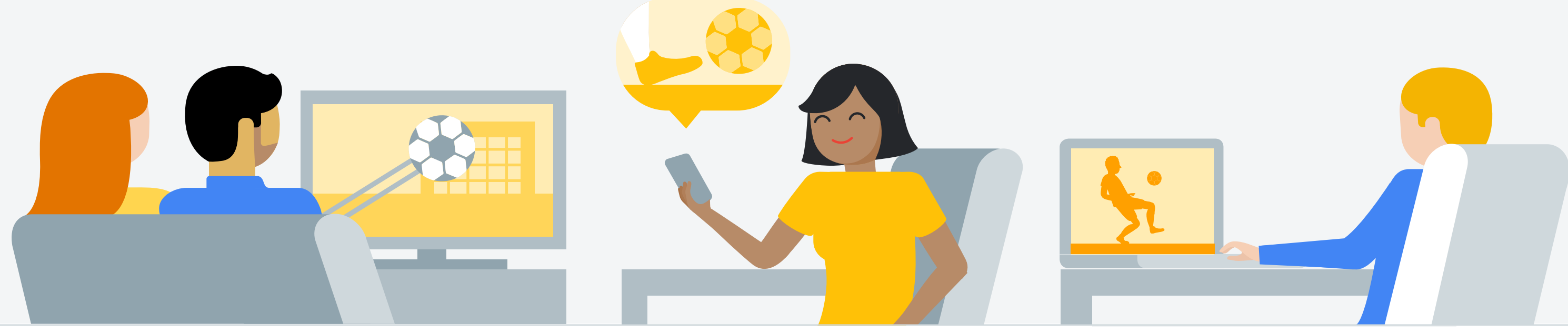


Soccer Fandom: Taking the World Cup beyond the TV screen

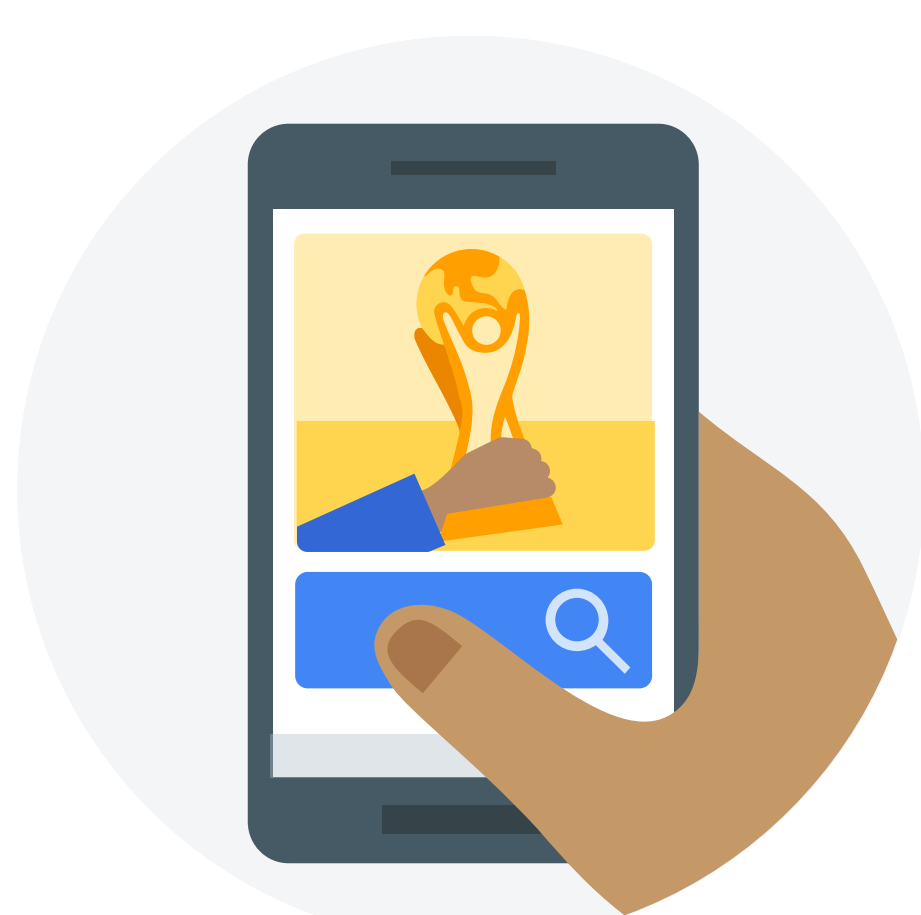
In today's mobile world, the World Cup has become an event that not only spans cultures but spans screens. With an abundance of soccer content at their fingertips, fans are becoming super fans. They're turning to their devices to learn about their favorite players, relive key moments, and school themselves on the skills they see at game time.



