

# FIFA World Cup



## Südafrika nach dem Abpfiff – Brasilien vor dem Anpfiff

Horst R. Schmidt  
DFB-Schatzmeister



Südafrika 2010



FIFA WORLD CUP  
Brasil



# World Cup Südafrika 2010



## Schwierige Voraussetzungen

1. Bedenken im Hinblick auf die Fähigkeit des Landes, die notwendige Infrastruktur auf hohem Niveau bereitzustellen  
z. Bsp. 10 First Class Arenas, Transporteinrichtungen, Flughäfen, Straßen usw.
2. Sicherheitsbedenken
  - Spannungsfelder schwarz-weiß
  - Hohe Zahlen in der viertel jährlichen Kriminalstatistik  
Hauptdelikte: Raub, Einbruch, Diebstahl, Vergewaltigung, Mord

# World Cup Südafrika 2010



## Fußball als Sportart Nr. 2 nach Rugby

3. Zweifel an der Akzeptanz bei der breiten Bevölkerung, auch im Hinblick auf die wirtschaftliche Leistungsfähigkeit und der hohen Arbeitslosigkeit
4. Anspruch: Beste WM aller Zeiten, auch nach der außergewöhnlichen WM 2006 in Deutschland
5. Winter in Südafrika, Nachttemperaturen zum Teil unter Null Grad

# World Cup Südafrika 2010



## Rechtsgrundlagen

### 1. Regierungsgarantien

- Ein- Ausreisegenehmigung, Visa-Erteilung
- Arbeitsgenehmigung (Medien, Spieler, Trainer)
- Sicherheit
- Geldtransfer
- Telekommunikation
- IBC und Medienzentren
- Transport
- Preispolitik für die Hotellerie
- Ticketing
- Nationalhymnen und Flaggen
- Medizinische Betreuung

# World Cup Südafrika 2010



## Rechtsgrundlagen

### 2. Hosting Agreement

- FIFA – ausrichtender Verband
- LOR (List of Requirements)
- Technical Annex
- Wettbewerbsreglement
- Verträge der FIFA mit Dienstleistern
  - MATCH
  - HBS (Host Broadcasting Services)

# World Cup Südafrika 2010



## Rechtsgrundlagen

3. Planung und Durchführung durch LOC  
(in Südafrika rechtlich selbständig)
4. World Cup Bill des Landes und entsprechende By Laws  
der Kommunen

# World Cup Südafrika 2010



## World Cup Infrastruktur

10 Arenen mit mind. 40.000 Zuschauern

Neubau:           Cape Town  
                      Johannesburg – Soccer City  
                      Johannesburg – Ellis Park  
                      Rustenburg  
                      Nelspurit  
                      Polokwane  
                      Port Elisabeth

Upgrades:       Bloemfontein  
                      Pretoria

Mit Ausnahme von Pretoria sind alle Stadien im Besitz der öffentlichen Hand

# World Cup Südafrika 2010



## World Cup Infrastruktur

- Ausbau der Flughäfen Johannesburg, Durban und diverse Upgrades
- Hochgeschwindigkeitszug Johannesburg – Ausbau bis Pretoria
- Telekommunikations-Netz
- BRT in den großen Städten
  - Johannesburg
  - Cape Town
  - Durban
- IBC und Media Centren in den Austragungsorten
- Neue Hotels
- Trainingsplätze – Neubau und Upgrades
  - je 2 pro Spielort, Plätze in der Nähe der Team HQs

# World Cup Südafrika 2010



## Sicherheit

- **Neue Strukturen im SAPS**
  - Neueinstellung von 40.000 Polizeibeamten
  - Umfassende Ausbildungsmaßnahmen
  - Neue hochmoderne Ausrüstung
- **Effektives Gesamtkonzept**
  - keine ernsthaften Zwischenfälle
- **Ordnungsdienst**
  - Ausbildung von tausenden Stewards
  - Lizenzierung
- **Internationale Zusammenarbeit mit der Polizei der teilnehmenden Ländern und Interpol**

# World Cup Südafrika 2010



## Marketing - FIFA Sponsoren und Partner

2010 FIFA World Cup South Africa™

FIFA Partners



FIFA World Cup Sponsors



National Supporters



# World Cup Südafrika 2010



## Ticketing

- 3,2 Mio.
- 97% Verkauf (3.003.479)
  - 75% Südafrika Besucher
- 93 % Attendance
- ~400 Mio. US \$
- 120.000 Ticketfund, verbilligte Tickets der Cat. IV ab 20 US \$

