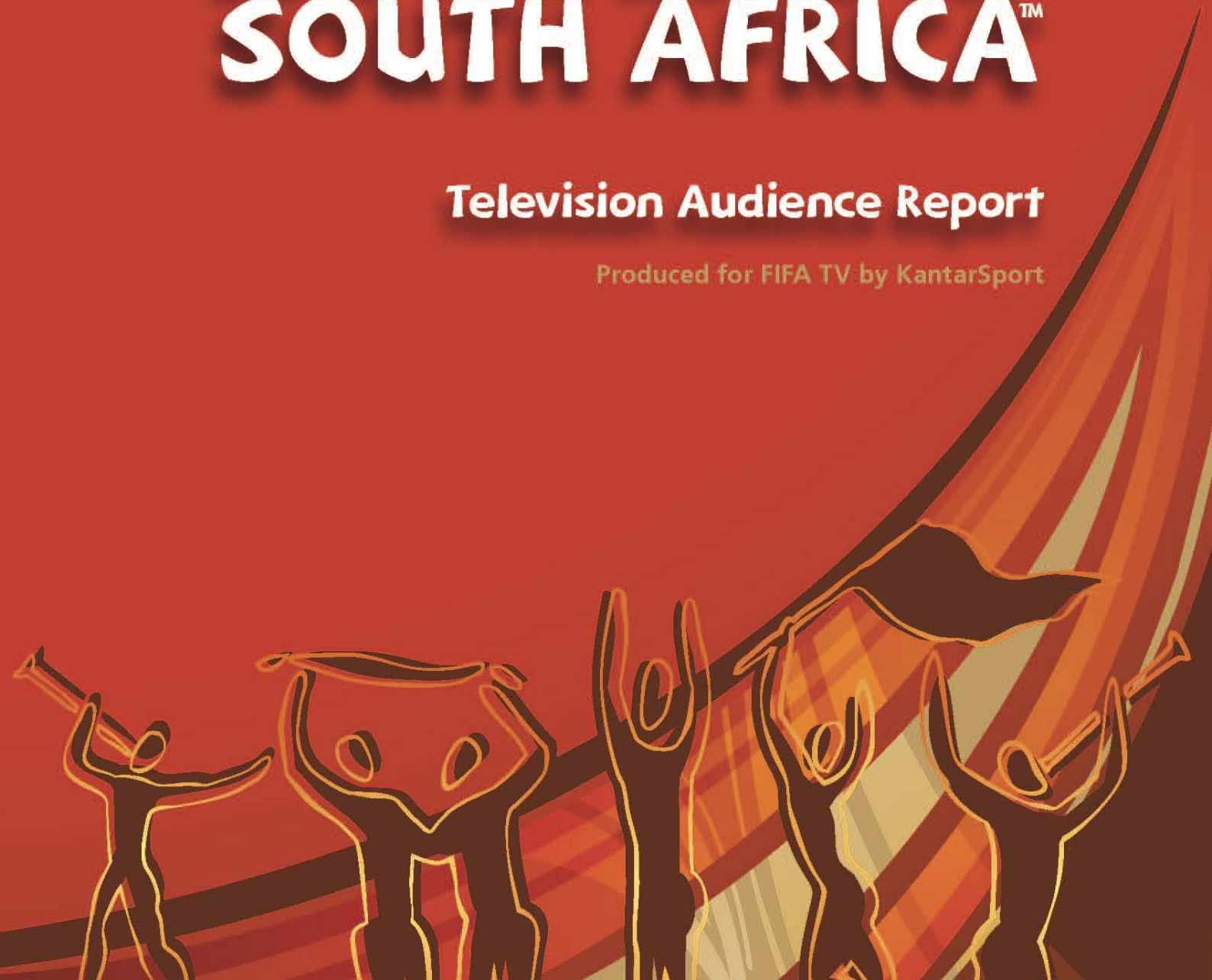




2010 FIFA WORLD CUP SOUTH AFRICA™

Television Audience Report

Produced for FIFA TV by KantarSport





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

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Introduction

The 2010 FIFA World Cup South Africa™ took place from 11 June to 11 July and featured 32 football nations from around the globe.

The list of competing nations was:

Group A

 South Africa

 Mexico

 Uruguay

 France

Group B

 Argentina

 Nigeria

 Korea Republic

 Greece

Group C

 England

 USA

 Algeria

 Slovenia

Group D

 Germany

 Australia

 Serbia

 Ghana

Group E

 Netherlands

 Denmark

 Japan

 Cameroon

Group F

 Italy

 Paraguay

 New Zealand

 Slovakia

Group G

 Brazil

 Korea DPR

 Ivory Coast

 Portugal

Group H

 Spain

 Switzerland

 Honduras

 Chile

Each of the teams played three group-stage matches, before the top two teams in each group progressed to the knockout round-of-16 stage. The games took place at ten venues across South Africa, including stadiums in Johannesburg, Nelspruit, Rustenburg, Mangaung/Bloemfontein, Cape Town, Durban, Polokwane, Nelson Mandela Bay/Port Elizabeth and Tshwane/Pretoria.

Soccer City in Johannesburg had the honour of hosting the final between Spain and Netherlands, where Spain won their first-ever FIFA World Cup 1-0 after extra time.



Match schedule

Group stage

Match	Stage	Date	Time	Venue	Teams	Score
1	Group A match	11-Jun-10	16:00	Johannesburg (Soccer City)	RSA v MEX	1:1 (0:0)
2	Group A match	11-Jun-10	20:30	Cape Town	URU v FRA	0:0
3	Group B match	12-Jun-10	16:00	Johannesburg (Ellis Park)	ARG v NGA	1:0 (1:0)
4	Group B match	12-Jun-10	13:30	Nelson Mandela Bay/Port Elizabeth	KOR v GRE	2:0 (1:0)
5	Group C match	12-Jun-10	20:30	Rustenburg	ENG v USA	1:1 (1:1)
6	Group C match	13-Jun-10	13:30	Polokwane	ALG v SVN	0:1 (0:0)
7	Group D match	13-Jun-10	20:30	Durban	GER v AUS	4:0 (2:0)
8	Group D match	13-Jun-10	16:00	Tshwane/Pretoria	SRB v GHA	0:1 (0:0)
9	Group E match	14-Jun-10	13:30	Johannesburg (Soccer City)	NED v DEN	2:0 (0:0)
10	Group E match	14-Jun-10	16:00	Mangaung/Bloemfontein	JPN v CMR	1:0 (1:0)
11	Group F match	14-Jun-10	20:30	Cape Town	ITA v PAR	1:1 (0:1)
12	Group F match	15-Jun-10	13:30	Rustenburg	NZL v SVK	1:1 (0:0)
13	Group G match	15-Jun-10	16:00	Nelson Mandela Bay/Port Elizabeth	CIV v POR	0:0
14	Group G match	15-Jun-10	20:30	Johannesburg (Ellis Park)	BRA v PRK	2:1 (0:0)
15	Group H match	16-Jun-10	13:30	Nelspruit	HON v CHI	0:1 (0:1)
16	Group H match	16-Jun-10	16:00	Durban	ESP v SUI	0:1 (0:0)
17	Group A match	16-Jun-10	20:30	Tshwane/Pretoria	RSA v URU	0:3 (0:1)
18	Group B match	17-Jun-10	20:30	Polokwane	FRA v MEX	0:2 (0:0)
19	Group B match	17-Jun-10	16:00	Mangaung/Bloemfontein	GRE v NGA	2:1 (1:1)
20	Group A match	17-Jun-10	13:30	Johannesburg (Soccer City)	ARG v KOR	4:1 (2:1)
21	Group D match	18-Jun-10	13:30	Nelson Mandela Bay/Port Elizabeth	GER v SRB	0:1 (0:1)
22	Group C match	18-Jun-10	16:00	Johannesburg (Ellis Park)	SVN v USA	2:2 (2:0)
23	Group C match	18-Jun-10	20:30	Cape Town	ENG v ALG	0:0
24	Group E match	19-Jun-10	16:00	Rustenburg	GHA v AUS	1:1 (1:1)
25	Group D match	19-Jun-10	13:30	Durban	NED v JPN	1:0 (0:0)
26	Group E match	19-Jun-10	20:30	Tshwane/Pretoria	CMR v DEN	1:2 (1:1)
27	Group F match	20-Jun-10	13:30	Mangaung/Bloemfontein	SVK v PAR	0:2 (0:1)
28	Group F match	20-Jun-10	16:00	Nelspruit	ITA v NZL	1:1 (1:1)
29	Group G match	20-Jun-10	20:30	Johannesburg (Soccer City)	BRA v CIV	3:1 (1:0)
30	Group G match	21-Jun-10	13:30	Cape Town	POR v PRK	7:0 (1:0)
31	Group H match	21-Jun-10	16:00	Nelson Mandela Bay/Port Elizabeth	CHI v SUI	1:0 (0:0)
32	Group H match	21-Jun-10	20:30	Johannesburg (Ellis Park)	ESP v HON	2:0 (1:0)
33	Group A match	22-Jun-10	16:00	Rustenburg	MEX v URU	0:1 (0:1)
34	Group A match	22-Jun-10	16:00	Mangaung/Bloemfontein	FRA v RSA	1:2 (0:2)
35	Group B match	22-Jun-10	20:30	Durban	NGA v KOR	2:2 (1:1)
36	Group B match	22-Jun-10	20:30	Polokwane	GRE v ARG	0:2 (0:0)
37	Group C match	23-Jun-10	16:00	Nelson Mandela Bay/Port Elizabeth	SVN v ENG	0:1 (0:1)
38	Group C match	23-Jun-10	16:00	Tshwane/Pretoria	USA v ALG	1:0 (0:0)
39	Group D match	23-Jun-10	20:30	Johannesburg (Soccer City)	GHA v GER	0:1 (0:0)
40	Group D match	23-Jun-10	20:30	Nelspruit	AUS v SRB	2:1 (0:0)
41	Group E match	24-Jun-10	16:00	Johannesburg (Ellis Park)	SVK v ITA	3:2 (1:0)
42	Group E match	24-Jun-10	16:00	Polokwane	PAR v NZL	0:0
43	Group F match	24-Jun-10	20:30	Rustenburg	DEN v JPN	1:3 (0:2)
44	Group F match	24-Jun-10	20:30	Cape Town	CMR v NED	1:2 (0:1)
45	Group G match	25-Jun-10	16:00	Durban	POR v BRA	0:0
46	Group G match	25-Jun-10	16:00	Nelspruit	PRK v CIV	0:3 (0:2)
47	Group H match	25-Jun-10	20:30	Tshwane/Pretoria	CHI v ESP	1:2 (0:2)
48	Group H match	25-Jun-10	20:30	Mangaung/Bloemfontein	SUI v HON	0:0



Knockout phase

Match	Stage	Date	Time	Venue	Teams	Score
49	Round of 16	26-Jun-10	16:00	Nelson Mandela Bay/Port Elizabeth	URU v KOR	2:1 (1:0)
50	Round of 16	26-Jun-10	20:30	Rustenburg	USA v GHA	1:2 a.e.t. (1:1, 0:1)
51	Round of 16	27-Jun-10	16:00	Mangaung/Bloemfontein	GER v ENG	4:1 (2:1)
52	Round of 16	27-Jun-10	20:30	Johannesburg (Soccer City)	ARG v MEX	3:1 (2:0)
53	Round of 16	28-Jun-10	16:00	Durban	NED v SVK	2:1 (1:0)
54	Round of 16	28-Jun-10	20:30	Johannesburg (Ellis Park)	BRA v CHI	3:0 (2:0)
55	Round of 16	29-Jun-10	16:00	Tshwane/Pretoria	PAR v JPN	0:0 a.e.t. 5:3 PSO
56	Round of 16	29-Jun-10	20:30	Cape Town	ESP v POR	1:0 (0:0)
57	Quarter-final	02-Jul-10	16:00	Nelson Mandela Bay/Port Elizabeth	NED v BRA	2:1 (0:1)
58	Quarter-final	02-Jul-10	20:30	Johannesburg (Soccer City)	URU v GHA	1:1 a.e.t. (1:1, 0:1) 4:2 PSO
59	Quarter-final	03-Jul-10	16:00	Cape Town	ARG v GER	0:4 (0:1)
60	Quarter-final	03-Jul-10	20:30	Johannesburg (Ellis Park)	PAR v ESP	0:1 (0:0)
61	Semi-final	06-Jul-10	20:30	Cape Town	URU v NED	2:3 (1:1)
62	Semi-final	07-Jul-10	20:30	Durban	GER v ESP	0:1 (0:0)
63	Match for third place	10-Jul-10	20:30	Nelson Mandela Bay/Port Elizabeth	URU v GER	2:3 (1:1)
64	Final	11-Jul-10	20:30	Johannesburg (Soccer City)	NED v ESP	0:1 a.e.t.



Report notes¹

- Throughout this report [“AUDIENCE REACH”](#) has been quoted, which is the measurement of the total unique individuals to have watched the event on television in-home. This ensures viewers are not duplicated while providing a true measure of event penetration.

For the purposes of this report, audience reach has been based on viewers watching a minimum of 20 consecutive minutes of coverage; however various other reach conditions have also been sourced and are quoted throughout as well as shown in the [“Appendix”](#) section. The projected global reach is based on collecting the audited reach data in major measured markets around the world, which account for a wide geographic spread as well as a significant proportion of the world’s population. The same methodology has been used to calculate the total reach for the 2006 FIFA World Cup Germany™.

- Many markets around the world have developed accurate methodologies to measure [“IN-HOME AUDIENCES”](#) over recent years; therefore there is a higher level of available audited audiences in this report than in the 2006 event report. Such markets include Egypt, where previously [“ESTIMATED AUDIENCES”](#) had to be used; however the audited audiences from the market are now sourced.
- Where estimated audiences have been applied, a more rigorous methodology has been employed than previously, taking into account multiple variables (see [“In-Home Data sources and methodology”](#) section).

Audience estimates are used due to the fact that official audited audience measurement systems still do not exist in many markets around the world. For example, estimates continue to be necessary in much of Africa, the Middle East, Caribbean, Pacific Islands and smaller markets in the Asia sub-continent. In addition, many digital/subscription channels around the world either do not or are not able to measure their audiences.

For the 2010 FIFA World Cup South Africa™, audited audience data was available in close to 80 territories, which, although only representing less than 40% of the 214 territories where coverage was available, accounted for approximately 70% of the world population and 85% of the global GDP. In addition, nearly 80% of the 2010 FIFA World Cup South Africa™ total audience was generated from audited markets.

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



Top-line coverage and audience summary

(Comparison against 2006)

Total broadcast hours:	71,867
Total territories reached:	214
Total in-home audience reach (20+ consecutive minutes):	2.2 billion (+3%)
Total in-home audience reach (1+ minute):	3.2 billion (+8%)
Average global in-home audience per live match:	188.4 million (+6%)
Highest global in-home average audience (2010 FWC South Africa™ final):	530.9 million (+5%)
2010 FWC South Africa™ final match In-home audience reach (20+ consecutive minutes):	619.7 million (+5%)
2010 FWC South Africa™ final match In-home audience reach (1+ minute):	909.6 million (+4%)



Executive summary¹

The in-home television coverage of the 2010 FIFA World Cup South Africa™ reached² over 3.2 billion people around the world; 46.4% of the global population³ and an 8% rise on that achieved at the 2006 FIFA World Cup Germany™.

Based on viewers watching a minimum of 20 consecutive minutes of coverage, the 2010 FIFA World Cup South Africa™ reached nearly a third of the world population³; 2.2 billion viewers. This is a 3% rise on the in-home television reach of the 2006 FIFA World Cup Germany™.

To establish the 20-minute audience reach for the 2010 FIFA World Cup South Africa™, FIFA sourced audience reach from 17 major measured markets around the world. It was ensured that these markets accounted for a wide geographic spread as well as a significant proportion of the world's population. This was then used to project a global reach (refer to ["Global 2010 FIFA World Cup South Africa™ analysis"](#) section for more detail), resulting in the 2.2 billion viewers quoted above.

However, for comparative purposes and to measure audience reach at various levels of engagement, FIFA sourced the audience reach for the 2006 FIFA World Cup Germany™ from 15 of the major markets (the same markets as used in the 2010 FIFA World Cup South Africa™ audience reach analysis with the exception of Egypt and Indonesia due to availability). The same process was then employed to analyse the global reach of the event (refer to ["Global 2010 FIFA World Cup South Africa™ analysis"](#) section for more detail) which resulted in the audience reach statistics⁴ below:

In-home audience reach based on viewers watching at least:

- 1+ minute of coverage: 3.2 billion (+8%); 46% of the global population³
- 3+ consecutive minutes of coverage: 2.8 billion (+5%); 41%
- 20+ consecutive minutes of coverage: 2.2 billion (+3%); 32%
- 30+ consecutive minutes of coverage: 2.0 billion (+3%); 29%

The 2010 FIFA World Cup South Africa™ final match reached 619.7 million in-home viewers, based on those watching at least 20 consecutive minutes of coverage. However, based on watching just one minute of coverage, this rises to 909.6 million viewers, while additional ["OUT-OF-HOME"](#) viewers are likely to have pushed the total audience reach to over one billion⁵.

The average in-home global audience for each match during the 2010 FIFA World Cup South Africa™ was 188.4 million; up 6% versus the 2006 FIFA World Cup Germany™. The 6% increase is higher than the 3% increase in audience reach, indicating that viewers were more "dedicated" during matches in this edition.

Please note that these figures do not include out-of-home viewing and therefore would be higher if this was also included. Please refer to the ["Out-of-home"](#) section for an analysis of this channel.

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

² Based on viewers watching at least one minute of coverage.

³ Based on global population of 6.91 billion (UN Population Division 2010)

⁴ See ["Appendix"](#) section for detailed overview of key market audience reach analysis.

⁵ See ["Out-of-home"](#) section for methodology and analysis.



Other highlights of the 2010 FIFA World Cup South Africa™ included:

- A total of more than 71,867 hours of 2010 FIFA World Cup South Africa™ ["DEDICATED COVERAGE"](#) were broadcast in-home; the equivalent to over eight full years of coverage.
- While the total level of broadcast coverage stayed consistent with the amount aired in 2006, a higher amount of coverage was produced and made available by FIFA during this edition, particularly via online and mobile media which recorded significant audiences (refer to ["Online and mobile"](#) section for more detail). In addition, radio also offered high levels of coverage of the tournament, allowing access to numerous members of the public, particularly in regions where television and new media is less available (refer to ["MEDIA RIGHTS LICENSEES"](#) section for full list of licensees or ["GLOSSARY"](#) for definition).
- China offered the highest audience reach of any territory around the world, with 329 million viewers watching the available tournament television coverage in-home⁶. However, the penetration of the event was highest in Spain, with the television coverage reaching nearly 90% of the total population watching the tournament (39.4 million)⁶.
- In-home television coverage was highest in China, where 17 separate channels aired a total of nearly 3,000 hours. In addition, the tournament gained high levels of coverage in Italy and Argentina where viewers had access to over 2,500 hours of coverage.
- However, the pan-Africa Media Rights Licensee Supersport showed over 3,100 hours across the region, which represents the highest of any licensee.
- Italy saw ten separate ["CHANNELS"](#) broadcast a total of 2,854 hours, including 2,473 hours from the dedicated 2010 FIFA World Cup South Africa™ Sky channels Mondiale 1, 2 and 3⁷.
- The South American markets, which received coverage from the DirecTV licensee⁸, all produced high levels of coverage due to DirecTV airing a total of 9,357 hours across their six feeds to the region. However, audience reach in the region was highest in Brazil (157.5 million), where in particular the coverage aired by TV Globo was watched by high levels of viewers (live game average audience of 17.3 million).
- The highest audiences were achieved in China, Brazil and Japan. Each of these markets generated total audiences of more than 45 million individuals, including a total average audience of 66 million viewers in China for the Germany v. Argentina quarter-final, nearly 50 million in Brazil for both Brazil v. North Korea and Brazil v. Chile and an average audience of 45.6 million in Japan for the Japan v. Paraguay round-of-16 match.

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

⁶Based on viewers watching a minimum of 20 consecutive minutes

⁷Channels of the Media Rights Licensee RAI's sub-licensee Sky Italia

⁸Sub-licensee of the main Media Rights Licensee OTI





- Several territories saw new in-home audience records set during the 2010 FIFA World Cup South Africa™, including the host nation of South Africa. The games featuring the home nation attracted average audiences of just under ten million individuals; 30% of all those with access to television in the home. The highest live audience was for the second match between South Africa and Uruguay, which attracted an average of 10.15 million viewers in-home – breaking all previous viewing records in South Africa. These previous viewing records included the 1995 Rugby World Cup final and the FIFA Confederations Cup South Africa 2009™ semi-final, which gained audiences 40% lower than the South African games at the 2010 FIFA World Cup South Africa™.
- Audience reach in South Africa increased 18% versus the 2006 FIFA World Cup Germany™⁶. A total of nearly 28 million individuals were reached in South Africa by the in-home coverage⁶; 57% of the population and well over 80% of all those with access to television in-home.
- Records were also broken in the USA during the tournament. A new audience record was set for a men's football match when the USA played Ghana in the round-of-16. A combined average of 24 million viewers watched the live game on either ABC⁹ or Univision¹⁰; beating the previous record held by the 1994 FIFA World Cup USA™ quarter-final between the USA and Brazil, by 20%.
- The audience reach⁷ in the USA saw a near 20% rise versus that achieved in 2006, with 94.5 million viewers watching some part of the tournament in-home. This is the largest increase in audience reach of any measured market analysed.
- In Germany, a record-breaking in-home audience watched the semi-final between Germany and Spain on ARD. An average of more than 31 million viewers tuned in, which is the first time in German television history that an in-home audience of more than 30 million has been achieved by a single broadcaster. This beats the previous records of 29.7 million for the Germany v. Italy semi-final of the 2006 FIFA World Cup Germany™ and 29.5 million for the Germany v. Turkey semi-final at UEFA EURO 2008.
- A record Dutch audience was achieved for the final, with an average audience of 8.5 million watching the NED¹¹ coverage in-home. This represents well over half of the population and beat the previous record audience set for the Netherlands v. Portugal UEFA EURO 2004 semi-final (+1%).

⁶ Based on viewers watching a minimum of 20 consecutive minutes

⁹ Channel of the Media Rights Licensee ESPN & ABC Inc.

¹⁰ Channel of the Media Rights Licensee Univision Communications Inc.

¹¹ Channel of the Media Rights Licensee EBU/NOS



- In Spain, the final produced a record audience for Telecinco¹², attracting by far their highest of any programme aired in the last five years. An average in-home audience of 13.4 million watched the game on Telecinco¹²; a third of the population. Canal+¹² also aired the game live or delayed across three channels in Spain, resulting in a combined average audience of over 14 million for the match; the highest ever achieved during a FIFA World Cup™. This ranks only behind the audience achieved for the Spain v. Germany UEFA EURO 2008 final in recent television history in Spain, not including out-of-home audiences⁵.
- In the UK, the coverage of Germany v. England on BBC1¹³ achieved an average audience of nearly 17.5 million for the match. This ranks as high as any other sports programme aired in the UK in the last five years, equalling the audience achieved for the England v Sweden match at the 2006 FIFA World Cup Germany™ but higher than such sporting contests as Chelsea v. Manchester United in the 2008 UEFA Champions League final and England v. South Africa in the 2007 Rugby World Cup final.
- Despite Brazil and China achieving the highest individual audiences, the highest ratings ("TVR%") were produced in the Netherlands as well as such markets as Iceland and El Salvador where ratings of more than 50% of the possible in-home television audience were recorded. In addition, estimated ratings of more than 50% were produced in Ghana, Ivory Coast and Nigeria for games featuring their respective nations.
- The highest "MARKET SHARES" of television audiences during the 2010 FIFA World Cup South Africa™ were achieved in the Netherlands and Australia. Over 90% of television viewers during home nation games watched the coverage, whilst licensees in key markets such as Germany, Japan and the UK have achieved more than 80% market share during 2010 FIFA World Cup South Africa™ games.

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

⁵ See "[Out-of-home](#)" section for methodology and analysis.

¹² Sub-licensee of the main Media Rights Licensee Sogecable S.A.

¹³ Channel of the Media Rights Licensee BBC



Key market summaries¹

South Africa

Coverage (hh:mm): 1630:57

Audience reach⁶: 27.9m

"AVERAGE LIVE MATCH AUDIENCE": 4.1m

"PEAK MATCH AUDIENCE": 11.6m

As a result of hosting and participating in the 2010 FIFA World Cup South Africa™, audiences increased sharply; audience reach increased 18% and the average live match gained 152% higher audiences compared to the 2006 FIFA World Cup Germany™.

France

Coverage (hh:mm): 199:32

Audience reach⁶: 44.9m

Average live match audience: 4.8m

Peak match audience: 15.2m

The 2010 FIFA World Cup South Africa™ reached nearly 45 million viewers in-home. However, this is a drop of 10% versus the 2006 edition, primarily due to the national teams' performance at the previous FIFA World Cup™ where they progressed to the final.

Germany

Coverage (hh:mm): 781:27

Audience reach⁶: 65.0m¹⁴

Average live match audience: 8.8m

Peak match audience: 31.9m

Despite the record audience achieved in Germany during the 2010 FIFA World Cup South Africa™, audience reach was relatively consistent with that produced in 2006.

Italy

Coverage (hh:mm): 2854:11

Audience reach⁶: 46.6m

Average live match audience: 4.2m

Peak match audience: 21.6m

Many of the key measures declined in Italy during this edition due to the success achieved by the national team in 2006. Audience reach saw a 3% decline.

Spain

Coverage (hh:mm): 745:57

Audience reach⁶: 39.4m

Average live match audience: 2.9m

Peak match audience: 14.4m

In contrast to France and Italy, audiences climbed significantly in Spain during the 2010 FIFA World Cup South Africa™. Audience reach increased 19%, while the average live match audience climbed 62%.

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

⁶Based on viewers watching a minimum of 20 consecutive minutes

¹⁴Estimated due to audited reach analysis being unavailable in Germany at time of publishing



UK

Coverage (hh:mm): 341:07

Audience reach⁶: 46.8m

Average live match audience: 5.3m

Peak match audience: 17.9m

Audiences were largely consistent in the UK versus the 2006 edition, with audience reach increasing 1%. However the peak match audience increased 19% thanks to a higher live audience for England's peak game but also from the repeats of the match.

USA

Coverage (hh:mm): 607:24

Audience reach⁶: 94.5m

Average live match audience: 5.1m

Peak match audience: 24.4m

Audience reach increased 19% in the USA against that achieved in 2006. This is the highest rise of any measured market analysed and owed much to the increased interest in the tournament and football in general. The peak match audience was also up nearly 50% versus that achieved during 2006.

Mexico

Coverage (hh:mm): 852:37

Audience reach⁶: 71.7m

Average live match audience: 3.9m

Peak match audience: 22.2m

Audiences in Mexico enjoyed an increase versus the 2006 edition, with audience reach increasing 6%. This was achieved mainly due to the nationally available broadcasters in the market showing more prime-time programming.

Argentina

Coverage (hh:mm): 2513:54

Audience reach⁶: 33.6m

Average live match audience: 3.1m

Peak match audience: 12.4m

Audiences largely stayed at a similar level to 2006, with audience reach showing a slight (+0.1%) increase.

Brazil

Coverage (hh:mm): 1905:55

Audience reach⁶: 157.5m

Average live match audience: 16.1m

Peak match audience: 49.5m

Audiences in Brazil declined slightly during the 2010 FIFA World Cup South Africa™ versus the 2006 edition; audience reach falling 4%.

⁶Based on viewers watching a minimum of 20 consecutive minutes



China

Coverage (hh:mm): 2968:09

Audience reach⁶: 328.7m

Average live match audience: 17.5m

Peak match audience: 66.0m

Audience reach in China increased 17% versus the 2006 edition, equivalent to 48.5 million extra viewers. This was due to the addition of regional broadcasters as well as a higher level of non-live prime-time coverage.

India

Coverage (hh:mm): 572:31

Audience reach⁶: 44.9m

Average live match audience: 1.5m

Peak match audience: 5.6m

Audience reach in India was 53% down on the 2006 edition, mainly due to the main national broadcaster not airing any support programming (such as magazines and highlights) during the 2010 FIFA World Cup South Africa™.

Japan

Coverage (hh:mm): 933:46

Audience reach⁶: 108.7m

Average live match audience: 6.5m

Peak match audience: 45.6m

Viewers in Japan had access to nearly double the level of coverage during the 2010 FIFA World Cup South Africa™ versus 2006, including coverage on 3D channels. This helped audience reach to increase 7%.

Korea Republic

Coverage (hh:mm): 819:12

Audience reach⁶: 39.4m

Average live match audience: 2.3m

Peak match audience: 15.7m

Despite the tournament being aired by just one broadcaster in 2010 (versus three in 2006), the reach of the event was nearly matched at a total of 39.4 million.

Australia

Coverage (hh:mm): 578:15

Audience reach⁶: 5.6m

Average live match audience: 0.3m

Peak match audience: 1.6m

Due to the national team not advancing through the knockout phase, audience reach saw a 19% decline from that achieved during the 2006 FIFA World Cup Germany™.

⁶Based on viewers watching a minimum of 20 consecutive minutes



In-home data sources and methodology¹

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

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

Where markets are able to split live coverage into pre-match, match and post-match and such coverage is of reasonable duration (more than three minutes), this has been displayed and analysed as separate highlights programming.

Where markets remain unrated, a methodology to ["ESTIMATE AUDIENCES"](#) was employed in each of the individual markets. This methodology is based on using the available data for licensees in the corresponding region as well as analysis based on a combination of the following variables:

- Household penetration of channel
- Day part (early morning, morning, lunchtime, afternoon, prime time, late evening or late night)
- Type of coverage (live, delayed, repeat, highlights / magazine)
- Match (live games only)
- Stage of competition (group match / round of 16 / quarter-finals / semi-finals / final; all non-live programming)
- Analysis of individual market (i.e. whether the market has a team competing in the tournament, whether the market has a team competing in the fixture, the level of interest in football within a market, etc.)
- Comparative audiences in the region

Please note that at time of publishing there were Media Rights Licensees whose data remained outstanding¹⁵. It has been assumed that each of these licensees aired their confirmed broadcast intentions (each game live or delayed as well as the 2010 FIFA World Cup South Africa™ opening and closing ceremonies).

