



FIFA WOMEN'S WORLD CUP CANADA 2015™

Round of 16

AUDIENCE REPORT

OVERNIGHT TV



FIFA Women's World Cup Canada 2015™ Round of 16 Overnight Audience Report

Please note these figures do not include out-of-home viewing.

Match 37: CHN v CMR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	21/06/2015	09:15:00	Live	78,000	0.3	4.3
Canada	CTV	20/06/2015	19:17:00	Live	644,000	1.8	8.6
Canada	RDS2	20/06/2015	19:19:00	Live	25,000	0.1	0.3
China	CCTV-5	21/06/2015	06:30:31	Live	4,975,744	0.4	5.5
France	Eurosport	21/06/2015	01:24:30	Live	5,157	0.0	0.3
Germany	ARD	21/06/2015	01:30:42	Live	644,266	0.9	12.1
Norway	NRK1	21/06/2015	01:20:02	Live	22,258	0.5	14.9
Spain	Teledeporte	21/06/2015	01:30:49	Live	35,428	0.1	1.0
Sweden	TV4	21/06/2015	01:20:00	Live	20,482	0.4	11.7
United Kingdom	BBC Red Button	21/06/2015	00:15:00	Live	33,000	0.1	1.0
United Kingdom	Eurosport	21/06/2015	00:30:00	Live	11,620	0.0	0.4
USA	FOX Sports 1	20/06/2015	19:20:00	Live	1,045,000	0.5	1.6



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Match 38: USA v COL

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	23/06/2015	09:45:00	Live	43,000	0.2	4.5
Canada	TSN	22/06/2015	19:49:00	Live	696,000	2.0	6.4
Canada	RDS	22/06/2015	19:53:00	Live	80,000	0.2	0.7
China	CCTV-5	23/06/2015	07:58:00	Live	2,327,588	0.2	3.5
France	Eurosport	23/06/2015	01:52:46	Live	15,909	0.0	1.4
France	W9	23/06/2015	02:00:13	Live	61,308	0.1	5.1
Germany	ARD	23/06/2015	02:00:00	Live	368,740	0.5	10.8
Norway	NRK1	23/06/2015	01:54:05	Live	18,993	0.4	24.8
Sweden	TV4	23/06/2015	01:52:00	Live	34,766	0.4	24.0
United Kingdom	BBC 2	23/06/2015	00:50:00	Live	64,160	0.1	5.3
United Kingdom	Eurosport	23/06/2015	01:00:00	Live	9,270	0.0	0.9
USA	FOX Sports 1	22/06/2015	19:39:00	Live	4,716,000	2.2	6.1
USA	NBC Universo	22/06/2015	19:48:00	Live	256,000	0.1	0.3



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Match 39: GER v SWE

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	21/06/2015	05:45:00	Live	51,000	0.2	8.4
Canada	CTV	20/06/2015	15:48:00	Live	344,000	1.0	7.1
Canada	RDS2	20/06/2015	15:52:00	Live	18,000	0.1	0.3
China	CCTV-5	21/06/2015	03:52:17	Live	90,751	0.0	0.8
France	Eurosport	20/06/2015	21:53:12	Live	49,000	0.1	0.3
France	W9	20/06/2015	22:00:13	Live	408,000	0.7	2.7
Germany	ARD	20/06/2015	22:00:04	Live	6,123,900	8.5	26.0
Norway	NRK2	20/06/2015	21:51:27	Live	151,037	3.3	14.6
Sweden	TV4	20/06/2015	21:50:00	Live	957,697	10.3	45.4
Switzerland	SRF Zwei	20/06/2015	22:00:07	Live	87,237	1.8	8.5
United Kingdom	BBC 3	20/06/2015	20:45:00	Live	480,360	0.8	2.8
United Kingdom	Eurosport	20/06/2015	21:00:00	Live	8,070	0.0	0.0
USA	FOX Sports 1	20/06/2015	15:50:00	Live	912,000	0.4	1.9



