

2010 FIFA World Cup South Africa™ Television Audience Report

Additional key results

- A total of more than 71,867 hours of 2010 FIFA World Cup™ coverage was broadcast in-home, which equates to one TV channel broadcasting non-stop for over eight years.
- 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.
- Several territories saw new in-home audience records, including hosts South Africa. The highest live audience in the host country 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 include the 1995 Rugby World Cup final and the FIFA Confederations Cup South Africa 2009™ semi-final, which had audiences 40% below the South African games in 2010.
- Audience reach in South Africa increased 18% versus the 2006 FIFA World Cup Germany™¹. A total of nearly 28 million individuals were reached in South Africa by the in-home coverage¹, which is 57% of the population and well over 80% of those with access to TV in-home.
- In the United States, 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 ABC or Univision, beating the previous record held by the 1994 FIFA World Cup USA™ quarter-final between the USA and Brazil by 20%.
- The audience reach¹ 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 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 NED1 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%).

- In Spain, the final produced a record audience for Telecinco, 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 Telecinco, a third of the population. Canal+ also aired the game live or delayed across three channels in Spain for a combined average audience of over 14 million for the match.
- In the UK, the coverage of Germany v England on BBC1 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, 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 in the Netherlands as well as Iceland and El Salvador where ratings of more than 50% of the possible in-home TV audience were recorded. Estimated ratings of over 50% were produced by Ghana, Ivory Coast and Nigeria for their own games.
- The highest shares of TV audiences during the 2010 FIFA World Cup were in the Netherlands and Australia. Over 90% of TV 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 games.

¹Based on viewers watching a minimum of 20 consecutive minutes