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

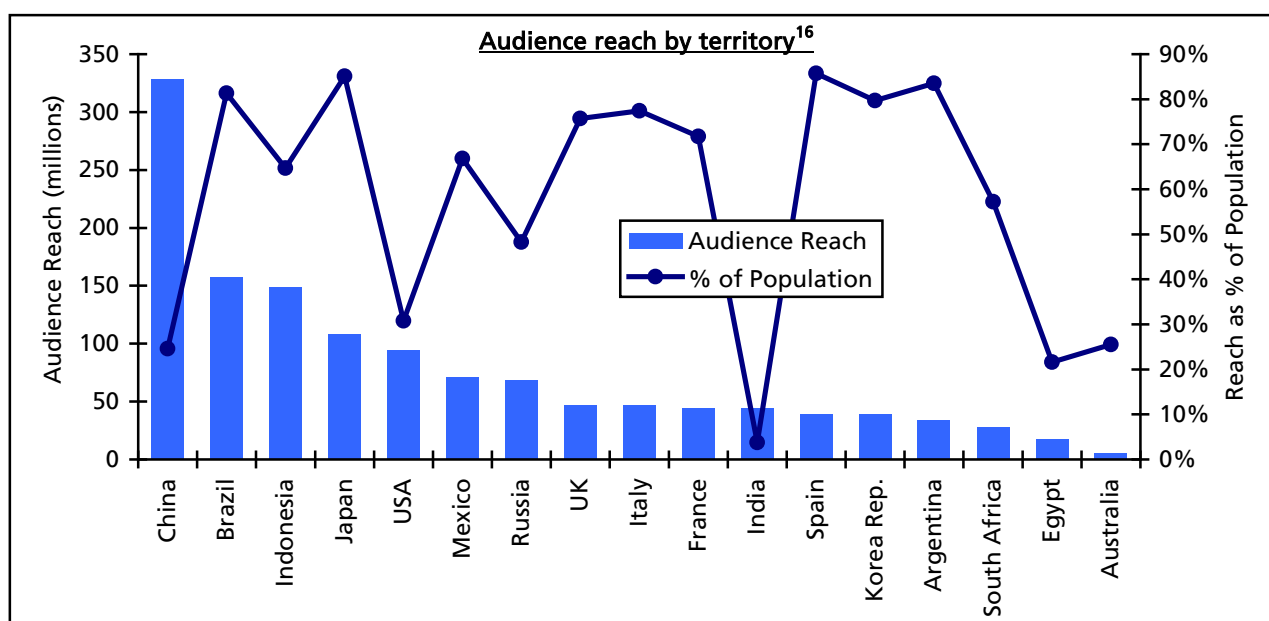
¹⁵ERA Taiwan, Canal Horizons across Africa, AMPTV Armenia, Boom Sport Romania, CFU across the Caribbean, DigiSport Hungary, RTCG Montenegro, Stod2 Sport (365 Media) Iceland and Telemach Slovenia



Global 2010 FIFA World Cup South Africa™ analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the 2010 FIFA World Cup South Africa™ was over 2.2 billion. However, when analysing the total one-minute audience reach, a total of 3.2 billion was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from 17 major markets around the world (please refer to below). For the purposes of defining the audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of 2010 FIFA World Cup South Africa™ coverage. Please see the ["Appendix"](#) section for alternative reach condition analysis.



The in-home audience reach of the tournament in these 17 markets alone totalled 1.325 billion individuals; 60% of the total global projected reach.

More than 328 million individuals were reached in China, mainly due to the earlier live games, which kicked off in prime-time slots across several channels in the market. These games had average total audiences of nearly 40 million, the highest of which was 66 million for the live Argentina v. Germany quarter-final.

In Brazil, 157.5 million individuals were reached during the tournament, again helped by the prime-time showing of certain matches, but in this market it was the later kick-offs. The matches that aired in prime-time slots gained an average of nearly 20 million viewers, including a total average audience of 49.5 million for the Brazil v. North Korea group match.

¹⁶ Please note, at time of publishing audience reach in Germany was unavailable



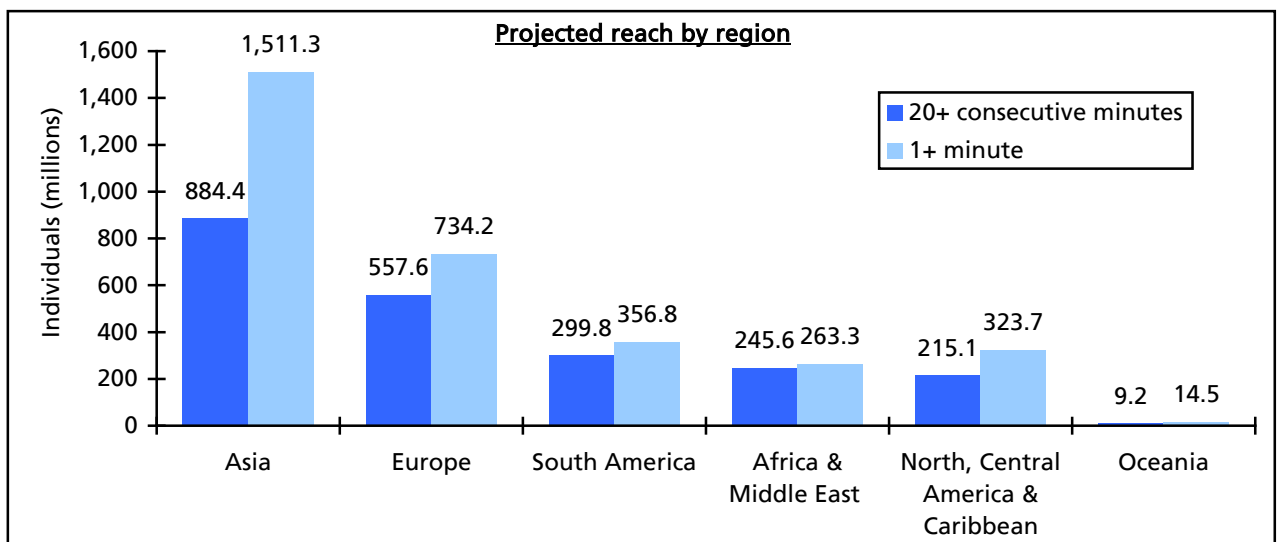
Due to the large population, Indonesia also generated a comparatively high reach figure of nearly 150 million. This was derived from the overall popularity of the tournament, with each game attracting an average of more than eight million viewers. These audiences peaked at more than 20 million for the live Argentina v. Germany and Netherlands v. Brazil quarter-finals as well as the opening encounter between South Africa and Mexico.

Elsewhere, the in-home television coverage in Japan reached over 108 million individuals, while, 94.5 million viewers were reached in the USA and approximately 70 million were reached in Mexico and Russia.

Reach in each of the other four European markets analysed was at a similar level, with over 44 million viewers being reached in the UK, Italy and France. In Spain, nearly 40 million viewers were reached, which represents the highest penetration of any population analysed (nearly 90% of the population), slightly ahead of Argentina, Brazil and Japan; each of which had a tournament reach of over 80% of the population.

To calculate the global reach of the event, a ratio was calculated taking in to account live average and peak audiences in each market, the universe of channels in each market and the reach in each of the measured markets shown on the previous page. This ratio was then used to extrapolate across all markets in the corresponding regions.

This methodology resulted in the event reaching a total of 2.2 billion individuals globally (based on viewing a minimum of 20 consecutive minutes); nearly a third (32%) of the world population³. However, if the reach condition is reduced to viewers watching just one minute of coverage, the projected global reach equates to 3.2 billion.



³Based on global population of 6.91 billion (UN Population Division 2010)



The highest reach was in Asia (884.4 million⁶) with viewers in China accounting for well over a third (37.2%) of the reach across the region. Together with Indonesia and Japan these three markets accounted for a total of over 586 million individuals⁶; two thirds of the reach⁶ in the region.

There were 558 million individuals reached in Europe⁶, with the five major European markets of France, Germany, Italy, Spain and the UK combining to offer a total reach of 230 million individuals⁶. In addition, a reach of 68.5 million was achieved in Russia⁶, while a projected reach of 51 million people were reached in Turkey⁶. Such territories as Ukraine and Poland also delivered comparatively high projected reach of over 20 million individuals⁶.

South America and the North, Central America and Caribbean region produced a combined audience reach of 515 million viewers⁶. Brazil produced by far the highest level (157.5m⁶), while the USA contributed a further 94.5 million viewers⁶.

Across Africa and the Middle East, a projected reach of over 245 million individuals was generated⁶, with more than 90 million individuals being generated across the Middle East⁶ and a combined total reach of nearly 86 million individuals⁶ in Nigeria and South Africa.

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

⁶Based on viewers watching a minimum of 20 consecutive minutes

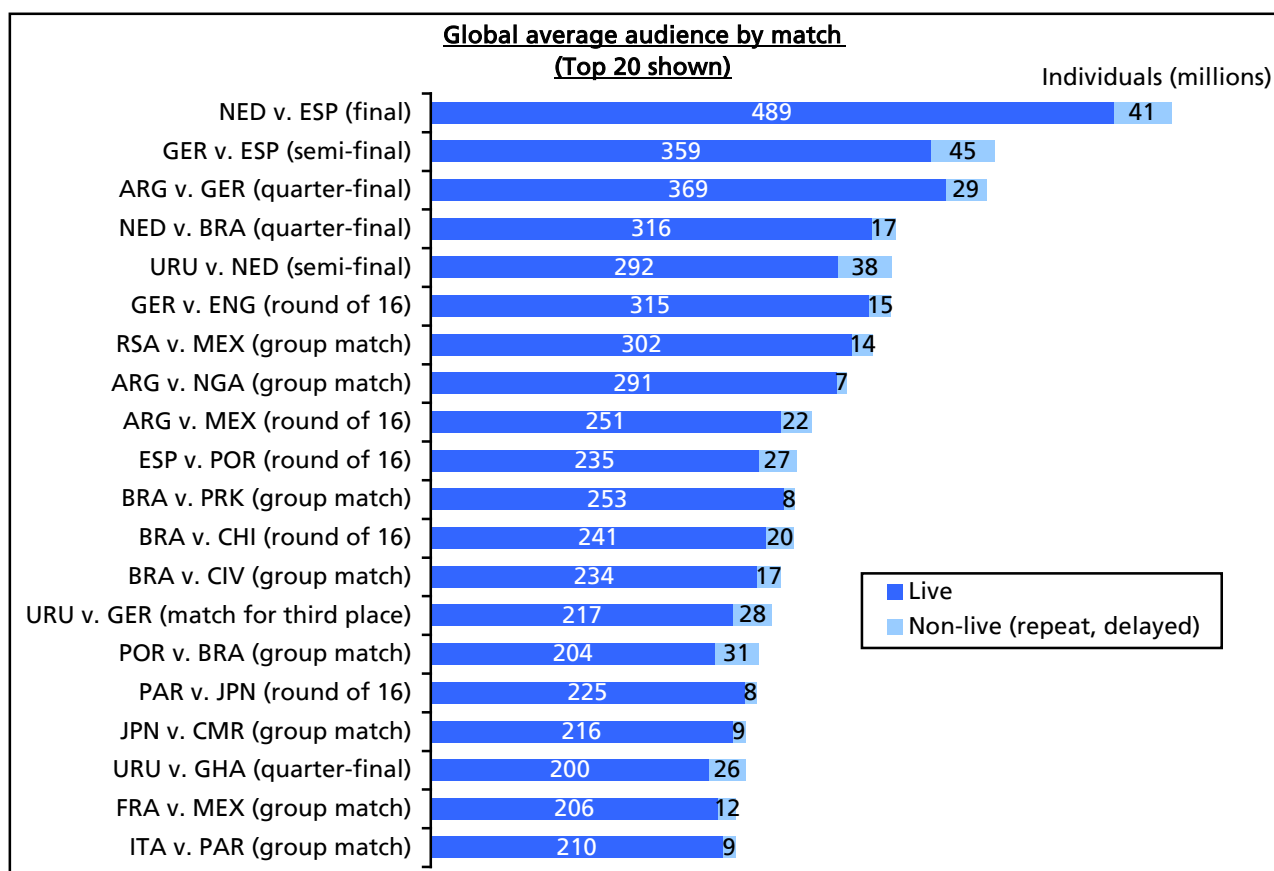


The final of the 2010 FIFA World Cup South Africa™ attracted the highest global in-home average audience of any game, with an average audience of 531 million viewers. Over 489 million of this audience was achieved for the live match. It is also worth noting that with the estimated live out-of-home audiences also considered this total would be far higher⁵.

Outside of the final, the Germany v. Spain semi-final and the Argentina v. Germany quarter-final generated the highest in-home audiences, while a further four matches gained total global in-home average audience of more than 300 million.

On average, the matches featuring Spain and Germany offered the highest audiences of all competing nations. On average, the games featuring these teams each gained over 280 million in-home viewers around the world, while matches involving Netherlands, Argentina and Brazil attracted global average audiences of over 250 million.

A total of 57 matches (89% of all matches) gained global average in-home audiences of at least 100 million, while the 2010 FIFA World Cup South Africa™ opening ceremony also achieved this level.



⁵ See "Out-of-home" section for methodology and analysis

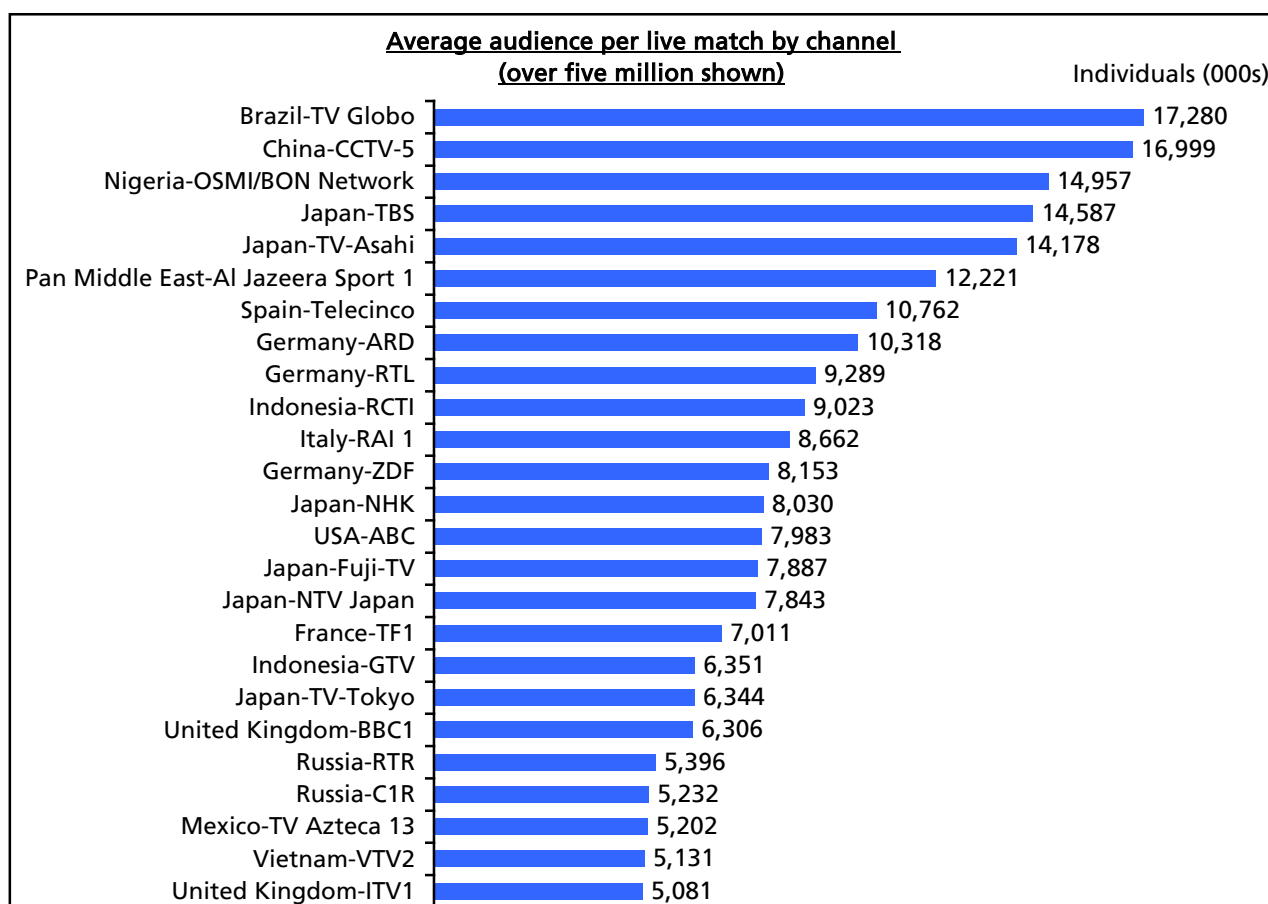


The live games aired on TV Globo in Brazil attracted an average of 17.3 million viewers; the highest of any channel showing the 2010 FIFA World Cup South Africa™. The average audience on TV Globo for the games featuring Brazil was in excess of 44 million, peaking for their match against Ivory Coast at 46.6 million.

CCTV-5¹⁷ in China achieved average audiences of 17 million for each of their live games, including an average audience of 54.5 million for the live Germany v. Argentina quarter-final; the highest audience of any live programme on any channel during the tournament.

Elsewhere, the OSMI/BON Network in Nigeria^{18/19} along with TBS²⁰ and TV-Asahi²⁰ in Japan generated average audiences of over 14 million for each of the live games they aired. The free-to-air Al Jazeera Sport Channel²¹ broadcast to estimated average audiences of over 12.2 million, while channels in Spain and Germany achieved average audiences of more than 10 million.

Overall, there were over 450 different channels broadcasting coverage of the 2010 FIFA World Cup South Africa™ around the world, with 25 channels in 15 different markets achieving average audiences of more than five million to each live game.



¹⁷ Channel of the Media Rights Licensee CCTV

¹⁸ Estimated audience

¹⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

²⁰ Sub-licensee of the main Media Rights Licensee Dentsu

²¹ Channel of the Media Rights Licensee Al Jazeera



A total of over 71,867 hours of dedicated 2010 FIFA World Cup South Africa™ were aired around the world. For the purposes of this report, this has been broken down into six regions (see below).

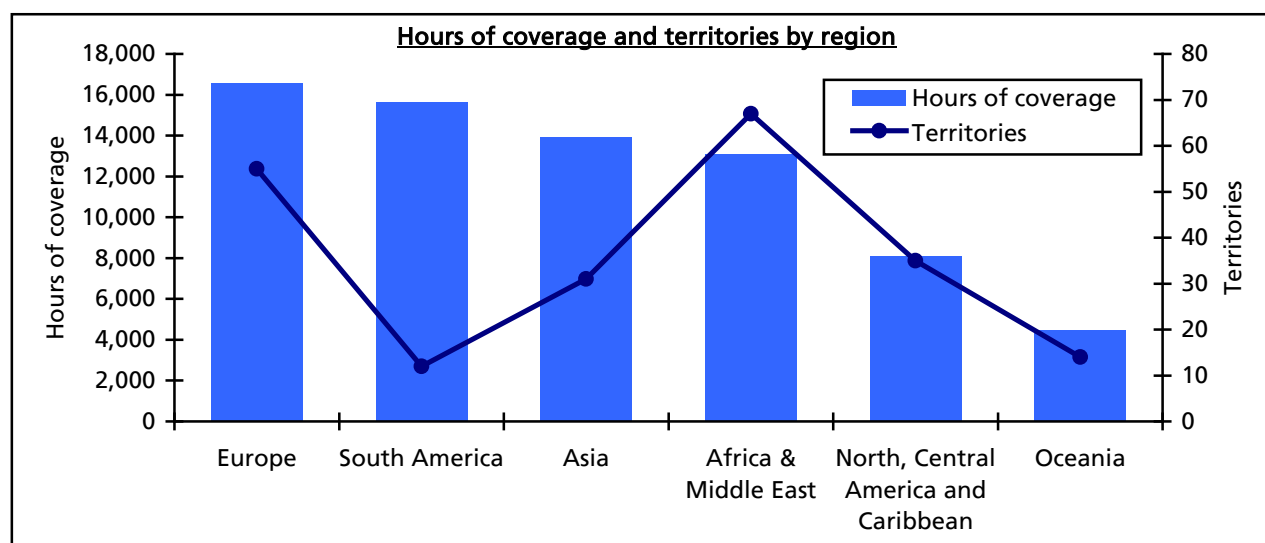
Licensees in Europe showed the highest levels of dedicated in-home coverage, with a total of 16,578 hours being across 55 territories. The highest contribution to this total was provided by licensees in Italy, where extensive levels of coverage (2,854 hours) across ten separate channels were aired.

In South America, licensees aired a total of 15,669 hours of coverage, while in Asia; over 13,900 hours of coverage were broadcast. In particular, viewers in China had the opportunity to watch high levels of coverage, with 17 separate channels in the territory showing a total of nearly 2,970 hours.

Mainly due to the wide distribution covered by the AUB licensee across Africa, the Africa and Middle East region accounted for the highest number of territories; broadcasting a total of 13,093 hours of tournament coverage in 67 territories.

Meanwhile licensees in the North, Central America and the Caribbean region transmitted over 8,100 hours of coverage, whilst viewers across Oceania could have seen nearly 4,500 hours.

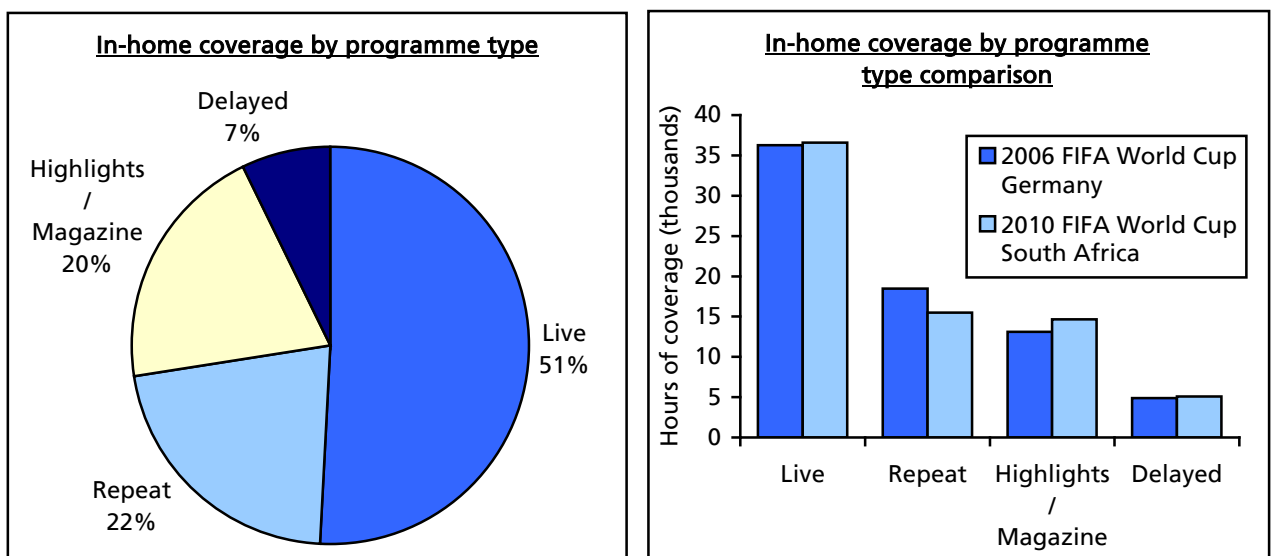
Region	No. of territories	Total coverage (hh:mm)
Europe	55	16578:12
South America	12	15668:55
Asia	31	13938:12
Africa & Middle East	67	13092:54
North, Central America and Caribbean	35	8111:13
Oceania	14	4478:27
Total	214	71867:57





Live coverage of 2010 FIFA World Cup South Africa™ games accounted for half of the overall total (36,588 hours). Repeats, along with highlights and coverage within magazine programming, generated a further 42% of the coverage (15,495 hours and 14,674 hours respectively), while delayed coverage of live games produced 7% of the coverage (5,109 hours).

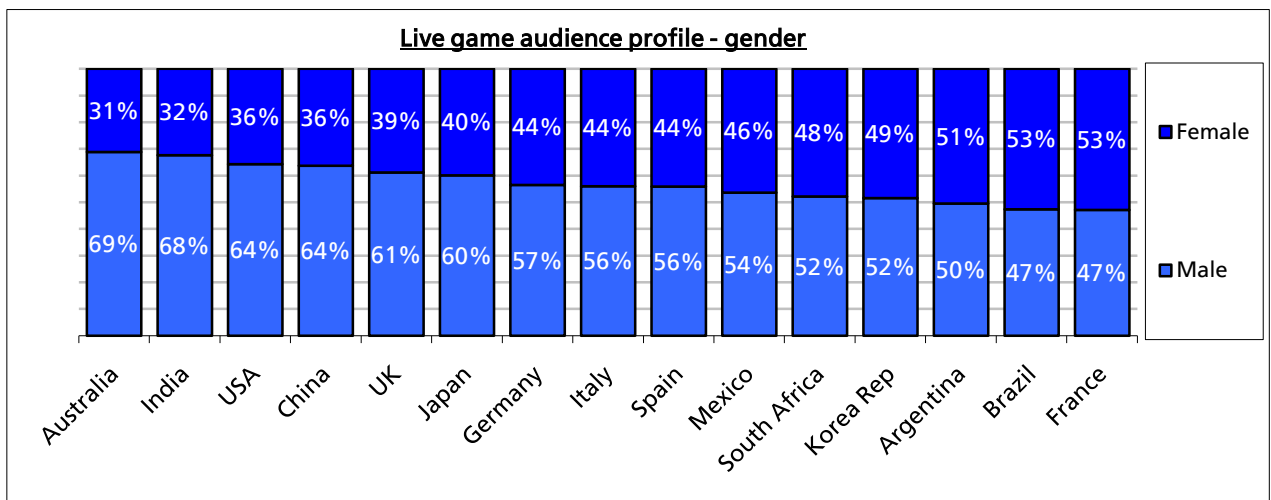
Total coverage of the tournament was slightly lower than the 2006 edition (-1.6%)², however this was largely due to fewer late-night repeat programmes on smaller penetration sub-licensees, therefore not affecting the overall audience reach of the event.



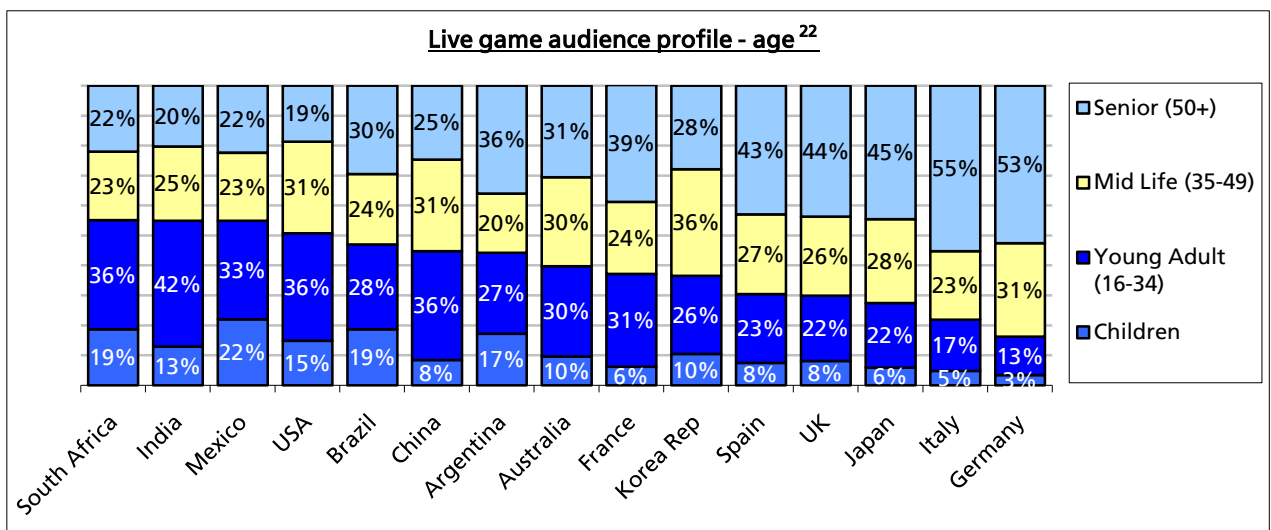
Live coverage attracted by far the highest audiences of any type of coverage, therefore producing almost two-thirds of the total audience. Highlights and magazine programming generated a further 30% of the total audience, while repeats and delayed footage accounted for the lowest audiences and therefore produced just 5% of the overall audience combined.

Overall the event proved more popular with men, with approximately 57% of the live match audience across 15 major measured markets being male.

There is a relationship between the reach of the event and the audience profile. Where the event reached a high share of the population, the audience profile was more reflective of the general population (i.e. less aligned to men). In addition, there also appears to be a relationship with time zone, as markets such as Australia and China which aired live games late at night were less likely to attract a more balanced audience.