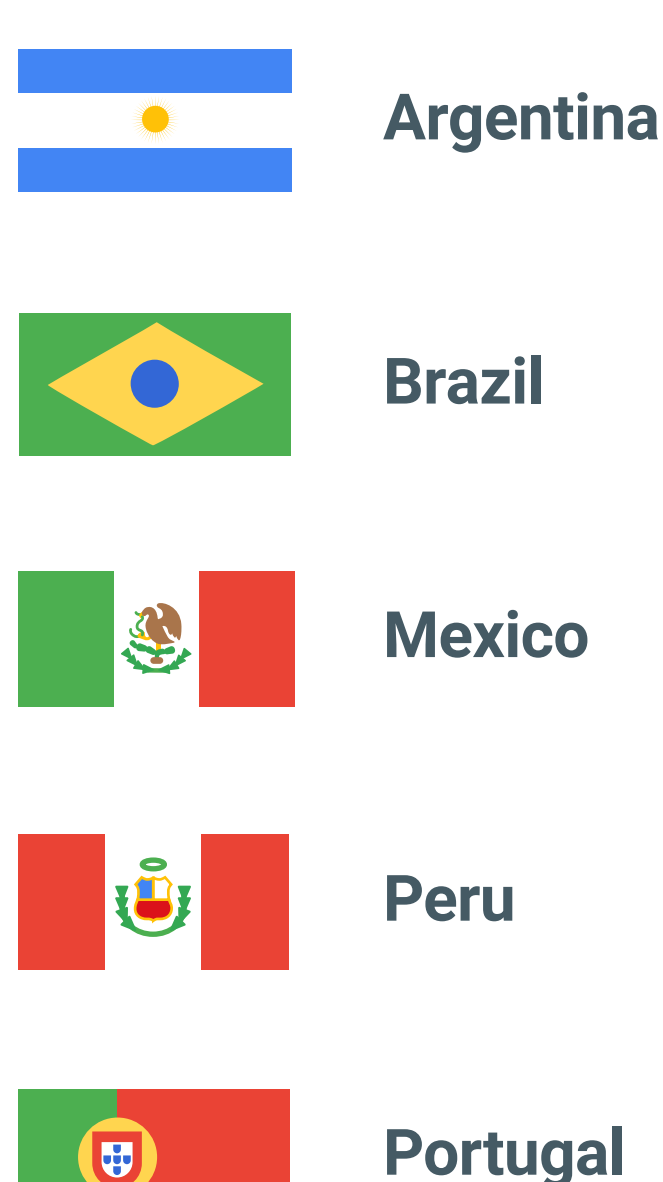
Soccer captures the world's attention

This summer, audiences around the world will tune in to support their favorite teams, regardless of the country they call home.

