

# The 2014 FIFA World Cup™ in Numbers

## The Event

- The 2014 FIFA World Cup Brazil™ was the 20th edition of the tournament
- 12 host cities, 12 stadiums
- 28 Venue Specific Training Sites (VSTs) in the 12 host cities
- 32 Team Base Camps (TBCs) across Brazil
- 32 teams, 64 matches

## Statistics

FIFA World Cup™	Teams / Matches	Goals	Average	Yellow / Red cards	Average	Attendance	Average
<b>Brazil 2014</b>	<b>32 / 64</b>	<b>171</b>	<b>2.67</b>	<b>177 / 10</b>	<b>2.77 / 0.16</b>	<b>3,429,873</b>	<b>53,592</b>
<b>South Africa 2010</b>	32 / 64	145	2.27	245 / 17	3.83 / 0.27	3,178,856	49,670
<b>Germany 2006</b>	32 / 64	147	2.30	307 / 28	4.80 / 0.44	3,359,439	52,491
<b>Korea/Japan 2002</b>	32 / 64	161	2.52	260 / 17	4.06 / 0.27	2,705,197	42,269
<b>France 1998</b>	32 / 64	171	2.67	250 / 22	3.91 / 0.34	2,785,100	43,517
<b>USA 1994</b>	24 / 52	141	2.71	221 / 15	4.25 / 0.29	3,587,538	68,991
<b>Italy 1990</b>	24 / 52	115	2.21	165 / 16	3.17 / 0.31	2,516,215	48,389
<b>Mexico 1986</b>	24 / 52	132	2.54	137 / 8	2.63 / 0.15	2,394,031	46,039
<b>Spain 1982</b>	24 / 52	146	2.81	99 / 5	1.90 / 0.10	2,109,723	40,572
<b>Argentina 1978</b>	16 / 38	102	2.68	59 / 3	1.55 / 0.08	1,545,791	40,679
<b>Germany FR 1974</b>	16 / 38	97	2.55	87 / 5	2.29 / 0.13	1,865,753	49,099
<b>Mexico 1970</b>	16 / 32	95	2.97	51 / 0	1.59 / 0	1,603,975	50,124
<b>England 1966</b>	16 / 32	89	2.78	21 / 5	0.66 / 0.16	1,563,135	48,848
<b>Chile 1962</b>	16 / 32	89	2.78	1 / 6	0.03 / 0.19	893,172	27,912
<b>Sweden 1958</b>	16 / 35	126	3.6	0 / 3	0 / 0.09	819,810	23,423
<b>Switzerland 1954</b>	16 / 26	140	5.38	0 / 3	0 / 0.12	768,607	29,562
<b>Brazil 1950</b>	13 / 22	88	4	1 / 0	0.05 / 0	1,045,246	47,511
<b>France 1938</b>	15 / 18	84	4.67	0 / 4	0 / 0.22	375,700	20,872
<b>Italy 1934</b>	16 / 17	70	4.12	0 / 1	0 / 0.06	363,000	21,353
<b>Uruguay 1930</b>	13 / 18	70	3.89	0 / 1	0 / 0.06	590,549	32,808

Total attendance:	3,429,873
Average attendance:	53,592
Number of goals:	171
Goal average:	2.67
Most goals scored:	18 Germany
Least goals scored:	1 Cameroon 1 Honduras 1 Iran
Most goals conceded:	14 Brazil
Least goals conceded:	2 Costa Rica
Number of penalties:	13 (12 converted, 1 missed)
Number of own goals:	5
Goals scored by substitutes:	32 (out of 171, 18.71%)
Goals first half v. second half:	65 v. 98
-goals in additional time 1st half:	3
-goals in additional time 2nd half:	12
Goals in first 10 minutes:	11 (6.43%)
Goals in last 10 minutes:	35 (20.47%)
Goals in extratime:	8 (4.68%)
Top goalscorer:	6 RODRIGUEZ James (COL)
Youngest goalscorer:	19y 0m GREEN Julian (USA), 01.07.2014 (Belgium - USA)
Fastest goal:	0' 30" DEMPSEY Clint (USA), 16.06.2014 (Ghana - USA)
Highest number of assists:	4 CUADRADO Juan (COL) 4 KROOS Toni (GER)
Highest wins:	1 - 7, 08.07.2014 (Brazil - Germany)
Highest-scoring matches:	1 - 7, 08.07.2014 (Brazil - Germany)
Highest number of wins:	6 Germany
Highest number of defeats:	3 Australia 3 Cameroon 3 Honduras
Number of yellow cards:	181 (avg/game 2.83)
Number of red cards:	10 (avg/game 0.16)
Most yellow cards:	14 Brazil
Least yellow cards:	2 Portugal
Most red cards:	1 Belgium 1 Cameroon

