

## **Did the 1966 World Cup mark the birth of modern football?**

### **Video transcript: Did 1966 set the World Cup template?**

Queen Elizabeth II: It now gives me great pleasure to declare open the eighth World Football Championships.  
*BBC Sound Archive, 11 July 1966*

David Coleman: Good Evening. The 1966 World Cup competition is just one week old and seven days ago there were many, many people in this country doubting whether it would attract spectators to the ground, or whether it would justify the coverage planned. In fact, it's been highly successful both on the grounds and at home.  
*World Cup Report, 18 July 1966*  
*[Music: Kick Off, Bert Weedon (Parlophone), 1964]*

*[Images: World Cup Willie illustration, World Cup Willie outside taxi, Boy with World Cup Willie toys, World Cup Willie at banquet (all Getty Images)]*  
*[Music: World Cup Willie, Lonnie Donegan (Sanctuary Records Group), 1965]*

Gavin Esler: Now, even if you don't like football, you would have to acknowledge that the World Cup is the greatest show on Earth this year, and that the sheer spectacle of the first African World Cup has been moving and exciting.  
*Newsnight, 11 June 2010*

David Bond: Organiser Danny Jordaan wants this to be a tournament to remember and so do the broadcasters, with FIFA estimating that this World Cup will attract a global TV audience of 26.3 billion people.  
*BBC News at Ten, 10 June 2010*

David Coleman: So we'll be with you tomorrow, we hope you enjoyed our coverage. Until tomorrow, goodbye.  
*World Cup Highlights, 15 July 1966*  
*[Music: Kick Off, Bert Weedon (Parlophone), 1964]*