

# The World Cup Audience



**47%**

of internet users watch the World Cup on TV or online

**TV 37%**

**18%**

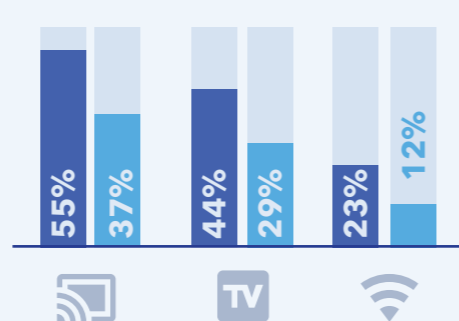
On TV or Online

On TV

Online

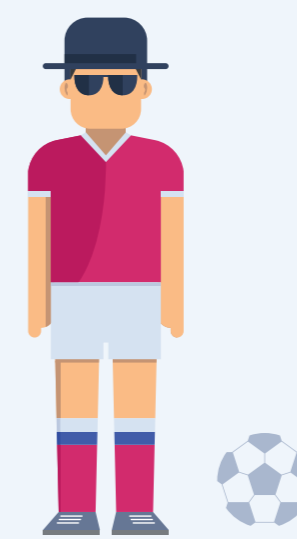
% of internet users who watch the World Cup...

Male Female

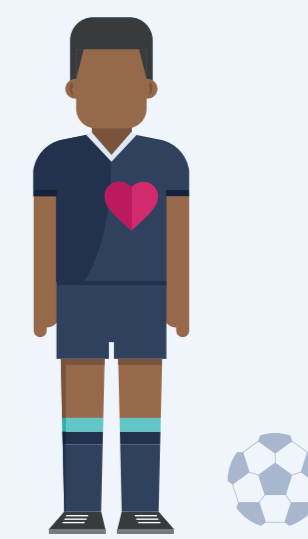


## ATTITUDES

% of World Cup Fans who fall into the following attitudinal segment



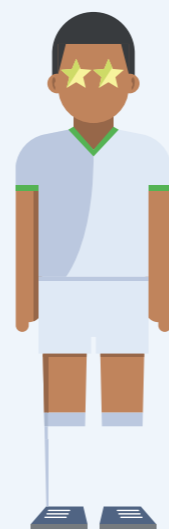
**Privacy Conscious**  
62%  
1.01 IDX



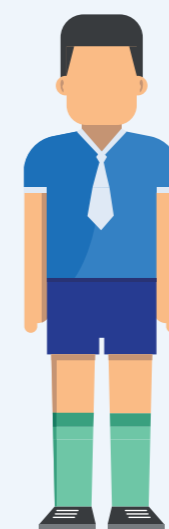
**Altruist**  
46%  
1.19 IDX

## ATTITUDINAL SEGMENTATION

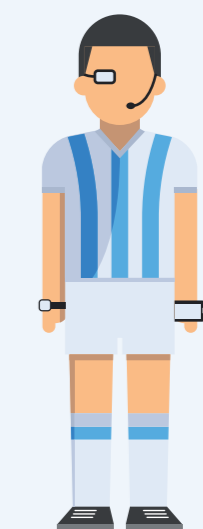
For more information about how our Attitudinal Segments are defined, [click here](#)



