



digilant

The World Cup Moment

Where fans, markets, and media converge

Kickoff

Why the World Cup is a Can't-Miss Moment

- The biggest sporting event on the planet, globally unmatched scale
- A rare moment where global attention meets U.S. soil
- Even without in-stadium inventory, brands can still play offense

1+ million tickets sold through pre-sales, with purchasers from **212 countries and territories**, showing global interest well ahead of kickoff.



The Scoreboard

World Cup 2026 by the Numbers

- June–July 2026
- 48 teams
- 104 matches
- 3 host countries (Canada, Mexico, and United States)
- Millions attending in person, billions watching worldwide



Key takeaway: this is both a **global branding moment** and a **US growth opportunity**



~6.5 million fans

are expected to attend matches across the U.S., Canada, and Mexico in 2026, *the largest in World Cup history.*



FIFA projects that **around 6 billion people worldwide will engage with the 2026 World Cup**

in some form, including streaming, highlights, online platforms, and traditional broadcast.



67% of U.S. World Cup fans

plan to watch full games, compared with **30% of the general U.S. population** underscoring strong engagement beyond attendees.

From Stadium Seats to Streaming Screens

Streaming becomes the primary way fans experience the World Cup

With in-stadium access limited by high ticket prices, fans are increasingly turning to streaming and connected TV to watch the World Cup, creating massive, scalable reach beyond the stadium.



WORLD CUP 2022 vs 2026

TICKET PRICES

CATEGORY 1

PRICE	MATCH TYPE	PRICE
\$618	Opening Match	\$2,735
\$220	Group Matches	\$575
\$275	Round of 16	\$890
\$426	Quarter Final	\$1,690
\$956	Semi Final	\$2,780
\$426	Third-Place	\$1,000
\$1,607	Final	\$6,370



Home Field Advantage

Where the Matches Are

11 U.S. host cities

Matches spread coast-to-coast → regional fan surges, not just one market

- Host cities = **peak attention**
- Non-host soccer hubs = **strong secondary opportunity**



Atlanta | Boston (matches played in Foxborough) | Dallas (Arlington / DFW metro) | Houston
Kansas City | Los Angeles (Inglewood) | Miami | New York / New Jersey (East Rutherford)
Philadelphia | San Francisco Bay Area (Santa Clara) | Seattle

Global Fan Base

The World Is Watching

World Cup is the **most-watched sporting event in the world**

Epecially strong reach across:

- Europe
- Latin America
- Africa
- Asia-Pacific

Ideal for brands with:

- International footprint
- Multicultural or global-first messaging
- Upper-funnel awareness goals



U.S. Fan Energy

Soccer Is Having a Moment

Soccer fandom in the U.S. is:

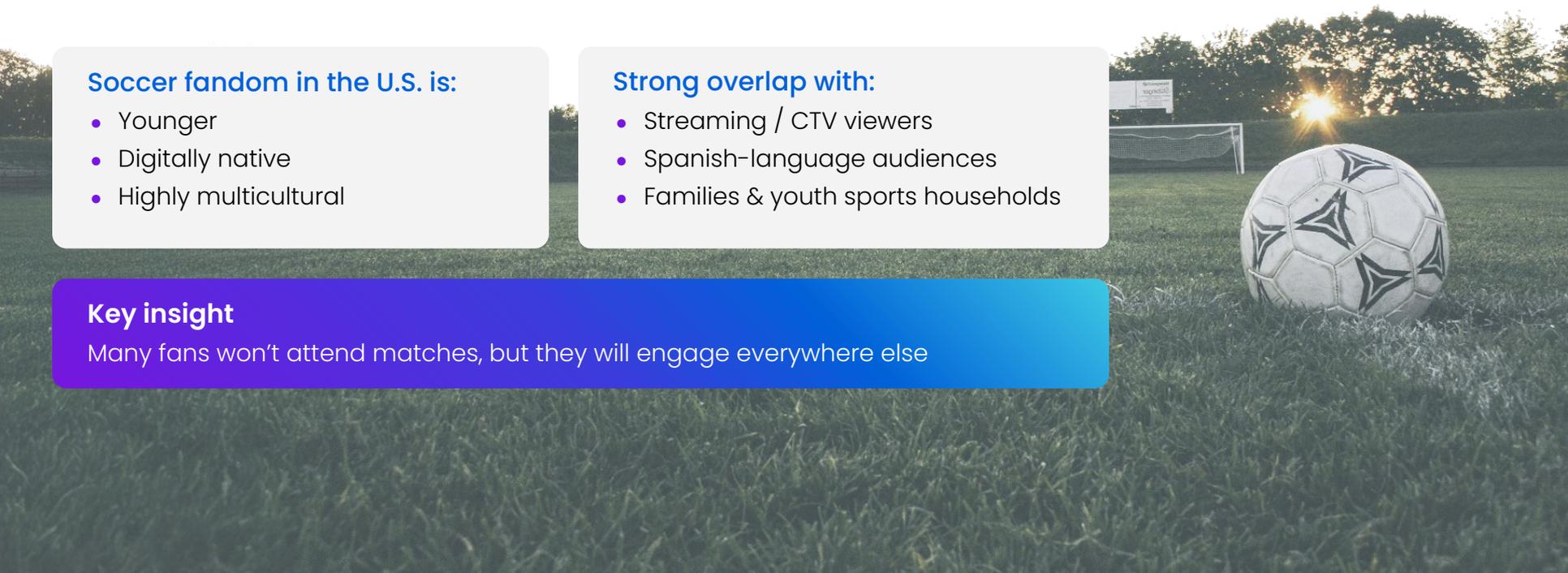
- Younger
- Digitally native
- Highly multicultural

Strong overlap with:

- Streaming / CTV viewers
- Spanish-language audiences
- Families & youth sports households

Key insight

Many fans won't attend matches, but they will engage everywhere else





Following the Fans

Where They'll
Come From

Host cities will attract



International
travelers



Domestic
fly-in fans



Regional
drive-in fans

US soccer interest over-indexes in

California,
Texas, Florida

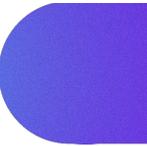
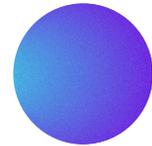
New York /
New Jersey

Midwest & Southeast
growth markets



Strategy takeaway

Plan for host + feeder markets



Media Reality Check

Where Brands Can Play

In-match broadcast inventory is largely owned by **FOX** (English) and **Telemundo** (Spanish).

We focus on **everything around the match**, not inside it:



Before



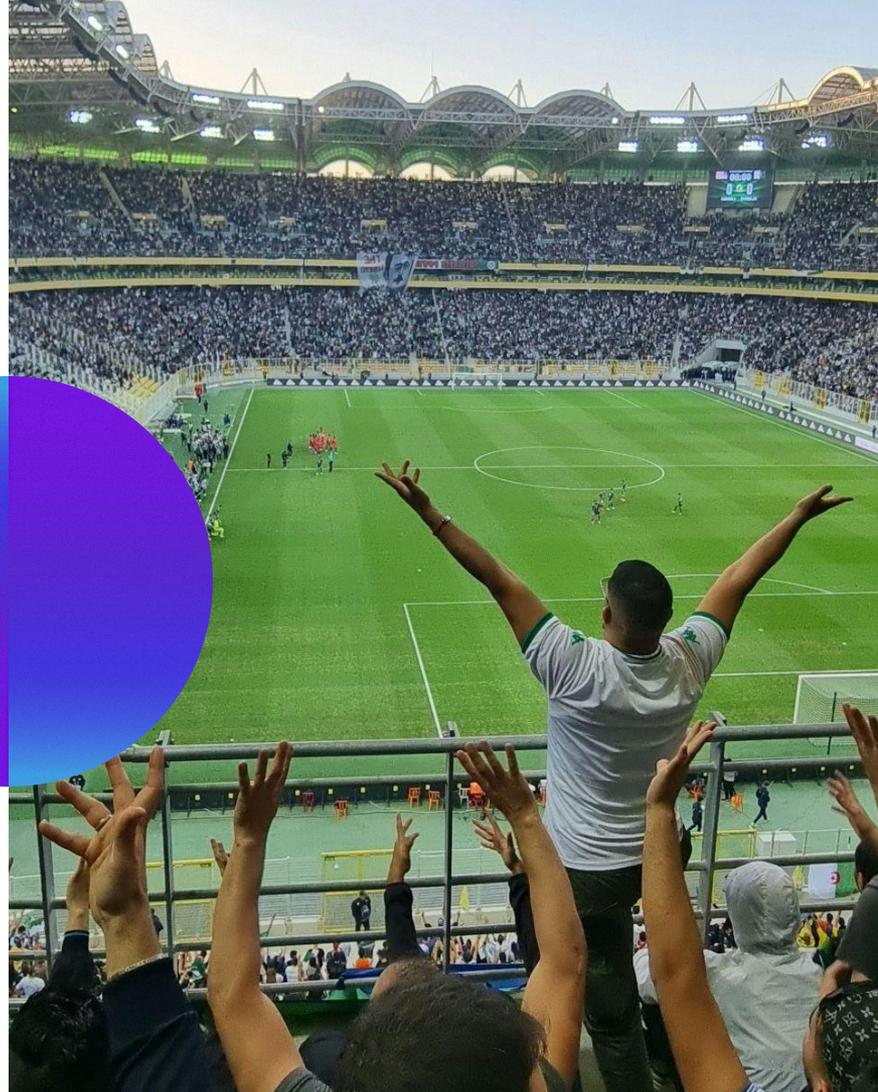
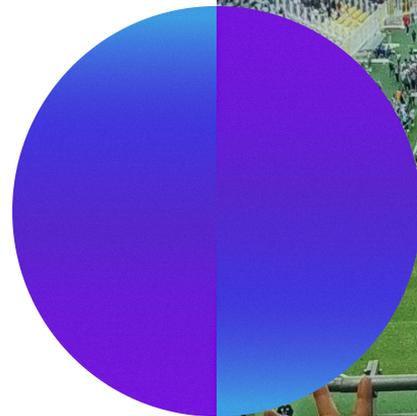
After



Between matches



Outside the living room



The Game Plan

How Brands Win the World Cup Moment

TV Broadcast Inventory in U.S



Streaming Options



Omnichannel Activation Mix

- Display + Mobile
- CTV
- Audio

Game & Venue Activations

- **Geo-Fencing & Location History**
Target consumers within and around World Cup stadiums during match days, as well as those with historical visitation to host venues on their mobile devices.
- **DOOH (Digital Out-of-Home)**
Activate high-impact placements in close proximity to stadiums, transportation hubs, and high-traffic areas. Extend targeting to nearby pubs, bars, and sports venues broadcasting matches to capture communal viewing moments.

Audience First Activations (not location dependent)

- **Email Receipt Targeting**
Reach verified ticket purchasers using email receipt data tied to World Cup ticket sales.
- **Search Retargeting**
Re-engage users actively searching for World Cup-related content, including teams, schedules, tickets, merchandise, and streaming options.
- **ACR (Automatic Content Recognition)**
Target households actively watching World Cup matches across linear and streaming TV to capture real-time viewership.
- **Behavioral & Interest-Based Targeting**
Leverage sports fandom, soccer affinity, international travel interest, and related lifestyle behaviors.
- **Contextual Targeting**
Align messaging with World Cup-relevant content environments—sports news, live scores, match previews, highlights, and analysis.

Game On! Inventory Available

fubo^{TV}

dish

In-game inventory CPMs starting at

\$45

T

TELEMUNDO

FS1

In-game inventory CPMs starting at

\$37.50

Plus additional premium supply being unlocked

Final Whistle: Why Brands Should Act Now

World Cup planning **starts early—inventory**, audiences, and creative all benefit from lead time

We help brands



Capture
global
attention



Stay
locally
relevant



Win without official
sponsorship rights

Next step

Align on markets,
audiences, and
goals



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