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**UNITED STATES DISTRICT COURT**  
**CENTRAL DISTRICT OF CALIFORNIA**

ALEX MORGAN, et al.,  
 Plaintiffs,  
 v.  
 U.S. SOCCER FEDERATION, INC.,  
 Defendant.

Case No. 2:19-cv-01717-RGK-AGR

**DEFENDANT'S NOTICE OF  
 MOTION AND MOTION FOR  
 SUMMARY JUDGMENT ON  
 PLAINTIFFS' CLAIMS**

Date : March 30, 2020  
 Time : 9:00 a.m.  
 Judge : Hon. R. Gary Klausner  
 Crtrm. : 850

*[Filed concurrently with Memorandum of Points and Authorities; Statement of Uncontroverted Facts and Conclusions of Law; Declarations of Chantelle Egan, Sunil Gulati, Tom King, Carlyn Irwin, Praptika Raina; Deposition Excerpts of Megan Rapinoe, Meghan Klingenberg, Rebecca Roux, John Langel, Kelley O'Hara, Carli Lloyd, ;Rich Nichols and [Proposed] Judgment]]*

Complaint Filed : March 8, 2019  
Trial Date : May 5, 2020

### **NOTICE OF MOTION AND MOTION**

#### **TO PLAINTIFFS AND THEIR COUNSEL OF RECORD:**

**PLEASE TAKE NOTICE** that on March 30, 2020, at 9:00 a.m., or as soon thereafter as the matter may be heard, in Courtroom 850 of the United States District Court, Central District of California, located at 255 East Temple Street, Los Angeles, California, the Honorable R. Gary Klausner presiding, Defendant U.S. SOCCER FEDERATION, INC. ("U.S. Soccer") will and hereby does move this Court for summary judgment on Plaintiffs' claims pursuant to Rule 56 of the Federal Rules of Civil Procedure and Central District Local Rule 56.

**This Motion is made following the conference of counsel pursuant to Local Rule 7-3 which took place on February 11, 2020.**

U.S. Soccer's Motion for Summary Judgment on Plaintiffs' claims is made on the following grounds:

#### **Pay Discrimination - Equal Pay Act and Title VII**

1. U.S. Soccer is entitled to summary judgment on Plaintiffs' claims of pay discrimination under the Equal Pay Act and Title VII of the Civil Rights Act of 1964 because (i) U.S. Soccer did not pay higher wages to the Men's National Team (MNT) players than to Plaintiffs; (ii) Plaintiffs do not work in the same establishment as the MNT players; (iii) Plaintiffs and the MNT players do not perform equal work requiring

1 equal skill, effort, and responsibility under similar working conditions; and (iv) any pay  
 2 differential is based on factors other than sex.

3 **Discrimination in Other Terms and Conditions of Employment**  
 4 **(Title VII)**

5 2. U.S. Soccer is entitled to summary judgment on Plaintiffs' claims for  
 6 discrimination in other terms and conditions of employment because Plaintiffs failed to  
 7 exhaust their administrative remedies and because there is no evidence to support  
 8 Plaintiffs' claim that any differences between how often they and MNT players flew  
 9 charter flights or played on artificial turf was because of sex.

10 This Motion is based on this Notice of Motion and Motion, the accompanying  
 11 Memorandum of Points and Authorities, Statement of Uncontroverted Facts and  
 12 Conclusions of Law, the Declarations of Chantelle Egan, Sunil Gulati, Tom King,  
 13 Praptika Raina, Carlyn Irwin; Deposition Excerpts of Megan Rapinoe, Meghan  
 14 Klingenberg, Rebecca Roux, John Langel, Kelley O'Hara, Carli Lloyd, and Rich Nichols;  
 15 and all pleadings and papers on file in this action to which the Court may take judicial  
 16 notice, and such other matters as may be presented to the Court prior to or at the hearing.

17 WHEREFORE, U.S. Soccer respectfully moves the Court for an order granting its  
 18 motion for summary judgment and dismissing all of Plaintiffs' claims in this matter, with  
 19 prejudice.

20  
 21 DATED: February 20, 2020

SEYFARTH SHAW LLP

22  
 23 By: /s/ Brian Stolzenbach  
 24 Brian Stolzenbach

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**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA**

ALEX MORGAN, et al.,

Plaintiffs,

v.

U.S. SOCCER FEDERATION, INC.,

Defendant.

Case No. 2:19-cv-01717-RGK-AGR

**DEFENDANT'S MEMORANDUM OF  
POINTS AND AUTHORITIES IN  
SUPPORT OF ITS MOTION FOR  
SUMMARY JUDGMENT**

Judge: Hon. R. Gary Klausner  
Hearing: March 30, 2020 at 9:00 a.m.



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**I. INTRODUCTION**

U.S. Soccer is aware of the public narrative surrounding this lawsuit, but the undisputed facts tell a much different story, and the Court sits to render judgment based on the actual facts in the record and the governing law. On those grounds, the Court should grant summary judgment for U.S. Soccer and dismiss this lawsuit in its entirety.

U.S. Soccer is proud to be associated with the players on its Senior Women's National Team (WNT), of the success they have achieved, and of its own role in championing women's soccer within the United States and on the world stage. As Plaintiff Megan Rapinoe acknowledges, U.S. Soccer "deserves a tremendous amount of credit" for "back[ing] the team in a very strong way" and "push[ing] the game . . . in our country [and] around the world." (Rapinoe Ex. 32.) One way U.S. Soccer supports the WNT is by providing its players with substantial compensation and other valuable benefits. This compensation and benefits package is determined through the collective bargaining process, during which the players are represented by the Women's National Team Players Association (WNTPA), a union the players organized to represent themselves (and only themselves). (King Dec. ¶ 12-14, Ex. 3-4.) During the contract negotiations relevant to this case, the WNTPA consistently demanded a very different collective bargaining agreement from the one covering players on the Senior Men's National Team (MNT) (which is negotiated by a different union representing only the MNT players). (Gulati Dec. ¶ 66, 68, 73, Ex. 14, 15; Langel Dep. 71-77, 163-64, 188-89, 201-02, Ex. 14, 21, 25; King Dec. ¶ 7-8, 17, 23-24, 33, 38-40, 43, Ex. 1, 6, 8, 10, 13-15, 17.) As a result of the collective bargaining process, the WNT players obtained many contract terms the MNT players do *not* enjoy in their contract. (King Dec. Ex. 1, 3-5.) Among other things, this includes six-figure salaries paid to WNT players independent of whether they actually play, including guaranteed salary continuation during periods of injury; free medical insurance; paid child care assistance; paid pregnancy and parental leave; severance benefits; access to a retirement plan; three "partnership" bonuses (tied to television ratings, sponsorship revenue, and ticket sales); more than \$1 million annually

1 to cover players' salaries while playing in the National Women's Soccer League  
2 (NWSL); a \$230,000 signing bonus paid directly to 23 players; and an annual \$350,000  
3 payment to the union in exchange for certain rights to use the players' likenesses. (King  
4 Ex. 1, Ex. 5 at 5, 14-15, 19, 23-24, 29-35.)

5 The end result is this: U.S. Soccer paid the WNT far more than the MNT over the past  
6 five calendar years. Between the beginning of 2015 (the year encompassing the start of  
7 the Title VII class period) and the end of 2019, U.S. Soccer paid the WNT players and  
8 their union more than **\$37 million**. (Irwin Dec. Ex. 1 at 13.) The corresponding figure for  
9 the MNT is just north of **\$21 million**. (*Id.*) Even setting aside (i) all the money paid to  
10 players in the form of NWSL salaries and bonuses and (ii) all the money the players have  
11 directed to their union instead of themselves, U.S. Soccer still has paid the WNT  
12 **\$6 million more** than the MNT over that same period. (*Id.* at 17.) Even controlling for the  
13 number of games each team has played, U.S. Soccer still has paid the WNT more than  
14 the MNT on a per-game basis. (*Id.* at 17-21.)

15 Plaintiffs nevertheless claim that U.S. Soccer has engaged in sex-based pay  
16 discrimination against them. They contend that if a few provisions in their last two  
17 collective bargaining agreements had been different, and had matched certain provisions  
18 in the MNT's collective bargaining agreement, then they would have been paid even  
19 more money over the last five years. This is neither evidence of sex discrimination nor  
20 consistent with the way collective bargaining is designed by federal labor law to work.  
21 The WNTPA never asked U.S. Soccer for terms identical to those found in the MNT's  
22 contract; instead, the union asked for a very different contract containing valuable terms  
23 not found in the MNT's agreement. (Gulati Dec. ¶¶ 66, 68, 73, Ex. 14, 15; Langel Dep.  
24 71-77, 163-64, 188-89, 201-02, Ex. 14, 21, 25; King Dec. ¶¶ 7-8, 17, 23-24, 33, 38-40, 43,  
25 Ex. 1, 6, 8, 10, 13-15, 17.) U.S. Soccer responded by bargaining with the union, the  
26 parties each made compromises, and the two sides ended up with a deal, just as the  
27 federal labor laws envision. (King Dec. Ex. 4-5, 11, 12, 14-18; Langel Ex. 15, 19-21, 23;  
28 Gulati Dec. Ex. 15; Rapinoe Dep. 223.)

1 While the two deals are different, neither is better than the other. In simplest terms, the  
2 MNT has a high-risk, high-reward agreement whereas the WNTPA negotiated for a deal  
3 more heavily focused on stability and security for the players it represents. It would  
4 contravene the law to let a jury retroactively and selectively rewrite Plaintiffs' collective  
5 bargaining agreement to give them the benefit of the high reward (while also keeping all  
6 the other unique advantages of their agreement) when they never took the higher risk.

7 In any case, the law does not guarantee identical pay to men and women who perform  
8 different work in different jobs. Plaintiffs would have the Court conclude that soccer is  
9 soccer, so their jobs and the MNT players' jobs must be the same, but even Plaintiffs do  
10 not believe this. As Plaintiff Kelley O'Hara admits, it is not sex discrimination for U.S.  
11 Soccer *to pay her more* than it pays men who compete in the Olympics "because it's a  
12 completely different tournament for the men and the women." (O'Hara Dep. 113-14.)  
13 Similarly, when asked if it is fair for U.S. Soccer *to pay her more* than it pays members  
14 of the men's national team that competed in the Paralympics, she simply answered that  
15 she "would encourage them to bargain differently." (*Id.* at. 177-78.)

16 In direct contravention of these very same principles, Plaintiffs ask the Court to  
17 conclude that U.S. Soccer is required to pay them the same amount of money for winning  
18 the Women's World Cup that the MNT would have been paid if they had won the World  
19 Cup for men. The undisputed facts, however, show that the two events are "completely  
20 different tournaments" and that U.S. Soccer legitimately "bargained differently" to  
21 determine the compensation for players competing in these two different competitions.  
22 The qualifying process for the men's tournament requires three times as many games and  
23 requires the MNT to travel to Mexico, Central America, and the Caribbean over the  
24 course of several months, whereas the WNT participates in a two-week qualifying  
25 tournament entirely on home turf. (Gulati Dec. ¶ 56-61.) Upon qualification, there are  
26 25% more teams in the men's tournament, over a *billion* more people watch it on  
27 television, and there is a vast difference in the potential prize money the tournament  
28 organizer (FIFA) pays to participants in the two different tournaments. (Gulati Dec. ¶ 21-



22, Ex. 1-12.) If the MNT had won the 2018 World Cup, U.S. Soccer would have received \$38 million in prize money from FIFA, from which to pay the MNT their contractually-negotiated bonuses. (Gulati Dec. ¶ 54.) In contrast, FIFA paid U.S. Soccer \$6 million, combined, in total prize money for the WNT's two victories in the 2015 and 2019 Women's World Cups. (Gulati Dec. ¶ 53, 55, Ex. 11-12.) Most fundamentally, these are two separate sports teams who play against entirely different sets of opponents in different competitions, (Gulati Dec. ¶ 19-20, 23-43), and no one contends that Plaintiffs would have achieved the same success had they been required to compete in the MNT's world. The law does not ensure equal pay between men and women who perform such different jobs. To hold otherwise would be to adopt the "comparable worth" theory flatly rejected by the courts, including the Ninth Circuit. Plaintiffs did not win the men's World Cup, and the law does not require U.S. Soccer to pay them as though they did.

U.S. Soccer did nothing wrong by agreeing with two different unions to two very different pay structures for the two different teams to recognize their different situations, their different demands in bargaining, and the large differential in potential revenue streams generated by the two teams' separate competitions. The law makes this clear, and to hold otherwise would interfere with U.S. Soccer's obligation to engage in the give-and-take of good-faith bargaining required by federal labor law while honoring the players' choice to organize into two separate unions representing the unique interests of each set of players. In fact, accepting Plaintiffs' legal argument essentially would require U.S. Soccer to insist on identical contracts with the two unions—a notion fundamentally inconsistent with its duty to bargain in good faith with each union independently.

U.S. Soccer also did nothing wrong by making independent decisions about the venues for the two teams' games and the means of team travel to reach those venues. The WNT has not played a game on artificial turf for more than two years, and they have consistently used charter flights for team travel since the fall of 2018, but they complain about having to play on artificial turf more often and having to fly on commercial airlines more often than the MNT during a discrete period of time in the past. These claims



1 should be dismissed because Plaintiffs failed to exhaust their administrative remedies on  
2 those issues, but regardless, there is no evidence that U.S. Soccer made its decisions  
3 about venues and air travel *because of Plaintiffs' sex*. Rather, the two teams are different  
4 in many ways other than sex, and it is these other differences, including differences in  
5 schedules and playing locations, that drove U.S. Soccer's choices in terms of venue  
6 selection and method of travel; therefore, U.S. Soccer is entitled to summary judgment.

## 7 **II. U.S. SOCCER HAS NOT ENGAGED IN PAY DISCRIMINATION.**

8 Plaintiffs cannot establish sex-based pay discrimination under the Equal Pay Act  
9 (EPA) or Title VII. In the Complaint, Plaintiffs contend that U.S. Soccer has  
10 discriminated against them in violation of both statutes by “paying them less than  
11 members of the MNT for substantially equal work.” (Dkt. 1 ¶ 4.) In such circumstances,  
12 courts evaluate the claims under both statutes using the EPA's statutory framework.  
13 *Maxwell v. City of Tuscon*, 803 F.2d 444, 446 (9th Cir. 1986) (“When a Title VII  
14 claimant contends that she has been denied equal pay for substantially equal work, as  
15 here, Equal Pay Act standards apply.”). Specifically, Plaintiffs must prove that U.S.  
16 Soccer paid them less than MNT players and also prove that they and the players on the  
17 MNT perform equal work in jobs requiring equal skill, effort, and responsibility under  
18 similar working conditions within the same establishment. 29 U.S.C. § 206(d)(1). Even if  
19 Plaintiffs could prove all this, which they cannot, U.S. Soccer still would prevail by  
20 showing that any pay differential results from a “factor other than sex.” 29 U.S.C.  
21 § 206(d)(1); 42 U.S.C. § 2000e-2(h). U.S. Soccer is entitled to summary judgment  
22 because: (i) it did not pay the MNT more than the WNT; (ii) Plaintiffs do not work in the  
23 same establishment as the MNT; (iii) Plaintiffs and the MNT do not perform equal work  
24 requiring equal skill, effort, and responsibility under similar working conditions; and (iv)  
25 any pay differential is based on factors other than sex.

### 26 **A. Plaintiffs Have Not Been Paid Lower Wages Than MNT Players.**

27 Over the last five complete calendar years (dating back to the beginning of the  
28 calendar year encompassing the Title VII class period), U.S. Soccer has paid the four

1 Class Representatives more than **\$1 million** each.<sup>1</sup> (Irwin Dec. Ex. 1 at 18.) During that  
2 same five-year period, the highest-paid MNT player earned less than **\$650,000**. (*Id.* at  
3 19.) In fact, between 2015 and 2019, U.S. Soccer paid **\$16 million more** to the WNT  
4 players and their union than it paid to the MNT players and their union. (*Id.* at 14.) Even  
5 setting aside all the money paid to the teams' respective unions and all the money paid to  
6 WNT players as "NWSL salary" and NWSL playoff bonuses, U.S. Soccer still paid the  
7 WNT players **\$6 million more** than it has paid the MNT players. (*Id.* at 16.) These facts  
8 alone should result in the dismissal of Plaintiffs' pay discrimination claims.

9 Plaintiffs, however, contend that these facts should be ignored because, they allege,  
10 U.S. Soccer pays WNT players less than MNT players "on a per game basis." (Dkt. 1 ¶  
11 64.) Along these lines, Plaintiffs have argued that an employer may not pay a man twice  
12 as much per hour to do the same job as a woman, just because the woman earns more  
13 money overall by working twice as much, (Dkt. 70 at 2, 4), but the undisputed facts show  
14 that this is not the situation before the Court. As discussed in Section II.C., *infra*,  
15 Plaintiffs and the MNT players have very different jobs, but beyond that, the undisputed  
16 facts demonstrate that ***U.S. Soccer has paid the WNT more than the MNT on a per***  
17 ***game basis, as well.*** (Irwin Dec. Ex. 1 at 16-21.)

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18 <sup>1</sup> Each Class Representative earned more than \$1 million, regardless of whether or not  
19 one includes (i) the value of benefits such as free medical insurance, (ii) the value of  
20 salaries and bonuses paid to WNT players by U.S. Soccer in connection with their play in  
21 the NWSL, or (iii) any of the money U.S. Soccer paid the WNTPA. (Irwin Dec. Ex. 1 at  
22 18-21.) In reality, all this should be included when calculating Plaintiffs' wages under  
23 relevant law. 29 C.F.R. § 1620.10 ("wages" generally includes all payments made to [or  
24 on behalf of] an employee as remuneration for employment") (brackets in original  
25 regulation). It is undisputed that all the money U.S. Soccer pays to Plaintiffs as "NWSL  
26 salary" or NWSL playoff bonuses is paid to them as remuneration for their employment  
27 with U.S. Soccer, and the payments U.S. Soccer makes to the WNTPA are no less  
28 Plaintiffs' wages than more traditional union dues withheld from an employee's  
paycheck and sent directly to their union. 29 C.F.R. § 531.40(c) (union dues paid by  
employer directly to a union are properly considered wages under the Fair Labor  
Standards Act).

1 Given these facts, Plaintiffs undoubtedly will shift the focus away from their “per  
2 game” theory and instead rely entirely on the argument that they would have earned more  
3 money than they actually did, if only they had been covered by the MNT’s collective  
4 bargaining agreement. This argument, however, is contrary to law and should be rejected  
5 based on the undisputed facts of this case. The law addresses an employer who pays an  
6 employee of one sex “at a rate less than the rate [it] pays wages to employees of the  
7 opposite sex.” 29 U.S.C. § 206(d). “The term wage ‘rate’ . . . refers to *the standard or*  
8 *measure by which an employee’s wage is determined.*” 29 C.F.R. § 1620.12 (emphasis  
9 added). Although Plaintiffs seek to compare themselves to a woman who earns \$10 per  
10 hour while her male counterpart earns \$20 per hour, (Dkt. 70 at 2), the compensation  
11 structures of the WNT and the MNT cannot be compared this way because they are  
12 fundamentally different, as a result of separate collective bargaining by each team.

13 U.S. Soccer pays fixed salaries to the Class Representatives and other WNT players,  
14 independent of how often they play for the team (even when they do not play at all), and  
15 it also pays the players certain bonuses for succeeding in various competitions. (King  
16 Dec. Ex. 5 at 14-15, 19, 23-24.) MNT players, in contrast, receive a series of varying flat  
17 fees and performance bonuses, if and only when they actually play soccer for the team.  
18 (King Dec. Ex. 1 at Ex. A.) This important difference exists regardless of why players on  
19 either team end up missing games (e.g., injury, coach’s decision, or personal reasons).  
20 (King Dec. Ex. 1 at Ex. A, Ex. 5 at 14-15, 19, 23-24.) The WNTPA also negotiated a  
21 signing bonus that U.S. Soccer paid directly to the WNT players in 2017, something  
22 MNT players did not receive. (King Dec. ¶ 8.)

23 In addition, U.S. Soccer provides health insurance benefits to the Class  
24 Representatives and other WNT players and pays them salaries and playoff bonuses  
25 associated with their play in the NWSL. (King Dec. Ex. 4, 5.) The NWSL salaries and  
26 bonuses are paid to WNT players in their capacity as U.S. Soccer employees, and this is  
27 required by the same collective bargaining agreement establishing all their other  
28 compensation from U.S. Soccer. (*Id.*) Moreover, U.S. Soccer has always agreed that

1 Plaintiffs’ “WNT salaries” would automatically increase (up to 50%) if the NWSL ceases  
2 to exist. (*Id.*) MNT players receive none of these things from U.S. Soccer.<sup>2</sup> (King Dec. ¶  
3 8, Ex. 1.)

4 Furthermore, WNT players and MNT players receive their compensation for doing  
5 different work. Even setting aside their compensation for play in the NWSL, during the  
6 class period WNT players have been compensated for playing in friendly games, the  
7 Olympics and its associated qualifying tournament, two FIFA Women’s World Cups, and  
8 one World Cup qualifying tournament. (Gulati Dec. ¶ 23, 30, 33, 41-42; King Dec. Ex.  
9 18.) During the same time, MNT players have been compensated for playing in friendly  
10 games, one FIFA World Cup qualifying tournament, three Gold Cups, the CONCACAF  
11 Cup, the Concacaf Nations League, and Copa America Centenario. (Gulati Dec. ¶ 24-28,  
12 31-32, 34-35, 40; King Dec. Ex. 19.)

13 Given the two teams’ fundamentally different pay structures, which apply to different  
14 competitions, the two teams do not have a parallel standard or measure of pay (i.e.,  
15 “wage rate”) that can be directly compared for purposes of the anti-discrimination laws,  
16 so the Court must look at their comparative total compensation. *Huebner v. ESEC, Inc.*,  
17 No. CV 01-0157-PHX-PGR, 2003 U.S. Dist. LEXIS 28289, \*7-8 (D. Ariz. March 26,  
18 2003) (plaintiff could not establish pay discrimination because “her total compensation  
19 for the relevant time period was greater than that of any male”); *Marting v. Crawford &*  
20 *Co.*, 203 F. Supp. 2d 958, 996 (N.D. Ill. 2002) (plaintiff could not establish pay  
21 discrimination even though her base salary was lower than her male comparator because  
22 her total compensation was higher); *Bertotti v. Philbeck, Inc.*, 827 F. Supp. 1005, 1009-  
23 10 (S.D. Ga. 1993) (comparing total compensation paid to plaintiff and male comparator  
24 and concluding: “Bertotti’s actual wages received were, therefore, greater than either  
25 comparator, and her EPA claim must fail”); *Gallagher v. Kleinwort Benson Gov’t Sec.*,  
26

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27 <sup>2</sup> Again, this is to say nothing of all the money U.S. Soccer has paid to the WNTPA over  
28 the past five years, which also constitute Plaintiffs’ “wages.” 29 C.F.R. § 1620.10; 29  
C.F.R. § 531.40(c).

1 *Inc.*, 698 F. Supp. 1401, 1404 (N.D. Ill. 1988) (female trader at securities firm could not  
2 sue over her lower base salary because her total compensation was higher than any male  
3 comparator); *Mitchell v. Developers Diversified Realty Corp.*, No. 4:09-CV-224, 2010  
4 WL 3855547, \*5 (E.D. Tex. Sept. 8, 2010) (the EPA “requires that Plaintiff receive total  
5 compensation at least equal to male employees with equal performance”).<sup>3</sup>

6 Because Plaintiffs and their alleged comparators (the MNT) receive compensation that  
7 includes different components for different work that do not correlate to a common  
8 denominator, the law requires the Court to compare their total compensation for purposes  
9 of determining whether Plaintiffs can clear the most basic hurdle in a pay discrimination  
10 lawsuit—showing that they are paid less than male employees. U.S. Soccer has paid the  
11 WNT more than the MNT in both total compensation and on a per-game basis, (Irwin  
12 Dec. Ex. 1 at 13-21), and this fact alone is fatal to Plaintiffs’ pay discrimination claims.

13 **B. Plaintiffs Do Not Work in the Same Establishment as the MNT.**

14 The EPA applies only to employees working in the same “establishment,” 29 U.S.C. §  
15 206(d)(1), and while Title VII does not contain the same language, it is well established  
16 that discrimination generally may be inferred only from disparate treatment of similarly-  
17 situated individuals. *See Griffin v. Boeing Co.*, 678 F. App’x 588, 589 (9th Cir. 2017) (a  
18 motion for summary judgment hinges on the relative treatment of similarly situated  
19 employees of different genders). In this regard, a materially distinguishing factor between  
20 Plaintiffs and MNT players for Title VII purposes, as well as EPA purposes, is the  
21 separation of their workplaces. *Grosz v. Boeing Co.*, 455 F. Supp. 2d 1033, 1041 (C.D.  
22 Cal. 2006) (employees’ locations of business are material facts when determining  
23 whether male and female employees are similarly situated). Because Plaintiffs and the  
24 MNT work in separate establishments, U.S. Soccer is entitled to summary judgment.

25  
26 <sup>3</sup> On the facts presented here, cases such as *Bence v. Detroit Health Corp.*, 712 F.2d  
27 1024, 1027-28 (6th Cir. 1983), *EEOC v. Kettler Bros. Inc.*, 846 F.2d 70, 1988 WL 41053,  
28 \*3 (4th Cir. 1988) (unpub.), and *Ebbert v. Nassau Cnty.*, No. 05-CV-5445 (FB)(AKT),  
2009 WL 935812, \*2-3 (E.D.N.Y. Mar. 31, 2009), ultimately cannot aid Plaintiffs.



1 The term “establishment” refers to a “distinct physical place of business as opposed to  
2 an entire business or enterprise.” *A.H. Phillips, Inc. v. Walling*, 324 U.S. 490, 496 (1945).  
3 On rare occasions, courts have expanded the term to encompass multiple physical  
4 locations, but they “have consistently rejected the extension of the statutory establishment  
5 requirement to separate offices of an employer that are geographically and operationally  
6 distinct.” *Foster v. Arcata Assocs., Inc.*, 772 F.2d 1453, 1464 (9th Cir. 1985).

7 The undisputed facts show that the WNT and MNT are both geographically and  
8 operationally distinct. They play in different venues in different cities (and often different  
9 countries), competing in separate competitions against completely different pools of  
10 opponents. (King Dec. Ex. 18-21.) The day-to-day functions of the team are overseen by  
11 separate Head Coaches, coaching staffs, and Team Administrators. (King Dec. ¶ 3-4.)  
12 The Head Coach of each team determines who plays on the team, and (obviously) the  
13 players do not interchange between the teams or play with each other. (King Dec. ¶ 3;  
14 Gulati Dec. ¶ 62.) Plaintiffs cannot counteract all these facts merely by noting that their  
15 compensation was set by a common decision-maker. *See Renstrom v. Nash Finch Co.*,  
16 787 F. Supp. 2d 961, 965 (D. Minn. 2011) (fact that same person determined plaintiff’s  
17 and alleged comparator’s compensation could not overcome “the ordinary and well  
18 settled rule that physically distinct locations are different establishments for purposes of  
19 the EPA”; otherwise, “just about any corporation with a hierarchical management  
20 structure and a functioning human-resources department would find itself defined as a  
21 single establishment”) (internal quotations omitted). Because Plaintiffs and MNT players  
22 work in physically separate, operationally distinct workplaces, the Court should enter  
23 summary judgment for U.S. Soccer on Plaintiffs’ pay discrimination claims.

24 **C. Plaintiffs and MNT Players Do Not Perform Equal Work on Jobs**  
25 **Requiring Equal Skill, Effort, and Responsibility Under Similar**  
26 **Working Conditions.**

27 Comparing the MNT and WNT, Plaintiff Rapinoe acknowledged: “Our pay structure  
28 is different. We play different games. We’re different rankings in the world. Like, it’s just

1 apples and oranges.” (Rapinoe Ex. 29.) Indeed it is, and this is one reason why it is lawful  
2 to pay the two teams differently. Plaintiffs argue that the law requires U.S. Soccer to pay  
3 them the same amount of money it would have paid the MNT if the MNT had won two  
4 FIFA World Cups and 80% of its friendlies against the most elite male soccer players in  
5 the world (a feat neither the MNT nor the WNT has achieved). (King Dec. Ex. 18, 19.) At  
6 the same time, Plaintiffs do not argue that they must give up their pay for the Olympics,  
7 even though U.S. Soccer does not pay its male athletes for Olympic competition. (King  
8 Dec. ¶ 10-11.) There is no precedent for what Plaintiffs are seeking, for it is not the law.  
9 The WNT and the MNT play in fundamentally different worlds, and the WNT has been  
10 paid more than the MNT based on the results of their own contract negotiations and their  
11 own on-field play within their own separate realm of competition. Meanwhile, Plaintiffs  
12 do not contend that they would have had the same on-field success if they had played in  
13 the MNT’s world instead of their own. U.S. Soccer is entitled to summary judgment  
14 because the WNT and the MNT perform substantially different work.

15 Title VII and the EPA are not “comparable worth” statutes. *AFSCME v. State of*  
16 *Washington*, 770 F.2d 1401, 1404 (9th Cir. 1985) (rejecting comparable worth theory  
17 under Title VII); *Spencer v. Virginia State Univ.*, 919 F.3d 199, 204 (4th Cir. 2019) (EPA  
18 “does not provide courts with a way of evaluating whether distinct work might have  
19 ‘comparable’ value to the work the plaintiff performed”); *Sims-Fingers v. City of*  
20 *Indianapolis*, 493 F.3d 768, 771 (7th Cir. 2007) (“comparable pay” for “comparable  
21 worth” is not a cognizable theory under Title VII); *Lemons v. City & Cty. of Denver*, 620  
22 F.2d 228, 229 (10th Cir. 1980) (rejecting “comparable worth” theory and holding that an  
23 employer may set compensation differently across genuinely different work  
24 classifications in good faith). “The comparable worth theory . . . postulates that sex-based  
25 wage discrimination exists if employees in job classifications occupied primarily by  
26 women are paid less than employees in job classifications filled primarily by men, if the  
27 jobs are of equal value to the employer, though otherwise dissimilar.” *AFSCME*, 770  
28 F.2d at 1404. Because the undisputed facts show that the MNT and WNT perform

1 substantially different work, Plaintiffs are effectively presenting the Court with a  
2 “comparable worth” argument that has long been rejected by the Ninth Circuit and other  
3 circuits as inconsistent with the governing statutes Congress has passed.

4 The Ninth Circuit instructs that courts must analyze “[a]ctual job performance and  
5 content, rather than job descriptions, titles or classifications,” to determine if the  
6 performance requires equal skill, effort, and responsibility. *Spaulding v. Univ. of*  
7 *Washington*, 740 F.2d 686, 699 (9th Cir. 1984) (female faculty members did not perform  
8 work substantially equal to male faculty). Consequently, Plaintiffs’ *prima facie* case  
9 cannot rest on the fact that the WNT and MNT are both the senior level national teams in  
10 their respective spheres of competition. *Kob v. Cty. of Marin*, 425 F. App’x 634, 635 (9th  
11 Cir. 2011) (“The mere fact that the two positions may be at the same level in the  
12 organizational hierarchy is not sufficient to make out an Equal Pay Act claim.”)

13 The WNT and MNT play in completely separate universes of international  
14 competition. During the class period, the WNT has competed in friendlies, the Olympics,  
15 and the FIFA Women’s World Cup against other senior women’s national teams, and all  
16 those matches took place in Europe, Brazil, Canada, and the United States. (King Dec.  
17 Ex. 18, 20.) By contrast, the MNT has competed in the FIFA World Cup qualifying  
18 process, three Gold Cups, the CONCACAF Cup, the Concacaf Nations League, Copa  
19 America Centenario, and friendlies against different teams than the WNT faces, and the  
20 team played those games in Mexico, Central America, and the Caribbean, in addition to  
21 Europe, Canada, and the United States. (King Dec. Ex. 19, 21.) Not only do they play  
22 against different opponents in different competitions in different locations, but the FIFA  
23 World Cup is considered to be the most watched sporting event in the world, with over a  
24 billion more people watching it than the FIFA Women’s World Cup. (Gulati Dec. ¶¶21-  
25 22, Ex. 2-7.) Meanwhile, the MNT’s participation in the FIFA World Cup has the  
26 potential to generate tens of millions more in prize money revenue for U.S. Soccer than  
27 the WNT’s participation in the FIFA Women’s World Cup. (Gulati Dec. ¶¶ 50-55, Ex. 7-  
28 11.) This alone prevents the two jobs from being compared for pay discrimination



1 purposes. *Stanley v. Univ. of S. Cal.*, 13 F.3d 1313, 1321-23 (9th Cir. 1994) (“We are also  
2 of the view that the relative amount of revenue generated should be considered in  
3 determining whether responsibilities and working conditions are substantially equal.”);  
4 *Weaver v. Ohio State University*, 71 F. Supp. 2d 789, 800 (S.D. Ohio 1998) (plaintiff’s  
5 coaching job was not equal to male coach’s job because his sport was more popular and  
6 generated more revenue), *aff’d*, 191 F.3d 1315 (6th Cir. 1999). Additionally, the  
7 qualifying process for the men’s tournament requires more games over a substantially  
8 longer period of time, 50% of the men’s qualifying process occurs outside the United  
9 States (compared to the entirely domestic women’s qualifying tournament), and 25%  
10 more teams qualify for the men’s tournament. (Gulati Dec. ¶ 56-61.) In short, as a matter  
11 of undisputed fact, the two teams play in different worlds, which is not the province of  
12 the pay discrimination laws. *Wheatley v. Wicomico Cty., Maryland*, 390 F.3d 328, 333-34  
13 (4th Cir. 2004) (even though directors employed at defendant bear the same type of job  
14 responsibilities, “on a day-to-day basis, they work in ‘different world[s]’”).

15 It must also be acknowledged that senior men’s and women’s international soccer  
16 require different levels of certain fundamental physical skills central to the game (e.g.,  
17 speed and strength), which is why FIFA requires separate-sex teams in the first place,  
18 (Lloyd Ex. 15; Rapinoe Ex. 29; Gulati Dec. ¶ 62 ), and no one is arguing that this sex-  
19 based separation, which is designed to ensure women a fair opportunity to play and  
20 compete, is unlawful (which it would be in almost any other circumstance). 42 U.S.C. §  
21 2000e-2(a)(2) (making it unlawful for an employer to “segregate . . . employees . . . in  
22 any way which would deprive or tend to deprive any individual of employment  
23 opportunities . . . because of such individual’s ... sex”). The Ninth Circuit has recognized  
24 that requirements for different physical skills matter when considering allegations of sex-  
25 based pay discrimination. In *Ruffin v. Los Angeles Cty.*, 607 F.2d 1276, 1278 (9th Cir.  
26 1979), the court held that the different physical requirements of deputy sheriff and  
27 corrections officer positions and different upper age limits were some of the  
28 “uncontroverted factual differences” between the positions precluding the EPA from

1 applying. So too, here, the substantially different physical requirements of playing soccer  
2 for the WNT versus MNT—which Plaintiffs do not dispute—defeat Plaintiffs’ claims  
3 that they are engaged in equal work requiring equal skill under the law. As Plaintiff Carli  
4 Lloyd concedes, “It’s a different game” because “men are bigger, stronger, faster,” and  
5 “[w]e often play against U[nder] 16 boys teams and that is about as old as we can go.”  
6 (Lloyd Ex. 15.) Because of these physical differences, men are *prohibited* from playing  
7 in women’s international competitions. (Gulati Dec. ¶ 62.) Given the different physical  
8 skills required to compete against the MNT’s opponents, Plaintiffs’ pay discrimination  
9 claim must fail. To ignore these real differences between the two jobs would be to  
10 analyze whether the jobs are “proportional” in “skill level,” which the law does not  
11 permit. *Sims-Fingers*, 493 F.3d at 771-72.

12 The fact that playing for the MNT requires a different level of speed and strength, the  
13 fact that the WNT and MNT never play against the same opponents, and the fact that they  
14 play in a completely separate set of competitions are not merely technical differences.  
15 Rather, these undisputed facts go to the core of Plaintiffs’ claim. This is not a case in  
16 which the employer paid women less than men for performing the same work. Rather,  
17 U.S. Soccer paid the WNT *more* than it paid the MNT, in total compensation and on a  
18 per-game basis, pursuant to a unique compensation structure negotiated with them in  
19 good faith to fit their particular circumstances. It would be improper as a matter of law to  
20 modify the parties’ collective bargaining agreement to retroactively increase certain  
21 aspects of Plaintiffs’ compensation to match the money a different team hypothetically  
22 could have earned for succeeding against different opponents in different competitions  
23 that generate significantly more revenue.

24 **D. Any Pay Differential Results From Factors Other Than Sex.**

25 Even if Plaintiffs could show that they were paid less than the MNT for performing  
26 equal work under the law, it is undisputed that Plaintiffs’ compensation arrangement with  
27 U.S. Soccer is driven by at least two factors other than sex: (1) the various trade-offs  
28 negotiated by Plaintiffs in the course of collective bargaining and (2) the significant

1 differential in revenue-generation potential between the separate games in which the two  
2 teams play. U.S. Soccer is entitled to summary judgment based on these undisputed facts.

3 **1. Plaintiffs' Pay Resulted from Compromises in Bargaining.**

4 In the course of collective bargaining between the WNTPA and U.S. Soccer, the union  
5 insisted on a different pay structure from the one found in the MNT's collective  
6 bargaining agreement, and both parties made compromises in bargaining. As a result, the  
7 union obtained multiple compensation terms and other contract provisions that (i) do not  
8 appear in the MNT's agreement, (ii) are valuable to WNT players, and (iii) represent a  
9 clear monetary cost to U.S. Soccer. This negotiation process, which led to the WNT  
10 having a different overall compensation structure from the MNT, is a legitimate "factor  
11 other than sex" requiring the dismissal of Plaintiffs' pay discrimination claims.

12 "There is no question that the decisions made as a result of negotiations between  
13 union and employer are made for legitimate business purposes; thus, a wage differential  
14 resulting from status as a union member constitutes an acceptable 'factor other than sex'  
15 for purposes of the Equal Pay Act." *Perkins v. Rock-Tenn Servs., Inc.*, 700 F. App'x 452,  
16 457 (6th Cir. 2017) (affirming summary judgment for employer); *Grosz*, 455 F. Supp. 2d  
17 at 1045 (plaintiff subject to a CBA cannot be compared to non-union employees with  
18 separate pay scales); *Diamond v. T. Rowe Price Assocs., Inc.*, 852 F. Supp. 372, 396 (D.  
19 Md. 1994) (employee who separately negotiated to be paid a salary with "little or no  
20 annual bonus" did not later have a pay discrimination claim when she did not receive  
21 incentive compensation that male employees received).

22 The same principle applies in this case, where Plaintiffs are, by their choice, the only  
23 employees represented by their union, the MNT is represented by a different union, and  
24 Plaintiffs' unique compensation structure results from a collective bargaining process  
25 during which Plaintiffs insisted on a different compensation structure than the one  
26 contained in the MNT's collective bargaining agreement. (Gulati Ex. 14; King Dec. Ex.  
27 6, 8, 13; Langel Dep. 73-77; King Dec. ¶ 7, 12, 29-30.) To hold otherwise would be  
28 contrary to foundational principles of labor law, which permit employees to organize into

1 a bargaining unit of their own choosing (here, a separate unit for the WNT alone) and  
2 then require their employer to bargain with that union in good faith in an effort to reach  
3 an overall agreement covering wages, hours, and terms and conditions of employment for  
4 the employees in *that* bargaining unit. 29 U.S.C. §§ 158(d), 159(a). Allowing Plaintiffs to  
5 organize into a union exclusive unto themselves, to negotiate a comprehensive  
6 employment arrangement through that union, to thereby achieve various compensation  
7 terms and other terms more favorable than those enjoyed by the MNT players, and *then*  
8 to claim that any provisions less favorable than the MNT's contract constitute sex  
9 discrimination would upend federal labor law.

10 To be clear, during negotiations for the 2013-2016 collective bargaining agreement,  
11 the WNTPA never asked for the compensation terms it now wants the Court to impose on  
12 U.S. Soccer. (Gulati Dec. ¶ 73; Langel Dep. 71-73.) The union, however, did seek  
13 various contract terms not afforded to MNT players, such as: (1) fixed WNT salaries, to  
14 be paid regardless of how often the player plays; (2) an additional salary for playing in  
15 the women's professional league; (3) salary continuation during periods of injury; (4)  
16 severance benefits; (6) insurance benefits; and (7) childcare assistance. (King Dec. Ex. 1,  
17 8.) The union achieved each of those objectives, and those terms remained in effect  
18 during 2015 and 2016, covering the first portion of the class period in this case. (Langel  
19 Dep. 73-77; King Dec. ¶ 14, Ex. 4.) The resulting inability to compare wage "rates"  
20 between the two teams, and any pay differential between them, is indisputably the result  
21 of the collective bargaining process, not sex discrimination.

22 Moreover, the 2013-2016 contract included the following provision, suggested by the  
23 union's Executive Director: "If in any calendar year, the ratio of aggregate compensation  
24 of women's national team players to the aggregate revenue from all women's national  
25 team games . . . is less than the ratio of the aggregate revenue from all men's national  
26 team games . . . then U.S. Soccer will make a lump sum payment to the women's national  
27 team player pool to make the ratios equal." (Langel Ex. 25.) No such provision exists in  
28 the MNT agreement. (King Dec. Ex. 1.) Unlike Plaintiffs' various fiction-based legal

1 theories, *this* contract language actually provided a “wage rate” with a common  
2 denominator that could be compared between the two teams (a compensation-to-revenue  
3 ratio), it was requested by the WNTPA, and it provided that the WNT would receive *at*  
4 *least* equal pay by this measure. This collectively bargained contract provision, alone,  
5 should result in the dismissal of all Plaintiffs’ pay discrimination claims pertaining to the  
6 period covered by the 2013-2016 collective bargaining agreement.

7 In contrast to the 2012-2013 negotiations, during the 2016 negotiations for a new  
8 agreement, the union’s new Executive Director explicitly demanded what he termed  
9 “equal pay.” (Nichols Ex. 33.) His contract proposals, however, show that this meant  
10 something much different (and far more expensive) than “the same contract terms as the  
11 MNT.” His initial contract demand sought the same bonuses for friendly matches found  
12 in the MNT’s agreement and the same bonus structure for the Women’s World Cup that  
13 the MNT had for their World Cup, but it also sought the following additional items not  
14 found in the MNT’s agreement: (1) a \$4.2 million payment for certain rights to use player  
15 likenesses; (2) \$150,000 annual WNT salaries and \$100,000 annual NWSL salaries for  
16 24 players, regardless of whether or how often they played; (3) contributions to a 401(k)  
17 retirement account; (4) lifetime long-term disability insurance; (5) retiree health  
18 insurance; (6) an additional \$3 million payment for playing a three-game “Victory Tour”  
19 after winning the Women’s World Cup; (7) another \$3 million payment for a three-game  
20 post-Olympics Victory Tour; and (8) the annual salary, benefits, and travel  
21 accommodations for a full-time paid childcare professional for every player with a child.  
22 (King Dec. Ex. 6.) He later lowered his salary demand from \$150,000 to \$100,000 but  
23 simultaneously demanded that the number of players receiving this guaranteed salary  
24 should be 30, rather than 24. (King Dec. Ex. 8.)

25 U.S. Soccer countered these proposals with a “pay-to-play” proposal in the same  
26 general structure as the MNT agreement. (King Dec. ¶ 22, Ex. 7.) In other words, there  
27 would be no salary, and players would be paid only when they played for the team. (King  
28 Dec. Ex. 7.) U.S. Soccer’s opening proposal included the same basic per-game

1 appearance fee for friendlies as the one found in the MNT agreement, but it contained  
2 lower bonuses for winning and drawing friendlies and lower bonuses associated with  
3 World Cup play. (King Dec. Ex. 7.) This proposal included lower bonuses for friendlies  
4 and World Cup play because (i) it was an opening offer, and U.S. Soccer anticipated  
5 needing to increase its offer over the course of negotiations to achieve compromise with  
6 the union over its demands, (ii) WNT friendlies historically generated lower per-game  
7 revenue than MNT friendlies, and (iii) FIFA pays much higher prize money for the men's  
8 World Cup. (King Dec. 21, Ex. 7; Gulati ¶ 70, 77.)

9 No one can say what an eventual “pay-to-play” contract may have looked like because  
10 the union refused to negotiate one; instead, it responded to U.S. Soccer's opening  
11 proposal by reiterating the demand for a completely different structure, with “at least 30  
12 WNT Players be signed to annual Player Contracts,” ensuring them at least \$100,000 in  
13 base compensation per year, regardless of how much they played, along with the same  
14 bonus structure as the MNT for friendlies. (King Dec. Ex. 8; Gulati Dec. ¶ 79-80;  
15 Rapinoe Dep. 223.) At the same time, the union did not drop its other initial demands.  
16 (King Dec. ¶ 28, 30, Ex. 8.)

17 The WNT players replaced the union's Executive Director while these competing  
18 proposals were on the bargaining table, and with new union leadership in place, the  
19 parties promptly moved down a path of negotiations that involved a hybrid of annual  
20 salaries for some players, flat fee game appearances for others, and performance bonuses  
21 for both categories. (King Dec. ¶ 31, 33, Ex. 13-17.) In addition, U.S. Soccer proposed  
22 three new “partnership” bonuses that would pay out additional money based on achieving  
23 certain targets in sponsorship revenue, television ratings, and enhanced attendance—three  
24 items not found in the MNT agreement at all. (King Dec. ¶ 8, 37, Ex. 1, 12.) From there,  
25 the parties traded proposals and made compromises within this overall structure. (Roux  
26 Dep. 46-49, Ex. 29; Langel Ex. 14-15, 19-21, 23; Gulati Dec. ¶ 79-80, Ex. 15; Rapinoe  
27 Dep. 223; King Dec. ¶ 33-44, Ex. 11, 12, 14-18.) Notably, when the salary commitments  
28 being proposed by the parties went down, the friendly bonuses climbed. (King Dec. Ex.



1 14-17.) No one can say how high they would have climbed if the union had foregone  
2 salaries altogether. (Gulati Dec. ¶ 79-80; Rapinoe Dep. 223.) Ultimately, the parties  
3 reached a final agreement within this basic structure, including annual \$100,000 WNT  
4 salaries, but also including a \$230,000 lump sum signing bonus paid to the players, a  
5 separate annual payment of \$350,000 paid to the WNTPA in exchange for certain rights  
6 to players' likenesses, and additional annual salaries paid to players for play in the  
7 NWSL—three more financial expenditures not included in the MNT agreement. (Roux  
8 Dep. 145; King Dec. ¶ 8, 10, 11, Ex. 5, pp. 5, 14-15, 19, 23-24; 29-35.) All told, this new  
9 agreement has paid the WNT and its union *more than 2.5 times as much* as the MNT and  
10 its union during its first three years. (Irwin Dec. Ex. 1 at 14.)

11 It is undisputed that U.S. Soccer bargained with an eye towards the overall cost of the  
12 collective bargaining agreement. (King Dec. ¶ 42; Gulati Dec. ¶ 79.) Not only did certain  
13 line items of compensation move upward when other items moved downward, but U.S.  
14 Soccer informed the union that the cost of certain items unique to the WNT's contract  
15 (e.g., single-occupancy hotel rooms, NWSL salaries, and the annual payment for likeness  
16 rights) affected how much U.S. Soccer was willing to pay in salaries and bonuses directly  
17 tied to on-field play for the WNT. (King Dec. ¶ 44, Ex. 14-17.) Furthermore, the  
18 collective bargaining agreement states that the union may unilaterally instruct U.S.  
19 Soccer at any time to pay any or all payments owed to the union to the players instead, as  
20 direct compensation. (King Dec. Ex. 5 at Art. 21.C.) The players have the authority under  
21 the union's constitution to do this, but they have not done so. (Roux Dep. 40, 143, Ex. 5.)

22 Having made all these choices in contract negotiations, and having achieved a contract  
23 that paid them, their teammates, and their union *more than \$25 million over the first*  
24 *three years of the contract*, compared to the \$11 million paid to the MNT over that same  
25 time, (Irwin Dec. Ex. 1 at 14), Plaintiffs cannot plausibly contend that their compensation  
26 arrangement reflects sex discrimination rather than the result of compromises made  
27 during collective bargaining—a legitimate factor other than sex.  
28

**2. Revenue Differentials Are a Legitimate Factor Other than Sex.**

Not only is the bargaining process itself a legitimate and undisputed factor other than sex that led to the different compensation arrangements at issue in this case, but U.S. Soccer repeatedly cited an independent factor other than sex during those negotiations—the difference in revenue (and potential revenue) generated by U.S. Soccer from the two teams’ matches. Courts have held that revenue generation is a legitimate factor other than sex justifying pay differentials between male and female employees. *Byrd v. Ronayne*, 61 F.3d 1026, 1034 (1st Cir. 1995) (employer had defense to pay discrimination claim where male attorney generated substantially greater revenues for the employer law firm than the female plaintiff); *Hodgson v. Robert Hall Clothiers*, 473 F.2d 589, 597 (3rd Cir. 1973) (even where male and female employees performed equal work and are legitimately separated by sex owing to the nature of the work, the employer lawfully paid the male employees more because the employer derived greater economic benefit from their work); *Bartges v. UNC Charlotte*, 908 F. Supp. 1312, 1327 (W.D.N.C.), *aff’d*, 94 F.3d 641 (4th Cir. 1996) (no pay discrimination against softball coach because other sports generated more revenue for the university).

The most significant differential in this instance (and the only one that certainly would not have been overcome in collective bargaining, no matter what the WNTPA had offered as a compromise) arises from the difference in prize money potential between the World Cup for men and the Women’s World Cup. In 2010, FIFA paid \$8 million in prize money to every soccer federation that qualified for the men’s World Cup and \$30 million to the winner. (Gulati Dec. Ex. 8.) In contrast, the winner of the 2011 Women’s World Cup received only \$1 million from FIFA. (Gulati Dec. Ex. 9.) These facts were known to U.S. Soccer when it negotiated the collective bargaining agreement establishing performance bonuses related to the 2015 Women’s World Cup. (Gulati Dec. ¶ 71.) In 2014, FIFA paid \$8 million to every soccer federation that qualified for the men’s World Cup and \$35 million to the winner. (Gulati Dec. Ex. 10.) In contrast, U.S. Soccer received only \$2 million from FIFA for winning the 2015 Women’s World Cup. (Gulati



1 Dec. Ex. 11.) These facts were known to U.S. Soccer when it negotiated the collective  
2 bargaining agreement establishing performance bonuses related to the 2019 Women's  
3 World Cup. (Gulati Dec. ¶ 76.) In 2018, FIFA paid \$38 million to the winner of the  
4 men's World Cup whereas the prize money for winning the 2019 Women's World Cup  
5 was only \$4 million. (Gulati Dec. ¶ 54, Ex. 12.) U.S. Soccer did not violate the law by  
6 agreeing to pay MNT players substantially higher bonuses if it could win a tournament  
7 that would pay U.S. Soccer exponentially more prize money, which in turn would cover  
8 the bonuses promised to the MNT players.

9 The revenue differentials are not limited to the two different World Cups, either.  
10 When U.S. Soccer executed the 2013 collective bargaining agreement, the WNT had just  
11 finished a four-year cycle (international soccer operates in four-year cycles) during which  
12 U.S. Soccer had generated less than \$15 million, in total, from all 78 WNT games. (Irwin  
13 Dec. Ex. 1 at 13.) During that same period, it had generated almost \$64 million from 69  
14 MNT games. (Irwin Dec. Ex. 1 at 13.) Similarly, when U.S. Soccer finished negotiating  
15 the 2017 contract, it had just finished a four-year cycle during which it generated \$55  
16 million from 91 WNT games while generating \$80 million from 77 MNT games. (Irwin  
17 Dec. Ex. 1 at 13.) It was not unlawful for U.S. Soccer to take these differentials into  
18 account. To be sure, the WNT's games have ended up generating more revenue during  
19 the last five years than the MNT's games, but this includes only one World Cup cycle for  
20 the MNT, compared to two for the WNT, and regardless, the WNT has been paid far  
21 more than the MNT during that time frame. (Irwin Dec. Ex. 1.) If the MNT had won two  
22 World Cups in that same time frame, U.S. Soccer would have received more than \$60  
23 million in additional FIFA prize money alone. (Gulati Dec. ¶ 54, Ex. 10.)

24 Fundamentally, U.S. Soccer agreed with the MNT to pay them more money if they  
25 could achieve success on the field that, in turn, would generate substantial revenues for  
26 U.S. Soccer, from which the payments to the MNT could be made. Although the WNT  
27 has achieved wonderful successes on the field, and U.S. Soccer is proud of those  
28 successes, it is undisputed that those successes have not generated the same revenue that

1 the same level of success by the MNT would have generated, and U.S. Soccer is not  
2 obligated by the anti-discrimination laws to “make up the difference” in the varying  
3 revenue streams. Accordingly, Plaintiffs’ pay discrimination claims should be dismissed.

4 **III. PLAINTIFFS’ TITLE VII CLAIMS RELATED TO ARTIFICIAL TURF**  
5 **AND AIR TRAVEL ALSO SHOULD BE DISMISSED.**

6 Aside from allegations surrounding compensation, the only concrete allegations of  
7 employment discrimination found in Plaintiffs’ Complaint are allegations about playing  
8 on artificial turf instead of grass and flying commercial airplanes instead of charter  
9 aircraft. These claims should be dismissed because Plaintiffs failed to exhaust their  
10 administrative remedies, and the claims have no merit in any event.

11 **A. Plaintiffs Failed To Exhaust Their Administrative Remedies.**

12 U.S. Soccer is entitled to judgment on Plaintiffs’ non-compensation claims because  
13 they failed to exhaust their administrative remedies. The EEOC charges filed by the four  
14 Class Representatives contain no allegations of discrimination in any respect other than  
15 compensation. (Egan Dec. Ex. 1.) A plaintiff does not “sufficiently exhaust[ ] . . .  
16 administrative remedies under Title VII by merely mentioning the word ‘discrimination’  
17 in his or her EEOC administrative charge.” *Freeman v. Oakland Unified Sch. Dist.*, 291  
18 F.3d 632, 637 (9th Cir. 2002) (“[T]he inquiry into whether a claim has been sufficiently  
19 exhausted must focus on the factual allegations made in the charge itself, describing the  
20 discriminatory conduct about which a plaintiff is grieving.”). Accordingly, Plaintiffs’  
21 non-compensation claims should be dismissed. *Id.* at 636.

22 **B. Plaintiffs Cannot Point To Any Evidence of Sex Discrimination.**

23 Even setting aside Plaintiffs’ failure to exhaust their administrative remedies,  
24 judgment should be entered for U.S. Soccer because Plaintiffs cannot establish that they  
25 suffered an adverse employment action *because of their sex*. 42 U.S.C. § 2000e-2(a)(1).  
26 The mere fact that Plaintiffs flew fewer charters or played more often on artificial turf  
27 does not give rise to an inference of sex discrimination because the two teams are not  
28 similarly situated. *Hawn v. Exec. Jet Mgmt., Inc.*, 615 F.3d 1151, 1156 (9th Cir. 2010) (a

1 *prima facie* case of sex discrimination requires “a plaintiff [to] show an inference of  
2 discrimination...through comparison to similarly situated individuals”).

3 To begin with, the WNT has flown charter flights for all team travel, including travel  
4 to friendly matches, ever since World Cup qualifying in October 2018. (King Dec. ¶ 46.)  
5 It also flew charters for team travel during the 2015 FIFA Women’s World Cup, Olympic  
6 qualifying in 2016, and the 2016 Olympic Games, with the exception of the initial flight  
7 to Brazil in 2016 because U.S. Soccer did not believe a charter flight to Brazil would  
8 have been a prudent expenditure of money at the time. (King Dec. ¶ 47.) Similarly, the  
9 MNT has taken charter flights to non-friendly games during the class period. (*Id.* ¶ 48.)

10 The remainder of the WNT’s schedule during the class period involved playing in  
11 friendlies, for which they did not fly charters until fall 2018. (*Id.* ¶ 49.) The MNT, in  
12 contrast, did fly a grand total of six charter flights to friendly matches during the class  
13 period. (*Id.*) Two of those flights were to and from Cuba (a country with limited  
14 commercial airline routes) in October 2016 for two matches four days apart, in between  
15 World Cup qualifiers (*Id.* ¶ 50.) One was a flight in June 2017 to a friendly in Utah five  
16 days before a World Cup qualifier in Colorado. (*Id.* ¶ 51.) One was a flight from pre-  
17 Gold Cup training camp in Nashville to East Hartford for a friendly to prepare for the  
18 Gold Cup. (*Id.* ¶ 52.) One was for a friendly in France against soon-to-be world champion  
19 France, a week after a friendly in Ireland, in June 2018. (*Id.* ¶ 53.) The last was a flight to  
20 a friendly against chief rival Mexico in Nashville in September 2018, just four days after  
21 a match against Brazil in the New York area and just a month before the WNT also began  
22 flying charters consistently. (*Id.* ¶ 54.) Each of these six charters was reserved owing to  
23 competitive need (preparing for an upcoming World Cup qualifier or Gold Cup match),  
24 an unusual location with limited commercial flights (Cuba), or the high-profile nature of  
25 the opponent (France and Mexico). (*Id.* ¶ 50-54.) These factors have nothing to do with  
26 sex and are legitimate, undisputed, non-discriminatory factors explaining any difference  
27 in flight accommodations that preclude Plaintiffs from succeeding on their Title VII  
28 claim, and Plaintiffs have offered no evidence to suggest that they are mere pretext for

1 sex discrimination. *Vasquez v. Cty. of Los Angeles*, 349 F.3d 634, 642 (9th Cir. 2003), as  
2 amended (Jan. 2, 2004) (“To show pretext using circumstantial evidence, a plaintiff must  
3 put forward specific and substantial evidence challenging the credibility of the  
4 employer’s motives.”).

5 When it comes to playing surfaces, neither team has played on artificial turf in a venue  
6 selected by U.S. Soccer since October 2017. (King Dec. Ex. 20-21, Def. Supp. Int. Ans.  
7 2.) Between January 1, 2016, and July 26, 2017, each team played on artificial turf one  
8 time when U.S. Soccer chose the venue for the game. (*Id.*) In addition, the WNT played  
9 on artificial turf seven times during the second half of 2015 and three times during the  
10 second half of 2017 in venues chosen by U.S. Soccer. (*Id.*) U.S. Soccer scheduled those  
11 games in venues with artificial turf fields for reasons that have nothing to do with sex, but  
12 with venue availability and the desire for the national team to play in different parts of the  
13 country. (*Id.*) To be sure, U.S. Soccer did pay to have temporary grass installed for an  
14 MNT match in one of these same stadiums in 2019, but again, neither team has played on  
15 artificial turf since 2017. (*Id.*) Furthermore, that match was the last preparatory match for  
16 the 2019 Gold Cup, which was played on grass. (*Id.*) As with their complaints about  
17 commercial flights, Plaintiffs cannot present any evidence calling into question the  
18 legitimate, non-discriminatory reasons U.S. Soccer has offered for playing on artificial  
19 turf more often with the WNT during late 2015 and 2017. *Vasquez*, 349 F.3d at 642.  
20 Plaintiffs’ Title VII claims should be dismissed.

#### 21 **IV. CONCLUSION**

22 Plaintiffs, through their self-selected and highly capable collective bargaining  
23 representatives, negotiated labor agreements that hedge against risk and provide more  
24 stability and security than the MNT’s labor agreement does, while also containing  
25 various other favorable terms not found anywhere in the MNT’s agreement (*e.g.*, medical  
26 insurance, a \$350,000 annual payment for intellectual property rights; three separate  
27 bonuses based on television ratings, attendance, and sponsorship revenue; a guaranteed  
28 number of single-occupancy hotel rooms while on the road; and payment of the players’

1 salaries while playing in their professional league). Now, in hindsight, knowing that they  
2 have made it through several years of the risk of career-ending injury, falling out of favor  
3 with the coach, being passed over for a younger and better player, or simply losing more  
4 games than they had hoped, Plaintiffs want the Court to let a jury selectively turn back  
5 the clock and rewrite their contract by forcing U.S. Soccer to pay them more money  
6 without having to take the risks presented by the MNT agreement—risks the MNT  
7 took—or having to forego any of the more favorable contract terms they achieved in  
8 collective bargaining. This, even though their contractual arrangement caused them to  
9 earn far more money than the MNT players, who put their compensation on the line  
10 against these risks and earned less as a result. Ultimately, Plaintiffs want the Court to  
11 force U.S. Soccer into paying them as though they negotiated a different contract, won  
12 competitions they did not play in, defeated opponents they never faced, and generated  
13 over \$60 million more in FIFA prize money for U.S. Soccer than they actually did. This  
14 is not the purpose of the anti-discrimination laws, which are designed to prevent  
15 employers from paying women less than men in exchange for virtually identical work,  
16 just because they are women. That did not happen here.

17 U.S. Soccer values all its athletes, including its WNT players, and it also values the  
18 collective bargaining process, during which U.S. Soccer and the players created an  
19 overall package of compensation, benefits, and other terms designed to meet the players'  
20 needs while enabling U.S. Soccer to fulfill its overall mission. Following ratification of  
21 the contract, one player (a union representative at the time and Plaintiff now) hailed the  
22 deal as “exactly what we thought was fair and what we thought should be in the CBA.”  
23 (Klingenberg Ex. 7.) Plaintiffs should not be allowed to use this lawsuit as a vehicle to  
24 selectively revise portions of that agreement. The lawsuit should be dismissed.

25 Respectfully submitted,

26 U.S. SOCCER FEDERATION, INC.

27 By: /s/ Brian Stolzenbach

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**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA**

ALEX MORGAN, et al.,

Plaintiffs,

v.

U.S. SOCCER FEDERATION, INC.,

Defendant.

Case No. 2:19-cv-01717-RGK-AGR

**DEFENDANT'S STATEMENT OF  
UNCONTROVERTED FACTS  
AND CONCLUSIONS OF LAW IN  
SUPPORT OF ITS MOTION FOR  
SUMMARY JUDGMENT**

Hearing: March 30, 2020 at 9:00 a.m.



Pursuant to Local Rule 56-1, Defendant U.S. Soccer Federation, Inc., submits the following Statement of Uncontroverted Facts and Conclusions of Law in Support of Its Motion for Summary Judgment.

