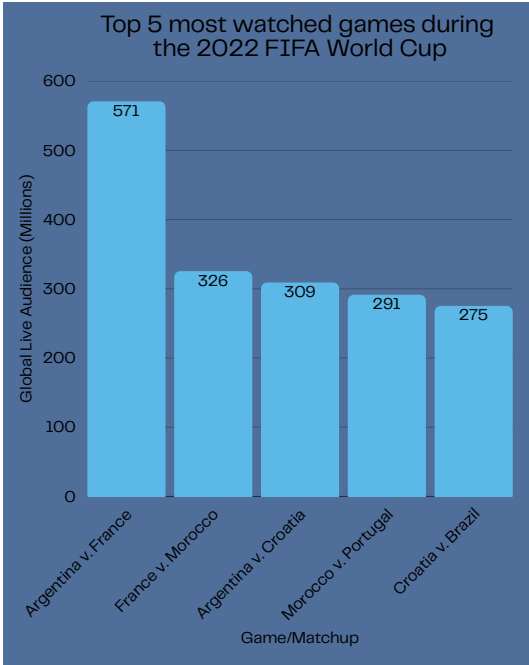
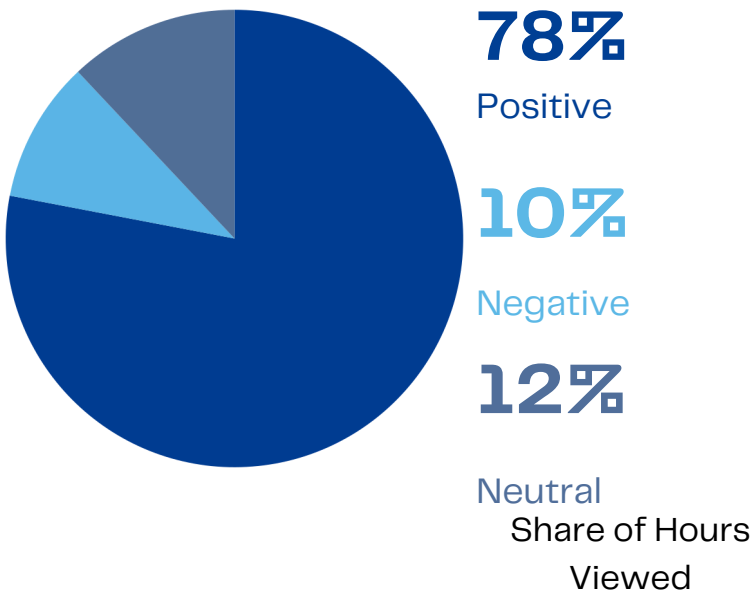


Sports Advertising

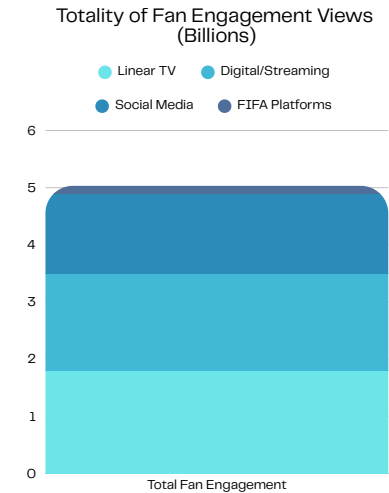
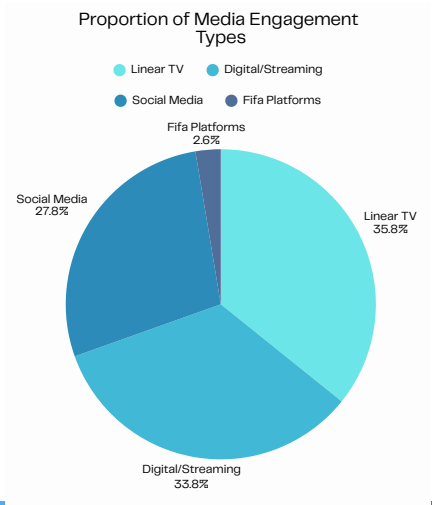
2022 FIFA World Cup

Key Event Metrics

Sentiment Breakdown (Final Match)

