



# GOALS

Audience insights to deliver the  
outcomes you need through the  
World Cup and beyond.



# The biggest EVER World Cup in numbers

**3** WORLD CUP HOST NATIONS



**1,248**  
PLAYERS



**4** TIME ZONES



Reach  
**20m**  
Football  
fans

**WE KNOW  
THE FOOTBALL  
CATEGORY**

**GOALS**



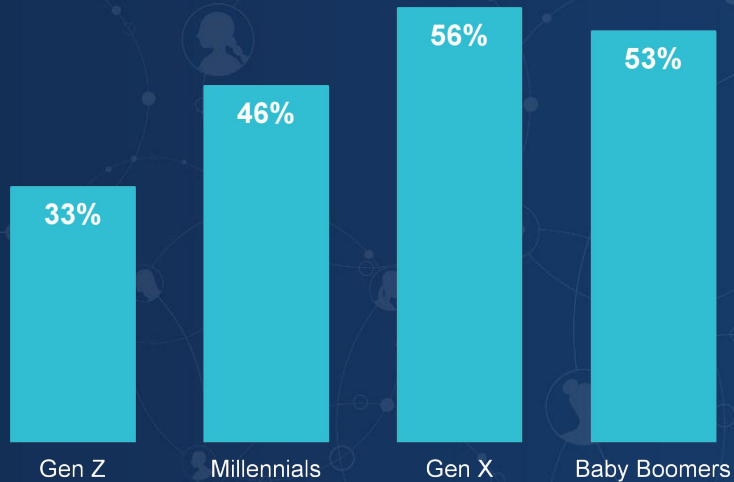
**MONTHLY REACH OF  
NEARLY 90% OF UK  
FOOTBALL FANS**



Reach  
**20m**  
Football  
fans

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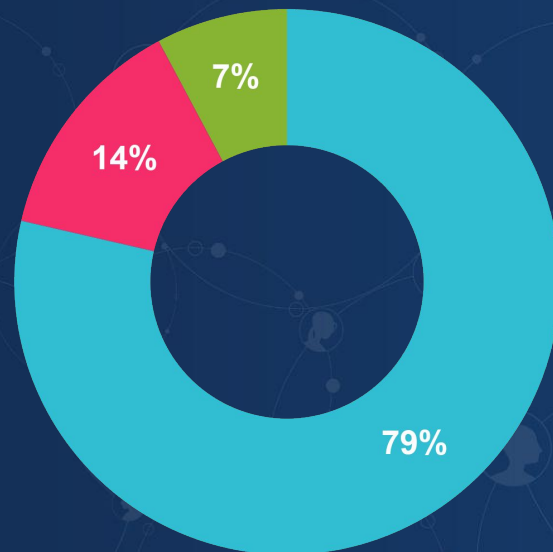
**DAILY REACH FROM  
33% TO ALMOST 60%  
ACROSS AGE GROUPS**

Reach  
**20m**  
Football  
fans

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● Mobile ● Desktop ● Tablet



**9 IN 10  
SECOND SCREEN  
VIA PHONE & TABLET**

# Sport is a big specialism for more than half our UK publishers



News UK

The Guardian

The Telegraph

Reach

Mail METRO MEDIA

INDEPENDENT

THE STANDARD

BuzzFeed

CNN

THE HUFFPOST

GRV MEDIA

The Washington Post

DC THOMSON MEDIA

TimeOut

THE STYLIST GROUP

People Inc.

