

## WORLD CUP BLOWS

Now that the World Cup psychodrama is over, let's try to reflect over the sense of the last football World Cup occurred in Brazil.

We are not interested in analyzing the technical side, but we want to examine the socio-economical aspects that this great event took over the Brazilian reality.

A year now in Brazil you can breathe a stagnant air round to the World Cup issue. For weeks a protest demonstration on San Paolo streets has spread to lots of cities and regions joining groups of different class origin against the World Cup.

Why? Because of the costs is the answer! In about 45 days, that is the duration of the football World Cup, the highest expensive costs of the same history of Word Cup have been reported.

The building of twelve new stadiums, the adjustment of airports and accommodations and logistics, the relocation of entire blocks of poor and marginal population from the areas close to the stadiums, the security measures imposed by the FIFA to the Brazilian government (real antiterrorism laws), are only some of the issues who woke up the indignation of the people.

In only one day over one million of people invaded the streets of 45 cities asking for the "FIFA quality standard" for public hospitals, schools, means of transport and collective security.

In October the presidential elections will be held, and we think that Dilma Rousseff, the Prime Minister who replaced the working man Lula (who comes from the guerrilla side), really compromised the chance of re-election.

It is such a pretty contradiction for a loving football country to see his popular President failing for not being able to manage the FIFA powerful people.

How will she explain the huge sum spent for build up the twelve new stadiums - increased of 66 %, something never happened before, from 2,5 to 4,5 billions of \$?

How will she justify the triple of the balance sheet, getting the enormous amount of 14 million of \$, including security, urban mobility and other 98 points imposed by the FIFA's agenda?

At the end of the fair, this World Cup exceeded every prediction: it will cost three times more than Germany 2006 and four times more than South Africa 2010.

This money was spent to build white elephants. It is enough to think to the stadiums built up in Manaus, Cuiaba, Natal, Brasilia (which it is cost 900 millions of \$!), Belém; these are cities that neither have football teams in the First Division. Somebody will have to be accountable of this waste of State money.

At the back, above and at one side there is FIFA, who is thirsty of profit, enormous and excessive in this case, and walked over the Brazilian laws, imposed conditions, threatened, controlled deadlines.

Its earning is something very close to 2,5 billions of \$!

The FIFA and its President Joseph Blatter voracity is tremendous.

The system imposed for the purchase of tickets is simply absurd and not very clear: it happens with a draw, with previous registration on Internet, without any chance for fans to get the tickets for the matches of their national team.

The “hidden” reason is clear: the FIFA made a great deal with the corporate tickets (which were assigned to the sponsor companies and their affiliated), monopolized by two entities: one of them is Brazilian, linked with the Confederation of Brazilian football association, and the other one is linked with the same FIFA (Match group), which is owned by – well, really – Philippe Blatter, nephew of the FIFA President.

These two companies earned, for the 130.000 corporate tourists with first option tickets in the stadiums, 2.500 \$ per head (do on your own the total amount).

No wonder if FIFA is considered like a new IMF in Brazil today. If in the past the International Monetary Found decided how the country had to develop its economics, now is FIFA that gives orders on what has to be done and how. It decides even when, how and where the protesters could protest. Romario, one of the World Cup winners of 1994 and nowadays Socialist Party’s member of parliament said: “the real President of the country is FIFA. They arrived here and built up a State inside our State”.

But the ringleader, Joseph Blatter, is unperturbed. Being Swiss, he learned perfectly the best style of “His Thing”.

From the headquarter of Zurich they are pleased to take their media circus in every side and they offer as an exchange currency 2 million of TV viewers.

In these times of neoliberalism the World Cup has been draw for one social class. The ones outside of that standard can watch matches with the TV. Who can pay, has to pay. The cheapest tickets were available on the Internet black market, with a starting price of 1.800 \$. Who feeds this black market? Just the two companies cited above.

Over the 70% of world population followed the event. With the best army's spy stories style - pioneer of new technologies until Internet - the World Cup had seen a new technological jump in our homes. The permanent six sponsors of FIFA, (Adidas, Coca Cola, Emirates Airways, Hyundai, Sony and Visa) and the 14 exclusive for this World Cup can be very happy. They spent million of \$ for the association of their mark to this popular show. The TV rights are next to 1,5 billions of \$. The World Cup dominated on 300 millions of humans, in 214 countries (the FIFA has more countries than the ones affiliated to ONU!), which were looking TV for 73 thousands of hours. The TV coverage was made by Host Broadcast Services, a company of Infront Sport & Media group, which has the nephew, and heir apparent, of Joseph Blatter as President and Chief Executive.

Focusing the attention on Brazilian government, there is a worrying piece of information: they sent in United States a group of police men, with the purpose of "training" at an antiterrorism tactics agency. They are in number of 170 thousands and between them there are police men, soldiers and private citizens. Not bad for a country that has to attend lots of injuries left from the army dictatorship! This "training" operation cost 870 millions of dollars.

So the FIFA seized of a country for her "offering" of a show, ruled the government and multinational corporations, and overruled every law. Talking as friends, do you think they "managed" even rounds and draws?

Passed the circus, what is left to the country? The dramatic reality says that football tourists gone wild with pedophilia and child prostitution. Here they are some incomplete and full of gaps numbers took from the police registers of exploitation reports: San Paolo 17.990, Rio de Janeiro 15.635, Bahia 10.957, Minais Gerais 9.565, Rio Grande do Sul 6.269.

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