Estate LLC renewed its sponsorship as the official real estate
company of U.S. Soccer. The company signed a multiyear renewal of its sponsorship of the U.S. Men's, Women's and Youth National Teams through February 2016.

The partnership allows the Century 21 System -- which has 7,000 independently owned and operated offices in 77 countries and territories and more than 102,000 affiliated agents -- to place its brand in front of hundreds of millions of futbol fans around the globe.

Century 21 System commercials are airing in-game on the ABC Network and ESPN and on ESPN2 studio programming and commentary before, during and after the U.S. Men's National Team matches in Brazil.

The "Based on a True Feeling" series of commercials depicts how it feels to work with a Century 21 agent. In the spots, clients liken the experience of working with Century 21 agents to feeling like a rock star -- with a cameo from 80s hair band, L.A. Guns, who are surrounded by puppies and relaxing in a Zen garden.

Document MPC0000020140623ea6n0000a
TechRadar: Apple iPad Air v Samsung Galaxy Tab S

105 words
23 June 2014
13:30
The Telegraph Online
TELUK
English
The Telegraph Online © 2014. Telegraph Media Group Ltd.

A look into whether the iPad Air has found a true rival in the new Samsung Galaxy Tab S, including first impressions of the Amazon Fire Phone and top World Cup 2014 apps.

TechRadar have rounded-up the latest technology products and apps.

Hugh Langley and Patrick Goss compared the Samsung Galaxy Tab S and the Apple iPad Air, questioning whether the Samsung tablet can rival the "luxury" Apple product.

TechRadar also selected the best World Cup apps, including the official FIFA app, the Jalvasco World Cup app and World Soccer Finals.

Source: Future Publishing

Document TELUK00020140623ea6n002mh
'Geometry Dash' top paid iPhone app in Canada

CP
322 words
23 June 2014
18:56
The Canadian Press - Broadcast wire
BNW
English
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Top Free iPhone Apps

1 FIFA Official App (FIFA)

2 CBC 2014 FIFA World Cup (CBC)

3 TwoDots (Betaworks One)

4 Piano Tiles - Don't Tap the White Tile (HU WEN ZENG)

5 iTube - Playlist Management (Shiri Markish)

6 Avoid the Circles (Barry Wyckoff)

7 Alpaca Evolution (COCOSOLA Inc.)

8 Angry Birds Epic (Rovio Entertainment Ltd.)

9 Snapchat (Snapchat Inc.)

10 Geometry Dash Lite (Robert Topala)
New Delhi, June 21 -- The FIFA World Cup is taking place in Brazil, and fans of the beautiful game have witnessed some great matches. With Spain already out and the tournament turning out to be in favour of the underdogs, this football bonanza is only going to get more intense. So, to ensure that you do not miss a single pass, tackle or goal, here are our recommendations to keep you updated on all the sporting action from the land of Samba.

**Match app-dates**

What to download: **FIFA OFFICIAL APP**: Get the latest news from the tournament, details of players and the 32 teams participating, as well as the match schedule. You could also find out more about the host country, while familiarising yourself with the stadiums where the action will take place. **BRAZIL - WORLD FOOTBALL FINALS** (PREMIUM): The comprehensive iOS app offers everything - from match line-ups, live scores, red and yellow-card notifications and field formations, to city and stadium info, match statistics and even venue maps. **FORZA FOOTBALL**: A more customisable option, this one lets you track your favourite teams, players and matches, depending on your interest. Each time a goal is scored, an infographic shows what the next stage will look like if the game ends on that particular score. That apart, live results and stats are also available for iOS and Android users. **BRAZIL CUP 2014**: Yet another comprehensive Android app, it sets itself automatically to your time zone making it easier to follow your favourite team. Also, extensive information about each team, including team information, players and upcoming matches, is on offer. **ONEFOOTBALL BRASIL**: Download it to get play-by-play commentary on a live ticker, match schedules, results and statistics, and news from the World Cup. The app is available on iOS and Android.

**Play ball**

What to play: **FINAL KICKKICK: THE BEST PENALTY SHOOTOUT**: Get a feel of what it would be like to have seats at the Maracana Stadium, Rio de Janeiro. Players compete with the top teams in the final moments of the game, making spectacular goals and saves. Available on Android and iOS. **FIFA 14 BY EA SPORTS**: Play in your favourite team's official colours and
experience the excitement of every pass, shot and tackle involving the Brazuca (official match ball). Multiple modes can be utilised to lead your team to sporting glory on Android and iOS. FANTASY TEAM: Create a fantasy team featuring any of the 736 players from the 32 teams participating in the tournament, in this game for Android and iOS users. Once picked, compete against other managers from across the globe. SCORE! WORLD GOALS: Have you got what it takes to score the winning goal? For Android and iOS users, the gameplay allows you to recreate memorable moments in soccer history. On offer are stunning efforts from the likes of Andres Iniesta, David Beckham and Roberto Carlos.

Follow on

Who to follow on Twitter: THE SECRET FOOTBALLER (@TSF): No one knows who he is, but his anonymity has enabled him to spill the beans on many occasions, and the World Cup should be no exception. OPTA JOE (@OPTAJOE): This handle is great for littleknown facts, football trivia, quizzes, reports on players, stats on everything from live possession stats to shots on goal. FIFA (@FIFAworldcup): It is a good option if you are keeping track of the latest news from participating teams and players.

Live action

Want to keep up with the on-field action while on the go? Liv Sports is the official mobile and Internet broadcaster for the 2014 FIFA World Cup. Viewers who download the app can access HD quality live matches, statistics and even heat maps. The interactive timeline helps you view the highlights and replay game-changing moments, even while the match is on. You could also analyse the game with the real-time stats and commentary. The app is available for Android and iOS, and can be downloaded for free. You could also log on to livsports.in, and subscribe to watch the matches.

Published by HT Syndication with permission from HT City.

Document HNTM000020140621ea6l0018p
It’s officially time to Samba as the FIFA World Cup 2014 is underway in tropical Brazil. If, like all true football fans, you have waited four long years to watch countries battle it out, you wouldn’t want to miss a single moment of the beautiful game. But, with unusual match timings and a deluge of information from all media, it can be a bit tough to keep track while on IST. So we reviewed four apps that will help you stay on top of your game.

FIFA

The official app of the organising committee of the World Cup the FIFA app is a favourite among many for its extremely clean user interface. It warns you before kick off – so you can catch that snooze in between games – and you can customise your alerts to keep you posted about everything from half-time scores to red cards. News updates, Group standings and even pictures of the stadiums in this tournament are just a swipe away, but the best part of the app is the live commentary that lets you stay updated even if you can’t watch the match live. For the hardcore fans, this app also lets you play McDonalds FIFA fantasy football through it.

Appiness Quotient – K

Outlet - Play Store, App Store

Price – Free

Yahoo! Sports

A super simplified display is the USP of this app that has many fans for its clean user interface, although some might find the tabs display for the match schedule resembling an Excel spreadsheet a tad too much – who wants to be reminded of work, while at play! It gives you all the news you need related to the teams you want to follow, along with live scores and the though there are ads, its integrated well, and doesn’t distract too much. And when you’re not following match updates, you can play ‘World Soccer Pick ‘Em’ against Chelsea coach Jose Mourinho – although you will need a Yahoo! ID for this.
Jalvasco World Cup

One of the lesser-known apps that is a pick for the pros, Jalvasco lets users control the amount of information they receive, limiting it just to favourite teams, or even classifying them into groups. With plenty of news, videos and photos, a history section with trivia about previous tournaments, and even an interactive section about all the stadiums across Brazil, it’s a great option for those looking for more than just score updates. The bright green and yellow color theme could get a bit tiring, and the flickering ad at the bottom is slightly distracting – but overall it’s a pretty decent companion to the World Cup.

Livescore

Probably the most basic of the apps available today, Livescore keeps it minimalistic, giving you just the score updates of the match currently in progress. But the details are limited to just players from both teams, yellow and red cards, and other essentials. If you’re tired of the information overload, then this might be the app for you. But if you’re hungry for more, this one will leave you scouring the net or looking for other apps. The drab grey and white colours don’t help either!

Appiness Quotient – I

Outlet - Play Store, App Store
How FIFA Gives World Cup Fans Their Digital Soccer Fix

Sam Laird
588 words
20 June 2014
Mashable.com

RIO DE JANEIRO — Far from the board rooms and voting sessions that have besmirched the reputation of FIFA, world soccer’s governing body, in the eyes of many fans lately, a group of men and women carry out a monumental task that has nothing to do with awarding World Cups or massive infrastructure profits — but cuts right to the soul of the game itself.

The goal of FIFA’s digital team is simple: Deliver the World Cup, the planet’s most popular sporting event, to fans everywhere.

Achieving that goal is anything but simple. See also: The World Cup Logo: Propaganda, Metaphor or Just a Drawing? For the World Cup, FIFA has no fewer than 68 members of its digital team stationed in Brazil. A dozen editors are stationed at each of the tournament’s 12 venues, and 12 photographers are fanned out across the country as well. The remaining dozens of programmers, writers, photographers and strategists work from the seaside Forte de Copacabana here in this iconic city that will host the World Cup final on July 13.

FIFA publishes digital content — via its websites, official app and social channels — for fans in six languages: English, Spanish, French, Portuguese, German and Arabic. Here, for example, is FIFA’s Arabic site: Image: ar.fifa.com With many of the digital workers gathered in one place at the Forte for the World Cup — an extremely rare occurrence, since they usually work from posts around the globe — the team’s workspace resembles the tournament itself. Teams who work in different languages gather at their respective pods of desks, and national flags hang from the walls.

"The goal is to use the access we get for the benefit of football fans," a spokesperson told me during my visit to the operation this week.

FIFA employees get a level of access to teams, players, pitches and venues that would make any reporter jealous. The resulting content — news, features, trivia, profiles, photos — is delivered across a range of platform.

Some of the most recent additions are an official app and a brand-new World Cup Instagram account that already has 500,000 followers about two weeks after being launched.