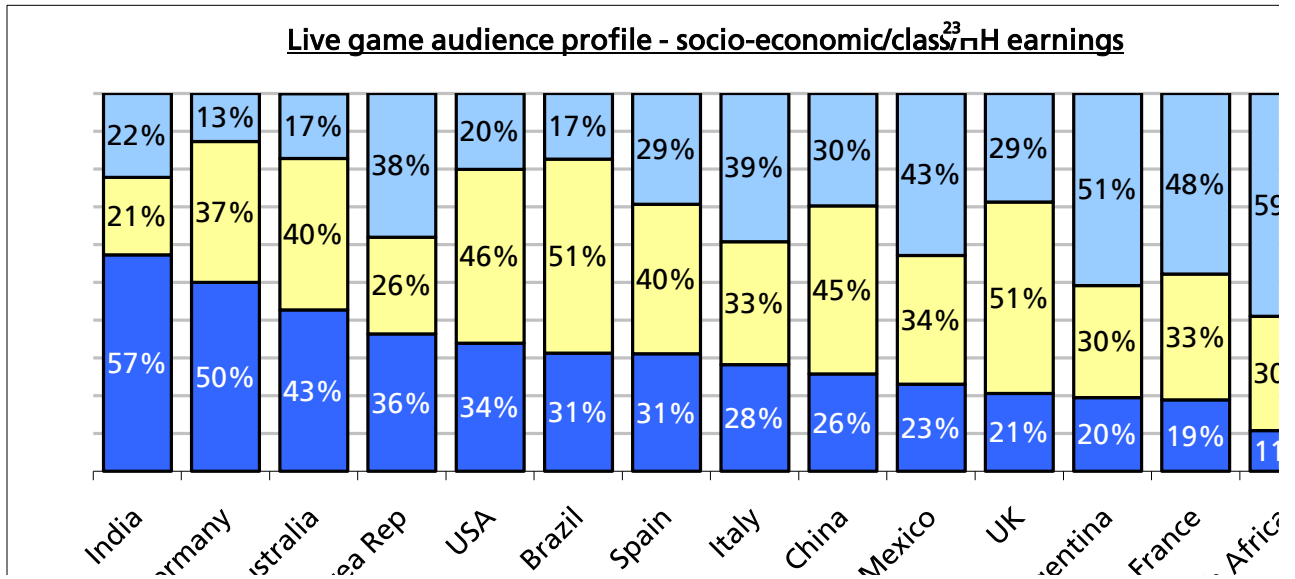
Meanwhile, several markets attracted a slightly older audience to their live games, including Italy and Germany, where more than half of the average audience was classified as "senior". However, the live matches in markets such as South Africa, India, Mexico and USA were watched by a far younger audience.



²² Standard age breaks alter by market; therefore age classifications above should only be used as an indicative guide.



In addition to gender and age differences, the economic status of 2010 FIFA World Cup South Africa™ viewers differed by market. Several markets attracted a more affluent viewer, particularly India, Germany, Australia, Korea Republic and the USA, where more than a third of the live game audience were classified as high socio-economic status, class or household earnings.



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

²³ Socio-economic, class and household earning breaks and definitions alter by market; therefore the classifications above should only be used as an indicative guide. Please note, social class or earnings data is unavailable in Japan.

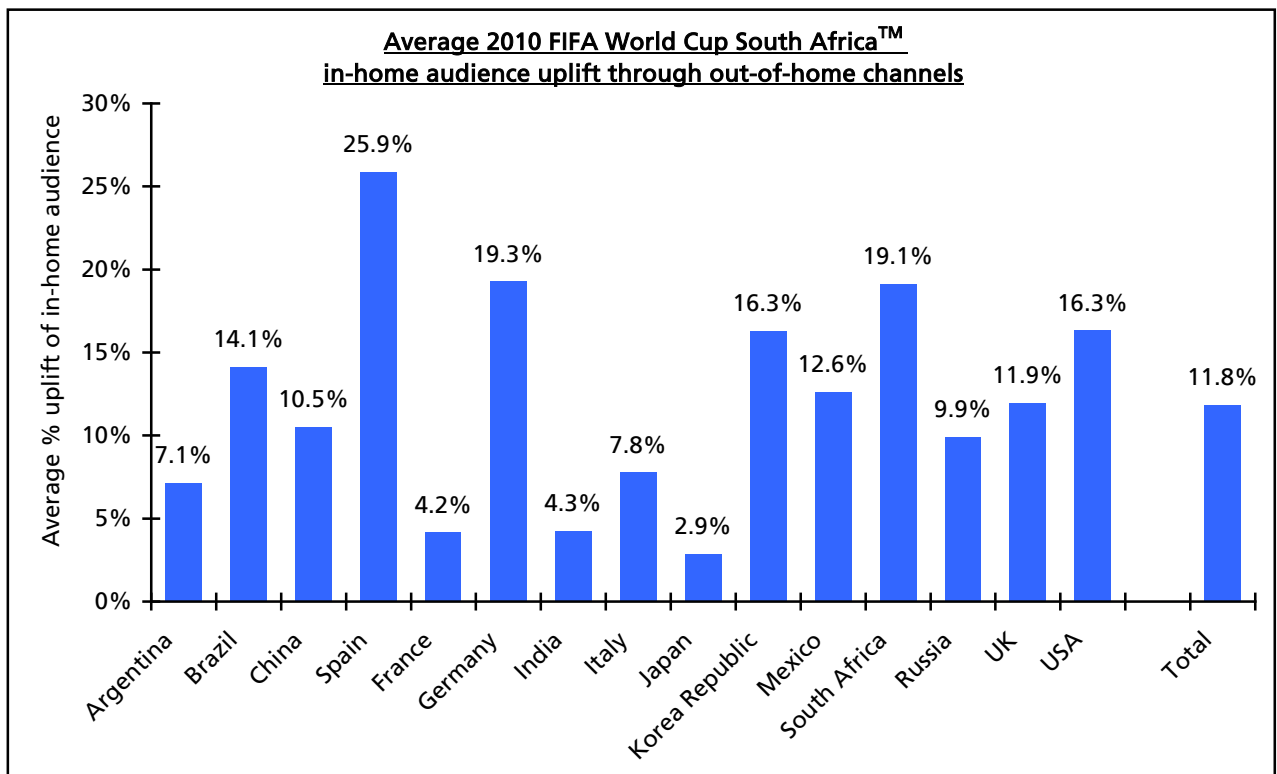


Out-of-home analysis

This report focuses on the in-home television coverage and audiences, however in addition, FIFA commissioned SPORT+MARKT to undertake analysis into the out-of-home consumption of the 2010 FIFA World Cup South Africa™.

Nationally representative (age 16-69) interviews in 15 key markets from around the world (see below) were conducted immediately after the 2010 FIFA World Cup South Africa™. In markets where telephone interviewing was not possible, face-to-face interviews were conducted. Respondents were asked where and how they had watched matches, with a pre-defined criteria of locations and media, including pubs, bars, restaurants, clubs, hotels and official FIFA Fan Fests™.

The net result of this research showed that on average there was an 11.8% uplift of the in-home audiences via the various out-of-home media channels (as listed above).



Question: I will now read out some options how people watched matches from the Football World Cup. Please tell me how many of the (Int.: Read out number of matches given in Q18) matches you watched.... (figures in %).

Base: 11,425 representative citizens who watched the 2010 FIFA World Cup™ matches on TV



Online and mobile analysis

In addition to the in-home and out-of-home television coverage considered, the 2010 FIFA World Cup South Africa™ had far greater distribution and usage of online and mobile media.

Online

More online coverage than ever before was available during the 2010 edition, with close to 100 licensees using online coverage. The audiences that the online streams achieved were also far higher than in 2006. Audience highlights included;

- 1.1 million unique viewers streamed the USA v. Algeria game in the USA on the English language ESPN website (14% of the USA live TV average audience).
- The stream of matchday 13 on the BBC website gained nearly two million views (11% of total live in-home BBC television audience on matchday 13).
- Over 1.7 million views of the Globoesporte.com stream of Italy v. Paraguay in Brazil (10% of the live TV average audience in Brazil).
- More than 1.5 million views of the Telecinco stream of the Spain v. Switzerland game in Spain (15% of the live TV average audience in Spain).
- The EBU online platform offered the match retransmission to 31 of their members, therefore providing viewers the channel and language of their choice. A total of nearly five million unique viewers were reached through the EBU platform.

Such online audiences are records for many of the licensees and will form a major part of the audience landscape for the tournament moving forward.

Mobile

There were a total of 35 mobile licensees for the 2010 FIFA World Cup South Africa™, covering more than 80 territories. Licensees had access to the Mobile Match Feed for all 64 matches of the 2010 FIFA World Cup South Africa™, which included an extra dedicated camera and specific graphics for small-screen viewing.

In addition, more than 15,000 clips of in-match and editorial content in 11 languages were specifically produced for the mobile medium. Audience highlights included;

- ESPN Mobile TV and Univision in the USA achieved 1.5 million unique visitors during the tournament.
- Telekom Deutschland had almost 1.6 million accesses to their 2010 FIFA World Cup South Africa™ live channels.
- Optus Australia achieved a total audience for the tournament of 400,000.
- ITV had 300,000 mobile streams served during the 2010 FIFA World Cup South Africa™.
- TMN Portugal had a total audience of 120,000.
- KT Korea had a total audience of more than 600,000, with close to 80,000 unique viewers.

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



Global 2010 FIFA World Cup South Africa™ final match analysis

Based on watching just one minute of coverage, the total audience reach of the 2010 FIFA World Cup South Africa™ final match was 909.6 million. However, including the likely out-of-home audience (as shown on page 25), this would have been over one billion.

Using a higher reach condition of viewers watching a minimum of 20 consecutive minutes of coverage, the global audience reach of the 2010 FIFA World Cup South Africa™ final match was 619.7 million. Of the available audited markets, Brazil and China combined accounted for an audience reach of nearly 100 million, while the major European markets of France, Italy, Russia, Spain and the UK generated a combined reach of 103 million.

Elsewhere, in-home coverage in the USA reached⁶ over 37 million viewers, while a projected reach of 52.8 million⁶ in-home viewers was generated across the Middle East.

To establish the global reach of the final, a ratio was calculated taking into account live average and peak audiences in each market, the universe of television channels in each market and the reach in each of the measured markets shown below. This ratio was then used to extrapolate across all markets in the corresponding regions.

Territory	2010 FWC South Africa™ final match in-home reach ⁶	% change v. 2006
South Africa	9,289,880	17%
France	17,775,500	-27%
Italy	18,918,688	-32%
Russia	22,120,000	-15%
Spain	21,588,000	126%
United Kingdom	22,296,000	-1%
USA	37,093,000	24%
Mexico	23,659,923	29%
Argentina	10,830,741	-9%
Brazil	43,887,190	-12%
China	52,530,000	6%
India	11,393,821	-14%
Japan	11,495,790	27%
Korea Republic	4,376,718	-9%
Australia	1,305,000	5%
Rest of World (projected)	311,149,204	7%
Total	619,709,456	5%

Reach condition	2006 FIFA World Cup Germany™ final match in-home reach	2010 FIFA World Cup South Africa™ final match in-home reach	% change
1+ minute	871,060,228	909,566,803	4%
3+ consecutive minutes	780,821,865	792,668,084	2%
20+ consecutive minutes	592,464,845	619,709,456	5%
30+ consecutive minutes	536,949,235	566,998,277	6%

⁶Based on viewers watching a minimum of 20 consecutive minutes



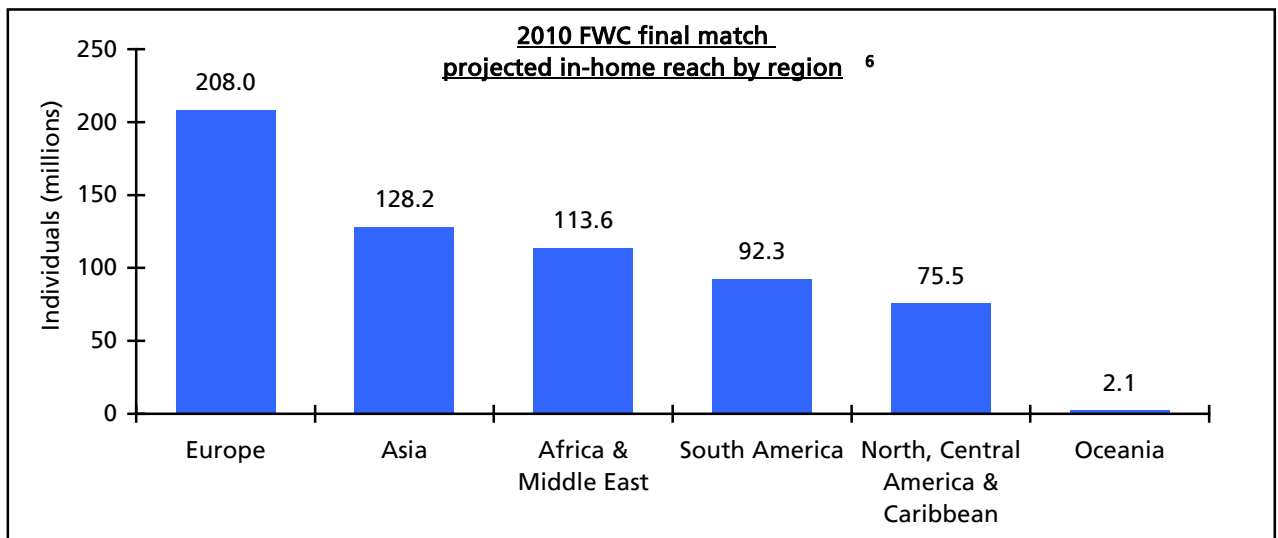
The highest audience reach for the 2010 FIFA World Cup South Africa™ final match was generated in Europe, where 208 million viewers watched at least 20 consecutive minutes of coverage in-home. The highest reach was achieved in Germany, UK, Spain and Russia all of which had in-home reach of more than 20 million individuals. Perhaps unsurprisingly, the highest increase in reach for the final was seen in Spain, with audience reach more than doubling versus 2006 to 21.6 million⁶; nearly half of the population.

However, globally the highest in-home reach from a single territory was produced in China, where 52.5 million viewers watched at least 20 consecutive minutes of coverage.

Despite Asia accounting for by far the highest audience reach for the tournament as a whole, the audience reach for the final alone was far smaller than in Europe. This was largely a result of the match airing late at night or early in the morning across the region as well as the competing teams being European.

A total of 113.6 million viewers across the African and Middle Eastern regions watched at least 20 consecutive minutes of 2010 FIFA World Cup South Africa™ final coverage, with a projected reach of 52.8 million across the Middle East⁶, 31.3 million in Nigeria⁶ and 9.3 million in the host market of South Africa⁶.

Elsewhere, nearly 44 million viewers were reached⁶ by the in-home coverage in Brazil, while in the USA the total reach was 37 million⁶; up 24% versus the 2006 FIFA World Cup Germany™ final⁶.



⁶Based on viewers watching a minimum of 20 consecutive minutes



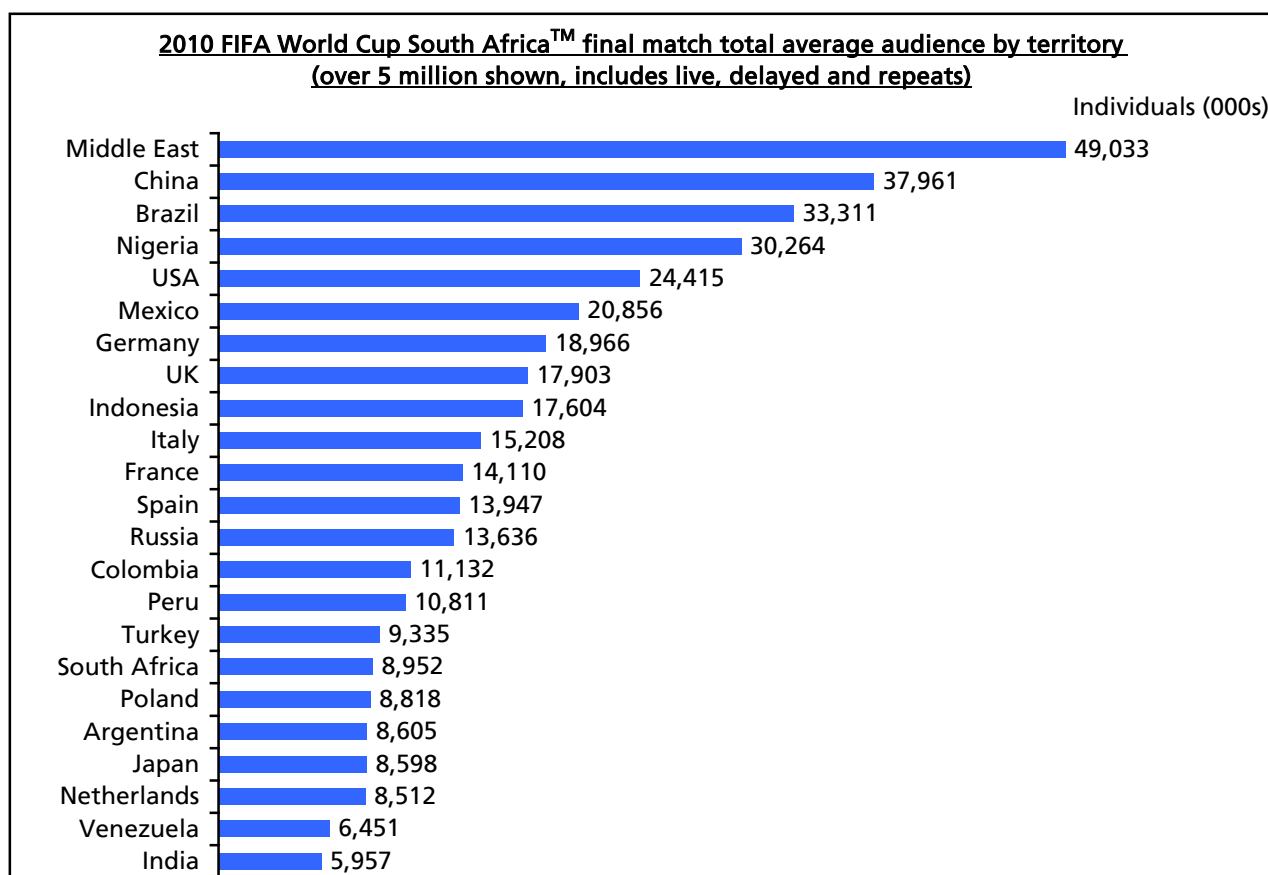
While the in-home 1+ minute reach of the final match was over 900 million, the global in-home average audience during the game was over 531 million viewers.

The highest audited average audiences for the final were achieved in China and Brazil, where average audiences of more than 33 million were achieved. In addition, audited audiences in excess of 15 million were also generated in six other markets including USA, Mexico, Germany, UK, Italy and Indonesia.

Elsewhere, an estimated total audience of more than 49 million was generated by Al Jazeera and its sub-licensees across the Middle East region²³, while in Nigeria an estimated average audience of over 30 million was generated.

The total in-home audience for the final in the competing nations of Netherlands and Spain totalled 22.5 million; nearly half of the combined populations.

Half of the total in-home audience for the final was delivered by the top 15 channels alone, including Al Jazeera Sport 1^{18/21} across the Middle East (9%), CCTV-5¹⁷ in China (7%), TV Globo in Brazil (6%) and the OSMI/BON Network^{18/19} in Nigeria (6%).



¹⁷ Channel of the Media Rights Licensee CCTV

¹⁸ Estimated audience

¹⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

²¹ Channel of the Media Rights Licensee Al Jazeera

²³ Includes pan-regional Al Jazeera channels, plus the Al Jazeera sub-licensees in Iran, Egypt, Algeria and Syria



Regional 2010 FIFA World Cup South Africa™ analysis

Africa and Middle East

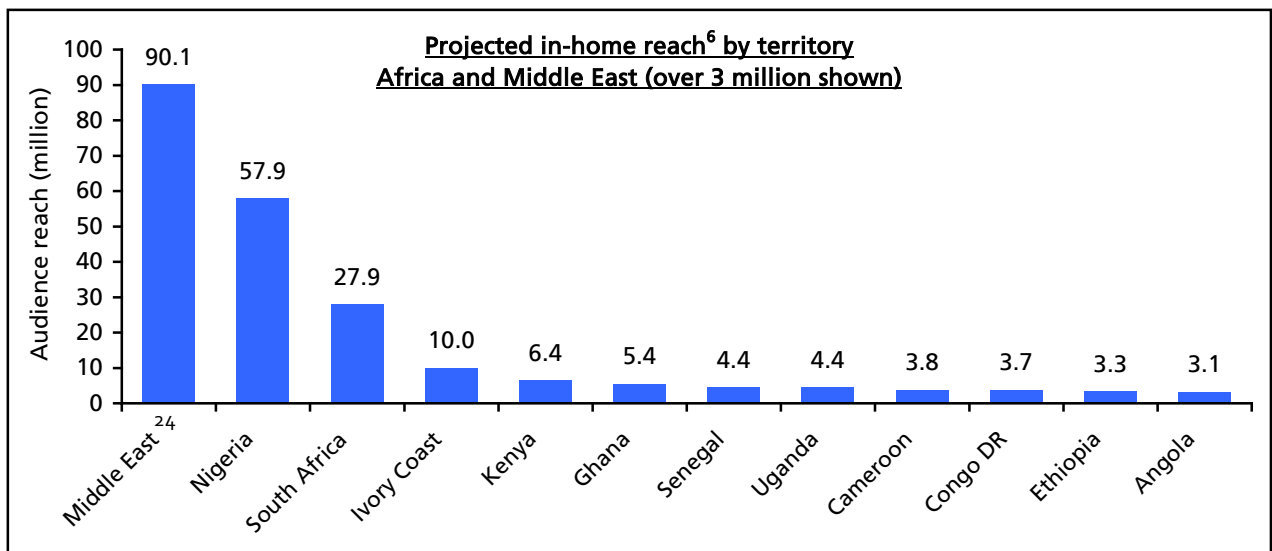
A projected reach of over 245.6 million individuals⁶ was generated across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™.

The coverage across the Middle East region reached a projected 90.1 million individuals⁶, with well over a third of this reach being generated by Egypt (17.9 million⁶) and Iran (15.8 million⁶) combined.

Based on viewers watching just one minute of coverage, the in-home coverage in the Middle East generated a projected reach of more than 130 million viewers, with the 2010 FIFA World Cup™ final alone reaching a projected 103 million viewers.

Coverage of the tournament in Nigeria reached a projected 57.9 million viewers⁶, based on the estimated methodology for unrated markets.

The coverage in the host market of South Africa reached nearly 28 million viewers in-home⁶; 57% of the population of the market and well over 80% of all those with access to television in the home. This audience reach of the tournament is 18% higher than the previous edition.



⁶ Based on viewers watching a minimum of 20 consecutive minutes

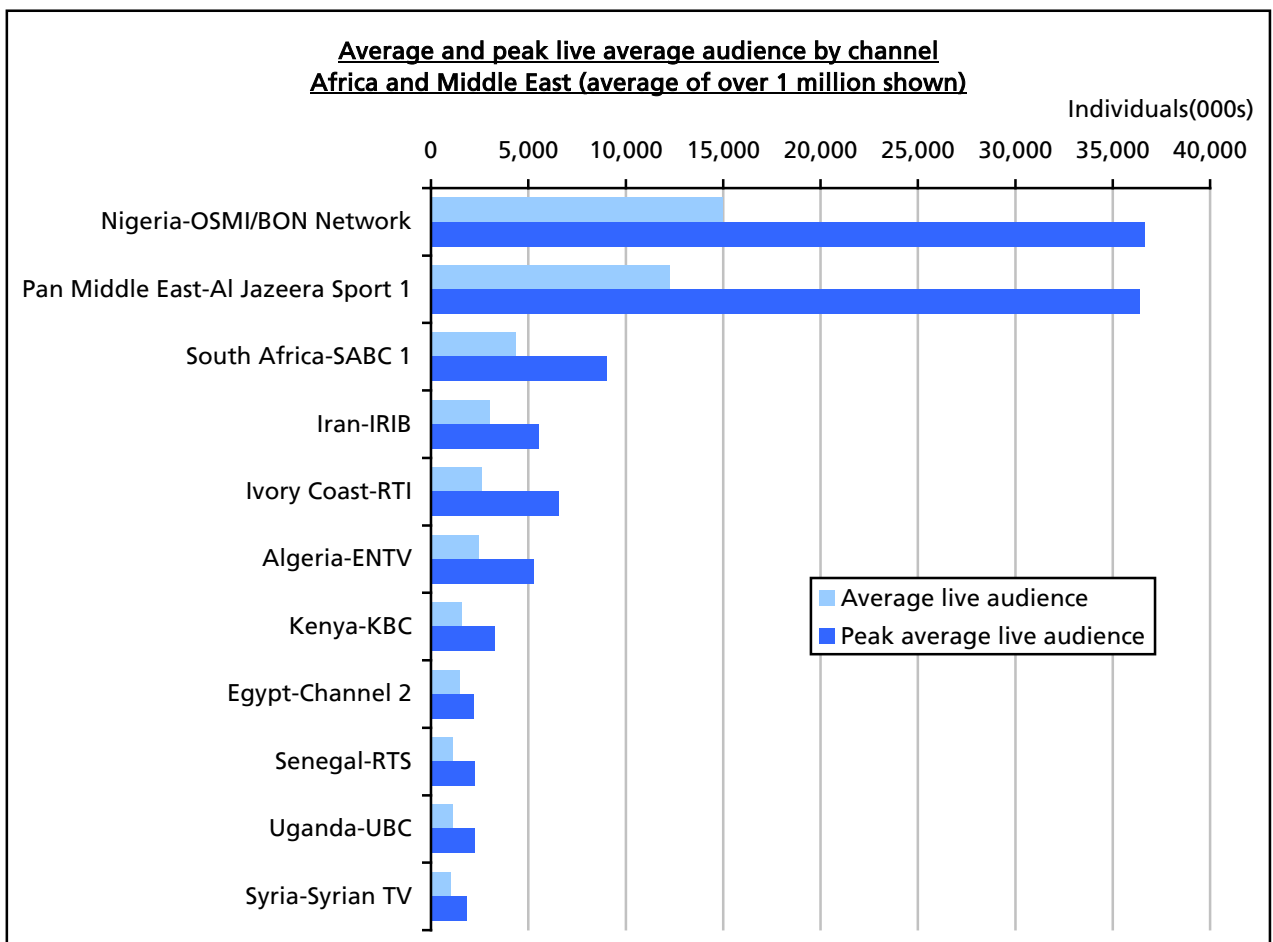
²⁴ Includes the reach from the pan-regional Al Jazeera channels, plus the Al Jazeera sub-licensees in Iran, Egypt, Algeria and Syria



The highest audiences in the region were delivered by the OSMI/BON Network^{18/19} in Nigeria and by Al Jazeera Sport 1^{20/21} across the Middle East. Both of these channels achieved estimated in-home average audiences of more than 35 million during the tournament; comfortably inside the top ten audiences delivered by all 2010 FIFA World Cup South AfricaTM channels.

An estimated audience of over 36.5 million watched the Nigeria v. Argentina group-stage match on the OSMI/BON Network¹⁹ in Nigeria, while this audience was nearly matched by the estimated number of viewers achieved for the live 2010 FIFA World Cup South AfricaTM final on Al Jazeera Sport 1²¹. However, when the Al Jazeera sub-licensees in Iran, Algeria, Egypt and Syria are considered, the total average audience across the Middle East¹⁸ for the final was over 49 million.

Elsewhere, SABC1²⁵ in South Africa achieved an average audience of 4.4 million for each live game aired, peaking at over nine million for the South Africa v. Uruguay group-stage match.



¹⁸ Estimated audience

¹⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

²¹ Channel of the Media Rights Licensee Al Jazeera

²⁵ Channel of the Media Rights Licensee SABC



More than 13,000 hours of 2010 FIFA World Cup South Africa™ coverage was broadcast in the African and Middle Eastern region; the equivalent to nearly 18 months of continuous coverage.

The Pan Africa Supersport and Canal Horizons channels accounted for a combined total of over 3,000 hours of tournament coverage. Supersport also had feeds going directly to the host market of South Africa²⁶ as well as Nigeria, therefore overall, this licensee accounted for a total of 4,619 hours of coverage.

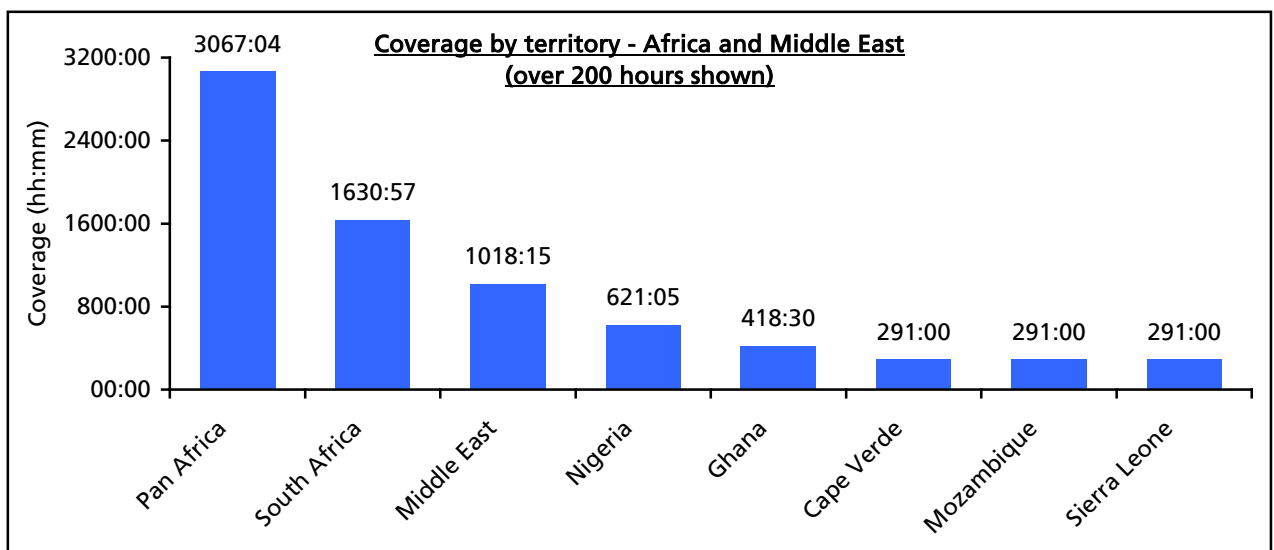
Viewers in South Africa had access to 1,631 hours of coverage; with high levels of Supersport²⁶ coverage supplemented by the coverage on the higher-penetration SABC channels.

Audiences across the Middle East were able to watch more than 1,000 hours of tournament coverage, in particular Egypt generated over 400 hours of coverage.

Elsewhere, largely thanks to the presence of the dedicated Supersport channels, Nigeria also saw a high level of coverage, with the Supersport programming complemented by coverage on the OSMI/BON Network¹⁹.

