

Week starting Monday 6 July, 2026

FIFA WORLD CUP 2026



World Cup Tracker

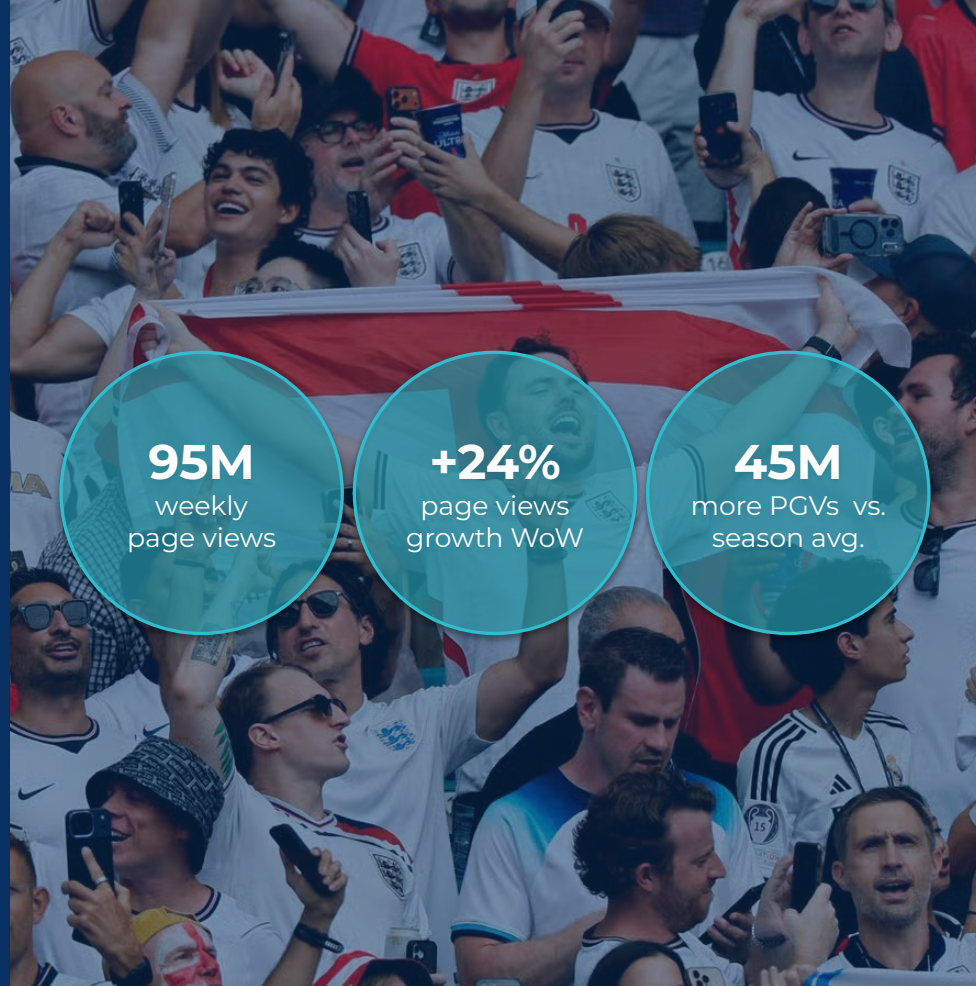
UK audience insights

13.4m

weekly Football users

One week. Two huge, huge victories for England. First Mexico; then Norway. Next, Argentina in the World Cup semi-finals. One word: incredible. And England's Football fandom continues to grow.

Our audience of 13.4m Football fans last week increased by 15% week on week and is now 90% higher than the season's weekly average.



95M

weekly
page views

+24%

page views
growth WoW

45M

more PGVs vs.
season avg.



2.1x

higher users
on Mon, 6 July

18.4M

page views on
Mon, 6 July

+43%

PGVs growth
vs. Sunday

World Cup Tracker

UK audience insights

5.2M

Football fans on Monday, 6 July

England's round-of-16 tie against Mexico – now hailed as an all-time World Cup classic – saw our match-day audience hit a tournament high (to date!). The 5.2m Football users represented a 34% increase on Sunday.

Brilliant Bellingham's rapid-fire double, captain Kane from the spot, and a rearguard action for the ages got England fans giddy.

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UK audience insights

2.1x

higher audience at kick off

Saturday's quarter-final tie against Norway kicked off at 10 pm BST and delivered more than double the hourly audience compared to the day's average.

The game may have been live on big screens in pubs, fan zones, and living rooms, but Ozone's Football audience was engaging at its highest hourly level at kick-off.

2-6pm

33% higher
hourly users

7-11pm

68% higher
hourly users



4.5M

Harry
Kane

4.4M

Thomas
Tuchel

2.9x

SOV rise for
Bellingham

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UK audience insights

6.7M

England team Football reach

England are the most-read-about team in the UK, reaching 6.7m users. Harry Kane has overtaken England manager Thomas Tuchel for share of voice (SOV) among Football users. While Jude Bellingham is currently tied with Tuchel at 4.4m users, his engagement is rapidly rising, up 2.9x week on week.

England's star men are dominating the share of voice, but Lionel Messi's share is on the rise, up 92% as the semi-final approaches.