It shouldn’t come as a total surprise that the biggest event for the world’s most popular sport leads to some tremendous engagement for that sport’s most recognizable brand. Still, the numbers are staggering.
Between June 12, when the World Cup began, and June 17, fans around the world spent a cumulative total of 2,282 years on FIFA’s digital platforms, according to FIFA. The organization’s Twitter accounts gained a total of 485,000 new followers on the tournament’s first day, and its World Cup-specific Facebook page has gained more than 8 million likes since the tournament began.

That time span also produced a total of 2.5 billion page views across platforms — a quarter of the total number of pages fans viewed online during the 2010 World Cup in South Africa in just five days of a month-long tournament.

With more than three weeks to go until the World Cup final, expect more eye-popping numbers to emerge. Next time you browse a FIFA site or favorite a FIFA tweet, spare a thought for the dedicated football fanatics giving many soccer obsessives their daily fix. The 12 Most Painful Moments of the World Cup So Far Click here to view this gallery

Document MASHABLE20140620ea6k00009

- FIFA World Cup gives soccer and sports app a major win
  Inside Mobile Apps, 15:00, 24 June 2014, 469 words, (English)
  World Cup fever is at its peak, and soccer apps are experiencing similar popularity — even apps not sponsored by the official FIFA organization. Apps like FIFA Official App, Watch ESPN, Univision Deportes are all popular free iOS apps, ...  

- World Cup fever takes over Apple’s App Store
  MacDailyNews, 22:58, 23 June 2014, 167 words, (English)
  “World Cup fever has descended upon the iOS app store, both globally and in the United States,” Lucas reports for AppFigures. “Apps designed specifically to follow the world’s largest sporting event are surging up the ranks with none ...  

- World Cup fever takes over Apple’s App Store
  iPod Daily News, 07:00, 23 June 2014, 359 words, (English)
  “World Cup fever has descended upon the iOS app store, both globally and in the United States,” Lucas reports for AppFigures. “Apps designed specifically to follow the world’s largest sporting event are surging up the ranks with none ...
We compare two World Cup apps.

**SBS The World Game World Cup Edition**

Free (iOS/Android)
sbs.com.au

**FIFA Official App**

Free (iOS/Android)
fifa.com

As the Socceroos do battle in Brazil, you can keep track of all the action on your tablet.

Reigning champions Spain still stand between Australia and the Round of 16 but, whether you're getting up early to watch a match live or catching up on the highlights afterwards, a tablet on your lap makes for a handy companion.

The FIFA app lets you nominate your favourite team, with the option to receive match alerts including line-ups, goals, half-time scores and final results. You can subscribe to more than one country if you have mixed allegiances.

FIFA's app offers plenty of articles and match previews along with photo galleries. During live matches you can enter the "global stadium" although there's no live video. Instead you can follow the "matchcast" with minute-by-minute updates and statistics. After the game you can replay the matchcast and scroll through the photo gallery from the match.
If you're after live video then you'll be better served by the SBS app. Every match is available live on a roughly 40-second delay. There are six camera angles to choose from but the trade-off is you're listening to British commentators rather than the SBS commentary team.

The SBS app also offers full match video replays. You access them via the schedule, tapping on a match, then the live tab at the bottom right. This is a pain if you don't want to know the result, especially as the video timeline marks the goals.

Along with full replays the SBS app also offers highlights clips, pre/post match interviews and daily updates.


THE VERDICT

FIFA's Match Alerts feature makes it a better choice if you just want to keep track of results throughout the tournament, but look to the SBS app if you're after live matches or replays (watch out for spoilers).

Document SHD0000020140622ea6m0005u
NEWS FEATURE Suarez incident also shows that World Cup is big on social media By John Bagratuni, dpa

780 words  
25 June 2014  
05:05  
dpa International Service in English  
DPAEN  
English  
Copyright 2014. dpa Deutsche Presse-Agentur

The World Cup is not only a hit on television, but also in social media, with the internet abuzz about goals and incidents such as Luis Suarez's alleged bite into the shoulder of Italian Giorgio Chiellini.

Rio de Janeiro (dpa) - Twitter, Facebook and company went into overdrive on Tuesday over Luis Suarez's alleged bite into the shoulder of Giorgio Chiellini, to prove beyond doubt that Brazil 2014 is the social and new media World Cup.

The infamous incident came less than 12 hours after the ruling body FIFA announced that their World Cup app was the biggest of a sports event, downloaded more than 18 million times since June 1.

The opening match between Brazil and Croatia saw 12.2 million tweets, and the Uruguay match with Suarez' incident could well see double digit figures again, given the flood of reactions.

They ranged from a speechless former England players Gary Lineker ("Suarez has bitten Chiellini!!!") and Rio Ferdinand ("Tell me Suarez didn't eat someone....was the hero a couple a days ago.....") to former boxer Evander Holyfield, himself once famously bitten by Mike Tyson.

"I guess any part of the body is up for eating," Holyfield tweeted.

Even the McDonalds branch from Suarez's home country Uruguay could not resist a jibe, saying (in English translation). "Hi, Luis Suarez, if you are still hungry, come take a bite out of a Big Mac."

The incident went viral as the referee was putting together his report to reach FIFA Wednesday, the day the ruling body are also set to give Twitter figures for the Uruguay-Italy game.

The selfie of Lukas Podolski with German chancellor Angela Merkel in the team dressing room has paled compared to the latest incident, and so has the blunt demand from Italy's Mario Balotelli "If we beat Costa Rica I want a kiss, obviously on the cheek, from the UK Queen."
But all those, as well as the now closed Twitter account from Ecuador player Michael Arroyo - after being the target of abuse from home fans blaming him for defeat against Switzerland - highlight the social media buzz among fans, players, pundits and officials.

FIFA boss Joseph Blatter has become an ardent tweeter, from congratulating Germany's Miroslav Klose on a record-tying 15th World Cup goal to saying he met Belgium's royal couple.

FIFA.com's Twitter account has 3.63 million followers and their Facebook site with 1.2 million likes. Both social media giants have their own dedicated World Cup content as well.

The FIFA app featuring live, editorial and social content has reached 2.5 billion page views. FIFA naturally also has its own Youtube channel to cater for an audience that consumes sport in a different way than previous generations - on smartphones, tablets or computers rather than via radio or television alone.

"We are following the digital train everywhere," host broadcasting CEO Francis Tellier said last week.

FIFA TV chief Niclas Ericson said that multimedia content consumption of the TV footage itself was not yet known but expects it to add to the 3.2 billion cumulative TV audience record from 2010, which is set to be broken in Brazil.

"If you add all other consumption it will increase further. Many young people consume the World Cup differently. We don't know the exact figures," he said.

Known, however, are the most popular players on Twitter, Facebook and Instagram.

By the end of last week Portugal's Cristiano Ronaldo led the way with 117.4 million followers on all three sites, ahead of Argentina's Lionel Messi, a distant second on 62.5 million.

However, players also have to follow rules when on social networks.

Russia coach Fabio Capello has imposed a complete social media ban for his players, Dutch players are not to reveal anything about team-mates, and England manager manager Roy Hodgson also told his players to make responsible use of Twitter, Facebook etc.

Smartphones and details from team meetings are off limit for German players.

Now resigned Italy coach Cesare Prandelli had also considered a Twitter and Facebook ban for his players, but eventually decided as the Dutch - good news for Ballotelli who had also famously announced his engagement via Twitter.

Get football updates on the go
The Hindu, 20:04, 22 June 2014, 377 words, Staff Reporter, (English)
Keeping tab on your favourite football teams just got easier. Now, you can monitor every goal, tackle and penalty during the FIFA World Cup 2014 with a simple click on your mobile phones or tablets, thanks to the numerous applications that ...
It's the FIFA Fever!

Priya Adivarekar
Distributed by Contify.com
786 words
20 June 2014
Screen
ATSCRE
English
Copyright © 2014 The Indian Express Limited

Those who have been hooked on to chart toppers like Candy Crush Saga or Subway Surf can now heave a sigh of relief and introduce themselves to something new. The soccer mania seems to have taken over the iOS app store, with a dedicated section called Football Fever being introduced for hardcore fanatics of the game. The colourful page makes it easier for users to check out all the applications under one roof, without having to search for them individually. While the store is filled with a wide variety, which might confuse you, we give you a lowdown on some of the best options that every iOS user must get their hands on:

1 FIFA

Price: Free

What’s hot: Watching the games live in the Global Stadium section, where you can also tweet your excitement using the #JoinIn hashtag

The official FIFA application is your best bet to get detailed information on anything and everything (seriously). It gives you exclusive coverage from the event, which includes match alerts and a daily live blog, that gives you minute-by-minute update of everything happening at the tournament. You can also download exclusive photo and video coverage. The user can also vote for a Man of the Match in each of the 64 games. For those who are interested in forming their dream team can do so on FIFA.com Club, where the user can make their own Fantasy Dream Team, play the Predictor game and more. Detailed profiles of teams and players is also available.

2 World Soccer 2014 - Snaptee Team T-Shirt
Price: Free

What's hot: You can share the designs on social media platforms and even order it online

Jerseys with the name of star players is a common sight. But the joy of owning a team jersey with your own name or design sounds amazing, isn't it? Snaptee's Team T-Shirt application for World Cup 2014 helps you to design a custom T-shirt for the ongoing tournament. The app has more than 32 stylish and vibrant templates, that has colourful jerseys of every team. Choose your template, font and font colour and the user is ready to design. The final design can be shipped in the form of a real Tee for $ 29.99 (exclusive of international shipping charges). Good fun if you want to experiment with diverse designs on jerseys.

3 FIFA 14 by EA sports

Price: Free

What's hot: The game play is simply unmatchable!

The new version of FIFA 14 comes with officially licensed World Cup national teams, kits and the Adidas Brazuca ball. You can compete in new matches and pit yourself against other national teams from around the world in the Online Mode. You can also choose games from the official World Cup Matches of the Week list. The new touch flow controls are interesting, where the gamer can simply point to move the players around the field and tap to pass, swipe to shot among others, making the process more smooth. The graphics and sound are simply stunning.

4 Pele: King of Football

Price: Free

What's hot: The exclusive recorded interviews of Pele, which are a delight to watch.