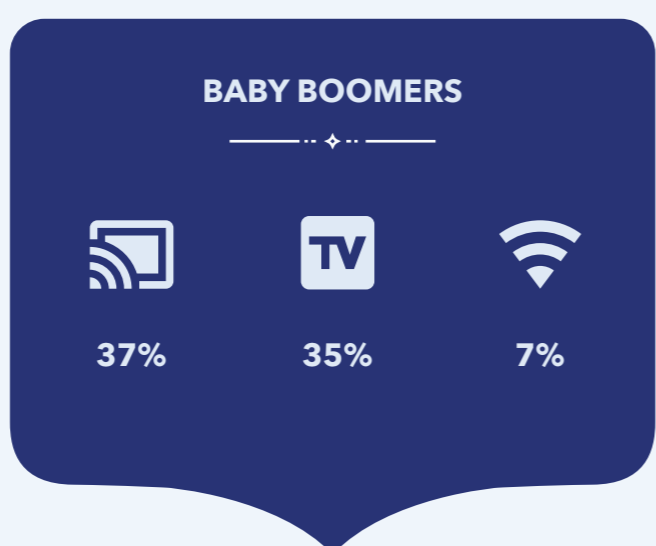
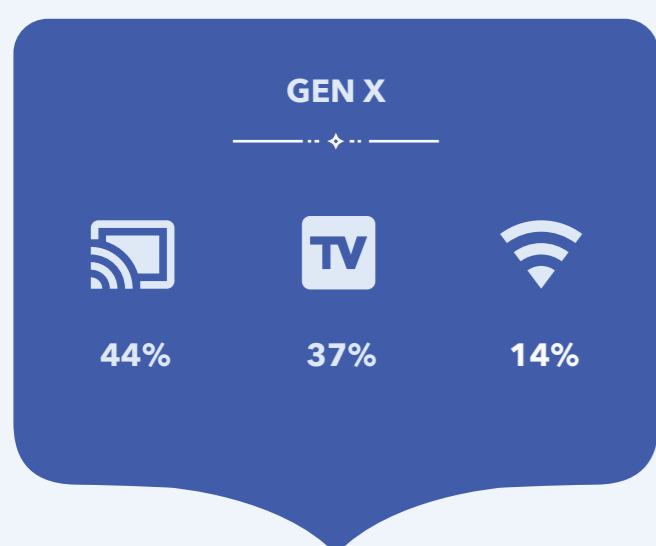
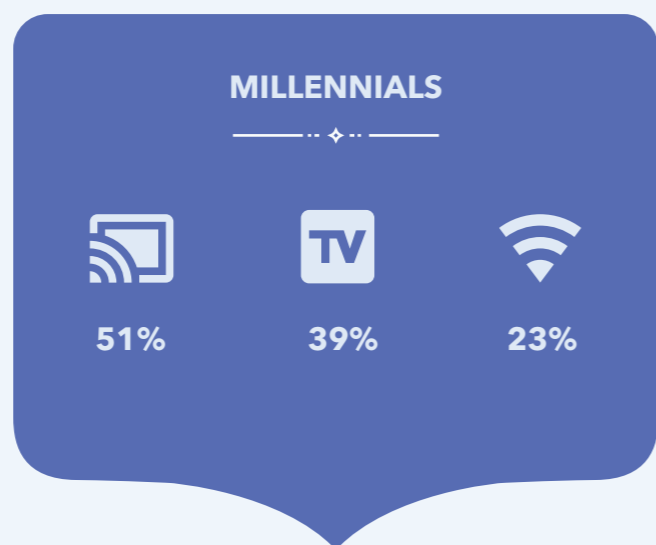
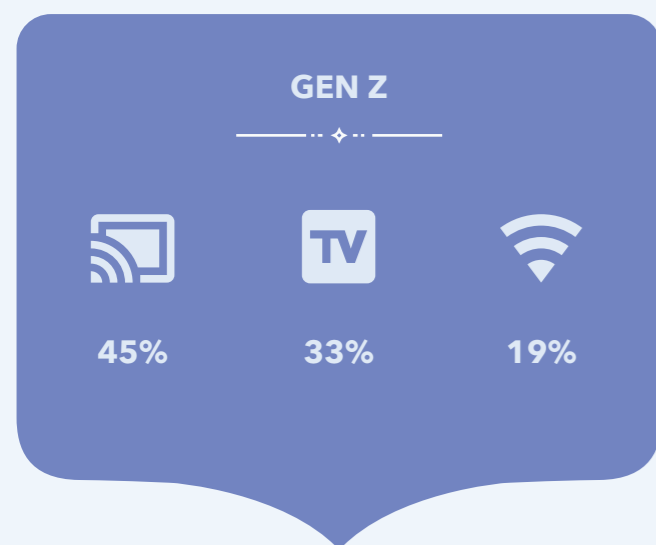
**Aspirational**  
43%  
1.18 IDX



