

2018 FIFA World Cup Russia™

Global broadcast and audience summary



FIFA WORLD CUP
RUSSIA 2018

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RUSSIA 2018

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reach

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Over half of the global population saw coverage of the FIFA World Cup

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Total reach
(billions)



In-home TV viewers



3.262

Out-of-home and (or)
digital-only viewers



0.310

Total
3.572

- ◆ An estimated 3.572 billion people watched some official broadcast coverage of the 2018 FIFA World Cup Russia™.
- ◆ Over half (51.3%) of the global population (aged 4 years and over) were captured.
- ◆ There were an estimated 309.7 million people who did not watch coverage in home but did see coverage on digital platforms, in public viewing areas or in bars & restaurants.
- ◆ This represents an uplift of 9.5% on the linear TV audience.

Note – “total” refers to in-home viewing, out-of-home viewing and digital platform reach combined

The final was seen live by 1.12 billion people

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Live global
1-minute Reach

884.37
million

In-home TV viewers

+

231.82
million

Out-of-home and (or)
digital-only viewers

=

1,116.19
million



France

Average audience - 19.93 million

TV rating - 34.6%

Share of viewing - 86.7%

1-minute reach - 24.64 million

Est. OOH & digital audience - 6.11 million



Croatia

Average audience - 1.54 million

TV rating - 39.2%

Share of viewing - 88.6%

1-minute reach - 1.84 million

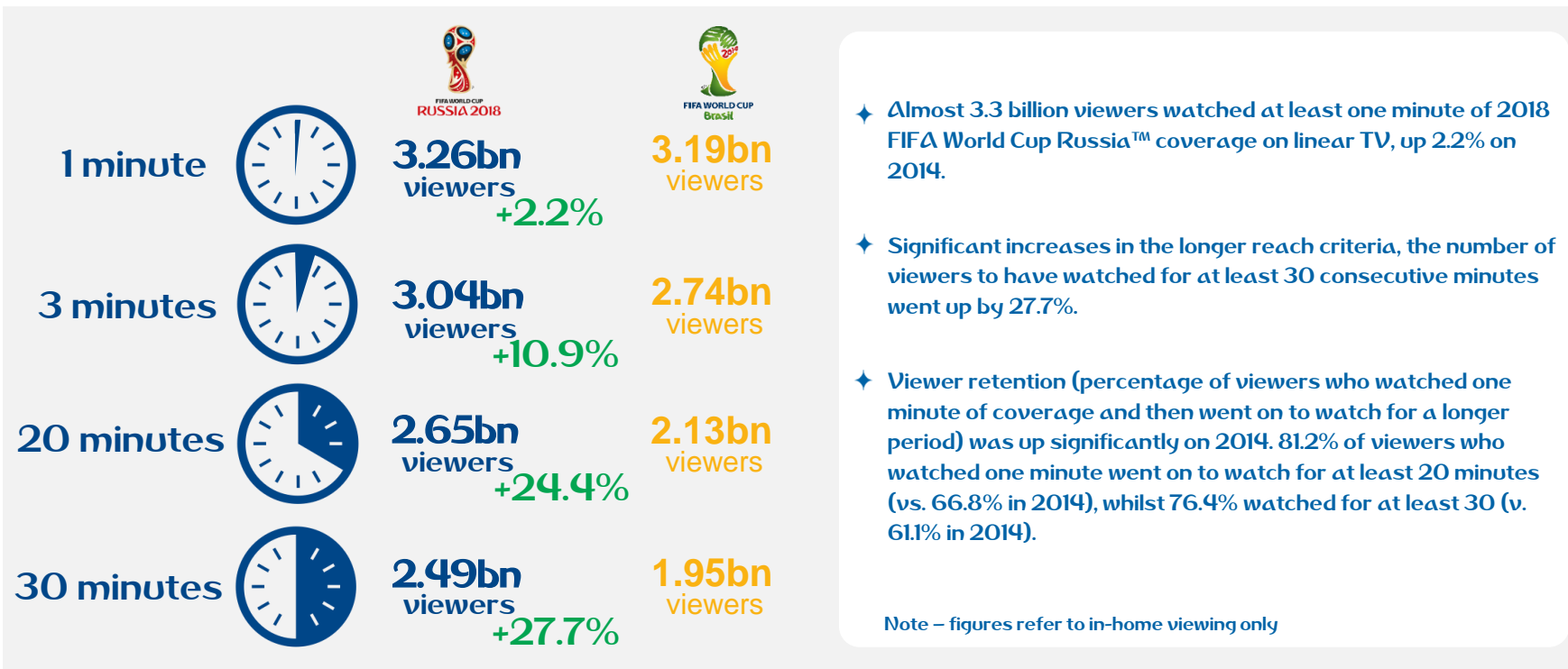
Est. OOH & digital audience - 0.46 million



