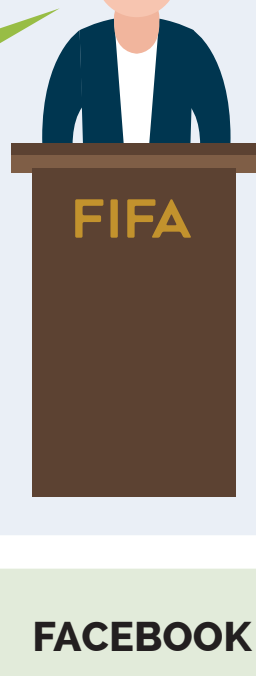


## 1 Who are the customers?

"We are proud to say that this FIFA World Cup has been the biggest multimedia sporting event in history, with more people watching matches and highlights online than ever before,"

"FIFA Director of TV Niclas Ericson."



Source: www.fifa.com

## 2 Social

In 2014, there was over 19 billion Twitter impressions, 2 Million Mentions, 3.8 Million Retweets, and followers increased 110% to 17 Million. 1 in 3 Facebook users reached with FIFA official content. 451 Million Facebook users engaged, 77 Million impressions generated, Likes increased 81% to 39 Million

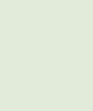
### TWITTER



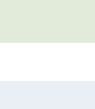
**19 Billion** impressions



**2 Million** mentions



**3.8 Million** Retweets



Followers increased **110% to 17 Million**

### FACEBOOK



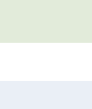
**451 Millions**



**77 Millions**



**15 Billions**



**Increased 81% to 39 Million**

Source: unwaterto

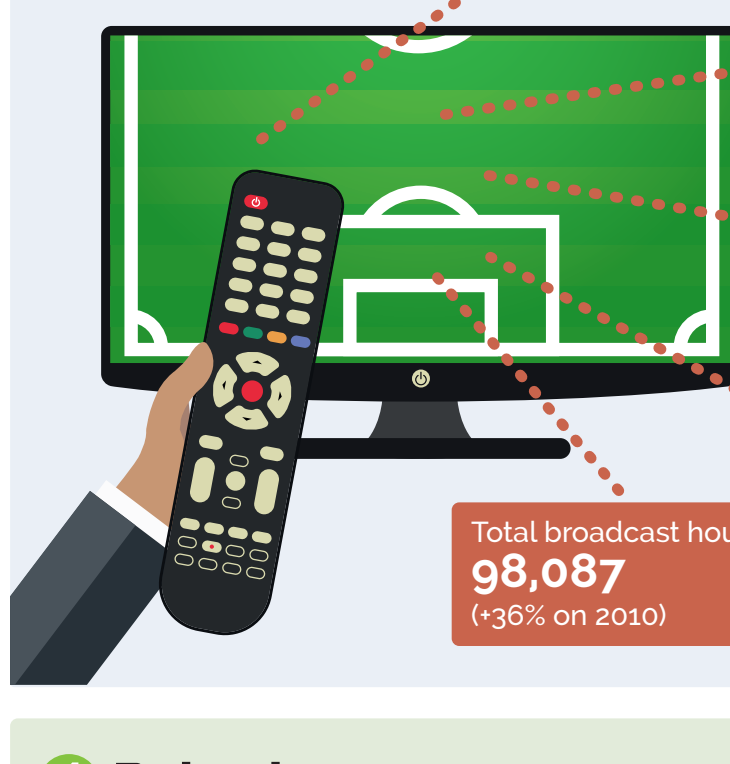
## 3 Content

Total in-home audience reach (1+ minute): **3.2 billion** (no change on 2010)

Final match total in- and out-of-home audience reach (1+ minute) hit **1.013 billion**

In-home audience for final (+20 minutes) up by 12% on 2010 to **695 million**

An estimated **280 million** people watched matches online or on a mobile device



Total broadcast hours: **98,087** (+36% on 2010)

## 4 Behavior

**24 Million** FIFA World Cup™ App downloads

**48%**



48% of soccer fans (from 11 markets) who have a smartphone plan to use them to follow the World Cup action. That's second only to TV (63%) when it comes to media channel preference for watching the matches

Most consumers plan to follow the World Cup at home – either at their own home (69%) or at someone else's (34%) – this means not only do you have an engaged audience, but a captive one, too