**I. Uncontroverted Facts**

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
1.	The United States Soccer Federation, Inc. (“U.S. Soccer”) is, and has been at all relevant times, a not-for-profit corporation that has been granted tax-exempt status by the Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code.	Declaration of Sunil Gulati in Support of Defendant’s Motion for Summary Judgement (“Gulati Dec.”) ¶ 8.
2.	According to its by-laws in effect from September 1, 2012, until April 30, 2017, the purposes of U.S. Soccer during that period were: (1) to promote soccer in the United States, including national and international games and tournaments, soccer for women and men, indoor soccer and beach soccer; (2) to govern, coordinate, and administer the sport of soccer in the United States; (3) to provide for the continuing development of soccer players, coaches, referees, and administrators; (4) to provide for national cup competitions; and (5) to provide for the prompt and equitable resolution of grievances.	Gulati Dec. ¶ 9.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
3.	According to its current by-laws, in effect since May 1, 2017, the purposes of U.S. Soccer are: (1) to promote, govern, coordinate, and administer the growth and development of soccer in all its recognized forms in the United States for all persons of all ages and abilities, including national teams and international games and tournaments; (2) to provide for the continuing development of soccer players, coaches, referees and administrators; (3) to provide for national cup competitions; and (4) to provide for the prompt and equitable resolution of grievances.	Gulati Dec. ¶ 10.
4.	On July 6, 2019, Yahoo Sports soccer reporter Caitlin Murray accurately quoted Plaintiff Megan Rapinoe saying: “Our federation is case in point for funding the team very well. Obviously I’m the first to step up and fight with them and nudge them a little more but they have backed us tremendously. Compared to every other federation in the world, I don’t think it’s close. I think that’s a big reason we’ve been able to be as successful and	Deposition of Megan Rapinoe taken on January 16, 2020 (“Rapinoe Dep.”) 297:2-18, Rapinoe Dep. Ex. 32.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	as dominant as long as we have. We don't often give them kudos but that's definitely one I'm willing to give. They back the team in a very strong way and have pushed the game, not only in our country but around the world, to a level where, without that, we wouldn't be here in the world game. So I think they do deserve a tremendous amount of credit for that and we will continue to nudge them forward."	
5.	U.S. Soccer fields more than 20 national teams, including youth national teams at varying age levels, Para-7-a-side and extended national teams in the beach, futsal, and para-athlete categories, and the Senior Men's National Team (MNT) and the Senior Women's National Team (WNT).	Gulati Dec. ¶ 11.
6.	U.S. Soccer (1) selects, funds, trains, and manages the various United States national soccer teams; (2) supports a national development program for talented youth participants over the age of 14; (3) trains and licenses both coaches and referees at all levels of soccer; (4)	Gulati Dec. ¶ 12.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	supports a national training center in Carson, California; and (5) seeks to resolve disputes between and among its members.	
7.	U.S. Soccer has been recognized by the United States Olympic and Paralympic Committee (“USOPC”) as the national governing body and paralympic sports organization (“NGB”) for the sport of soccer under the Ted Stevens Olympic and Amateur Sports Act, 36 U.S.C. 220521.	Gulati Dec. ¶ 13.
8.	U.S. Soccer has fielded a women’s soccer team for purposes of trying to qualify for and ultimately win the Gold Medal in Olympic competition ever since the sport of women’s soccer was added to the Olympic Games for the 1996 Olympic Games in Atlanta. In fact, the team has qualified for the Olympic Games in Tokyo in 2020.	Gulati Dec. ¶ 19.
9.	U.S. Soccer has fielded a men’s soccer team for purposes of trying to qualify for and ultimately win the Gold Medal in Olympic competition ever since then, as well, and for even longer because men’s	Gulati Dec. ¶ 20.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	soccer has been an Olympic sport for a longer period of time. The team will compete in Olympic qualifiers later this year, in the hope of qualifying for the Olympic Games in Tokyo this summer.	
10.	U.S. Soccer is the national association member of the Federation Internationale de Football Association (“FIFA”) for the United States. There are 210 other national association members of FIFA, each representing a different nation or autonomous region of the world. Each national association member, as a condition of continuing membership, must, among other things, comply fully with the FIFA statutes, regulations, directives and decisions and ensure that their own members do the same.	Gulati Dec. ¶ 14.
11.	U.S. Soccer is also a member of the Confederation of North, Central America and Caribbean Association Football (“Concacaf”). There are 40 other members of Concacaf, each representing a different nation or autonomous region in North America, Central America, or the Caribbean.	Gulati Dec. ¶ 15.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
12.	As a member of FIFA and Concacaf, the Federation is, to the extent permitted by governing law, obliged to respect the statutes, regulations, directives, and decisions of FIFA and of Concacaf.	Gulati Dec. ¶ 17.
13.	Among their other activities, FIFA and Concacaf sponsor and organize soccer tournaments and other official competitions among their respective members.	Gulati Dec. ¶ 18.
14.	FIFA sponsors and organizes the FIFA World Cup, a tournament for senior men's national teams, and has done so every four years since 1930, with the exception of 1942 and 1946.	Gulati Dec. ¶ 21.
15.	Today, the FIFA World Cup is often described as the most popular sporting event in the world, based on the number of people in the world who watch it.	Gulati Dec. ¶ 21; Gulati Dec. Ex. 1.
16.	FIFA sponsors and organizes the FIFA Women's World Cup, a tournament for senior women's national teams, and has done so every four years since 1991.	Gulati Dec. ¶ 22.
17.	Billions more people across the globe watched the 2010 FIFA World Cup than watched the 2011 FIFA Women's World	Gulati Dec. ¶¶ 21, 22, Gulati Dec. Exs. 2-7.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Cup, billions more people across the globe watched the 2014 FIFA World Cup than watched the 2015 FIFA Women's World Cup, and billions more people watched the 2018 FIFA World Cup than watched the 2019 FIFA Women's World Cup.	
18.	U.S. Soccer has fielded a women's soccer team for purposes of trying to qualify for and ultimately win the FIFA Women's World Cup ever since the first such event in 1991.	Gulati Dec. ¶ 23.
19.	U.S. Soccer has fielded a men's soccer team for purposes of trying to qualify for and ultimately win the FIFA World Cup ever since then, as well, and for even longer because the World Cup for men has been played for a longer period of time.	Gulati Dec. ¶ 24.
20.	Concacaf sponsors and organizes the Gold Cup, which is a competition for senior men's national teams fielded by the members of Concacaf. It has done so every two years since 2003. Before that, the cadence of Gold Cup competitions was not as uniform.	Gulati Dec. ¶ 25.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
21.	U.S. Soccer has fielded a men’s soccer team for purposes of trying to win the Gold Cup in each year since 2003 and prior to that, as well.	Gulati Dec. ¶ 26.
22.	Between 2005 and 2017, FIFA sponsored and organized the FIFA Confederations Cup, which was a competition for senior men’s national teams, every four years. Before that, the cadence of Confederations Cup competitions was not as uniform. During the 2005-2017 period, the Confederations Cup was an eight-team tournament contested the year before the FIFA World Cup, held in the country that would be hosting the FIFA World Cup the following year. The participants typically were the reigning FIFA World Cup champion, the six reigning continental champions (e.g., in Concacaf, typically the reigning Gold Cup champion), and the host of the next year’s FIFA World Cup.	Gulati Dec. ¶ 27.
23.	In 2015, Concacaf organized the CONCACAF Cup, which was a single match contested by the United States and Mexico (winners of the 2013 and 2015	Gulati Dec. ¶ 28.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Gold Cups, respectively) for the right to play in the 2017 FIFA Confederations Cup.	
24.	Concacaf sponsors and organizes a tournament for senior women’s national teams. Since 2002, this tournament has also doubled as the Concacaf region’s qualifying tournament for either the FIFA Women’s World Cup or the Olympic Games. In contrast, the qualifying processes for the men’s FIFA World Cup and Olympic Games soccer tournament are separate and apart from the men’s Gold Cup.	Gulati Dec. ¶ 29.
25.	U.S. Soccer has fielded a women’s soccer team for purposes of trying to win Concacaf’s regional women’s championship (described in the preceding paragraph) every year since 2002 and prior to that, as well.	Gulati Dec. ¶ 30.
26.	La Confederación Sudamericana de Fútbol (“CONMEBOL”) is the continental governing body for the sport of soccer in South America. U.S. Soccer is not a member of CONMEBOL, but it has been invited by CONMEBOL to	Gulati Dec. ¶ 31.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	participate in its championship for its senior men's national teams, the Copa America, on some occasions in the past. In recent years CONMEBOL has invited teams from outside CONMEBOL to participate.	
27.	In 2017, Concacaf announced the first ever Concacaf Nations League, a competition for men's national teams to be contested from 2018-2020. U.S. Soccer has fielded a men's soccer team in this Nations League competition. The MNT has participated in this competition, advancing to the semifinals to be played later this year.	Gulati Dec. ¶ 32.
28.	For purposes of all the foregoing women's competitions, including the Olympics, U.S. Soccer fields the WNT.	Gulati Dec. ¶ 33.
29.	For purposes of all the foregoing men's competitions, except the Olympics, U.S. Soccer fields the MNT.	Gulati Dec. ¶¶ 34, 35.
30.	For the men's Olympic qualifying tournament, U.S. Soccer is required to field its Under 23 Men's National Team (U-23 MNT), i.e., the team may not include any players over the age of 23 (as	Gulati Dec. ¶ 36.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	measured by a certain date) for Olympic qualifying matches. U.S. Soccer also must use its U-23 MNT for matches in the Olympic Games if it qualifies, with the exception that the rules of the competition allow the teams that qualify for the Olympic Games to add three players over the age of 23 to their Olympic Games rosters.	
31.	In 2015 and 2016, the MNT included some players who were under the age of 23 and therefore eligible to play for the U-23 MNT in Olympic qualifiers during those years. For example, Jordan Morris played for the U-23 MNT in Olympic qualifiers in those years even though he had previously played in games for the MNT.	Gulati Dec. ¶ 37.
32.	In prior years when the U-23 MNT has qualified for the Olympic Games, U.S. Soccer has used players under the age of 23 who had previously played for the MNT and also added players over the age of 23 who had previously played for the MNT. For example, the men's roster for the 2008 Olympic Games included 36-	Gulati Dec. ¶ 38.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	year-old Brian McBride, who had by then played nearly 100 games with the MNT, and Benny Feilhaber, who qualified as a U-23 player but had played for the MNT in past, even scoring the game-winning goal for the MNT in the 2007 Gold Cup Final.	
33.	In 2020, the MNT includes some players who are also eligible to play for the U-23 MNT in its Olympic qualifiers scheduled for March and April 2020. In addition, all MNT players will be eligible to play for U.S. Soccer at the Olympic Games if the team qualifies (because any of the individuals over the age of 23 could be named as one of the three over-age players).	Gulati Dec. ¶ 39.
34.	In addition to playing in the previously described competitions, the MNT also plays senior men's national teams from other nations in international friendlies.	Gulati Dec. ¶ 40.
35.	In addition to playing in Olympics and the FIFA Women's World Cup (and their associated qualifying tournaments), the WNT also plays senior women's national	Gulati Dec. ¶ 41.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	teams from other nations in international friendlies.	
36.	Some of the friendly matches in which the WNT plays have been organized into a round-robin tournament format (e.g., the She Believes Cup, the Algarve Cup, and Tournament of Nations), but they are still considered international friendlies.	Gulati Dec. ¶ 42; Deposition of Meghan Klingenberg taken on February 7, 2020 (“Klingenberg Dep.”) 56:7-15; Deposition of Rebecca Roux taken on December 19, 2019 (“Roux Dep.”) 157:17-158:14; Roux Dep. Ex. 18; Roux Dep. 295:12-22; Roux Dep. Ex. 37
37.	International soccer at the senior men’s and women’s national team level is organized around four-year cycles known as “quads.” The men’s cycle runs from January 1 in the year after the FIFA World Cup through December 31 of the year of the next FIFA World Cup. The women’s cycle runs from the January 1 after the Olympics through December 31 of the year of the next Olympics. The last two quads for the men were 2011-2015 and 2015-2018. The current quad runs from 2019-2022. The last two quads for the women were 2009-2012 and 2013-	Gulati Dec. ¶ 43; Deposition of John Langel taken on November 21, 2019 (“Langel Dep.”) 19:10-20:16.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	2016. The current quad runs from 2017-2020.	
38.	U.S. Soccer receives no funding from the federal government.	Gulati Dec. ¶ 44.
39.	Although U.S. Soccer receives some revenue from other sources, more than half of its annual revenue typically comes from a combination of the following sources: (1) hosting soccer matches against other senior men's and women's national teams and generating revenue from ticket sales and other activities associated with putting on the event or receiving money from other soccer federations in exchange for agreeing to play in their countries, (2) money received for participating in tournaments organized or sponsored by FIFA, Concacaf, and CONMEBOL, and (3) agreements with Soccer United Marketing (SUM) and Nike according to which SUM pays U.S. Soccer for certain television broadcasting rights and both SUM and Nike pay U.S. Soccer for different bundles of intellectual property rights.	Gulati Dec. ¶ 45.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
40.	During the 2009-2012 WNT quad, U.S. Soccer earned less than \$15 million in revenue from 78 WNT games.	Declaration of Carlyn Irwin in Support of Defendant's Motion for Summary Judgment ("Irwin Dec.") ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Declaration of Praptika Raina in Support of Defendant's Motion for Summary Judgment ("Raina Dec.").
41.	During the same time period, U.S. Soccer earned more than \$60 million in revenue from 69 MNT games.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.
42.	During the 2013-2016 WNT quad, U.S. Soccer earned less than \$60 million from 91 WNT games.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.
43.	During the same time period, U.S. Soccer earned more than \$80 million from 77 MNT games.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; Raina Dec.
44.	In addition, in 2016 a subsidiary of U.S. Soccer organized and hosted the Copa America Centenario, a special 100th anniversary edition of the Copa America, co-sponsored by CONMEBOL and Concacaf. The subsidiary generated more than \$70 million in net income from this activity and contributed that money to U.S. Soccer. U.S. Soccer's Board of	Gulati Dec. ¶ 46.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Directors has approved a plan to spend those funds on various activities designed to further the mission of U.S. Soccer.	
45.	The MNT played in the Copa America Centenario and advanced to the semifinals. The unique opportunity to form a subsidiary to organize and host that tournament would not have existed if U.S. Soccer did not field a senior men's international soccer team.	Gulati Dec. ¶ 47.
46.	FIFA owns and monetizes all commercial rights associated with the FIFA World Cup and the FIFA Women's World Cup tournaments, such as television broadcast rights and the right to sell tickets to attend the games. The only revenue U.S. Soccer receives from such tournaments is in the form of money paid to U.S. Soccer by FIFA as a reward for qualifying for or succeeding in the tournament.	Gulati Dec. ¶ 48.
47.	U.S. Soccer, however, does own the broadcast rights and the right to sell tickets to certain FIFA World Cup qualifiers involving the MNT. It does not own the broadcast rights to the FIFA Women's World Cup qualifiers or the	Gulati Dec. ¶ 49.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	right to sell tickets to those games because the WNT qualifies through Concacaf's regional championship tournament, and Concacaf owns those rights.	
48.	For the 2010 FIFA World Cup, FIFA paid \$8 million in prize money to every soccer federation that qualified for the tournament and \$30 million to the tournament champion. The total amount of prize money available was \$348 million. U.S. Soccer received \$9 million because the MNT advanced to the Round of 16 that year.	Gulati Dec. ¶ 50, Gulati Dec. Ex. 8.
49.	For the 2011 FIFA Women's World Cup, FIFA awarded \$1 million in prize money to the winner. The total amount of prize money available in that tournament was \$6.4 million, and U.S. Soccer received \$800,000 because the WNT finished 2nd in the tournament.	Defendant's Supplemental Answers to Plaintiffs' Interrogatories served on January 31, 2020 ("Def. Supp. Int. Ans."), No. 5; Gulati Dec. ¶ 51, Gulati Dec. Ex. 9.
50.	For the 2014 FIFA World Cup, FIFA paid \$8 million in prize money to every soccer federation that qualified for the tournament and \$35 million to the tournament champion. The total amount	Def. Supp. Int. Ans., No. 5; Gulati Dec. ¶ 52; Gulati Dec. Ex. 10.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	of prize money available was \$358 million. U.S. Soccer received \$9 million because the MNT advanced to the Round of 16 that year.	
51.	In 2015, the WNT won the FIFA Women's World Cup, and U.S. Soccer received \$2 million in prize money from FIFA as a result. The total amount of prize money available in 2015 was \$15 million.	Def. Supp. Int. Ans. No. 5; Gulati Dec. ¶ 53, Gulati Dec. Ex. 11.
52.	In 2018, FIFA awarded \$38 million to the French Football Federation because France won the 2018 FIFA World Cup.	Gulati Dec. ¶ 54.
53.	In 2019, the WNT won the FIFA Women's World Cup, and U.S. Soccer will receive \$4 million in prize money from FIFA as a result.	Gulati Dec. ¶ 54, Gulati Dec. Ex. 12; Def. Supp. Int. Ans. No. 5.
54.	The 2014 FIFA World Cup was held in Brazil. The 2018 FIFA World Cup was held in Russia. Thirty-two senior men's national teams participated in each tournament.	Gulati Dec. ¶ 56.
55.	To qualify for the 2014 FIFA World Cup, the MNT first had to play two games each (home-and-away) against Jamaica, Guatemala, and Antigua & Barbuda over	Gulati Dec. ¶ 57.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	the course of four months in 2012 and then another two games each (home-and-away) against Mexico, Costa Rica, Honduras, Panama, and Jamaica over the course of eight months in 2013. The MNT finished in first place in each round and qualified for the 2014 FIFA World Cup.	
56.	To try to qualify for the 2018 FIFA World Cup, the MNT first had to play two games each (home-and-away) against Trinidad & Tobago, Guatemala, and St. Vincent & the Grenadines over the course of almost 10 months in 2015 and 2016 and then another two games each (home-and-away) against Mexico, Costa Rica, Panama, Honduras, and Trinidad & Tobago over the course of almost a year in 2016 and 2017. The MNT finished in first place in the initial round but in fifth place in the final round and, as a result, did not qualify for the 2018 FIFA World Cup. This was the first time since the mid-1980s that the MNT failed to qualify for the FIFA World Cup.	Gulati Dec. ¶ 58.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
57.	The 2015 FIFA Women’s World Cup was held in Canada. The 2019 FIFA Women’s World Cup was held in France. Twenty-four senior women’s national teams participated in each tournament.	Gulati Dec. ¶ 59.
58.	To qualify for the 2015 FIFA Women’s World Cup, the WNT had to play five games over the course of 12 days in October 2014, all in the United States.	Gulati Dec. ¶ 60.
59.	To qualify for the 2019 Women’s World Cup, the WNT had to play five games over the course of 14 days in October 2018, all in the United States.	Gulati Dec. ¶ 61.
60.	Plaintiff Kelley O’Hara testified that one reason it makes sense to pay her more for playing in the FIFA Women’s World Cup than for playing in the She Believes Tournament is the fact that there are more teams participating in the FIFA Women’s World Cup.	Deposition of Kelley O’Hara taken on January 17, 2020 (“O’Hara Dep.”) 172:24-173:15.
61.	O’Hara also testified that one reason it makes sense to pay her more for playing in the FIFA Women’s World Cup is because it is the most prestigious tournament in which she plays and that	O’Hara Dep. 173:16-174:1.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	this prestige comes in part from the number of teams involved.	
62.	<p>O'Hara testified as follows at her deposition:</p> <p>Q: "If the Men's National Team qualifies for the Olympics and [Deandre] Yedlin is named to the team and he is paid less for participating in the Olympics in 2020, will you be okay with that?"</p> <p>A: "Yeah."</p> <p>Q: "Okay. You will not consider that to be sex discrimination against Mr. Yedlin, will you?"</p> <p>A: "No, because again this is our full team. This is their full team. He is choosing to play for the U-23 team. He doesn't have to go play in the Olympics for no money. He's choosing to do that."</p> <p>Q: "So he will be playing under difference circumstances than you will be."</p> <p>A: "Yes, because it's a completely different tournament for the men and the women. One is the U-23 tournament for the men; one is a full-team tournament for the women."</p>	O'Hara Dep. 113:15-20; 113:23-114:1; 114:4-10; 114:12-15.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
63.	At all levels of its national team program, including its senior national teams, U.S. Soccer fields separate teams for males and females. This is required by FIFA's rules and regulations.	Gulati Dec. ¶ 62.
64.	The soccer played by the WNT is "a different game" from the soccer played by the MNT "in the sense that men are bigger, stronger, faster" and "there's no denying the science in that regard."	Deposition of Carli Lloyd taken on December 20, 2019 ("Lloyd Dep.") 103:19-105:5, Lloyd Dep. Ex. 15.
65.	In a written interview with a soccer reporter after Germany's senior men's national team won the 2014 FIFA World Cup and the WNT won the 2015 FIFA Women's World Cup, the reporter and Plaintiff Lloyd had the following exchange:  Q. The men's world champions are Germany. If an exhibition game was to be held between the USA women's team and the Germany men's team, what would the score be like, in your opinion? Is there a monumental difference between women's and men's soccer or would you be able to compete well with them?	Lloyd Dep. 103:18-104:5, 106:16-107:8, Lloyd Dep. Ex. 15.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	A. It would be extremely hard to play against Germany. Men are faster and stronger. We often play against U16 boys teams and that is about as old as we can go.	
66.	In comparing the MNT and WNT, Plaintiff Rapinoe stated in an interview with Pod Save America: “Our pay structure is different. We play different games. We’re different rankings in the world. Like, it’s just apples and oranges.”	Rapinoe Dep. 284:15-286:16; Rapinoe Ex. 29
67.	The WNT and MNT have different Head Coaches and separate coaching staffs reporting to each Head Coach.	King Dec. ¶ 3.
68.	The WNT and MNT have separate Team Administrators. Each Team Administrator manages all aspects of his or her team’s operations and logistics, such as team travel, hotels, meals, security, training fields, and stadium requirements. They also manage team operational expenditures, including but not limited to expenditures on hotels and ground and air transportation. Each Team Administrator is also responsible for overseeing the administration of	King Dec. ¶ 4.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	compensation to the team's players under the relevant collective bargaining agreement.	
69.	The Head Coach of the WNT determines which individuals play for the WNT.	King Dec. ¶ 3.
70.	The Head Coach of the MNT determines which individuals play for the MNT.	King Dec. ¶ 3.
71.	Since 2013, almost all MNT players have not only played for U.S. Soccer, but also have played for a club team in a professional soccer league, such as Major League Soccer in the United States, LigaMX in Mexico, the Eredivisie in the Netherlands, the Premier League in England, the Bundesliga in Germany, or one of several others leagues in Europe. There has been only one exception: Jordan Morris still was playing for Stanford University when he was first called in to play with the team in 2014.	King Dec. ¶ 5.
72.	Since 2013, most WNT players have not only played for U.S. Soccer, but also have played for a club team in a professional soccer league. A number of them, however, have been collegiate athletes like Jordan Morris was in 2014	King Dec. ¶ 6.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	when he was first called in to play with the MNT in 2014. The vast majority of those who were not collegiate athletes have played their club soccer between 2014 and the present in the National Women's Soccer League (NWSL), the top-tier professional women's soccer league in the United States. During that same time period, a much higher percentage of the MNT players (compared to the WNT players) have played their club soccer outside for teams in Europe.	
73.	Since 2015, the WNT has competed in friendlies, the Olympics (and associated qualifying matches), and the FIFA Women's World Cup (and associated qualifying matches) against other senior women's national teams, and all their matches took place in Europe, Canada, and the United States.	King Dec. ¶ 58-67; King Dec. Ex. 18.
74.	During the same period, the MNT did not compete in the Olympics at all but did compete in the Gold Cup, CONCACAF Cup, Copa America Centenario, FIFA World Cup qualifying matches, the	King Dec. ¶ 58-67; King Dec. Ex. 19.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Concacaf Nations League, and friendlies against other senior men's national teams and played those games in Central America, the Caribbean, Mexico, Europe, Canada, and the United States.	
75.	In the mid-1990s, U.S. Soccer voluntarily recognized the United States National Soccer Team Players Association (USNSTPA) as the exclusive representative of all MNT players for the purposes of collective bargaining under the National Labor Relations Act.	King Dec. ¶ 7.
76.	Mark Levinstein, a partner at the law firm of Williams & Connolly, has been the Acting Executive Director and General Counsel of the USNSTPA since its creation and has represented the USNSTPA during collective bargaining negotiations for each of its collective bargaining agreements with U.S. Soccer.	King Dec. ¶ 7.
77.	The USNSTPA and U.S. Soccer have executed a series of collective bargaining agreements since the 1990s covering the players on the MNT. The most recent collective bargaining agreement between the USNSTPA and U.S. Soccer was	King Dec. ¶ 8, King Dec. Ex. 1.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	executed on November 20, 2011. It remained in effect through December 31, 2018.	
78.	U.S. Soccer did not pay members of the MNT a signing bonus in conjunction with the negotiation of this agreement.	King Dec. ¶ 8.
79.	U.S. Soccer has continued to compensate its MNT players according to the terms of the 2011-2018 collective bargaining agreement ever since it expired, except that U.S. Soccer needed to determine, during 2019, how to compensate MNT players for playing in the 2019-2020 Concacaf Nations League. That competition did not exist when the 2011-2018 collective bargaining agreement went into effect, and the MNT did not begin playing in Concacaf Nations League matches until 2019.	King Dec. ¶ 9, King Dec. Ex. 2.
80.	Over the years, some individuals who have played on the MNT have also played on U.S. Soccer's Under-23 Men's National Team ("U-23 MNT") in Olympic qualifiers and the Olympic Games even after making it to the MNT, but those individuals have not been	King Dec. ¶ 10.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	covered by the collective bargaining agreement between the USNSTPA and U.S. Soccer while playing for the U-23 MNT. Aside from per diems, U-23 MNT players were not compensated for their play in Olympic qualifiers in 2015 and 2016, even if the player had previously played for the MNT. Aside from per diems, U.S. Soccer also has no plans to compensate U-23 MNT players for playing in Olympic qualifiers in 2020 or for playing in the Olympic Games in 2020, should they qualify, even if those players have also previously played for the MNT.	
81.	At times in the past, Levinstein has attempted to negotiate an agreement with U.S. Soccer that would require U.S. Soccer to pay substantial additional compensation to U-23 MNT players, beyond per diems, for Olympic qualifiers and Olympic play, but U.S. Soccer has not agreed.	King Dec. ¶ 11.
82.	The 2011-2018 collective bargaining agreement (“CBA”) between U.S. Soccer and the USNSTPA provides that MNT	King Dec. ¶ 8, Ex. 1.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	players earn no compensation from U.S. Soccer unless they actually participate in a training camp or make a particular roster, and the payments for different rosters vary. According to the CBA, U.S. Soccer also has “no obligation to hold any matches, tournaments, or events or to field a team for any match, tournament, or event.”	
83.	The 2011-2018 CBA between U.S. Soccer and the USNSTPA also provides for various bonuses payable to the MNT players based on the team’s performance in different games and tournaments.	King Dec. ¶ 8, Ex. 1.
84.	U.S. Soccer does not pay MNT players any money for playing with their professional clubs; the clubs pay them.	King Dec. ¶ 5
85.	In the early 2000s, U.S. Soccer voluntarily recognized the United States Women’s National Soccer Team Players Association (WNTPA) as the exclusive representative of all WNT players for the purposes of collective bargaining.	King Dec. ¶ 12.
86.	Until late 2014, the Executive Director and General Counsel of the WNTPA was John Langel, a partner at Ballard Spahr	Langel Dep. 7:22-13:13; 13:24-14, Langel Dep. Ex. 1.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	with experience in labor relations and sports law. Langel represented the WNTPA in its negotiations for its first three collective bargaining agreements with U.S. Soccer, including the one that covered the period from January 1, 2013 through December 31, 2016.	
87.	The first collective bargaining agreement between the WNTPA and U.S. Soccer expired at the end of 2004, and the second one covered the period from 2005 through 2012. A true and correct copy of the 2005-2012 collective bargaining agreement is attached to Tom King's Declaration as Exhibit 3.	King Dec. ¶ 13, King Dec. Ex. 3.
88.	In 2012, the WNTPA and U.S. Soccer commenced negotiations for a successor CBA to the 2005-2012 agreement.	Langel Dep. 31:16-32:8; Gulati Dec. ¶ 63.
89.	Langel possessed a copy of the 2011-2018 CBA between the USNSTPA and U.S. Soccer as of the commencement of those negotiations.	Langel Dep. 68:1-68:6.
90.	During those negotiations, U.S. Soccer Chief Financial Officer Eric Gleason prepared a document for Gulati showing that from 2005 through 2011, U.S. Soccer	Gulati Dec. ¶ 70, Gulati Dec. Ex. 16.



	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	earned more than \$95 million from MNT game revenue and less than \$15 million from WNT game revenue.	
91.	During the 2009-2012 WNT quad, U.S. Soccer had generated less than \$15 million from all WNT games, including the 2011 FIFA Women's World Cup. During that same period U.S. Soccer generated nearly \$64 million from MNT games.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.
92.	On November 1, 2012, the WNTPA presented U.S. Soccer with a memorandum entitled, "WNT 2012 Negotiations with US Soccer." The memorandum began: "This memorandum sets forth the issues to be addressed during the negotiations between [the WNTPA] and US Soccer for a collective bargaining agreement for the 2013 season and beyond. This list is without prejudice to identify additional issues and submit additional proposals." This document contained the first written proposal for a new contract submitted by the WNTPA during the negotiations for a new CBA.	Langel Dep. 34:9-18, Langel Dep. Ex. 4; Gulati Dec. ¶ 66, Gulati Dec. Ex. 14.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
93.	Among other things, the memorandum presented the following contract demands: “At all times, there must be at least 27 players under contract. . . .” “An injury protection that protects the player for the shorter of the length of the injury or one year from the date of the injury” “Severance for all players . . . .” “Add dental insurance” “Agreed upon number of games” “Salaried players will receive a set amount of break time.” “Day care for matches . . . .” “None of these items were provided to the MNT in their CBA.	Gulati Dec. ¶ 66, Gulati Dec. Ex. 14; Langel Dep. 73:9-74:2; 74:4-12; 74:14-21; 75:4-76:4; 76:5-17; 76:25-77:16; 76:5-14.
94.	The memorandum also stated that per diem payments “should at least be equal to Men’s current contract.” Although the memorandum also requested various improvements in compensation tied to the FIFA Women’s World Cup and friendlies, it did not request that this compensation be the same as that paid to the MNT for the FIFA World Cup or friendlies.	Gulati Dec. ¶ 66, Gulati Dec. Ex. 14.
95.	The memorandum also contained a section bearing the heading “League,” which posed a number of questions about	Gulati Dec. ¶ 66; Gulati Dec. Ex. 14.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	the NWSL and also requested “[h]ealth insurance and injury protection for all players in the League” and “housing expenses for all WNT Players while playing in the League.”	
96.	At the time, there was no top-tier women’s professional soccer league in the United States. The prior two attempts at such a league had failed, with the most recent iteration ceasing operations after three seasons in 2011.	Gulati Dec. ¶ 64.
97.	Sunil Gulati, President of U.S. Soccer at the time and lead negotiator for U.S. Soccer in the 2012-2013 negotiations with the WNTPA, had previously informed Langel that U.S. Soccer wanted to assist in starting a new top-tier women’s professional soccer league in 2013.	Gulati Dec. ¶¶ 63, 65.
98.	On November 5, 2012, representatives of the WNTPA and U.S. Soccer met in Philadelphia to discuss the WNTPA’s proposals. WNT player Lauren Cheney communicated to the U.S. Soccer representatives during that meeting that “the players are grateful for what they get	Gulati Dec. ¶ 67.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	paid and understand that they are among the highest compensated teams in the world.”	
99.	On December 4, 2012, Gleason emailed Langel a summary of U.S. Soccer’s initial financial proposal for the new CBA. Among other things, the document proposed that there be 24 players under contract receiving an annual salary, per diems equal to the MNT as requested by the WNTPA, a \$1.8 million payment to the players for Victory Tours after both the 2015 FIFA Women’s World Cup and 2016 Olympic Games, and various bonuses for success in the Olympics. The proposal also included annual housing allowances for players in the NWSL. Other than the per diems, the 2011-2018 CBA between the USNSTPA and U.S. Soccer did not include any of these items.	Gulati Dec. ¶ 68, Gulati Dec. Ex. 15; King Dec. ¶ 8, Ex. 1.
100.	In addition to the terms reflected in the attachment to Gleason’s email, Gulati had orally offered an additional \$200,000 to be applied to bonuses associated with the FIFA Women’s World Cup or the	Gulati Dec. ¶ 69.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Olympics or some combination, as determined by the WNTPA.	
101.	On December 6, 2012, Langel emailed a memorandum to Gulati and U.S. Soccer General Counsel Lisa Levine, summarizing where the parties stood in negotiations, from his perspective.	Langel Dep. 163:11-164:6; Langel Dep. Ex. 14.
102.	Langel wrote: "I have spoken with the Players and the financial proposal (including the \$200,000 to be added to/split between the WWC/Olympic Qualifying and Roster bonus) will be acceptable (with the exception of your proposal on Floater salaries) depending upon our resolution of the following outstanding items we have to address." Langel proceeded to list 25 numbered "Outstanding Items."	Langel Dep. 163:11-164:6; Langel Dep. Ex. 14.
103.	The first outstanding item was a proposal by the WNTPA to distribute a total of \$400,000 among the players if they did not "win Gold at the WWC/Olympics" or "give the players an opportunity like a ranking bonus or the ticket bonus you have given the Men." Although U.S. Soccer initially declined to agree to "put	Langel Dep. 163:11-164:6, 173:16-174:5; Langel Dep. Ex. 14, 15; King Dec. ¶ 14; King Dec. Ex. 4.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	more money” into the agreement, it ultimately agreed to the last of those options: “Payment of \$1.20 per/ticket [sic] sold to US Soccer-promoted home friendlies--under the same terms as the agreement with the men.”	
104.	The fifth item was a proposal by the WNTPA for three months’ severance benefits should U.S. Soccer terminate the contract of any salaried player. Although U.S. Soccer initially rejected this proposal, it ultimately agreed to it.	Langel Dep. 163:11-164:6, 173:16-174:5; Langel Dep. Ex. 14, 15; King Dec. ¶ 13; King Dec. Ex. 4.
105.	The fifteenth item was a proposal by the WNTPA for one year of salary continuation during periods of injury and three months of salary continuation upon return from injury, the latter also applying to return from maternity leave. Although U.S. Soccer ultimately declined to accept this proposal, it ultimately agreed to it.	Langel Dep. 163:11-164:6, 173:16-174:5; Langel Dep. Ex. 14, 15; King Dec. ¶ 13; King Dec. Ex. 4.
106.	On February 20, 2013, U.S. Soccer emailed a proposal to the WNTPA, (dated February 19, 2013). The proposal categorized the outstanding issues in negotiations as (1) financial; (2) lifestyles; (3) league; and (4) marketing.	Langel Dep. 184:2-185:14; Langel Dep. Ex. 19, 20.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
107.	<p>In the February 20 proposal, U.S. Soccer stated “we have revised our financial proposal to reflect the priorities as expressed by the PA, namely to increase the guaranteed compensation at the expense of the non-guaranteed compensation (the bonus payments).”</p> <p>The proposal included increasing the base compensation for contracted players by 15% and proposed “ticket revenue of \$1.20 per paid ticket for all U.S. Soccer promoted WNT home games.” The proposal also stated “the Federation has agreed to include an additional \$200,000 in order to help close the deal, to be allocated to non-guaranteed compensation.”</p>	<p>Langel Dep. 184:2-185:14; Langel Dep. Ex. 19, 20.</p>
108.	<p>In the February 20 proposal U.S. Soccer stated “despite the minimum number of contracted players being 20, the Federation has agreed to increase this to 24 going forward” and “three (3) months’ severance will be applied at any time going forward with the current contracted players.”</p>	<p>Langel Dep. 184:2-185:14; Langel Dep. Ex. 19, 20.</p>



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
109.	In its February 20 proposal, U.S. Soccer stated “as discussed, the Federation has many reservations about the PA’s proposal of one contract (with the Federation) encompassing both the players’ National Team and league commitments. However, we are working to see if this can be accomplished.”	Langel Dep. 184:2-185:14; Langel Dep. Ex. 19, 20.
110.	U.S. Soccer also countered the WNTPA proposals on other items, including injury protection, pregnancy, day care/nanny service, and travel and agreed that “the Federation will make commercially reasonable efforts to have two (2) trainers and two (2) massage therapists at all National Team camps; at least one (1) of the trainers will be a registered Physical Therapist (PT).”	Langel Dep. 184:2-185:14; Langel Dep. Ex. 19, 20.
111.	On February 28, 2013, the WNTPA emailed U.S. Soccer a proposal responding to U.S. Soccer’s February 20, 2013 proposal. In the proposal the WNTPA stated that “we need to reach agreement on the WNT compensation if at any time under the contract there is no League,” and “the WNT players need to	Langel Dep. 188:16-189:5; Langel Dep. Ex. 21.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	have only one contract (covering both the WNT and the NWSL) with U.S. Soccer.”	
112.	On March 5, 2013, U.S. Soccer emailed a proposal to the WNTPA. In its proposal U.S. Soccer stated: “[O]ur proposals have increased the minimum number of players under contract from 20 to 24. That is a significant and expensive change. If the players want to accept a minimum number of 20 players under contract then we would be willing to look at some other issues in a different light. We cannot, however, advance the process without some understanding that the increase of the minimum to 24 costs the Federation significant dollars per year and over the quad.”	Langel Dep. 192:21-194:15; Langel Dep. Ex. 23.
113.	On March 8, 2013, Langel e-mailed Gulati, stating in part that “terms from the old CBA that we have not addressed remain unchanged unless inconsistent with the memo we will sign” and identifying a partial “list of items that carry over.” Gulati responded that “the general principle that stuff we have not specifically covered would remain the	Langel Dep. 201:9-202:12; Langel Dep. Ex. 25; King Dec. ¶ 8; King Dec. Ex. 1.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	<p>same (or be appropriately adjusted) as in the previous CBA seems sensible.”</p> <p>Langel’s e-mail mentioned incorporating from the 2005 agreement the language that provided for “additional payment if compensation ratio changes (if ratio of aggregate compensation of WNT players to aggregate revenue from all WNT games is less than the ratio of aggregate compensation of MNT compensation to aggregate revenue from all MNT games, then US Soccer makes a lump sum payment to WNT player pool to make the ratios equal).” No such provision exists in the MNT agreement.</p>	
114.	<p>On March 19, 2013, the WNTPA and U.S. Soccer executed a Memorandum of Understanding (MOU) setting forth their agreement on a new 2013-2016 CBA. That CBA consisted of the 2005-2012 CBA, as modified by the MOU.</p>	<p>Langel Dep. 212:21-213:5; Nichols Dep. 16:6-19:3; Gulati Dec. ¶ 63; Gulati Dec. Ex. 13.</p>
115.	<p>During the entire course of the negotiations that led to the 2013 MOU, the WNTPA never asked U.S. Soccer for the same exact compensation terms found in the USNSTPA’s CBA. The WNTPA</p>	<p>Gulati Dec. ¶ 73; Langel Dep. 71:16-73:7.</p>

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	never asked for the same bonuses for play in the FIFA Women's World Cup or its associated qualifiers that the USNSTPA CBA contained for the FIFA World Cup or its qualifiers. Nor did the WNTPA ask for win and draw bonuses for playing in friendlies that were found in the USNSTPA CBA pertaining to the MNT's friendlies.	
116.	The WNT players voted unanimously to approve all compensation provisions in the MOU.	Deposition of John Langel taken in <i>U.S. Soccer Federation, Inc. v. U.S. Women's National Soccer Team Players Association</i> , Case No. 1:16-cv-01923 (N.D. Illinois) at 196:1-196:14.
117.	In the 2013 MOU, U.S. Soccer agreed to provide members of the WNT with items that were not in the USNSTPA CBA, including a minimum number of players on contract, annual salaries for 24 players, a 15% increase in salaries if there is no professional league or if U.S. Soccer pulls support from the league, severance benefits, salary continuation during periods of injury, medical, dental, and vision insurance, and child care	Langel Dep. 73:9-77:16; King Dec. ¶¶ 8, 14; King Dec. Ex. 1, 4.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	assistance, including pay for the individual providing child care, as well as airfare and hotel accommodations for the child care providers.	
118.	On November 4, 2014, Langel emailed representatives of U.S. Soccer to introduce his replacement as the new Executive Director and General Counsel of the WNTPA, Rich Nichols.	Langel Dep. 47:7-48:1, Langel Dep. Ex. 6.
119.	Upon becoming Executive Director, Nichols received a copy of the MNT CBA and had it during subsequent negotiations for a new CBA covering the WNT.	Nichols Dep. 19:5-19:21.
120.	On December 24, 2015, Nichols sent a letter (dated December 23, 2015) to U.S. Soccer stating that the WNTPA was giving notice of its intent to terminate the 2013-2016 CBA pursuant to Section 8(d) of the National Labor Relations Act, 29 U.S.C. 158(d). The letter went on to state that the WNTPA also “reserve[d] its inherent right to challenge [U.S. Soccer’s] claim of the existence of a collective bargaining agreement between the Parties.”	Nichols Dep. 52:5-52:16; Nichols Dep. Ex. 17.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
121.	On January 4, 2016, Nichols emailed Levine a proposal for a new collective bargaining agreement. In the proposal the WNTPA asked U.S. Soccer to agree to pay \$4.2 million for the exclusive rights to market the WNT and asked for a minimum of thirty players on contract, with each player receiving a \$150,000 WNT salary and a \$100,000 NWSL salary; 401(k) retirement contributions; lifetime, long-term disability insurance and a post-retirement healthcare fund; a \$3 million payment for a three-game Victory Tour following the FIFA Women's World Cup and the Olympics; and an individual child care professional for each player with a child, with U.S. Soccer responsible for an annual salary, benefits, and travel and accommodation expenses for the child care service provider. The USNSTPA CBA did not include any of these things.	Nichols Dep. 52:22-63:4, Nichols Dep. Ex. 19; King Dec. ¶ 8; King Dec. Ex. 1.
122.	In addition, the proposal demanded "[t]he comprehensive bonus compensation structure and bonus compensation to-be-paid [sic] to the MNT as currently exists	Nichols Dep. 52:22-53:14; Nichols Ex. 19.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	in the MNT’s CBA,” such that “the various bonus payments to-be-paid [sic] to the WNT Players shall EQUAL the bonuses to-be-paid [sic] the MNT as provided in the current CBA/UPA between USSF and the MNT.”	
123.	The parties met for CBA negotiations on March 15, 2016. By that time, U.S. Soccer had filed a lawsuit in the U.S. District Court for the Northern District of Illinois against the WNTPA, seeking a declaratory judgment that the parties did have a CBA in place through the end of 2016, containing a binding no-strike provision.	King Dec. ¶ 18; Nichols Dep. 16:6-16:15; Nichols Dep. Ex. 4.
124.	During the March 15 bargaining session, Nichols stated that the WNTPA wanted a new collective bargaining agreement to take effect in 2016. Members of U.S. Soccer’s negotiating committee informed him during that meeting that U.S. Soccer was interested only in negotiating a new contract to commence in 2017, after the expiration of the 2013-2016 agreement.	King Dec. ¶ 18.
125.	Members of U.S. Soccer’s negotiating team also stated during the March 15	King Dec. ¶¶ 18, 19.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	meeting that if the WNTPA wanted the lawsuit to go away, U.S. Soccer needed assurances that the WNT players would not go on strike. David Feher, a partner at Winston & Strawn and counsel to the WNTPA, said the WNTPA was not going to agree to such assurances and also explained that the WNT players believed they deserved more money now (without having to wait until 2017).	
126.	The parties also discussed the WNTPA's January 4, 2016, proposal. U.S. Soccer still had not made a counterproposal by that point. In addition to other things the parties discussed, Ms. Levine asked for clarification of the section of the WNTPA's January 4 proposal entitled "Various Bonuses." Mr. Nichols explained that the WNTPA wanted all the same bonuses for participating in the Women's World Cup and the Olympics that the MNT received for participating in the men's World Cup and the Olympics. Mr. Sauer explained that the U-23 MNT does not receive bonuses for the Olympics, and Ms. Levine explained that	King Dec. ¶ 20.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	if FIFA would increase the amount it pays to soccer federations in connection with the FIFA Women’s World Cup, then U.S. Soccer could look at increasing the amount paid to the WNT for participating in that event.	
127.	In April 2016, Carli Lloyd, Alex Morgan, Megan Rapinoe, and Becky Sauerbrunn filed charges of discrimination with the EEOC against U.S. Soccer, alleging sex-based pay discrimination. None of the charges include allegations of discrimination in any respect other than compensation.	Declaration of Chantelle Egan ¶ 2, Ex. 1.
128.	On May 9, 2016, the WNTPA and U.S. Soccer met again, and U.S. Soccer’s bargaining team orally presented U.S. Soccer’s first contract proposal on compensation matters. On May 13, Levine e-mailed a written summary of that oral proposal to Nichols, noting in her e-mail, however, that the written proposal added a “camp fee, which represents payment to a player who is called into camp but who does not make the roster of a game associated with the	King Dec. ¶¶ 21-22; King Dec. Ex. 7.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	camp,” and correcting the proposed bonuses for the Women’s World Cup and Olympics, explaining that they had been mistakenly reversed in the oral presentation on May 9.	
129.	The May 13 proposal was structured as a “pay-to-play” proposal. The 2013-2016 collective bargaining agreement was not a pay-to-play compensation structure because WNT players earned annual salaries that were paid to them even when they did not play. Under a “pay-to-play” compensation structure, such as the one in the MNT’s 2011-2018 collective bargaining agreement, players receive a specific payment associated with a specific training camp, game, or tournament, but only if the player makes the roster for the particular camp, game, or tournament.	King Dec. ¶¶ 22; King Dec. Ex. 7.
130.	U.S. Soccer’s proposal included the same per diem, camp fee, ticket revenue share payment, and friendly appearance fee as the USNSTPA agreement. It also included bonuses for winning or tying friendlies, which varied based on the	King Dec. ¶ 21, King Dec. Ex. 7.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	FIFA ranking of the opponent. In this regard, opponents were divided into three tiers, as they were in the USNSTPA agreement. The bonus amounts, however, were lower than those found in the USNSTPA agreement for friendlies. The proposal also included payments associated with playing in the FIFA Women's World Cup and associated qualifiers. These payments were lower than those found in the USNSTPA agreement associated with the FIFA World Cup and associated qualifiers. The proposal also included an additional bonus for winning the She Believes Tournament and various bonuses associated with the Olympics	
131.	On May 16, the parties' negotiating teams met again and discussed U.S. Soccer's May 13 pay-to-play compensation proposal. During this meeting, Mr. Nichols stated that U.S. Soccer's proposal was a great start and that the players liked the structure, but he also said the WNTPA needed a minimum guaranteed payment of \$100,000 per player per year.	King Dec. ¶ 23.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Ms. Levine responded that there are no guarantees with pay-to-play. Mr. Feher replied that the MNT players work in a different environment than the WNT players, which makes pay-to-play more difficult for the latter. The parties continued to discuss and debate whether and how the concept of a minimum guarantee would work in the context of a pay-to-play compensation structure, and Mr. Feher stated more than once that the “devil is in the details.”	
132.	On June 1, 2016, Nichols e-mailed Levine a memorandum providing, as he described it in his cover e-mail, “the ‘details’ with regard to the operation of the Minimum Annual Guaranteed Compensation system we discussed during our last negotiation session.” The memorandum stated that “like the MNT, the WNT want minimum compensation of \$5,000 per game. However, in the event that a minimum of twenty (20) games are not scheduled...the players on the WNT propose that they shall each be	King Dec. ¶ 24; King Dec. Ex. 8.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	paid a minimum annual guaranteed compensation (MAG) of \$100,000.”	
133.	The memorandum also stated that “the WNT players want the same ‘pay per play’ compensation and bonus system currently deployed by the USSF to, and functioning with the MNT.”	King Dec. ¶ 24; King Dec. Ex. 9.
134.	The memorandum went on to state: “[T]o be clear, the MAG amount of \$100,000 per Player is based upon the presumption that the USSF continues to provide the WNT Players compensation to play in the NWSL. In the event that the USSF (a) discontinues payment of WNT Players NWSL compensation, and or (b) reduces the USSF financial contribution to WNT Players NWSL compensation, and or (c) reduces the USSF financial support of the NWSL, said USSF discontinued payment of WNT Player NWSL compensation, and or financial reductions in the NWSL, may impact the amount of the WNT Contract Player Minimum Annual Guarantee Compensation to be paid to each WNT Contract Player.”	King Dec. ¶ 24, King Dec. Ex. 9.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
135.	The memorandum also proposed a minimum of 30 contracted WNT players per year (i.e., a minimum of 30 players receiving the minimum annual guaranteed compensation of \$100,000), a guarantee that the “MAG” would continue during injuries, three months’ severance upon contract termination, post-termination health insurance for 1 year, and other items not contained in the USNSTPA collective bargaining agreement.	King Dec. ¶¶ 8, 24; King Dec. Ex. 1, 9.
136.	On June 3, 2016, the United States District Court for the Northern District of Illinois issued an opinion and order declaring that “the [March 19, 2013] MOU incorporates the unmodified terms of the 2015 CBA” and that “the Players Association is therefore bound by the terms of the MOU, including the 2005 CBA’s no-strike provision.”	Nichols Dep. 16:6-19:3; Nichols Dep. Ex. 4
137.	On June 16, 2016, Levine emailed Nichols about the WNTPA MAG proposal. In the email she wrote: “While we certainly support the concepts of equitable and fair pay, your proposal goes	Nichols Dep. 122:7-122:11; Nichols Dep. Ex. 31.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	<p>well beyond this. In addition to demanding higher pay-outs—the “same compensation and bonus system currently deployed by the USSF to, and functioning with the MNT,” you are demanding, among other items: (1) guarantees regarding minimum annual compensation and minimum number of games per year (which the MNT does not have); (2) automatic increases in the WNT comp if the MNT comp increases (which the MNT does not have); (3) a guaranteed number of players contracted each calendar year (which the MNT does not have); (4) injury guarantees (which the MNT does not have); (5) pregnancy guarantees (which the MNT does not have); (6) severance (which the MNT does not have); (7) post-termination health insurance (which the MNT does not have); (8) retirement benefits (which the MNT does not have); and (9) significant financial support of a professional league (which the MNT does not have).”</p>	



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
138.	The parties met again for contract negotiations on June 27. At this meeting, Levine described the WNTPA's proposal as being the MNT's collective bargaining agreement, "plus, plus, plus," and she reviewed nine broad categories of items the WNTPA had proposed that the MNT players do not receive. She also stated that U.S. Soccer could add a guarantee of 70 games per quad to its pay-to-play proposal, as well as a guaranteed minimum of 18 players in each training camp, but that the guarantees would not be player-specific. In other words, she explained that no particular player would have a guarantee of being paid anything at all, just like under the MNT's contract. Levine also observed that the expiring 2013-2016 WNT agreement contained a contract provision concerning a compensation-to-revenue ratio, and she said that U.S. Soccer would work to create a ratio with FIFA prize money, as well.	King Dec. ¶ 25.
139.	The compensation-to-revenue ratio provision Levine referenced is found at	King Dec. ¶ 26.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Exhibit A, Page 9, Section VIX [ <i>sic</i> ] of the 2005-2012 collective bargaining agreement between the WNTPA and U.S. Soccer.	
140.	After Levine referenced the compensation-to-revenue ratio, Tom King (another member of U.S. Soccer's bargaining team) then reviewed with the WNTPA representatives the terms in the MNT's agreement pertaining to travel and hotel accommodations and committed that U.S. Soccer would agree to the same provisions for the WNT. No other proposals were presented by either party at this meeting.	King Dec. ¶¶ 27-28.
141.	On July 6, Levine sent Nichols written confirmation of U.S. Soccer's proposal to guarantee a minimum number of games per quad and players per camp. She also reiterated U.S. Soccer's willingness to look into a "prize money equity ratio."	King Dec. ¶ 29; King Dec. Ex. 9.
142.	On July 22, 2016, Nichols emailed Levine in response to the counterproposal. Among other things, Nichols wrote: "[W]e want the SAME PAY PER GAME compensation as the	Nichols Dep. 130:9-131:6; Nichols Dep. Ex. 33.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE																
	MNT. This is a legal requirement and we should not even have to bargain for the USSF to comply with the law. However, this does not mean we want every other aspect of the MNT system or agreement, which is independent of the equal pay for equal work requirement.”																	
143.	<p>Nichols went on: “[O]ur demand for ‘equal pay’ is literal; we want at least the same per game WNT Player compensation enjoyed by the MNT. Specifically, top line per-game-played compensation to the WNT should be paid as follows to satisfy the USSF’s legal equal pay obligation:</p> <table><tr><td>Rank</td><td>Appearance</td><td>Win Bonus</td><td>Total</td></tr><tr><td>1-4</td><td>\$5,000</td><td>\$12,625</td><td>\$17,625</td></tr><tr><td>5-8</td><td>\$5,000</td><td>\$7,500</td><td>\$12,500</td></tr><tr><td>9+</td><td>\$5,000</td><td>\$4,375</td><td>\$9,375</td></tr></table> <p>Please refer to the MNT pay-per-game matrix to review the remainder of the pay structure.”</p>	Rank	Appearance	Win Bonus	Total	1-4	\$5,000	\$12,625	\$17,625	5-8	\$5,000	\$7,500	\$12,500	9+	\$5,000	\$4,375	\$9,375	Nichols Dep. 130:9-131:6, Nichols Ex. 33.
Rank	Appearance	Win Bonus	Total															
1-4	\$5,000	\$12,625	\$17,625															
5-8	\$5,000	\$7,500	\$12,500															
9+	\$5,000	\$4,375	\$9,375															
144.	Nichols also wrote: “We demand an annual minimum guarantee of 20 friendly games per year or, if the USSF decides to have fewer than 20 games per year, it	Nichols Dep. 130:9-131:6, Nichols Ex. 33.																

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	may do so by paying the players an equivalence payment equal to \$5,000 per game per player for the number of games less than 20 that the USSF chooses to conduct.” He also demanded that this apply to a minimum of 30 players.	
145.	In addition, he asked a question in the email about Levine’s reference to a “prize money equity ratio” but made no particular demand or proposal in the email regarding payments for the FIFA Women’s World Cup.	Nichols Dep. 130:9-131:6, Nichols Ex. 33.
146.	After this, neither the WNTPA nor U.S. Soccer made another compensation proposal during 2016.	King Dec. ¶ 30; Nichols Dep. 145:22-146:5.
147.	They did, however, meet again on October 26. During that meeting, Levine reiterated U.S. Soccer’s view that the WNTPA was demanding nine categories of items the MNT players did not receive and listed them as follows: (1) guarantees regarding minimum annual compensation and a minimum number of games per year, (2) automatic increases in WNT compensation if the MNT’s compensation increases, (3) continued	King Dec. ¶ 30.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	compensation during periods of injury, (4) continued compensation during periods of pregnancy, (5) severance, (6) post-termination health insurance, (7) retirement benefits, (8) significant financial support of a professional league and (9) a guaranteed number of players “contracted” each year.	
148.	Feher explained that while the WNTPA had asked for these things, it was a negotiation.	King Dec. ¶ 30.
149.	Gulati, who was present for this meeting, explained that U.S. Soccer was not willing to consider the WNTPA’s proposals on compensation without factoring in the cost of these nine items.	King Dec. ¶ 30.
150.	Although the parties had some additional discussion during the meeting regarding their bargaining positions, no new proposals were presented by either party. During the discussion, Gulati said that there was one item in the WNTPA’s proposal that would “break” U.S. Soccer, and that was the WNTPA’s proposal related to World Cup bonuses. He explained that the amount of prize money	King Dec. ¶ 30.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	<p>received from FIFA for the men’s World Cup was vastly different from the prize money received from FIFA for the Women’s World Cup. He also noted that the WNT players were paid more than \$2 million for winning the 2015 Women’s World Cup even though the total prize money U.S. Soccer received was \$2 million. (The winning players had received bonuses totaling \$1,725,000 for winning the tournament and \$345,000 for making the tournament roster, for a total of just over \$2 million. This was in addition to the \$345,000 for qualifying and the \$1,800,000 payment for the post-tournament Victory Tour.) After some further discussion about the 2015 World Cup bonus payments to the players, Nichols said “this is a negotiation” and suggested negotiating an additional amount above \$2 million.</p>	
151.	<p>The meeting ended shortly after Mr. Feher said the meeting had been useful and Mr. Nichols asserted that Mr. Gulati’s personal attendance at the meeting had fostered progress.</p>	King Dec. ¶ 30.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
152.	The WNTPA terminated Nichols as Executive Director and General Counsel on December 16, 2016.	Nichols Dep. 13:19-21.
153.	At the beginning of 2017, U.S. Soccer had just finished a WNT quad (2013-2016) during which it had generated \$55 million from all WNT games, including those played in the 2015 FIFA Women's World Cup. During that same period, U.S. Soccer had generated almost \$80 million from MNT games.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.
154.	Nichols was replaced as WNTPA Executive Director by Becca Roux. Roux had a copy of the USNSTPA's CBA during the 2017 negotiations. Roux is still the Executive Director today. The WNTPA also retained the law firm of Bredhoff & Kaiser, and specifically Mady Gilson and Adam Bellotti from that firm, to represent the WNTPA in the contract negotiations for a new collective bargaining agreement. The first negotiating session involving both Ms. Roux and the lawyers from Bredhoff & Kaiser took place on February 4, 2017.	Roux Dep. 9:11-10:5, 19:7-11, 21:11-18, 22:23-23:1, 61:9-15; King Dec. ¶¶ 31, 32.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
155.	At the February 4, 2017 meeting, although the WNTPA did not present a written proposal at this meeting, Christen Press, a WNT player and WNTPA Player Representative, did communicate that the WNTPA was focused on three guiding principles in the negotiations. The three guiding principles she identified were: (1) guaranteed compensation for being a contracted player with U.S. Soccer, (2) a fair share of the financial upside that U.S. Soccer gains from the WNT's success, and (3) respect through the players' lifestyle and working conditions.	King Dec. ¶ 32.
156.	At the parties' meeting on February 8, the WNTPA presented its first written compensation proposal since Mr. Nichols' departure. It was a proposal that would have required U.S. Soccer to pay the WNT players, as a whole, at least 35% of the combined total of certain revenue streams defined in the WNTPA's proposal. According to the proposal, the combined total revenue from which the 35% would have been calculated would have included 27% of the revenue U.S.	King Dec. ¶ 33



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Soccer receives from Soccer United Marketing and Nike. During the meeting, Bellotti explained that the WNTPA looked at overall television viewership numbers and determined that 27% was a fair proposal based on a 3:1 ratio in favor of the MNT.	
157.	During the February 8 meeting, U.S. Soccer rejected the WNTPA's compensation proposal and its overall structure and advised that U.S. Soccer would present a different compensation structure.	King Dec. ¶ 34.
158.	Prior to execution of the 2011-2018 collective bargaining agreement between the USNSTPA and U.S. Soccer, the USNSTPA also had presented proposals similar to this overall revenue-sharing proposal, centered on a guarantee that the MNT players would receive at least a certain percentage of defined revenue streams, but U.S. Soccer rejected that concept when proposed by the USNSTPA, as well.	King Dec. ¶ 35.
159.	On February 9, U.S. Soccer presented its first compensation proposal since July	King Dec. ¶ 36, King Dec. Ex. 11.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	2016. This proposal included a commitment to have 15 players on contract, with annual WNT salaries ranging from \$70,000 - \$90,000 and annual NWSL salaries ranging from \$56,000 - \$66,000. The proposal also provided for win and tie bonuses for friendlies (including \$9,000 per win and \$2,000 per tie for teams ranked 1-4), a 1st place bonus for the She Believes Cup, WWC qualifying and WWC match bonuses, Olympic qualifying and Olympic Games bonuses, and ticket revenue share of \$1.50 per ticket sold at U.S. Soccer controlled matches.	
160.	At a bargaining session on February 11, 2017, U.S. Soccer presented its first proposal for new “Partnership” Bonus Provisions in the parties’ contract. These proposed bonuses would be paid to the WNTPA based on achieving certain targets in television ratings for WNT matches, revenue received from SUM, and attendance at WNT matches. None of these bonuses are in the USNSTPA’s CBA.	King Dec. ¶¶ 8, 37, Ex. 1, 12.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
161.	On February 14, 2017, the WNTPA made a counterproposal on compensation. The proposal included a commitment to have 24 players on contract with annual WNT salaries of \$125,000 and annual NWSL salaries of \$70,000, with the latter increasing \$2,000 per year. The proposal contained win and tie bonuses for friendlies that were lower than U.S. Soccer's previous proposal (e.g., \$5,000 per win and \$1,000 per tie for teams ranked 1-4), the same win and tie bonuses U.S. Soccer proposed for Women's World Cup qualifying and Women's World Cup matches, the same Olympic qualifying and Olympic Games bonuses U.S. Soccer proposed, and the same 1st place She Believes Cup bonus as the U.S. Soccer proposal. In addition the WNTPA proposed a ticket revenue share of \$1.50 per ticket sold, regardless of whether the match was controlled by U.S. Soccer, along with a post-Women's World Cup tour bonus of \$5,500 per game and a post-Olympic tour bonus of \$5,000 per game. The WNTPA also proposed first	King Dec. ¶ 38, King Dec. Ex. 13.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	place bonuses for the Four Nations Tournament (in addition to the She Believes Cup).	
162.	On February 15, 2017, the WNTPA made another counterproposal on compensation. The proposal contemplated a reduced number of players on contract (18 instead of the prior 24), at guaranteed WNT salaries of \$100,000 and NWSL salaries for 20 players ranging from \$60,000 - \$70,000, with annual increases of \$2,000 per year. The proposal increased the proposed bonus amount for friendlies to \$6,500 per win and \$1,000 per tie (for teams ranked 1-4), added Olympic qualifying bonuses of \$3,000 per win and \$500 per tie, and increased post-Women's World Cup tour bonuses to \$11,500 per game and post-Olympic tour bonuses to \$11,000 per game.	King Dec. ¶ 39, King Dec. Ex. 14.
163.	On March 9, 2017, the WNTPA made another counterproposal on compensation. The proposal contemplated 20 players with a WNT salary of \$105,000 (and a 5% increase per	King Dec. ¶ 40, King Dec. Ex. 15.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	<p>year) and 24 players with a \$75,000 annual NWSL salary (with annual increases of \$2,500). The March 9 proposal increased the per game bonuses for friendlies to \$12,625 per win and \$3,125 per tie (for teams ranked 1-4) but sought the same Women’s World Cup and Olympic qualifying bonuses as the prior proposal. The proposal eliminated the post-World Cup and post-Olympic tour bonuses but added a signing bonus of \$550,000 to be paid to the WNTPA. The proposal also increased the ticket revenue share being sought to \$1.75 per ticket sold.</p>	
164.	<p>On March 15, 2017, the WNTPA made a presentation on compensation and, among other things, explained the “benefits of being a contracted player with the WNT,” including: (1) cachet as a player; (2) regular paycheck (financial stability); (3) health insurance; (4) vision/dental insurance; (5) downside risk protection for injury with paid injury leave; and (6) paid maternity/adoption leave.</p>	<p>Roux Dep. 274:6-275:17; King Dec. ¶ 41.</p>

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
165.	<p>On March 16, 2017, U.S. Soccer made a new financial proposal. The proposal included 20 players with a WNT salary of \$100,000 and 24 players receiving an NWSL salary ranging from \$60,000-\$70,000 (with \$2,000 annual increases). The March 16 proposal included friendly bonuses of \$8,500 per win and \$2,000 per tie for teams ranked 1-4 and against Canada. The proposal maintained the same bonuses for the Women's World Cup and Olympics and proposed a post-Women's World Cup tour bonus of \$375,000 per game for gold, \$325,000 per game for silver, and \$250,000 per game for bronze. It also proposed post-Olympic tour per-game bonuses of \$325,000 for gold, \$275,000 for silver, and \$200,00 for bronze. The proposal also added a signing bonus of \$200,000 and an annual payment of \$350,000 for group likeness rights to be paid to the WNTPA. Gleason advised the WNTPA that U.S. Soccer was factoring the group likeness payment into the overall cost of the proposal.</p>	<p>King Dec. ¶ 42, King Dec. Ex. 16.</p>

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
166.	On March 29, 2017, the WNTPA made another written proposal on compensation. The proposal included 20 players with WNT salaries of \$100,000 (and annual increases of \$2,500). For NWSL play, the WNTPA proposed having 24 players with annual salaries ranging from \$60,000 to \$70,000. For friendlies, the WNTPA proposed a \$10,000 bonus for wins against teams ranked 1-4 plus Canada and a tie bonus of \$2,500 per game against those teams. The WNTPA proposed that all these bonuses would increase by 20% in 2021. For the post-Women's World Cup tour, the WNTPA proposed payments to the player pool of \$500,000 per game (if 1st), \$400,000 (if 2nd), and \$300,000 (if 3rd). It also proposed post-Olympic tour player pool payments of \$400,000 per game for gold, \$300,000 for silver, and \$200,000 for bronze. The proposed signing bonus in this proposal was \$300,000.	King Dec. ¶ 43, King Dec. Ex. 17.
167.	During an April 1, 2017, negotiations meeting, Gulati was present, and he advised the WNTPA's representatives	King Dec. ¶ 44.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	that U.S. Soccer needed to understand what the overall cost of the deal would be and that items the players were asking for, such as single-occupancy hotel rooms and business class flights, all have costs associated with them.	
168.	The parties' final in-person bargaining session before the players ratified the new contract took place on April 2, 2017. During that meeting, Gulati informed the WNTPA representatives that the WNTPA's compensation proposal would cost U.S. Soccer \$1.6 million more in total than U.S. Soccer's proposal and said the WNTPA would have to reduce the total cost of its proposals by \$500,000 to reach a deal.	King Dec. ¶ 45.
169.	On April 4, 2017, 22 members of the WNTPA voted unanimously to ratify a new CBA covering the period from January 1, 2017 through December 31, 2021.	Roux Dep. 46:24-49:3.
170.	Following the ratification, WNTPA Player Representative Meghan Klingenberg, a WNT contracted player at the time, was interviewed by Sports	Klingenberg Dep. 41:2-6, 46:12-15; Klingenberg Ex. 7.