## Fanfest

- 6.151.823
- 2.634.018 Südafrika
- 3.517.805 International

# World Cup Südafrika 2010



## Finanzen

- **Preisgelder**
  - 420 Mio. US \$ (261 Mio. in 2006)
- **LOC Budget**
  - 550 Mio. US \$
    - davon 300 Mio. US \$ aus Tickets (netto)
    - 250 Mio. US \$ aus FIFA-Zuschüssen
- **FIFA-Gesamtbudget**
  - 3,2 Mrd. US \$

# World Cup Südafrika 2010



## Regierungsinvestment

- 28 Mrd. ZAR = 4 Mrd. US \$ (ohne Host Cities)
- Ausländische Besucher
  - 370.000
- Legacy Fund der FIFA an SAFA
  - 80 Mio. US \$ (1 US \$ = 8,0552 ZAR)

# World Cup Südafrika 2010



## Medien Zahlen

- 2.500 Journalisten
- 950 Fotografen
- 2.500 Host Broad Casting Personal
- 3.000 Sonstige
  
- 150.000 Volunteers

Brasilien 2014



FIFA WORLD CUP  
Brasil



# World Cup Brasilien 2014



## Startbedingungen

- 5 mal WM Titelgewinner
- Nach 1950 zum 2. mal Ausrichter
- 21. Auflage des World Cup seit 1930
- Keine Mitbewerber in Südamerika
- FIFA übernimmt größere Verantwortung in der Organisation
  - Eigenes Büro in Rio de Janeiro
- LOC Zuständigkeit
  - Stadien und andere WM bezogene Einrichtungen  
IBC, Trainingsplätze usw.
  - Transport und Verkehr, Logistik
  - Sicherheit
  - Technische Durchführung des Turniers, Teamservices,  
Unterbringung

## Brazil and host cities

Brazil: 7 times larger than South Africa

- Greater travel distances
- Greater climate variation
- Different time zone(s)



# Brazil and host cities



## Host Cities

- Belo Horizonte
- Brasilia
- Cuiabá
- Curitiba
- Fortaleza
- Manaus
- Natal
- Porto Alegre
- Recife
- Rio de Janeiro
- Salvador
- São Paulo