**69%** own home

**34%** someone else's home

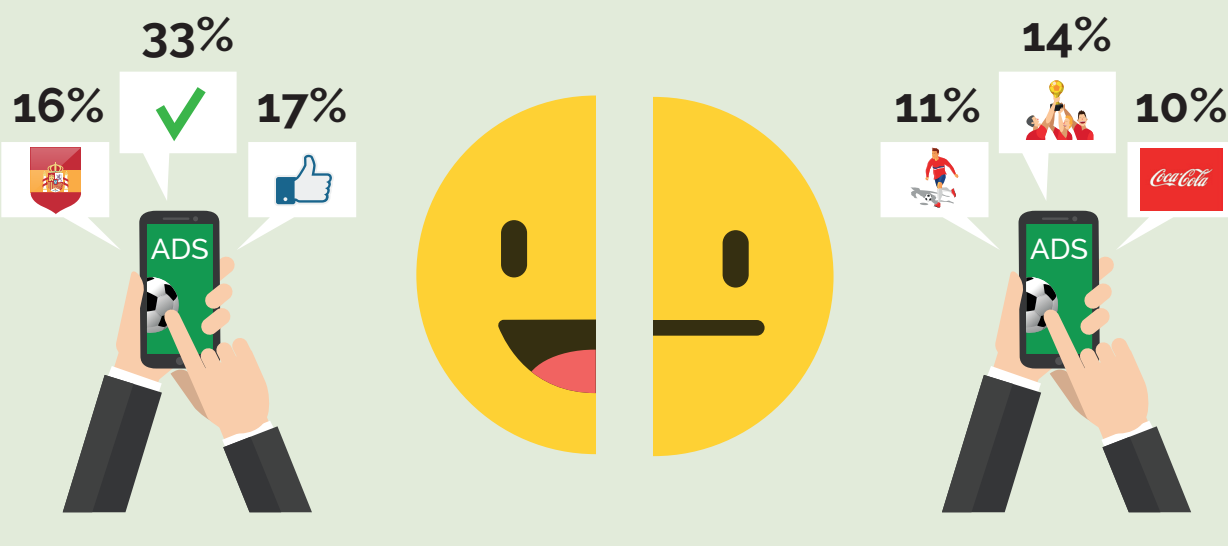
Smartphones will act as the gateway to World Cup information and content – 58% will use their device to access information, while 46% will access content while following the tournament



In terms of direct monetization of the event, 68% were willing to pay for World Cup video content, with sentiment the strongest in the UK (80%), Mexico (78%) and Colombia (74%)



As for the type of mobile advertising they're most responsive to, 33% say they want to watch ads that are entertaining and creative. Only 17% say the relevancy of the advertising is important, while 16% want ads that feature their country's team. Moments from previous World Cup matches (14%), star athletes (11%) and ads from World Cup sponsors (10%) aren't as popular



Source: innobi

## 5 Retail & Purchasing Behavior

In most cases, the outcome of the game has an impact on shopping, although it varies per country. If advertisers want to predict shopping patterns in advance they can use this data to pre-plan advertising campaigns with tailored messages and offer products that would best fit a win or loss result. This type of advertising can be applied across websites and other marketing channels, including advertising campaigns surrounding big games. The use of advertising after a loss can be even more effective in some situations since shoppers with a lower morale may not want to visit a site unless they are actively encouraged by a discount or promotion.



Tickets are available for purchase exclusively at FIFA.com



Over three million tickets were requested



Source: forbes

## 6 Location & OOH Targeting

Event Targeting uses programmatic advertising to deliver ads to users who have attended an event or set of events at specified locations, dates and time. When a prospect enters a pre-defined, geo-fenced location during a set timeframe, they become a part of an audience that can be targeted both during the event and for up to 30 days afterwards.



**70%**

Given the benefits of geo-fencing campaigns and the return on ad spend they provide, it's no surprise that eMarketer found that nearly 70 percent of programmatic digital display ad spending this year will take place via mobile. Simpli.fi is leading this trend with over 8,000 live geo-fencing campaigns that target over 200,000 individual geo-fenced locations. The addition of event targeting to Simpli.fi's geo-fencing capabilities brings further benefits to advertisers using the Simpli.fi platform.

Source: Simpli.fi

## 7 Predictions

**2018**

