

WORLD CUP TRENDS ON YouTube



For the **1st** time
4 Arab countries

Have qualified for the 2018 FIFA World Cup
Russia



Saudi Arabia



Egypt



Morocco



Tunisia



A spectrum
of fans

Dedicated fans



Casual fans



New fans



Kingdom of Saudi Arabia



74%

Of the people in
Saudi Arabia have
interest in football



Which ranks them
4th globally

Football fans use YouTube to interact and display fandom

On YouTube, local teams are comparable
to the top team of the La Liga



But the national team is by far
the most dominant



The best way to engage with these football fans during the World Cup is through capitalizing on their four key motivations



Entertainment

The beauty of the game



Inspiration

Learning from the best



Connection

Being part of a community



Thrills

Escape from the ordinary

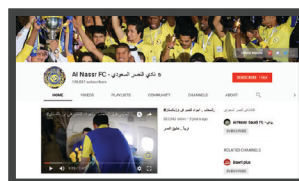
Support your favorite teams and players

MENA fans celebrate their favorite teams by singing Arabic language anthems



Experience the match from every perspective

Fans are not satisfied with only the broadcast perspective of content



Search queries one week before the World Cup



Egypt

1. Qualifying teams to WC
2. Saedna Kas Al Alam song
3. World Cup draw
4. World Cup tickets
5. World Cup TV packages
6. Egypt's first game in the World Cup
7. World Cup schedule
8. TV channels carrying WC games
9. African teams in WC
10. World Cup draw timing

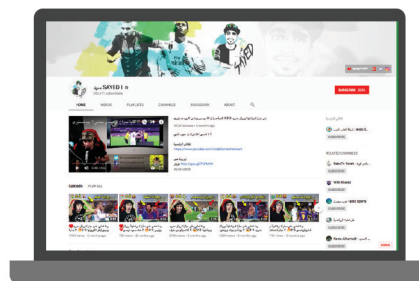


Saudi Arabia

1. World Cup TV packages
2. FIFA Ranking
3. When does WC start?
4. World Cup 2018 song
5. World Cup tickets
6. World Cup groups
7. World Cup schedule
8. World Cup draw
9. Qualifying teams to WC
10. Saudi Arabia's football ranking

Visit the digital watercooler

Even when the season is over, fans will still be fans, and will pursue their passion



United Arab Emirates

1. World Cup schedule
2. World Cup draw
3. World Cup tickets
4. World Cup final 2018
5. Women's World Cup
6. Qualifying teams to WC
7. Argentina WC squad
8. England WC squad
9. When does the WC start
10. World Cup draw timing