



TV Audience results in 24 Countries

Columbus Media International

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- Columbus is made up of 28 independent media agencies, with combined billings of \$6 billion and 1,600 employees across over 40 offices.
- We are located in Europe, the Middle East, Latin America, North America and APAC.
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FIFA World Cup™ 2010

- The FIFA World Cup™ is one of the most-watched sporting events on Earth, attracting phenomenal interest from the football fans and the business world alike.
- The last tournament in South Africa was a special premiere in that it was the first time that the competition was hosted on African soil.
- With the cooperation of the members of its network, Columbus has monitored the tv viewing of the 64 matches in 24 countries.
- In the following pages are reported the key results and a comparison against the World Cup in Germany (2006).

Coverage: Countries and Agencies

<p>Argentina</p>  <p>IGNIS MEDIOS & COMUNICACION</p>	<p>Belgium</p>  <p>mundomedia smart solutions</p>	<p>Brazil</p>  <p>Singular arquitetura de mídia</p>	<p>Canada</p>  <p>COSSETTE MEDIA</p>	<p>France</p>  <p>COSPIRIT MEDIATRACK</p>
<p>Ger / Aus / Swi</p>  <p>MEDIAPLUS AGENCY GROUP FOR INNOVATIVE MEDIA</p>	<p>Greece</p>  <p>oxygen media</p>	<p>Ireland</p>  <p>GT MEDIA</p>	<p>Italy</p>  <p>mediaitalia</p>	<p>Japan</p>  <p>Asahi Advertising Inc.</p>
<p>Netherlands</p>  <p>EURIZON CREATIVE MEDIA FIRM</p>	<p>Perù</p>  <p>centralmedia</p>	<p>Poland</p>  <p>STAR media</p>	<p>Portugal</p>  <p>NOVA EXPRESSÃO</p>	<p>Romania</p>  <p>MEDIA INVESTMENT</p>
<p>Russia</p>  <p>Super Media</p>	<p>South Africa</p>  <p>RMS MEDIA</p>	<p>Spain</p>  <p>EQUIMEDIA XL</p>	<p>Sweden</p>  <p>Bizkit</p>	<p>UK</p>  <p>Walker media</p>
<p>Ukraine</p>  <p>361 UKRAINE</p>	<p>Uruguay</p>  <p>IGNIS MEDIOS & COMUNICACION</p>	<p>USA</p>  <p>horizonmedia</p>	<p>Venezuela</p>  <p>grupo ghersy COMUNICACIONES INTEGRADAS</p>	

Key Facts and Figures (1)

- The FIFA World Cup™ in South Africa had a cumulated audience of over 4 billion viewers, 4% higher than the 2006 World Cup in Germany.
Nevertheless, considering the average rating of matches, only 10 countries showed an increase. In particular Uruguay +55%, South Africa +46%, Portugal +26% and Spain +22%.
On the other side, there was a remarkable decrease in the countries of the big teams that didn't reach the finals, UK (-6%), Argentina (-9%), Brazil (-15%), France (-28%), Italy (-64%).
- The matches with the highest number of cumulated viewers were:
 - the final Netherlands vs Spain (187 million)
 - the two semifinals Germany vs Spain (139 mill) and Uruguay vs Netherlands (111 mill)
 - the quarter of final Argentina vs Germany (104 mill).The final for the third place ranked only 9th (97mill), while the most viewed match of Brazil (vs Korea DPR) ranked 6th (99 mill), even if it was played during the groups stage.
- The teams with the highest number of cumulated viewers were:
Spain (712 mill), Germany (676 mill) and Netherlands (551 mill).
- Those results depend on many factors, such as the importance of the match, the importance of the teams, the population of the countries involved and their interest for football, the number of matches played and last, but not least, the daypart (8.30 PM in South Africa corresponds to 3.30 AM in Japan and 2.30 PM in the US).
- England vs USA, broadcast at 8.30 PM in South Africa, is a good example.
In the UK had more than 17 million viewers (share: 67%, rating: 31%), while in the US had less than 14 million viewers (share: 22%, rating 5%).

Key Facts and Figures (2)