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	Illustrated reporter Grant Wahl. In an April 17, 2017 article, Wahl reports that he asked Klingenberg: “What’s your reaction to having the CBA done?” Wahl reports that Klingenberg responded: “I’m just really proud of the commitment to what we wanted and sticking together and organizing ourselves in a way that we were able to get exactly what we thought was fair and what we thought should be in a CBA.” Klingenberg has no reason to believe that Wahl misrepresented what she said to him.	
171.	No one can say how high the friendly bonuses might have been under the 2017 collective bargaining agreement if the WNTPA had been willing to negotiate a true pay-to-play contract by foregoing salaries altogether.	Gulati Dec. ¶ 79-80; Rapinoe Dep. 223:7-17.
172.	The WNTPA has never asked U.S. Soccer to reopen the 2017 collective bargaining agreement to renegotiate its terms.	Roux Dep. 103:4-104:7.
173.	Between January 1, 2015 and December 31, 2019, pursuant to the requirements of its CBAs with the respective Players	Irwin Dec. ¶ 1, Ex. 1; <i>see also</i> Raina Dec.; King Dec. ¶ 55.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	Associations, U.S. Soccer has paid more than \$37 million to its WNT players and the WNTPA whereas it has paid less than \$22 million to its MNT players and the USNSTPA during that same time period.	
174.	At any point in time since the negotiation of the 2017-2021 collective bargaining agreement, the WNTPA could have instructed U.S. Soccer to pay any or all of the money it has paid to the WNTPA under that agreement to the players directly, and U.S. Soccer would have been obligated to do so.	King Dec. ¶15, Ex. 5.
175.	The WNT players themselves have always possessed the power to make the WNTPA instruct U.S. Soccer to do that, under the terms of the WNTPA Constitution and By-laws.	Roux Dep. 40:4-24, 143:18-23, Roux Dep. Ex. 5.
176.	Even when excluding the money paid by U.S. Soccer to the WNTPA and USNSTPA, between January 1, 2015, and December 31, 2019, pursuant to the requirements of the CBAs with the respective Players Associations, U.S. Soccer has paid more money to its WNT	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.; King Dec. ¶ 55.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	players (more than \$31 million) than its MNT players (less than \$19 million).	
177.	During the first three years of the 2017 CBA, U.S. Soccer has paid members of the WNT and the WNTPA more than 2.5 times what it has paid to members of the MNT and the USNSTPA.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.; King Dec. ¶ 55.
178.	Between January 1, 2015, and December 31, 2019, U.S. Soccer has paid more than \$1 million each to Carli Lloyd, Alex Morgan, Megan Rapinoe, and Becky Sauerbrunn	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.; King Dec. ¶ 55.
179.	Between January 1, 2015 and December 31, 2019, the highest-paid player on the MNT was paid less than \$650,000 in total by U.S. Soccer.	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; <i>see also</i> Raina Dec.; King Dec. ¶ 55.
180.	The 2013 CBA required U.S. Soccer to maintain at least 24 players on salary with U.S. Soccer. It also required U.S. Soccer to pay 27 WNT players a salary for playing in the NWSL, during which those players would still be U.S. Soccer employees even while playing in the NWSL.	King Dec. ¶ 14, Ex. 4.
181.	Under both the 2013 and 2017 CBA, U.S. Soccer committed to pay WNT	King Dec. ¶¶ 14, 15, King Dec. Exs. 4, 5.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	contracted players a higher WNT salary if the NWSL ceases to exist. It was 15% more under the 2013 CBA and up to 50% more under the 2017 CBA.	
182.	According to the 2017 CBA, the job duties of all WNT players who are also paid an NWSL salary by U.S. Soccer (which includes Carli Lloyd, Alex Morgan, Megan Rapinoe, and Becky Sauerbrunn) include being available for training and games with her NWSL club. While playing in the NWSL, they are still employed by U.S. Soccer.	King Dec. ¶ 15, King Dec. Ex. 5.
183.	Even when excluding the money paid by U.S. Soccer to the WNTPA and USNSTPA and the money paid to WNT players associated with play for clubs in the NWSL, between January 1, 2015, and December 31, 2019, pursuant to the requirements of the CBAs with the respective Players Associations, U.S. Soccer has paid over \$6 million more to its WNT players than to its MNT players, and that does not include the \$1.8 million Victory Tour payment made to the	Irwin Dec. ¶ 1, Irwin Dec. Ex. 1; Raina Dec.; King Dec. ¶ 55.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	WNTPA in 2015 and passed through to the WNT players.	
184.	U.S. Soccer paid a total of \$760,818 to the WNTPA in 2018. The WNTPA's voting members could have asked U.S. Soccer to distribute all of those payments (and any other payments made to the WNTPA) directly to the players.	Roux Dep. 40:4-24, 143:18-23, Roux Dep. Ex. 5 at p. 45.
185.	U.S. Soccer paid members of the WNT a \$230,000 signing bonus (\$10,000 per player to 23 players) pursuant to the 2017 collective bargaining agreement.	Roux Dep. 145:3-11.
186.	The 2017-2021 WNT CBA agreement provides that U.S. Soccer will pay a base annual salary to each WNT contracted player. The agreement sets a minimum number of contracted players: 20 in 2017; 19 in 2018; 18 in 2019; 17 in 2020; and 16 in 2021. Contracted players who have been on contract for a minimum amount of time are entitled to up to four months' severance pay if their contract is terminated.	King Dec. ¶15, King Dec. Ex. 5.
187.	The agreement also provides that contracted players who are injured will	King Dec. ¶15, King Dec. Ex. 5.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	continue to receive salary for up to one year.	
188.	The agreement also provides that contracted WNT players are paid a win or tie bonus for any friendly in which they appear on a game's roster and tournament bonuses for any tournament where they appear on the tournament roster.	King Dec. ¶15, King Dec. Ex. 5.
189.	The agreement provides players who are "allocated" to the NWSL by U.S. Soccer with guaranteed health, dental, and vision insurance coverage.	King Dec. ¶15, King Dec. Ex. 5.
190.	Under the agreement, pregnant WNT contracted players receive 75% of both their WNT and NWSL salaries until medically cleared to return, for up to one year. A WNT contracted player who adopts a child receives three months of paid adoption leave, paid at the same rate. Players also continue to receive insurance benefits during this time. The agreement also provides that U.S. Soccer will pay a daily stipend of \$50 per child for WNT players during WNT training and play for child care and travel and accommodation costs for child care providers.	King Dec. ¶15, King Dec. Ex. 5.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
191.	The also provides that players will be paid \$4,000 for commercial appearance fees, which is more than MNT players are paid. The agreement also provides that U.S. Soccer will make an annual payment of \$350,000 to the WNTPA in exchange for U.S. Soccer's commercial use of player likenesses. No such payment is made to the USNSTPA.	King Dec. ¶ 8, 15, King Dec. Ex. 1, 5.
192.	Neither the WNT nor the MNT has played a game on artificial turf when U.S. Soccer has had control over the venue since October 2017.	King Dec. ¶¶ 68-80, King Dec. Exs. 20-21; Def. Supp. Int. Ans. 2.
193.	Between January 1, 2016, and July 26, 2017, both the WNT and the MNT played on turf only one time each when U.S. Soccer determined the venue for the game.	King Dec. ¶¶ 68-80, King Dec. Exs. 20-21; Def. Supp. Int. Ans. 2.
194.	The WNT played seven times on artificial turf during their contractually-required 10-game Victory Tour following the 2015 FIFA Women's World Cup. U.S. Soccer determined the venue for those games.	King Dec. ¶¶ 68-80, King Dec. Ex. 20; Def. Supp. Int. Ans. 2.
195.	U.S. Soccer did not anticipate generating enough revenue from those games to make it financially prudent to install	King Dec. ¶¶ 68-80, King Dec. Ex. 20; Def. Supp. Int. Ans. 2.

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	<p>temporary grass surfaces for those games, it did not believe doing so would be necessary to attract opponents, and the games were not played in preparation for a competitive, non-friendly tournament. In addition, the desire of U.S. Soccer to spread its Senior National Team games across various cities in various regions of the country, the relatively large number of games required to be played in a relatively short period of time during fall and winter, and the desire to prioritize venues with grass fields for 2016 in preparation for the Olympic Games all played a role in the number and concentration of games on artificial turf in the second half of 2015.</p>	
196.	<p>The WNT played another three times on artificial turf between July 27 and October 19, 2017, when U.S. Soccer determined the venue for the game. It did not anticipate generating enough revenue from the games to make it financially prudent to pay for the installation of temporary grass. Although the MNT played in one of these venues in 2019,</p>	<p>King Dec. ¶¶ 68-80, King Dec. Ex. 20; Def. Supp. Int. Ans. 2.</p>



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	and U.S. Soccer paid to install grass for that game, that was nearly two years after the last time either team played on artificial turf, it was the final preparation game before the Gold Cup (which was played on grass), and U.S. Soccer determined that the combination of anticipated revenue from the game and the desire to play a preparatory match for a major tournament on natural grass warranted the decision.	
197.	The WNT has flown charter flights for all team travel, including travel to friendly matches, since October 2018. Like the WNT, the MNT has only used charter flights for team travel since October 2018. U.S. Soccer has planned to take charter flights for team travel for both teams in 2020 as well.	King Dec. ¶ 46.
198.	The WNT flew charter flights for all team travel during the 2015 FIFA Women's World Cup, during Olympic qualifying in 2016, and during the 2016 Olympic Games. The WNT did not reserve a charter flight for its initial trip to Brazil for the 2016 Olympic Games because it	King Dec. ¶ 47.

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	<p>did not believe the significant additional cost to take a charter flight from the United States to Brazil, rather than flying business class (which is how the team traveled there) would have been a prudent expenditure of money in light of my view that business class travel would not cost the team any competitive advantage, given that international business class travel from the United States to South America is often at least as comfortable as a charter airplane, if not more so. Also, WNT Head Coach Jill Ellis did not request a charter flight to Brazil. If she had, U.S. Soccer would have considered the request, just as it considered (and ultimately acceded to) her request to reserve hotel accommodations for the team for the semifinals and finals of the Olympic tournament at a resort outside the Olympic Village, notwithstanding the fact that doing so cost U.S. Soccer hundreds of thousands of additional dollars. Coach Ellis told U.S. Soccer that she believed it was important to do so for the team's competitive advantage.</p>	

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
199.	The MNT flew charter flights for all team travel to non-friendly matches between 2015 and 2018.	King Dec. ¶ 48
200.	Between June 11, 2015, and September 2018, the WNT did not use charter flights for any team travel to friendly matches. The MNT flew a total of six charter flights for team travel to friendly matches between June 11, 2015, and September 2018.	King Dec. ¶ 49
201.	Two of the six aforementioned MNT charter flights to friendly matches were flights to Cuba for a match against Cuba and then from Cuba to another match in Washington, D.C., in October 2016. The team flew on charter airplanes because there were very limited commercial flight options to and from Cuba at the time.	King Dec. ¶ 50
202.	One of the aforementioned MNT charter flights to a friendly was a flight the team took in June 2017 to a friendly in Utah, five days before a World Cup qualifier in Colorado. At the time, the team was struggling to try to qualify for the 2018 World Cup, and U.S. Soccer agreed with the Head Coach's request for a charter	King Dec. ¶ 51

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	flight in an effort to provide the team with every competitive advantage as it attempted to qualify for the World Cup.	
203.	One of the aforementioned MNT charter flights to a friendly was a flight the team took after arriving in Nashville for the team's pre-Gold Cup training camp in 2017. The flight took the team to East Hartford for a friendly just days before its Gold Cup opener back in Nashville. Again, the team had been struggling in World Cup qualifying, and the Gold Cup was viewed by U.S. Soccer as a significant opportunity to win a meaningful tournament (which the team did), to help provide the program with momentum and a boost for its fans. U.S. Soccer reserved the charter flight in an effort to provide the team with every competitive advantage heading into the Gold Cup.	King Dec. ¶ 52
204.	One of the six MNT charter flights referenced above to a friendly was a flight from Ireland to a friendly in France against the soon-to-be world champion French team, a week after a friendly	King Dec. ¶ 53

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
	<p>against Ireland in June 2018. By this time, the team had failed to qualify for the 2018 World Cup, and U.S. Soccer viewed the friendly against France as a meaningful opportunity for the team to compete against one of the World Cup favorites. U.S. Soccer wanted the team to have every competitive advantage for that match because it believed a good result in that match (which the team achieved) could give the players and the program a significant boost, compared to most friendlies. In addition, charter flights within Europe can be relatively inexpensive. This one cost only €42,670 and avoided separate shipping costs because all team equipment could be on the plane. All in all, the cost-benefit analysis led U.S. Soccer to believe a charter flight was the best option for the trip.</p>	
205.	<p>The last charter flight to a friendly before U.S. Soccer began routinely flying charters for both teams in October 2018 was a flight to an MNT friendly against Mexico in Nashville in September 2018.</p>	King Dec. ¶ 54

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
	The match was only four days after the team played a friendly match against Brazil in the New York area, and Mexico is the team's main rival. Even a friendly match against Mexico is seen by U.S. Soccer as an important measuring stick for the program. Accordingly, U.S. Soccer reserved a charter flight to try to ensure every competitive advantage for the team.	
206.	Exhibit 18 to Tom King's Declaration reflects each match played by the WNT between January 1, 2014, and December 31, 2019.	King Dec. ¶ 58, Ex. 18
207.	Exhibit 19 to Tom King's Declaration reflects each match played by the MNT between January 1, 2014, and December 31, 2019.	King Dec. ¶ 59, Ex. 19
208.	Column A in Exhibits 18 and 19 to Tom King's Declaration reflect the year in which the match was played.	King Dec. ¶ 60, Ex. 18, Ex. 19
209.	Column B in Exhibits 18 and 19 to Tom King's Declaration reflects the date (day and month) on which the match was played.	King Dec. ¶ 61, Ex. 18, Ex. 19

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
210.	Column C in Exhibits 18 and 19 to Tom King's Declaration reflects the opponent for the match.	King Dec. ¶ 62, Ex. 18, Ex. 19
211.	Column D in Exhibits 18 and 19 to Tom King's Declaration reflects the opponent's FIFA ranking as of the date the match was played.	King Dec. ¶ 63, Ex. 18, Ex. 19
212.	Column E in Exhibits 18 and 19 to Tom King's Declaration reflects the score (WNT/MNT-opponent) of the match.	King Dec. ¶ 64, Ex. 18, Ex. 19
213.	Column F in Exhibits 18 and 19 to Tom King's Declaration reflects U.S. Soccer's result (W=win, L=loss, D=draw) for the match.	King Dec. ¶ 65, Ex. 18, Ex. 19
214.	Column G in Exhibits 18 and 19 to Tom King's Declaration reflects the type of match that was played. Matches in the SheBelieves Cup, Tournament of Nations, Algarve Cup, and International Tournament de Brasilia are all friendly matches that are organized into a round-robin tournament format.	King Dec. ¶ 66, Ex. 18, Ex. 19
215.	Column H in Exhibits 18 and 19 to Tom King's Declaration reflects the country in which the match was played.	King Dec. ¶ 67, Ex. 18, Ex. 19

	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
216.	Exhibit 20 to Tom King's Declaration reflects each match played by the WNT between June 11, 2015, and December 31, 2019.	King Dec. ¶ 68, Ex. 20
217.	Exhibit 21 to Tom King's Declaration reflects each match played by the MNT between June 11, 2015, and December 31, 2019.	King Dec. ¶ 69, Ex. 21
218.	Column A in Exhibits 20 and 21 to Tom King's Declaration reflects the year in which the match was played.	King Dec. ¶ 70, Ex. 20, Ex. 21
219.	Column B in Exhibits 20 and 21 to Tom King's Declaration reflects the date (day and month) on which the match was played.	King Dec. ¶ 71, Ex. 20, Ex. 21
220.	Column C in Exhibits 20 and 21 to Tom King's Declaration reflects the opponent for the match.	King Dec. ¶ 72, Ex. 20, Ex. 21
221.	Column D in Exhibits 20 and 21 to Tom King's Declaration reflects the type of match that was played. Matches in the SheBelieves Cup, Tournament of Nations, Algarve Cup, and International Tournament de Brasilia are all friendly matches that are organized into a round-robin tournament format.	King Dec. ¶ 73, Ex. 20, Ex. 21



	<b>UNCONTROVERTED FACT</b>	<b>SUPPORTING EVIDENCE</b>
222.	Column E in Exhibits 20 and 21 to Tom King's Declaration reflects the venue in which the match was played.	King Dec. ¶ 74, Ex. 20, Ex. 21
223.	Column F in Exhibits 20 and 21 to Tom King's Declaration reflects the city in which the match was played.	King Dec. ¶ 75, Ex. 20, Ex. 21
224.	Column G in Exhibits 20 and 21 to Tom King's Declaration reflects the state in which the match was played (where applicable).	King Dec. ¶ 76, Ex. 20, Ex. 21
225.	Column H in Exhibits 20 and 21 to Tom King's Declaration reflects the country in which the match was played.	King Dec. ¶ 77, Ex. 20, Ex. 21
226.	Column I in Exhibits 20 and 21 to Tom King's Declaration reflects the surface upon which the match was played (permanent natural grass, artificial turf, or temporary grass installed over artificial turf or concrete). No distinction is made between a field that is completely permanent natural grass and one that is partially so (e.g., a match at a baseball stadium such as Busch Stadium, in which a portion of the field was temporary natural grass installed over infield dirt).	King Dec. ¶ 78, Ex. 20, Ex. 21

	UNCONTROVERTED FACT	SUPPORTING EVIDENCE
227.	Column J in Exhibits 20 and 21 to Tom King’s Declaration reflects the hotel or resort at which the team stayed the night before the match.	King Dec. ¶ 79, Ex. 20, Ex. 21
228.	Column K in Exhibits 20 and 21 to Tom King’s Declaration reflects the means by which the players traveled to the city in which the match was played.	King Dec. ¶ 80, Ex. 20, Ex. 21

## II. CONCLUSIONS OF LAW

### A. U.S. Soccer did not engage in pay discrimination in violation of the Equal Pay Act or Title VII.

1. Because Plaintiffs are claiming that they have been denied equal pay for substantially equal work under the Equal Pay Act (EPA) and Title VII, the Court should analyze their claims under both statutes by applying the EPA framework. *Maxwell v. City of Tuscon*, 803 F.2d 444, 446 (9th Cir. 1986).

2. To establish a *prima facie* case of pay discrimination under the EPA framework, Plaintiffs must prove that U.S. Soccer pays the WNT less than the MNT for performing equal work that requires equal skill, effort, and responsibility under similar working conditions within the same establishment. 29 U.S.C. § 206(d)(1). If Plaintiffs can prove all this, U.S. Soccer still can prevail by showing that the pay differential results from a “factor other than sex.” 29 U.S.C. § 206(d)(1); 42 U.S.C. § 2000e-2(h).

3. Plaintiffs cannot establish a *prima facie* case of pay discrimination because U.S. Soccer has paid the WNT more than it has paid the MNT, both overall and on a per-game basis, during the relevant time period. *Huebner v. ESEC, Inc.*, No. CV 01-0157-PHX-PGR, 2003 U.S. Dist. LEXIS 28289, \*7-8 (D. Ariz. March 26, 2003); *Marting v. Crawford & Co.*, 203 F. Supp. 2d 958, 996 (N.D. Ill. 2002); *Bertotti v. Philbeck, Inc.*, 827

1 F. Supp. 1005, 1009-10 (S.D. Ga. 1993); *Gallagher v. Kleinwort Benson Gov't Sec., Inc.*,  
2 698 F. Supp. 1401, 1404 (N.D. Ill. 1988); *Mitchell v. Developers Diversified Realty*  
3 *Corp.*, No. 4:09-CV-224, 2010 WL 3855547, \*5 (E.D. Tex. Sept. 8, 2010); 29 C.F.R. §§  
4 1620.10, 1620.12.

5 4. Plaintiffs cannot establish a *prima facie* case of pay discrimination because they do  
6 not work in the same establishment as MNT players and are therefore also not similarly  
7 situated. *A.H. Phillips, Inc. v. Walling*, 324 U.S. 490, 496 (1945); *Foster v. Arcata*  
8 *Assocs., Inc.*, 772 F.2d 1453, 1464 (9th Cir. 1985); *Renstrom v. Nash Finch Co.*, 787 F.  
9 Supp. 2d 961, 965 (D. Minn. 2011).

10 5. Plaintiffs cannot establish a *prima facie* case of pay discrimination because  
11 Plaintiffs and MNT players do not perform equal work in jobs requiring equal skill,  
12 effort, and responsibility under similar working conditions. *AFSCME v. State of*  
13 *Washington*, 770 F.2d 1401, 1404 (9th Cir. 1985); *Spencer v. Virginia State Univ.*, 919  
14 F.3d 199, 204 (4th Cir. 2019); *Sims-Fingers v. City of Indianapolis*, 493 F.3d 768, 771  
15 (7th Cir. 2007); *Lemons v. City & Cty. of Denver*, 620 F.2d 228, 229 (10th Cir. 1980);  
16 *Spaulding v. Univ. of Washington*, 740 F.2d 686, 699 (9th Cir. 1984); *Kob v. Cty. of*  
17 *Marin*, 425 F. App'x 634, 635 (9th Cir. 2011); *Stanley v. USC*, 13 F.3d 1313, 1321-23  
18 (9th Cir. 1994); *Wheatley v. Wicomico Cty., Maryland*, 390 F.3d 328, 333-34 (4th Cir.  
19 2004); *Ruffin v. Los Angeles Cty.*, 607 F.2d 1276, 1278 (9th Cir. 1979); *Weaver v. Ohio*  
20 *State University*, 71 F. Supp. 2d 789 (S.D. Ohio 1998), *aff'd*, 191 F.3d 1315 (6th Cir.  
21 1999).

22 6. U.S. Soccer is entitled to summary judgment because any pay differential between  
23 Plaintiffs and MNT players results from factors other than sex, specifically: (1) the  
24 collective bargaining process between U.S. Soccer and the WNTPA, which represents  
25 only WNT players and is a separate union from the USNSTPA, which represents only  
26 MNT players and (2) differentials in revenue, and potential revenue, derived from the  
27 two teams' completely separate games. *Perkins v. Rock-Tenn Servs., Inc.*, 700 F. App'x  
28 452, 457 (6th Cir. 2017); *Grosz v. Boeing Co.*, 455 F. Supp. 2d 1033, 1045 (C.D. Cal.

2006); *Diamond v. T. Rowe Price Assocs., Inc.*, 852 F. Supp. 372, 394 (D. Md. 1994);  
*Byrd v. Ronayne*, 61 F.3d 1026, 1034 (1st Cir. 1995); *Hodgson v. Robert Hall Clothiers*,  
473 F.2d 589, 597 (3rd Cir. 1973); *Bartges v. UNC Charlotte*, 908 F. Supp. 1312, 1327  
(W.D.N.C.), *aff'd*, 94 F.3d 641 (4th Cir. 1996).

**B. Alleged Discrimination in Other Terms and Conditions of Employment**

7. U.S. Soccer is entitled to summary judgment because Plaintiffs failed to exhaust  
their administrative remedies. *Freeman v. Oakland Unified Sch. Dist.*, 291 F.3d 632, 637  
(9th Cir. 2002).

8. U.S. Soccer is entitled to summary judgment because there are legitimate, non-  
discriminatory reasons, having nothing to do with sex, for the difference in the number of  
times the WNT and the MNT played on artificial turf and flew on charter airplanes  
during discrete periods of time in prior years. *Hawn v. Exec. Jet Mgmt., Inc.*, 615 F.3d  
1151, 1156 (9th Cir. 2010); *Vasquez v. Cty. of Los Angeles*, 349 F.3d 634, 642 (9th Cir.  
2003), as amended (Jan. 2, 2004).

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DATED: February 20, 2020

SEYFARTH SHAW LLP

By: /s/ Brian Stolzenbach  
Brian Stolzenbach

**Declaration of Sunil Gulati**

1  
2 1. My name is Sunil Gulati. I graduated *magna cum laude* with a B.A. in  
3 economics from Bucknell University in 1981 and received an M.A. in 1983 and an  
4 M. Phil. in 1986 in economics from Columbia University. I served on the Columbia  
5 University economics faculty full-time from 1986 until 1990, where I taught multiple  
6 courses. In 1991, I went to work for the World Bank in Washington, D.C. where I served  
7 as a country economist for the emerging country of Moldova. I returned to the Columbia  
8 University economics faculty in 1995 where I served as an adjunct professor until 2003.  
9 In 2003, I resumed my position as a full-time member of the Columbia University  
10 economics faculty and have continued as a full-time member of the faculty to this day. I  
11 have also been involved with the United States Soccer Federation (“U.S. Soccer”) in  
12 various capacities for more than 35 years, all as a volunteer.

13 2. Throughout the 1980s and 1990s, I was appointed by the President of U.S.  
14 Soccer then in office—Werner Fricker (1984-1990), Alan Rothenberg (1990-1998), and  
15 Dr. Robert Contiguglia (1998-2006)—to serve on and sometimes chair a number of  
16 different USSF Committees and Task Forces. Among other things, I was the Managing  
17 Director of National Teams, responsible for the development of the U.S. Soccer’s senior  
18 men’s and women’s national teams; member and Chair of the International Games  
19 Committee, responsible for international exhibition matches involving FIFA-affiliated  
20 teams and clubs as well as matches played by the senior men’s and women’s national  
21 teams; Chairman of the Technical Committee, responsible for overall player  
22 development; Chairman of both the U.S. Cup ’92 and U.S. Cup ’93, an international  
23 round-robin tournament leading to up to the 1994 FIFA World Cup; and a member of the  
24 World Cup Bid Committee from 1986-1988 which secured for the United States the right  
25 to host the 1994 FIFA World Cup.

26 3. I also served as a delegate to U.S. Soccer’s National Council (see below) and  
27 as a member of the U.S. Soccer Board of Directors as a representative of the Professional  
28

1 Council (see below) from 1995 until 2000. Moreover, from 2000 until February 10, 2018,  
2 I served as an elected officer of U.S. Soccer.

3 4. I was elected Executive Vice President of U.S. Soccer in 2000 and served in  
4 that capacity until 2006 when I was elected President. I was re-elected to additional four-  
5 year terms as President in 2010 and again in 2014. I chose not to seek a fourth term, and  
6 Carlos Cordeiro succeeded me as President of U.S. Soccer on February 10, 2018. I  
7 remain a member of the USSF Board of Directors to this day.

8 5. I was also appointed to the Board of Directors of the FIFA Women's World  
9 Cup USA in 1999 and again in 2003.

10 6. I have been and still am a member of the Concacaf (defined below) Council  
11 (formerly called the Concacaf Executive Committee) and have served on numerous  
12 Concacaf committees.

13 7. I was elected in 2013 to the FIFA (defined below) Executive Committee,  
14 now known as the FIFA Council. I remain a member of the FIFA Council and have also  
15 served on, among other committees, the FIFA Confederations Cup Committee, the  
16 Strategic Committee, the Youth Competitions Committee, the FIFA Task Force Football  
17 2014, and the Independent Governance Committee, which provided recommendations for  
18 governance changes within the FIFA structure.

19 8. USSF is, and at all times during my association with U.S. Soccer has been, a  
20 not-for-profit corporation organized under the laws of New York that has been granted  
21 tax-exempt status by the Internal Revenue Service under Section 501(c)(3) of the Internal  
22 Revenue Code.

23 9. According to its by-laws in effect from September 1, 2012, until April 30,  
24 2017, the purposes of U.S. Soccer during that period were: (1) to promote soccer in the  
25 United States, including national and international games and tournaments, soccer for  
26 women and men, indoor soccer and beach soccer; (2) to govern, coordinate, and  
27 administer the sport of soccer in the United States; (3) to provide for the continuing  
28 development of soccer players, coaches, referees, and administrators; (4) to provide for

1 national cup competitions; and (5) to provide for the prompt and equitable resolution of  
2 grievances.

3 10. According to its by-laws in effect since May 1, 2017, the purposes of U.S.  
4 Soccer are: (1) to promote, govern, coordinate, and administer the growth and  
5 development of soccer in all its recognized forms in the United States for all persons of  
6 all ages and abilities, including national teams and international games and tournaments;  
7 (2) to provide for the continuing development of soccer players, coaches, referees and  
8 administrators; (3) to provide for national cup competitions; and (4) to provide for the  
9 prompt and equitable resolution of grievances.

10 11. U.S. Soccer fields more than 20 national teams, including youth national  
11 teams at varying age levels, Para-7-a-side and extended national teams in the beach,  
12 futsal, and para-athlete categories, and the Senior Men's National Team (MNT) and the  
13 Senior Women's National Team (WNT).

14 12. U.S. Soccer (1) selects, funds, trains, and manages the various United States  
15 national soccer teams; (2) supports a national development program for talented youth  
16 participants over the age of 14; (3) trains and licenses both coaches and referees at all  
17 levels of soccer; (4) supports a national training center in Carson, California; and (5)  
18 seeks to resolve disputes between and among its members.

19 13. U.S. Soccer has been recognized by the United States Olympic and  
20 Paralympic Committee ("USOPC") as the national governing body and paralympic sports  
21 organization ("NGB") for the sport of soccer under the Ted Stevens Olympic and  
22 Amateur Sports Act, 36 U.S.C. 220521. Among other requirements, to remain a  
23 designated NGB, U.S. Soccer must be a member in good standing of FIFA.

24 14. U.S. Soccer is the national association member of the Federation  
25 Internationale de Football Association ("FIFA") for the United States. There are 210  
26 other national association members of FIFA, each representing a different nation or  
27 autonomous region of the world. Each national association member, as a condition of  
28



1 continuing membership, must, among other things, comply fully with the FIFA statutes,  
2 regulations, directives and decisions and ensure that their own members do the same.

3 15. U.S. Soccer is also a member of the Confederation of North, Central  
4 America and Caribbean Association Football (“Concacaf”), one of six regional  
5 confederations recognized by FIFA. There are 40 other members of Concacaf, each  
6 representing a different nation or autonomous region in North America, Central America,  
7 or the Caribbean. I serve as one of the Concacaf representatives on the FIFA Council.

8 16. U.S. Soccer has been affiliated with Concacaf since Concacaf was founded  
9 in 1961.

10 17. As a member of FIFA and Concacaf, the Federation is, to the extent  
11 permitted by governing law, obliged to respect the statutes, regulations, directives, and  
12 decisions of FIFA and of Concacaf.

13 18. Among their other activities, FIFA and Concacaf sponsor and organize  
14 soccer tournaments and other official competitions among their respective members.

15 19. U.S. Soccer has fielded a women’s soccer team for purposes of trying to  
16 qualify for and ultimately win the Gold Medal in Olympic competition ever since the  
17 sport of women’s soccer was added to the Olympic Games for the 1996 Olympic Games  
18 in Atlanta. In fact, the team has qualified for the Olympic Games in Tokyo in 2020.

19 20. U.S. Soccer has fielded a men’s soccer team for purposes of trying to qualify  
20 for and ultimately win the Gold Medal in Olympic competition ever since then, as well,  
21 and for even longer because men’s soccer has been an Olympic sport for a longer period  
22 of time. The team will compete in Olympic qualifiers later this year, in the hope of  
23 qualifying for the Olympic Games in Tokyo this summer.

24 21. FIFA sponsors and organizes the FIFA World Cup, a tournament for senior  
25 men’s national teams, and has done so every four years since 1930, with the exception of  
26 1942 and 1946. Today, the FIFA World Cup is often described as the most popular  
27 sporting event in the world, based on the number of people in the world who watch it.  
28 See, e.g., [www.britannica.com/sports/World-Cup-football](http://www.britannica.com/sports/World-Cup-football), attached to this Declaration as



1 Exhibit 1. The documents attached to this Declaration as Exhibits 2, 3, and 4 are publicly  
2 available on FIFA's website. They are reports concerning the number of worldwide  
3 television viewers of the FIFA World Cups in 2010, 2014, and 2018. The general  
4 magnitude of the viewership figures in those documents are consistent with my personal  
5 knowledge of the television ratings for those tournaments. I have had access to that  
6 ratings data in my role on the FIFA Council.

7 22. FIFA also sponsors and organizes the FIFA Women's World Cup, a  
8 tournament for senior women's national teams, and has done so every four years since  
9 1991. The documents attached to this Declaration as Exhibits 5, 6, and 7 are publicly  
10 available on FIFA's website. They are reports concerning the number of worldwide  
11 television viewers of the FIFA Women's World Cups in 2011, 2015, and 2019. The  
12 general magnitude of the viewership figures in those documents are consistent with my  
13 personal knowledge of the television ratings for those tournaments. I have had access to  
14 that ratings data in my role on the FIFA Council.

15 23. U.S. Soccer has fielded a women's soccer team for purposes of trying to  
16 qualify for and ultimately win the FIFA Women's World Cup ever since the first such  
17 event in 1991.

18 24. U.S. Soccer has fielded a men's soccer team for purposes of trying to qualify  
19 for and ultimately win the FIFA World Cup ever since then, as well, and for even longer  
20 because the World Cup for men has been played for a longer period of time.

21 25. Concacaf sponsors and organizes the Gold Cup, which is a competition for  
22 senior men's national teams fielded by the members of Concacaf. It has done so every  
23 two years since 2003. Before that, the cadence of Gold Cup competitions was not as  
24 uniform.

25 26. U.S. Soccer has fielded a men's soccer team for purposes of trying to win  
26 the Gold Cup in each year since 2003 and prior to that, as well.

27 27. Between 2005 and 2017, FIFA sponsored and organized the FIFA  
28 Confederations Cup, which was a competition for senior men's national teams, every four

1 years. Before that, the cadence of Confederations Cup competitions was not as uniform.  
2 During the 2005-2017 period, the Confederations Cup was an eight-team tournament  
3 contested the year before the FIFA World Cup, held in the country that would be hosting  
4 the FIFA World Cup the following year. Most recently, the participants typically were  
5 the reigning FIFA World Cup champion, the six reigning continental champions (e.g., in  
6 Concacaf, typically the reigning Gold Cup champion), and the host of the next year's  
7 FIFA World Cup.

8 28. In 2015, Concacaf organized the CONCACAF Cup, which was a single  
9 match contested by the United States and Mexico (winners of the 2013 and 2015 Gold  
10 Cups, respectively) for the right to play in the 2017 FIFA Confederations Cup.

11 29. Concacaf sponsors and organizes a tournament for senior women's national  
12 teams. Since 2002, this tournament has also doubled as the Concacaf region's qualifying  
13 tournament for either the FIFA Women's World Cup or the Olympic Games. In contrast,  
14 the qualifying processes for the men's FIFA World Cup and Olympic Games soccer  
15 tournament are separate and apart from the men's Gold Cup.

16 30. U.S. Soccer has fielded a women's soccer team for purposes of trying to win  
17 Concacaf's regional women's championship (described in the preceding paragraph) every  
18 year since 2002 and prior to that, as well.

19 31. La Confederación Sudamericana de Fútbol ("CONMEBOL") is the  
20 continental governing body for the sport of soccer in South America. U.S. Soccer is not a  
21 member of CONMEBOL, but it has been invited by CONMEBOL to participate in its  
22 championship for its senior men's national teams, the Copa America, on some occasions  
23 in the past. In recent years CONMEBOL has invited teams from outside CONMEBOL to  
24 participate.

25 32. In 2017, Concacaf announced the first ever Concacaf Nations League, a  
26 tournament for men's national teams to be contested from 2018-2020. The MNT has  
27 participated in this competition, advancing to the semifinals to be played later this year.  
28

33. For the women's soccer tournament in the Olympic Games and the FIFA Women's World Cup (and their associated qualifying tournaments), the U.S. Soccer fields the WNT.

34. For the FIFA World Cup (and its associated qualifying tournament), the Gold Cup, the FIFA Confederations Cup (when it existed), the CONCACAF Cup, Copa America, and the Concacaf Nations League, U.S. Soccer fields the MNT.

35. U.S. Soccer does not field the MNT for the men's soccer tournament in the Olympic Games or for its associated qualifying tournament.

36. For the men's Olympic qualifying tournament, U.S. Soccer is required to field its Under 23 Men's National Team (U-23 MNT), i.e., the team may not include any players over the age of 23 (as measured by a certain date) for Olympic qualifying matches. U.S. Soccer also must use its U-23 MNT for matches in the Olympic Games if it qualifies, with the exception that the rules of the competition allow the teams that qualify for the Olympic Games to add three players over the age of 23 to their Olympic Games rosters.

37. In 2015 and 2016, the MNT included some players who were under the age of 23 and therefore eligible to play for the U-23 MNT in Olympic qualifiers during those years. For example, Jordan Morris played for the U-23 MNT in Olympic qualifiers in 2015 and 2016 even though he had previously played in games for the MNT.

38. In prior years when the U-23 MNT has qualified for the Olympic Games, U.S. Soccer has used players under the age of 23 who had previously played for the MNT and also has added players over the age of 23 who had previously played for the MNT. For example, the men's roster for the 2008 Olympic Games included 36-year-old Brian McBride, who had by then played nearly 100 games with the MNT, and Benny Feilhaber, who qualified as a U-23 player but had played for the MNT in past, even scoring the game-winning goal for the MNT in the 2007 Gold Cup Final.

39. In 2020, the MNT includes some players who are also eligible to play for the U-23 MNT in its Olympic qualifiers scheduled for March and April 2020. In addition, all

1 MNT players will be eligible to play for U.S. Soccer at the Olympic Games if the team  
2 qualifies (because any of the individuals over the age of 23 could be named as one of the  
3 three over-age players).

4 40. In addition to playing in the previously described tournaments, the MNT  
5 also plays senior men's national teams from other nations in international friendlies.

6 41. In addition to playing in the Olympics and the FIFA Women's World Cup  
7 (and their associated qualifying tournaments), the WNT also plays senior women's  
8 national teams from other nations in international friendlies.

9 42. Some of the friendly matches in which the WNT plays have been organized  
10 into a round-robin tournament format (e.g., the She Believes Cup, the Algarve Cup, and  
11 Tournament of Nations), but they are still considered international friendlies by FIFA and  
12 by U.S. Soccer. On FIFA's international match calendar, these events are called "friendly  
13 tournaments."

14 43. International soccer at the senior men's and women's national team level is  
15 organized around four-year cycles known as "quads." The men's cycle runs from January  
16 1 in the year after the FIFA World Cup through December 31 of the year of the next  
17 FIFA World Cup. The women's cycle runs from the January 1 after the Olympic Games  
18 through December 31 of the year of the next Olympic Games. The last two quads for the  
19 MNT were 2011-2015 and 2015-2018. The current quad runs from 2019-2022. The last  
20 two quads for the WNT were 2009-2012 and 2013-2016. The current quad runs from  
21 2017-2020.

22 44. U.S. Soccer receives no funding from the federal government.

23 45. Although U.S. Soccer receives some revenue from other sources, more than  
24 half of its annual revenue typically comes from a combination of the following sources:  
25 (1) hosting soccer matches against other senior men's and women's national teams and  
26 generating revenue from ticket sales and other activities associated with putting on the  
27 event or receiving money from other soccer federations in exchange for agreeing to play  
28 in their countries, (2) money received for participating in tournaments organized or

1 sponsored by FIFA, Concacaf, and CONMEBOL, and (3) agreements with Soccer United  
2 Marketing (SUM) and Nike according to which SUM pays U.S. Soccer for certain  
3 television broadcasting rights and both SUM and Nike pay U.S. Soccer for different  
4 bundles of intellectual property rights.

5 46. In addition, in 2016 a subsidiary of U.S. Soccer organized and hosted the  
6 Copa America Centenario, a special 100th anniversary edition of the Copa America, co-  
7 sponsored by CONMEBOL and Concacaf. The subsidiary generated more than \$70  
8 million in net income from this activity and contributed that money to U.S. Soccer. U.S.  
9 Soccer's Board of Directors has approved a plan to spend those funds on various  
10 activities designed to further the mission of U.S. Soccer.

11 47. The MNT played in the Copa America Centenario and advanced to the  
12 semifinals. The unique opportunity to form a subsidiary to organize and host that  
13 tournament would not have existed if U.S. Soccer did not field a senior men's  
14 international soccer team.

15 48. FIFA owns and monetizes all commercial rights associated with the FIFA  
16 World Cup and the FIFA Women's World Cup tournaments, such as television broadcast  
17 rights and the right to sell tickets to attend the games. The only revenue U.S. Soccer  
18 receives from such tournaments is in the form of money paid to U.S. Soccer by FIFA as a  
19 reward for qualifying for or succeeding in the tournament.

20 49. U.S. Soccer, however, does own the broadcast rights and the right to sell  
21 tickets to certain FIFA World Cup qualifiers involving the MNT. It does not own the  
22 broadcast rights to the FIFA Women's World Cup qualifiers or the right to sell tickets to  
23 those games because the WNT qualifies through Concacaf's regional championship  
24 tournament, and Concacaf owns those rights.

25 50. FIFA awarded prize money for the 2010 FIFA World Cup as described in  
26 the prize money memorandum attached to this Declaration as Exhibit 8. U.S. Soccer  
27 received \$9 million in prize money from FIFA because the MNT advanced to the Round  
28 of 16 in the 2010 FIFA World Cup.

1           51.    FIFA awarded prize money for the 2011 FIFA Women's World Cup as  
2 described in the prize money memorandum attached to this Declaration as Exhibit 9. U.S.  
3 Soccer received \$800,000 in prize money from FIFA because the WNT finished 2nd in  
4 the 2011 FIFA Women's World Cup.

5           52.    FIFA awarded prize money for the 2014 FIFA World Cup as described in  
6 the prize money memorandum attached to this Declaration as Exhibit 10. U.S. Soccer  
7 received \$9 million in prize money from FIFA because the MNT advanced to the Round  
8 of 16 in the 2014 FIFA World Cup.

9           53.    FIFA awarded prize money for the 2015 FIFA Women's World Cup as  
10 described in the prize money memorandum attached to this Declaration as Exhibit 11.  
11 U.S. Soccer received \$2 million in prize money from FIFA because the WNT won the  
12 2015 Women's World Cup.

13           54.    In 2018, FIFA awarded \$38 million in prize money to the French Football  
14 Federation because France won the 2018 FIFA World Cup.

15           55.    In 2019, the WNT won the FIFA Women's World Cup, and U.S. Soccer will  
16 receive \$4 million in prize money from FIFA as a result. The prize money available from  
17 FIFA for the 2019 Women's World Cup is described in the prize money memorandum as  
18 Exhibit 12.

19           56.    The 2014 FIFA World Cup was held in Brazil. The 2018 FIFA World Cup  
20 was held in Russia. Thirty-two senior men's national teams participated in each  
21 tournament.

22           57.    To qualify for the 2014 FIFA World Cup, the MNT first had to play two  
23 games each (home-and-away) against Jamaica, Guatemala, and Antigua & Barbuda over  
24 the course of four months in 2012 and then another two games each (home-and-away)  
25 against Mexico, Costa Rica, Honduras, Panama, and Jamaica over the course of eight  
26 months in 2013. The MNT finished in first place in each round and qualified for the 2014  
27 FIFA World Cup.  
28



1           58. To try to qualify for the 2018 FIFA World Cup, the MNT first had to play  
2 two games each (home-and-away) against Trinidad & Tobago, Guatemala, and St.  
3 Vincent & the Grenadines over the course of almost 10 months in 2015 and 2016 and  
4 then another two games each (home-and-away) against Mexico, Costa Rica, Panama,  
5 Honduras, and Trinidad & Tobago over the course of almost a year in 2016 and 2017.  
6 The MNT finished in first place in the initial round but in fifth place in the final round  
7 and, as a result, did not qualify for the 2018 FIFA World Cup. This was the first time  
8 since the mid-1980s that the MNT failed to qualify for the FIFA World Cup.

9           59. The 2015 FIFA Women's World Cup was held in Canada. The 2019 FIFA  
10 Women's World Cup was held in France. Twenty-four senior women's national teams  
11 participated in each tournament.

12           60. To qualify for the 2015 FIFA Women's World Cup, the WNT had to play  
13 five games over the course of 12 days in October 2014, all in the United States.

14           61. To qualify for the 2019 Women's World Cup, the WNT had to play five  
15 games over the course of 14 days in October 2018, all in the United States.

16           62. At all levels of its national team program, including its senior national teams  
17 and youth national teams, U.S. Soccer fields separate teams for males and females. This  
18 is required by FIFA's rules and regulations.

19           63. While others (including General Counsel Lisa Levine) participated in and  
20 represented U.S. Soccer during the 2012-2013 collective bargaining negotiations with the  
21 Women's National Team Players Association (WNTPA), I am the person who led those  
22 negotiations on behalf of U.S. Soccer. Although the Board of Directors needed to  
23 approve the final collective bargaining agreement, I had the authority to make and accept  
24 offers and reach a tentative agreement with the WNTPA, subject to the Board's ultimate  
25 approval. Those negotiations culminated in the execution of the March 19, 2013,  
26 Memorandum of Understanding attached to this Declaration as Exhibit 13.

27           64. In 2012 and 2013, when the WNTPA and U.S. Soccer were negotiating for a  
28 new collective bargaining agreement, there was no top-tier women's professional soccer

1 league in the United States. The prior two attempts at such a league had failed, with the  
2 most recent iteration ceasing operations after three seasons in 2011.

3 65. Acting as President of U.S. Soccer, I had informed WNTPA Executive  
4 Director John Langel prior to starting contract negotiations that U.S. Soccer wanted to  
5 assist in launching a new top-tier women's professional league in 2013.

6 66. The November 1, 2012, memorandum attached to this Declaration as Exhibit  
7 14 was the first written contract proposal U.S. Soccer received from the WNTPA during  
8 the 2012-2013 collective bargaining negotiations.

9 67. On November 5, 2012, representatives of the WNTPA and U.S. Soccer,  
10 including me, met in Philadelphia to discuss the WNTPA's November 1, 2012  
11 memorandum. WNT player Lauren Cheney communicated to us during that meeting that  
12 the players were grateful for what they were paid and understood that they were among  
13 the highest compensated teams in the world.

14 68. On December 4, 2012, U.S. Soccer Chief Financial Officer Eric Gleason  
15 e-mailed the WNTPA a summary of U.S. Soccer's initial proposal for compensation  
16 terms in a new collective bargaining agreement. Among other things, the document  
17 proposed that there be 24 players under contract receiving an annual salary, per diems  
18 equal to the MNT as requested by the WNTPA, a \$1.8 million payment to the players for  
19 Victory Tours after both the 2015 FIFA Women's World Cup and 2016 Olympic Games,  
20 and various bonuses for success in the Olympics. The proposal also included annual  
21 housing allowances for players in the NWSL. The 2011-2018 CBA between the MNTPA  
22 and U.S. Soccer does not include any of these items. A true copy of this e-mail is  
23 attached as Exhibit 15.

24 69. In addition to the terms reflected in the attachment to Gleason's email  
25 (Exhibit 15), I orally offered to the WNTPA an additional \$200,000, which the WNTPA  
26 could apply to bonuses associated with the FIFA Women's World Cup or the Olympic  
27 Games or some combination, as determined by the WNTPA.  
28



1           70. Later on in negotiations, Mr. Gleason prepared a document for my review  
2 showing that from 2005 through 2011, U.S. Soccer earned more than \$95 million from  
3 MNT game revenue and less than \$15 million from WNT game revenue. A copy of this  
4 document is attached as Exhibit 16.

5           71. I also knew during those negotiations how much prize money FIFA had  
6 awarded to the winner of, and the other participants in, the 2010 FIFA World Cup for  
7 men, as well as how much prize money FIFA had awarded to the winner of, and the other  
8 participants in, the 2011 FIFA Women's World Cup.

9           72. During the negotiations, I did not anticipate that either of these gaps in  
10 revenue generation would disappear, or even come close to disappearing, during the term  
11 of the 2013-2016 collective bargaining agreement.

12           73. During the entire course of the negotiations that led to the 2013  
13 Memorandum of Understanding (Exhibit 13), the WNTPA never asked for the same  
14 World Cup compensation structure as the one found in U.S. Soccer's collective  
15 bargaining agreement with the union representing MNT players. Nor did it ask for the  
16 same amount of money for playing in international friendlies as the MNT players  
17 received.

18           74. Although I attended some sessions, I was not a regular in-person attendee at  
19 the collective bargaining sessions with the WNTPA during the 2016 and 2017  
20 negotiations that ultimately led to the 2017-2021 collective bargaining agreement. I did  
21 personally attend some of them (including the final sessions before ratification of the  
22 agreement), and even when I was not there in person, I remained in active contact with  
23 the negotiating team and provided the general parameters of negotiating authority under  
24 which they worked, with the final agreement subject to the U.S. Soccer Board of  
25 Directors' ultimate approval of the final agreement.

26           75. During the 2016-2017 negotiations, I understood that U.S. Soccer had  
27 generated more revenue from MNT matches on an overall and per-game basis during the  
28 WNT quad that ended in 2016.

1           76. I also knew during those negotiations how much prize money FIFA had  
2 awarded to the winner of, and the other participants in, the 2014 FIFA World Cup for  
3 men, as well as how much prize money FIFA had awarded to the winner of, and the other  
4 participants in, the 2015 FIFA Women's World Cup.

5           77. During the negotiations, I did not anticipate that either of these gaps in  
6 revenue generation would disappear, or even come close to disappearing, during the term  
7 of the 2017-2021 collective bargaining agreement. I also did not anticipate that the MNT  
8 would fail to qualify for the 2018 FIFA World Cup, given that it had qualified for every  
9 World Cup between 1990 and 2014.

10          78. When U.S. Soccer presented its initial "pay-to-play" compensation proposal  
11 to the WNTPA on May 9 and 13, 2016, it was an opening offer, and I anticipated that  
12 U.S. Soccer would have to increase its offer as negotiations progressed, in order to  
13 encourage compromise by the WNTPA on its offer and to ultimately reach a deal.

14          79. During both the 2012-2013 and 2016-2017 negotiations, when I considered  
15 what U.S. Soccer should be willing to offer, accept, and tentatively agree to, and what I  
16 would be willing to recommend to the full Board of Directors, I always considered the  
17 anticipated overall cost of the contract over its full term. As part of that analysis, I  
18 considered the cost of every contract provision that caused U.S. Soccer to incur a material  
19 cost. I also considered how much success I anticipated the team to achieve on the field  
20 during the term of the collective bargaining agreement and how that anticipated success  
21 was likely to affect the cost of the contract.

22          80. I do not know what size friendly bonuses I may have been willing to  
23 authorize offering, tentatively accepting, or recommending to the Board during 2016-  
24 2017 negotiations if the WNTPA had been willing to negotiate a true pay-to-play  
25 collective bargaining agreement.

26          81. One thing I do know is that I never would have authorized offering or  
27 accepting, and never would have recommended to the Board agreeing to, the same  
28 bonuses for Women's World Cup play that were contained in the MNT's agreement for

1 their World Cup play for very simple reasons. I believed the WNT was much more likely  
2 to qualify for and succeed in their tournament than the MNT was, and I believed that the  
3 MNT's participation and success in their tournament would result in the receipt of  
4 substantially more prize money from FIFA than the WNT's participation and success in  
5 their tournament.

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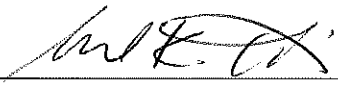
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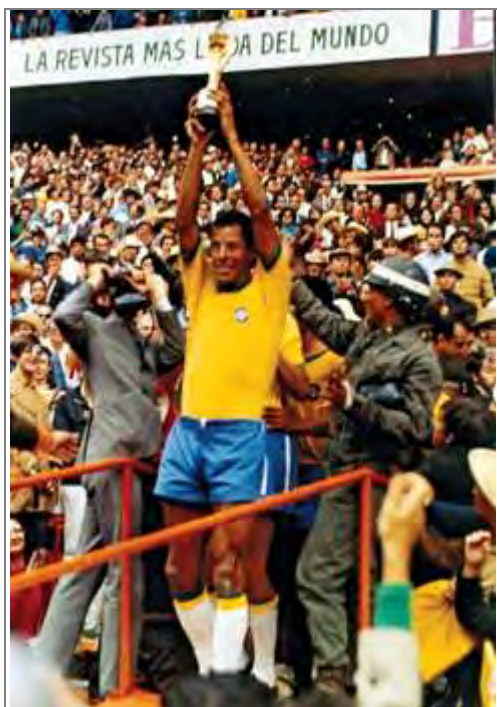
1 I declare under penalty of perjury that the foregoing is true and correct.

2 Executed on February 20, 2020.

3  
4 

5 Sunil Gulati

# World Cup



**Torres, Carlos Alberto**

Captain Carlos Alberto Torres holding the Jules Rimet trophy aloft after Brazil's triumph at the 1970 World Cup.

*AP*



Brazil's Ronaldo (yellow shirt) maneuvering around opposing German players during the final match of the 2002 World Cup, held in Yokohama, Japan; Brazil defeated Germany, 2–0.

*Thomas Kienzle/AP*

**World Cup**, formally **FIFA World Cup**, in football (soccer), quadrennial tournament that determines the sport's world champion. It is likely the most popular sporting event in the world, drawing billions of television viewers every tournament.

The first competition for the cup was organized in 1930 by the Fédération Internationale de Football Association (FIFA) and was won by Uruguay. Held every four years since that time, except during World War II, the competition consists of international sectional tournaments leading to a final elimination event made up of 32 national teams. Unlike Olympic football, World Cup teams are not limited to players of a certain age or amateur status, so the competition serves more nearly as a contest between the world's best players. Referees are selected from lists that are submitted by all the national associations.

The trophy cup awarded from 1930 to 1970 was the Jules Rimet Trophy, named for the Frenchman who proposed the tournament. This cup was permanently awarded in 1970 to then three-time winner Brazil (1958, 1962, and 1970), and a new trophy called the FIFA World Cup was put up for competition. Many other sports have organized "World Cup" competitions.

For a list of World Cup champions, see table.

## FIFA World Cup—men

<b>year</b>	<b>result</b>	
1930 Uruguay	4 Argentina	2
1934 Italy*	2 Czechoslovakia	1
1938 Italy	4 Hungary	2
1950 Uruguay	2 Brazil	1
1954 West Germany	3 Hungary	2
1958 Brazil	5 Sweden	2
1962 Brazil	3 Czechoslovakia	1
1966 England*	4 West Germany	2
1970 Brazil	4 Italy	1
1974 West Germany	2 Netherlands	1
1978 Argentina*	3 Netherlands	1
1982 Italy	3 West Germany	1
1986 Argentina	3 West Germany	2
1990 West Germany	1 Argentina	0
1994 Brazil**	0 Italy	0
1998 France	3 Brazil	0
2002 Brazil	2 Germany	0
2006 Italy**	1 France	1
2010 Spain*	1 Netherlands	0
2014 Germany*	1 Argentina	0
2018 France	4 Croatia	2

\*Won after extra time (AET).

\*\*Won on penalty kicks.

This article was most recently revised and updated by Amy Tikkanen, Corrections Manager.

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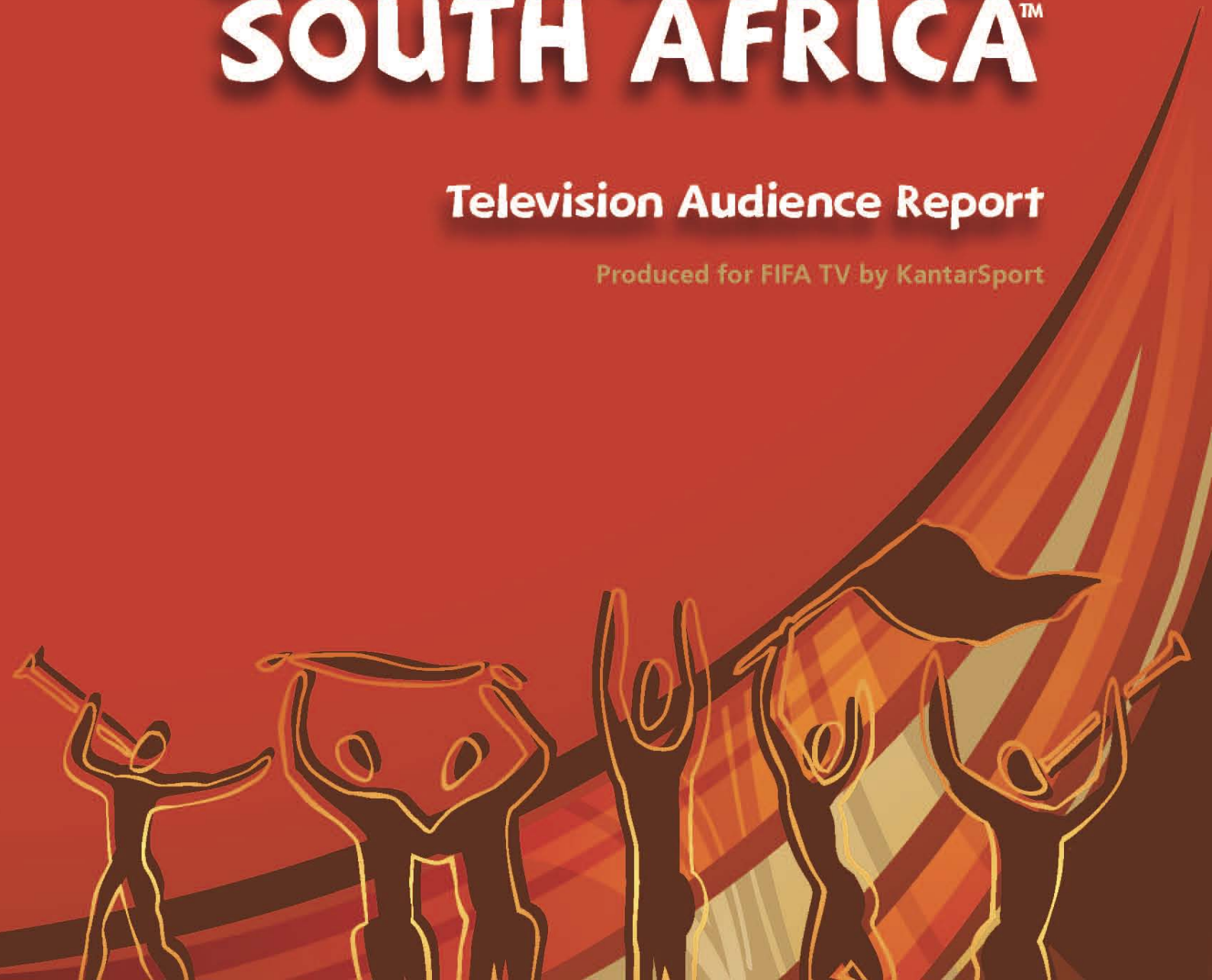




# 2010 FIFA WORLD CUP SOUTH AFRICA™

## Television Audience Report

Produced for FIFA TV by KantarSport







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*Click on section title or page number to skip to section...*

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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 notes<sup>1</sup>

- 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.

<sup>1</sup> Please 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 summary<sup>1</sup>

The in-home television coverage of the 2010 FIFA World Cup South Africa™ reached<sup>2</sup> over 3.2 billion people around the world; 46.4% of the global population<sup>3</sup> 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 population<sup>3</sup>; 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 statistics<sup>4</sup> below:

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

- 1+ minute of coverage: 3.2 billion (+8%); 46% of the global population<sup>3</sup>
- 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 billion<sup>5</sup>.

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.

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

<sup>2</sup> Based on viewers watching at least one minute of coverage.

<sup>3</sup> Based on global population of 6.91 billion (UN Population Division 2010)

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

<sup>5</sup> 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-home<sup>6</sup>. 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)<sup>6</sup>.
- 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 3<sup>7</sup>.
- The South American markets, which received coverage from the DirecTV licensee<sup>8</sup>, 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.

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

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>7</sup> Channels of the Media Rights Licensee RAI's sub-licensee Sky Italia

<sup>8</sup> Sub-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™<sup>6</sup>. A total of nearly 28 million individuals were reached in South Africa by the in-home coverage<sup>6</sup>; 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 ABC<sup>9</sup> or Univision<sup>10</sup>; beating the previous record held by the 1994 FIFA World Cup USA™ quarter-final between the USA and Brazil, by 20%.
- The audience reach<sup>7</sup> 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 NED<sup>11</sup> 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%).

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>9</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

<sup>10</sup> Channel of the Media Rights Licensee Univision Communications Inc.

<sup>11</sup> Channel of the Media Rights Licensee EBU/NOS



- In Spain, the final produced a record audience for Telecinco<sup>12</sup>, 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<sup>12</sup>; a third of the population. Canal+<sup>12</sup> 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<sup>TM</sup>. 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 audiences<sup>5</sup>.
- In the UK, the coverage of Germany v. England on BBC1<sup>13</sup> 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<sup>TM</sup> 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<sup>TM</sup> 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<sup>TM</sup> games.

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

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

<sup>12</sup> Sub-licensee of the main Media Rights Licensee Sogetel S.A.

<sup>13</sup> Channel of the Media Rights Licensee BBC





## Key market summaries<sup>1</sup>

### South Africa

Coverage (hh:mm): 1630:57

Audience reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 65.0m<sup>14</sup>

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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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%.

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

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>14</sup> Estimated due to audited reach analysis being unavailable in Germany at time of publishing





### UK

Coverage (hh:mm): 341:07

Audience reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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%.

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes





### China

Coverage (hh:mm): 2968:09

Audience reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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 reach<sup>6</sup>: 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™.

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes



## In-home data sources and methodology<sup>1</sup>

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 outstanding<sup>15</sup>. 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).

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

<sup>15</sup> ERA 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

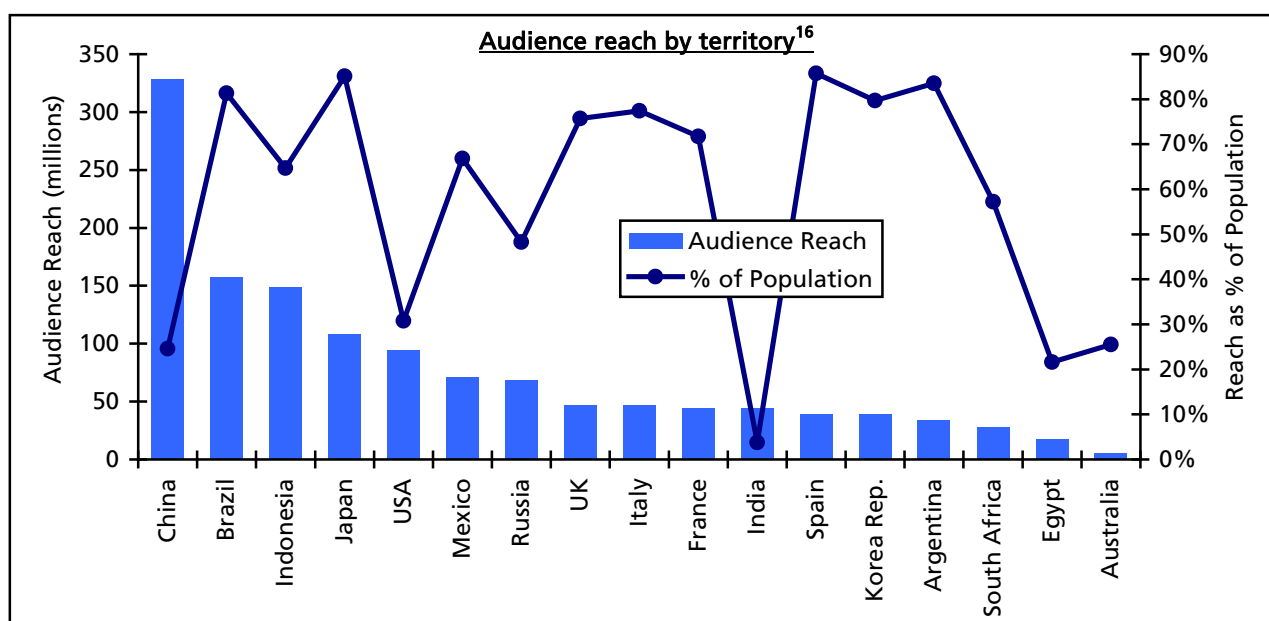




## Global 2010 FIFA World Cup South Africa™ analysis

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.

