



Part of BBC Worldwide
the commercial arm of the BBC

The World Cup packages



The World Cup on a global stage

The
tournament
will run from
**June 12 to
July 13, 2014**

In June 2014, the
football World Cup
will be hosted in
**Brazil – the
spiritual home of
football**

We'll go beyond with
great programming that
explores **the human
stories behind the
game**, and how the
game influences
Brazil's culture

The BBC will be
there for all the
matches, offering
**leading
commentary,
analysis and
coverage**

The platform of choice

We're committed
to award-winning
sports journalism

Our reporters get to
the heart of the action
around all the big
games and
tournaments – offering
**expert analysis and
insight**

That's why we attract
an **affluent, engaged**
audience



We love football



For an affluent and
influential online
audience...

 96%
men

48% are
managers

 INTERESTED IN
1/3 FASHION
AND THE
LATEST TRENDS

27%
are under
35

53% are business
decision makers

ALMOST
4 IN 5

 will pay extra for
LUXURY

...who are engaged with the BBC Sport website

BBC Sport users are engaged for an average of **18 minutes** per visit¹

UEFA: 12 mins

Guardian Sport: 4 mins

78% access the section every single day²

90% have been using the website for more than three years²

79% would recommend it to friends and colleagues²

95% of football fans rate the bbc.com/football section highly²

**A football –
hungry
audience**

The **Football** section
represents...

74% of total traffic to the
BBC Sports section

...and **23%** of total traffic to
the **entire bbc.com site**

BBC
.com

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Source: Omniture Discover Q1 2013 total traffic

The World Cup packages - SA

- 1) The Final Package
- 2) Semi Final Package
- 3) MVPackage
- 4) Single Package

1) Final Package

Let your brand plays with the winners in the most important match

Advertising across all platforms the day of the final (13th July), the day before and the day after with big formats to attract the attention of the BBC Audience.

Platforms:	BBC Sport (Web) BBC News (Web)	BBC Football - web (Takeover) BBC Sport Mobile (Web & App)
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Dates:	3 days - 12, 13, 14 July
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Please check availability before booking

See Technical specs and restrictions on BBC Hub:

<http://www.advertising.bbcworldwide.com/home/mediakit/digitalspecs>



1) Final Package

Let your brand plays with the winners in the most important match

Football section

**TAKEOVER 2 days: SKIN + MPU
+ Leaderboard**

12th & 14th July (329K imp)

Sport - App

- iOS & Android: 320x50 (9K imp)



Sport - Mobile Web:

- MPU 300x250 (30K imp)



iOS

**Football & Sport Sections (Web)
Halfpage 300x600 ROS
3 days** (65K imp)

**BBC News (Web)
Halfpage 300x600 ROS
3 days** (67K imp)

TOTAL = 500,000 Impressions

BBC
.com

Please check availability before booking

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2) Semi Final Package

Advertise around 2 of the most important World Cup matches

Advertising across all platforms during the Semi Finals stage with big formats to attract the attention of the BBC Audience.

Platforms:	BBC Sport (Web)	BBC Football - web (Takeover)
	BBC News (Web)	BBC Sport Mobile (Web & App)

Dates: 4 days: 7, 8, 9 & 10 July



Please check availability before booking

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2) Semi Final Package

Advertise around 2 of the most important World Cup matches

Football section

**TAKEOVER 2 days: SKIN + MPU
+ Leaderboard**

7th & 10th July (329K imp)

Sport - App

- iOS & Android: 320x50 (12K imp)



Sport - Mobile Web:

- MPU 300x250 (35K imp)



iOS

**Football & Sport Sections (Web)
Halfpage 300x600 ROS
2 days** (115K imp)

**BBC News (Web)
Halfpage 300x600 ROS
4 days** (109K imp)

TOTAL = 600,000 Impressions



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3) MVPackage

Special focus during the Most Valuable Matches.

Clients to choose advertising around the **most interesting matches** between the **strongest national teams** during the groups stage and until quarter finals.

As usual, making use of BIG formats to attract the attention of the BBC Audience.

Platforms:	BBC Sport (Web)	BBC Football - web (Takeover)
	BBC News (Web)	BBC Sport Mobile (Web & App)

Dates: Since June the 1st (Before the opening) until 6th July



Please check availability before booking
See Technical specs and restrictions on BBC Hub:
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3) MVPackage

Special focus during the Most Valuable Matches.

