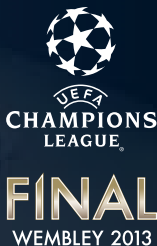# UEFA Champions League Digital outreach
2013

UEFA CHAMPIONS LEAGUE
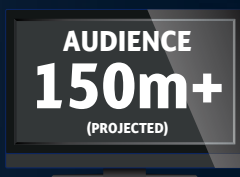
FINAL WEMBLEY 2013

FINAL TV VIEWING

Average 22.5 million fans watched in Germany (peak 23.78m) – highest TV audience since UEFA EURO 2012
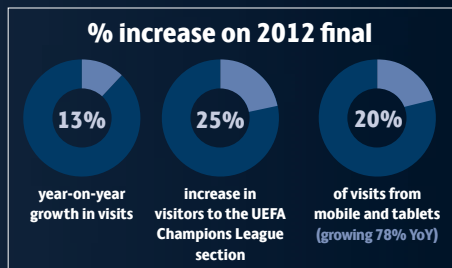
Three highest audiences in Germany in 2013 so far are all for UEFA Champions League fixtures

AUDIENCE
150m+
(PROJECTED)

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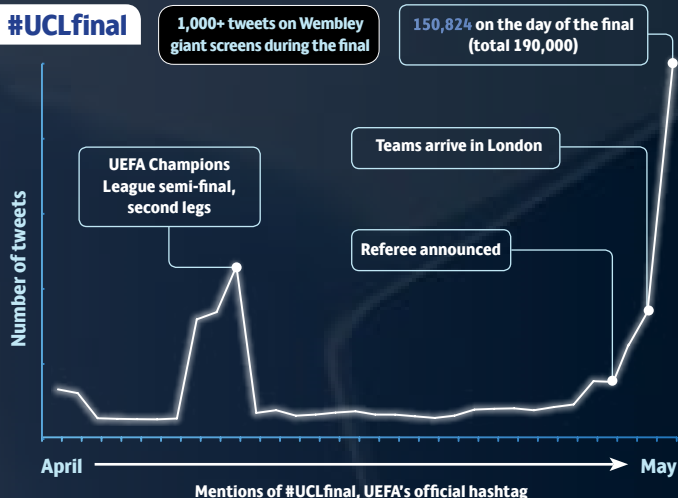
UEFA.COM

A record **26.3 million** visits in April

Visits from over
230
countries or territories from all corners of the globe

% increase on 2012 final

13%
year-on-year growth in visits

25%
increase in visitors to the UEFA Champions League section

20%
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

4.8 million
Tweets in 3.5 hours on final night

Most mentioned player
Arjen Robben
1 million+ tweets

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

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)

Number of tweets

UEFA Champions League semi-final, second legs

Teams arrive in London

Referee announced

April — May

Mentions of #UCLfinal, UEFA's official hashtag

FACEBOOK

TOP 3 ACTIVE COUNTRIES: INDONESIA, MEXICO & BRAZIL

74 posts

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 producing +7k hours of live viewing hours by fans

x15 GROWTH DURING THE SEASON

2 million+ channel views

Videos posted in seven languages

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

UEFA.com