

KVH Scores With 2014 FIFA World Cup™ Coverage



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There isn't long to go before what FIFA describes as the 'biggest TV sports event in the world', the Football World Cup, gets underway in Brazil. According to FIFA approximately 3.2 billion people, equating to 46% of the world's population watched the 2010 tournament coverage, but few, if

any, were onboard merchant ships.

Thanks to a deal between KVH and IMG Media however, this year things will be different. KVH will distribute 2014 FIFA World Cup video content via its satellite network to commercial vessels, including highlights of each of the Final's rounds matches and full coverage of

the championship match. "Knowing how many football fans there are among the world's seafarers, we are thrilled to be able to provide coverage of the world's greatest sporting event," said Mark Woodhead, MD of KVH Media Group.

"Life onboard a ship often isolates seafarers from their friends and family and their lives onshore. Imagine being in the middle of the ocean and being able to watch your country play in the 2014 FIFA World Cup™. This is the biggest sports occasion of the year and the first time seafarers have had access to this kind of programming."

The market share leader in maritime VSAT according to the 2014 Euroconsult report, KVH also has the rapidly expanding CrewToo social media portal for seafarers, and with moves like this, is continuing to strengthen its content output. You can get more information at www.kvh.com

