



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

INFORMATION, DATA & FAN DEMOGRAPHICS

The Pinnacle Of Soccer

A GLOBAL ECOSYSTEM



Soccer's global appeal extends beyond attracting the interest of fans around the world: from sponsorship to broadcasting, from club ownership to the origin of its main stars, the game's reach is universal.

1 **SOCCER IS THE WORLD'S MOST POPULAR SPORT, WITH THE POWER TO REACH MORE INDIVIDUALS THAN ANY OTHER MEDIUM**

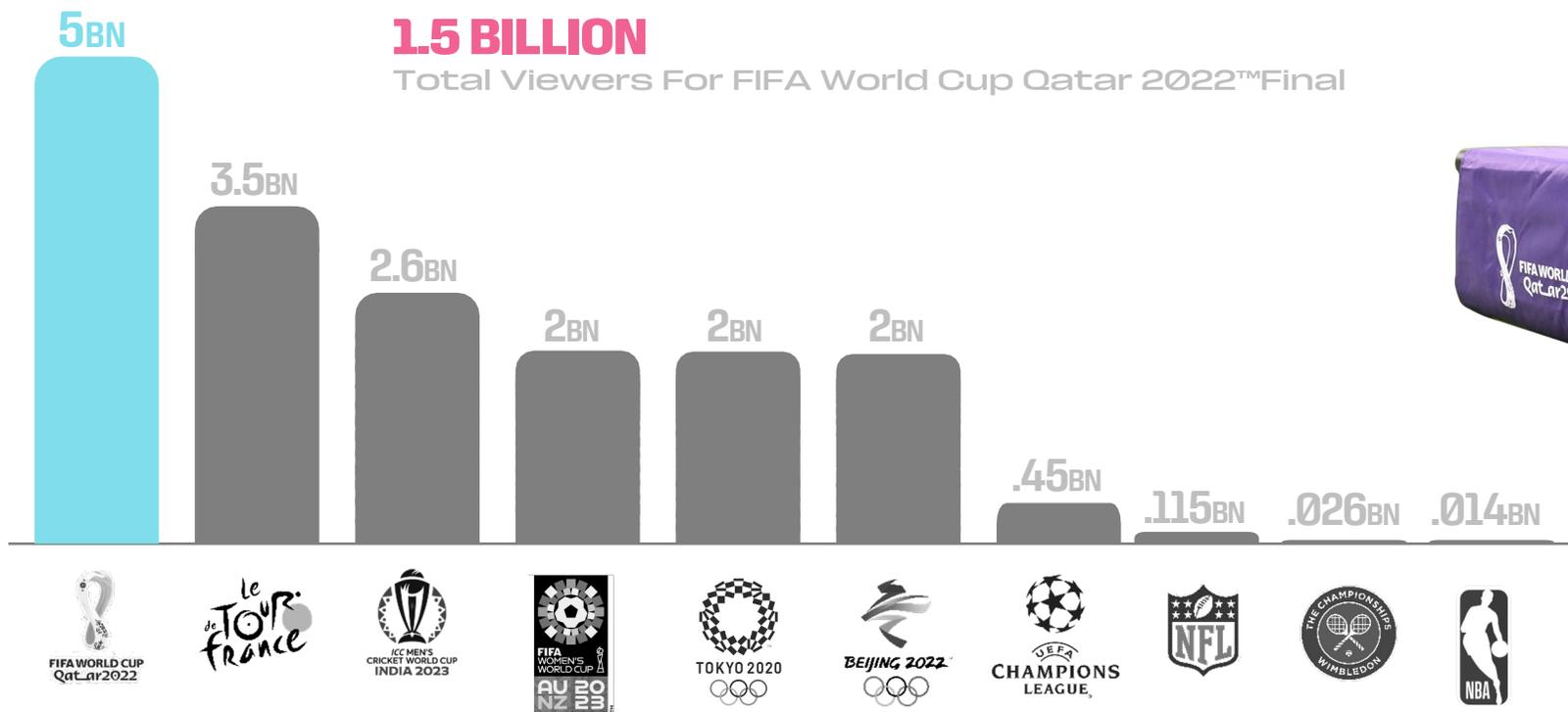
2 **WE SPEAK TO 5 BILLION+ SOCCER FANS WORLDWIDE**

3 **THE FIFA WORLD CUP™ IS THE SINGLE BIGGEST SPORTING EVENT IN THE WORLD**

The Greatest Stage

THE MOST WATCHED COMPETITION ON EARTH

The FIFA World Cup™ is the single biggest sporting event in the world; approximately 5 billion people engaged with the tournament in Qatar, following content via an array of platforms and devices across the media universe.