<sup>16</sup> Please note, at time of publishing audience reach in Germany was unavailable







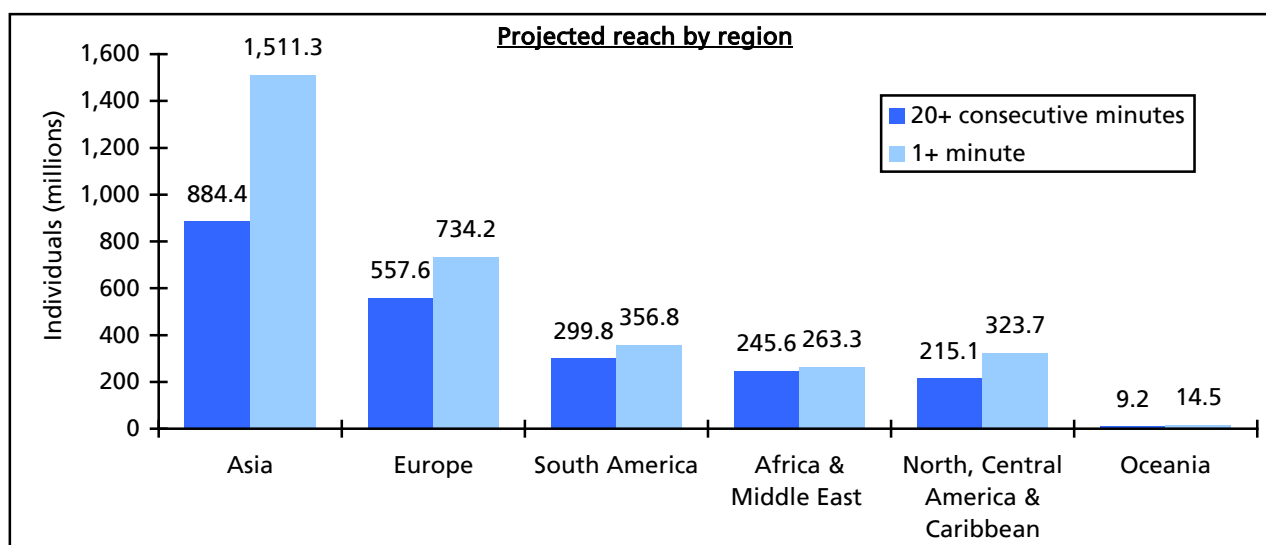
Due to the large population, Indonesia also generated a comparatively high reach figure of nearly 150 million. This was derived from the overall popularity of the tournament, with each game attracting an average of more than eight million viewers. These audiences peaked at more than 20 million for the 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 population<sup>3</sup>. However, if the reach condition is reduced to viewers watching just one minute of coverage, the projected global reach equates to 3.2 billion.



<sup>3</sup> Based on global population of 6.91 billion (UN Population Division 2010)





The highest reach was in Asia (884.4 million<sup>6</sup>) 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 individuals<sup>6</sup>; two thirds of the reach<sup>6</sup> in the region.

There were 558 million individuals reached in Europe<sup>6</sup>, with the five major European markets of France, Germany, Italy, Spain and the UK combining to offer a total reach of 230 million individuals<sup>6</sup>. In addition, a reach of 68.5 million was achieved in Russia<sup>6</sup>, while a projected reach of 51 million people were reached in Turkey<sup>6</sup>. Such territories as Ukraine and Poland also delivered comparatively high projected reach of over 20 million individuals<sup>6</sup>.

South America and the North, Central America and Caribbean region produced a combined audience reach of 515 million viewers<sup>6</sup>. Brazil produced by far the highest level (157.5m<sup>6</sup>), while the USA contributed a further 94.5 million viewers<sup>6</sup>.

Across Africa and the Middle East, a projected reach of over 245 million individuals was generated<sup>6</sup>, with more than 90 million individuals being generated across the Middle East<sup>6</sup> and a combined total reach of nearly 86 million individuals<sup>6</sup> 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.

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes

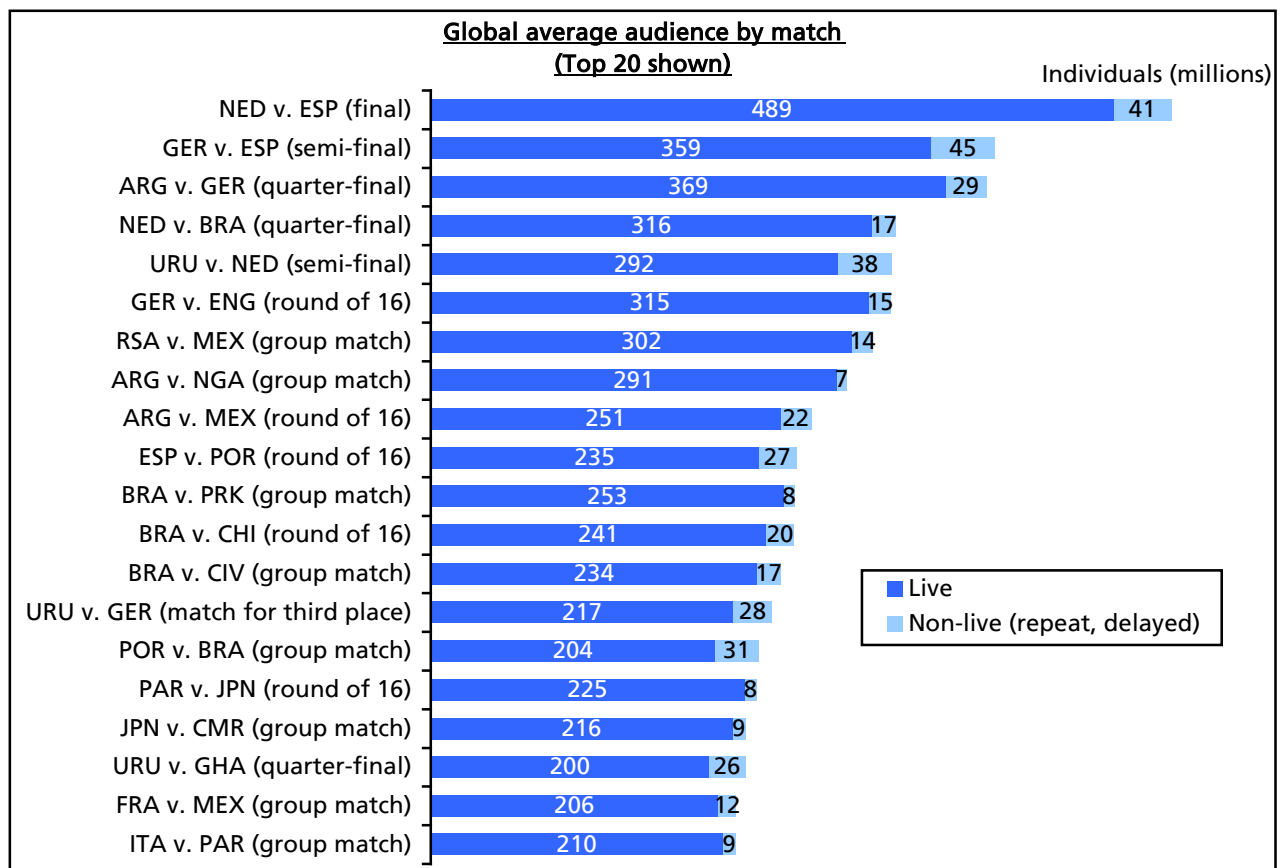


The final of the 2010 FIFA World Cup South Africa™ attracted the highest global in-home average audience of any game, with an average audience of 531 million viewers. Over 489 million of this audience was achieved for the live match. It is also worth noting that with the estimated live out-of-home audiences also considered this total would be far higher<sup>5</sup>.

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.



<sup>5</sup> See "Out-of-home" section for methodology and analysis

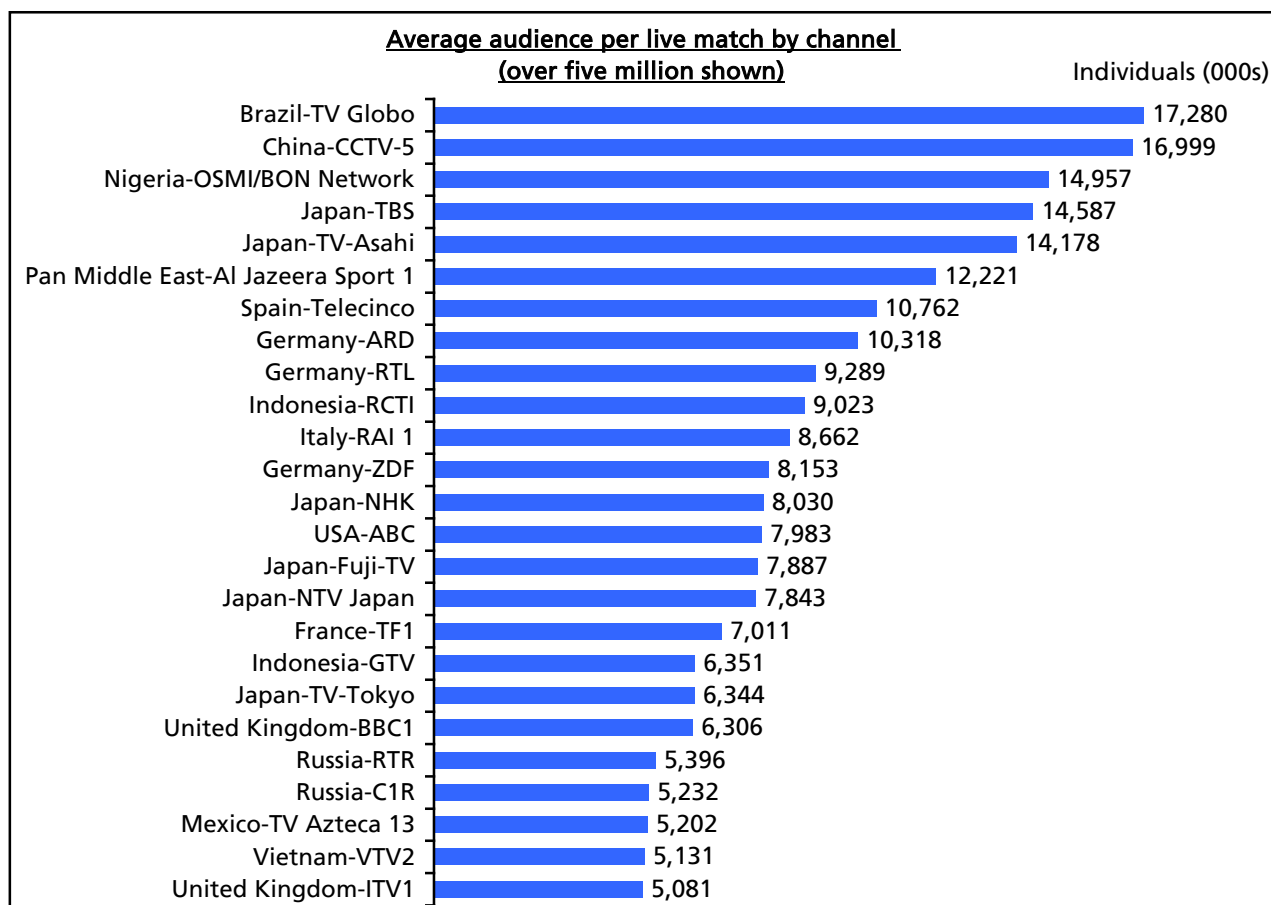


The live games aired on TV Globo in Brazil attracted an average of 17.3 million viewers; the highest of any channel showing the 2010 FIFA World Cup South Africa™. The average audience on TV Globo for the games featuring Brazil was in excess of 44 million, peaking for their match against Ivory Coast at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

CCTV-5<sup>17</sup> 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<sup>18/19</sup> along with TBS<sup>20</sup> and TV-Asahi<sup>20</sup> in Japan generated average audiences of over 14 million for each of the live games they aired. The free-to-air Al Jazeera Sport Channel<sup>21</sup> 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.



<sup>17</sup> Channel of the Media Rights Licensee CCTV

<sup>18</sup> Estimated audience

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

<sup>20</sup> Sub-licensee of the main Media Rights Licensee Dentsu

<sup>21</sup> 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).

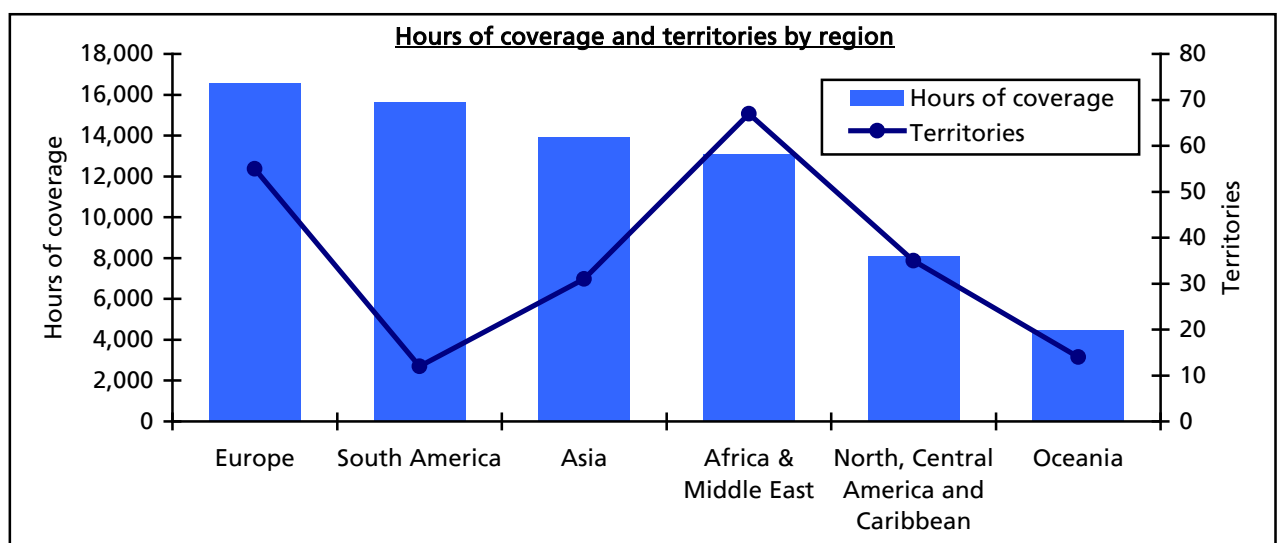
Licensees in Europe showed the highest levels of dedicated in-home coverage, with a total of 16,578 hours being across 55 territories. The highest contribution to this total was provided by licensees in Italy, where extensive levels of coverage (2,854 hours) across ten separate channels were aired.

In South America, licensees aired a total of 15,668 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 13,092 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.

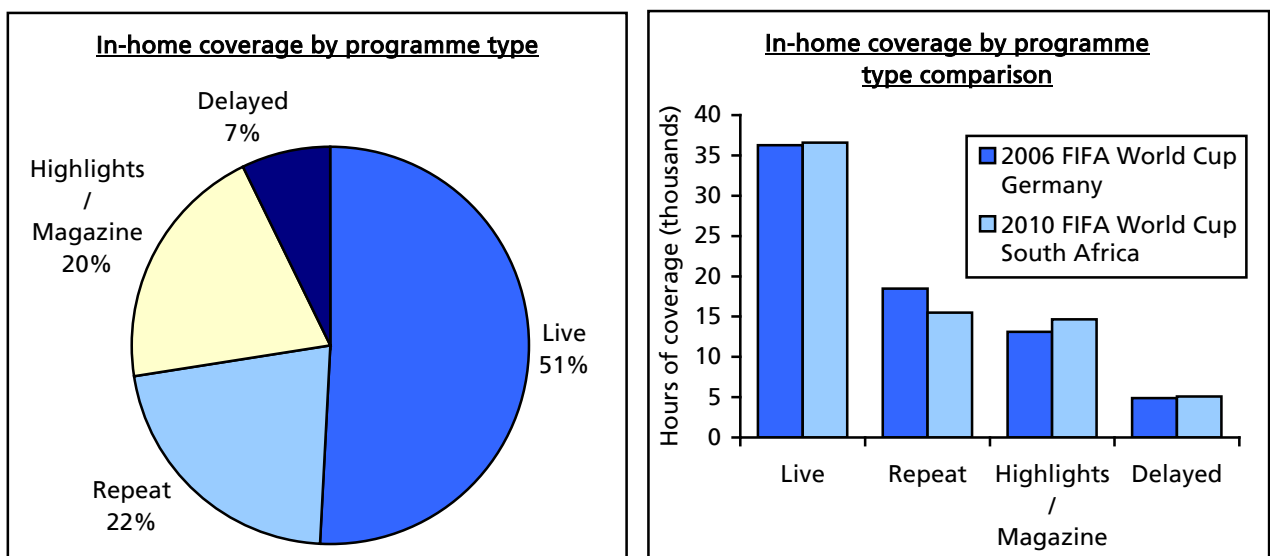
Region	No. of territories	Total coverage (hh:mm)
Europe	55	16578:12
South America	12	15668:55
Asia	31	13938:12
Africa & Middle East	67	13092:54
North, Central America and Caribbean	35	8111:13
Oceania	14	4478:27
<b>Total</b>	<b>214</b>	<b>71867:57</b>





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%)<sup>2</sup>, 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.



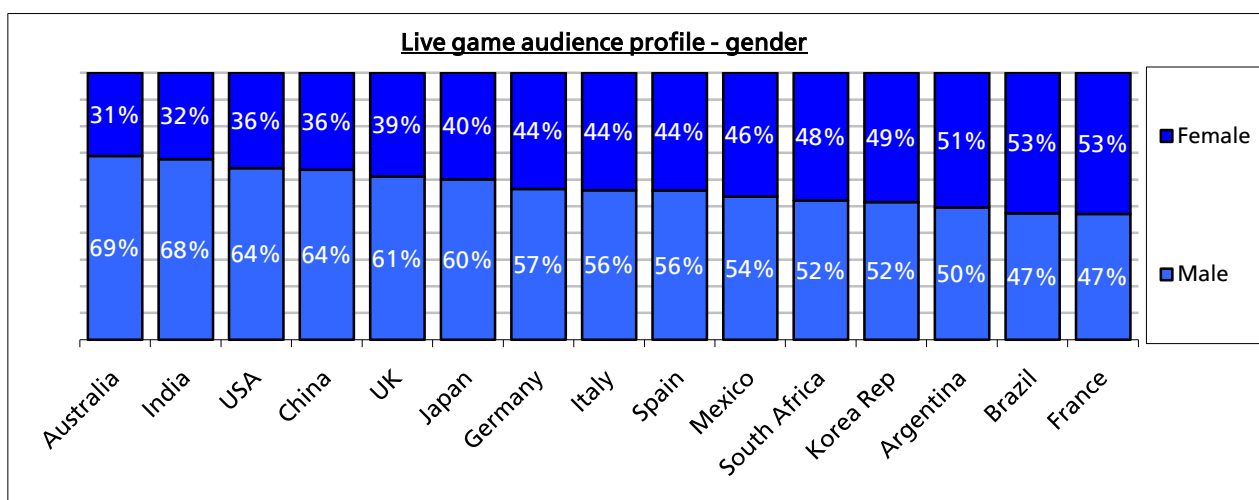
Live coverage attracted by far the highest audiences of any type of coverage, therefore producing almost two-thirds of the total audience. Highlights and magazine programming generated a further 30% of the total audience, while repeats and delayed footage accounted for the lowest audiences and therefore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



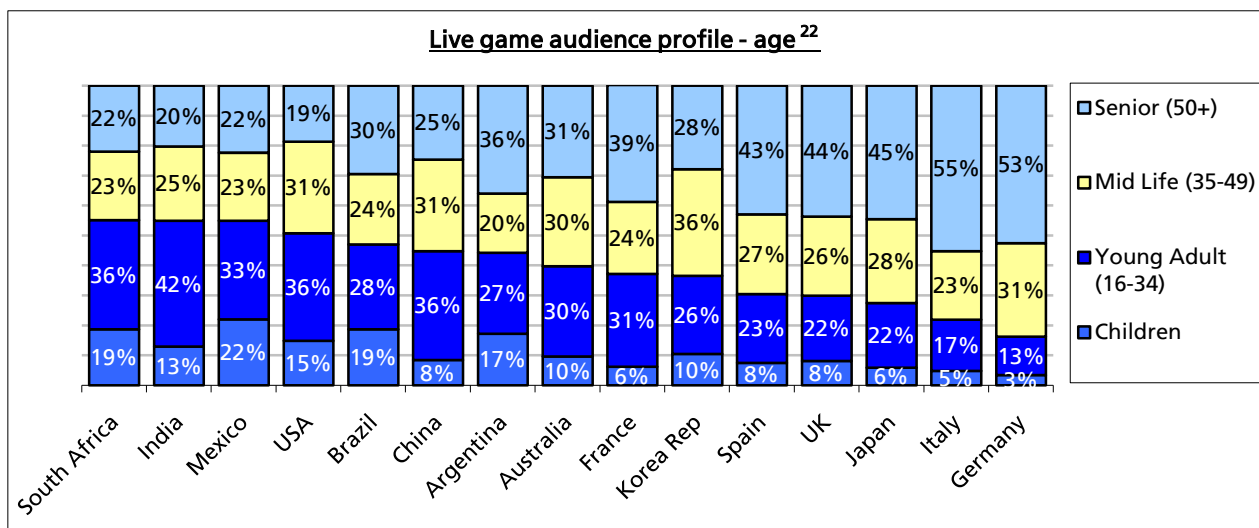


Overall the event proved more popular with men, with approximately 57% of the live match audience across 15 major measured markets being male.

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.

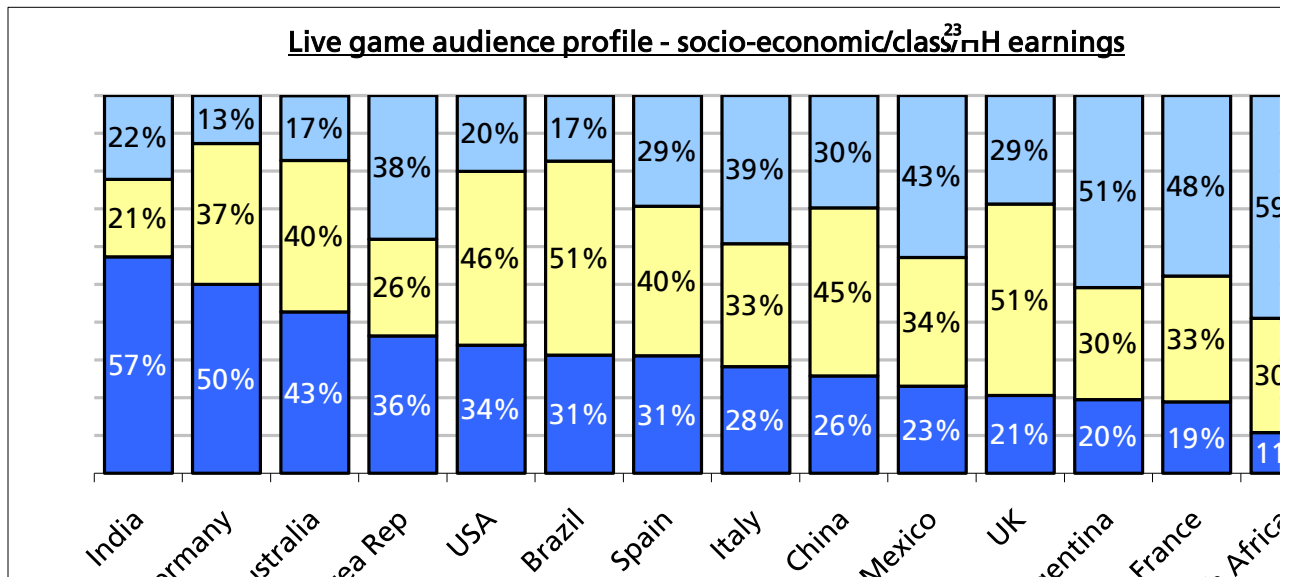


<sup>22</sup> Standard age breaks alter by market; therefore age classifications above should only be used as an indicative guide.





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.

<sup>23</sup> 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.



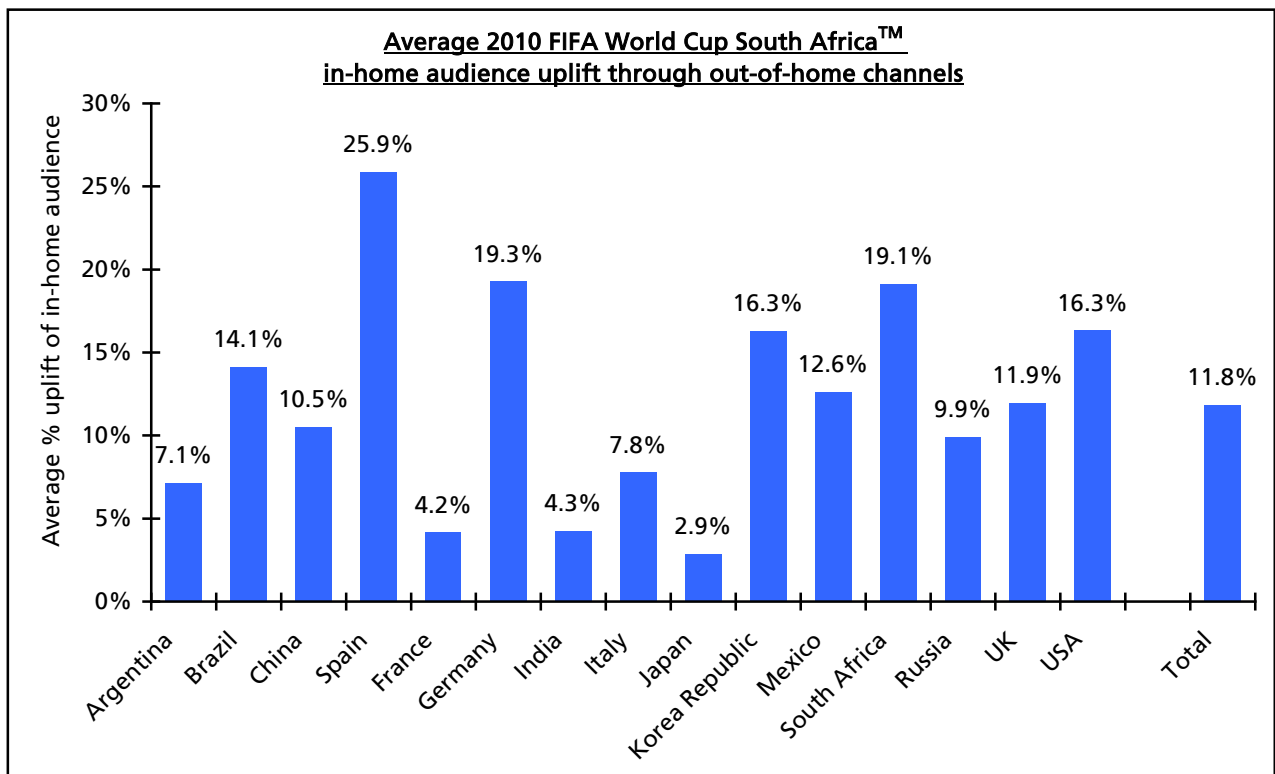


## Out-of-home analysis

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.



## 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 reached<sup>6</sup> over 37 million viewers, while a projected reach of 52.8 million<sup>6</sup> 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 <sup>6</sup>	% 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%
<b>Total</b>	<b>619,709,456</b>	<b>5%</b>

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%

<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes



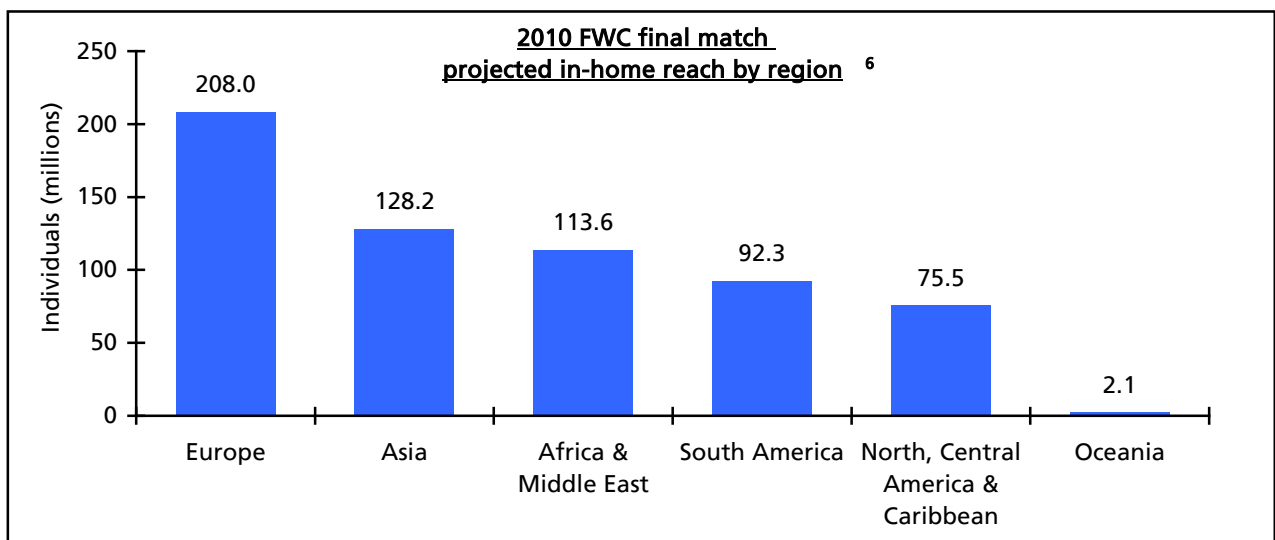
The highest audience reach for the 2010 FIFA World Cup South Africa™ final match was generated in Europe, where 208 million viewers watched at least 20 consecutive minutes of coverage in-home. The highest reach was achieved in Germany, UK, Spain and Russia all of which had in-home reach of more than 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 million<sup>6</sup>; 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 East<sup>6</sup>, 31.3 million in Nigeria<sup>6</sup> and 9.3 million in the host market of South Africa<sup>6</sup>.

Elsewhere, nearly 44 million viewers were reached<sup>6</sup> by the in-home coverage in Brazil, while in the USA the total reach was 37 million<sup>6</sup>; up 24% versus the 2006 FIFA World Cup Germany™ final<sup>6</sup>.



<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes





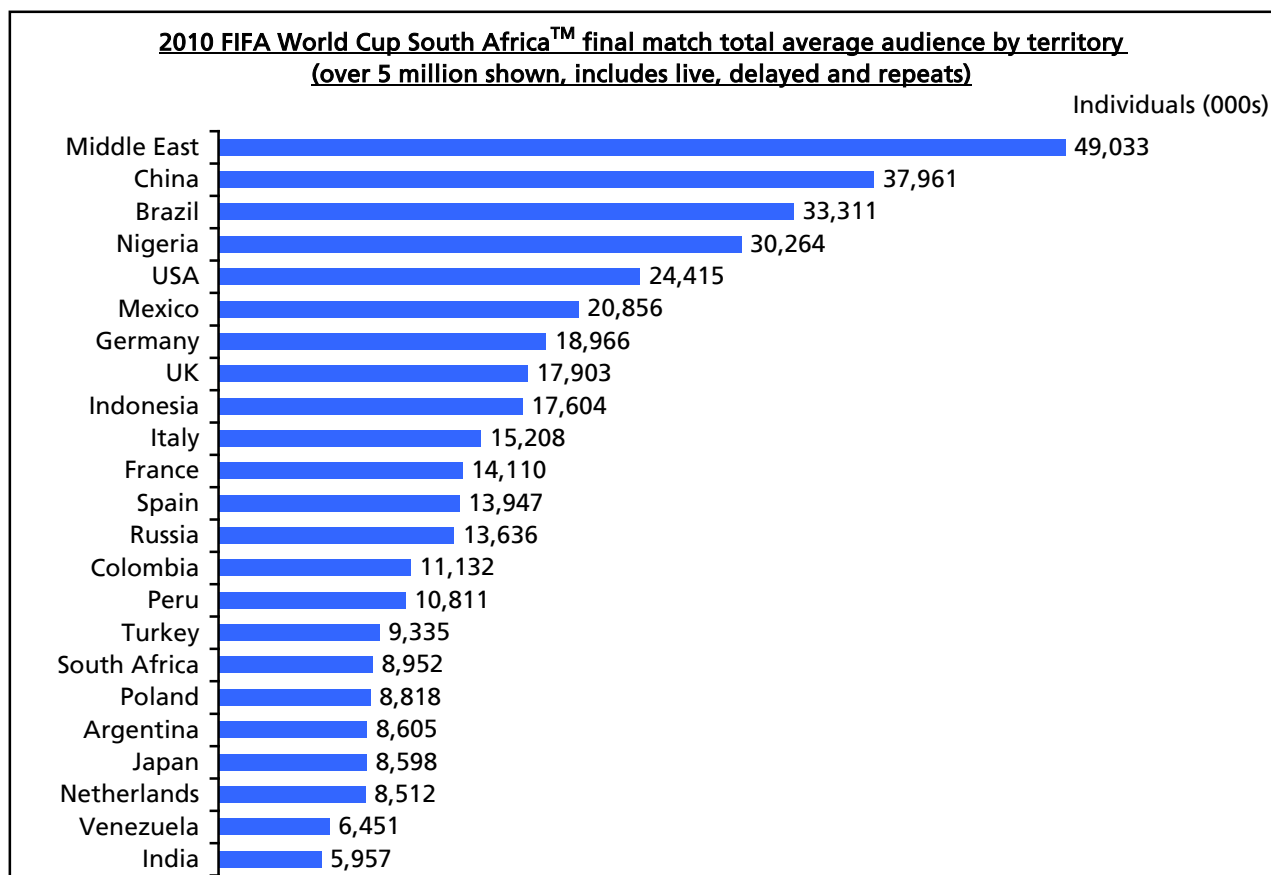
While the in-home 1+ minute reach of the final match was over 900 million, the global in-home average audience during the game was over 531 million viewers.

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 region<sup>23</sup>, 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<sup>18/21</sup> across the Middle East (9%), CCTV-5<sup>17</sup> in China (7%), TV Globo in Brazil (6%) and the OSMI/BON Network<sup>18/19</sup> in Nigeria (6%).



<sup>17</sup> Channel of the Media Rights Licensee CCTV

<sup>18</sup> Estimated audience

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

<sup>21</sup> Channel of the Media Rights Licensee Al Jazeera

<sup>23</sup> 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

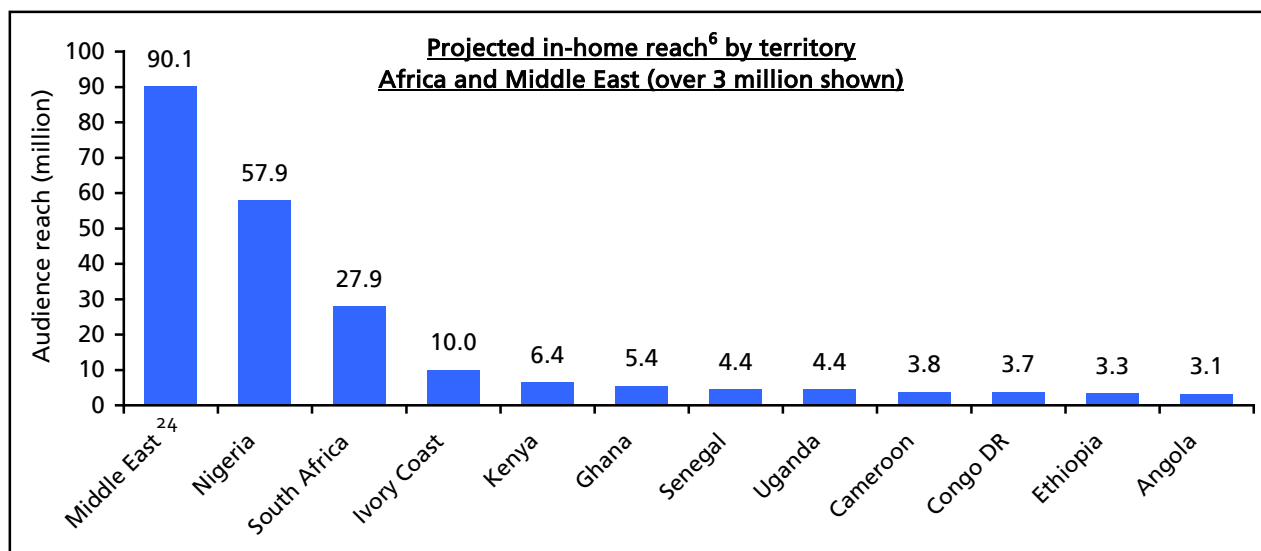
A projected reach of over 245.6 million individuals<sup>6</sup> was generated across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™.

The coverage across the Middle East region reached a projected 90.1 million individuals<sup>6</sup>, with well over a third of this reach being generated by Egypt (17.9 million<sup>6</sup>) and Iran (15.8 million<sup>6</sup>) 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 viewers<sup>6</sup>, based on the estimated methodology for unrated markets.

The coverage in the host market of South Africa reached nearly 28 million viewers in-home<sup>6</sup>; 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.



<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes

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



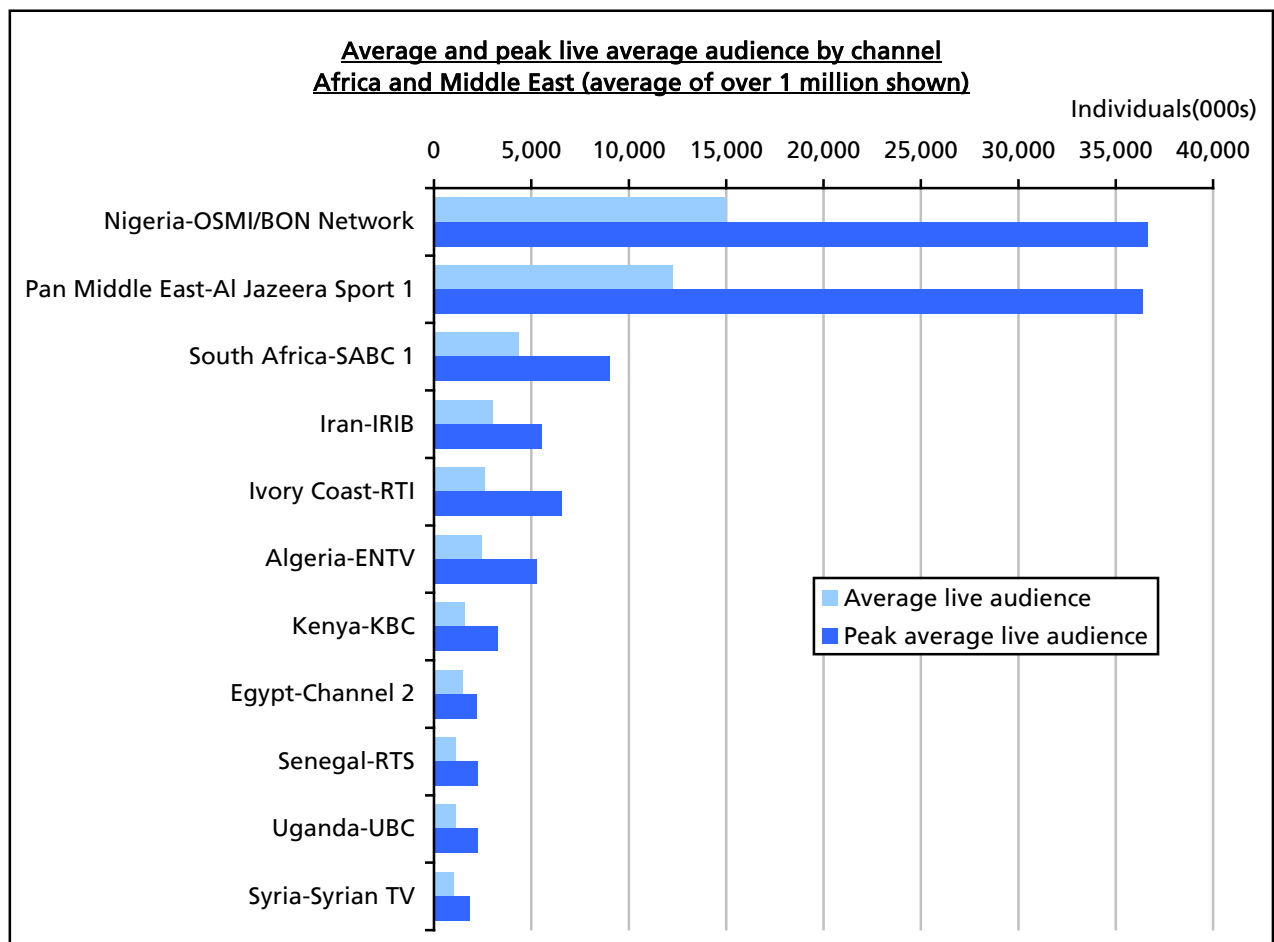




The highest audiences in the region were delivered by the OSMI/BON Network<sup>18/19</sup> in Nigeria and by Al Jazeera Sport 1<sup>20/21</sup> across the Middle East. Both of these channels achieved estimated in-home average audiences of more than 35 million during the tournament; comfortably inside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

An estimated audience of over 36.5 million watched the Nigeria v. Argentina group-stage match on the OSMI/BON Network<sup>19</sup> in Nigeria, while this audience was nearly matched by the estimated number of viewers achieved for the live 2010 FIFA World Cup South Africa<sup>TM</sup> final on Al Jazeera Sport 1<sup>21</sup>. However, when the Al Jazeera sub-licensees in Iran, Algeria, Egypt and Syria are considered, the total average audience across the Middle East<sup>18</sup> for the final was over 49 million.

Elsewhere, SABC1<sup>25</sup> 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.



<sup>18</sup> Estimated audience

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

<sup>21</sup> Channel of the Media Rights Licensee Al Jazeera

<sup>25</sup> 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 Africa<sup>26</sup> as well as Nigeria, therefore overall, this licensee accounted for a total of 4,619 hours of coverage.

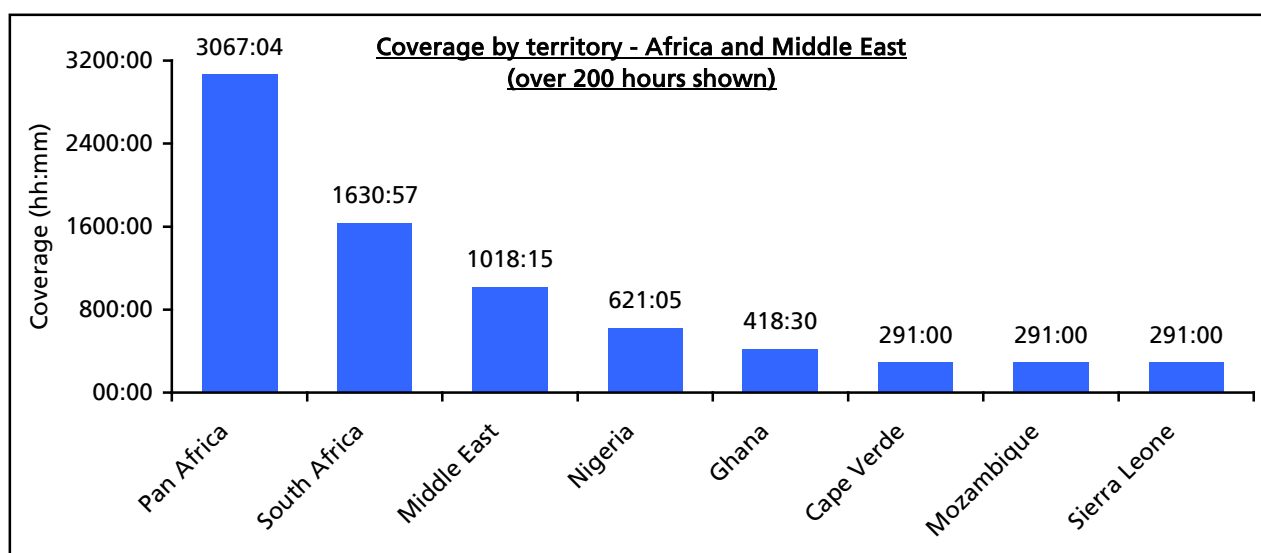
Viewers in South Africa had access to 1,631 hours of coverage; with high levels of Supersport<sup>26</sup> coverage supplemented by the coverage on the higher-penetration SABC channels.

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 Network<sup>19</sup>.

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.



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

<sup>26</sup> Sub-licensee of the main Media Rights Licensee SABC







## Asia

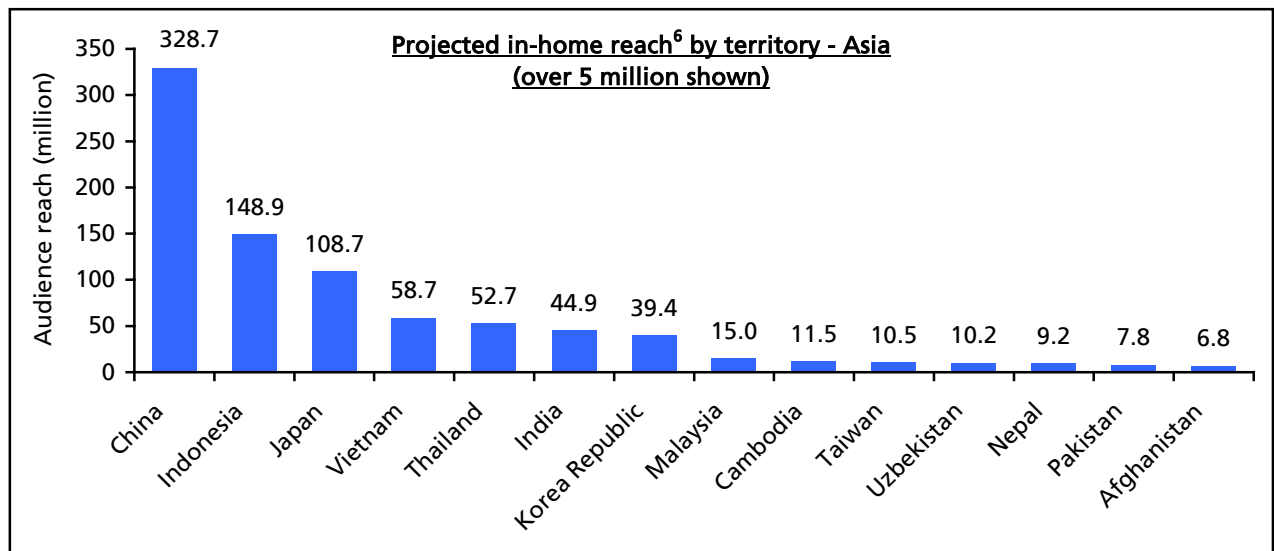
The projected audience reach totalled 884 million individuals<sup>6</sup> in Asia; the highest of any region.

China alone contributed 37% of the reach in the region<sup>7</sup>, 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 million<sup>6</sup>).

Elsewhere, audience reach topped 100 million in Indonesia and Japan<sup>6</sup>; 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 market<sup>6</sup>.



<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes



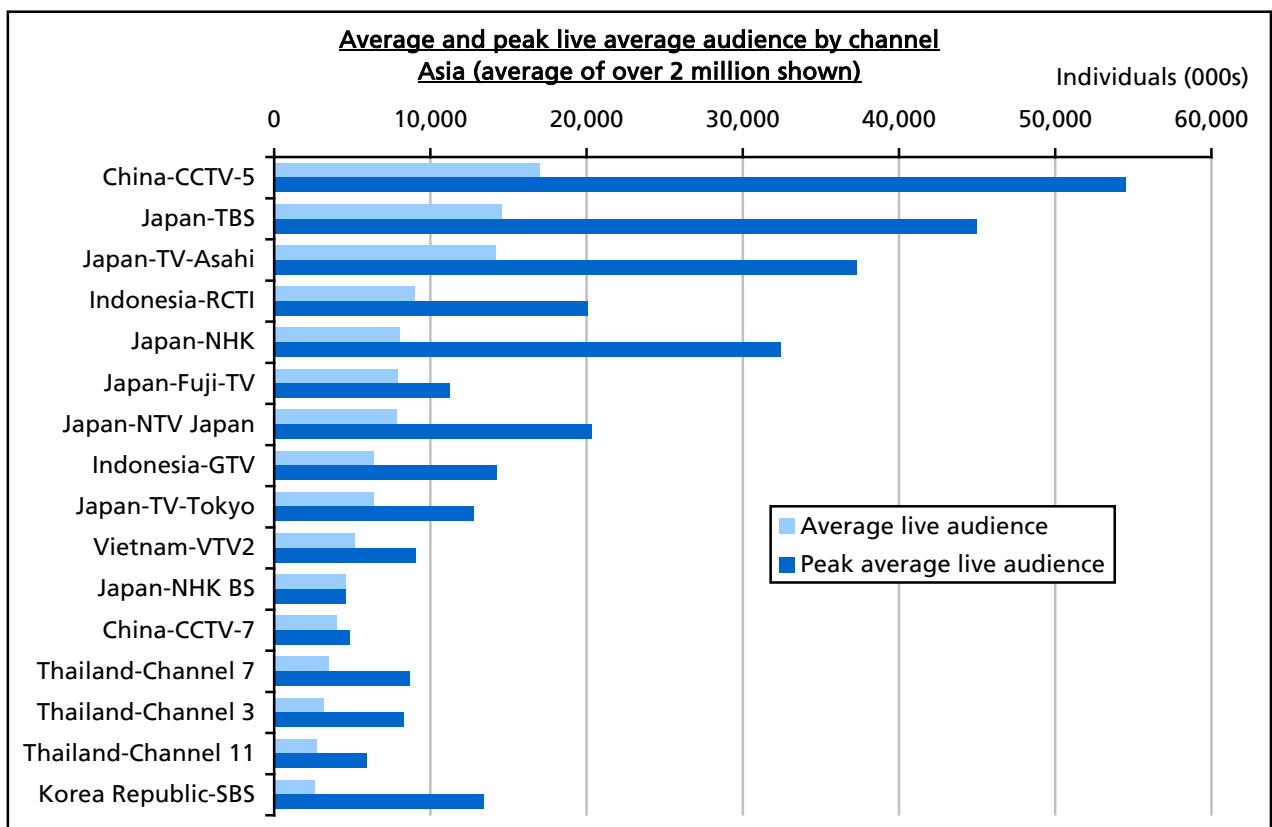
CCTV-5<sup>17</sup> in China achieved the highest audiences in the region, with an average of 17 million individuals tuning in to each live game. The highest audience of any 2010 FIFA World Cup South Africa™ channel in the region as well as around the world was also produced by CCTV-5<sup>17</sup>, when more than 54.5 million viewers watched the CCTV-5<sup>17</sup> coverage of the Argentina v. Germany quarter-final.

However, TBS<sup>20</sup> and TV-Asahi<sup>20</sup> in Japan achieved average live audiences close to the level of CCTV-5<sup>17</sup>. On average, these channels had more than 14 million viewers watch each of their live games, while TBS<sup>20</sup> achieved a peak average audience of 45 million for the Japan v. Paraguay round-of-16 match.

In addition, TV-Asahi<sup>20</sup> and NHK<sup>20</sup> in Japan also achieved peak average audiences of more than 30 million for the live coverage of games featuring Japan.

Elsewhere, RCTI<sup>27</sup> in Indonesia produced average live audiences of over nine million, while Fuji TV<sup>20</sup>, NTV<sup>20</sup> and TV-Tokyo<sup>20</sup> in Japan, GTV<sup>27</sup> in Indonesia, and VTV2<sup>28</sup> 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.



<sup>17</sup> Channel of the Media Rights Licensee CCTV

<sup>20</sup> Sub-licensee of the Media Rights Licensee Dentsu

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

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



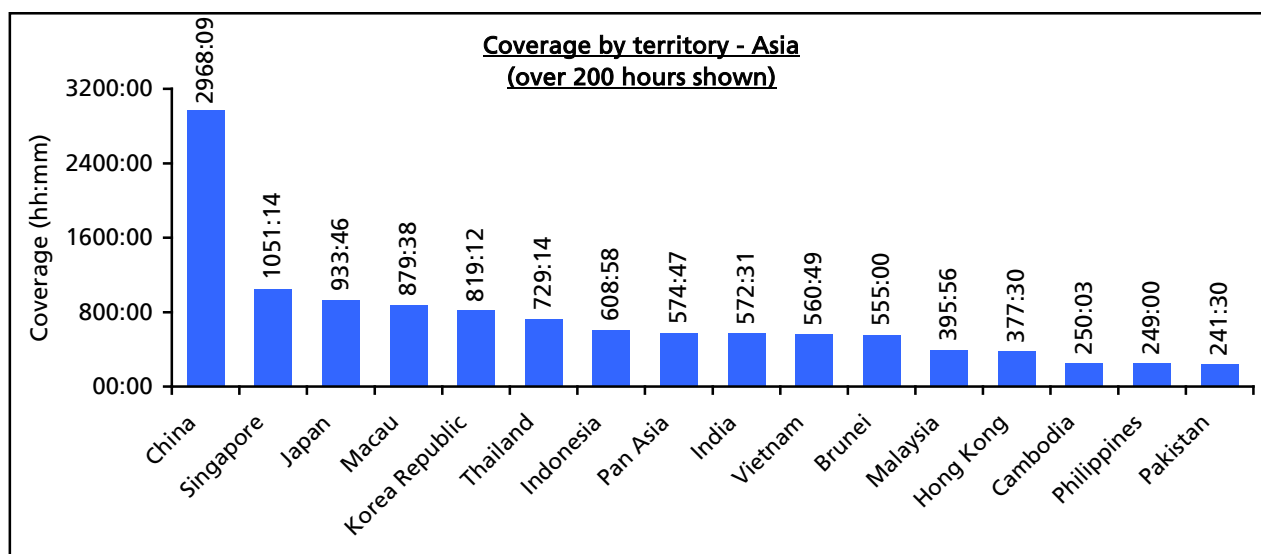
Over 13,937 hours of tournament coverage were aired throughout Asia.

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 Sport<sup>29</sup> 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 channels<sup>30</sup> 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 PerfectTV<sup>31</sup> in Japan (449 hours) and SBS Sports<sup>32</sup> 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 channels<sup>33</sup> offering further levels of coverage in the region.



<sup>29</sup> Sub-licensee of the main Media Rights Licensee CCTV

<sup>30</sup> Channels of the Media Rights Licensee Starhub Cable Vision Ltd.

<sup>31</sup> Sub-licensee of the main Media Rights Licensee Dentsu Inc.

<sup>32</sup> Channel of the Media Rights Licensee SBS International, Inc.

<sup>33</sup> Channel of the Media Rights Licensee ESS (ESPN STAR SPORTS)

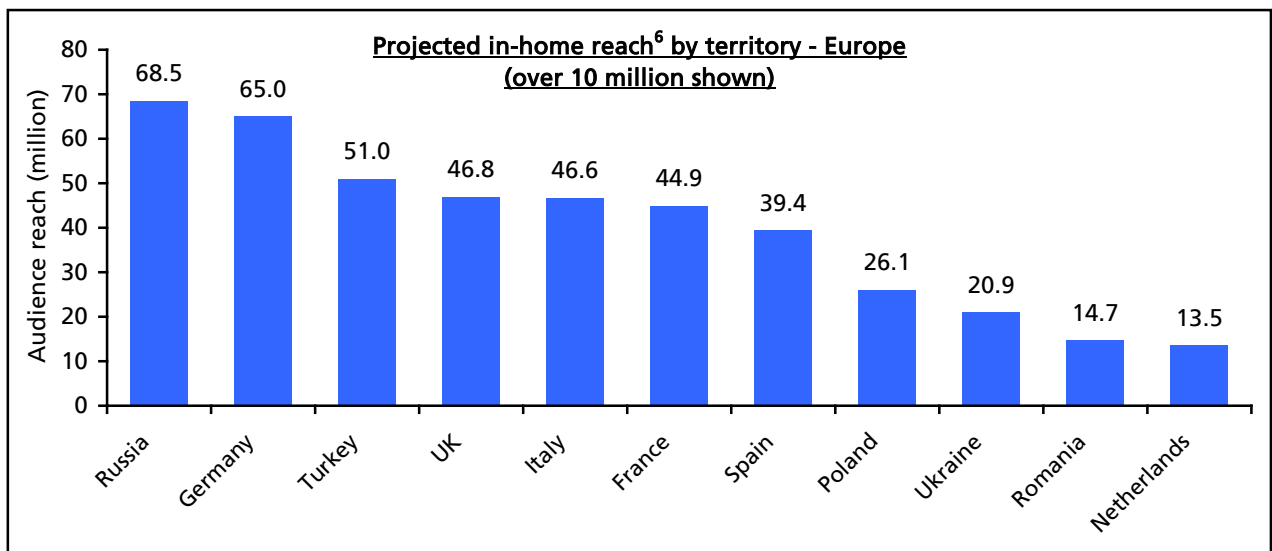


## Europe

Over 557 million individuals were reached<sup>6</sup> 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 viewers<sup>6</sup>. In addition, the projected audience reach in Germany was 65 million<sup>6</sup>, while the in-home television coverage reached more than 40 million individuals in Turkey<sup>6</sup>, UK<sup>6</sup>, Italy<sup>6</sup> and France<sup>6</sup>.

In Spain, almost 40 million viewers were reached during the tournament<sup>6</sup>; 86% of the population; the highest penetration of population of any measured market analysed.



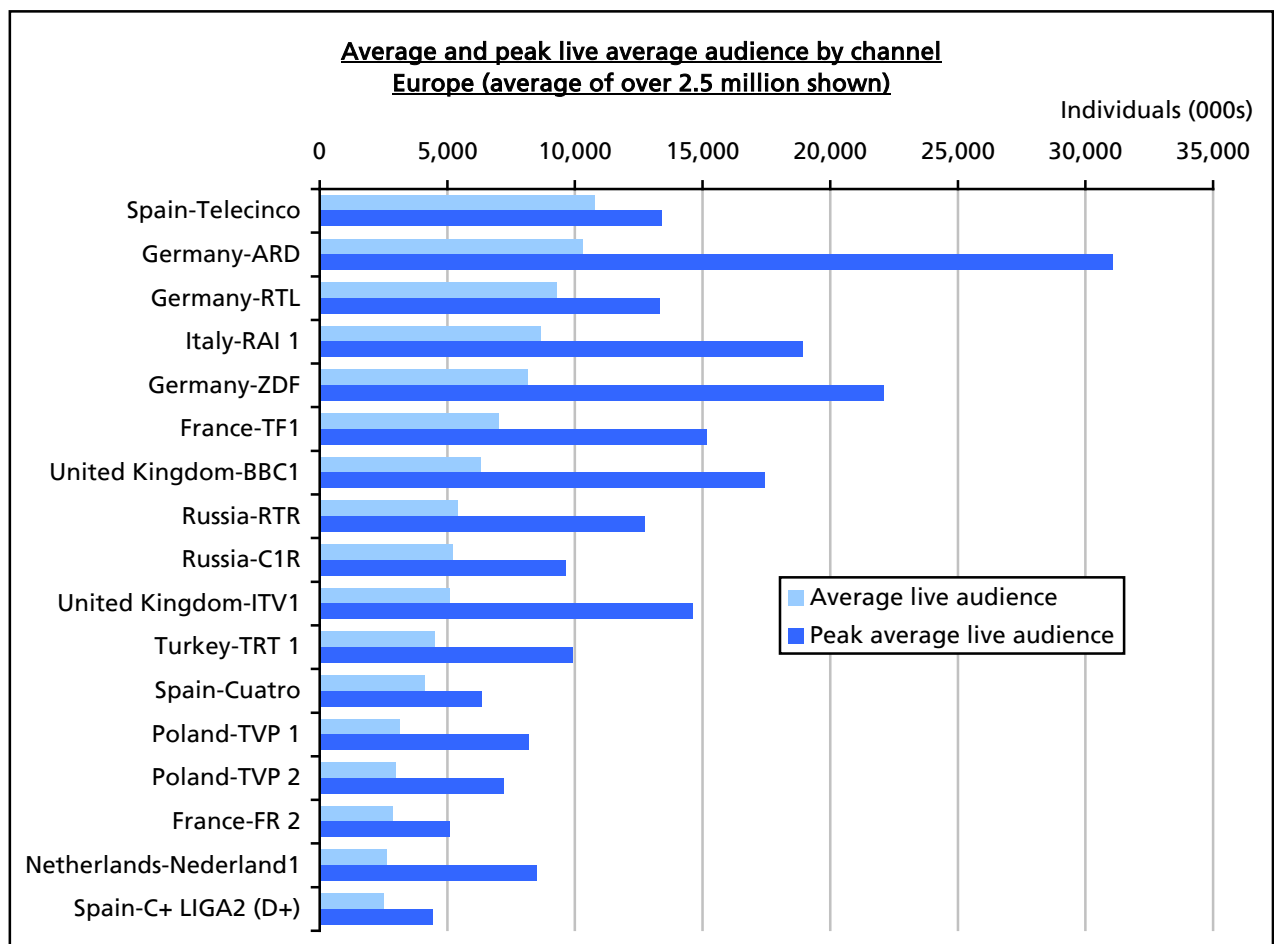
<sup>6</sup>Based on viewers watching a minimum of 20 consecutive minutes



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 Telecinco<sup>12</sup> 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 1<sup>34</sup> in Italy for the Italy v. Paraguay group match.



<sup>12</sup> Sub-licensee of the main Media Rights Licensee Sogecable S.A.

<sup>34</sup> Channel of the Media Rights Licensee RAI



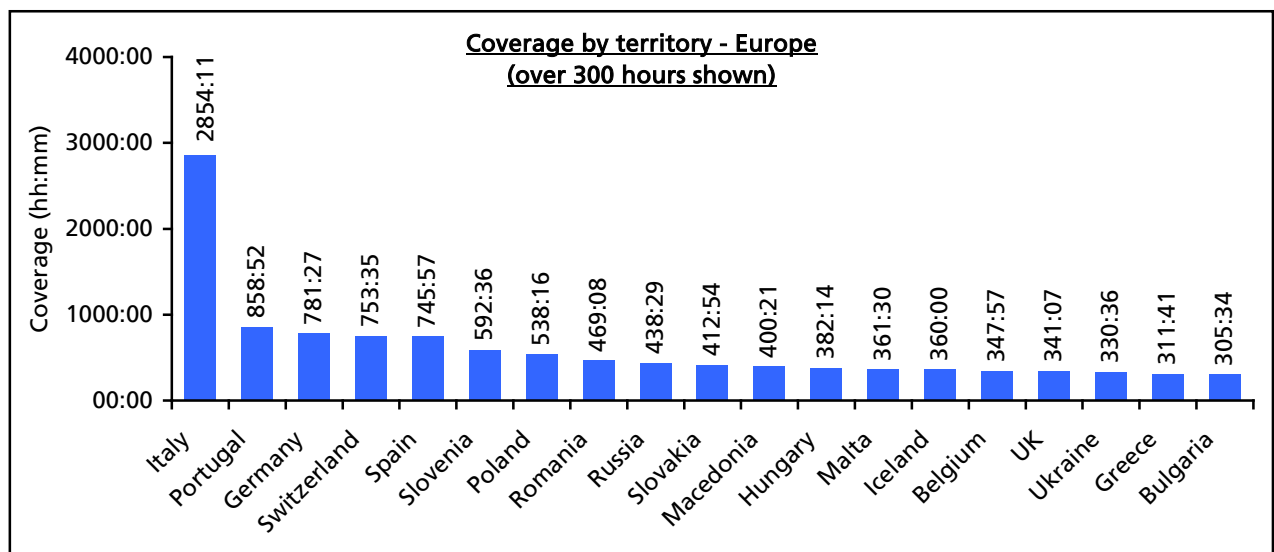
Licensees across Europe showed 16,578 hours of 2010 FIFA World Cup South Africa™ coverage.