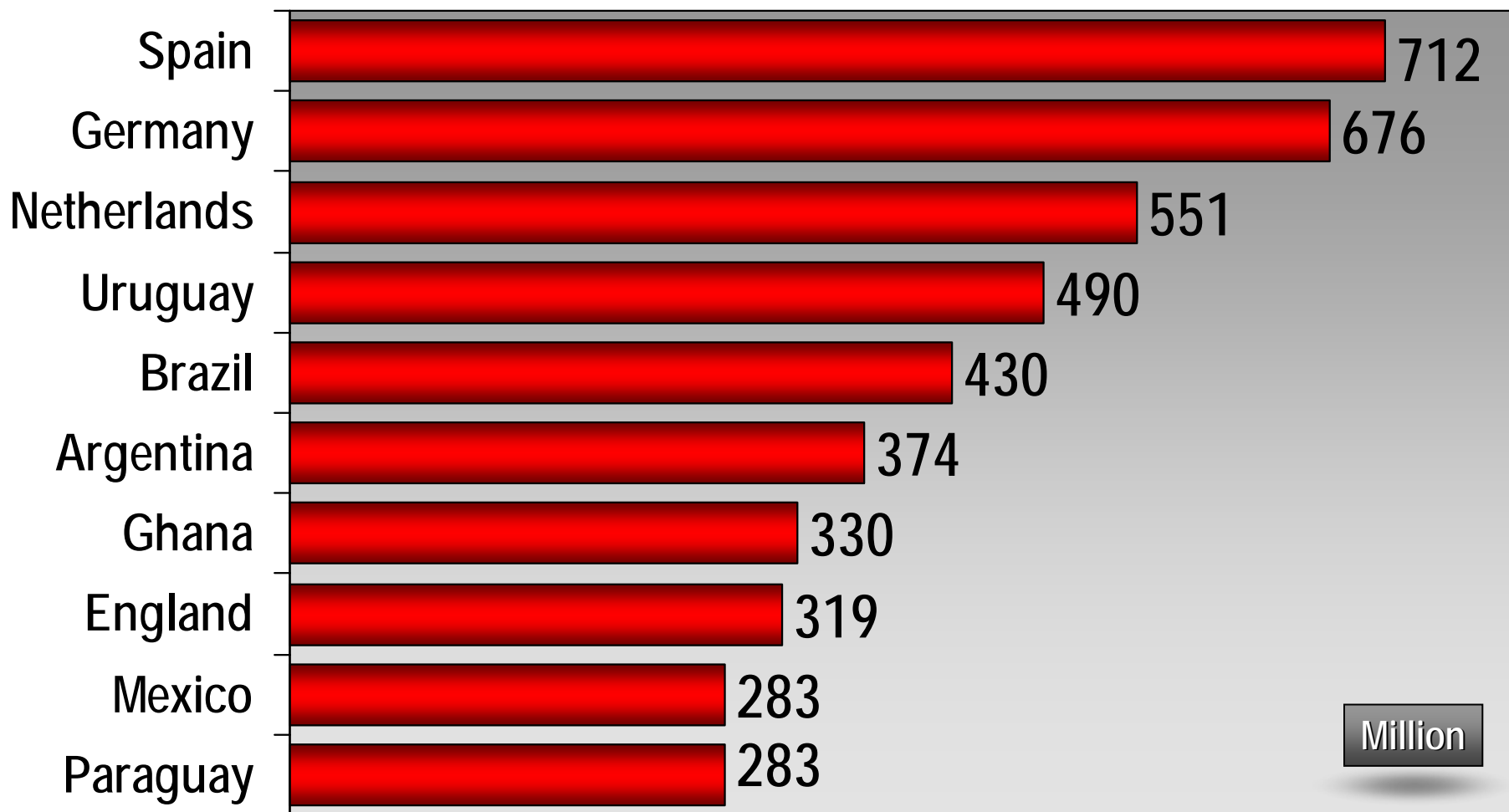
- In most countries all the 64 matches were broadcast live, sometimes in simulcast on different tv stations.
- Averaging across all matches, the countries scoring the highest rating were: Netherlands (16,7%), Uruguay (16,4%), the German speaking countries (14%), Japan (13,9%) and South Africa (13,1%).
The low average of countries such as Italy (7,3%), Portugal (7,2%) and Spain (6,7%) was due to the fact that many matches were broadcast exclusively by pay-tv channels, whose audience is far lower than mainstream free channels.
- The final Netherlands vs Spain was the match with the highest audience only in the countries not taking part to the tournament.
- In the other countries, independently from their performance, the matches of the national teams had the highest audience.
As an example, in Italy the match Italy vs Paraguay had over 21 million viewers (rating: 37,4%), while the final got 15 million viewers (rating: 26,4%).
The US were an exception as the final achieved the record audience of over 20 million viewers (rating: 7%), thanks to the contribution of the hispanic community, while USA vs Ghana had less than 17 million viewers (rating: 5,8%).
- Match with the highest rating: Paraguay vs Japan, 57% in Japan.
- Match with the highest share: Netherlands vs Denmark, 93% in Netherlands.

Top-10 matches by cumulated audience



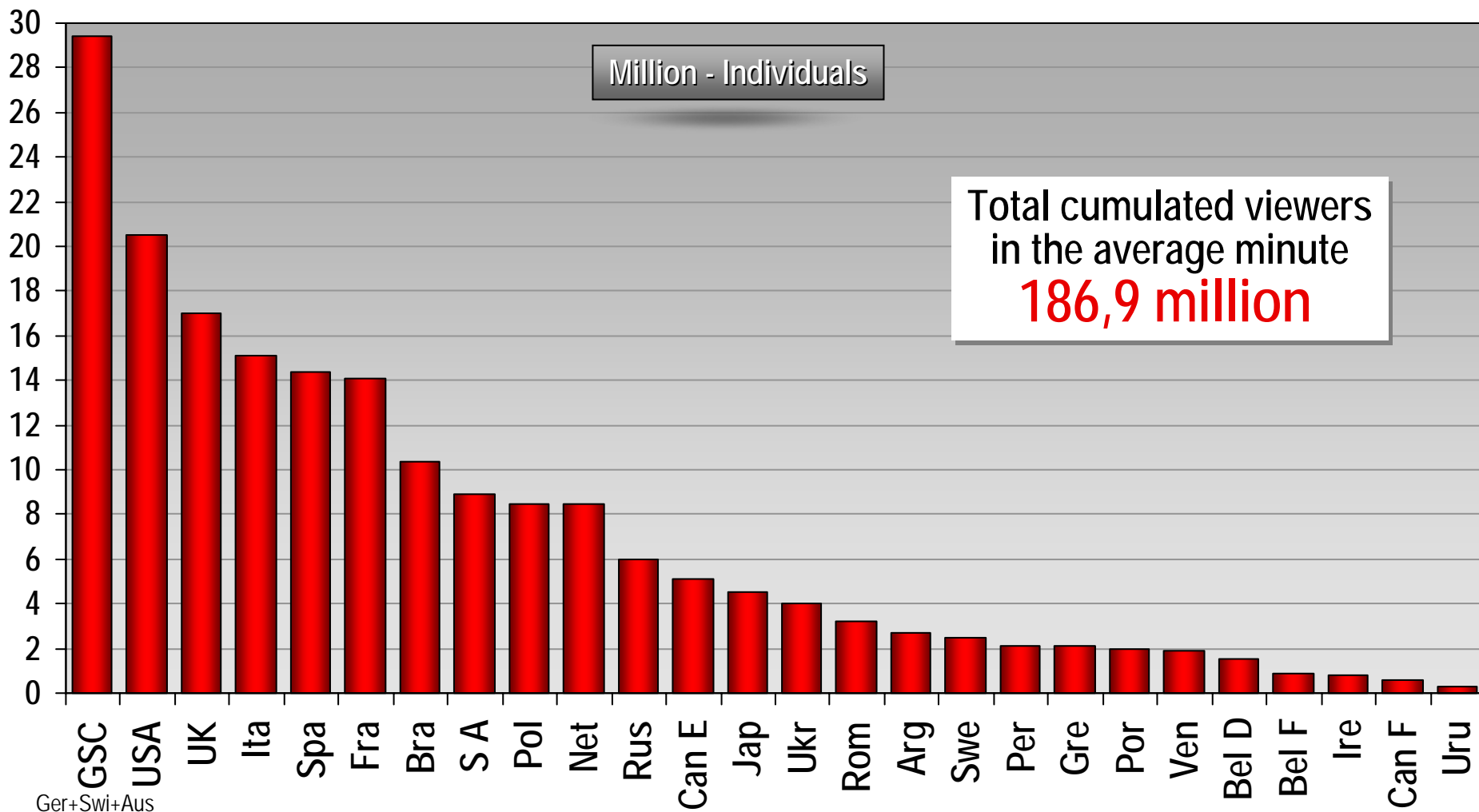
Note: sum of the individuals in the average minute of each match
Korea DPR: Democratic People's Republic of Korea (North Korea)