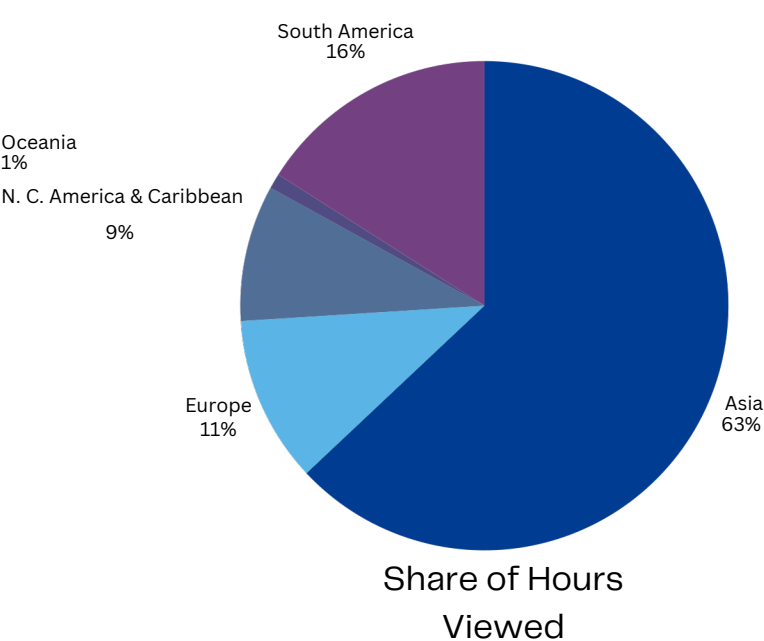
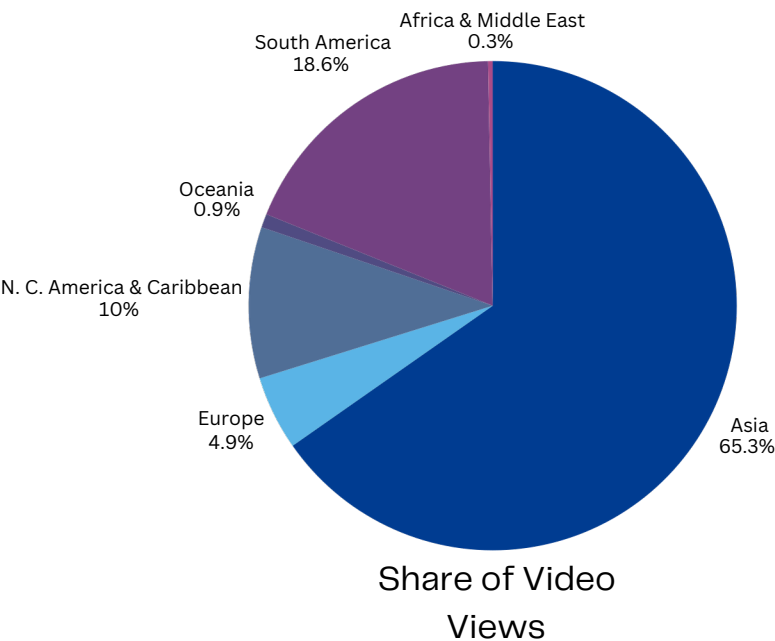


Media Engagement (%)