- 1 Costa Rica
- 1 Croatia
- 1 Ecuador
- 1 Greece
- 1 Honduras
- 1 Italy
- 1 Portugal
- 1 Uruguay

## Goal Line Technology (GLT)

- First FIFA World Cup to utilise the Goal Line Technology during the competition
- Goal-line incidents: 3
- Goal-line replays televised: 10

## Event Operations

- 1,453 Hyundai and Kia vehicles and 422 buses transporting media, referees, the 32 teams, FIFA staff and authorities in the 12 host cities
- Approximately 200,000 m<sup>2</sup> of signage and decoration at the 12 stadiums
- 2,952 linear metres of LED panels of Electronic Advertising
- 5,500 communication radios for FIFA/LOC staff
- More than 2.3 million Coca-Cola drink bottles, including water, juice, soda water, soft drinks and Powerade (average bottle size of 500ml), for the 32 teams, the 14,000 volunteers and FIFA/LOC staff alone
  - Approximately 1.15 million litres of drinks for the 32 teams, the 14,000 volunteers and FIFA/LOC staff alone
- 150,000 meals and 50,000 snacks for volunteers and staff
- 250,000 meals sold in third-party operated restaurants for staff within stadiums
- A total of 3,240 adidas balls have been used for the whole tournament (including training balls and match balls)

## Participation

- 3,389 children participating in the FIFA Youth Programme visited FIFA World Cup stadiums for a unique experience on the pitch, whether escorting the players, carrying the team flags, the FIFA or the “Fair Play” flag, or acting as ball boys or ball girls. Over 25,000 adidas products for the Youth Programme
- 152,000 volunteers registered
- 14,000 LOC/FIFA volunteers selected to work at the FIFA World Cup and over 125,000 adidas volunteer uniform items
- 240,000 accreditations printed (143,000 individualized, 103,000 generic)
  - 36,000 day passes
  - 178,000 wristbands
  - 174,000 SADs
  - 380,000 other access devices

## Ticketing

- More than 11 million ticket applications received
- Total allocated tickets: 3,141,908
- 64% of the tickets allocated to Brazilians and 36% to international fans
- Top-20 countries in terms of ticket sales

Countries	Combined: Tickets Allocated to General Public and PMA Supporters (by Residency)
Brazil	1,636,294
USA	203,964
Argentina	63,128
Germany	60,991
England	58,690
Colombia	56,638
Australia	52,509
Chile	40,200
France	35,347
Mexico	35,006
Canada	30,026
Japan	22,942
Switzerland	17,880
Netherlands	16,374
Uruguay	16,142
Spain	13,886
Israel	12,433
Ecuador	11,762
Russian Federation	10,858
Italy	10,155

## Teams

- More than 300 tons of team equipment
- More than 500 hours of domestic flights with the delegations
- 280,000 km flown by the teams or 7 laps around the world
- Almost 18,000 passengers transported
- 250 domestic flights with the participating teams ✨
- 570 domestic flights with the referees ✨
- 62 arrivals and departures of international flights involving teams
- 492,000 m<sup>2</sup> of grass of selected pitches maintained
- 11 tons of Winter seeds for the pitch management
- 2,300 litres of paint for pitch marking
- 450 training sessions in the Team Base Camps (TBCs)
- More than 50 training sessions in the Venue Specific Training Sites (VSTs) in the host cities
- Almost 100 training sessions in the stadia on match days - 1
- 2,740 towels provided by adidas for players and referees
- 22,000 toilet kits (shampoo, soap and toilet bags) for players and referees

## Medical services

- More than 2,000 health professionals at the stadia
- 112 ambulances at the stadia
- 105 medical posts at the stadia
- Medical Encounters on Match Days: 6,230
- Matches – 64
- Average per Match – 97
- % of Attendance – 0,16 %
  - (Expected Range - 0,1% to 0,3%)
- Medevacs from Stadium – 159
- % of Medical Encounters – 2,55%
  - (Expected Range 3,0% to 5,0%)
- 7,218 free health screenings for Volunteers conducted by Johnson and Johnson
- 83,760 Johnson and Johnson care packages distributed

