

# **SPORTS PATH RESEARCH PAPER: POTENTIAL WEB MARKET FOR SOCCER EDUCATION**



## **1. The World Football Market**

- Based on the responses from National Associations, FIFA, in 2007 estimated that there are 263.5 million male and female players with a further five million, referees, coaches and other officials producing a grand total of 270 million people, or four per cent of the world's population, being involved in football  
(<http://www.fifa.com/aboutfifa/media/newsid=529882.html> )

## **2. World Internet usage, population statistics (2010**

**<http://www.internetworldstats.com/stats.htm> ) and Football Participation:  
August 2007(FIFA)**

A World Regions (And corresponding FIFA Confederations)	B Population (2010 Est.) In Billions	C Internet Usage, Latest Data  In millions	D % Internet Population - Penetration	E Football Players - FIFA Big Count-  In millions	F % of Population playing Football	G Estimated Numbers Playing Football with Internet Access  (C x F)  In Millions
<a href="#">Africa</a> ( CAF)	1,013	<b>110</b>	11%	46	4.5%	<b>4.9</b>
<a href="#">Asia</a> (AFC)	4,046	<b>888</b>	22%	85	2.1%	<b>18.9</b>

<b>Europe</b> (UEFA)	813	<b>475</b>	<b>58%</b>	62	7.6%	<b>36.1</b>
America, Central America & Caribbean  (CONCACAF)	531	<b>363</b>	<b>58%</b>	43	8.1%	<b>29.4</b>
<b>South America</b>  (CONMEBOL)	385	<b>109</b>	<b>28%</b>	27	7%	<b>7.6</b>
<b>Oceania / Australia</b>  (OFC)	34	<b>21</b>	<b>53%</b>	0.5	1.5%	<b>0.3</b>
<b>WORLD</b>	<b>6,8450</b>	<b>1,966</b>	<b>28 %</b>	<b>263.5</b>	<b>30.8%</b>	<b>97.1</b>

### 3. The World Football E-Learning Market

- If it is assumed that the population that plays football is identical to the overall population of countries then given the figures quoted from FIFA and Internet World Stats (<http://www.internetworldstats.com/stats.htm>) then approximately 100 million players have access to the internet and this number is obviously growing

However:

1. Access and Usage is much greater in households with children and therefore it is reasonable to assume therefore that the numbers playing football with access to the internet will be higher. Household with children will also have more likelihood of having fast broadband connections
2. More players may have access via school, college or work

***Nevertheless accepting the figure of 100 million players and applying a ratio of 1/20 to estimate the number of coaches it would be reasonable to assume 5 million football coaches in the world with access to the internet.***

- It is estimated that in 2010 there were 500 million worldwide with fixed line fast broadband connection ( as reported <http://point-topic.com/dslanalysis.php>) with as many estimated to access via mobile or wireless (<http://www.websiteoptimization.com/bw/0704/>) Which shows that Broadband usage varies from 50 % in the USA to 90% in South Korea (<http://www.websiteoptimization.com/bw/0704> ) Germany has the highest number of broadband household subscribers in Europe – 17 million

***It is reasonable therefore to assume at least 60% of the 5 million football coaches with internet access have broadband connection = 3 million football coaches***

- According to research by the [British Council](http://www.britishcouncil.org/learning-elt-future.pdf) (<http://www.britishcouncil.org/learning-elt-future.pdf> ), "English has official or special status in at least seventy-five countries with a total population of over two billion. English is spoken as a native language by around 375 million and as a second language by around 375 million speakers in the world. Speakers of English as a second language will soon outnumber those who speak it as a first language. Around 750 million people are believed to speak English as a foreign language. ***One out of four of the world's population speak English to some level of competence.***'
- Given the broadband penetration in football playing countries with English as a first language ( UK,Ireland,USA,Canada,Australia) and where it is a widely used second language ( Scandinavia,Germany,Holland,Japan,Korea,China) it is reasonable to assume that the % speaking & understanding English will be higher and therefore .....there at least ***20 million English Speaking Players and 1 million English Speaking Football Coaches who have access to fast Broadband internet connections!***