



World Cup Soccer, U.S. TV Viewership, 1994-2006

U.S. viewership of the 2006 World Cup approached and surpassed levels not seen since America hosted the tournament in 1994. By the end of the 2006 tournament, more than 120 million U.S. viewers had watched at least one minute of World Cup action. And while the average audience skewed toward males (65-35 male/female ratio), an estimated 60% of the average audience fell within the coveted 18-to-49-year-old demographic.

2006 was also the first year that World Cup viewing on Spanish Language TV was included in Nielsen's national sample. An average of 2.3 million viewers tuned in to each Spanish language telecast, with Miami-Ft. Lauderdale scoring the highest-rated market. Southern California, meanwhile, cemented its place as a hotbed for U.S. soccer fans with San Diego as the highest rated market for English language telecasts and Los Angeles taking second for telecasts in both languages.

Average Audience per Game, World Cup 1994-2006												
	2006 (Germany)			2002 (South Korea/Japan)			1998 (France)			1994 (USA)		
	# of Telecasts	HH Rating	P2+ (000)	# of Telecasts	HH Rating	P2+ (000)	# of Telecasts	HH Rating	P2+ (000)	# of Telecasts	HH Rating	P2+ (000)
Broadcast TV	12	3.1	4,791	10	1.4	1,978	14	2.6	3,560	11	5.3	7,528
Spanish Language Broadcast TV**	56	1.4	2,329	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cable TV	52	1.2	1,639	65	0.7	932	50	0.5	632	36	1.2	1,581

** Includes games airing on Univision, which joined Nielsen's national broadcast sample in 2005
Source: The Nielsen Company

World Cup Finals			
Date	Network(s)	Teams	P2+ (000)
7/9/06	ABC, Univision	Italy vs France	*17,002
6/30/02	ABC	Brazil vs. Germany	^6,088
7/12/98	ABC	France vs. Brazil	8,624
7/17/94	ABC	Brazil vs. Italy	14,510

* Total audience watching ABC and Univision combined
^ Total combined audience watching 7am ET live broadcast and 1pm ET re-air
Source: The Nielsen Company

*Audience Composition					
Year	% Male	% Female	% P2-17	% P18-34	% P18-49
^2006	65%	35%	17%	33%	60%
2002	72%	28%	11%	41%	65%
1998	68%	32%	23%	30%	56%
1994	66%	34%	19%	31%	53%

* Based on average audiences for all World Cup telecasts airing on both Broadcast and Cable TV
^ Includes Spanish Language Network telecasts introduced to the Nielsen national sample in 2005
Source: The Nielsen Company

2006 World Cup Local Market Rankings			
English Language Broadcasts			
Market	Rating	Share	Households (000)
San Diego	2.7	8	27
Los Angeles	2.4	7	132
Atlanta	2.3	6	48
Denver	2.3	7	33
New York	2.3	7	173

Note: Average of all broadcasts airing on ABC, ESPN, ESPN2
Source: The Nielsen Company

2006 World Cup Local Market Rankings			
Spanish Language Broadcasts			
Market	Rating	Share	Households (000)
Miami-Ft. Lauderdale	4.0	8	61
Los Angeles	3.9	10	218
Houston	2.8	6	54
San Antonio	2.5	6	19
Sacramento-Stockton-Modesto	2.4	7	32

Note: Average of all broadcasts airing on Univision and Teleturca
Source: The Nielsen Company

For more information on World Cup TV viewership in the United States, please contact Aaron Lewis at Aaron.Lewis@nielsen.com