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 Italia<sup>35</sup> 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 TV<sup>36</sup>.

Elsewhere, Media Rights Licensees in Germany, Switzerland and Spain showed over 740 hours of tournament coverage. Of the licensees in those territories, Sky<sup>37</sup> in Germany (558 hours) and Canal+<sup>12</sup> 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.



<sup>12</sup> Sub-licensee of the main Media Rights Licensee Sogetel S.A.

<sup>35</sup> Sub-licensee of the main Media Rights Licensee RAI

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

<sup>37</sup> Channel of the Media Rights Licensee Sky Deutschland GmbH & Co. KG



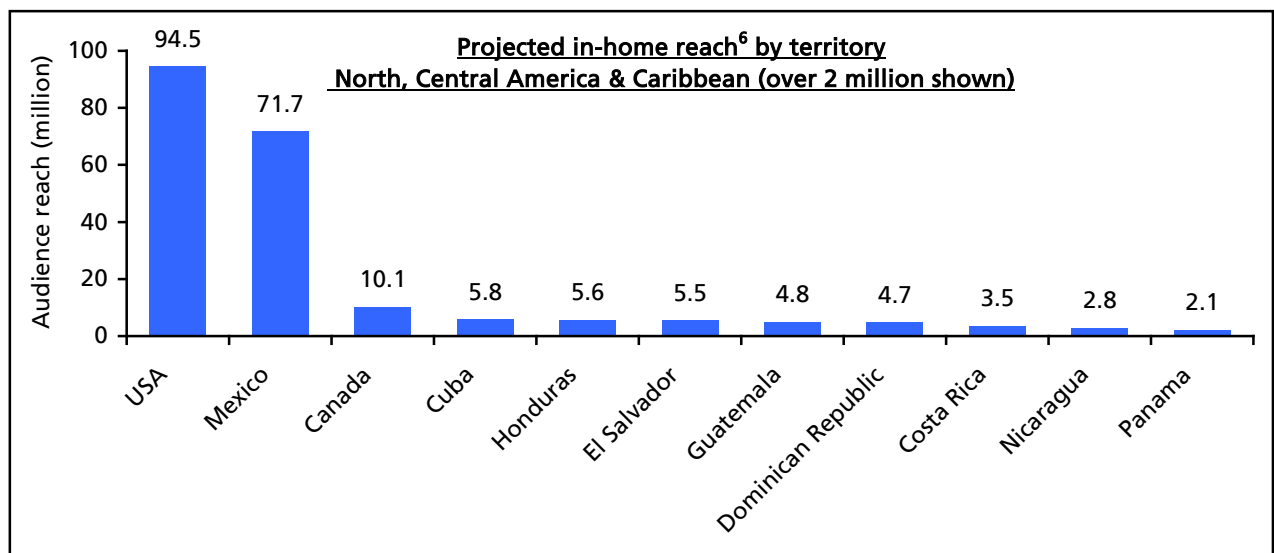
## North, Central America & Caribbean

The in-home television coverage across the region reached 215 million individuals<sup>6</sup>.

In the USA, the tournament coverage reached 94.5 million viewers<sup>6</sup>; well over 40% of the reach for the region. Audience reach in the USA saw a 19% rise versus the 2006 edition<sup>6</sup>, the highest rise of any measured market.

Elsewhere, audience reach in Mexico totalled 71.7 million<sup>6</sup>, 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 Canada<sup>6</sup>, while in Cuba, Honduras and El Salvador a projected reach of more than five million was achieved<sup>6</sup>.



<sup>6</sup> Based on viewers watching a minimum of 20 consecutive minutes



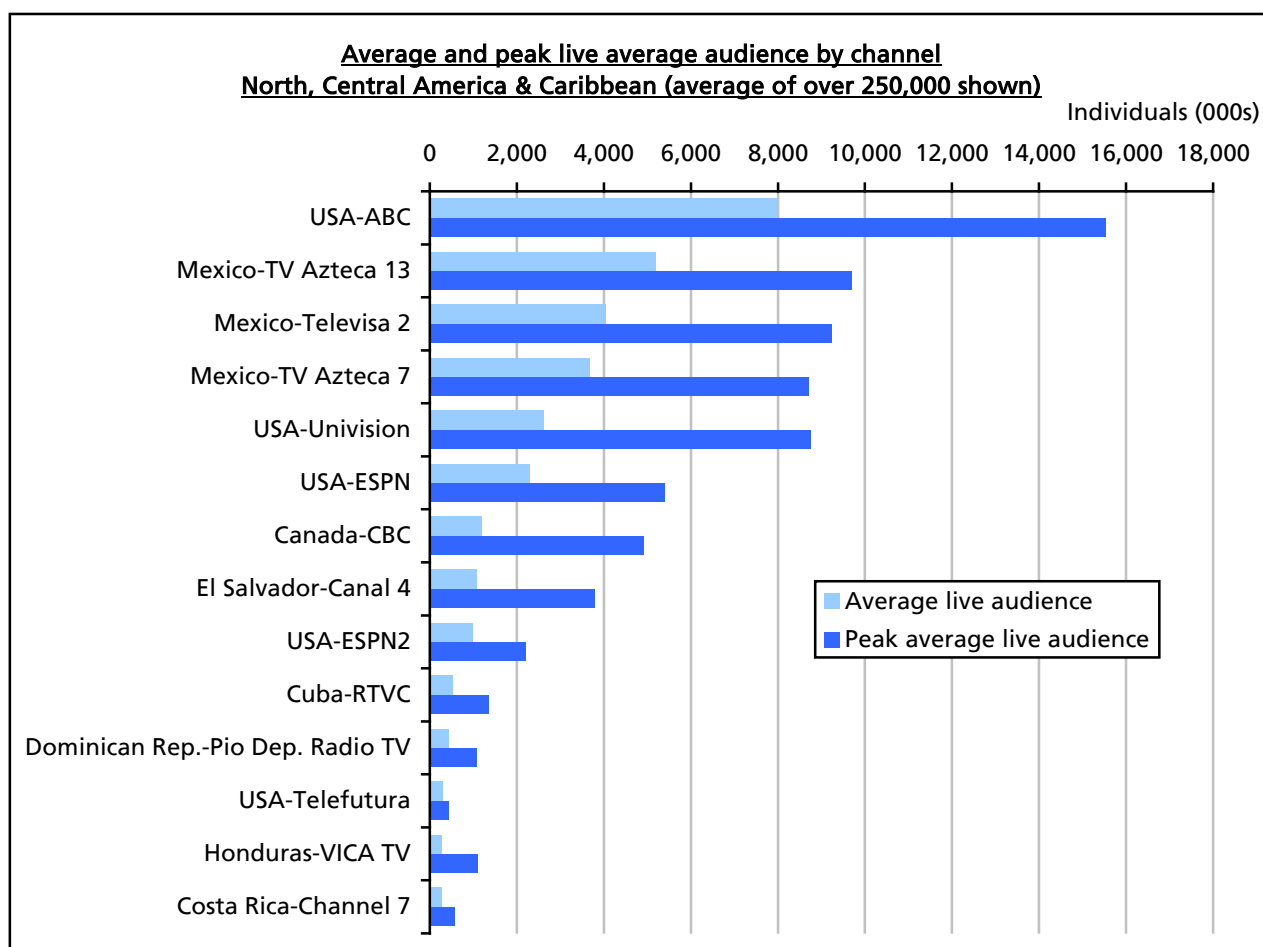


ABC<sup>9</sup> in the USA attracted the highest audiences throughout the region, achieving an average audience of nearly eight million for each live game shown. However, an average audience of more than 15.5 million watched the 2010 FIFA World Cup South Africa™ final on ABC<sup>9</sup>.

Three channels in Mexico (TV Azteca 13<sup>38</sup>, Televisa 2<sup>39</sup> and TV Azteca 7<sup>38</sup>) 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 13<sup>38</sup> in Mexico.

The average audience for each live games on TV Azteca 13<sup>38</sup> was 5.2 million, while Televisa 2<sup>39</sup> in Mexico attracted an average of over four million to each live game. In addition, TV Azteca 7<sup>38</sup> 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.



<sup>9</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

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

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





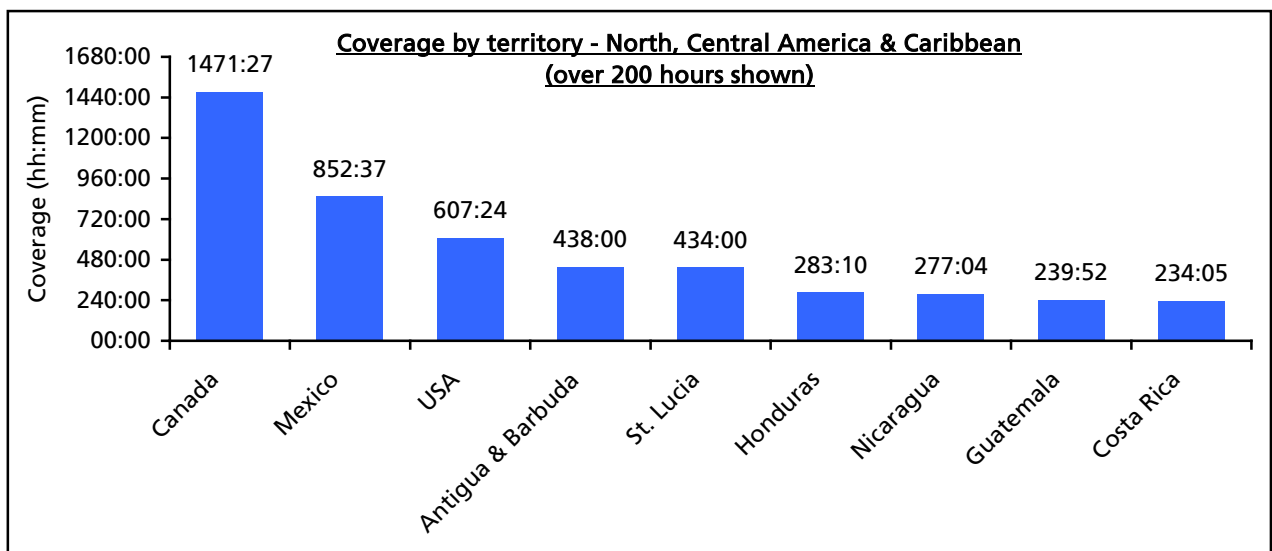


Over 8,100 hours of tournament coverage were aired in the North, Central America and Caribbean region.

Almost 20% of the coverage in the region came from Canada, where licensees showed 1,471 hours. Of these, Bold HD<sup>40</sup> (287 hours), Teletino<sup>40</sup> (230 hours) and CBC (204 hours) aired the highest level of coverage.

In Mexico, licensees showed over 850 hours, with TDN<sup>39</sup> 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, Galavision<sup>41</sup> and Telefutura<sup>41</sup> which aired a combined 405 hours. In addition, ESPN<sup>9</sup> and ABC<sup>9</sup> aired a combined 202 hours.



<sup>9</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

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

<sup>40</sup> Channel of the Media Rights Licensee CBC

<sup>41</sup> Channel of the Media Rights Licensee Univision Communications Inc.



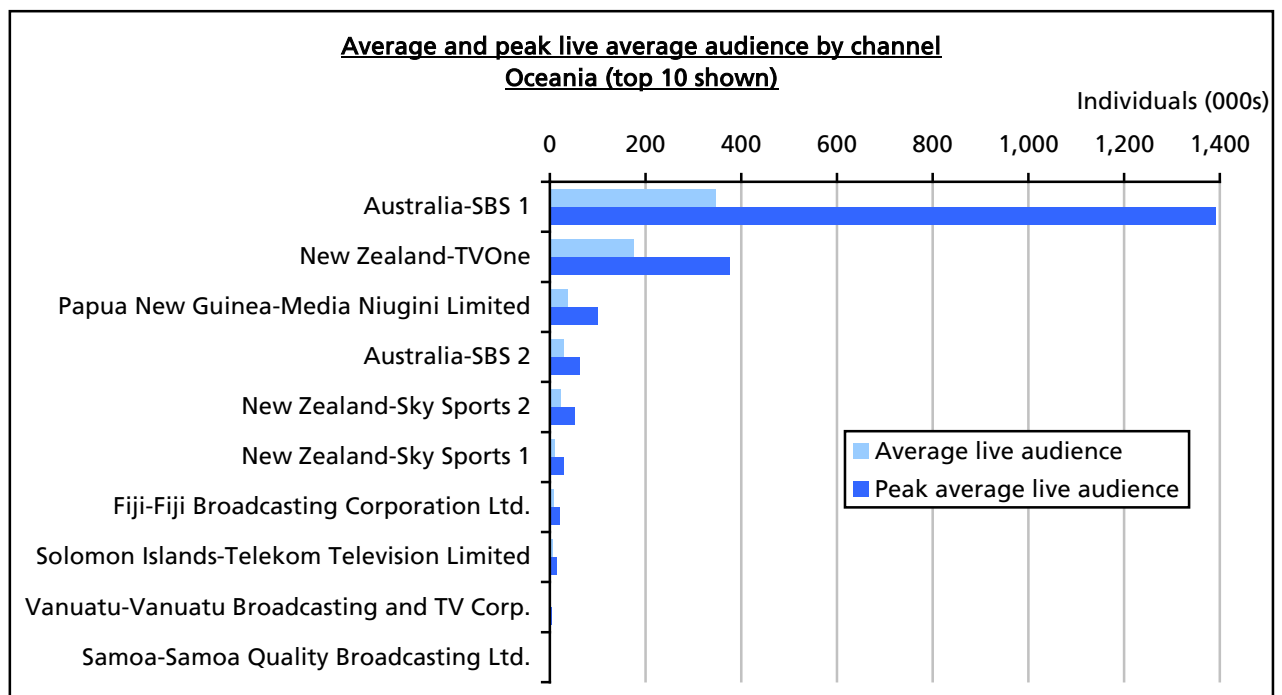
## Oceania

A total of 9.2 million individuals were reached<sup>6</sup> 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 million<sup>6</sup>), while the projected reach in New Zealand totalled more than 1.5 million<sup>6</sup>.

By far the highest audiences in the region were delivered by SBS 1<sup>42</sup> in Australia, which gained an average of 350,000 viewers for each live game. However, SBS 1<sup>42</sup> attracted an average audience of 1.4 million to the coverage of Ghana v. Australia.

TVOne<sup>43</sup> 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 TV<sup>44</sup> reached a projected 1.9 million viewers across the Pacific Islands through their sub-licensees on each island.



<sup>7</sup>Based on viewers watching a minimum of 20 consecutive minutes

<sup>42</sup>Channel of the Media Rights Licensee SBS Australia

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

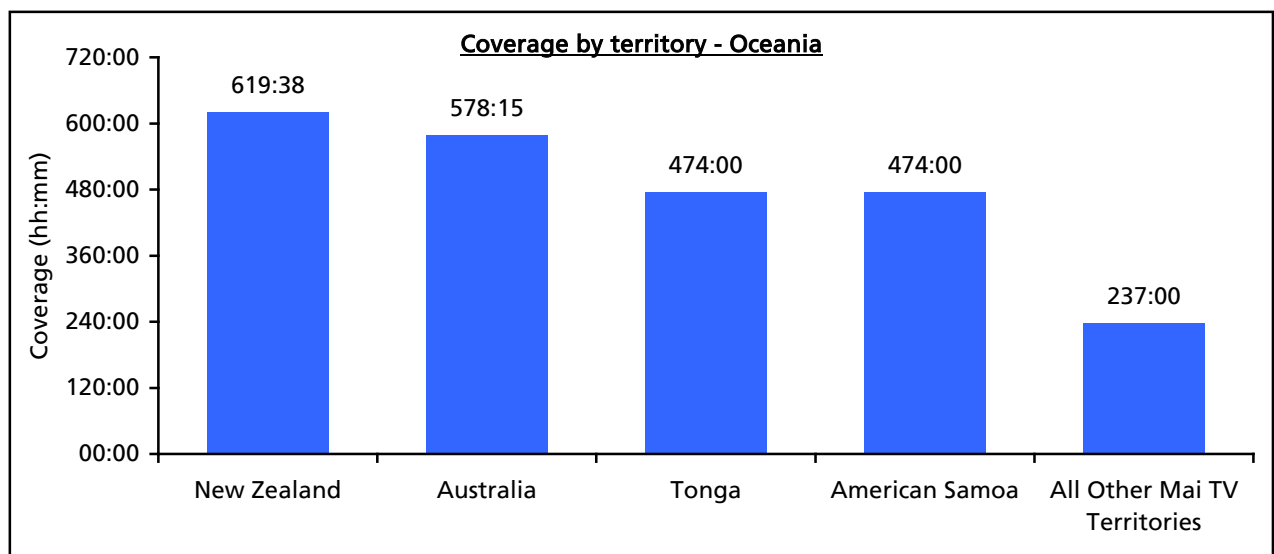
<sup>44</sup>Sub-licensee of the main Media Right Licensee SBS Australia



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 TV<sup>44</sup> 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 Sports<sup>44</sup> in New Zealand also showed significant amounts (578 hours).



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

<sup>44</sup> Sub-licensee of the main Media Right Licensee SBS Australia

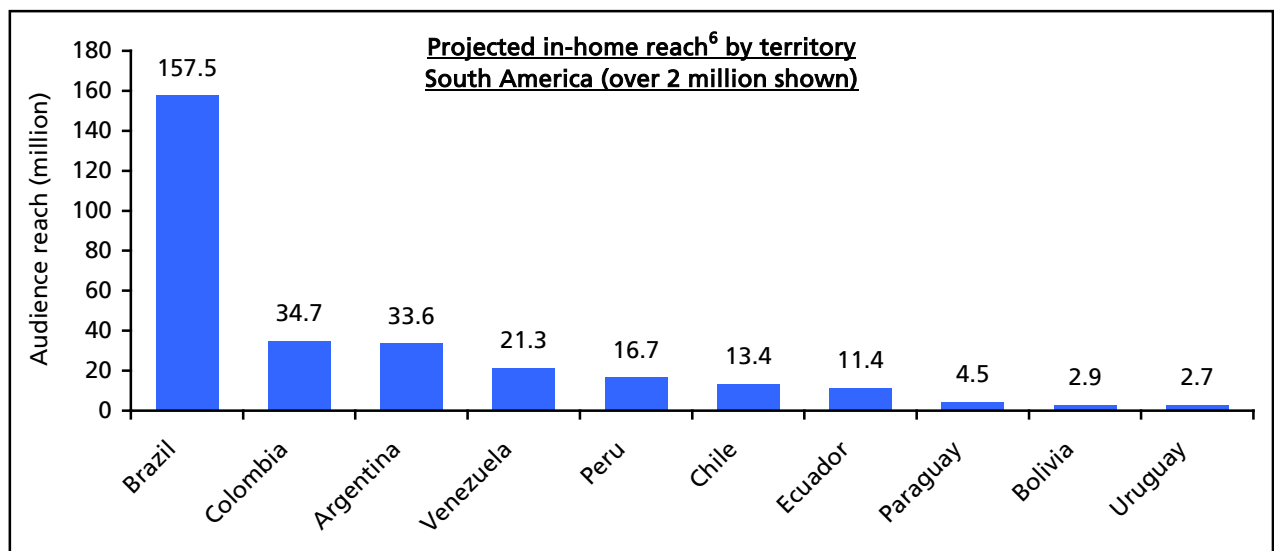


## South America

Nearly 300 million individuals were reached<sup>6</sup> across the region by the in-home coverage of the 2010 FIFA World Cup South Africa™.

In Brazil, audience reach totalled over 157 million individuals<sup>6</sup>; 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 million<sup>6</sup>, while more than 21 million individuals were reached in Venezuela<sup>6</sup>.



<sup>6</sup>Based on viewers watching a minimum of 20 consecutive minutes

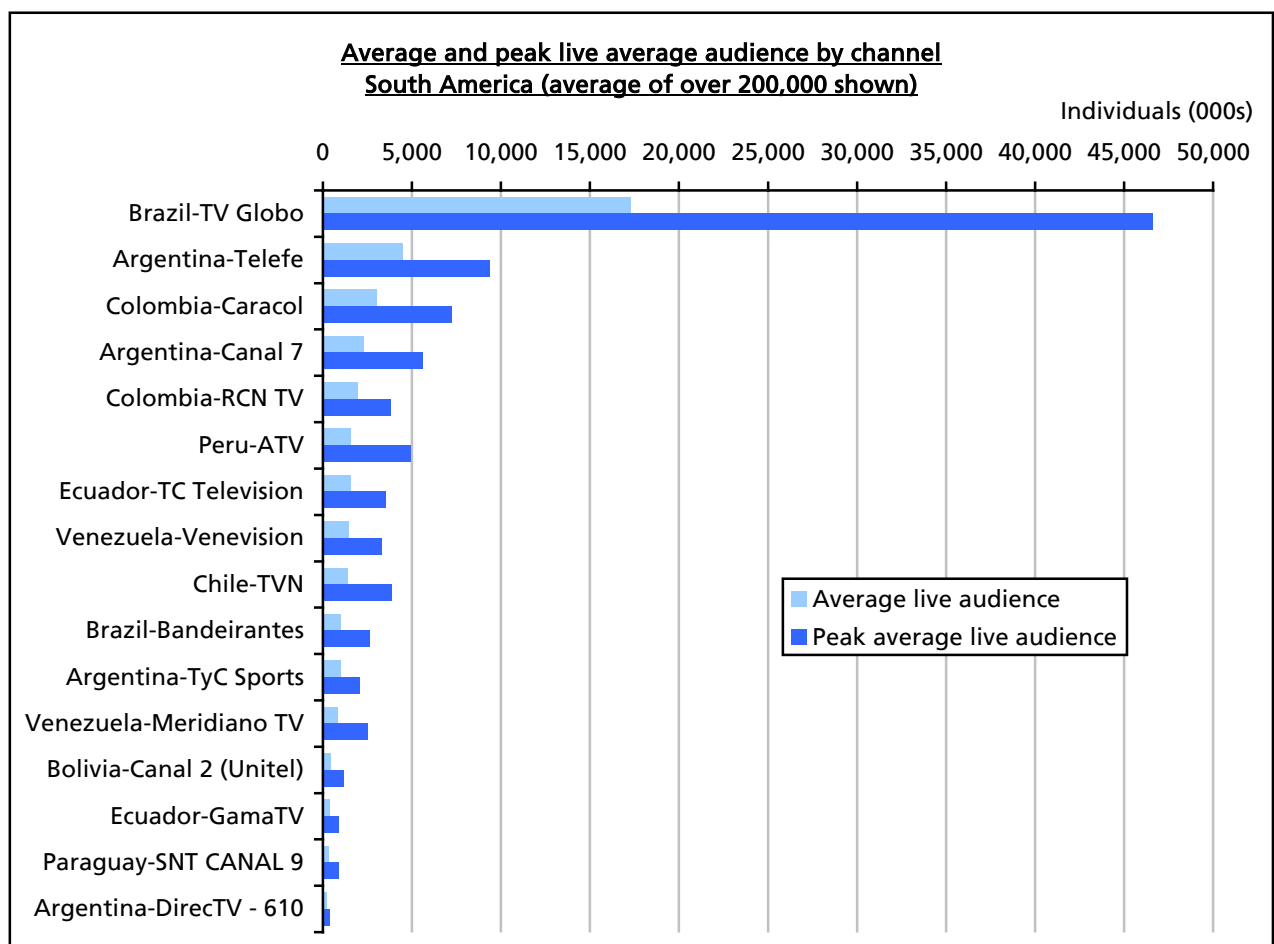




By far the highest audiences in the region were generated by TV Globo in Brazil. On average, over 17 million individuals watched each live game aired on the channel, including an average audience of 46.6 million for the Brazil v. Korea DPR group match. This average is the highest of all channels which aired coverage around the world, while this peak average audience is second only to CCTV-5<sup>17</sup> in China.

Outside of Brazil, Telefe<sup>45</sup> 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, Caracol<sup>8</sup> in Colombia and Canal 7<sup>45</sup> 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 Africa<sup>TM</sup> final.



<sup>8</sup> Sub-licensee of the main Media Rights Licensee OTI

<sup>17</sup> Channel of the Media Rights Licensee CCTV

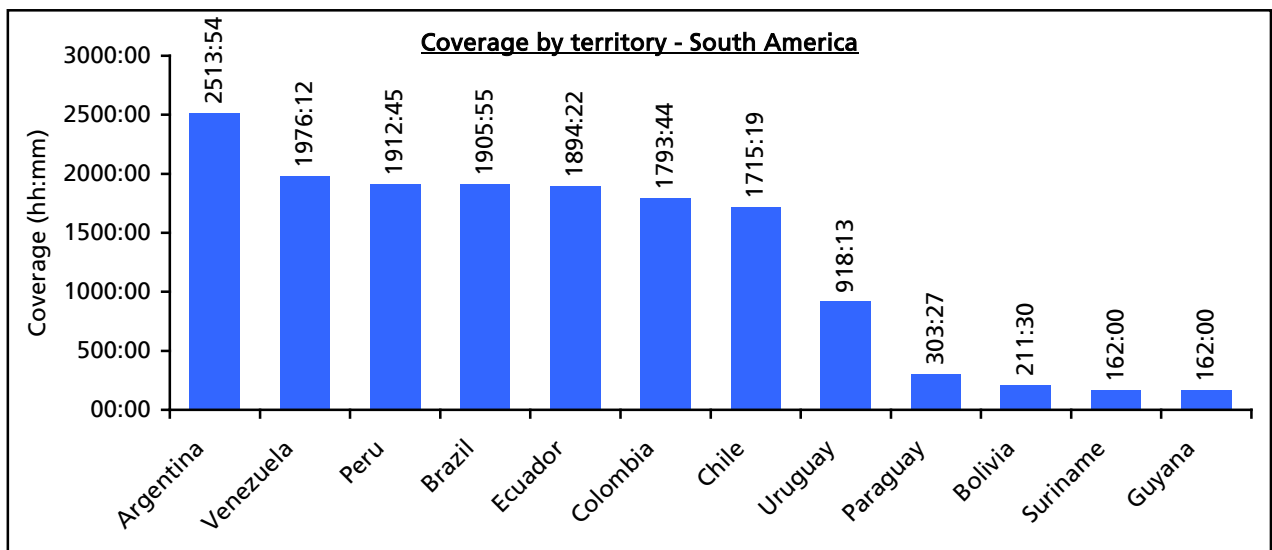
<sup>45</sup> Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.



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. DirecTV<sup>8</sup> accounted for the majority of this coverage (1,560 hours), however TyC Sports<sup>46</sup> also contributed comparatively high levels (683 hours). In addition, these were supplemented by coverage on Canal 7<sup>46</sup>, Telefe<sup>46</sup> and Fox Sports<sup>46</sup>.

Licensees in Brazil showed more than 1,900 hours of tournament coverage, with the ESPN<sup>47</sup> channels in Brazil airing over 800 hours, nearly 700 hours shown on the BandSports<sup>47</sup> channel, 263 hours of Bandeirantes<sup>47</sup> and 146 hours on TV Globo.



<sup>8</sup> Sub-licensee of the main Media Rights Licensee OTI

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

<sup>47</sup> 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
<b>Africa &amp; Middle East total</b>	<b>13092:54</b>	<b>7,328</b>	<b>7.5</b>	<b>8097:45</b>	<b>3,184</b>	<b>16.1</b>	<b>245,554,230</b>





## 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
<b>Asia total</b>	<b>13938:12</b>	<b>7,384</b>	<b>1.1</b>	<b>7424:32</b>	<b>2,998</b>	<b>2.1</b>	<b>884,387,221</b>



## 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
<b>North, Central America &amp; Caribbean total</b>	<b>8111:13</b>	<b>3,798</b>	<b>3.0</b>	<b>6043:33</b>	<b>2,523</b>	<b>3.9</b>	<b>215,138,824</b>



## 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
<b>Oceania total</b>	<b>4478:27</b>	<b>2,407</b>	<b>1.7</b>	<b>2361:08</b>	<b>964</b>	<b>3.3</b>	<b>9,170,652</b>

## 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
<b>South America total</b>	<b>15668:55</b>	<b>10,467</b>	<b>1.8</b>	<b>4386:26</b>	<b>1,945</b>	<b>4.7</b>	<b>299,754,263</b>

<b>Global total</b>	<b>71867:57</b>	<b>43,891</b>	<b>3.2</b>	<b>36588:36</b>	<b>15,465</b>	<b>6.7</b>	<b>2,211,577,468</b>
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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 <sup>2</sup>
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%
<b>Total</b>	<b>530,871,287</b>	<b>5%</b>

Territory	2010 FWC South Africa™ final match in-home reach <sup>6</sup>	% 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%
<b>Total</b>	<b>619,709,456</b>	<b>5%</b>

<sup>6</sup> Based 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.





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				
ORTV - 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	
RTVCV - 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	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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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD
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 Netw ork (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				
Erithrea 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 Netw ork (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 Netw ork 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 Netw ork (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	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				
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	





Media Rights Licensee	Licensor	Continent	Territory	Rights exploited						
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	In-Ship & In-Flight
Mobile Telephone Netw ork (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 Ikwezi FM	SABC	Africa	South Africa	X						
Radio Lesedi FM	SABC	Africa	South Africa	X						
Radio Ligwalagwala FM	SABC	Africa	South Africa	X						
Radio Lotus FM	SABC	Africa	South Africa	X						
Radio Metro FM	SABC	Africa	South Africa	X						
Radio Motsweding 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 Ukhozi 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	
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Sudan					X		
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Sudan							X
African Union of Broadcasting (AUB)	FIFA	Africa	Swaziland	X	X	X	X			
Canal Overseas Africa (Canal Horizons)	FIFA	Africa	Swaziland		X	X	X			
CFI - Canal France International	AUB	Africa	Swaziland	X	X	X	X			
Mobile Telephone Netw ork (Pty) Ltd. - MTN	FIFA	Africa	Swaziland					X		
Phash' Comm Media Entertainment (Pty) Ltd	FIFA	Africa	Swaziland							X
STVA - Swaziland Television Broadcasting Authority	AUB	Africa	Swaziland		X	X	X			
Supersport International (PTY) Limited	FIFA	Africa	Swaziland		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		
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 Netw ork (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 Netw ork (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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				Radio	TV	Highlights	News Access	Mobile	Broadband	Internet	3D	DVD	In-Ship & In-Flight
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 Netw ork 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						
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								
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 know n 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 Paqueta 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			
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 Netw ork	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		
Reedsw ain 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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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD
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			
Televisión Nacioanl 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 Cadene 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 Netw ork	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 d' 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				
CVM TV	CFU	Americas	Jamaica		X						



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







Media Rights Licensee	Licensor	Continent	Territory	Rights exploited							
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD	In-Ship & In-Flight
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	
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	
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		
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	
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				
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	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	
CWS Brains Ltd.	Softbank/ Dentsu	Asia	Japan			X	X	X			
Dentsu Inc.	FIFA	Asia	Japan	X	X	X	X	X	X	X	
JC OPS (JC Operations)	Dentsu	Asia	Japan		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 PerfecTV (Sky Perfect Jsat Corporation)	Dentsu	Asia	Japan		X	X	X				
Softbank	Dentsu	Asia	Japan			X	X	X			
Al Jazeera	FIFA	Asia	Jordan	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	
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	
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						





Media Rights Licensee	Licensor	Continent	Territory	Rights exploited							
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	DVD	In-Ship & In-Flight
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						
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	
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 Netw ork (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.	FIFA	Europe	Andorra		X	X	X	X	X	X	
(Cuatro = Free to Air TV / Digital+ = Pay TV)					X	X	X	X	X	X	
TF1 - Télévision Française 1 SA	FIFA	Europe	Andorra		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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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD
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	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		
LMH (Lider TV)	EBU	Europe	Azerbaijan	X	X	X	X	X	X		
1st Channel	EBU	Europe	Belarus	X							
BTRC - Belaruskaja Tele-Radio Kompanija	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 Stolitsa	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 Française 1 SA	FIFA	Europe	France		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	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 - Elliniki 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			
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 Teleis 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			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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				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD
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								
TRM - Teleradio Moldova	EBU	Europe	Moldova	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 Française 1 SA	FIFA	Europe	Monaco		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						
Stregholt Multimedia	FIFA	Europe	Netherlands								X
Eutelsat S.A.	FIFA	Europe	Norway							X	
SVT - Sveriges Television	FIFA	Europe	Norway	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 - Radiotelevisão 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			
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			

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Media Rights Licensee	Licensor	Continent	Territory	Rights exploited							
				Radio	TV	Highlights	News Access	Mobile	Broadband Internet	3D	DVD
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 Televizija	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	
(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	Sweden								X
Sveriges Radio	SVT	Europe	Sweden	X					X		
SVT - Sveriges Television	FIFA	Europe	Sweden	X	X	X	X		X		
TV4 Sweden	SVT	Europe	Sweden		X	X	X	X	X		
EBU - European Broadcasting Union	FIFA	Europe	Switzerland	X	X	X	X		X		
Eutelsat S.A.	FIFA	Europe	Switzerland							X	
Sky Deutschland GmbH & Co. KG (formerly Premiere Fernsehen GmbH)	FIFA	Europe	Switzerland		X	X			X		
SND	FIFA	Europe	Switzerland								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	Switzerland	X	X	X	X	X	X		
STAR TV	SRG	Europe	Switzerland				X				
World Radio Switzerland	EBU	Europe	Switzerland	X							
EBU - European Broadcasting Union	FIFA	Europe	Turkey	X	X	X	X		X		
TRT - Türkiye 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	





Media Rights Licensee	Licensor	Continent	Territory	Rights exploited							
				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	
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	
SBS Australia - Special Broadcasting Services Corporation	FIFA	Oceania	New Zealand	X	X	X	X		X	X	
SBS Television Corporation	FIFA	Oceania	New Zealand								X
SKY Netw ork Television Limited	SBS	Oceania	New Zealand		X	X	X		X		
The Radio Netw ork (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	
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	
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	
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	
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	
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	
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	
Radio Africa No. 1	AUB		Africa	X							
BBC	FIFA		British Forces Bases Overseas		X	X	X	X	X		
ITV	FIFA		British Forces Bases Overseas		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				
Euronew s	FIFA		pan-Europe				X				
Eurosport	FIFA		pan-Europe				X				
BBC World Services	FIFA		Sub-Saharan Africa	X							
BBC World New s	FIFA		w orldw ide				X				
CNN	FIFA		w orldw ide				X				
Deutsche Welle	FIFA		w orldw ide				X				
TVI (UK) Limited / FIFA Futbol Mundial	FIFA		w orldw ide			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 Airw ays	IMG										X
Cathay Pacific	IMG										X
EI Al	IMG										X
Jet Blue Airlines	IMG										X
LAN	IMG										X
Lufthansa	IMG										X
Saudi Arabian Airlines	IMG										X
Singapore Airlines	IMG										X
Thai Airw ays	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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# **2014 FIFA World Cup Brazil™**

## **Television Audience Report**

Produced for FIFA TV by Kantar Media



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## Report authors

Kantar Media is a leading specialist sports and entertainment research company, delivering insight for 20 years into more than 250 sporting federations, rights holders, clubs/teams, venues, broadcasters and sponsors globally. Kantar Media has been working directly with FIFA on their global coverage and audience reporting since June 2009.

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

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## Introduction

The 2014 FIFA World Cup Brazil™ took place from 12<sup>th</sup> June to 13<sup>th</sup> July 2014 and featured 32 football nations from around the globe.

The list of competing nations was:

<u>Group A</u>	<u>Group B</u>	<u>Group C</u>	<u>Group D</u>
Brazil	Spain	Colombia	Uruguay
Croatia	Netherlands	Greece	Costa Rica
Mexico	Chile	Cote d'Ivoire	England
Cameroon	Australia	Japan	Italy

<u>Group E</u>	<u>Group F</u>	<u>Group G</u>	<u>Group H</u>
Switzerland	Argentina	Germany	Belgium
Ecuador	Bosnia-Herzegovina	Portugal	Algeria
France	Iran	Ghana	Russia
Honduras	Nigeria	USA	Korea Republic

Each of the teams played three group matches, before the top two teams of each group progressed to the knockout round of 16 stage. The games took place at twelve venues across Brazil, Belo Horizonte, Brasilia, Cuiaba, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador and Sao Paulo.

The brand new Estadio do Maracana in Rio de Janeiro hosted the Final between Germany and Argentina, with Germany claiming their country's fourth FIFA World Cup™ title with an extra time 1:0 triumph over Argentina. The result meant Germany became the first Europeans to win in the Americas.



## Match Schedule

### Group Matches

Match	Stage	Date	Time	Venue	Teams	Score
1	Group A Match	12-Jun-14	17:00	Sao Paulo	BRA v CRO	3:1 (2:0)
2	Group A Match	13-Jun-14	13:00	Natal	MEX v CMR	1:0 (0:0)
3	Group B Match	13-Jun-14	16:00	Salvador	ESP v NED	1:5 (1:1)
4	Group B Match	13-Jun-14	18:00	Cuiaba	CHI v AUS	3:1 (2:1)
5	Group C Match	14-Jun-14	13:00	Belo Horizonte	COL v GRE	3:0 (1:0)
6	Group C Match	14-Jun-14	22:00	Recife	CIV v JPN	2:1 (0:1)
7	Group D Match	14-Jun-14	16:00	Fortaleza	URU v CRC	1:3 (1:0)
8	Group D Match	14-Jun-14	18:00	Manaus	ENG v ITA	1:2 (1:1)
9	Group E Match	15-Jun-14	13:00	Brasilia	SUI v ECU	2:1 (0:1)
10	Group E Match	15-Jun-14	16:00	Porto Alegre	FRA v HON	3:0 (1:0)
11	Group F Match	15-Jun-14	19:00	Rio de Janeiro	ARG v BIH	2:1 (1:0)
12	Group F Match	16-Jun-14	16:00	Curitiba	IRN v NGA	0:0 (0:0)
13	Group G Match	16-Jun-14	13:00	Salvador	GER v POR	4:0 (3:0)
14	Group G Match	16-Jun-14	19:00	Natal	GHA v USA	1:2 (0:1)
15	Group H Match	17-Jun-14	13:00	Belo Horizonte	BEL v ALG	2:1 (0:1)
16	Group H Match	17-Jun-14	18:00	Cuiaba	RUS v KOR	1:1 (0:0)
17	Group A Match	17-Jun-14	16:00	Fortaleza	BRA v MEX	0:0
18	Group A Match	18-Jun-14	18:00	Manaus	CMR v CRO	0:4 (0:1)
19	Group B Match	18-Jun-14	16:00	Rio de Janeiro	ESP v CHI	0:2 (0:2)
20	Group B Match	18-Jun-14	13:00	Porto Alegre	AUS v NED	2:3 (1:1)
21	Group C Match	19-Jun-14	13:00	Brasilia	COL v CIV	2:1 (0:0)
22	Group C Match	19-Jun-14	19:00	Natal	JPN v GRE	0:0
23	Group D Match	19-Jun-14	16:00	Sao Paulo	URU v ENG	2:1 (1:0)
24	Group D Match	20-Jun-14	13:00	Recife	ITA v CRC	0:1 (0:1)
25	Group E Match	20-Jun-14	16:00	Salvador	SUI v FRA	2:5 (0:3)
26	Group E Match	20-Jun-14	19:00	Curitiba	HON v ECU	1:2 (1:1)
27	Group F Match	21-Jun-14	13:00	Belo Horizonte	ARG v IRN	1:0 (0:0)
28	Group F Match	21-Jun-14	18:00	Cuiaba	NGA v BIH	1:0 (1:0)
29	Group G Match	21-Jun-14	16:00	Fortaleza	GER v GHA	2:2 (0:0)
30	Group G Match	22-Jun-14	18:00	Manaus	USA v POR	2:2 (0:1)
31	Group H Match	22-Jun-14	13:00	Rio de Janeiro	BEL v RUS	1:0 (0:0)
32	Group H Match	22-Jun-14	16:00	Porto Alegre	KOR v ALG	2:4 (0:3)
33	Group A Match	23-Jun-14	17:00	Brasilia	CMR v BRA	1:4 (1:2)
34	Group A Match	23-Jun-14	17:00	Recife	CRO v MEX	1:3 (0:0)
35	Group B Match	23-Jun-14	13:00	Curitiba	AUS v ESP	0:3 (0:1)
36	Group B Match	23-Jun-14	13:00	Sao Paulo	NED v CHI	2:0 (0:0)
37	Group C Match	24-Jun-14	16:00	Cuiaba	JPN v COL	1:4 (1:1)
38	Group C Match	24-Jun-14	17:00	Fortaleza	GRE v CIV	2:1 (1:0)
39	Group D Match	24-Jun-14	13:00	Natal	ITA v URU	0:1 (0:1)
40	Group D Match	24-Jun-14	13:00	Belo Horizonte	CRC v ENG	0:0
41	Group E Match	25-Jun-14	16:00	Manaus	HON v SUI	0:3 (0:2)
42	Group E Match	25-Jun-14	17:00	Rio de Janeiro	ECU v FRA	0:0
43	Group F Match	25-Jun-14	13:00	Porto Alegre	NGA v ARG	2:3 (1:2)
44	Group F Match	25-Jun-14	13:00	Salvador	BIH v IRN	3:1 (1:0)
45	Group G Match	26-Jun-14	13:00	Recife	USA v GER	0:1 (0:0)
46	Group G Match	26-Jun-14	13:00	Brasilia	POR v GHA	2:1 (1:0)
47	Group H Match	26-Jun-14	17:00	Sao Paulo	KOR v BEL	0:1 (0:0)
48	Group H Match	26-Jun-14	17:00	Curitiba	ALG v RUS	1:1 (0:1)



## Match Schedule

### Knockout phase

Match	Stage	Date	Time	Venue	Teams	Score
49	Round of 16	28-Jun-14	13:00	Belo Horizonte	BRA v CHI	1:1 a.e.t. (1:1, 1:1) 3:2 PSO
50	Round of 16	28-Jun-14	17:00	Rio de Janeiro	COL v URU	2:0 (1:0)
51	Round of 16	29-Jun-14	13:00	Fortaleza	NED v MEX	2:1 (0:0)
52	Round of 16	29-Jun-14	17:00	Recife	CRC v GRE	1:1 a.e.t. (1:1, 0:0) 5:3 PSO
53	Round of 16	30-Jun-14	13:00	Brasilia	FRA v NIG	2:0 (0:0)
54	Round of 16	30-Jun-14	17:00	Porto Alegre	GER v ALG	2:1 a.e.t. (0:0)
55	Round of 16	01-Jul-14	13:00	Sao Paulo	ARG v SUI	1:0 a.e.t. (0:0)
56	Round of 16	01-Jul-14	17:00	Salvador	BEL v USA	2:1 a.e.t. (0:0)
57	Quarter Finals	04-Jul-14	17:00	Fortaleza	BRA v COL	2:1 (1:0)
58	Quarter Finals	04-Jul-14	13:00	Rio de Janeiro	FRA v GER	0:1 (0:1)
59	Quarter Finals	05-Jul-14	17:00	Salvador	NED v CRC	0:0 a.e.t. 4:3 PSO
60	Quarter Finals	05-Jul-14	13:00	Brasilia	ARG v BEL	1:0 (1:0)
61	Semi Finals	08-Jul-14	17:00	Belo Horizonte	BRA v GER	1:7 (0:5)
62	Semi Finals	09-Jul-14	17:00	Sao Paulo	NED v ARG	0:0 a.e.t. 2:4 PSO
63	3/4 Place	12-Jul-14	17:00	Brasilia	BRA v NED	0:3 (0:2)
64	Final	13-Jul-14	16:00	Rio de Janeiro	GER v ARG	1:0 a.e.t. (0:0)





## Report Notes

- 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.

- **This report examines only Television audiences. 2014 FIFA World Cup Brazil™ is available to audiences via other media forms, such as broadband and mobile (see "Non-TV consumption of 2014 FIFA World Cup Brazil™" section on page 27), however, this report does not detail consumption figures for these other forms of media as the data cannot as yet be aggregated.**
- **Similarly, out-of-home viewing (see "Out-of-home" section on page 26) is not considered in detail within this report. It is acknowledged that many people in many countries around the world consumed 2014 FIFA World Cup Brazil™ in public places, bars, restaurants etc. however, aggregated data for these volumes is also not available.**
- 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 previous event report.
- 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 on page 16).

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.

Audited audience data is available in over 85 territories, which, although only representing around 40% of the territories where coverage was available, account for approximately 75% of the world population.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"



## Top-line coverage and audience summary

Total broadcast hours:	98,087 (+36%)
Total territories reached:	207
Total in-home audience reach (20+ consecutive minutes):	2.1 billion (-4%)
Total in-home audience reach (1+ minute):	3.2 billion (+/-0%)
Average in-home audience per live match:	186.7 million (-1%)
Highest global in-home average audience (2014 FWC Brazil™ final; GER v ARG):	570.1 million (+7%)
2014 FWC Brazil™ final match In-home audience reach (20+ consecutive minutes)	695.0 million (+12%)
2014 FWC Brazil™ final match In-home audience reach (1+ minute)	913.7 million (+1%)
2014 FWC Brazil™ final match In-home + Out-of-home audience reach (1+ minute)	1.013 billion

(all % in parenthesis are compared to 2010 FIFA World Cup South Africa™)



## Executive summary

The in-home television coverage of the 2014 FIFA World Cup Brazil™ reached<sup>2</sup> 3.2 billion people around the world. The Asian market observed a decline in audience reach due to the less favourable kick off times which caused the global figure not to rise compared to 2010 FIFA World Cup South Africa™. Based on viewers watching a minimum of 20 consecutive minutes of coverage, the 2014 FIFA World Cup Brazil™ reached 2.1 billion viewers. This report analyses the global audience of Television coverage of 2014 FIFA World Cup Brazil™ and does not include global analysis of any other forms of media as this data is not available to be aggregated globally.

To establish the audience reach for the 2014 FIFA World Cup Brazil™, FIFA sourced audience reach from 25 major markets within this report. 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 2014 FIFA World Cup Brazil™ analysis" section for more detail). For 2010 FIFA World Cup South Africa™, FIFA sourced audience reach from 17 markets which was then used to project a global reach. The audience statistics below were the result:

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

- 1+ minute of coverage: 3.2 billion (+/- 0%)
- 3+ consecutive minutes of coverage: 2.7 billion (-3%)
- 20+ consecutive minutes of coverage: 2.1 billion (-4%)
- 30+ consecutive minutes of coverage: 1.9 billion (-4%)

A total of 98,087 hours of 2014 FIFA World Cup Brazil™ "DEDICATED COVERAGE" was broadcast in-home globally; the equivalent to over eleven full years of coverage.

The 2014 FIFA World Cup Brazil™ final match reached 695.0 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 913.7 million viewers, while additional "OUT-OF-HOME" viewers pushed the total projected audience reach to 1.013 billion<sup>3</sup>.

The highest global in-home average audience during the 2014 edition of the FIFA World Cup was for the final match between Germany and Argentina, with an average of 570.1 million people watching across the duration of the match.

Please note that the average figure above does 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.

All of the above audience figures, in-home and out-of-home, relate to Television viewing only and no other forms of media.

In addition to the in-home and out-of-home television coverage considered, the 2014 FIFA World Cup Brazil™ enjoyed further distribution and usage via online, media players and apps.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

<sup>2</sup> Based on viewers watching at least one minute of coverage.

<sup>3</sup> See "Out-of-home" section for methodology and analysis.



There was more online coverage than any previous FIFA World Cup™ with 188 licensees offering 2014 FIFA World Cup Brazil™ coverage via websites, media players and apps.

Between 2010 and 2014, internet usage has grown by nearly 50%, with close to 3 billion people online in 2014. Alongside the growth in usage, there has also been a growth in accessing digital content and, in particular, streaming live content. Consumer surveys suggest this has increased by 36% for online TV viewing and 248% for mobile TV viewing, which is not surprising given that broadband penetration, mobile device usage and internet speed have all increased in many of the more developed markets. For the first time, broadcasters are able to provide a level of detail for digital media audience measurement that has not previously been available, and whilst this is not yet in the same level of detail on a global basis as for television, it does provide some data that allows Kantar to project the potential reach of dedicated 2014 FIFA World Cup Brazil™ match content. Using online/mobile viewing data from 40 countries (all sourced directly from MRLs) and relating this back to the typical viewing patterns on TV, a projected 280 million people were reached by dedicated 2014 FIFA World Cup Brazil™ match content online or on mobile. This equates to 9.6% of the global internet population in 2014. It is important to note that this does not account for shorter highlights or news clips and is purely based on official MRL data of match viewing. This is a conservative estimate given the relatively small amount of detailed data available. Some of the individual market highlights are shown below.

Other highlights of the 2014 FIFA World Cup Brazil™ included:

- An average global in-home audience of 186.7 million watched live matches of 2014 FIFA World Cup Brazil™.
- 2014 FIFA World Cup Brazil™ generated some record average audiences around the world. In Germany, the highest television audience of all time was recorded by ARD for the Final between Germany and Argentina. An average audience of 34.5 million people tuned in across the country.
- The same all time television audience record was achieved in Netherlands too; 9.1 million people tuned in for the semi-final between Netherlands and Argentina.
- TV audience records were also broken in the USA by 2014 FIFA World Cup Brazil™ programming. ESPN's coverage of USA v POR was watched by an average audience of 18.2 million people across the country; this was the most watched soccer match ever on US television at the time of broadcast. Netherlands v Mexico attracted an average audience of 10.4 million viewers to Univision, making it the most watched programme in the history of Spanish language TV in the USA.
- The France v Germany quarter-final generated the highest TV audience on French television for 7 years, an average of 16.9 million people watched.
- The single biggest audiences were, however, recorded in the host market Brazil. 8 live matches drew audiences of over 30 million viewers. The highest was on TV Globo for the opening match of the tournament between Brazil and Croatia; the match was seen by an average in-home audience of 42.9 million people.
- The highest measured "TVR%" during the 2014 FIFA World Cup Brazil™ was achieved by Ned 1<sup>4</sup> (58.5%) in the Netherlands during live coverage of the Netherlands v Argentina semi-final.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

<sup>4</sup> Channel of the Media Rights Licensee NOS

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes





- The highest "MARKET SHARES" during competitive prime time in the 2014 FIFA World Cup Brazil™ were achieved in Netherlands and Germany. In Netherlands, live coverage of the Netherlands v Mexico match in the round of 16 (kick-off 18:00 in Netherlands) gained 89.4% of all television viewers during the period of the match whilst in Germany, the Brazil v Germany semi-final drew 87.6% of the audience from 10pm local time.
- Audience reach<sup>5</sup> was highest in China, where 252.3 million viewers were reached<sup>5</sup> across the duration of the event. This represents 18.1% of the total population. It also accounts for 12% of the total global reach<sup>5</sup> of the 2014 FIFA World Cup Brazil™.
- Elsewhere, host market Brazil achieved a reach<sup>5</sup> of 164.6 million viewers during the 2014 FIFA World Cup Brazil™. USA and Indonesia both achieved a reach<sup>5</sup> of over 100 million viewers with 105.3 and 103.4 respectively.
- Over a quarter of the global dedicated coverage was generated within the host region of South America. A total of 25,178 hours were aired across the region with DirecTV<sup>6</sup> contributing a large proportion via their feeds – a total of 16,897 hours.
- South America broadcast more dedicated coverage of 2014 FIFA World Cup Brazil™ than any other region of the world. A total of 25,178 hours were shown within the region representing 26% of the global total. The largest contributions came from licensees in Argentina where a total of 3,933 hours were shown. DirecTV<sup>6</sup> aired the majority with 2,863 hours, whilst TyC Sports<sup>7</sup> made 759 hours available. A further 247 hours were aired by the high penetration Canal 7<sup>7</sup>. In host market Brazil a total of 2,832 hours were shown across the tournament with ESPN<sup>8</sup> channels airing 852 hours, more than 760 hours on SporTV, 599 hours on BandSports<sup>8</sup>, over 250 hours on Fox Sports<sup>8</sup> channels, 198 hours on TV Bandeirantes<sup>8</sup> and 164 hours on TV Globo.
- Media Rights Licensees across Europe broadcast a total of 20,144 hours of dedicated 2014 FIFA World Cup Brazil™ coverage, a rise of 22% compared to 2010 FIFA World Cup South Africa™. The highest proportion of this total originated in Italy where a total of 3,052 hours, 15% of the regional total. Rai showed 344 hours (176 of these across their high penetration channels Rai 1<sup>9</sup> and Rai 2<sup>9</sup>). The remaining 2,708 hours were aired by Sky Italia<sup>10</sup> across 6 different channels.
- A total of 18,761 hours of dedicated coverage were broadcast across Asia, 19% of the global total. Once again, China led the way, contributing nearly 3,000 hours of 2014 FIFA World Cup Brazil™ coverage to the total. This was shared amongst a combination of national and provincial broadcasters, totalling 15 channels. The 3 high penetration channels of CCTV showed 1,028 hours of coverage; this was complemented by 1,931 hours on provincial channels. Six of these provincial channels aired over 100 hours of dedicated coverage, among them were Guangzhou TV<sup>11</sup> Competition<sup>11</sup> and Guangdong TV Sports<sup>11</sup>.
- Across Africa and Middle East, over 17,000 hours of dedicated 2014 FIFA World Cup Brazil™ coverage were aired in total. This is an increase of 30% compared to 4 years ago. The key contributions came from Pan African broadcasters Supersport and Canal + with a combined total of nearly 5,000 hours. Supersport also aired directly into South Africa and Nigeria taking the total for this licensee alone to 6,164 hours.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>6</sup> Sub-licensee of the main Media Rights Licensee OTI

<sup>7</sup> Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.

<sup>8</sup> Sub-licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A

<sup>9</sup> Channel of the Media Rights Licensee RAI

<sup>10</sup> Sub-licensee of the main Media Rights Licensee RAI

<sup>11</sup> Sub-licensee of the main Media Rights Licensee CCTV



## Key Market Summaries

### Brazil

Coverage (hh:mm): 2832:37

Audience reach<sup>5</sup>: 164.6m

Live Match "AVERAGE AUDIENCE": 21.9m

"PEAK MATCH AUDIENCE": 52.5m

Hosting the 2014 FIFA World Cup™ generated high interest in Brazil with the average live match audience increasing by 36% compared to 4 years ago. The increased popularity per match contributed to a total audience reach<sup>5</sup> increase of 5% vs. 2010 FIFA World Cup South Africa™.

### South Africa

Coverage (hh:mm): 1973:51

Audience reach<sup>5</sup>: 27.5m

Live match average audience: 3.0m

Peak match audience: 7.9m

Since hosting and competing in the event 4 years ago, interest in FIFA World Cup™ has remained high in South Africa. Across the country, the unique audience reach<sup>5</sup> of the 2014 FIFA World Cup Brazil™ was on a par with 4 years ago.

### France

Coverage (hh:mm): 644:26

Audience reach<sup>5</sup>: 47.2m

Live match average audience: 4.5m

Peak match audience: 18.2m

Over 47 million people across France watched at least 20 minutes of 2014 FIFA World Cup Brazil™. The national team's advance to the quarter-finals in 2014, bettering their group stage exit in 2010, helped generate a 5% increase of audience reach<sup>5</sup> compared to 4 years ago.

### Germany

Coverage (hh:mm): 243:46

Audience reach<sup>5</sup>: 65.8m

Live match average audience: 11.2m

Peak match audience: 34.5m

2014 FIFA World Cup Brazil™ performed very well in Germany with all metrics seeing a rise from 2010. Most impressive of all was the peak audience which included an all-time TV audience record of 34.5 million for the Final. Average live audiences for the tournament increased by 27%.

### Italy

Coverage (hh:mm): 3052:45

Audience reach<sup>5</sup>: 45.3m

Live match average audience: 3.8m

Peak match audience: 18.1m

For the second consecutive edition of FIFA World Cup™, Italy exited the tournament at the group stage. The audience figures reflect the performance with overall event reach<sup>5</sup> decreasing by 3%.

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



#### Netherlands

Coverage (hh:mm): 191:56

Audience reach<sup>5</sup>: 14.8m

Live match average audience: 2.8m

Peak match audience: 9.1m

The semi-final match of 2014 FIFA World Cup Brazil™ between Netherlands and Argentina recorded a higher audience than the Final match of 2010 (NED v ESP). An audience of 9.1 million tuned in for the live Final in 2014, a rise of 7% and an all-time Dutch television viewing record.

#### Poland

Coverage (hh:mm): 733:43

Audience reach<sup>5</sup>: 25.0m

Live match average audience: 2.6m

Peak match audience: 8.9m

TV viewers in Poland received 36% more coverage in 2014 than 4 years prior. Additionally, the peak match audience increased slightly to 8.9 million viewers for 2014 FIFA World Cup Brazil™, a rise of 1% on the 2010 event.

#### Romania

Coverage (hh:mm): 288:22

Audience reach<sup>5</sup>: 10.1m

Live match average audience: 1.0m

Peak match audience: 3.5m

Audiences watching 2014 FIFA World Cup Brazil™ in Romania were of a similar level to 2010. The peak match audience (the Final match both years) rose very slightly by 0.1%.

#### Russia

Coverage (hh:mm): 474:24

Audience reach<sup>5</sup>: 75.7m

Live match average audience: 4.4m

Peak match audience: 15.0m

2014 FIFA World Cup Brazil™ performed well in Russia with average viewing figures rising by 9% and peak match viewing rising by 10% to 15.0 million people for the Belgium v Russia group stage match.

#### Spain

Coverage (hh:mm): 747:09

Audience reach<sup>5</sup>: 32.9m

Live match average audience: 2.4m

Peak match audience: 13.3m

Many of the key measures in Spain saw a decline for the 2014 edition due to their contrasting success in 2010. Overall tournament reach<sup>5</sup> decreased by 16%, however, there was a lesser drop of only 8% for peak match audience.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes





### Turkey

Coverage (hh:mm): 738:53

Audience reach<sup>5</sup>: 39.9m

Live match average audience: 2.4m

Peak match audience: 6.5m

Dedicated coverage of 2014 FIFA World Cup Brazil™ was broadcast for 738 hours across Turkey, an increase of over 600 hours from 2010. A peak match audience of 6.5 million people watched the 2014 Final whilst 39.9 million people were reached<sup>5</sup> across the whole tournament.

### UK

Coverage (hh:mm): 365:33

Audience reach<sup>5</sup>: 44.5m

Live match average audience: 5.2m

Peak match audience: 18.0m

As in 2010, the UK was represented by England. The team finished bottom of their group in 2014, compared to a round of 16 exit against Germany in 2010. Audience reach<sup>5</sup> decreased by 5%, however, the peak match audience (the Final match at both editions) rose slightly (+0.3%).

### Canada

Coverage (hh:mm): 1147:10

Audience reach<sup>5</sup>: 21.0m

Live match average audience: 1.6m

Peak match audience: 6.1m

Audiences in Canada have risen sharply since the 2010 edition of the FIFA World Cup™. Average live match figures grew significantly, with an increase of 40% to 1.6 million, whilst the peak match audience increased from 5.4 million in 2010 to 6.1 million in 2014 (+12%).

### Guatemala

Coverage (hh:mm): 255:35

Audience reach<sup>5</sup>: 4.6m

Live match average audience: 0.4m

Peak match audience: 1.4m

2014 FIFA World Cup Brazil™ performed well in Guatemala with the peak match viewing figure rising by 30% and average live match viewing rising by 9%. A total audience reach<sup>5</sup> of 4.6 million viewers was achieved across the duration of the tournament.

### Mexico

Coverage (hh:mm): 2307:06

Audience reach<sup>5</sup>: 81.5m

Live match average audience: 3.8m

Peak match audience: 22.6m

Audience reach<sup>5</sup> in Mexico grew significantly in 2014 compared to the previous edition, with a 14% increase to 81.5 million people. Additionally the peak match audience of 22.6 million in 2014 represented a 2% increase on 2010.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



### USA

Coverage (hh:mm): 1657:23

Audience reach<sup>5</sup>: 105.3m

Live match average audience: 8.2m

Peak match audience: 27.7m

As the sport continues to grow in popularity, so the audiences follow. Reach<sup>5</sup> across the event grew to 105.3 million for the 2014 edition (+11%) whilst the average live match audience increased dramatically by 61% demonstrating a new level of interest in the USA for FIFA World Cup™.

### Argentina

Coverage (hh:mm): 3933:03

Audience reach<sup>5</sup>: 32.6m

Live match average audience: 3.9m

Peak match audience: 12.4m

Interest in all matches in the 2014 FIFA World Cup Brazil™ was higher than seen 4 years ago. The tournament was a success for Argentina's team and the event was hosted locally; both were contributing factors to the 28% increase in live match viewing figures compared to 2010.

### Colombia

Coverage (hh:mm): 3167:32

Audience reach<sup>5</sup>: 39.4m

Live match average audience: 3.9m

Peak match audience: 12.1m

Competing in the event for the first time since 1998 generated high interest in Colombia. The average live match audience grew by 23% compared to the previous edition, whilst the peak match audience rose by 9% and the tournament reach<sup>5</sup> increased to 39.4 million (+14%).

### China

Coverage (hh:mm): 2959:33

Audience reach<sup>5</sup>: 252.3m

Live match average audience: 9.7m

Peak match audience: 42.4m

Audiences in China decreased in size compared to 2010 FIFA World Cup South Africa™. The timezone was not as favourable for large parts of Asia as in 2010 and the overall audience reach<sup>5</sup> decreased by 23% across China.

### India

Coverage (hh:mm): 720:54

Audience reach<sup>5</sup>: 85.7m

Live match average audience: 1.3m

Peak match audience: 5.1m

2014 FIFA World Cup Brazil™ enjoyed an increase in coverage across India compared to the 2010 edition (+46%) as rights switched to Sony. Audience reach<sup>5</sup> for the whole event increased from 44.9 million in 2010 to 85.7 million in 2014.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



#### Indonesia

Coverage (hh:mm): 1136:02

Audience reach<sup>5</sup>: 103.4m

Live match average audience: 7.0m

Peak match audience: 16.7m

Indonesia did not benefit from the timezone of the host market and as a result the audience totals decreased compared to 2010. The total audience reach<sup>5</sup> for the 2014 FIFA World Cup Brazil™ was 103.4 million people (-31%).

#### Japan

Coverage (hh:mm): 460:12

Audience reach<sup>5</sup>: 97.3m

Live match average audience: 4.2m

Peak match audience: 35.1m

Audience reach<sup>5</sup> in Japan for 2014 FIFA World Cup Brazil™ was 97.3 million, a decrease of 10% compared to 4 years ago. This is partly due to team success (round of 16 in 2010, group stage 2014) and partly due to timezone. Average and peak audiences also saw decreases.

#### Korea Republic

Coverage (hh:mm): 1631:18

Audience reach<sup>5</sup>: 31.2m

Live match average audience: 1.3m

Peak match audience: 9.6m

Korea Republic had a less successful tournament in 2014 (bottom of their group) compared to 2010 (round of 16). In addition, the live match kick off times did not suit Eastern Asia. This resulted in lower audiences, with tournament reach<sup>5</sup> decreasing by 21% compared to 2010.

#### Thailand

Coverage (hh:mm): 633:45

Audience reach<sup>5</sup>: 33.9m

Live match average audience: 1.4m

Peak match audience: 3.8m

As with other Asian countries, the bigger live match audiences seen in prime time at 2010 FIFA World Cup South Africa™ were not achieved by the later broadcast times of the 2014 event from Brazil. Live match average and peak match audiences both saw decreases.

