



UEFA Women's EURO
Media advisory



UEFA Women's EURO 2013 key statistics

Attendances/ticket sales

The attendances at the 2013 UEFA Women's EURO final tournament have been breaking records since the opening match, with the **total attendance set to cross the 200,000 mark at the final**. All quarter-final matches were sold out, as well as the first semi-final, second nearly sold out. **The total attendance at the tournament four years ago was 129,000.**

The 200,000 attendance in the stadiums is doubled by the people watching the matches on the giant screens in the fan zones, a concept introduced to the competition for the first time this year. The total number of fan zone visitors so far is 243,000. This means that around 450,000 people will have enjoyed the 2013 UEFA Women's EURO final tournament matches and atmosphere in Sweden.

Final attendance

Due to huge demand, the stadium capacity for the UEFA Women's EURO 2013 final has been increased and the recently built Friends Arena in Solna will be fully open for Sunday's showpiece, with a nearly 50,000 capacity for the match. **44,000 tickets have been sold for the final, which will comfortably break the previous competition attendance record for a single match.**

[Previous highest attendances for Women's EURO Qualifying: Germany v Belgium, Lubeck 2009, 17,000; Final tournament: England v Finland, Manchester 2005, 29,092]

Originally, the top tier was not to be opened for the match, but the demand for the 30,000 tickets meant that last week half of the top tier was made available. However, tickets for those 10,000 places sold so fast that UEFA and the Swedish Football Association (SvFF) decided that the whole tier will be open.

Television figures

General:

EURO 2013 has so far delivered very strong live match audiences, with the total live audience currently standing at **55.2 million**. With ratings from pan-regional broadcaster Eurosport still to come, this already outstrips the equivalent figure for the entire tournament at both EURO 2005 (39.0 million) and **EURO 2009 (47.2 million)**.

The expected global live television audience for the final is estimated at 10.5 million.

Sweden

The Sweden v Germany semi-final was the top rated broadcast of the tournament so far with an average audience of 1.69 million and a market share of 61.6%. The match was watched by 18.4% of the Swedish population.

Overall audiences have been very strong, with live matches averaging 475,600 viewers and Sweden matches averaging 1.27 million **These audiences are around 40% higher than the comparative figures from the 2011 FIFA Women's World Cup** where the live match average was 322,400 and Sweden games averaged at 933,400.

Sweden v Denmark averaged 1.4 million on TV4. This was higher than any match at EURO 2009 or EURO 2005. It was also higher than every match at last year's Women's World Cup with the exception of the Sweden v Japan semi-final, seen by 1.7 million.

This rating is higher than the average match rating from the men's EURO 2012 tournament (1.2m). The match received a higher audience than all but one of the neutral group games (i.e. not involving Sweden) from the men's event.

France

France v Denmark in the quarter-finals was watched by 1.802 million on W9, higher than the all-French quarter final of Rugby's European Cup (Clermont v Montpellier) which was seen by 1.783 million. This audience was also 70% larger than for France's quarter-final in the 2011 FIFA Women's World Cup on Direct 8 (1.058 million).

France's matches at EURO 2013 have averaged a share of 5.73% - a 79% increase on W9's prime time average (3.2%).

Germany

ARD and ZDF have shown two of Germany's matches each. The top rated contest so far has been Germany v Sweden on ZDF at 8.22 million. **The match has out-performed every single Formula One Grand Prix this season, with 765,000 more viewers than the Monaco GP. The match was the 16th highest rated sports event of the year so far, only slightly behind the Germany v Ecuador men's international match, but with a higher share (29.9% vs. 27.8%).**

The average rating for live matches in Germany has been 5.56 million, compared to 3.38 million at EURO 2009 - a 64.4% increase.

United Kingdom

842,000 tuned in to the live coverage of England v Spain on BBC3, this is equal to 67% of the average audience for matches from the 2013 FIFA Confederations Cup shown on the same channel. The broadcast won a share of 11%, more than five times the average prime time share of BBC3.

Netherlands

770,000 watched Germany v Netherlands on Ned3. This represents a share of 13.3%, almost double the average prime time share for the channel (6.9%).

Media and Broadcasters

Numbers of accredited media:

Total: over 1,000

Non-broadcast media (written press, websites, photographers): 360

Non-rights-holders (TV/radio)	45
TV/Radio rights-holders + host broadcaster	502
Rights-holders only	392

The countries with the most media accreditation requests are:

Sweden	222	Germany	28	France	24
Norway	32	Finland	17	Netherlands	18

Host broadcaster: Eurosport

Rights-holders (10):

Germany ARD/ZDF	Sweden TV4	France M6/W9	Finland YLE
Norway NRK	England BBC	The Netherlands NOS	Iceland RUV

Final:

In total 135 media bookings: 85 media tribune bookings and 50 photo bookings.

