



Cristiano Ronaldo wins the FIFA Ballon d'Or 2013 Photo: FIFA/Getty

24 million

users in 24 hours - social audience gets a front-row seat at the FIFA Ballon d'Or

...Thanks to FIFA's digital platforms!

Ballon d'Or goes global and viral on Facebook



283

official Facebook posts are read by more than 24 million people from all 209 FIFA Member Associations



594,000

people liked the Ballon d'Or



1,000,000

people talking about the Ballon d'Or



18,900,000

Facebook users reached through FIFA's exclusive Cristiano Ballon d'Or post

Tweets pass 1 million during the event



6,000,000

Cristiano, Messi and Ribéry mentions on Twitter

1,200,000

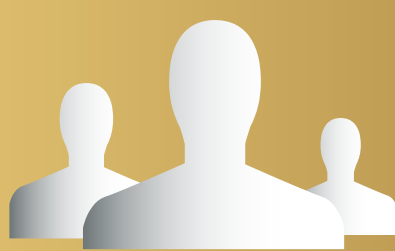
#BallondOr tweets

One of the biggest live streams ever!



3m +

YouTube live plays



640,000

simultaneous YouTube users



15mins

YouTube time spent engaged on the live show

Over one million votes cast for Puskás award



Puskás award which was won by Zlatan Ibrahimovic for his audacious scissor-kick against England

FIFA.com