In-home viewers engaged with coverage for longer in 2018

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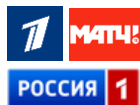
There was an unprecedented level of viewing on digital platforms

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Some digital viewing highlights:



In Russia 4 million unique users accessed Channel One's digital coverage of the Russia v. Croatia quarter-final, almost four times the total of the top match in 2014 (1.3 million for Brazil v. Germany). Across all three broadcasters in Russia there were 171 million video views of 2018 FIFA World Cup™ content.



In China CCTV's digital platform CNTV received 6.5 billion views for simulcast and VOD coverage, seven times the figure achieved in 2014. Digital sublicensees Migu and Youku received a further 4.4 billion and 2.5 billion views respectively.



38 million unique users accessed digital content on the owned and operated digital platforms of FOX in the USA, generating 60 million hours of viewing. NBC-Telemundo (Spanish language) apps and websites generated a further 30 million hours of viewing.



In the UK over 2 million unique users saw coverage of Sweden v. England on the BBC's digital platforms, almost double the peak from 2014 (1.1 million for Brazil v. Germany). In total the BBC and ITV generated 255 million video views and over 52 million hours of viewing.



Despite not being involved in the tournament, 0.43 million unique users in Italy watched live coverage of the final on Mediaset's website. Italy v. Uruguay, the top performing match for broadcaster RAI in 2014, had only 0.28 million unique users.

*Note – digital viewing figures are yet to be finalised in some territories, global figures will be made available in the final broadcast report

Top ten most watched matches (global live average audience)

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Rank	Match	Stage	Global live audience (millions)
1	 France v. Croatia 	Final	516.6
2	 Croatia v. England 	Semi-final	327.5
3	 France v. Belgium 	Semi-final	314.6
4	 Spain v. Russia 	Round of 16	306.4
5	 France v. Argentina 	Round of 16	301.8
6	 Germany v. Mexico 	Group F	289.5
7	 Brazil v. Mexico 	Round of 16	289.2
8	 Brazil v. Belgium 	Quarter-final	280.8
9	 Uruguay v. France 	Quarter-final	265.8
10	 Germany v. Sweden 	Group F	261.1

Note – figures refer to in-home viewing only

In-home viewing increased in several regions

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- ◆ Africa and the Middle East saw the largest increase in in-home reach, likely influenced by there being 5 competing teams from the region (Morocco, Tunisia, Egypt, Saudi Arabia and IR Iran) compared to just two in 2014.
- ◆ 1-minute reach down slightly in Europe, likely reflecting the absence of Italy and Netherlands, and unexpected early exit of the German national team.
- ◆ 1-minute reach down by -7.3% in Asia, but longer reach criteria performed better (20-minute reach was up by 41.7%), suggesting that although fewer people watched coverage they were more likely to watch for longer.
- ◆ Reach was up in South America, driven by increased population in the region, increased interest in Peru (which qualified for the first time in 36 years), and early kick-off times meaning viewers were more likely to watch at home than out-of-home.
- ◆ Decline of reach in North, Central America and Caribbean influenced by the failure of the US national team to qualify for the tournament.

