

# USA vs GHANA 06.16.2014 GAME RECAP



## VIEWERSHIP

**18.0M TOTAL VIEWERS**

**TELEVISION = 15.9M VIEWERS** = 11.1M ESPN; 4.8M Univision

**DIGITAL = 2.1M VIEWERS** = 1.4M ESPN; 700K Univision

**HIGHEST RATED PROGRAM OF THE ENTIRE DAY WITH 7.0 RATING**

### RATING BY CONTEXT

U.S. Open: 3.3	NBA Finals Average
Stanley Cup Game 5: 3.7	(9.1 Rating; 14.93M
ABC's The Bachelorette: 4.7	viewers)
Game of Thrones 3.9	

### HIGHLIGHTS

- Most viewed group game ever on ESPN
- Most viewed U.S. World Cup match ever on Univision
- ESPN's Monday Night Baseball achieved a three-year high (1.4 rating) driven by the USA-Ghana lead-in
- Most viewers ever on WatchESPN

### TOP 10 MARKETS

Washington, DC	(11.8)
New York	(10.2)
Hartford-New Haven	(10.1)
Boston	(10.0)
Columbus	(8.9)
Baltimore	(8.7)
Providence	(8.4)
Orlando	(8.3)
San Francisco	(8.0)
Norfolk	(7.9)

## HEADLINES

**FEATURED ON THE FRONT PAGE OF 388 NEWSPAPERS AROUND THE COUNTRY**

**WALL STREET JOURNAL (A1)** "Red, White and Blue Enters World Cup With Fireworks"

**USA TODAY (A1)** "USA Victorious,"

**NY TIMES (A1)** "U.S. Tops Ghana In Its World Cup Opener"



## DIGITAL

**@USSOCCER**

42M Impressions

**/USSOCCER**

50M Impressions

25.6M Reach

**TOP 3 ORGANIC REACH**

1. Final: 5,357,568
2. Gameday Video: 3,243,008
3. VP Photo: 2,473,984

**TOPPED NIELSEN TWITTER TV RATINGS**

3.1M tweets written by 1.1M unique authors in the U.S. #1 on the Day

**TWITTER GLOBAL**

4.9M Tweets

**TWEETS PER MINUTE**

173,738 Dempsey Goal  
168,139 Brooks Goal  
155,130 Final

## BUZZ

The 3 major broadcast morning shows all had reports on the World Cup within the first 12 minutes of the telecast (GMA, Today, CBS This Morning).

**TWEETS FROM MAJOR INFLUENCERS ACROSS A WIDE-RANGE OF INDUSTRIES**

President Obama • VP Joe Biden • LeBron James • Justin Timberlake • Ryan Seacrest • Danica Patrick • Aaron Rodgers • Drew Brees • Madeleine Albright • Condoleezza Rice • Bill de Blasio • Michael Bloomberg • Michael Phelps • Conan O'Brien • Lolo Jones • Nascar • Anthony Davis • Adam Schefter • Bryce Harper • Candace Parker • DeMaurice Smith • Derrick Favors • Evan Gattis • Fox Sports Live • Gilles Marini • IndyCar • Jay Glazer • Ken Rosenthal • Kevin Shattenkirk • Kyle Korver • Mark Schlereth • Mike Trout • Missy Elliott • Molly Sims • Natalie Coughlin • Nick Mangold • Paul George • Peter Facinelli • Peter King • Robert Griffin III • Scott Kazmir • Scott Van Pelt • Tiffani Thiessen • TJ Oshie • Trey Wingo



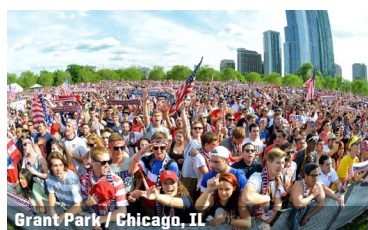
## FANS

**PUBLIC GAME WATCHES**

Denver, CO: 3,000+  
Los Angeles, CA: 4,000+  
Bethlehem, PA: 5,000+  
Kansas City, MO: 5,000+  
Chicago, IL: 10,000+

**IN BRAZIL**

Fan HQ / Natal: 3,200+  
Stadium / Natal: 20,000+



ONE NATION. ONE TEAM.

NEXT UP: PORTUGAL