

June 2026

# what marketers are asking



*“How will the World Cup deliver for brands this summer?”*



## The 2026 World Cup provides marketers with a *Truly Premium Video* event for over five weeks this summer

Hosted across 16 cities in the U.S., Canada & Mexico between June 11<sup>th</sup> to July 19<sup>th</sup>, the World Cup represents **truly premium video** in its highest form and delivers on many of its key attributes, which creates strong marketing opportunities for brands throughout the tournament.

### 8 Ways that Showcase the World Cup as a *Truly Premium Video* Event



Relevancy



Scale



Attention



Emotional  
Engagement



Communal  
Connection



Cross-Platform  
Accessibility



Second-  
Screening



Conversion

# The World Cup is bringing together 48 nations in a five weeklong tournament across 16 host cities in the U.S., Canada & Mexico

- ▶ **Host locations – U.S.:** Atlanta, Boston, Dallas, Houston, Kansas City, LA, Miami, New York/New Jersey, Philadelphia, San Francisco & Seattle;
- Canada:** Toronto, Vancouver; **Mexico:** Guadalajara, Mexico City, Monterrey

## 2026 World Cup Nations by Group

<b>A</b>  Mexico  Czechia  South Africa  Korea Republic	<b>B</b>  Canada  Bosnia & Herzegovina  Qatar  Switzerland	<b>C</b>  Brazil  Morocco  Haiti  Scotland
<b>D</b>  USA  Paraguay  Australia  Türkiye	<b>E</b>  Germany  Curaçao  Côte d'Ivoire  Ecuador	<b>F</b>  Netherlands  Japan  Sweden  Tunisia
<b>G</b>  Belgium  Egypt  Iran  New Zealand	<b>H</b>  Spain  Cabo Verde  Saudi Arabia  Uruguay	<b>I</b>  France  Senegal  Iraq  Norway
<b>J</b>  Argentina  Algeria  Austria  Jordan	<b>K</b>  Portugal  Congo DR  Uzbekistan  Colombia	<b>L</b>  England  Croatia  Ghana  Panama

## 2026 World Cup Timeline

- ▶ **6/11: Opening Ceremony / Match**
- ▶ **6/11 – 6/27: Group Stages**
- ▶ **6/28 – 7/3: Round of 32**
- ▶ **7/4 – 7/7: Round of 16**
- ▶ **7/9 – 7/11: Quarter-finals**
- ▶ **7/14 – 7/15: Semi-finals**
- ▶ **7/19: Final**

# Nearly 65 million U.S. adults are planning to watch the World Cup, with significant viewership projected across all age breaks between A18-54

▶ The 2026 World Cup U.S. adult viewership is projected to be composed of 58% Males & 42% Females, which offers marketers opportunities across genders

