



OZONE OUTLOOK



FIFA World Cup 2026

UK insights for 2026

Ozone will reach
die-hard fans and
game-day hosters
during the 2026
FIFA World Cup

30M World Cup
Watchers

Engage with fans as they follow their team
news and scores throughout the tournament

Reach die-hard fans and game-day hosters

Ozone connects brands to 30m+ World Cup Watchers

19M
FOOTBALL
FANS
users

16M
THE FAN
ZONE
users

26M
CULTURAL
MOMENT
users



To maximise incremental reach, brands can bridge the gap between the **Football Fans**, tracking every line-up and live score, and the **Cultural Moment** casual fans, drawn to the social spectacle. With the tournament hosted across the USA, Canada and Mexico, the UK will face significant time zone shifts and transformations to viewing. Expect a surge in engagement with late-night events at **Bars & Restaurants** and high-energy home watch parties driving **Home Entertaining**.

Despite the late kick-offs, British summer remains the cultural backdrop. Brands can focus on the *pre-match ritual* revolving around **Barbecues & Grilling** and **Outdoor Hosting** with back gardens becoming 'The Fan Zone'. The tournament aligns perfectly with the UK's peak summer holiday window. Plan for a spike around **USA, Canada** and **Mexico Travel**, and **Travelling with Kids**, as parents look for ways to balance holiday logistics with tournament fever.

Source: Ozone 2024-2025

Football 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



Major
tournaments
drive up to
30% growth

Mass appeal drives stronger engagement

Page view soar during major international tournaments
vs. the season average

+29%



Men's FIFA
World Cup 2022

+26%

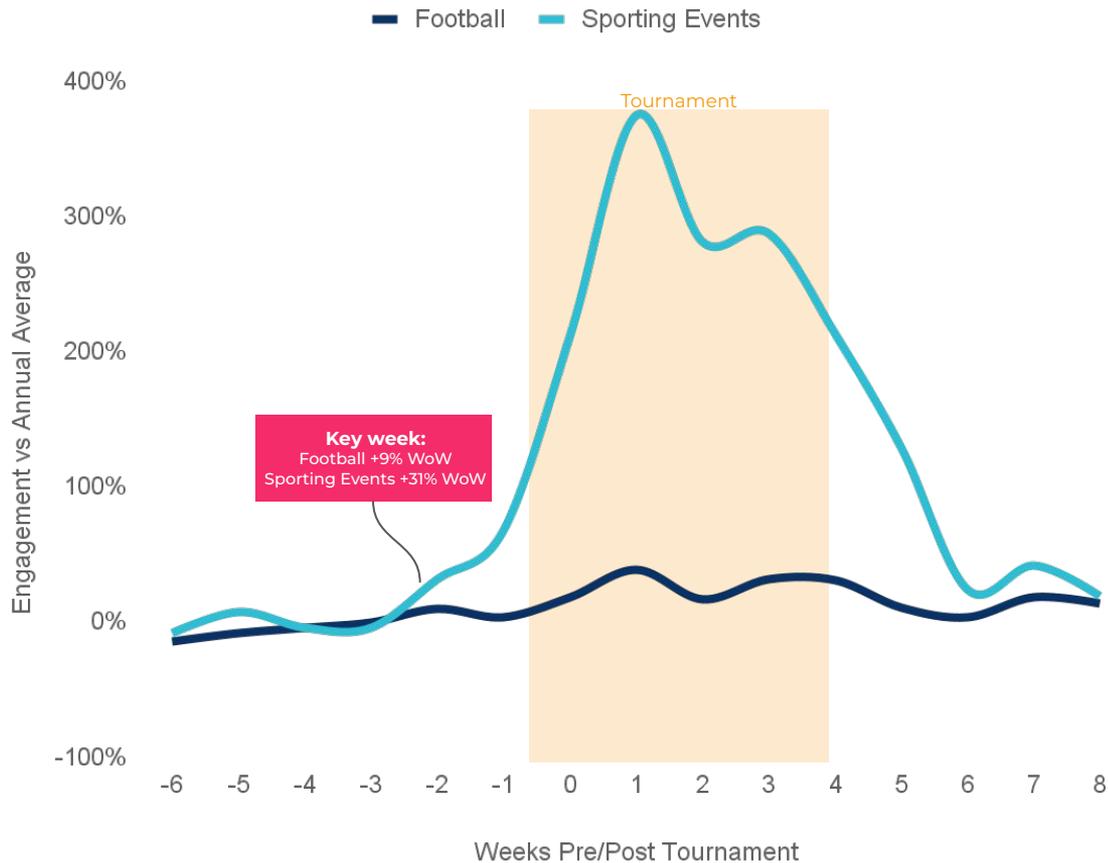


Men's UEFA
EURO 2024

Interest builds a fortnight before the big kick off

Expect engagement with **Sporting Events** to begin to lift up to two weeks before the start of the tournament.

