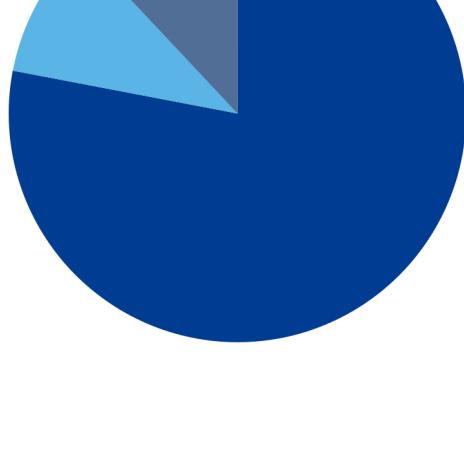


# Sports Advertising

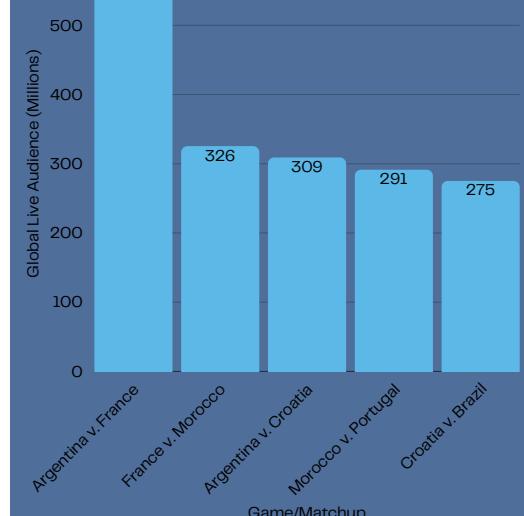
## 2022 FIFA World Cup

### Key Event Metrics

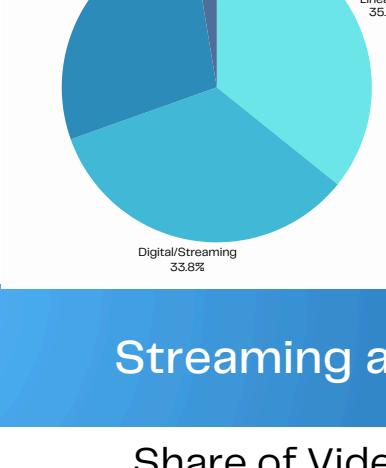
#### Sentiment Breakdown (Final Match)



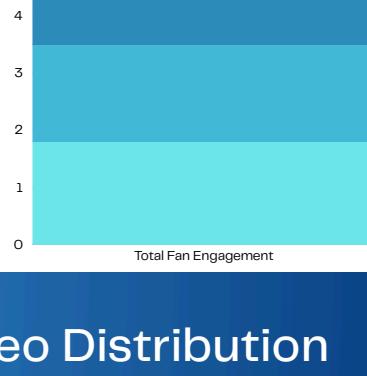
**78%**  
Positive  
**10%**  
Negative  
**12%**  
Neutral  
Share of Hours  
Viewed



### Media Engagement (%)

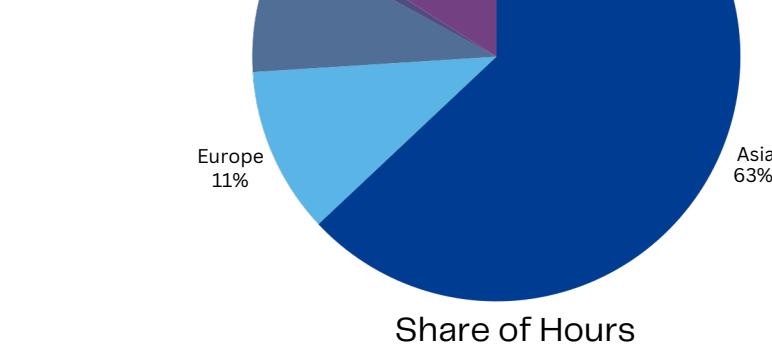
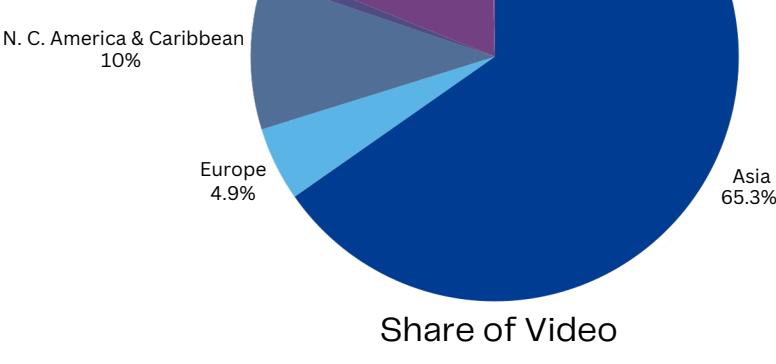


