

Media release – 74

UEFA EURO 2008™ in figures

8,000,000,000	Some 8 billion viewers in all followed UEFA EURO 2004™ on TV, a figure that is sure to be exceeded during UEFA EURO 2008™.	TV
1,200,000,000	1.2 billion page views are expected on www.euro2008.com.	Website
234,000,000	The operational budget for UEFA EURO 2008™ amounts to EUR 234m (CHF 386m).	Finance
100,000,000	100 million visitors are expected on the official website, four times more than on euro2004.com.	Website
10,359,177	10,359,177 applications were received from 588,716 applicants in 142 countries during the ticket sales period in March 2007. One third of the 1.05 million tickets available for purchase were allocated at this time. Once multiple applications and hooligans had been eliminated, 8.7 million applications went into the ticket draw.	Ticketing
8,000,000	Euro 2008 SA has invested CHF 8m in the comb-ticket system which entitles ticket-holders to free public transport on the day of the match and until noon the following day. All accreditation-holders (media representatives, volunteers, staff, etc.) are also entitled to free public transport during the tournament.	Transport
3,450,000	During EURO UEFA 2008™, UEFA is supporting five social projects with a combined contribution of CHF 3.45m (EUR 2.2m). Each project benefits a specific target group, from schoolchildren to fans and disabled people.	Social projects
1,200,000	Each host city is receiving CHF 1.2m (EUR 740,000) and two LED display walls from UEFA for the official fan zones, as well as a set contribution of CHF 600,000 (EUR 370,000; higher contributions for Basel and Vienna as the main venues).	Finance
1,050,000	1,050,000 tickets were available for purchase for UEFA EURO 2008™.	Ticketing
250,000	250,000 strawberries will be served to hospitality guests during UEFA EURO 2008™.	Hospitality
124,920	124,920 bottles of Coca-Cola (equal quantities of Coca-Cola Zero, Diet Coke and regular Coca-Cola) will be supplied for hospitality guests.	Hospitality
124,920	124,920 bottles of water, equivalent to 93,690 litres, will be served to hospitality guests during UEFA EURO 2008™.	Hospitality
100,000	Over 100,000 football fans voted on www.euro2008.com to choose the slogans for the team buses.	Website
80,000	80,000 tickets for the UEFA EURO 2008™ corporate hospitality programme have been sold. Each package comprises a category one ticket, gourmet catering and a special entertainment programme before and after the match, and entry to the hospitality area.	Hospitality
80,000	About 80,000m ² of temporary structures have been erected around the stadiums for UEFA EURO 2008™.	Stadiums



70,000	Up to 70,000 football fans can take in the biggest official EURO fan zone, the one in Vienna. It occupies Rathausplatz and Heldenplatz, with Burgring connecting the two squares.	Fan zones
69,400	69,400 bottles of wine will be supplied for UEFA EURO 2008™ hospitality guests (41,640 bottles of white wine and 27,760 or red).	Hospitality
68,123	The UEFA EURO 2008™ hospitality areas cover a total of 68,123m ² .	Hospitality
67,406	For ten days, 67,406 football fans in Austria and Switzerland voted on what the UEFA EURO 2008™ mascots should be called. Trix and Flix won with 36.3% of the votes, ahead of Flitz and Bitz (33.7%) and Zagi and Zigi (30%).	Mascots
53,978	24 hours after the launch of the ticket portal for the sales period in March 2007, 53,978 applications had been submitted via www.euro2008.com .	Ticketing
35,000	For UEFA EURO 2008™, approximately 35,000 accreditations will be issued. Apart from the 1,600 UEFA/Euro 2008 SA partners, suppliers, etc., the 5,000 volunteers have to be accredited, to give them access to relevant parts of the stadiums and other tournament locations. Roughly 800 accreditations will also be issued for players, coaches and other members of the delegations of the participating teams. In addition, some 10,000 media representatives will be working at UEFA EURO 2008™, including 4,800 radio and TV personnel, 900 photographers, 2,800 print media journalists and 900 host broadcast staff (responsible for TV production). Stadium and security personnel account for 10,000 accreditations, while a further 7,500 are reserved for service providers working in areas such as catering, logistics and telecommunications.	Accreditation
34,000	Some 34,000 seats are needed for the working and hospitality areas in the stadiums.	Stadiums
33,600	For the EURO Experience Tour, the biggest inflatable tour tent construction in the world was used (14m high, 40m wide, 60m long, weighing 10 tonnes and with a volume of 33,600m ³).	Marketing
30,000	The website www.euro2008.com will consist of 30,000 different pages, not counting the numerous pages of statistics, facts and figures.	Website
21,400	21,400 rooms in 408 hotels (220 in Austria, 188 in Switzerland) have been booked for the different target groups, making a total of 139,300 overnights.	Accommodation
20,000	There are more than 20,000 tables in the stadiums and temporary constructions.	Stadiums
17,644	17,644 candidates applied to serve as volunteers at UEFA EURO 2008™.	Volunteers
14,000	There are some 14,000 signs in the stadiums to show people the way.	Signage
11,850	11,850 vendors will be running the food and beverage concessions at the 31 matches.	Stadiums
10,000	Nearly 10,000 candidates were interviewed for the 5,000 volunteer assignments at UEFA EURO 2008™. Each interview lasted about 30 minutes.	Volunteers
10,000	During UEFA EURO 2008™, media representatives will provide the world with information about the tournament, including 4,800 radio and personnel, 900 photographers, 2,800 print media journalists and 900 host broadcast staff (responsible for TV production) .	Accreditation



