

Week starting Monday 15 June, 2026

FIFA WORLD CUP 2026



World Cup Tracker

UK audience insights

~50%

above domestic season average

From the pre-tournament build-up – when UK football audiences reached 8.8m users in the week before a ball had been kicked – to the buzz of the opening ceremony and the first four days of matches, our football audience is now ~50% above a typical season week.

And it's only going to get bigger. England haven't played yet.



World Cup Tracker

UK audience insights

1.6M

Football fans after Scotland win

Within 10% of England's 1.7M, and with momentum for Scotland running far hotter. The Central Belt lit up – Scottish towns from Clydebank to Greenock indexing 40–46% above baseline in the build-up week alone.

Scotland's first World Cup win since 1974. A nation celebrated.

+95%

John
McGinn

+138%

Steve
Clarke

158%

Scott
McTominay

World Cup Tracker

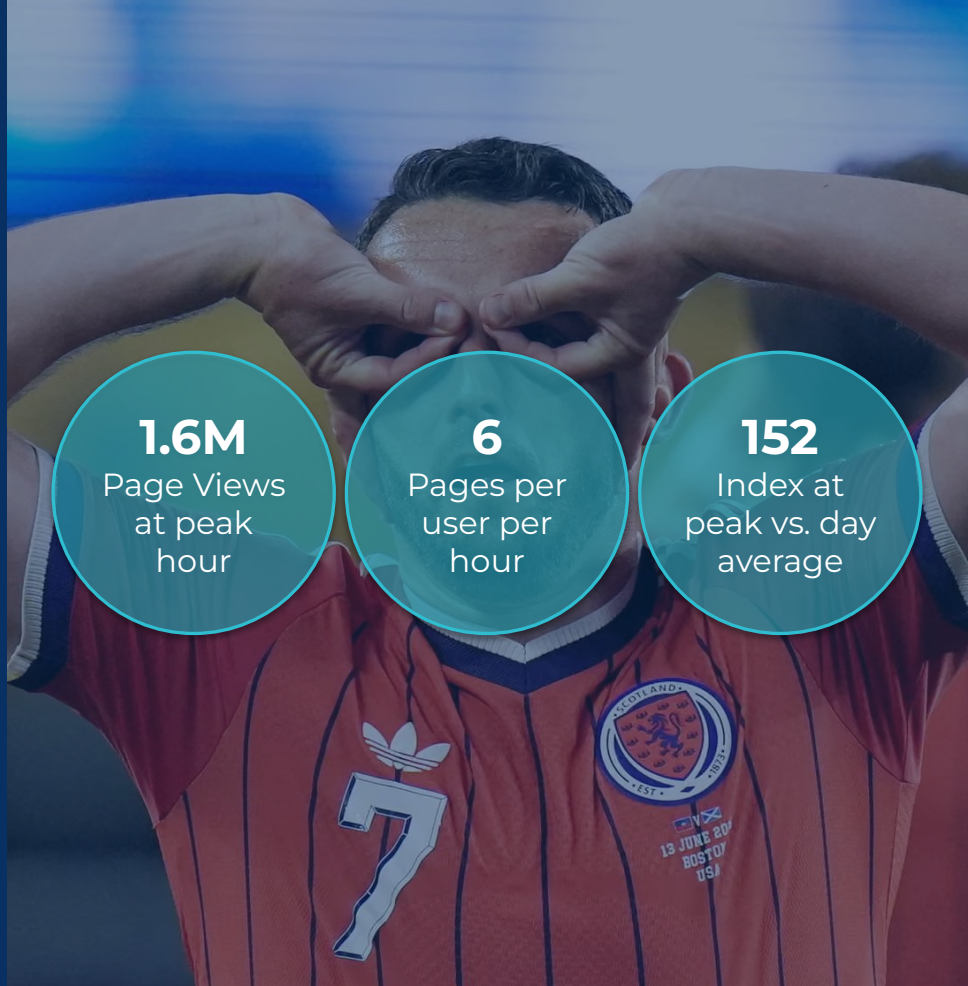
UK audience insights

8am GMT

peak hour for Scotland's 2am kick off

The match kicked off at 2am UK time. By 7am Football fans were already up and reading – match reports, player ratings, reaction pieces consumed over breakfast before the rest of the country had woken up to the result. The peak came at 8am..

The overnight opportunity peaks the morning after. Be McGinn it to win it.



1.6M

Page Views
at peak
hour

6

Pages per
user per
hour

152

Index at
peak vs. day
average

World Cup Tracker

UK audience insights

1.7M

England team Football reach

England are the most-read team in the UK at 1.7m users. The anticipation is building in the player data: Bellingham up 57%, Gordon up 78%, Kane up 18%. The squad is rising; the manager is too, but by Thursday morning that changes after England take on Croatia.

The most-read fixture of the tournament so far hasn't happened yet.

1.0M

Thomas
Tuchel

918k

Harry
Kane

761k

Jude
Bellingham