



# 2026 FOOTBALL WORLD CUP

FOOTBALL FANS  
FOOTBALL BETTORS

As the world's biggest sporting event returns in 2026, Global Data Resources offers **two** high-impact audiences designed to capture attention before and during the Football World Cup.

Both audiences are built using privacy-safe, ID-free data, enabling scalable reach across digital channels during one of the most anticipated global sports events.

# 2026 Football World Cup Fans

## THIS AUDIENCE

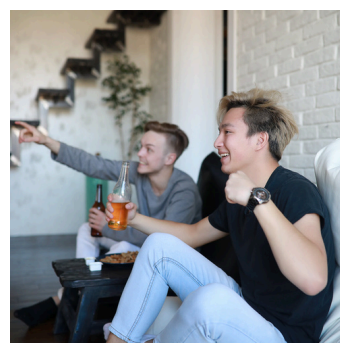
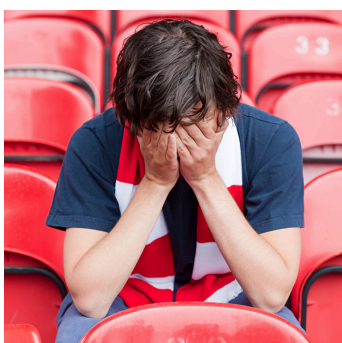
This audience includes people who engage with football content across media, watch matches live or socially, and take part in the shared excitement around the World Cup.

## WHO THEY ARE

- Broad football interest
- Fans likely to follow the tournament, teams, and matches
- Entertainment & sports-driven audience (not necessarily betting-active)

## AVAILABLE IN

Sweden (SE), Norway (NO), Finland (FI), Denmark (DK), Germany (DE), France (FR), Italy (IT), Netherlands (NL), Poland (PL), Spain (ES), Switzerland (CH), United Kingdom (UK), Austria (AT)



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# 2026 Football World Cup Bettors

## THIS AUDIENCE

This audience consists of users with a proven interest in football betting. They range from casual match bettors to more analytical users who follow odds, team statistics, and match predictions, using the World Cup to enhance the thrill of the tournament.

## WHO THEY ARE

- Explicit betting intent
- Users likely to place wagers on World Cup matches
- Much narrower, high-value performance audience (sports betting, odds, promos)

## AVAILABLE IN

Sweden (SE), Norway (NO), Finland (FI), Denmark (DK), Germany (DE), France (FR), Italy (IT), Netherlands (NL), Poland (PL), Spain (ES), Switzerland (CH), United Kingdom (UK), Austria (AT)

