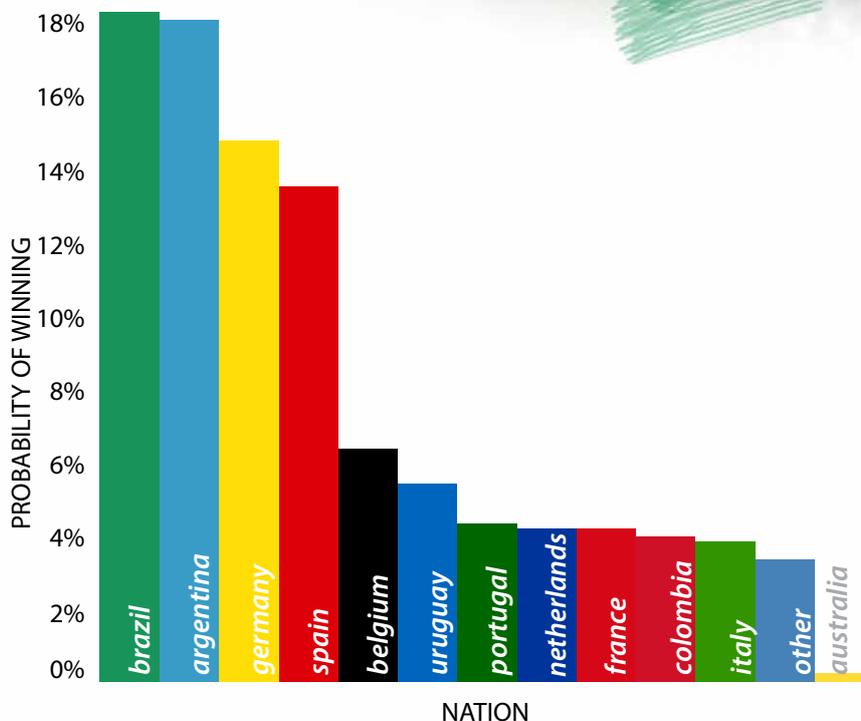


 Taylor Fry Predictions for the

# FOOTBALL WORLD CUP

2014



With Manchester City taking their second English Premier League title in three years, we are now looking forward to the 12th of June and a month of sleep deprivation as we try to keep up with the Football World Cup. The question on everybody's mind is will this be win number six for Brazil?

Following our success in predicting Spain as the tournament victors in 2010, New Zealand as winners of the 2011 Rugby World Cup, and Fiorentina taking the 2013 Melbourne Cup, we have again turned our modelling talents to forecasting this year's FWC winner.

## ***Continental advantage***

A quick peek into the history books shows that every time the World Cup has been hosted in the Americas (four times in South America, two in Mexico and once in the USA) a South American team has won. Similarly, only one non-European team has won any of the ten tournaments on European soil (Brazil in 1958).

You wouldn't bet against this continental advantage, but it's impossible to pick a winner based on this alone, given that Brazil, Colombia, Uruguay and Argentina are all in the top 10 FIFA world rankings.