Newsweek

D | DOW JONES

MEDIAHUIS

mumsnet

carwow

Footballco

PLANETSPORT

The Sporting News  
EST 1886

ourmedia

43m  
adult reach

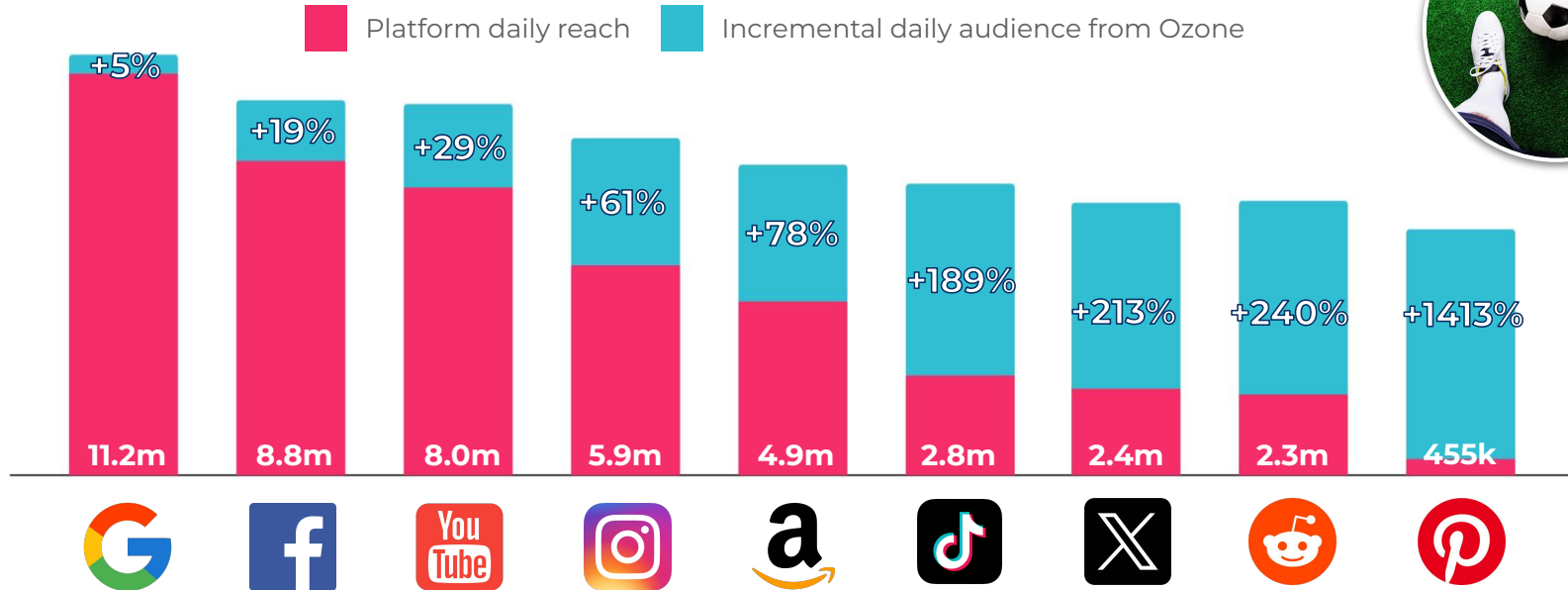


Source: Ipsos iris, Jan 2025-Jan 2026



# Ozone adds valuable incremental Football audience

Boosting daily reach significantly across all major platforms



Source: PAMCo H2 2025



## OZONE POLL

# What are your plans for the FIFA World Cup 2026?

61%

### HYBRID POWERHOUSES

watching live and  
engaging with highlights

32%

### LIVE LOYAL FANS

watching every  
live game

28%

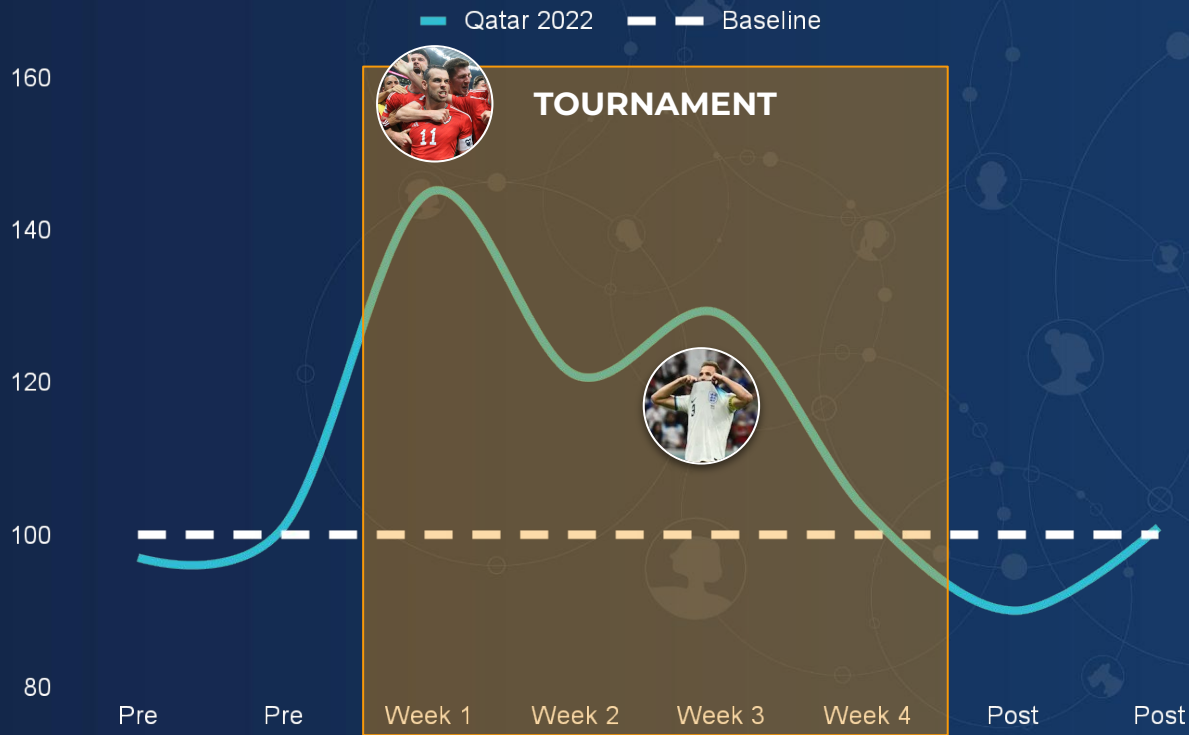
### PATRIOTIC VIEWERS

only watching if  
their team plays





