

UEFA Champions League Digital outreach



UEFA
CHAMPIONS
LEAGUE

FINAL
WEMBLEY 2013

2013

FINAL TV VIEWING

Average 22.5 million fans watched in Germany (peak 23.78m) – highest TV audience since UEFA EURO 2012



Three highest audiences in Germany in 2013 so far are all for UEFA Champions League fixtures

AUDIENCE
150m+
(PROJECTED)

Global unique reach more than 360 million
The world's most-watched annual sporting event

UEFA.COM

A record 26.3 million visits in April

Visits from over



countries or territories
from all corners
of the globe

% increase on 2012 final



year-on-year
growth in visits



increase in
visitors to the UEFA
Champions League
section



of visits from
mobile and tablets
(growing 78% YoY)

UEFA Champions League the main traffic driver to UEFA.com

UEFA Champions League site nominated for a Webby



TWITTER

10 stars have their photo
taken as Twitter Mirror
is used in a footballing
environment for
the first time

4.8 million
Tweets in
3.5 hours on
final night

Most mentioned player
Arjen Robben
1 million+ tweets

1.1m

@ChampionsLeague
followers

103k

New followers
during final week

Top moment
Reaction to the
full-time whistle –
117,601 tweets
per minute

#UCLfinal

1,000+ tweets on Wembley
giant screens during the final

150,824 on the day of the final
(total 190,000)



FACEBOOK

TOP 3 ACTIVE COUNTRIES:
INDONESIA, MEXICO & BRAZIL

53,498
comments

70,857
shares

8.9m

TOTAL
LIKES

175,000+ new fans

188.7% GROWTH OVER THE SEASON

171K likes for the official UEFA Women's Champions League page – up 248% this year

GOOGLE+

5

Hangouts
streamed live

4 million total +1s
& followers

7th
highest
+ page in the
world

Fans from around the world join Hangouts with Steve McManaman, Ian Rush, Patrik Andersson, Giovanni van Bronckhorst, Robert Pirès and Karl-Heinz Riedle: 7 European Cup winners' medals between them

YOUTUBE



First European integration of
a Hangout and livestream of Ultimate
Champions match producing +7k hours
of live viewing hours by fans

2 million+
channel views

Videos posted in
seven languages

x15 GROWTH
DURING THE SEASON

58,000+
video views on final day

UEFA Champions Festival

Visitors: 40,000
(Stratford: 34,000 Trafalgar Square 6,000)

Join
the
Game.

10,000+
Google+
photoball
pictures
taken

First use of RFID (touch-in)
technology

- 13,000 registered cards
- 85,000 interactions
- 16,000 emails triggered
- 4,170 social media posts