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## News Release

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### **50% OF CONSUMERS IN INDONESIA TO FOLLOW FOOTBALL WORLD CUP 2010: NIELSEN**

- **24% Indonesian favor Brazil to win 2010 World Cup, 40% Globally.**
- **Key Product Categories during World Cup: Snack, Soft Drink, Peanuts, Cigarettes, and Energy Drink expect to see growth during WC weeks.**

**Jakarta , 9 JUNE 2010:** With the World Cup finals due to kick off in Johannesburg on 11 June, a global survey conducted by The Nielsen Company reveals that 50 percent of consumers in Indonesia will follow the games. Globally, 51 percent indicate they will watch the game, and 34 percent consider themselves football fans.

In the Asia Pacific region, Indonesians declares themselves the most avid followers of football with more than half (54%) saying they are fans of the game, followed by Vietnamese (52%) and Indians (47%). But the appeal of the World Cup finals appears to reach far beyond football's usual fan base – the Nielsen figures reveal that in all Asia Pacific countries, intent to follow the World Cup is much higher than the traditional football fan base. Countries with the highest level of intent to follow the finals were South Korea (76%), Vietnam (68%) and China (65%).

Brazil is cited as the team most people think will win - globally, 39% think so. So is Indonesians, 24% people think Brazil will win, but 22% said England, and 11% think Spain will win. Brazilians are also optimistic as 86% is confident to say their home team will bring the trophy, but Brazil is not the only optimistic nations, since Spanish people (65%), Italians (45%) and Germans (40%) also believe that their home nation will see World Cup Glory.

How will Indonesians follow the World Cup? Television is still the main medium with 77 percent said they will watch live coverage of the games, however, in Asia Pacific region, only 59% will use TV as their main medium.

Based on Nielsen Television Audience Measurement, the World Cup in 2006, broadcast live from Germany, was watched by an average of nearly 3 million people (aged above 5 years in 10 major cities).

However, TV is not the only medium, as 62 percent will read newspapers to follow World Cup 2010. Even the new media: online and mobile phones has become alternatives for Indonesians to follow the matches as 31% plan to watch live streaming of the matches, 45% will read online articles, and 32% will read through blogs or online forum. With the growing penetration of mobile phone, 34% will follow the soccer event through mobile internet, and 13% will download world-cup-related apps for their phones.

World Cup does not only mean football and games, it also means money. Manufacturers also see this event as opportunity to push more sales. Nielsen data shows sales for key world cup product categories increased 31% reaching Rp. 67 Billion during the world cup weeks in 2006 (week commencing June 5, 2006 to end of July 9, 2010) compare to the same period in 2005.

While in other markets, we would expect to see bigger growth in beers, in Indonesia, categories like snack, soft drink, peanuts, cigarettes, and energy drink will enjoy more sales. Peanuts experienced the highest growth with 72 percent, followed by Cigarettes (37%), Energy Drink (35%), Snack (28%) and Soft Drink (19%).

The sales were high especially during the week with most watched broadcast such as Germany vs. Argentina in the quarter-final that had won the most TV viewers between 10.30 pm to 2 am with 6.25 million people aged above 5 years. Another sales peak was during the final week that aired the final match between Italy and France which broadcasted at 11.30 pm to 4.30 am and reached 4.2 million people.

Advertising spending will also see growth during the month of June as world cup sponsors in Indonesia are in geared to air their commercials. Looking at World Cup in 2002 and 2006, advertising spending in June rose to the average of 12%, compare to only 5% in non-World-Cup years. However, the world cup did not push the total advertising spending to grow higher than usual.

During World Cup 2006, products that advertised during live broadcast of World Cup 2006 was Djarum Super with more than 1000 spots, Extra Joss (476 spots) and KratingDaeng (110 spots).

Looking back at the World Cup viewing trend which had boosted television viewing successfully, the

2010 World Cup is a lure for more television viewers. In just a few hours from now, we will see how World Cup 2010 will rock TV viewers. Will the number of audience soar beyond the year 2006? We'll have to wait and see, but Nielsen will certainly update you!

**About Global Online Survey**

*The survey reaches over 27,000 Internet users around the world every three months – representing a global online population of close to one billion consumers. The survey was established in 2005 and is used to gauge consumer sentiment in the economy, follow consumers spending intentions and monitor changing habits. The survey currently spans 55 countries across 15 time zones. In Indonesia, we reach more than 500 internet users – representing almost 30 million consumers.*

**About TV Audience Measurement**

*TV Audience Measurement is conducted in 10 major cities in Indonesia (Jakarta, Surabaya, Medan, Semarang, Bandung, Makassar, Yogyakarta, Palembang, Denpasar, and Banjarmasin) with TV population of 49,525,104 individuals aged above 5 years old. The result of this survey covers 10 major cities in Indonesia only and does not represent Indonesian population.*

**About Nielsen Scan Track**

*ScanTrack data is gathered by scanning selling out data in Total Country Key account (with in-store promotion data). Covering more than 100 product categories, Scan Track is conducted in 6 cities: Greater Jakarta, Bandung, Yogyakarta, Surabaya, Denpasar and Makassar.*

**About Nielsen Advertising Services**

*Nielsen Advertising Information Services is advertising monitoring services to advertising activities in Indonesia that includes 24 TV stations, 103 newspapers and 165 Magazines and Tabloids. Figures are gross rate card, and excluding discount, promo, etc.*

**About The Nielsen Company**

*The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).*