



2010 FIFA WORLD CUP South Africa

11. 6. – 11. 7. 2010



TV Review in Czech Republic

▶▶ 2010 FIFA WORLD CUP | Summary

- **Location:** South Africa
- **Date:** Friday June 11 – Sunday July 11
- **Number of live broadcasted programmes:** all 64 matches (22 on ČT2, 42 on ČT4) (and another 70 replayed matches of the record during the day on ČT4)
- **Number of live broadcasted hours:** 154 hours (in HD quality)
- **Number of live broadcasted and recorded hours:** 324 hours
- **Number of days with live broadcasted programmes:** 25 (from 31)

- **The total coverage of live broadcasting:** 54,1% (4.790.000 people, Adults 15+)
- **The average rating of live broadcasting on ČT2:** 4,7% (413.000 people, Adults D15+)
- **The average rating of live broadcasting on ČT4:** 3,1% (273.000 people, Adults 15+)

Final Tournament Standings:

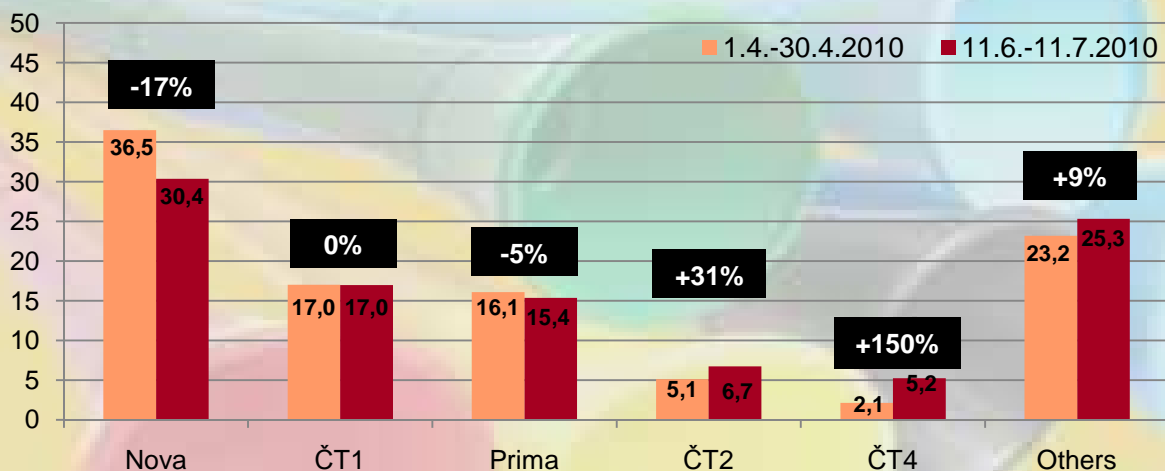
1. Spain (striking gold for the very first time)
2. Netherlands
3. Germany
4. Uruguay



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- FIFA World Cup, as well as other major sports events, brought about **significant increase in TV rating**, especially on ČT4.
- **ČT2** program at the time of running the championship achieved the average share of **6,7%** (A15+). However, taking in to account only the days with broadcasting football matches (a total of 14 days from 31), share was already **10%**, which is 2x higher value than in April.
- **ČT4** program also showed a significant increase in TV share, from 2,1% in April to **5,2%**. If only the days with football broadcasting (a total of 20 days from 31) share has increased even at **6,9%**.
- FWC has masterfully become **the most successful sport event in ČT4 history** - in 12 days of broadcasting the highest audience share has been historically achieved (the most watched day was round of 16 on Tuesday, June 29 with share of 10,3%, round of 16 on Sunday, June 27 will bring the highest average whole-day rating of 1,34%).
- Increase of share was primarily at the expense of commercial stations, particularly Nova.
- FWC has also caused a significant increase in average time spending: while the audience watched ČT2 daily 10 minutes in April, during FWC more than **17 minutes**. The increase in ATS on ČT4 is still significantly higher: from 4 to **12 minutes**.

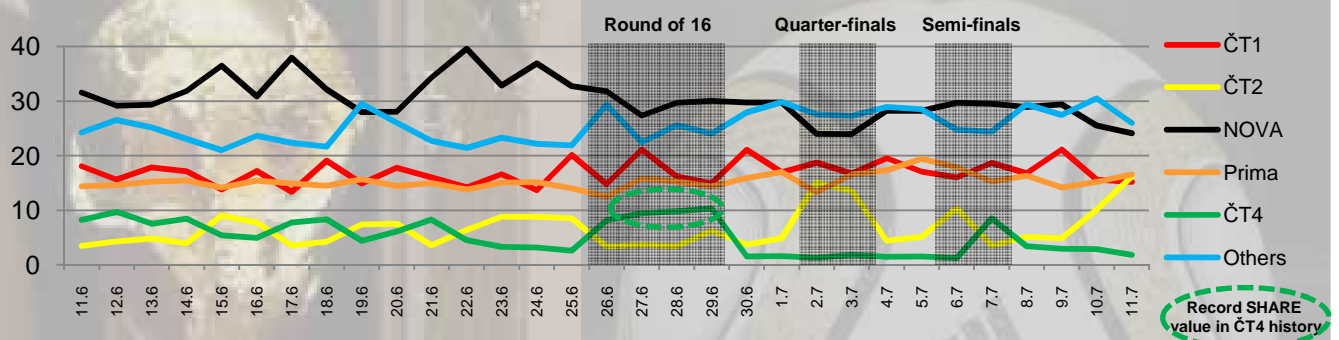
Share of viewing: Comparison before and in time of 2010 FWC (share in %, A15+)