Region	FWC Russia 2018	FWC Brazil 2014	% difference
Africa & Middle East	537.0m	323.1m	+66.2%
Asia	1,415.7m	1,526.5m	-7.3%
Europe	661.3m	676.0m	-2.2%
N. C. America & Caribbean	277.2m	321.0m	-13.6%
Oceania	14.8m	17.6m	-15.9%
South America	355.9m	326.6m	+9.0%
GLOBAL TOTAL	3,261.9m	3,190.8m	+2.2%

Asia contributed the most viewers to the total reach (inc. all viewing)

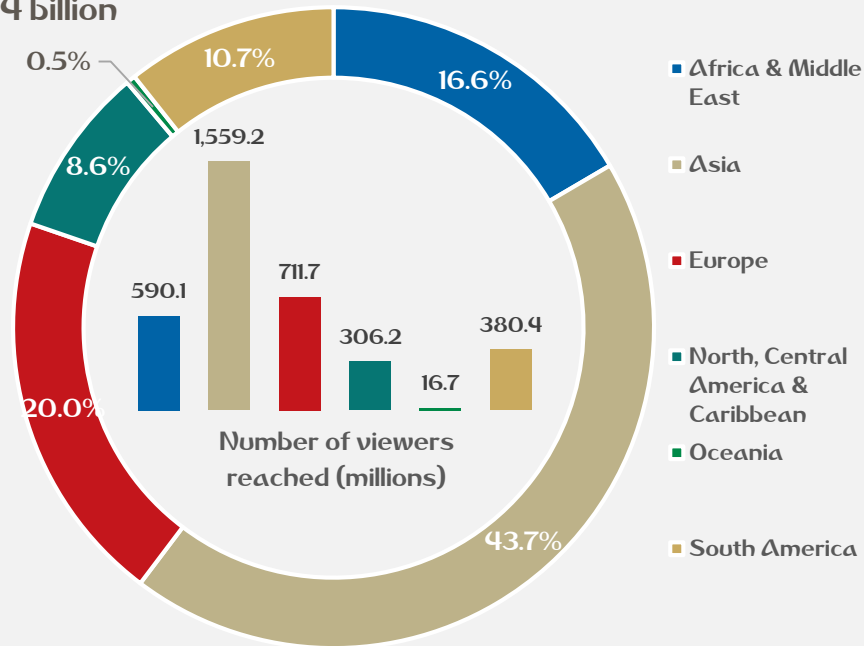
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- ◆ Almost 1.6 billion individuals in Asia were reached by World Cup coverage (either by in-home linear TV, digital platforms or out-of-home), accounting for 43.7% of global reach.
- ◆ 3 of the top 5 territories contributing to global reach were in Asia (China PR, Indonesia and India). China PR was the territory to contribute by far the largest portion of reach with 655.7 million viewers (18.4% of the global total).
- ◆ Africa and the Middle East accounted for 16.6% of global reach, driven by broadcasting in the MENA region which produced 261.2 million viewers (44.3% of the total for the region).

