



CONFIDENTIAL



ENTERTAINMENT







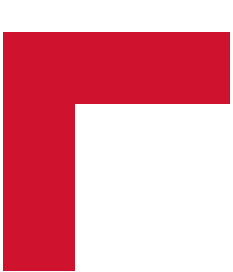
AMONG SPORTS





NOD. IS SPORIT

1.2



DIFFERENT KINDS OF ENTERTAINMENT



ENTERTAINMENT



AMONG SPORTS



NO. 1 SPORT
SOCCER

1.2 BILLION

ARE CONSIDERED TO BE INTERESTED OR VERY INTERESTED IN FOOTBALL MORE
THAN ANY OTHER SPORT.

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