# Stadium – Belo Horizonte



Final Project



Current



## Stadium Info

Name	Estadio Mineirao
Capacity	66,000
Proposed for FCC	Yes

# Stadium – Brasília



Final Project



## Stadium Info

Name	Estadio Nacional
Capacity	70,000
Proposed for FCC	Yes

Current



# Stadium – Cuiabá



**Final Project**



**Current**



## Stadium Info

Name	Arena Pantanal
Capacity	43,000
Proposed for FCC	No

# Stadium – Curitiba



Final Project



Current



## Stadium Info

Name	Arena da Baixada
Capacity	40,000
Proposed for FCC	No

# Stadium – Fortaleza



Final Project



Current



Stadium Info	
Name	Estadio Castelao
Capacity	64,000
Proposed for FCC	Yes

# Stadium – Manaus



Final Project



Current



## Stadium Info

Name	Arena Amazonia
Capacity	42,000
Proposed for FCC	No

# Stadium – Natal



Final Project



Current



## Stadium Info

Name	Estadio das Dunas
Capacity	42,000
Proposed for FCC	No

# Stadium – Porto Alegre



Final Project



Current



## Stadium Info

Name	Estadio Beira-Rio
Capacity	50,000
Proposed for FCC	No

# Stadium – Recife



Final Project



Current



Stadium Info	
Name	Arena Pernambuco
Capacity	44,000
Proposed for FCC	Yes

# Stadium – Rio de Janeiro



Final Project



## Stadium Info

Name	Estadio do Maracana
Capacity	77,000
Proposed for FCC	Yes

Current



# Stadium – Salvador



Final Project



Current



## Stadium Info

Name	Arena Fonte Nova
Capacity	60,000
Proposed for FCC	Yes

# Stadium – São Paulo



Final Project



Current



## Stadium Info

Name	Arena de Sao Paulo
Capacity	68,000
Proposed for FCC	No

# FIFA Confederations Cup Brazil 2013



FIFA WORLD CUP  
Brasil



# FIFA Confederations Cup 2013



## Proposed Venues

- Belo Horizonte
- Brasilia
- Fortaleza
- Rio de Janeiro
- Recife
- Salvador



# FIFA Confederations Cup 2013



## Proposed for approval:

- Belo Horizonte
- Brasilia
- Fortaleza
- Rio de Janeiro

## Proposed for contingent approval:

- Recife
- Salvador

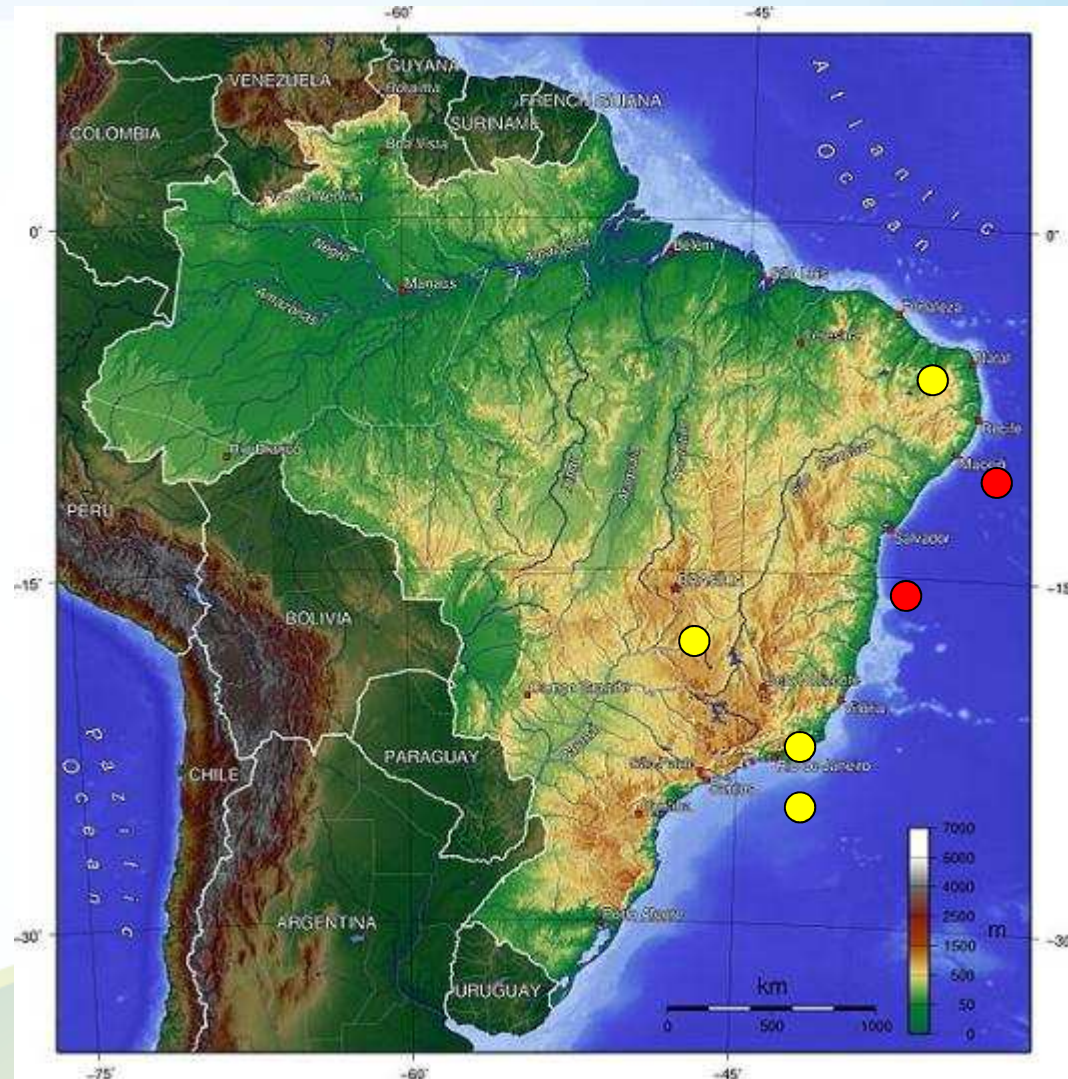


# FIFA Confederations Cup 2013



## Contingency Planning

- Deadline for final decisions on stadium readiness – June 2012
- Possible increase to 5 or 6 venues



# FIFA Confederations Cup 2013



## Tournament Dates:

- 15-30 June 2013

## Match Schedule Announcement:

- June 2012

## Key matches proposed:

- Opening match: **Brasilia**

*Opening match is the only match on the first day!*

- Semi-final matches: **Belo Horizonte, Fortaleza**

- Final match: **Rio de Janeiro**

# FIFA Confederations Cup 2013



## Qualified Member Associations

AFC	Japan
CAF	January 2013
CONCACAF	Mexico
CONMEBOL	Uruguay
OFC	June 2012
UEFA	June 2012
Host	Brazil
World Champion	Spain

