

File No. 04-1000-20-2016-199

July 11, 2016

s.22(1)

Dear s.22(1)

Re: Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")

Attached are all the reporting that we have on record from the Women's World Cup. I am writing in response to your request received on June 8, 2016 for:

Regarding the Canada 2015 FIFA Women's World Cup, the Final Report, as required by the host city agreement, which includes, but is not limited to, the following topics: Executive Summary, Governance, Marketing and Communications, Cultural Festivities, Sponsorship, Fan Zone Services, Finance and Corporate Services, and Key Lessons and Recommendations.

The 'final report' released by the Canadian Soccer Association is a public document posted on their website: https://issuu.com/canadasoccer/docs/2015_fwvc_canada2015_pdf

In addition, the Vancouver Sport Hosting Manager has also included all the reporting on record from the Women's World Cup.

Under section 52 of the Act you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your request. The Act allows you 30 business days from the date you receive this notice to request a review by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number assigned to your request (04-1000-20-2016-199); 2) a copy of this letter; 3) a copy of your original request for information sent to the City of Vancouver; and 4) detailed reasons or grounds on which you are seeking the review.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

Barbara J. Van Fraassen, BA
Director, Access to Information
City Clerk's Department, City of Vancouver
Email: Barbara.vanfraassen@vancouver.ca
Telephone: 604.873.7999

Encl.

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Economic impact of upcoming FIFA competitions in Canada expected to exceed \$337 million

***Canadian Sport Tourism Alliance study projects tremendous economic impact
across seven host cities from coast to coast***

February 3, 2014, Winnipeg MB – The Canadian Soccer Association today released the preliminary economic impact projections for the FIFA U-20 Women's World Cup Canada 2014 and FIFA Women's World Cup Canada 2015™. The initial projections indicate the two competitions will produce industry output of over \$337 million nationally.

The 2015 competition is expected to support \$267 million in economic activity with the 2014 competition expected to support an additional \$70 million. The net economic activity (GDP) of the competitions is expected to reach a total of \$169 million with \$37 million in 2014 and \$132 million in 2015.

The projections, compiled by the Canadian Sport Tourism Alliance, look at several factors including the projected expenditures of out of town visitors attending the competition, capital construction costs and the operational expenditures associated with hosting the competitions. Through the use of the Canadian Sport Tourism Alliance's STEAM model, the economic impact of the competitions are detailed across several factors such as employment, taxes, gross domestic product (GDP) and industry output. The combined economic output of both events across the four host provinces ranged from \$256 million to \$80 million with a municipal output across seven host cities of between \$11 million and \$59 million.

"The FIFA Women's World Cup Canada 2015™ marks the first major sporting event hosted in Canada from coast to coast, from Vancouver, British Columbia on the west coast to Moncton, New Brunswick in Atlantic Canada," said Victor Montagliani, President of the Canadian Soccer Association and Chair of the National Organizing Committee for the FIFA Women's World Cup Canada 2015™. "As part of the Canadian Soccer Association's 2014-2018 Strategic Plan - Leading a Soccer Nation - the successful hosting of these competitions will fulfil our strategic priority to encourage and oversee the growth of the game in our country and leave a legacy for sport, for women, and for Canada that reaches far beyond the competition."

The final report on the economic impact of the competitions will be compiled after 24 teams compete from June 6 to July 5, 2015 for the FIFA Women's World Cup™. Matches will be held in Moncton, New Brunswick; Montreal, Quebec; Ottawa, Ontario; Winnipeg, Manitoba; Edmonton, Alberta and Vancouver, British Columbia. In 2014, 16 teams will compete from August 5 to 24 in Moncton, New Brunswick; Montreal, Quebec; Toronto, Ontario and Edmonton, Alberta. The report will look at the combined total of visitor expenditures, operational expenditures, capital construction costs, wages and salaries and tax revenue to produce a report into the local and regional economic impact in the Official Host Cities and provinces and key sectors in the Canadian economy.

"Sport tourism is about economic development," said Rick Traer, CEO of the Canadian Sport Tourism Alliance. "We are convinced that the upcoming FIFA Women's World Cup Canada 2015 and this year's FIFA U-20 Women's World Cup Canada will have a significant impact on our key sectors of our economy, particularly in host communities across Canada."



Hosting the FIFA U-20 Women's World Cup Canada 2014 and FIFA Women's World Cup Canada 2015™ provide a tremendous opportunity for the Official Host Cities to invest in and upgrade sport and community facilities. This investment in soccer will create opportunities for lifelong sport while engaging Canadian youth and families. While the economic impact will undoubtedly be impressive, the positive social impact will have an effect on all levels of soccer across the country and establish a new era in the women's game.

"The FIFA Women's World Cup™ is the largest women's sport event in the world," added Peter Montopoli, General Secretary for the Canadian Soccer Association and Chief Executive Officer for the FIFA Women's World Cup Canada 2015™. "As hosts, Canada has the opportunity and responsibility to welcome the world. This gives us a unique opportunity to demonstrate Canadian hospitality, infused with the character of our multicultural society. We're thrilled to be doing this for Canadians and the Canadian soccer community and to further contribute to the \$259 million in economic activity generated by the FIFA U-20 World Cup Canada 2007."

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For more information, or to schedule an interview, please contact :

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Plus de 337 millions \$ en retombées économiques pour les prochains tournois de la FIFA au Canada

L'étude de l'Alliance canadienne du tourisme sportif prévoit d'énormes retours financiers dans les sept villes hôtes d'un océan à l'autre

3 Février 2014, Winnipeg MB – L'Association canadienne de soccer a dévoilé ses projections préliminaires au chapitre des retombées économiques de la Coupe du Monde Féminine U-20 de la FIFA, Canada 2014 et de la Coupe du Monde Féminine de la FIFA™, 2015. Les conclusions initiales indiquent que les deux compétitions généreront plus de 337 millions \$ pour l'économie canadienne à l'échelle nationale.

Le tournoi de 2015 devrait insuffler 267 millions \$ en activité économique tandis que la compétition de 2014 produirait 70 millions \$. L'activité économique nette (PIB) de la compétition devrait atteindre 169 millions \$, soit 37 millions \$ en 2014 et 132 millions \$ en 2015.

Les projections établies par l'Alliance canadienne du tourisme sportif tiennent compte de plusieurs facteurs, notamment les dépenses prévues de visiteurs étrangers qui assisteront à la compétition, les coûts de construction et les dépenses d'activités associées à l'accueil de la compétition. Grâce à son modèle d'évaluation MEETS, l'Alliance canadienne du tourisme sportif démontre que l'incidence économique des compétitions est détaillée et tient compte de plusieurs facteurs comme l'emploi, les taxes, le produit intérieur brut (PIB) et la production industrielle. La production économique combinée des deux événements dans les quatre provinces hôtes varie de 256 millions \$ à 80 millions \$ avec une production municipale dans les sept villes hôtes variant entre 11 millions \$ et 59 millions \$.

« La Coupe du Monde Féminine de la FIFA™, Canada 2015 est le premier événement sportif d'envergure présenté au Canada d'un océan à l'autre, de Vancouver en Colombie-Britannique sur la côte Ouest jusqu'à Moncton au Nouveau Brunswick dans les Maritimes », indique Victor Montagliani, président de l'Association canadienne de soccer et du Comité organisateur national de la Coupe du Monde Féminine de la FIFA™, Canada 2015. « Dans le cadre du Plan stratégique 2014-2018 de l'Association canadienne de soccer – intitulé Notre nation de soccer – la tenue réussie de ces compétitions nous permettra de réaliser notre priorité stratégique visant à encourager et à superviser la croissance du sport au pays, en plus de laisser un héritage pour le sport, pour les femmes et pour le Canada qui va au-delà de la compétition. »

Le rapport final sur les retombées économiques de la compétition sera compilé une fois les 24 équipes auront joué leurs matchs du 6 juin au 5 juillet 2015 dans le cadre de la Coupe du Monde Féminine de la FIFA™, Canada 2015. Rappelons que les matchs seront disputés à Moncton au Nouveau-Brunswick, Montréal au Québec, Ottawa en Ontario, Winnipeg au Manitoba, Edmonton en Alberta et Vancouver en Colombie-Britannique.

En 2014, 16 équipes se disputeront la Coupe du Monde Féminine U-20 de la FIFA, Canada 2014 du 5 au 24 août à Moncton au Nouveau-Brunswick, Montréal au Québec, Toronto en Ontario et Edmonton en Alberta. Le rapport jettera un coup d'œil sur le total combiné des dépenses des visiteurs étrangers, des dépenses d'activités, des coûts de construction, des salaires et des revenus fiscaux afin de produire un rapport de retombées économiques locales



et régionales des villes hôtes officielles ainsi que dans les provinces et des secteurs clés de l'économie canadienne.

« Le tourisme sportif contribue au développement économique », affirme Rick Traer, chef de la direction de l'Alliance canadienne du tourisme sportif. « Nous sommes convaincus que la prochaine Coupe du Monde Féminine de la FIFA™, Canada 2015 et la Coupe du Monde Féminine U-20 de la FIFA, Canada 2014 de cette année auront une incidence importante sur les secteurs clés de notre économie, particulièrement dans les communautés hôtes à l'échelle canadienne. »

La tenue au pays de la Coupe du Monde Féminine U-20 de la FIFA, Canada 2014 et de la Coupe du Monde Féminine de la FIFA™, Canada 2015 offrent une occasion incroyable pour les villes hôtes officielles d'investir dans la construction et la réfection d'installations sportives et communautaires. Cet investissement dans le soccer créera des possibilités de sport pour la vie tout en engageant la jeunesse et les familles canadiennes. Si l'incidence économique est impressionnante, l'incidence sociale aura un effet positif sur tous les niveaux du soccer à l'échelle nationale et marquera le début d'une nouvelle ère pour le soccer féminin.