Countries represented are (16):

Australia, Austria, Belgium, Denmark, England, Finland, France, Germany, Hungary, Norway, Poland, Spain, Sweden, Switzerland, Turkey, USA

Sporting statistics

Top scorers/adidas Golden Boot

- 1 (Gold) Lotta Schelin (Sweden) 5 goals, 2 assists, 427 minutes
- 2 (Silver) Nilla Fischer (Sweden) 3 goals, 0 assists, 450 minutes
- 3 (Bronze) Louisa Necib (France) 2 goals, 2 assists, 267 minutes
- 4 Eugénie Le Sommer (France) 2 goals, 2 assists
- 5 Verónica Boquete (Spain) 2 goals, 1 assist,
- 6 Marie-Laure Delie (France) 2 goals, 0 assists
- 7 Solveig Gulbrandsen (Norway) 2 goals, 0 assists
- 8 Josefine Öqvist (Sweden) 2 goals, 0 assists
- 9 Melania Gabiadini (Italy) 2 goals, 0 assists,
- 10 Célia Okoyino da Mbabi (Germany) 2 goals, 0 assists,

2013 competition top scorers (including qualifying)

- Célia Okoyino da Mbabi (Germany) 19 – record
Verónica Boquete (Spain) 12*
Margrét Lára Vidarsdóttir (Iceland) 12*
Ramona Bachmann (Switzerland) 11*
María Paz (Spain) 10*

Quotes from press conference:

Gianni Infantino, UEFA General Secretary

“We have had record-breaking attendance in stadiums, with over 200, 000 people coming to matches. Four years ago, it was 129, 000, so we can see a fantastic increase. We've had a very high media interest, with extremely high accreditation numbers – approximately 1,000 media representatives were accredited. We've had record TV viewership numbers, with total live audiences after the semi-finals of over 55m, and the final will be over 10m global live television audience. We had viewing figures here in Sweden of a 61 or 62% share. In Germany as well, we have had incredible viewing figures. We can see the boom of this EURO for women's football in many countries.

This Euro has been, already before the final, a fantastic legacy for women's football. To the whole of Sweden, "Tack så mycket."”

Karen Espelund, UEFA Executive Committee Member, Chairperson of the UEFA Women's Football Committee

“It's been the best EURO ever, and I can say because I've been involved in all of them since 1987. I want to point out a couple of things on the legacy for the UEFA side: firstly, how it's been organised through the host cities. I use the expression: 'bottom-up' perspective'. The organisation has been excellent because they've done great work and really made it an event people would like to participate in, whoever plays in the matches.

The second thing is the fan zones. That's also a breakthrough for a Women's EURO. It's the first time we've had fan zones and they've been packed. With all types of people, from small children to grandfathers, grandmothers. And I've seen a lot of boys in their 20s really happy to follow the Swedish team but also the tournament.

Then it's back to the 'Winning Ground', which has been the slogan, because the 'Winning Ground' has not been only on the pitch – it's been off the pitch too. We'll probably have about 75% capacity of the stadiums in total which will have been used, when we finish with the final tomorrow, which is excellent.

We're going into a final with a little classical set-up: Norway-Germany, just like we played here also in the World Cup final in 1995, which was at the Råsunda at that time. It's interesting if we look at the sporting aspect: 46 of the member associations competed for these 12 places. In the quarter-finals, we had four Nordic countries and four bigger football countries, if we can call them that: Italy, Spain, Germany and France. So that was an interesting set-up. In the semi-finals, we had three out of four from the Scandinavian countries. One of the question marks is will this continue? That's up to the associations to prove. But we've also seen that the big football nations, taking an overall perspective, also on the men's side, are getting stronger and stronger. One of the surprises from my side is that Denmark beat France in quarter-finals. There's been an excellent development. The speed of the game is so much faster in every aspect.

Karl Erik-Nilsson, President of the Swedish FA

"In a survey in Linköping, 90% of people were aware of the tournament, 85% were very positive about the event, and 72% said to their politicians – try to get an event like this again. They have a new arena, and that was built because the No1 team in Linköping is the female team.

These weeks have strengthened image of Sweden as an organiser of big events. It has also shown to us and the rest of Europe that we are able to organise such an event – and that these events come to us, we can also guarantee beautiful weather.

From the federation perspective, and for Swedish football, we've realised now that this national team have taken a big place in the heart of the Swedish football spectators. They really love this team. And we've got a very good media response – a lot of articles, a lot of TV coverage, and that is fantastic. And lots of spectators, and in some ways a lot of new spectators. That gives inspiration to the clubs on the local level that it's possible to attract spectators. That will give inspiration to clubs to see how they can take care of young boys and girls coming to the sport. We've also seen great interest from the market, and that's also something new. And of course we've learnt a lot by organising such an event, from local perspective but also from a national point of view.

We want more. One of our strategic goals is to organise international tournaments. So tomorrow we will have a first meeting giving information to representatives of Swedish society and I am quite sure and hopeful that we will be one of the countries and cities that want to apply to be a part of EURO 2020. So, UEFA, thank you for the decision to give us the possibility and for the trust you have given us to organise this."

Göran Havik, LOC Tournament Director

"We're very happy, we're very proud. Tomorrow, we will pass the 200,000 mark for total attendance, which will mean that we'll have had about 8,000 spectators per game. And we must remember that 20 out of 25 games will have been played without Swedish participation. But also, in the fan zones, we have so far had about 243,000 visitors. So in total we will be close to half a million people who will have watched the Women's EURO, and that's incredible.

The volunteers, we're very proud of all of you. They've done a fantastic job.

We will set a new record for attendance of a women's football game tomorrow. That's something that shows the big interest in this tournament. Something else that shows the big interest is the media interest: tomorrow there will around 400 media representatives from 16 different countries covering this game.

What we're most happy about is all the supporters who will come tomorrow. They will be able to say: "I was there when Sweden hosted the final in a European championship at football." To host the final of a European Championship – it will take some time before we can do that again. It will be a historic moment."

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