This game is quite an experience, and features the Brazilian football legend, Pele. It allows the gamer to step into Pele's shoes and work their way from the backstreets of Brazil to the grandeur of a platform like the World Cup. The gameplay is simple and there is also an option of choosing the multiplayer mode, where the gamer can test their skills against challengers from across the world. Hourly online competitions are also available. There are more than 800 challenges and goals to complete, that can give you a chance to win autographed jerseys or even meet the legend himself. Not interested in the game, but love Pele anyway? Watch exclusive recorded interviews of the star.

5 Discover Brazil section

Price: From Free to Rs 190

What's hot: For tourists in Brazil, there are a great variety of applications to choose from.
The Discover Brazil section is perfect for any tourist who is visiting the Samba land for the first time. It includes dedicated apps that focus on a variety of things, including taxi fares, restaurant and hotel bookings, sightseeing, travel guide among others. The Conceirge Brasil series offers separate apps for each city, with detailed information on everything around. Stuck somewhere? There is an Emergency Traveller Kit that can help you with numbers of the local hospitals, police stations, city hall among others. Navigation and GPS apps for a smoother ride within the country are also available.
Review: World Cup Mobile Apps
Sci-Tech Today, 15:52, 21 June 2014, 480 words, Jonathan Fahey, (English)
World Cup games typically don't line up well with the North American workweek, often
taking place when you should be in bed or at work. As much as it's fun to go to a bar then, I
appreciate having more options for watching games online this ...

Dilemma: Watching the World Cup during the work day

JERRY WOFFORD & NICOLE MARSHALL MIDDLETON
JERRY WOFFORD & NICOLE MARSHALL MIDDLETON World Scene Writers
1,306 words
25 June 2014
Tulsa World
TUL
n/a
English
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rights reserved.

Planning to record the USA vs. Germany World Cup game Thursday and watch it later? You
might as well dig a hole and get in it to avoid hearing or seeing the outcome somewhere.

And if you consider hiding in a hole an option, you can't work anywhere, so you might as well
just take a day off and watch it.

Here are some ways to adjust your Thursday to fit in the match. And if you are tied to a desk
or work, we have ways to keep up with the match, show your support for the team and what
snacks you can bring for your work World Cup watch party.

Flex your hours and watch the match at a Tulsa soccer hot spot

Come to work an hour early and plan your lunch hour accordingly. Empire Bar, MixCo,
R Bar, White Flag and Fassler Hall are some of the hot spots where soccer fans have flocked
to watch World Cup matches.

And, yes, the Tulsa chapter of the American Outlaws still plans to make Fassler Hall its
headquarters Thursday even though USA is playing Germany and it's a German-themed
establishment.

Daniel DeVore, president of the chapter, said fans have been packing the restaurant and bar
to watch the games.

And now that the game is on during the work day, it's convenient for people who work
downtown to get to Fassler, 304 S. Elgin Ave.
He also noted that four of the players on the United States team are from Germany, and so is the team’s head coach.

DeVore and his fellow club members planned ahead, by the way, and took the day off from work.

"This only happens every four years," he said. "And soccer is our passion."

Fassler Hall opens at 10 a.m., but the outside party is expected to get started even earlier. They’ll be serving breakfast tacos -- so, yum. And if you happen to be one of the lucky ones to take the day off, Fassler will be serving $2.50 PBR tallboys, $2 Banquet draws and $5 Summer Shandy. USA!!

DeVore said he also expects food trucks to show up at Fassler to help feed the hungry crowd.

'Watch' the game on the Internet

Can't be near a TV but can't wait to watch the U.S. match later? Luckily, this is 2014 and there are many ways to stay up with the game, even while "working."

First, Watch ESPN is probably the easiest and best way to actually watch a game not on TV, as long as you have access through your cable provider. The mobile app and website can let you watch.

Other than that, it may take some digging into the darker corners of the Internet, which you would do at your own risk.

No cable access? If you have a smartphone, free apps from ESPN and FIFA can send notifications during each point, at the half and end as well as news and updates.

The official FIFA app and ESPN FC app have their pros and cons. ESPN is great for its updates, news and video, but the FIFA app has a sharper layout and looks nicer, especially its "Matchcast" that makes it easy to scroll through the game and see the highlights.

Twitter has developed a fantastic platform to keep up with games. By clicking the hashtag for the game, #USAvsGER, you can go to the special page made for the game that has scores, tweets, photos in almost real time. It’s an easy way to "watch" the action and not miss the scores.

Or just have your lazy slacker friends who were able to get off work for the match to text you regular updates.

Go all in and sport your red, white and blue

At a formal office it could be subtle -- white shirt, red tie and blue blazer for men or a navy pencil shirt, white blouse and red accessories for women. However, if your office is more casual, go ahead and break out your American flag pants. Because who wants to be the boss
who tells people they can't wear American flag pants?

Face painting may be going a little far, but check your dress code policy just in case. There's a good chance that the powers-that-be may have overlooked that particular subject when drafting policy. Loophole!

DeVore said they recommend that people "dress as American as you possibly can." So there you have it. American Outlaw scarves have been selling like crazy, by the way. The first shipment from England sold out in 30 minutes, he said. The chapter has 50 more to sell at Fassler Hall on Thursday, but he expects those to be snapped up pretty fast, too.

Pack your soccer snacks and hit the break room

Is this just a little sad? Yes. But what are you going to do, not watch? Quit? Nope. Pack your game-day treats in your little insulated bag and try to make it feel like a special World Cup picnic in your break room.

Here are some food suggestions: American grilled cheese sandwich, barbecue take-out from one of our local restaurants or apple pie, perhaps? Apple pie should cheer you up.

And if you are trying to watch the entire match in the break room, pack several courses and don't forget to take very, very small bites.

Outcome mediation

Thursday's match is the final for the U.S. in the group stage, and there is a lot riding on this last match in the "Group of Death."

The United States is actually in a not terrible position (which they could have avoided if they held on a few more seconds Sunday, but here we are).

Now comes a little World Cup math, which can be fuzzy. The easy way for U.S. to advance to the knockout stages and tournament bracket is to either beat or tie Germany. The Germans are the third best team in the world, so there's that.

Here's the complicated part: The U.S. can advance with a loss if Ghana and Portugal tie in their game, which will be played at the same time. If one of those teams wins, it gets deep into some World Cup math that can be explained by the soccer pro next to you at the bar today.

So how does one finish the rest of their day at work Thursday with either outcome? An advance to the next round would mean elation and distraction across the United States. Getting knocked out is sure to send many soccer fans -- new and old -- into a deep, deep depression. It's hard to work through eagle tears.

Still, if the U.S. is knocked out, try your best to stay productive and positive. Just remember, the team played well against Portugal on Sunday. U.S. coach Jurgen Klinsmann came on as
coach in 2011 and is coaching his first U.S. team in the World Cup. He's done good work since then, guiding the team of young and talented players to the Gold Cup in our division. That's a lot to look forward to in the 2018 World Cup.

If they do advance, we would have done what few thought was possible in our group, stacked with some of the best players and teams in the world. So it's OK to jump and cheer for a little bit, but get back to work. Do it for your country. And plan better at how to get out of all of your responsibilities for the next match.
USA World Cup Fever

Ref: World Cup fever
For many Americans, FIFA has long been a foreign-sounding jumble of letters rather than the organization behind the World Cup, the globe’s biggest sporting event. (Where is the “S” for soccer?)

Not any longer.

Helped by the unlikely advance of Team USA in Brazil, users from within the United States now make up 20 percent of FIFA’s total global audience across its digital platforms, making America the biggest footballing nation in audience size, according to early tallies by FIFA’s digital arm. FIFA is set to release more detailed global data after the tournament’s final match on July 13.

FIFA.com, the organization’s global site, available in six languages, logged some 30 million visitors from the United States between June 1 and 26, or about 23 percent of the global audience, FIFA said. American users also account for almost a quarter of the 25 million downloads the FIFA World Cup App has logged on iOS and Android smartphones so far, making that app more popular in the United States than anywhere else.

And American soccer fans have been the most active on Facebook. Over the last 28 days, 38 million Americans visited FIFA’s Facebook page, making up about 10 percent of FIFA’s global Facebook audience.

That’s quite a big jump in American interest in soccer, FIFA says. According to the organization, the global audience across FIFA’s digital platforms has grown by 174 percent since the last World Cup, in 2010. Visitors from the United States to FIFA digital properties have grown 207 percent.

Americans have certainly spent a lot of hours following a tournament battled out on distant shores. Since June 1, audiences in the United States have cumulatively spent 847 years and 143 days on
FIFA’s digital content, the organization said. That is more than the nearest rivals — Brazil, Germany, England and France — put together.

It could all come to a crashing end for the United States, however. After a hard-fought 1-0 loss to Germany last week, which was enough to propel the American team to the knockout stage, Team USA faces a European stalwart, Belgium, Tuesday evening.

The Belgians are the strong favorites, with odds of about 5-1 to qualify for the quarterfinals for the second time in that country’s history. Belgium has beaten the United States in their last four meetings, the latest in May 2013, when the Red Devils beat Team USA 4-2.

If Team USA advances, it would be its first appearance at a World Cup quarterfinal since 2002.

Either way, sports fans in the United States have nothing to fear. Baseball’s biggest stars are gearing up for the Major League All Star Game on July 15. The P.G.A. Tour is in full swing. New York hosts the United States Open Tennis Championship in August. And in early September, the N.F.L. season kicks off with a game between the defending Super Bowl champions, the Seattle Seahawks, and the Green Bay Packers.

Did anyone mention soccer?
Ref: World Cup fever
Ref: World Cup fever
Proof Americans care more about soccer than you think
By Hayley Tsukayama
222 words
1 July 2014
Washington Post.com
WPCOM
English
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Do you believe that we will win?

My Washington Post colleague Ishaan Tharoor has already outlined a few of the ways in which American soccer has already come out on top in this year’s World Cup. But there’s one more, according to the bean counters who keep track of the traffic for FIFA: Americans are watching the most World Cup coverage over FIFA’s official Web site and apps.

According to FIFA numbers provided to The Post, Americans make up a full 20 percent of all the traffic to the company’s official apps and Web sites. In the last 28 days, 36.7 million unique visitors from the United States have visited FIFA.com or the FIFA app. That’s about 11.28 percent of the U.S. population.