	2011	2012	2013
Jan	AFC Asian Cup		CAF African Cup of Nations
Feb			
Mar			
Apr			
May			
Jun	CONCACAF Gold Cup	UEFA Euro 2012 / OFC Nations Cup	FCC 2013
Jul	CONMEBOL Copa America		
Aug			
Sep			
Oct			
Nov			
Dec		DRAW	



FIFA WORLD CUP  
Brasil

# MATCH SCHEDULE

	Group Matches														Round of 16			Quarter Finals		Semi Finals		3rd Place and Final											
	Thursday June 12	Friday June 13	Saturday June 14	Sunday June 15	Monday June 16	Tuesday June 17	Wednesday June 18	Thursday June 19	Friday June 20	Saturday June 21	Sunday June 22	Monday June 23	Tuesday June 24	Wednesday June 25	Thursday June 26	Friday June 27	Saturday June 28	Sunday June 29	Monday June 30	Tuesday July 1	Wednesday July 2	Thursday July 3	Friday July 4	Saturday July 5	Sunday July 6	Monday July 7	Tuesday July 8	Wednesday July 9	Thursday July 10	Friday July 11	Saturday July 12	Sunday July 13	
<b>Belo Horizonte</b> Estádio Mineirão			5 D-C1			16 H-A1				27 B-D1			40 E-C2				49 A-D2											61 W57 W58					
<b>Brasília</b> Estádio Nacional				9 E-D1				21 D-C1				33 A1 A4			46 E-C2 G3				53 E-F 2F					60 W55 W56								63 L61 L62	
<b>Cuiabá</b> Arena Pantanal		4 B3 B4				18 F-H3				28 E-F2			37 C-C1																				
<b>Curitiba</b> Arena da Baixada					12 F2 F3			26 E-F2 E3				35 B1 B2			48 H3 H5																		
<b>Fortaleza</b> Estádio Castela			7 D1 D2			17 A1 A3			29 C3 C1				38 C-C2 C3					51 B 2A						57 W49 W50									
<b>Manaus</b> Arena Amazonia			8 D3 D4				18 A2 A4				30 D G4			41 E-E1 E2																			
<b>Natal</b> Estádio das Dunas		2 A3 A4			14 D-C3 D4			22 C-C2 C3					39 D1 D4																				
<b>Porto Alegre</b> Estádio Beira-Rio				10 E3 E4			20 B2 B4				32 F H4			45 F1 F4					64 G 2H														
<b>Recife</b> Arena Pernambuco			6 C-C1 C2						34 D2 D4			34 A2 A3			45 G1 G4			52 D 2C															
<b>Rio de Janeiro</b> Estádio do Maracanã					11 F1 F2		19 B1 B3				31 H1 H3			42 E2 E3			50 C 2D						58 W53 W54									64 W61 W62	
<b>Salvador</b> Arena Fonte Nova		3 B1 B2			13 D G1				25 E1 E3				44 F2 F3							56 H 2G				59 W51 W52									
<b>São Paulo</b> Arena de São Paulo	1 A1 A2							23 D1 D3				36 B2 B3			47 H1 H4					55 F 2E							62 W59 W60						

REST DAY

REST DAYS

REST DAYS

REST DAYS



## 2014 – Kick-off times

Opening match:	17:00
Group Stage:	13:00 – 16:00 – 19:00 – 22:00
Rd-16 / QF:	13:00 – 17:00
Semi-Final:	17:00
3 <sup>rd</sup> :	17:00
Final:	16:00

Kick-off times for the individual matches tbc

\*all Brasilia local time

# Summaries



FIFA WORLD CUP  
Brasil



# FIFA World Cup as a communication platform



## From Antarctica to the Arctic Circle

- 2010 FIFA World Cup reached over 3.2 billion people & almost half of the global population
- nearly 3,2 million spectators in the stadiums
- 6,151,823 visitors at the 16 FIFA Fan Fests across the world