Audiences in Ghana, Cape Verde, Mozambique and Sierra Leone all had access to more than 290 hours of coverage.

In addition to these markets, the territories on the AUB distribution across the region aired an overall total of 6,717 hours via this Media Rights Licensee.



¹⁹ Channel of the Media Rights Licensee Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)

²⁶ Sub-licensee of the main Media Rights Licensee SABC



Asia

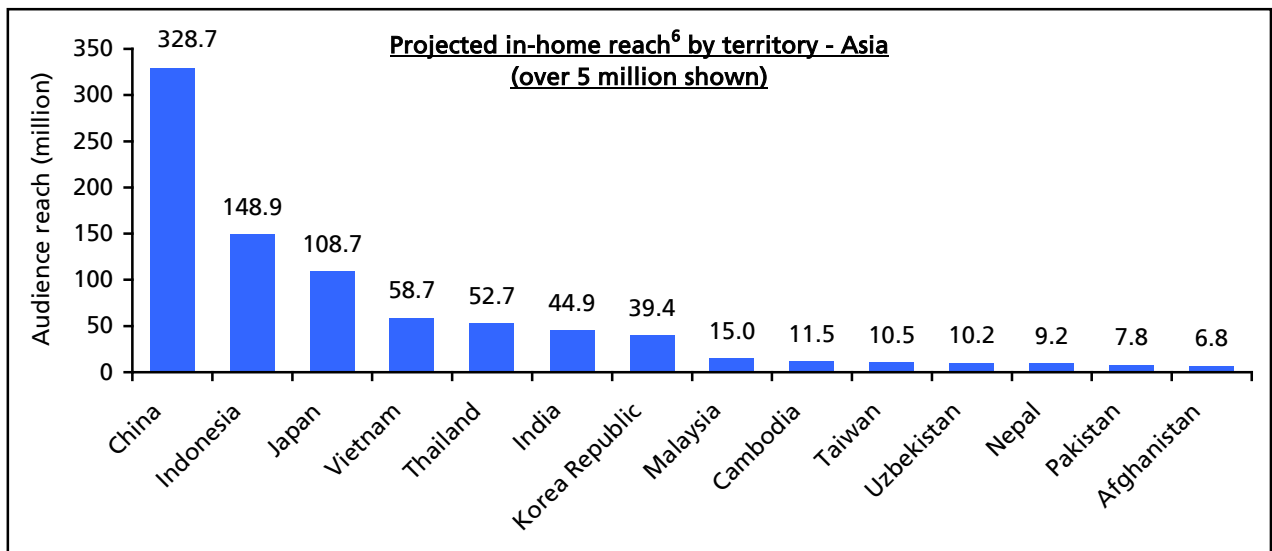
The projected audience reach totalled 884 million individuals⁶ in Asia; the highest of any region.

China alone contributed 37% of the reach in the region⁷, not least due to the sheer population size, however multiple broadcasters in the territory ensured duplication across both national and regional channels when each live game was aired.

In addition, China generated the highest in-home reach of any territory around the globe (328.7 million⁶).

Elsewhere, audience reach topped 100 million in Indonesia and Japan⁶; inside the top five highest reach of all territories which had access to tournament coverage around the world.

The in-home coverage in Vietnam, Thailand, India and Korea Republic reached in excess of 39 million individuals in each market⁶.



⁶Based on viewers watching a minimum of 20 consecutive minutes



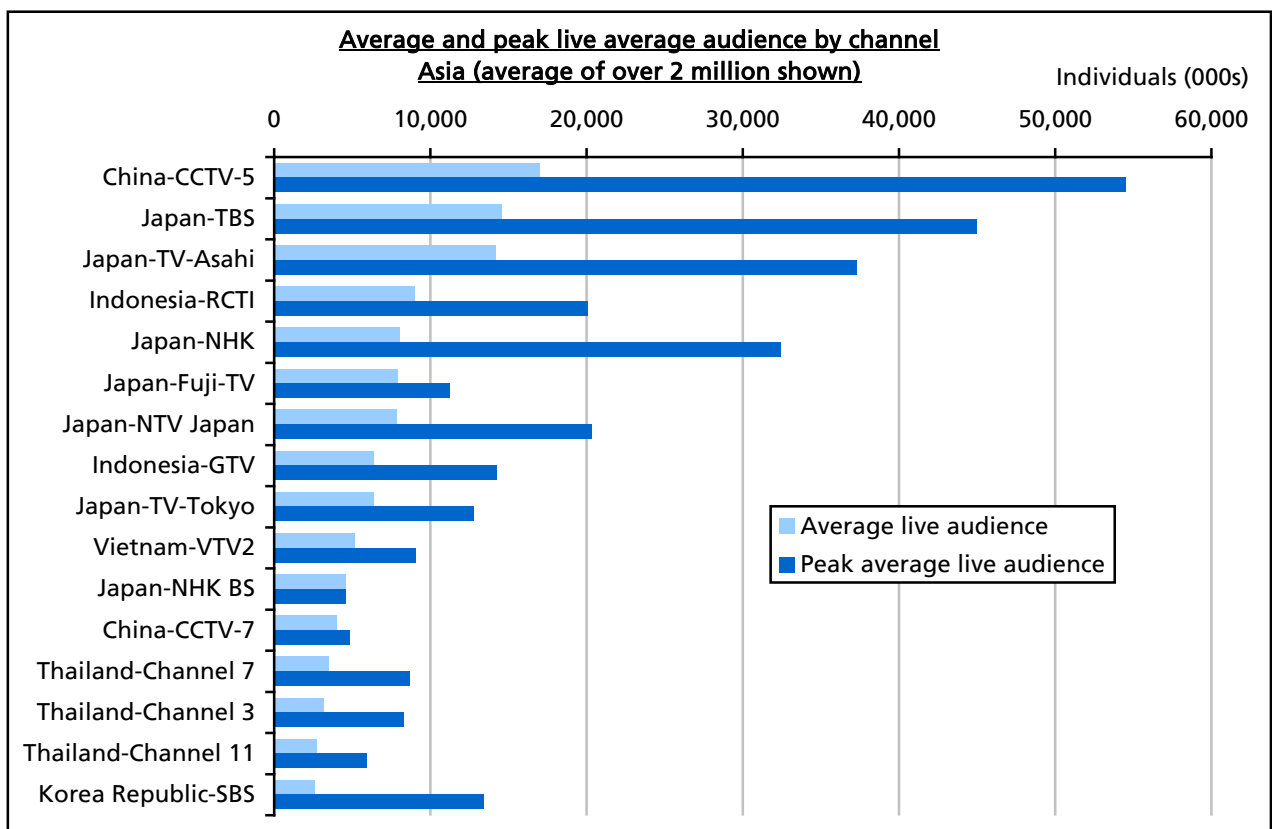
CCTV-5¹⁷ in China achieved the highest audiences in the region, with an average of 17 million individuals tuning in to each live game. The highest audience of any 2010 FIFA World Cup South Africa™ channel in the region as well as around the world was also produced by CCTV-5¹⁷, when more than 54.5 million viewers watched the CCTV-5¹⁷ coverage of the Argentina v. Germany quarter-final.

However, TBS²⁰ and TV-Asahi²⁰ in Japan achieved average live audiences close to the level of CCTV-5¹⁷. On average, these channels had more than 14 million viewers watch each of their live games, while TBS²⁰ achieved a peak average audience of 45 million for the Japan v. Paraguay round-of-16 match.

In addition, TV-Asahi²⁰ and NHK²⁰ in Japan also achieved peak average audiences of more than 30 million for the live coverage of games featuring Japan.

Elsewhere, RCTI²⁷ in Indonesia produced average live audiences of over nine million, while Fuji TV²⁰, NTV²⁰ and TV-Tokyo²⁰ in Japan, GTV²⁷ in Indonesia, and VTV2²⁸ in Vietnam all achieved average live audiences of more than five million.

As well as the channels in China and Japan, channels in Indonesia, Philippines and the Korea Republic attracted peak average audiences of over ten million.



¹⁷ Channel of the Media Rights Licensee CCTV

²⁰ Sub-licensee of the Media Rights Licensee Dentsu

²⁷ Sub-licensee of the main Media Rights Licensees PT EC Entertainment and M-League (ISM)

²⁸ Channel of the main Media Rights Licensee Dentsu Alpha Ltd's sub-licensee VTV



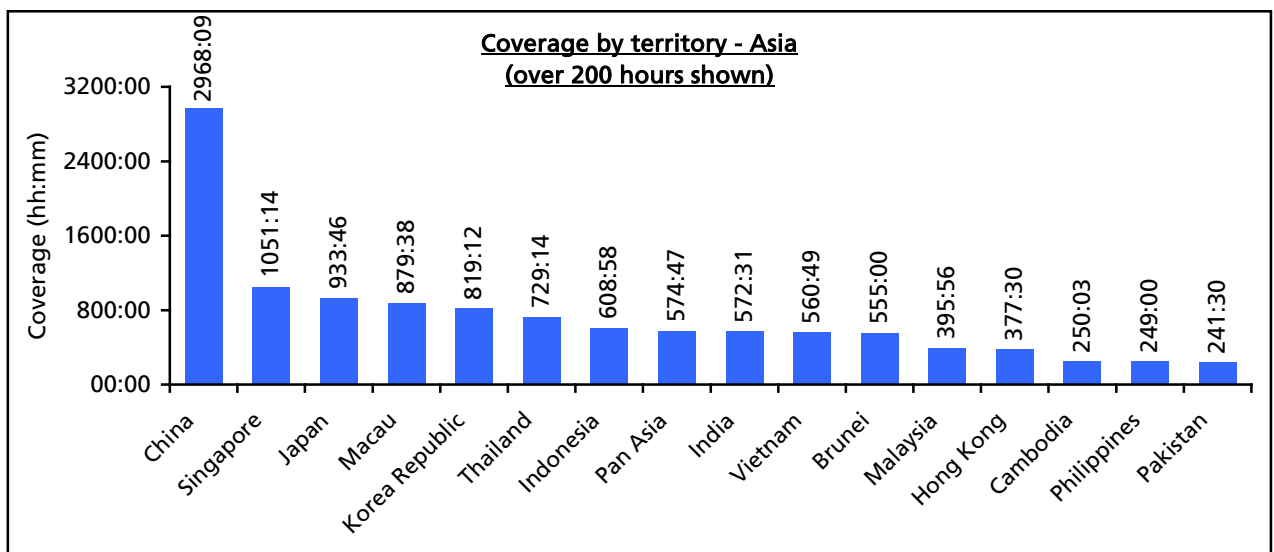
Over 13,937 hours of tournament coverage were aired throughout Asia.

China accounted for over one-fifth of the regional total alone (2,968 hours; 21%), with 17 channels showing the event. Three of these channels were produced by the high penetration Media Rights Licensee CCTV, which showed 512 hours of coverage alone. Four other channels in China produced over 300 hours of coverage, including Shenzhen Sport²⁹ which aired nearly 400 hours.

Outside of China, more than 1,000 hours were shown in Singapore. The majority of this coverage came from the dedicated 2010 FIFA World Cup South Africa™ Starhub channels³⁰ which aired nearly 650 hours of coverage.

Elsewhere, viewers in Japan, Macau and Korea Republic had access to over 800 hours of tournament coverage, in particular Sky PerfectTV³¹ in Japan (449 hours) and SBS Sports³² in the Korea Republic (552 hours) aired high levels of coverage.

Licensees in Thailand, Indonesia, India, and Vietnam all feature strongly among the Asian territories where coverage was relatively high as well as the pan-regional ESPN and Star Sports channels³³ offering further levels of coverage in the region.



²⁹ Sub-licensee of the main Media Rights Licensee CCTV

³⁰ Channels of the Media Rights Licensee Starhub Cable Vision Ltd.

³¹ Sub-licensee of the main Media Rights Licensee Dentsu Inc.

³² Channel of the Media Rights Licensee SBS International, Inc.

³³ Channel of the Media Rights Licensee ESS (ESPN STAR SPORTS)

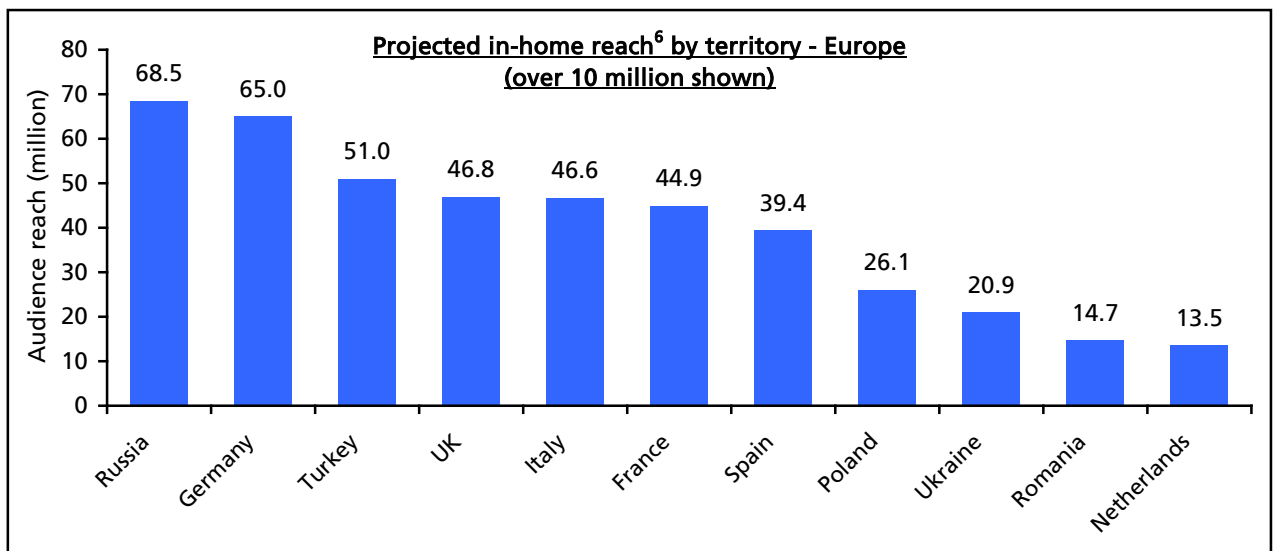


Europe

Over 557 million individuals were reached⁶ across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™.

Audience reach was highest in Russia, with the television coverage reaching nearly 70 million viewers⁶. In addition, the projected audience reach in Germany was 65 million⁶, while the in-home television coverage reached more than 40 million individuals in Turkey⁶, UK⁶, Italy⁶ and France⁶.

In Spain, almost 40 million viewers were reached during the tournament⁶; 86% of the population; the highest penetration of population of any measured market analysed.



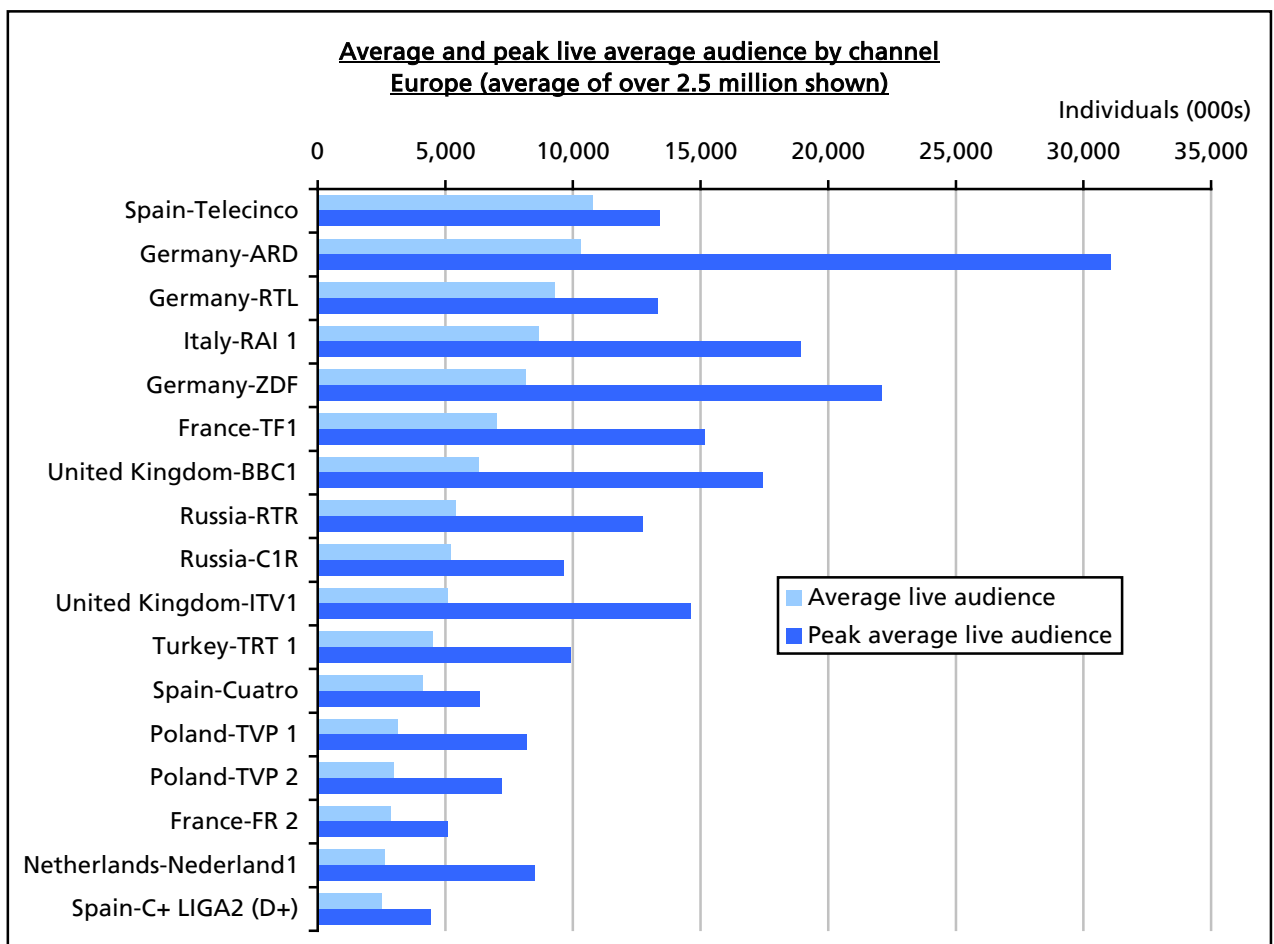
⁶Based on viewers watching a minimum of 20 consecutive minutes



The highest audience in Europe was generated by ARD in Germany, when an average audience of over 31 million individuals watched the Germany v. Spain semi-final. On average, over ten million viewers watched each of the live games on ARD.

Average audiences of over ten million were also achieved by Telecinco¹² in Spain, peaking at an average audience of over 13.4 million for the 2010 FIFA World Cup South Africa™ final.

Elsewhere, average audiences of more than 15 million were produced in Italy, France and the UK during the tournament, the highest of which was an average audience of nearly 19 million on RAI 1³⁴ in Italy for the Italy v. Paraguay group match.



¹² Sub-licensee of the main Media Rights Licensee Sogecable S.A.

³⁴ Channel of the Media Rights Licensee RAI



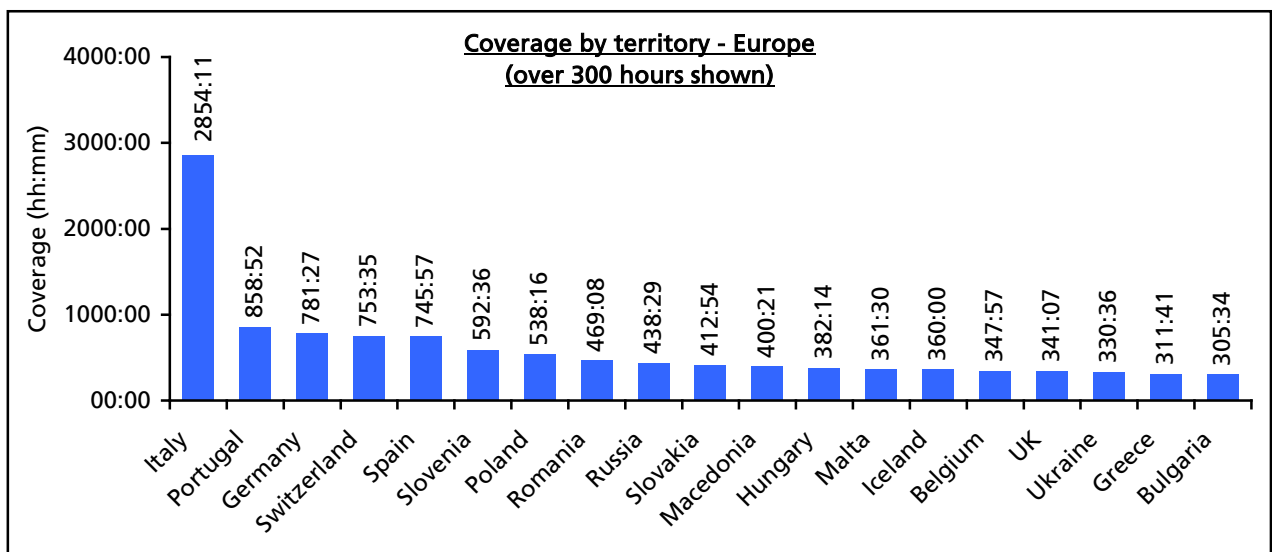
Licensees across Europe showed 16,578 hours of 2010 FIFA World Cup South Africa™ coverage.

Italy generated by far the highest level of coverage in the region, with 11 separate channels airing the event. The majority of the Italian coverage was derived from four dedicated 2010 FIFA World Cup South Africa™ Sky Italia³⁵ channels, which aired nearly 2,500 hours of coverage.

Over 850 hours of output were shown in Portugal, thanks largely to nearly 700 hours being broadcast by Sport TV³⁶.

Elsewhere, Media Rights Licensees in Germany, Switzerland and Spain showed over 740 hours of tournament coverage. Of the licensees in those territories, Sky³⁷ in Germany (558 hours) and Canal+¹² in Spain (645 hours) aired the highest levels.

A further 14 territories showed more than 300 hours of 2010 FIFA World Cup South Africa™ coverage, including Russia (438 hours) and the UK (341 hours), while there were nearly 200 hours aired in France.



¹² Sub-licensee of the main Media Rights Licensee Sogetel S.A.

³⁵ Sub-licensee of the main Media Rights Licensee RAI

³⁶ Sub-licensee of the main Media Rights Licensees EBU/RTP

³⁷ Channel of the Media Rights Licensee Sky Deutschland GmbH & Co. KG



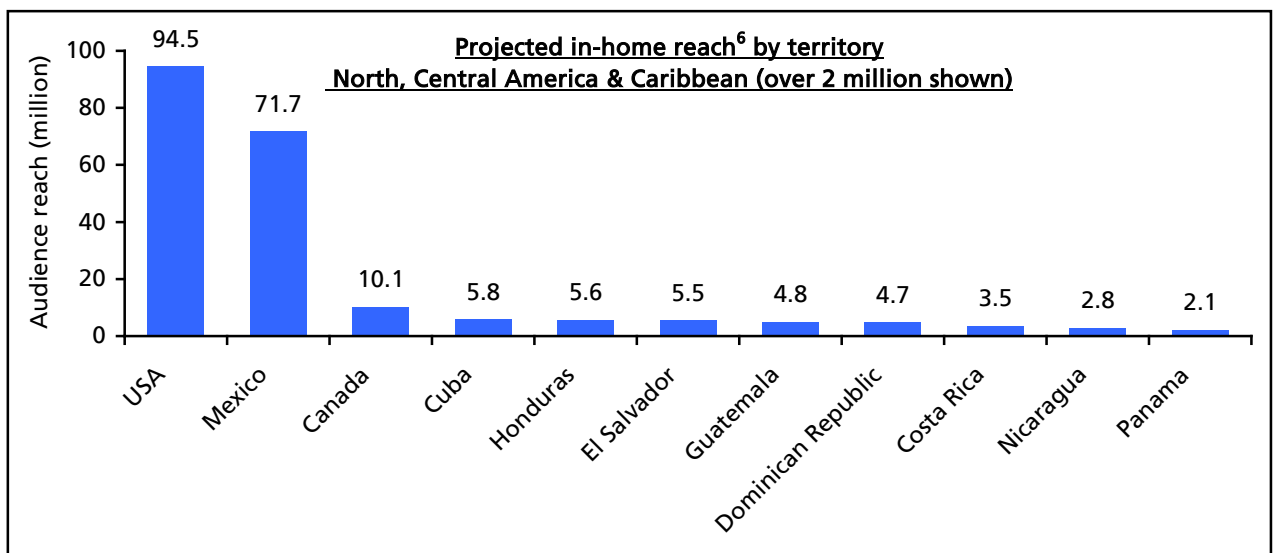
North, Central America & Caribbean

The in-home television coverage across the region reached 215 million individuals⁶.

In the USA, the tournament coverage reached 94.5 million viewers⁶; well over 40% of the reach for the region. Audience reach in the USA saw a 19% rise versus the 2006 edition⁶, the highest rise of any measured market.

Elsewhere, audience reach in Mexico totalled 71.7 million⁶, therefore USA and Mexico accounted for over three-quarters of the regional total.

In addition to USA and Mexico, a projected ten million viewers were reached in Canada⁶, while in Cuba, Honduras and El Salvador a projected reach of more than five million was achieved⁶.



⁶Based on viewers watching a minimum of 20 consecutive minutes

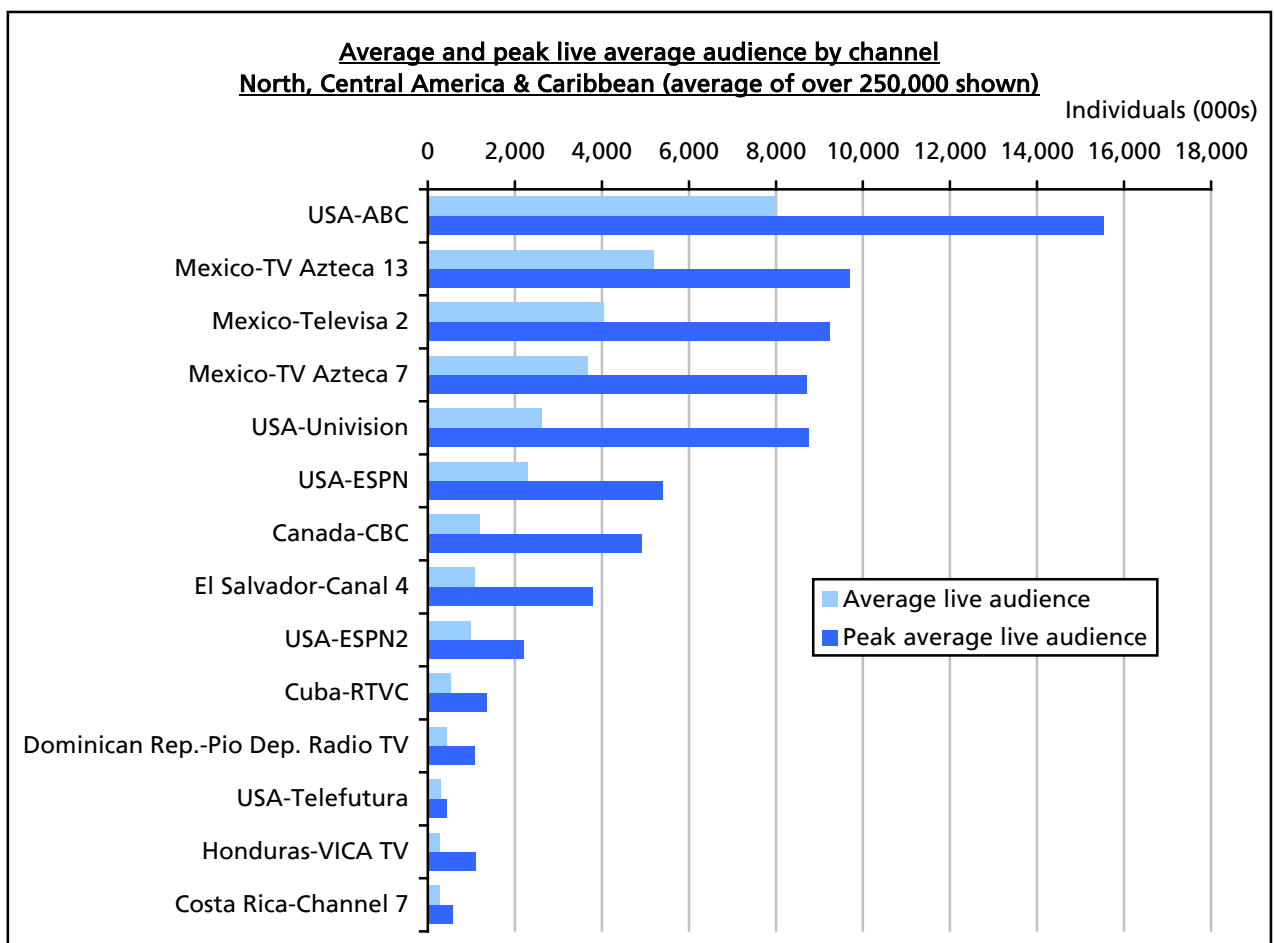


ABC⁹ in the USA attracted the highest audiences throughout the region, achieving an average audience of nearly eight million for each live game shown. However, an average audience of more than 15.5 million watched the 2010 FIFA World Cup South AfricaTM final on ABC⁹.

Three channels in Mexico (TV Azteca 13³⁸, Televisa 2³⁹ and TV Azteca 7³⁸) as well as Univision in the USA achieved peak average audiences of over 8.7 million, the highest of which was nearly 9.7 million for the Argentina v. Mexico round-of-16 match on TV Azteca 13³⁸ in Mexico.

The average audience for each live games on TV Azteca 13³⁸ was 5.2 million, while Televisa 2³⁹ in Mexico attracted an average of over four million to each live game. In addition, TV Azteca 7³⁸ in Mexico, Univision and ESPN in the USA all achieved average audiences of over two million individuals for each live game aired.

In Mexico, each game achieved a combined average audience of 3.9 million, while in the USA each game gained an average of 5.1 million viewers.



