



FIFA Women's World Cup France 2019

TV audience facts and figures

5 July 2019





Taking the FIFA Women's World Cup to the next level

Over the last four weeks, from the group stage through the knockouts, the FIFA Women's World Cup France 2019™ has been a hit with audiences around the world. Ahead of Sunday's final between the USA and the Netherlands, we look at the key takeaways from a competition that has seen viewership of women's football grow exponentially in many territories.

-) The FIFA Women's World Cup 2019 is **on track to reach more than one billion viewers** across all platforms worldwide.

Based on the figures collected from the participating markets before the final, the tournament has already reached 850 million unique viewers.

-) FIFA also expects the **average global live match audience to double**

France v. Brazil (round of 16) became the highest all-time global television audience for live #FIFAWWC coverage with 58.761 million (in 21 competing territories), beating the previous high of 52.562 million viewers for USA v. Japan final in 2015 (all broadcast territories).

-) This FIFA Women's World Cup has brought women's football to **whole new audiences**, setting TV viewing records in many of the participating territories. Here are some of them:

Brazil: 35.245 million viewers for France v. Brazil (R16) – highest ever #FIFAWWC audience in a single territory (previous #FIFAWWC record audience: 25.4 million viewers for USA v. Japan 2015 final in the USA)

France: 11.8 million viewers (56% share) for France v. USA (quarter-final) – women's football record (previous high before #FIFAWWC 2019: 4.12 million)

In the host territory, the average combined TF1/Canal+ audience for matches involving France was 10.7 million viewers, higher than any previously recorded audience for dedicated women's sports telecasts and the highest sports audiences of the year. They were also double those seen for other traditionally strong sports in France such as Tour de France cycling and rugby union over the last two years.

UK: 8.819 million viewers for England v. USA (semi-final) – women's football record (previous high before #FIFAWWC 2019: 2.797 million)

Italy: 7.303 million viewers for Italy v. Brazil (group stage) – women's football record (previous high before #FIFAWWC 2019: 468,000)

Netherlands: 5.015 million viewers (78.5% share) for Netherlands v. Sweden (semi-final) – women's football record (previous high before #FIFAWWC 2019: 4.1 million)

Sweden: 2.483 million viewers (79.8%) for Netherlands v. Sweden (semi-final) – most watched sports broadcast of the year, higher than average audience for Sweden's matches at 2018 FIFA World Cup Russia





USA: 8.042 million viewers for England v. USA (semi-final) – more than 100% higher than audience for USA v. France semi-final in 2011 (last #FIFAWWC in same time zone)

) Interest in the FIFA Women's World Cup – and women's football generally – is growing and **audiences for neutral matches** have been high

France: 6.277 million viewers (share 31.1%) for England v. USA (semi-final)

China: 5.7 million viewers for Italy v. Netherlands (quarter-final)

UK: 3.804 million viewers for France v. USA (quarter-final)

Germany: 4.740 million viewers for France v. USA (quarter-final)

) Not only are they attracting higher audiences, but #FIFAWWC 2019 matches are also achieving **very high shares of viewing**

Broadcasters in France, Brazil, Netherlands, Norway, Australia and Sweden have all seen a share of viewing of well over 50%; in Germany, Italy and the UK, the share of viewing has exceeded 40%, even during primetime.

Highest share of viewing: over 80% of people watching TV at the time were tuned into Netherlands v. Italy (quarter-final), while 79.8% of Swedish TV viewers watched their semi-final.

) Major national free-to-air **broadcasters have transmitted more games and promoted the event more than ever before**

62 Media Rights Licensees present in France (vs 37 present in Canada 2015)

126 MRLs covering 206 territories

) **Impressive digital audiences** reflect this significant increase in interest in the women's game

USA: 361,000 average audience on FOX's digital platforms for England v. USA, providing an uplift of 5.1% on the network's linear TV audience

Brazil: Over 400,000 unique users on Globoesporte.com for two of Brazil's matches in the group stage, exceeding viewing for many matches at the 2018 FIFA World Cup

China: Over 6 million unique users for Brazil v. Jamaica on cctv.com

Unless specifically referenced, these figures are preliminary and do not include digital streaming or out-of-home viewing. FIFA's final audience report, available after the competition, will include audiences from all audited markets across all match days, as well as the global audience reach.

Audience data has been collected and reported to FIFA by Publicis Sport & Entertainment.

