2006 FIFA World Cup Germany™

Teams: 32
When: 09 June 2006 to 09 July 2006
Final: 09 July 2006

Matches: 64
Goals: 147 (average 2.3 per match)

Attendance: 3 359 439 (average 52 491)

Winner: Italy
Runners-Up: France
Third: Germany
Fourth: Portugal

- adidas Golden Ball: Zinedine ZIDANE (FRA)
- adidas Golden Shoe: Miroslav KLOSE (GER)
- Yashin Award for the Best Goalkeeper: Gianluigi BUFFON (ITA)
- Best Young Player Award: Lukas PODOLSKI (GER)
- FIFA Fair play award: Spain, Brazil
- FIFA Award for the Most Entertaining Team: Portugal
2006 FIFA World Cup™ in numbers

• Total 3,359,439 spectators at 64 games in the 12 stadiums
• An average 52,491 spectators in stadiums
• Staffing
  5,185 staff during the event, among those
  • 16,440 security stewards (Ave/stadia: 1,370 per match)
  • 8,000 medical staff
  • 15,000 volunteers
• 240,000 registered accreditations: People working in the FIFA demarcated zones
• 15,000 km of copper wiring: FIFA World Cup network
• 10,000 flat screens: reporters and in media

Source: http://www.fifa.com/aboutfifa/marketingtv/factsfigures/numbers.html
2006 FIFA World Cup™ in numbers

• Public Catering Concessions
  – 1,056,000 litres beer sold in the 12 stadia
  – 5,500,000 drinks in returnable cups sold in the 12 stadia

• Media Consumption
  – TV
    • Broadcast to 214 countries on 376 channels
    • Cumulative TV audience of 26.29 billion
    • Most-watched match: Italy v France final, total cumulative audience of 715.1 million viewers
    • Average dedicated coverage per match: 858 hours
  – Online
    • FIFAworldcup.com - 4.2 billion page views from June 9-July 9

• Media Operations
  – Record 18,850 media representatives accredited (incl. technicians)

Source: http://www.fifa.com/aboutfifa/marketingtv/factsfigures/numbers.html
2006 FIFA World Cup™ in numbers

• Alongside the FIFA World Cup
• First official public viewing programme:
  – 15 event locations
  – 18 million spectators
  – 3.5 million litres of beer sold
  – 1.75 million litres of non-alcoholic drinks sold
  – 3.5 million sausages sold (nearly one in five visitors bought a sausage)
  – 15,000 media representatives covered event on-site
  – 4,000 hours entertainment programme
  – 39 giant screens
  – 350 trucks for stages, giant screens, scaffolding, sound, lightning

Source: http://www.fifa.com/aboutfifa/marketingtv/factsfigures/numbers.html
2009 FCC Vs 2010 FWC

2009 FIFA Confederation Cup™ - Host cities

Source: www.fifa.com

The TEST RUN is over prepare for The MAIN EVENT

2010 FIFA World Cup™ - Host cities

X 4 specific stadiums
X 2 PVA’s

Countrywide Fan Parks, PVA’s, Border posts, transport hubs, broadcast centres, hospitals, etc.

The TEST RUN is over prepare for The MAIN EVENT