

THE WORLD CUP IN BRAZIL IS ALSO BEING PLAYED ON THE INTERNET

Submitted by: Dragon PR

Tuesday, 10 December 2013

The Brazilian hosts are the most active in the search for World Cup tickets, according to a report produced by Ticketbis

Facebook and Twitter are competing to grab the greatest number of posts about the competition

Over 100 mobile applications have already been developed in relation to the event

10th December 2013 - With just six months till the start of the World Cup in Brazil, it is in the digital world where the first encounters are already being disputed with fans starting to wage their particular battle to get tickets and follow their teams.

According to a ranking drafted by Ticketbis, (<http://www.ticketbis.net>) the platform for buying and selling tickets, Brazil is the country with the highest number of entries in Google searches since July, with nearly half a million hits. German fans lead their country to second place in this classification of 'purchase intent' with 77,000 searches. Other countries with less football tradition like the U.S. and Canada were surprisingly positioned in third place on the podium with 57,000 queries, with the UK placed 4th with 45,000 searches.

The current World Champions, Spain, currently holds thirteenth position with only 4,500 searches. However, it is expected that Spanish fans will intensify their interest as rivals and venues have now been confirmed.

The Battle on Social Networks

The media buzz generated by 'Brazil 2014' on social networks has steadily mounted as countries have classified while the duel between the two ultimate platforms, Facebook and Twitter, becomes increasingly evident.

According to Ticketbis, 63.82% of Spanish-speaking users comment on the Brazil World Cup via Facebook, which makes it the most visited social network to share the news of this major international event. Twitter meanwhile is back with 36.18% of total comments.

This trend is reversed among English-speaking users who seem to prefer the micro blogging network with Twitter accounting for 60% of the postings about the World Cup while Facebook hardly reaches 40% of posts.

The World Cup has already registered about 100,000 posts by English-speaking users of which nearly 2,000 are linked to ticket purchases for the World Cup, according to the Spanish ticketing website, Ticketbis.

Mobile Applications

With the increase of mobile traffic, more and more applications are being created specifically to cover the progress of important events. The World Cup in Brazil is a clear example of this and with six months

from the start of the competition, more than 120 apps for Apple and Android have already been developed, with 80% of them being available to download for free.

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Notes to Editors:

If you would like to receive the World Cup Ticketing Figures report from Ticketbis, please call David Rowlands on 07876 176520 or email david@dragonpr.net

About Ticketbis

Ticketbis (www.ticketbis.net) is an online platform where anyone can securely buy or sell tickets for any type of event. Founded in Spain in 2010, Ticketbis now operates in 15 different countries around the world and is the market leader in Southern Europe and Latin America. Ticketbis employs local professionals from all the countries in which it operates enabling it to offer a wide selection of international events and develop a tailored strategy for each market.

Its three main ticket categories are Sports, Concerts and Theatre with the platform currently offering more than one million tickets to events almost anywhere in the world.

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