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Match 40: FRA v KOR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	22/06/2015	05:45:00	Live	31,000	0.1	3.0
Canada	CTV	21/06/2015	15:47:00	Live	267,000	0.8	4.5
Canada	TSN	21/06/2015	15:47:00	Live	210,000	0.6	3.5
Canada	RDS2	21/06/2015	15:53:00	Live	27,000	0.1	0.5
China	CCTV-5	22/06/2015	03:46:03	Live	275,054	0.0	2.6
France	Eurosport	21/06/2015	21:52:18	Live	211,000	0.4	1.2
France	W9	21/06/2015	22:00:10	Live	2,786,000	4.8	16.4
Germany	ZDF	21/06/2015	22:00:00	Live	2,020,000	2.8	9.2
Korea Republic	SBS	22/06/2015	04:30:36	Live	216,460	0.4	8.0
Korea Republic	KBS2	22/06/2015	04:39:57	Live	445,670	0.9	15.4
Norway	NRK2	21/06/2015	21:53:42	Live	81,990	1.7	7.7
Spain	Teledeporte	21/06/2015	22:00:08	Live	222,360	0.5	1.3
Sweden	TV4 Sport	21/06/2015	21:50:00	Live	5,000	0.0	0.2
Sweden	TV12	21/06/2015	23:04:00	Live	24,000	0.3	1.8
Switzerland	SRF Zwei	21/06/2015	22:00:03	Live	95,624	2.0	10.8
Switzerland	RTS Deux	21/06/2015	22:00:03	Live	15,592	0.9	4.2
United Kingdom	BBC 3	21/06/2015	20:30:00	Live	539,420	0.9	2.9
USA	Telemundo	21/06/2015	15:48:00	Live	334,000	0.1	0.5
USA	FOX Sports 1	21/06/2015	15:51:00	Live	1,000,000	0.5	1.9

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Match 41: BRA v AUS

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	22/06/2015	02:30:00	Live	89,000	0.4	28.3
Brazil	TV Bandeirantes	21/06/2015	14:00:00	Live	2,208,115	1.5	6.5
Brazil	TV Brasil	21/06/2015	14:00:00	Live	85,560	0.2	n/a
Canada	TSN	21/06/2015	12:49:00	Live	247,000	0.7	4.6
Canada	RDS 2	21/06/2015	12:53:00	Live	23,000	0.1	0.4
China	CCTV-5	22/06/2015	00:52:04	Live	456,252	0.0	2.5
France	Eurosport	21/06/2015	18:53:01	Live	70,000	0.1	0.4
Germany	ZDF	22/06/2015	00:06:00	Highlights	970,000	1.3	8.8
Norway	NRK2	21/06/2015	18:52:12	Live	78,248	1.7	6.5
Sweden	TV4 Sport	21/06/2015	18:53:00	Live	9,438	0.1	0.4
United Kingdom	BBC Red Button	21/06/2015	17:42:30	Live	105,000	0.2	0.7
USA	FOX Sports 1	21/06/2015	12:50:00	Live	893,000	0.4	2.0



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Match 42: JPN v NED

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN	23/06/2015	21:48:00	Live	472,000	1.3	5.9
Canada	RDS	23/06/2015	22:00:00	Live	42,000	0.1	0.5
China	CCTV-5	24/06/2015	09:49:42	Live	2,887,892	0.2	2.6
France	Eurosport	24/06/2015	08:58:34	Delayed	1,000	0.0	0.0
Germany	ZDF	24/06/2015	04:00:00	Live	200,000	0.3	8.7
Japan	Fuji TV	24/06/2015	10:45:00	Live	3,955,600	3.1	24.3
Netherlands	Ned 3	24/06/2015	03:53:00	Live	156,250	1.0	54.1
Norway	NRK1	24/06/2015	03:53:17	Live	2,000	0.0	7.8
Sweden	TV4	24/06/2015	03:52:00	Live	30,943	0.4	27.5
United Kingdom	BBC 2	24/06/2015	02:45:00	Live	68,000	0.1	7.7
USA	NBC Univers o	23/06/2015	21:48:00	Live	70,000	0.0	0.1
USA	FOX Sports 1	23/06/2015	21:59:00	Live	944,000	0.4	1.3



