



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

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# INFORMATION, DATA & FAN DEMOGRAPHICS

The Pinnacle Of Soccer

## A GLOBAL ECOSYSTEM



Soccer's global appeal extends beyond attracting the interest of fans around the world: from sponsorship to broadcasting, from club ownership to the origin of its main stars, the game's reach is universal.

1 **SOCCER IS THE WORLD'S MOST POPULAR SPORT, WITH THE POWER TO REACH MORE INDIVIDUALS THAN ANY OTHER MEDIUM**

2 **WE SPEAK TO 5 BILLION+ SOCCER FANS WORLDWIDE**

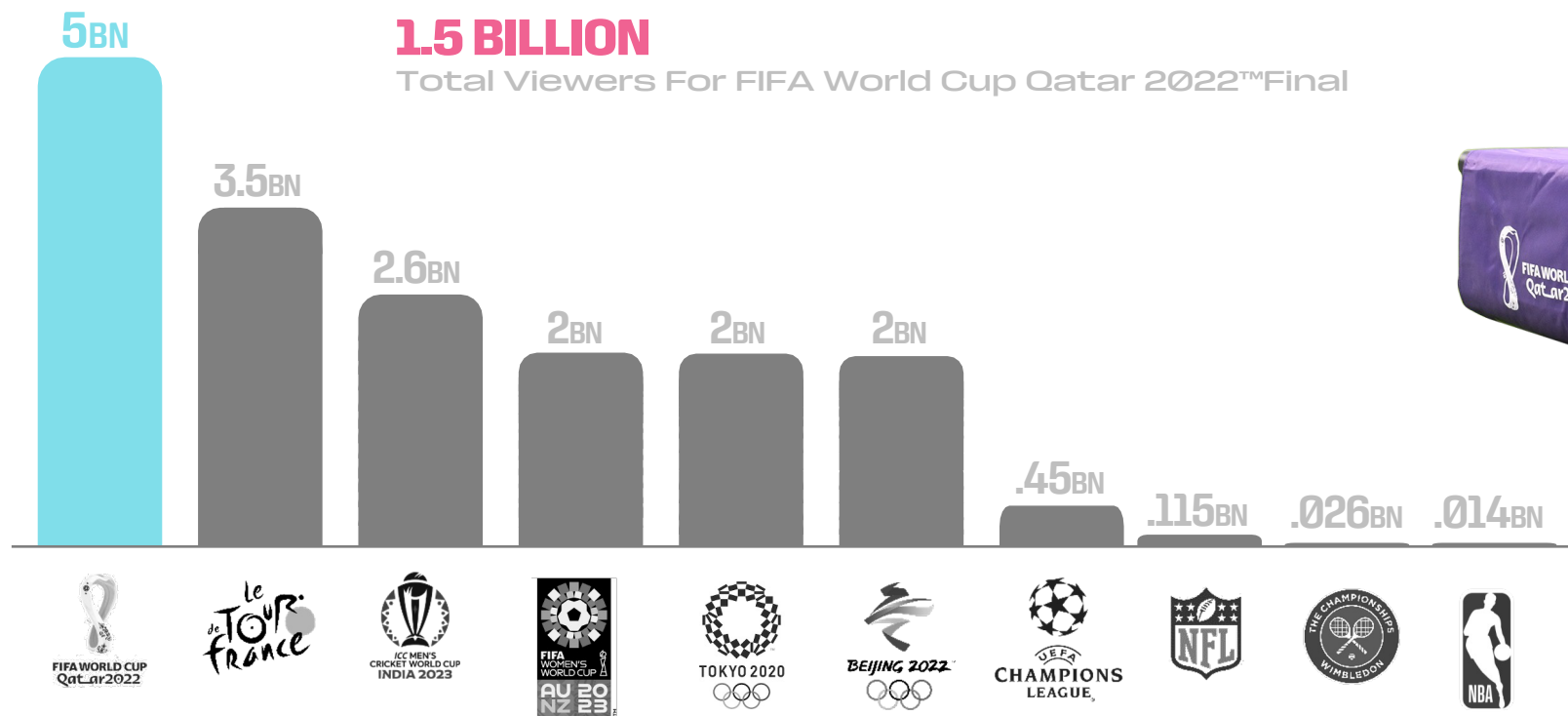
3 **THE FIFA WORLD CUP™ IS THE SINGLE BIGGEST SPORTING EVENT IN THE WORLD**



The Greatest Stage

# THE MOST WATCHED COMPETITION ON EARTH

The FIFA World Cup™ is the single biggest sporting event in the world; approximately 5 billion people engaged with the tournament in Qatar, following content via an array of platforms and devices across the media universe.



