

2026 Football World Cup

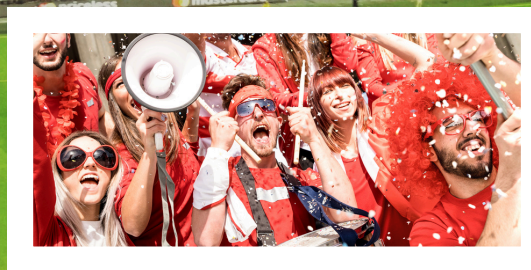
AUDIENCE SOLUTIONS
3 PRODUCTS
16 MARKETS
PRIVACY-SAFE
ID-FREE DATA



FOOTBALL FANS



FOOTBALL BETTORS



STADIUM AUDIENCES

16 MARKETS

People who engage with football content across media, watch matches live or socially, take part in the shared excitement around the World Cup.

WHO THEY ARE

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

USE CASES

Brand awareness, sponsorship activation, FMCG, beverages, sportswear, media, travel and tourism.

AVAILABLE IN

SE, NO, FI, DK, DE, FR, IT, NL, PL, ES, CH, UK, AT, US, MX, CA

16 MARKETS

Users with a proven interest in football betting, from casual to analytical match bettors, follow odds, team statistics, and match predictions.

WHO THEY ARE

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

USE CASES

Sportsbook operators, betting platforms, fantasy sports, odds comparison, financial services, premium content.

AVAILABLE IN

SE, NO, FI, DK, DE, FR, IT, NL, PL, ES, CH, UK, AT, US, MX, CA

16 VENUES 3 MARKETS

Households within a 3 km radius of each WC venue, capturing pre-game fan zones, match-day attendance, post-game hospitality, and entertainment zones.

WHO THEY ARE

- 16 venue-level geofenced audiences: USA (11), Mexico (3), Canada (2)
- Geodemographic overlay per venue zone
- Location-based, privacy-safe targeting for hyper-local activation

USE CASES

Local retail, QSR & restaurants, rideshare, hospitality, tourism boards, transport, OOH, and real estate.

AVAILABLE IN

US, MX, CA

TOURNAMENT

JUNE 11 - JULY 19, 2026

48 teams.
104 matches.
16 stadiums.
3 host countries: USA, Mexico, Canada

***Opener*:** Mexico vs S.

Africa - Azteca, MEX

***Final*:** MetLife Stadium, New York/NJ

DATA METHODOLOGY

All audiences are modelled from privacy-safe, ID-free, geodemographic data.

No PII. No cookies. No device IDs.

Fully GDPR and CCPA compliant.

STADIUM VENUES (16)

MEXICO (3)

- Mexico City: Azteca 87K ***Opener***
- Guadalajara: Akron 48K
- Monterrey: BBVA S3K ***QF***

Canada (2)

- Toronto: BMO 46K
- Vancouver: BC Place 54K

USA (11)

- New York/NJ: MetLife 82K ***Final***
- Dallas: AT&T 93K ***SF***
- Los Angeles: SoFi 70K
- Miami: Hard Rock 68K ***3rd***
- Atlanta: M-Benz 75K ***SF***
- Boston: Gillette 70K ***QF***
- Houston: NRG 72K ***QF***
- Kansas City: Arrowhead 77K
- San Francisco: Levi's 71K
- Philadelphia: Lincoln 69K
- Seattle: Lumen 69K