Top-10 Teams by cumulated audience



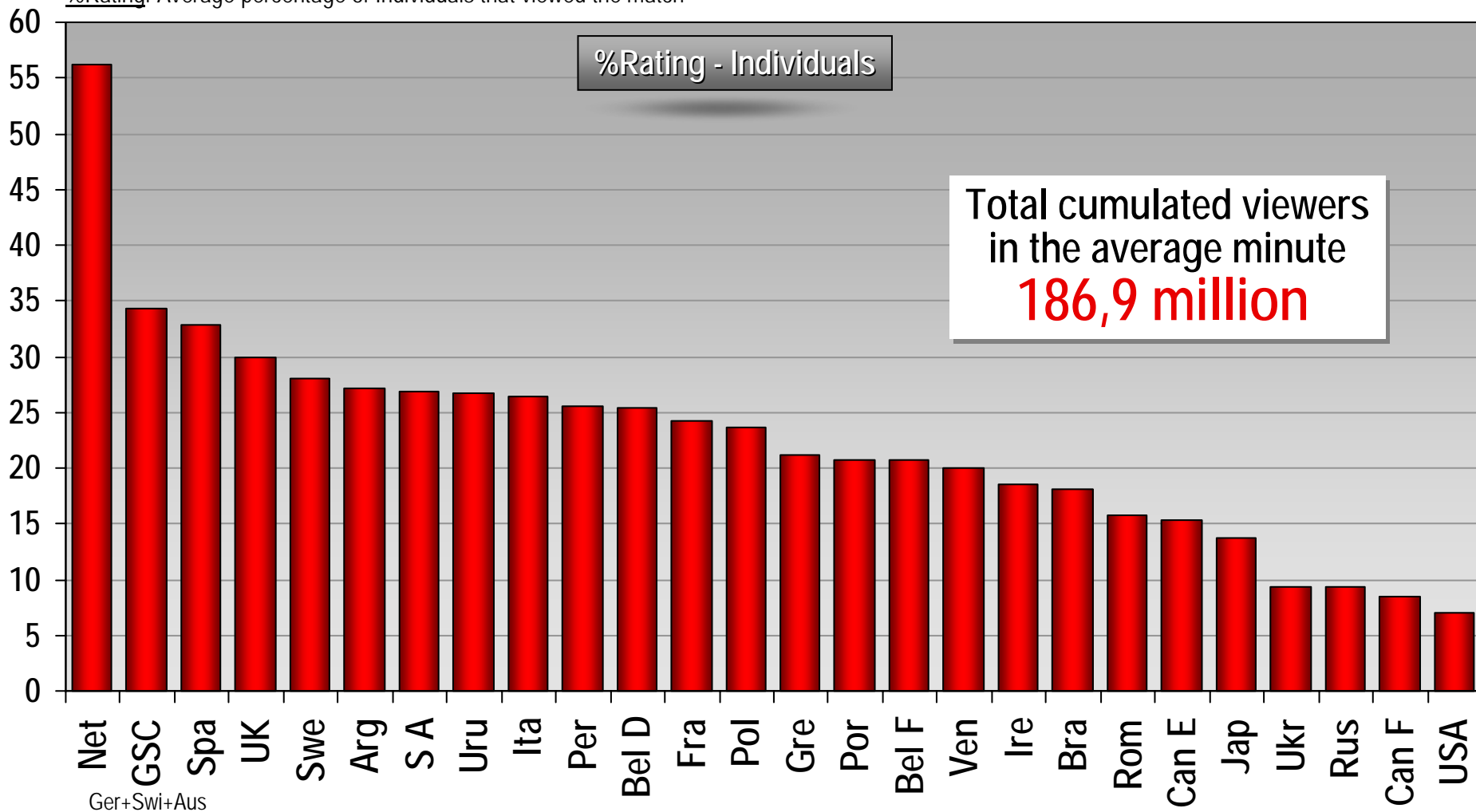
Note: sum of the individuals in the average minute of each match