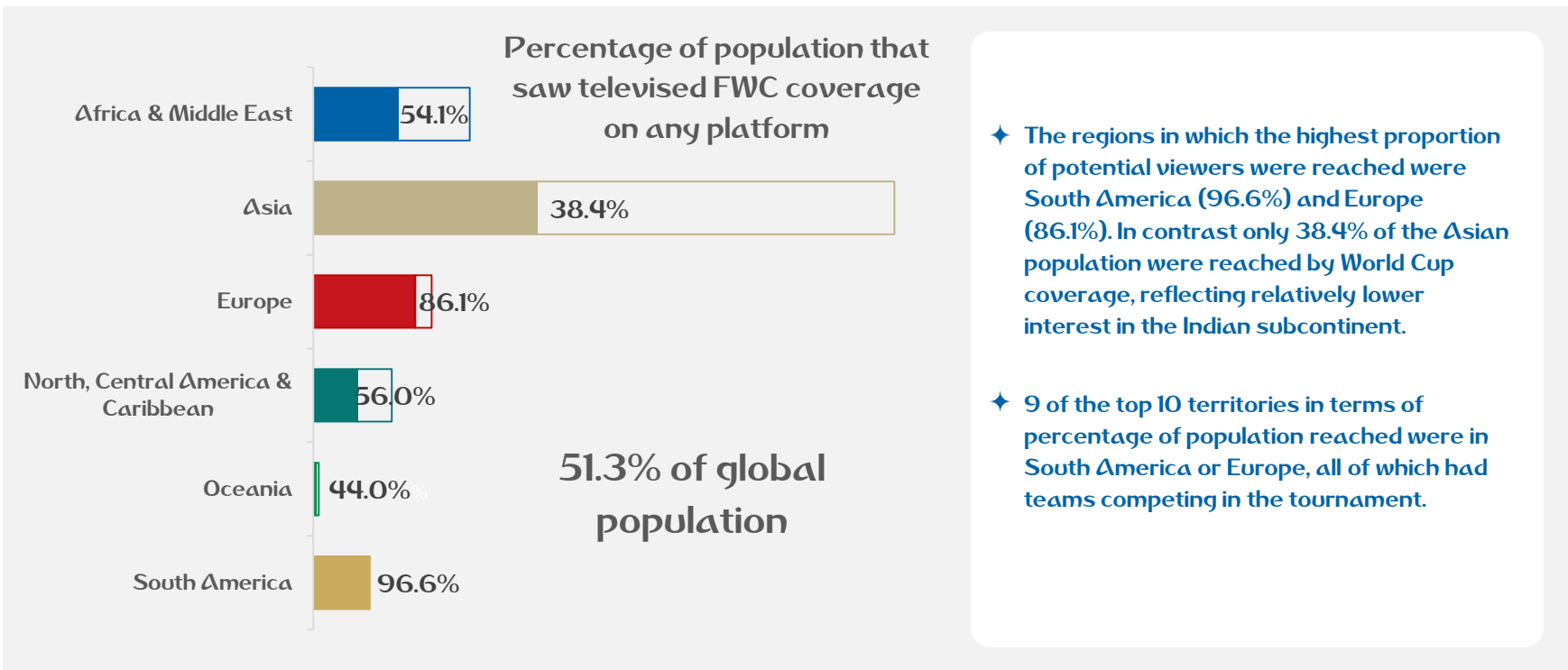
Global reach
3.564 billion



Proportionately, the most viewers were captured in South America and Europe

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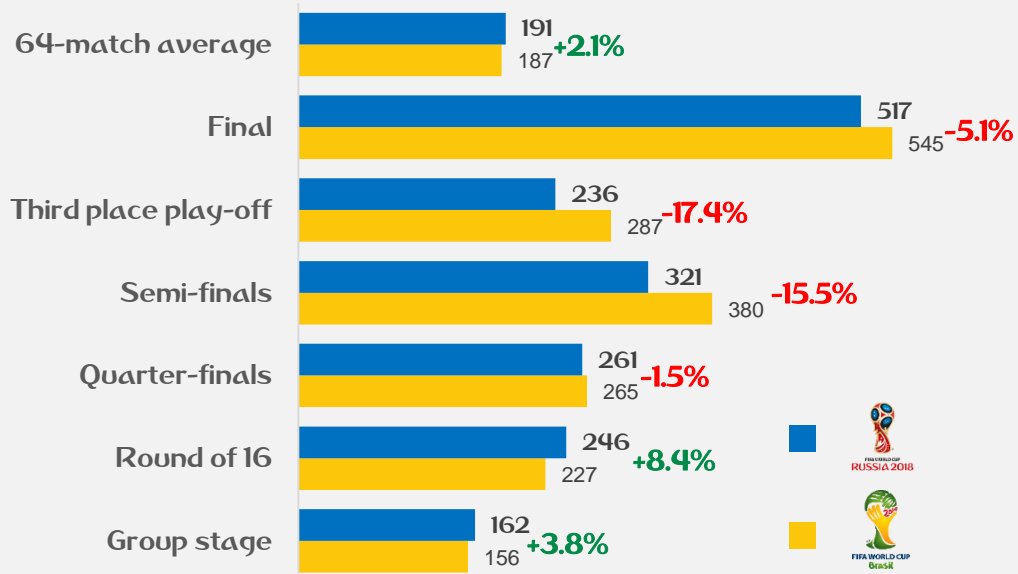
Average live match audience by competition stage

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Average live match audience (millions)



♦ Average global live audience of 2018 FWC Russia was 191 million viewers, a slight (2.1%) increase over the 2014 tournament average of 187 million viewers.

♦ The average audience of the group-stage and round-of-16 matches eclipsed those achieved in 2014 by 3.8% and 8.4% respectively, reflecting strong interest during the early part of the tournament. Audiences for the quarter-finals were in line with those achieved in 2014.

♦ Live audiences of the semi-finals, third place play-off and final were lower than in 2014, reflecting the size of the territories involved (Belgium, Croatia, England and France compared to Argentina, Brazil, Germany and Netherlands) and the fact that only one global region was represented in 2018 (Europe), perhaps limiting appeal in other regions.