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Match 43: NOR v ENG

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	23/06/2015	06:45:00	Live	49,000	0.2	3.1
Brazil	TV Brasil	22/06/2015	18:00:00	Live	40,790	0.1	n/a
Canada	TSN	22/06/2015	16:51:00	Live	374,000	1.1	4.9
Canada	RDS	22/06/2015	16:53:00	Live	55,000	0.2	0.7
China	CCTV-5	23/06/2015	04:52:19	Live	659,592	0.1	3.0
France	Eurosport	22/06/2015	22:51:34	Live	40,000	0.1	0.4
France	W9	22/06/2015	23:00:21	Live	421,000	0.7	4.5
Germany	ARD	22/06/2015	23:00:00	Live	1,700,000	2.3	14.6
Norway	NRK1	22/06/2015	22:51:42	Live	503,748	10.8	59.3
Spain	Teledeporte	22/06/2015	23:00:22	Live	156,620	0.4	1.1
Sweden	TV12	22/06/2015	22:52:00	Live	46,624	0.6	6.0
Switzerland	SRF Zwei	22/06/2015	23:00:17	Live	36,256	0.7	9.2
United Kingdom	BBC 3	22/06/2015	21:30:00	Live	1,393,020	2.4	10.7
United Kingdom	Eurosport	22/06/2015	21:45:00	Live	94,300	0.2	0.7
USA	NBC Univers o	22/06/2015	16:48:00	Live	66,000	0.0	0.1
USA	FOX Sports 1	22/06/2015	16:52:00	Live	973,000	0.4	1.8

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Match 44: CAN v SUI

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	22/06/2015	09:15:00	Live	21,000	0.1	2.3
Canada	CTV	21/06/2015	19:20:00	Live	1,812,000	5.2	18.9
Canada	TSN	21/06/2015	19:20:00	Live	802,000	2.3	8.0
Canada	RDS	21/06/2015	19:23:00	Live	160,000	0.5	1.6
China	CCTV-5	22/06/2015	07:21:33	Live	2,119,599	0.2	2.2
France	Eurosport	22/06/2015	01:23:46	Live	10,425	0.0	0.7
France	W9	22/06/2015	01:30:12	Live	54,464	0.1	3.6
Germany	ZDF	22/06/2015	01:30:00	Live	360,000	0.5	9.3
Norway	NRK1	22/06/2015	01:20:29	Live	9,023	0.2	12.6
Sweden	TV4	22/06/2015	01:20:00	Live	10,450	0.2	8.6
Switzerland	RSI LA 2	22/06/2015	01:30:06	Live	1,811	0.6	25.5
Switzerland	RTS Deux	22/06/2015	01:30:06	Live	12,258	0.7	29.9
Switzerland	SRF Zwei	22/06/2015	01:30:06	Live	69,104	1.4	40.6
United Kingdom	BBC 2	22/06/2015	00:00:00	Live	129,280	0.2	4.8
United Kingdom	Eurosport	22/06/2015	00:30:00	Live	5,150	0.0	0.2
USA	FOX Sports 1	21/06/2015	19:08:00	Live	1,175,000	0.5	1.7
USA	NBC Univers o	21/06/2015	19:18:00	Live	88,000	0.0	0.1

Competing Market Highlights

Australia

- BRA v AUS was shown live by SBS in Australia from 02:30am on Monday morning; an average audience of 89,000 (0.4% TVR) viewers, 28.8% of the available TV audience at the time, watched Australia beat Brazil 1-0 and progress to the next stage.

Brazil

- TV Bandeirantes aired their first Brazil match of FWWC2015. The BRA v AUS match, which saw Brazil eliminated by a single goal, was watched by an average audience of 2.2 million (1.5% TVR) people across the country. This is higher than any figures for a Brazil match during FWWC2011. It's also 47% higher than any other audience achieved by TV Bandeirantes so far for FWWC2015.

Canada

- The Canadian women's national team continues to advance and set new viewing records. Preliminary overnight data from Numeris confirms that a record 2.8 million (7.9% TVR) viewers tuned into CTV, TSN, and RDS on Sunday night to see Canada secure its spot in the FIFA Women's World Cup Canada 2015™ Quarter-finals. The match was the most-watched program on Canadian television on Sunday. It also breaks the record of 2.3 million (6.5% TVR) set earlier in the tournament as the most-watched FIFA Women's World Cup™ match ever in Canada.

