

WORLD CUP 2014 » TV CONSUMPTION — TOP AUDIENCES & TRIVIA



AUSTRIA

Game: Germany - Argentina
Audience: 55.3% (1.81 Mio.)



CZECH REPUBLIC

Game: Argentina - Germany
Audience: 36% (1.15 Mio.)



FRANCE

Game: France - Germany
Audience: 72.1% (16.9 Mio.)
Tweets: 1.001.822



HUNGARY

Game: Germany-Argentina
Audience: 47.8% (1.86 Mio.)



IRELAND

Game: Germany- Argentina
Audience: 55.73% (0.85 Mio.)



PORTUGAL

Game: USA - Portugal
Audience: 75.4% (3.6 Mio.)



RUSSIA

Game: Belgium - Russia
Audience: 31,2 % (14.1 Mio.)



SPAIN

Game: Spain - Chile
Audience: 67.6% (13.2 Mio.)



UNITED KINGDOM

Game: England - Italy
Audience: 64.8% (13.3 Mio.)



BULGARIA

Game: Germany-Argentina
Audience: 58% (1.17 Mio.)



BELGIUM

Game: USA - Belgium
Audience: 85% (5.45 Mio.)



CROATIA

Game: Germany - Argentina
Audience: 66.74% (1.19 Mio.)



GERMANY

Game: Germany - Argentina
Audience: 86.3% (34.65 Mio.)
OOH: 12 Mio.



ITALY

Game: Italy-Uruguay
Audience: 81.5% (19.19 Mio.)



POLAND

Game: Germany - Argentina
Audience: 63.43% (10.56 Mio.)



ROMANIA

Game: Germany - Argentina
Audience: 43% (3.39 Mio.)



SWEDEN

Game: Germany - Argentina
Audience: 73.84% (2.58 Mio.)



THE NETHERLANDS

Game: Netherlands-Argentina
Audience: 89.3% (12.4 Mio.)
Tweets: 158.192



SWITZERLAND

Game: Switzerland-Argentina
Audience: 74.2% (1.5 Mio.)



Twitter: Germany- Brazil set the all-time record for a sport event with 35.6 Million tweets.
Facebook: 280 Million interactions worldwide were exchanged about the World Cup final.

SOURCES: Audience figures calculated on the total of a country's population watching television when the game was broadcast. (i.e. % of viewers)

- **Austria:** Population 3+; measured by AGTT/GfK Teletest, aired on ORF1
- **Belgium:** Population 4+; measured by CIM; aired on La Une & Canvas. In Wallonia, the game was also seen out-of-home by 285.000 people and by 94.163 viewers on web live streaming
- **Bulgaria:** Population 4+; measured by GARB, aired on BNT1 & BNT HD
- **Croatia:** Population 4+; measured by AGB Nielsen; aired on HTV2
- **Czech Republic:** Population 15+; measured by ATO-Mediaresearch; aired on CT sport
- **France:** population 4+; measured by Médiamétrie; aired on TF1. Tweets in France only.
- **Germany:** population 3+; measured by GfK with AGF; aired on ARD. All-time-high audience. Out-of-Home (OOH) figure is an estimate.
- **Hungary:** Population 4+; measured by Nielsen, aired on M1
- **Italy:** population 4+; measured by Auditel; aired on Rai1, RaiSport and Sky Italy (cumulated figures)
- **Ireland:** Population 4+; measured by TAM Ireland/Nielsen TAM; Live + Vosdal; aired by RTÉ Two. 166.000 streams on digital.
- **Poland:** Population 4+; measured by Nielsen; aired on TVP
- **Portugal:** Population 4+; measured by GfK, aired on RTP1
- **Russia:** Population 4+; measured by TNS, aired on Perviy.
- **Romania:** Population 4+; measured by Kantar Media; aired on TVR1
- **Sweden:** Population 3+; measured by MMS, aired on TV4
- **Switzerland:** Population 3+; only German speaking part of Switzerland, measured by Kantar Media, aired on SRF zwei
- **Spain:** Population 4+; measured by Kantar Media; aired on Telecinco.
- **The Netherlands:** Population 6+, measured by SKO & NPO, aired on Netherland1. Tweets in the Netherlands only.