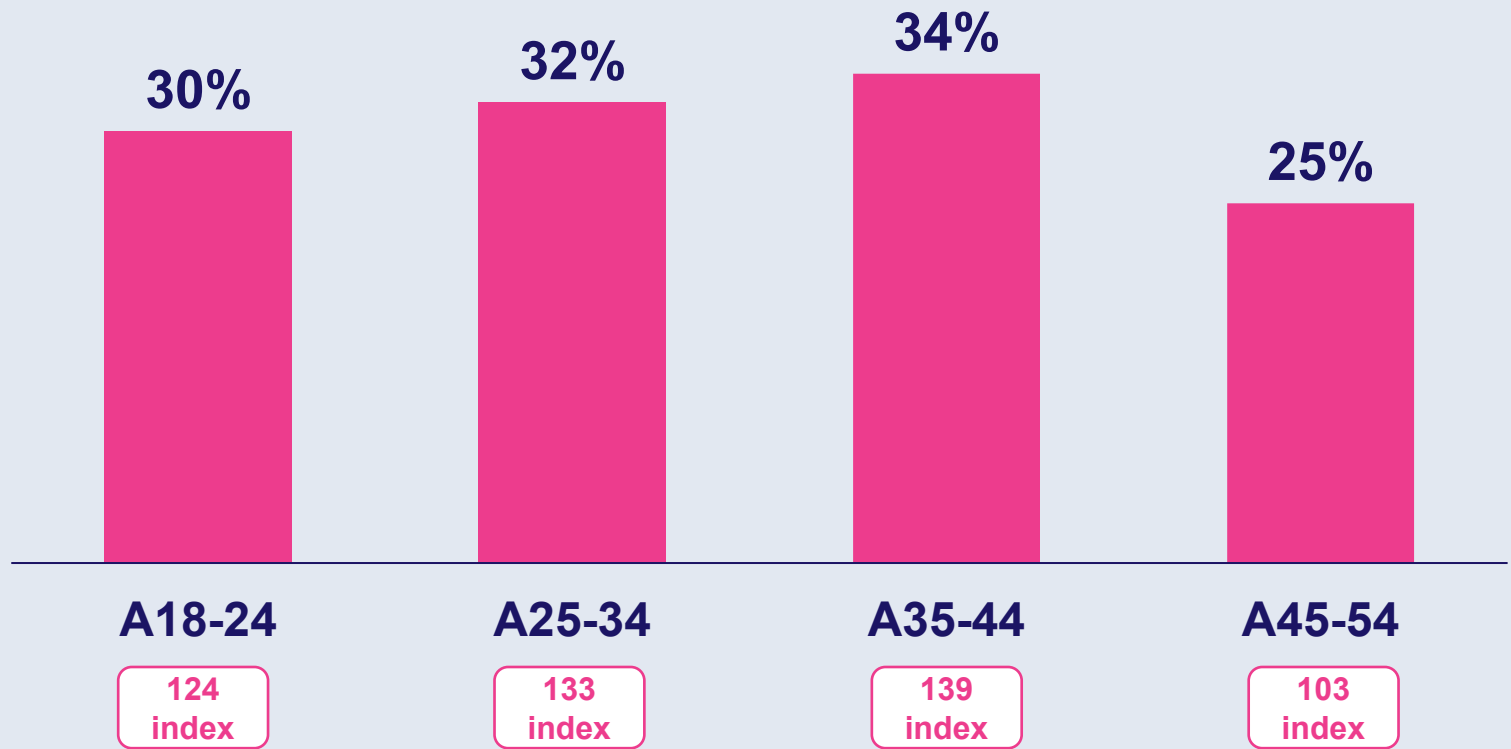


# 24%

of adults 18+ plan to watch  
2026 FIFA World Cup  
(63.9MM A18+)

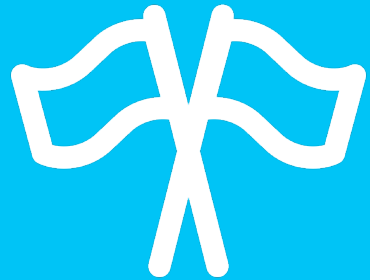
Source: VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study.

### % of U.S. Adults Planning to Watch the 2026 World Cup By Age Group



How to read index: A18-24 are 24% more likely than A18+ to watch the 2026 World Cup.

# The tournament combines national pride with global support and curiosity as fans rally behind multiple teams and cultures



# 66%

of U.S. soccer fans support more than one national team

% of U.S. World Cup viewers who agree that...\*



# 84%

'I like watching the World Cup because I feel **connected and proud of my country**'



# 82%

'Watching the World Cup is a way for me to **learn about different countries & cultures**'

Source: For Soccer, 'Insights Into American World Cup Fans', as of 5/12/26. Note: Includes responses for 'Root for multiple countries equally' – 23% & 'One favorite team, care about others' – 43%. \*VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study, Base: Planning to watch 2026 World Cup.

