

Week starting Monday 29 June, 2026

FIFA WORLD CUP 2026



World Cup Tracker

UK audience insights

10.2m

average weekly Football users

Three weeks into this summer's five-week tournament, Ozone's weekly Football audience remains stable at 10.2m users – 54% above the 2025/2026 domestic season average, representing an additional 3.6m fans each week.

With 70% of the World Cup's 100+ matches now played, the high-stakes knockout stages have arrived, and our dedicated 'Football Faithful' audience shows no sign of waning.



69M

avg. weekly
page views

+39%

higher vs.
season avg.

~20M

weekly PGVs
vs. season avg.



+21%

user rise on
Sat, 27 June

9.9m

page views on
Sun, 28 June

+12%

PGVs list vs
match day

World Cup Tracker

UK audience insights

3.1M

Football fans on Sunday, 28 June

The group stages wrapped up on Sunday. While England secured top spot in Group L, Scotland's elimination was sealed as external results went against them. Daily audience grew by 6% day-on-day, building on Saturday's 21% surge, which was driven by the Three Lions' final group-stage victory over Panama.

This weekend of high tournament drama coincided with soaring UK temperatures, leaving England and Scotland fans sweating over both the weather and their teams' fates.

World Cup Tracker

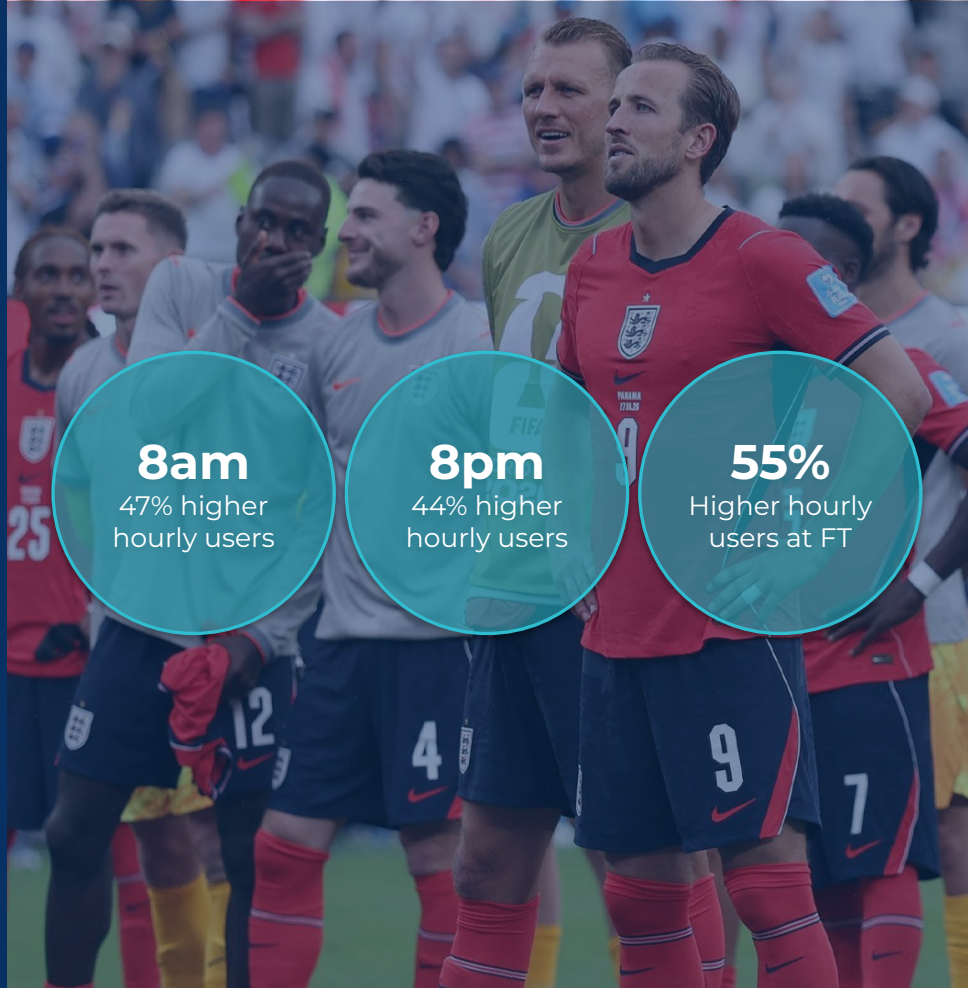
UK audience insights

61%

higher audience at 10pm (peak hour)

Kick-off between England and Panama at 10pm on Saturday saw hourly engagement peak 61% higher than the daily average, with live match reporting popular. Beyond this peak, hourly audiences were a third higher during the morning build-up (7-10am) and the pre-match window (6-9pm).

While live matches drive highly concentrated spikes, these breakfast briefing and pre-match buzz periods offer brands a broader, more sustained opportunity to connect with fans.



World Cup Tracker

UK audience insights

3.5M

England team Football reach

England remain the most-read-about team in the UK, reaching 3.5m users. Thomas Tuchel commands the highest share of voice, with content sentiment majority positive (61%). For Scotland, Steve Clarke's resignation drove a 57% WoW share of voice increase. Meanwhile, England's Declan Rice – who was rested against Panama – saw his share rise by 33%.

As the high-stakes knockout stages begin, it remains to be seen which new heroes and villains will dominate the headlines.

2.2M

Thomas
Tuchel

+57%

Steve
Clarke

+33%

Declan
Rice