The Greatest Stage

# U.S. BROADCAST COVERAGE OF FIFA WORLD CUP QATAR 2022™

FOX Sports and Telemundo Deportes, the official FIFA World Cup™ English-and-Spanish-language U.S. broadcast rights holders, had record-setting viewership during the FIFA World Cup Qatar 2022™ with historic milestone wins across all platforms.



**16.8M VIEWERS WATCHED THE FINAL (AVG.)**

across FOX and FOX Sports streaming services

**3.5M VIEWERS PER MATCH (AVG.)**

across 64 matches on FOX and FS1

**3RD MOST STREAMED EVENT**

in FOX Sports history, after Super Bowl LI and Super Bowl LIV, respectively



**9.0M VIEWERS WATCHED THE FINAL (AVG.)**

The Argentina v. France match was the Most-Watched Match of the Tournament in Spanish

**2.6M VIEWERS PER MATCH (AVG.)**

across 64 matches on Telemundo, Universo, Peacock and Telemundo Streaming Platforms

**30% SPANISH-LANGUAGE VIEWERSHIP (TOTAL)**

Powered by Peacock, Streaming Delivered a Record in Viewership



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# RECORD BREAKING WORLD CUP ATTENDANCE

The tournament continues to be the most popular sporting event in the world, held every four years, increasing demand for match tickets.



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## RECORD SOCIAL MEDIA ENGAGEMENT

The FIFA World Cup Qatar 2022™ was not just about the matches - it was a full-blown engagement festival that captured the hearts and minds of fans worldwide.

Coverage across all social media platforms:

**93.6M POSTS**

**5.95B ENGAGEMENTS**

**262B CUMULATIVE REACH**

owned and earned channels -  
non deduplicated

**192M VIEWS**

of match highlights videos on  
the Official Home page

**+448%**

Rise in social engagement  
compared to the previous World  
Cup in 2018

**+24%**

Increase in overall traffic to  
FIFA channels





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## EXPECTED FANS IN MIAMI 26

# 445,000

FANS AT  
HOSTED MATCHES



# 815,000

FANS AT  
FIFA FAN FESTIVAL™



# 130,000

FANS AT  
PUBLIC VIEWINGS





Growing the Game

# THE FORCE OF SOCCER IN THE U.S.



## 1 U.S. SOCCER GROWTH IS REAL

**85 MILLION**

Fans show an interest in soccer<sup>1</sup>



## 2 SOCCER IS GROWING AT A RAPID PACE

**42 MILLION**

Americans will select soccer as their favorite sport in 2026<sup>2</sup>



## 3 MORE POPULAR THAN EVER

**4<sup>th</sup> LARGEST SPORT**

after American football, baseball, and basketball<sup>3</sup>



## 4 ALWAYS ON TV

**354 DAYS**

There are only 11 days a year when soccer is not on TV<sup>4</sup>

Growing the Game

## DIVERSITY OF SOCCER FANS IN THE U.S.

Soccer is just as popular among Hispanics as college football (56%) and the NBA (55%), ranking closely behind MLB (58%)

**27%**

**of soccer fans  
are Hispanic**

**55%**

**of all U.S. Hispanics  
identify as soccer fans**

**29M**

**Total Hispanic  
soccer fans in the U.S.**

**40%**

**of soccer fans  
are of Color**

**33%**

**of the U.S. Black population  
identity as soccer fans**

**40%**

**of FIFA-registered U.S. soccer  
youth are female**



Growing the Game

# U.S. SOCCER FANS ARE YOUNGER

**47%**

of 18-34-year-olds  
identify as soccer fans



MLS boasts the youngest fan base, with an **average age of 37.4** and 61% under 45\*