Netherlands vs Spain by Country



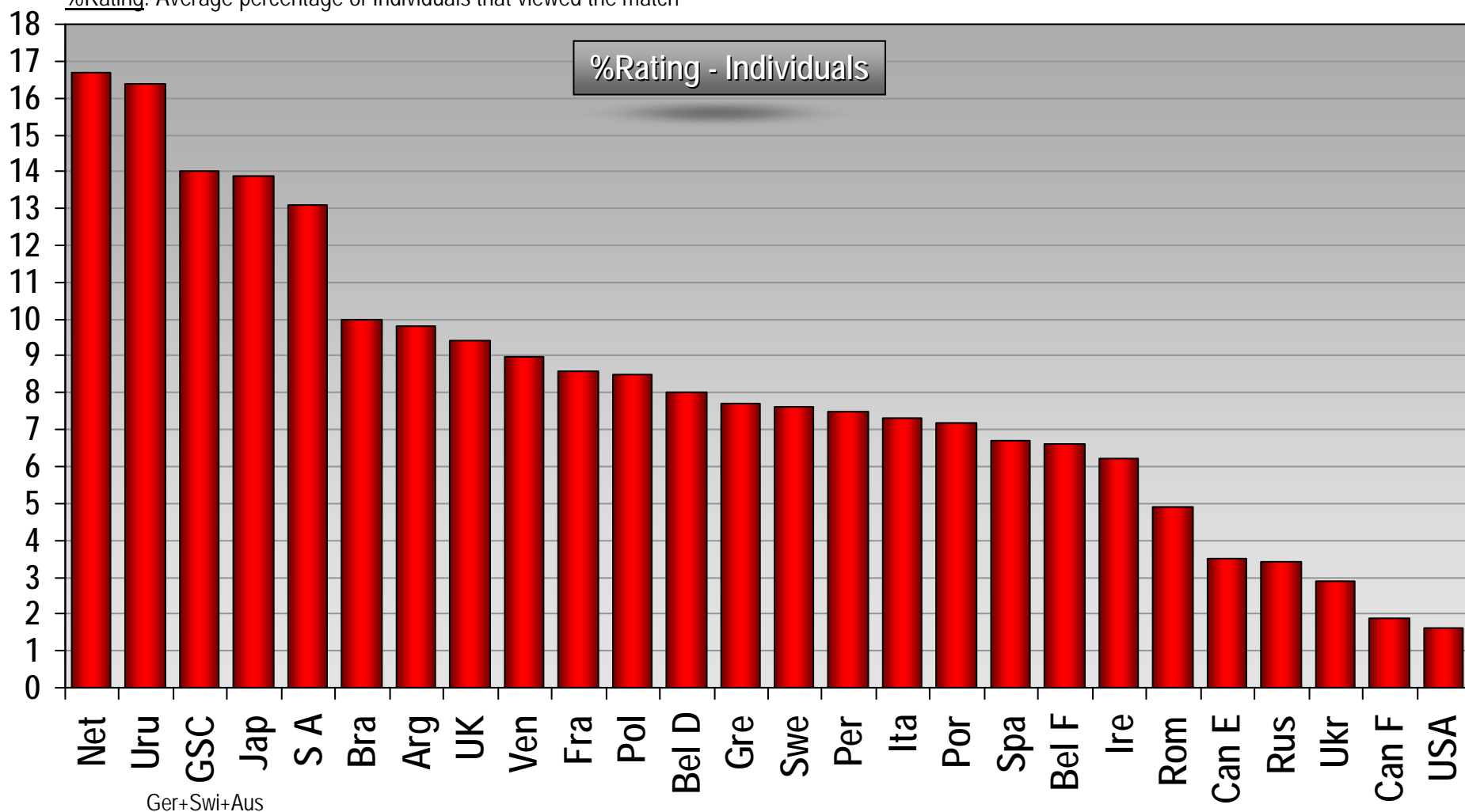
Netherlands vs Spain by Country

%Rating: Average percentage of Individuals that viewed the match



All matches - Average Rating by Country

%Rating: Average percentage of Individuals that viewed the match



All matches - Average Rating by Country 2010 vs 2006

Germany 2006: Yes - South Africa 2010: No

Country	Rating	%Var. vs 2006
Poland	8,5	-8%
Sweden	7,6	-25%
Ukraine	2,9	-57%

Germany 2006: Yes - South Africa 2010: Yes

Country	Rating	%Var. vs 2006
Portugal	7,2	28%
Spain	6,7	22%
Japan	13,9	17%
USA	1,6	4%
Netherlands	16,7	-3%
UK	9,4	-6%
Argentina	9,8	-9%
GSC	14,0	-13%
Brazil	10,0	-15%
France	8,6	-28%
Italy	7,3	-64%

Germany 2006: No - South Africa 2010: No

Country	Rating	%Var. vs 2006
English Canada	3,5	152%
Dutch Belgium	8,0	50%
Perù	7,5	6%
French Belgium	6,6	0%
Ireland	6,2	-9%
Venezuela	9,0	-15%
Russia	3,4	-15%
French Canada	1,9	-15%
Romania	4,9	-44%

Germany 2006: No - South Africa 2010: Yes

Country	Rating	%Var. vs 2006
Uruguay	16,4	55%
South Africa	13,1	46%
Greece	7,7	-10%

Legenda: presence of the National team at the FIFA World Cup in Germany and or in South Africa

%Rating: Average percentage of Individuals that viewed the match

Top Match by Country

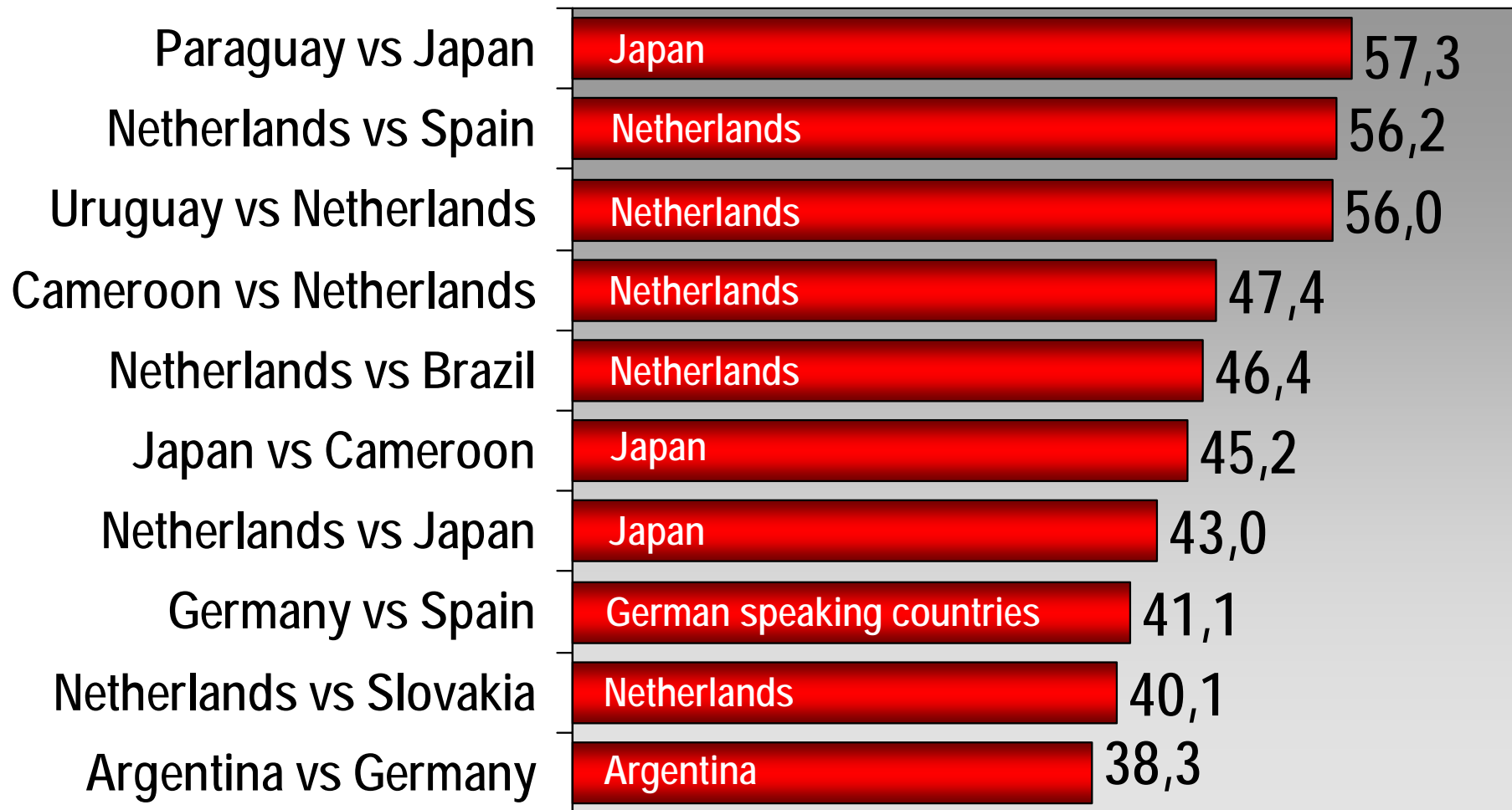
Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Argentina	Argentina vs Germany	Quarter-finals	0-4	3/7/10	11.00	3.769.000	38,3	90,3
Brazil	Brazil vs Chile	Round of 16	3-0	28/6/10	15.30	17.112.900	29,7	na
Dutch Belgium	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	1.487.709	25,4	67,3
French Belgium	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	877.077	20,8	56,6
English Canada	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	5.130.600	15,3	55,9
French Canada	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	574.600	8,5	35,1
France	Uruguay vs France	Groups	0-0	11/6/10	20.30	14.990.000	25,7	57,0
German Speaking Countries	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	35.221.410	41,1	84,0
Greece	Greece vs Argentina	Groups	0-2	22/6/10	20.30	2.473.652	24,5	52,9
Ireland	Netherlands vs Spain	Final 1-2	0-1	11/7/10	19.30	762.200	18,5	49,1
Italy	Italy vs Paraguay	Groups	1-1	14/6/10	20.30	21.449.337	37,4	71,7
Japan	Paraguay vs Japan	Round of 16	5-3	29/6/10	23.00	18.702.760	57,3	77,8
Netherlands	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	8.512.000	56,2	90,6
Perù	Netherlands vs Spain	Final 1-2	0-1	11/7/10	13.30	2.147.500	25,6	78,9
Poland	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	8.535.353	23,7	59,9
Portugal	Spain vs Portugal	Round of 16	1-0	29/6/10	19.30	2.841.900	30,1	78,3
Romania	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	3.191.000	15,8	42,9
Russia	Netherlands vs Brazil	Quarter-finals	2-1	2/7/10	18.00	7.161.540	11,1	25,3
South Africa	South Africa vs Mexico	Groups	1-1	11/6/10	16.00	10.064.326	30,1	87,0
Spain	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	14.388.000	32,8	83,8
Sweden	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	2.527.842	28,1	72,3
UK	England vs Algeria	Groups	0-0	18/6/10	19.30	18.738.906	33,0	69,5
Ukraine	Netherlands vs Spain	Final 1-2	0-1	11/7/10	21.30	3.963.366	9,3	32,3
Uruguay	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	15.30	352.000	29,5	83,2
USA	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	20.472.000	7,0	26,9
Venezuela	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.00	1.858.367	20,0	70,9