## Spectator services

- Wristband to identify kids: more than 20,000
- Found items: 1,326
- Lost children: 72 (all cases solves in 5 min max)
- Wheelchair service: 5,305

## Media and TV

- Total number of printed media accreditations: 16,746 (more than 10,000 for broadcasters including technicians)

<b>Host Broadcaster</b>		3,048
International Photographer	Total for Category	725
International Press	Total for Category	2033
International Technician Photo/Press	Total for Category	63
<b>Total International Media</b>		<b>2,821</b>
Local Photographer	Total for Category	126
Local Press	Total for Category	331
<b>Total Local Media</b>		<b>457</b>
National Photographer	Total for Category	111
National Press	Total for Category	262
National Technician Photo/Press	Total for Category	6
<b>Total National Media</b>		<b>379</b>
<b>TV/Radio</b>		<b>10,044</b>

- 120,000 bottles of water distributed in press boxes
- Media working area of 58,043 m<sup>2</sup>
- 10,936 places for written press in the 12 stadiums





## FIFA TV achievements

- Record figures from all FIFA World Cup Groups
- “Watershed” moment for football in the United States – beat TV viewing figures for 2014 NBA Finals and 2013 World Series
- FIFA TV expects bigger global audience than 2010 (numbers still to be consolidated)
- FIFA TV expects that more than one billion people have watched some coverage of the Final Match, including out-of-home viewing (numbers still to be consolidated)
- All-time high TV viewing records in Germany, the Netherlands and Belgium
- The final between GER v ARG attracted the biggest audience in German TV history, breaking the record set in the semi-final as an average 34.7 mln watched on ARD.
- Breakthrough all-time record figures in online streaming of matches in the USA
- Most data ever streamed for an event as fans watch online
- Biggest audience for a TV show in France for 7 years
- Biggest audience for a TV show achieved in UK, Italy, Spain and Portugal for 2 years
- Pioneered next generation Ultra HD technology and other innovations:
  - 3 matches, including Final, produced live in 4K
  - showcased 4K in cinema
  - 9 matches test-produced in 8K
  - biggest ever and most advanced multimedia production for tablets, computers and mobile phones
  - 360 degree Ultra HD film of Final for the FIFA World Football Museum

## IBC (International Broadcast Centre) at RioCentro

- Area of 70,000 m<sup>2</sup>, including both indoor and external areas
- Security provided 24 hours per day, 7 days a week, during FIFA exclusive use period
- 2,750 hours of content produced
- 450 km of cables (distance from Rio to Sao Paulo by car)
- 29,000 m<sup>2</sup> of carpet
- 2.9 km of cable trays
- All matches transmitted in HD, some in 4k and some in 8k
- 290 HD cameras
- A peak of 1,750 people working during the event
- 214 countries receiving the TV signal from the event

## Digital

- Attendance in FIFA’s Global Stadium exceeds 1 billion fans (equivalent to 13,380 time the seating in Maracana)
- The official FIFA app recently became the biggest sports event app of all time with a record 28 million downloads.
- An impressive 451 million Facebook users were reached with official FIFA social content, while FIFA’s Twitter followers surpassed the 16-million mark, with an average of ten new followers per second recorded on the opening match day. The official FIFA World Cup Instagram app increased from 42,000 to 0.8 million followers in 31 days, a growth rate of over 1,600 per cent.
- More than 40 billion impressions of official FIFA World Cup digital content

## Marketing

### FIFA Fan Fest™

- 12 FIFA Fan Fest venues (one in each host city)
- Open on a total of 281 days
- 748 live performances
- 760 hours of music
- Featuring 1,191 square metres of high quality giant screens

Attendance by city:

City	Attendance
Belo Horizonte	255,403
Brasilia	369,480
Cuiaba	306,896
Curitiba	112,836
Fortaleza	781,602
Manaus	504,108
Natal	195,062
Porto Alegre	497,893
Recife	132,510
Rio de Janeiro	937,330
Salvador	255,040
São Paulo	806,226
<b>Total</b>	<b>5,154,386</b>

International FIFA Fan Fest

- Hosted in 6 cities (Kaliningrad, Samara, Niyhny Novgorod, Saransk, Volgograd and Ekaterinburg)
- Open on a total of 28 match days
- Total attendance of 142,000 for the 3 matches of the Russian national team

