

2019 FIFA WOMEN'S WORLD CUP™

BEGINS JUNE 7



The final match of the 2015 FIFA Women's World Cup™ was the most viewed soccer match, including men's and women's soccer, in US history. 31 days of intense action takes place June 7 – July 7, from the Group Matches to the Round of 16, to the Quarter and Semi-Finals, culminating with the Championship Weekend where one team will be declared the World Champion.

The Fans Watching¹



viewers are Female



Of this audience is under the age of 55



more likely to have a household income of \$100K.



+38%

more likely to spend over 20 hours per week on the internet²



+196%

more likely to have used a mobile device to view live sports in the past 30 days²

The Power of Soccer

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



11.9M outdoor soccer players of all ages across the U.S.²



7 of the top 10 most followed athletes on social media are International soccer stars³



Soccer clubs have a **higher Facebook following** than U.S. sports teams⁴

24
NATIONS

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

30
GAMES

27 MATCHES ON FS1*
3 MATCHES ON FS2*
GROUP MATCHES
ROUND OF 16
QUARTER FINALS

*Number of 2019 FIFA Women's World Cup™ matches is subject to change.

Sources:

1-Scarborough USA+ (Dec16-May18) Adults 18+ who have watched the US National Soccer Team on Cable in the past year.

2-SIFA Trends Report 2018

3-StadiumTalk Most Influential Athletes. October 2018.

4-Facebook, 2016