

Supplementary Materials

Data on proportion of households with TVs was gathered from household surveys from all available years of Demographic and Health Surveys in Angola(ao), Benin(bj), Burkina Faso(bf), Burundi(bu), Cameroon(cm), Central African Republic(cf), Chad(td), Comoros(km), Congo(cg), Democratic Republic of Congo(cd), Cote d'Ivoire(ci), Ethiopia(et), Gabon(ga), Ghana(gh), Guinea(gn), Kenya(ke), Lesotho(ls), Liberia(lb), Madagascar(md), Malawi(mw), Mali(ml), Mozambique(mz), Namibia(nm), Niger(ni), Nigeria(ng), Rwanda(rw), Sao Tome and Principe(st), Senegal(sn), Sierra Leone(sl), South Africa(za), Sudan(sd), Swaziland(sz), Tanzania(tz), Togo(tg), Uganda(ug), Zambia(zm), Zimbabwe (zw) [5].

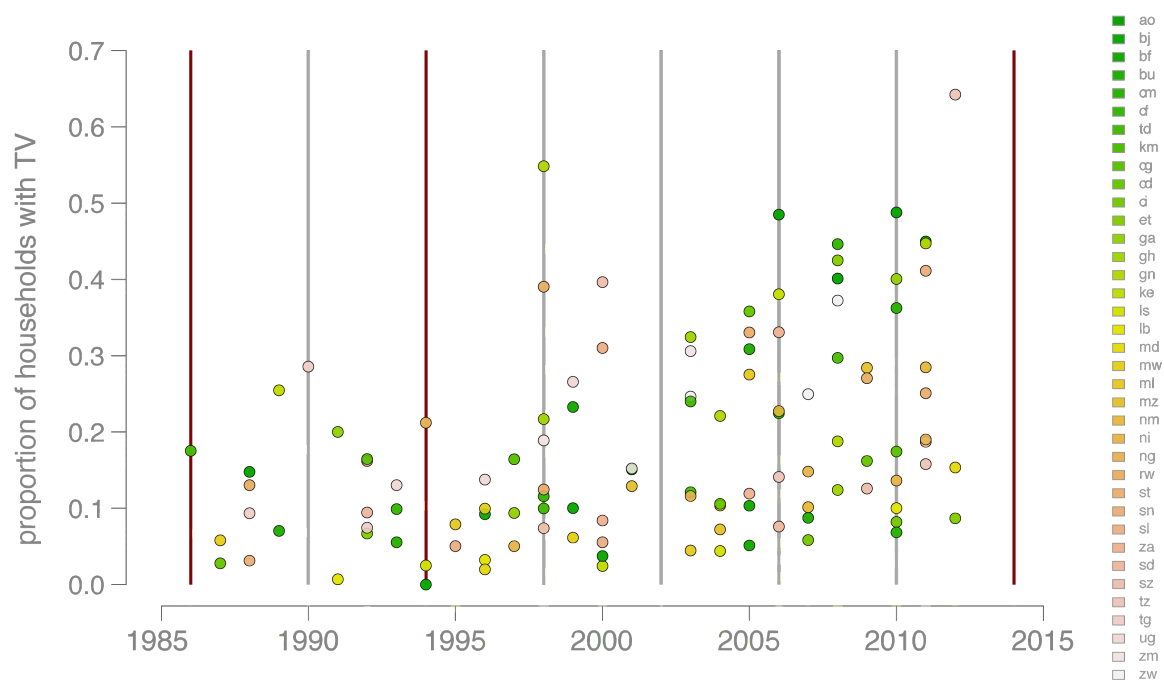


Fig. S1. TV ownership in Africa. Since 1994, the ownership of television has grown substantially at the household level and we presume that it is also reflective of more widespread trends in access to viewing World Cup matches. Vertical lines indicate years in which World Cup matches were held and the red color indicates World Cups that are hosted in the Americas (1986- Mexico, 1994- USA, 2014-Brazil).