What’s more, U.S. fans spend more time using FIFA’s Web products than the populations of Brazil, Germany, England and France combined. When watching the U.S. match against Germany, FIFA reported that U.S. soccer fans spent a collected 67 years and 217 days of time on the World Cup Web site and app.

Here’s how the traffic breaks down by state. (FIFA says seventh-place Washington refers to Washington, D.C.):

Document WPCOM00020140701ea71006pq
Proof Americans care more about soccer than you think

Do you believe that we will win?

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While the U.S. isn't favored to win the World Cup, it's emerged the champion by at least one measure: digital activity.

During the past month, the U.S. easily took the top spot with 23.5 percent of FIFA's global audience on digital platforms. That includes mobile apps and the website.

With an audience of more than 36 million, the U.S. had more than the next top four countries combined. Not bad for a place where many of the citizens struggle with identifying the sport's star players, knowledge of the rules and even basic terminology.

The U.S. has also shown the most growth. Since the last World Cup, the number of U.S. visitors has jumped by more than 200 percent, outpacing the overall increase of 174 percent, according to FIFA Digital Platforms. In addition, the U.S. has the most engaged digital fans with the number of visits per user 90 percent higher than the rest of the world. The biggest audiences came from the largest states: California, New York and Texas.

The activity points to the growing popularity of soccer in the U.S. During the week ended June 22, the top two cable television shows in the country were the U.S. games against Portugal and Ghana, which brought many offices to a standstill.

So, while the U.S. has just a 26 percent chance of topping Belgium today on the field, it can claim this victory. Belgium's digital audience ranked 19th.
U.S. Beats Belgium in World Cup Clicks

By Brian Womack | Jul 1, 2014 6:11 PM GMT | - Comments Email Print

While the U.S. isn't favored to win the World Cup, it's emerged as the champion by at least one measure: digital activity.

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Soccer, Anyone?

USA won the World Cup — by one measure. More Americans used FIFA digital services in June than any other country.

Ref: World Cup fever
FIFA: U.S. World Cup fans most active online

By Doug Gross, CNN
July 7, 2014 -- Updated 22:03 GMT (06:03 HKT) | Filed under: Web

U.S. team captain Clint Dempsey's home state of Texas has been the third most-active engaging with the World Cup.

STORY HIGHLIGHTS

• FIFA says U.S. World Cup fans have been more active than those in any other country.
• 36.7 million U.S. fans have accessed World Cup sites, apps within past 26 days.
• California, New York and Texas are busiest states in visits to World Cup website.
• U.S. team plays Belgium in World Cup's second-round Tuesday.

(CNN) -- They came up just short in their knockout-round match with Belgium, but online, Team USA is already a World Cup winner.

FIFA, international soccer's ruling body, says fans in the United States have been more active on its websites and mobile apps than any other country.

During the past 26 days, 36.7 million U.S. fans have engaged with the World Cup online properties, a spokesman for the organization said. That's 11.2% of the country's population and has accounted for 23% of the total activity.

FIFA measured actions on its website and Facebook page as well as downloads of its mobile app.

Unlike most nations in the world, soccer has been slow to capture the imagination of sports fans in the States, where "football" is played mainly on Saturdays and Sundays and you can use your hands a lot more.

See what's trending at World Cup

Stay informed with results of the latest World Cup matches and the lift-off cube to the month-long tournament in Brazil.

Suarez: Sympathy for the 'devil'?

June 26, 2014 -- Updated 21:45 GMT (03:45 HKT)

Luis Suárez's "bite" on Giorgio Chiellini's shoulder has prompted an outpouring of sympathy from the game's global congregation.

Latin Americans do it better...

June 27, 2014 -- Updated 12:00 GMT (00:00 HKT)

It's been a World Cup filled with plenty of goals, surprise results and -- in Luis Suárez's case -- an unfortunate surgical intervention.

Social media chews up Luis

June 26, 2014 -- Updated 19:00 GMT (01:00 HKT)

No sooner had Luis Suárez taken a bite out of Giorgio Chiellini and social media was already lining up to chew the Uruguay striker.

Spraying the message at Brazil 2014

June 27, 2014 -- Updated 19:45 GMT (01:45 HKT)

Graffiti is known as the voice of the people.
FIFA: U.S. World Cup fans most active online

By Doug Gross CNN
403 words
1 July 2014
18:34
CNN Wire
CNNWR
English
Copyright 2014 Cable News Network. All Rights Reserved.

(CNN) -- The results of Tuesday's knockout-round match with Belgium remain to be seen. But online, Team USA is already a World Cup winner.

FIFA, international soccer's ruling body, says fans in the United States have been more active on its websites and mobile apps than any other country.

During the past 28 days, 36.7 million U.S. fans have engaged with the World Cup's online properties, a spokesman for the organization said. That's 11.2% of the country's population and has accounted for 23% of the total activity.

FIFA measured actions on its website and Facebook page as well as downloads of its mobile app.

The news was a surprise to folks at the Zurich, Switzerland-based FIFA. Unlike most nations in the world, soccer has been slow to capture the imagination of sports fans in the States, where "football" is played mainly on Saturdays and Sundays and you can use your hands a lot more.

But as the U.S. men's team played its way out of a tough opening-round group that included Germany, Portugal and Ghana, U.S. Web users spent a total of 847 years and 143 days engaged with FIFA content.

That's more than soccer-crazy rivals Brazil, Germany, England and France combined.

Part of all that may be American fans working hard to catch up.

In four years, U.S. visitors to FIFA properties have grown 207%, according to the organization.
A look at the 10 most active states reveals some no-brainers and some surprises.

California and New York rank No. 1 and 2, respectively, in terms of visits to the World Cup website and time spent there.

But Texas, where American football, from "Friday Night Lights" to the Dallas Cowboys, borders on a religious sacrament, has been No. 3.

It's worth noting that U.S. team captain Clint Dempsey hails from Nacogdoches, Texas.


This year's World Cup is already poised to shatter records as the biggest social-media and Internet event ever.

In its first week alone, the tournament spurred 459 million posts, likes and comments on Facebook, according to the company. That's more than the Super Bowl, Sochi Winter Olympics and Academy Awards combined.

Document CNNWR00020140701ea71007sl
Big Numbers Final Whistle

1 billion+

Global Stadium Attendance
13,380x capacity of the Maracana
from every country in the world

Global Stadium Interest
2x daily visitors compared to 2010
47 billion impressions

Global Stadium Mobile
113 million fans connected with official World Cup content on mobile
24 million app downloads making it the biggest ever sports event app

Global Stadium Social
451 million Facebook users reached with official FIFA social content
1600% growth on Instagram
857k+ followers since tournament began
With millions of ad views, World Cup enters the big leagues in the U.S.

By STUART ELLIOTT
1,028 words
16 July 2014
International New York Times
INHT
18
English

The day after the biggest football game of the year, Madison Avenue was eagerly — and, in some quarters, anxiously — combing through data to learn whether ads were hits or flops with tens of millions of fans.

A description of a Monday in early February, after a Super Bowl? Yes. But also a description of what took place on a Monday in mid-July, as marketers and agencies studied analyses of how their work performed during the 2014 World Cup — on television, online and in social media like Facebook, Twitter and YouTube.

The breadth and depth of those day-after assessments were new for American advertising, far more extensive than the post-mortems after the 2010 World Cup. The difference offered another example of how, after many decades, the tournament has become a “big event” for United States consumers and a premier ad platform like the Olympics or, yes, the Super Bowl.

Although Visa has “been involved with soccer in the United States for a long time,” Ricardo Fort, senior vice president for global sponsorship marketing, said in a phone interview from Rio de Janeiro, “we were not expecting to have the interest, engagement, in the United States that we did.”

“It was unbelievable,” he added, and as a result, “we changed the plan and invested more in the U.S., gave more content to the U.S.” during the tournament. Visa is one of six marketers — along with Adidas, Coca-Cola, the Persian Gulf airline Emirates, Hyundai/Kia and Sony — whose sponsorship deals with the World Cup organization, FIFA, are at the highest level, “partner.”

Visa had “more than 750 people working on our team during the event” throughout Brazil, Mr. Fort said, including staff members of a “real-time newsroom” that created content like video clips, Facebook posts and digital ads while the games were played. (There were also outposts in New York
and San Francisco.)

“World Cup fever in the United States is reflected in the FIFA.com audience figures, where 42 million fans from the U.S.A. engaged on our platforms,” Sepp Blatter, president of FIFA, said in an email, and more than a billion fans used the organization’s live digital platforms, billed as FIFA’s Global Stadium, from June 1 through Sunday.

“The carnival atmosphere experienced at the World Cup viewing parties, where fans filled whole city blocks across the U.S., shows the passion that Jürgen Klinsmann’s side has instilled in U.S. sports fans,” Mr. Blatter said, referring to the head coach of the men’s national team.

Mr. Fort said he believed that “the performance of the U.S. team is great” for American soccer, adding: “We think the United States is on the edge of transformation in soccer. And a lot of brands are jumping into this party.”

(In another sign of the times, the July 14-27 issue of the trade publication Adweek, devoted to sports marketing, has a cover article featuring an interview with Tim Howard, the goalkeeper of the United States team.)

Adding results internationally to those from the United States, Mr. Fort said, there was a total of “1.7 billion impressions for messages from Visa related to the World Cup,” compared with a target of “around 1.2 billion.”

Ads from other marketers ranked higher than Visa’s ads in assessments from some companies. For instance, according to Visible Measures, a video advertising firm, Nike was the most-viewed brand of the tournament worldwide, releasing eight campaigns that generated almost 240.7 million views; followed by Samsung, at 124.4 million; and Adidas, at 90.3 million. Two Nike campaigns were also the most viewed, Visible Measures reported: “Risk Everything,” with 122.3 million views, and “The Last Game,” with 97.1 million.

A record total of 671.6 million views worldwide was garnered by branded videos for the World Cup, Visible Measures said, topping the 516.2 million views of branded videos for Super Bowl XLVIII on Feb. 2. “As evidenced by the exploding engagement rates, watching and sharing branded video has become a key part of World Cup action,” said Brian Shin, chief executive of Visible Measures.

Unruly Media, a social video technology company, reported that a video from Activia yogurt featuring Shakira was the most shared of the World Cup, at 4.7 million; followed by Nike, 2.6 million; and Samsung, 1.3 million.