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-10 matches by Rating/Country



%Rating

%Rating: Average percentage of Individuals that viewed a match

Source: Columbus Media International

Top-10 matches by Share/Country

Netherlands vs Denmark	Netherlands	93,2
Netherlands vs Brazil	Netherlands	93,1
Netherlands vs Japan	Netherlands	91,0
Netherlands vs Slovakia	Netherlands	90,7
Netherlands vs Spain	Netherlands	90,6
Argentina vs Germany	Argentina	90,3
Argentina vs Korea Republic	Argentina	89,7
Argentina vs Mexico	Argentina	89,4
South Africa vs Mexico	South Africa	87,0
Uruguay vs Netherlands	Netherlands	86,9

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

%Share

Network Team Head-to-Head Compared Ratings (1)

Country 1 vs Country 2	Result	Rating in Country 1		Rating in Country 2
Portugal vs Brazil	0-0	20,4	VS	28,1
USA vs England	1-1	4,7	VS	31,1
Uruguay vs France	0-0	22,1	VS	25,7
South Africa vs Uruguay	0-3	29,2	VS	21,9
France vs South Africa	1-2	14,0	VS	28,2
Netherlands vs Japan	1-0	37,7	VS	43,0
Greece vs Argentina	0-2	24,5	VS	34,6

%Rating: Average percentage of Individuals that viewed the match

Source: Columbus Media International

Network Team Head-to-Head Compared Ratings (2)

Country 1 vs Country 2	Result	Rating in Country 1		Rating in Country 2
Germany vs England	4-1	33,1	VS	26,6
Spain vs Portugal	1-0	30,4	VS	30,1
Netherlands vs Brazil	2-1	46,4	VS	28,0
Argentina vs Germany	0-4	38,3	VS	33,7
Uruguay vs Netherlands	2-3	29,5	VS	56,0
Germany vs Spain	0-1	41,1	VS	32,0
Uruguay vs Germany	2-3	16,3	VS	30,9
Netherlands vs Spain	0-1	56,2	VS	32,8

%Rating: Average percentage of Individuals that viewed the match

Source: Columbus Media International

Top-5 matches by Country (1)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Spain	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	14.388.000	32,8	83,8
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	14.007.000	32,0	81,5
	Spain vs Honduras	Groups	2-0	21/6/10	20.30	13.509.000	30,8	73,3
	Spain vs Portugal	Round of 16	1-0	29/6/10	20.30	13.363.000	30,4	75,7
	Chile vs Spain	Groups	1-2	25/6/10	20.30	11.531.000	26,3	74,2
	Average values							
	Groups					2.134.268	4,9	14,7
	Round of 16					3.667.125	8,4	24,7
	Quarter-finals					3.895.000	8,9	28,3
	Semi-finals					8.923.000	20,4	60,8
	Finals					9.113.500	20,8	62,0
	All matches					2.956.053	6,7	20,3

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Netherlands	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	8.512.000	56,2	90,6
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	8.488.000	56,0	86,9
	Cameroon vs Netherlands	Groups	1-2	24/6/10	20.30	7.188.000	47,4	83,4
	Netherlands vs Brazil	Quarter-finals	2-1	2/7/10	16.00	7.027.000	46,4	93,1
	Netherlands vs Slovakia	Round of 16	2-1	28/6/10	16.00	6.072.000	40,1	90,7
	Average values							
	Groups					1.972.750	13,0	49,4
	Round of 16					2.973.750	19,6	59,4
	Quarter-finals					4.401.250	29,1	72,6
	Semi-finals					6.827.500	45,1	79,3
	Finals					6.083.000	40,2	77,2
	All matches					2.529.813	16,7	53,9

