



PRESS RELEASE: FIFA World Cup final breaks records for TV broadcasters



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14 July 2014, Brussels - As Philipp Lahm raised the FIFA World Cup trophy in the Maracana on Sunday night, TV broadcasters around the world joined in celebrating an outstanding set of results from the FIFA World Cup 2014.

[The group matches had already set new TV records in a number of markets](#), from Belgium to the US. Sales of television advertising and subscriptions have also benefitted. And records continued to tumble on screen as well as on the pitch throughout the knock out stages, with new records set for the most-watched TV programme in Germany, Belgium and other countries.

Broadcasters have also been quick to grasp the opportunities provided by online distribution. Germany's extraordinary semi-final victory over Brazil was watched online by a record 8.4 million fans across Europe and the Middle East including 2.35 million visitors on mobile platforms operated by broadcasters. And viewer engagement was up, with the same match generating a new record for any sports event of over 35m tweets.

The fully audited global figures for Sunday's match will not be known for some time but broadcasters are already optimistic that the numbers may approach or even surpass the 909 million who watched the Spain v Netherlands final in 2010.

Top TV viewing figures for the final phase of the FIFA World Cup 2014:

- **Germany:** an all-time-high audience of 34,65 million viewers tuned in to watch their national team win the World Cup (86.3% share). An online survey conducted on early Sunday evening suggested that an additional 12 million Germans cheered the game in a public space.
- **Belgium:** the TV viewing record set during the match against South Korea was broken during the Red Devils' win over the US team. It became the most watched football match in the history of Belgian television with 5.5 million viewers (85% TV audience).

- **The Netherlands:** the semi-final against Argentina has set a new record of 12.4 million viewers including out-of-home viewing (89.3% share). The game triggered 158,192 tweets.
- **France:** the 0-1 win for Germany reached an audience of 16.9 million people (72.1% share). The game scored more than one million related tweets.
- **Sweden:** the final game was the most viewed match of the World Cup 2014 with 2.58 million viewers (73.84% share)
- **UK:** a peak TV audience of 21 million tuned in for the World Cup final.
- **Poland:** the final achieved the biggest Polish TV audience since 2012: 10.56 million (63.43% share).
- **Portugal:** the match against the US attracted 3.6 million viewers (75.4% share). It was the second most viewed broadcast in Portugal since March 2012.
- **Hungary:** the final attracted 1.86 million Hungarians to their TV screens (47.8% share).
- **Austria:** whereas Brazil's defeat by Germany was watched by 1.36 million viewers (52% audience share), the final game reached a record audience of 1.81 million viewers (55.3% making it the highest rated football in Austria since the Euro 2008.
- **Ireland:** the final scored a TV audience of 857,000 people (55.73% share) and the total world cup triggered 2.5 million online streams. Looking specifically at adults 15-34, the final also ranks as the number one programme this year to-date across all channels.
- **Italy:** the Uruguay game reached a total of 19.19 million viewers (81.5% share).
- **Romania:** the highest TV audience share for this World Cup was reported for the final match: 43%.
- **The US:** the final was watched by nearly 30 million people (of which 71.3 million on ABC and 1.8 million on ESPN' streaming service), shattering the previous record for a men's soccer final.
- **Argentina:** 63.7% of the Argentinian TV audience watched their national team being defeated by Germany in the finals.
- **Switzerland:** while the final match gathered 1.419 million viewers (60% share), the most successful game was the national team against Argentina, gathering 1.506 million viewers (74.2% share).
- **Croatia:** the final scored a TV audience of 1.17 million viewers (58% share).
- **Canada:** the final was seen by 6 million viewers (53.1% share) and additional 700 000 online streams were counted on digital platforms. This game is the second most watched sports event of 2013/2014 in Canada (after the SuperBowl).

PRESS CONTACTS / ABOUT:

PEPPTV, Platform for European Promotion of TV is an informal grouping of broadcasters' trade bodies and sales houses, active at EU level and across EU Member States: ACT, egta, SNPTV, SPOT, Thinkbox, Wirkstoff and ABMA.

The Association of Commercial Television in Europe (ACT) represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. ACT engages with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector.

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egta is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media etc. During its 40 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 128 members operating across 37 countries.

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SNPTV (The Syndicat National de la Publicité Télévisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, France Télévisions Publicité, Canal + Régie, TMC Régie, Next Régie, Lagardère Publicité, Be Viacom). SNPTV has for the main mission to collect the proofs, through collective studies, that the television is the undeniable media for the advertisers and their TV ads in terms of return on investment, construction of brand, fame, image ...

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SPOT is the Dutch marketing center for television advertising. SPOT provides information about television as a medium for advertising, offers services in support of advertisers, and represents the interests of television broadcasting advertising agencies. The following organizations participate in SPOT: Ster, Discovery Networks Benelux, ORN, RTL Nederland, FOX Channels Benelux, AT5, SBS Broadcasting, Disney Channels Benelux, BE VIACOM Benelux, Eurosport, Eredivisie Live and Sport1.

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Thinkbox is the marketing body for commercial TV in the UK, in all its forms – broadcast, on-demand and interactive. Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 90% of commercial TV advertising revenue through their owned and partner TV channels. RTL Group and Virgin Media are Associate Members and Discovery Channel UK & STV also give direct financial support. Thinkbox works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

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Wirkstoff TV is the initiative of the German and Austrian TV Sales houses for television and online video. The twelve partners of Wirkstoff TV are representing more than 95% of the German and Austrian TV advertising market.

ABMA is the Belgian Association for Audiovisual Media. For more information, please see www.abma-bvam.be/.