# Past men's tournament trends



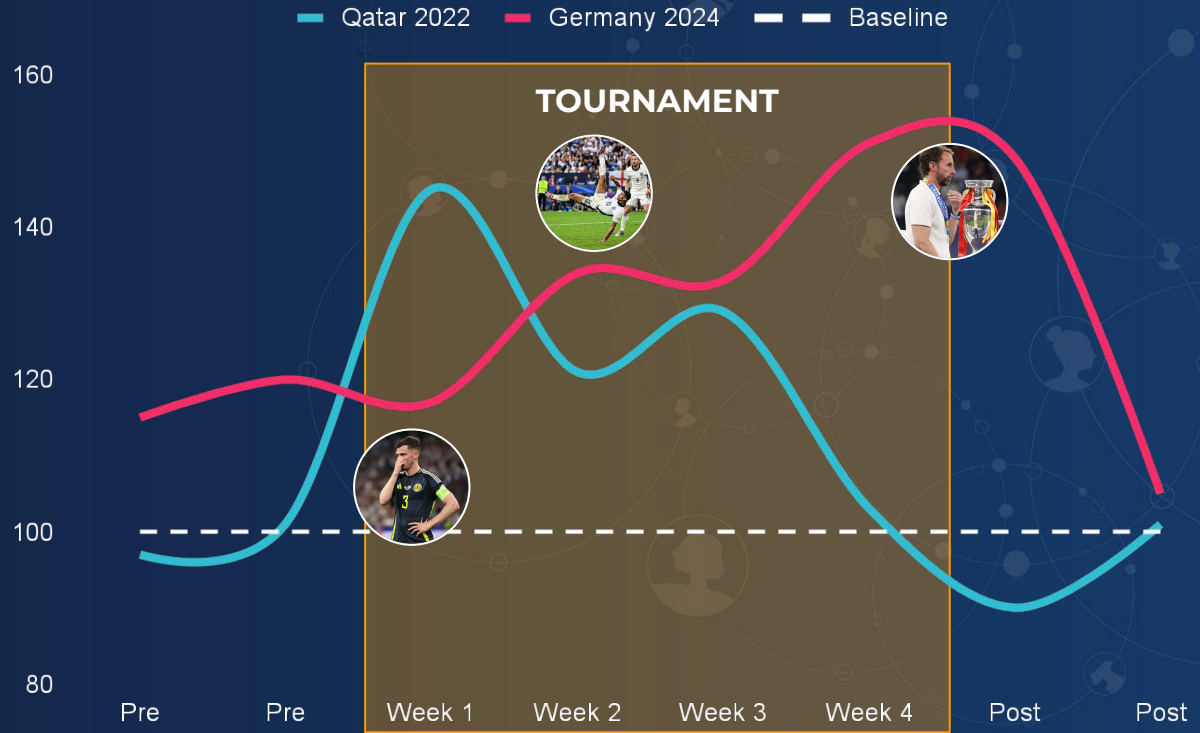
Source: Ozone 2022. Baseline = Aug-Oct 2022 average





**GOALS**

# Past men's tournament trends



Source: Ozone 2022. Baseline = Aug-Oct 2022 average

**TAKE  
ACTION**

# Spend when you're winning

**The FIFA World Cup comes with a little less jeopardy...**

Audiences during the group stages are

**82%**  
larger

**20%**  
more  
engaged

Groups

Knockouts

Front-weighting delivery will ensure you are reaching audiences regardless of reach or engagement KPIs.

**...but always be prepared to switch strategies**

When the home nations are all knocked out, it's time to pivot.

Behavioural audience targeting will become more important for reaching relevant World Cup audiences in the spaces they are most engaged.