#### Australia

Coverage (hh:mm): 529:13

Audience reach<sup>5</sup>: 8.2m

Live match average audience: 0.3m

Peak match audience: 2.5m

2014 FIFA World Cup Brazil™ performed well in Australia. A unique audience reach<sup>5</sup> of 8.2 million people watched the event in 2014 with a peak match audience of 2.5 million.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



## In-home data sources and methodology

The majority of schedules and programming were sourced from the official television auditing agencies in markets, or in some cases directly from the FIFA "MEDIA RIGHTS LICENSEES (MRLs)". 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

<sup>1</sup> Please refer to Glossary for definition of all terms identified in "CAPITALS"

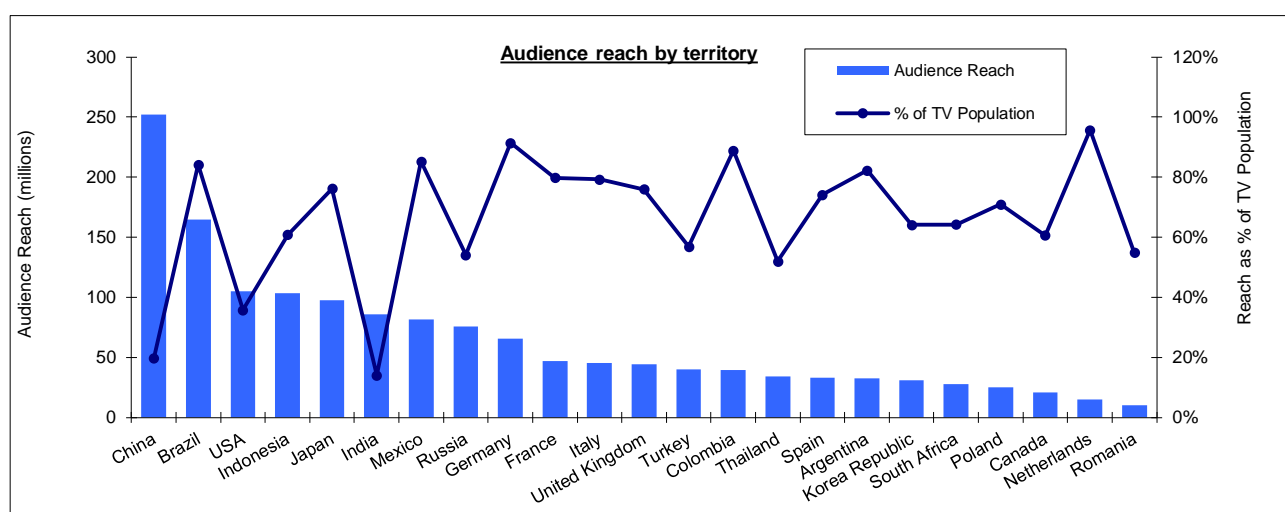




## Global 2014 FIFA World Cup Brazil™ analysis

When based on viewers watching a minimum of 20 consecutive minutes, the total audience reach of the 2014 FIFA World Cup Brazil™ was 2.1 billion. However, when analysing the 'three-minute' audience reach, a total of 2.7 billion was achieved.

To establish the global audience reach of the event, official measured audience reach statistics were collected from 25 markets within this report. For the purposes of defining the audience reach below, viewers had to have watched a minimum of 20 consecutive minutes of 2014 FIFA World Cup Brazil™ coverage. Please see the "Appendix" section for alternative reach condition analysis.



The in-home reach<sup>5</sup> of 2014 FIFA World Cup Brazil™ in these 25 key markets alone was 1.490 billion, 70% of the global projected reach<sup>5</sup>.

The world's most populated country, China, achieved the highest audience reach<sup>5</sup> of 252.3 million for 2014 FIFA World Cup Brazil™, which represents 19.8% of the TV population. CCTV-1<sup>12</sup>, CCTV-5<sup>12</sup> and CCTV-5+<sup>12</sup> all broadcast coverage alongside a number of provincial free-to-air broadcasters. These channels combined generated average live audiences of 9.7 million viewers, peaking at 29.7 million for the final match.

Host market Brazil recorded the second highest reach<sup>5</sup> of the 25 key markets with 164.6 million people, 84.1% of the TV population. Coverage was broadcast across a wide variety of channels including TV Globo, Bandeirantes<sup>8</sup>, ESPN<sup>8</sup>, SporTV, Band Sports<sup>8</sup> and Fox Sports<sup>8</sup>. Across all broadcasting channels, the 2014 FIFA World Cup Brazil achieved an average live audience of 45.4 million viewers for each of Brazil's 7 matches.

Across the USA a live average audience of 27.6 million viewers watched the Final match between Germany and Argentina on ABC<sup>13</sup>, Univision<sup>14</sup>, ESPN Deportes<sup>13</sup> and UDN<sup>14</sup>. A total unique audience of 105.3 million viewers, 35.7% of the TV population, were reached<sup>5</sup> across the whole tournament.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>8</sup> Sub-licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A

<sup>12</sup> Channel of the Media Rights Licensee CCTV

<sup>13</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

<sup>14</sup> Channel of the Media Rights Licensee Univision



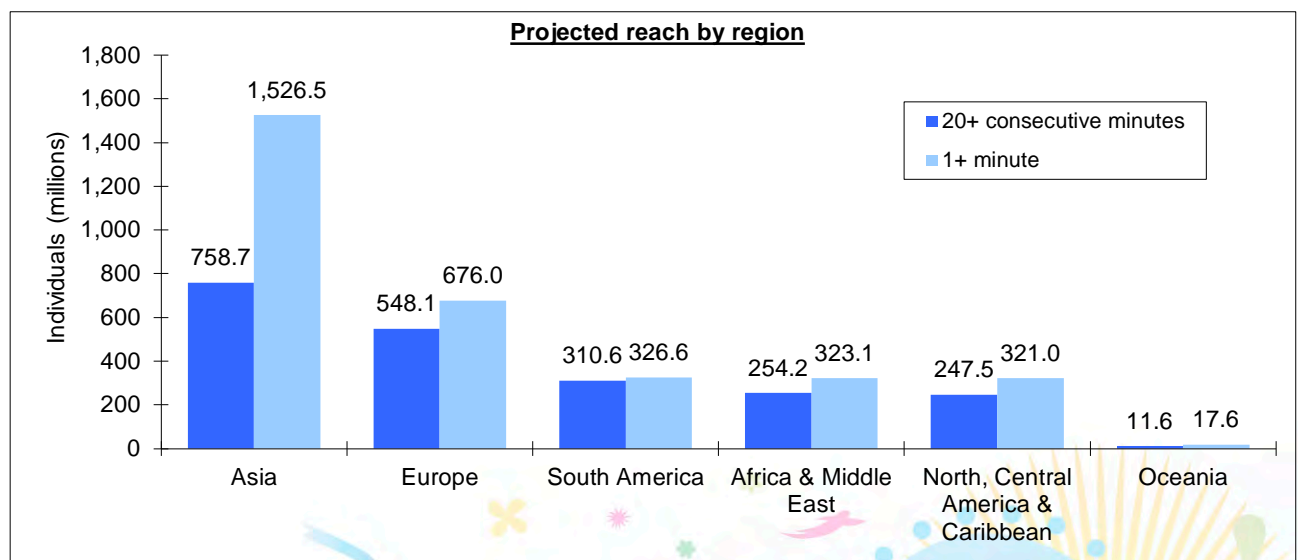
Indonesia achieved a unique audience reach<sup>5</sup> of 103.4 million, with coverage broadcast on key channels including tvOne<sup>15</sup> and ANTV<sup>16</sup>. The live matches across Indonesia attracted an average audience of 7.0 million. A peak match audience of 16.7 million viewers was achieved for Netherlands v Argentina semi-final.

Over 85 million people were reached<sup>5</sup> in both Japan and India. In Japan the tournament reached<sup>5</sup> 97.3 million people. The national team's 3 matches drew an average audience of 29.3 million viewers across the country; this is despite their live transmission start times of between 3am and 10am. Across India, a peak match audience of 5.1 million tuned in for live coverage of the Final match contributing to the country's total reach<sup>5</sup> of 85.7 million.

Elsewhere, in-home television coverage in Mexico of 2014 FIFA World Cup Brazil™ reached<sup>5</sup> over 80 million people, over 75 million people in Russia were reached<sup>5</sup> and the figure across Germany was over 65 million<sup>5</sup>. In other key European football markets, over 40 million people were reached<sup>5</sup> in France, Italy and United Kingdom and nearly 33 million were reached<sup>5</sup> across Spain.

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 2.1 billion individuals globally (based on viewing a minimum of 20 consecutive minutes); nearly a third (29%) of the world population<sup>17</sup>. However, if the reach condition is reduced to viewers watching just one minute of coverage, the projected global reach equates to 3.2 billion.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>15</sup> Channel of the main Media Rights Licensee PT Inter Sports Marketing 's sub-licensee PT Lativi Mediakarya

<sup>16</sup> Channel of the main Media Rights Licensee PT Inter Sports Marketing 's sub-licensee PT Cakrawala Andalas Televisi

<sup>17</sup> Based on global population of 7.24 billion (UN Population Division 2014)



It was Asia where the highest volume of reach<sup>5</sup> was generated for 2014 FIFA World Cup Brazil™. A total of 758.7 million people were projected to be reached<sup>5</sup> in this region with the largest contribution from China who accounted for a third (252.3 million) of the total reach<sup>5</sup>. Together with Indonesia, Japan and India, these 4 markets generated a total reach<sup>5</sup> of 538.8 million, 71% of the regional total.

Across Europe there was a total audience reach<sup>5</sup> of 548.1 million people. The major 5 European football markets of France, Germany, Italy, Spain and United Kingdom provided 235.8 million to this total<sup>5</sup> (43% of the regional total). Further to these markets, Russian coverage contributed 75.7 million to the reach<sup>5</sup> total whilst programming in Turkey reached<sup>5</sup> nearly 40 million people. Other sizeable contributions came from Poland with 25.0 million<sup>5</sup> and a projected reach<sup>5</sup> of 23.6 million in Ukraine.

The host region of South America generated a reach<sup>5</sup> of 310.6 million, largely driven by hosts Brazil (164.6 million) and other competing countries including Colombia (39.4 million) and Argentina (32.6 million). A further 247.5 million people were reached<sup>5</sup> across North, Central America & Caribbean, primarily in USA (105.2 million), Mexico (81.5 million) and Canada (21.0 million).

Throughout Africa and Middle East an audience reach<sup>5</sup> of 254.2 million was projected for 2014 FIFA World Cup Brazil™. With over 90 million projected across the Middle East and over 86 million projected from Nigeria and South Africa combined.

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.

<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



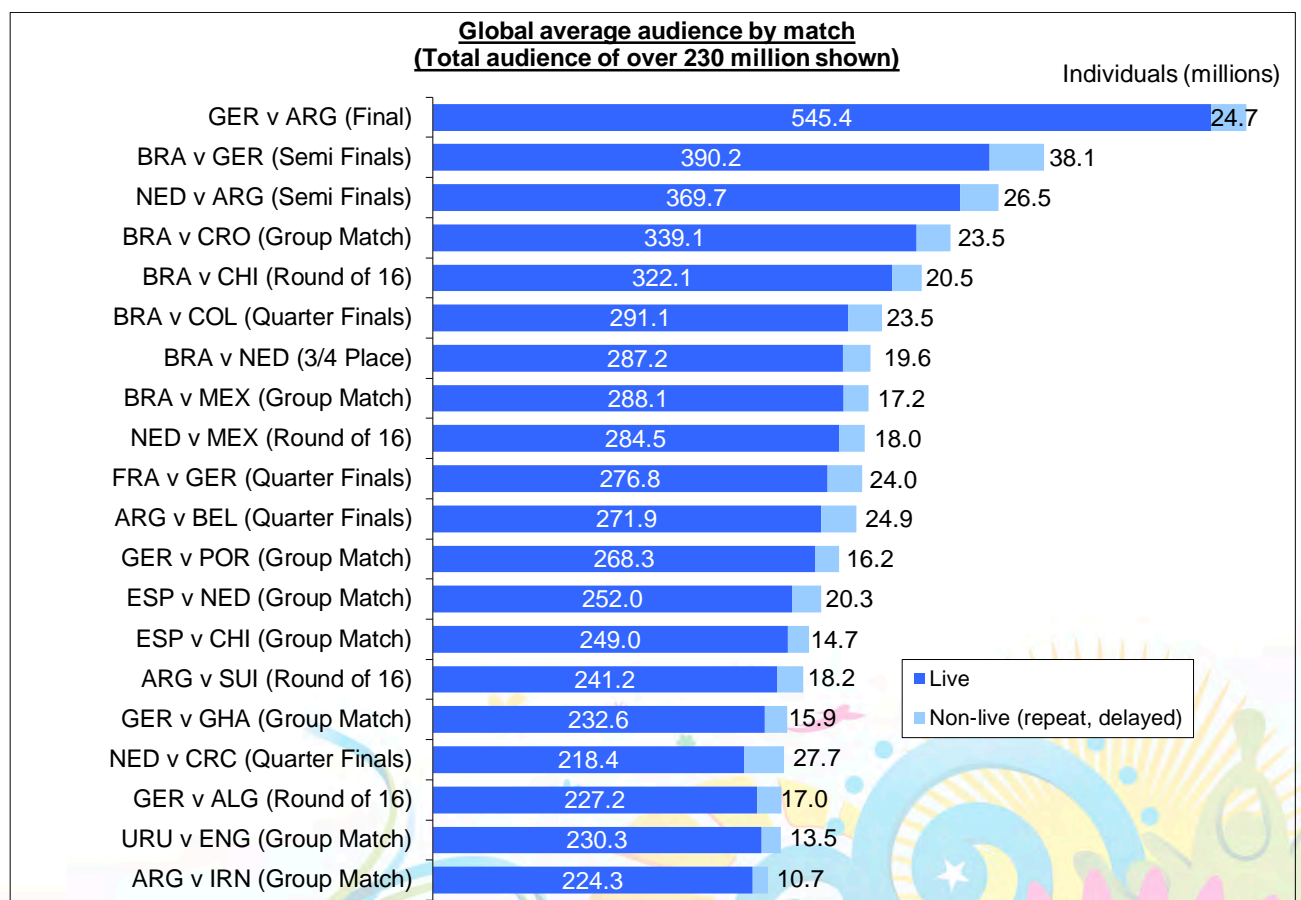


The Germany v Argentina Final was the most watched match of 2014 FIFA World Cup Brazil™ globally. An average live match audience of 545.4 million viewers tuned in (rising to 570.1 million when non-live programming is included as shown in the chart below); the main contributors to this were Germany and Brazil with over 34 million tuning in across all broadcasting channels in each country. The German figure on ARD was the highest TV audience of all time within the market. It is also worth noting that with the estimated live out-of-home audiences also considered, this total would be far higher.

Outside of the Final, the two semi-finals generated the highest in-home audiences of 2014 FIFA World Cup Brazil™. The Brazil v Germany semi-final drew a live audience of 390.2 million viewers whilst the Netherlands v Argentina match attracted a live audience of 369.7 million people. A further 2 matches both featuring hosts Brazil, generated live audiences of over 300 million.

Overall, matches featuring Brazil and Germany attracted the most viewers globally with average live audiences of 299.7 million and 295.9 million respectively. Matches involving Argentina came next in the ranking with an average global live audience of 287.6 million. The average global live match audience across all 64 games was 186.7 million.

In total, 57 of the 64 matches staged at 2014 FIFA World Cup Brazil™ produced global audiences (live and non-live combined) of over 100 million viewers.



<sup>3</sup> See "Out-of-home" section for methodology and analysis

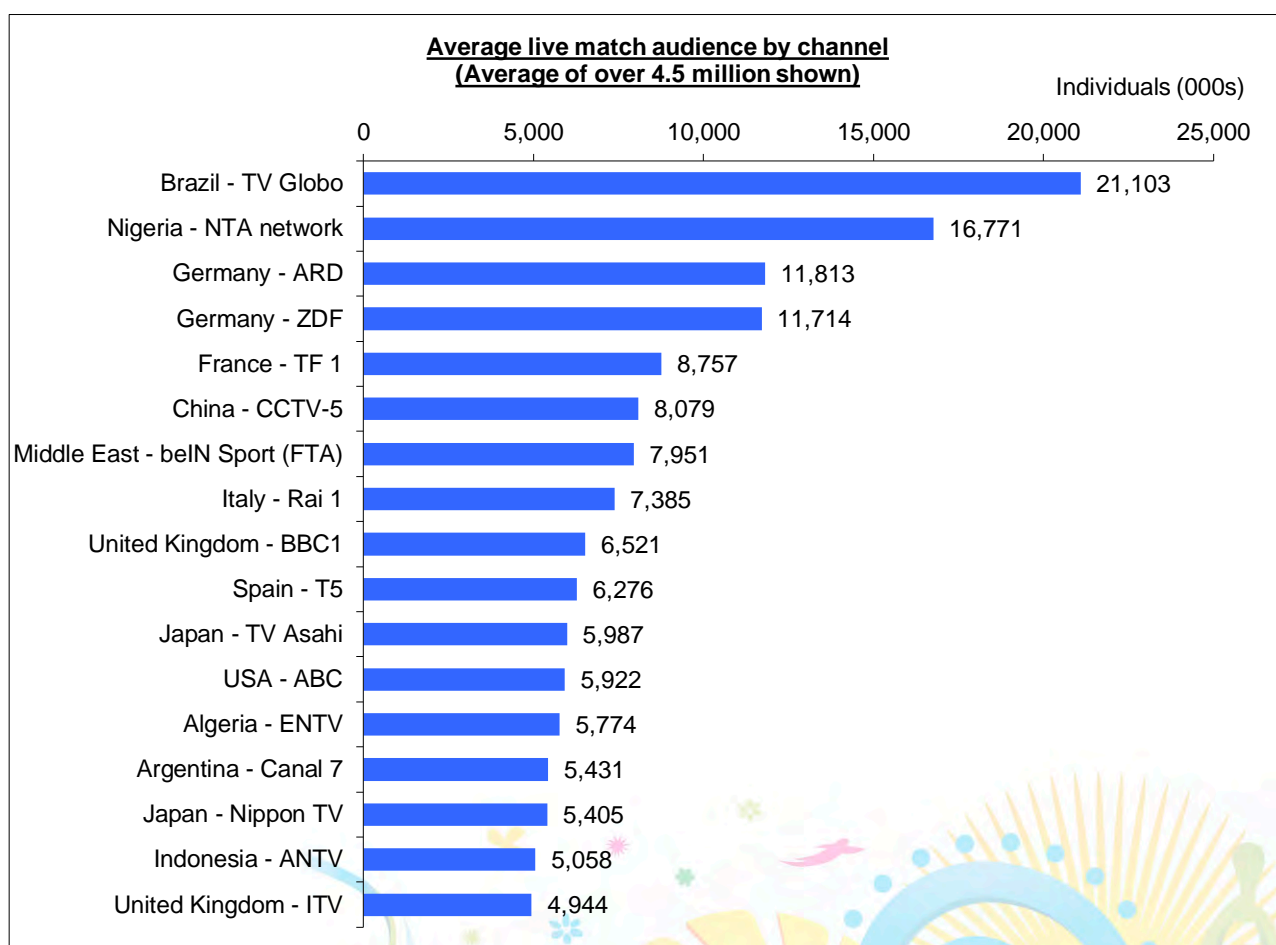


TV Globo in Brazil generated the highest average audiences for live games, attracting on average 21.1 million viewers. This peaked at 42.9 million for Brazil's opening match against Croatia.

NTA's<sup>18</sup> network in Nigeria, along with both ARD and ZDF in Germany, generated average live match audiences of over 10 million viewers (Nigeria's figures are projected). ARD attracted an audience of 34.5 million for the Final match between Germany and Argentina whilst ZDF's top match was the semi-final between Brazil and Germany which was watched by 32.5 million viewers.

TF1<sup>19</sup> in France and CCTV-5<sup>12</sup> in China drew average live match audiences of over 8 million viewers whilst beIN Sport in Middle East was projected an average of nearly 8 million. Rai 1<sup>9</sup> in Italy, BBC1<sup>20</sup> in United Kingdom and Telecinco<sup>21</sup> in Spain all attracted average live audiences of over 6 million.

Overall, there were over 430 different channels broadcasting coverage of the 2014 FIFA World Cup Brazil™ around the world, with 24 channels in 17 different markets achieving average audiences of more than 4 million for each live game.



<sup>9</sup> Channel of the Media Rights Licensee RAI

<sup>12</sup> Channel of the Media Rights Licensee CCTV

<sup>18</sup> Sub-licensee of the main Media Rights Licensee Optima Sports Management International (OSMI)

<sup>19</sup> Channel of the Media Rights Licensee Télévision Française 1 SA

<sup>20</sup> Channel of the Media Rights Licensee BBC

<sup>21</sup> Channel of the Media Rights Licensee Mediaset Espana Comunicacion S.A.



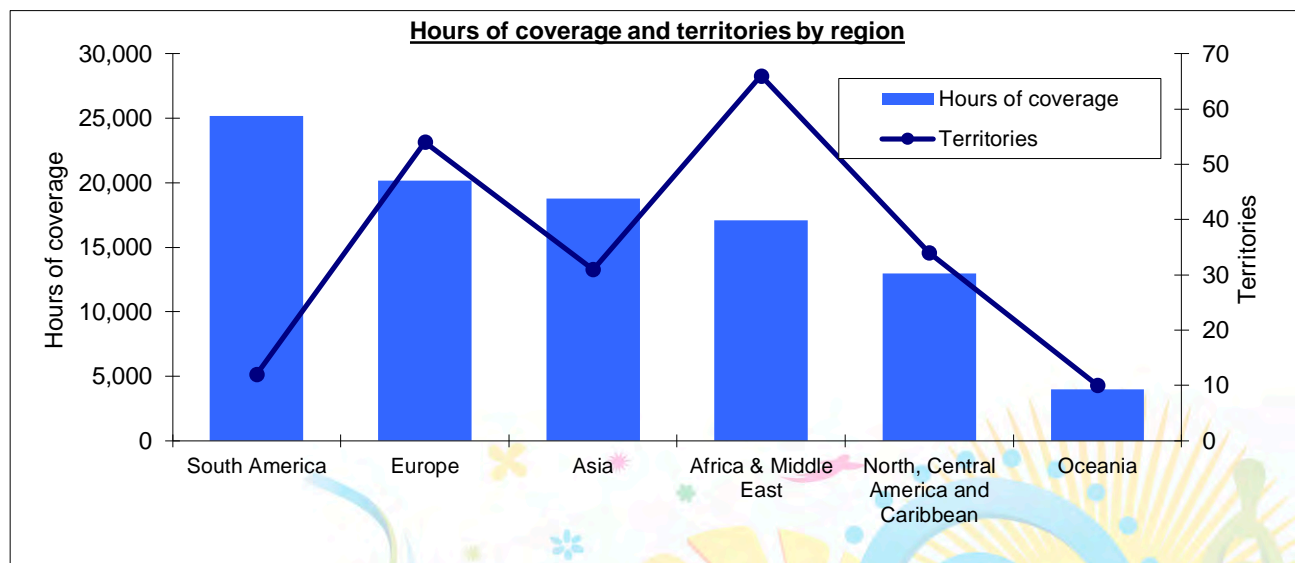
A total of 98,087 hours of dedicated 2014 FIFA World Cup Brazil™ were aired around the world. For the purposes of this report, this has been broken down into six regions (see below).

It was in the host region of South America where most coverage was aired with a total output of 25,178 hours across the 12 territories. The largest contribution to this total was by licensees in Argentina where 12 channels aired a total of 3,933 hours of dedicated coverage.

Across Europe a total of 20,144 hours were shown to audiences throughout 54 territories. Over 3,000 of these hours were shown in Italy alone across 9 broadcasting channels. And in Asia there 18,761 hours made available to audiences with China offering the most coverage, a total of 2,959 hours across 15 channels.

In Africa, AUB licensees and Pan-African broadcaster SuperSport contributed highly to the region's total of 17,071 hours across 66 territories. A total of 12,952 hours were broadcast across North, Central America and Caribbean whilst audiences across Oceania had access to a total of 3,979 hours.

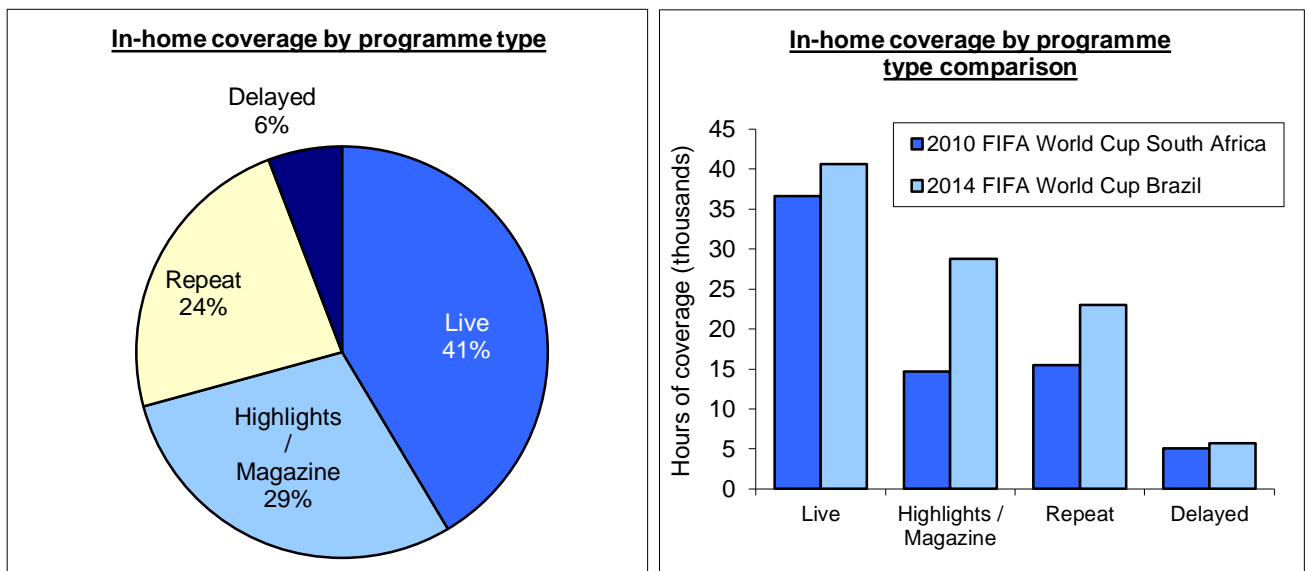
Region	No. of territories	Total coverage (hh:mm)
South America	12	25178:08
Europe	54	20144:44
Asia	31	18761:42
Africa & Middle East	66	17071:15
North, Central America and Caribbean	34	12952:12
Oceania	10	3979:00
<b>Total</b>	<b>207</b>	<b>98087:01</b>





Total coverage of the tournament increased from 71,867 hours in 2010 to 98,087 hours in 2014, a rise of 36%. This was largely due to increased support programming (highlights / magazine) in all regions of the world as well as more repeat programming.

Live coverage of 2014 FIFA World Cup Brazil™ accounted to over 41% (40,633 hours) of the global TV coverage total. In 2014 there was a notable increase in support programming with highlights / magazine programming accounting for 29% (28,758 hours) of all TV coverage globally, compared to 20% (14,674 hours) during the 2010 FIFA World Cup South Africa™. Repeat and delayed programming represented 24% (22,999 hours) and 6% (5,695 hours) respectively.

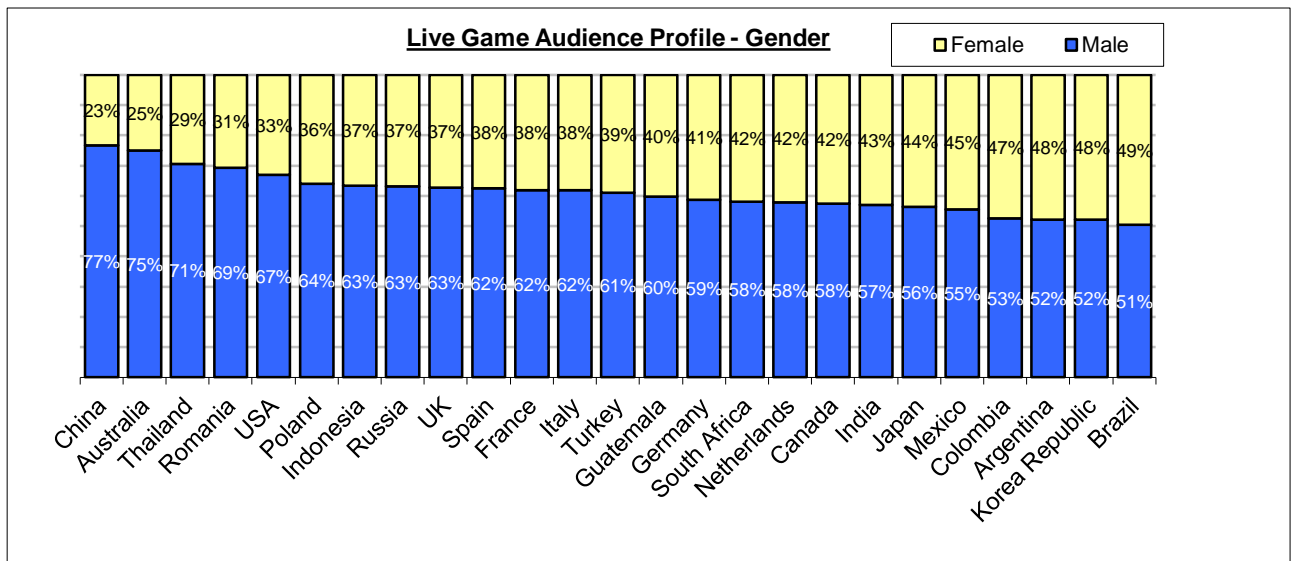




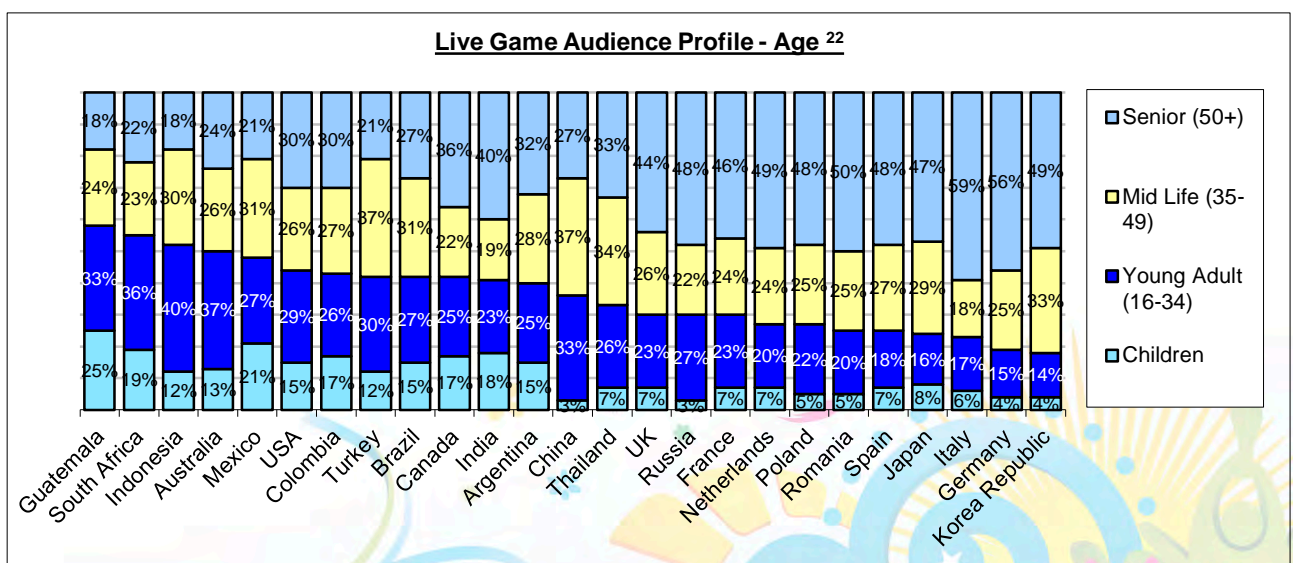


The 2014 FIFA World Cup Brazil™ proved more popular with men with an average across the 25 key markets of 61% of the audience being male.

In China, Australia and Thailand, over 70% of the average live audience was male. Whilst in the host market of Brazil, the difference between genders viewing live matches was far more balanced at 51% male and 49% female. Other more balanced markets included Korea Republic, Argentina and Colombia.



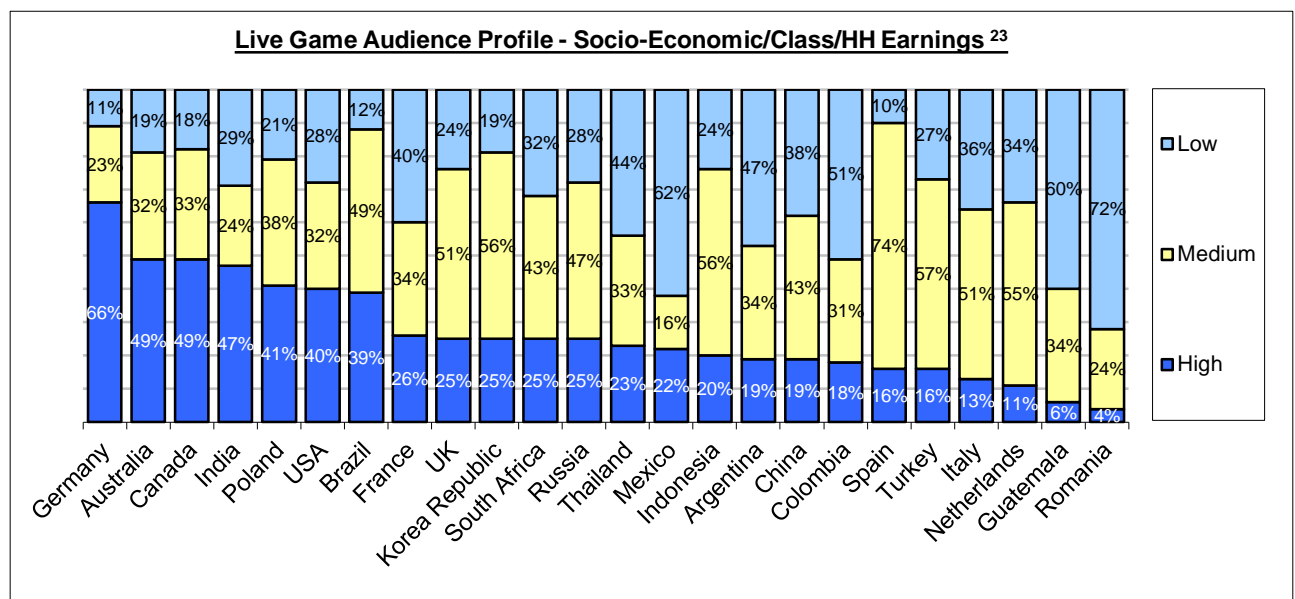
Meanwhile, several markets attracted a slightly younger audience to their live games, including Guatemala, South Africa, Indonesia and Australia where over half the average audience were classified as young adults or children. However, the live match audiences in markets such as Korea Republic, Germany and Italy were much older.



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



Further to gender and age differences, the economic status of 2014 FIFA World Cup Brazil™ viewers differed by market. Markets such as Germany, Australia, Canada, India and Poland attracted a more affluent viewer, where over 45% 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.

<sup>23</sup> 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.

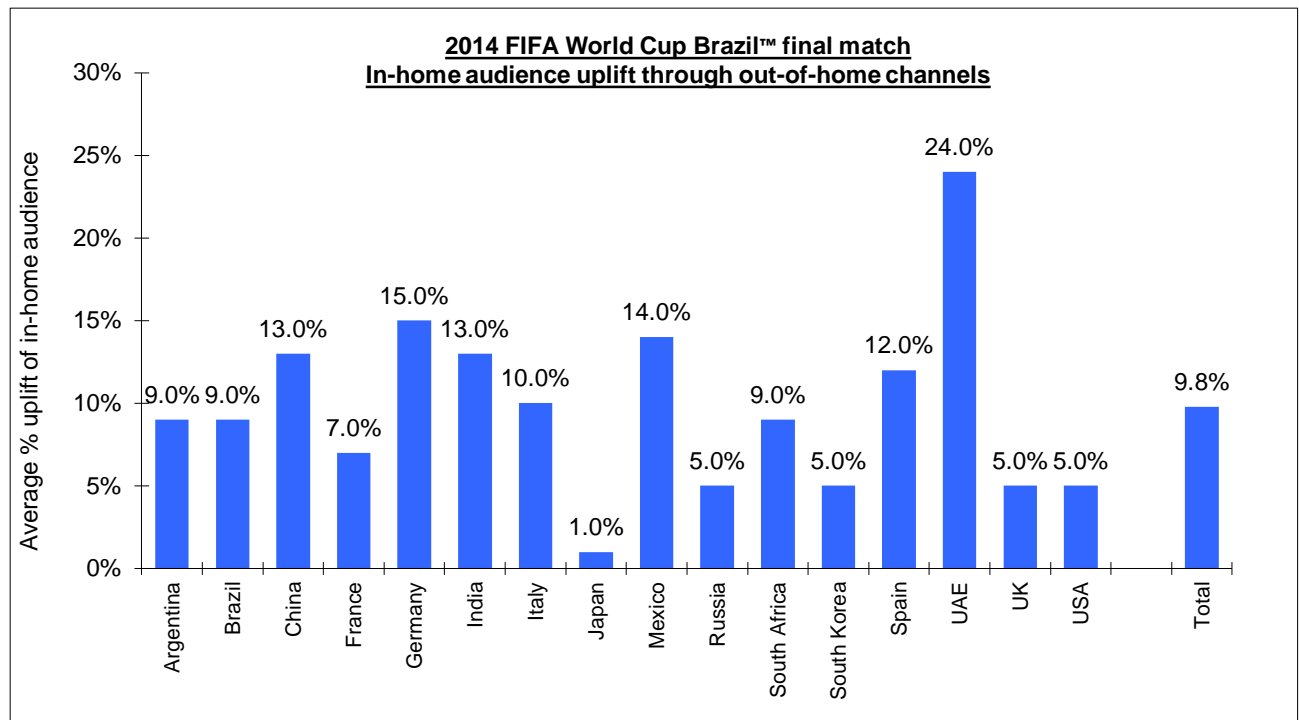


## Out-of-home analysis

This report focusses on the in-home TV coverage and viewing, however, FIFA Marketing commissioned Ipsos Marketing to undertake analysis into the out-of-home consumption of the 2014 FIFA World Cup Brazil™.

Nationally representative interviews in 16 key markets around the world took place immediately after the Final match. Respondents were asked where they watched each of the semi-final matches and the Final match and were able to select from a pre-defined list including at work, pubs, bars, restaurants, large scale public screenings, the stadium or whilst travelling.

The net results of this research showed that on average, for the Final match, there was a 9.8% uplift of the in-home audience via the various out-of-home media channels listed above.







## Non-TV Consumption of 2014 FIFA World Cup Brazil™

In addition to the in-home and out-of-home television coverage considered, the 2014 FIFA World Cup Brazil™ enjoyed further distribution and usage via online, media players and apps.

There was more online coverage than any previous FIFA World Cup™ with 188 licensees offering 2014 FIFA World Cup Brazil™ coverage via websites, media players and apps. Not only was there more coverage but there were also more people than ever watching via these channels.

Between 2010 and 2014, internet usage has grown by nearly 50%, with close to 3 billion people online in 2014. Alongside the growth in usage, there has also been a growth in accessing digital content and, in particular, streaming live content. Consumer surveys\* suggest this has increased by 36% for online TV viewing and 248% for mobile TV viewing, which is not surprising given that broadband penetration, mobile device usage and internet speed have all increased in many of the more developed markets. For the first time, broadcasters are able to provide a level of detail for digital media audience measurement that has not previously been available, and whilst this is not yet in the same level of detail on a global basis as for television, it does provide some data that allows Kantar to project the potential reach of dedicated 2014 FIFA World Cup Brazil™ match content. Using online/mobile viewing data from 40 countries (all sourced directly from MRLs) and relating this back to the typical viewing patterns on TV, a projected 280 million people were reached by dedicated 2014 FIFA World Cup Brazil™ match content online or on mobile. This equates to 9.6% of the global internet population in 2014. It is important to note that this does not account for shorter highlights or news clips and is purely based on official MRL data of match viewing. This is a conservative estimate given the relatively small amount of detailed data available. Some of the individual market highlights are shown below.

\*Source: SportsScope 2010 & 2014

- A unique total of 3.5 million people in the USA watched their team's round of 16 match against Belgium on WatchESPN<sup>13</sup>, a rise of over 200% on the highest figure from 2010 FIFA World Cup South Africa™. A further 1.8 million unique users, also a tournament high, watched across Univision's Spanish language digital platforms. WatchESPN<sup>13</sup> drew an average of 892,000 people to each of its matches, an increase of 174% compared to 2010. This uplift follows the TV story in the USA of increased popularity.
- In Brazil, via Globoesporte.com<sup>24</sup>, 21.6 million people accessed video streams from 2014 FIFA World Cup Brazil™.
- 3.3 million unique viewers watched coverage of matches across the duration of the tournament on CBC.com<sup>25</sup> across Canada. The best performing match was the semi-final match between Netherlands and Argentina with 381,000 unique video viewers.
- CNTV.cn Cbox<sup>11</sup> offered the matches to the Chinese population generating an average unique viewing audience of 3.0 million for each of the 64 matches. This peaked at 7.6 million unique viewers for GER v POR in the group stage. To put this into context, the television reach (based on 1+ minute of viewing) in China for this match was around 44 million.
- In Russia, a high of 1.3 million unique users accessed coverage of BRA v GER semi-final match.

<sup>11</sup> Sub-licensee of the main Media Rights Licensee CCTV

<sup>13</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

<sup>24</sup> Channel of the Media Rights Licensee Globo Comunicação e Participações S/A

<sup>25</sup> Channel of the Media Rights Licensee CBC



- [bbc.co.uk/worldcup](http://bbc.co.uk/worldcup)<sup>20</sup> attracted 15.9 million unique match video viewers across the 2014 FIFA World Cup Brazil™, peaking at 1.1 million for BRA v GER semi-final, an uplift of 5% from the 21.7 million reach (based on 1+ minute) generated by the main BBC1<sup>20</sup> TV coverage. In total, BBC reached 50.4 million people via their TV coverage (based on 1+ minute) whilst 15.9 million unique users accessed match streaming footage across various devices. *(NB. The TV audience reach figures and the broadband, mobile / app figures cannot be added together because they are based on different panels of research and are highly likely to be the same people (e.g. the above figures add up to more than the total population of the UK). There is no data currently available that distinguishes viewing exclusively on one form of media or another.)*
- Chile's strong performance in the tournament was reflected in their online audiences with an average of 68,000 unique viewers streaming live matches via Canal 13's<sup>26</sup> offering, rising to a peak of 241,000 for Chile's match against Netherlands in the group stage.
- ELTA in Taiwan offered live match streaming via a website and app. The average unique live audience on the website Hichannel<sup>27</sup>, was 103,000, peaking at 508,000 for the final match.
- Yahoo! Japan<sup>28</sup> averaged 180,000 unique viewers to their streamed matches, peaking at 641,000 for the semi-final match between Brazil and Germany. On average, 45% of accesses to 2014 FIFA World Cup Brazil™ content on Yahoo! Japan<sup>28</sup>, were made through a mobile device.
- Italian Media Rights Licensee RAI offered live match streaming via their website generating an average of 58,000 viewers for each of the 25 available, peaking at 276,000 for the Italian team's final group stage match against Uruguay.
- Mediaset Espana Comunicacion S.A. in Spain made 25 live matches available for streaming via Cuatro<sup>21</sup> and Telecinco<sup>21</sup> websites. The matches drew an average live unique audience of 67,000 to each match with a high of 144,000 for the final match, GER v ARG. On average, 88% of the viewing was done via desktop/laptop devices. MediaPro offered all 64 games attracting an average live unique audience of 29,000 viewers and a peak of 61,000 for Netherlands v Costa Rica.
- In Korea Republic daily live unique viewing figures peaked on the day of Russia v Korea Republic, with 257,000 watching via MBC's<sup>29</sup> offering and 140,000 through KBS's<sup>29</sup> site. (no figures provided by SBS)
- NOS in the Netherlands provided all matches through digital channels and produced average live match unique viewing figures of 82,000 people with a high of 259,000 for the national team's second group stage match against Australia.
- beIN Sports across Middle East and North Africa offered all 64 matches across the region. The average unique audience of a live match was 54,000 people with a peak match unique live audience of 121,000 for the opening fixture of the tournament between Brazil and Croatia.
- The top performing match in Vietnam via News Corp (ballball.com)<sup>30</sup> was the Brazil v Germany semi-final match where 105,000 unique viewers streamed coverage.

<sup>20</sup> Channel of the Media Rights Licensee BBC

<sup>21</sup> Channel of the Media Rights Licensee Mediaset Espana Comunicacion S.A.

<sup>26</sup> Channel of the main Media Rights Licensee OTI's sub-licensee Canal 13 Spa

<sup>27</sup> Channel of the Media Rights Licensee ELTA

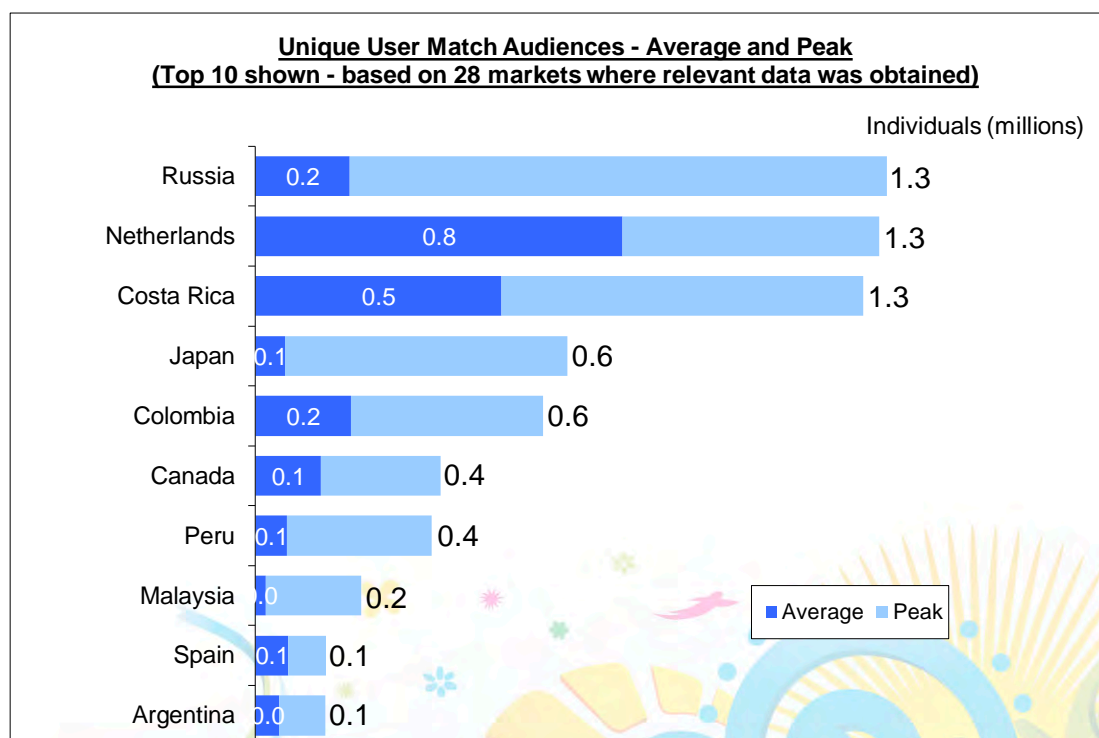
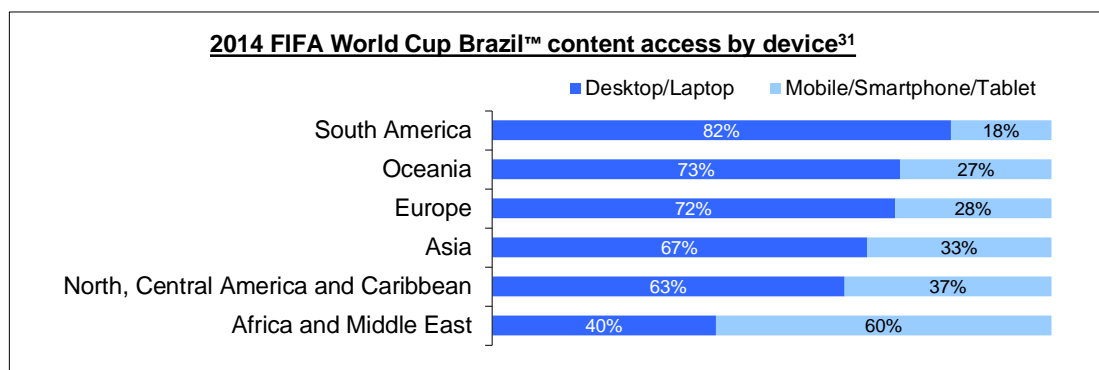
<sup>28</sup> Sub-licensee of the main Media Rights Licensee Dentsu

<sup>29</sup> Channel of the Media Rights Licensee SBS International, Inc.

<sup>30</sup> Sub-licensee of the main Media Rights Licensee MP & Silva Pte. Ltd



- Coverage across Monte Carlo TV<sup>6</sup> and Teledoce<sup>6</sup> websites in Uruguay drew average unique audiences of 9,000 people and 5,000 people respectively. The top performing match was Brazil v Croatia when 12,000 unique viewers tuned in.
- The device chosen to watch other media coverage of 2014 FIFA World Cup Brazil™ varied greatly from country to country. Some markets saw far more people watching via their desktop/laptop including Vietnam (98% on desktop/laptop), Poland (96%), Panama (95%), Brazil & Canada (93%) and Chile (91%).
- Whilst other markets favoured mobile/smartphone/tablet such as Malaysia (72% on mobile/smartphone/tablet), Spain & South Africa (66%), USA (62%), Costa Rica (57%), MENA (54%) and El Salvador (51%).



<sup>6</sup> Sub-licensee of the main Media Rights Licensee OTI

<sup>31</sup> Based on available markets. Data supplied by Media Right's Licensees. Not all Licensees were able to provide a breakdown of device access. Not all Licensees provided, or were able to provide, data for non-TV coverage of any kind.





## Global 2014 FIFA World Cup Brazil™ final match analysis

The 2014 FIFA World Cup Brazil™ final match reached 913.7 million in-home viewers based on watching just one minute of coverage, while additional “out-of-home” viewers pushed this total projected audience reach to 1.013 billion<sup>3</sup>.

Using a higher reach condition of viewers watching a minimum of 20 consecutive minutes of coverage, the global audience reach of the 2014 FIFA World Cup Brazil™ final match was 695.0 million. All reach conditions increased compared to the 2014 FIFA World Cup South Africa™ final match, but especially notable were the higher increases in the longer durations of viewing, 20+ minutes (+12.1%) and 30+ minutes (+11.4%) showing lengthier interest in the final match.

Across the 25 key markets where audited data was collated, a total of 487.8 million people were reached<sup>5</sup> by the final match. The largest contributor was the host market of Brazil with a reach<sup>5</sup> of 53.7 million viewers, followed by China (53.2 million), USA (39.3 million) and Germany (projected 36.6 million).

Of the available audited markets, Brazil and China combined accounted for an audience reach<sup>5</sup> of 106.9 million, while the major European markets of France, Italy, Russia, Spain and the UK generated a combined reach<sup>5</sup> of nearly 100 million. Additionally, reach<sup>5</sup> figures of over 20 million were recorded in Indonesia, Mexico, United Kingdom, Italy, Japan and Russia.

To establish the global reach of the final, a ratio was calculated utilising the reach in each of the audited 25 key markets around the world. Additionally, the live average and peak audiences were considered by market along with the universe of broadcasting channels.

Territory	2010 FIFA World Cup South Africa™ final match in-home reach <sup>5</sup>	2014 FIFA World Cup Brazil™ final match in-home reach <sup>5</sup>	% change
South Africa	9,289,880	8,304,000	-10.6%
France	17,775,500	16,147,000	-9.2%
Italy	18,918,688	21,620,000	14.3%
Russia	22,120,000	21,420,000	-3.2%
Spain	21,588,000	16,277,000	-24.6%
United Kingdom	22,296,000	23,674,000	6.2%
USA	37,093,000	39,333,000	6.0%
Mexico	23,659,923	24,416,102	3.2%
Argentina	10,830,741	11,670,579	7.8%
Brazil	43,887,190	53,708,670	22.4%
China	52,530,000	53,176,000	1.2%
India	11,393,821	16,779,212	47.3%
Japan	11,495,790	21,564,400	87.6%
Korea Republic	4,376,718	6,318,000	44.4%
Australia	1,305,000	1,807,110	38.5%
Global Total	619,709,456	694,990,412	12.1%

Reach condition	2010 FIFA World Cup South Africa™ final match in-home reach	2014 FIFA World Cup Brazil™ final match in-home reach	% change
1+ minute	909,566,803	913,675,589	0.5%
3+ consecutive minutes	792,668,084	840,814,688	6.1%
20+ consecutive minutes	619,709,456	694,990,412	12.1%
30+ consecutive minutes	566,998,277	631,884,232	11.4%

<sup>3</sup> See “Out-of-home” section for methodology and analysis <sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

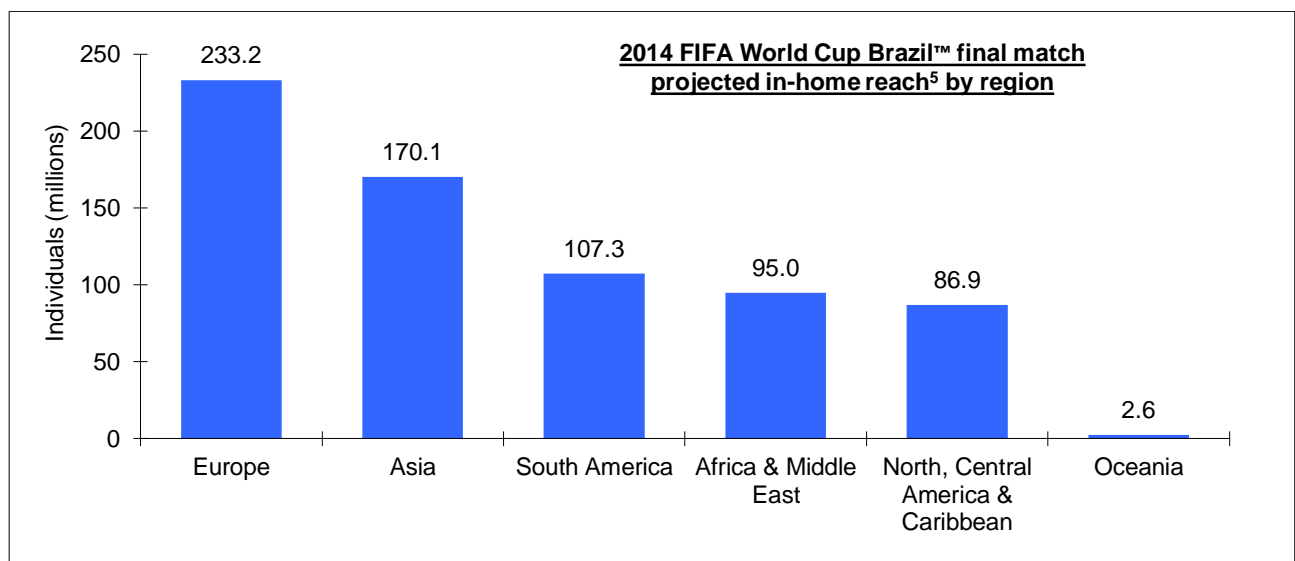


The highest volume of audience reached<sup>5</sup> by the 2014 FIFA World Cup Brazil™ final match was found in Europe with a total of 233.2 million viewers watching at least 20 consecutive minutes of coverage in-home. The highest contributors to the European reach<sup>5</sup> total were Germany, United Kingdom, Italy and Russia, each of which generated figures of over 20 million. Increases compared to 2010 were found in both Italy (+14.3%) and United Kingdom (+6.2%).

Across Asia, over 170 million people were reached<sup>5</sup> by the final match with China accounting for 31% (53.2 million). Indonesia and Japan also both contributed heavily with 28.2 million people reached<sup>5</sup> and 21.6 million respectively. Additionally, both India and Japan enjoyed increases of over 40% compared to 4 years ago.

The host region of South America overtook Africa & Middle East as third highest contributor in 2014 (compared to 2010) with a total reach<sup>5</sup> of 107.3 million people. Host market Brazil drew the highest reach<sup>5</sup> (53.7 million) of any territory in the region and indeed any territory globally, with an increase of 22.4% compared to the last edition. 2014 finalists Argentina also generated an increased reach with a rise of 7.8% to 11.7 million viewers.

Elsewhere, both USA and Mexico increased their audience reach<sup>5</sup> for the final match compared to 2010 with 39.3 million (+6.0%) and 24.4 million (+3.2%) respectively.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



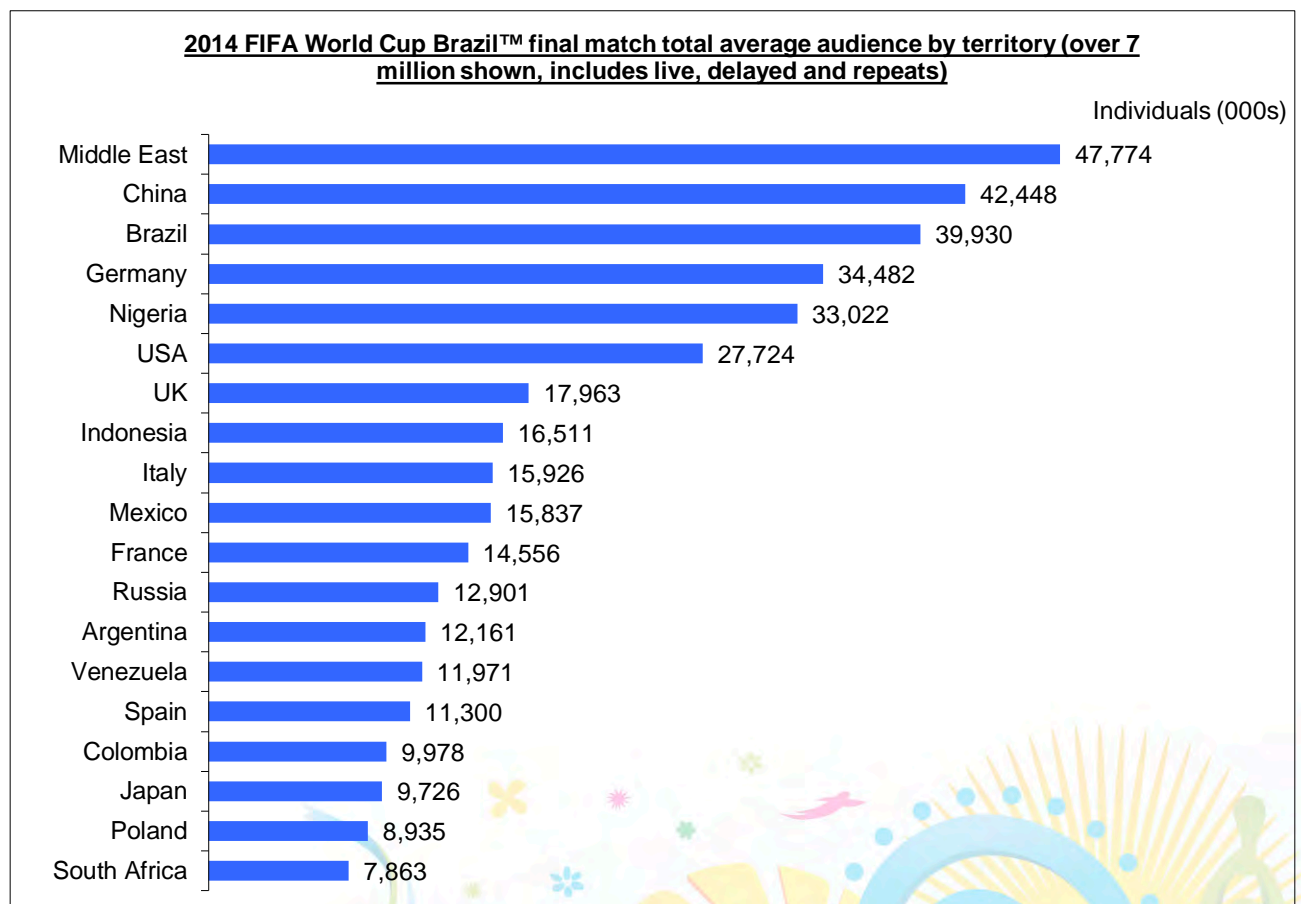
The in-home audience reach based on 1+ minutes of viewing was 913.7 million viewers; however, the global in-home average audience during the game was 570.1 million.

The highest average audiences, in audited markets, were recorded in China (over 40 million), host market Brazil & Germany (over 30 million), and USA (over 25 million). Furthermore, audited audiences of over 15 million were registered in United Kingdom, Indonesia, Italy and Mexico.

Elsewhere, a projected total audience of more than 47 million was generated by beIN Sports and its sub-licensees across the Middle East region, whilst in Nigeria there was a projected average audience of over 30 million.

Competing nation Germany attracted a national all-time TV viewing record for the Final match of 2014 FIFA World Cup Brazil™. Nearly half of the German population, on average, were tuned in to their TV in-home for the match.

The top 10 markets accounted for over half of the global in-home audience of the Final match.





## Regional 2014 FIFA World Cup Brazil™ analysis

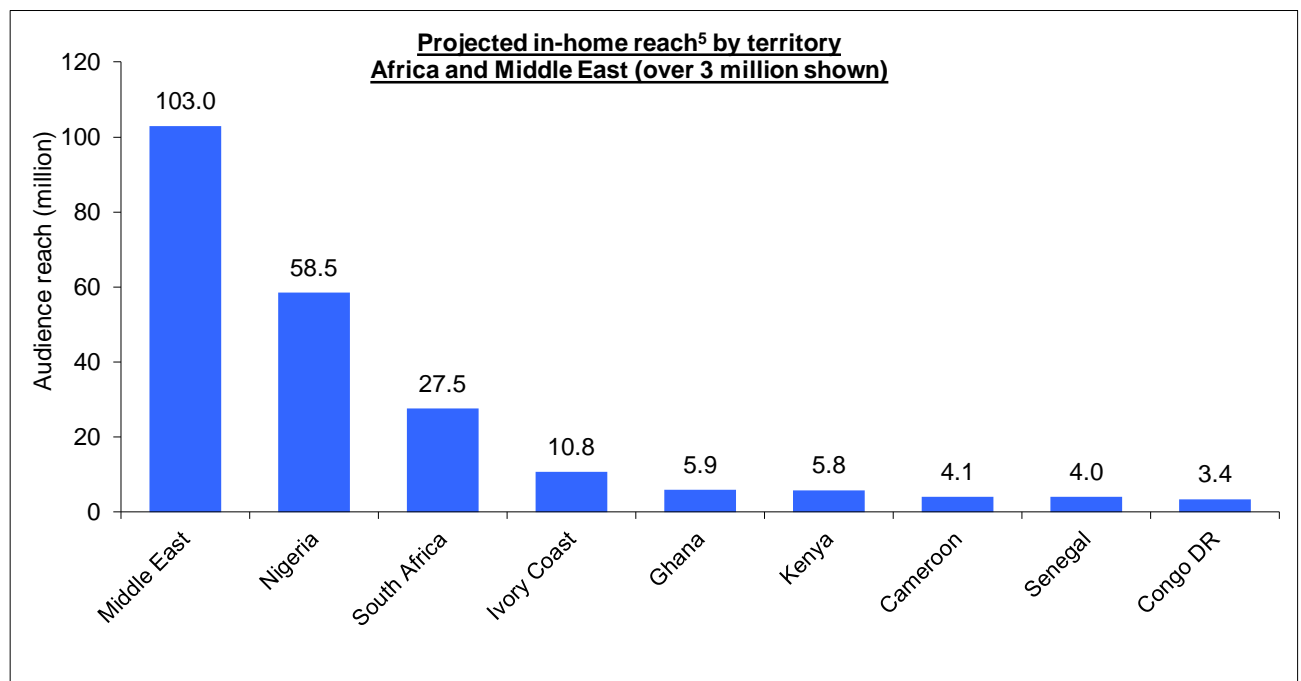
### Africa and Middle East

The projected in-home reach<sup>5</sup> of 2014 FIFA World Cup Brazil™ across the region was 254.2 million. However, when looking at the viewing condition of 1+ minute, the projected total grows to 323.1 million.

