

MEDIA ALERT



Contact:

Melinda Chan Butts
melinda@i-linkpr.com

Sonya Ford
Sonya.ford@nielsen.com

Nielsen Survey: Brazil Favored to Win World Cup

New York – June 8, 2010 - The World Cup's most successful team of all time, five-times winner Brazil, is overwhelmingly expected to triumph once again, according to a Nielsen global study.

One in three people globally (34 percent) think Brazil will be the winners of this year's tournament. In Latin America, that figure rises to a super-confident 57 percent, with 86 percent of Brazilians confident their national team will bring home the coveted trophy.

With the finals due to kick off in Johannesburg on June 11, the Nielsen online survey of 55 markets shows that while just 34 percent of people around the world describe themselves as soccer fans, a much larger 51 percent will be following the games in South Africa.

Focus on the games is strongest outside of North America. In Europe, Latin America, Asia Pacific and the Middle East, 60 percent of people say they will follow the finals of the beautiful game's greatest prize.

And depending on where you live, opinions on who will be the ultimate winner, varies significantly. Although, soccer pundits may be surprised that Euro 2008 champions Spain are only fancied to win by eight percent of people globally. Nine percent of people think three-times world champions Germany will win again, a further nine per cent point to Argentina and the same percentage think England will triumph.

The USA is favored to win by 9 percent of respondents, but this is driven largely by a strong wave of support from U.S.-based respondents, where 46 percent of those who took the survey picked USA to win. This enthusiasm for USA's chances is not shared by the rest of the world, where only 4 percent of people rate their chances as strongly.

The current World Champions, Italy, have just 6 percent of the global population expecting the Italians to repeat their nail-biting win on penalties against France in 2006. France, winners in 1998, are getting support from five percent of respondents. The survey also reveals which countries are most passionate about the World Cup.

The highest percentages of people who describe themselves as soccer fans are found in Brazil (69 percent), Portugal (60 percent), Egypt (56 percent), Indonesia (54 percent), Saudi Arabia (54 percent), Spain (53 percent), Venezuela (53 percent), Vietnam (52 percent), Italy (48 percent) and India (47 percent).

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The country with the highest percentage of people who will follow the finals is Brazil (84 percent) even though only 69 percent of respondents describe themselves as football fans. In South Korea, 40 percent of those surveyed consider themselves to be fans of the game, 76 percent say they'll follow the World Cup. Other top ten countries where a high percentage of the population will be following the World Cup include Argentina (83 percent), Portugal (75 percent), Italy (75 percent) and Mexico (74 percent).

About the Nielsen Global 2010 Surveys

The latest round of the Nielsen Global Surveys which polled topics related to the World Cup was conducted between March 8 and March 26, 2010 and polled over 27,000 consumers in 55 countries throughout Asia Pacific, Europe, Latin America, the Middle East and North America. Nielsen also conducted surveys related to the 2010 World Cup in March and September 2009 to track consumer awareness and anticipated viewing habits towards the event. The samples have assigned age and gender quotas for each country. The samples are weighted to be representative of Internet penetration in each of the countries surveyed. The Nielsen Global Survey has a maximum margin of error of $\pm 0.6\%$.

About The Nielsen Company

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