**GOALS**

# Go beyond the footy with halo categories

Categories showing consistent, correlated growth during major tournaments

## GOING OUT

Sporting Events **+85%**  
Outdoor Activities **+65%**  
Weather **+55%**



## STAYING IN

Sports TV **+40%**  
Grocery Shopping **+35%**  
Parenting **+20%**



## TECH UPGRADES

TV Sets **+25%**  
Home Ents Systems **+10%**  
Consumer Tech **+10%**

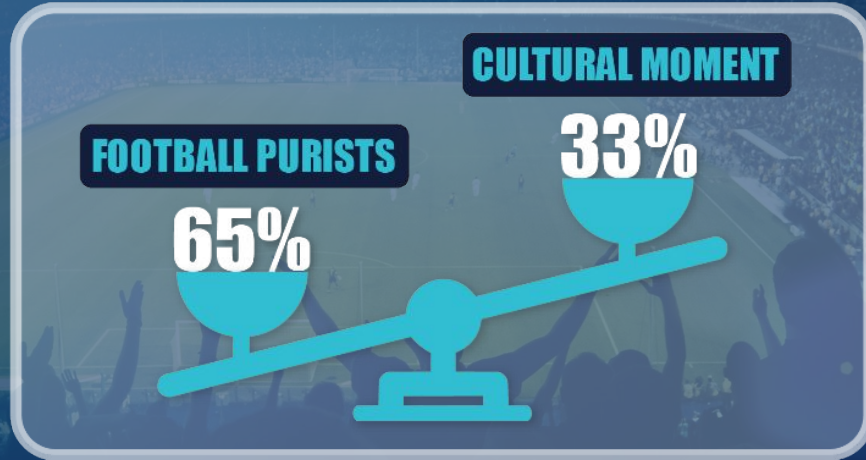


Source: Ozone 2021-2025. Engagement uplift across past five major football tournaments, measuring average weekly page views during each tournament vs. the 4-week baseline immediately before it