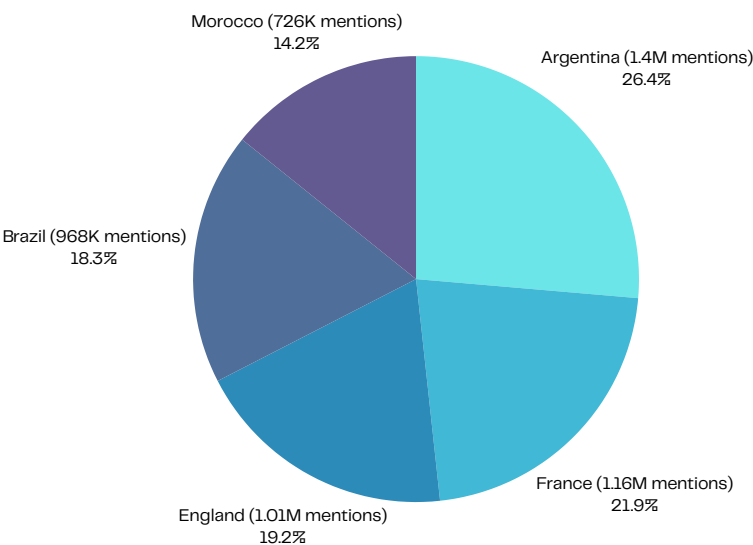


Streaming and Social Video Distribution

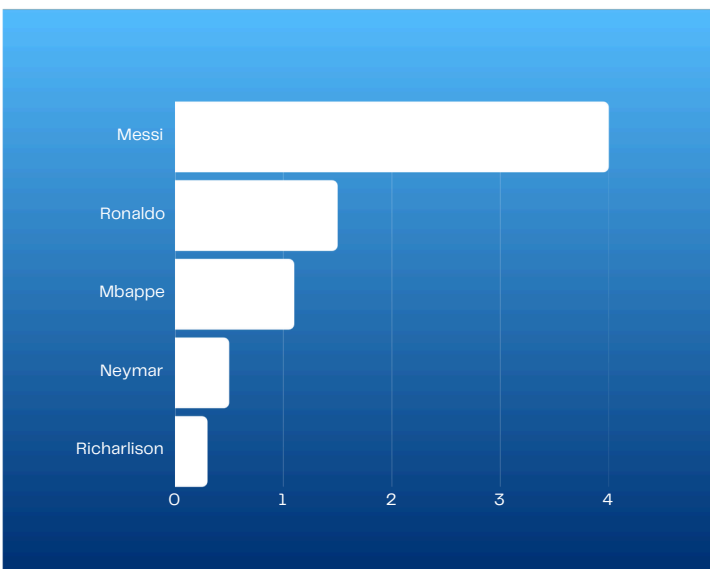
Share of Video Views vs Hours Views by Region



Team Mentions (%)



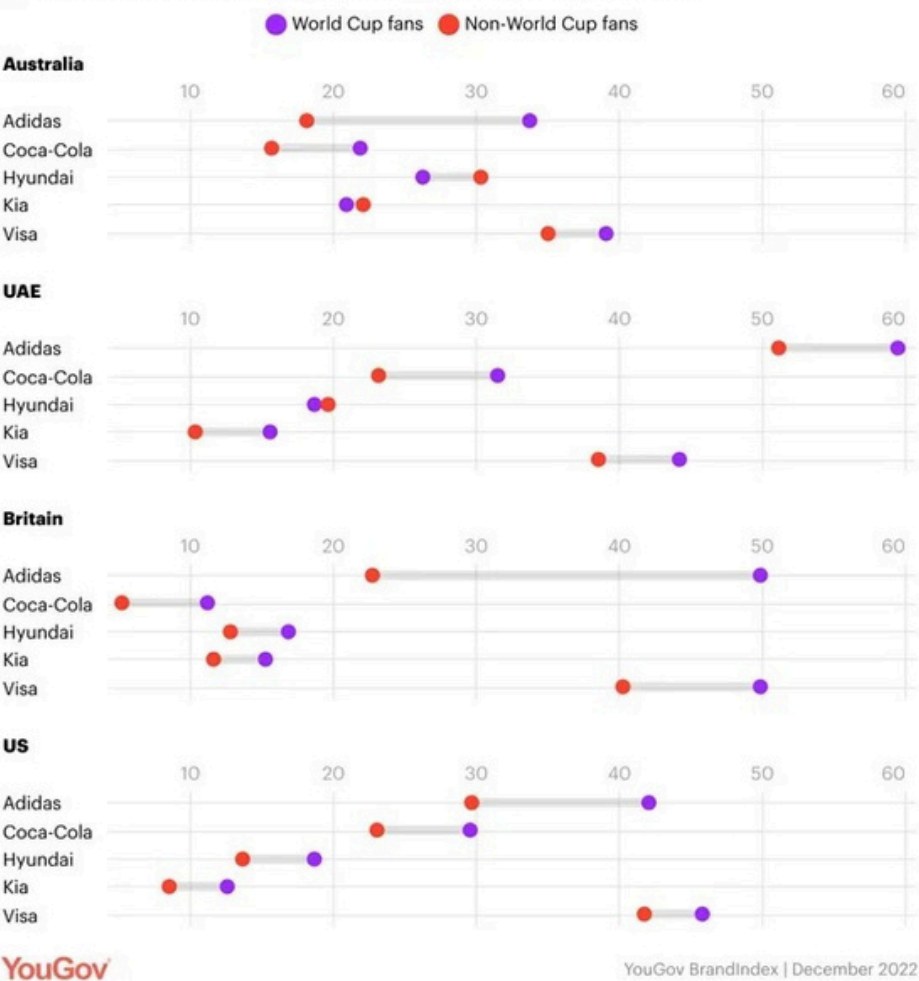
Player Mentions (Millions)



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)



Have the World Cup sponsors made an impression?

Global Football Sponsorship Growth (2022–2026)

Projected Market Size (USD Billions)