According to Networked Insights, an analytics company, Budweiser beer was the “World Cup digital
marketing champions,” said Rick Miller, vice president for data and insights, scoring “a 1,019 percent increase in brand awareness with the World Cup audience from the pretournament baseline period through the end of the tournament.”

Another firm, iSpot.tv, which measures results for television commercials in real time, reported that commercials during game coverage or referring to the World Cup generated more than 340 million views online, along with 5.2 million “explicit mentions” in social media and 2.7 million online searches that could be correlated to television appearances.

“There was a large influx of fresh ad creative in Spanish language,” said Sean Muller, chief executive of iSpot.tv. Of the five commercials that appeared most often, one, for Verizon Wireless, was in Spanish, and one, for Hyundai, ran in English and Spanish. The growth of the Hispanic population is another reason cited for the sharply increasing interest in the World Cup in the United States.

Another example of that interest was data from TiVo showing that although four of the top five streamed games of the tournament in homes with TiVo DVRs involved the United States team, six of the 10 most-streamed games involved only teams from other countries. And the streams of Super Bowl XLVIII in TiVo homes, the company said, were 22 percent more than the streams for the top two World Cup games, United States-Germany (June 26) and United States-Belgium (July 1) — a far smaller gap than the significant difference in television ratings between the World Cup games and the Super Bowl.
More than 26 million people watched the World Cup final in the U.S. - making it the most-viewed soccer game in American history

By ASSOCIATED PRESS and DAILY MAIL REPORTER

An estimated 26.5 million U.S. viewers watched Germany defeat Argentina to win the World Cup on Sunday - making it the most-viewed soccer game in American history.

The tournament, which far exceeded expectations for interest across TV networks, had 17.3 million viewers on ABC and 9.2 million on the Spanish-language Univision, the Nielsen company said.

In addition, just over 750,000 people were watching the game during a typical minute online through services provided by each network.

The month-long tournament was also responsible for more than three billion interactions on Facebook and 672 million messages on Twitter, the social media companies said on Monday.

He 2010 finale between Spain and the Netherlands, along with the U.S. team's 2-2 draw against Portugal earlier in this year's tournament, both had 24.7 million viewers.

Given the growing interest in the tournament as it went along, the size of the audience for the final game wasn't that big a surprise, said Scott Guglielmino, ESPN senior vice president of programming.

The tournament as a whole exceeded expectations for ESPN, and surprised Guglielmino in the way it permeated U.S. culture as no World Cup has before.

'We all knew that everything was in place to be well-delivered to the audience and we needed a good performance by the teams, and that happened,' said Juan Carlos Rodriguez, Univision sports president.

At least until some cautious games in the knockout round, play was more wide-open with increased scoring and that was appealing to viewers, the executives said. The event also had stories that
transcended the games itself, with Uruguay's Luis Suarez suspended for biting another player and host Brazil's historic meltdown against Germany.

On ESPN, tournament games averaged 4.56 million television viewers, compared to the 1.04 million viewers for games in the 2002 World Cup that were in Korea and Japan.

World Cup organizers FIFA said that more than a billion fans worldwide accessed information about the tournament through its digital platforms. 'This has been the first truly mobile and social World Cup,' said FIFA President Sepp Blatter.

Facebook said 88 million people made a total of 280 million posts or 'likes' about the final game. The most social 'moment' of the tournament on Facebook, however, was right after Germany scored four goals in seven minutes during its semifinal victory against Brazil.

On Twitter, the Brazil-Germany match exceeded the final game for most tweets.

Both ESPN and Univision invested heavily to make the tournament an immersive experience, signing up former players for hours of discussion between match times.

Univision went high-tech, with virtual reality displays that pitted famed players from different eras against one another. The company also worked with an Israeli company to invest in technology that allowed its feed of games to appear on the network some five or six seconds before its English-speaking rival.

'We're the real home of soccer in America, regardless of language,' Rodriguez said.

He predicted that ratings for the Copa America Centenario tournament in 2016, which will match the best teams in North and South America, will exceed this year's World Cup on his network.

The ratings performance was a little bittersweet for ESPN and Univision, however. Both networks were outbid for the rights to broadcast the 2018 World Cup in Russia.

So there was a little gamesmanship involved. Guglielmino said the intention was to create a 'high bar' for Fox when it broadcasts the 2018 tournament. Given that the games in Russia will take place at inconvenient times in the U.S. market, Fox may be hard-pressed to beat these ratings.

'At the end of the day, a lot of us are just as competitive as some of the people we cover,' Guglielmino said.
World Cup walloped social-media records

By Doug Gross CNN

14 July 2014 18:58

CNN Wire

CNNWR

English

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12:59 p.m. ADDS graf 8 with overall Facebook totals for tournament.

(CNN) -- In terms of online entertainment, the World Cup seemed to have it all.

There was a cannibalistic Luis Suarez. Tim Howard saving ... well ... everything. Sad Brazilians. And Cristiano Ronaldo's hair.
Oh, yeah ... and the actual matches, which saw the U.S. team make an inspiring run, the powerhouse Brazilians unravel in shocking fashion and the Germans ultimately capture first prize on Sunday.

The month-long spectacle also captured another prize: It's now the biggest social event in Web history.

On Facebook, Sunday's final between Germany and Argentina alone spurred 280 million interactions by 88 million people, according to the company. That easily surpassed the former champ, last year's Super Bowl, with its 245 million interactions.

Things were similarly fast and furious on Twitter, where the match was inspiring more than 618,000 tweets per minute, a new record for the site. There were a total of 32.1 million tweets about the match.

Take those numbers and tack them onto the huge online engagement the tournament had already inspired and it's a no-brainer that Brazil 2014 enjoyed online fandom like no event before it.

From June 12 to July 13, 350 million people generated a massive 3 billion World Cup posts, comments and likes, according to Facebook.

In just its first week, from June 12-18, the tournament inspired 459 million Facebook interactions -- more than this year's Super Bowl, the Academy Awards in March and the Sochi Winter Olympics combined.

FIFA, international soccer's ruling body, says that more than 1 billion people engaged with World Cup content through its website, social media accounts and mobile app.

The official FIFA app became the biggest sports-event app ever, with 28 million downloads, 451 million Facebook users were reached by FIFA's page and its Instagram account rocketed from 42,000 followers to nearly 1 million in 31 days.

"This has been the first truly mobile and social World Cup," FIFA President Sepp Blatter said. "The 1 billion attendance in the global stadium created the sense of togetherness the World Cup brings and the shared excitement that digital platforms offer."

Certainly, the global appeal of the World Cup played a huge part in the tournament's popularity. But the big numbers were clearly being bolstered by growing interest in the United States, one of the few nations where soccer isn't, hands-down, the most popular sport.

During Sunday's final, 10.5 million of the people engaged on Facebook were from the United States. Compare that to the 7 million people in Argentina and 5 million in Germany, the match's actual
participants, and you can see that U.S. interest in the tourney didn't disappear when the American side bowed out.

In the 28 days before the U.S. team lost to Belgium in the knockout round, 36.7 million U.S. fans engaged with the World Cup's online properties, a spokesman for the organization said. That's 11.2% of the country's population and accounted for 23% of the total activity during that time.

In all, 42 million U.S. fans visited FIFA Web and mobile tools during the entire tournament.

As the U.S. men's team played its way out of a tough opening-round group that included Germany, Portugal and Ghana, U.S. Web users spent a total of 847 years and 143 days engaged with FIFA content. That's more than soccer-crazy rivals Brazil, Germany, England and France combined.

"The popularity of the World Cup in the USA shows what a nation of sports lovers and enthusiasts they are," Blatter said.

"The carnival atmosphere experienced at the World Cup viewing parties, where fans filled whole city blocks across the U.S., shows the passion that Jürgen Klinsmann's side has instilled in U.S. sports fans."

BRAZIL 2014 will be remembered as the first World Cup truly embraced by social media, with figures announced today revealing more than a billion fans watched the tournament across FIFA's official digital platforms.
FIFA's **Global Stadium** — the social, online and mobile hub for the World Cup — generated more than 40bn impressions, while the official FIFA app became the biggest sports event app of all time with 28m downloads. FIFA's Twitter followers surpassed the 16m mark and 451m users were reached on Facebook.
ATTENDANCE IN FIFA'S GLOBAL STADIUM EXCEEDS 1 BILLION FANS

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14 July 2014
13:43
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PRESSA
English
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ZURICH, July 14, 2014 /PRNewswire/ --

Brazil 2014 has proved to be a social, mobile £WorldCup as more than a billion fans were able to £joinin across FIFA's official digital platforms.

(Photo: http://photos.prnewswire.com/prnh/20140714/696990-INFO )

Attendance in the Global Stadium exceeded one billion users by the final whistle of the 2014 FIFA World Cup, meaning that FIFA's digital live and social hub could fit the equivalent of 13,380 Maracanas inside.

FIFA's Global Stadium has been the social, online and mobile hub for the World Cup matches where fans could follow the games live and engage with friends, worldwide fans, players, coaches and celebrities.

Football fans from every country in the world went through the virtual turnstiles to experience more than 40 billion impressions of official World Cup digital content.

FIFA's mobile and social platforms contributed to the record-breaking crowds who engaged with FIFA's digital platforms, with 107 million fans connecting to official website and app content on mobile devices.

The official FIFA app recently became the biggest sports event app of all time with a record 28 million downloads.

An impressive 451 million Facebook users were reached with official FIFA social content, while FIFA's Twitter followers surpassed the 16-million mark, with an average of ten new followers per second
recorded on the opening match day. The official FIFA World Cup Instagram app increased from 42,000 to 0.8 million followers in 31 days, a growth rate of over 1,600 per cent.

FIFA President Blatter commented: “This has been the first truly mobile and social World Cup. The official FIFA app became the biggest sports event app in the world and we have seen huge growth across our social accounts. The one billion attendance in the Global Stadium created the sense of togetherness the World Cup brings and the shared excitement that digital platforms offer.”

About FIFA's digital platforms

FIFA.com is the world's official digital home of the FIFA World Cup and the online heart of football. It is also a one-stop shop for retail, event ticketing, accommodation and hospitality.