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (2)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
German Speaking Countries	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	35.221.410	41,1	84,0
	Ghana vs Germany	Groups	0-1	23/6/10	20.30	32.513.375	38,0	78,1
	Germany vs Australia	Groups	4-0	13/6/10	20.30	31.155.035	36,4	73,2
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	29.388.350	34,3	75,1
	Argentina vs Germany	Quarter-finals	0-4	3/7/10	16.00	28.829.592	33,7	85,8
	Average values							
	Groups					10.028.525	11,7	40,6
	Round of 16					12.859.468	15,0	47,2
	Quarter-finals					17.451.328	20,4	60,6
	Semi-finals					28.953.299	33,8	72,2
	Finals					27.915.013	32,6	75,2
	All matches					11.996.670	14,0	44,8

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Uruguay	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	15.30	352.000	29,5	83,2
	Uruguay vs Korea Republic	Round of 16	2-1	26/6/10	11.00	324.500	27,2	78,5
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	15.30	318.500	26,7	75,6
	Uruguay vs Ghana	Quarter-finals	5-3	2/7/10	15.30	305.300	25,6	77,4
	Uruguay vs France	Groups	0-0	11/6/10	15.30	264.500	22,1	73,9
	Average values							
	Groups					167.943	14,0	69,1
	Round of 16					239.775	20,1	71,2
	Quarter-finals					260.400	21,8	76,2
	Semi-finals					287.350	24,1	78,8
	Finals					256.296	21,5	76,5
	All matches					196.580	16,4	70,9

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (3)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
UK	England vs Algeria	Groups	0-0	18/6/10	19.30	18.738.906	33,0	69,5
	England vs USA	Groups	1-1	12/6/10	19.30	17.670.709	31,1	67,1
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	19.30	16.966.172	29,9	60,3
	Germany vs England	Round of 16	4-1	27/6/10	15.00	15.085.445	26,6	81,3
	Slovenia vs England	Groups	0-1	23/6/10	15.00	11.869.489	20,9	72,4
	Average values							
	Groups					4.603.326	8,1	31,9
	Round of 16					6.420.547	11,3	50,4
	Quarter-finals					5.733.037	10,1	36,3
	Semi-finals					10.227.420	18,0	43,4
	Finals					11.616.654	20,4	46,2
	All matches					5.318.350	9,4	35,4

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Ireland	Netherlands vs Spain	Final 1-2	0-1	11/7/10	19.30	762.200	18,5	49,1
	Germany vs Spain	Semi-finals	0-1	7/7/10	19.30	569.100	13,8	39,2
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	19.30	550.000	13,3	37,8
	England vs USA	Groups	1-1	12/6/10	19.30	457.200	11,1	36,6
	Uruguay vs Ghana	Quarter-finals	5-3	2/7/10	19.30	430.000	10,4	34,6
	Average values							
	Groups					209.978	5,1	27,7
	Round of 16					296.525	7,2	29,7
	Quarter-finals					329.375	8,0	33,7
	Semi-finals					559.550	13,6	38,5
	Finals					558.750	13,5	37,9
	All matches					255.811	6,2	29,1

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (4)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Italy	Italy vs Paraguay	Groups	1-1	14/6/10	20.30	21.449.337	37,4	71,7
	Italy vs New Zealand	Groups	1-1	20/6/10	16.00	18.279.838	31,9	79,0
	Slovakia vs Italy	Groups	3-2	24/6/10	16.00	16.114.221	28,1	84,1
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	15.148.950	26,4	68,7
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	13.057.805	22,8	55,2
	Average values							
	Groups					3.489.360	6,1	16,9
	Round of 16					4.550.790	7,9	23,5
	Quarter-finals					3.960.600	6,9	31,8
	Semi-finals					12.214.207	21,3	52,0
	Finals					11.622.344	20,3	58,5
	All matches					4.178.298	7,3	21,0

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
France	Uruguay vs France	Groups	0-0	11/6/10	20.30	14.990.000	25,7	57,0
	France vs Mexico	Groups	0-2	17/6/10	20.30	14.734.000	25,2	54,9
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	14.060.200	24,2	63,1
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	10.880.900	18,9	49,2
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	9.469.000	16,2	42,1
	Average values							
	Groups					4.325.693	7,6	30,1
	Round of 16					5.033.500	8,6	33,4
	Quarter-finals					6.010.250	10,3	42,7
	Semi-finals					10.174.950	17,6	45,7
	Finals					10.051.300	17,3	51,1
	All matches					4.949.384	8,6	32,7

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (5)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Portugal	Spain vs Portugal	Round of 16	1-0	29/6/10	19.30	2.841.900	30,1	78,3
	Portugal vs Korea DPR	Groups	7-0	21/6/10	12.30	2.004.300	21,2	78,4
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	19.30	1.967.100	20,8	60,0
	Portugal vs Brazil	Groups	0-0	25/6/10	15.00	1.927.900	20,4	83,9
	Brazil vs Korea DPR	Groups	2-1	15/6/10	19.30	1.484.800	15,7	46,8
	Average values							
	Groups					553.800	5,9	23,9
	Round of 16					906.163	9,6	36,4
	Quarter-finals					929.050	9,8	45,4
	Semi-finals					1.384.550	14,6	50,2
	Finals					1.516.250	16,1	52,7
	All matches					677.336	7,2	28,5

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Greece	Greece vs Argentina	Groups	0-2	22/6/10	20.30	2.473.652	24,5	52,9
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	2.144.749	21,2	63,9
	Korea Republic vs Greece	Groups	2-0	12/6/10	13.30	2.025.095	20,0	60,3
	Greece vs Nigeria	Groups	2-1	17/6/10	16.00	1.859.720	18,4	60,7
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	1.576.541	15,6	43,3
	Average values							
	Groups					703.621	7,0	23,2
	Round of 16					766.060	7,6	26,0
	Quarter-finals					952.564	9,4	38,7
	Semi-finals					1.373.166	13,6	39,0
	Finals					1.561.725	15,4	51,8
	All matches					774.724	7,7	25,9

AMR: Average number of Individuals that viewed a match

%Rating: Average percentage of Individuals that viewed a match

%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (6)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Dutch Belgium	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	1.487.709	25,4	67,3
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	1.148.134	19,6	49,7
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	980.237	16,8	47,3
	Brazil vs Côte d'Ivoire	Groups	3-1	20/6/10	20.30	707.850	12,1	30,4
	Spain vs Portugal	Round of 16	1-0	29/6/10	20.30	696.047	11,9	34,8
	Average values							
	Groups					381.241	6,5	36,6
	Round of 16					455.303	7,8	39,3
	Quarter-finals					550.768	13,0	46,0
	Semi-finals					1.064.186	18,2	48,5
	Finals					1.042.458	17,8	52,7
	All matches					451.936	8,0	38,6