« La Coupe du Monde Féminine de la FIFA™ est le plus important événement sportif féminin au monde », ajoute Peter Montopoli, secrétaire général de l'Association canadienne de soccer et chef de la direction de la Coupe du Monde Féminine de la FIFA™, Canada 2015. « À titre d'hôte, le Canada a l'occasion et la responsabilité d'accueillir le monde. Cela nous offre une possibilité unique de démontrer l'hospitalité canadienne, remplie du caractère de notre société multiculturelle. Nous sommes enthousiastes de faire cela pour les Canadiens et pour la communauté canadienne de soccer et de contribuer aux 259 millions \$ d'activité économique générée par la Coupe du Monde U-20 de la FIFA, Canada 2007. »

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Pour de plus amples renseignements ou pour programmer une entrevue, veuillez contacter :

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VANCOUVER FIFA FAN ZONE OVERVIEW

Vancouver's FIFA Fan Zone attracted over 130,000 attendees over the course of the fourteen days it was open during the Women's World Cup.

Random surveying of Vancouver FIFA Fan Zone attendees conducted over three days indicated that the majority of visitors on those days were from BC - 55%.

Of Lower Mainland visitors, Vancouverites represented nearly 49% of visitors. 42% came from abroad.

Over 36% of those were from the US and of those over 11% from Washington State.

Other countries represented included Scotland, German, Australia, Turkey, France, Japan, Mexico, Hong Kong, Israel, Venezuela, among others.

(Survey days were June 27, June 30 and July 5).

Vancouver Fan Zone Stats:

Fan Zone Volunteers

- Total # of Volunteers - 230
- Total volunteer shifts - 598
- Total hours by volunteers - 3,210.30
- Total COV Staff who volunteered on their own time - 28

Fan Zone Total Attendance:

- Total attendance 131,522

Day 1	June 6	5,074
Day 2	June 8	3,530
Day 3	June 11	4,255
Day 4	June 12	7,935
Day 5	June 15	6,451
Day 6	June 16	16,646
Day 7	June 21	16,836
Day 8	June 23	7,013
Day 9	June 27	21,508
Day 10	June 30	2,015
Day 11	July 1	6,407
Day 12	July 4	9,284
Day 13	July 5	24,532

Of those randomly surveyed (1350):

- Over 95% will recommend Vancouver as a travel destination
- Over 76% took public transit, walked or biked to the Fan Zone
- 84% of attendees ranked their Fan Zone experience as good or excellent

Key Figures from the FIFA Women's World Cup

Stadium Attendance Stats

- Total attendance in Canada was 1.1 million +
- Biggest attendance - 54,027 for Canada vs. England in Vancouver
- Canada 2015 set a new total attendance record for a Women's World Cup
- Seven games were 50K+ attendees (4 of those games were in Vancouver)

TV Stats

- Canada: CTV and RDS broke the Canadian viewing record for any FIFA Women's World Cup Match (Canada vs England quarter final - 3.2 million)
- USA: Fox scored its biggest ever audience for a football match (semi-final average audience 8.4 million)
- Overall, international broadcasters beat the highest TV audience for any match from the 2011 edition of the Women's World Cup - Australia, Brazil, China, Korea Republic, Norway, Japan, France

Backgrounder

Sport Tourism Economic Assessment Model (STEAM)

About

In 2002, the Canadian Sport Tourism Alliance (CSTA) in association with Sport Canada, the Canadian Tourism Commission, the Conference Board of Canada's Canadian Tourism Research Institute (CTRI), and the Canadian Association of Convention & Visitors Bureaux developed the Sport Tourism Economic Assessment Model (STEAM).

There are two key components of STEAM that act to standardize the results, thereby allowing for comparability of the economic impacts of different events in different locations across Canada:

1. The use of standardized visitor expenditure profiles that have been developed with primary data collected by the CSTA, which is then supplemented with data from Statistics Canada.
2. The use of a modified version of CTRI's TEAM model, which creates the economic impact estimates from the expenditure inputs.

How it works

- The CSTA has compiled extensive related data through on-site economic impact assessments including on-site surveys at more than 50 sports events across Canada including summer and winter sports as well as spectator and participant based events.
- The extensive data collected allows for the development of key indicators to differentiate the spending of visitors, including the person's role at an event (i.e. spectator, participant, and media), the distance they travelled, their age, and their length of stay.
- STEAM makes adjustments to the expenditure profile used in the preparation of the impact assessment based on the demographic characteristics, as well as the location of the event. This spending estimate is then combined with capital and operations expenditures contained in an event's business plan to produce an overall estimate of the expenditures associated with the event under consideration, which is then entered into the economic impact assessment component of the model.
- The multipliers used within the STEAM model have been developed by CTRI and are based on their TEAM model, the pre-eminent economic impact assessment model in Canada. STEAM (and TEAM) is based on Statistics Canada's provincial input / output tables, which are then combined with other data to incorporate the local and provincial employment and tax structures of the host community.



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
Brazil	TV Brasil	06/06/2015	19:00:00	Live	67,740	0.2	n/a
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
Korea Republic	KBS N SPORTS	07/06/2015	06:50:06	Live	32,000	0.1	0.5
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
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	BBC 3	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

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 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



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 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
Brazil	TV Brasil	07/06/2015	17:00:00	Live	45,570	0.1	n/a
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 Universo	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	RDS 2	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

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 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
Japan	Fuji TV	09/06/2015	10:45:00	Live	4,210,800	3.3	23.6
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

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 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
China	CCTV5+	09/06/2015	23:32:01	Delayed	15,858	0.0	0.0
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 Universo	08/06/2015	19:18:00	Live	203,000	0.1	0.2



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 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	RDS 2	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

Match 9: BRA v KOR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	10/06/2015	08:45:00	Live	34,000	0.1	3.0
Brazil	TV Brasil	09/06/2015	20:01:00	Live	85,550	0.2	n/a
Canada	TSN	09/06/2015	18:48:00	Live	297,000	0.8	3.1
Canada	RDS	09/06/2015	18:55:00	Live	79,000	0.2	0.8
China	CCTV5+	10/06/2015	06:55:42	Live	0	0.0	0.0
China	CCTV-5	10/06/2015	12:34:38	Delayed	1,743,979	0.1	1.2
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
Korea Republic	SBS	10/06/2015	07:49:56	Live	657,220	1.4	9.1
Norway	NRK1	10/06/2015	00:53:06	Live	22,130	0.4	20.1
Sweden	TV4	10/06/2015	00:55:00	Live	61,438	0.7	29.0
United Kingdom	BBC Red Button	09/06/2015	23:45:00	Live	26,348	0.0	0.8
USA	FOX Sports 1	09/06/2015	18:41:00	Live	965,000	0.4	1.4
USA	NBC Universo	09/06/2015	18:47:00	Live	102,000	0.0	0.1

Match 10: ESP v CRC

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	10/06/2015	05:45:00	Live	36,000	0.1	3.4
Canada	TSN2	09/06/2015	15:47:00	Live	29,000	0.1	0.5
Canada	RDS	09/06/2015	15:52:00	Live	19,000	0.1	0.3
China	CCTV5+	10/06/2015	03:50:26	Live	0	0.0	0.0
Norway	NRK3/5uper	09/06/2015	21:53:31	Live	45,084	1.0	4.4
Spain	Teledeporte	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
USA	NBC Universo	09/06/2015	15:48:00	Live	21,000	0.0	0.0
USA	FOX Sports 1	09/06/2015	15:50:00	Live	407,000	0.2	0.9

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 11: FRA v ENG

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	10/06/2015	02:45:00	Live	22,000	0.1	10.1
Brazil	TV Bandeirantes	09/06/2015	14:00:00	Live	1,123,132	0.7	4.6
Canada	TSN	09/06/2015	12:49:00	Live	150,000	0.4	4.1
Canada	RDS	09/06/2015	12:55:00	Live	22,000	0.1	0.6
China	CCTV-5	10/06/2015	00:52:07	Live	289,561	0.0	1.8
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
Germany	ARD	10/06/2015	03:00:00	Delayed	290,000	0.4	11.6
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

Match 12: COL v MEX

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN	09/06/2015	15:47:00	Live	214,000	0.6	3.5
Canada	RDS 2	09/06/2015	15:52:00	Live	9,000	0.0	0.1
China	CCTV-5	10/06/2015	03:51:38	Live	148,703	0.0	1.2
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
USA	Telemundo	09/06/2015	15:48:00	Live	664,000	0.2	1.2

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.

Brazil

- The BRA v KOR match aired on TV Brasil and was watched by an average audience of 85,000* viewers.
*in 6 audience measured markets

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)

Korea Republic

- SBS in Korea Republic aired coverage of their national team's opening match against Brazil from 8am on Wednesday. The match attracted an average audience of 0.7 million (1.4% TVR) viewers which is 3 times higher than any group stage match audience achieved at FWWC2011 on the same channel.

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. In 2011, for FWWC2011 Germany, the same broadcaster only aired Highlights coverage of the event, with the highest audience being 731,000 (4.8% TVR).