⁹ Channel of the Media Rights Licensee ESPN & ABC Inc.

³⁸ Channel of the main Media Rights Licensee OTI's sub-licensee TV Azteca, S.A. de C.V.

³⁹ Channel of the main Media Rights Licensee OTI's sub-licensee Televisa, S.A. de C.V.

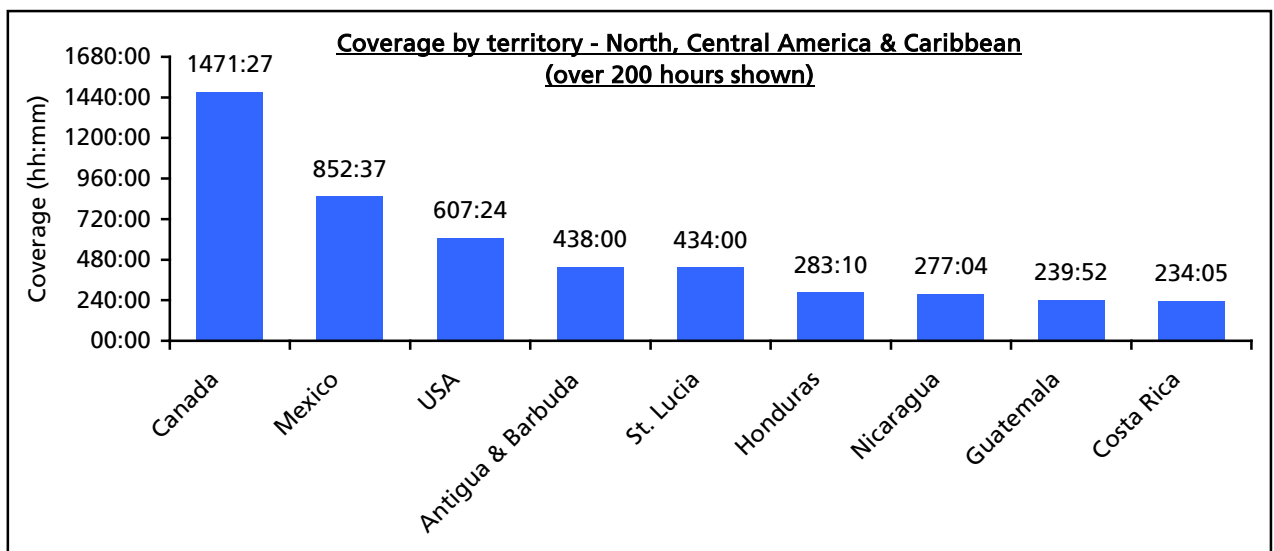


Over 8,100 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Almost 20% of the coverage in the region came from Canada, where licensees showed 1,471 hours. Of these, Bold HD⁴⁰ (287 hours), Teletatino⁴⁰ (230 hours) and CBC (204 hours) aired the highest level of coverage.

In Mexico, licensees showed over 850 hours, with TDN³⁹ showing the most coverage (331 hours).

In the USA, television viewers could have seen in excess of 600 hours of 2010 FIFA World Cup South Africa™ coverage. The main contributors to this total were the Hispanic channels Univision, Galavision⁴¹ and Telefuturo⁴¹ which aired a combined 405 hours. In addition, ESPN⁹ and ABC⁹ aired a combined 202 hours.



⁹ Channel of the Media Rights Licensee ESPN & ABC Inc.

³⁹ Channel of the main Media Rights Licensee OTI's sub-licensee Televisa, S.A. de C.V.

⁴⁰ Channel of the Media Rights Licensee CBC

⁴¹ Channel of the Media Rights Licensee Univision Communications Inc.



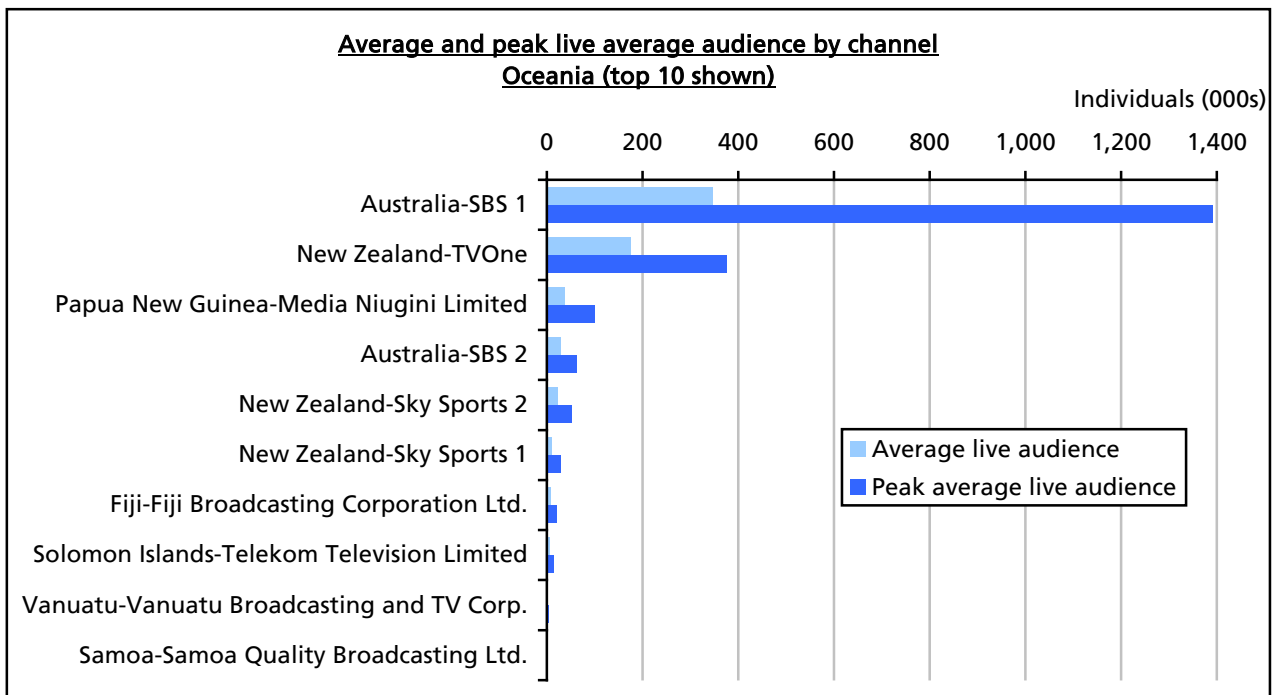
Oceania

A total of 9.2 million individuals were reached⁶ across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™. Australia accounted for more than 60% of the reach in the region (5.6 million⁶), while the projected reach in New Zealand totalled more than 1.5 million⁶.

By far the highest audiences in the region were delivered by SBS 1⁴² in Australia, which gained an average of 350,000 viewers for each live game. However, SBS 1⁴² attracted an average audience of 1.4 million to the coverage of Ghana v. Australia.

TVOne⁴³ in New Zealand achieved an average audience of 175,000 individuals for each live game, while their peak average audience was 376,000 for the 2010 FIFA World Cup South Africa™ final.

Mai TV⁴⁴ reached a projected 1.9 million viewers across the Pacific Islands through their sub-licensees on each island.



⁷ Based on viewers watching a minimum of 20 consecutive minutes

⁴² Channel of the Media Rights Licensee SBS Australia

⁴³ Channel of the main Media Rights Licensee SBS Australia's sub-licensee TVNZ

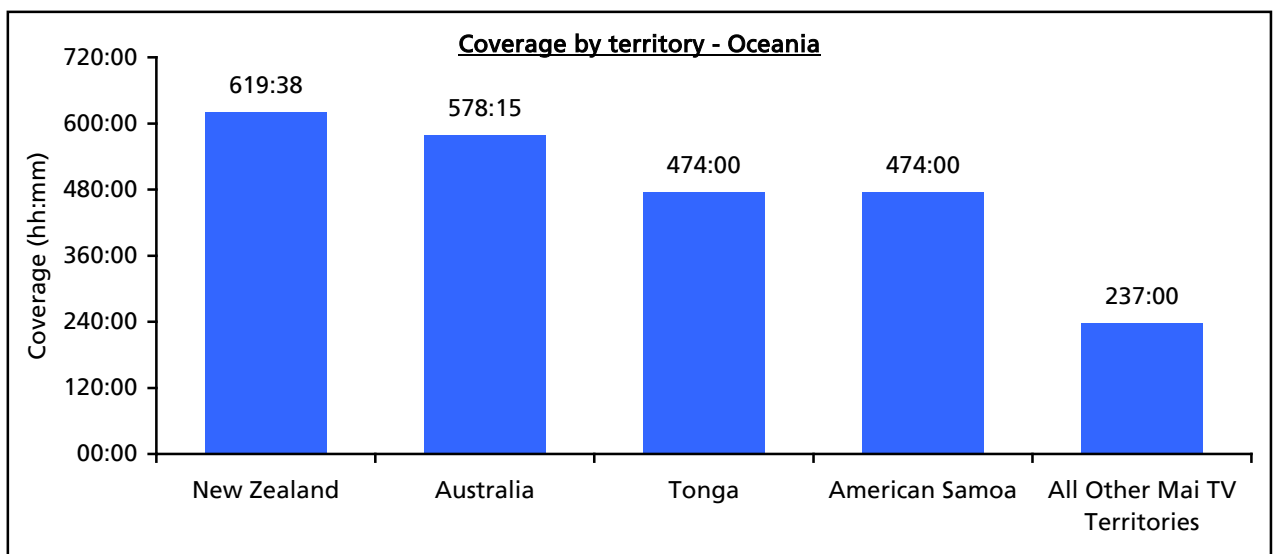
⁴⁴ Sub-licensee of the main Media Right Licensee SBS Australia



A total of 4,478 hours of 2010 FIFA World Cup South Africa™ coverage was shown across the Oceania region.

The licensees in New Zealand and Australia both generated over 570 hours of coverage, while the 11 territories covered by the Mai TV⁴⁴ distribution each aired at least 237 hours.

SBS in Australia produced the highest levels of coverage of any licensee in Oceania (578 hours), while Sky Sports⁴⁴ in New Zealand also showed significant amounts (578 hours).



⁴³ Channel of the main Media Rights Licensee SBS Australia's sub-licensee Sky NZ

⁴⁴ Sub-licensee of the main Media Right Licensee SBS Australia

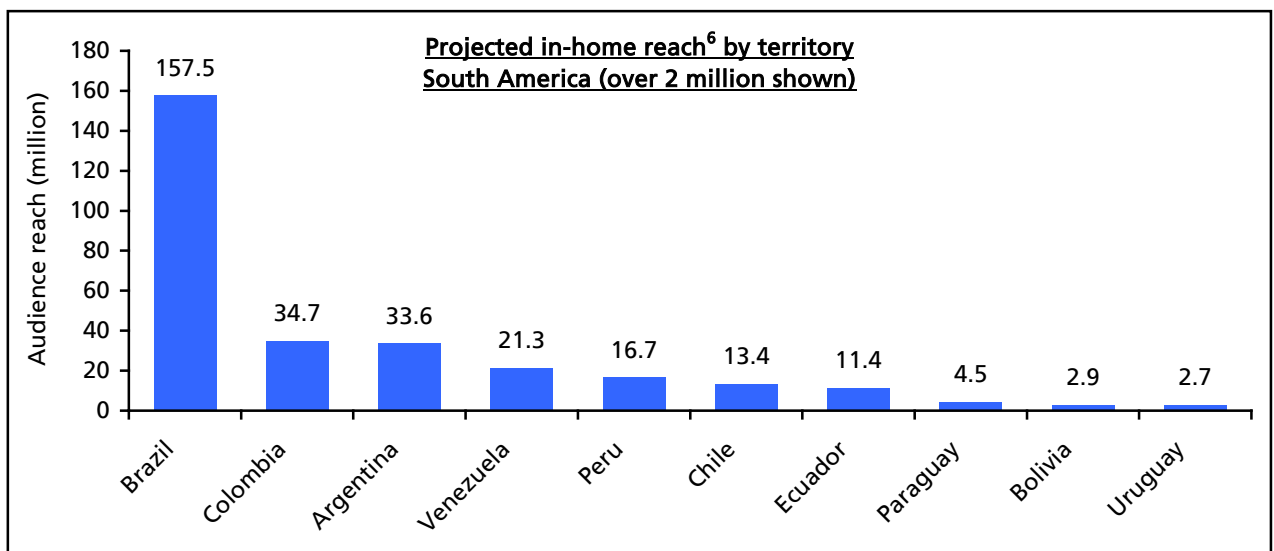


South America

Nearly 300 million individuals were reached⁶ across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™.

In Brazil, audience reach totalled over 157 million individuals⁶; the second-highest audience reach of any territory around the world, behind China. However, while the Chinese reach was equivalent to 25% of the population, the audience reach in Brazil accounted for 81% of the total population, behind only Spain and Argentina.

Colombia and Argentina both accounted for audience reach of more than 33 million⁶, while more than 21 million individuals were reached in Venezuela⁶.



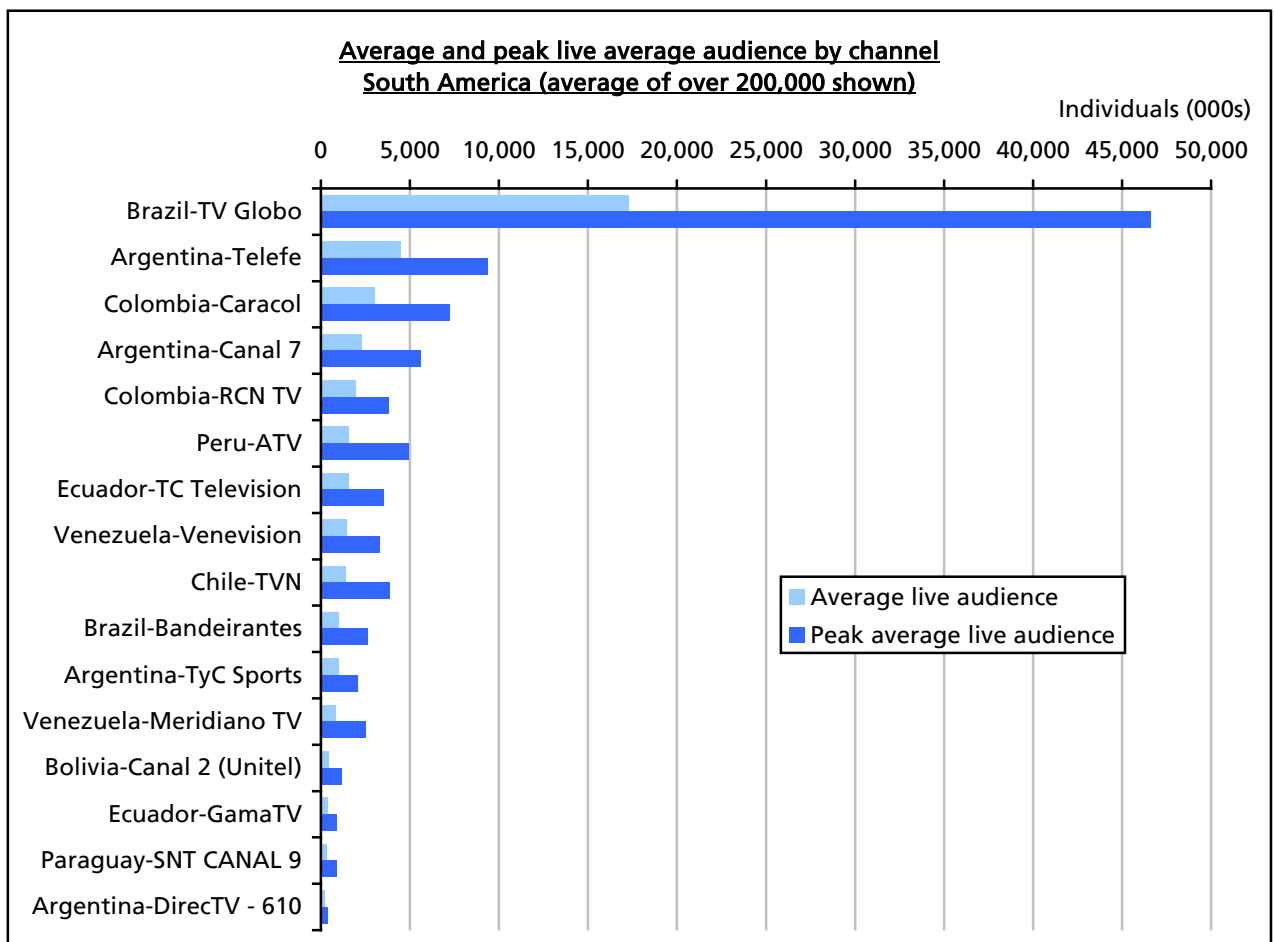
⁶Based on viewers watching a minimum of 20 consecutive minutes



By far the highest audiences in the region were generated by TV Globo in Brazil. On average, over 17 million individuals watched each live game aired on the channel, including an average audience of 46.6 million for the Brazil v. Korea DPR group match. This average is the highest of all channels which aired coverage around the world, while this peak average audience is second only to CCTV-5³⁷ in China.

Outside of Brazil, Telefe⁴⁵ in Argentina attracted an average of 4.5 million viewers to each of their live games, while their coverage of the Argentina v Germany quarter-final achieved an average audience of 9.4 million.

In addition, Caracol⁸ in Colombia and Canal 7⁴⁵ in Argentina recorded average audiences in excess of five million, with Caracol achieving an average audience of over 7.2 million for their coverage of the 2010 FIFA World Cup South AfricaTM final.



⁸ Sub-licensee of the main Media Rights Licensee OTI

³⁷ Channel of the Media Rights Licensee CCTV

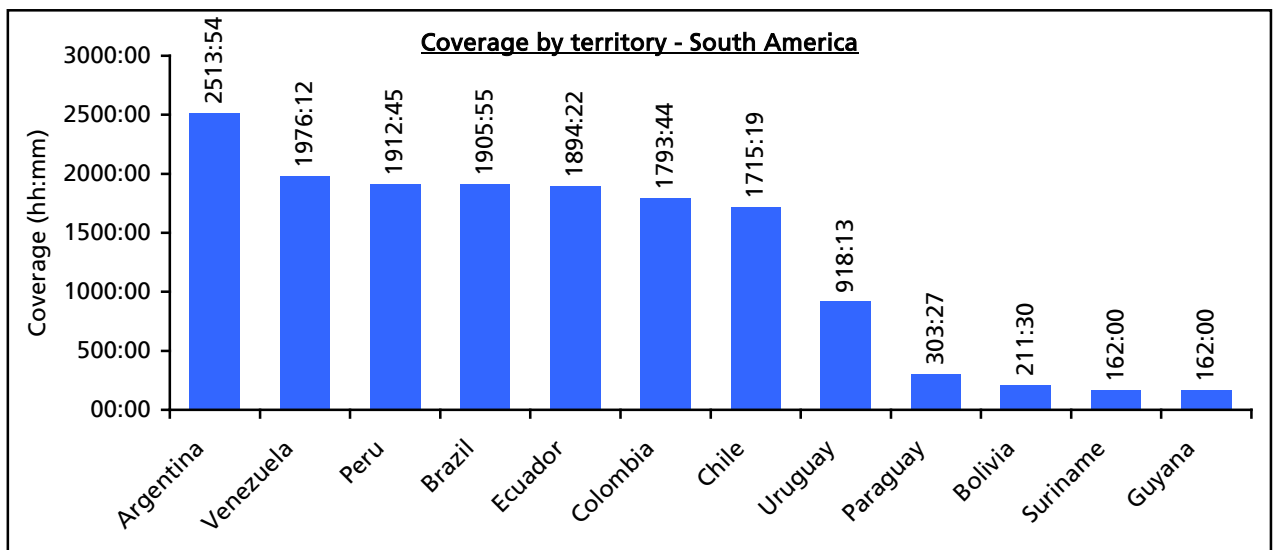
⁴⁵ Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.



A total of 15,668 hours of tournament coverage was broadcast across the South America region; the equivalent to over 650 days of continuous coverage.

Argentina generated the highest amount of coverage with licensees airing more than 2,500 hours during the event. DirecTV⁸ accounted for the majority of this coverage (1,560 hours), however TyC Sports⁴⁶ also contributed comparatively high levels (683 hours). In addition, these were supplemented by coverage on Canal 7⁴⁶, Telefe⁴⁶ and Fox Sports⁴⁶.

Licensees in Brazil showed more than 1,900 hours of tournament coverage, with the ESPN⁴⁷ channels in Brazil airing over 800 hours, nearly 700 hours shown on the BandSports⁴⁷ channel, 263 hours of Bandeirantes⁴⁷ and 146 hours on TV Globo.



⁸ Sub-licensee of the main Media Rights Licensee OTI

⁴⁶ Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.

⁴⁷ Sub-licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A



Appendix



2010 FIFA World Cup South Africa™ broadcast summary by territory

Africa and Middle East

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
Algeria	59:30	24	12.8	59:30	24	12.8	9,779,129
Angola	139:00	57	19.1	123:00	49	21.4	3,124,414
Benin	161:30	66	18.3	140:30	56	20.8	679,127
Botswana	161:30	66	18.8	145:30	58	20.7	510,517
Burkina Faso	161:30	66	18.5	140:00	56	21.0	1,596,867
Burundi	161:30	66	18.8	145:30	58	20.7	1,121,938
Cameroon	161:30	66	19.8	145:30	58	21.9	3,791,980
Cape Verde	291:00	116	10.4	291:00	116	10.4	209,392
Chad	156:30	64	18.5	140:30	56	20.5	285,639
Congo DR	146:30	60	18.5	130:30	52	20.7	3,743,181
Egypt	409:15	234	0.5	44:31	22	1.9	17,905,350
Eritrea	161:30	66	18.8	145:30	58	20.7	514,115
Ethiopia	161:30	66	18.8	145:30	58	20.7	3,345,216
Equatorial Guinea	161:30	66	18.8	145:30	58	20.7	45,671
French Overseas Territories	199:32	130	12.7	164:54	83	19.0	422,264
Gabon	161:30	66	18.8	145:30	58	20.7	249,136
Gambia	161:30	66	18.8	145:30	58	20.7	115,194
Ghana	418:30	167	7.5	418:30	167	7.5	5,435,371
Guinea-Bissau	161:30	66	18.8	145:30	58	20.7	108,843
Guinea-Conakry	151:30	62	18.9	135:30	54	21.0	1,783,220
Iran	161:30	66	8.1	145:30	58	9.0	15,808,756
Ivory Coast	161:30	66	19.9	145:30	58	22.0	9,967,115
Kenya	161:30	66	18.8	145:30	58	20.7	6,386,639
Lesotho	161:30	66	18.8	145:30	58	20.7	244,389
Madagascar	159:00	65	18.5	140:30	56	20.8	2,983,294
Malawi	161:30	66	18.8	145:30	58	20.7	644,501
Mali	161:30	66	18.8	145:30	58	20.7	1,103,414
Mauritius	161:30	66	18.8	145:30	58	20.7	1,044,242
Mozambique	291:00	116	10.4	291:00	116	10.4	1,537,350
Namibia	161:30	66	18.8	145:30	58	20.7	348,359
Niger	161:30	66	18.8	145:30	58	20.7	1,162,154
Nigeria	621:05	429	5.0	272:00	96	17.3	57,897,761
Pan Africa	3067:04	2,359	1.3	712:05	237	5.0	3,907,967
Pan Middle East	226:30	89	5.6	226:30	89	5.6	40,906,456
Rwanda	161:30	66	18.8	145:30	58	20.7	168,872
Senegal	161:30	66	18.8	145:30	58	20.7	4,445,830
Seychelles	161:30	66	18.8	145:30	58	20.7	66,684
Sierra Leone	291:00	116	11.2	291:00	116	11.2	288,626
South Africa	1630:57	1,264	1.6	314:45	120	10.0	27,949,380
Swaziland	161:30	66	18.8	145:30	58	20.7	160,122
Syria	161:30	66	8.1	145:30	58	9.0	5,744,823
Tanzania	156:30	64	18.6	138:00	55	20.9	2,326,674
Togo	161:30	66	18.8	145:30	58	20.7	670,791
Uganda	161:30	66	18.8	145:30	58	20.7	4,419,920
Zambia	161:30	66	18.8	145:30	58	20.7	2,184,793
Zimbabwe	156:30	64	18.6	140:30	56	20.6	2,326,724
Africa & Middle East total	13092:54	7,328	7.5	8097:45	3,184	16.1	245,554,230

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Asia

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
Afghanistan	161:30	66	2.3	145:30	58	2.5	6,806,880
Bangladesh	78:00	30	1.7	76:00	29	1.8	3,134,067
Brunei	555:00	184	1.5	545:00	179	1.5	336,076
Cambodia	250:03	122	3.1	125:03	60	4.5	11,527,408
China	2968:09	1,720	0.5	1308:50	602	1.0	328,718,000
Hong Kong	377:30	147	1.3	352:30	122	1.5	1,293,894
India	572:31	467	0.2	141:59	69	0.7	44,894,503
Indonesia	608:58	272	2.6	381:05	114	4.4	148,860,000
Japan	933:46	401	1.8	400:44	134	2.7	108,699,081
Korea Republic	819:12	529	0.8	165:55	64	5.0	39,416,956
Kyrgyzstan	161:30	66	2.4	145:30	58	2.7	2,176,050
Laos	161:30	66	2.4	145:30	58	2.7	3,468,305
Macau	879:38	429	0.5	508:27	211	0.7	355,400
Malaysia	395:56	272	1.8	243:20	89	3.5	15,039,403
Maldives	161:30	66	2.4	145:30	58	2.7	92,421
Mongolia	131:00	64	2.0	123:00	60	2.1	936,826
Myanmar	134:21	61	2.0	134:21	61	2.0	2,520,570
Nepal	161:30	66	2.3	145:30	58	2.5	9,202,344
North Korea	155:30	63	3.3	139:30	55	3.7	3,885,879
Pakistan	241:30	97	1.3	225:30	89	1.3	7,825,657
Pan Asia	574:47	480	1.1	145:31	71	2.3	3,930,041
Philippines	249:00	105	1.1	161:30	64	1.7	2,798,227
Singapore	1051:14	491	0.9	318:27	138	2.2	3,352,359
Sri Lanka	57:00	22	3.0	57:00	22	3.0	1,214,462
Taiwan	161:30	66	1.2	145:30	58	1.4	10,513,500
Tajikistan	161:30	66	2.4	145:30	58	2.7	3,212,730
Thailand	729:14	466	0.8	165:05	64	4.7	52,710,167
Timor	161:30	66	2.4	145:30	58	2.7	134,430
Turkmenistan	161:30	66	2.4	145:30	58	2.7	2,288,520
Uzbekistan	161:30	66	2.4	145:30	58	2.7	10,171,200
Vietnam	560:49	302	1.3	250:43	121	3.0	58,668,795
Asia total	13938:12	7,384	1.1	7424:32	2,998	2.1	884,387,221



Europe

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
Albania	294:25	140	5.2	267:45	124	5.8	2,468,837
Armenia	160:30	66	5.5	144:30	58	6.0	1,815,322
Austria	147:16	216	4.9	104:49	56	7.6	5,682,683
Azerbaijan	146:20	64	5.4	130:20	56	5.8	3,017,244
Belarus	155:45	89	3.3	134:35	64	4.0	4,254,300
Belgium	347:57	350	4.7	262:22	141	6.2	7,266,841
Bosnia-Herzegovina	137:50	71	4.1	72:00	36	7.5	3,255,199
Bulgaria	305:34	259	3.8	116:10	59	7.9	5,304,336
Croatia	280:53	214	5.7	118:03	58	10.8	3,021,808
Cyprus	272:41	223	3.4	129:26	64	7.0	542,836
Czech Republic	171:31	89	2.4	154:30	64	3.2	7,188,674
Denmark	269:33	241	4.4	122:02	60	8.2	4,402,545
Estonia	149:50	79	4.9	127:25	56	6.5	930,965
Finland	220:23	164	4.9	141:46	60	7.9	3,395,378
France	199:32	130	6.8	164:54	83	7.1	44,891,913
Georgia	198:31	156	4.3	133:09	64	7.1	791,202
Germany	781:27	901	8.4	257:44	132	12.4	64,992,868
Greece	311:41	214	3.5	145:55	64	7.7	7,346,549
Hungary	382:14	171	4.2	293:13	122	5.4	6,662,957
Iceland	360:00	225	14.1	250:20	104	18.8	169,914
Ireland	179:23	80	4.8	160:15	56	6.2	3,008,351
Israel	130:18	74	7.0	121:59	64	7.8	1,344,024
Italy	2854:11	2,410	0.3	174:07	94	5.0	46,614,585
Kazakhstan	147:26	64	4.9	136:46	59	4.9	7,335,000
Kosovo	160:30	66	5.5	144:30	58	6.0	1,264,916
Latvia	137:50	64	3.7	122:36	56	4.0	1,564,081
Lithuania	143:39	68	4.8	135:48	64	5.1	2,323,612
Macedonia	400:21	208	2.7	236:32	116	4.1	1,383,853
Malta	361:30	178	2.6	234:30	115	3.6	299,891
Moldova	147:57	66	2.8	133:38	58	3.0	2,224,838
Montenegro	161:20	66	8.6	145:20	58	9.7	438,582
Netherlands	187:25	94	13.8	160:41	65	16.1	13,522,053
Norway	183:18	132	6.3	123:41	60	9.7	2,874,743
Poland	538:16	306	2.1	352:14	168	3.0	26,057,854
Portugal	858:52	563	2.0	362:59	165	4.2	7,835,122
Romania	469:08	270	1.9	266:27	123	3.7	14,683,297
Russia	438:29	229	1.0	140:41	61	3.0	68,460,000
Serbia	260:58	199	6.8	135:47	66	11.1	5,867,851
Slovakia	412:54	350	1.7	187:17	89	3.6	4,168,129
Slovenia	592:36	348	2.7	408:11	173	4.0	1,602,228
Spain	745:57	777	0.9	187:30	100	4.2	39,384,000
Sweden	215:34	226	5.1	129:36	64	7.6	6,484,329
Switzerland	753:35	1,107	5.6	315:56	167	9.6	5,777,481
Turkey	131:00	64	5.7	131:00	64	5.7	50,950,271
Ukraine	330:36	185	1.2	203:00	100	1.9	20,929,200
United Kingdom	341:07	251	4.1	152:58	63	9.0	46,817,000
Europe total	16578:12	12,507	3.4	8275:10	3,851	6.4	557,572,278



