

A SOCIAL MOBILE WORLD CUP



More than **200,000** FIFA world Cup tickets are purchased by US residents.

Source: FIFA



More Than **200,000**

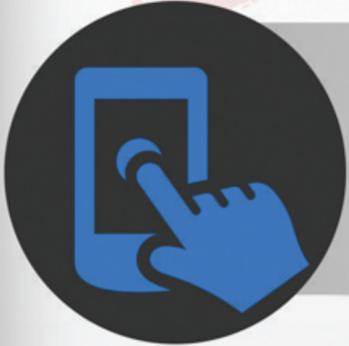


40%

Americans watch games on **TV** and use **Mobile** throughout the game



Source: IAB, On Device Research, April/May 2014

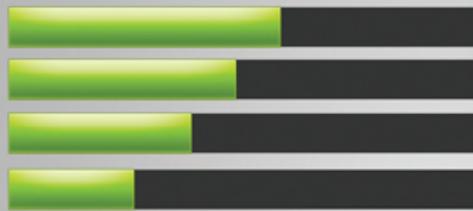


67% of Americans are willing to pay for World Cup Video content on their **Smartphones**

Source: IAB, On Device Research, April/May 2014



WAYS Mobile Phone Used During WORLD CUP



Information	55%
Content	45%
Social	39%
Transact	29%



Source: IAB, On Device Research, April/May 2014



1.7 MILLION concurrent American viewers saw the U.S. vs. Germany game on Watch ESPN smartphone app

Source: ESPN



With *more than* **5.3 MILLION** downloads, USA is the no. 1 country for **FIFA World Cup App**

Source: FIFA



ENGAGEMENT WITH FIFA CONTENT (TIME SPENT)



USA >

BRAZIL



+

GERMANY



+

ENGLAND



+

FRANCE



FUN FACTS

- U.S. Men's National team has qualified for seven consecutive World Cups. The Women's National team is ranked No. 1 in the world
- The USSA (1919 - 1921) was the first professional soccer league in the United States. Players were paid 35 cents for every goal that they scored
- A single player, on an average, runs about 7 miles during an entire soccer game
- Soccer is called football in almost every country around the world, except the US and Canada, where it is called soccer