#### Totality of Fan Engagement Views (Billions)

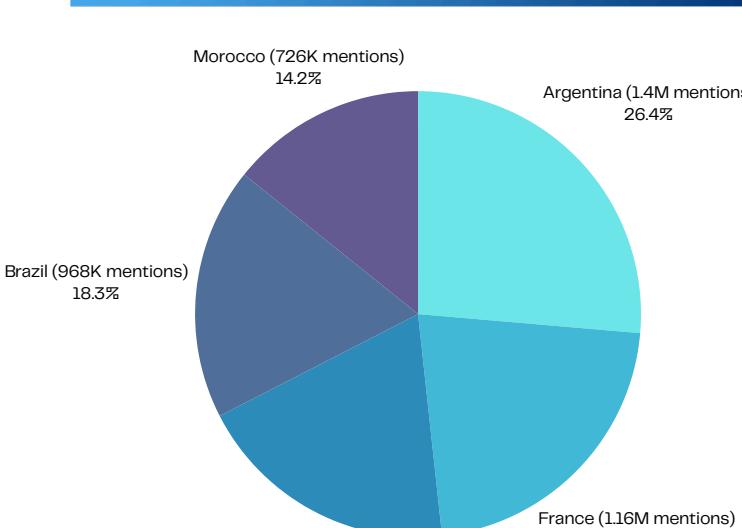


### Streaming and Social Video Distribution

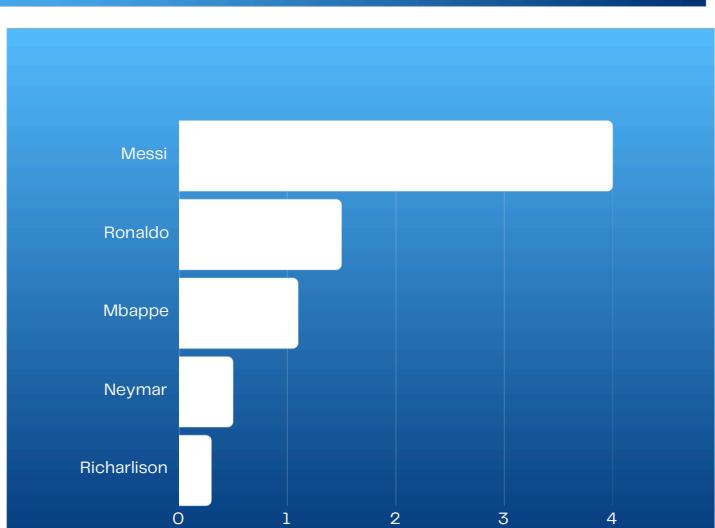
#### Share of Video Views vs Hours Views by Region



### Team Mentions (%)



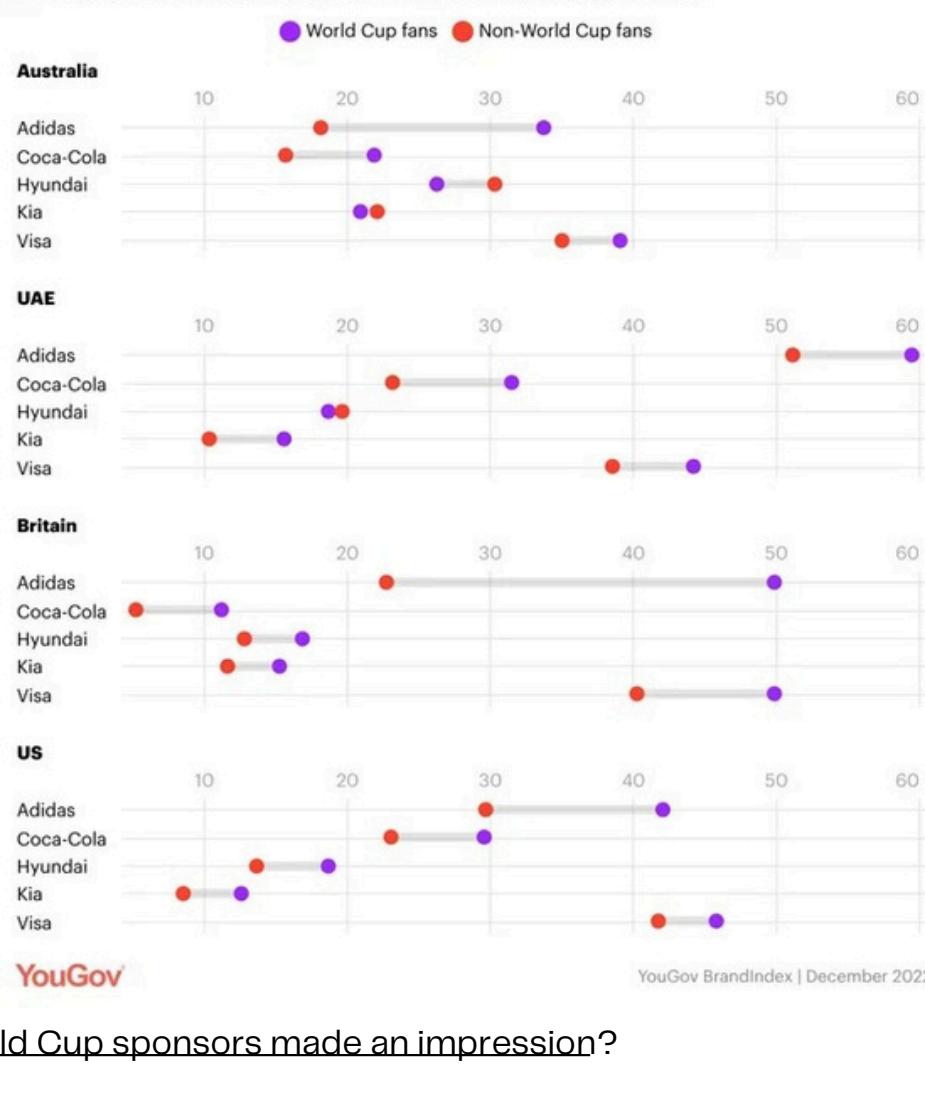
### Player Mentions (Millions)



## Sponsor Impressions

### FIFA World Cup 2022: Are sponsors making a positive impression?

Overall, of which of the following brands do you have a positive impression? / Now, of which of the following brands do you have a negative impression? (30-day average net score)



YouGov

YouGov BrandIndex | December 2022

Have the World Cup sponsors made an impression?

## Global Football Sponsorship Growth (2022–2026)

### Projected Market Size (USD Billions)