Football section

**TAKEOVER 2 days: SKIN + MPU
+ Leaderboard**

2 days to be chosen by client (329K)

Sport – App

1st June – 6th July



- iOS & Android: 320x50 (10K imp)

Sport - Mobile Web:

- MPU 300x250 (50K imp)



iOS

**Football & Sport Sections (Web)
Halfpage 300x600 ROS**

1st June – 6th July (250K imp)

**BBC News (Web)
Halfpage 300x600 ROS**

1st June – 6th July (161K imp)

TOTAL = 800,000 Impressions



Please check availability before booking

See Technical specs and restrictions on BBC Hub:

<http://www.advertising.bbcworldwide.com/home/mediakit/digitalspecs>



4) Single Package

Special focus during World Cup period

Advertising with standard banners and until quarter finals.

As usual, making use of BIG formats to attract the attention of the BBC Audience.

Platforms: BBC Sport BBC News BBC Sport Mobile (Web & App)

Dates: Since June the 1st (Before the opening) until 15th July

Formats: **Web:** Halfpage, 728x90 (Deal with account managers)
Mobile web: 300x250



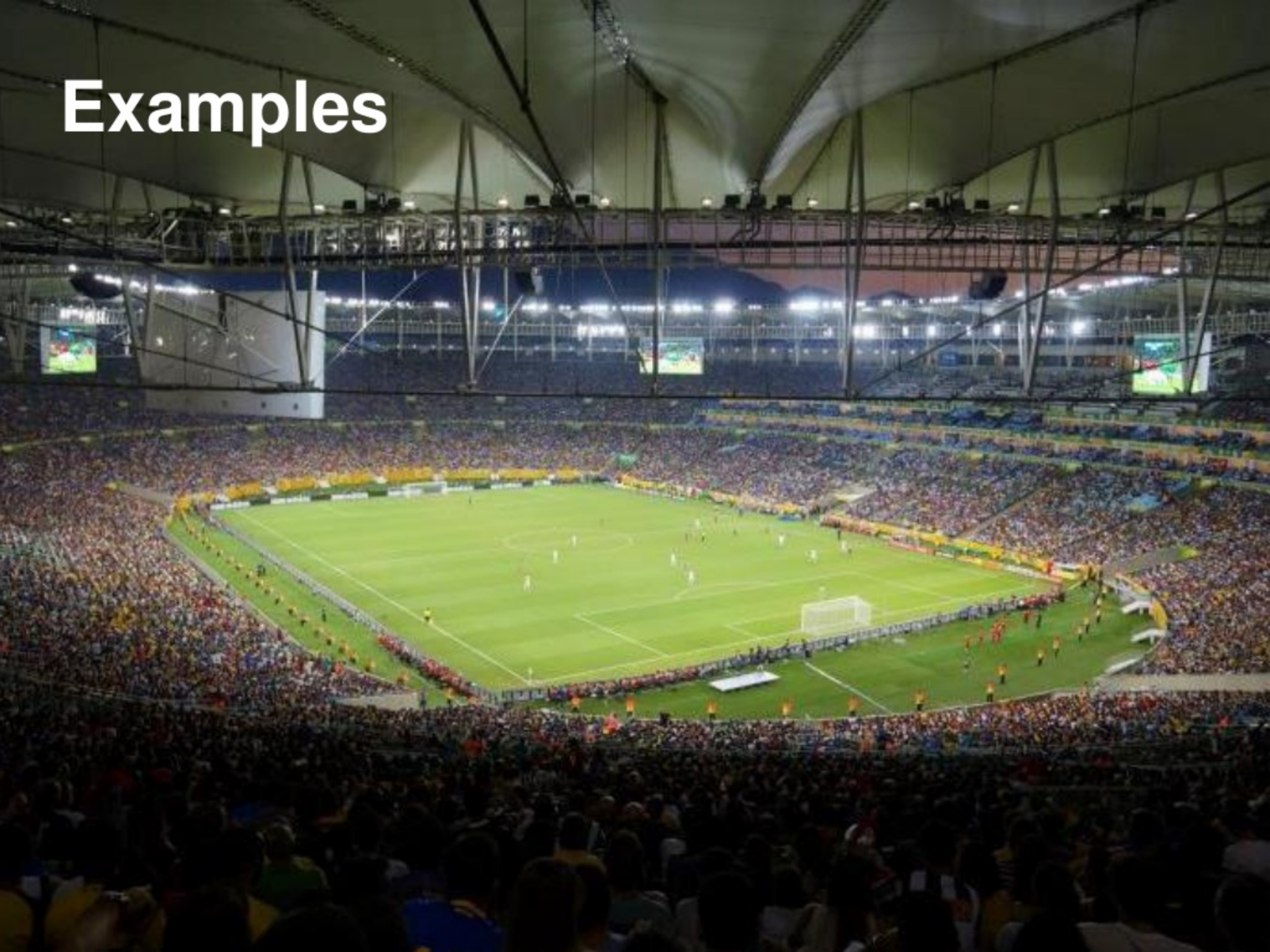
Please check availability before booking