10,000	The international broadcast centre (IBC) covers a total area of 10,000m ² .	TV
10,000	10,000m ² of walls with a volume of 630m ³ and weighing 300 tonnes were installed in the IBC. The walls will be re-used after the tournament to build about 15 one-family houses.	TV
8,551	8,551 parking passes have been produced for UEFA EURO 2008™.	Stadiums
8,000	There are 8,000m ² of large banners/supersites on display.	Signage
8,000	8,000 road signs have been made and are in use for UEFA EURO 2008™ (3,200 in Austria and 4,800 in Switzerland).	Transport
5,000	5,000 Volunteers are supporting the Euro 2008 SA staff during the tournament. Each of the two main host cities, Vienna and Basle, requires 1,000 volunteers, while 500 are needed in each of the other six cities.	
5,000	In all, interviews with volunteers took almost 5,000 hours.	Volunteers
4,500	4,500 extra trains will be in use during UEFA EURO 2008™, 2,000 in Austria and 2,500 in Switzerland.	Transport
4,444	4,444 volunteers applied to work at Vienna, one of the main venues, more than for any other host city.	Volunteers
4,000	For every goal scored during UEFA EURO 2008™, UEFA is donating EUR 4,000 (CHF 6,700) to the "Score For The Red Cross" fundraising campaign.	Social projects
3,800	By extending the press sectors in Vienna and Basel only at a later stage, 3,800 extra seats for spectators can be provided during the group stage, since there will be fewer media representatives for the group matches and fewer press seats will therefore be needed.	Stadiums
3,400	More than 3,400 people will be serving refreshments to the fans from the kiosks at the stadiums.	Stadiums
1,000	The 13-minute opening ceremony will involve about 1,000 participants.	Ceremonies
800	800 units of perimeter advertising boards have been produced.	Signage
682	682 six to ten-year-old girls and boys from all over Europe will accompany the players onto the field before the 31 final round matches as official player escorts. McDonald's, one of the UEFA EURO 2008™ sponsors, was responsible for their recruitment.	Marketing
591	Refreshments will be sold in the stands by 591 vendors during the 31 final round matches.	Stadiums
530	530 Hyundai and Kia vehicles will be in use during the tournament, driven by 250 professional drivers. In addition, 900 volunteer drivers will assist in the transport sector.	Transport
500	At every match, seven super slow motion cameras and one high-speed camera will record over 500 frames per second.	TV
450	By June 2008, Euro 2008 SA had a staff of 450.	HR
400	The closing ceremony will involve 400 participants and the fans recalling some of the highlights of the tournament.	Ceremonies
308	Every spectator will pass through one of 307 turnstiles to get into a stadium.	Stadiums
300	In connection with UEFA EURO 2008™, 300 doping controls will be conducted. For the first time, these will include blood tests as well as urine tests.	Anti-doping



300	300 decorative flags have been produced for UEFA EURO 2008™.	Signage
300	300 temporary toilets are being provided for UEFA EURO 2008™ visitors.	Stadiums
256	256 stadium kiosks are being set up for the sale of refreshments.	Stadiums
180	180 countries worldwide are receiving signals from the IBC	TV
130	130 training days have been required to prepare the volunteers for their assignments.	Volunteers
120	A team of 120 people were involved in interviewing prospective volunteers.	Volunteers
100	100km of cabling has been installed for host broadcast operations	TV
78	The oldest volunteer is 78.	Volunteers
75	The volunteers come from 75 countries. Applications were received from candidates from 150 countries.	Volunteers
62.3	62.3% of the volunteers are male.	Volunteers
37	For the host broadcasting operations, 21 correspondents and 16 ENG crews will be stationed with the 16 teams and produce live reports and video interviews direct from the stadiums and training grounds.	Website
34.5	The official UEFA EURO 2008™ hot-air balloon is 34.5m high, 3,440m ³ and in the shape of the Henri Delaunay trophy.	Marketing
34.3	The average volunteer age is 34.3. The Innsbruck volunteers are the youngest (average age of 29.4) and the ones based in Berne the oldest (38.9).	Volunteers
32	32 hotels are serving as team and team transfer hotels.	Accommodation
30	30 cameras are covering the matches, including one helicopter.	TV
23	The grass length in all eight stadiums will be 23mm.	Stadiums
16	16 cameras will be used for player tracking in order to provide level three statistics (distance covered, successful passes, etc.).	TV
15	15km of flags have been produced to cover fences.	Signage
13	UEFA EURO 2008™ is the 13th European Football Championship final round.	General
12	At least 12 specific close-pitch microphones will provide close-ball sound.	TV
10	www.euro2008.com is available in ten languages: English, French, German, Portuguese, Spanish, Italian, Russian, Japanese, Chinese and Korean – two more languages than for UEFA EURO 2004™.	Website
5	About 5km of flags have been produced to decorate the upper tiers of the eight stadiums.	Signage
3	The stadium gates open 3 hours before kick-off. On matchdays with two matches at different times (18.00 and 20.45), i.e. during the first two rounds of group matches, spectators attending the later match will not have to miss out on the first match but can enter the stadium at 17.15 and watch the first match live on a giant screen.	Ceremonies

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