China

- CCTV in China generated their best audience of the 2015 event so far as China beat Cameroon and progressed to the Quarter-finals. An average audience of 5.0 million (0.4% TVR) tuned into the live coverage from 06:30 on Sunday morning.

France

- France's 3-0 victory over Korea Republic on Sunday evening was aired across France by W9, as all France matches have been so far. Sunday's FIFA Women's World Cup Canada 2015 match generated a second successive all-time channel audience record for W9. An average audience of 2.8 million (4.8% TVR) people tuned in from 10pm; eclipsing the previous channel record of 2.2 million (3.8%TVR) set by FWWC2015 on Wednesday when France beat Mexico in the final Group Stage match. This also eclipses the highest FWWC2011 audience in France which was 2.4 million (4.1% TVR) for FRA v USA Semi-Final on Direct 8. A further 0.2 million viewers tuned into Eurosport's coverage of the match.

Germany

- The German team progressed through to the Quarter-Finals on Saturday night. ARD drew an average audience of 6.1 million (8.5% TVR) viewers from 10pm. The FWWC2015 audience was the leading sports broadcast on German television over the weekend, beating the German Men's Under-21 European Championships audience of 4.9 million (6.8% TVR) on Saturday during prime time on ZDF and also the Formula 1 Austrian Grand Prix Race on RTL which received 4.8 million (6.7% TVR) viewers on Sunday.

Japan

- JPN v NED was aired live from 10:45am on Wednesday morning by FUJI TV. The match attracted an average audience of 4.0 million (3.1% TVR). Although not as high as earlier matches from FWWC2015, the audience is bigger than the Semi-final 4 years ago between JPN v SWE (3.6 million) that aired on the same channel.

Korea Republic

- FRA v KOR was broadcast live on Monday morning in Korea Republic from 04:30am on KBS2 and SBS. An average audience of 0.7 million (1.4% TVR) people across the 2 channels watched as Korea Republic were knocked out of the tournament. The KBS2 share of that audience (445,000 viewers) was over 4 times higher than the channel normally commands in the timeslot.

Netherlands

- The final match of Round of 16 was shown live on Ned 3 and saw Netherlands lose to Japan 1-2. Despite the 04:00am Wednesday morning kick off, the game attracted an average audience of 156,000 (1.0% TVR). This compares favourably to the previous two Group stage games aired at similar times (NZL v NED and NED v CAN, 150,000 and 118,000 average audience, respectively).

Norway

- Norway's match against England on Monday night was shown by NRK1 from 11pm. This is the latest timeslot for a Norway match of the event so far (all Group Stage matches commenced between 7 and 10pm locally). The Round of 16 match drew an audience of 0.5 million for NRK1, this is nearly 3 times higher than the channel normally attracts in this timeslot.

Sweden

- TV4 broadcast live coverage of GER v SWE on Saturday night from 10pm. The match was watched by an average audience of 1.0 million (10.3% TVR) people. Despite its late broadcast time, the FWWC2015 match generated the highest audience of the whole day on Saturday of any broadcast on Swedish television. The audience was not quite as high as the 1.1 million that watched Sweden's opening group stage match against Nigeria.

Switzerland

- CAN v SUI was broadcast live from 01:30am on Monday morning across SRG channels. An average audience of 83,000 (1.2% TVR) watched Switzerland's final game at the tournament, as the hosts Canada progressed to the Quarter-finals.

United Kingdom

- England's victory over Norway in the Round of 16 was shown by BBC3 across the UK, it was watched by an average audience of 1.4 million from 9:30pm non Tuesday night. This is just 0.2 million lower than the highest group stage match that aired in the more favourable 8:30pm slot. However, it registers 1 million higher (over 3 times) than BBC3's average audience for the timeslot. Moreover, a further 0.1 million watched the game on Eurosport, bringing the total average audience up to nearly 1.5 million.

USA

- FOX Sports 1 aired their second USA match of FWWC2015 on Monday night when they broadcast USA v COL in the Round of 16 from 19:40 local time. The match drew an average audience of 4.7 million (2.2% TVR) viewers to the channel, up 42% from FOX Sports 1's other Live USA match of FWWC2015, USA's opening match of the tournament against Australia. The highest match audience so far in the USA was on FOX during the Group Stage, 5.0 million (1.7% TVR) for NGA v USA.