



# RATINGS RELEASE



OFFICIAL BROADCASTER

## 2.28 MILLION TUNE IN TO SBS TO WATCH THE SOCCEROOS TAKE ON CHILE MAKING IT THE MOST WATCHED PROGRAM

The 2014 FIFA World Cup Live match between Australia and Chile had audiences up and ready to watch our Socceroos take on the Chilean team. Even though the match was a loss for the Aussies, conceding 1-3 to Chile, Australian audiences watched in their millions to see our boys in the Green and Gold. The Australia vs Chile match averaged **2,276 Million** (1,741 Million Metro + 535,000 Regional), achieving **67.1%** Metro FTA Share and **47.8%** Regional FTA Share and a peak audience of **2,805 Million** (Metro + Regional).

Australia watched on as our very own, Timmy Cahill headed the ball in the 34<sup>th</sup> minute of the game and as a result the match was the **number 1 ranked program** of the day in 5 City Metro.

SBS ONE also saw a **lift in overall audiences**, achieving a **18.7%** FTA Share for Total People in 5 City Metro (2am-2am).

The pre and post-match coverages of the Australia v Chile game also rated well with audiences, with the pre-match averaging **919,000** (Metro +Regional), ranking 7th with Metro audiences, with the post-match averaging over **1.29 Million** (Metro + Regional), ranking 3rd for Metro Audiences

To date, SBS's coverage of the 2014 FIFA World Cup has reached **5.4 million** Australians (Metro + Regional).

The Spain vs Netherlands game averaged **366,000** (305,000 Metro + 61,000 Regional), achieving **68.3%** Metro FTA Share and **36.2%** Regional FTA Share.

SBS ONE Metro AVE AUD (000's) - AUS V CHILE					SBS ONE Metro FTA Share % - 2am-2am			
	Total Ppl	Ppl 25-54	Ppl 16-39	Ppl 18-49	Total Ppl	Ppl 25-54	Ppl 16-39	Ppl 18-49
5 City Metro	1,741,000	868,000	549,000	823,000	18.7	21.9	24.2	22.5
Sydney	726,000	356,000	223,000	338,000	26.2	29.1	32.7	30.2
Melbourne	481,000	256,000	163,000	244,000	17.8	22.0	24.0	22.3
Brisbane	293,000	131,000	79,000	122,000	16.6	18.3	19.2	18.6
Adelaide	131,000	63,000	37,000	57,000	12.1	14.6	16.4	15.0
Perth	110,000	63,000	47,000	62,000	11.9	14.6	17.6	15.3
Regional AVE AUD (000's) - AUS V CHILE					Regional Share % - 2am - 2am			
Agg Reg	535,000	223,000	151,000	213,000	10.9	12.2	14.7	13.2

### ONLINE:

**395,000** Unique Browsers accessed [theworldgame.sbs.com.au](http://theworldgame.sbs.com.au) and **73,000** Unique Users used the World Game Mobile App on iOS or Android. **526,000** World Cup Video Stream Views were served on [sbs.com.au](http://sbs.com.au), SBS On Demand and The World Game Mobile App.

Source: OzTAM Metro and RegTAM Regional FTA Database; 5 City Metro + Combined Agg Markets Inc WA; Figures Based on Overnight Viewing (Live + As Live); Total People, People 25-54, People 16-39 and People 18-49 Inc Guest; Metro FTA Share based on SBS ONE 2am-2am; 5 Minute Consecutive Reach based on SBS ONE and SBS 2 World Cup Coverage and The Full Brazilian 2am-2am.

Online Source: Adobe Analytics, Google Analytics.