

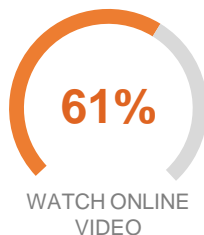
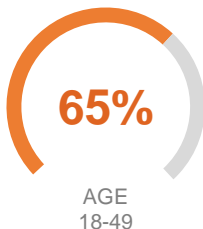
# 2018 FIFA WORLD CUP™

THE POWER OF SOCCER  
IN THE U.S.



The FIFA World Cup™ is the single most watched sporting event in the world.<sup>1</sup> 31 days of intense action takes place June 14 –July 15, from the Group Matches to the Round of 16, to the Quarter and Semi-Finals, culminating with the World Cup Final where one team will be declared World Champion.

## The Fans Watching<sup>1</sup>



HH INCOME

\$ 100K+ 119 index

\$ 75K+ 127 index

## The Power of Soccer

US audiences are invested in soccer across many aspects of their life including fandom, entertainment and social engagement.



12.7 mil soccer players of all ages across America<sup>3</sup>



Second-highest grossing sports video game<sup>4</sup>



Soccer clubs have a larger Facebook following than U.S. sports teams<sup>5</sup>

32  
NATIONS

31 DAYS OF INTENSE ACTION BETWEEN WORLD POWERS AND FAN FAVORITE UNDERDOGS

72  
GAMES

26 LIVE GAMES  
46 ENCORE MATCHES  
GROUP STAGE  
ROUND OF 16  
QUARTER FINALS

1 - Source: CNN.com, "World Cup Fast Facts," 8/11/17.

2 - \*\*Source: USA Plus-MRI/Mosaic, Au15-No16, Scarborough, Base: Adults 18+. Target: \*Special TV Sports Watched Past Yr: World Cup soccer/qualifiers\* OR \*SportsView TV-Brdcst/Cable Ps12Mo: European soccer\* OR

3 - SIFA Trends Report 2015 4 - Forbes, 2016 5 - Facebook, 2016