



FIFA WOMEN'S WORLD CUP CANADA 2015™

MATCHDAY 1-4

OVERNIGHT

TV AUDIENCE REPORT



FIFA Women's World Cup Canada 2015™ Matchday 1-4 Overnight Audience Report

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

Match 1: CAN v CHN

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	07/06/2015	07:30:00	Live	55,000	0.2	3.2
Canada	TSN	06/06/2015	17:35:00	Live	861,000	2.3	9.7
Canada	RDS	06/06/2015	17:53:00	Live	91,000	0.3	1.1
Canada	CTV	06/06/2015	18:00:00	Live	820,000	2.3	11.5
China	CCTV-5	07/06/2015	05:52:42	Live	2,327,639	0.2	3.9
France	W9	06/06/2015	23:43:00	Live	136,000	0.2	2.7
France	Eurosport	06/06/2015	23:55:13	Live	7,000	0.0	0.1
Germany	ZDF	07/06/2015	00:00:00	Live	1,090,000	1.5	13.3
Netherlands	Ned 3	06/06/2015	23:52:00	Live	186,846	1.2	11.4
Norway	NRK1	06/06/2015	23:50:48	Live	110,999	2.4	22.8
South Korea	KBS N SPORTS	07/06/2015	06:50:06	Live	32,000	0.1	0.5
Spain	Teledporte	07/06/2015	00:57:18	Delayed	55,729	0.1	1.0
Sweden	TV4	06/06/2015	23:51:00	Live	115,500	1.2	21.9
Switzerland	RSILA 2	07/06/2015	00:00:30	Live	2,994	0.9	9.4
Switzerland	SRF Zwei	07/06/2015	00:00:31	Live	51,597	1.1	17.1
Switzerland	RTS Deux	07/06/2015	00:00:31	Live	10,755	0.6	9.7
United Kingdom	BBC3	06/06/2015	22:35:00	Live	406,000	0.7	4.6
USA	Telemundo	06/06/2015	17:33:00	Live	479,000	0.2	0.7
USA	FOX Sports 1	06/06/2015	17:39:00	Live	719,000	0.3	1.3



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Match 2: NZL v NED

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	07/06/2015	10:48:00	Live	32,000	0.1	1.9
Canada	TSN	06/06/2015	20:51:00	Live	380,000	1.1	3.9
Canada	RDS	06/06/2015	20:51:00	Live	29,000	0.1	0.3
China	CCTV5+	07/06/2015	11:10:00	Live	15,379	0.0	0.0
Germany	ZDF	07/06/2015	03:00:00	Live	260,000	0.4	8.2
Netherlands	Ned 3	07/06/2015	02:52:00	Live	150,047	1.0	51.5
New Zealand	SKY Sport 2	07/06/2015	13:00:41	Live	7,500	0.2	1.8
Norway	NRK1	07/06/2015	03:00:00	Live	17,340	0.4	30.0
Sweden	TV4	07/06/2015	02:53:00	Live	19,444	0.2	20.9
United Kingdom	BBC Red Button	07/06/2015	01:45:00	Live	6,000	0.0	0.2
USA	FOX Sports 2	06/06/2015	20:38:00	Live	240,000	0.2	0.6

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Match 3: GER v CIV

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	08/06/2015	05:48:00	Live	24,000	0.1	3.6
Canada	TSN	07/06/2015	15:52:00	Live	328,000	0.9	5.1
Canada	RDS	07/06/2015	16:26:00	Live	70,000	0.2	1.1
China	CCTV-5	08/06/2015	03:53:08	Live	104,699	0.0	0.8
France	Eurosport	07/06/2015	21:51:37	Live	9,000	0.0	0.1
Germany	ZDF	07/06/2015	22:00:00	Live	5,130,000	7.1	23.8
Norway	NRK2	07/06/2015	21:51:03	Live	83,677	1.8	8.4
Sweden	TV12	07/06/2015	21:52:00	Live	78,796	0.8	4.5
Switzerland	SRF Zwei	07/06/2015	22:00:18	Live	97,083	2.0	11.7
United Kingdom	BBC3	07/06/2015	20:30:00	Live	523,000	0.9	2.8
USA	NBC Universos	07/06/2015	15:48:00	Live	21,000	0.0	0.0
USA	FOX	07/06/2015	15:40:00	Live	1,320,000	0.8	2.0

