

Panini

As a long-standing FIFA licensee, Panini continues the long tradition of FIFA World Cup™ sticker albums started in 1970. In spring 2010, Panini released the most important football sticker album collection for the first FIFA World Cup™ to be hosted by an African nation. The collection included the 18 players of the 32 competing teams, but also pictures of the stadiums and other elements related to the competition, such as the Official Mascot, the Official Emblem, and the official match ball, Jabulani. Hundreds of images, including special glitter stickers, captured the excitement of the tournament.

Panini virtual album

After its success during the 2006 FIFA World Cup™, the Panini Virtual Sticker Album was back for the South African edition. Launched on FIFA.com on 7 April 2010, the game offered fans the chance to collect virtual stickers of the 11 star players of each of the 32 teams participating in the 2010 FIFA World Cup™. The game was available in the six FIFA.com languages and also, exceptionally, in Italian and Japanese.

Some figures – Panini status as at 30 June 2010

Page views	2,279,828,457 <small>(30% of current FIFA.com traffic)</small>
Registered users	1,432,386
Stickers	376,568,416 <small>in circulation</small>
Swaps:	114,203,998 <small>stickers swapped</small>





EA SPORTS

A long-time FIFA licensee, EA SPORTS released the EA SPORTS 2010 FIFA World Cup™ video game worldwide in 2010.

The video game was made available on the PLAYSTATION®3, Xbox 360®, Wii™, PSP® and mobile platforms in April 2010 in anticipation of the real-world tournament, which began in June.

The EA SPORTS 2010 FIFA World Cup™ game features all the emotion and passion of the fiercest national rivalries on the world's biggest stage,

with all 199 national teams that took part in qualification, all ten officially licensed stadiums used in South Africa and stadiums from each qualifying region. Gamers are able to play as their home nation from qualification right through to a virtual reproduction of the FIFA World Cup™ final and feel what it is like to score the goal that lifts a nation.

For the first time ever in a video game, players were also able to compete in a full and authentic online FIFA World Cup™ tournament.