## Licensing

Brazil licensing programme:

- 1 Local Master Licensee
- 1 Official On-Site Merchandising Operator
- 1 Official Online Store Operator
- 1 Official TV Shopping Operator
- 70 Official Licensees
- 2,000 different Official Licensed Products developed
- 22 million Official Licensed Products in the market
- 72 stores within on-site merchandising project
- 2 Megastores (2,000m<sup>2</sup> & 500m<sup>2</sup>) during the tournament in Rio de Janeiro and Fortaleza and 4 other merchandising stores linked to FIFA Fan Fest activities
- 14 Official Airport Stores across Brazil

- 3 Official Fan Shops located in Shopping Malls
- 11 Official Kiosks

#### International licensing programme:

- 69 Official Licensees
- 3 Official Online Store Operators
- 5 Direct-To-Retail Official Licensees
- 7 Official Event Store partners
- 2 Official Fan Shop partners
- 3 licensing agencies in Asia Pacific
- FIFA Official Online Store available in 189 countries
- 935 dedicated retail corners at Official Event Stores
- Approx. 14,000 retail outlets featured direct-to-retail Official Licensed Products
- 77 million Official Licensed Products in the market

## Food & Beverage (Stadium concessions)

#### Recruitment:

- More than 15.000 jobs created for the Food & Beverage operation (excluding Hospitality areas)
- 166,035 applicants registered on the recruitment website for the stadium catering services
- 30,554 applicants were interviewed after successfully registering on the recruitment website

#### Suppliers:

- More than 100 suppliers of food services
- Nearly 15 local catering companies involved

#### Menu offer and sales:

- 3,127,674 sales transactions throughout the 64 matches
- Menu offer including 9 Brazilian dishes and 22 international dishes or snacks
- More than 800,000 servings of food (including hot and cold sandwiches, Barbecue, Feijão Tropeiro and Tambaqui de Pé)
- 34,601 portions of Feijão Tropeiro (local dish in Belo Horizonte)
- 6,738 portions of Tambaqui de Pé (local dish in Manaus)
- More than 3 million units of beer (Brahma, Budweiser and Brahma Zero)
- More than 2 million units of soft drinks (Coca-Cola, Coca-Cola Zero, Guaraná Kuat, Sprite, Powerade Mountain Blast, Água Crystal and Matte Leão Natural)
- Nearly 750,000 units of snacks (including popcorn, salty snacks, chocolate, ice cream, Bolo de Rolo and Biscoito Globo)

#### Number of stadium F&B points of sale:

- Belo Horizonte: 38
- Brasília: 45
- Cuiabá: 27
- Curitiba: 37
- Fortaleza: 40
- Manaus: 23
- Natal: 19



- Porto Alegre: 54
- Recife: 20
- Rio de Janeiro: 38
- Salvador: 35
- São Paulo: 35

## Hospitality

- 290,000 Hospitality Packages sold (58% domestic vs. 42% international)
- 373,000 Hospitality Guests (second biggest FIFA World Cup hospitality guest number ever)
- 9 Hospitality Villages
- 130 Hospitality Lounges
- 780 Hospitality Suites/Skyboxes
- 28 Catering companies
- More than 15,000 staff including waiters, bartenders, chefs & cooks, technicians, plus 2,260 Hospitality Hostesses (from which 95% Brazilian)
- 140,000m<sup>2</sup> temporary facilities built (including 60,000m<sup>2</sup> tents)
- 9,000 tables
- 30,000 chairs
- 155 tons of food served
- 150,000 Champagne glasses
- 200,000 plates
- 225,000 glasses
- 250,000 forks and knives
- 250 containers
- 250 coffee machines
- 400 ovens

## The FIFA World Cup Trophy Tour by Coca-Cola

### Global Tour:

- The FIFA World Cup Trophy Tour by Coca-Cola began in Rio de Janeiro on 12 September 2013 and concluded in Sao Paulo on 1 June 2014
- Across 267 days the tour;
  - Travelled 165,000km Carbon Neutral
  - Visited 90 Countries
  - Went through 149 airports
  - Crossed 44 time zones
- More than 1 million people got to see the Trophy through a range of events, including;
  - 45 Heads of State
  - 33 previous FIFA World Cup™ winners

### Social Media platforms:

- The FIFA World Cup Trophy Tour by Coca-Cola dedicated Facebook page achieved;
  - More than 4.4 million users
  - 417 million impressions
  - 1.9 million likes
  - 41,700 thousand comments



- 48,700 thousand shares.