1.5 BILLION

Total Viewers For FIFA World Cup Qatar 2022™ Final



The Greatest Stage

U.S. BROADCAST COVERAGE OF FIFA WORLD CUP QATAR 2022™

FOX Sports and Telemundo Deportes, the official FIFA World Cup™ English-and-Spanish-language U.S. broadcast rights holders, had record-setting viewership during the FIFA World Cup Qatar 2022™ with historic milestone wins across all platforms.



16.8M VIEWERS WATCHED THE FINAL (AVG.)

across FOX and FOX Sports streaming services

3.5M VIEWERS PER MATCH (AVG.)

across 64 matches on FOX and FS1

3RD MOST STREAMED EVENT

in FOX Sports history, after Super Bowl LI and Super Bowl LIV, respectively



9.0M VIEWERS WATCHED THE FINAL (AVG.)

The Argentina v. France match was the Most-Watched Match of the Tournament in Spanish

2.6M VIEWERS PER MATCH (AVG.)

across 64 matches on Telemundo, Universo, Peacock and Telemundo Streaming Platforms

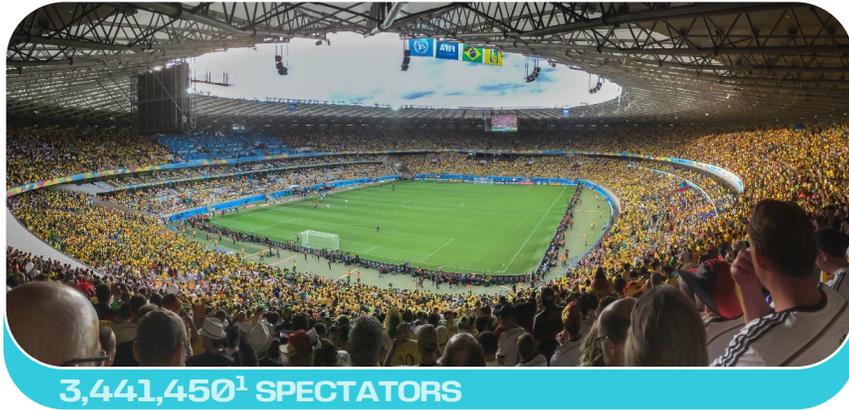
30% SPANISH-LANGUAGE VIEWERSHIP (TOTAL)

Powered by Peacock, Streaming Delivered a Record in Viewership

The Greatest Stage

RECORD BREAKING WORLD CUP ATTENDANCE

The tournament continues to be the most popular sporting event in the world, held every four years, increasing demand for match tickets.



The Greatest Stage

RECORD SOCIAL MEDIA ENGAGEMENT

The FIFA World Cup Qatar 2022™ was not just about the matches - it was a full-blown engagement festival that captured the hearts and minds of fans worldwide.

Coverage across all social media platforms:

93.6M POSTS

5.95B ENGAGEMENTS

262B CUMULATIVE REACH

owned and earned channels -
non deduplicated

192M VIEWS

of match highlights videos on
the Official Home page

+448%

Rise in social engagement
compared to the previous World
Cup in 2018

+24%

Increase in overall traffic to
FIFA channels



The Greatest Stage

EXPECTED FANS IN MIAMI 26

445,000

FANS AT
HOSTED MATCHES



815,000

FANS AT
FIFA FAN FESTIVAL™



130,000

FANS AT
PUBLIC VIEWINGS



Growing the Game

THE FORCE OF SOCCER IN THE U.S.



1 **U.S. SOCCER GROWTH IS REAL**

85 MILLION

Fans show an interest in soccer¹



2 **SOCCER IS GROWING AT A RAPID PACE**

42 MILLION

Americans will select soccer as their favorite sport in 2026²



3 **MORE POPULAR THAN EVER**

4th LARGEST SPORT

after American football, baseball, and basketball³



4 **ALWAYS ON TV**

354 DAYS

There are only 11 days a year when soccer is not on TV⁴

Growing the Game

DIVERSITY OF SOCCER FANS IN THE U.S.