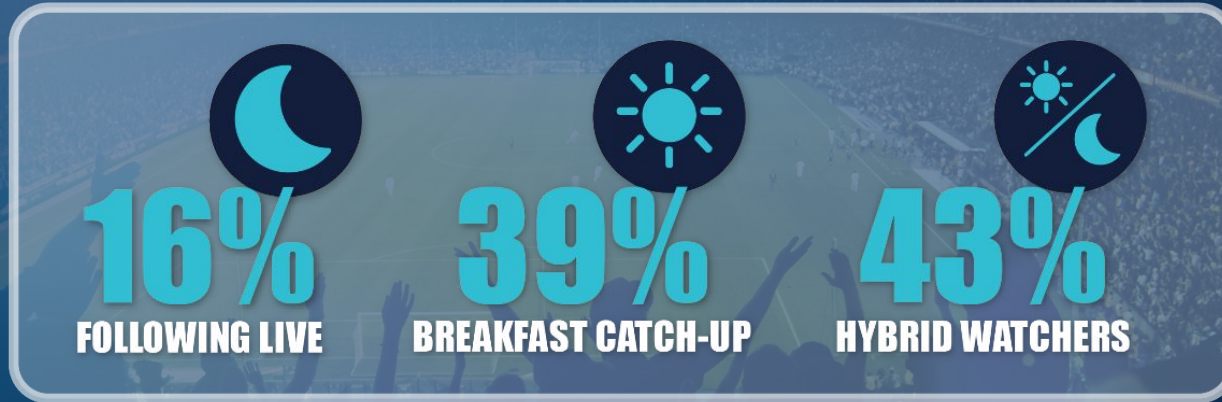
## OZONE POLL

# Do you care about a Super Bowl style halftime show?

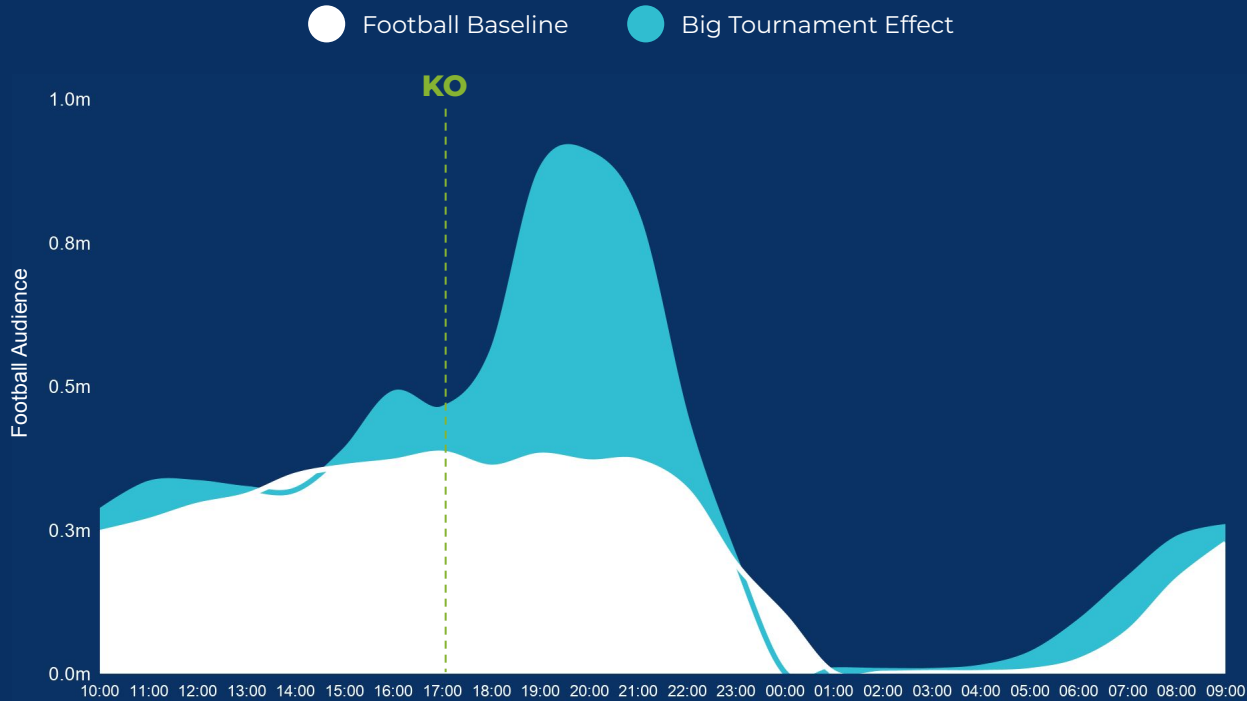


## OZONE POLL

# How will you engage with later/overnight games?



# Overnight does not mean offline



GOALS

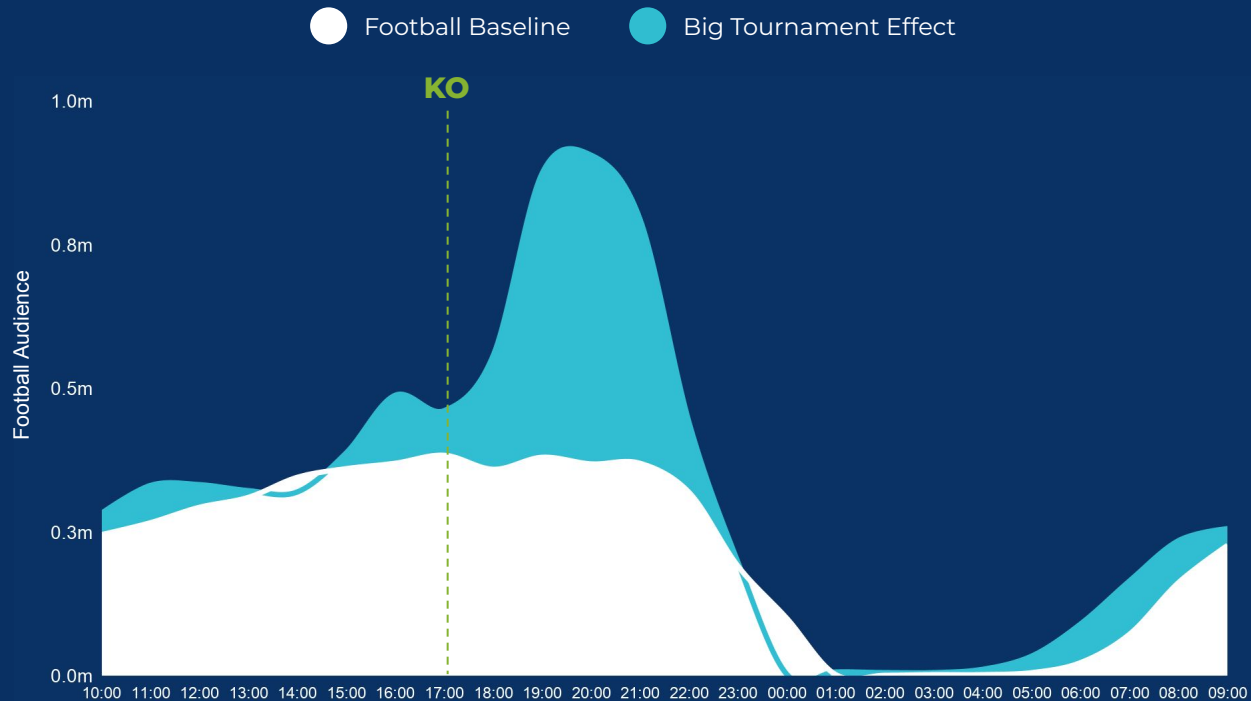
Source: Ozone 2026

**+50%** Big tournaments increase daily audiences

**+25%** Lineup news spikes audiences hour-on-hour (HoH)

**2.5X** Post match analysis