

WINNING THE WORLD CUP MOMENT: TURNING 2026 WORLD CUP INSIGHTS INTO MEASURABLE RESULTS

\$30.5B

Projected U.S.
economic output

104 matches

Largest World Cup
schedule ever

\$416/day

Projected visitor
spend

\$11.1B

Direct event-related
spending

EXECUTIVE SUMMARY

The 2026 FIFA World Cup marks a defining moment for the U.S.

The largest World Cup ever is coming to the U.S. in 2026. Hosting 78 of the 104 matches across 11 cities, the tournament is expected to reach 45M U.S. households, delivering record-breaking reach across TV, streaming, social, retail, and DOOH.

Capitalize on this defining moment, engaging fans at scale with MiQ.



Social spend is rising

18%

Growth in recent social spend across soccer-related content.

Key industries drive impact

Core verticals expected to see the highest uplift during the tournament.

- CPG
- QSR
- Retail
- Travel
- Hospitality

OTT fans lead the way

~70%

Of U.S. sports viewers watch games via streaming platforms.

Boost campaign relevance

MiQ Sports Sync powers real-time, moment based messaging throughout the tournament.

Tailor your activations

MiQ's vertical data and partnerships enable customized strategies that unlock incremental growth across each sector.

Engage them across screens

MiQ's CTV ACR data and multichannel retargeting help brands stay visible wherever fans are watching.

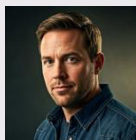
TURN OPPORTUNITIES INTO RESULTS WITH MIQ SIGMA



MiQ brings together an industry of capability, helping brands win the World Cup moment

Our AI-powered, programmatic platform, **MiQ Sigma**, delivers a unified view of fan behavior across channels, all in one place. Capturing where fans are watching, browsing, and buying, MiQ Sigma enables you to make unbiased decisions that drive your best outcomes.

DISCOVER AND ACTIVATE RELEVANT AUDIENCES WITH MIQ SIGMA



♂ Gender: Male 💰 Income: \$50000 - \$74999 👤 Age: 29

Interests: Sports, FIFA

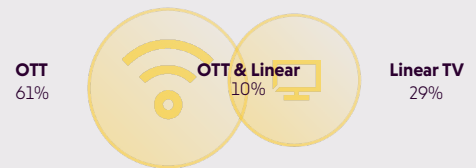
Watching: Major League Soccer, College Soccer

Browsing: Sports Commentary, FIFA Video Game

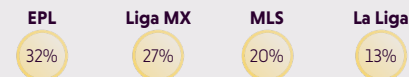
Buying: Soccer Equipment, Sports Event Tickets

Ethnicity: Hispanic

REACH U.S. SOCCER FANS WHERE THEY'RE WATCHING



MOST WATCHED LEAGUES IN THE US



Use linear TV viewership insights to identify priority markets based on under or overexposure.

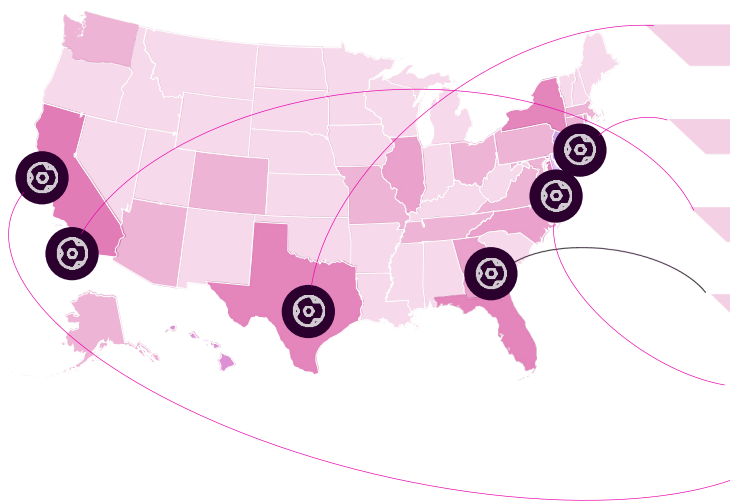
RECOMMENDATIONS BASED ON SOCCER VIEWERSHIP FREQUENCY IN KEY MARKETS

High frequency

- Dallas-Fort Worth, Miami-Ft. Lauderdale, LA, Kansas City**
Focused targeting on high-frequency soccer viewers to strengthen brand ties.
- Nashville, Raleigh-Durham, Phoenix, Minneapolis-St. Paul**
Use contextual, event-based targeting to reach casual fans efficiently.
- Augusta, Columbus (MS), Anchorage, Terre Haute**
Maximize reach and broad appeal for widespread brand recognition.

Low frequency

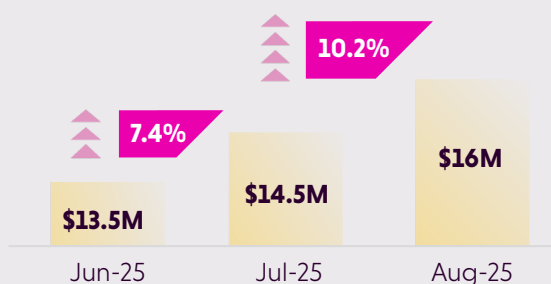
TARGET MARKETS WITH THE HIGHEST CONCENTRATION OF SOCCER VIEWERS



LEVERAGE HUNDREDS OF DOOH SCREENS AROUND MAJOR STADIUMS

- AT&T**, 450 screens
- MetLife**, 430 screens
- SoFi**, 410 screens
- MerBenz**, 400 screens
- Gillette**, 370 screens
- Levi's**, 355 screens

SOCIAL SPEND ON SOCCER-RELATED ADS IS RISING



TOP PLATFORMS:



Run World Cup-specific social ads based on real-time match moments with MiQ's Sports Sync package, ensuring campaign relevance when fans are the most engaged.

Engage World Cup fans across high-impact verticals

Travel (Air + Hotels)

\$3.6B+

Short-stay spend expected across host cities, with Airbnb projecting 380K guest arrivals.

Opportunity:

Reach and influence travelers across channels at every stage of the booking journey.

CPG & QSR

25%

Increase in grocery revenue, driven by watch-party and match-day preparations.

Opportunity:

Target core brand fans, re-engage past buyers, and convert first-time purchasers.

Retail

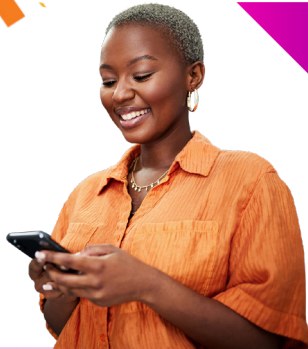
3X

Increase in monthly sales across wellness and sports-related products.

Opportunity:

Leverage shopper data to deliver relevant messaging based on purchase behavior.

ACT NOW AND SCORE EARLY!



6 months before

AWARENESS

01.

Goal: Build broad reach among soccer enthusiasts.

Example Approach: Use MiQ proprietary data to find actively interested users.

Example KPIs: Reach, Impressions, VCR, CTR.

CONSIDERATION

02.

3 months before

Goal: Engage and nurture high-intent audiences.

Example Approach: Leverage CTV ACR data to identify and target soccer viewers.

Example KPIs: Site Visits, Brand Lift.



During the World Cup

CONVERSION

03.

Goal: Turn excitement into measurable action.

Example Approach: Activate real-time triggers, geo-target hotspots, and sync DOOH and mobile ads around live zones.

Example KPIs: Installs, Purchases, Bookings, Sign-ups.

To get started with MiQ's World Cup solutions, visit wearemiq.com/contact or speak to your MiQ representative today.