



## Event Background

### The Aim

The FIFA Interactive World Cup provides a platform for gamers and football enthusiasts from around the world to meet, compete and celebrate 'the beautiful game'.

### The Competition

- The FIFA Interactive World Cup 2008, presented by EA SPORTS and new hardware partners Sony Playstation, is an annual global football gaming competition combining on- and offline football tournaments
- The competition is in its fourth year
- The FIFA Interactive World Cup 2008 has a longer season (from October – May) to reflect the European football schedule
- The competition will see gamers from around the world battle for the right to be called the FIFA Interactive World Player 2008
- The winners of physical Qualifier Events across more than 20 countries will progress to the FIFA Interactive World Cup Grand Final, along with the winners of the global Online Qualification on the PS Network.
- The winner of the Grand Final will be awarded the title of FIFA Interactive World Player 2008, receive US\$20,000 prize money and attend the FIFA World Player Gala in December 2008.

### The Experience

- Events are a unique gaming experience for the consumers
- The core event experience centres around gaming although there are a number of lifestyle activities at each venue including live music from local bands or DJ's
- Events provide an opportunity for gamers to experience next generation football gaming action with EA SPORTS *FIFA 08* on Sony Playstation 3
- The gamers are the stars with big-screen tournament coverage and player interviews on stage
- The physical Qualifier tournaments give gamers the chance to become national champions and represent their country at the FIFA Interactive World Cup 2008 Grand Final



## **The routes to entry:**

### ***FIFA Interactive World Cup Qualifier Events***

- Local Qualifier competitions run between October 2007 – April 2008
- At least 20 physical Qualifier events all over the globe – check out [www.FIFA.com/FIWC](http://www.FIFA.com/FIWC) for the event calendar
- The winners of these events will qualify to enter FIFA Interactive World Cup Grand Final

### **FIFA Interactive World Cup Online Qualification**

For players unable to attend one of the physical events, then Online Qualification on the PS Network is the right place. They will join other football gamers from all over the world to challenge for a place at the FIFA Interactive World Cup Grand Final 2008.

All they need to do is register on [www.FIFA.com/FIWC](http://www.FIFA.com/FIWC) to get a chance to qualify for the Grand Final and claim the title of FIFA Interactive World Player of the Year 2008.

### ***How does it work?***

Once registered, every single game played online against anybody in the world will count for the overall confederation standings. Should the player be a resident of Germany, for example, the player will fall under the European leader-board. These rankings will be updated on our website every month so everyone can always keep track of where they stand.

Players just need to go to [www.FIFA.com/FIWC](http://www.FIFA.com/FIWC) to register as an online competitor for the FIFA Interactive World Cup 2008.

### **The FIFA Interactive World Cup Grand Final 2008**

The FIFA Interactive World Cup Grand Final 2008 will take place in May 2008. This event will comprise of 32 contestants competing for the title of FIFA Interactive World Player 2008.

Contestants, supporters and fans won't be bored as there will be real life football challenges, the opportunity to meet professional players and live performances from up and coming bands and DJ's.



## History of the FIFA Interactive World Cup

From 2004-2006 the FIWC competition had been run by FIFA and its presenting partners EA and Xbox, from September through to December.

From 2007 onwards FIFA along with their new hardware partner Sony Playstation and the continued development with software solution EA, will deliver the FIFA Interactive World Cup from October through to May to mirror the European football season. This gaming season extension allows for longer qualification windows so that our players can hone their skills and develop their game to provide a greater opportunity for success.

The inaugural year of the competition saw 21 year old Thiago Carrico de Azevedo from Rio de Janeiro, Brazil triumph after two months of competition, eight events and thousands of hard-fought matches. The huge football fan was awarded his trophy alongside Ronaldinho at the FIFA World Player Gala in Zurich.

In 2005 the UK's Chris Bullard from England stormed finals to take the title of FIFA World Player 2005 and joined football stars on stage at the FIFA World Player Gala to receive his award. He was also the envy of football fans worldwide when he was given two tickets to the 2006 FIFA World Cup Final in Germany.

17 year old Dutchman Andries Smit became the third FIFA Interactive World Player in 2006 when he beat off 127 players in his home country. After his victory Andries travelled to Zurich to the FIFA World Player Gala where he was presented with his trophy by fellow Dutchman Edgar Davids.

### Official Emblem

Media can request the Official Emblem of the FIFA Interactive World Cup for editorial purposes by filling out the marks request form for media on [www.FIFAdigitalarchive.com](http://www.FIFAdigitalarchive.com).

**For further information about the FIFA Interactive World Cup 2008, including images or tournament updates, please contact [fiwc-media@fifa.org](mailto:fiwc-media@fifa.org).**