

A group of USA soccer players in dark blue jerseys and shorts are celebrating on a podium. They are wearing gold medals and have their arms raised in the air. The background is filled with red, white, and blue confetti. The players are smiling and looking towards the camera. The scene is brightly lit, suggesting an outdoor stadium setting.

OZONE OUTLOOK



FIFA World Cup 2026

USA insights for 2026

Ozone will reach **7 in 10** Soccer Fans during the 2026 FIFA World Cup

147M World Cup Watchers

Engage with fans following their team news, scores and pop culture moments throughout the biggest World Cup ever

Source: Comscore, 2025

World Cup Watchers: Soccer, Sporting events, Fantasy Sports, Food & Drink, Home entertainment systems, Home entertaining, Casinos & Gambling, Party supplies & decorations, Sport TV, Pop culture and Style & Fashion



Reach die-hard fans and game-day hosters

Ozone connects brands to **7 in 10** World Cup Watchers

**SOCCER
SUPER
FANS**
users

**THE
FAN
ZONE**
users

**POP
CULTURE
MOMENT**
users

To maximise incremental reach, brands can bridge the gap between the **Soccer Super Fans**, tracking every line-up and live score, and casual fans drawn to the social spectacle of the World Cup's **Pop Culture Moments**. Expect a surge in engagement with televised live games and events at **Bars & Restaurants** and high-energy home-watch parties, driving **Home Entertaining**. The tournament will draw massive international presence with the USA, Canada and Mexico delivering the biggest World Cup ever.

Brands should focus on the *pre-match rituals* revolving around **Barbecues & Grilling** and **Outdoor Hosting** with backyards becoming 'The Fan Zone'. Plan for a spike around **USA, Canada, and Mexico Travel**, providing fans with a combination of vacation logistics and tournament fever.

Source: Ozone 2025, Comscore 2025

Soccer Super Fans: Soccer, Sporting events and Sports betting, Fantasy Sports

The Fan zone: Dining out, Bars and restaurants, Home entertainment systems, Home entertaining, Party supplies and decorations, Sports radio and Sport TV, Alcoholic beverages, Barbecues and grilling

Cultural Moment: Music & Audio, Pop culture, World cuisines, Men's fashion, Women's fashion