Soccer is just as popular among Hispanics as college football (56%) and the NBA (55%), ranking closely behind MLB (58%)

27%

**of soccer fans
are Hispanic**

55%

**of all U.S. Hispanics
identify as soccer fans**

29M

**Total Hispanic
soccer fans in the U.S.**

40%

**of soccer fans
are of Color**

33%

**of the U.S. Black population
identity as soccer fans**

40%

**of FIFA-registered U.S. soccer
youth are female**



Growing the Game

U.S. SOCCER FANS ARE YOUNGER

47%
of 18-34-year-olds
identify as soccer fans



MLS boasts the youngest fan base, with an **average age of 37.4** and 61% under 45*



47%
of Gen Z adults said they are soccer fans, ahead of



44%



44%



44%



32%

54%
of soccer fans are under 45 years old, ahead of



44%



44%



44%



32%

The Power of Soccer

WHAT DO U.S. WORLD CUP FANS SAY DRIVES THEIR FANDOM

33%

1 **“It was my team growing up”**

General Sports Fan: 32%

28%

2 **“My parents were fans”**

General Sports Fan: 27%

27%

3 **“Popular amongst family/friends”**

General Sports Fan: 26%

25%

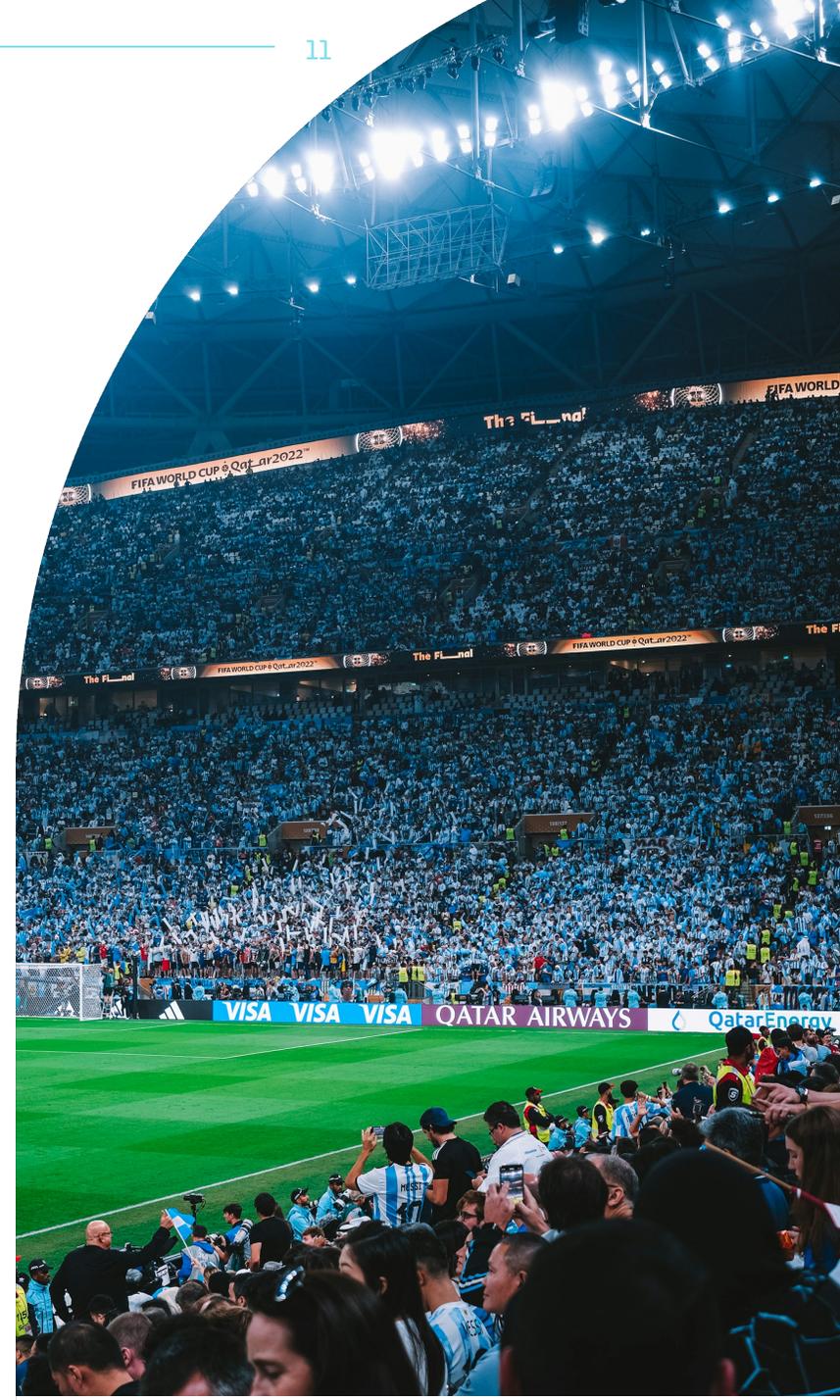
4 **“I love my team’s history”**