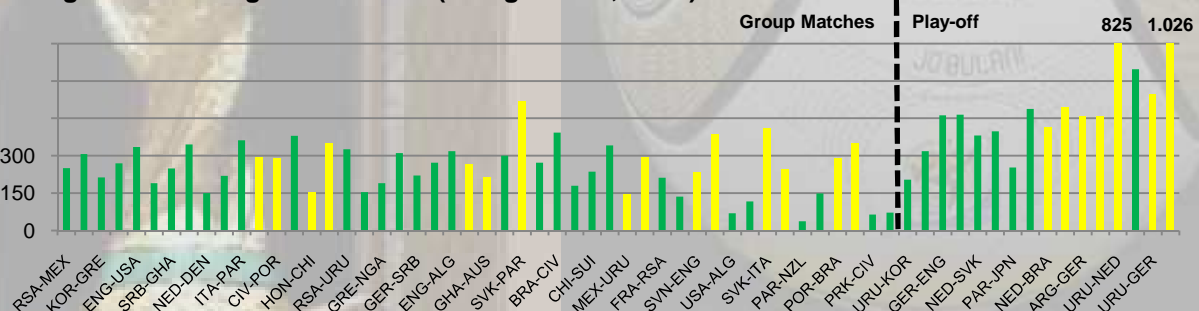
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- The average rating of live broadcasting on ČT2 was **4,7%** (413.000 viewers A15+), at least part of the football match on ČT2 saw **11,8%** viewers (1.044.000 viewers A15+).
- The highest audience rating has been reached in final match between the Netherlands and Spain on Sunday, July 11, followed by an average of **11,6% viewers** (A15+). Number of TV viewers of this final tournament match exceeded 1 million people as the only (1.026.000).
- The average rating of live broadcasting on ČT4 reached **3,1%** (273.000 viewers A15+), at least part of the football match on ČT4 saw **8,4%** viewers (739.000 viewers A15+).
- Semi-final match between Germany and Spain has attracted **record-beated number** of viewers on ČT4 – the match didn't miss **7,3%** of fans (647.000 people). And another 3 quarter-finals are placed in the chart showing the most watched programmes in its history.
- The match rating **has grown in their importance** – while group matches have been watched by an average of 252.000 viewers (2,8%), quarter-finals of 457.000 people (5,2%) and semi-finals of 736.000 people (8,3%). The final match with more than 1 million viewers was the top of the championship in terms of TV rating as well.

Share of viewing: Development during 2010 FWC (share in %, A15+)



Average match rating at ČT2 a ČT4 (rating in '000, A15+)

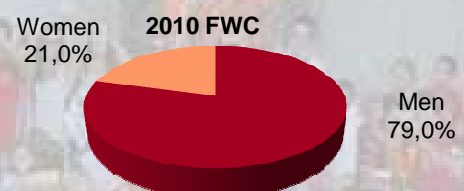
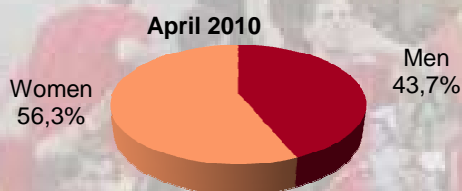


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- FIFA World Cup with the best football teams drew viewers from the target groups that are generally hard to reach with TV campaign:
 - men
 - people of working age 35-54 years
 - people with university education and from the highest socio-demographic groups (A, B)
- For the entire duration of the FWC people watched an average of **4 matches**, with an average follow-up period for watching a match was nearly 53 minutes.
- A total of **227 commercial blocks** have been broadcasted during the FWC, of which 76 on ČT2 and 151 on ČT4. Total value of GRPs achieved more than 550 (48 million A15+).
- The average rating of commercial breaks on ČT2 was **3,2%** (283.000 people), ČT4 watched by an average **2,0%** of viewers (180.000 people).
- The highest rating has been achieved in the break of the final match after primary playing time with **nearly 1 million people** (988.000 A15+).

TV audience structure by sex – who is better football fan? **Football is a sport for men clearly** (men's share during other great sport events* achieves lower value (women are more involved)

* Olympic Games, Ice-Hockey World's Championship, ...



Total coverage of viewing – who watched 2010 FWC and how often?