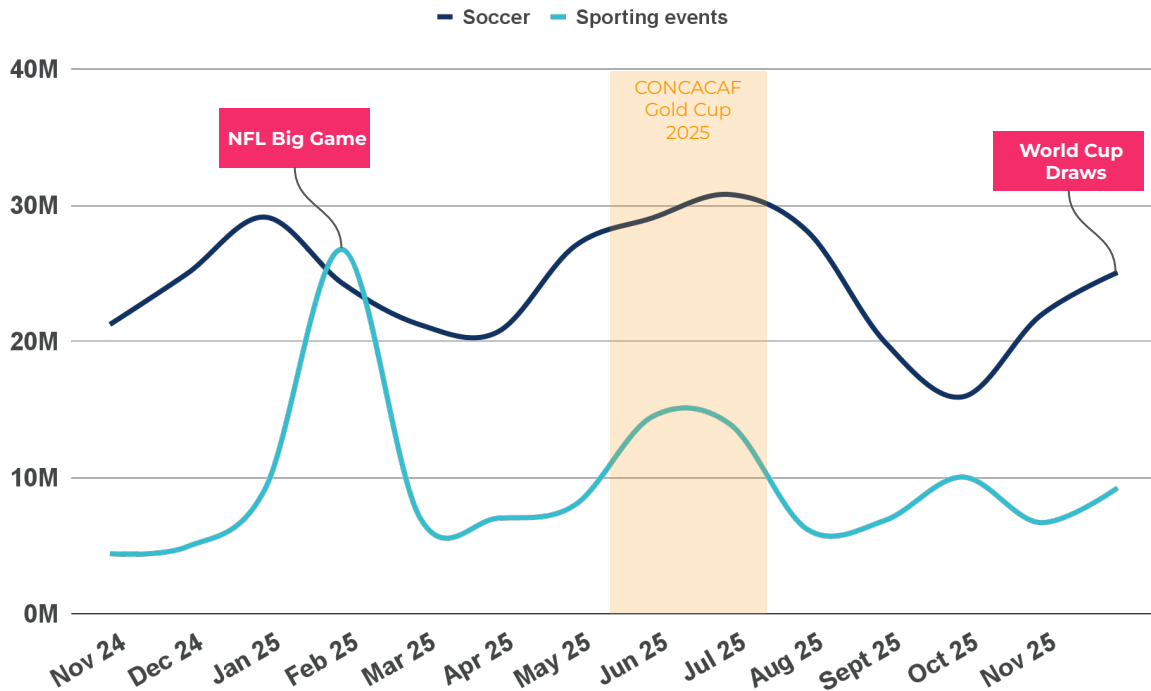


Soccer tournaments drive up to 60% growth with Sporting Events

The CONCACAF Gold Cup drove audience engagement with **Soccer** and **Sporting Events** over the tournament period.

The live final draw in Washington, drove 40% month-over-month growth with **Soccer**, as the groups for the initial games got locked in.

Expect **Soccer** to surge ahead of the opening game kick-off as World Cup excitement and anticipation continues to build.



Reach die-hard fans and game-day hosters

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HUMAN CONNECTIONS AT SCALE

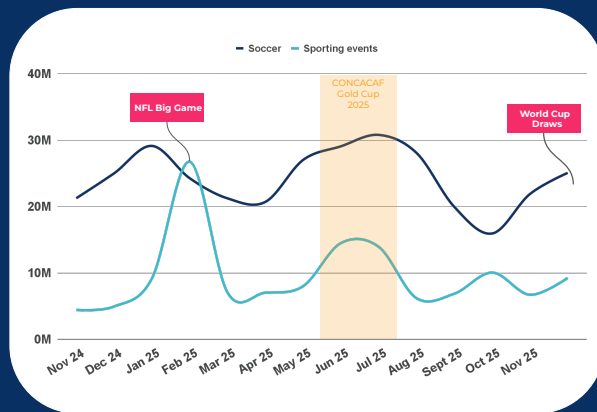
SOCCER SUPER FANS
users

THE FAN ZONE
users

POP CULTURAL MOMENT
users

Brands should bridge the gap between the **Soccer Super Fans**, tracking every line-up and live score, and the **Cultural Moment** casual fans, drawn to the social spectacle. Expect a surge in engagement with events at **Bars & Restaurants** and high-energy home watch parties driving **Home Entertaining**.

LIVING AUDIENCE INTELLIGENCE



The CONCACAF Gold Cup drove **Soccer** and **Sporting Events** engagement. The live final draw in Washington drove 40% **Soccer** growth month-over-month, as the groups for the initial games got locked in. Expect Soccer to surge ahead of opening game kick-off as World Cup excitement and anticipation continues to build.

CONTEXT RESPONSIVE CREATIVE



Deploy video, display and rich media campaigns with Studiozone builds
Rich media (Interscollars)
Online Display (High Impacts; IABs)
Video (Pre roll; Outstream; Video Wrap)

Dominating the World Cup across top game-day categories

Soccer Super Fans

Reach the fans keeping a close eye on the the tournament across Soccer, Sporting Events, and Sports TV.




117M
unique users




85%
reach

The Fan Zone

Engage with fans turning backyards into Fan Zones across Home entertainment systems and Barbecues and grilling.




137M
unique readers




79%
reach

Pop Cultural Moment

Drive incremental reach by targeting casual fans drawn to the social spectacle of the World Cup's Pop Culture Moments.



136M
unique readers



80%
reach

TARGET	FORMAT	NET RATE
Soccer fans and game coverage across the premium web	Animated / Video Interscroller	\$17.85
	Outstream	\$18.70
	Pre-roll	\$25.50
	Rising Stars	\$14.28

Source: Ozone 2025, Comscore 2025

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