

3.56 BILLION

TUNED IN TO WATCH THE **2018 WORLD CUP - OVER HALF (51.3%)** OF THE GLOBAL POPULATION WERE CAPTURED.

3+ MILLION

PEOPLE ATTENDED THE 2018
FIFA WORLD CUP IN RUSSIA.

BOTH THE **USA** AND **CHINA**
ARE IN THE TOP 10 WITHOUT
HAVING THE NATIONAL TEAM
PARTICIPATING IN RUSSIA

RUSSIA - 1,175,592

BRAZIL - 70,823

ARGENTINA - 58,662

AUSTRALIA - 36,660

USA - 100,110

COLOMBIA - 66,923

CHINA - 44,274

ENGLAND - 35,295

GERMANY - 71,676

MEXICO - 65,331



THIERRY HENRY
World Cup Champion '98
UEFA Champions League Winner '09