Match 4: NOR v THA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	08/06/2015	02:48:00	Live	10,000	0.0	4.1
Brazil	TV Bandeirantes	07/06/2015	14:00:00	Live	1,135,795	0.7	3.3
Canada	CTV	07/06/2015	13:00:00	Live	272,000	0.8	5.5
Canada	RDS2	07/06/2015	13:00:00	Live	15,000	0.0	0.3
China	CCTV-5	08/06/2015	00:51:21	Live	148,364	0.0	0.9
Germany	ZDF	08/06/2015	00:03:00	Highlights	2,440,000	3.4	22.7
Norway	NRK1	07/06/2015	18:51:45	Live	520,481	11.2	41.5
Sweden	TV12	07/06/2015	18:49:00	Live	60,604	0.6	2.2
United Kingdom	BBC Red Button	07/06/2015	17:45:00	Live	33,000	0.1	0.2
USA	FOX	07/06/2015	12:42:00	Live	847,000	0.6	2.0



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Match 5: JPN v SUI

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	09/06/2015	11:30:00	Live	64,000	0.3	5.9
Canada	TSN	08/06/2015	21:48:00	Live	336,000	1.0	3.8
Canada	RDS2	08/06/2015	21:55:00	Live	21,000	0.1	0.2
China	CCTV-5	09/06/2015	09:45:08	Live	1,652,403	0.1	1.8
Germany	ARD	09/06/2015	04:00:00	Live	289,544	0.4	11.5
Norway	NRK2	09/06/2015	03:51:40	Live	2,515	0.1	6.8
Sweden	TV4	09/06/2015	03:50:00	Live	20,000	0.2	17.7
Switzerland	SRF Zwei	09/06/2015	04:00:05	Live	21,480	0.4	29.8
Switzerland	RTS Deux	09/06/2015	04:00:05	Live	3,014	0.2	16.4
Switzerland	RSILA 2	09/06/2015	04:00:05	Live	4	0.0	0.1
United Kingdom	BBC Red Button	09/06/2015	02:45:00	Live	0	0.0	0.0
USA	FOX Sports 1	08/06/2015	21:37:00	Live	864,000	0.4	1.1

Match 6: CMR v ECU

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN2	08/06/2015	18:49:00	Live	24,000	0.1	0.2
Canada	RDS2	08/06/2015	18:52:00	Live	30,200	0.1	0.3
Germany	ARD	09/06/2015	03:30:00	Highlights	340,000	0.5	13.7
Norway	NRK2	09/06/2015	00:49:50	Live	9,877	0.2	6.9
Sweden	TV12	09/06/2015	00:51:00	Live	2,071	0.0	0.9
United Kingdom	BBC Red Button	08/06/2015	23:45:00	Live	3,400	0.0	0.1
USA	FOX Sports 2	08/06/2015	18:55:00	Live	83,000	0.1	0.2

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Match 7: USA v AUS

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	09/06/2015	09:00:00	Live	136,000	0.6	11.7
Canada	TSN	08/06/2015	19:20:00	Live	479,000	1.4	4.1
Canada	RDS	08/06/2015	19:25:00	Live	47,000	0.1	0.4
France	Eurosport	09/06/2015	01:23:13	Live	10,000	0.0	0.7
France	W9	09/06/2015	01:31:21	Live	54,572	0.1	3.4
Germany	ARD	09/06/2015	01:30:00	Live	381,368	0.5	11.2
Norway	NRK1	09/06/2015	01:30:03	Live	25,645	0.6	29.3
Sweden	TV4	09/06/2015	01:20:00	Live	41,818	0.5	23.0
United Kingdom	BBC 2	08/06/2015	23:50:00	Live	166,900	0.3	6.4
USA	FOX Sports 1	08/06/2015	19:08:00	Live	3,311,000	1.5	4.4
USA	NBC Univers	08/06/2015	19:18:00	Live	203,000	0.1	0.2

