

World Cup 2006 Countdown with Initiative

Initiative looks forward to the World Cup and invites you to follow all the action as it happens on blog.initiative...



The world is more "globalised" than ever before. Why should soccer fans care? Because globalisation is making the World Cup more truly international than it ever has been before.

For a long time, the World Cup was the domain of Europe and South America, with a few additional teams invited to make up the numbers. At the most recent World Cup, in 2002, two Asian teams - South Korea and Turkey - were semi-finalists. That's quite something compared with the days I remember not so long ago when the only contribution Asian teams seemed to make was to the yellow card tally.

With a broader mix of countries taking part, the World Cup is now experienced by people in all corners of the globe. Passion, excitement, elation and disappointment have always been emotions felt by World Cup fans. The difference is that those fans are now in places as diverse as Australia, Japan, South Africa and the USA.

With the World Cup playing a special role in billions of people's lives, Initiative will be following how fans all over the globe are watching the World Cup. Every day we'll be commenting on developments from a fans' perspective - which matches they're watching, what they think of the tournament, their hopes and fears and so on.

Our insights will reflect the rollercoaster of emotions experienced by all soccer supporters. As your team experiences highs and lows, please come back and find out how what you're feeling compares with the rest of the world.

It should be a great tournament. After more than 1,400 days of waiting since the last World Cup, I can't wait till 9th June for this one to start.