New Zealand

- New Zealand's opening match against Netherlands aired at lunchtime on Sunday on Sky Sport 2, generating an audience of 7,500 (0.2% TVR) viewers.

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.

Switzerland

- Switzerland's match against Japan aired locally on SRG channels from 4am on Tuesday. The match drew an average audience nationally of 24,500 viewers.

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.



FIFA WOMEN'S WORLD CUP CANADA 2015™

MATCHDAY 5-7 (Group Stage Round 2)
OVERNIGHT TV AUDIENCE REPORT

FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 13: CAN v NZL

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	12/06/2015	10:45:00	Live	26,000	0.1	2.7
Canada	CTV	11/06/2015	21:37:00	Live	1,507,000	4.3	12.0
Canada	TSN2	11/06/2015	21:37:00	Live	643,000	1.8	6.7
Canada	RDS	11/06/2015	21:37:00	Live	156,000	0.4	1.6
China	CCTV5+	12/06/2015	08:57:29	Live	15,098	0.0	0.0
China	CCTV-5	12/06/2015	12:35:09	Delayed	1,590,866	0.1	1.1
France	W9	12/06/2015	03:01:05	Live	50,000	0.1	6.4
Germany	ARD	12/06/2015	03:00:58	Live	373,100	0.5	15.3
New Zealand	SKY Sport 2	12/06/2015	13:32:17	Live	5,100	0.1	1.5
Norway	NRK1	12/06/2015	03:00:00	Live	10,000	0.2	20.9
Sweden	TV12	12/06/2015	02:59:00	Live	5,612	0.1	5.7
USA	FOX Sports 1	11/06/2015	20:58:00	Live	735,000	0.3	0.9

Match 14: CHN v NED

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	12/06/2015	07:55:00	Live	35,000	0.1	2.5
Canada	RDS2	11/06/2015	17:55:00	Live	25,000	0.1	0.3
Canada	TSN	11/06/2015	17:57:00	Live	329,000	0.9	4.1
China	CCTV-5	12/06/2015	05:53:09	Live	2,267,191	0.2	5.0
Germany	ARD	12/06/2015	00:00:00	Live	1,353,704	1.9	19.4
Netherlands	Ned 3	11/06/2015	23:52:00	Live	398,840	2.6	31.7
Norway	NRK2	11/06/2015	23:50:46	Live	21,483	0.4	8.5
Sweden	TV4	11/06/2015	23:55:00	Live	66,500	0.8	16.1
United Kingdom	BBC Red Button	11/06/2015	23:00:00	Live	59,658	0.7	0.7
USA	FOX Sports 2	11/06/2015	17:40:00	Live	104,000	0.1	0.3



FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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Match 15: GER v NOR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	12/06/2015	05:45:00	Live	29,000	0.1	2.9
Canada	TSN	11/06/2015	15:48:00	Live	248,000	0.7	4.4
Canada	RDS2	11/06/2015	15:51:00	Live	24,000	0.1	0.4
China	CCTV-5	12/06/2015	03:57:03	Live	165,147	0.0	1.4
Germany	ARD	11/06/2015	22:00:00	Live	7,088,478	9.8	34.5
Norway	NRK1	11/06/2015	21:58:11	Live	571,254	12.3	49.3
Spain	Teledporte	11/06/2015	22:00:16	Live	85,620	0.2	0.5
Sweden	TV4	11/06/2015	21:56:00	Live	326,881	3.5	20.3
Switzerland	SRF zwei	11/06/2015	22:00:09	Live	74,852	1.5	9.4
Switzerland	RTS Deux	11/06/2015	22:00:09	Live	10,122	0.6	3.3
United Kingdom	BBC 3	11/06/2015	20:30:00	Live	467,940	0.8	2.7
USA	NBC Universo	11/06/2015	15:48:00	Live	51,000	0.0	0.1
USA	FOX Sports 1	11/06/2015	15:50:00	Live	570,000	0.3	1.3

Match 16: CIV v THA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN2	11/06/2015	18:51:00	Live	171,000	0.5	2.0
Canada	RDS Info	11/06/2015	18:55:00	Live	5,000	0.0	0.1
China	CCTV5+	12/06/2015	06:50:01	Live	17,839	0.0	0.0
Germany	ARD	12/06/2015	02:02:00	Highlights	570,000	0.8	17.4
Norway	NRK1	12/06/2015	01:00:09	Live	25,908	0.5	24.2
Sweden	TV12	12/06/2015	00:50:00	Live	8,895	0.1	4.1
United Kingdom	BBC Red Button	12/06/2015	00:00:00	Live	53,696	1.8	1.8
USA	FOX Sports 1	11/06/2015	18:39:00	Live	532,000	0.3	0.8



FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 17: JPN v CMR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	13/06/2015	11:55:00	Live	86,000	0.4	6.9
Canada	TSN	12/06/2015	21:47:00	Live	219,000	0.6	2.7
Canada	RDS2	12/06/2015	21:55:00	Live	17,000	0.0	0.2
China	CCTV-5	13/06/2015	09:56:05	Live	2,635,895	0.2	1.8
Germany	ZDF	13/06/2015	04:00:00	Live	260,000	0.4	10.2
Japan	Fuji TV	13/06/2015	10:45:00	Live	6,124,800	4.8	6.8
Norway	NRK1	13/06/2015	03:53:25	Live	12,874	0.2	26.5
Sweden	TV12	13/06/2015	03:51:00	Live	6,055	0.1	4.8
United Kingdom	BBC Red Button	13/06/2015	02:43:00	Live	11,050	0.0	1.0
USA	FOX Sports 1	12/06/2015	21:38:00	Live	615,000	0.3	0.9

Match 18: SUI v ECU

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN	12/06/2015	18:55:00	Live	266,000	0.8	3.0
Canada	RDS2	12/06/2015	18:55:00	Live	21,000	0.1	0.2
Germany	ZDF	13/06/2015	01:00:00	Live	480,000	0.7	8.6
Norway	NRK2	13/06/2015	00:54:08	Live	36,257	0.8	17.0
Sweden	TV12	13/06/2015	00:57:00	Live	21,379	0.2	6.5
Switzerland	RSILA 2	13/06/2015	01:00:11	Live	2,100	0.7	11.0
Switzerland	RTS Deux	13/06/2015	01:00:12	Live	8,269	0.5	12.4
Switzerland	SRF Zwei	13/06/2015	01:00:12	Live	75,423	1.5	38.8
United Kingdom	BBC Red Button	13/06/2015	00:00:00	Live	15,950	0.0	0.4
USA	FOX Sports 1	12/06/2015	18:52:00	Live	587,000	0.3	1.0

FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 19: USA v SWE

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	13/06/2015	09:55:00	Live	86,000	0.4	6.2
Canada	CTV	12/06/2015	19:48:00	Live	611,000	1.8	6.8
Canada	RDS	12/06/2015	19:52:00	Live	58,000	0.2	0.6
China	CCTV5+	13/06/2015	07:50:24	Live	12,362	0.0	0.0
China	CCTV-5	13/06/2015	12:30:11	Delayed	1,825,970	0.1	1.0
France	Eurosport	13/06/2015	01:52:45	Live	7,258	0.0	0.5
France	W9	13/06/2015	01:50:09	Live	92,000	0.2	6.3
Germany	ZDF	13/06/2015	02:00:00	Live	349,066	0.4	9.6
Norway	NRK1	13/06/2015	01:55:50	Live	30,509	0.7	27.2
Sweden	TV4	13/06/2015	01:52:00	Live	178,632	1.9	53.1
United Kingdom	BBC 2	13/06/2015	00:30:00	Live	163,780	0.3	5.9
USA	FOX	12/06/2015	19:40:00	Live	4,500,000	1.5	n/a
USA	NBC Universo	12/06/2015	19:48:00	Live	143,000	0.1	0.2

FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 20: AUS v NGA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	13/06/2015	06:30:00	Live	119,000	0.5	9.4
Canada	TSN	12/06/2015	16:47:00	Live	262,000	0.8	3.6
Canada	RDS2	12/06/2015	16:55:00	Live	13,000	0.0	0.2
China	CCTV-5	13/06/2015	04:56:03	Live	413,136	0.0	1.5
France	Eurosport	12/06/2015	22:53:07	Live	20,000	0.0	0.2
Norway	NRK2	12/06/2015	22:50:42	Live	72,609	1.5	8.7
Spain	Teledeporte	12/06/2015	23:01:12	Live	134,500	0.3	1.0
Sweden	TV12	12/06/2015	22:53:00	Live	58,943	0.7	5.6
Switzerland	SRF Zwei	12/06/2015	23:00:07	Live	61,579	1.3	11.7
United Kingdom	BBC Red Button	12/06/2015	21:43:00	Live	33,100	0.1	0.2
USA	FOX Sports 1	12/06/2015	16:50:00	Live	631,000	0.3	1.3

Match 21: BRA v ESP

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	14/06/2015	05:45:00	Live	45,000	0.2	7.8
Brazil	TV Brasil	13/06/2015	17:00:00	Live	64,680	0.1	n/a
Canada	TSN	13/06/2015	15:48:00	Live	255,000	0.7	4.7
Canada	RDS	13/06/2015	15:53:00	Live	51,000	0.1	0.9
China	CCTV-5	14/06/2015	03:45:01	Live	670,508	0.1	5.0
Germany	ZDF	14/06/2015	00:48:00	Highlights	910,000	1.3	10.5
Norway	NRK1	13/06/2015	21:53:42	Live	207,207	4.5	18.6
Spain	Teledeporte	13/06/2015	22:00:08	Live	822,630	1.8	5.5
Sweden	TV12	13/06/2015	23:01:00	Live	40,000	0.4	1.7
Switzerland	SRF Zwei	13/06/2015	22:00:03	Live	101,232	2.1	11.5
United Kingdom	BBC Red Button	13/06/2015	20:44:00	Live	10,550	0.0	0.1

FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 22: KOR v CRC

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	14/06/2015	08:45:00	Live	77,000	0.3	3.8
Canada	RDS Info	13/06/2015	18:55:00	Live	11,000	0.0	0.1
Canada	TSN	13/06/2015	18:49:00	Live	354,000	1.0	4.4
Germany	ZDF	14/06/2015	01:00:00	Live	640,000	0.9	11.1
Korea Republic	MBC	14/06/2015	07:54:34	Live	1,294,550	2.7	16.4
Norway	NRK1	14/06/2015	00:51:27	Live	81,038	1.7	30.6
Sweden	TV4	14/06/2015	00:55:00	Live	39,810	0.4	12.5
United Kingdom	BBC Red Button	13/06/2015	23:41:00	Live	24,150	0.0	0.5

Match 23: FRA v COL

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	14/06/2015	02:45:00	Live	12,000	0.0	5.5
Brazil	TV Bandeirantes	13/06/2015	14:00:00	Live	1,499,481	1.0	5.4
Canada	TSN	13/06/2015	12:47:00	Live	160,000	0.5	3.6
Canada	RDS	13/06/2015	12:51:00	Live	40,000	0.1	0.9
France	Eurosport	13/06/2015	18:52:48	Live	168,000	0.3	1.1
France	W9	13/06/2015	19:00:13	Live	1,564,000	2.7	10.0
Germany	ZDF	14/06/2015	00:35:00	Highlights	950,000	1.3	10.2
Norway	NRK3/5uper	13/06/2015	18:56:19	Live	46,372	1.0	3.6
Sweden	TV4 Sport	13/06/2015	18:48:00	Live	5,063	0.1	0.2
Switzerland	RTS Deux	13/06/2015	19:00:07	Live	14,511	0.8	5.1
United Kingdom	BBC Red Button	13/06/2015	17:46:00	Live	19,300	0.0	0.1
USA	FOX	13/06/2015	12:40:00	Live	1,257,000	0.4	n/a

FIFA Women's World Cup Canada 2015™ Matchday 5-7 Overnight Audience Report

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

Match 24: ENG v MEX

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	CTV	13/06/2015	15:47:00	Live	211,000	0.6	4.2
Canada	TSN2	13/06/2015	15:47:00	Live	56,000	0.2	1.0
Canada	RDS2	13/06/2015	15:52:00	Live	6,000	0.0	0.1
China	CCTV5+ Sports Com	14/06/2015	04:57:45	Live	0	0.0	0.0
Germany	ZDF	14/06/2015	00:44:00	Highlights	930,000	1.3	10.4
Norway	NRK3/Super	13/06/2015	21:53:46	Live	24,124	0.6	2.3
Sweden	TV4 Sport	13/06/2015	21:50:00	Live	5,889	0.1	0.2
United Kingdom	BBC 3	13/06/2015	20:30:00	Live	1,217,050	2.1	6.8
USA	FOX	13/06/2015	15:46:00	Live	1,358,000	0.5	n/a

Competing Market Highlights

Australia

- Australia's second group match of FWWC2015 was watched by an average audience of 119,000 (0.5% TVR) people across the country. Once again it is higher than any group stage audience of FWWC2011, however, slightly lower than the opening match of FWWC2015 (136,000 from 09:00am) due to the earlier broadcast time of 06:30am.

Brazil

- The BRA v ESP match aired on TV Brasil and was watched by an average audience of 65,000* viewers.
*in 6 audience measured markets

Canada

- An average audience of 2.3 Million (6.6% TVR) viewers watched CAN v NZL at FIFA Women's World Cup Canada 2015™ on CTV, TSN, and RDS. This breaks the record for most-watched FIFA Women's World Cup™ match ever, and won on Thursday as the most-watched program on Canadian television. The average audience for the game marked a 31% increase from the previous record, set on Saturday, June 6, when Canada recorded a 1-0 victory over China PR.

China

- CCTV5+ in China maintained their audience levels for FWWC2015 with an audience of 2.3 million (0.18% TVR) for CHN v NED on Friday; the same size audience as watched China's opening match against hosts Canada. These matches aired at 6am locally in China, however, CCTV5+ is supporting the live matches with a round up show across prime time and the 2nd Round prime time highlights experienced a rise in interest, registering an audience of 3.7 million (0.29% TVR), up 11% from the first round broadcast which drew 3.4 million (0.26% TVR). The highlights audience is 1 million higher than CCTV5 attracted for their live prime time coverage of the Women's Singles Final at this year's French Open tennis (2.7 million (0.21% TVR) viewers).

France

- TV audiences for FWWC2015 have grown in France since Round 1, with W9 recording an average of 1.6 million (2.7% TVR) viewers, an increase of 8% from Round 1. This is an excellent performance given that the first half of the match was directly competing with the Men's national football team and their friendly match against Albania (2.9 million (5.0% TVR) viewers on TF1).

Germany

- GER v NOR attracted an average audience of 7.1 million (9.8% TVR) viewers to ARD on Thursday night. This is a 38% growth versus Germany's opening match of the tournament. It also gave FWWC2015 the highest TV audience of any genre on any channel on Thursday in Germany. The audience of 7.1 million is 3 times higher than the average Group Stage audience achieved by the German team 8 years ago at FWWC2007. The audience is also only 1.5 million lower than that achieved by the German men's national team when they beat Gibraltar 7-0 in a UEFA EURO qualifier during prime time on Saturday night.

Japan

- FUJI TV in Japan aired their team's second match of the 2015 tournament against Cameroon generating an audience of 6.1 million (4.8% TVR) viewers on Saturday morning from 11am. The audience is a significant rise of 45% from Japan's opening match against Switzerland. Saturday's audience is higher than any figures achieved by the FWWC2007 event (132% higher than the highest) and higher than all figures from FWWC2011 except the JPN v USA Final.

Korea Republic

- KOR v CRC aired on MBC across Korea Republic on Sunday morning producing an average audience of 1.3 million (2.7% TVR) viewers. It is 38% higher than the MBC timeslot average and demonstrates a marked increase in interest from the 1st round; recording a 97% rise in audience from the opening match against Brazil. It is also over 5 times higher than any figures achieved in Korea Republic for either FWWC2007 or FWWC2011.

Netherlands

- There has been an increase in viewing figures for round 2 in Netherlands. The Dutch team's second round match audience was over twice as high as their opening match against New Zealand. An average audience of 399,000 (2.6% TVR) tuned in to Ned 3's coverage of CHN v NED from midnight on Thursday night. In comparison with other major Women's sport, the FWWC2015 audience beat that achieved by last weekend's Women's Singles Final of Roland Garros (369,000; 2.4% TVR) aired on NOS's primary channel, Ned 1.

New Zealand

- New Zealand's second match against Netherlands aired at lunchtime on Friday on Sky Sport 2, generating an audience of 5,100 (0.2% TVR) viewers.

Norway

- Norway's second match against Germany saw the viewing figures improve on their opening fixture against Thailand. The audience is up by 10% from round 1, with the GER v NOR match attracting an audience of 0.6 million (12.3% TVR) from 10pm on Thursday night on NRK1. In Norway, viewing figures for Women's football have grown over recent times. The FWWC2015 figure of 0.6 million for round 2 is higher than any figures achieved at FWWC2007, FWWC2011 and also at UEFA EURO 2013 when Norway progressed all the way to the Final (0.5 million; 11.3% TVR).

Spain

- Teledeporte in Spain broadcast live coverage of BRA v ESP from 10pm local time on Saturday night. The match drew an average audience of 0.8 million (1.9% TVR) viewers to the match. Although this is slightly lower than the opening round, it actually represents a market share improvement (from 4.9% to 5.5%) on the first round match that aired at the same time of day earlier in the week; this is because there were less people in front of the television in Spain on Saturday night compared to the Tuesday.

Sweden

- TV4 in Sweden aired their team's 2nd match of the event live and attracted an audience of 0.2 million (1.9% TVR) in the late night slot from 2am on Saturday morning. This represents a market share of 53% at that time of day.

Switzerland

- SUI v ECU was shown on SRG channels from 1am on Saturday. The match drew an average audience nationally of 86,000 viewers.

United Kingdom

- England's second match of FWWC2015 against Mexico was aired live on Saturday night from 20:30 across the UK on BBC3. Up against the popular Saturday night entertainment schedule, the match drew an average audience of 1.2 million (2.1% TVR) viewers. This ranks as the 2nd highest TV audience in 2015 of any genre for BBC3 so far. The audience is over 2.5 times higher than BBC3 normally achieves in the timeslot.

USA

- The USA v SWE match attracted 4.5 million (1.5% TVR) viewers, and is the most-watched FIFA Women's World Cup Group Stage match ever (supplanting Monday's USA v AUS match), and is the most-watched soccer match ever on FOX, displacing the 2011 UEFA Champions League Final between Barcelona and Manchester United which posted 2.6 million viewers by +73%, according to Nielsen.
- USA-SWE is the fourth most-watched women's soccer match of all time, trailing only the following Women's World Cup matches: USA-China in 1999 (17,975,000); Japan-USA in 2011 (13,458,000); and Brazil-USA in 1999 (4,924,000).
- The USA v SWE match posted an audience +36% compared to USA v AUS, the team's first Group Stage match in this tournament (4.5 million vs. 3.3 million).