Via our official app and social media accounts, we encourage the billions of football fans to JoinIn and share the excitement of the WorldCup in FIFA's Global Stadium.

Constantly updated, FIFA.com offers the latest news, live scores from 197 world leagues, video highlights, historical data, exclusive interviews, behind-the-scenes access and - through the free FIFA.com Club - a global meeting point for people who love football.

Details of FIFA's core social media accounts, both for the FIFA World Cup, and other competitions, can be found here:

http://www.fifa.com/newscentre/social/index.html

Contact: media@fifa.org for further information. Telephone: +44-(0)7775-992450.

Document PRESSA0020140714ea7e003xq
Attendance in FIFA's Global Stadium Exceeds 1 Billion Fans

494 words
14 July 2014
13:45
Dow Jones Global Press Release Wire
DJGPRW
English
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ZURICH, July 14, 2014 /PRNewswire/ --

Brazil 2014 has proved to be a social, mobile #WorldCup as more than a billion fans were able to #join in across FIFA's official digital platforms.

(Photo: http://photos.prnewswire.com/prnh/20140714/696990-INFO )

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/CONTACT: Contact: media@fifa.org for further information. Telephone: +44-(0)7775-992450.

(END) Dow Jones Newswires

July 14, 2014 07:45 ET (11:45 GMT)

Document DJGPRW0020140714ea7e001ij
Rio de Janeiro (dpa) - The World Cup is breaking all records for social media use, football's world governing body FIFA said Wednesday after Germany's 7-1 semi-final win against Brazil became a massive Twitter and Facebook hit.

"There were huge figures last night for Twitter and Facebook," FIFA's head of digital Matt Stone said.

"For Facebook they had already more people talking about the World Cup than the Superbowl, the Oscars and Sochi (winter Olympics) combined. That shows how big the World Cup is on social platforms."

The semi-final on Tuesday in Belo Horizonte was the most discussed sports event on Twitter, generating a record 35.6 million tweets.

The social media website said the match broke the previous record of 24.9 million tweets registered earlier this year by the NFL Super Bowl.

After Germany's Sami Khedira scored the fifth goal against the hosts tweets peaked to an all-time record of 580,166 per minute, beating the 360,000 tweets per minute registered for Miley Cyrus's performance last year at the MTV music awards.

The player who got the most mention in the tweets was Miroslav Klose, who broke the all-time World Cup scoring record with his 16th goal.

Social networking website Facebook recorded 200 million interactions between 66 million users related to the semi-final match.

Stone said the World Cup so far had attracted some 305 million people to FIFA's "global stadium" in which fans can interact during matches via its social media and online platforms.

The "big story is social and mobile," Stone said. Around 107 million people have connected to official
content on mobile devices and there have been 23 million app downloads since June 1

"This is by far the biggest sport event app ever," he said.

FIFA began its website in 1995 and relaunched it in 2011. It opened its first Twitter account ahead of the 2010 World Cup in South Africa and launched its official app in November 2013. An Instagram account was opened several months ago. FIFA now claims to have 447 million Facebook users.

# dpa Notebook

## Note to editors - releads, adds further details, quotes, byline; changing dateline, slug

## Internet links - [Tweets about the game](http://dpaq.de/jmWhh)

Document DPAEN00020140709ea79005ha
FIFA Reports Global Stadium Attendance Results

277 words
7 July 2014
Entertainment Close-Up
ENTCUP
English
(c) 2014. Close-Up Media, Inc. All rights reserved.

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FIFA said 358 million Facebook users were reached with official FIFA social content. FIFA's Twitter followers surpassed the 13.5 million mark, with an average of ten new followers per second recorded on the opening match day. The official FIFA World Cup Instagram app increased from 42k to 550k followers in seven days, a growth rate of over 1,000 percent.

Matt Stone, FIFA Head of Digital, said, "This is developing into the mobile and social World Cup. The Global Stadium reflects the sense of togetherness which the World Cup brings and the shared excitement which digital platforms offer. The strong growth in our mobile audience, particularly in the app, has kept fans engaged whether they are on the move or as a second screen companion."

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((Comments on this story may be sent to newsdesk@closeupmedia.com))
Document ENTCUP0020140707ea770003q
Brazil 2014 is proving to be a social media sensation as 230 million people used the tournament’s official hubs by the end of the group stage.

FIFA’s Global Stadium has had enough visitors to fill the Maracana 3,000 times over since the World Cup began.

The tournament’s official phone app has also become the biggest sports event app of all time, with 20 million downloads in 26 days. Fans have spent an average of 62 minutes using the app – equivalent to 2,000 years.

Facebook users’ interest has also been piqued by the tournament, with 358 million users reached by FIFA content.

FIFA’s Twitter account also saw its follower numbers rocket to 13.5 million with an average of 10 new followers a second on the opening match day.

The official World Cup Instagram app saw its follower numbers go from 42,000 to 550,000 in a week.

Matt Stone, FIFA Head of Digital, said the tournament was becoming the “mobile and social World Cup”.

Go to www.pinkun.com/home/road-to-rio for all the Rio Round-Up coverage.

Brazil World Cup is social media sensation

Document EAP0000020140702ea720003s
FIFA Posts Global Stadium Attendance Results

277 words
2 July 2014
Travel & Leisure Close-Up
TRALEI
English
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Attendance in FIFA’s Global Stadium reaches 230 Million

561 words
27 June 2014
M2 Presswire
MTPW
English
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(END) Dow Jones Newswires
June 27, 2014 06:35 ET (10:35 GMT)
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http://photos.prnewswire.com/prnh/20140627/694196-INFO
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((Comments on this story may be sent to newsdesk@closeupmedia.com))
FIFA Reports App Downloads

154 words
27 June 2014
Travel & Leisure Close-Up
TRALEI
English
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Document TRALEI0020140627ea6r0000t
ZURICH, June 24, 2014 /PRNewswire/ --

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http://ar.fifa.com/newscentre/social/index.html

http://photos.prnewswire.com/prnh/20140624/693801
Record-breaking Downloads for FIFA's Official World Cup App

24 June 2014
13:31
Dow Jones Global Press Release Wire

ZURICH, June 24, 2014 /PRNewswire/ --

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(Photo: http://photos.prnewswire.com/prnh/20140624/693801 )

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(END) Dow Jones Newswires

June 24, 2014 07:31 ET (11:31 GMT)

Document DJGPRW0020140624ea6o001l3
As the Socceroos do battle in Brazil, you can keep track of all the action on your tablet.

Reigning champions Spain still stand between Australia and the Round of 16 but, whether you're getting up early to watch a match live or catching up on the highlights afterwards, a tablet on your lap makes for a handy companion.

The FIFA app lets you nominate your favourite team, with the option to receive match alerts including line-ups, goals, half-time scores and final results. You can subscribe to more than one country if you
have mixed allegiances.

FIFA’s app offers plenty of articles and match previews along with photo galleries. During live matches you can enter the "global stadium" although there’s no live video. Instead you can follow the "matchcast" with minute-by-minute updates and statistics. After the game you can replay the matchcast and scroll through the photo gallery from the match.

If you're after live video then you'll be better served by the SBS app. Every match is available live on a roughly 40-second delay. There are six camera angles to choose from but the trade-off is you're listening to British commentators rather than the SBS commentary team.

The SBS app also offers full match video replays. You access them via the schedule, tapping on a match, then the live tab at the bottom right. This is a pain if you don’t want to know the result, especially as the video timeline marks the goals.

Along with full replays the SBS app also offers highlights clips, pre/post match interviews and daily updates.


THE VERDICT

FIFA’s Match Alerts feature makes it a better choice if you just want to keep track of results throughout the tournament, but look to the SBS app if you're after live matches or replays (watch out for spoilers).

Document SHD0000020140622ea6m0005u
FIFA Updates World Cup App

174 words
21 June 2014
Entertainment Close-Up
ENTCUP
English
(c) 2014. Close-Up Media, Inc. All rights reserved.

The official FIFA World Cup app has launched with exclusive coverage from Brazil 2014.

FIFA noted in a release that the app, first released in December 2013, has been fully updated ready for the opening match of the tournament.

FIFA said the official app for Brazil 2014 is the essential companion, featuring live coverage from all 64 games.

Matt Stone, FIFA Head of Digital, said, "The official 2014 FIFA World Cup app is your virtual ticket to the global stadium. It's the best way to #joinin with the biggest conversation on the planet - only the World Cup and digital can make this happen. It's the perfect companion both for TV viewers and for audiences on the move." About FIFA's digital platforms FIFA.com is the world's official digital home of the World Cup and the online heart of football. It is also a one-stop shop for retail, event ticketing, accommodation and hospitality.

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Document ENTCUP0020140621ea6i0000g
The Morning Download: Cybersecurity Takes Its Cut of Spending -- WSJ Blog

By Michael Hickins
1,888 words
2 July 2014
14:01
Dow Jones Institutional News
DJDN
English
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The Morning Download comes from the editors of CIO Journal and cues up the most important news in business technology every weekday morning. Send us your tips, compliments and complaints. You can get The Morning Download emailed to you each weekday morning by clicking here.

Good morning, and condolences to a valiant U.S. national men's soccer team.

Subtle shifts in IT spending show companies are dedicating an increasing proportion of their technology budgets to cybersecurity, and are also spending on different kinds of cybersecurity products and services. Greater boardroom and C-suite awareness of cyber threats is driving some of this spending, and so are the hopes placed in CIOs that they will help drive revenue growth. "It's a situation where security has always been a top priority, and now with the move to the cloud and more data exposed, it's gone from nice to have to an essential piece of the IT infrastructure," FBR Capital Markets analyst Daniel Ives tells CIO Journal.

But organizations continue to "balance their desire to build and strengthen revenue streams with the potential drawbacks of security breaches," Andrew Rose, an analyst with Forrester Research Inc., told CIO Journal in an email. "As a result, I do not expect to see a sudden pivot in IT spending toward security, rather the continual and slow increase."

