

The World Cup Fans: Beyond the TV Screen



47%
of internet users watch the World Cup on TV or online

On TV: 37%
Online: 18%

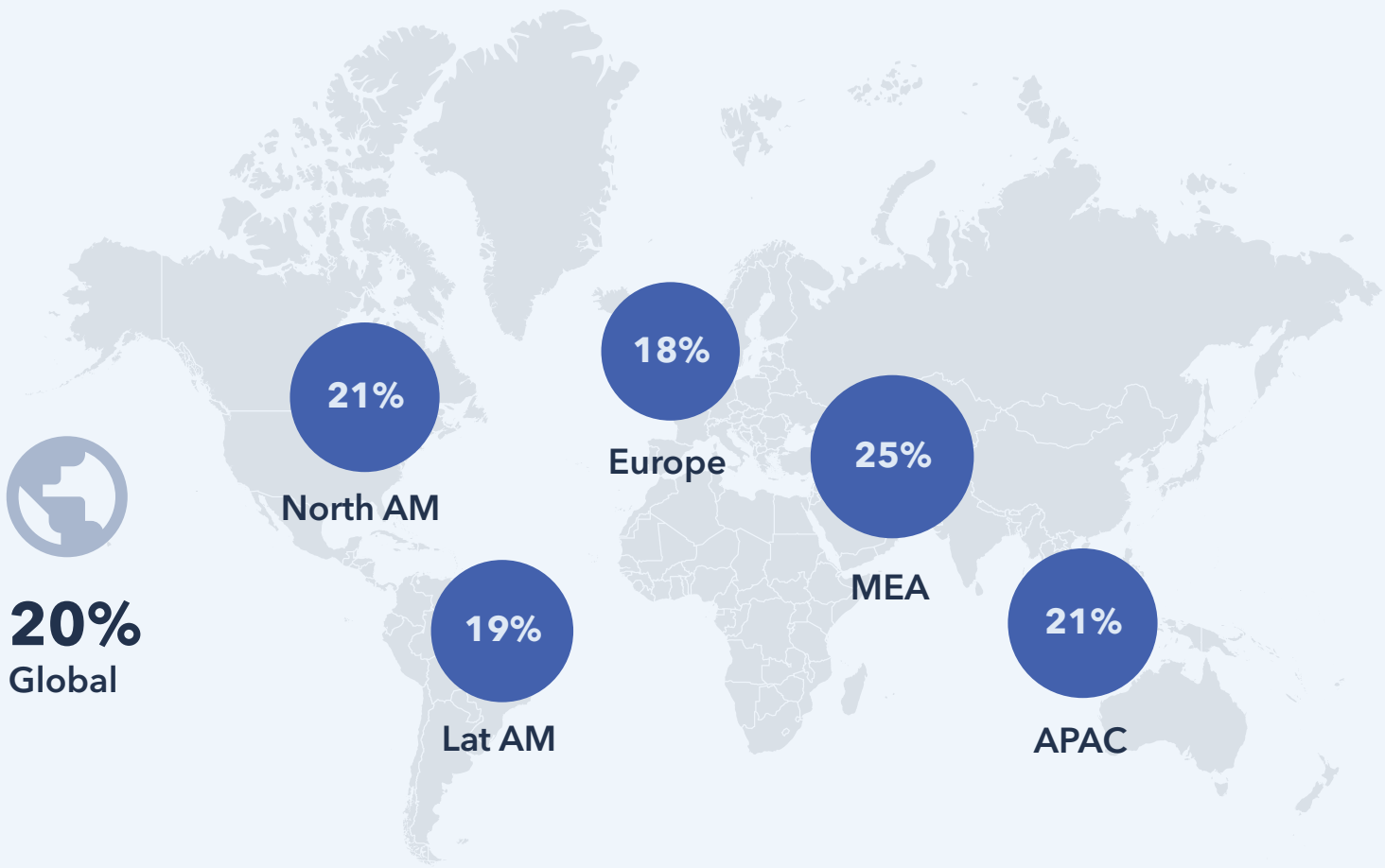
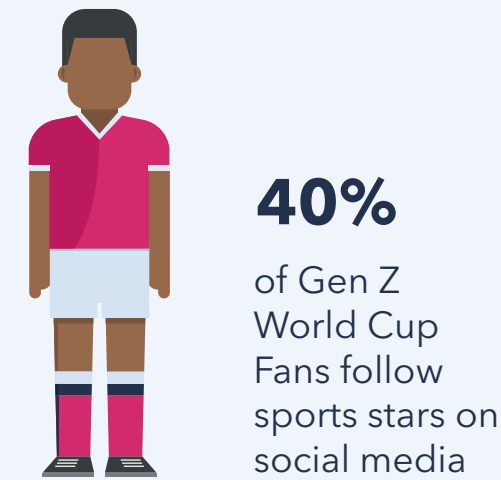
Social Defines Dual-Screening Behaviors