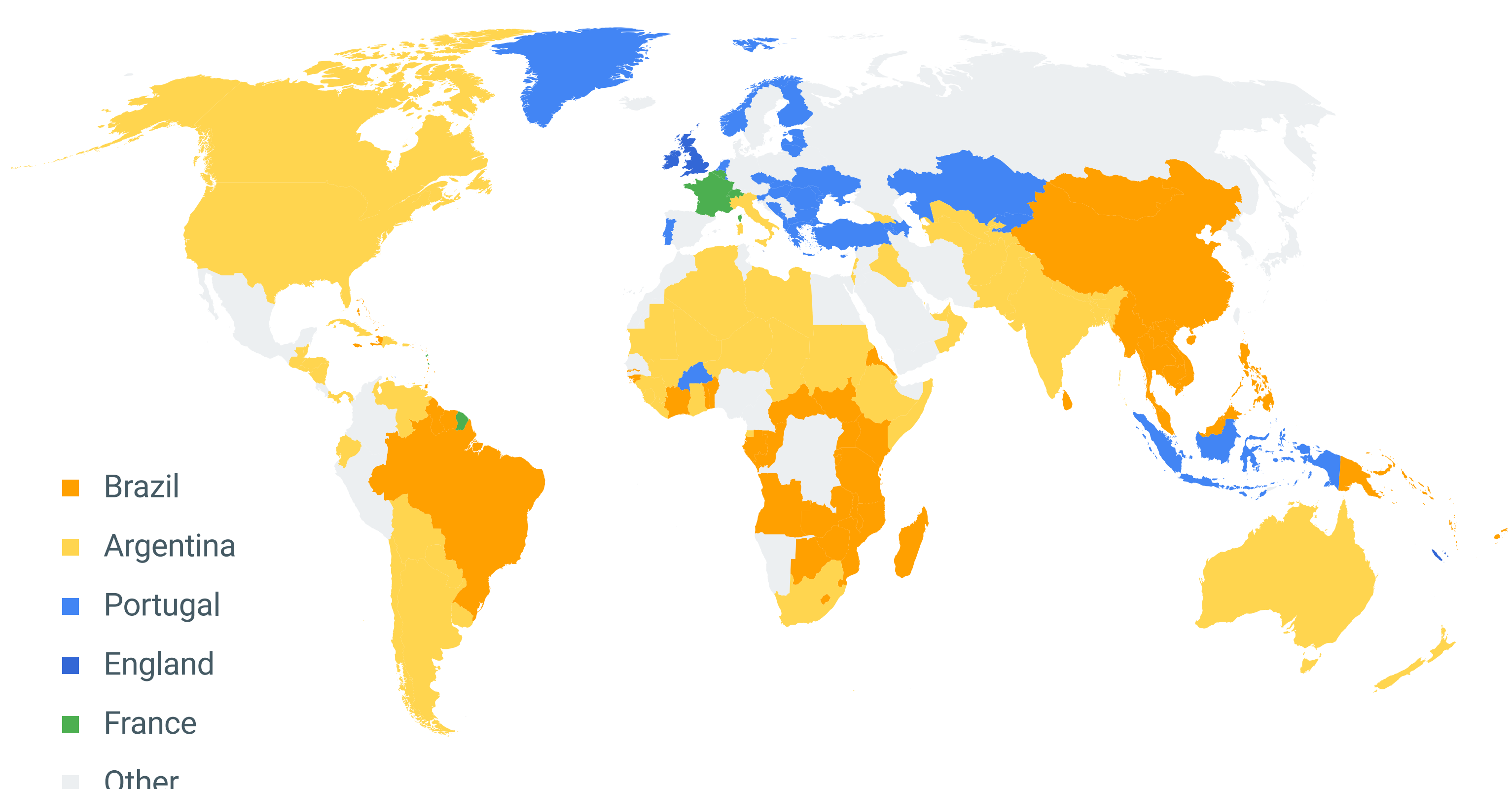
Global interest for the World Cup continues to grow, with search volume across Google and YouTube surpassing that of any Olympic Games, summer or winter, as well as other major sporting events.¹