# The World Cup delivers passionate, highly engaged fans who are excited to watch, and party together, with friends and family



## % of U.S. World Cup viewers who...\*



89%

Agree that watching the World Cup is a great way to connect with friends and family



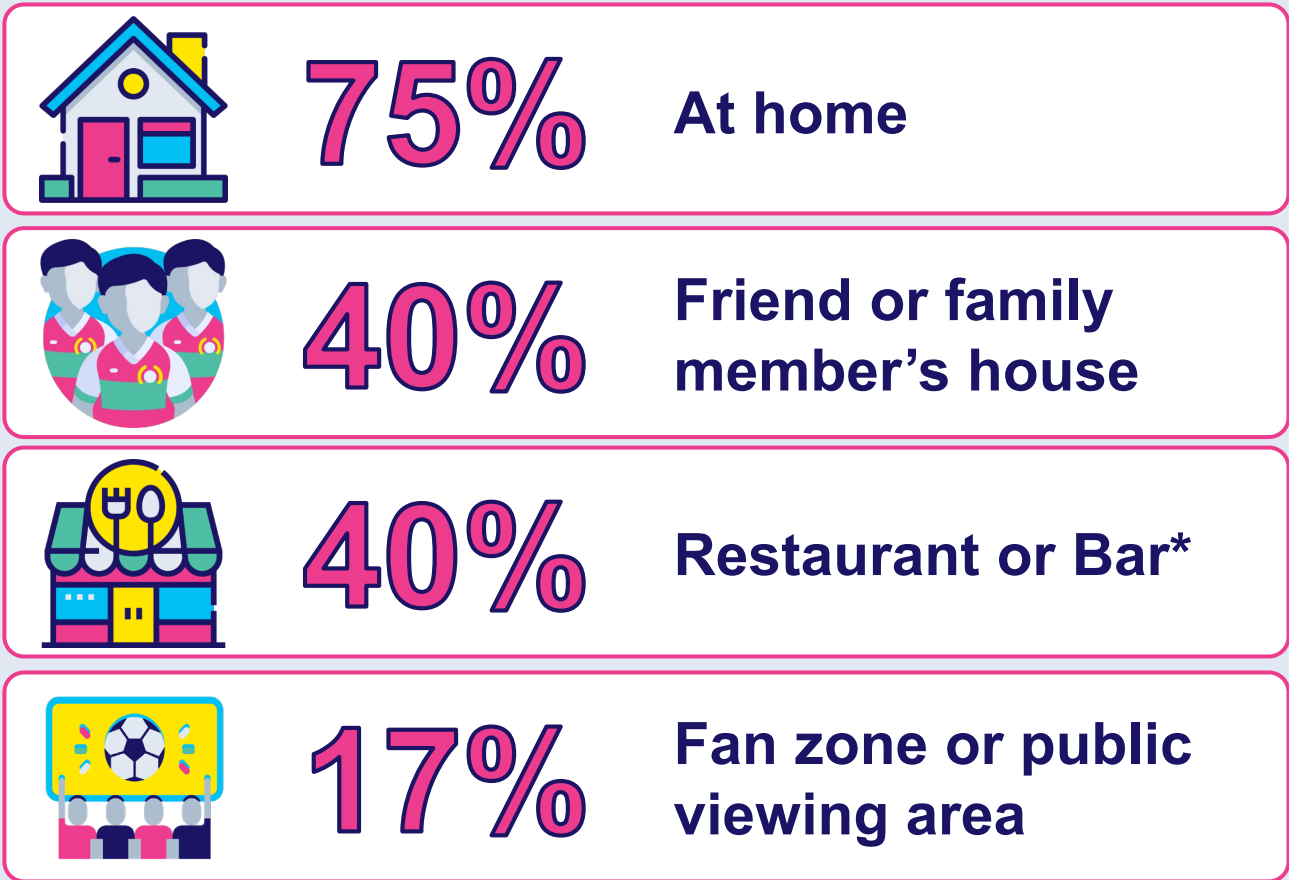
36%

Plan to host a World Cup party or event

Source: ThinkNow Research, 'International Soccer United States Expectations for 2026', February 2026. \*VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study, Base: Planning to watch 2026 World Cup.