FIFA WOMEN'S WORLD CUP CANADA 2015™

MATCHDAY 8-10 (Group Stage Round 3)
OVERNIGHT TV AUDIENCE REPORT



FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 25: NED v CAN

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	16/06/2015	09:15:00	Live	38,000	0.2	3.5
Canada	TSN	15/06/2015	19:20:00	Live	643,000	1.8	5.6
Canada	CTV Total	15/06/2015	19:20:00	Live	1,119,000	3.2	10.4
Canada	RDS	15/06/2015	19:21:00	Live	136,000	0.4	1.2
China	CCTV-5	16/06/2015	09:44:48	Delayed	1,722,596	0.1	2.0
France	Eurosport	16/06/2015	01:22:54	Live	3,327	0.0	0.2
France	W9	16/06/2015	01:30:04	Live	48,745	0.1	3.0
Germany	ZDF	16/06/2015	01:29:00	Live	530,000	0.7	15.0
Netherlands	Ned 3	16/06/2015	01:23:00	Live	118,034	0.7	23.8
Norway	NRK1	16/06/2015	01:23:00	Live	17,749	0.4	21.0
Sweden	TV4	16/06/2015	01:21:00	Live	27,297	0.4	16.5
United Kingdom	BBC 2	15/06/2015	23:50:00	Live	128,240	0.2	5.0
United Kingdom	Eurosport	16/06/2015	00:15:00	Live	2,500	0.0	0.1
USA	FOX Sports 1	15/06/2015	19:03:00	Live	666,000	0.3	0.9
USA	NBC Universo	15/06/2015	19:18:00	Live	24,000	0.0	0.0

Match 26: CHN v NZL

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN	15/06/2015	19:21:00	Live	35,000	0.1	.
Canada	RDS2	15/06/2015	19:21:00	Live	5,000	0.0	0.0
China	CCTV-5	16/06/2015	07:01:23	Live	3,860,961	0.3	6.0
Germany	ZDF	16/06/2015	03:20:00	Highlights	430,000	0.6	16.2
Norway	NRK2	16/06/2015	01:21:05	Live	7,415	0.2	12.9
Sweden	TV12	16/06/2015	01:20:00	Live	3,304	0.0	1.6
United Kingdom	BBC Red Button	16/06/2015	00:11:00	Live	0	0.0	0.0
USA	FOX Sports 2	15/06/2015	19:03:00	Live	50,000	0.0	0.1

FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 27: THA v GER

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	16/06/2015	05:45:00	Live	29,000	0.1	2.6
Canada	TSN	15/06/2015	15:49:00	Live	215,000	0.6	3.6
Canada	RDS2	15/06/2015	15:52:00	Live	13,000	0.0	0.2
China	CCTV-5	16/06/2015	03:51:44	Live	189,959	0.0	1.7
France	Eurosport	15/06/2015	21:53:02	Live	21,000	0.0	0.1
Germany	ZDF	15/06/2015	22:00:00	Live	6,300,000	8.7	29.0
Norway	NRK3/Super	15/06/2015	21:53:33	Live	11,480	0.2	1.0
Sweden	TV4	15/06/2015	21:57:00	Live	215,728	2.3	13.3
United Kingdom	Eurosport	15/06/2015	20:45:00	Live	82,140	0.1	0.5
USA	FOX	15/06/2015	15:46:00	Live	861,000	0.3	n/a

Match 28: CIV v NOR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN2	15/06/2015	15:49:00	Live	21,000	0.1	0.4
Canada	RDS	15/06/2015	15:52:00	Live	11,000	0.0	0.2
China	CCTV5+	16/06/2015	03:49:32	Live	0	0.0	0.0
Germany	ZDF	16/06/2015	00:02:00	Highlights	2,650,000	3.7	24.9
Norway	NRK1	15/06/2015	21:51:58	Live	539,470	11.6	46.3
Spain	Teledeporte	15/06/2015	23:09:31	Delayed	119,380	0.3	0.8
Sweden	TV12	15/06/2015	21:53:00	Live	68,787	0.8	4.5
USA	FOX Sports 1	15/06/2015	15:59:00	Live	276,000	0.1	0.6



FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 29: ECU v JPN

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	TSN	16/06/2015	16:47:00	Live	116,000	0.3	1.5
Canada	RDS	16/06/2015	16:53:00	Live	19,000	0.1	0.2
China	CCTV5+ Sports Corr	17/06/2015	04:50:24	Live	946	0.0	0.0
Germany	ZDF	17/06/2015	00:56:00	Highlights	890,000	1.2	15.3
Japan	Fuji TV	17/06/2015	05:45:00	Live	5,231,600	4.1	17.1
Norway	NRK2	16/06/2015	22:52:59	Live	32,909	0.7	6.0
Sweden	TV12	16/06/2015	22:51:00	Live	9,844	0.1	0.9
United Kingdom	BBC Red Button	16/06/2015	21:41:00	Live	42,000	0.1	0.3
USA	FOX Sports 1	16/06/2015	16:39:00	Live	472,000	0.2	0.9
USA	NBC Universo	16/06/2015	16:48:00	Live	63,000	0.0	0.1

FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 30: SUI v CMR

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	17/06/2015	06:45:00	Live	45,000	0.2	2.9
Canada	TSN2	16/06/2015	16:47:00	Live	69,000	0.2	0.9
Canada	RDS2	16/06/2015	16:53:00	Live	9,000	0.0	0.1
China	CCTV-5	17/06/2015	04:52:31	Live	530,668	0.0	2.2
France	Eurosport	16/06/2015	22:52:58	Live	26,000	0.0	0.3
Germany	ZDF	16/06/2015	23:00:00	Live	1,470,000	2.0	13.0
Norway	NRK3/Super	16/06/2015	22:52:56	Live	35,057	0.8	7.5
Spain	Teledeporte	16/06/2015	23:00:16	Live	200,650	0.5	1.2
Sweden	TV4	16/06/2015	22:57:00	Live	167,250	1.8	20.0
Switzerland	SRF Zwei	16/06/2015	23:00:13	Live	267,473	5.5	43.9
Switzerland	RTS Deux	16/06/2015	23:00:13	Live	34,262	2.0	19.6
Switzerland	RSILA 2	16/06/2015	23:00:13	Live	9,758	3.1	17.6
United Kingdom	BBC 3	16/06/2015	21:30:00	Live	441,930	0.8	3.2
United Kingdom	Eurosport	16/06/2015	21:45:00	Live	29,020	0.1	0.2
USA	FOX Sports 2	16/06/2015	16:39:00	Live	98,000	0.1	0.3

FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 31: NGA v USA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Canada	CTV	16/06/2015	19:47:00	Live	583,000	1.7	5.9
Canada	RDS	16/06/2015	19:53:00	Live	64,000	0.2	0.6
China	CCTV5+ Sports Corr	17/06/2015	07:50:02	Live	5,333	0.0	0.0
France	W9	17/06/2015	02:00:10	Live	44,000	0.1	4.0
Germany	ZDF	17/06/2015	03:52:00	Highlights	330,000	0.5	14.2
Norway	NRK2	17/06/2015	01:54:09	Live	8,508	0.2	15.2
Sweden	TV12	17/06/2015	01:51:00	Live	1,047	0.0	0.5
United Kingdom	BBC Red Button	17/06/2015	00:42:00	Live	28,000	0.1	2.0
USA	FOX	16/06/2015	19:43:00	Live	5,042,000	1.7	n/a
USA	NBC Universo	16/06/2015	19:48:00	Live	118,000	0.0	0.1

Match 32: AUS v SWE

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	17/06/2015	09:30:00	Live	146,000	0.6	13.4
Canada	TSN2	16/06/2015	19:47:00	Live	102,000	0.3	1.0
Canada	RDS2	16/06/2015	19:53:00	Live	9,000	0.0	0.1
France	Eurosport	17/06/2015	01:53:08	Live	15,742	0.0	1.5
Germany	ZDF	17/06/2015	02:00:00	Live	340,000	0.5	11.9
Norway	NRK1	17/06/2015	01:51:53	Live	15,466	0.3	27.1
Sweden	TV4	17/06/2015	01:52:00	Live	151,299	1.5	44.2
United Kingdom	Eurosport	17/06/2015	00:45:00	Live	2,070	0.0	0.2
USA	FOX Sports 1	16/06/2015	19:40:00	Live	213,000	0.1	0.3

FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 33: CRC v BRA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Germany	ARD	18/06/2015	01:00:00	Live	500,000	0.7	11.9
Norway	NRK1	18/06/2015	00:53:14	Live	31,036	0.7	23.5
United Kingdom	BBC Red Button	17/06/2015	23:41:00	Live	0	0.0	0.0

Match 34: KOR v ESP

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
France	Eurosport	18/06/2015	00:55:30	Live	18,000	0.0	0.8
Norway	NRK2	18/06/2015	00:52:11	Live	3,509	0.1	3.2
United Kingdom	Eurosport	17/06/2015	23:45:00	Live	15,130	0.0	0.4