## The Official Mascot, Fuleco™

### Live performances:

- Fuleco was present in all 64 matches and 25 FIFA Fan Fests across Brazil, entertaining the fans on and off the pitch 350 times.
- He was the ambassador voice of the Waste Management campaign in all 12 stadia which collected around 420 tonnes of waste.
- Since Fuleco's launch in September 2012, he attended a total of 486 events and visited 21 cities in Brazil.
- Internationally, Fuleco travelled through 90 countries with the FIFA World Cup Trophy Tour by Coca-Cola.

### Social Media platforms:

- Fuleco's Facebook Page had 1,376,239 fans, from which 73% are Brazilian and having a total reach of 7,774,274 people (57% Brazil). He was followed on Twitter by 14,100 followers.

## Sustainability

- 45% of FIFA World Cup vehicle fleet used only ethanol, a renewable fuel source
- All 14,000 volunteers were trained to provide special services for people with disabilities and reduced mobility
- All 12 FIFA World Cup stadiums were non-smoking zones. Smoking was only permitted in designated areas
- 26 matches in stadiums in Belo Horizonte, Brasilia, Rio de Janeiro and Sao Paulo had audio descriptive commentary for blind or partially sighted people
- Stadium workers in all 12 host cities of the FIFA World Cup received training in sustainable operations
- Around 4,000 specialised workers were hired by the stadium operators and complementary structures integrators.
- Around 420 tons of recyclable waste produced in the stadia and additional FIFA World Cup related facilities were collected and allocated to cooperatives of garbage collectors.
- The total investment in the implementation of the FIFA World Cup Sustainability Strategy in Brazil will be approximately USD 20 million, including various social and environmental initiatives.

## Football for Hope

- 01-06 July 2014: Cultural and educational activities
- 07-10 July 2014: Football tournament
- 26 (at least one per host city) community organisations supported by Football for Hope in Brazil in 2014, with a total of US\$ 1.05 million provided. This support will continue in 2015 and 2016
- 192 young people aged between 15 and 18 from 27 countries took part in the Football For Hope Festival in Caju, in Rio de Janeiro
- 32 teams participated at the Football for Hope Festival in Caju, in Rio de Janeiro. The teams came from 26 different countries, including eight from Brazil

## Job creation

- According to the Getulio Vargas Foundation, 14 million jobs have been created in the last four years because of the FIFA World Cup, the equivalent of 180 Maracana stadiums filled to capacity
- 15,000 jobs created in stadium catering services
- More than 1,200 jobs created in merchandising at the stadia and official event locations
- 17,000 people working in the area of Hospitality
- 420 receptionists, with a total of 2,240 daily allowances
- More than 29,000 temporary workers employed directly or through third-party service providers
  - 1,220 permanent workers or temporary workers employed until the 2014 FIFA World Cup
  - Safety: 20,000 trained, specialised workers responsible for the security and safety of delegations and supporters in official FIFA World Cup areas such as stadiums, Official Training Pitches (COTs), National Team Training Centres (CTSs) and official hotels
  - Catering services for staff and volunteers: 3,000 indirect workers
  - Transport: approximately 3,145 indirectly employed drivers. Another 258 indirectly employed staff will work as coordinators, inspectors and dispatchers
  - Logistics: approximately 800 indirect employees
  - Protocol: 105 temporary employees to work in VIP and VVIP areas
  - Events: approximately 800 indirect Jobs created for the opening and closing ceremonies
- Approximately 800 agents from waste management cooperatives participated in the selective collection of recyclable waste, supported and funded by Coca-Cola. The job was paid and workers received a uniform, personal protective equipment (PPE) and training.
- Stadium operators and those responsible for the administration of supplementary installations employed approximately 4,000 cleaning staff from specialised companies

## Finance

- FIFA invested more than US\$ 850 million in the organisation of the FIFA World Cup in Brazil
- In hotel accommodation in Brazil alone, FIFA and COL spent more than half a billion reais
- FIFA and LOC representatives spent more than 600,000 nights in hotels
- In two and a half years, Local Organising Committee representatives have taken than 12,000 flights and flown for approximately 36,000 hours between the 12 host cities
- Tax revenue for the host country as a result of investments in the FIFA World Cup shall amount to as much as USD 7.2 billion (Source: Ernst & Young and Getulio Vargas Foundation)
- FIFA's first contribution to the 2014 FIFA World Cup Legacy Fund (launched in Belém on 06 July 2014) will be USD 20 million, but the total amount will be defined after the Brazil 2014 financial results have been calculated. The Legacy Fund will focus on the development of football infrastructure and women's football. The investment is expected to reach the USD 100 million mark.
- BRL 29.3 million were spent with Visa-branded products at all FIFA venues, including 12 stadiums and 12 FIFA Fan Fest venues, throughout the 2014 FIFA World Cup™ (12 June - 13 July). A total of 582,300 transactions were processed using Visa credit, debit and prepaid cards.