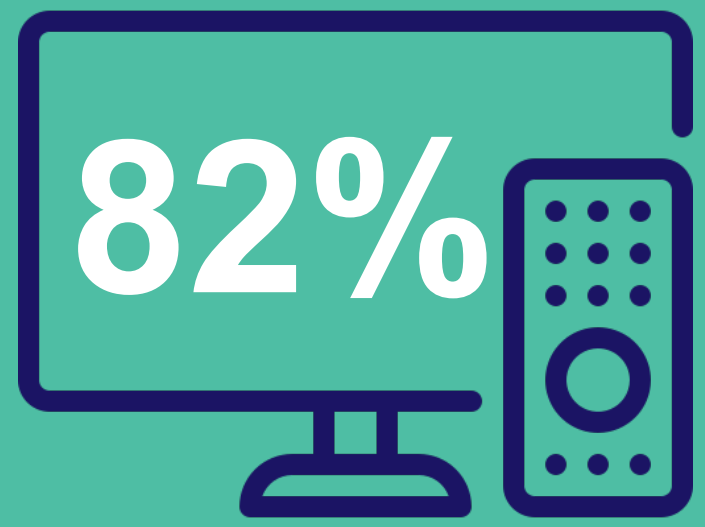
# Fans won't just be watching at home; they will be also be immersed in communal experiences throughout the tournament

Where are U.S. viewers planning on watching the 2026 World Cup?



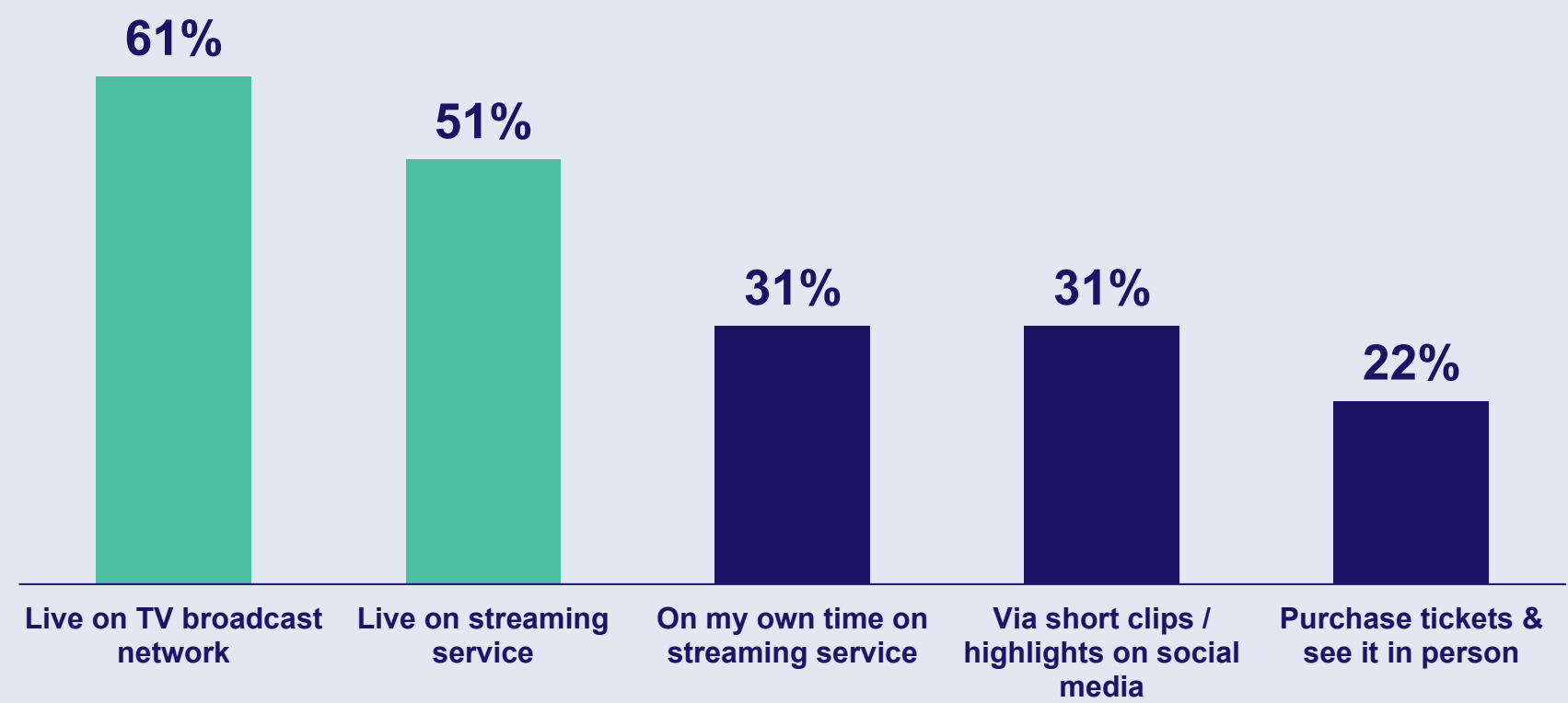
Source: VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study, Base: Planning to watch 2026 World Cup. \*Restaurant: 29%, Bar: 28%

