FIFA milks World Cup cash cow

With tickets for the Final selling for an average $12,500 and additional in-game advertising – netting broadcasters up to $500 million – the World Cup has generated an estimated $40 billion worldwide, $11 billion for FIFA

FIFA REVENUE
($ billions)

2023-26: $13-15bn for entire cycle

2006	2010	2014	2018	2022	2026
2.28	3.66	4.83	5.36	7.57	11.0

Attendance *(millions)*

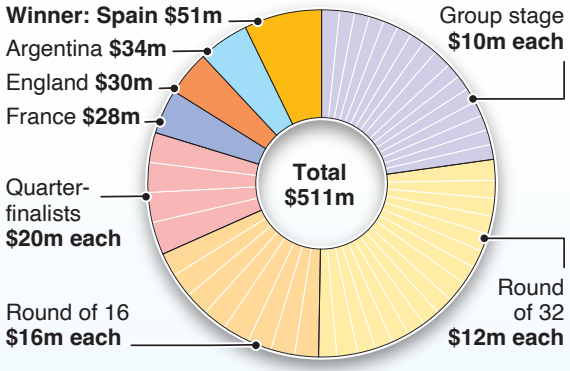
2006	2010	2014	2018	2022	2026
3.4	3.2	3.4	3.0	3.4	6.5*

**15m including fan festival venues*

PRIZE MONEY

Teams participating will share a total of $871 million including prize money based on finishing position

Business-class return flights and domestic travel costs, board and lodging for 50-person delegation all paid for by FIFA



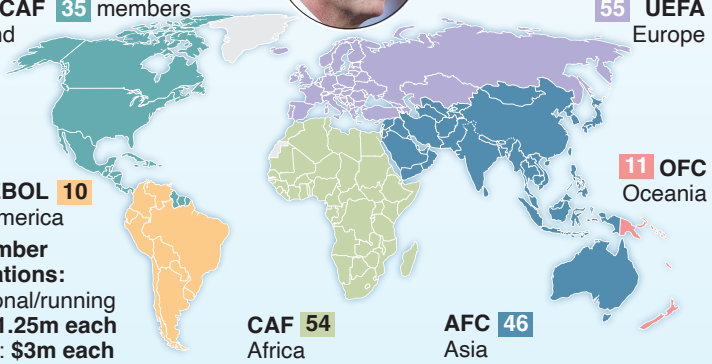
Payments to clubs for release of players: **$355m** ($5,000 per player per day)

CONFEDERATION DISBURSEMENTS

Confederations: $15m each/year
Travel and equipment, other programmes: **$53m available**



Gianni Infantino
Up for re-election Mar 2027. Has proposed 64-nation tournament for 2030



211 Member Associations:
Operational/running costs: **$1.25m each**
Projects: **$3m each**
Received $2.25bn over last three years

Sources: Bloomberg, Fortune, FIFA
Picture: Getty Images
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