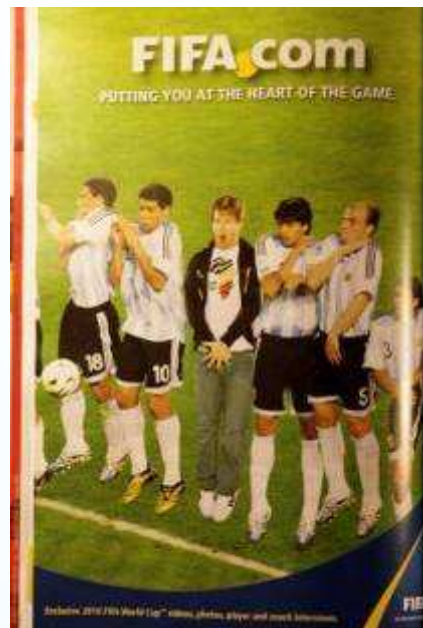
# FIFA World Cup as a communication platform



FIFA.com - 150m unique users

100m hits per second during the event

Nearly 15,000 accredited media representatives on-site



# FIFA.com in Numbers



Records at the 2010 FIFA World Cup™:

<b>6.300.000.000</b>	Page views
<b>410.000.000</b>	Page views on just one day
<b>150.000.000</b>	Unique Users*
<b>1.000.000</b>	Hits per second (Peak)

\*3 times more than 2006!



# FIFA World Cup connects people across the globe



**6,151,823 visitors** over 64 matches at FIFA Fan Fests in South Africa and across the world

**3,517,805 FANS** attended the six International FIFA Fan Fests



**IN RIO DE JANEIRO** the largest single attendance of **83,000 SPECTATORS** was registered for quarter-finals match Netherlands vs. Brazil



Average attendance of **23,452 PER DAY**

Largest single attendance of **350,000 SPECTATORS IN BERLIN** for Germany v Spain semi-final

**04:30AM - 29,450 WATCHING** Australia v Germany match in Sydney

# FIFA, the FIFA World Cup and the Media



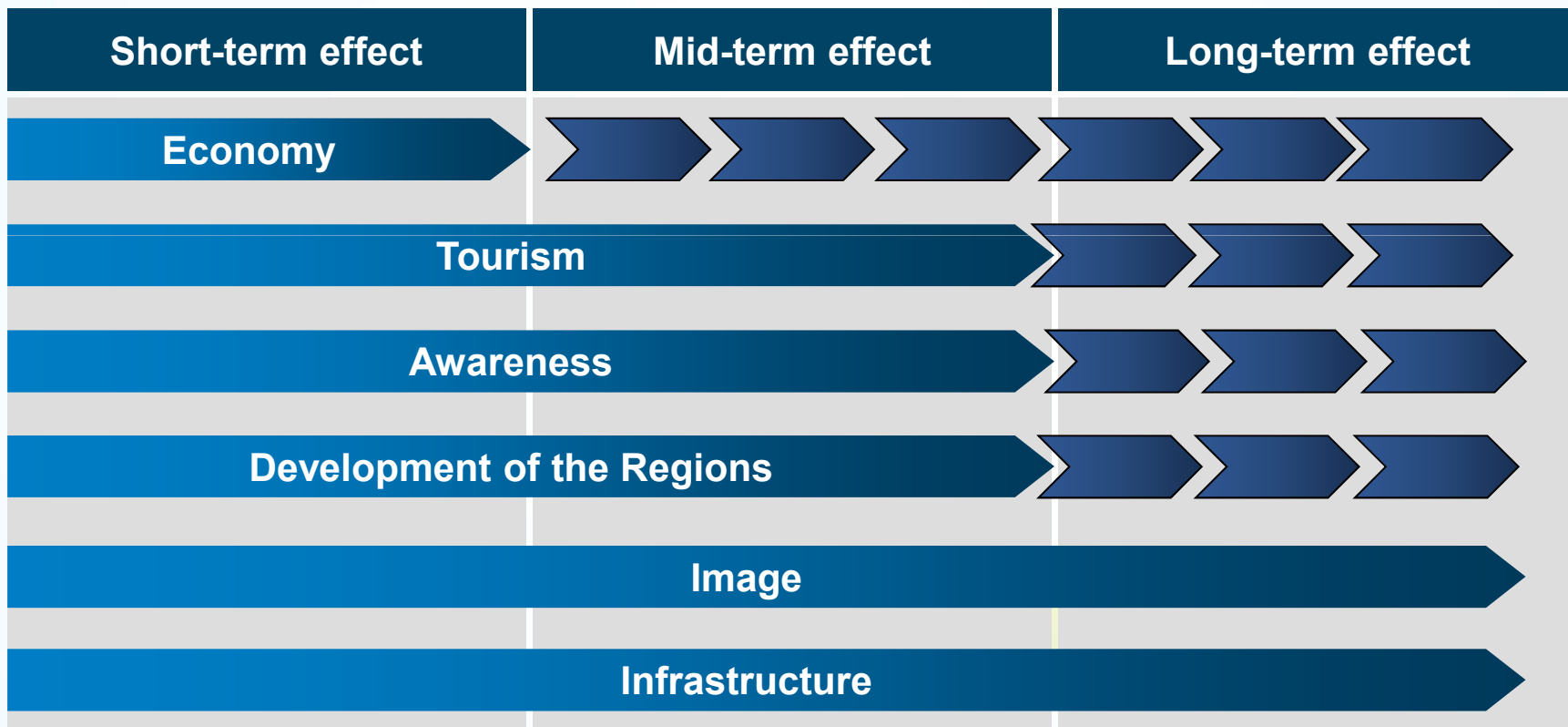
- The FIFA World Cup receives global attention from all kinds of media
  - On-site media (mostly, but not limited to, sports media)
    - about 4,000 journalists
    - about 1000 photographers
    - about 10,000 TV and radio representatives
  - From all the world, either on site or from home