Note – figures refer to in-home viewing only

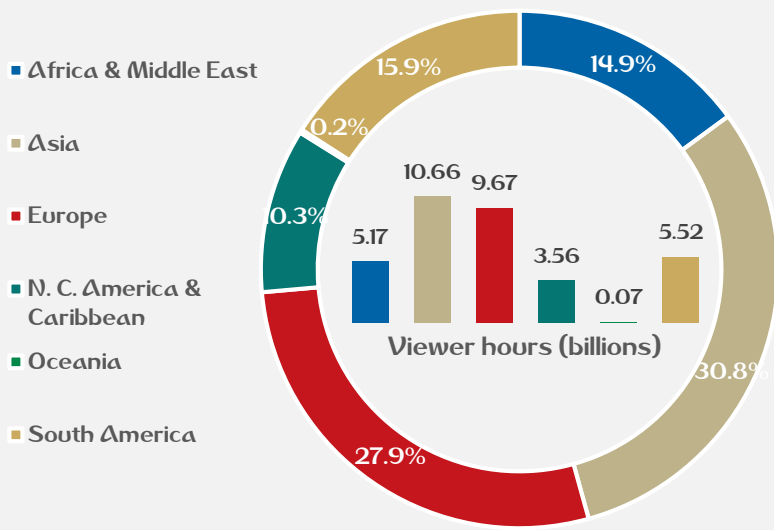
Europe and Asia account for majority of World Cup hours consumed

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Global consumption:
34.66bn viewer hours



- ♦ Asia consumed the most coverage (10.66bn viewer hours). 41% of regional consumption derived from China, with a further 50% of the total produced in just 6 territories (Indonesia, Japan, Vietnam, India, Korea Republic and Thailand).
- ♦ Europe produced the second-highest consumption overall (9.67bn viewer hours), but actually produced more live match consumption than Asia (7.92bn viewer hours v. 7.80 bn), reflecting more favourable kick-off times for the region.
- ♦ 26.2% of consumption was produced by broadcasters in the Americas (compared to 43.5% of total coverage hours). Brazil accounted for 31.3% of hours consumed across the two regions. Globo, the free-to-air channel in Brazil, enjoyed by far the highest average audiences of any channel, with the average hour netting 23.7 million viewers (Channel One Russia was second with 14.3 million).

Consumption up in Asia and Europe despite small global decline

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Region	FWC Russia 2018	FWC Brazil 2014	% difference	FWC hours watched per viewer
Africa & Middle East	5.17bn	7.67bn	-32.5%	9.6
Asia	10.66bn	8.24bn	+29.4%	7.5
Europe	9.67bn	9.10bn	+6.2%	14.6
N. C. America & Caribbean	3.56bn	3.85bn	-7.5%	12.9
Oceania	0.07bn	0.11bn	-33.0%	4.8
South America	5.52bn	7.55bn	-26.9%	15.5
GLOBAL TOTAL	34.66bn	36.52bn	-5.1%	10.6

- ◆ Globally 2018 FWC Russia produced 34.66bn viewer hours, marking a 5.1% decline compared to 2014 (36.52bn).
- ◆ The largest regional increase was seen in Asia (+29.4%), driven by 10 live matches that took place in prime time for East Asian viewers (in 2014 no live coverage started before 23:30 China Standard Time).
- ◆ Decreases were seen in both regions of the Americas, possibly due to the less favourable time zone for live matches. Consumption in the 2014 host market of Brazil was down by 1.17 billion viewer hours, accounting for over half of the decline in South America.