# Fans are planning to watch World Cup content across platforms, giving brands even more opportunities to connect with these engaged audiences



Plan to watch live on broadcast TV network or a streaming service

**Methods of Watching the World Cup**  
% of U.S. respondents planning to watch the World Cup\*



Source: VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study, Base: Planning to watch 2026 World Cup. \*Respondents select all that apply.

# The World Cup experience extends beyond the TV screen as viewers engage across devices, creating social and shoppable moments

## Actions Taken While Second-Screening When Watching TV\*

based on overall TV viewing behaviors (and not exclusive to World Cup)



83%

Text / message someone



78%

Scroll social media



74%

Search for something related



69%

Browse online shopping



68%

Look up a product they saw in an ad while watching TV



59%

Gaming

# 59%

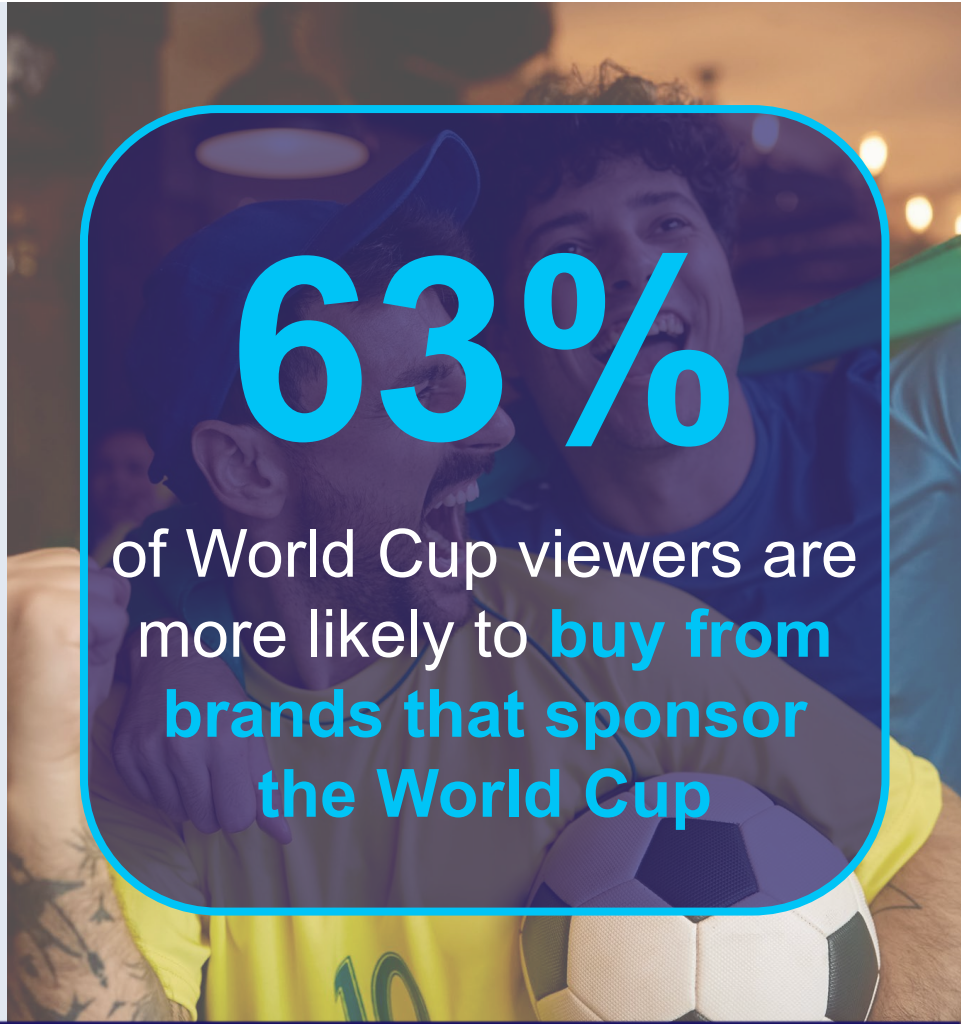
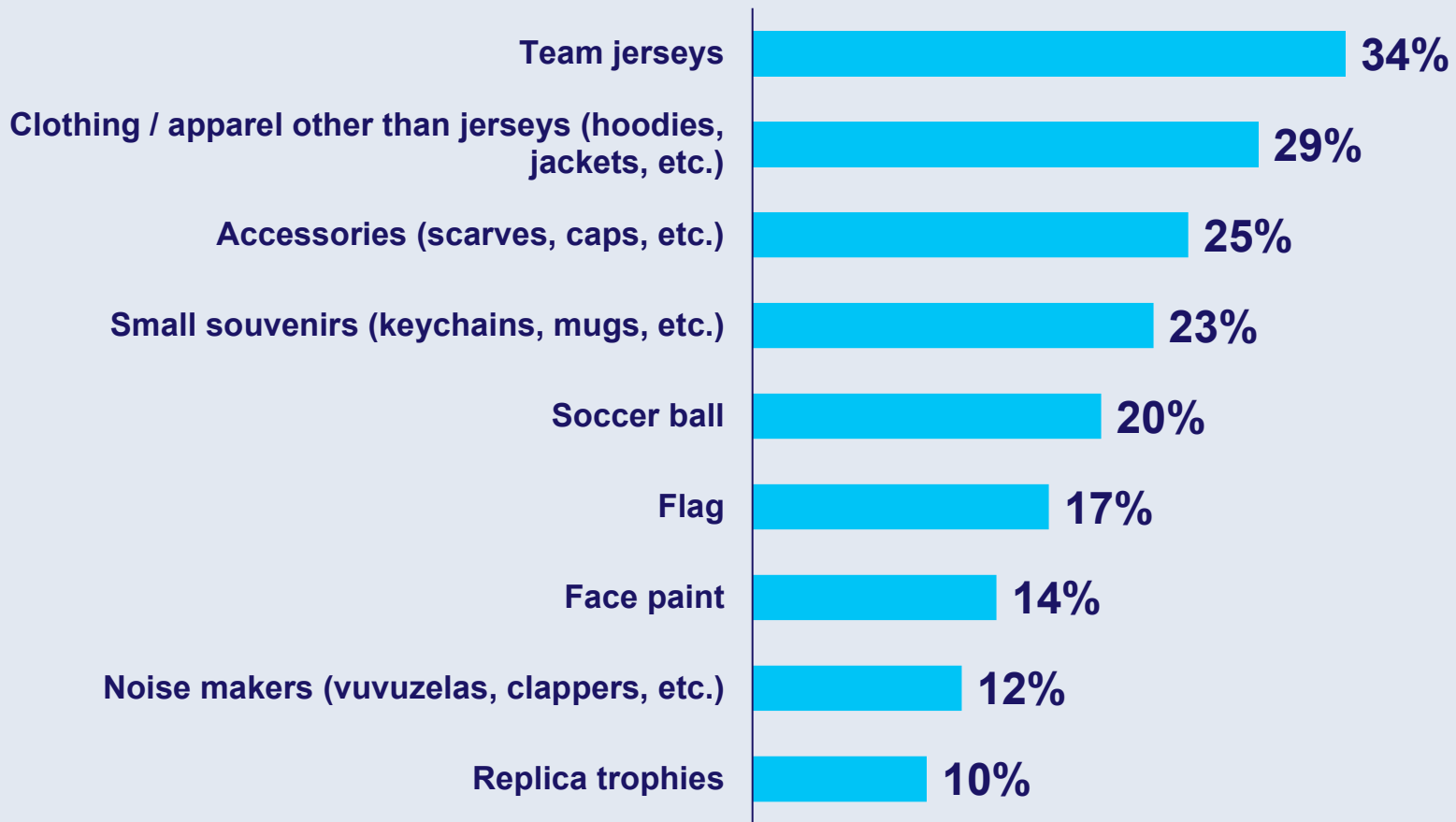
of U.S. soccer fans are likely to **use a second screen** while watching 2026 World Cup matches