In 2017, the most watched World Cup qualifying teams were:²



These World Cup qualifying teams have the most international fans, as measured by watch time of content related to the teams.³



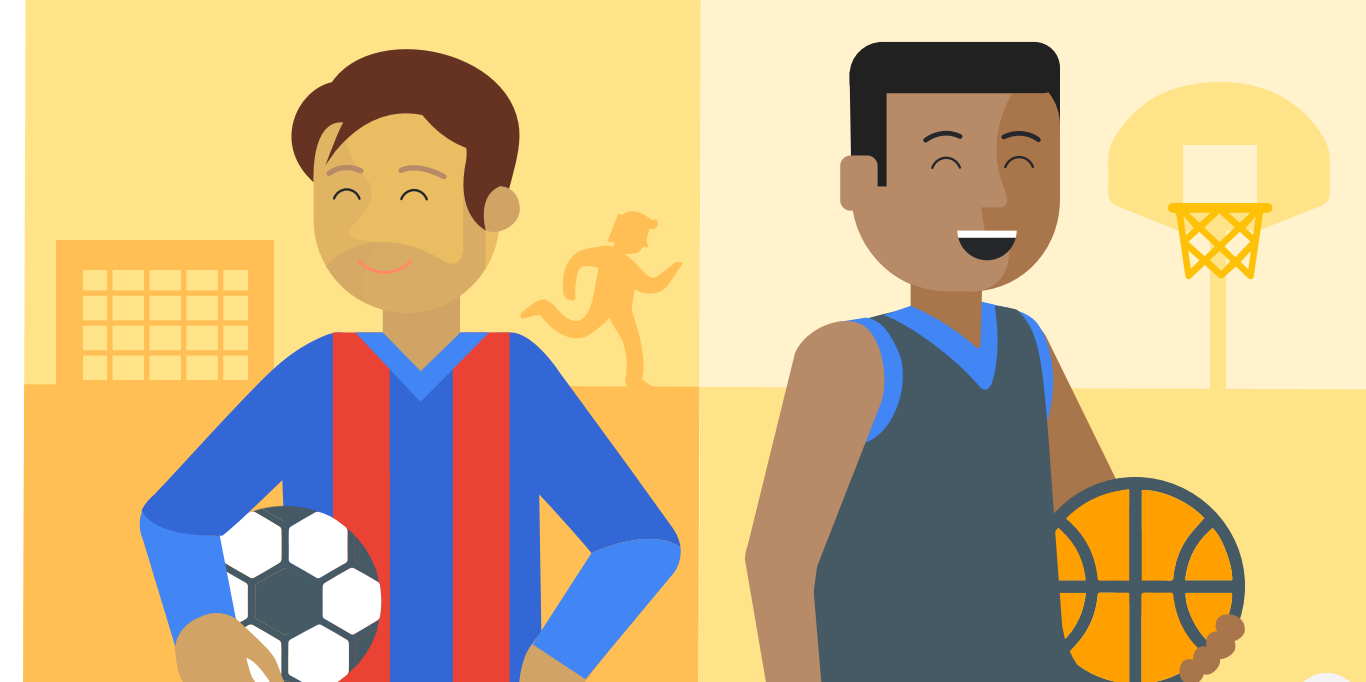
Last year, global watch time for:

YouTube videos featuring superstar soccer players, such as Lionel Messi, Neymar da Silva Santos Jr., and Cristiano Ronaldo, all increased over 80%.⁴



↑80%

Videos about Lionel Messi were 10X greater than watch time for videos about reigning NBA MVP Russell Westbrook.⁵



10x

It's not just the game that people are watching

Audiences are looking for soccer content related to both on-the-field and off-the-field action. Since the last World Cup took place in 2014, watch time has been soaring for videos that help fans refine their skills, keep up with their favorite teams, and learn more about the players.

Trick Shot Videos

↑6x⁶



Drills & Skills Videos

↑6x⁷



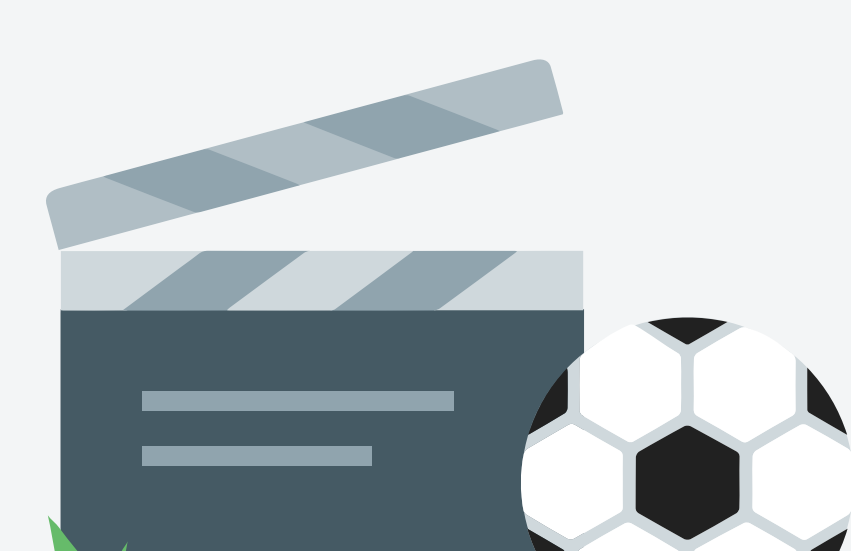
Highlight Videos

↑9x⁸



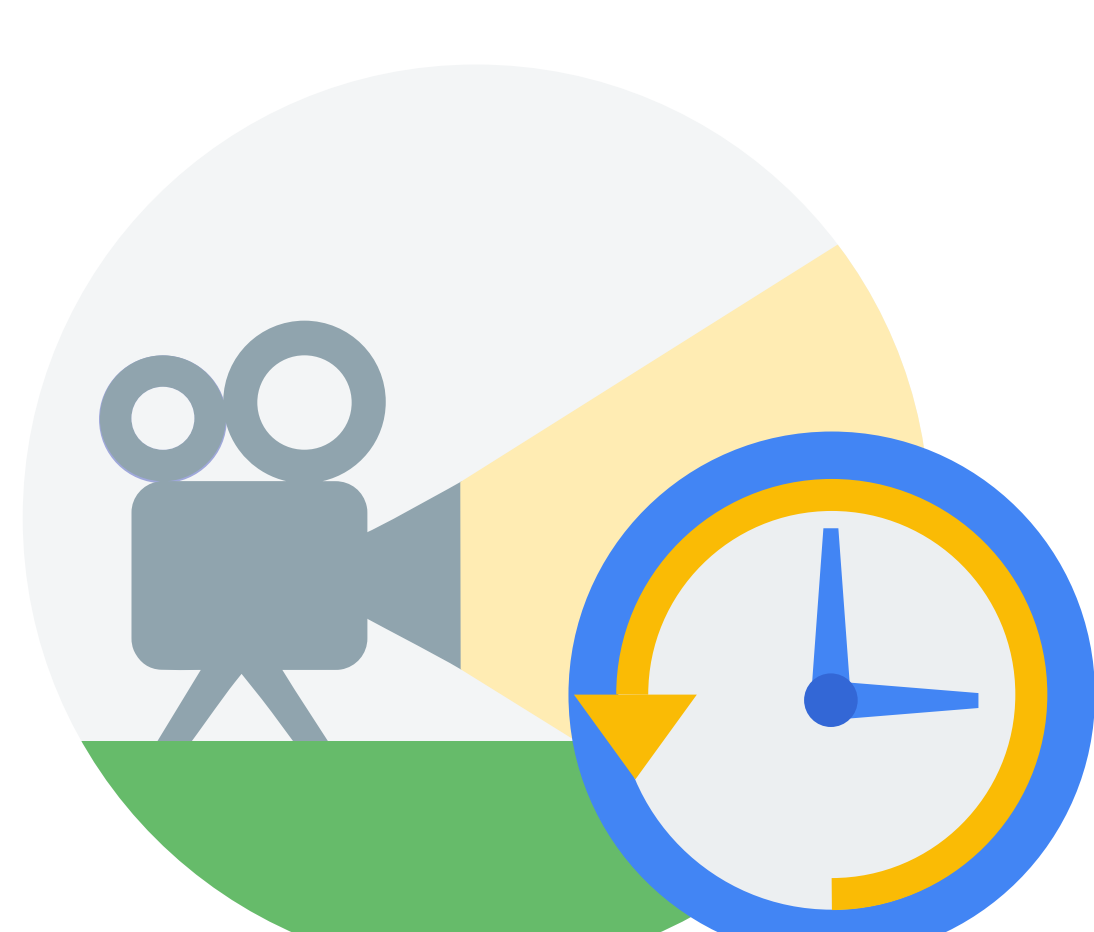
The majority of soccer fans agree

that they expect to see what's going on behind the scenes and off the field with the teams and athletes competing in the World Cup.⁹



Catching all the action on their own schedule

Between different time zones and hectic schedules, watching a whole game live can be a commitment. Increasingly, fans seek out recaps or watch later on their own time.



2x

Watch time of soccer recap videos has more than doubled in the past two years.¹⁰

↑50%

Watching the World Cup live is important to fans, but more than half still plan to watch it at a later time.¹¹

↑70%

Over 70% of fans say they watch later due to timing issues, like different time zones, and one-third say they want the ability to fast-forward or watch highlights instead of the whole game.¹²

Sources

- Google Trends Tool, Web/YouTube Search, Global, 2004–2018.
- YouTube Internal Data, Global, Classification as "Soccer" videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2017.
- YouTube Internal Data, Global watch time, Classification as "soccer" videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs. Jan. 2018.
- YouTube Internal Data, Global, Classification as "Messi," "Neymar," or "Ronaldo" soccer videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2016 vs. 2017.
- YouTube Internal Data, Global, Classification as "Messi" soccer videos and "Russell Westbrook" basketball videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2017.
- YouTube Internal Data, Global, Classification as "Soccer Trick Shot" videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2017.
- YouTube Internal Data, Global, Classification as soccer "Drills, Skills, or Practice" videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2014 vs. 2017.
- YouTube Internal Data, Global, Classification as "Soccer Highlight" videos was based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, 2014 vs. 2017.
- Google-commissioned Ipsos Sports Viewing Study, Global (US, UK, CA, AU, FR, DE, JP, BR), Soccer fans (n=7,506), April 2018.
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