North, Central America & Caribbean

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
Antigua & Barbuda	438:00	174	1.9	438:00	174	1.9	38,023
Aruba	162:00	66	4.8	146:00	58	5.4	38,599
Bahamas	162:00	66	4.8	146:00	58	5.4	126,742
Barbados	162:00	66	4.8	146:00	58	5.4	120,981
Bermuda	162:00	66	4.8	146:00	58	5.4	32,262
Canada	1471:27	712	0.6	700:08	300	1.0	10,065,838
Cayman Islands	162:00	66	4.8	146:00	58	5.4	23,044
Costa Rica	234:05	119	4.2	209:03	106	4.6	3,467,225
Cuba	162:00	66	4.8	146:00	58	5.4	5,835,916
Curacao	162:00	66	4.8	146:00	58	5.4	61,067
Dominica	162:00	66	4.8	146:00	58	5.4	29,957
Dominica Republic	162:00	66	4.8	146:00	58	5.4	4,657,787
El Salvador	160:00	64	16.2	160:00	64	16.2	5,450,246
French Overseas Territories	199:32	130	2.4	164:54	83	3.0	493,432
Grenada	162:00	66	4.8	146:00	58	5.4	48,969
Guatemala	239:52	129	3.2	211:10	113	3.6	4,792,053
Haiti	162:00	66	4.8	146:00	58	5.4	1,244,381
Honduras	283:10	103	3.2	283:10	103	3.2	5,585,625
Jamaica	162:00	66	4.8	146:00	58	5.4	1,111,877
Mexico	852:37	556	2.6	261:28	117	3.4	71,723,645
Nicaragua	277:04	143	2.4	220:55	113	2.7	2,813,500
Panama	160:00	64	5.0	160:00	64	5.0	2,092,483
St. Kitts	162:00	66	4.8	146:00	58	5.4	11,522
St. Lucia	434:00	174	1.9	434:00	174	1.9	81,230
St. Maarten	162:00	66	4.8	146:00	58	5.4	23,620
St. Vincent	162:00	66	4.8	146:00	58	5.4	51,849
Trinidad & Tobago	162:00	66	4.8	146:00	58	5.4	541,536
Turks & Caicos	162:00	66	4.8	146:00	58	5.4	86,415
USA	607:24	308	0.5	318:45	126	0.9	94,489,000
North, Central America & Caribbean total	8111:13	3,798	3.0	6043:33	2,523	3.9	215,138,824



Oceania

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
American Samoa	474:00	232	1.1	289:00	114	2.1	13,211
Australia	578:15	419	0.7	129:33	63	2.1	5,574,000
Cook Islands	237:00	116	2.3	144:30	57	4.1	11,411
Fiji	237:00	116	2.3	144:30	57	4.1	262,310
French Overseas Territories	199:32	130	2.8	164:54	83	3.9	177,682
Nauru	237:00	116	2.3	144:30	57	4.1	2,757
New Zealand	619:38	350	1.5	188:11	77	1.7	1,519,805
Niue	237:00	116	2.3	144:30	57	4.1	268
Palau	237:00	116	2.3	144:30	57	4.1	4,021
Papua New Guinea	237:00	116	2.3	144:30	57	4.1	1,322,466
Samoa	237:00	116	2.3	144:30	57	4.1	35,230
Solomon Islands	237:00	116	2.3	144:30	57	4.1	179,979
Tonga	474:00	232	1.1	289:00	114	2.1	20,410
Vanuatu	237:00	116	2.3	144:30	57	4.1	47,101
Oceania total	4478:27	2,407	1.7	2361:08	964	3.3	9,170,652

South America

Territory	Total coverage (hh:mm)	Total programmes	Average TVR%	Live coverage (hh:mm)	Live programmes	Average live TVR%	Total audience reach (20+ consec. mins)
Argentina	2513:54	1,676	1.3	777:43	366	2.7	33,633,135
Bolivia	211:30	104	9.3	133:30	66	12.4	2,942,489
Brazil	1905:55	1,329	1.9	568:37	285	2.5	157,512,436
Chile	1715:19	1,192	1.5	241:27	100	8.0	13,360,799
Colombia	1793:44	1,230	1.4	360:50	148	6.2	34,725,167
Ecuador	1894:22	1,398	2.6	392:51	188	6.7	11,416,167
French Overseas Territories	199:32	130	4.1	164:54	83	5.8	187,249
Guyana	162:00	66	4.8	146:00	58	5.4	496,168
Paraguay	303:27	120	4.9	303:27	120	4.9	4,472,480
Peru	1912:45	1,419	1.2	263:44	122	6.0	16,684,172
Suriname	162:00	66	4.8	146:00	58	5.4	302,015
Uruguay	918:13	409	1.9	403:22	116	3.7	2,675,567
Venezuela	1976:12	1,328	1.2	483:59	235	3.9	21,346,420
South America total	15668:55	10,467	1.8	4386:26	1,945	4.7	299,754,263

Global total	71867:57	43,891	3.2	36588:36	15,465	6.7	2,211,577,468
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FIFA World Cup™ audience reach comparison by reach condition

Territory	1+ minute reach		% change
	2006 FIFA World Cup Germany™	2010 FIFA World Cup South Africa™	
South Africa	24,596,341	29,070,430	18%
France	53,560,000	53,060,700	-1%
Italy	51,992,106	53,244,952	2%
Russia	121,100,000	110,460,000	-9%
Spain	38,845,000	42,574,000	10%
United Kingdom	51,984,000	53,381,000	3%
USA	128,706,000	161,544,000	26%
Mexico	71,975,003	76,118,073	6%
Argentina	35,261,312	36,053,612	2%
Brazil	171,255,252	167,392,892	-2%
China	489,438,792	609,396,000	25%
India	184,308,000	106,474,176	-42%
Japan	119,761,000	121,983,105	2%
Korea Republic	43,861,342	42,661,324	-3%
Australia	10,204,000	8,852,000	-13%
Rest of World (Projected)	1,381,512,346	1,531,176,255	11%
Global total	2,978,360,493	3,203,442,519	8%

Territory	3+ consecutive minutes reach		% change
	2006 FIFA World Cup Germany™	2010 FIFA World Cup South Africa™	
South Africa	23,734,604	28,983,505	22%
France	52,780,000	51,663,645	-2%
Italy	51,129,137	51,674,896	1%
Russia	112,000,000	97,020,000	-13%
Spain	37,547,000	41,542,000	11%
United Kingdom	50,938,000	51,819,000	2%
USA	108,107,000	129,660,000	20%
Mexico	71,506,958	75,693,365	6%
Argentina	34,778,009	35,423,733	2%
Brazil	170,051,633	164,877,867	-3%
China	407,551,185	498,280,000	22%
India	156,450,000	84,903,670	-46%
Japan	115,570,000	118,278,906	2%
Korea Republic	43,182,404	41,715,490	-3%
Australia	8,827,000	7,479,000	-15%
Rest of World (Projected)	1,249,408,156	1,354,233,299	8%
Global total	2,693,561,085	2,833,248,376	5%





Territory	20+ consecutive minutes reach		% change
	2006 FIFA World Cup Germany™	2010 FIFA World Cup South Africa™	
South Africa	23,607,044	27,949,380	18%
France	49,655,400	44,891,913	-10%
Italy	47,997,680	46,614,585	-3%
Russia	85,400,000	68,460,000	-20%
Spain	32,975,000	39,384,000	19%
United Kingdom	46,404,000	46,817,000	1%
USA	79,312,000	94,489,000	19%
Mexico	67,840,601	71,723,645	6%
Argentina	33,585,597	33,633,135	0%
Brazil	164,482,649	157,512,436	-4%
China	280,192,539	328,718,000	17%
India	94,728,000	44,894,503	-53%
Japan	101,981,000	108,699,081	7%
Korea Republic	41,185,656	39,416,956	-4%
Australia	6,920,000	5,574,000	-19%
Rest of World (Projected)	1,000,343,938	1,052,799,834	6%
Global total	2,156,611,104	2,211,577,468	3%

Territory	30+ consecutive minutes reach		% change
	2006 FIFA World Cup Germany™	2010 FIFA World Cup South Africa™	
South Africa	23,428,461	27,275,580	16%
France	47,933,300	42,206,571	-12%
Italy	45,824,885	44,300,360	-3%
Russia	76,580,000	60,480,000	-21%
Spain	30,452,000	37,845,000	24%
United Kingdom	44,071,000	44,435,000	1%
USA	69,708,000	86,149,000	24%
Mexico	65,162,340	68,690,017	5%
Argentina	32,809,143	32,607,107	-1%
Brazil	161,177,187	154,278,832	-4%
China	232,512,898	275,621,000	19%
India	78,654,000	35,242,482	-55%
Japan	96,774,000	103,717,572	7%
Korea Republic	39,476,876	38,233,263	-3%
Australia	6,314,000	5,047,000	-20%
Rest of World (Projected)	909,166,634	967,034,286	6%
Global total	1,960,044,724	2,023,163,070	3%



2010 FIFA World Cup South Africa™ final match audience summary

Territory	2010 FWC South Africa™ final match in-home total average audience	% change v. 2006 ²
South Africa	8,951,803	135%
France	14,110,000	-53%
Italy	15,208,078	-41%
Russia	13,636,000	-27%
Spain	13,947,444	84%
United Kingdom	17,903,000	24%
USA	24,414,763	49%
Mexico	20,855,656	93%
Argentina	8,604,583	-25%
Brazil	33,310,974	1%
China	37,961,000	10%
India	5,956,712	-28%
Japan	8,597,904	44%
Korea Republic	2,208,122	18%
Australia	900,000	19%
Rest of World	304,305,248	17%
Total	530,871,287	5%

Territory	2010 FWC South Africa™ final match in-home reach ⁶	% change v. 2006
South Africa	9,289,880	17%
France	17,775,500	-27%
Italy	18,918,688	-32%
Russia	22,120,000	-15%
Spain	21,588,000	126%
United Kingdom	22,296,000	-1%
USA	37,093,000	24%
Mexico	23,659,923	29%
Argentina	10,830,741	-9%
Brazil	43,887,190	-12%
China	52,530,000	6%
India	11,393,821	-14%
Japan	11,495,790	27%
Korea Republic	4,376,718	-9%
Australia	1,305,000	5%
Rest of World (Projected)	311,149,204	7%
Total	619,709,456	5%

⁶Based on viewers watching a minimum of 20 consecutive minutes



Media Rights Licensees

In addition to the television, broadband and mobile distribution reported within this analysis, the 2010 FIFA World Cup South Africa™ coverage included radio transmission, news access, 3D, in-flight/in-ship as well as fixed media rights distribution.

Radio

469 Media Rights Licensees had media rights for the 2010 FIFA World Cup South Africa™. FIFA had a specific cooperation with AUB and BBC World Service in Africa.

News access

Broadcasters have been appointed by FIFA to license bona-fide television access footage to domestic television channels for the respective territories reported in the Media Rights Licensees list. Stand-alone news access agreements were also made with several entities including BBC World Service (global), CNN (global) and Deutsche Welle for global coverage and Eurosport on a pan-European level.

3D

A total of eight Licensees took the 3D feed for in-home distribution purposes, covering 28 territories. 3D public viewing events were held in 647 cinemas and nine large venues across 39 territories. The largest single territory for 3D public viewing in terms of cinemas was Mexico, with 114 cinemas showing matches. The strongest markets were to be found in Europe, the Americas and East Asia, although distribution covered all continents with Australia and New Zealand taking matches in Oceania and the host country South Africa showing a large number of matches in the two biggest cinema chains in the country.



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Media Rights Licensee	Licensor	Continent	Territory	Rights exploited								
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD	In-Ship & In-Flight	
Al Jazeera	FIFA	Africa	Algeria	X	X	X	X	X	X	X		
ENTV - Algerian TV	Al Jazeera	Africa	Algeria		X							
ENTV Radio	Al Jazeera	Africa	Algeria	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Algeria								X	
African Union of Broadcasting (AUB)	FIFA	Africa	Angola	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Angola		X	X	X					
CFI - Canal France International	AUB	Africa	Angola	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Angola		X	X	X	X	X			
TPA - Televisao Publica de Angola	AUB	Africa	Angola		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Benin	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Benin		X	X	X					
CFI - Canal France International	AUB	Africa	Benin	X	X	X	X					
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Benin					X				
ORTB - Office de Radiodiffusion Télévision du Bénin	AUB	Africa	Benin		X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Benin								X	
Supersport International (PTY) Limited	FIFA	Africa	Benin		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Botswana	X	X	X	X					
Botswana Radio and Television Services	AUB	Africa	Botswana		X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Botswana		X	X	X					
CFI - Canal France International	AUB	Africa	Botswana	X	X	X	X					
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Botswana					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Botswana								X	
Supersport International (PTY) Limited	FIFA	Africa	Botswana		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Burkina Faso	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Burkina Faso		X	X	X					
CFI - Canal France International	AUB	Africa	Burkina Faso	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Burkina Faso								X	
Supersport International (PTY) Limited	FIFA	Africa	Burkina Faso		X	X	X	X	X			
TNB - Radiodiffusion Télévision du Burkina Faso	AUB	Africa	Burkina Faso		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Burundi	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Burundi		X	X	X					
CFI - Canal France International	AUB	Africa	Burundi	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Burundi								X	
RTNB - Radiodiffusion Télévision Nationale du Burundi	AUB	Africa	Burundi		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Burundi		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Cameroon	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Cameroon		X	X	X					
CFI - Canal France International	AUB	Africa	Cameroon	X	X	X	X					
CRTV - Cameroon Radio & Television	AUB	Africa	Cameroon		X	X	X					
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Cameroon					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Cameroon								X	
Supersport International (PTY) Limited	FIFA	Africa	Cameroon		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Cape Verde	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Cape Verde		X	X	X					
CFI - Canal France International	AUB	Africa	Cape Verde	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Cape Verde								X	
RTV CV - Radio TV du Cap Vert	AUB	Africa	Cape Verde		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Cape Verde		X	X	X	X	X			
TV Record	AUB	Africa	Cape Verde		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Central African Republic	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Central African Republic		X	X	X					
CFI - Canal France International	AUB	Africa	Central African Republic	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Central African Republic								X	
Supersport International (PTY) Limited	FIFA	Africa	Central African Republic		X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Chad	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Chad		X	X	X					
CFI - Canal France International	AUB	Africa	Chad	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Chad								X	
RTNT - Radiodiffusion Télévision Nationale Tchad	AUB	Africa	Chad		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Chad		X	X	X	X	X			
Al Jazeera	FIFA	Africa	Comoros	X	X	X	X	X	X			
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Comoros								X	
African Union of Broadcasting (AUB)	FIFA	Africa	Congo Brazzaville	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Congo Brazzaville		X	X	X					
CFI - Canal France International	AUB	Africa	Congo Brazzaville	X	X	X	X					
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Congo Brazzaville					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Congo Brazzaville								X	
Supersport International (PTY) Limited	FIFA	Africa	Congo Brazzaville		X	X	X	X	X			

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Media Rights Licensee	Licensor	Continent	Territory	Rights exploited											
				Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	DVD	In-Ship & In-Flight			
African Union of Broadcasting (AUB)	FIFA	Africa	Cote d'Ivoire	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Cote d'Ivoire		X	X	X								
CFI - Canal France International	AUB	Africa	Cote d'Ivoire	X	X	X	X								
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Cote d'Ivoire						X						
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Cote d'Ivoire											X	
RTI - Radiodiffusion Télévision Ivoirienne	AUB	Africa	Cote d'Ivoire		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Cote d'Ivoire		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Democratic Republic of Congo	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Democratic Republic of Congo		X	X	X								
CFI - Canal France International	AUB	Africa	Democratic Republic of Congo	X	X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Democratic Republic of Congo											X	
RTNC - Radiodiffusion Télévision Nationale congolaise	AUB	Africa	Democratic Republic of Congo		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Democratic Republic of Congo		X	X	X	X	X						
Al Jazeera	FIFA	Africa	Djibouti	X	X	X	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Djibouti											X	
Al Jazeera	FIFA	Africa	Egypt	X	X	X	X	X	X	X					
ERTU - Egyptian Radio Television Union	Al Jazeera	Africa	Egypt	X	X										
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Egypt											X	
African Union of Broadcasting (AUB)	FIFA	Africa	Equatorial Guinea	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Equatorial Guinea		X	X	X								
CFI - Canal France International	AUB	Africa	Equatorial Guinea	X	X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Equatorial Guinea											X	
Radiodifusao de Equatorial Guinea	AUB	Africa	Equatorial Guinea		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Equatorial Guinea		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Eritrea	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Eritrea		X	X	X								
CFI - Canal France International	AUB	Africa	Eritrea	X	X	X	X								
Eritrea Television Broadcast	AUB	Africa	Eritrea		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Eritrea											X	
Supersport International (PTY) Limited	FIFA	Africa	Eritrea		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Ethiopia	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Ethiopia		X	X	X								
CFI - Canal France International	AUB	Africa	Ethiopia	X	X	X	X								
ETS - Ethiopian Radio and Television Agency	AUB	Africa	Ethiopia		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Ethiopia											X	
Supersport International (PTY) Limited	FIFA	Africa	Ethiopia		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Gabon	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Gabon		X	X	X								
CFI - Canal France International	AUB	Africa	Gabon	X	X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Gabon											X	
RTG - Radiodiffusion Télévision Gabonaise	AUB	Africa	Gabon		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Gabon		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Gambia	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Gambia		X	X	X								
CFI - Canal France International	AUB	Africa	Gambia	X	X	X	X								
GRTS - Gambia Radio and Television Services	AUB	Africa	Gambia		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Gambia											X	
Supersport International (PTY) Limited	FIFA	Africa	Gambia		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Ghana	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Ghana		X	X	X								
CFI - Canal France International	AUB	Africa	Ghana	X	X	X	X								
GBC - Ghana Broadcasting Corporation	AUB	Africa	Ghana		X	X	X								
Metro TV Ltd.	AUB	Africa	Ghana		X	X	X								
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Ghana						X						
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Ghana											X	
Supersport International (PTY) Limited	FIFA	Africa	Ghana		X	X	X	X	X						
TV3 Network Ltd.	AUB	Africa	Ghana		X	X	X								
African Union of Broadcasting (AUB)	FIFA	Africa	Guinea Bissau	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Guinea Bissau		X	X	X								
CFI - Canal France International	AUB	Africa	Guinea Bissau	X	X	X	X								
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Guinea Bissau						X						
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Guinea Bissau											X	
RTVGB - Radio et télévision de Guinée Bissau	AUB	Africa	Guinea Bissau		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Guinea Bissau		X	X	X	X	X						



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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD	In-Ship & In-Flight			
African Union of Broadcasting (AUB)	FIFA	Africa	Guinea Conakry	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Guinea Conakry		X	X	X								
CFI - Canal France International	AUB	Africa	Guinea Conakry	X	X	X	X								
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Guinea Conakry					X							
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Guinea Conakry										X		
RTG - Radiodiffusion Télévision Guinéenne	AUB	Africa	Guinea Conakry		X	X	X								
Supersport International (PTY) Limited	FIFA	Africa	Guinea Conakry		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Kenya	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Kenya		X	X	X								
CFI - Canal France International	AUB	Africa	Kenya	X	X	X	X								
KBC - Kenya Broadcasting Corporation	AUB	Africa	Kenya		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Kenya										X		
Supersport International (PTY) Limited	FIFA	Africa	Kenya		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Lesotho	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Lesotho		X	X	X								
CFI - Canal France International	AUB	Africa	Lesotho	X	X	X	X								
Lesotho National Broadcasting Services	AUB	Africa	Lesotho	X	X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Lesotho										X		
Supersport International (PTY) Limited	FIFA	Africa	Lesotho		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Liberia	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Liberia		X	X	X								
CFI - Canal France International	AUB	Africa	Liberia	X	X	X	X								
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Liberia					X							
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Liberia										X		
Supersport International (PTY) Limited	FIFA	Africa	Liberia		X	X	X	X	X						
Al Jazeera	FIFA	Africa	Lybia	X	X	X	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Lybia										X		
African Union of Broadcasting (AUB)	FIFA	Africa	Madagascar	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Madagascar		X	X	X								
CFI - Canal France International	AUB	Africa	Madagascar	X	X	X	X								
ORTPM - Radiodiffusion Television de Madagascar	AUB	Africa	Madagascar		X	X	X								
SND	FIFA	Africa	Madagascar										X		
Supersport International (PTY) Limited	FIFA	Africa	Madagascar		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Malawi	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Malawi		X	X	X								
CFI - Canal France International	AUB	Africa	Malawi	X	X	X	X								
MBC - Malawi Broadcasting Corporation	AUB	Africa	Malawi		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Malawi										X		
Supersport International (PTY) Limited	FIFA	Africa	Malawi		X	X	X	X	X						
African Union of Broadcasting (AUB)	FIFA	Africa	Mali	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Mali		X	X	X								
CFI - Canal France International	AUB	Africa	Mali	X	X	X	X								
ORTM - Office des Radiodiffusion et television du Mali	AUB	Africa	Mali		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Mali										X		
Supersport International (PTY) Limited	FIFA	Africa	Mali		X	X	X	X	X						
Al Jazeera	FIFA	Africa	Mauritania	X	X	X	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Mauritania										X		
African Union of Broadcasting (AUB)	FIFA	Africa	Mauritius	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Mauritius		X	X	X								
CFI - Canal France International	AUB	Africa	Mauritius	X	X	X	X								
Mauritius Broadcasting Corporation	AUB	Africa	Mauritius		X	X	X								
SND	FIFA	Africa	Mauritius										X		
Supersport International (PTY) Limited	FIFA	Africa	Mauritius		X	X	X	X	X						
Al Jazeera	FIFA	Africa	Morocco	X	X	X	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Morocco										X		
African Union of Broadcasting (AUB)	FIFA	Africa	Mozambique	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Mozambique		X	X	X								
CFI - Canal France International	AUB	Africa	Mozambique	X	X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Mozambique										X		
Supersport International (PTY) Limited	FIFA	Africa	Mozambique		X	X	X	X	X						
TV Record	AUB	Africa	Mozambique		X	X	X								
TVM - Televisao de Moçambique	AUB	Africa	Mozambique		X	X	X								
African Union of Broadcasting (AUB)	FIFA	Africa	Namibia	X	X	X	X								
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Namibia		X	X	X								
CFI - Canal France International	AUB	Africa	Namibia	X	X	X	X								
NBC - Namibian Broadcasting Corporation	AUB	Africa	Namibia		X	X	X								
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Namibia										X		
Supersport International (PTY) Limited	FIFA	Africa	Namibia		X	X	X	X	X						

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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD	In-Ship & In-Flight				
African Union of Broadcasting (AUB)	FIFA	Africa	Niger	X	X	X	X									
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Niger		X	X	X									
CFI - Canal France International	AUB	Africa	Niger	X	X	X	X									
ORTN - L'Office de Radiodiffusion Télévision du Niger	AUB	Africa	Niger		X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Niger												X	
Supersport International (PTY) Limited	FIFA	Africa	Niger		X	X	X	X	X							
AIT (DAAR)	OSMI	Africa	Nigeria		X	X	X									
Akw a Ibom Broadcasting Corporation, Uyo	OSMI	Africa	Nigeria		X											
Anambra Broadcasting Service, Akw a	OSMI	Africa	Nigeria		X											
Aso Radio/TV	OSMI	Africa	Nigeria		X											
Borno Radio Television Corporation	OSMI	Africa	Nigeria		X											
Broadcasting Corporation of Oyo State	OSMI	Africa	Nigeria		X											
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Nigeria		X	X	X									
CHANNELS TV	OSMI	Africa	Nigeria		X											
Continental Broadcasting Service, Lagos	OSMI	Africa	Nigeria		X											
DBN TV Abuja	OSMI	Africa	Nigeria		X											
Desmims Broadcast (Nig) Limited, Kaduna	OSMI	Africa	Nigeria		X											
FRCN - Federal Radio Corporation of Nigeria	OSMI	Africa	Nigeria		X											
Galaxy Television	OSMI	Africa	Nigeria		X											
Gateway Television, Abeokuta	OSMI	Africa	Nigeria		X											
IMO Broadcasting Corporation, Ow erri	OSMI	Africa	Nigeria		X											
Independet Television / Radio	OSMI	Africa	Nigeria		X											
KSMC - Kaduna State Media Corporation, Kaduna	OSMI	Africa	Nigeria		X											
Kw ara State Broadcasting Corporation	OSMI	Africa	Nigeria		X											
Minaj Systems Limited (MSL)	OSMI	Africa	Nigeria		X											
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Nigeria						X							
Nasarawa Broadcasting Service, Lafia	OSMI	Africa	Nigeria		X											
NSMC, - Niger State Media Corporation, Minna	OSMI	Africa	Nigeria		X											
NTA - Nigerian Television Authority	OSMI	Africa	Nigeria		X											
ONDO State RadioVision Corporation	OSMI	Africa	Nigeria		X											
Optima Sports Management International (OSMI) & Broadcasting Organisation of Nigeria (BON)	FIFA	Africa	Nigeria	X	X	X	X									
OSBC - Osun State Broadcasting Corporation	OSMI	Africa	Nigeria		X											
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Nigeria												X	
Plateau State Radio/TV Corporation	OSMI	Africa	Nigeria		X											
Silverbird Communications Limited	OSMI	Africa	Nigeria		X											
Supersport International (PTY) Limited	FIFA	Africa	Nigeria		X	X	X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa	Rw anda	X	X	X	X									
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Rw anda		X	X	X									
CFI - Canal France International	AUB	Africa	Rw anda	X	X	X	X									
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Rw anda						X							
ORINFOR - Rw andaise Bureau of Information & Broadcasting	AUB	Africa	Rw anda		X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Rw anda												X	
Supersport International (PTY) Limited	FIFA	Africa	Rw anda		X	X	X	X	X							
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Sao Tome & Principe		X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Sao Tome & Principe												X	
African Union of Broadcasting (AUB)	FIFA	Africa	Senegal	X	X	X	X									
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Senegal		X	X	X									
CFI - Canal France International	AUB	Africa	Senegal	X	X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Senegal												X	
RTS - Radiodiffusion Télévision Sénégalaise	AUB	Africa	Senegal		X	X	X									
Supersport International (PTY) Limited	FIFA	Africa	Senegal		X	X	X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa	Seychelles	X	X	X	X									
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Seychelles		X	X	X									
CFI - Canal France International	AUB	Africa	Seychelles	X	X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Seychelles												X	
Seychelles Broadcasting Corporation	AUB	Africa	Seychelles		X	X	X									
Supersport International (PTY) Limited	FIFA	Africa	Seychelles		X	X	X	X	X							
African Union of Broadcasting (AUB)	FIFA	Africa	Sierra Leone	X	X	X	X									
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Sierra Leone		X	X	X									
CFI - Canal France International	AUB	Africa	Sierra Leone	X	X	X	X									
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Sierra Leone												X	
SLBS - Sierra Leone Broadcasting Services	AUB	Africa	Sierra Leone		X	X	X									
Supersport International (PTY) Limited	FIFA	Africa	Sierra Leone		X	X	X	X	X							
Yes TV	AUB	Africa	Sierra Leone		X	X	X									
Al Jazeera	FIFA	Africa	Somalia	X	X	X	X	X	X	X						
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Somalia												X	



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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD	In-Ship & In-Flight	
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	South Africa					X				
Nu Metro Cinemas	FIFA	Africa	South Africa							X		
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	South Africa								X	
Radio 2000	SABC	Africa	South Africa	X								
Radio 5FM Music	SABC	Africa	South Africa	X								
Radio CKI FM	SABC	Africa	South Africa	X								
Radio Good Hope FM	SABC	Africa	South Africa	X								
Radio Ikw ekw ezi FM	SABC	Africa	South Africa	X								
Radio Lesedi FM	SABC	Africa	South Africa	X								
Radio Ligw alagw ala FM	SABC	Africa	South Africa	X								
Radio Lotus FM	SABC	Africa	South Africa	X								
Radio Metro FM	SABC	Africa	South Africa	X								
Radio Motsw eding FM	SABC	Africa	South Africa	X								
Radio Munghana Lonene FM	SABC	Africa	South Africa	X								
Radio Phalaphala FM	SABC	Africa	South Africa	X								
Radio RSG	SABC	Africa	South Africa	X								
Radio SAfm	SABC	Africa	South Africa	X								
Radio Thobela FM	SABC	Africa	South Africa	X								
Radio Ukhhozi FM	SABC	Africa	South Africa	X								
Radio Umhlobo Wenene FM	SABC	Africa	South Africa	X								
Radio X-K fm	SABC	Africa	South Africa	X								
SABC - South African Broadcasting Corporation Limited	FIFA	Africa	South Africa	X	X	X	X	X				
Sterkinekor Theatres, a Division of Primedia (PTY) Ltd	FIFA	Africa	South Africa								X	
Supersport International (Proprietary) Limited	SABC	Africa	South Africa		X	X	X	X	X			
Al Jazeera	FIFA	Africa	Sudan	X	X	X	X	X	X	X		
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Sudan					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Sudan								X	
African Union of Broadcasting (AUB)	FIFA	Africa	Sw aziland	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Sw aziland		X	X	X					
CFI - Canal France International	AUB	Africa	Sw aziland	X	X	X	X					
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Sw aziland					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Sw aziland								X	
STVA - Sw aziland Television Broadcasting Authority	AUB	Africa	Sw aziland		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Sw aziland	X	X	X	X	X	X			
African Union of Broadcasting (AUB)	FIFA	Africa	Tanzania	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Tanzania		X	X	X					
CFI - Canal France International	AUB	Africa	Tanzania	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Tanzania								X	
Supersport International (PTY) Limited	FIFA	Africa	Tanzania		X	X	X	X	X			
TBS - Tanzania Broadcasting Services	AUB	Africa	Tanzania		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Togo	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Togo		X	X	X					
CFI - Canal France International	AUB	Africa	Togo	X	X	X	X					
RTVT - Radiodiffusion Télévision Togolaise	AUB	Africa	Togo		X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Togo		X	X	X	X	X			
Al Jazeera	FIFA	Africa	Tunisia	X	X	X	X	X	X			
Orange	Al Jazeera	Africa	Tunisia					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Tunisia								X	
African Union of Broadcasting (AUB)	FIFA	Africa	Uganda	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Uganda		X	X	X					
CFI - Canal France International	AUB	Africa	Uganda	X	X	X	X					
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Uganda					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Uganda								X	
Supersport International (PTY) Limited	FIFA	Africa	Uganda		X	X	X	X	X			
Uganda Broadcasting Corporation	AUB	Africa	Uganda		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Zambia	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Zambia		X	X	X					
CFI - Canal France International	AUB	Africa	Zambia	X	X	X	X					
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Africa	Zambia					X				
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Zambia								X	
Supersport International (PTY) Limited	FIFA	Africa	Zambia		X	X	X	X	X			
ZNBC - Zambia National Broadcasting Corporation	AUB	Africa	Zambia		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Zanzibar	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Zanzibar		X	X	X					
CFI - Canal France International	AUB	Africa	Zanzibar	X	X	X	X					
Supersport International (PTY) Limited	FIFA	Africa	Zanzibar		X	X	X	X	X			
TBS - Tanzania Broadcasting Services	AUB	Africa	Zanzibar		X	X	X					
African Union of Broadcasting (AUB)	FIFA	Africa	Zimbabwe	X	X	X	X					
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Zimbabwe		X	X	X					
CFI - Canal France International	AUB	Africa	Zimbabwe	X	X	X	X					
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Zimbabwe								X	
Supersport International (PTY) Limited	FIFA	Africa	Zimbabwe		X	X	X	X	X			
ZBC - Zimbabwe Broadcasting Corporation	AUB	Africa	Zimbabwe		X	X	X					