General Sports Fan: 21%

15%

5 **“I like the comradery between fans”**

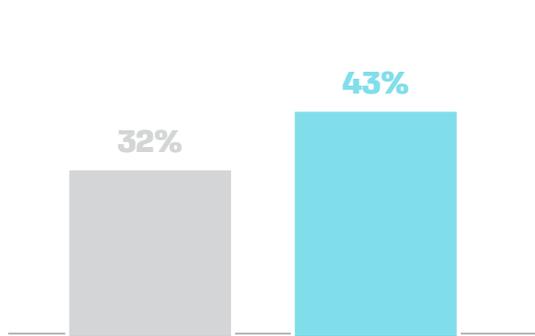
General Sports Fan: 12%



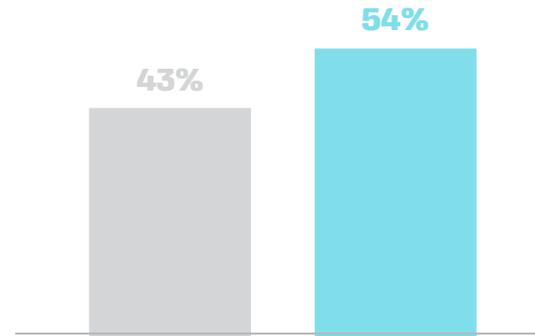
The Power of Soccer

FANS ARE EXTREMELY ENGAGED FANS

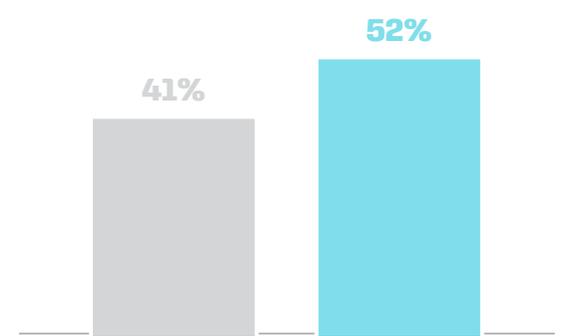
"I use every possible medium to stay connected to sports"



"I love to have 'inside knowledge' about sports"



"My love for sports is a major part of who I am as a person"

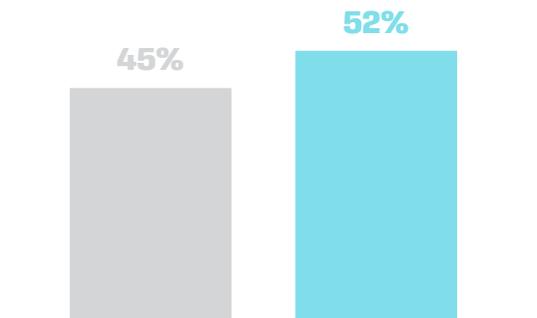


■ U.S. World Cup Fan ■ General Sports Fan

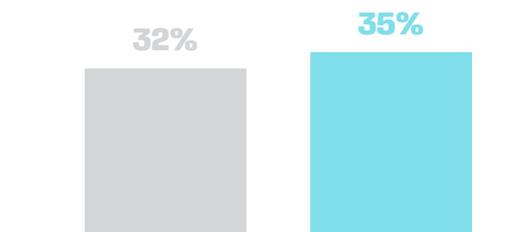
The Power of Soccer

FANS ARE EXTREMELY RECEPTIVE TO SPONSORSHIP

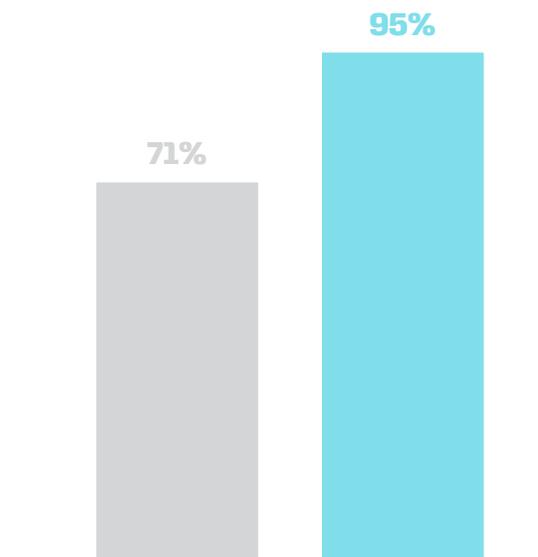
"When attending live events, I'm likely to visit sponsor booths/promotional areas"



"I remember which brands sponsor my favorite sports team"



U.S. World Cup Fans are 35% more likely to take some action after seeing a brand's sponsorship with a league, team, or individual



■ U.S. World Cup Fan ■ General Sports Fan



“

By 2026,
Soccer Will Be The Number One
Sport In This Part Of The World.

Gianni Infantino

President

FIFA



FIFA
MIAMI
THANK YOU