See Technical specs and restrictions on BBC Hub:

<http://www.advertising.bbcworldwide.com/home/mediakit/digitalspecs>

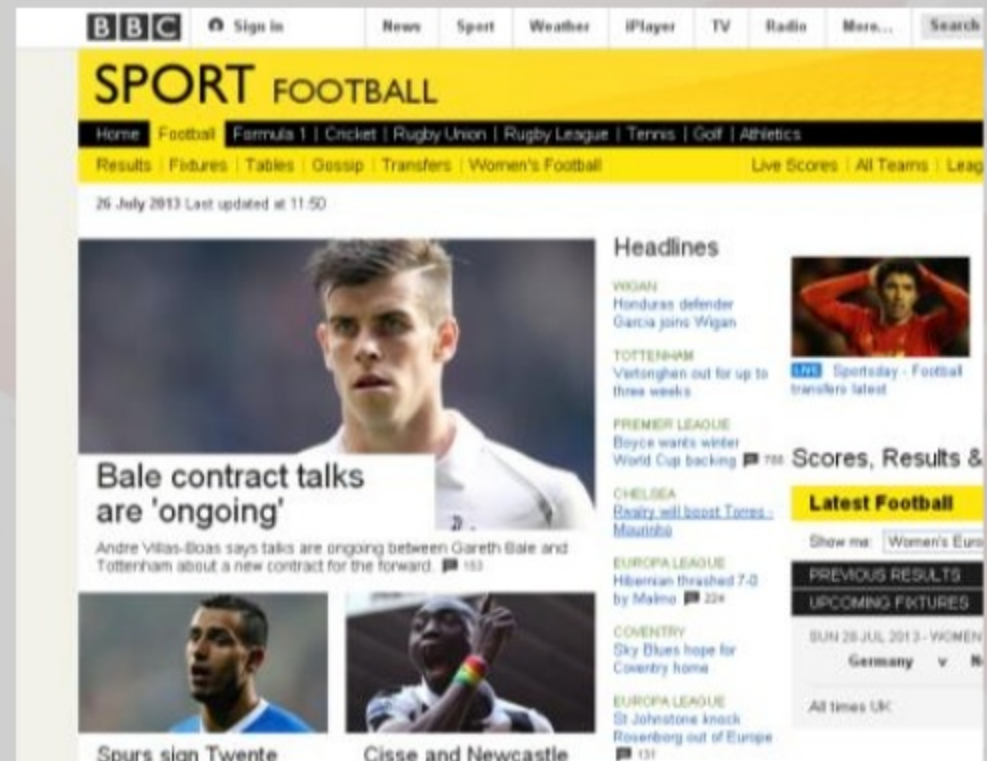


Examples



Examples

BBC Sport & Football sections



Please check availability before booking

See Technical specs and restrictions on BBC Hub:

