

**PRESS RELEASE**



**FIFA World Cup 2010 Qualifiers  
Ratings around the World with Eurodata TV Worldwide**

*Nearly one year before the 2010 FIFA World Cup, the race to qualification is getting really tight for every countries. In this year without huge worldwide competitions, qualifying matches are considered as events in their own right, as many football fans in the world follow their national team's road to the World Cup.*

On the occasion of the Soccerex, which take place in London, **Florent Simon, Sports manager at Eurodata TV Worldwide** notes that: *"This year without major competitions is an opportunity for other events such as the World Cup qualifying matches. Once again in the current context of economic uncertainty, ratings are at the heart of the debate. Audiences from official sources are a necessity for the sport's marketing professionals, as advertising and sponsorship need to be more tangible"*.

**2009 World Cup Qualifiers' key audiences:**

*(Target Total Individuals)*

Country	Channel	Date	Match	Results	Average number of viewers	Market Share (%)
Croatia	HTV2	01/04/2009	Andorra - Croatia	0-2	730 100	35.6%
Japan	TV Asahi	11/02/2009	Japan - Australia	0-0	5 738 500	29.3%
Portugal	TVI	28/03/2009	Portugal - Sweden	0-0	2 180 900	57.5%
Romania	Antena 1	28/03/2009	Romania - Serbia	2-3	4 187 100	44.6%
South Korea	KBS2	01/04/2009	South Korea - North Korea	1-0	3 578 900	43.6%
Turkey	ATV	01/04/2009	Turkey - Spain	1-2	13 952 300	51.8%

Indeed the 2009 World Cup qualifying matches have reached records of audience in several countries. For example in Turkey, the match against Spain gathered nearly 14 million viewers for a 51,8% market share. An incredible performance in spite of Turkey's defeat, as it gathered more viewers than the best audience among the non-sport programs of 2008, according to the 2009 issue of Eurodata TV's report "One TV Year in The World". The same happened in Romania as the match versus Serbia was followed by 4,2 millions fans (and a 20,7% market share), a very close result compared with the 2008 Top Sport program which achieved an audience of 4,3 millions viewers for the Euro 2008 match against The Netherlands.

It is also interesting that countries such as Japan or South Korea, even if they were almost qualified for the World Cup, kept gathering great amount of viewers. For example, in Japan the match facing Australia on TV Asahi was followed by 5,7 million viewers with a 29,3% market share, or in South Korea where 3,6 million people watched the much talked about game versus North Korea (43,6% market share) on KBS2. At the opposite side, for countries such as Portugal, qualification will be very hard but they are still being supported by their fans as shown by the game versus Sweden which was followed by 2,2 million viewers with a great 57,5% market share.

Finally one word about the host and already qualified country South Africa where football fans are ready to welcome the World Cup, as the friendly match versus Norway was followed by 3,5 million viewers on SABC1 for a 33,6% market share.

Eurodata TV Worldwide, the unique daily official audience data platform covering more than 80 countries over the world awaits you at the next Confederation Cup for another press release including more football audiences.

Football and other major sports are the focus of the Yearly Sport Key Facts published by Eurodata TV Worldwide covering September 2008 to August 2009. It reviews the achievements of international competitions such as the UEFA Champions League 2008-2009, 6 Nations Rugby or FIA Formula 1 World Championships but also major national competitions. It analyses key points to remember for each of the 30 countries and performances of sport broadcasts.

Give sense, be efficient!

Sources : Eurodata TV Worldwide / AGB NMR Croatia / AGB NMR Serbia / AGB NMR South Korea / Video Research Ltd / GfK Romania / Copyright: Armadata SRL / AGB NMR Turkey / TIAK / Marktest – Audimetria / Mediamonitor / SAARF AGB Nielsen TAM

## **About Eurodata TV Worldwide**

*Established by Médiamétrie, Eurodata TV Worldwide distributes information gathered by worldwide TV audience measurement firms through partnership agreements. It also continuously detects and monitors new formats and trends in Europe, the United States, Australia and Japan thanks to its NOTA service (New On The Air). The Eurodata database covers over 2000 channels in 90 territories. It produces daily findings and in depth examination of programming, content, production, international distribution as well as ratings by target. All information is acquired directly from mediametrie's homologues around the globe. Results are integrated in a wide range of decision support services aimed at professionals working in the audiovisual industry: producers, distributors, channel managers, digital rights consultants, sponsors, etc.*

*In 2009, 85% of Eurodata TV Worldwide's sales were made on international deals.*

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