Match 35: MEX v FRA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
France	Eurosport	17/06/2015	21:53:11	Live	101,000	0.2	0.6
France	W9	17/06/2015	22:00:11	Live	2,240,000	3.8	13.7
Germany	ARD	17/06/2015	23:58:00	Highlights	1,490,000	2.1	15.1
Norway	NRK3/5uper	17/06/2015	21:52:42	Live	24,681	0.5	2.3
Sweden	TV4 Sport	17/06/2015	21:57:00	Live	5,950	0.0	0.3
Switzerland	SRF Zwei	17/06/2015	22:00:06	Live	73,743	1.5	9.1
Switzerland	RTS Deux	17/06/2015	22:00:06	Live	12,226	0.7	4.1
United Kingdom	BBC Red Button	17/06/2015	20:42:00	Live	0	0.0	0.0
United Kingdom	Eurosport	17/06/2015	20:45:00	Live	16,170	0.0	0.1

FIFA Women's World Cup Canada 2015™ Matchday 8-10 Overnight Audience Report

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

Match 36: ENG v COL

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Germany	ARD	17/06/2015	23:03:00	Live	2,180,000	3.0	14.9
Norway	NRK1	17/06/2015	21:51:42	Live	284,563	6.1	26.4
Sweden	TV12	17/06/2015	23:01:00	Live	49,000	0.5	4.7
United Kingdom	BBC 3	17/06/2015	20:30:00	Live	1,585,000	2.7	8.7

Competing Market Highlights

Australia

- Australia's 1-1 draw with Sweden on Wednesday morning was enough to see them qualify second in Group D. SBS attracted their highest viewing figures of the event so far for this match (airing from 09:30am) with an average audience of 146,000 (0.6% TVR) viewers.

Canada

- Canada's 1-1 draw with Netherlands on Monday night was enough to see them progress as winners of Group A. The match drew an average audience of 1.9 million (5.4% TVR) viewers to CTV, TSN & RDS. This is 7% higher than Canada's opening match of FWWC2015 against China but 18% lower than their second match against New Zealand. A strong performance given that Monday's fixture was up against tough televised sporting competition in the shape of the Stanley Cup Final through prime time (2.6 million – 7.5% TVR), which undoubtedly had an impact on the FWWC2015 figure.

China

- China's final group match, a 2-2 draw with New Zealand, was shown live across the country by CCTV5 from 7am on Tuesday morning. The result ensured 2nd place in Group A for China, generating the highest live match figure of the 2015 event so far in China, an average audience of 3.9 million (0.30% TVR). This audience is also higher than any figures achieved in China during FWWC2011. It is a 70% increase on the figure achieved in the previous round and 66% higher than China's opening match.

France

- On Wednesday night W9 in France recorded their highest audience ever, since the channel launched in 2005, when an average audience of 2.240 million (3.8% TVR) people watched as their team progressed to the Round of 16. This beats the previous W9 channel record of 2.186 million (3.7% TVR) for the UEFA Europa League match between Lyon and Juventus in April 2014.

Germany

- Germany's 4-0 victory over Thailand ensured their progression to the knockout phase of the competition. The match aired live on ZDF from 10pm on Monday night and attracted an audience of 6.3 million (8.7% TVR) viewers across Germany. It was the most watched TV broadcast in Germany on Monday.

Japan

- ECU v JPN was shown on FUJI TV on Wednesday morning in Japan from 6am. (5 hours earlier than their previous 2 matches). Japan's 3rd straight victory in 3 games generated an average audience of 5.2 million (4.1% TVR) viewers. It is 24% higher than their opening match, which also aired on a weekday morning (Japan's second match aired on a Saturday morning and drew 6.1 million viewers).

Netherlands

- The NED v CAN match aired at 1:30am on Tuesday morning in the Netherlands on Ned 3. It was watched by an average audience of 118,000 viewers (0.7% TVR).

Norway

- NRK1 aired their 3rd live Norwegian team match on Monday night free-to-air to the nation. Their coverage generated an average audience of 0.5 million (11.6% TVR) viewers. This made it the second most watched broadcast on Norwegian TV all day. It also registered 75% higher than NRK1 normally achieves in that timeslot.

Sweden

- Sweden's final group match against Australia aired from 2am in Sweden on TV4, generating an average audience of 151,000 (1.5% TVR) viewers. The 1-1 draw was enough to see them qualify for the Round of 16 where they will face Germany at a more favourable time of day for Swedish television – more akin to their opening group match that generated an audience of 1.1 million viewers.

Switzerland

- Switzerland's final group match against Cameroon aired at 11pm on Tuesday night and drew an average live audience of 311,000 viewers (4.5% TVR) across SRG channels. A win would have secured automatic qualification to the knockout phase for the Swiss team. This audience is higher than the previous 2 group matches of Switzerland and was a more favourable live broadcast time; 11pm compared to 4am and 1am for the other matches.

United Kingdom

- England's crucial final group match victory over Colombia on Wednesday night drew an average audience of 1.6 million (2.7% TVR) viewers to BBC3 across the UK from 9pm local time. This is the highest UK audience of the event so far and the second highest of the entire year of any genre on BBC3. This now means the two FWWC2015 matches aired on BBC3 now occupy 2 of the top 3 ratings of the year on BBC3. This 3rd group match audience is exactly the same size as the highest rating achieved in the UK for the whole of FWWC2007 (Quarter-Final between ENG and USA on BBC1). It is also 69% higher than any figures achieved by the same channel for UEFA Euro 2013. And finally, it is 296% higher than the channel slot average of 0.4 million.

USA

- The NGA v USA match attracted 5.0 million (1.7% TVR) viewers to FOX on Tuesday evening, making it the most-watched FIFA Women's World Cup Group Stage match ever and the most-watched soccer match ever on the network, breaking the marks set on Friday for USA v SWE (4.5 million) by 11%, according to Nielsen.
- NGA v USA is the third most-watched women's soccer match of all time, trailing only the USA v CHN 1999 Women's World Cup Final (18.0 million) and the JPN v USA 2011 Women's World Cup Final (13.5 million). The BRA v USA 1999 Women's World Cup Semi-Final drops to fourth (4.9 million) followed by USA v SWE 2015 Women's World Cup Group Stage (4.5 million).
- Audiences for each USA Group Stage match this tournament grew, beginning with 3.3 million for USA v AUS, which was televised on FOX Sports 1, to 4.5 million for USA v SWE on FOX and 5.0 million for NGA v USA, also on FOX. The growth from Match 1 to Match 3 is 52%.



FIFA WOMEN'S WORLD CUP CANADA 2015™

Quarter-finals
OVERNIGHT TV AUDIENCE REPORT



FIFA Women's World Cup Canada 2015™ Quarter-finals Overnight Audience Report

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

Match 45: CHN v USA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	27/06/2015	09:15:00	Live	117,000	0.5	7.4
Canada	TSN2	26/06/2015	19:17:00	Live	219,000	0.6	2.3
Canada	CTV	26/06/2015	19:19:00	Live	587,000	1.7	6.3
Canada	RDS	26/06/2015	19:20:00	Live	53,000	0.2	0.6
China	CCTV-5	27/06/2015	07:20:57	Live	8,532,249	0.7	8.4
France	Eurosport	27/06/2015	01:23:14	Live	26,222	0.0	1.2
France	W9	27/06/2015	01:30:11	Live	142,000	0.2	6.4
Germany	ZDF	27/06/2015	01:30:00	Live	980,000	1.4	21.2
Norway	NRK1	27/06/2015	01:20:31	Live	21,737	0.5	15.4
Sweden	TV4	27/06/2015	01:26:00	Live	42,427	0.6	20.1
United Kingdom	BBC Red Button	27/06/2015	00:14:32	Live	11,000	0.0	0.3
United Kingdom	Eurosport	27/06/2015	00:30:00	Live	46,610	0.1	1.5
USA	NBC Univers o	26/06/2015	19:18:00	Live	128,000	0.0	0.2
USA	Fox	26/06/2015	19:30:00	Live	5,700,000	1.9	n/a



FIFA Women's World Cup Canada 2015™ Quarter-finals Overnight Audience Report

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

Match 46: GER v FRA

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	27/06/2015	05:45:00	Live	75,000	0.3	10.6
Canada	TSN	26/06/2015	15:45:00	Live	449,000	1.3	6.9
Canada	RDS	26/06/2015	15:49:00	Live	88,000	0.3	1.3
China	CCTV-5	27/06/2015	03:51:45	Live	758,930	0.1	4.0
France	Eurosport	26/06/2015	21:49:51	Live	319,000	0.5	2.1
France	W9	26/06/2015	22:00:09	Live	4,124,000	7.1	26.2
Germany	ZDF	26/06/2015	22:00:00	Live	7,500,000	10.4	36.6
Norway	NRK2	26/06/2015	21:51:44	Live	158,492	3.4	16.8
Spain	Teledeporte	26/06/2015	22:29:48	Delayed	226,894	0.5	1.8
Sweden	TV4	26/06/2015	21:56:00	Live	314,597	3.4	23.6
Switzerland	SRF Zwei	26/06/2015	22:00:04	Live	119,982	2.5	17.0
Switzerland	RTS Deux	26/06/2015	22:00:04	Live	40,338	2.3	12.6
United Kingdom	Eurosport	26/06/2015	20:45:00	Live	59,080	0.1	0.3
United Kingdom	BBC3	26/06/2015	20:50:00	Live	994,000	1.7	6.2