% who do the following while watching TV



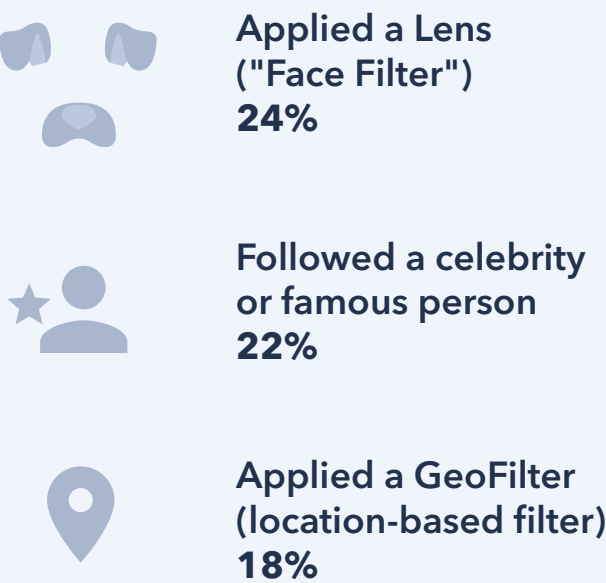
Sports Stars Are Lifestyle and Entertainment Icons for Gen Zers

% of Gen Z World Cup Fans who discover brands via celebrity endorsements



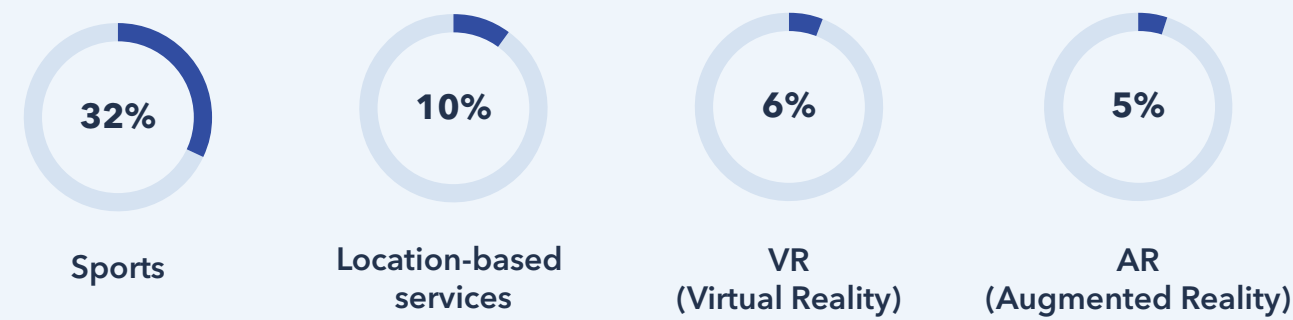
Snapchat is Pushing AR Brand Experiences

% of World Cup Fan Snapchatters who did the following last month

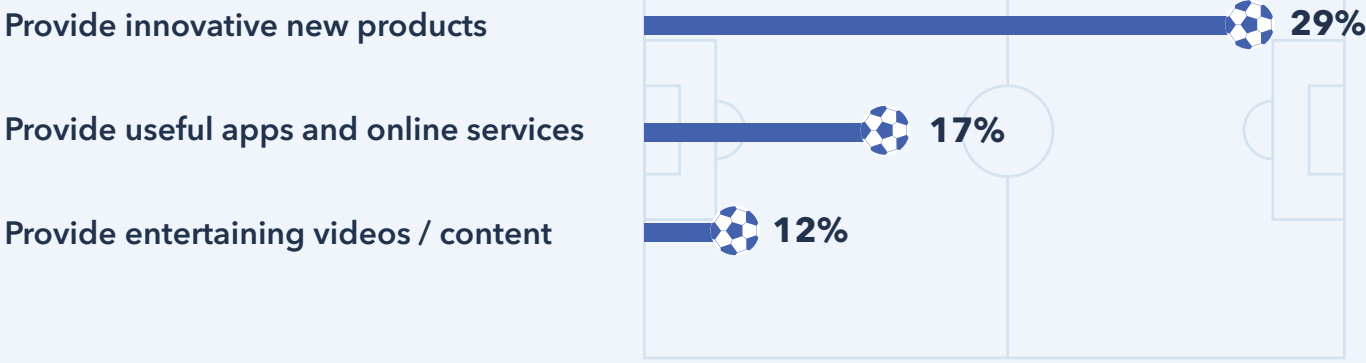


Innovative Tech Experiences Still Niche, But Demand is There

% who used the following types of app last month



% who want brands to...

