



## FAQs about 2010 FIFA World Cup™ ticketing

### 1) What has been the overall philosophy behind the determination of the ticket prices?

FIFA always aims to take into account that the FIFA World Cup™ is a premium global sporting event, irrespective of where the event is held. That is why the overall prices of tickets for the 2010 FIFA World Cup™ are comparable to those for the 2006 FIFA World Cup™. Nevertheless, the ticketing operation must also reflect the specifics of the domestic market of the host country. The ticket prices for the 2010 FIFA World Cup™ therefore represent a well-balanced range that acknowledges the global nature of the FIFA World Cup™ as well as the needs of the domestic market.

### 2) Why did FIFA and the LOC decide to have such low prices for category 4 tickets?

In Germany, the cheapest tickets were priced at EUR 35 (approximately USD 51). In South Africa, the lowest price will be just USD 20. FIFA and the LOC felt there was a need to offer a significantly cheaper ticket to meet the demands of grassroots football fans who might not otherwise be able to afford to attend a FIFA World Cup™ match and thus be part of this once-in-a-lifetime experience.

### 3) What percentage of tickets will be allocated to each of the four categories?

The percentages have not yet been determined, as they will depend on the final stadium capacities, which will not be known until each venue has been configured and the configuration of each stadium may vary from match to match. FIFA and the LOC aim to set at least 15% of the capacity of each stadium aside for category 4 tickets and will seek to increase this where possible to as much as 20% of the purchasable inventory.

### 4) How many tickets will be available for the 2010 FIFA World Cup™?

The total number of tickets that will be made available for sale for the 2010 FIFA World Cup™ has not yet been finalised and will not be confirmed until much nearer to the event. Based on the stadium configuration of previous FIFA World Cup™ final competitions and the anticipated gross capacity of the ten 2010 FIFA World Cup™ stadiums, we expect between 2.8 and 3.1 million purchasable tickets to be available for the 64 matches. This falls in line with the number of tickets that went on sale for the 2002 and the 2006 FIFA World Cup™ finals.

It is important to note that the number of tickets available for sale will not correspond to the gross capacity of the stadiums because the media and VIPs will need to be accommodated, and security and other factors will also reduce the number of seats available before FIFA and the LOC are able to determine the total number of tickets that may be sold for any given match.

### 5) When will tickets be available for sale?

The first phase of sales to the general public is expected to commence in February 2009. Hospitality programme sales will begin during the third quarter of 2008. Further information concerning other ticket sales channels such as FIFA's Tour Operator Programme will be announced in 2008 when additional details will also be confirmed regarding subsequent ticket sales phases and the procedures that will apply for applications for tickets for the 2010 FIFA World Cup™.

### 6) Who is in charge of ticket sales?

FIFA is the principal of all ticket sales. The ticketing operation is conducted, under the direction of FIFA and the LOC, by FIFA's service company, MATCH.



**7) What will you do to avoid FIFA World Cup™ tickets being sold on the parallel market? After all, their value on the parallel market could easily be as much as a year's salary for an ordinary worker in South Africa.**

FIFA and the LOC are conscious of the fact that parallel market sales cannot be ruled out completely. However, everything is being done by all stakeholders to prevent such practices, as the main purpose of the introduction of the category 4 tickets and the ticket fund is to offer underprivileged low-income South African fans access to FIFA World Cup™ matches.

**8) Why is the ticket fund for all South African residents and not South African citizens alone?**

For legal and other reasons, one should not discriminate on the grounds of nationality nor presume that all foreigners living in South Africa are able to afford FIFA World Cup™ tickets – this would not reflect the reality. In any event, the distribution system will be designed to ensure that, as much as possible, only underprivileged football fans are given access to these complimentary tickets.

**9) Will these complimentary ticket fund tickets be available for all 64 matches including the final?**

Yes. However, due to the constraints of demand, it is anticipated that the majority will be for group round matches. The actual number of tickets per match will depend on the seating capacity of the stadium, the population of the catchment area, the stage of the tournament and the teams involved. Furthermore, there will be more tickets available for the majority of the 48 group round matches than for the 16 games of the knockout stages

**10) The category 4 tickets are relatively cheap but all other categories are higher than in 2006. Is FIFA trying to make a killing?**

No. The proceeds from the sale of tickets (after deducting VAT and operating costs from the face price of tickets) will go to the local organising committee and are its primary source of income.