

FACTS & FIGURES

WORLD CUP 2014 » TV CONSUMPTION

PER COUNTRY AUDIENCES FOR THE NATIONAL TEAM 'S FIRST GAME



GERMANY

Game: Germany – Portugal
Audience: 81.7% (26.29 Mio)



THE NETHERLANDS

Game: Netherlands – Spain
Audience: 79.3% (10.6 Mio)



ENGLAND

Game: England – Italy
Audience: 78.0% (14.4 Mio)



ITALY

Game: England – Italy
Audience: 82% (15.27 Mio)



SPAIN

Game: Spain – Holland
Audience: 68.5% (11.26 Mio)



BELGIUM

Game: Belgium – Algeria
Audience: 82% (5.2 Mio)



RUSSIA

Game: Russia – South Korea
Audience: 44.6% (2.2 Mio)



FRANCE

Game: France – Honduras
Audience: 56.3% (15.9 Mio)

SOURCES:

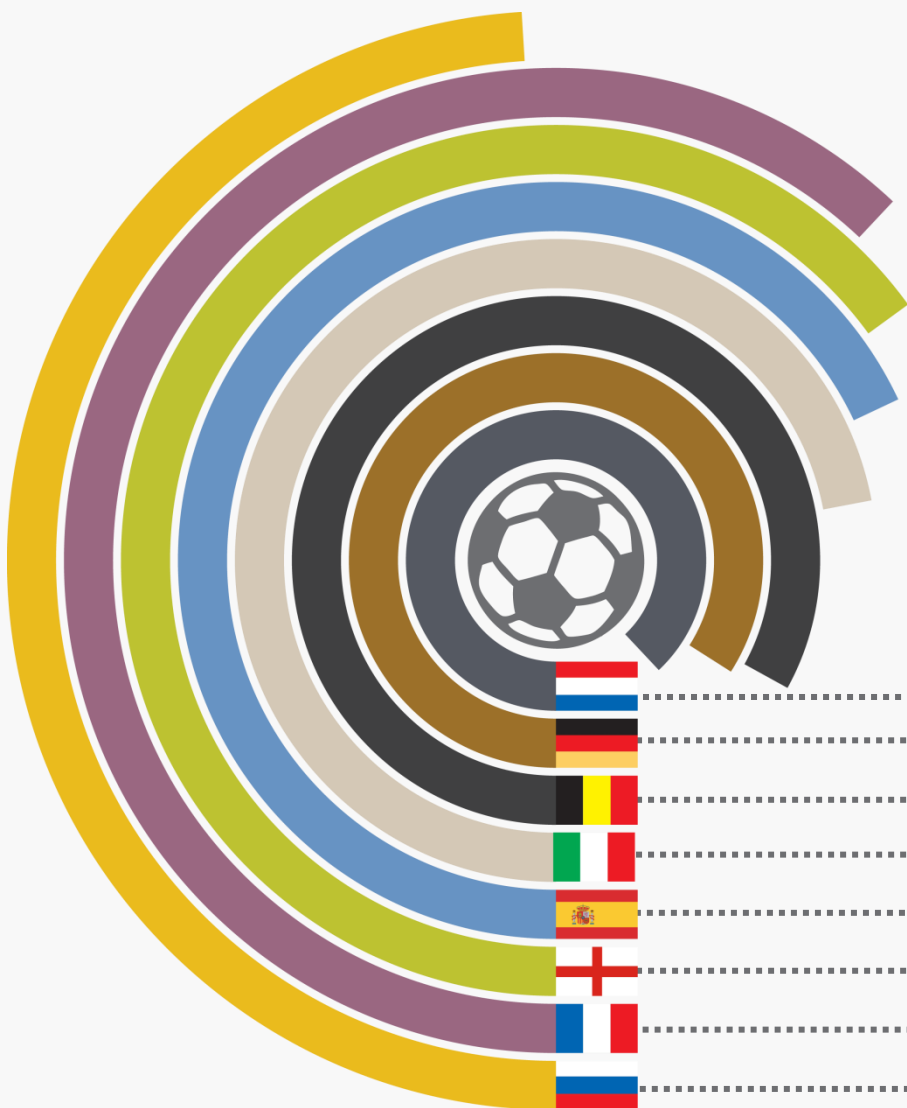
Audience shares are calculated based on the total of a country's population watching television when the game was broadcast. (i.e. % of viewers)

- **Germany:** population 3+; measured by GfK with AGF; aired on ARD.
- **The Netherlands:** population 6+, measured by SKO & NPO, aired on Eén.
- **England:** population 4+; measured by BARB; aired on BBC.
- **Italy:** population 4+; measured by Auditel; aired on Rai1.
- **France:** population 4+; measured by Médiamétrie; aired on TF1.
- **Spain:** population 4+; measured by Kantar Media; aired on Telecinco.
- **Belgium:** Population 4+; measured by CIM; aired on La Une, TF1 and Canvas. 64 336 viewers saw the game in live streaming on digital platforms (RTBF only).
- **Russia:** Population 4+; measured by TNS, aired on Perviy. N.b. This game started at 1 a.m.

FACTS & FIGURES

WORLD CUP 2014 » TOP TV CONSUMPTION

BEST AUDIENCES - NATIONAL TEAM'S GAME



THE NETHERLANDS

Game: Netherlands – Chile
Audience* : 88.4% (11.5 Mio)

GERMANY

Game: Germany – USA
Audience* : 84.2% (27.3 Mio)

BELGIUM

Game: Belgium – South Korea
Audience* : 83% (5.2 Mio)

ITALY

Game: England – Italy
Audience* : 82% (15.3 Mio)

SPAIN

Game: Spain – Chile
Audience* : 67.6% (13.2 Mio)

ENGLAND

Game: England – Italy
Audience* : 64.8% (13.3 Mio)

FRANCE

Game: France – Switzerland
Audience* : 61.6% (16.7 Mio)

RUSSIA

Game: Russia – Belgium
Audience* : 49.1% (14.5 Mio)

SOURCES:

Audience shares are calculated based on the total of a country's population watching television when the game was broadcast (i.e. % of viewers)

- **Germany:** population 3+; measured by GfK with AGF; aired on ZDF.
- **The Netherlands:** population 6+; measured by SKO & NPO, aired on Eén.
- **England:** population 4+; measured by BARB; aired on BBC.
- **Italy:** population 4+; measured by Auditel, aired on Rai1, Rai Sport & Sky Italia.
- **France:** population 4+; measured by Médiamétrie, aired on TF1.
1 million viewers saw the game on digital platforms.
- **Spain:** population 4+; measured by Kantar Media; aired on Telecinco.
- **Belgium:** Population 4+; measured by CIM; aired on La Une and Canvas. The game was seen by 62 705 viewers in live streaming on digital platforms (RTBF)
- **Russia:** Population 4+; measured by TNS, aired on Perviy.