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
French Belgium	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	877.077	20,8	56,6
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	626.897	14,8	40,6
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	546.179	12,9	35,1
	Spain vs Portugal	Round of 16	1-0	29/6/10	20.30	514.823	12,2	33,2
	Italy vs Paraguay	Groups	1-1	14/6/10	20.30	490.109	11,6	25,9
	Average values							
	Groups					234.715	5,6	23,1
	Round of 16					327.002	7,7	31,8
	Quarter-finals					358.218	8,5	37,2
	Semi-finals					586.538	13,9	37,8
	Finals					615.934	14,6	42,7
	All matches					276.877	6,6	26,1

AMR: Average number of Individuals that viewed a match

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Top-5 matches by Country (7)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Poland	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	8.535.353	23,7	59,9
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	6.612.588	18,4	45,9
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	5.898.656	16,4	41,9
	Uruguay vs Germany	Final 3-4	2-3	10/7/10	20.30	5.352.387	14,9	46,6
	Brazil vs Korea DPR	Groups	2-1	15/6/10	20.30	4.579.986	12,7	33,3
	Average values							
	Groups					2.617.918	7,3	27,3
	Round of 16					3.255.620	9,1	32,0
	Quarter-finals					3.518.440	9,8	38,8
	Semi-finals					6.255.622	17,4	43,9
	Finals					6.943.870	19,3	53,3
	All matches					3.057.758	8,5	30,3

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Romania	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	3.191.000	15,8	42,9
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	2.543.040	12,6	32,6
	Uruguay vs Germany	Final 3-4	2-3	10/7/10	20.30	1.973.220	9,8	27,4
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	1.962.870	9,7	27,2
	Spain vs Portugal	Round of 16	1-0	29/6/10	20.30	1.642.680	8,1	22,3
	Average values							
	Groups					791.885	3,9	14,7
	Round of 16					1.210.330	6,0	19,4
	Quarter-finals					1.407.793	7,0	26,3
	Semi-finals					2.252.955	11,1	29,9
	Finals					2.582.110	12,8	35,1
	All matches					984.288	4,9	17,1

AMR: Average number of Individuals that viewed a match

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%Share: Viewers of a match expressed as a percentage of total Tv viewers during the same time interval

Top-5 matches by Country (8)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Sweden	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	2.527.842	28,1	72,3
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	1.572.367	14,5	49,4
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	20.30	1.522.558	16,9	48,8
	Brazil vs Korea DPR	Groups	2-1	15/6/10	20.30	1.342.377	15,1	40,8
	Brazil vs Côte d'Ivoire	Groups	3-1	20/6/10	20.30	1.282.664	14,4	37,7
	Average values							
	Groups					547.899	6,1	32,7
	Round of 16					873.811	9,8	46,6
	Quarter-finals					926.487	10,3	58,2
	Semi-finals					1.547.463	15,7	49,1
	Finals					1.785.862	19,8	60,2
	All matches					684.354	7,6	37,5

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Ukraine	Netherlands vs Spain	Final 1-2	0-1	11/7/10	21.30	3.963.366	9,3	32,3
	Germany vs Spain	Semi-finals	0-1	7/7/10	21.30	3.308.104	7,8	25,3
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	21.30	2.511.531	5,9	20,2
	Uruguay vs Germany	Final 3-4	2-3	10/7/10	21.30	2.404.013	5,7	21,2
	Italy vs Paraguay	Groups	1-1	14/6/10	21.30	1.967.454	4,6	15,5
	Average values							
	Groups					1.061.297	2,5	12,1
	Round of 16					1.330.278	3,1	13,4
	Quarter-finals					1.622.945	3,8	17,8
	Semi-finals					2.909.818	6,8	22,8
	Finals					3.183.690	7,5	26,7
	All matches					1.254.114	2,9	13,4

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Top-5 matches by Country (9)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Russia	Netherlands vs Brazil	Quarter-finals	2-1	2/7/10	18.00	7.161.540	11,1	25,3
	Germany vs England	Round of 16	4-1	27/6/10	18.00	6.080.500	9,4	19,8
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	22.30	5.993.000	9,3	37,3
	South Africa vs Mexico	Groups	1-1	11/6/10	18.00	5.466.810	8,5	19,8
	Paraguay vs Japan	Round of 16	5-3	29/6/10	18.00	5.239.820	8,2	18,3
	Average values							
	Groups					1.661.251	2,6	10,2
	Round of 16					3.355.115	5,2	16,8
	Quarter-finals					4.030.520	6,4	22,9
	Semi-finals					4.514.735	7,0	28,2
	Finals					4.717.015	7,3	31,8
	All matches					2.205.728	3,4	13,0

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Japan	Paraguay vs Japan	Round of 16	5-3	29/6/10	23.00	18.702.760	57,3	77,8
	Japan vs Cameroon	Groups	1-0	14/6/10	23.00	14.753.311	45,2	71,8
	Netherlands vs Japan	Groups	1-0	19/6/10	20.30	14.035.230	43,0	51,8
	Denmark vs Japan	Groups	1-3	24/6/10	3.30	11.652.505	35,7	84,6
	Argentina vs Germany	Quarter-finals	0-4	3/7/10	23.00	7.800.976	23,9	46,4
	Average values							
	Groups					4.672.032	14,3	30,1
	Round of 16					4.875.610	14,9	38,0
	Quarter-finals					3.802.568	11,7	35,6
	Semi-finals					2.725.446	8,4	54,3
	Finals					4.471.689	13,7	51,2
	All matches					4.536.970	13,9	33,6

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Top-5 matches by Country (10)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share	
Argentina	Argentina vs Germany	Quarter-finals	0-4	3/7/10	11.00	3.769.000	38,3	90,3	
	Argentina vs Mexico	Round of 16	3-1	27/6/10	15.30	3.758.300	38,2	89,4	
	Argentina vs Nigeria	Groups	1-0	12/6/10	11.00	3.441.900	35,0	85,6	
	Greece vs Argentina	Groups	0-2	22/6/10	15.30	3.401.600	34,6	85,1	
	Argentina vs Korea Republic	Groups	4-1	17/6/10	8.30	3.163.500	32,2	89,7	
	Average values								
	Groups					761.481	7,7	31,7	
	Round of 16					1.371.599	13,9	47,2	
	Quarter-finals					1.753.335	17,8	56,6	
	Semi-finals					1.487.900	15,1	55,4	
	Finals					2.129.650	21,6	66,5	
	All matches					965.192	9,8	37,0	