Here's why Facebook research crossed ethical lines. A Facebook Inc. psychology experiment—in which the company manipulated news feeds to see if it could change user emotions—violated an important line, according to one ethicist. "I very firmly believe the study was unethically conducted," said Dr. Nicholas G. Evans, who is scheduled to start work in July as a postdoctoral fellow in advanced biomedical ethics at the University of Pennsylvania. "As far as we know, there are no mandatory requirements that the company undergo any oversight as they conduct research, but that doesn't mean that they shouldn't," he told CIO Journal. Informed consent is crucial, and company
research should be overseen by an independent authority, just the way university research is, he said. And after an experiment, subjects should be debriefed so they understand what happened.

TECHNOLOGY NEWS

Watchdog says NSA surveillance is effective, but pushes constitutional limits. A federal oversight board has found that a set of National Security Agency programs that collect vast amounts of Internet communications from U.S. companies has proved to be an effective intelligence tool, but that some aspects bordered on unconstitutionality, the WSJ's Siobhan Gorman reports. To ensure the NSA programs don't violate the Fourth Amendment, the Privacy and Civil Liberties Oversight Board said in a report made public Tuesday night that better safeguards for protecting Americans' communications are needed. Those findings were unanimous, but four members of the five-person board split over how much to limit spy-agency searches for Americans' communications within the NSA's trove, with one member not weighing in.

FTC sues T-Mobile over unauthorized wireless charges. The wireless carrier allegedly charged consumers a monthly fee, typically $9.99, for third-party services like ringtones, wallpaper, and text messages providing celebrity gossip and horoscopes, reports the Journal's Gautham Nagesh. The lawsuit makes T-Mobile the highest profile company targeted so far by the FTC's ongoing crackdown on "cramming," charging consumers for third-party services they didn't authorize. T-Mobile says the complaint is unfounded and without merit. The FTC also alleges that T-Mobile's billing practices made it harder for consumers to notice they were being charged or identify the source of the charges, adding that full phone bills could be longer than 50 pages.

Samsung's China labor problems persist. Samsung Electronics Co.'s latest sustainability report, published Monday, is a rare look inside the operations of the company. Among the takeaways: Samsung is still struggling with poor labor conditions at its Chinese suppliers, writes WSJ's Min-Jeong Lee. A third-party audit of 100 of Samsung's suppliers in China last year showed that 59 failed to provide sufficient safety equipment, like earplugs and protective goggles, or did not monitor workers to ensure they were using such equipment.

Samsung amps up Google love. Samsung, in a corporate blog post, sings the praises of its partner Google Inc.'s Android operating system. The companies have been mending fences in the aftermath of an inter-company kerfuffle following Samsung's unveiling of a new user interface in January, reports WSJ's Jonathan Cheng. Unmentioned in the blog post, but still the elephant in the room, are Samsung's plans for its own operating system, Tizen, which could bring the companies into more conflict.

Here's why retailers are betting on the Internet of Things. In the old model, a sale in a given category such as watches, lighting, TVs or sprinklers was an isolated event, unrelated to the other. In an
Internet of Things world, this changes. Someday your watch will talk to your TV, which may talk to your lights and even possibly control the watering of your lawn, writes Michael Wolf in Forbes. As a consumer, this means that one purchase decision has implications for another purchase decision, and at some point you find yourself not simply buying a random hodgepodge of stuff but instead investing in a system of interconnected products that work in concert to organize your life.

The 'Internet of Things' may not always need an Internet connection. Cue printable electronics. Made by depositing an ink-like substance on a thin film made of plastic, the result is a cheap and flexible sheet of electronics that can be embedded in everything from clothes to food packaging, reports Quartz' Leo Mirani. While there may not be a "clear success case in the industry" just yet, the use cases are endless, from salad bags that tell your smart fridge it's past its best to discreet anti-theft trackers on clothing. One advantage is the use near-field-communication, a radio standard that allows data transfer, so the items don't need an embedded internet connection or IP address. For a look at the way R.R. Donnelley & Sons Co. approaches printable electronics, see this CIO Journal piece from last week.

Is the U.S. becoming a soccer country? Maybe, given Team USA's valiant effort in a heart-breaking loss to Belgium, notable for goal keeper Tim Howard's incredible performance. People from within the United States now make up 20 percent of FIFA's total global audience across digital platforms. That makes America the biggest footballing nation in audience size, according to early tallies by FIFA's digital arm. The New York Times reports that visitors from the United States to FIFA digital properties have grown 207 percent since the last World Cup in 2010.

Do you need a Blackphone? Probably not. The WSJ's Geoffrey Fowler found that the new, security focused Blackphone and FreedomPop don't facilitate enough tough privacy decisions to truly bill themselves as both secure and friendly to folks who sometimes just want to play "Angry Birds." There are steps you or your company's IT department could take that might protect you just as well, or even better. Check out his five tips for helping users help themselves.

Twitter names Anthony Noto new CFO. The former Goldman Sachs Group Inc. investment banker who helped shepherd the microblogging site's IPO is taking over its chief financial post. A person familiar with the company's thinking said Twitter was keen to bring Mr. Noto's market expertise and deep connection to Wall Street in house, reports the WSJ. Wells Fargo analyst Peter Stabler said in a research note that Noto's appointment may be "a signal that M&A will play an increasingly important role for Twitter over the near to medium term." As it turns out, Mr. Noto's also a polyglot tweeter himself.

Google gets into the music game. The company scooped up Songza Inc. as it looks to improve its streaming-music chops, writes the WSJ's Rolfe Winkler. Songza's streaming music app, best known for technology that uses variables like time of day, day of the week and a user's location to create
customized playlists for listeners, has 5.5 million users, compared with 70 million for Pandora Media Inc. and 40 million for Apple Inc.’s iTunes Radio. The price of the deal wasn't disclosed.

EVERYTHING ELSE YOU NEED TO KNOW
American factories are boosting output. American factories saw strong growth in the second quarter, with 15 out of 18 manufacturing industries expanding over the period. The Wall Street Journal's Nick Timiraos and Kathleen Madigan write that the boost happened despite the pace of expansion easing slightly in June. A report from the Institute for Supply Management said Tuesday that its Purchasing Managers Index fell to 55.3 last month from 55.4 in May. A reading of more than 50 indicates expansion and the index had accelerated in each of the previous four months. But higher production and new orders haven't translated into job creation. The employment index was unchanged from May, suggesting only a small gain in June factory payrolls. Instead of hiring, manufacturers are relying on improved productivity to meet demand.

U.S. June Auto Sales Keep Climbing. U.S. new-vehicle sales rose for most major auto makers on a wave of low interest rates and a brighter economic outlook in the first half of the year, setting the industry up for a strong second half. As the WSJ reports, industry-wide auto sales rose 1.2% to 1.4 million in June, pushing the annualized selling rate to 16.98 million, its highest pace since July 2006, according to market research firm, Autodata Corp. For the first half of the year, auto makers sold a total of 8.2 million vehicles in the U.S., up 4.3% over the same year-ago period.

2 Jul 2014 08:01 ET  The Morning Download: Cybersecurity Takes Its Cut -2-

BMW to Join Mexico's Auto Boom with Assembly Plant. German luxury auto maker BMW AG plans to join an auto-industry production boom in Mexico by spending $1 billion to build its first assembly plant in the country, say people familiar with the matter. BMW said it would make an announcement this week in Mexico, but a person familiar with the situation said the company has been considering Mexico's central states of Hidalgo and San Luis Potosí for a factory, with the latter the likely final choice, the WSJ reports. Last week, Germany's Daimler AG and Japan's Nissan Motor Co. said they would invest around $1.4 billion in a shared plant in Mexico to jointly develop and produce luxury cars. Volkswagen's Audi unit started to build a new $1.3 billion plant last year. In coming months, South Korea's Hyundai Motor Co. expected to unveil plans for its first Mexican assembly.

Steven Norton contributed to this article.


(END) Dow Jones Newswires

July 02, 2014 08:01 ET (12:01 GMT)
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Official advisories and materials

FIFA’s Global Stadium opens for #WorldCup fans to #Joinin biggest conversation in history

(FIFA.com) 29 May 2014

FIFA has revealed details of its Global Stadium, a social, online and mobile hub for the FIFA World Cup, which will help billions of football fans share their excitement and stay in touch with all the action.

The Global Stadium doors will open for each of the 64 matches of the 2014 FIFA World Cup™ so that fans can follow the action live, minute-by-minute, and engage with friends, players, coaches and fellow fans across the globe while supporting their favourite teams at the tournament. Fans can also exclusively win the actual kick-off ball from the match and vote for the Man of the Match.

FIFA.com has been redesigned in the run-up to the tournament with the social football fan in mind and this is complemented by a strong presence on social media. In April 2014 alone, FIFA’s Facebook pages reached over 280 million users, the World Cup page currently has more than 18 million fans, and there are over seven million FIFA followers on Twitter, who frequently retweet and engage in conversation across the six language accounts. The FIFA.com site is optimised for mobile, and the official World Cup app will launch in early June.

Consumption habits are changing and the “second screen” has transformed the traditional TV viewing experience with consumers using smartphones and tablets to engage more, particularly with sports content.

Walter De Gregorio, FIFA Director of Communications & Public Affairs, commented:

“We aim to provide an all-round digital companion so that billions of fans can join in and share their excitement. Only the World Cup and digital can create this worldwide conversation.”

FIFA will be using the following hashtags: #WorldCup and #Joinin while each match will have its own hashtag.

The accompanying Global Stadium infographic gives some top tips on how to make the most of the World Cup hub.

About FIFA’s digital platforms

FIFA.com is the world’s official digital home of the FIFA World Cup and the online heart of football. It is also a one-stop shop for retail, event ticketing, accommodation and hospitality. Via our official app and social media accounts, we encourage the billions of football fans to #JoinIn and share the excitement of the #WorldCup in FIFA’s Global Stadium.

Constantly updated, FIFA.com offers the latest news, live scores from 197 world leagues, video highlights, historical data, exclusive interviews, behind-the-scenes access and – through the free FIFA.com Club – a global meeting point for people who love football.
Welcome to the Global Stadium!

- Doors open 1 hour before kick-off
- Be the first to see the team sheets
- Follow the match live
- Win the actual kick-off ball
- Vote for the Man of the Match

Share the experience!

- Be part of the biggest conversation on the planet with friends, fans and celebrities
- Get ready for the next #worldcup match!