Match 8: SWE v NGA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	09/06/2015	05:45:00	Live	30,000	0.1	2.9
Canada	TSN	08/06/2015	15:49:00	Live	281,000	0.8	4.2
Canada	RDS2	08/06/2015	15:55:00	Live	32,000	0.1	0.5
China	CCTV-5	09/06/2015	03:49:53	Live	177,471	0.0	1.5
France	Eurosport	08/06/2015	21:54:26	Live	37,000	0.1	0.2
Germany	ARD	08/06/2015	22:00:00	Live	2,302,557	3.2	11.6
Norway	NRK1	08/06/2015	21:50:26	Live	242,675	5.2	24.7
Spain	Teledeporte	08/06/2015	22:57:08	Delayed	153,000	0.3	1.0
Sweden	TV4	08/06/2015	21:54:00	Live	1,118,683	12.0	55.4
United Kingdom	BBC Red Button	08/06/2015	21:50:00	Live	62,000	0.1	0.4
USA	FOX	08/06/2015	15:40:00	Live	995,000	0.7	2.0

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Match 9: BRA v KOR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
France	Eurosport	10/06/2015	00:58:18	Live	2,000	0.0	0.1
Germany	ARD	10/06/2015	01:00:00	Live	468,382	0.6	11.6
Norway	NRK1	10/06/2015	00:53:06	Live	22,130	0.4	20.1
United Kingdom	BBC Red Button	09/06/2015	23:45:00	Live	26,348	0.0	0.8

Match 10: ESP v CRC

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Norway	NRK3/Super	09/06/2015	21:53:31	Live	45,084	1.0	4.4
Spain	Teledorte	09/06/2015	22:02:47	Live	959,000	2.2	4.9
Sweden	TV12	09/06/2015	21:56:00	Live	89,594	1.0	6.5

Match 11: FRA v ENG

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
France	Eurosport	09/06/2015	18:52:19	Live	193,000	0.3	1.0
France	W9	09/06/2015	19:00:09	Live	1,450,000	2.5	7.3
Norway	NRK2	09/06/2015	18:58:46	Live	99,999	2.1	9.0
Spain	Teledorte	09/06/2015	19:00:11	Live	179,000	0.4	1.8
Sweden	TV12	09/06/2015	18:47:00	Live	79,321	0.8	3.6
Switzerland	RTS Deux	09/06/2015	19:00:04	Live	17,116	1.0	3.8
United Kingdom	BBC 2	09/06/2015	17:30:00	Live	1,468,700	2.5	9.1
United Kingdom	BBC Red Button	09/06/2015	17:55:00	Live	24,000	0.0	0.1

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Match 12: COL v MEX

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
France	Eurosport	09/06/2015	21:51:50	Live	46,000	0.1	0.3
Norway	NRK2	09/06/2015	22:51:02	Delayed	56,643	1.3	10.3
Sweden	TV4 Sport	09/06/2015	21:58:00	Live	962	0.0	0.1
Switzerland	SRF Zwei	09/06/2015	22:00:05	Live	86,364	1.8	9.8
United Kingdom	BBC Red Button	09/06/2015	21:50:00	Live	57,964	0.1	0.4

Competing Market Highlights

Australia

- An average audience of 136,000 (0.6% TVR) viewers across Australia tuned in to SBS ONE on Tuesday morning from 9am to see their team take on the USA. This is over 27 times higher than the timeslot average that SBS ONE normally commands. It's also higher than any FWWC2011 Group Stage audience on Australian TV on the same channel.

Canada

- A record number of Canadians watched Christine Sinclair lead Canada to a 1-0 victory in the opening match of the FIFA Women's World Cup Canada 2015™. Preliminary overnight data confirms that 1.8 million (4.9% TVR) viewers watched the game on CTV, TSN, and RDS, making it the most-watched FIFA Women's World Cup™ match ever. Across the opening weekend, Canada also hosted Round 7 of the 2015 Formula One season; the live race was watched by an audience of 0.6 million (1.8% TVR) people on Sunday lunchtime across TSN & RDS.

