

PRESS RELEASE

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13th FINA WORLD CHAMPIONSHIPS ROME 2009

Worldwide cumulative audience reaches new record of 3.59 billion viewers

Lausanne (SUI) November 20, 2009 – The worldwide cumulative TV audience for the 13th FINA World Championships, held in Rome (ITA) from July 17-August 2, 2009 reached an outstanding record in the history of the major FINA competition: **3.59 billion viewers**. The Host Broadcaster RAI provided the TV signal in High Definition to **196 territories**.

According to the report conducted by FINA Marketing Agent Dentsu and IFM Sports Marketing Surveys, the figures for this competition are impressive:

- Global dedicated broadcasts: 3,509 hours and 510 million viewers
- Sports magazine content: 61 hours and 395 million viewers
- News coverage : 60 hours and 2,684 million viewers
- Top-5 countries:
 - China – 1,093 million viewers
 - Italy – 609 million viewers
 - Japan – 601 million viewers
 - Germany – 275 million viewers
 - France – 207 million viewers

This success confirms that FINA's main product – its World Championships -, is one of the most valuable sports events in the world. The continuous and substantial increase of the number of countries getting gold medals also contributes for the constant improvement of worldwide interest in the five aquatic disciplines.

FINA would like to associate this achievement with the Organising Committee Rome 2009, the Italian Swimming Federation, as well as the Host Broadcaster RAI, and thank them for the outstanding organisation of these championships.

The 13th FINA World Championships Rome 2009 had the participation of 2'438 athletes from 172 countries in the five FINA aquatic disciplines (swimming, diving, water polo, synchronised swimming and open water swimming).

The next edition of the FINA World Championships will take place in Shanghai (CHN) from July 16-31, 2011.

A detailed report on these figures can be found on the FINA website www.fina.org

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