<http://www.advertising.bbcworldwide.com/home/mediakit/digitalspecs>

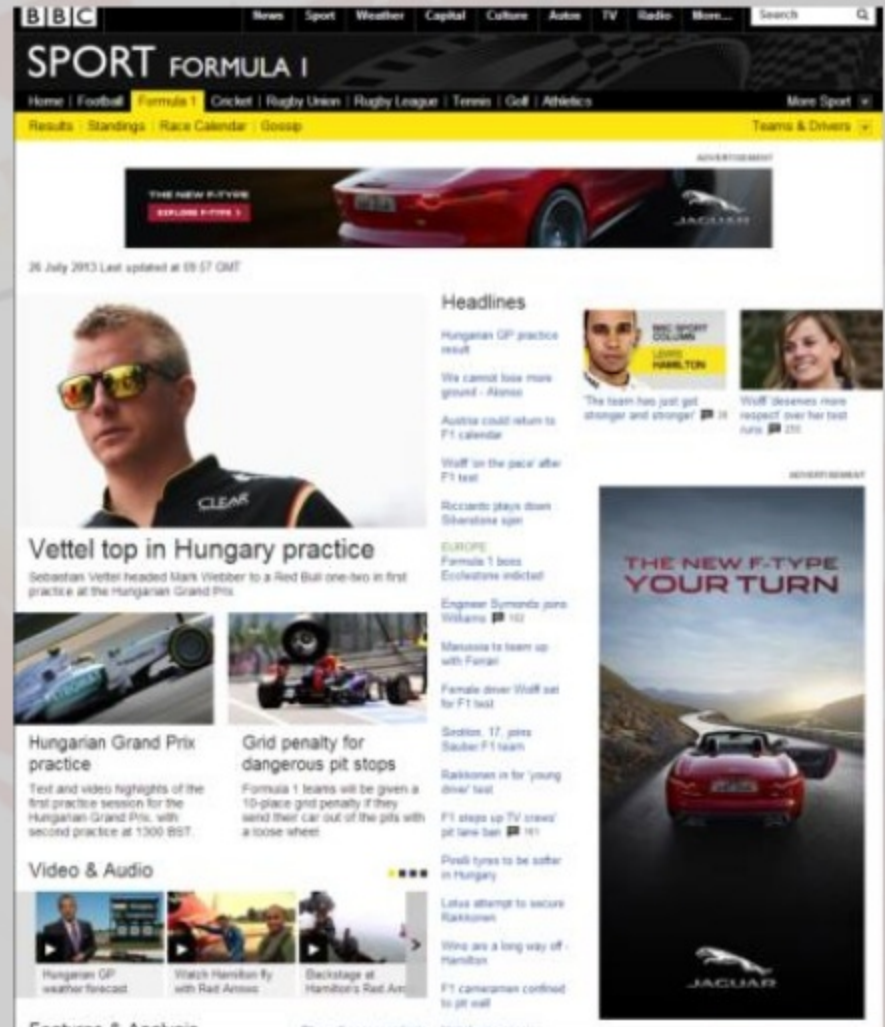


Examples

BBC Sport



HPTO Audi



Leaderboard + MPU - Jaguar



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Examples

BBC Sport

BBC SPORT FOOTBALL

Home | Football | Formula 1 | Cricket | Rugby Union | Rugby League | Tennis | Golf | Athletics | More Sport

Results | Fixtures | Tables | Goings | Transfers | European Football | Live Scores | All Teams | Leagues & Competitions

16 September 2013 Last updated at 10:17 GMT

Headlines

Premier League
Referee could take own life - Halsey

Newcastle
Ceballos says sorry to Newcastle fans

Doncaster
Man Utd's Macheda signs for Doncaster

Ronaldo
agrees new Real Madrid deal

Premier League
Swansea v Liverpool (Mon)

Bale
proud of galactico Real debut

Premier League
Inspired Japheth denies Southampton

ARSENAL

Video & Audio

Use video to combat diving - Moyes

NOTES - Mourinho doesn't know best XI

We put wings to your dreams from **750\$** *Paris-London-Rome Milan-Madrid Amsterdam*

AirEuropa

Air France MPU



BBC SPORT WORLD CUP

Home | Football | Formula 1 | Cricket | Rugby Union | Rugby League | Tennis | Golf | Athletics | More Sport

World Cup 2014 | Results | Fixtures | Tables | 2014 Final Schedule | Live Scores | All Teams | Leagues & Competitions

12 September 2013 Last updated at 10:17 GMT

Headlines

Rodgers
defends Sturridge lay-off

Daniel Sturridge's absence from England's World Cup qualifiers has left many saying Liverpool boss Brendan Rodgers...

Headlines

England
Wedge on Sturridge is unfair criticism

Scotland
Hodgson admits after Sturridge match

Wales
Tranter departs as Republic boss

Italy & Netherlands
qualify for World Cup

Wales
Colina denies Wales and claim

Wales
O'Neill backs up Republic bid

Northern Ireland
Players in O'Neill down-again

England
Hodgson defends England performance

Scotland
Scotland can build on win - Neill

England
Strachan hails World Cup win

Northern Ireland
Holland stunned by early Luxembourg

Wales
Coleman unhappy by Colina refusal

Wales
Wales crushed by Serbia

Wales
Barnes hopes after

Video & Audio

'Gears will keep 2014 World Cup'

Tranter backs up - McCarthy

Gerard confirms England progress

Features & Analysis

Job done for England - but much work to do

England cannot afford any mistakes in their final World Cup qualifying games, says chief football writer Phil Munn

To investors who want to retire comfortably.

If you have a \$500,000 portfolio, download the guide by *Forbes* columnist and money manager Ken Fisher's firm. It's called "The 15-Minute Retirement Plan."

Click Here to Download Your Guide!

Fisher Investments HalfPage

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