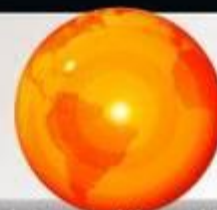


## Global TGI Update - Special World Cup edition: Free exclusive football trends across global markets!

**TGI**™

**GLOBAL TGI  
UPDATE**



The global bulletin of the original single-source marketing survey - now in 65+ national markets around the world

We are pleased to send you the latest newsletter from TGI, the global source of marketing and media information. Its aim is to show how some of the options available from TGI can help your business.

To contact us, please email [enquiries@tgisurveys.com](mailto:enquiries@tgisurveys.com)



The 2010 World Cup has begun! As this year's tournament is hosted in South Africa, we're taking a quick look at the country's [media and product consumption](#)



TGI GB publishes some exclusive data on [football fans' profiles in GB](#)

**TGI**™

### About TGI

TGI is recognized as a market-leading source of information on consumers' demographics, attitudes, product and brand usage, and media consumption.



### The World of Football Fanatics

As the 2010 World Cup is kicking off in South Africa and excitement is building up across the globe, we looked at how enthused about football (also known as soccer) people are worldwide.

Football is a global phenomenon but different people engage with football in different ways. TGI tells us how crazy about football people are in the different parts of the world.

[Read the full article](#)

### Mad about football in Latin America

In 2006, as the World Cup was about to start in Germany, Target Group Index Latina produced a report on 'football fanatics' which revealed which Latin American countries were most interested in football. Target Group Index data showed that the cities with the most football fans were not Sao Paulo & Rio de Janeiro as could have been

### In This Issue

- The World of Football Fanatics
- Mad about football in Latin America
- Football Fans in Great Britain
- An overview of South Africa's media & product consumption
- A Normal 'Media Day' in Finland
- Evolution of Denmark's IT market
- Changes in Media and Consumer Behavior in China



### From our new TGI Nordic offer:

TGI Denmark – Index Danmark / Gallup looks at how the [IT market](#) has developed over the past 10 years!

[Read the article](#)

- Syndicated, single-source marketing and media research
- World leader: available in 66 countries across six continents
- Co-ordinated globally by Kantar Media
- Representing over 1.5 billion consumers worldwide
- Based on over 800,000 interviews annually

- Wide range of information:
  - 18 product sectors - 260+ attitudinal statements
  - 400+ categories - Media use
  - 3000+ brands - Demographics

Why TGI will help your business

- Consistent single-source information across multiple countries
- Available for use right now
- Brand usage and consumer attitudes at a fraction of the cost of a U&A study
- Analysis on an international or local basis including:
  - Consumer profiling
  - Brand positioning
  - Strategic planning
  - Segmentation
  - Tactical marketing and media strategy
  - Trend analysis
  - Strategic development

Contact us at  
[enquiries@tgisurveys.com](mailto:enquiries@tgisurveys.com)  
 Global TGI: [www.globaltgi.com](http://www.globaltgi.com)

expected, but Lima.

It's been four years and the Football World Cup is just about to take place again. What has changed amongst Latin American football fans? This exclusive report produced by Target Group Index Latina tells you all about the new trends and the reasons behind the changes.

[Read the article](#)



### **Changes in Media and Consumer Behavior in China**

Consumer behaviors constantly evolve around the world, but maybe even more so in China over the last years. Also affected by the financial crises in 2009, some new consumer behaviors and consumption trends have emerged.

Media and advertisers need to be aware of these changes and accommodate them.

[Click here to read about the changes that took place in the last three years in China!](#)

TGI Finland - TNS Atlas describes the new Finnish '[media day](#)'

[Read the article](#)