**Status Seeker**  
43%  
1.19 IDX



**Technophile**  
38%  
1.19 IDX



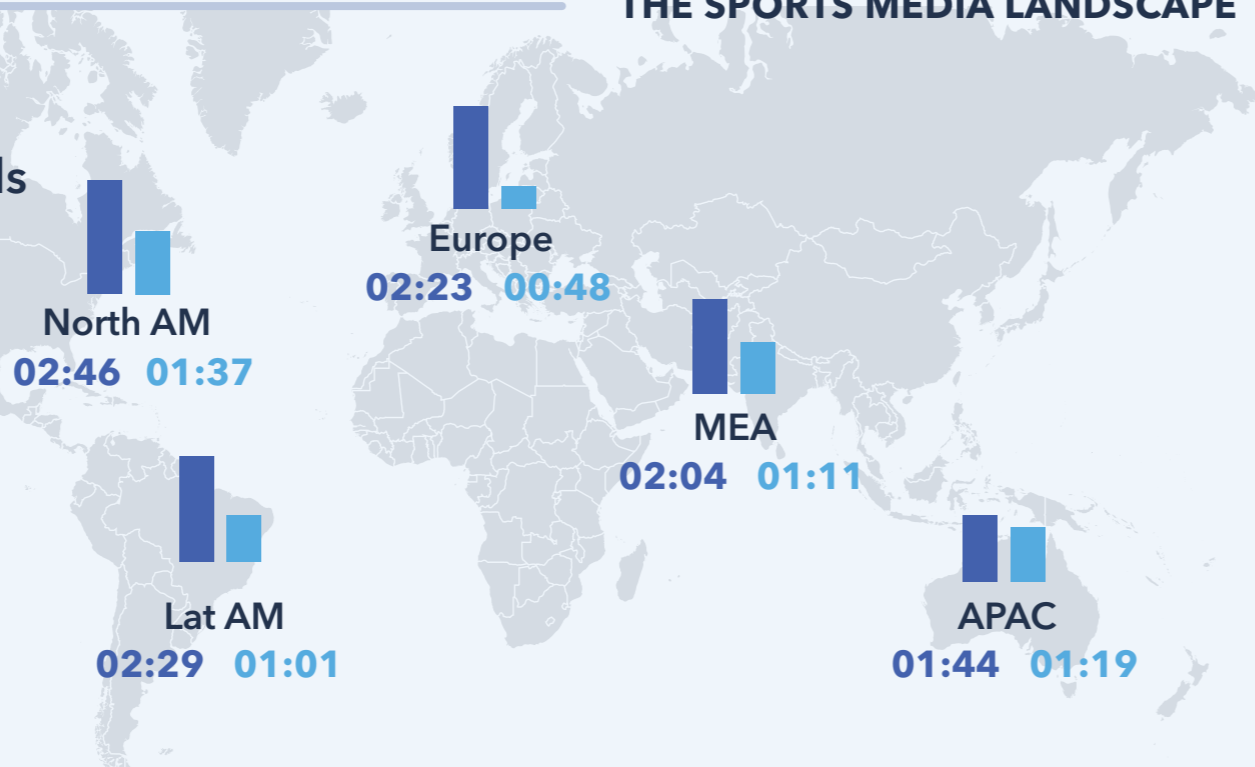
## THE SPORTS MEDIA LANDSCAPE

### The Media Landscape is Changing, But TV Still Leads

Time spent per day in hh:mm on the following among World Cup Fans



**Global**  
02:00 Broadcast TV  
01:12 Online TV



**41%**

watched sports coverage or highlights on their mobile last month

% who watch on

- Live TV on TV channel
- TV catch-up/OD
- Subscription services (e.g Netflix)

Device	Live TV on TV channel	TV catch-up/OD	Subscription services (e.g Netflix)
TV Sets	58%	29%	25%
PC/Laptop	35%	28%	24%
Mobile	26%	28%	26%

## SOCIAL SPORTS PLATFORMS

% of World Cup Fans who fall within the following segments

Personal Networkers	73%	1.08
FOMO Networkers	65%	1.09
Brand Followers	65%	1.13
News Networkers	64%	1.19
Celebrity Networkers	64%	1.14
Shoppers	64%	1.15
Content Networkers	58%	1.19
Sharers	58%	1.14
Professional Networkers	55%	1.22
Brand Interactors	54%	1.13

% who visited the following platforms in the past month

YouTube	93%
Facebook	87%
Instagram	62%
Twitter	55%
LinkedIn	40%

Time spent on social media per day in hh:mm

**Global**  
03:17



### Younger Fans Choose Social Media to Watch Sports

% who use social media to watch/follow sport



### By Generation

Generation	%
Gen Z	29%
Millennials	33%
Gen X	27%
Baby Boomers	23%

### Peer-to-Peer Commentary Enhances Online Viewing

% of World Cup Fans on Facebook/Twitter who comment about sports events