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CFU - Caribbean Football Union	FIFA	Americas	Anguilla		X	X	X					
ABS TV Radio	CFU	Americas	Antigua & Barbuda		X							
CFU - Caribbean Football Union	FIFA	Americas	Antigua & Barbuda		X	X	X					
CTV - Communications Network Sys.	CFU	Americas	Antigua & Barbuda		X							
Karib Cable	CFU	Americas	Antigua & Barbuda		X							
America TV SA	TyC	Americas	Argentina			X						
ARTEAR (Canal 13) (ARTE Radio Televisivo Argentino SA)	TyC	Americas	Argentina			X						
DirecTV	TyC	Americas	Argentina		X	X						
ESPN Sur (Radio)	TyC	Americas	Argentina	X								
Fox Sports	TyC	Americas	Argentina		X	X						
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Argentina	X	X	X	X					
Radio La Red (Radio Red Celeste y Blanca)	TyC	Americas	Argentina	X								
Sociedad de Servicios Radiofónicos Unión Radio S.L. (Radio Continental)	TyC	Americas	Argentina	X								
Systemas Nacional de Medios Publicos S.E. (Channel 7)	TyC	Americas	Argentina	X	X	X	X					
Tele Red Imagen S.A. (TyC Sports)	TyC	Americas	Argentina	X	X				X			
Telefe - Television Federal S.A.	TyC	Americas	Argentina	X	X	X						
Torneos y Competencias S.A.	FIFA	Americas	Argentina	X	X	X				X		
CFU - Caribbean Football Union	FIFA	Americas	Aruba	X	X	X						
TeleAruba N.V.	CFU	Americas	Aruba	X								
Cable Bahamas Limited	CFU	Americas	Bahamas	X								
CFU - Caribbean Football Union	FIFA	Americas	Bahamas	X	X	X						
CBC	CFU	Americas	Barbados	X								
CFU - Caribbean Football Union	FIFA	Americas	Barbados	X	X	X						
CFU - Caribbean Football Union	FIFA	Americas	Belize	X	X	X						
Bermuda Broadcasting Corp. Ltd.	CFU	Americas	Bermuda	X								
CFU - Caribbean Football Union	FIFA	Americas	Bermuda	X	X	X						
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X	X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Bolivia	X	X	X						
Televisa, S.A. de C.V.	FIFA	Americas	Bolivia					X				
TSB - Canal 2 - Red Unitel	Televisa	Americas	Bolivia						X			
TSB - Red Unitel (Channel 2)	OTI	Americas	Bolivia	X	X	X	X					
CFU - Caribbean Football Union	FIFA	Americas	Bonaire	X	X	X						
Bandsports	TV Globo	Americas	Brazil	X	X							
ESPN do Brasil	TV Globo	Americas	Brazil	X	X	X						
Fundação Santo Antonio	TV Globo	Americas	Brazil	X								
Globo Comunicação e Participações S/A (TV Globo / GloboSat)	FIFA	Americas	Brazil	X	X	X	X		X			
Rádio Banda B (also known as L.K. Radiodifusão Ltda.)	TV Globo	Americas	Brazil	X								
Radio Brasil Sul Ltda.	TV Globo	Americas	Brazil	X								
Radio Clube de Goiana S/A	TV Globo	Americas	Brazil	X								
Radio Clube do Pará PRC5 Ltda.	TV Globo	Americas	Brazil	X								
Radio e Televisão Bandeirantes Ltda.	TV Globo	Americas	Brazil	X								
Rádio e Televisão Bandeirantes Ltda.	TV Globo	Americas	Brazil	X	X	X	X					
Radio Eldorado Ltda.	TV Globo	Americas	Brazil	X								
Radio Excelsior S.A.	TV Globo	Americas	Brazil	X								
Rádio Gaúcha S/A	TV Globo	Americas	Brazil	X								
Radio Globo São Paulo Ltda.	TV Globo	Americas	Brazil	X								
Radio Guaíba Ltda.	TV Globo	Americas	Brazil	X								
Radio Itatiaia Ltd.	TV Globo	Americas	Brazil	X								
Radio Liberdade de Caruaru Ltda.	TV Globo	Americas	Brazil	X								
Rádio Paiquerê Ltda.	TV Globo	Americas	Brazil	X								
Radio Panamericana S.A.	TV Globo	Americas	Brazil	X								
Radio Sociedade de Bahia S.A.	TV Globo	Americas	Brazil	X								
Radio SP-Um Ltda.	TV Globo	Americas	Brazil	X								
Radio Transamérica de SP Ltda	TV Globo	Americas	Brazil	X								
Radio TUPÍ S.A.	TV Globo	Americas	Brazil	X								
SporTV (GloboSat)	FIFA	Americas	Brazil	X	X	X	X		X			
TV e Radio Jornal do Comércio Ltda.	TV Globo	Americas	Brazil	X								
Vivo	FIFA	Americas	Brazil					X				
CFU - Caribbean Football Union	FIFA	Americas	British Virgin Islands		X	X	X					
CBC (Canadian Broadcasting Corporation) TV & Radio	FIFA	Americas	Canada	X	X	X	X	X	X	X		
CBC / Jump TV	CBC	Americas	Canada						X			
CBC / Bold TV	CBC	Americas	Canada		X	X	X					
CBC / Fairchild	CBC	Americas	Canada	X								
CBC / Rogers Cable Communications Inc. & Rogers Wireless Partnership	CBC	Americas	Canada	X				X	X			
CBC / SRC (Radio Canada Television)	CBC	Americas	Canada	X	X	X						
CBC / Talentvision	CBC	Americas	Canada	X								
CBC / TEAM Radio	CBC	Americas	Canada	X					X			
CBC / The Score	CBC	Americas	Canada	X								
CBC / TLN - Teletelnet Network	CBC	Americas	Canada	X	X	X						
Cinedigm Digital Cinema Corp	FIFA	Americas	Canada							X		
Cogeco Cable Canada L.P.	CBC	Americas	Canada		X	X				X		
Reedswain Inc.	FIFA	Americas	Canada								X	
Shaw Cablesystems G.P. and Shaw Satellite G.P.	CBC	Americas	Canada		X	X				X		
Telus Communications Company	CBC	Americas	Canada		X	X				X		

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CFU - Caribbean Football Union	FIFA	Americas	Cayman Islands		X	X	X					
Weststar TV Limited	CFU	Americas	Cayman Islands		X							
DirecTV	TVN Chile	Americas	Chile		X	X	X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Chile	X	X	X	X					
Radio ADN (formerly Radio "W" de Santiago)	OTI	Americas	Chile	X								
Radio Agricultura de Santiago	TVN Chile	Americas	Chile	X								
Radio Bio-Bio de Santiago	TVN Chile	Americas	Chile	X								
Radio Cooperativa	TVN Chile	Americas	Chile	X								
Televisa, S.A. de C.V.	FIFA	Americas	Chile					X				
Television NacionaI de Chile	FIFA	Americas	Chile							X		
Television Nacional de Chile (Channel 7)	OTI	Americas	Chile	X	X	X	X					
TVN - Television Nacional de Chile	Televisa	Americas	Chile						X			
Caracol Radio	OTI	Americas	Colombia	X								
Caracol Television S.A.	Televisa	Americas	Colombia						X			
Caracol Television, S.A.	OTI	Americas	Colombia	X	X	X	X					
Cinecolombia	FIFA	Americas	Colombia							X		
DirecTV	RCN	Americas	Colombia		X	X	X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Colombia	X	X	X	X					
RCN Radio	OTI	Americas	Colombia	X								
RCN Television S.A.	Televisa	Americas	Colombia						X			
RCN Television, S.A.	OTI	Americas	Colombia	X	X	X	X					
Televisa, S.A. de C.V.	FIFA	Americas	Colombia					X				
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Costa Rica	X	X	X	X					
Radio Columbia	OTI	Americas	Costa Rica	X								
Radio Monumental	OTI	Americas	Costa Rica	X								
Representaciones Televisivas Repretel, S.A. (Channel 4, 6, 11)	OTI	Americas	Costa Rica	X	X	X	X					
Representaciones Televisivas Repretel S.A.	Televisa	Americas	Costa Rica						X			
Televisa, S.A. de C.V.	FIFA	Americas	Costa Rica					X				
Televisora de Costa Rica S.A.	Televisa	Americas	Costa Rica						X			
Televisora de Costa Rica S.A. (Channel 7 / Teletica)	OTI	Americas	Costa Rica	X	X	X	X					
CFU - Caribbean Football Union	FIFA	Americas	Cuba		X	X	X					
RTVC	CFU	Americas	Cuba		X							
CFU - Caribbean Football Union	FIFA	Americas	Curacao		X	X	X					
TeleCuracao	CFU	Americas	Curacao		X							
CFU - Caribbean Football Union	FIFA	Americas	Dominica		X	X	X					
Marpin 2K4 Limited	CFU	Americas	Dominica		X							
CFU - Caribbean Football Union	FIFA	Americas	Dominican Republic		X	X	X					
Pto Deportes Radio TV	CFU	Americas	Dominican Republic		X							
DirecTV	Channel 2 & 10	Americas	Ecuador		X	X	X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Ecuador	X	X	X	X					
Telecentro Cadena Ecuatoriana de Television (Channel 10) (Telecentro Cadena Ecuatoria)	OTI	Americas	Ecuador	X	X	X	X					
Televisa, S.A. de C.V.	FIFA	Americas	Ecuador					X				
Television del Pacifico Teledos, S.A. (Channel 2/Gamavision)	OTI	Americas	Ecuador	X	X	X	X					
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	El Salvador	X	X	X	X					
Telecorporacion Salvadoreña (Channel 2, 4, 6)	OTI	Americas	El Salvador	X	X	X	X					
Telecorporacion Salvadoreña Canales 2, 4, 6	Televisa	Americas	El Salvador						X			
Televisa, S.A. de C.V.	FIFA	Americas	El Salvador					X				
CFU - Caribbean Football Union	FIFA	Americas	Granada		X	X	X					
Granada Broadcasting Network	CFU	Americas	Granada		X							
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Guatemala	X	X	X	X					
Radio Television Guatemala S.A.	Televisa	Americas	Guatemala						X			
Radio Television Guatemala, S.A.	OTI	Americas	Guatemala	X	X	X	X					
Teleonce S.A. (Channel 11)	OTI	Americas	Guatemala	X	X	X	X					
Televisa, S.A. de C.V.	FIFA	Americas	Guatemala					X				
Telesiete S.A.	Televisa	Americas	Guatemala						X			
Telesiete, S.A. (Channel 7)	OTI	Americas	Guatemala	X	X	X	X					
Trecevision S.A.	Televisa	Americas	Guatemala						X			
Trecevision, S.A. (Channel 13)	OTI	Americas	Guatemala	X	X	X	X					
CFU - Caribbean Football Union	FIFA	Americas	Guyana		X	X	X					
Guyana TV Broadcasting	CFU	Americas	Guyana		X							
CFU - Caribbean Football Union	FIFA	Americas	Haiti		X	X	X					
Television Nationale' Haiti	CFU	Americas	Haiti		X							
Compañia Televisora Hondureña S.A. de C.V. (Channel 5)	OTI	Americas	Honduras	X	X	X	X					
Compañia Televisora Hondureña S.A. de C.V. (Channel 5)	Televisa	Americas	Honduras						X			
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	OTI	Americas	Honduras	X	X	X	X					
Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Channel 2, 9, 13)	Televisa	Americas	Honduras						X			
Deportes Radio America	OTI	Americas	Honduras	X								
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Honduras	X	X	X	X					
Radio Emisoras Unidas	OTI	Americas	Honduras	X								
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	OTI	Americas	Honduras	X	X	X	X					
Telesistema Hondureño S.A. de C.V. (Channel 3 and 7)	Televisa	Americas	Honduras						X			
Televisa, S.A. de C.V.	FIFA	Americas	Honduras					X				
CFU - Caribbean Football Union	FIFA	Americas	Jamaica		X	X	X					
CVMTV	CFU	Americas	Jamaica		X							

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Cablevision S.A. de C.V.	OTI/Televisa	Americas	Mexico		X							
Cinepolis	FIFA	Americas	Mexico								X	
Corporacion Novavisión S de R.L. de C.V. (SKY Mexico)	OTI/Televisa	Americas	Mexico		X							
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Mexico	X	X	X	X					
TDN (Televisa Deportes Netw ork)	Part of Televisa	Americas	Mexico		X							
Televisa, S.A. de C.V.	FIFA	Americas	Mexico					X				
Televisa, S.A. de C.V.	FIFA	Americas	Mexico						X			
Televisa, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X					
TV Azteca, S.A. de C.V.	OTI	Americas	Mexico	X	X	X	X					
CFU - Caribbean Football Union	FIFA	Americas	Montserrat		X	X	X					
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Nicaragua	X	X	X	X					
Radio y Televisión Nicaraguense, S.A.	OTI	Americas	Nicaragua	X	X	X	X					
Televisión de Nicaragua S.A. (Channel 2)	OTI	Americas	Nicaragua	X	X	X	X					
Televisión de Nicaragua S.A. (Channel 2)	Televisa	Americas	Nicaragua							X		
Televisa, S.A. de C.V.	FIFA	Americas	Nicaragua					X				
Televisora Nacional, S.A. (Canal 2)	Televisa	Americas	Nicaragua						X			
Corporacion Medcom Panama, S.A. (Channel 4)	OTI	Americas	Panama	X	X	X	X					
Corporacion Medcom Panama, S.A. (Channel 4)	Televisa	Americas	Panama						X			
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Panama	X	X	X	X					
Televisa, S.A. de C.V.	FIFA	Americas	Panama					X				
Televisora Nacional, S.A. (Canal 2)	OTI	Americas	Panama	X	X	X	X					
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Paraguay	X	X	X	X					
Radio 1ro. de Marzo	OTI	Americas	Paraguay	X								
Radio 970 AM Montecarlo S.A.	OTI	Americas	Paraguay	X								
Radio Cardinal AM 730	OTI	Americas	Paraguay	X								
Radio Uno S.A.	OTI	Americas	Paraguay	X								
Televisa, S.A. de C.V.	FIFA	Americas	Paraguay					X				
Television Cerro Cora, S.A. (Channel 9)	OTI	Americas	Paraguay	X	X	X	X					
Television Cerro Cora, S.A. (Channel 9)	Televisa	Americas	Paraguay						X			
Tenfield S.A.	FIFA	Americas	Paraguay								X	
TV Accion, S.A. / Telefuturo (Canal 4)	OTI	Americas	Paraguay	X	X	X	X					
Andina de Radiodifusion S.A.C. (ATV or Channel 9)	OTI	Americas	Peru	X	X	X	X					
Andina de Radiodifusion S.A.C. (ATV or Channel 9)	Televisa	Americas	Peru						X			
DirecTV	OTI	Americas	Peru		X	X	X					
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Peru	X	X	X	X					
Red Global Canal 13 (Empresa Radiodifusora 1160 SA)	ATV/Canal 9	Americas	Peru	X	X	X	X					
RPP Radio Programas de Peru	ATV/Canal 9	Americas	Peru	X								
Televisa, S.A. de C.V.	FIFA	Americas	Peru					X				
ESPN Inc. & ABC	FIFA	Americas	Puerto Rico	X	X	X	X	X	X	X		
Futbol de Primera	FIFA	Americas	Puerto Rico	X								
T-Mobile USA	Univision	Americas	Puerto Rico					X				
Univision Communications Inc. including: Teletur y Galavisión (Cable TV)	FIFA	Americas	Puerto Rico	X	X	X	X	X	X			
Verizon	Univision	Americas	Puerto Rico					X				
CFU - Caribbean Football Union	FIFA	Americas	St. Kitts & Nevis		X	X	X					
ZIZ Broadcasting Corporation	CFU	Americas	St. Kitts & Nevis		X							
Cable & Wireless Ltd.	CFU	Americas	St. Lucia		X							
CFU - Caribbean Football Union	FIFA	Americas	St. Lucia		X	X	X					
Helen Television Systems	CFU	Americas	St. Lucia		X							
Karib Cable	CFU	Americas	St. Lucia		X							
CFU - Caribbean Football Union	FIFA	Americas	St. Martin		X	X	X					
St. Maarten Cable TV / TV15	CFU	Americas	St. Martin		X							
CFU - Caribbean Football Union	FIFA	Americas	St. Vincent		X	X	X					
Karib Cable	CFU	Americas	St. Vincent		X							
CFU - Caribbean Football Union	FIFA	Americas	Suriname		X	X	X					
Surinaamse Televisie Stching (STVS)	CFU	Americas	Suriname		X							
Caribbean Comm. Netw ork (CNN) / TV6	CFU	Americas	Trinidad & Tobago		X							
CFU - Caribbean Football Union	FIFA	Americas	Trinidad & Tobago		X	X	X					
Caicos Television Holdings (WIV) / WIV Cable TV	CFU	Americas	Turks & Caicos		X							
CFU - Caribbean Football Union	FIFA	Americas	Turks & Caicos		X	X	X					
810 Radio El Espectador (Lanos S.A)	OTI	Americas	Uruguay	X								
Channel 11 Punta del Este	Monte Carlo TV	Americas	Uruguay		X	X	X					
Channel 3 Colonia	Monte Carlo TV	Americas	Uruguay		X	X	X					
Channel 8 Rosario	Monte Carlo TV	Americas	Uruguay		X	X	X					
Montecarlo TV S.A. (Channel 4)	OTI	Americas	Uruguay	X	X	X	X					
Montecarlo TV S.A. (Channel 4)	Televisa	Americas	Uruguay						X			
OTI - Organización de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Uruguay	X	X	X	X					
Radio Oriental 770 AM	Monte Carlo TV	Americas	Uruguay	X								
Radio Universal	OTI	Americas	Uruguay	X								
Red Uruguaya de Television	Monte Carlo TV	Americas	Uruguay		X	X	X					
Sociedad Anonima Emisoras de Television y Anexos (Channel 10)	OTI	Americas	Uruguay	X	X	X	X					
Sociedad Anonima Emisoras de Television y Anexos (Channel 10)	Televisa	Americas	Uruguay						X			
Sociedad de Televisora Larranaga S.A. (Channel 12)	OTI	Americas	Uruguay	X	X	X	X					
Sociedad de Televisora Larranaga S.A. (Channel 12)	Televisa	Americas	Uruguay						X			
Televisa, S.A. de C.V.	FIFA	Americas	Uruguay					X				
Tenfield S.A.	FIFA	Americas	Uruguay								X	

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CFU - Caribbean Football Union	FIFA	Americas	US Virgin Islands		X	X	X									
ESPN Inc. & ABC	FIFA	Americas	US Virgin Islands	X	X	X	X	X	X	X	X					
AT & T	ESPN Inc.	Americas	USA						X							
Cinedigm Digital Cinema Corp	FIFA	Americas	USA												X	
ESPN Inc. & ABC	FIFA	Americas	USA	X	X	X	X	X	X	X	X					
Futbol de Primera	FIFA	Americas	USA	X												
National Cinemedia, LLC	FIFA	Americas	USA											X		
Reedswain Inc.	FIFA	Americas	USA													X
T-Mobile USA	Univision	Americas	USA							X						
Univision Communications Inc. including: Telefutura & Galavisión (Cable TV)	FIFA	Americas	USA	X	X	X	X	X	X	X	X					
Verizon	Univision	Americas	USA							X						
Continental, T.V. C.A. (Meridiano TV)	OTI	Americas	Venezuela	X	X	X	X									
Corporacion Venezolana de Television, C.A. (Venevision / Canal 4)	OTI	Americas	Venezuela	X	X	X	X									
DirecTV	OTI	Americas	Venezuela		X	X	X									
Inversiones 9954, CA	OTI/Venevision	Americas	Venezuela	X												
OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	FIFA	Americas	Venezuela	X	X	X	X									
Televisa, S.A. de C.V.	FIFA	Americas	Venezuela							X						
Televisora Venezolana Social (TEVES)	OTI	Americas	Venezuela	X	X	X	X									
Lemar TV	MOBY Media	Asia	Afghanistan		X											
MOBY Media	FIFA	Asia	Afghanistan		X											
Tolo TV	MOBY Media	Asia	Afghanistan		X											
Al Jazeera	FIFA	Asia	Bahrain	X	X	X	X	X	X	X	X					
BTV Bangladesh	ESPN Star Sports	Asia	Bangladesh		X											
ESS (ESPN STAR SPORTS)	FIFA	Asia	Bangladesh	X	X	X	X									
ESS (ESPN STAR SPORTS)	FIFA	Asia	Bhutan	X	X	X	X									
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asia	Brunei		X					X	X					
Kristal Astro	Astro	Asia	Brunei		X											
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X	X	X									
M-League Marketing Sdn Bhd	FIFA	Asia	Brunei	X	X	X	X									
RTB - Radio Television Brunei	Kristal Astro	Asia	Brunei	X	X	X	X									
CBS - Cambodian Broadcasting Service Co. Ltd.	FIFA	Asia	Cambodia	X	X	X						X				
CTN	CBS	Asia	Cambodia	X	X	X						X				
MyTV	CBS	Asia	Cambodia	X	X	X						X				
i-CABLE Sports Limited	FIFA	Asia	Hong Kong	X	X	X	X									
Panorama Distributions Company Ltd.	FIFA	Asia	Hong Kong											X		
All India Radio (AIR)	ESPN Star Sports	Asia	India	X												
Doordarshan	ESPN Star Sports	Asia	India		X											
ESS (ESPN STAR SPORTS)	FIFA	Asia	India	X	X	X	X									
Ten Sports	ESPN Star Sports	Asia	India		X											
Global TV	PT EC	Asia	Indonesia		X											
Matrix	PT EC	Asia	Indonesia		X											
M-League (ISM - Inter-Sports Marketing Sdn Bhd)	FIFA	Asia	Indonesia	X	X	X	X									
PT EC Entertainment (PT Electronic City Entertainment)	M-League/ ISM	Asia	Indonesia	X	X	X	X									
RCTI	PT EC	Asia	Indonesia		X											
Al Jazeera	FIFA	Asia	Iran	X	X	X	X			X	X					
IRIB	Al Jazeera	Asia	Iran		X											
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Asia	Iran							X						
Al Jazeera	FIFA	Asia	Iraq	X	X	X	X	X	X	X	X					
CWS Brains Ltd.	Softbank/ Dentsu	Asia	Japan			X		X								
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X	X	X	X	X					
JC OPS (JC Operations)	Dentsu	Asia	Japan	X	X											
JC/Fuji TV	Dentsu	Asia	Japan	X	X											
JC/NAB	Dentsu	Asia	Japan	X	X											
JC/NHK	Dentsu	Asia	Japan	X	X											
JC/NTV (= Nippon TV)	Dentsu	Asia	Japan	X	X											
JC/TBS	Dentsu	Asia	Japan	X	X											
JC/TV Asahi	Dentsu	Asia	Japan	X	X											
JC/TV Tokyo	Dentsu	Asia	Japan	X	X											
King Record Co. Ltd	FIFA	Asia	Japan													X
Long Tail Live Station Inc (LTLIS)	Dentsu	Asia	Japan			X						X				
Sky PerfectTV (Sky Perfect Jsat Corporation)	Dentsu	Asia	Japan		X	X	X									
Softbank	Dentsu	Asia	Japan			X		X								
Al Jazeera	FIFA	Asia	Jordan	X	X	X	X	X	X	X	X					
Orange	Al Jazeera	Asia	Jordan							X						
Al Jazeera	FIFA	Asia	Kuwait	X	X	X	X	X	X	X	X					
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Kyrgyzstan	X	X											
KRT	ABU	Asia	Kyrgyzstan		X											
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Laos	X	X											
LaosTV	ABU	Asia	Laos		X											
Al Jazeera	FIFA	Asia	Lebanon	X	X	X	X	X	X	X	X					
TDM - Teledifusão de Macau S.A.	FIFA	Asia	Macau	X	X	X	X									
Astro (Measat Broadcast Network Systems (MBNS))	M-League/ ISM	Asia	Malaysia		X					X	X					
MAXIS MOBILE SERVICES SDN BHD	M-League/ ISM	Asia	Malaysia							X	X	X				
Measat Broadcast Network Systems Sdn Bhd.	FIFA	Asia	Malaysia													X
M-League Marketing Sdn Bhd	FIFA	Asia	Malaysia			X	X	X	X							
M-League Marketing Sdn Bhd	FIFA	Asia	Malaysia	X	X	X	X									
Radio Television Malaysia (RTM)	M-League/ ISM	Asia	Malaysia		X											



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ESS (ESPN STAR SPORTS)	FIFA	Asia	Maldives	X	X	X	X					
TVM - Television Maldives (MNBC - Maldives National Broadcasting Corporation)	ESPN Star Sports	Asia	Maldives		X							
Channel One Television Mongolia	FIFA	Asia	Mongolia	X	X	X	X					
BEC-TERO Entertainment Pcl	FIFA	Asia	Myanmar		X	X	X					
ESS (ESPN STAR SPORTS)	FIFA	Asia	Nepal	X	X	X	X					
Media Hub / Avenue TV, Nepal TV/Kantipur TV	ESPN Star Sports	Asia	Nepal		X							
Media Hub Pvt. Ltd. (Avenue TV & Nepal TV/Kantipur TV)	ESPN Star Sports	Asia	Nepal		X	X						
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	North Korea	X	X							
Al Jazeera	FIFA	Asia	Oman	X	X	X	X	X	X	X		
ESS (ESPN STAR SPORTS)	FIFA	Asia	Pakistan	X	X	X	X					
PTV Pakistan	ESPN Star Sports	Asia	Pakistan		X							
Al Jazeera	FIFA	Asia	Palestine	X	X	X	X	X	X	X		
CCTV - China Central Television	FIFA	Asia	People's Republic of China	X	X	X	X	X	X			
KU6.com	CCTV	Asia	People's Republic of China		X				X			
qq.com - Tencent Video Technologies	CCTV	Asia	People's Republic of China		X				X			
Sina.com	CCTV	Asia	People's Republic of China		X				X			
Sohu.com	CCTV	Asia	People's Republic of China		X				X			
Tudou.com	CCTV	Asia	People's Republic of China		X				X			
Youku.com	CCTV	Asia	People's Republic of China		X				X			
ABS - CBN Broadcasting Corporation / Balls TV	FIFA	Asia	Philippines	X	X	X	X					
Al Jazeera	FIFA	Asia	Qatar	X	X	X	X	X	X	X		
Al Jazeera	FIFA	Asia	Saudi Arabia	X	X	X	X	X	X	X		
MediaCorp	Singtel	Asia	Singapore		X							
Singnet (Singtel)	FIFA	Asia	Singapore	X	X	X	X	X	X			
Starhub Cable Vision Ltd.	FIFA	Asia	Singapore	X	X	X	X	X	X			
KT - Korean Telekom	SBS Korea	Asia	South Korea					X				
SBS Contents Hub Co. Ltd	FIFA	Asia	South Korea								X	
SBS International, Inc.	FIFA	Asia	South Korea	X	X	X	X	X	X	X		
SKT	SBS Korea	Asia	South Korea					X				
ESS (ESPN STAR SPORTS)	FIFA	Asia	Sri Lanka	X	X	X	X					
SLRC - Sri Lanka Rupavahini Corporation (Channel EYE)	ESPN Star Sports	Asia	Sri Lanka		X	X						
Al Jazeera	FIFA	Asia	Syria	X	X	X	X		X	X		
Syrian TV	Al Jazeera	Asia	Syria		X							
ELTA Technology Co. Ltd.	FIFA	Asia	Taiwan		X		X	X	X			
ERA Communications Ltd.	FIFA	Asia	Taiwan		X	X	X					
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Tajikistan	X	X							
Channel 3	RsBS	Asia	Thailand		X	X						
Channel 7	RsBS	Asia	Thailand		X	X						
Channel 9	RsBS	Asia	Thailand		X	X						
NBT Channel 11	RsBS	Asia	Thailand		X	X						
RS International Broadcasting & Sports Management Co. Ltd.	FIFA	Asia	Thailand			X	X		X			
True Visions Public Company Ltd. & True Visions Cable Public Company Ltd.	RsBS	Asia	Thailand		X	X						
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Timor Leste	X	X							
RTTL	ABU	Asia	Timor Leste		X							
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Turkmenistan	X	X							
Al Jazeera	FIFA	Asia	UAE	X	X	X	X	X	X	X		
ABU - Asia-Pacific Broadcasting Union	FIFA	Asia	Uzbekistan	X	X							
MRT	ABU	Asia	Uzbekistan		X							
Dentsu Alpha Ltd.	FIFA	Asia	Vietnam	X	X	X	X	X	X			
HTV - Ho Chi Minh Television	Dentsu Alpha	Asia	Vietnam		X							
Megafun	VASC	Asia	Vietnam						X			
MyTV	VASC	Asia	Vietnam		X				X			
VASC Softw are & Media Company (IPTV)	Dentsu Alpha	Asia	Vietnam						X	X		
Viettel Corporation	Dentsu Alpha	Asia	Vietnam						X			
VOV - Voice of Vietnam	VTV	Asia	Vietnam	X								
VSTV (Vietnam Satellite Digital Television) (Brand name = K+)	Dentsu Alpha	Asia	Vietnam		X	X						
VTC - Vietnam Television Corporation	Dentsu Alpha	Asia	Vietnam		X							
VTV	Dentsu Alpha	Asia	Vietnam		X							
Al Jazeera	FIFA	Asia	Yemen	X	X	X	X		X	X		
Mobile Telephone Network (Pty) Ltd. - MTN	FIFA	Asia	Yemen					X				
EBU - European Broadcasting Union	FIFA	Europe	Albania	X	X	X	X		X			
Eutelsat S.A.	FIFA	Europe	Albania							X		
Radio Tirana	EBU	Europe	Albania		X							
Radiotelevizioni Shqiptar	EBU	Europe	Albania	X	X	X	X	X	X			
Supersport Albania	RTV Albania	Europe	Albania		X	X	X					
Vodafone Albania	FIFA	Europe	Albania					X				
Canal+	TF1	Europe	Andorra		X			X	X			
France Télévision (France 2 & France 3)	TF1	Europe	Andorra		X			X	X			
MediaProduccion S.L.	FIFA	Europe	Andorra								X	
Sogetel S.A. (Cuatro = Free to Air TV / Digital+ = Pay TV)	FIFA	Europe	Andorra		X	X	X	X	X	X		
TF1 - Télévision Française 1 SA	FIFA	Europe	Andorra		X	X	X	X	X	X		
Unidad Editorial S.A.	MediaProduccion S.L.	Europe	Andorra								X	
AMPTV - Public Television of Armenia	EBU	Europe	Armenia	X	X	X	X	X	X			
ARM Radio - Public Radio of Armenia	EBU	Europe	Armenia	X								
EBU - European Broadcasting Union	FIFA	Europe	Armenia	X	X	X	X		X			

