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## Nielsen: 21.6 Million Viewers For Belgium Game

when there were more people

## **BY DAVID BAUDER** AP Television Writer

NEW YORK — An estimated 21.6 million people watched

with free time available to watch. The U.S.-Belgium game started at 4 p.m. on the East Coast, earlier in other time the Boston Red Sox beat the St. Louis Cardinals in the last game. U.S. coach Jurgen Klins-

mann said Thursday that everyone connected with the soccer team is excited to see how the sport is reaching a U.S. audience. He could see it coming, given the popularity of the game among young people and the large crowds that turned out for the team's sendoff games before the World Cup. Soccer is breaking through and gets its deserved recognition without taking anything away from the other big American sports," Klinsmann said. He said it's important for

Arts From Page 2B

Recreation Program or visit www.YanktonAreaArts.org for

more details. With the generosity of top sponsor, First Dakota National Bank, Yankton Area Arts is proud to host a brand new event on Saturday, July 19: and value of the city's premier public space, but also to provide fundamental financing for the continuation of the best of old and new in Yankton Area Arts programming.

Yankton Area Arts is a nonprofit arts organization located at 508 Douglas Avenue in Yankton. The G.A.R. Hall Art Gallery is open to the public free of charge from 1-5 p.m. weekdays and from 1-3 pm p.m. Saturdays. For more information, call the YAA office phone at (605) 665-9754 or email Executive Director Jackie Quinn at yaa@iw.net.

Belgium knock out the United States soccer team in the World Cup on U.S. television — an impressive total for a weekday afternoon that almost certainly undercounts how many people actually saw it.

The Nielsen company said Wednesday that 16.5 million people watched the game on ESPN, with 5.1 million more seeing it on the Spanish-language Univision network. In addition, nearly 1.7 million people watched an online stream of the event, Nielsen said.

The record U.S. television audience for soccer is the 24.7 million who saw the United States play Portugal on June 24, which tied the 2010 World Cup final between Spain and the Netherlands.

The Portugal game took place on a weekend, however,

## Riverboat

## From Page 1B

will take place Saturday afternoon in the sky above Riverside Park. Airshows always seem to please all age groups and personalities. Make sure to be in the park on Saturday so you can see their latest skills and techniques.

This year's Friday night band is The Rumbles. They are spending this year performing in their "Final Tour." They will take a quick break during the fireworks and will perform

zones, during a working day.

Nielsen does not measure viewership in bars, offices or other public places. In 2010, ESPN estimated that the stated audience size for weekday World Cup games would increase by 23 percent if public viewing were taken into account.

Still, Tuesday's knockout game exceeded the average viewership for the most recent World Series and NBA Finals, events that took place during prime-time when more people were home to watch.

The just-concluded NBA series where the San Antonio Spurs beat the Miami Heat averaged 15.5 million viewers, with 18 million watching the final game. Last fall's World Series averaged 14.9 million viewers, with 19.2 million watching

fore.

people to identify with the way Americans played the game.

"The energy and the commitment and the tempo and the aggressiveness that we played with kind of made people proud at home and surprised a lot of people outside of the United States, maybe in Brazil or in Europe," he said.

once the sparklers are concluded. The

ented and professional group who make

Randy Oliver (co-chair), John Kraft (Co-

chair), Robert Byrkeland, Mike Gullikson,

Donna Madson, Milissa Wuebben, Dave

Wright, Rick Stone, Rich Andre, Bonnie

boat Days Is Out of this World!

Chad Miller, Nancy Teachout, Dick Hunhoff,

Pinkelman and myself — we'd like to invite

you to Riverboat Days 2014 Aug. 15-17: River-

Dweebs will once again be performing on the main stage on Saturday night. They are a tal-

every year a little bit better than the year be-

On behalf of our Board of Directors -

Meridian Dîner en Blanc simply white, extraordinarily artful. This now sold-out event is expected to be a magical evening of all-white elegance atop the Meridian Bridge complete with a fine French-inspired catered picnic; brilliant music by the 18-piece Bridge City Brass; and professional artists Ari Albright, Jessi Koch, Scott Luken and Chervl Peterson-Halsey creating art "live." YAA is thrilled at the community's support of this new event and looks to create this unique artistic experience annually on Meridian Bridge, not only to enhance the function

AM 1450 AM 1450 MORNING COFFEE WEEKDAYS MONDAY-FRIDAY Thursday, July 3

7:40 am Yankton Conv/Vis Bureau (Stephanie Moser) 8:20 am Yankton Chamber (Carmen Schramm)