- ▶ Gen Z (A18-26): **70%**
- ▶ Millennials (A27-42): **78%**
- ▶ Gen X (A43-58): **61%**
- ▶ Baby Boomers (A59+): **34%**

Source: ThinkNow Research, 'International Soccer United States Expectations for 2026', February 2026. \*tvScientific, 2026 Consumer Trends Report: How TV Shapes Modern Behavior, April 2026.

# Fandom transforms into commerce not just around the World Cup itself, but for brand sponsors who advertise during the tournament as well

% of U.S. World Cup Viewers Who Plan to Purchase...



Source: VAB analysis of MRI-Simmons, Q2 2026 Trending Topics Study, Base: Planning to watch 2026 World Cup.

# Key Marketer Takeaways

## The 2026 World Cup: *Truly Premium Video* in Action

- ▶ The 2026 World Cup represents *truly Premium Video*, combining relevance, scale, attention, emotional engagement, communal connection and measurable business impact for marketers
- ▶ The World Cup is a global cultural spectacle that unites audiences through national pride, shared viewing and cultural discovery, creating opportunities for brands to build emotional connections through fandom and authentic storytelling
- ▶ Viewers will watch live soccer matches across TV and streaming, while also actively engaging with 'second screening' across mobile, social, search and shopping platforms; creating many different opportunities for brands across platforms
- ▶ The World Cup creates a powerful commerce opportunity as fan passion translates into real-world spending and stronger purchase intent for brands that advertise during the tournament

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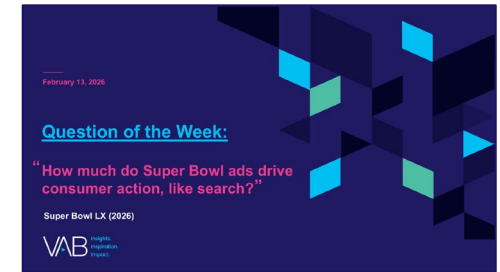
**The Power of Premium Video**  
What It Means for Multiscreen TV and  
Why It Matters to Marketers



**Fast Break**  
20 Facts on Sports Fandom, Viewership  
& Advertising Impact



**Best in Show**  
Five Advantages of Multiscreen TV, From Brand to  
Performance



**“How much do Super Bowl ads drive  
consumer action, like search?”**



**“What are the most popular  
sports to reach audiences  
through streaming?”**



**What's the Spread?**  
Examining Key Stats on Audience Growth  
From the 2025 NFL Season

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# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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