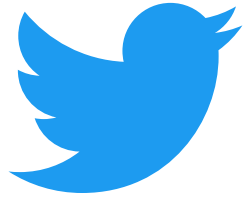


where football lives.



2-MONTHS TO GO #WC2022

The football conversation is heating up on Twitter as anticipation builds around the biggest sporting moment of the year.

222M

Impressions for WC conversation over the past 2 months. ¹

↑343%

Views on WC video Tweets are up to 343% over the past 2 months. ²

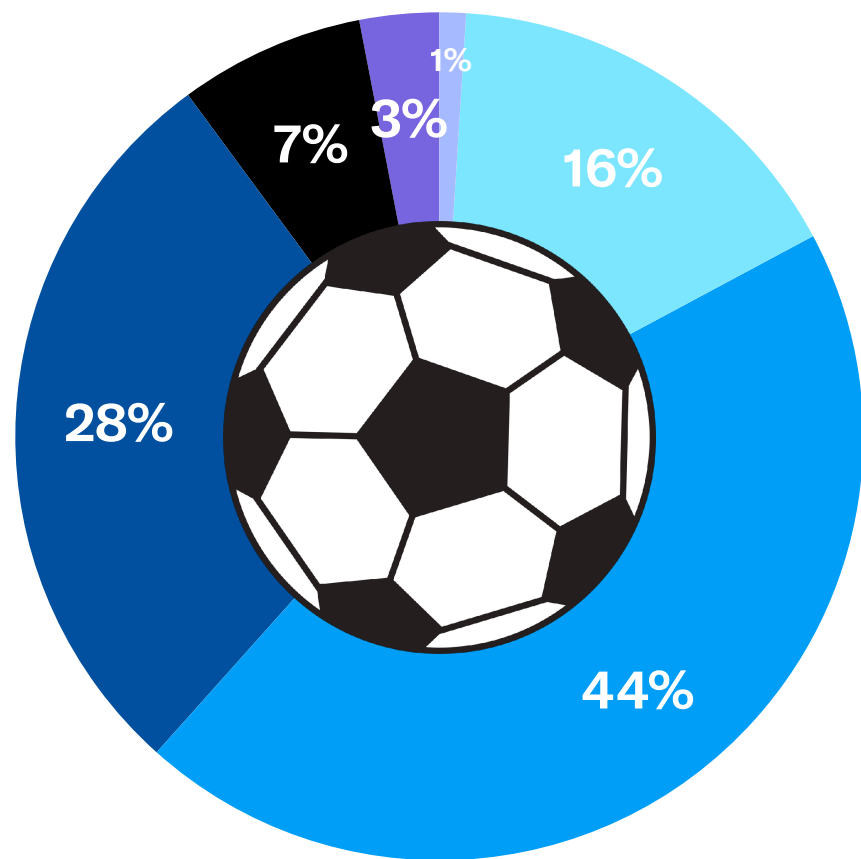
MENA
SEPTEMBER 2022



THE WORLD CUP AUDIENCE SKEWS YOUNG

89%

Of WC fans on Twitter are male.
44% are aged 25-34. ²



13-17 18-24
25-34 35-44
45-54 55+



Fans ❤️ Music Events

12X

The WC audience is 12x times more likely to Tweet about Music Events than the average Twitter user. ³

Most Mentioned Teams ¹

- Argentina
- Saudi Arabia
- Portugal
- France
- Brazil

Most Mentioned Players ¹

- Lionel Messi @TeamMessi
- Cristiano Ronaldo @Cristiano
- David Ospina @D_Ospina1
- Nordin Amrabat @NAmrabat53
- Salman Al Faraj @salman_f13