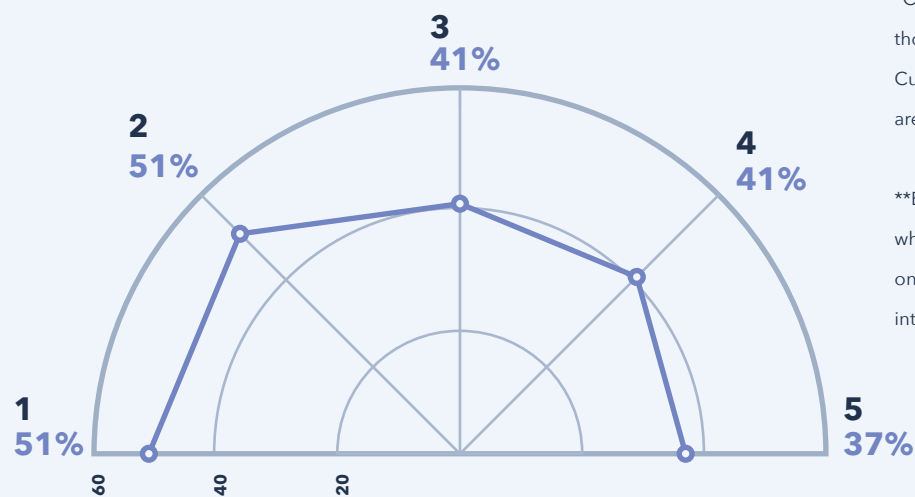
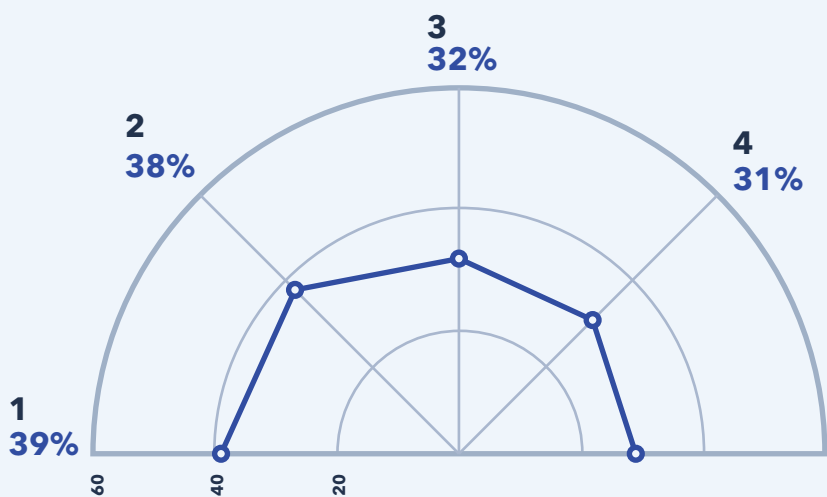


CASUAL VIEWERS VS. SPORTS ENTHUSIASTS

TV Ads Most Impactful Among Enthusiasts

% who discover brands via...

	Casual Viewers*	Enthusiasts**
1 Search engines	39%	51%
2 Ad seen on TV	38%	51%
3 Word-of-mouth recommendations	32%	41%
4 Ad seen online	31%	41%
5 TV shows / films	29%	37%



*Casual Viewers are defined as those who watch the FIFA World Cup online or on TV who say they are not interested in sport

**Enthusiasts are defined as those who watch the FIFA World Cup online or on TV who say they are interested in sport

Unless stated otherwise, all figures are taken from our Q4 2017 wave of research among 80,267 internet users aged 16-64 across 38 countries. Among this cohort, 34,390 said they watch the FIFA World Cup on TV or online. Please note that figures relating to named social networks exclude China.

Generational age breakdowns are as follows:
Gen X - 16-20
Millennials - 21-34
Gen X - 35-53
Baby Boomers - 54-64

For more insights, get our infographic 'The World Cup Audience'