**47%**

of Gen Z adults said they are  
soccer fans, ahead of

**44%****44%****44%****32%****54%**

of soccer fans are under 45  
years old, ahead of

**44%****44%****44%****32%**



The Power of Soccer

# WHAT DO U.S. WORLD CUP FANS SAY DRIVES THEIR FANDOM

33%

1 **"It was my team growing up"**

General Sports Fan: 32%

28%

2 **"My parents were fans"**

General Sports Fan: 27%

27%

3 **"Popular amongst family/friends"**

General Sports Fan: 26%

25%

4 **"I love my team's history"**

General Sports Fan: 21%

15%

5 **"I like the comradery between fans"**

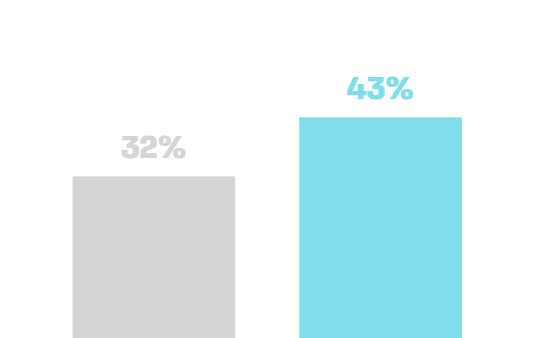
General Sports Fan: 12%



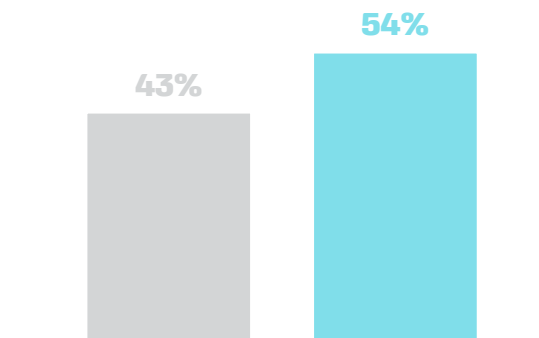
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## FANS ARE EXTREMELY ENGAGED FANS

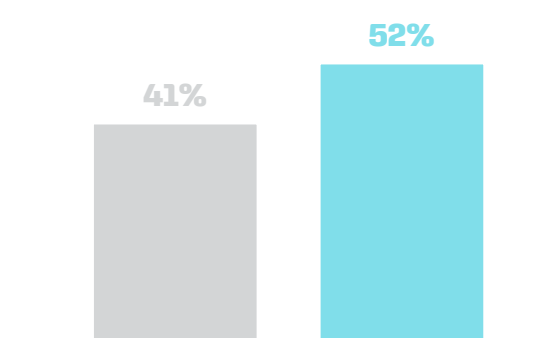
**"I use every possible medium to stay connected to sports"**



**"I love to have 'inside knowledge' about sports"**



**"My love for sports is a major part of who I am as a person"**

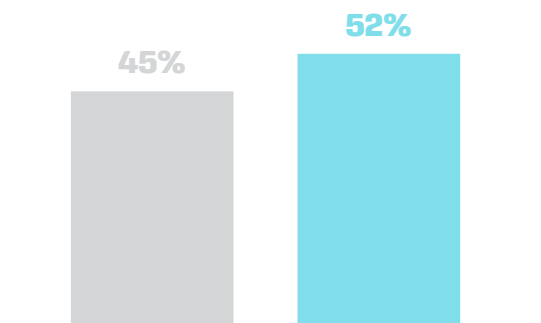


■ U.S. World Cup Fan    ■ General Sports Fan

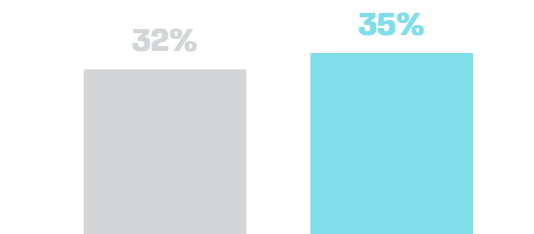
The Power of Soccer

## FANS ARE EXTREMELY RECEPTIVE TO SPONSORSHIP

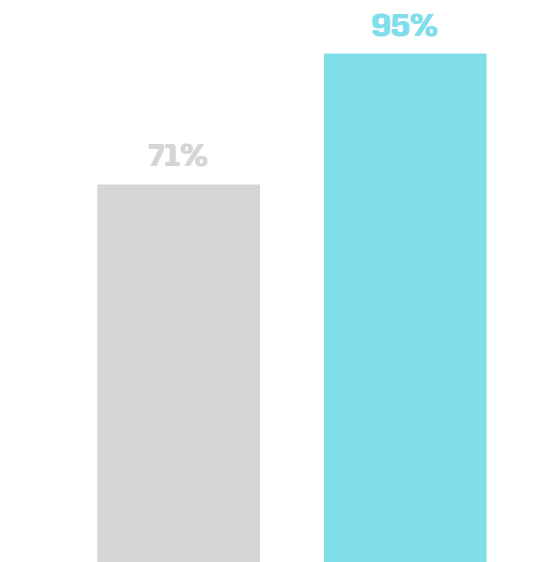
**"When attending live events, I'm likely to visit sponsor booths/promotional areas"**



**"I remember which brands sponsor my favorite sports team"**



**U.S. World Cup Fans are 35% more likely to take some action after seeing a brand's sponsorship with a league, team, or individual**



■ U.S. World Cup Fan    ■ General Sports Fan





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**By 2026,**  
Soccer Will Be The Number One  
Sport In This Part Of The World.

Gianni Infantino  
President  
**FIFA**



**FIFA**™

**MIAMI**

**THANK YOU**