## IT Solution

- 1,210 new laptops deployed for the FIFA World Cup event (Accreditation centres, volunteers, center, Transport locations, Media centers, FIFA venue delegation)
- Printing equipment:
  - 738 black and white A4 desktop printer
  - 50 color A4 desktop printers
  - 147 Multifunction desktop equipment (PCFs)
  - 115 accreditation printers
  - 134 Multifunction
- 1,287 LAN ports
- 814 Analogue lines
- 71 Fax lines
- 706 ADSL lines
- 164 Wireless Access points
- 1,437 phone handsets
- 42 Conference phones
- 32 VOIP phones

## Media Services

- 5,524 LAN managed ports (Free media), including 1672 for the News agencies
- 25,000 media network ports across all venues
- 619 Wireless access points
- 2,457 unmanaged switches
- 24,714 RJ45 Cables

## Network Sizing and Support

- A fully redundant Wide-Area Network backbone to support:
  - 22 ISP connections from 2Mbps to 1Gbps;
  - 70 MPLS connections from 6Mbps to 155Mbps;
  - Two - LAN to LAN connections of 10Gbps
- A Local Area and Wireless Network to support staging / deployment / operations / and support of approximately :
  - 1,000 network elements (including core switches, access switches and firewalls);
  - 7,900 cat 5e network ports and accessories (patch cords, optical cords, racks, etc.);
- The On-site Support & Network Monitoring Team:
  - More than 4,500 Oi managed professionals to support the event with the SLA, quality and reliability that FIFA requires;
  - More than 20 Oi professionals to provide real-time monitoring of all the IT&T services and infrastructure deployed and supported by Oi

## IT&T Information and statistics

- Until the end of the FIFA World Cup Final Match, 404,299 devices got connected to the 12 host cities WiFi network.
- The highest number of devices simultaneously connected was 7.596 and happened 2 hours before the opening match.





- The record of devices simultaneously connected to the WiFi network of a single host city was 2,460 at 18:00h in July 13rd at Maracana during the Final Match between Germany x Argentina.
- Until the end of the FIFA World Cup, Media Services had a traffic of approximately 57 Terabytes of data at the network, this would be the same as 15,486,000 photos in high resolution, or 62,283,000 photos in regular resolution, or 12,192 DVDs.
- Until the end of the FIFA World Cup, approximately 74 Terabytes of traffic passed through Oi Network (Media + FITS), an amount of information similar to 19,938,000 photos in high resolution, or 80,187,000 photos in regular resolution, or 15.696 DVDs.

In terms of comparing, we can make the following considerations:

- During the FIFA Confederations Cup 2013, Media Services had traffic of approximately 7 terabytes of data at the network, an amount of information similar to 1 million and 975 thousand photos in high resolution, or 7.310 DVDs.
  - Until the end of the 2014 FIFA World Cup, the data traffic at the network, which supports the Media Services, was similar to 8.14 FIFA Confederations Cup
- During the whole 2010 FIFA World Cup South Africa, the media services had a traffic of approximately 25 Terabytes.
  - Until the end of the FIFA World Cup, the data traffic at the network was similar to 2.96 the whole data traffic during the 2010 FIFA World Cup South Africa.
- From the opening until the end of the FIFA World Cup, the data traffic at the network, which supports the Media Services and non-media (FITS and others)(74 Tbytes) was similar to approximately 7 USA Congress Libraries.

## Telecommunications Rate Card for broadcasters

- IBC :
  - 407 phone lines
  - 243 ISDN
  - 116 ADSL
  - 56 IP Connect circuits
- Venues :
  - Commentary Positions :
    - 1192 phone liens
    - 561 ISDN
  - Broadcast Compound :
    - 394 phone lines
    - 211 ISDN
    - 243 ADSL
    - 86 IP Connect