



# 2014 FIFA World Cup™ Ticketing Q&A Version 1

- Who is responsible for ticketing? Who is in charge of ticket sales? Who are the decision makers?

After the 2010 FIFA World Cup™ FIFA created FIFA Ticketing AG, a wholly owned subsidiary with the overall responsibility for the ticketing programme for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup™, in particular the development of the FIFA Ticketing strategy and its implementation. The Board of FIFA Ticketing AG consists of the following members:

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- Jérôme Valcke, Secretary General of FIFA, acting as Chairman of FIFA Ticketing AG;
- Horst R. Schmidt, FIFA Ticketing consultant, acting as ordinary board member of FIFA Ticketing AG;
- Sunil Gulati; FIFA Ticketing consultant, acting as ordinary board member of FIFA Ticketing AG;
- Markus Kattner, Deputy Secretary General of FIFA, acting as ordinary board member of FIFA Ticketing AG;
- Thierry Weil, Director Marketing of FIFA, acting as ordinary board member of FIFA Ticketing AG;
- Marco Villiger, Director Legal Affairs of FIFA, acting as ordinary board member of FIFA Ticketing AG

The FIFA Ticketing AG will delegate certain policy matters and other key ticketing matters, such as the pricing policy or the distribution of Tickets to the FIFA World Cup Organising Committee which oversees the organisation of the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup Brazil™.

MATCH Services AG ("MATCH") has been appointed by FIFA as the exclusive service provider for the Ticketing operation, including the production, sale and distribution of tickets within Brazil and internationally.



- What will be the ticketing concept for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup™?

FIFA is currently working on the ticketing concepts for both events and will make the relevant announcements at a later date. However, the ticket sale for the FIFA Confederations Cup 2013 is anticipated to start after the draw in December 2012 while ticket sale for the FIFA World Cup is foreseen to start after the FIFA Confederations Cup in Q3 2013.

Will there be a Category of Tickets just available for residents of Brazil like there was in South Africa?

At this point in time FIFA has not yet finalised the categorisation and pricing strategies for these events.

- How many tickets will be available for sale for the 2014 FIFA World Cup™?

For the previous FIFA World Cups approx. 3.3 million tickets were available for sale and we expect a similar number for the 2014 FIFA World Cup™. However, the final number can only be ascertained once the final stadium configurations are available.

- How many tickets will be made available for the general public?

The total number of tickets that will be made available for sale for the various ticketing allocation groups for the 2014 FIFA World Cup™ has not yet been finalised. In general, based on experience from previous FIFA World Cups a minimum of 75% of the tickets is going to fans.

Each of the 32 teams qualified for the FIFA World Cup has a reserved allocation of 12% tickets for each of their respective group stage match and 8% for any matches beyond that to sell through a dedicated sales tool to directly their fans. That makes 24% of the inventory per group stage match which is available for the fan groups of the two participating teams.

In this context it is important to note that also more than 90% of the reserved purchasable tickets from the Commercial Affiliates are going through consumer promotions to fans around the world making dreams of thousands of people become true to experience a FIFA World Cup match.

- Describe the various ticketing allocation groups. What is the ticket distribution plan for these groups?

The ticketing allocation groups include the general public, the 32 Participating Member Associations and their supporters, the Commercial Affiliates of FIFA, the Hospitality Rights Holder, the Media Rights Licensees as well as complimentary tickets for media and other guests.



The distribution policies have not yet been finalised and will not be confirmed until such time as the seating capacities for all the stadia are known.

- How do you calculate the saleable seating capacity?

The saleable seating capacities will be calculated based on the net capacities after deductions have been made for obstructed views, seat kills (seats which cannot be used for operational reasons e.g.: construction of additional camera platforms, security, etc.), VIP and media tribunes.

- Where are tickets available online?

As for previous World Cups, FIFA will operate an official ticket sales platform via the official event website FIFA.com. FIFA.com will be the only official online platform for the sale of general tickets as well as hospitality packages.

Please kindly report unauthorized operators which may exploit the excitement and passion of the FIFA World Cup by offering tickets they do not have or they do not have the right to sell to [enforcement@match-ag.com](mailto:enforcement@match-ag.com).

- Who has the right to sell hospitality packages?

MATCH Hospitality is the official and exclusive hospitality rights holder authorised by FIFA and is the only source for legitimate ticket-inclusive hospitality packages. Match Hospitality packages will go on sale in November 2011. For more information about the MATCH Hospitality Programme, please visit [www.FIFA.com/Hospitality](http://www.FIFA.com/Hospitality).

MATCH Hospitality will offer an exciting array of ticket-inclusive hospitality products for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup ranging from business casual experiences in on-site tents to top of the line luxury suite experiences.

- What is the difference between Hospitality packages and individual tickets?