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EBU - European Broadcasting Union	FIFA	Europe	Austria	X	X	X	X		X						
Eutelsat S.A.	FIFA	Europe	Austria									X			
ORF	RTL	Europe	Austria		X	X				X					
ORF - Oesterreichischer Rundfunk	EBU	Europe	Austria	X	X	X	X	X	X						
ORF Radio (Ö3)	EBU	Europe	Austria	X											
RTL Television GmbH (including VOX, n-tv, RTLII, SuperRTL)	Premiere	Europe	Austria		X	X	X		X						
Sky Deutschland GmbH & Co. KG (formerly Premiere Fernsehen GmbH)	FIFA	Europe	Austria		X	X			X						
Studio Hamburg Distribution and Marketing GmbH	FIFA	Europe	Austria										X		
EBU - European Broadcasting Union	FIFA	Europe	Azerbaijan	X	X	X	X	X	X						
LMH (Lider TV)	EBU	Europe	Azerbaijan	X	X	X	X	X	X						
1st Channel	EBU	Europe	Belarus	X											
BTRC - Belaruskaja Tele-Radio Companija	EBU	Europe	Belarus	X	X	X	X	X	X						
EBU - European Broadcasting Union	FIFA	Europe	Belarus	X	X	X	X		X						
Radio Station Belarus	EBU	Europe	Belarus	X											
Radio Stoltisa	EBU	Europe	Belarus	X											
Radius FM	EBU	Europe	Belarus	X											
EBU - European Broadcasting Union	FIFA	Europe	Belgium	X	X	X	X		X						
Eutelsat S.A.	FIFA	Europe	Belgium									X			
Exqui NV	VRT	Europe	Belgium		X										
Radio 1	EBU	Europe	Belgium	X											
RTBF - Radio Télévision Belge de la Communauté Française	EBU	Europe	Belgium	X	X	X	X	X	X						
RTBF Radio	EBU	Europe	Belgium	X											
SND	FIFA	Europe	Belgium										X		
VivaCité Radio / La Première	RTBF	Europe	Belgium	X											
VRT - Vlaamse Radi en Televisie	EBU	Europe	Belgium	X	X	X	X	X	X						
VTM	VRT	Europe	Belgium			X									
BH Radio 1	EBU	Europe	Bosnia-Herzegovina	X											
BHRT - Javni Radiotelevizijski Servis	EBU	Europe	Bosnia-Herzegovina	X	X	X	X	X	X						
EBU - European Broadcasting Union	FIFA	Europe	Bosnia-Herzegovina	X	X	X	X		X						
SV-RSAdoo	FIFA	Europe	Bosnia-Herzegovina										X		
BNT - Balgarska Nacionalna Televizija	EBU	Europe	Bulgaria	X	X	X	X	X	X						
Bulgarian National Radio - Horizont Channel	EBU	Europe	Bulgaria	X											
EBU - European Broadcasting Union	FIFA	Europe	Bulgaria	X	X	X	X		X						
BBC Radio	FIFA	Europe	Channel Islands	X											
BBC TV	FIFA	Europe	Channel Islands		X	X	X	X	X						
ITV	FIFA	Europe	Channel Islands		X	X	X	X	X						
EBU - European Broadcasting Union	FIFA	Europe	Croatia	X	X	X	X		X						
Eutelsat S.A.	FIFA	Europe	Croatia									X			
HRT - Hrvatska Radiotelevizija	EBU	Europe	Croatia	X	X	X	X	X	X						
HRT Radio	EBU	Europe	Croatia	X											
Nova TV dd	HRT	Europe	Croatia				X								
SV-RSAdoo	FIFA	Europe	Croatia										X		
CYBC - Cyprus Broadcasting Corporation	EBU	Europe	Cyprus	X	X	X	X	X	X						
CYBC Radio 1, 2, 3, 4	EBU	Europe	Cyprus	X											
EBU - European Broadcasting Union	FIFA	Europe	Cyprus	X	X	X	X		X						
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Europe	Cyprus						X						
Cesky Rozhlas 1 - Radiozurnal	EBU	Europe	Czech Republic	X											
CTV - Ceska Televize	EBU	Europe	Czech Republic	X	X	X	X	X	X						
EBU - European Broadcasting Union	FIFA	Europe	Czech Republic	X	X	X	X		X						
Channel 9	DR DK	Europe	Denmark		X										
DR DK - Danmarks Radio TV	SVT	Europe	Denmark	X	X	X	X		X						
Eutelsat S.A.	FIFA	Europe	Denmark									X			
P3 Radio (DR Radio)	DR DK	Europe	Denmark	X											
SVT - Sveriges Television	FIFA	Europe	Denmark	X	X	X	X		X						
TV2 Denmark	SVT	Europe	Denmark	X	X	X	X	X	X						
EBU - European Broadcasting Union	FIFA	Europe	Estonia	X	X	X	X		X						
ETV - Eesti Televisioon	EBU	Europe	Estonia	X	X	X	X	X	X						
Eutelsat S.A.	FIFA	Europe	Estonia										X		
Vikerradio	EBU	Europe	Estonia	X											
SVT - Sveriges Television	FIFA	Europe	Faroe Islands	X	X	X	X		X						
Eutelsat S.A.	FIFA	Europe	Finland									X			
MTV	YLE	Europe	Finland		X	X	X								
SVT - Sveriges Television	FIFA	Europe	Finland	X	X	X	X		X						
Urho TV	YLE	Europe	Finland		X				X						
YLE	SVT	Europe	Finland	X	X	X	X		X						
Canal+	TF1	Europe	France		X				X	X					
Cielectran	FIFA	Europe	France									X			
Europe 1 Telecompagnie S.A.	FIFA	Europe	France	X											
France Télévision (France 2 & France 3)	TF1	Europe	France		X				X	X					
Radio France	FIFA	Europe	France	X											
Radio RTL France (Ediradio SA)	FIFA	Europe	France	X											
RFI - Radio France Internationale	FIFA	Europe	France	X											
RMC Sport (Radio Monte Carlo)	FIFA	Europe	France	X											
SND	FIFA	Europe	France										X		
TF1 - Télévision Francaise 1 SA	FIFA	Europe	France	X	X	X	X	X	X						



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				Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	DVD	In-Ship & In-Flight		
EBU - European Broadcasting Union	FIFA	Europe	Georgia	X	X	X	X	X						
GT - Georgian Television & Radio Broadcasting	EBU	Europe	Georgia	X	X	X	X	X	X					
Public Radio - 1 Channel	EBU	Europe	Georgia	X										
Radio Two - Georgian Radio	EBU	Europe	Georgia	X										
104.6 RTL & 105.5 Spreeradio	FIFA	Europe	Germany	X										
Antenne Bayern GmbH & Co. KG	FIFA	Europe	Germany	X										
Antenne Thüringen GmbH & Co. KG	FIFA	Europe	Germany	X										
ARD Radio (incl. Bayerischer Rundfunk, Hessischer Rundfunk, Mitteldeutscher Rundfunk, Norddeutscher Rundfunk, Radio Bremen, Rundfunk Berlin-Brandenburg, Saarländischer Rundfunk, Südwestrundfunk, Westdeutscher Rundfunk, ARD Digital, KIKa, 3sat & Phoenix)	FIFA	Europe	Germany	X										
ARD TV (incl. Bayerischer Rundfunk, Hessischer Rundfunk, Mitteldeutscher Rundfunk, Norddeutscher Rundfunk, Radio Bremen, Rundfunk Berlin-Brandenburg, Saarländischer Rundfunk, Südwestrundfunk, Westdeutscher Rundfunk, ARD Digital, KIKa, 3sat & Phoenix)	FIFA	Europe	Germany		X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Germany									X		
Radio / Tele FFH GmbH & Co. Betriebs-KG	FIFA	Europe	Germany	X										
Radio Center Berlin	FIFA	Europe	Germany	X										
Radio NRW	FIFA	Europe	Germany	X										
RTL Television GmbH (including VOX, n-tv, RTLII, SuperRTL)	Premiere	Europe	Germany		X	X	X		X					
Sky Deutschland GmbH & Co. KG (formerly Premiere Fernsehen GmbH)	FIFA	Europe	Germany		X	X			X					
Studio Hamburg Distribution and Marketing GmbH	FIFA	Europe	Germany									X		
Telekom	FIFA	Europe	Germany						X					
ZDF	FIFA	Europe	Germany	X	X	X	X		X					
EBU - European Broadcasting Union	FIFA	Europe	Greece	X	X	X	X	X	X					
ERT - Eliniki Radiophonia Tileorassi SA	EBU	Europe	Greece	X	X	X	X	X	X					
ERT Radio Sports	EBU	Europe	Greece	X										
Sentra FM (New s Sports Pegasus SA Radio)	FIFA	Europe	Greece	X	X	X								
Skai Radio	FIFA	Europe	Greece	X										
Sport FM	FIFA	Europe	Greece	X										
Digi Sport	MTV Hungary	Europe	Hungary		X									
EBU - European Broadcasting Union	FIFA	Europe	Hungary	X	X	X	X		X					
Index.hu	MTV Hungary	Europe	Hungary		X	X	X		X					
Magyar Radio	EBU	Europe	Hungary	X										
MTV - Magyar Televizio	EBU	Europe	Hungary	X	X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Iceland	X	X	X	X		X					
RUV - Ras 2	EBU	Europe	Iceland	X										
RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	EBU	Europe	Iceland	X	X	X	X	X	X					
Stod 2 Sport (365 Media Iceland)	RUV	Europe	Iceland		X	X	X							
2 Entertain Video Limited	FIFA	Europe	Ireland									X		
EBU - European Broadcasting Union	FIFA	Europe	Ireland	X	X	X	X		X					
RTE - Radio Telefis Eireann	EBU	Europe	Ireland	X	X	X	X	X	X					
RTE Radio	EBU	Europe	Ireland	X										
Supervision Media Sports Ltd	FIFA	Europe	Ireland									X		
BBC Radio	FIFA	Europe	Isle of Man	X										
BBC TV	FIFA	Europe	Isle of Man		X	X	X	X	X					
ITV	FIFA	Europe	Isle of Man		X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Israel	X	X	X	X		X					
IB Radio Kol Israel	EBU	Europe	Israel	X										
IBA	EBU	Europe	Israel	X	X	X	X	X	X					
Reshet TV (Channel 2)	IBA	Europe	Israel		X									
Saar Promarket Sales Promotion Agency Ltd.	FIFA	Europe	Israel									X		
Sport Channel 5	IBA	Europe	Israel					X						
The Sports Channel	FIFA	Europe	Israel						X					
b4 Agency	FIFA	Europe	Italy									X		
La 7	RAI	Europe	Italy					X						
Radio RTL 102.5 Italy	FIFA	Europe	Italy	X										
RAI Radiotelevisione Italiana	FIFA	Europe	Italy	X	X	X	X		X					
RCS Quotidiani S.p.A.	FIFA	Europe	Italy									X		
RTI Mediaset	RAI	Europe	Italy					X						
SKY Italia S.R.L.	RAI	Europe	Italy	X	X	X	X		X					
The Space Cinema S.P.A.	FIFA	Europe	Italy									X		
Vodafone Italia	FIFA	Europe	Italy						X					
EBU - European Broadcasting Union	FIFA	Europe	Kazakhstan	X	X	X	X		X					
KABA Kazakhstan	EBU	Europe	Kazakhstan	X	X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Kosovo	X	X	X	X		X					
Radio Kosova	EBU	Europe	Kosovo	X										
RTK Kosova	EBU	Europe	Kosovo	X	X									
SV-RSAdoo	FIFA	Europe	Kosovo									X		
EBU - European Broadcasting Union	FIFA	Europe	Latvia	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Latvia									X		
Latvian Radio	EBU	Europe	Latvia	X										
Latvijas Televizija	EBU	Europe	Latvia	X	X	X	X	X	X					

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EBU - European Broadcasting Union	FIFA	Europe	Lithuania	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Lithuania								X			
Klasika	EBU	Europe	Lithuania	X										
Lietuvos Radijas	EBU	Europe	Lithuania	X										
LT - Lietuvos Radijas Ir Televizija	EBU	Europe	Lithuania	X	X	X	X	X	X					
Opus-3	EBU	Europe	Lithuania	X										
UAB-LNK	EBU	Europe	Lithuania		X									
EBU - European Broadcasting Union	FIFA	Europe	Luxembourg	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Luxembourg								X			
Radio RTL France (Ediradio SA)	FIFA	Europe	Luxembourg	X										
SND	FIFA	Europe	Luxembourg										X	
EBU - European Broadcasting Union	FIFA	Europe	Macedonia	X	X	X	X		X					
Macedonian Radio	EBU	Europe	Macedonia	X										
MKRTV	EBU	Europe	Macedonia	X	X	X	X	X	X					
Telekom	FIFA	Europe	Macedonia						X					
SV-RSAdoo	FIFA	Europe	Macedonia										X	
EBU - European Broadcasting Union	FIFA	Europe	Malta	X	X	X	X		X					
Melita	PBS Malta	Europe	Malta		X									
PBS - Public Broadcasting Services	EBU	Europe	Malta		X									
Radio Malta	EBU	Europe	Malta	X										
EBU - European Broadcasting Union	FIFA	Europe	Moldova	X	X	X	X		X					
Radio Moldova	EBU	Europe	Moldova	X										
Radio Moldova International	EBU	Europe	Moldova	X										
TRM - Teleradio Moldova	EBU	Europe	Moldova	X	X	X	X	X	X					
Canal+	TF1	Europe	Monaco		X			X	X					
France Télévision (France 2 & France 3)	TF1	Europe	Monaco		X			X	X					
SND	FIFA	Europe	Monaco										X	
TF1 - Télévision Francaise 1 SA	FIFA	Europe	Monaco		X	X	X	X	X	X				
EBU - European Broadcasting Union	FIFA	Europe	Montenegro	X	X	X	X		X					
Radio Montenegro	EBU	Europe	Montenegro	X										
RTCG	EBU	Europe	Montenegro		X									
SV-RSAdoo	FIFA	Europe	Montenegro										X	
EBU - European Broadcasting Union	FIFA	Europe	Netherlands	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Netherlands									X		
NOS - Nederlandse Omroep Stichting	EBU	Europe	Netherlands	X	X	X	X	X	X					
NOS Radio (Langs de Lijn)	EBU	Europe	Netherlands	X										
Sport1 Football Broadcasting BV	NOS	Europe	Netherlands		X									
Strenght Multimedia	FIFA	Europe	Netherlands										X	
Eutelsat S.A.	FIFA	Europe	Norway									X		
SVT - Sveriges Television	FIFA	Europe	Norway	X	X	X	X	X	X					
TV2 Norway	SVT	Europe	Norway	X	X	X	X		X					
Viasat Sport Norway	NRK	Europe	Norway		X	X	X							
EBU - European Broadcasting Union	FIFA	Europe	Poland	X	X	X	X		X					
Multikino S.A.	FIFA	Europe	Poland									X		
Nsport	TVP	Europe	Poland				X							
Orange Sport TV	TVP	Europe	Poland				X							
Polish Radio	EBU	Europe	Poland	X										
TVP - Telewizja Polska SA	EBU	Europe	Poland	X	X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Portugal	X	X	X	X		X					
Live It Well events Ltd.	FIFA	Europe	Portugal										X	
Radio Noticias	FIFA	Europe	Portugal	X										
Radio Regional de Lisboa SA (Channel Name = Radio Clube Portugues)	FIFA	Europe	Portugal	X										
Radio Renascença, Lda. & Radio TSF	FIFA	Europe	Portugal	X										
RTP - Radiotelevisao Portuguesa	EBU	Europe	Portugal	X	X	X	X	X	X					
RTP Radio - Antena 1	EBU	Europe	Portugal	X										
SIC	RTP	Europe	Portugal		X									
Sport TV	RTP	Europe	Portugal		X	X		X	X					
TMN	FIFA	Europe	Portugal						X					
TVI	RTP	Europe	Portugal					X						
Vodafone Portugal	FIFA	Europe	Portugal								X			
BOOM SPORT ONE (S.C. ROMTELECOM S.A.)	EBU	Europe	Romania		X	X	X		X					
EBU - European Broadcasting Union	FIFA	Europe	Romania	X	X	X	X		X					
Radio Romania New s	EBU	Europe	Romania	X										
Telesport	EBU	Europe	Romania		X									
TVR - Televiziunea Romana	EBU	Europe	Romania	X	X	X	X	X	X					
Channel One Russia	EBU	Europe	Russia	X	X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Russia	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Russia										X	
Mayak	EBU	Europe	Russia	X										
Radio Russia	EBU	Europe	Russia	X										
RTR - Rossijskoe Teleradio (All-Russian State TV and Radio Broadcasting Company)	EBU	Europe	Russia	X	X	X	X	X	X					
Vesti-FM	EBU	Europe	Russia	X										
La 7	RAI	Europe	San Marino					X						
RAI Radiotelevisione Italiana	FIFA	Europe	San Marino	X	X	X	X		X					
RCS Quotidiani S.p.A.	FIFA	Europe	San Marino										X	
RTI Mediaset	RAI	Europe	San Marino					X						
SKY Italia S.R.L.	RAI	Europe	San Marino	X	X	X	X		X					

Media Rights Licensee	Licensor	Continent	Territory	Rights exploited										
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EBU - European Broadcasting Union	FIFA	Europe	Serbia	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Serbia							X				
Radio Belgrade	EBU	Europe	Serbia	X										
RTS - Radiotelevizija Srbije and Radiotelevizija Crne Gore	EBU	Europe	Serbia	X	X	X	X	X	X					
SV-RSAdoo	FIFA	Europe	Serbia										X	
EBU - European Broadcasting Union	FIFA	Europe	Slovakia	X	X	X	X		X					
Radio Patria	EBU	Europe	Slovakia	X										
Radio Regina	EBU	Europe	Slovakia	X										
Radio Slovensko	EBU	Europe	Slovakia	X										
Radio_FM	EBU	Europe	Slovakia	X										
STV - Slovenska Televizia	EBU	Europe	Slovakia	X	X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Slovenia	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Slovenia									X		
Mobitel	FIFA	Europe	Slovenia						X					
Radio Slovenija	EBU	Europe	Slovenia	X										
RTVS - Radiotelevizija Slovenija	EBU	Europe	Slovenia	X	X	X	X	X	X					
Telecom Slovenije	RTV Slovenia	Europe	Slovenia	X										
Telemach	RTVS	Europe	Slovenia		X									
SV-RSAdoo	FIFA	Europe	Slovenia										X	
DTS Distribuidora de Television Digital S.A.	FIFA	Europe	Spain									X		
DTS Distribuidora de Televisión Digital SA	Sogetel	Europe	Spain						X					
MediaProduccion S.L.	FIFA	Europe	Spain										X	
Sogetel S.A.	FIFA	Europe	Spain		X	X	X	X	X	X	X			
(Cuatro = Free to Air TV / Digital+ = Pay TV)														
Spanish Radio - Cadena Cope (Radio Popular S.A.)	FIFA	Europe	Spain	X										
Spanish Radio - Cadena Ser (Union Radio)	FIFA	Europe	Spain	X										
Spanish Radio - Onda Cero (Uniprex S.A.)	FIFA	Europe	Spain	X										
Spanish Radio - Radio Marca (Unedisa Comunicaciones S.L.)	FIFA	Europe	Spain	X										
Spanish Radio - RNE	FIFA	Europe	Spain	X										
Telecinco (& La Siete)	Sogetel	Europe	Spain		X	X			X					
Unidad Editorial S.A.	MediaProduccion S.L.	Europe	Spain										X	
Aftonbladet	FIFA	Europe	Sw eden											X
Sveriges Radio	SVT	Europe	Sw eden	X						X				
SVT - Sveriges Television	FIFA	Europe	Sw eden	X	X	X	X		X					
TV4 Sw eden	SVT	Europe	Sw eden		X	X	X	X	X					
EBU - European Broadcasting Union	FIFA	Europe	Sw itzerland	X	X	X	X		X					
Eutelsat S.A.	FIFA	Europe	Sw itzerland									X		
Sky Deutschland GmbH & Co. KG (formerly Premiere Fernsehen GmbH)	FIFA	Europe	Sw itzerland		X	X			X					
SND	FIFA	Europe	Sw itzerland										X	
SRG SSR idée suisse (consisting of SF, TSR, RSI, Radio DRS, RSR - Radio Suisse Romande, RSI Radio, RR - Radio Rhaeto-Romanic, HD Suisse)	EBU	Europe	Sw itzerland	X	X	X	X	X	X					
STAR TV	SRG	Europe	Sw itzerland				X							
World Radio Sw itzerland	EBU	Europe	Sw itzerland	X										
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X		X					
TRT - Turkiye Radyo-Televizyon Kurumu	EBU	Europe	Turkey	X	X	X	X	X	X					
TRT Radio 1	EBU	Europe	Turkey	X										
Turkcell	FIFA	Europe	Turkey						X					
1st Channel (The First)	EBU	Europe	Ukraine	X										
2nd Channel (Promin)	EBU	Europe	Ukraine	X										
EBU - European Broadcasting Union	FIFA	Europe	Ukraine	X	X	X	X		X					
ICTV	NTU	Europe	Ukraine	X	X	X	X	X	X					
NTU - Natsionalna Telekompanya Ukrainy	EBU	Europe	Ukraine	X	X	X	X	X	X					
STV Scotland	ITV	Europe	United Kingdom		X									
2 Entertain Video Limited	FIFA	Europe	United Kingdom										X	
BBC Radio	FIFA	Europe	United Kingdom	X										
BBC TV	FIFA	Europe	United Kingdom		X	X	X	X	X					
ITV	FIFA	Europe	United Kingdom		X	X	X	X	X					
Supervision Media Sports Ltd	FIFA	Europe	United Kingdom									X		
talkSPORT	FIFA	Europe	United Kingdom	X										
La 7	RAI	Europe	Vatican City				X							
RAI Radiotelevisione Italiana	FIFA	Europe	Vatican City	X	X	X	X		X					
RCS Quotidiani S.p.A.	FIFA	Europe	Vatican City										X	
RTI Mediaset	RAI	Europe	Vatican City					X						
SKY Italia S.R.L.	RAI	Europe	Vatican City	X	X	X	X		X					
ESPN Inc. & ABC	FIFA	Oceania	American Samoa	X	X	X	X	X	X	X				
KVZK	Mai TV	Oceania	American Samoa		X									
Maona TV	Mai TV	Oceania	American Samoa		X									
Mai TV	SBS	Oceania	American Samoa		X	X								
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	American Samoa	X	X	X	X		X	X				
Optus Mobile Pty Limited (Virgin Mobile Australia Ltd.)	FIFA	Oceania	Australia						X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Australia	X	X	X	X		X	X				
SBS Television Corporation	FIFA	Oceania	Australia										X	
Cook Islands Television / Elijah Communications	Mai TV	Oceania	Cook Islands		X									
Mai TV	SBS	Oceania	Cook Islands		X	X								
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Cook Islands	X	X	X	X		X	X				



Rights exploited

Media Rights Licensee	Licensor	Continent	Territory	Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	DVD	In-Ship & In-Flight
Fiji Broadcasting Corporation Ltd.	Mai TV	Oceania	Fiji		X							
Mai TV	SBS	Oceania	Fiji		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Fiji	X	X	X	X	X	X	X		
ESPN Inc. & ABC	FIFA	Oceania	Guam	X	X	X	X	X	X	X		
Nauru Media Bureau	Mai TV	Oceania	Nauru		X							
Mai TV	SBS	Oceania	Nauru		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Nauru	X	X	X	X	X	X	X		
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X	X	X	X		
SBS Television Corporation	FIFA	Oceania	New Zealand								X	
SKY Network Television Limited	SBS	Oceania	New Zealand		X	X	X		X			
The Radio Network (TRN)	TVNZ	Oceania	New Zealand	X								
TVNZ - Television New Zealand	SBS	Oceania	New Zealand		X	X	X		X			
BCN	Mai TV	Oceania	Niue		X							
Mai TV	SBS	Oceania	Niue		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Niue	X	X	X	X	X	X	X		
PNCC	Mai TV	Oceania	Palau		X							
Mai TV	SBS	Oceania	Palau		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Palau	X	X	X	X	X	X	X		
Media Nugini Limited	Mai TV	Oceania	Papua New Guinea		X							
Mai TV	SBS	Oceania	Papua New Guinea		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Papua New Guinea	X	X	X	X	X	X	X		
Samoa Quality Broadcasting Ltd.	Mai TV	Oceania	Samoa		X							
Mai TV	SBS	Oceania	Samoa		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Samoa	X	X	X	X	X	X	X		
Telekom Television Limited - Solomon Islands	Mai TV	Oceania	Solomon Islands		X							
Mai TV	SBS	Oceania	Solomon Islands		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Solomon Islands	X	X	X	X	X	X	X		
Cable Pacific Ltd.	Mai TV	Oceania	Tonga		X							
Tonga Broadcasting Commission	Mai TV	Oceania	Tonga		X							
Mai TV	SBS	Oceania	Tonga		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Tonga	X	X	X	X	X	X	X		
Vanuatu Broadcasting and TV Corp.	Mai TV	Oceania	Vanuatu		X							
Mai TV	SBS	Oceania	Vanuatu		X		X					
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	Vanuatu	X	X	X	X	X	X	X		
Radio Africa No. 1	AUB		Africa		X							
BBC	FIFA		British Forces Bases Overseas		X	X	X	X	X	X		
ITV	FIFA		British Forces Bases Overseas		X	X	X	X	X	X		
BBC Radio	FIFA		British Forces Bases Overseas	X								
TF1 - Télévision Française 1 SA	FIFA		French Overseas Territories	X		X	X	X	X	X		
MBC & Al Arabiya	Al Jazeera		Middle East			X	X					
Euronews	FIFA		pan-Europe				X					
Eurosport	FIFA		pan-Europe				X					
BBC World Services	FIFA		Sub-Saharan Africa	X								
BBC World News	FIFA		worldwide				X					
CNN	FIFA		worldwide				X					
Deutsche Welle	FIFA		worldwide				X					
TWI (UK) Limited / FIFA Futbol Mundial	FIFA		worldwide			X						
Aide	IMG	International Waters										X
Carnival UK	IMG	International Waters										X
Celebrity	IMG	International Waters										X
DFDS	IMG	International Waters										X
Disney Cruise Lines	IMG	International Waters										X
Holland America	IMG	International Waters										X
Ibero Cruises	IMG	International Waters										X
Louis Cruises	IMG	International Waters										X
MSC	IMG	International Waters										X
NCL	IMG	International Waters										X
Princess	IMG	International Waters										X
Pullmantur	IMG	International Waters										X
RCL	IMG	International Waters										X
Residensea	IMG	International Waters										X
Silverseas	IMG	International Waters										X
Star Cruises	IMG	International Waters										X
Thomson Cruises	IMG	International Waters										X
Asiana	IMG											X
British Airways	IMG											X
Cathay Pacific	IMG											X
EAL	IMG											X
Jet Blue Airlines	IMG											X
LAN	IMG											X
Lufthansa	IMG											X
Saudi Arabian Airlines	IMG											X
Singapore Airlines	IMG											X
Thai Airways	IMG											X



Glossary of terms

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

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

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

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

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

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

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

Media Rights Licensee (MRL): an organisation which has been granted certain media rights to the 2010 FIFA World Cup South Africa™ in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

Out-of-home viewing: the estimated audience, based on market research conducted by SPORT+MARKT on behalf of FIFA, of all media channels outside of the home (including bars, restaurants, pubs, clubs, hotels and official FIFA Fan Fests™). This does not include online and mobile viewing.

Peak match audience / peak average audience: the highest average audience of any programme from all broadcasts.

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

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