# Socio economic effects



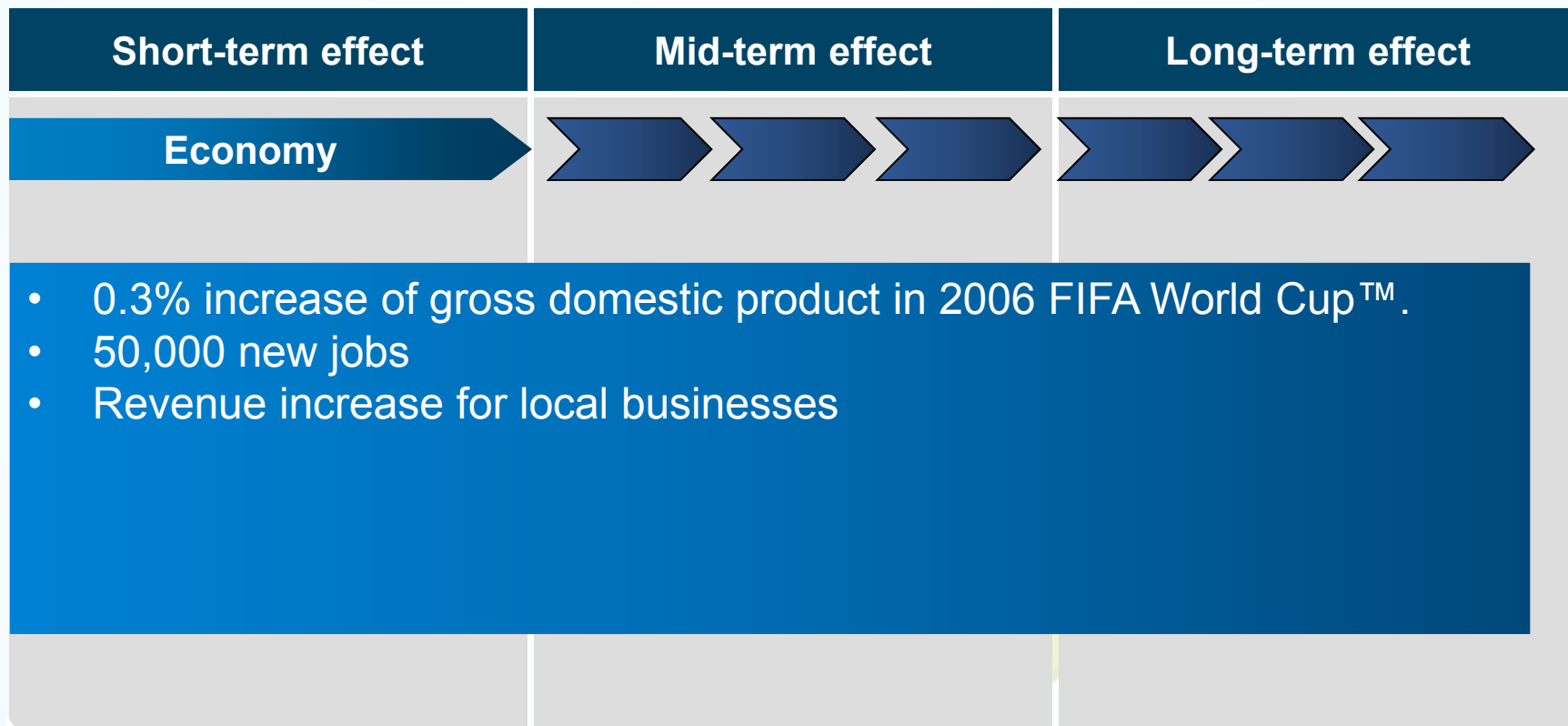
## Sustainability



# Socio economic effects



## Economy




▶ Positive economic impact of the past FIFA World Cup for every seventh company in the Host Cities