China

- CAN v CHN (CCTV5) was watched live by 2.3 million (0.18% TVR) people from 6am in China. This compares well against the highest live Group Stage audience from FWWC2011 which was 1.3 million (0.12% TVR) (CCTV5). The highest FCC2013 audience in China was 2.0 million (0.16% TVR) at the comparable time of day of 6am – this was the Final match of FCC2013.

France

- France's opening match victory over England was shown live by W9 in France attracting an average audience of 1.5 million (2.5% TVR) viewers. A strong performance compared to FWWC2011 when 1.1 million (1.8% TVR) people tuned into Direct 8 to watch the same teams play in a Quarter Final match. It's also 3 times higher than W9's average audience in the timeslot. It ranks as W9's 2nd highest sports broadcast of the year so far.

Germany

- GER v CIV recorded an audience of 5.3 million (7.1% TVR) in Germany on ZDF. The highest Group Stage audience in 2011 was 16.2 million (22.5% TVR) for FRA v GER. However, the 2015 audience is higher than ZDF's figures for the recent Women's UEFA Champions League Final between Frankfurt and PSG, an average of 2.0 million (2.8% TVR). It was also the 3rd highest TV audience in Germany all day on Sunday. The FWWC audience was higher than that of the live race of the F1 Canadian GP on RTL in Germany, which was watched by 4.5 million (6.2% TVR) people on Sunday night from 8pm (directly before the Kick Off of GER v CIV).

Japan

- JPN v SUI was shown live by Fuji TV in Japan from 10:45am local time on Tuesday. The match attracted an average audience of 4.2 million (3.3% TVR) people across the country. This is 16% higher than Japan's Semi Final match of FWWC2011 – JPN v SWE – 3.6 million (3.0% TVR). (1 of only 2 games aired on FTA TV in 2011 – the only other match from FWWC2011 aired live on FTA TV was the Final between JPN v USA – 9.8 million)

Netherlands

- Over the opening weekend of FWWC2015 Ned 3 in the Netherlands aired 2 Live matches, CAN v CHN & NZL v NED; attracting audiences of 187,000 (1.2% TVR) (from midnight) & 150,000 (1.0% TVR) (from 3am) respectively. However, a round-up of the day's action later in prime time on Saturday attracted 1.0 million (6.3% TVR) viewers to Ned 1, higher than any figures generated by the same event 4 years ago.

Norway

- NRK1 aired Norway's opening match of FWWC2015 against Thailand attracting an audience of 520,000 (11.2% TVR), a 41.5% share of prime time TV viewers across the country. This audience is higher than any figures achieved by NRK during FWWC2011, an event that took place in the European time-zone (the highest audience in 2011 was 448,000 (10.0% TVR) for AUS v NOR).

Spain

- In Spain an average audience of 1.0 million (2.2% TVR) watched Teledeporte as their team drew 1-1 with Costa Rica in Group E from 10pm local time. The audience ranks inside the top 10 ratings of the year so far for Teledeporte. It's also over 5 times higher than the channel timeslot average.

Sweden

- An average audience of 1.1 million (12.0% TVR) people tuned in for TV4's live coverage of Sweden's first match of FWWC2015 against Nigeria. From 10pm local time, the match commanded a 55.4% share of TV viewers across the country. Already by Game 1 of the event, this is on a par with the highest Group Stage match of the 2011 event where SWE v USA battled it out to see who qualified top of Group C.

United Kingdom

- England's opening match of FWWC2015 against France achieved an average audience on BBC2 of 1.5 million (2.5% TVR) viewers across the UK. This is higher than any figures achieved during the Group Stage of FWWC2011 and 8% above the 2015 timeslot average for BBC2.

USA

- Team USA got their FWWC2015 campaign underway on Monday against Australia. Fox aired the match live on Fox Sports 1 across the US, generating an average audience of 3.3 million (1.5% TVR) through Prime Time. It is the 5th most-watched telecast of 2015 on FS1 and the 12th most-watched since the launch of FS1 in 2013. It is also more than 3 times higher than the opening Team USA match from FWWC2011. A further 0.2 million watched Monday's match in Spanish language on NBC Universo; an audience that is over 5 times higher than the timeslot average for the channel.