sees the greatest peak

# Overnight does not mean offline

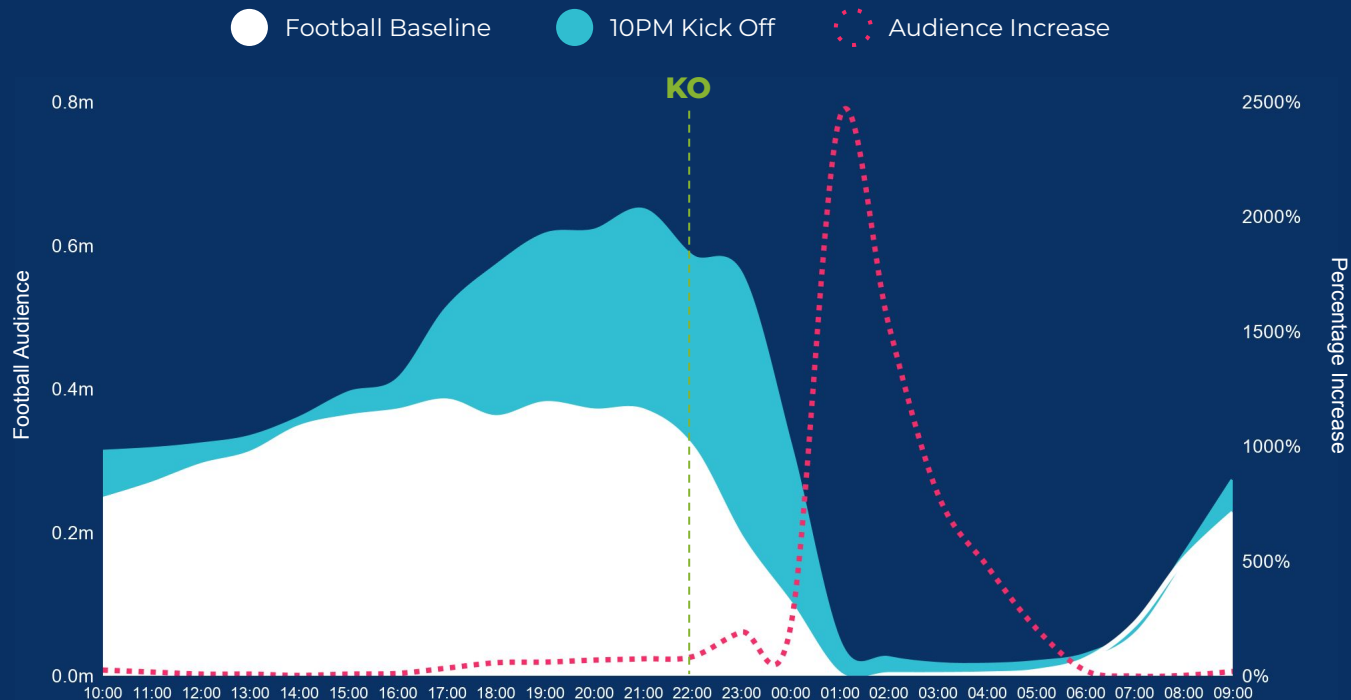


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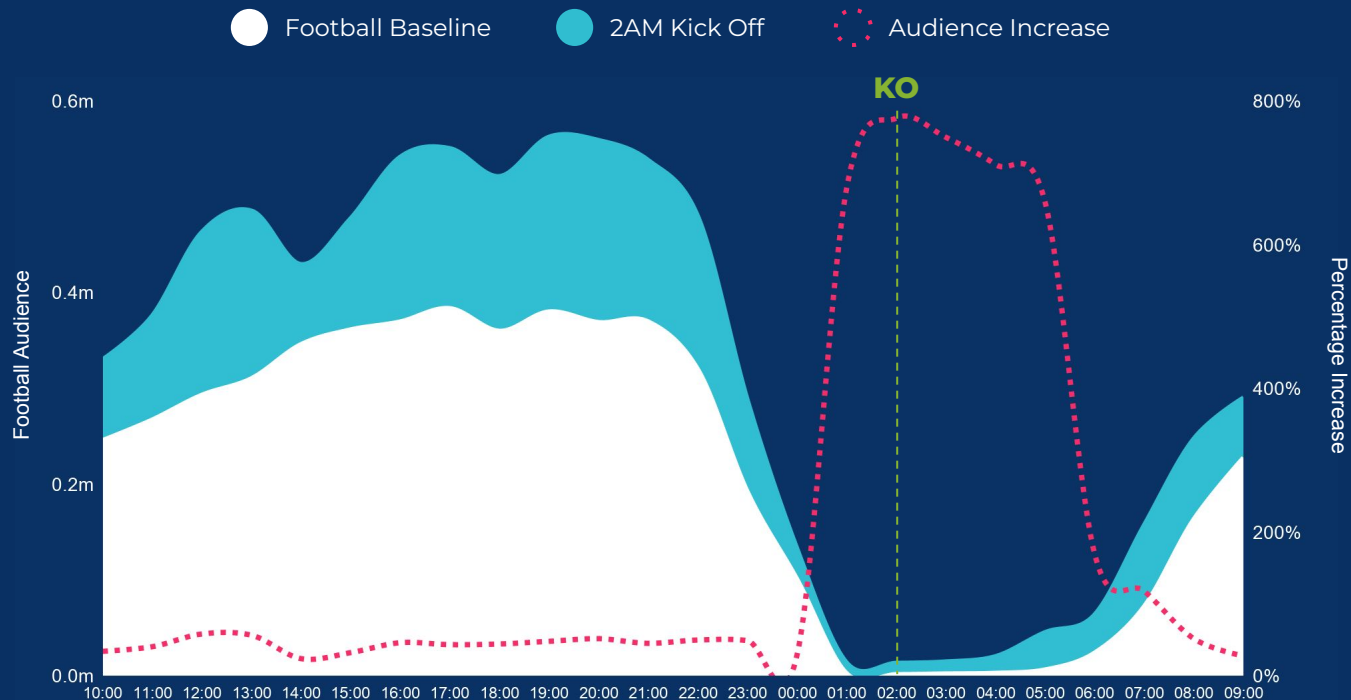


**+60%** Build up begins five hours prior to kick off

**+10%** Pre-match build-up and lineups drive peak engagement HoH

**14X** Overnight audiences remain significantly inflated until 4AM

# 3. Overnight does not mean offline



**+50%**

Engagement is sustained fairly evenly throughout the day

**9X**

Passionate fans remain engaged at highly inflated levels throughout the night

**+45%**

The following morning audiences are highly inflated

## SPEND WHEN YOU'RE WINNING

The group stages are the ultimate reach powerhouse, offering an 82% larger audience than the later knockout rounds.

During Qatar 2022, audience levels remained 50% above the pre-tournament baseline even after England was sent home.

## GO BEYOND THE FOOTBALL

Halo categories are your super sub. You don't need to be a sports brand to win; you just need to be where the fans are.

From going out and staying to upgrading tech and pop culture moments go beyond football alone.

## FOOTBALL NEVER SLEEPS

Fans will follow build up during the day, watch live overnight and catch up with highlights the morning after.

The breakfast binge creates a morning upweight opportunity as fans relive the previous day's action.