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Brazil	Brazil vs Chile	Round of 16	3-0	28/6/10	15.30	17.112.900	29,7	na
	Brazil vs Korea DPR	Groups	2-1	15/6/10	15.30	16.715.960	29,0	na
	Netherlands vs Brazil	Quarter-finals	2-1	2/7/10	11.00	16.165.000	28,0	na
	Portugal vs Brazil	Groups	0-0	25/6/10	11.00	15.955.630	27,7	na
	Brazil vs Côte d'Ivoire	Groups	3-1	20/6/10	15.30	15.214.950	26,4	na
	Average values							
	Groups					5.120.751	8,9	na
	Round of 16					7.661.540	13,3	na
	Quarter-finals					8.971.980	15,6	na
	Semi-finals					5.850.300	10,2	na
	Finals					7.994.935	13,9	na
	All matches					5.791.668	10,0	na

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Top-5 matches by Country (11)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Venezuela	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.00	1.858.367	20,0	70,9
	Argentina vs Mexico	Round of 16	3-1	27/6/10	14.00	1.483.042	16,7	65,7
	Argentina vs Germany	Quarter-finals	0-4	3/7/10	9.30	1.307.035	14,7	72,9
	Brazil vs Côte d'Ivoire	Groups	3-1	20/6/10	14.00	1.215.678	13,6	66,6
	Germany vs Spain	Semi-finals	0-1	7/7/10	14.00	1.210.467	13,6	59,7
	Average values							
	Groups					715.702	8,0	52,8
	Round of 16					952.517	10,7	56,7
	Quarter-finals					1.010.636	11,3	58,4
	Semi-finals					1.102.707	12,4	55,1
	Finals					1.372.361	14,6	59,3
	All matches					807.873	9,0	54,1

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
Perù	Netherlands vs Spain	Final 1-2	0-1	11/7/10	13.30	2.147.500	25,6	78,9
	Argentina vs Germany	Quarter-finals	0-4	3/7/10	9.00	1.276.500	15,2	65,5
	Argentina vs Mexico	Round of 16	3-1	27/6/10	13.30	1.247.300	14,9	60,6
	Spain vs Portugal	Round of 16	1-0	29/6/10	13.30	1.214.400	14,5	55,6
	Uruguay vs Netherlands	Semi-finals	2-3	6/7/10	13.30	1.188.100	14,1	55,8
	Average values							
	Groups					503.446	6,0	37,3
	Round of 16					890.700	10,6	48,1
	Quarter-finals					972.625	11,6	56,0
	Semi-finals					1.098.300	13,1	54,3
	Finals					1.566.800	18,7	66,3
	All matches					632.995	7,5	41,2

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Top-5 matches by Country (12)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
English Canada	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	5.130.600	15,3	55,9
	Germany vs Spain	Semi-finals	0-1	7/7/10	14.30	2.484.500	7,4	42,6
	Germany vs England	Round of 16	4-1	27/6/10	10.00	2.270.400	6,8	39,1
	England vs USA	Groups	1-1	12/6/10	14.30	2.197.800	6,6	35,7
	USA vs Ghana	Round of 16	1-2	26/6/10	14.30	2.118.100	6,3	32,8
	Average values							
	Groups					907.367	2,7	21,7
	Round of 16					1.500.438	4,5	28,2
	Quarter-finals					1.895.550	5,7	34,2
	Semi-finals					2.254.400	6,7	40,1
	Finals					3.512.150	10,5	43,5
	All matches					1.175.124	3,5	24,7

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share	
French Canada	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	574.600	8,5	35,1	
	Brazil vs Côte d'Ivoire	Groups	3-1	20/6/10	14.30	249.700	3,7	17,8	
	Cameroon vs Netherlands	Groups	1-2	24/6/10	14.30	218.300	3,2	12,7	
	Argentina vs Germany	Quarter-finals	0-4	3/7/10	10.00	218.200	3,2	15,6	
	Germany vs Spain	Semi-finals	0-1	7/7/10	14.30	209.600	3,1	17,4	
	Average values								
	Groups						105.919	1,6	9,8
	Round of 16						137.213	2,0	10,4
	Quarter-finals						179.825	2,7	14,5
	Semi-finals						188.050	2,8	16,5
	Finals						390.550	5,8	26,1
	All matches						126.895	1,9	10,9

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Top-5 matches by Country (13)

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share	
USA	Netherlands vs Spain	Final 1-2	0-1	11/7/10	14.30	20.472.000	7,0	26,9	
	USA vs Ghana	Round of 16	1-2	26/6/10	14.30	16.871.000	5,8	25,6	
	England vs USA	Groups	1-1	12/6/10	14.30	13.527.000	4,7	21,6	
	Argentina vs Mexico	Round of 16	3-1	27/6/10	14.30	13.201.000	4,5	18,3	
	Paraguay vs Spain	Quarter-finals	0-1	3/7/10	14.30	8.321.000	2,9	14,6	
	Average values								
	Groups						3.712.333	1,3	7,9
	Round of 16						7.225.875	2,5	12,5
	Quarter-finals						6.855.000	2,3	13,5
	Semi-finals						3.003.000	1,0	5,6
	Finals						14.373.500	4,9	20,3
	All matches						4.658.938	1,6	9,2

Country	Match	Stage	Result	Day	Local Hour	AMR	Rating	%Share
South Africa	South Africa vs Mexico	Groups	1-1	11/6/10	16.00	10.064.326	30,1	87,0
	South Africa vs Uruguay	Groups	0-3	16/6/10	20.30	9.756.552	29,2	79,7
	France vs South Africa	Groups	1-2	22/6/10	16.00	9.430.538	28,2	84,1
	Netherlands vs Spain	Final 1-2	0-1	11/7/10	20.30	8.941.750	26,8	76,5
	Germany vs Spain	Semi-finals	0-1	7/7/10	20.30	7.683.649	23,0	66,3
	Average values							
	Groups					4.122.261	12,3	47,6
	Round of 16					4.703.819	14,1	49,5
	Quarter-finals					5.126.464	12,7	54,6
	Semi-finals					7.364.798	22,1	63,9
	Finals					7.012.958	21,0	63,9
	All matches					4.449.382	13,1	49,3

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FIFA World Cup Monitoring

For further info please contact
roberto.roseano@mediaitalia.it