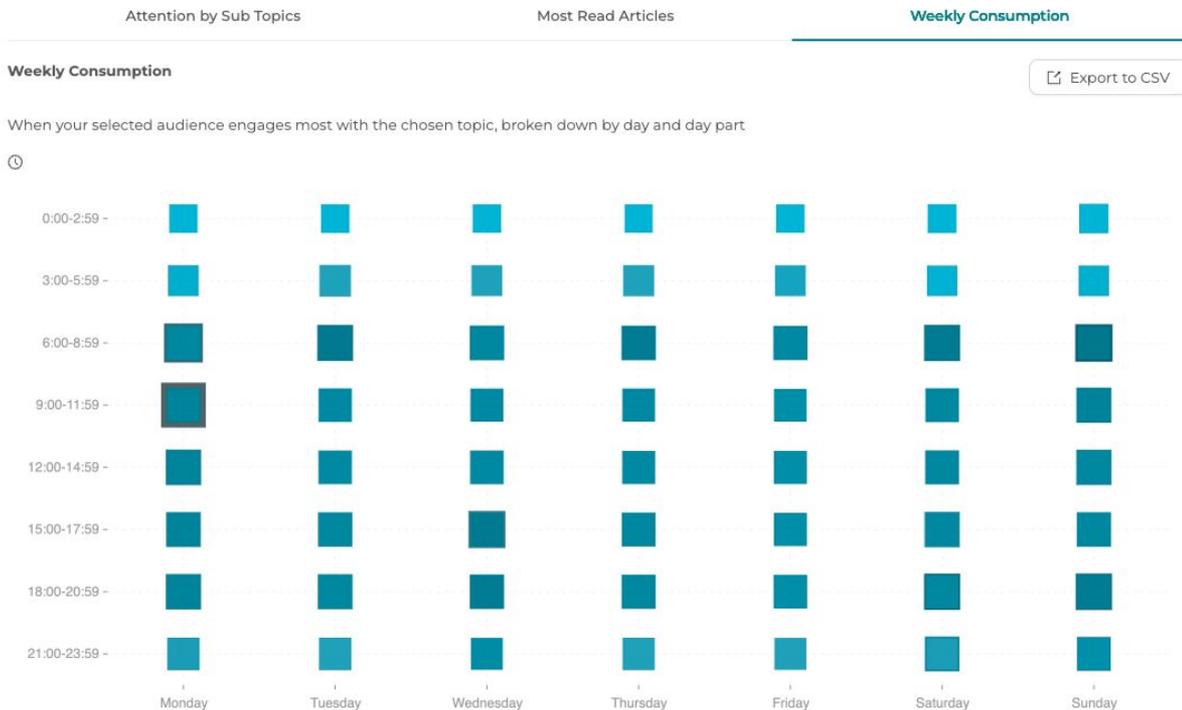
The opening game will see page views grow 4.5x week on week.



Daily Football engagement will be heaviest in the morning

Post-match analysis is typically consumed the morning after a big game.

This 'morning after' engagement trend is likely to continue with later kick offs driven by time zones differences (-5 to -8 hrs).



Note: larger and darker squares denote heaviest engagement

Reach die-hard fans and game-day hosters

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HUMAN CONNECTIONS AT SCALE

19.3m
FOOTBALL FANS
users

16.4m
THE FAN ZONE
users

26.3m
CULTURAL MOMENT
users

Brands can bridge the gap between the **Football 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 late-night events at **Bars & Restaurants** and high-energy home watch parties driving **Home Entertaining**.

LIVING AUDIENCE INTELLIGENCE

+29%



Men's FIFA
World Cup 2022

+26%



Men's UEFA
EURO 2024

Major tournaments drive up to 30% growth with **Football** content compared to the season average. Expect engagement with **Sporting Events** to begin to lift up to two weeks before the start of the tournament. The opening game will see page views grow 4.5x week on week.

CONTEXT RESPONSIVE CREATIVE



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

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OZONE OUTLOOK



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