# Socio economic effects



## Tourism

Short-term effect	Mid-term effect	Long-term effect
		
<ul style="list-style-type: none"><li>• Increase in overnight stays, new tourism consumers</li><li>• Most tourists combined it with a holiday</li><li>• Increase in expenditures</li></ul>		

▶ Boost in Tourism: Increase in overnight stays mainly due to visitors from abroad

# Socio economic effects



## Awareness

Short-term effect	Mid-term effect	Long-term effect
A diagram illustrating the flow of awareness. A large blue arrow labeled 'Awareness' points from the Short-term effect column to the Mid-term effect column. From the end of this arrow, three smaller blue arrows point sequentially from the Mid-term effect column to the Long-term effect column.		
<ul style="list-style-type: none"><li>• Awareness gain in almost all cities – unknown cities get the world attention</li><li>• Improved positive impression from fans abroad</li></ul>		

▶ Good advertisement of the country and the Host Cities: Raise of the international profile and awareness of the Host Cities.

# Socio economic effects




## Development of the Regions

Short-term effect	Mid-term effect	Long-term effect
<ul style="list-style-type: none"><li>• Increase of infrastructure public investment and human capital.</li><li>• Open up the perspective to increased labour productivity and in this way increasing living standards.</li><li>• Make the regions attractive to young people.</li><li>• Dynamic development of the region given the tourism boom.</li><li>• A sense of pride in local population.</li></ul>		
<b>Development of the Regions</b> → → → →		

# Socio economic effects



## Image

Short-term effect	Mid-term effect	Long-term effect
<ul style="list-style-type: none"><li>• Positive self-perception of the population</li><li>• Stronger identification with the country/city, increased pride „to be a German“ and „to be a South African“.</li><li>• Improved relation with people from abroad</li><li>• Fans from abroad visiting the FIFA World Cup now have a much more positive opinion of Germany and South Africa.</li></ul>		
Image 		

# Socio economic effects

## Infrastructure

Short-term effect	Mid-term effect	Long-term effect
<ul style="list-style-type: none"><li>• Strong infrastructure investment enables sustainability, dynamic city development, better stadiums and transportation.</li></ul>		
Infrastructure		

# Socio economic effects - Impact



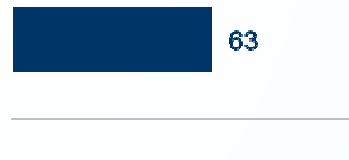
**The FIFA World Cup was good for South Africa as a nation.**



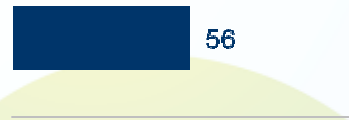
**The FIFA World Cup had a positive impact on South Africa's identity.**