Visit FIFA.com and check out your must-see matches
Download the Official World Cup app and keep connected 24/7
On match days go to: fifa.com
The Official FIFA app

mediaCOVERAGE 2014 FIFA World Cup Brazil
Prenez place dans le Stade Global !

Qu'est-ce que le Stade Global ?

1. Rendez-vous sur FIFA.com pour voir la liste des matchs à ne pas manquer.
2. Téléchargez l'application officielle de la Coupe du Monde pour rester connecté 24 heures sur 24, 7 jours sur 7.
4. Partagez vos émotions !

Sente-se no Estádio Global

O que é o Estádio Global?

1. Visite o FIFA.com e confira jogos imperdíveis.
2. Baixe agora o aplicativo oficial da Copa do Mundo e fique sempre ligado.
3. Em dias de jogos vá a fifa.com.
4. Compartilhe esta experiência.

Bienvenue dans le Stade Global

Les portes ouvrent 1 heure avant le coup d'envoi

- Soyez le premier à découvrir les feuilles de match
- Suivez le match en direct
- Gagnez le ballon du coup d'envoi
- Votez pour l'Homme du Match

Bem-vindo ao Estádio Global

Portes abertas uma hora antes do pontapé inicial

- Seja o primeiro a ver as escalações
- Acompanhe a partida ao vivo
- Ganhe a bola usada no pontapé inicial
- Vote no melhor em campo

Participez : prenez part à la plus grande conversation de la planète avec vos amis, les fans, et les stars

#Participez : prenez part à la plus grande conversation de la planète avec vos amis, les fans, et les stars
Official 2014 FIFA World Cup app Available to Download for Free

ZURICH, June 12, 2014 /PRNewswire/ --
The official FIFA World Cup™ app has launched with exclusive coverage from Brazil 2014, meaning fans can take the world’s biggest event with them wherever they go. The app, first released in December 2013, has been fully updated ready for the opening match of the tournament.
The official app for Brazil 2014 is the essential companion, featuring live coverage from all 64 games. Fans can stay connected with the latest news, photos, videos, real-time voting on the official Man of the Match plus the chance to win the actual kick-off ball from the games.
The app is the virtual ticket for smartphone users to #joinin FIFA’s Global Stadium - the social, online and mobile hub for the World Cup. During the matches, fans can engage with friends, worldwide fans, players, coaches and celebrities from the in-app social media feed and could see themselves in the Global Stadium, by adding #WorldCup to their posts.
Fans can also keep track of all the tournament stats, the FIFA/Coca-Cola World Ranking, 197 world leagues and explore how FIFA brings to life its passion for developing the game and building a better future with stories from our worldwide projects.
Matt Stone, FIFA Head of Digital, commented: “The official 2014 FIFA World Cup app is your virtual ticket to the global stadium. It's the best way to #joinin with the biggest conversation on the planet - only the World Cup and digital can make this happen. It's the perfect companion both for TV viewers and for audiences on the move.”

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Official FIFA World Cup Account Launches on Instagram

ZURICH, June 12, 2014 /PRNewswire/ --

FIFA has launched its official FIFAWorldCup account on Instagram to share the best imagery from Brazil and for football supporters across the globe to share their World Cup celebrations on social media.

Fans can see and share exclusive back-stage pictures from the 12 stadiums in Brazil and the very best photography from the cities, beaches and fans at the event.

The account will also be promoting #myworldcup, whereby fans can upload photos showing how they are watching and enjoying the tournament. The best photos will be shared on FIFA.com’s social hub, which brings together fans, teams, players, coaches and celebrities from across the globe.

The FIFAWorldCup Instagram account complements FIFA’s existing strong presence on social media. In April 2014, FIFA’s Facebook pages reached over 280 million users, the World Cup page currently has more than 20 million fans, and there are currently more than seven million FIFA followers on Twitter, who frequently retweet and engage in conversation across the six language accounts.

Matt Stone, FIFA Head of Digital, commented: "The official 2014 FIFA World Cup Instagram account will reach new audiences who love exclusive, beautiful imagery from the tournament. We look forward to seeing how the fans are enjoying the event worldwide and sharing the best highlights across the official FIFA digital platforms."

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Details of FIFA’s core social media accounts, both for the FIFA World Cup, and other competitions, can be found on our social media page.
Record-breaking Downloads for FIFA’s Official World Cup App

ZURICH, June 24, 2014 /PRNewswire/ --

The official 2014 FIFA World Cup app is now the biggest sports event app worldwide, after last night’s Cameroon-Brazil game pushed the total number of downloads to over 18 million for the period 1-23 June.

FIFA can reveal further details of fan behaviour including the fact that app consumption of official World Cup content has reached 2.5 billion pages less than halfway through the tournament, with fans spending an average of 54 minutes each consuming live, editorial and social content within the app.

The FIFA app is No 1 in over 100 countries in the overall download charts and has so far been downloaded more than 22 million times since its launch in December 2013.

Matt Stone, FIFA Head of Digital commented: “The official FIFA World Cup app is proving to be the most engaging personal technology of the tournament. FIFA’s live and social hub - the Global Stadium - has struck a chord with football fans worldwide to #joinin and we are well on course to pass our 2010 FIFA World Cup audience record of 150 million people consuming FIFA content.”

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Details of FIFA’s core social media accounts, both for the FIFA World Cup, and other competitions, can be found here:

Transcript: FIFA.com
Attendance in FIFA's Global Stadium Reaches 230 Million

ZURICH, June 27, 2014 /PRNewswire/ --

Brazil 2014 is proving to be a social, mobile #WorldCup as millions of fans #joinin across FIFA's official digital platforms.

Attendance in the Global Stadium reached 230 million users by the end of the group stage, meaning that FIFA's digital live and social hub could fit the equivalent of 3,078 Maracanas inside to date.

FIFA's Global Stadium is the social, online and mobile hub for the World Cup matches where fans can follow the games live and engage with friends, worldwide fans, players, coaches and celebrities.

Football fans from every country in the world went through the virtual turnstiles to consume more than 7.5 billion page impressions of official World Cup digital content.

FIFA's mobile and social platforms contributed to the record-breaking crowds who engaged with FIFA's digital platforms, with 79 million fans connecting to World Cup content on mobile devices as the final whistle blew on the USA-Germany game.

The official FIFA app recently became the biggest sports event app of all time with a record 20 million downloads in just 26 days, the equivalent of 2,000 years of World Cup fan time and an average of 62 minutes per fan.

An impressive 358 million Facebook users were reached with official FIFA social content. FIFA's Twitter followers surpassed the 13.5 million mark, with an average of ten new followers per second recorded on the opening match day. The official FIFA World Cup Instagram app increased from 42k to 550k followers in seven days, a growth rate of over 1,000%.

Matt Stone, FIFA Head of Digital commented: "This is developing into the mobile and social World Cup. The Global Stadium reflects the sense of togetherness which the World Cup brings and the shared excitement which digital platforms offer. The strong growth in our mobile audience, particularly in the app, has kept fans engaged whether they are on the move or as a second screen companion."

You can read the full story on FIFA.com, direct links below:

- [English](#)
- [French](#)
- [Spanish](#)
- [German](#)
- [Português](#)
- [Arabic](#)

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Details of FIFA's core social media accounts, both for the FIFA World Cup, and other competitions, can be found here:

ZURICH, July 14, 2014 /PRNewswire/ --

Brazil 2014 has proved to be a social, mobile #WorldCup as more than a billion fans were able to #JoinIn across FIFA's official digital platforms.

Attendance in the Global Stadium exceeded one billion users by the final whistle of the 2014 FIFA World Cup, meaning that FIFA's digital live and social hub could fit the equivalent of 13,380 Maracanas inside.

FIFA's Global Stadium has been the social, online and mobile hub for the World Cup matches where fans could follow the games live and engage with friends, worldwide fans, players, coaches and celebrities.

Football fans from every country in the world went through the virtual turnstiles to experience more than 40 billion impressions of official World Cup digital content.

FIFA's mobile and social platforms contributed to the record-breaking crowds who engaged with FIFA's digital platforms, with 107 million fans connecting to official website and app content on mobile devices.

The official FIFA app recently became the biggest sports event app of all time with a record 28 million downloads.

An impressive 451 million Facebook users were reached with official FIFA social content, while FIFA's Twitter followers surpassed the 16 million mark, with an average of ten new followers per second recorded on the opening match day. The official FIFA World Cup Instagram app increased from 42,000 to 0.8 million followers in 31 days, a growth rate of over 1,600 per cent.

FIFA President Blatter commented: "This has been the first truly mobile and social World Cup. The official FIFA app became the biggest sports event app in the world and we have seen huge growth across our social accounts. The one billion attendance in the Global Stadium created the sense of togetherness the World Cup brings and the shared excitement that digital platforms offer."

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http://www.fifa.com/newscentre/social/index.html


1 billion +

Global Stadium Attendance
13,380x capacity of the Maracana from every country in the world

Global Stadium Interest
2x daily visitors compared to 2010
47 billion impressions

Global Stadium Mobile
113 million fans connected with official World Cup content on mobile
24 million app downloads making it the biggest ever sports event app

Global Stadium Social
451 million Facebook users reached with official FIFA social content
1600% growth on Instagram
857k+ followers since tournament began

Plus d'un milliard

Affluence au Stade Global
13 380 fois la capacité du Maracanã

Intérêt pour Stade Global
2 fois plus de visiteurs quotidiens par rapport à 2010
47 milliards de contenus visualisés

Stade Global sur mobile
113 millions de fans connectes sur le contenu officiel de la Coupe du Monde sur mobile
24 millions de téléchargements en font la plus importante app d’événement sportif de l’histoire

Stade Global Social
451 millions d’utilisateurs Facebook concernés par le contenu social officiel de la FIFA
1600 % de croissance sur Instagram
857 000 followers de plus depuis le début du tournoi

35.6 million tweets during the Brazil-Germany game
10,408 years
261 days
spent engaged on FIFA's digital platforms

35.6 millions de tweets pendant le match Brésil-Allemagne
10 408 ans
261 jours
passes sur le contenu numérique de la FIFA
An informative digital fact was sent out every day of the World Cup to a hitlist of 350+ opt-in journalists
### Sources

**Region** | All Regions  
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