The World Cup
A Mirror of Globalization
The World Cup

- A soccer competition of 32 nations from around the world competing for the FIFA World Cup trophy
- The first world cup was held in 1930 in Uruguay
- 1942-1946: The world cup was put on hiatus because of WWII
- 1950: Brazil volunteers to host the first post WWII World Cup
- This is the first time since 1950 that it held on Brazilian soil
FIFA 2014 Participants

• 209 Member nations

• 32 Countries participate in the world cup

• 6 Confederations:
  AFC, CAF, CONCACAF, CONMEBOL, OFC, and UEFA

• There are 209 member nations, but there are 196 countries that the US recognize
32 Nations 32 Dreams

CONCACAF
-Costa Rica
-Honduras
-Mexico
-United States of America

UEFA
-Belgium
-Bosnia & Herzegovina
-Croatia
-England
-France
-Germany
-Greece
-Italy
-Netherlands

AFC
-Portugal
-Russia
-Switzerland
-Spain

CONMEBOL
-Argentina
-Brazil (host)
-Chile
-Colombia
-Ecuador
-Uruguay

CAF
-Algeria
-Cameroon
-Ghana
-Ivory Coast
-Nigeria

OFC
(no participants)
History
Who do you support?
BRAZIL 2014

- The 5\textsuperscript{th} largest populated country in the world
- 5\textsuperscript{th} largest country in terms of geographic size
- 8\textsuperscript{th} in GDP
- Large amounts of the Amazon rainforest reside here
The Significance of the World Cup

• [https://www.youtube.com/watch?v=kIWH6pi2K_k](https://www.youtube.com/watch?v=kIWH6pi2K_k)

• The world cup is a GLOBAL affair

• The World Cup Trophy was designed by an Italian artist Silvio Gazzaniga

• For a few weeks, most if not all of the world’s eyes fall on the World Cup
  • This allows for an exchange of culture, awareness, and ideas
Global Influence on a Soccer Match

• Fans from all over the world fill the stands
• Four referees from different countries monitor the match
• Two teams filled with players representing their countries
  • They wear jerseys sponsored by multinational corporations
  • They can be coached by someone outside of their country
• The “Brazuca” is a ball made in Pakistan
• The match is broadcasted world wide in many different countries
• Goal line technology (in Brazil’s case from Germany) is used to detect goals
Global Attendance

• The US (196,838 seats) was second only to Brazil (1,363,179) in terms of ticket sales
  • Argentina, Germany, England, Australia, Chile, France and Mexico respectively fill out the rest of the sales.
Fanhood!

• Fans from all over the world have different distinct chants and costumes to show their support for their teams

• Can you guess where these chants are from?
Fanhood!

• You might have heard some of these before!
• Each chant has a distinct characteristic unique to that nation
• Sometimes language barriers can be shattered just by chants!
The Cost of Hosting a World Cup

• Brazil is estimated to have spent $15-20 billion on hosting the world cup (stadium building, security, hospitality)
  • South Africa spent about $6 billion

• 250,000 poor Brazilians have been relocated

• Public health systems, education, and transportation have not been the best
However...

- [https://www.youtube.com/watch?v=AV_ZwQ19MoY](https://www.youtube.com/watch?v=AV_ZwQ19MoY)
- The number of protests dropped 39 percent in the first 12 days after the opening match June 12 compared with the 12 days before it, according to the Folha de S. Paulo newspaper.
- Hosting can boost national reputation, morale, and pride
Globalization and the USMNT
Globalization and the USMNT

• Dual nationals: Players have acquired US citizenship to play for the United States Men’s National Team

• Jurgen Klinsmann: Former Germany player who is now the coach/manager of the USMNT

• Other significant managers: Fabio Capello (RUS) Jorge Luis Pinto (CRC) Jose Pekerman (COL) Jorge Sampaoli (CHI)

• AYSO
Eligibility World Wide!

• Significant Players and managers born outside their countries teams
  • Mesut Ozil (GER)
  • Diego Costa (ESP)
  • Karim Benzema (FRA)
  • Mario Balotelli (ITA)
  • Fabio Capello (RUS)

• We’re not the only team that has dual-national influence!
  • Switzerland, Australia, Algeria, Bosnia and Herzegovina, and France have more dual nationals than the US!
Globalization and Jerseys

• Many different multinational corporations choose to sponsor national teams and develop their kits (or jerseys)
• Just because a jersey has a national symbol on it does not mean that it was made in the nation it is representing
• These are manufactured worldwide and also bought by consumers worldwide
The World Cup and Sponsorships

• Many multinational corporations find the world cup a prime place to advertise.
  • Companies pay $15-20 million a year to advertise (according to Forbes)

• Forbes predicts that 2014 Brazil will generate $4 billion in total revenue for FIFA.
  • Television rights (Rights to show the world cup)
  • Marketing rights (Rights to advertise during the world cup)
Sponsorships

• Multinational corporations put in massive effort for advertisement during the world cup
  • Large viewership attracts advertisements
• Some national teams have their own sponsors
The World Cup and Technology

• Streaming
  • “24 million unique users have already watched some 15 million hours of content through FIFA’s multimedia services solutions alone.”
  • Biggest event in terms of video content streaming

• Social Media
  • 1 billion interactions about the world cup on Facebook from all over the world
Results

• Germany are the 2014 champions
  - First World Cup title since reunification
• More than billion fans in the “Digital World Cup”
• 2\textsuperscript{nd} highest average attendance for a world cup ever
Future of Global Sporting Events

• Can it get even more global?
• 2018 and 2022
  • Russia
  • Qatar
• What will Brazil look like 4 years later?
• In between these events how will countries stay connected to each other?