**South Africa still benefits from hosting the FIFA World Cup .**



**The benefits of the FIFA World Cup were limited to only a few people.**

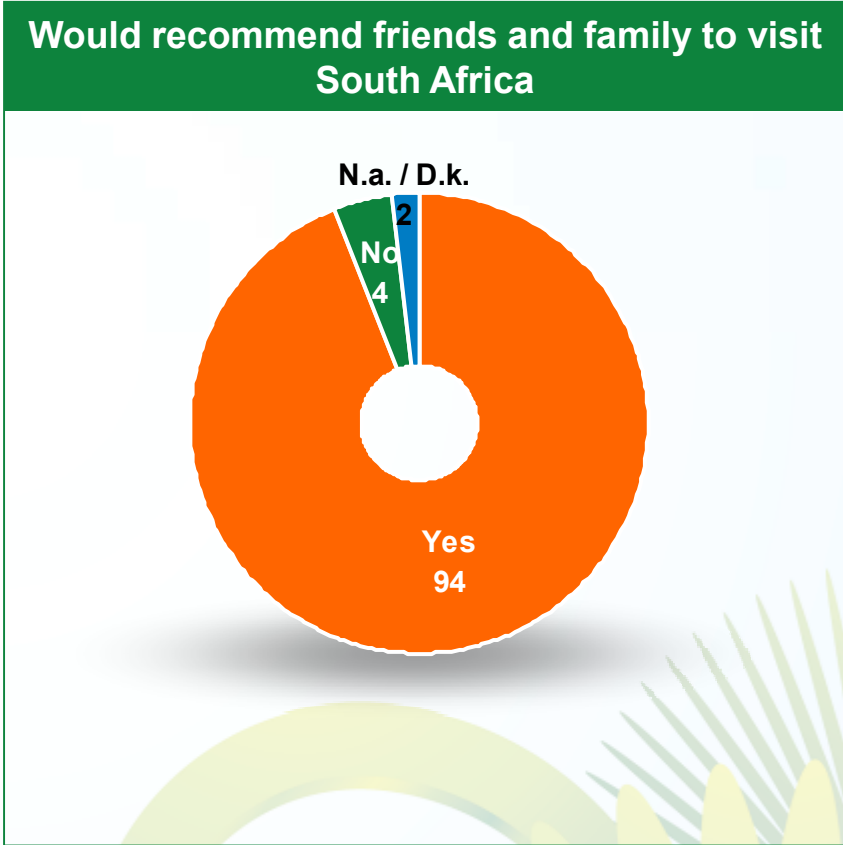
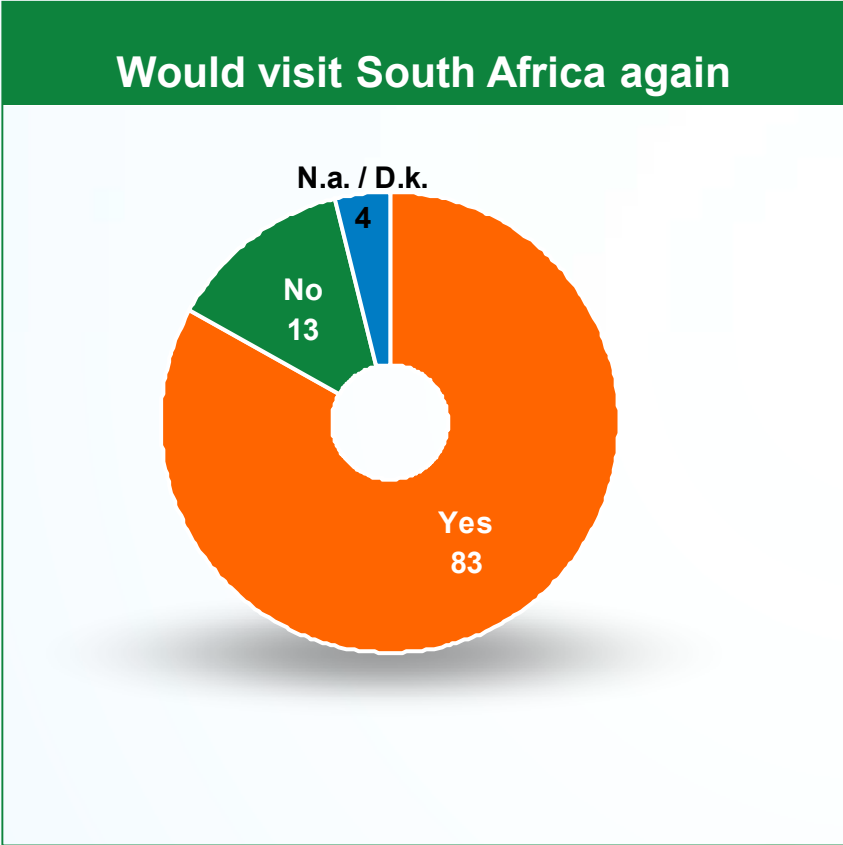


## FIFA APS 2011

**Base:** Representative South African respondents, n=1,000. [Figures in %]

**Question:** Almost one year after the 2010 FIFA World Cup I am interested in your personal feelings towards the impact of the tournament in South Africa. I would like you to rate your answer on a scale from 1 = "I completely disagree" to 5 = "I completely agree".

# Socio Economic Effects - Legacy



Q. :Thinking back to your overall experience with your trip to South Africa: Do you intend to visit South Africa again? Would you recommend your family or friends to visit South Africa in the future? (Figures in %)



## Estimated benefits 2014 FWC

- **R\$ 112,8 billion ejected in the economy until 2014**
- Infrastructure investments in the cities **R\$ 22,46 billions** (data from 2010)
- **R\$ 63,5 billion increase in the revenue of the population**
- Estimated direct impact of 2,17% at the GDP in 2010
- Additional Tax Revenue **R\$ 18,1 billion**

Fonte: Ernst & Young Terco – *Impactos Socioeconômicos da Copa do Mundo 2014*

Herzlichen Dank  
für Ihre  
Aufmerksamkeit