Appendix – hours of coverage by region

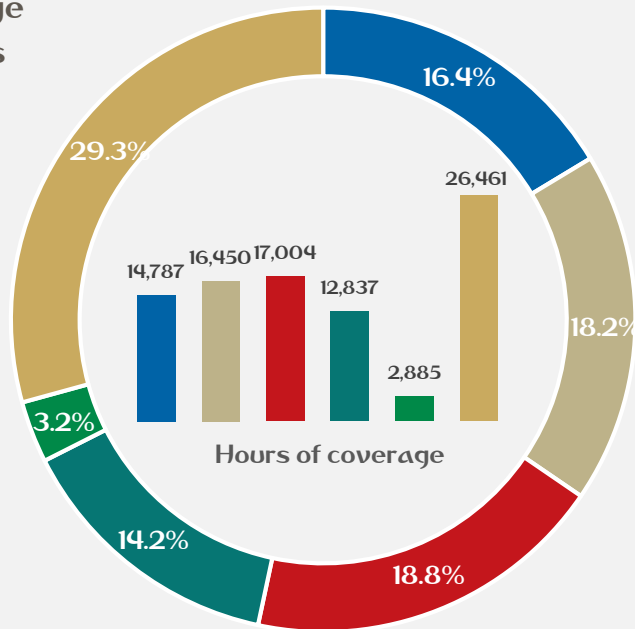
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Global coverage
90,424 hours

- Africa & Middle East
- Asia
- Europe
- N. C. America & Caribbean
- Oceania
- South America



- ◆ 43.5% of all coverage hours aired in the Americas, despite the two regions representing only 13.5% of the global population.
- ◆ 29.3% of global coverage aired in South America, of which 90.0% was on pay TV (including 14,932 hours on DIRECTV alone).
- ◆ In Africa and the Middle East 73% of coverage was on pay TV, the second highest proportion after South America.
- ◆ In Asia and Europe coverage was primarily on free-to-air (FTA) broadcasters, which generally commit less time to coverage of sports events than pay TV providers.
- ◆ Overall, coverage hours on TV were down by 7.8% on 2014. However many factors can influence total coverage, such as a change in broadcaster in a market. Additionally broadcasters increasingly support programming on digital platforms rather than delivering extensive coverage on TV.

Appendix – coverage and consumption

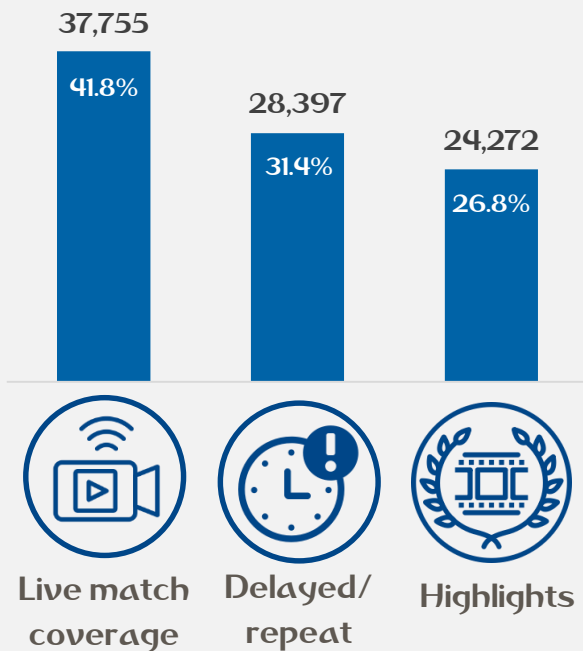
By broadcast type

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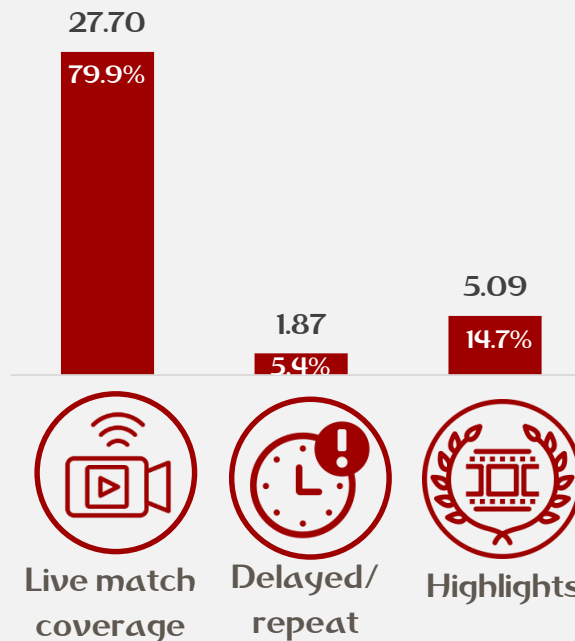
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Hours of coverage



Viewer hours (billions)



Appendix – coverage and consumption

Free-to-air v. pay TV