Coverage across the Middle East and North Africa via beIN Sports and its sub-licensees generated a projected reach<sup>5</sup> of over 100 million people whilst in Nigeria a reach<sup>5</sup> of 58.5 million was projected.

Elsewhere, the audited audience reach<sup>5</sup> in South Africa was 27.5 million across event, only 0.4 million lower than 4 years ago when they hosted the event.

Coverage in other competing markets in Africa such as Ivory Coast and Cameroon were projected reach<sup>5</sup> audiences of 10.8 million and 4.1 million respectively.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

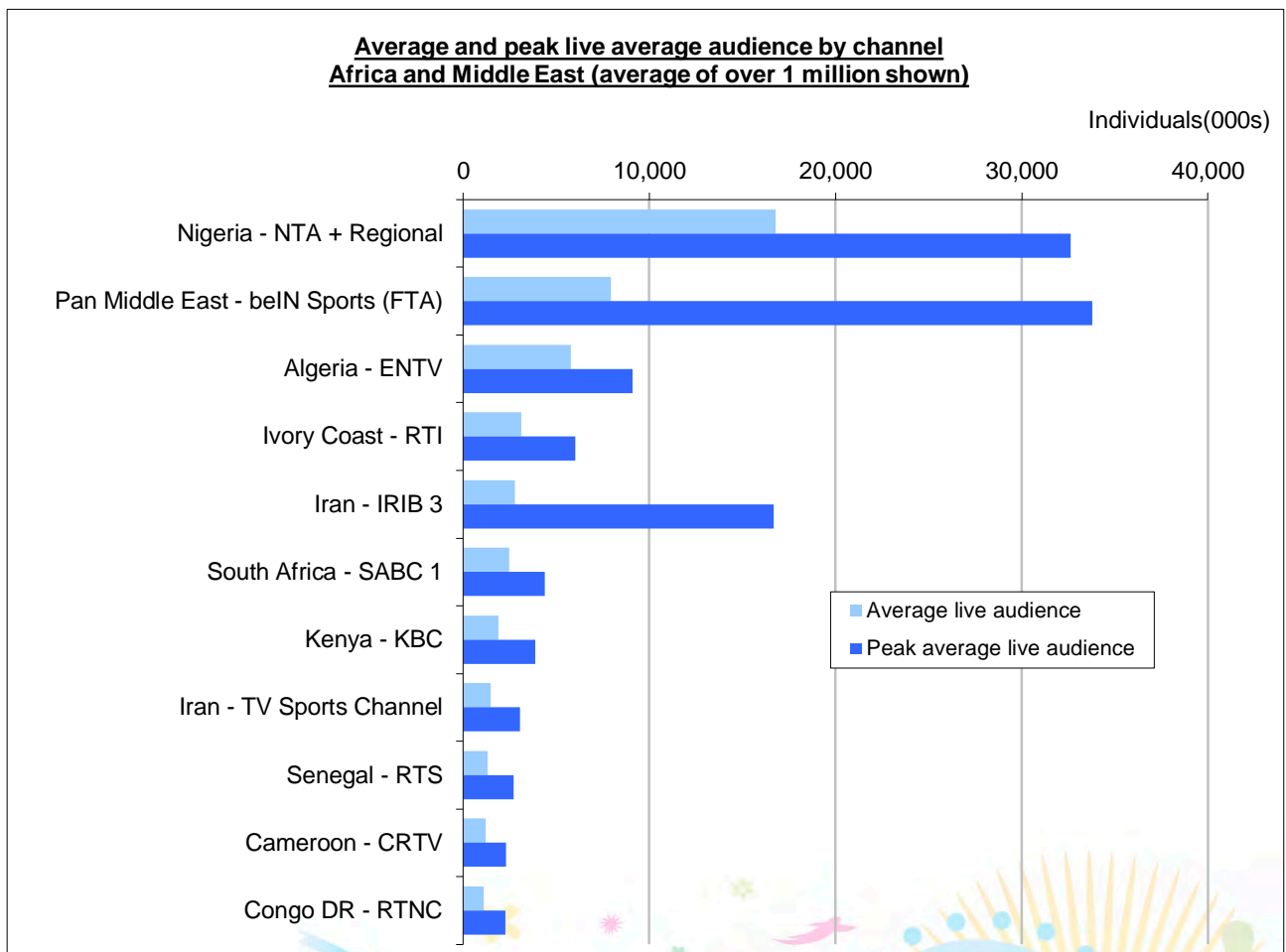




The largest average audiences across Africa and Middle East were generated in Nigeria by NTA's<sup>18</sup> network and by beIN Sports across the Middle East and North Africa. Each channel was projected to have attracted peak match audiences of over 30 million viewers, both finding their way into the top 10 match audiences globally.

An estimated audience of 33.8 million watched beIN Sports' coverage of the 2014 FIFA World Cup Brazil™ Final match between Germany and Argentina.

Elsewhere, average live match audiences were projected for competing markets Algeria (5.7 million), Ivory Coast (3.1 million) and Cameroon (1.2 million). Whilst measured audiences were available in South Africa, with SABC 1 generating an average live audience of 2.5 million people, peaking at 4.4 million for the Final.



<sup>18</sup> Sub-licensee of the main Media Rights Licensee Optima Sports Management International (OSMI)

<sup>32</sup> Channel of the Media Rights Licensee South African Broadcasting Corporation Limited (SABC)



Over 17,000 hours of dedicated 2014 FIFA World Cup Brazil™ coverage were aired across the region in total. This is an increase of 30% compared to 4 years ago.

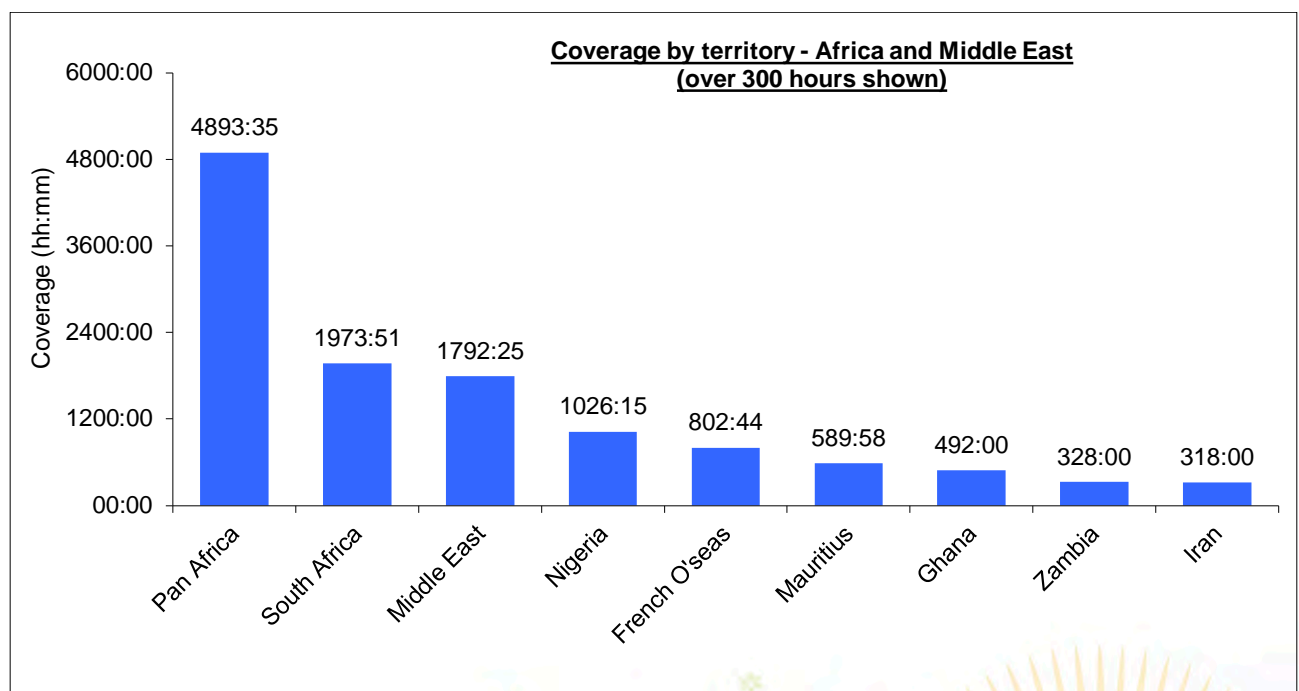
The key contributions came from Pan African broadcasters Supersport and Canal + with a combined total of nearly 5,000 hours. Supersport also aired directly into South Africa and Nigeria taking the total for this licensee alone to 6,164 hours.

Viewers across the Middle East and North Africa had access to 1,792 hours courtesy of beIN Sports. In South Africa viewers had access to 1,973 hours of 2014 FIFA World Cup Brazil™ coverage with 381 of them coming via the higher penetration channels of SABC supplementing Supersport's coverage.

In Nigeria audiences were not only able to watch on Supersport but also on the higher penetration NTA<sup>18</sup> network, with totals of 833 hours and 193 hours respectively.

Elsewhere, total dedicated coverage of over 300 hours was found in Mauritius, Ghana, Zambia and Iran.

In total, the territories on the AUB distribution across the region aired over 5,600 hours of coverage.



<sup>18</sup> Sub-licensee of the main Media Rights Licensee Optima Sports Management International (OSMI)



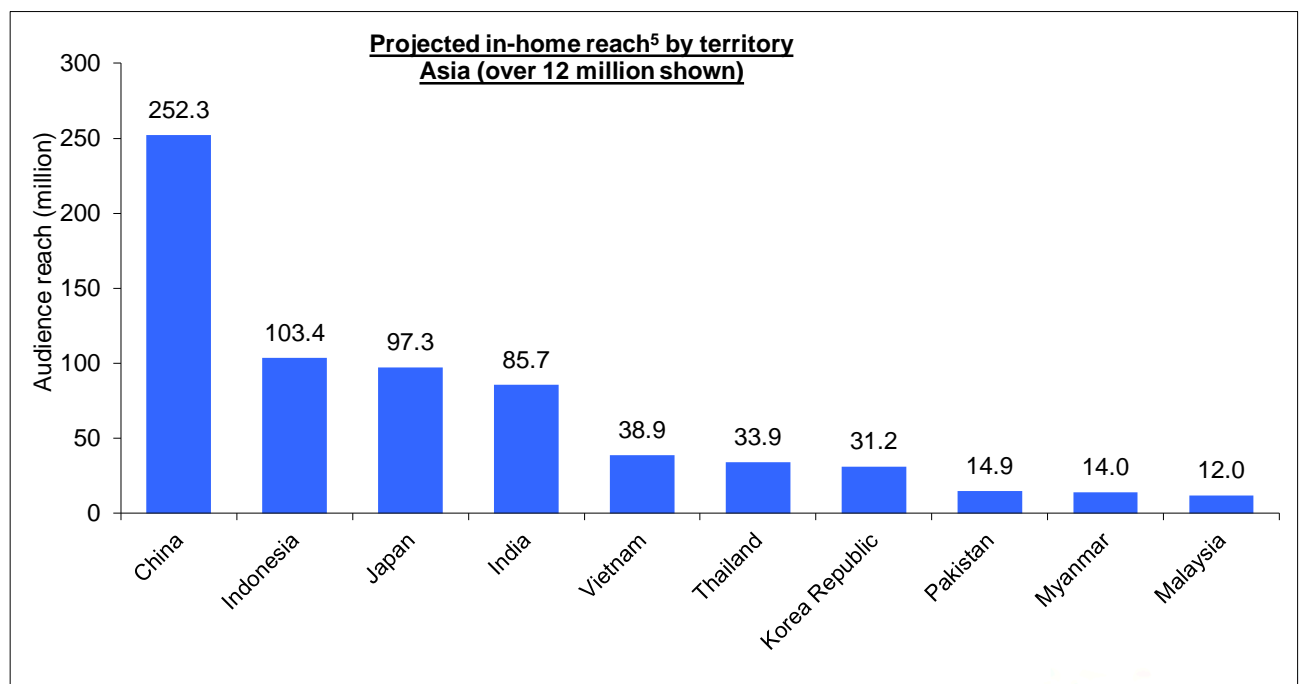
## Asia

A total in-home reach<sup>5</sup> of 758.7 million viewers was projected for Asia, this is the highest total of all regions of the world for 2014 FIFA World Cup Brazil™.

The biggest contributor was China with a reach<sup>5</sup> of 252.3 million people, one third of the total in-home reach<sup>5</sup> for Asia and 12% of the global total. Coverage was aired on multiple channels across China with a combination of national and provincial broadcasters making 2014 FIFA World Cup Brazil™ programming available to its large population. This audience reach<sup>5</sup> was the highest of any territory around the world.

In other markets around Asia, Indonesia generated a total reach<sup>5</sup> of 103.4 million viewers whilst Japan reached<sup>5</sup> 97.3 million. Both markets feature in the top 5 2014 FIFA World Cup Brazil™ audience reach<sup>5</sup> markets globally.

Elsewhere, India produced a total audience reach<sup>5</sup> of 85.7 million individuals whilst over 30 million people were reached<sup>5</sup> in each of Vietnam, Thailand and Korea Republic.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

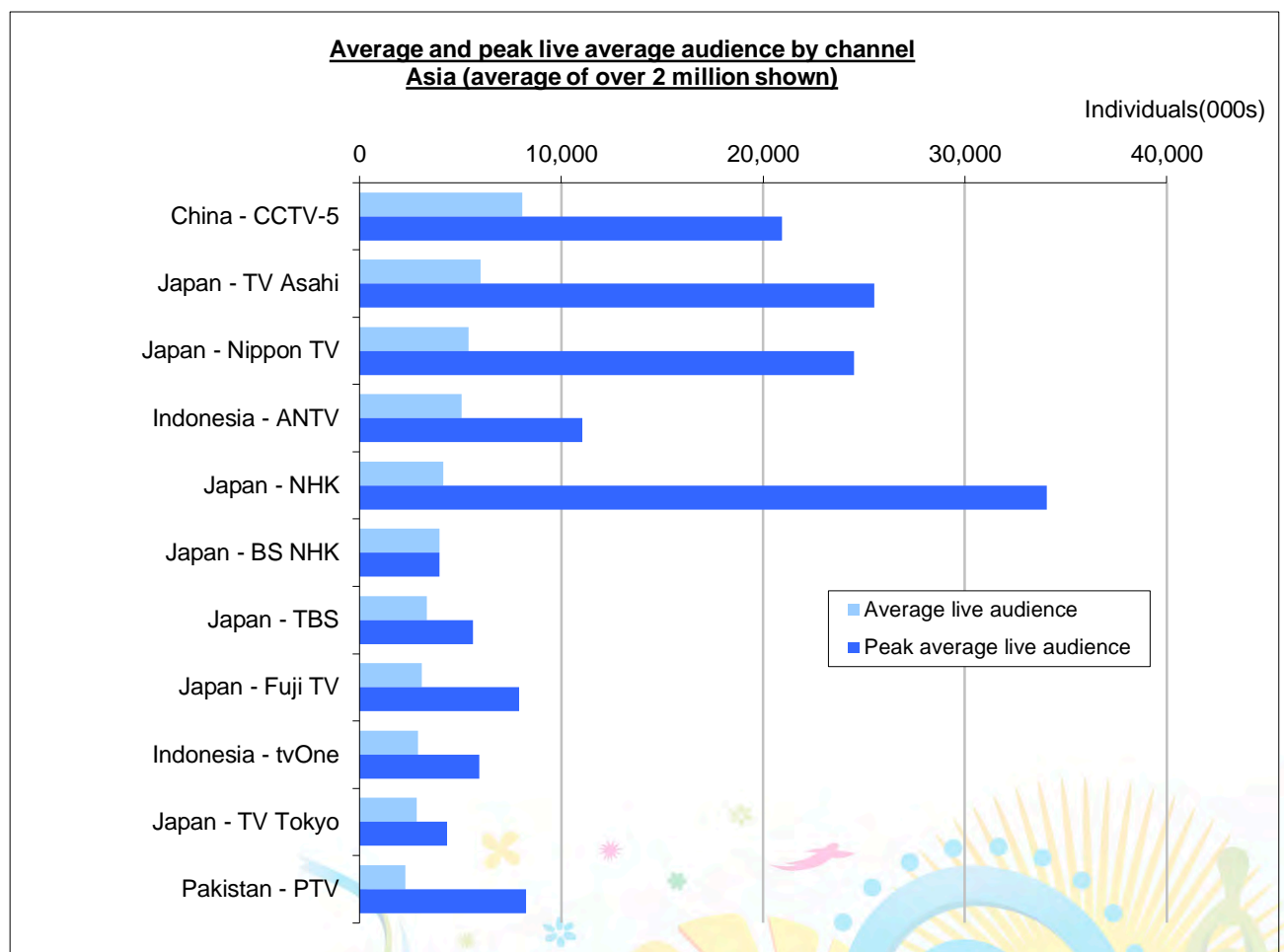


Along with the highest level of audience reach<sup>5</sup> in the region, China also generated the biggest average audiences too. The national broadcaster CCTV-5<sup>12</sup> drew an average audience of 8.1 million to each live match it aired from 2014 FIFA World Cup Brazil™.

With representation on the field of play, it was Japan that attracted the single highest match audience in Asia when 34.1 million people tuned in for live coverage on NHK<sup>28</sup> of Ivory Coast v Japan, their team's opening fixture of the tournament. The match kicked off later in the day than all of the other 63 matches of the tournament, increasing the opportunity for audience in Japan; the game aired from 09:45 local time in Japan as opposed to from between midnight and 7am, when all other matches were available live.

Additionally to NHK<sup>28</sup> in Japan, TV Asahi<sup>28</sup> and Nippon TV<sup>28</sup> both generated peak average live figures of over 20 million individuals.

Elsewhere, ANTV<sup>16</sup> in Indonesia produced average live match figures of 5.1 million whilst tvOne<sup>15</sup> in Indonesia and PTV<sup>33</sup> in Pakistan drew average live match audiences of over 2 million.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>12</sup> Channel of the Media Rights Licensee CCTV

<sup>15</sup> Channel of the main Media Rights Licensee PT Inter Sports Marketing 's sub-licensee PT Lativi Mediakarya

<sup>16</sup> Channel of the main Media Rights Licensee PT Inter Sports Marketing 's sub-licensee PT Cakrawala Andalas Televisi

<sup>28</sup> Sub-licensee of the main Media Rights Licensee Dentsu

<sup>33</sup> Sub-licensee of the main Media Rights Licensee Multi Screen Media Private Limited (SONY)





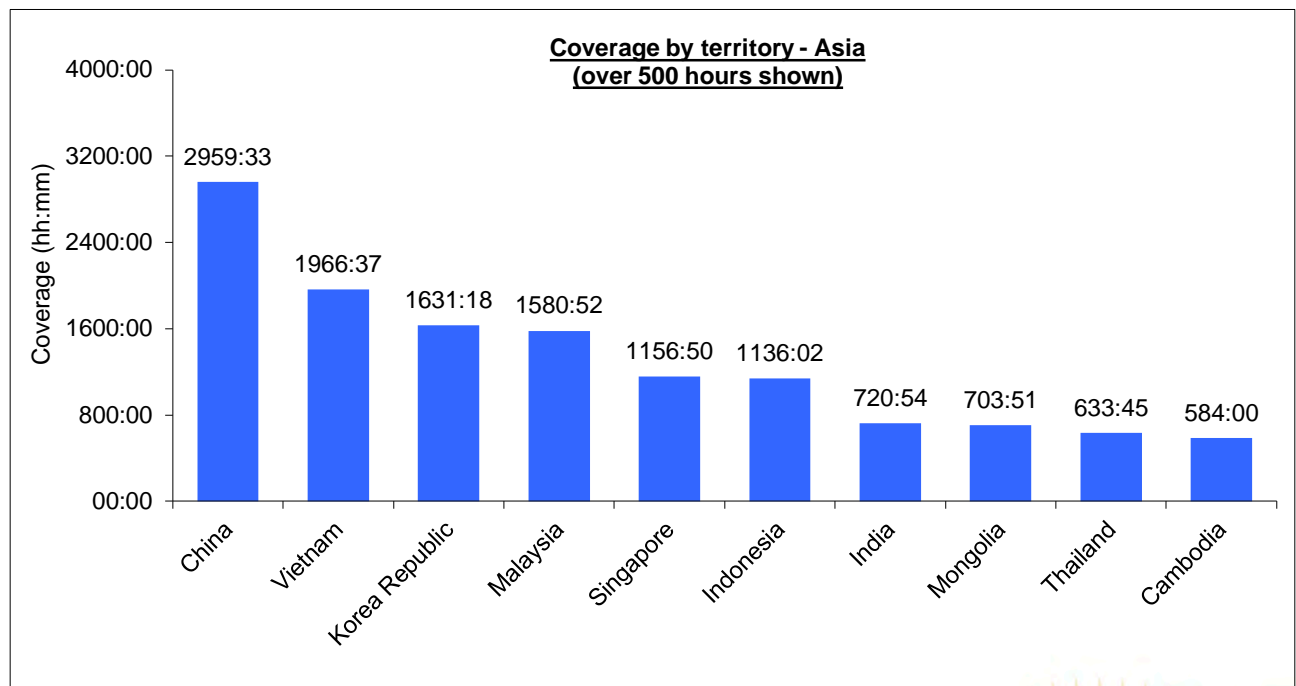
A total of 18,761 hours of dedicated coverage were broadcast across Asia, 19% of the global total.

Once again, China led the way, contributing nearly 3,000 hours of 2014 FIFA World Cup Brazil™ coverage to the total. This was shared amongst a combination of national and provincial broadcasters, totalling 15 channels. The 3 high penetration channels of CCTV showed 1,028 hours of coverage; this was complemented by 1,931 hours on provincial channels. Six of these provincial channels aired over 100 hours of dedicated coverage, among them were Guangzhou TV Competition<sup>11</sup> and Guangdong TV Sports<sup>11</sup>.

In Vietnam, as with China, a combination of national and regional channels aired dedicated coverage, producing a country total of 1,966 hours. Of these, 360 hours were shown on the main channels of the Media Rights Licensee VTV<sup>30</sup>.

Each of Korea Republic, Malaysia, Singapore and Indonesia delivered over 1,000 hours of coverage. Key nationally available contributions in Korea Republic came from SBS<sup>29</sup>, MBC<sup>29</sup> & KBS1 & 2<sup>29</sup>, accounting for 641 hours of the country's total.

Licensees in India, Mongolia, Thailand and Cambodia also featured in the top coverage markets in Asia with over 500 hours each.



<sup>11</sup> Sub-licensee of the main Media Rights Licensee CCTV

<sup>29</sup> Channel of the Media Rights Licensee SBS International, Inc.

<sup>30</sup> Sub-licensee of the main Media Rights Licensee MP & Silva Pte. Ltd



## Europe

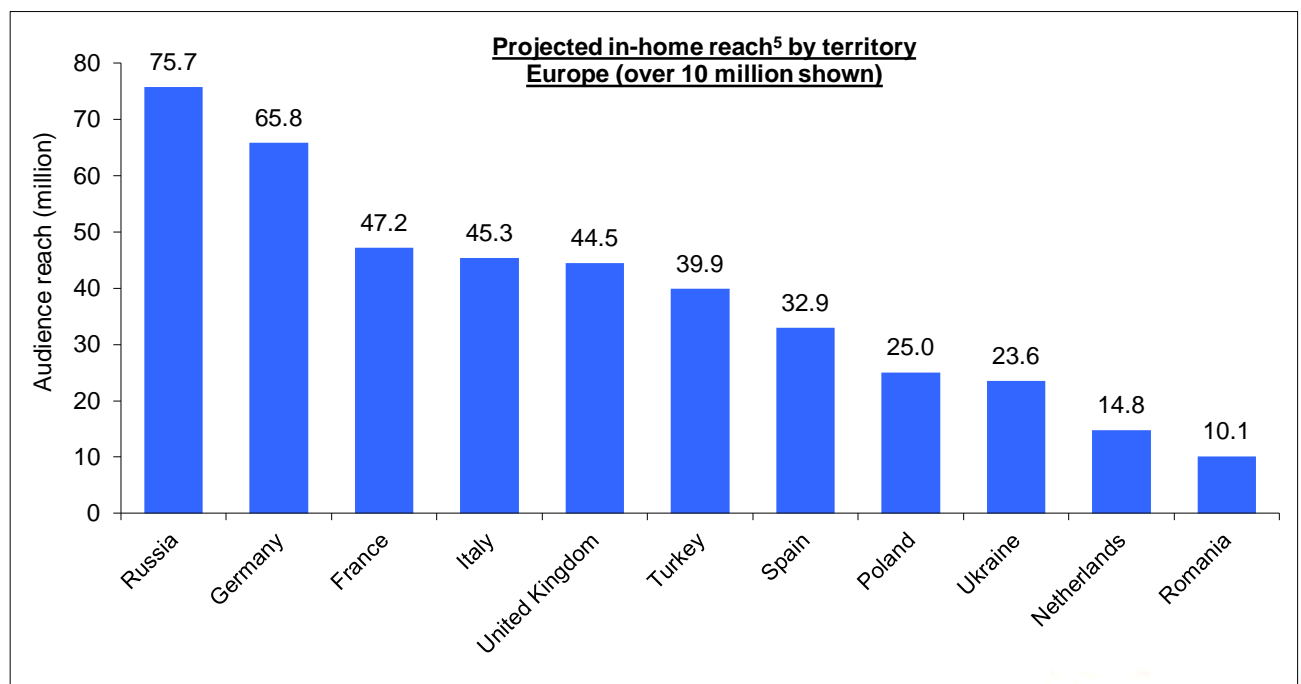
European broadcasters generated the second highest regional audience of 2014 FIFA World Cup Brazil™ with a total projected reach<sup>5</sup> of 548.1 million individuals, 26% of the global projected reach<sup>5</sup>.

The highest figures within the region were generated across Russia with national broadcasters RTR and Channel One Russia contributing towards a total reach<sup>5</sup> of 75.7 million individuals. This represents an increase of 11% compared to 4 years ago as the country gets closer to hosting the event in 2018.

Along with Russia, Germany also generated an audience reach<sup>5</sup> that features inside the top 10 countries globally, with a projected total of 65.8 million, 12% of the regional total.

Over 40 million individuals were reached<sup>5</sup> within each of France, Italy & United Kingdom whilst over 30 million people were reached<sup>5</sup> in Turkey and Spain, over 20 million reached<sup>5</sup> in Poland and over 20 million projected reach in Ukraine.

Netherlands produced an audience reach<sup>5</sup> of 14.8 million individuals, representing 95.7% of the population, the highest proportion of a population of any territory around the world.



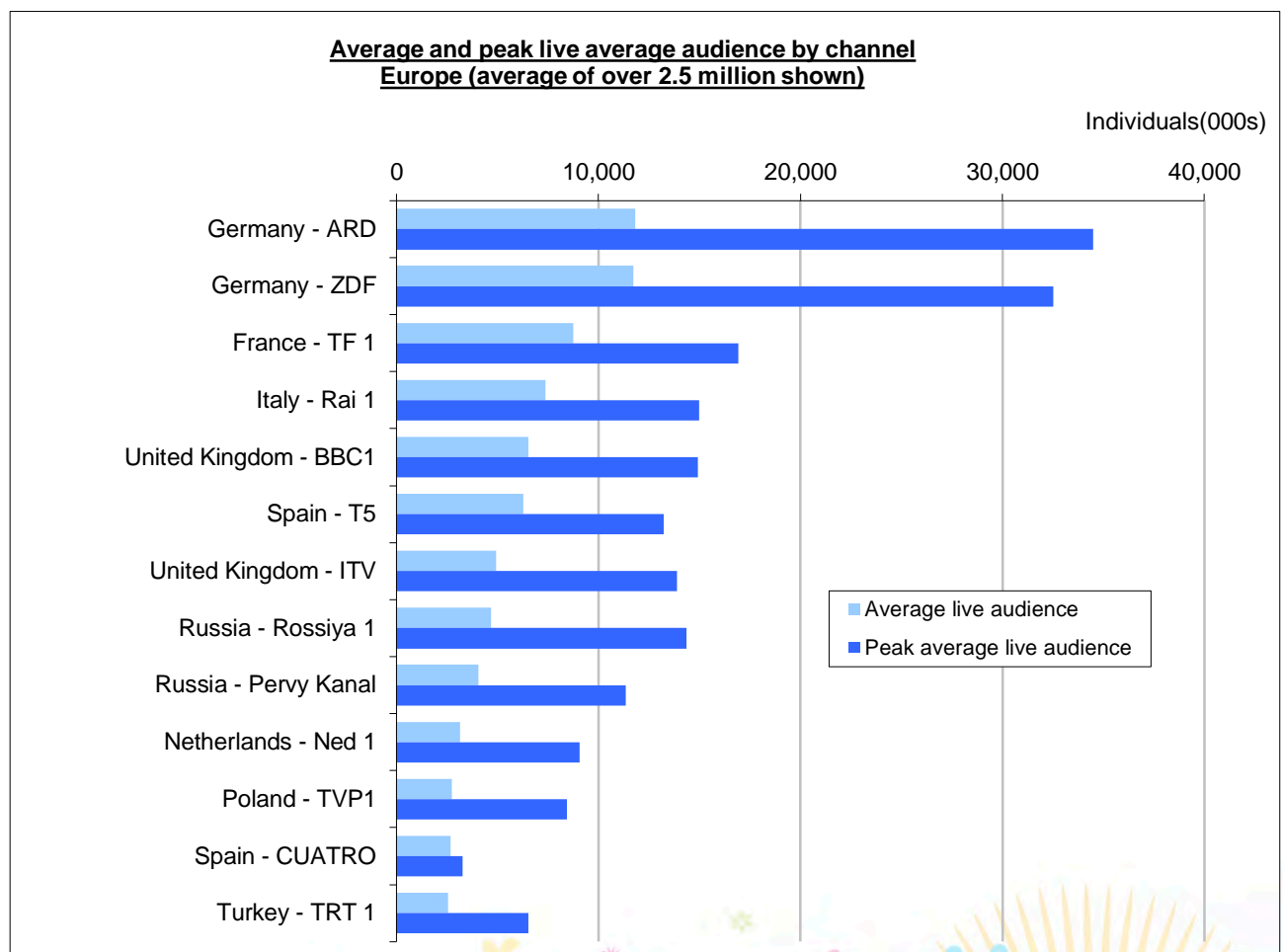
<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



The highest average and peak audiences across the region unsurprisingly emerged from European finalists, Germany. Both ARD and ZDF drew average audiences of over 11 million individuals with ARD peaking with a live audience of 34.5 million for the Final match, a national all-time TV viewing record.

Other major European football markets also attracted strong average live match audiences including TF1<sup>19</sup> in France (8.8 million), Rai 1<sup>9</sup> in Italy (7.4 million), BBC1<sup>20</sup> in United Kingdom (6.5 million), Telecinco<sup>21</sup> in Spain (6.3 million) and ITV in United Kingdom (4.9 million).

Elsewhere, both national channels in Russia drew average live match figures of over 4 million individuals whilst average live audiences of over 2.5 million were recorded on channels in Netherlands, Poland, Spain and Turkey.



<sup>9</sup> Channel of the Media Rights Licensee RAI

<sup>19</sup> Channel of the Media Rights Licensee Télévision Française 1 SA

<sup>20</sup> Channel of the Media Rights Licensee BBC

<sup>21</sup> Channel of the Media Rights Licensee Mediaset Espana Comunicacion S.A.



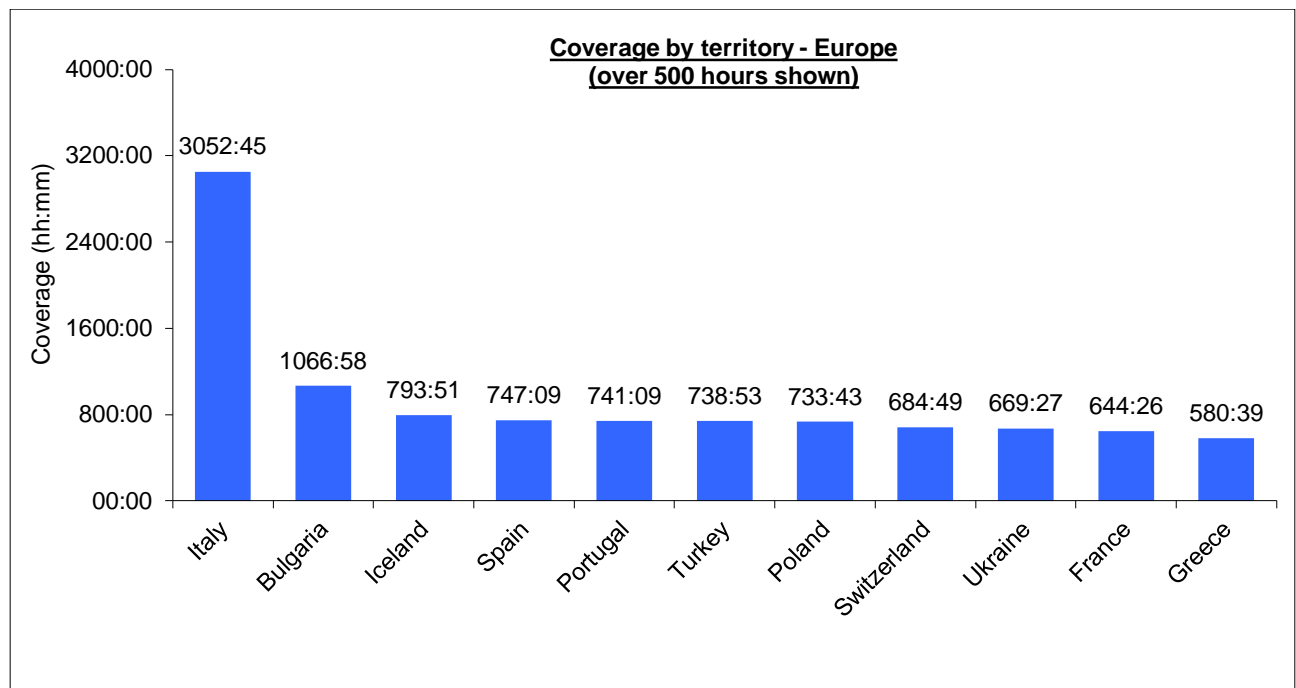


Media Rights Licensees across Europe broadcast a total of 20,144 hours of dedicated 2014 FIFA World Cup Brazil™ coverage.

The highest proportion of this total originated in Italy where a total of 3,052 hours. 15% of the regional total, were aired. Rai showed 344 hours (176 of these across their high penetration channels Rai 1<sup>9</sup> and Rai 2<sup>9</sup>). The remaining 2,708 hours were aired by Sky Italia<sup>10</sup> across 6 different channels.

Other high contributions came from Bulgaria with over 1,000 hours aired across BNT channels, Iceland with nearly 800 hours on channels of Media Rights Licensees RUV (194 hours) and 365 Media Ltd<sup>34</sup> (598 hours) and 747 hours aired throughout Spain on Telecinco<sup>21</sup>, Cuatro<sup>21</sup>, Energy<sup>21</sup> and Gol TV.

A further 7 territories aired over 500 hours of dedicated programming including Portugal (741 hours), Turkey (738 hours) and Poland (733 hours).



<sup>9</sup> Channel of the Media Rights Licensee RAI

<sup>10</sup> Sub-licensee of the main Media Rights Licensee RAI

<sup>21</sup> Channel of the Media Rights Licensee Mediaset Espana Comunicacion S.A.

<sup>34</sup> Sub-licensee of the main Media Rights Licensee EBU/RUV Iceland



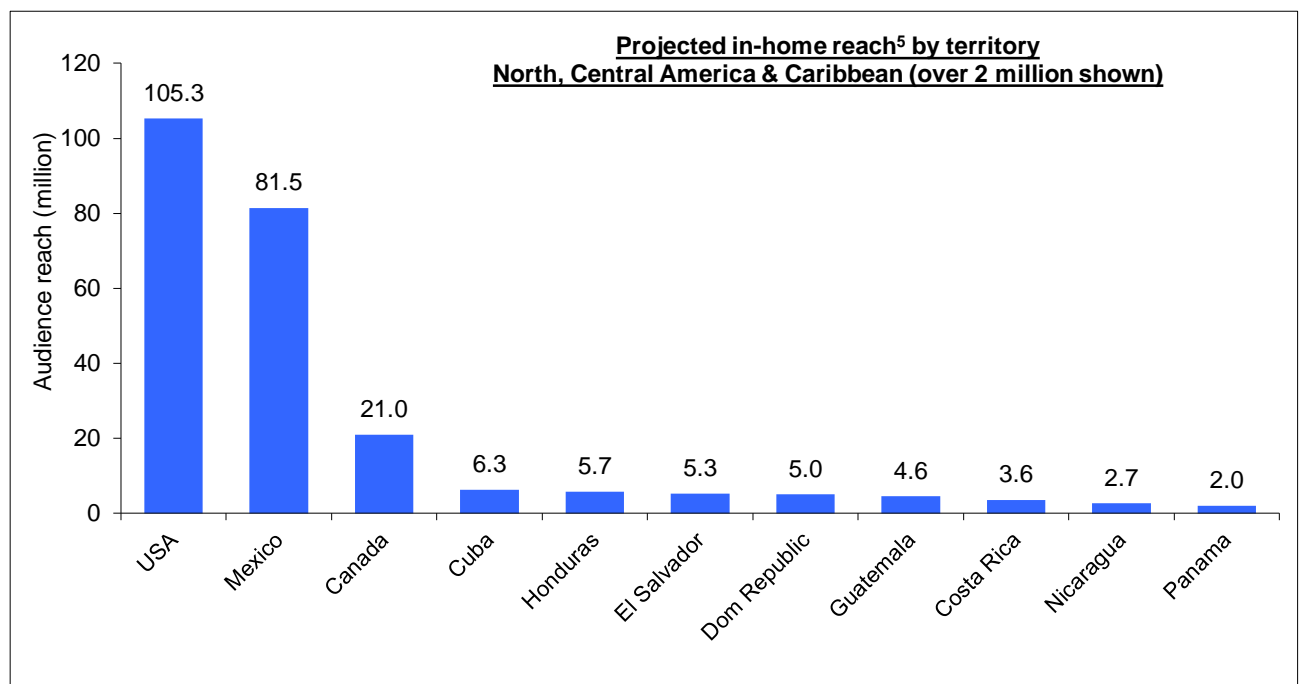
## North, Central America and Caribbean

In-home coverage of 2014 FIFA World Cup Brazil™ reached<sup>5</sup> a projected total of 247.5 million individuals across North, Central America and Caribbean, representing 12% of the global total.

The USA contributed most to the regional total with a reach<sup>5</sup> of 105.3 million people. This is an increase of 11% compared to 4 years ago and a rise of 33% compared to 8 years ago, demonstrating a sustained period of growth of interest in the game.

High interest was also evident in Mexico where 81.5 million individuals were reached<sup>5</sup> throughout the tournament, a rise of 14% compared to 2010 FIFA World Cup South Africa™.

In Canada, the audience reach<sup>5</sup> was 21.0 million people whilst figures of over 5 million individuals are projected to have been reached<sup>5</sup> in each of Cuba, Honduras, El Salvador and Dominican Republic.



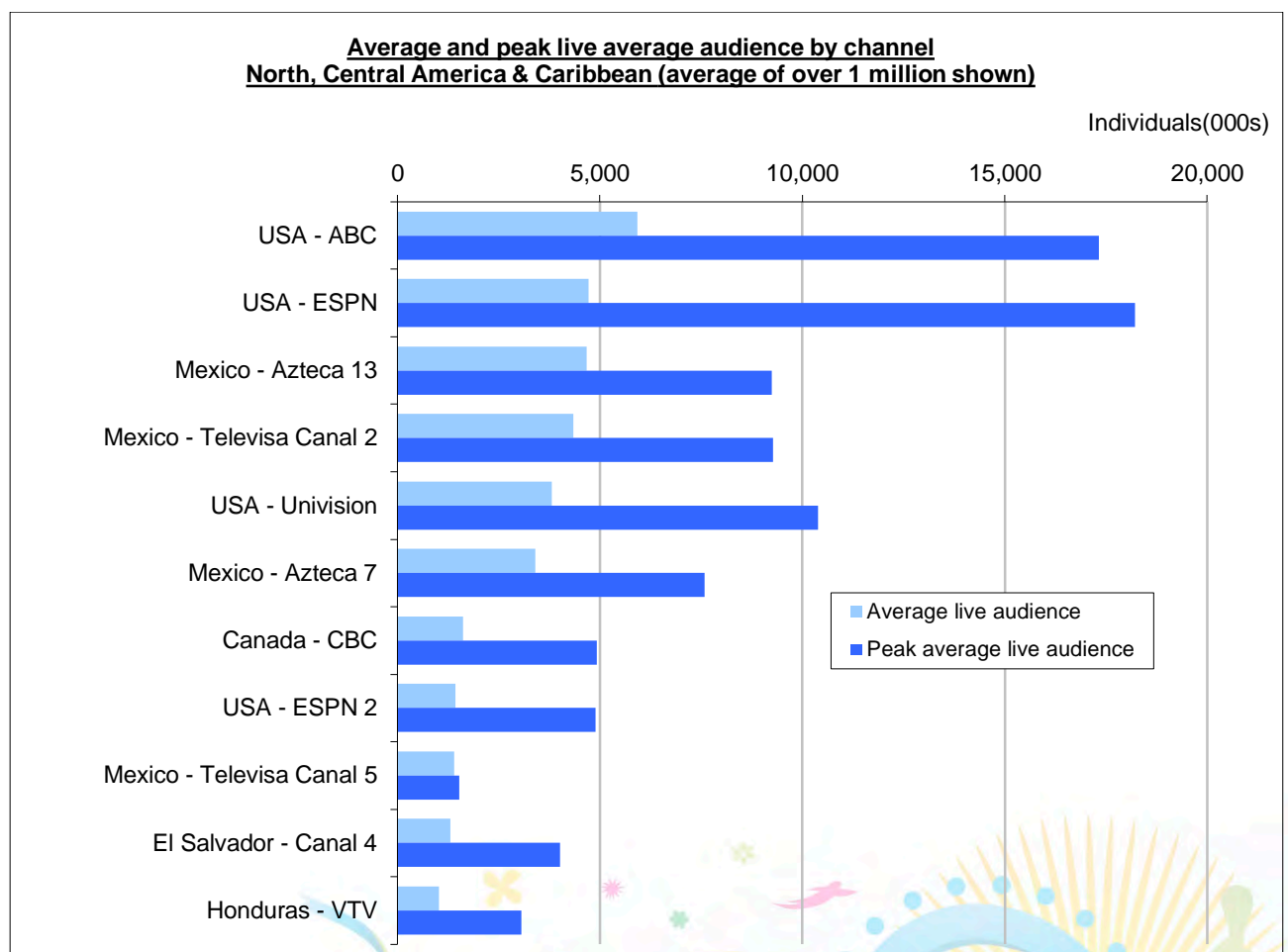
<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



In line with the reach<sup>5</sup> figures it was USA where the highest average and peak live match audiences were recorded across North, Central America and Caribbean with ABC<sup>13</sup> attracting an average audience of 5.9 million individuals for their live match broadcasts, peaking at 17.3 million for the Final match. ESPN<sup>13</sup> in USA also attracted a strong peak audience when 18.2 million tuned in for USA v Portugal on the second Sunday of the tournament. Spanish language coverage on Univision in USA also performed well with an average live audience of 3.8 million.

Outside of the USA there were strong figures in Mexico where both TV Azteca 13<sup>35</sup> and Televisa 2<sup>36</sup> both attracted average live audiences of over 4 million viewers and peak live match audiences of over 9 million. TV Azteca 7<sup>35</sup> also performed well with an average live match audience of 3.4 million.

In addition, average live match audiences of over 1 million were recorded in Canada, El Salvador and Honduras.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>13</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.

<sup>35</sup> Channel of the main Media Rights Licensee OTI's sub-licensee TV Azteca S.A. de C.V.

<sup>36</sup> Channel of the main Media Rights Licensee OTI's sub-licensee Televisa S.A. de C.V.

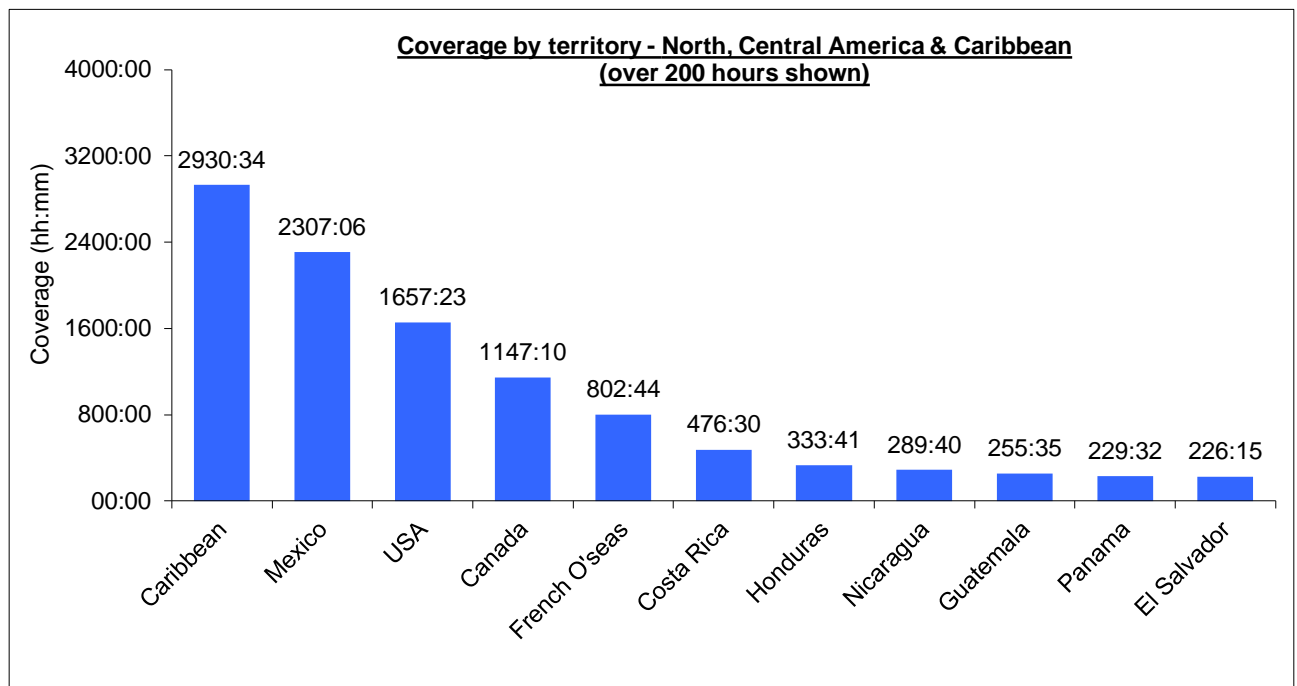


There were a total of 12,952 dedicated hours of 2014 FIFA World Cup Brazil™ coverage broadcast across North, Central America and Caribbean, representing a share of 13% of the global total.

Across the Caribbean there were a total 2,930 hours of coverage whilst in Mexico a total of 2,307 hours were shown across all licensed channels.

USA and Canada also broadcast over 1,000 hours each. In USA, English speaking coverage on ESPN<sup>13</sup> channels (including ABC<sup>13</sup>) aired a total of 400 hours whilst Hispanic Univision channels broadcast a total of 1,256 hours.

Further key contributions of over 200 hours came from Costa Rica, Honduras, Nicaragua, Guatemala, Panama and El Salvador.



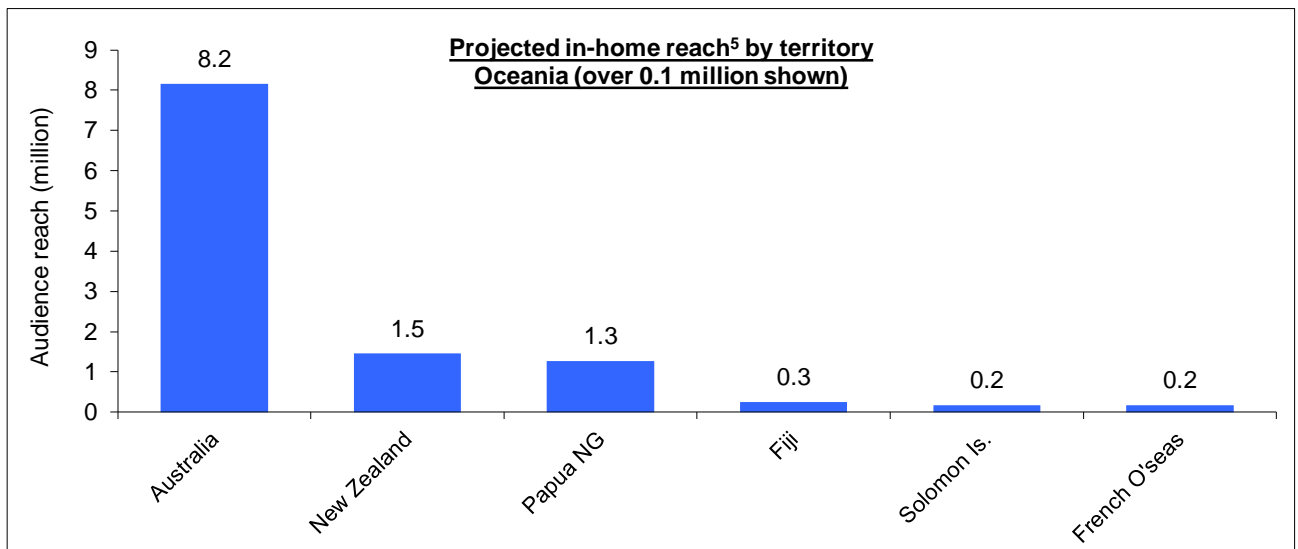
<sup>13</sup> Channel of the Media Rights Licensee ESPN & ABC Inc.



## Oceania

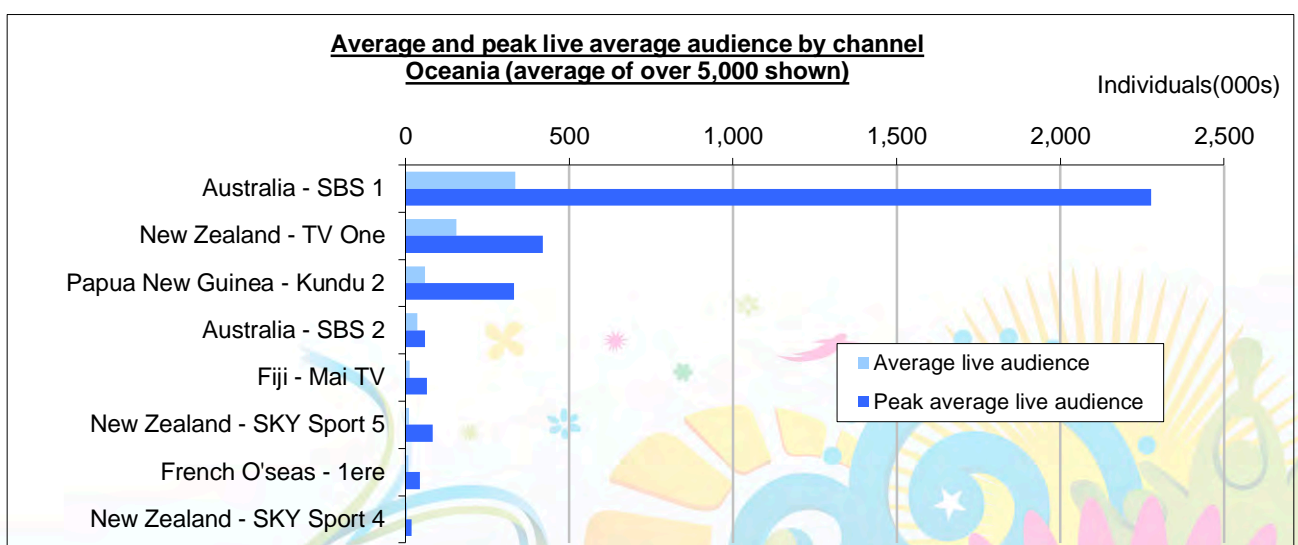
A total projected reach<sup>5</sup> of 11.6 million individuals were reached across Oceania by 2014 FIFA World Cup Brazil™.

Of this reach<sup>5</sup> total, Australia accounted for 71%, 8.2 million people, while the projected reach<sup>5</sup> in New Zealand was 1.5 million.



The highest audiences were recorded in Australia by SBS<sup>37</sup>, which achieved average live match figures of 0.3 million individuals, peaking at 2.3 million people for the national team's opening match against Chile.

TV One<sup>38</sup> in New Zealand averaged 0.2 million for their live match broadcasts peaking at 0.4 million for the Final match between Germany and Argentina.



<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes

<sup>37</sup> Channel of the Media Rights Licensee SBS Australia

<sup>38</sup> Channel of the main Media Rights Licensee SBS Australia's sub-licensee Television New Zealand Limited

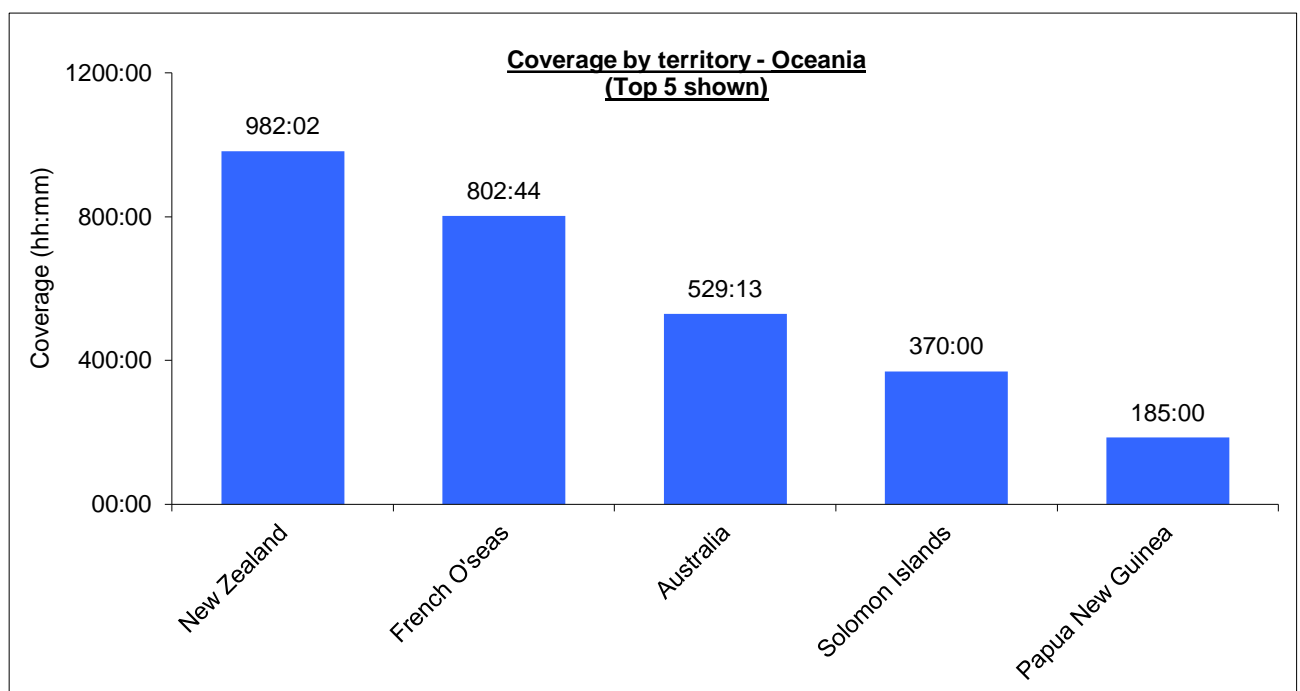




A total of 3,979 hours of dedicated 2014 FIFA World Cup Brazil™ coverage were broadcasts across Oceania, a 4% share of the global total.

New Zealand provided the most coverage within the region, airing a total of 982 hours of the tournament. This total was split between free-to-air channel TV One<sup>38</sup> with 83 hours and Sky New Zealand's pay TV channels (Sky Sport 1 - 5<sup>39</sup>) with 899 hours.

A significant amount of coverage also aired across Australia where SBS showed 529 hours.



<sup>38</sup> Channel of the main Media Rights Licensee SBS Australia's sub-licensee Television New Zealand Limited

<sup>39</sup> Channel of the main Media Rights Licensee SBS Australia's sub-licensee Sky Network Television Network



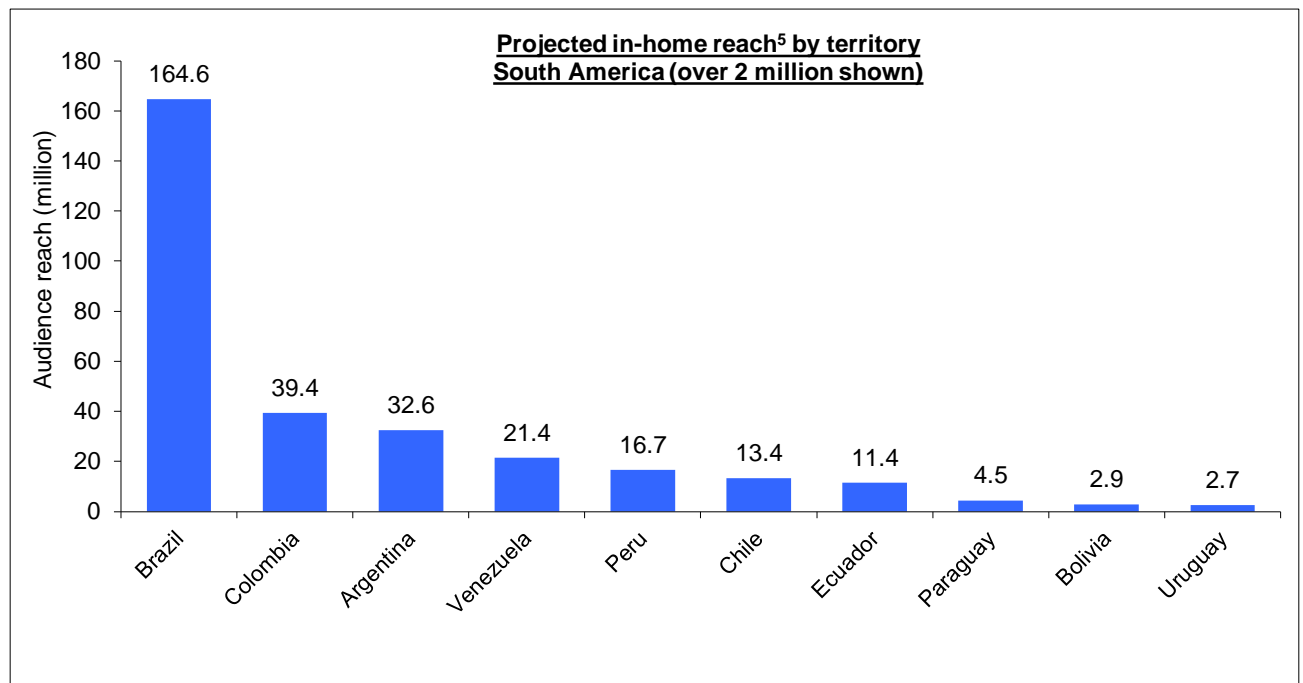


## South America

Over 310 million individuals were projected to have been reached<sup>5</sup> by in-home television coverage of 2014 FIFA World Cup Brazil™ across South America, this represents 15% of the global total.

By far the biggest contributor was the host market of Brazil where an audience reach<sup>5</sup> of 164.6 million individuals was achieved. This is the second highest total of any territory globally, behind only China. The reach<sup>5</sup> in Brazil is equivalent to 84% of the population whilst in China this figure is 20%.

Colombia and finalists Argentina also generated strong reach<sup>5</sup> figures in South America with 39.4 million and 32.6 million respectively whilst a projection of over 20 million people were reached<sup>5</sup> in Venezuela and over 10 million were projected in each of Peru, Chile and Ecuador.



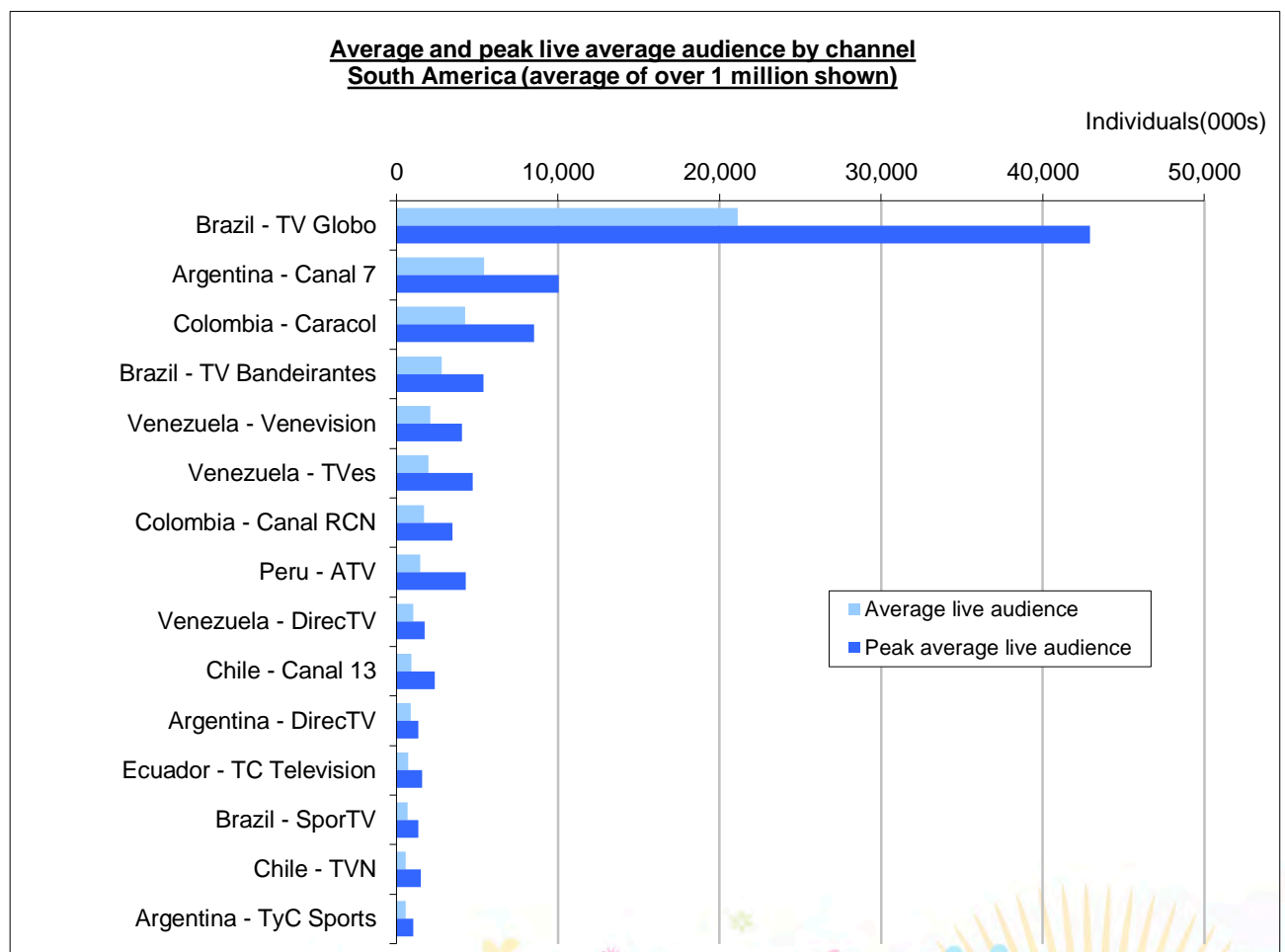
<sup>5</sup> Based on viewers watching a minimum of 20 consecutive minutes



The single biggest contributor to audiences in South America was TV Globo in Brazil. The channel commanded an average audience of over 21 million for every live match it broadcast, peaking at 42.9 million for their national team's opening live match against Croatia. This audience was the highest audience for a single 2014 FIFA World Cup Brazil™ match transmission of any territory around the world.