FIFA Women's World Cup Canada 2015™ Quarter-finals Overnight Audience Report

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

Match 47: AUS v JPN

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	28/06/2015	05:30:00	Live	345,000	1.4	36.4
Brazil	TV Bandeirantes	28/06/2015	01:19:00	Delayed	325,112	0.2	2.3
Canada	CTV	27/06/2015	15:46:00	Live	716,000	2.0	12.5
Canada	RDS	27/06/2015	15:50:00	Live	52,000	0.1	0.8
China	CCTV-5	28/06/2015	03:52:51	Live	321,434	0.0	2.5
France	Eurosport	27/06/2015	21:51:33	Live	25,000	0.0	0.2
France	W9	27/06/2015	22:00:21	Live	259,000	0.4	1.8
Germany	ARD	27/06/2015	23:10:00	Highlights	1,190,000	1.6	8.8
Japan	Fuji TV	28/06/2015	04:45:00	Live	5,104,000	4.0	38.6
Norway	NRK2	27/06/2015	21:49:51	Live	83,287	1.8	8.7
Spain	Teledeporte	27/06/2015	22:51:56	Delayed	154,930	0.3	1.4
Sweden	TV4	27/06/2015	21:50:00	Live	134,444	1.5	8.1
Switzerland	SRF Zwei	27/06/2015	22:00:14	Live	1,440	0.0	2.1
United Kingdom	Eurosport	27/06/2015	20:45:00	Live	34,260	0.1	0.2
United Kingdom	BBC3	27/06/2015	20:50:00	Live	643,180	1.1	3.8
USA	FOX Sports 1	27/06/2015	15:40:00	Live	1,066,000	0.5	2.1



FIFA Women's World Cup Canada 2015™ Quarter-finals Overnight Audience Report

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

Match 48: ENG v CAN

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	28/06/2015	09:15:00	Live	113,000	0.5	5.9
Canada	CTV	27/06/2015	19:18:00	Live	3,014,000	8.6	30.8
Canada	RDS	27/06/2015	19:21:00	Live	162,000	0.5	1.7
China	CCTV-5	28/06/2015	07:14:58	Live	2,007,025	0.2	2.1
France	Eurosport	28/06/2015	01:20:41	Live	8,441	0.0	0.4
France	W9	28/06/2015	01:31:45	Live	115,000	0.2	4.8
Germany	ARD	28/06/2015	01:30:00	Live	598,574	0.8	12.1
Norway	NRK1	28/06/2015	01:20:04	Live	27,078	0.6	22.3
Sweden	TV4	28/06/2015	01:24:00	Live	34,550	0.4	13.8
United Kingdom	BBC 1	28/06/2015	00:00:00	Live	1,071,580	1.8	27.1
United Kingdom	Eurosport	28/06/2015	00:30:00	Live	25,860	0.0	0.6
USA	FOX Sports 1	27/06/2015	19:07:00	Live	1,354,000	0.6	2.1

Competing Market Highlights

Australia

- AUS v JPN generated the highest audience of FWWC2015 so far in Australia, more than double the size of any match to date. An average audience of 345,000 (1.4% TVR) tuned into SBS One from 05:30am on Sunday morning to ultimately see their team exit the competition. The audience is higher than any achieved during FWWC2011 and represented over a third of the available TV audience at the time on Sunday.

Canada

- Once again, a record number of Canadians tuned in to watch the Canadian women's national team in the FIFA Women's World Cup Canada 2015™ Quarter-final on Saturday night. Preliminary overnight data from Numeris confirms that 3.2 million viewers watched Canada's heart-breaking 2-1 loss to England on CTV and RDS, setting a new record for most-watched FIFA Women's World Cup™ match ever, having broken the short-lived mark set on 21st June for the CAN v SUI Round of 16 match (2.8 million) by 14%. The game was also the most-watched program on Canadian television over the weekend, and ranks as the second-highest audience ever recorded for a women's soccer game – just behind the 2012 London Olympic Games Semi-final between USA and Canada (3.7 million).

China

- CCTV in China registered their highest audience of FWWC2015 on Saturday morning when their team played the USA on the Quarter-finals. An average audience of 8.5 million (0.67% TVR) watched the match from 07:20am. The previous high was in Round of 16 when 5.0 million (0.39% TVR) people tuned in. To the end of the Quarter-finals, 276 million people across China have watched some of FWWC2015. This compares to the entire event reach of 154 million of FWWC2011*.

*China were not a participating team in 2011

France

- TV viewing records were broken again in France for W9 and their coverage of GER v FRA on Friday night. W9 once again broke their own TV audience record with an average audience of 4.1 million (7.1% TVR) tuning in from 10pm. Not only did this match achieve the highest rating of all time for W9 (previous record also FWWC2015) but it also comfortably beat the highest ever DTT audience recorded in France – this was 3.3 million for France v Spain in the 2015 Handball World Championships Semi-final. A further 0.3 million watched the match on Eurosport.

Germany

- An average audience of 7.5 million (10.4% TVR) tuned into ZDF on Friday night beating the previous highest FWWC2015 German audience of 7.1 million (9.8% TVR) from the second group stage match GER v NOR. It was the highest TV audience of the day in Germany on Friday.

Japan

- Team Japan continued their progression through the tournament with a victory over Australia on Sunday morning. An average audience of 5.1 million (4.0% TVR) people watched the match on Fuji TV from 04:45am. Albeit not the highest audience of the event so far in Japan, likely down to broadcast time, the match generated the highest audience share of the tournament so far; the game drew a 38.6% share of the available TV audience.

United Kingdom

- England's Quarter-final win over hosts Canada late on Saturday night aired on BBC's flagship channel, BBC One. The match generated an average audience of 1.1 million (1.8% TVR) from midnight – the least favourable time for an England match so far during FWWC2015. However, the audience is nearly twice as high as BBC One usually commands in the timeslot. Furthermore, over a quarter of British TV viewers at the time were watching the football.

USA

- The U.S. Women's National Team dispatched China in a rematch of the memorable 1999 Women's World Cup Final, 1-0, on Friday night in Ottawa, Ontario, to advance to the Semi-finals of the FIFA Women's World Cup 2015™ for a highly-anticipated matchup with Germany, the world's top-ranked team, on Tuesday, June 30. As has been the trend throughout the tournament, the viewership records keep falling as the stakes get higher.
- The match attracted 5.7 million (1.9% TVR) viewers on FOX, a new soccer record for the network, breaking the short-lived mark set on June 18 for the USA-NGA Group Stage match (5.0 million) by 14%.
- The 2015 USA-China Quarter-final is now the third most-watched women's soccer match of all time, trailing only the USA-China 1999 Women's World Cup Final (17,975,000) and the Japan-USA 2011 Women's World Cup Final (13,458,000), dropping the USA-Nigeria 2015 Group Stage contest to fourth place. The Brazil-USA 1999 Women's World Cup Semi-final drops to fifth (4.9 million), followed by USA-Sweden 2015 Women's World Cup Group Stage (4.5 million).



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	Teleduarte	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



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 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



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 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



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 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

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 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	RDS2	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



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 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



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 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	Teledporte	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



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 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.



FIFA WOMEN'S WORLD CUP CANADA 2015™

Semi-finals
OVERNIGHT TV AUDIENCE REPORT



FIFA Women's World Cup Canada 2015™ Semi-finals Overnight Audience Report

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

Match 49: USA v GER

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	01/07/2015	08:30:00	Live	59,000	0.2	4.3
Brazil	TV Brasil	30/06/2015	20:00:00	Live	97,010	0.2	n/a
Canada	CTV	30/06/2015	18:46:00	Live	808,000	2.3	8.8
Canada	TSN	30/06/2015	18:46:00	Live	400,000	1.1	4.2
Canada	RDS	30/06/2015	18:53:00	Live	108,000	0.3	1.1
China	CCTV-5	01/07/2015	06:43:49	Live	1,779,595	0.1	2.6
France	Eurosport	01/07/2015	00:53:16	Live	9,000	0.0	0.4
France	W9	01/07/2015	01:00:19	Live	148,000	0.3	6.6
Germany	ARD	01/07/2015	01:00:00	Live	2,630,000	3.6	42.6
Korea Republic	KBS N SPORTS	01/07/2015	07:47:34	Live	10,510	0.0	0.1
Norway	NRK1	01/07/2015	00:53:27	Live	81,028	1.7	49.1
Spain	Teledeporte	01/07/2015	01:00:20	Live	80,578	0.2	1.6
Sweden	TV4	01/07/2015	00:53:00	Live	85,209	0.9	33.2
United Kingdom	BBC 2	30/06/2015	23:20:00	Live	475,330	0.8	11.9
United Kingdom	Eurosport	30/06/2015	23:45:00	Live	24,240	0.0	0.7
USA	FOX	30/06/2015	18:41:00	Live	8,400,000	2.8	n/a
USA	NBC Univers o	30/06/2015	18:48:00	Live	141,000	0.1	0.2