An individual ticket is sold without any other services relating to attendance at the match, it only grants access to a particular seat for the respective match.

MATCH Hospitality packages include other services in addition to the match ticket, such on-site hospitality, fine catering, preferred parking, match programmes and additional entertainment.

- Why do get hospitality packages on sale now when ordinary fans have to wait to secure tickets for the 2014 FIFA World Cup?

Due to the special nature of the products hospitality packages traditionally go earlier on the market than standard match tickets. It is important to note that the hospitality packages are sold as of November 2011 but not any physical tickets. 450,000 seats have been reserved for the hospitality programme which represents only about 10 per cent of the overall ticket inventory available.



For FIFA it is important to ensure that football fans across the world will have an equal chance to access tickets to the FIFA Confederations Cup and the FIFA World Cup. This will be reflected in the ticketing policy currently in process to be finalised.

- Will there be an opportunity for fans to be kept updated on ticketing in general?

On a regular basis, all information is made available on [FIFA.com](http://www.FIFA.com).

In addition, fans can register on [www.FIFA.com](http://www.FIFA.com) for the FIFA Club (<http://www.fifa.com/theclub/index.html>), to receive up-to-date information on tickets and other matters related to the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup.

Fans who are interested in official hospitality packages can separately register for information about those packages on [www.FIFA.com/hospitality](http://www.FIFA.com/hospitality).

- What will be the categories and what will be the prices?

At this point in time FIFA has not yet finalised the categorisation and pricing strategies for these events.

- What will be the method of selling tickets – online – ticketing centres - stores?

Announcements regarding the sales channels will be made once the ticketing strategy has been developed and finalised.

- Who will receive the revenue from ticket sales?

FIFA will use the revenue generated from ticket sales to contribute towards the cost of delivering the event.

- What did you learn from the ticket sales in South Africa?

FIFA has been very pleased with the success of tickets sales in South Africa (96% of the tickets sold). One of the key success factors of the tickets sales was that FIFA very well adopted its tickets sales strategy to local habits and learnt ticketing procedures by local fans. Therefore, FIFA and the LOC as well as their service partners have conducted extensive research to ensure that the final strategy once again is well adapted to the Brazilian market.

- Will you follow the same ticketing principles as for South Africa?

FIFA and MATCH have gained a wealth of experience from previous FIFA World Cups and will apply this experience in the development and implementation of its Ticketing Policy for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup.



However, it is important to note that each event has its own unique challenges and many of the factors that had an influence on ticket sales in South Africa may not be applicable to Brazil.

- What will you do to avoid 2014 FIFA World Cup™ tickets being sold on the parallel market?

FIFA is committed to protecting its fans from the harm caused by the parallel market to the greatest possible extent. For this reason, at the outset, FIFA cautions fans not to buy tickets from unauthorised ticket sellers operating on the parallel market. By purchasing tickets from the parallel market, fans run significant risks that the tickets they order:

- Do not exist. In other words, the tickets are offered in the parallel market by a reseller who does not actually have tickets to sell in the hope (but not the guarantee) that the purported reseller will be able to provide tickets at a later date;
  - Cost significantly more than the official prices charged by FIFA;
  - Are counterfeit;
  - Do not permit entry to the stadium on match days because they have been invalidated;
  - May be delivered too late (or not at all);
  - May result in security breaches.
- What does FIFA do against the parallel market?

Regardless of its efforts to warn fans not to use the parallel market, FIFA is aware that unscrupulous operators around the world lure fans into buying tickets from them, even though they are unauthorised.

For this reason, FIFA has tasked MATCH Services with conducting a full ticketing enforcement program and to work with governmental authorities, consumer protection authorities and others to develop legal and operational strategies to address the harm caused to fans by the parallel market. These efforts will be reflected in the ticketing policy once it is finalised.

In the meantime, fans are urged to report such companies to [enforcement@match-ag.com](mailto:enforcement@match-ag.com).

- Who is taking care of VIP invitations? Will government representatives and host cities receive complimentary tickets? If so, how many and who decides who receives such tickets?

The seats within the VIP Tribune are divided equally between FIFA and the Local Organising Committee (LOC). VIP guests will be invited directly by FIFA or the LOC prior to the event.



- What is the allocation of sponsor tickets?

Commercial affiliates of FIFA have the right to purchase tickets for promotional activities. However, the final allocations of tickets that is to be made available for each customer group is not yet finalized and will be communicated at a later date.

In general, tickets which the commercial affiliates purchase are used as contests and competitions among their customers and enable thousands of football fans to enjoy a unique experience they otherwise would not have been able to make.

- What happens with unused tickets reserved for the various stakeholders?

Any tickets reserved for the various stakeholders such as participating teams, commercial affiliates and the hospitality programme which are unused at a certain point of time will return into public sale to ensure that no seats are left alone.