Outside of Brazil, Canal 7<sup>7</sup> in Argentina drew strong audiences, not least because their team progressed all the way to the Final. An average audience of 5.4 million tuned into the channel's live match broadcasts, peaking at over 10 million for their Final match against Germany.

In addition, Caracol<sup>6</sup> in Colombia recorded average audiences in excess of 4 million, peaking at 8.5 million for their round of 16 match against fellow South Americans, Uruguay.



<sup>6</sup> Sub-licensee of the main Media Rights Licensee OTI

<sup>7</sup> Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.

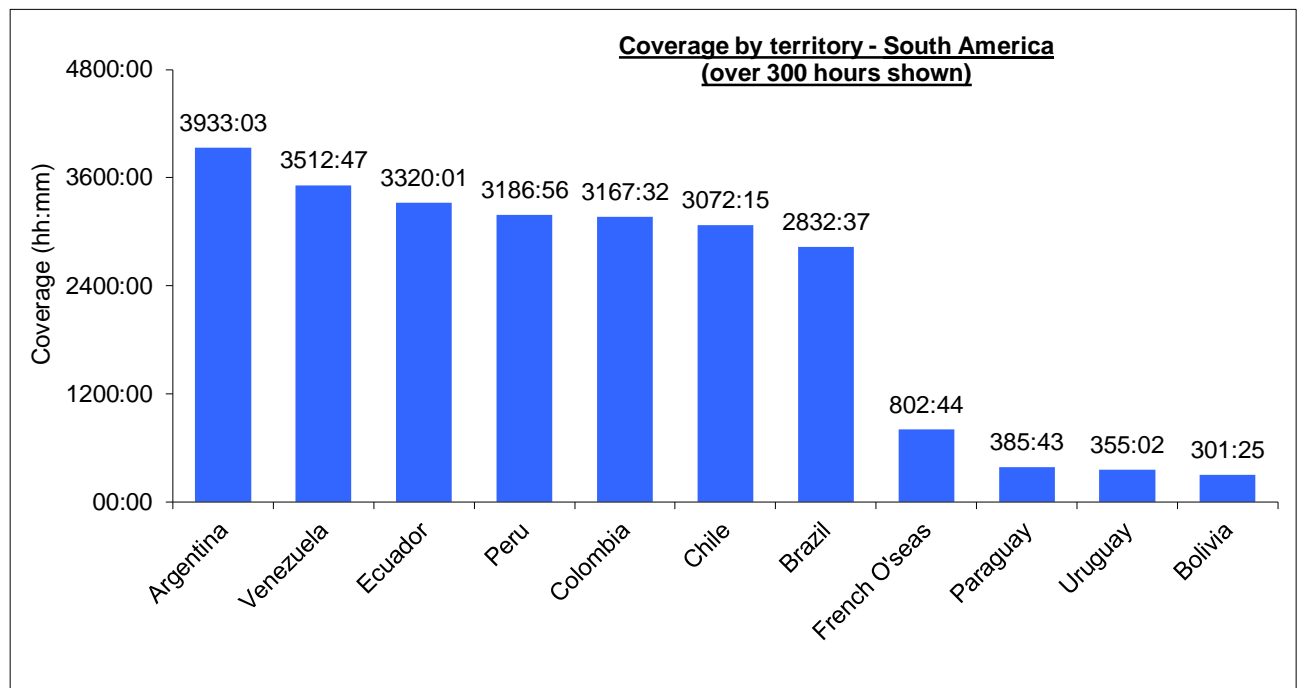


South America broadcast more dedicated coverage of 2014 FIFA World Cup Brazil™ than any other region of the world. A total of 25,178 hours were shown within the region representing 26% of the global total.

The largest contributions came from licensees in Argentina where a total of 3,933 hours were shown. DirecTV<sup>6</sup> aired the majority with 2,863 hours, whilst TyC Sports made 759 hours available. A further 247 hours were aired by the high penetration Canal 7<sup>7</sup>.

In host market Brazil a total of 2,832 hours were shown across the tournament with ESPN<sup>8</sup> channels airing 852 hours, more than 760 hours on SporTV, 599 hours on BandSports<sup>8</sup>, over 250 hours on Fox Sports<sup>8</sup> channels, 198 hours on TV Bandeirantes<sup>8</sup> and 164 hours on TV Globo.

DirecTV<sup>6</sup> broadcast over 2,000 hours into each of Venezuela, Ecuador, Peru, Colombia and Chile.



<sup>6</sup> Sub-licensee of the main Media Rights Licensee OTI

<sup>7</sup> Sub-licensee of the main Media Rights Licensee Torneos y Competencias S.A.

<sup>8</sup> Sub-licensee of the main Media Rights Licensee Globo Comunicação e Participações S/A



## Appendix



## 2014 FIFA World Cup Brazil™ 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	50:00	26	27.4	50:00	26	27.4	11,712,149
Angola	170:25	109	11.7	145:50	66	19.1	2,831,036
Benin	164:00	66	19.1	148:00	58	21.0	604,916
Burkina Faso	189:00	91	13.9	148:00	58	21.0	1,424,122
Burundi	164:00	66	19.1	145:30	57	21.3	998,873
Cameroon	168:00	66	20.1	145:30	57	22.4	4,139,767
Cape Verde	164:00	66	19.1	148:00	58	21.0	189,896
Chad	164:00	66	19.1	148:00	58	21.0	247,298
Congo Brazzaville	168:00	66	19.1	148:00	58	21.0	195,700
Congo DR	170:00	66	19.1	150:00	58	21.0	3,406,884
Ethiopia	164:00	66	19.1	148:00	58	21.0	2,920,445
French Overseas Territories	802:44	453	3.1	316:20	149	8.7	376,076
Gabon	164:00	66	19.1	148:00	58	21.0	227,268
Ghana	492:00	198	6.7	444:00	174	7.4	5,927,563
Guinea-Conakry	164:00	66	19.1	148:00	58	21.0	1,588,167
Iran	318:00	129	3.5	152:00	64	6.7	20,499,414
Ivory Coast	164:00	66	20.4	148:00	58	22.5	10,774,033
Kenya	164:00	66	19.1	148:00	58	21.0	5,790,899
Liberia	155:30	61	20.0	148:00	58	21.0	1,855,997
Madagascar	164:00	66	19.1	148:00	58	21.0	2,706,807
Malawi	164:00	66	19.1	148:00	58	21.0	584,590
Mali	164:00	66	19.1	148:00	58	21.0	994,993
Mauritius	589:58	430	3.2	256:49	111	10.7	859,002
Mozambique	164:00	66	19.1	148:00	58	21.0	1,394,321
Namibia	164:00	66	19.1	148:00	58	21.0	313,306
Niger	164:00	66	19.1	148:00	58	21.0	1,052,741
Nigeria	1026:15	922	2.0	386:45	121	13.2	58,475,343
Pan Africa	4893:35	3,888	0.7	918:29	330	5.7	2,365,549
Pan Middle East	1792:25	1,433	0.3	522:40	256	4.2	70,762,643
Rwanda	164:00	66	19.1	148:00	58	21.0	148,644
Senegal	164:00	66	19.1	148:00	58	21.0	4,030,751
Seychelles	164:00	66	18.6	145:30	57	20.8	53,360
Sierra Leone	164:00	66	19.1	148:00	58	21.0	252,932
South Africa	1973:51	2,804	0.7	283:37	131	5.3	27,541,800
Swaziland	164:00	66	19.1	148:00	58	21.0	147,543
Tanzania	164:00	66	19.1	148:00	58	21.0	2,106,717
Togo	160:30	63	19.8	148:00	58	21.0	607,057
Zambia	328:00	132	9.6	296:00	116	10.5	1,980,347
Zimbabwe	179:00	74	16.3	143:00	56	21.1	2,109,315
<b>Africa &amp; Middle East total</b>	<b>17071:14</b>	<b>12,397</b>	<b>4.1</b>	<b>7906:01</b>	<b>3,163</b>	<b>15.7</b>	<b>254,198,262</b>





## 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	134:45	60	2.1	126:15	56	2.3	7,667,600
Bangladesh	304:00	143	1.9	272:00	127	2.1	5,985,000
Brunei	227:26	152	0.8	148:00	58	2.2	268,187
Cambodia	584:00	211	1.6	329:33	114	2.3	9,198,803
China	2959:33	2,299	0.3	882:49	395	0.7	252,277,000
Hong Kong	295:31	282	3.4	211:18	108	2.0	3,511,012
India	720:54	746	0.1	147:32	69	0.5	85,733,200
Indonesia	1136:02	677	0.8	441:30	171	1.7	103,428,000
Japan	460:12	216	1.7	168:09	65	3.3	97,331,022
Korea Republic	1631:18	1,259	0.2	468:47	158	1.1	31,155,000
Kyrgyzstan	164:00	66	2.3	148:00	58	2.6	2,451,208
Laos	164:00	66	1.9	148:00	58	2.2	2,767,686
Macau	486:57	299	0.8	228:50	112	1.4	283,607
Malaysia	1580:52	967	0.4	337:37	136	1.0	12,001,353
Maldives	344:45	130	1.5	314:16	114	1.6	73,751
Mongolia	703:51	335	0.8	242:45	106	1.2	1,055,287
Myanmar	472:00	223	1.4	198:00	95	3.0	14,012,753
Nepal	164:00	66	1.9	148:00	58	2.1	10,365,967
North Korea	164:00	66	2.1	148:00	58	2.4	3,100,908
Pakistan	380:10	495	0.4	250:00	113	1.3	14,944,339
Pan Asia	332:00	194	2.0	113:00	57	3.8	157,538
Philippines	448:00	323	0.0	144:51	58	0.0	587,000
Singapore	1156:50	717	0.7	186:50	72	2.4	2,675,162
Sri Lanka	419:10	204	0.2	214:15	83	0.2	2,319,208
Taiwan	235:00	108	0.4	127:00	54	0.5	8,389,710
Thailand	633:45	537	0.3	344:07	131	1.1	33,935,498
Timor Leste	164:00	66	2.2	146:00	58	2.4	107,275
Turkmenistan	164:00	66	1.9	148:00	58	2.1	2,577,900
Uzbekistan	164:00	66	1.9	148:00	58	2.1	11,457,333
Vietnam	1966:37	1,672	0.2	1115:39	527	0.3	38,880,800
Asia total	18761:42	12,711	0.6	8047:06	3,385	1.4	758,699,108





## 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	355:00	205	2.5	264:30	128	2.9	2,325,192
Armenia	135:33	64	5.6	120:33	56	6.2	1,709,700
Austria	242:55	397	3.9	113:21	57	8.0	5,352,045
Azerbaijan	221:45	122	2.5	187:00	89	2.9	3,398,771
Belarus	439:54	270	0.7	139:50	64	2.4	4,792,250
Belgium	475:46	453	6.3	256:05	127	11.9	7,733,411
Bosnia-Herzegovina	222:21	155	5.4	123:06	56	11.8	3,464,200
Bulgaria	1066:58	904	1.0	265:13	124	3.0	4,995,712
Croatia	228:04	128	6.8	125:01	56	11.5	3,215,824
Cyprus	267:51	245	3.5	139:24	66	7.0	511,252
Czech Republic	191:27	197	2.1	119:07	56	3.8	6,770,412
Denmark	284:10	284	4.4	144:21	69	9.1	4,228,000
Estonia	197:46	106	3.7	149:35	66	5.1	876,798
Finland	231:02	106	5.3	172:54	64	7.4	3,197,823
France	644:26	443	5.3	171:37	95	11.4	47,165,000
Georgia	210:12	123	3.5	138:33	64	4.0	891,248
Germany	243:46	221	7.3	118:37	62	15.3	65,831,015
Greece	580:39	334	2.5	232:20	97	5.5	7,818,237
Hungary	403:33	254	2.4	161:01	66	6.7	6,275,283
Iceland	793:51	560	5.2	140:00	65	18.3	160,028
Ireland	187:19	81	5.8	165:12	57	7.7	2,833,315
Israel	257:34	143	3.0	90:50	46	8.2	3,132,038
Italy	3052:45	3,514	0.3	258:16	121	3.6	45,346,000
Kazakhstan	360:41	176	1.9	316:40	123	2.3	8,262,500
Kosovo	268:00	128	2.8	268:00	128	2.8	1,191,319
Latvia	345:46	238	1.2	133:41	58	2.8	1,473,078
Lithuania	236:37	173	2.5	141:16	65	3.8	2,188,416
Macedonia	273:10	127	3.8	258:35	119	4.0	1,303,336
Malta	374:41	244	5.0	121:44	61	9.3	282,442
Moldova	212:02	152	2.0	123:52	58	3.0	2,095,389
Montenegro	270:10	179	3.0	133:10	60	5.6	413,064
Netherlands	191:56	170	13.8	134:51	66	18.2	14,800,900
Norway	323:12	374	4.0	138:40	65	10.3	3,878,000
Poland	733:43	459	1.4	338:30	121	3.9	25,044,400
Portugal	741:09	461	2.7	225:31	101	8.9	7,309,442
Romania	288:22	208	2.8	126:52	65	5.6	10,138,000
Russia	474:24	248	1.1	124:24	55	3.1	75,740,000
Serbia	276:23	210	5.4	137:55	66	8.4	4,844,606
Slovakia	180:35	196	2.6	122:42	58	4.5	3,441,284
Slovenia	213:18	193	5.0	122:25	58	8.3	1,322,829
Spain	747:09	959	0.8	163:35	83	3.9	32,927,000
Sweden	239:49	212	5.6	129:03	64	9.0	6,107,048
Switzerland	684:49	783	6.0	349:46	179	10.6	5,389,874
Turkey	738:53	523	0.5	183:20	78	2.8	39,882,923
Ukraine	669:27	492	0.5	299:51	134	1.0	23,575,667
United Kingdom	365:33	221	4.7	166:47	66	8.7	44,481,000
Europe total	20144:44	16,435	2.7	8057:55	3,682	6.5	548,116,070



## 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)
Anguilla, Montserrat & Nevis	164:00	66	7.3	148:00	58	7.9	14,733
Antigua & Barbuda	164:00	66	7.3	148:00	58	7.9	41,203
Aruba	164:00	66	7.3	148:00	58	7.9	41,827
Barbados	164:00	66	7.3	148:00	58	7.9	131,099
Bermuda	164:00	66	7.3	148:00	58	7.9	34,960
Canada	1147:10	601	1.2	518:58	205	1.6	20,986,000
Cayman Islands	164:00	66	7.3	148:00	58	7.9	24,971
Costa Rica	476:30	275	3.5	272:21	120	5.4	3,563,874
Cuba	164:00	66	7.3	148:00	58	7.9	6,323,978
Curaçao & Bonaire	164:00	66	7.3	148:00	58	7.9	66,174
Dominican Republic	164:00	66	7.3	148:00	58	7.9	5,047,321
El Salvador	226:15	80	17.2	171:30	58	19.6	5,251,337
French Overseas Territories	802:44	453	2.6	316:20	149	4.2	534,698
Guatemala	255:35	133	3.6	132:07	70	6.4	4,617,164
Honduras	333:41	129	8.4	333:41	129	8.4	5,741,325
Jamaica	164:00	66	7.3	148:00	58	7.9	1,204,864
Mexico	2307:06	1,584	1.0	392:32	174	2.0	81,473,080
Nicaragua	289:40	128	3.8	259:34	112	4.0	2,710,820
Pan Caribbean	2930:34	1,975	1.3	950:36	405	2.9	1,594,666
Panama	229:32	122	2.9	196:32	89	3.3	2,016,117
St. Lucia	164:00	66	7.3	148:00	58	7.9	88,024
St. Vincent	164:00	66	7.3	148:00	58	7.9	56,185
Trinidad & Tobago	164:00	66	7.3	148:00	58	7.9	586,825
Turks & Caicos	164:00	66	7.3	148:00	58	7.9	93,642
USA	1657:23	1,431	0.2	557:50	248	0.7	105,255,000
North, Central America & Caribbean total	12952:11	7,835	2.3	6174:02	2,571	5.1	247,499,887



## 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	185:00	97	1.2	140:00	58	1.7	12,627
Australia	529:13	540	0.5	126:38	65	1.2	8,165,460
Cook Islands	185:00	97	1.2	140:00	58	1.7	10,907
Fiji	185:00	97	1.2	140:00	58	1.7	250,710
French Overseas Territories	802:44	453	0.7	316:20	149	0.9	169,824
New Zealand	982:02	560	0.7	257:14	88	1.3	1,452,593
Palau	185:00	97	1.1	140:00	58	1.7	3,843
Papua New Guinea	185:00	97	1.1	140:00	58	1.7	1,263,981
Samoa	185:00	97	1.2	140:00	58	1.7	33,672
Solomon Islands	370:00	194	0.6	280:00	116	0.9	172,020
Tonga	185:00	97	1.2	140:00	58	1.7	19,508
<b>Oceania total</b>	<b>3979:00</b>	<b>2,426</b>	<b>0.8</b>	<b>1960:13</b>	<b>824</b>	<b>1.4</b>	<b>11,555,144</b>

## 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	3933:03	2,750	1.2	955:32	420	2.9	32,563,530
Bolivia	301:25	145	6.3	179:55	70	8.3	2,949,139
Brazil	2832:37	2,133	1.1	912:16	419	2.2	164,602,136
Chile	3072:15	2,014	0.6	1029:04	428	1.5	13,390,991
Colombia	3167:32	2,106	0.7	1057:34	429	1.8	39,413,970
Ecuador	3320:01	2,292	0.8	1081:21	477	1.5	11,441,966
French Overseas Territories	802:44	453	2.8	316:20	149	5.1	187,672
Guyana	154:00	66	7.3	138:00	58	7.9	497,289
Paraguay	385:43	221	3.3	272:20	112	4.5	4,482,587
Peru	3186:56	2,400	0.9	948:29	418	1.8	16,721,875
Suriname	154:00	66	9.2	138:00	58	10.1	302,698
Uruguay	355:02	209	3.6	277:32	96	4.5	2,681,613
Venezuela	3512:47	2,339	1.5	1182:08	508	3.4	21,394,659
<b>South America total</b>	<b>25178:07</b>	<b>17,194</b>	<b>1.2</b>	<b>8488:33</b>	<b>3,642</b>	<b>2.8</b>	<b>310,630,124</b>

<b>Global total</b>	<b>98087:01</b>	<b>68,998</b>	<b>2.1</b>	<b>40633:52</b>	<b>17,267</b>	<b>5.8</b>	<b>2,130,698,597</b>
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## 2014 FIFA World Cup Brazil™ reach analysis by viewing condition

Territory	1+ minute reach		% change
	2010 FIFA World Cup South Africa™	2014 FIFA World Cup Brazil™	
Brazil	167,392,892	172,936,917	3%
South Africa	29,070,430	31,359,900	8%
China	609,396,000	744,067,000	22%
India	106,474,176	214,333,000	101%
Japan	121,983,105	113,169,666	-7%
Korea Republic	42,661,324	37,868,000	-11%
France	53,060,700	53,549,000	1%
Italy	53,244,952	50,107,000	-6%
Russia	110,460,000	111,300,000	1%
Spain	42,574,000	38,218,000	-10%
United Kingdom	53,381,000	53,249,000	0%
USA	161,544,000	153,630,000	-5%
Mexico	76,118,073	90,242,985	19%
Australia	8,852,000	12,471,290	41%
Argentina	36,053,612	34,663,125	-4%
Global total	3,203,442,519	3,190,806,281	0%

Territory	3+ consecutive minutes reach		% change
	2010 FIFA World Cup South Africa™	2014 FIFA World Cup Brazil™	
Brazil	164,877,867	170,549,961	3%
South Africa	28,983,505	30,459,000	5%
China	498,280,000	497,945,000	0%
India	84,903,670	159,218,800	88%
Japan	118,278,906	109,848,660	-7%
Korea Republic	41,715,490	36,016,000	-14%
France	51,663,645	51,872,000	0%
Italy	51,674,896	48,858,000	-5%
Russia	97,020,000	99,400,000	2%
Spain	41,542,000	36,719,000	-12%
United Kingdom	51,819,000	50,730,000	-2%
USA	129,660,000	130,636,000	1%
Mexico	75,693,365	87,880,753	16%
Australia	7,479,000	10,820,350	45%
Argentina	35,423,733	34,167,938	-4%
Global total	2,833,248,376	2,743,684,486	-3%



## 2014 FIFA World Cup Brazil™ reach analysis by viewing condition

Territory	20+ consecutive minutes reach		% change
	2010 FIFA World Cup South Africa™	2014 FIFA World Cup Brazil™	
Brazil	157,512,436	164,602,136	5%
South Africa	27,949,380	27,541,800	-1%
China	328,718,000	252,277,000	-23%
India	44,894,503	85,733,200	91%
Japan	108,699,081	97,331,022	-10%
Korea Republic	39,416,956	31,155,000	-21%
France	44,891,913	47,165,000	5%
Italy	46,614,585	45,346,000	-3%
Russia	68,460,000	75,740,000	11%
Spain	39,384,000	32,927,000	-16%
United Kingdom	46,817,000	44,481,000	-5%
USA	94,489,000	105,255,000	11%
Mexico	71,723,645	81,473,080	14%
Australia	5,574,000	8,165,460	46%
Argentina	33,633,135	32,563,530	-3%
Global total	2,211,577,468	2,130,698,597	-4%

Territory	30+ consecutive minutes reach		% change
	2010 FIFA World Cup South Africa™	2014 FIFA World Cup Brazil™	
Brazil	154,278,832	161,439,066	5%
South Africa	27,275,580	25,954,500	-5%
China	275,621,000	198,886,000	-28%
India	35,242,482	67,361,800	91%
Japan	103,717,572	91,710,858	-12%
Korea Republic	38,233,263	28,381,000	-26%
France	42,206,571	45,053,000	7%
Italy	44,300,360	43,522,000	-2%
Russia	60,480,000	67,620,000	12%
Spain	37,845,000	31,404,000	-17%
United Kingdom	44,435,000	42,379,000	-5%
USA	86,149,000	97,442,000	13%
Mexico	68,690,017	78,144,916	14%
Australia	5,047,000	7,206,130	43%
Argentina	32,607,107	31,608,809	-3%
Global total	2,023,163,070	1,948,917,933	-4%





## 2014 FIFA World Cup Brazil™ final match audience summary

Territory	2014 FIFA World Cup Brazil™ final match in-home total average audience	% change v. 2010
South Africa	7,862,977	-12%
France	14,294,000	1%
Italy	15,926,086	5%
Russia	12,901,243	-5%
Spain	11,299,972	-19%
United Kingdom	17,963,000	0%
USA	23,895,450	-2%
Mexico	15,836,850	-24%
Argentina	12,160,508	41%
Brazil	35,762,879	7%
China	42,447,925	12%
India	5,103,841	-14%
Japan	9,726,433	13%
Korea Republic	2,759,185	25%
Australia	1,304,000	45%
Global Total	561,817,266	6%

Territory	2014 FIFA World Cup Brazil™ final match in-home reach	% change v. 2010
South Africa	8,304,000	-11%
France	16,147,000	-9%
Italy	21,620,000	14%
Russia	21,420,000	-3%
Spain	16,277,000	-25%
United Kingdom	23,674,000	6%
USA	39,333,000	6%
Mexico	24,416,102	3%
Argentina	11,670,579	8%
Brazil	53,708,670	22%
China	53,176,000	1%
India	16,779,212	47%
Japan	21,564,400	88%
Korea Republic	6,318,000	44%
Australia	1,807,110	39%
Global Total	694,990,412	12%





## 2014 FIFA World Cup Brazil™ Media Rights Licensees

			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AFRICA &amp; MIDDLE EAST</b>						
Afghanistan	FIFA	Ariana Radio & Television Network (ATN)	√	√		
Algeria	FIFA	beIN SPORTS	√	√	√	√
	beIN SPORTS	ENTV - Etablissement Public de Télévision	√	√		
Angola	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		TPA - Televisão Publica de Angola	√	√		
Bahrain	FIFA	beIN SPORTS	√	√	√	√
Benin	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	ORTB - Radiodiffusion et Television Du Benin	√	√		
		CFI - Canal France International	√	√		
Botswana	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Burkina Faso	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		RTB - Radiodiffusion Télévision du Burkina Faso	√	√		
Burundi	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
		RTNB - Radio Television National Burundi	√	√		
Cameroon	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		CRTV - Cameroonian Radio & Television	√	√		
Cape Verde	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Central African Republic	FIFA	RTC - Radio TV du Cap-Vert	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AFRICA &amp; MIDDLE EAST</b>						
Chad	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Comoros	FIFA	ONRTV - Office National de Radio et Television du Tchad	√	√		
Congo Brazzaville	FIFA	beIN SPORTS	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Côte d'Ivoire	FIFA	CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Democratic Republic of Congo	FIFA	CFI - Canal France International	√	√		
		RTI - Radiodiffusion Television Ivoirienne	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
Djibouti	FIFA	Radio France International		√		
Egypt	FIFA	CFI - Canal France International	√	√		
Equatorial Guinea	FIFA	beIN SPORTS	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Eritrea	FIFA	CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Ethiopia	FIFA	CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
French Overseas Territories (Africa)	FIFA	CFI - Canal France International	√	√		
		ETS - Ethiopian Radio and Television Agency	√	√		
	TF1	TF1 - Télévision Française 1 SA	√		√	√
Gabon	FIFA	France Télévision	√		√	√
		beIN SPORTS	√		√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
	FIFA	Radio France International		√		
		CFI - Canal France International	√	√		
	AUB	RTG - Radiodiffusion Télévision Gabonaise	√	√		



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AFRICA &amp; MIDDLE EAST</b>						
Gambia	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
Ghana	FIFA	CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Guinea Bissau	FIFA	GBC - Ghana Broadcasting Corporation	√	√		
		Metro TV Ltd	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
Guinea Conakry	FIFA	BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
Iran	FIFA	Radio France International		√		
	beIN SPORTS	CFI - Canal France International	√	√		
Iraq	FIFA	RTG - Radiodiffusion Télévision Guinéenne	√	√		
Jordan	FIFA	beIN SPORTS	√	√	√	√
Kenya	FIFA	beIN SPORTS	√	√	√	√
		IRIB - Iranian National TV	√			
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
Kuwait	FIFA	Radio France International		√		
Lebanon	FIFA	CFI - Canal France International	√	√		
Lesotho	FIFA	KBC - Kenya Broadcasting Corporation	√	√		
		beIN SPORTS	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
Liberia	FIFA	BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
	AUB	Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
Libya	FIFA	BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		
		LBS - Liberia Broadcasting System	√	√		
		beIN SPORTS	√	√	√	√



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
AFRICA & MIDDLE EAST						
Madagascar	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Malawi	FIFA	ORTM - Office de la Radio Television Publiques de Madagascar	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Mali	FIFA	CFI - Canal France International	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Mauritania	FIFA	CFI - Canal France International	√	√		
Mauritius	FIFA	ORTM - Office de Radio Diffusion Television du Mali	√	√		
		beIN SPORTS	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
Morocco	FIFA	Radio France International		√		
Mozambique	FIFA	CFI - Canal France International	√	√		
		MBC- Mauritius Broadcasting Corporation	√	√		
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	AUB	Canal+ Afrique	√			
		BBC World Service Africa		√		
Namibia	FIFA	Radio France International		√		
		CFI - Canal France International	√	√		
		TVM - Televisão de Mocambique	√	√		
		African Union of Broadcasting (AUB)	√	√		
	AUB	Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
Niger	FIFA	BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		
		NBC - Namibian Broadcasting Corporation	√	√		
	AUB	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
Nigeria	FIFA	Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
		CFI - Canal France International	√	√		
	AUB	ORTN - L'Office de Radiodiffusion Télévision du Niger	√	√		
		Supersport International (PTY) Limited	√		√	√
Oman	FIFA	OSMI - Optima Sports Management International	√	√	√	√
Palestine	FIFA	Canal+ Afrique	√			
Qatar	FIFA	BBC World Service Africa		√		
	FIFA	Radio France International		√		
	FIFA	beIN SPORTS	√	√	√	√
	FIFA	beIN SPORTS	√	√	√	√





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AFRICA &amp; MIDDLE EAST</b>						
Rwanda	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Saudi Arabia	FIFA	Rwanda Broadcasting Agency	√	√		
Senegal	FIFA	beIN SPORTS	√	√	√	√
		African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
	AUB	BBC World Service Africa		√		
		Radio France International		√		
Seychelles	FIFA	CFI - Canal France International	√	√		
		RTS - Radiodiffusion Télévision Sénégalaise	√	√		
	AUB	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
	FIFA	Canal+ Afrique	√			
		BBC World Service Africa		√		
Sierra Leone	FIFA	Radio France International		√		
		CFI - Canal France International	√	√		
	AUB	SBC - Seychelles Broadcasting Corporation	√	√		
		African Union of Broadcasting (AUB)	√	√		
	FIFA	Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
Somalia	FIFA	BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		beIN SPORTS	√	√	√	√
South Africa	FIFA	SABC - South African Broadcasting Corporation Limited	√	√		√
		Supersport International (PTY) Limited	√			√
	SABC	Radio 2000		√		
		Radio 5FM Music		√		
		Radio CKI FM		√		
		Radio Good Hope FM		√		
		Radio Ikwekwezi FM		√		
		Radio Lesedi FM		√		
		Radio Ligwalagwala FM		√		
		Radio Lotus FM		√		
		Radio Metro FM		√		
		Radio Motsweding FM		√		
		Radio Munghana Lonene FM		√		
		Radio Phalaphala FM		√		
		Radio RSG		√		
		Radio SAfm		√		
		Radio Thobela FM		√		
		Radio Ukhozi FM		√		
		Radio Umhlobo Wenene FM		√		
		Radio X-K fm		√		
Sudan	FIFA	beIN SPORTS	√	√	√	√
Swaziland	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
	AUB	Radio France International		√		
		CFI - Canal France International	√	√		
Syria	FIFA	Swaziland Television Broadcasting Authority	√	√	√	√
		beIN SPORTS	√	√	√	√



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
AFRICA & MIDDLE EAST						
Tanzania	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		TBS - Tanzania Broadcasting Services	√	√		
Tunisia	FIFA	beIN SPORTS	√	√	√	√
Togo	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		TVT - Télévision Togolaise	√	√		
UAE	FIFA	beIN SPORTS	√	√	√	√
Uganda	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
Yemen	FIFA	beIN SPORTS	√	√	√	√
Zambia	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		MUVI TV	√	√		
	ZNBC - Zambia National Broadcasting Corporation	√	√			
Zanzibar	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
Zimbabwe	FIFA	African Union of Broadcasting (AUB)	√	√		
		Supersport International (PTY) Limited	√		√	√
		Canal+ Afrique	√			
		BBC World Service Africa		√		
		Radio France International		√		
	AUB	CFI - Canal France International	√	√		
		ZBC - Zimbabwe Broadcasting Corporation	√	√		





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AMERICAS</b>						
Antigua & Barbuda	FIFA	IMC - International Media Content Ltd.	√			√
	IMC	Kelcom International	√			
Anguilla	FIFA	IMC - International Media Content Ltd.	√			√
	FIFA	TyC - Torneos y Competencias S.A.	√	√		
Argentina	TyC	Tele Red Imagen SA	√			√
		Channel 7	√			√
		Futbol para Todos	√			√
		Tele Red Imagen SA	√			√
		DirecTV Latin America	√			
		Telecom Personal SA			√	√
		ARTEAR (Channel 13 Buenos Aires) (Highlights only)	√			
		ESPN Sur S.R.L. (Highlights only)	√			
		incl. FM 107.9 & AM 630 Radio Rivadavia		√		
		TELEFE (Television Federal / Channel 11) (Highlights only)	√			
		Pensado para Televisión S.A. (PPT) (Highlights only)	√			
		Telearte S.A. (Channel 9) (Highlights only)	√			
		America TV S.A. (Channel 2 & America 24) (Highlights only)	√			
		C5N (Grupo Indalo) (Highlights only)	√			
		Canal 26 (Eventos Producciones S.A.) (Highlights only)	√			
		C5N (Telepiu S.A.) (Highlights only)	√			
		Fox Cable Network	√			
		incl. Radio 1030 AM Radio Del Plata (Highlights only)		√		
		Radiodifusora del Centro S.A. (Cadena 3)		√		
		AM 950 - Radio 9 La Deportiva (Emociones y Pasiones S.A)		√		
		Radio América (AM 1190 America)		√		
		Radio Vorterix (FM 103.1)		√		
		Radio La Red (Red Celeste y Blanca S.A.)		√		
		DirecTV Latin America	√			
Antillas (Netherlands)	FIFA	Radio Hoyer NV		√		
Aruba	FIFA	IMC - International Media Content Ltd.	√			√
	IMC	TeleAruba N.V.	√			
Bahamas	FIFA	IMC - International Media Content Ltd.	√			√
Barbados	FIFA	IMC - International Media Content Ltd.	√			√
Belize	FIFA	IMC - International Media Content Ltd.	√			√
Bermuda	FIFA	IMC - International Media Content Ltd.	√			√
Bolivia	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	Tarrague (Esmas)	Tarrague (Esmas)			√	√
		Millicom Spain S.L. / Tigo			√	
	OTI	TSB - Red Unitel (Canal 2)	√	√		√
		Red Uno de Bolivia	√	√		
	OTI/Red Untiel	Ecor Ltda.	√			
		Alfonso Arevalo Aranibar y Jose Ronald Dordova Lopez		√		
		Coteor Ltda.	√			
		Cosett Ltda.	√			
		Cotes Ltda.	√			
		Cooperativa de Telecomunicaciones Potosi "Cotap" Ltda.	√			
		Cotas Ltda.	√			
		Giros Electronicos Elegir S.R.L. (Fragola Overseas)	√			
		Cotel Ltda.	√			
		Comteco Ltda.	√			
	Fragola Overseas	Comteco Ltda.	√			



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AMERICAS</b>						
Brazil	FIFA	Globo Comunicação e Participações S/A (TV Globo)	√	√	√	√
		SporTV (Globosat)	√	√		√
	TV Globo	Rádio e Televisão Bandeirantes Ltda.	√	√		
		BandSports	√			
		ESPN do Brasil	√			
		Fox Sports Brasil	√			√
		Rádio Itatiaia Ltda.		√		
		Rádio 105 FM		√		
		Rádio Amazonas - Rádio 1010.FM (Rádio TV do Amazonas Ltda.)		√		
		Rádio Bandeirantes (Rádio e Televisão Bandeirantes Ltda. )		√		
		Rádio Brasil Sul Ltda.		√		
		Rádio Clube do Pará PRC 5 Limitada - EPP		√		
		Rádio CBN (Rádio Excelsior S.A.)		√		
		Radio EBC - Empresa Brasil de Comunicação		√		
		Rádio Família 104.5 FM		√		
		Rádio Gaúcha S.A.		√		
		Rádio Globo S.A. - Rio de Janeiro		√		
		Rádio Globo - Sao Paulo		√		
		Rádio Jornal do Commercio (Rádio Miracema do Norte)		√		
		Rádio Jovem Pan (Radio Panamericana S.A.)		√		
		Rádio Liberdade de Caruaru Ltda.		√		
		Radio Manchete 760AM (Nasheh Comunicação Ltda.)		√		
		Rádio Metropole (Empresa Metropolitana de Radiodifusão Ltda.)		√		
		Rádio Olinda Pernambuco Ltda.		√		
		Rádio Paquerê Ltda.		√		
		Rádio Sociedade (Rádio Fundação Santo Antonio)		√		
		Rádio Transamérica de São Paulo Ltda.		√		
		Rádio Tupi S.A.		√		
		Rádio Verdes Mares Ltda.		√		
British Virgin Islands	FIFA	IMC - International Media Content Ltd.	√			√
Cayman Islands	FIFA	IMC - International Media Content Ltd.	√			√
Canada	FIFA	CBC - Canadian Broadcasting Corporation	√	√	√	√
		Bold TV	√			√
		SRC - Radio Canada	√	√		√
		TLN - Telelatino Network	√			√
		TVA Sports	√			√
		Rogers Sportsnet	√	√		√
		Fairchild	√			
		Bragg Ccommunications Inc.				√
		TSN Radio		√		
Chile	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Television Nacional de Chile (Canal 7)	√	√		√
		Canal 13 Spa	√	√		√
	OTI/Canal 13	Cdf / Canal de Futbol		√		
		Radio Agricultura		√		
		Radio Cooperativa		√		
		Radio Bio Bio		√		
	OTI/TVN Chile	ADN Radio		√		
		DirecTV Latin America	√			
	Tarrague (Esmas)	Telefonica Chile, Telefonica Moviles Chile, Telefonica Empresas Chile			√	



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AMERICAS</b>						
Colombia	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Tarrague (Esmas)			√	√
		Caracol Television S.A.	√			√
		Caracol Radio		√		
		RCN TV	√			
		RCN Radio		√		
		DirecTV Latin America	√			
	OTI/DirecTV	Win Sports S.A.S. (Extended Highlights)	√			
Costa Rica	Tarrague (Esmas)	Millicom Spain S.L. / Tigo			√	√
	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Tarrague (Esmas)			√	√
		Representaciones Televisivas Repretel S.A. (Canal 6)	√	√		√
	OTI/Repretel	Televisora de Costa Rica S.A. (Canal 7 / Teletica)	√	√		√
		Radio Monumental		√		
	OTI/Televisora de Costa Rica	Radio Colombia		√		
Cuba	FIFA	IMC - International Media Content Ltd.	√			√
Curaçao		IMC - International Media Content Ltd.	√			√
		Radio Hoyer NV		√		
Dominica	FIFA	IMC - International Media Content Ltd.	√			√
Dominican Republic	FIFA	IMC - International Media Content Ltd.	√			√
Ecuador	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Television del Pacifico Teledos S.A. (Canal 2 / Gamavision)	√	√		
		Telecentro Cadena Ecuatoriana de Television (Channel 10)	√	√		
		DirecTV Latin America	√			
	OTI/Canal 2 & OTI/Canal 10		√			
	OTI/Canal 10		√			
	OROMAR (Sistemas Globales de Comunicacion HCGLOBAL S.A.)		√			
El Salvador	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Tarrague (Esmas)			√	√
		Telecorporacion Salvadoreña (Canal 2, 4, 6)	√	√		√
French Overseas Territories (Americas)	FIFA	Millicom Spain S.L. / Tigo			√	√
		TF1 - Télévision Française 1 SA	√		√	√
	TF1	France Télévision	√		√	√
Grenada	FIFA	beIN SPORTS	√		√	√
		IMC - International Media Content Ltd.	√			√
Guatemala	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Radio Television Guatemala S.A. (Canal 3)	√	√		
		Telesiete S.A. (Canal 7)	√	√		
		Teleonce S.A. (Canal 11)	√	√		
		Trecevision S.A. (Canal 13)	√	√		
		Radio Cadena Sonora		√		
	OTI/Canal 3	Radio Red Deportiva / RCN Guatemala (Inversiones Also, S.A.)		√		
	Tarrague (Esmas)				√	√
Guyana	FIFA	Millicom Spain S.L. / Tigo	√			√
Haiti	FIFA	IMC - International Media Content Ltd.	√			√



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>AMERICAS</b>						
Honduras	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Telesistema Hondureño S.A. de C.V. (Canal 3 y 7)	√	√		
		Compania Televisora Hondureña S.A. de C.V. (Canal 5)	√	√		√
		Corporacion Centroamericana de Comunicacion S.A. de C.V. (VICA or Canal 2, 9, 13)	√	√		√
	OTI/Canal 5	Radio HRN (Emisoras Unidas)		√		
Jamaica	FIFA	Radio América (Audiovideo)		√		
		Millicom Spain S.L. / Tigo			√	√
	IMC	IMC - International Media Content Ltd.	√			√
Mexico	FIFA	CVM Television Ltd.	√			√
		OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
	OTI	Tarrague (Esmas / Televisa Deportes)			√	√
Montserrat	FIFA	Televisa S.A. de C.V.	√	√		√
		TV Azteca S.A. de C.V.	√	√		
	IMC	IMC - International Media Content Ltd.	√			√
Nicaragua	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas / Televisa Deportes)			√	√
	OTI	Televisión Centro de Nicaragua S.A. (Canal 2)	√	√		
Panama	FIFA	Radio y Televisión Nicaraguense, S.A. (Ratensa / Canal 10)	√	√		
		OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas / Televisa Deportes)			√	√
	OTI	Televisora Nacional, S.A. (Canal 2 & TV MAX)	√	√		√
		Corporacion Medcom Panama, S.A. (Canal 4, Cable Onda Sports, RPC, Telemetro)	√	√		√
		Cable Onda S.A.	√	√		
Paraguay	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas / Televisa Deportes)			√	√
	OTI	Television Cerro Cora, S.A. (Canal 9)	√	√		
		TV Accion S.A. / Telefuturo (Canal 4)	√	√		
	OTI/TV Cerro Cora	Radio La Red		√		
		Radio La Union		√		
	OTI/TV Accion/Telefuturo	Tigo Sports	√			
		Radio Cardinal AM (Teledifusora Paraguaya S.A.)		√		
		Radio Monumental		√		
		Radio Monte Carlo		√		
Peru	FIFA	Radio Montecarlo (Division 970 AM)		√		
		Tarrague (Esmas)			√	√
	OTI	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague			√	√
	OTI/ATV	ATV - Andina de Radiodifusion S.A.C. (Canal 9)	√	√		
	OTI	DirecTV Latin America	√			
Puerto Rico	FIFA	Radio RPP S.A.C.		√		
		DirecTV Latin America	√			
		Telefonica Moviles SA			√	
Suriname	FIFA	ESPN Inc.	√	√	√	√
		Futbol de Primera	√	√	√	√
St. Kitts & Nevis	FIFA	Univision (incl. Telefuturo & Galavision)	√	√	√	√
		IMC - International Media Content Ltd.	√			√
St. Lucia	FIFA	Surinaamse Televisie Stichting	√			√
		IMC - International Media Content Ltd.	√			√





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
AMERICAS						
St. Vincent	FIFA	IMC - International Media Content Ltd.	√			√
	IMC	Kelcom International	√			
Trinidad & Tobago	FIFA	IMC - International Media Content Ltd.	√			√
	IMC	One Caribbean Media Limited	√			√
Turks & Caicos	FIFA	IMC - International Media Content Ltd.	√			√
Uruguay	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Montecarlo TV S.A. (Canal 4)	√	√		√
		SAETA - Sociedad Anonima Emisoras de Television y Anexos (Canal 10)	√	√		
		Sociedad de Televisora Larranaga S.A. / Teledoce (Canal 12)	√	√		√
		CX22 Radio Universal (Difusora del Plata, S.A.)		√		
	OTI/Monte Carlo TV/SAETA/Canal 12	CS8 Radio Sarandi - 690 AM		√		
		Internacional AM 1480 (Rivera)		√		
		Radio Cristal (Lidasol S.A.)		√		
		Radio El Espectador 810 & 92.5 FM (Lanos S.A.)		√		
		Radio Oriental 770		√		
		Radio Sonora (S.A.D.R.E.P.)		√		
		Regueira y Barros S.H. (Hombre de Football)		√		
		Somerland S.A.		√		
	Miguel M. Racioppi		√			
	Tarrague (Esmas)	Antel (Baral Group, LLC)			√	
USA	FIFA	ESPN Inc.	√	√	√	√
		Futbol de Primera		√		
		Univision (incl. Telefutura & Galavision)	√	√	√	√
US Virgin Islands	FIFA	ESPN Inc.	√	√	√	√
		IMC - International Media Content Ltd.	√			√
Venezuela	FIFA	OTI - Organizacion de Telecomunicaciones Iberoamericanas, A.C.	√	√		
		Tarrague (Esmas)			√	√
	OTI	Continental T.V. C.A. (Meridiano TV)	√	√		
		Corporacion Venezolana de Television C.A. (Venevision / Canal 4)	√	√		
		Fundacion Venezolana Social TV (TVES)	√	√		
		DirecTV Latin America	√			
	OTI/Venevision	Union Radio Medios A.C.		√		
Tarrague (Esmas)	Vivo Play Holding	√	√	√	√	



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>ASIA</b>						
Brunei	FIFA	M-League Marketing Sdn Bhd	√	√	√	√
	M-League	Astro (Measat Broadcast Network Systems)			√	√
	Measat	Kristal Astro Sdn Bhd	√	√		
Bangladesh	FIFA	Radio Television Brunei	√	√		
	SONY	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	Seven3 Rockers	Seven3 Rockers Private Limited	√		√	√
		BTB	√			
		Maasranga TV (Maasranga Communications Ltd)	√			
Bhutan	FIFA	Gazi TV	√			
	SONY	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
Cambodia	SONY	Seven3 Rockers Private Limited	√		√	√
	FIFA	CBS - Cambodian Broadcasting System Co. Ltd.	√	√	√	√
China, Peoples Republic of	FIFA	CCTV - China Central Television	√	√	√	√
	CCTV	CNTV.cn			√	√
		Iqiyi.com			√	√
		LETV.com			√	√
		SINA.com				√
		SOHU.com			√	√
		Tencent			√	√
		YoukuTudou Inc.			√	√
Chinese Taipei	FIFA	ELTA Technology Co. Ltd.	√	√	√	√
	ELTA	TVBS (Liann Yee Production Co. Ltd)	√			
		PTS	√		√	√
		ChungHwa Telecom (Northern Taiwan Business Group Chunghwa Telecom Co. Ltd)			√	√
Hong Kong (Special Administrative Region)	FIFA	TVB - Television Broadcast Limited	√	√	√	
India	FIFA	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	SONY	All India Radio		√		
Indonesia, Republic of	FIFA	PT Inter Sports Marketing (ISM)	√	√	√	√
	ISM	PT Cakrawala Andalas Televisi (ANTV)	√			
		PT Lativi Mediakarya (TV ONE)	√			
		PT Visi Media Asia Tbk (VIVA)		√	√	√
		Kompas TV / PT Digital Vision Nusantara (K Vision)	√	√	√	√
		PT Bhakti Artha Persada (Channel name: domikado)	√			
		PT TSB - Teknologi Siaran Budiana	√			
		PT Radio Citra Bahana Limbangan		√		
		PT Telekomunikasi Selular			√	√
		Radio Republik Indonesia		√		
Japan	FIFA	Dentsu Inc.	√	√	√	√
	Dentsu	JC - Japan Consortium	√	√		√
		JC/Fuji TV	√	√		√
		JC/NHK	√	√		√
		JC/NTV	√	√		√
		JC/TV Asahi	√	√		√
		JC/TBS	√	√		√
		JC/TV Tokyo	√	√		√
		Legends Stadium			√	√
		Logtail Live Station			√	√
		Jorte			√	√
		Yahoo! Japan				√
		NextTV Forum (4K matches only)	√			
		Perform Media Japan K (Goal.com)				√
Korea DPR	FIFA	SBS International, Inc.	√	√	√	√
Kyrgyzstan	ABU - Asian Broadcasting Union		√			
	FIFA	Saran Media Limited	√	√	√	√
	Saran Media Limited	NTS - New Broadcasting Network	√			





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
ASIA						
Laos	FIFA	TVLAO Co. Ltd.	√	√	√	√
Macau	FIFA	Teledifusão de Macau S.A.	√	√	√	√
Malaysia	FIFA	M-League Marketing Sdn Bhd	√	√	√	√
	M-League	Astro (Measat Broadcast Network Systems)			√	√
		Esprit Media Sdn Bhd	√	√		
	Esprit Media	Radio Television Malaysia (RTM) (The Government of Malaysia)	√	√		
Maldives	FIFA	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	SONY	Seven3 Rockers Private Limited	√		√	√
	Seven3 Rockers	MBC - Maldives Broadcasting Corporation	√			
Mongolia	FIFA	Emerge Media LLC	√	√	√	√
	Emerge Media	Mobicom			√	
		Mass.mm				√
		Radio FMs 99.7 & Radio FM 105.5		√		
Myanmar	FIFA	Sky Net (Shwe Than Ltwin Media Company Ltd)	√	√		
Nepal	FIFA	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	SONY	Seven3 Rockers Private Limited	√		√	√
	Seven3 Rockers	Nepal Television	√			
		Kantipur Television	√			
Pakistan	FIFA	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	SONY	Seven3 Rockers Private Limited	√		√	√
	Seven3 Rockers	PTV	√			
		Ten Sports / Taj TV	√	√	√	√
Philippines	FIFA	ABS CBN (Balls TV)	√	√	√	√
Singapore	FIFA	SingNet Pte. Ltd. (SingTel)	√	√		√
	SingNet	Mediacorp TV Singapore Pte. Ltd.	√			√
South Korea	FIFA	SBS International, Inc.	√	√	√	√
	SBS	KBS - Korean Broadcasting System	√	√	√	√
		MBC - Munhwa Broadcasting Corporation	√	√	√	√
Sri Lanka	FIFA	MSM - Multi Screen Media Private Limited (SONY)	√	√	√	√
	SONY	Seven3 Rockers Private Limited	√		√	√
	Seven3 Rockers	SLRC (Sri Lanka Rupavahini Corporation)	√		√	
Tajikistan	FIFA	Saran Media Limited	√	√	√	√
Thailand	FIFA	RS International Broadcasting & Sports Management Co. Ltd (RSBS)	√	√	√	√
	RSBS	Advance Info Service Public Company Limited			√	
Timor-Leste	FIFA	RTTL, E.P.	√	√		
Turkmenistan	FIFA	Saran Media Limited	√	√	√	√
	Saran Media Limited	State Committee for Television, Radio broadcasting and Cinematography of Turkmenistan	√			
Uzbekistan	FIFA	Saran Media Limited	√	√	√	√
Vietnam	FIFA	MP & Silva Pte. Ltd	√	√	√	√
	MP & Silva Pte. Ltd	VTV Television	√	√	√	√
		News Corp (ballball.com)				√



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>EUROPE</b>						
Albania	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTV - Radiotelevizioni Shiqptar	√	√	√	√
		Digit-Alb (Supersport SS HD)	√			
	EBU/RTV Albania	Radio Tirana		√		
Andorra	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	beNI SPORTS	√		√	√
	FIFA	MediaPro (Gol TV)	√		√	√
Armenia	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	PTV - Public Television of Armenia	√	√	√	√
		Armenia TV & H2	√			
	EBU/PTV Armenia	ARM Radio - Public Radio of Armenia		√		
Austria	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	ORF - Oesterreichischer Rundfunk	√	√	√	√
		Krone Multimedia - krone.at				√
		Servus TV / Redbull Mediahouse	√			
		ATV	√			
		ProSiebenSat.1 PULS4	√			
		Ö1, Ö2, Ö3, FM4		√		
Azerbaijan	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	Ictimai	√	√	√	√
	EBU/Ictimai	Idman (idmantv.az)	√			√
Belarus	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	BTRC - Belaruskaja Tele-Radio Companija	√	√	√	√
	EBU/BTRC Belarus	1st Channel Radio Station "Belarus" / Radio "Stolitsa" / Radius FM		√		
Belgium	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTBF - Radio-Television Belge de la communauté Française	√	√	√	√
		VRT - Vlaamse Radi en Televisieomroep	√	√	√	√
		RTL (News only)	√			
	EBU/RTBF	Antenne Centre (News only)	√			
		Vivacité / La Première		√		
		VTM & TVL (News only)	√			
	EBU/VRT	Radio 1, Radio 2, MNM & Studio		√		
Bosnia-Herzegovina		Vivacité / La Première		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	BHRT - Radio - Televizija Bosne i Hercegovine	√	√	√	√
	EBU/BHRT	FTV & RTRS (News only)	√			
Bulgaria		BH Radio 1		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	BNT - Balgarska Nacionalna Televizija	√	√	√	√
		Mobitel EAD - mtel.bh / tv.mtel.bg			√	√
	EBU/BNT Bulgaria	Bulgarian National Radio		√		
Croatia		Horizont Channel (BG BNR)		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	HRT - Hrvatska Radiotelevizija	√	√	√	√
Cyprus	EBU/HRT Croatia	Hrvatski Radio		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	CYBC - Cyprus Broadcasting Corporation	√	√	√	√
Czech Republic	EBU/CYBC Cyprus	CYBC Radio 1, 2, 3, 4		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	CTV - Ceska Televize	√	√	√	√
	EBU/CTV Ceska	TV NOVA	√			
Denmark (incl. Greenland & Faroe Island)		Cesky Rozhlas 1 - Radiozurnal (CZ CR)		√		
	FIFA	SVT Sweden	√	√	√	√
	SVT Sweden	DR DK Danmarks Radio TV	√	√	√	√
Estonia		TV 2 Denmark	√	√	√	√
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	ERR - Eesti Rahvusringhääling - Estonian Public Broadcasting	√	√	√	√
	EBU/ERR Estonia	Vikerradio		√		



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>EUROPE</b>						
Finland	FIFA	SVT Sweden	✓	✓	✓	✓
	SVT Sweden	YLE Finland	✓	✓	✓	✓
France	FIFA	TF1 - Télévision Française 1 SA	✓		✓	✓
	TF1	beIN SPORTS				
	FIFA	Europe 1 Telecompagnie SAS		✓		
		Radio France		✓		
		RMC - Radio Monte Carlo		✓		
		RTL France (Ediradio SA)		✓		
Georgia	FIFA	RTV Slovenija Radio Slovenija	✓	✓	✓	✓
	EBU	GT - Georgian Public Broadcasting	✓	✓	✓	✓
	EBU/GT Georgia	Public Radio - 1 Channel / Radio Two - Georgian Radio		✓		
Germany	FIFA	SportA	✓	✓	✓	✓
	SportA	ARD	✓	✓	✓	✓
		ZDF	✓	✓	✓	✓
		RTL Television Germany (Highlights only)	✓			
	SportA/ARD/ZDF	SKY Deutschland (Highlights only)	✓			
		ProSiebenSat.1 (Highlights only)	✓			
		Magine TV			✓	✓
		BILD.de (Highlights only)			✓	✓
		DFB (Highlights only)				✓
	FIFA	Radio Antenne Bayern GmbH & Co. KG		✓		
		Radio BSC Broadcast Sachsen GmbH & Co. KG		✓		
		Radio Center Berlin		✓		
		Radio Hamburg GmbH & Co. KG		✓		
		Radio NRW GmbH		✓		
		Radio / Tele FFH GmbH		✓		
Greece	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
		EDT	✓	✓	✓	✓
		Radio Real FM		✓		
		Radio Novasports (Organismos Meson Mazikis Epikoinonias SA)		✓		
Hungary	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	MTV - Magyar Televizio	✓	✓	✓	✓
	EBU/MTV Hungary	DIGI Sport	✓			
		Magyar Radio 1 MR1		✓		
Iceland	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	RUV - Ríkisutvarpid (Icelandic National Broadcasting Service)	✓	✓	✓	✓
	EBU/RUV Iceland	365 Media Ltd (Stod 2 Sport)	✓			✓
		RUV - Rás 2		✓		
Ireland	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	RTE - Radio Telefis Eireann	✓	✓	✓	✓
	EBU/RTE Ireland	TV3	✓			
		TG4	✓			
		RTE Radio One & 2 FM		✓		
Israel	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	IBA - Israel Broadcasting Authority	✓	✓	✓	✓
	EBU/IBA	Charlton (Sport 1/2/HD)	✓		✓	✓
		CH2 (Reeshet - reshet.tv)	✓			✓
		IBA Radio "Kol Israel", Reshet Bet		✓		
Italy	FIFA	RAI - Radiotelevisione Italiana	✓	✓	✓	✓
	RAI	Sky Italia SRL	✓	✓		✓
	FIFA	RTL 102.5 Hit Radio S.R.L.		✓		
Kazakhstan	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	Kazakhstan TV & Radio (First Channel Eurasia & KasSport)	✓	✓	✓	✓
Kosovo	FIFA	EBU - European Broadcasting Union	✓	✓	✓	✓
	EBU	RTK - Radio Television Kosovo	✓	✓	✓	✓
	EBU/RTK Kosovo	Digit-Alb (SS Kosova HD)	✓		✓	
		Radio Kosova		✓		



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>EUROPE</b>						
Latvia	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	LV - Latvian TV	√	√	√	√
	EBU/Latvian TV	Latvian Radio (LV LR)		√		
Liechtenstein	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	SRG SSR (incl. SF, TSR, RSI, Raddio DRS, RSR, RSI Radio, Radio Rhaeto-Romania)	√	√	√	√
Lithuania	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	LT - Lietuvos Radijas ir Televizija	√	√	√	√
	EBU/LT Lithuania	LRT Radijas, LRT Opus, LRT Klasika		√		
Luxembourg	FIFA	RTL France (Ediradio SA)		√		
Macedonia	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	MKRTV - Macedonian Radio and Television	√	√	√	√
	EBU/MKRTV Macedonia	Macedonian Radio (MRA1, MRA2, MRA3)		√		
Malta	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	PBS - Public Broadcasting Services	√	√	√	√
	EBU/PBS Malta	One TV	√			
		Net TV	√			
		Smash TV	√			
		Favourite TV	√			
Moldova	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	TRM - Teleradio-Moldova	√	√	√	√
	EBU/TRM Moldova	Radio Moldova - Radio Moldova International		√		
Monaco	FIFA	TF1 - Télévision Française 1 SA	√		√	√
	TF1	beIN SPORTS	√		√	√
Montenegro	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTCG - Radio Television Montenegro	√	√	√	√
	EBU/RTCG Montenegro	Radio Montenegro		√		
Netherlands	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	NOS - Nederlandse Omroep Stichting	√	√	√	√
	EBU/NOS	SBS	√			
		RTL	√			
		FOX	√			
		Sports	√			
Norway	FIFA	SVT Sweden	√	√	√	√
	SVT Sweden	NRK Norway	√	√	√	√
		TV2 Norway	√	√	√	√
Poland	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	TVP - Telewizja Polska SA	√	√	√	√
	EBU/TVP Poland	Sports	√			
Portugal	FIFA	EBU - European Broadcasting Union	√	√	√	√
		Radio Noticias		√		
		Radio Renascença		√		
	EBU	RTP - Radio e Televisao Portugal	√	√	√	√
		COFINA (CMTV)	√			
		Sport TV	√		√	√
Romania	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	TVR - Televiziunea Romana	√	√	√	√
	EBU/TVR Romania	Radio Romania Broadcasting Corporation		√		





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>EUROPE</b>						
Russia	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTR - Rossijskoe Teleradio (All Russian State TV and Radio Broadcasting Company)	√	√	√	√
		Channel One Russia	√	√	√	√
	EBU/RTR/Channel One	NTV+	√			
		Radio Mayak		√		
San Marino	FIFA	Sportbox (www.sportbox.ru)				√
	RAI	RAI - Radiotelevisione Italiana	√	√	√	√
Serbia	RAI	Sky Italia SRL	√	√	√	√
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTS - Radiotelevizija Srbije	√	√	√	√
Slovakia	EBU/RTS Serbia	Radio Belgrade		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTVS - Radio and Television Slovakia	√	√	√	√
Slovenia	EBU/RTVS Slovakia	Radio Slovensko - Radio Regina - Radio FM - Radio Patria - Radio Devin		√		
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	RTVS - Radiotelevizija Slovenija	√	√	√	√
Spain	FIFA	RTV Slovenija Radio Slovenija		√		
		MediaPro (Gol TV)	√		√	√
		Mediaset Espana Comunicacion S.A.	√		√	√
		Radio Cadena Cope		√		
		Radio Cadena SER		√		
		Radio Onda Cero		√		
		Radio Radio Marca		√		
Sweden	Radio RNE			√		
	FIFA	SVT Sweden	√	√	√	√
	SVT Sweden	TV 4 Sweden	√	√	√	√
Switzerland		Sveriges Radio		√	√	√
	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	SRG SSR (incl. SF, TSR, RSI, Raddio DRS, RSR, RSI Radio, Radio Rhaeto-Romania)	√	√	√	√
Turkey	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	TRT - Türkiye Radyo-Televizyon Kurumu	√	√	√	√
	EBU/TRT Turkey	RTR Radio 1, TRT FM		√		
Ukraine	FIFA	EBU - European Broadcasting Union	√	√	√	√
	EBU	NTU - Natsionalna Telekompanya Ukrainy	√	√	√	√
	EBU/NTU Ukraine	1st Channel	√			
		Ukraine TV (TRBC - Television and Radio Broadcasting Company Ukraine, LLC)	√			√
		Football TV & Football Plus TV (TRBC - Television and Radio Broadcasting Company Ukraine, LLC)	√			√
		Digital Screens (oll.TV)				√
		(TRBC - Television and Radio Broadcasting Company Ukraine, LLC)				
		1st Channel ("The First") and 2nd ("Promin" - engl "Ray") UA NRU		√		
		Radio Company - Studio "1+1" (News only))		√		
	EBU/NTU/TRBC	Radio Company "Era" (News only)		√		
		"Hrvis-Kind" (2+2) (News only)		√		
		TV Channel "NTN" (News only)	√			
			√			
United Kingdom	FIFA	BBC	√	√	√	√
		ITV	√	√	√	√
		talkSPORTS Limited	√	√	√	√
Vatican State	FIFA	RAI - Radiotelevisione Italiana	√	√	√	√
	RAI	Sky Italia SRL	√	√	√	√



			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
<b>OCEANIA</b>						
American Samoa	FIFA	ESPN Inc.	√	√	√	√
		SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
Australia	Click Pacific	Samoa Quality Broadcasting Limited	√			
	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
Cook Islands	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
	Click Pacific	Elijah Communications T/A Cook Islands Television	√			
Federated State of Micronesia	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
Fiji	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
	Click Pacific	Mai TV	√		√	√
French Overseas Territories (Oceania)	FIFA	TF1 - Télévision Française 1 SA	√		√	√
		France Télévision	√		√	√
	TF1	beIN SPORTS	√		√	√
Guam	FIFA	ESPN Inc.	√	√	√	√
Kiribati	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
Nauru	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
Niue	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
New Zealand	FIFA	SBS - Special Broadcasting Services Corporation	√	√		√
		Sky Network Television Network	√	√	√	√
	SBS Australia	TVNZ - Television New Zealand Limited	√	√	√	√
Northern Mariana Island	FIFA	ESPN Inc.	√	√	√	√
		SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
Palau	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
Papua New Guinea	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
Samoa	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
Click Pacific	Click Pacific	Samoa Quality Broadcasting Limited	√			





			RIGHTS PROVISION			
TERRITORY	LICENSOR	MEDIA RIGHTS LICENSEE	TV	Radio	Mobile	Broadband Internet
OCEANIA						
Solomon Islands	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
	Click Pacific	SATSOL	√			
		Telekom Television Limited	√			
Tonga	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
Tuvalu	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
Vanuatu	FIFA	SBS - Special Broadcasting Services Corporation	√	√	√	√
		Click Pacific Limited			√	
	SBS Australia	MP & Silva	√			
	MP & Silva	Click Pacific Limited	√			√
NEWS ONLY						
Worldwide	FIFA	CNN - Cable News Network	√			
	FIFA	Deutsche Welle	√			
NEWS MATCH DAY-1 ONLY						
worldwide	FIFA	Agence France Press	√	√	√	√
		APTN	√	√	√	√
		BBC World Service	√	√	√	√
		Perform Group	√	√	√	√
		Reuters Limited	√	√	√	√
		SNTV	√	√	√	√
IN-FLIGHT & IN-SHIPS						
worldwide excl. Japan	FIFA	IMG Media Limited (TWI / Futbol Mundial)	√			



## 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 three 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 2014 FIFA World Cup Brazil™ in relation to the live and continuous transmission of the international TV signal of each match in a particular territory or territories.

**Peak average audience:** the highest average audience of any single programme from all broadcasts.

**Peak match audience:** the highest match audience, where all programmes for a match are considered (i.e. all live, delayed and repeat programmes).

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

**Unique Visitors:** the number of different people who access the video content. It is based upon one or more of the following types of information garnered from visitors: their IP address, their member name (if the particular site uses membership or if the visitor is part of a commercial service's panel), or their "cookies" (personal identification information).