FIFA Women's World Cup Canada 2015™ Semi-finals Overnight Audience Report

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

Match 50: JPN v ENG

Market	Channel	Date	Start Time	Type	Ave. Audience Individuals	TVR %	Market Share %
Australia	SBS ONE	02/07/2015	08:30:00	Live	103,000	0.4	7.3
Brazil	TV Bandeirantes	02/07/2015	01:55:00	Delayed	433,751	0.3	5.1
Canada	CTV	01/07/2015	18:48:00	Live	729,000	2.1	8.3
Canada	TSN	01/07/2015	18:48:00	Live	498,000	1.4	5.5
Canada	RDS	01/07/2015	18:53:00	Live	106,000	0.3	1.2
China	CCTV-5	02/07/2015	06:51:58	Live	2,112,785	0.2	3.1
France	Eurosport	02/07/2015	00:52:59	Live	24,000	0.0	1.0
France	W9	02/07/2015	01:00:19	Live	169,000	0.3	7.2
Germany	ZDF	02/07/2015	01:00:00	Live	480,000	0.7	11.3
Japan	Fuji TV	02/07/2015	07:45:00	Live	9,314,800	7.3	31.5
Korea Republic	MBC SPORTS+	02/07/2015	16:07:27	Delayed	56,290	0.1	1.2
Norway	NRK1	02/07/2015	00:52:34	Live	47,000	1.0	28.4
Spain	Teledeporte	02/07/2015	01:00:22	Live	78,650	0.2	1.7
Sweden	TV4	02/07/2015	00:55:00	Live	38,990	0.4	20.1
United Kingdom	BBC 1	01/07/2015	23:10:00	Live	1,725,000	3.0	32.7
United Kingdom	Eurosport	01/07/2015	23:45:00	Live	17,190	0.0	0.4
USA	FOX Sports 1	01/07/2015	18:41:00	Live	2,333,000	1.1	3.6
USA	NBC Univers o	01/07/2015	18:48:00	Live	188,000	0.1	0.2

Competing Market Highlights

Germany

- Despite the late kick off time, 01:00am on Wednesday morning, an average audience of 2.6 million viewers (3.6% TVR) tuned into ARD to watch Germany defeated by the USA in the battle for a place in the Final. As all previous Germany team games kicked off at a favourable 10:00pm time, this is not surprisingly the lowest audience recorded for a Germany team match; however, it has commanded the highest market share, 42.6% of the available audience.

Japan

- The audiences soared as team Japan progressed to the Final of the FIFA Women's World Cup once again; an average audience of 9.3 million (7.3% TVR) viewers tuned into Fuji TV live coverage of the JPN v ENG Semi-final from 07:45am on Thursday morning. This represents a 156% increase on the average audience for the 2011 FIFA Women's World Cup Semi-final between Japan and Sweden, also shown live on Fuji TV (3.6 million, 3.0% TVR).

United Kingdom

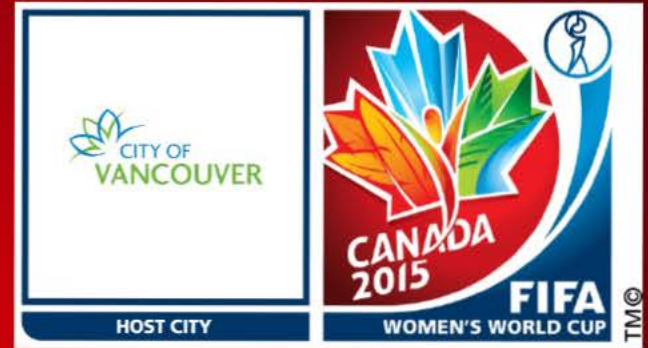
- An average audience of 1.7 million (3.0% TVR) watched England's dramatic defeat to Japan in the Semi-final of the FIFA Women's World Cup Canada 2015™. BBC 1 broadcast live as England lost 2-1 following an injury-time own goal that gave Japan victory; an impressive figure considering the relatively late broadcast time from 23:10 on Wednesday night. This surpasses the highest audience of the event so far in the UK, set by BBC 3 during the 3rd Group Stage match against Colombia (1.6 million, 2.7% TVR), which kicked off in prime time (21:00 Wednesday night). The average audience of 1.7 million viewers is also the highest figure for the given BBC1 time slot year-to-date.

USA

- The U.S. Women's National Team, driven by a tenacious defense that has posted five straight shutouts and not allowed a goal in 513 minutes, out-flanked top-ranked Germany, 2-0, on Tuesday night in Montreal, Quebec, to return to the final of the FIFA Women's World Cup Canada 2015™ for what is to be a re-match of the 2011 Final between USA and Japan. The upward audience trend witnessed at each advancing stage throughout the quadrennial tournament continued as FOX set yet another record for soccer on the network.
- The average audience of 8.4 million viewers (2.8% TVR), according to fast nationals issued by Nielsen, breaks the recent mark set on 26th June for the CHN v USA Quarter-final match (5.7 million, 1.9% TVR) by 47%. This is +147% better than the audience for the USA's Semi-final match in 2011 vs. France (3.4 million), and also makes it the most-



watched FIFA World Cup Semi-final match, men's or women's, ever in the USA, breaking the mark set for the Germany-Italy 2006 FIFA World Cup Semi-final (5.9 million).



2015 FIFA Women's World Cup Final Report

The Women's World Cup winner is... Vancouver



The Province It starts here. *New ebook chronicles history of rock 'n' roll in Vancouver* more...

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The Women's World Cup winner is... Vancouver

City has seen boost to local economy comparable to 2010 Winter Olympics, but with lower cost to organize

BY STEPHANIE IP, THE PROVINCE JULY 4, 2015

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STORY PHOTOS (1)

MORE ON THIS STORY

- Willes: Women's soccer is starting to look more like the men's game — and that's not entirely a good thing
- Weber: Does momentum of Women's World Cup mean a brighter future for pro soccer in Canada? Um, it's complicated
- Leonarduzzi: U.S.-Japan World Cup final should create a Fourth of July weekend buzz
- Willes: No fairy tale ending for Canada's gutsy

TOWER 2 NOW SELLING STARTING AT \$275,900

U.S. soccer fans converge at the FIFA Fan Zone in Vancouver on Saturday, in anticipation of Sunday's final between the U.S.A. and Japan.
Photograph by: Jason Payne, FRV



Vancouver Fan Zone



Vancouver Fan Zone by the Numbers



13 days = 102 hours of activity

132,000 visitors

33 Canadian Soccer Women's Alumni

18 performing groups = 163 performers

1,707 bike valet users

230 volunteers = 598 shifts = 3,210 hours

43,620 recycled bottles = \$1,850.90



Vancouver Fan Zone Survey



- 55% lived outside of the Lower Mainland (Metro & Fraser Valley)
- 95% likely to recommend Vancouver as a travel destination
 - 43% of visitors surveyed were 1st time visitors to Vancouver
- 84% overall enjoyment of the Fan Zone as good or excellent



Vancouver Fan Zone Earned Media



VANCITYBUZZ

- FIFA Women's World Cup Vancouver Fan Zone**
- Dates and Times:**
 - Saturday, June 6 from 12 p.m. to 7 p.m. (CANADA vs. CHINA match opening match)
 - Monday, June 8 from 3 p.m. to 10 p.m.
 - Thursday, June 11 from 12 p.m. to 9 p.m. (CANADA vs. NEW ZEALAND match)
 - Friday, June 12 from 3 p.m. to 10 p.m.
 - Monday, June 15 from 12 p.m. to 8 p.m. (CANADA vs. NETHERLANDS match)
 - Tuesday, June 16 from 3 p.m. to 8 p.m.
 - Sunday, June 21 from 3 p.m. to 8 p.m.
 - Tuesday, June 23 from 3 p.m. to 10 p.m.
 - Saturday, June 27 from 12 p.m. to 8 p.m.
 - Wednesday, July 1 from 12 p.m. to 7 p.m. (Happy Canada Day!)
 - Saturday, July 4 from 12 p.m. to 8 p.m. (Third Wave Kickoff)
 - Sunday, July 5 from 12 p.m. to 8 p.m. (Third Wave Kickoff)
 - Location:** Level 4 Park in downtown Vancouver @88 Comber Street
 - Note:** An all-ages, family-friendly event with activities, live music and screenings of the games. The entire site is also a beer garden.



Vancouver Fan Zone – Engagement



Vancouver Fan Zone – Engagement



Canada Soccer Women's Alumni



Women's World Cup Legacy



\$5960



Women's World Cup Legacy



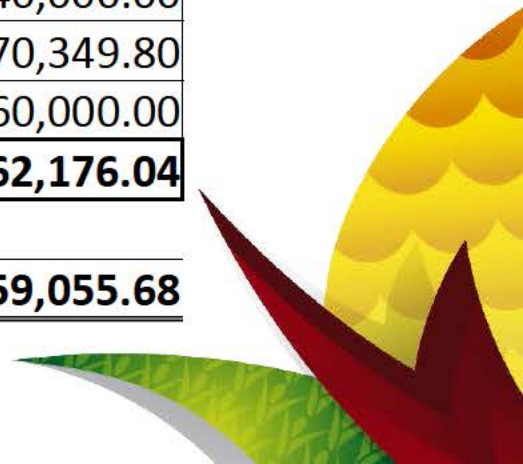
Vancouver Women's World Cup Budget



Revenues	
City of Vancouver commitment	\$1,200,000.00
FIFA Marketing funds	\$55,000.00
Hospitality Revenue	\$106,231.72
WWC Legacy Projects	\$60,000.00
Revenues TOTAL	\$1,421,231.72

Expenses	
Production	\$1,125,389.80
City Expenses	\$37,778.44
Communications Contractor	\$28,658.00
Insurance	\$40,000.00
Sport BC Expenses	\$70,349.80
WWC Legacy Projects	\$60,000.00
Expenses TOTAL	\$1,362,176.04

UNEXPENDED PORTION OF COV commitment: \$59,055.68



Summary

- Strong performance by Hosting Partners and City staff
 - Good feedback from FIFA organizers
- Financially successful with 5% saving on City allocation
- Strong legacy related to involvement of former national team members
- Appreciation to all volunteers and elected officials who participated