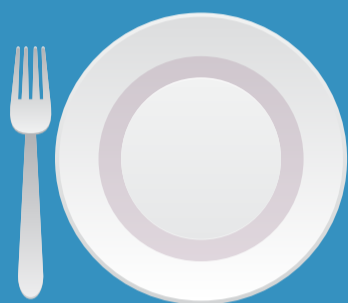




3.6 billion

FIFA.com pages consumed in the run-up to the Final Draw, Dec. 6, 2013

Appetite for the 2014 FIFA World Cup Final Draw started before breakfast



10,000

hours of FIFA.com content consumed by breakfast

250,000

simultaneous users by lunchtime

425,000

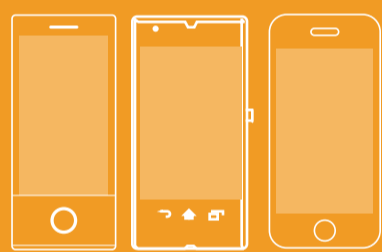
users flock to FIFA.com via social media 'watercoolers'

4,300,000

users to FIFA.com destinations on Final Draw day

The 2014 FIFA World Cup Final Draw stirred emotions across the globe, with 10,000 hours of content clocked up by early morning (EST). By midday, 250,000 fans simultaneously accessed FIFA.com on desktop and mobile. When the fixtures were announced there were a staggering 425,000 simultaneous users.

One million official app downloads in seven days



1.3m

downloads in 7 days



10m

app pages consumed on Final Draw day



111

countries where FIFA is #1 Sports app



22

pages per visitor

Number 1 Sports app in 111 countries

3.6bn FIFA.com pages consumed in the run-up to the Draw, including 824 qualifying matches, by 202 member nations, now reduced to 32 teams



Exact geography not always stated.

First 21 country Number Ones: Argentina (#1); Bolivia (#1); Brazil (#1); Chile (#1); Colombia (#1); Dominican Republic (#1); Ecuador (#1); El Salvador (#1); France (#1); Guatemala (#1); Honduras (#1); Mexico (#1); Nicaragua (#1); Panama (#1); Paraguay (#1); Peru (#1); Spain (#1); Venezuela (#1); Ireland (#1); United Kingdom (#1); Canada (#1).

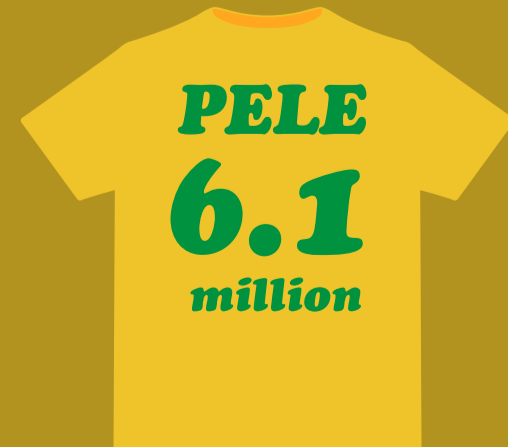
Personality-driven social media events

Zidane Facebook Q+A



people reached from the Facebook Q&A in the run-up to the Final Draw

Pele Facebook shirt signing



people were interested in winning legendary Number 10 shirt

Final Draw



info-hungry fans reached on Facebook