



Facts & figures about the FIFA TV multimedia production of the 2014 FIFA World Cup™

Multimedia production

- Overall about 70 people are involved in the multimedia production
- 40 MRLs have booked overall 120 multimedia services in more than 60 territories
- Multimedia production and support team located at four different sites around the world, in the IBC in Rio de Janeiro and at the headquarters of several suppliers

FIFA World Cup streams

- 6 multilateral streams, 17 individual MRL stream ingests per match, 4 individual commentary ingests
- 243 different live streams per match (486 during parallel matches), overall 2,799,360 minutes of encoded streams

Multi-angle clips

- On average 60 clips recorded per match, overall up to 20,000 multilateral clips throughout the tournament
- Roughly a third of clips from multicam with 14 different angles on average

FIFA World Cup second screen app

- 9500 hours of development for the app and customisation
- Available in more than 20 territories, on iOS and Android
- Downloaded 10,000,000 times since launch at the beginning of June
- Peak daily active users of 3,000,000 globally

FIFA World Cup web player

- Available in more than 10 territories
- Peak active concurrent users 500,000

Combined data for FIFA World Cup web player and app after 56 matches for all markets

- Total hours watched: 15 million
- Unique users: 24 million

