

FIFA World Cup  
Qatar 2022



# ON TOP OF THE WORLD CUP 2022

THE PLANNERS' GUIDE TO THE MOMENTS THAT MATTER DURING THE  
BIGGEST FOOTBALL TOURNAMENTS USING PREMIUM OZONE INSIGHT





# Fire up your winter World Cup with Ozone

Planning the perfect goal scoring World Cup campaign? Our analysis of Ozone's audience engagement during football's biggest tournaments is sure to net you a winner.

There's nothing quite like a World Cup year. For millions of football fans – from the die hard to the fair-weather – the quadrennial festival of elite, international footballing excellence promises almost a month of total escapism, joy and probable hurt – 56 years and counting for fans of the Three Lions.

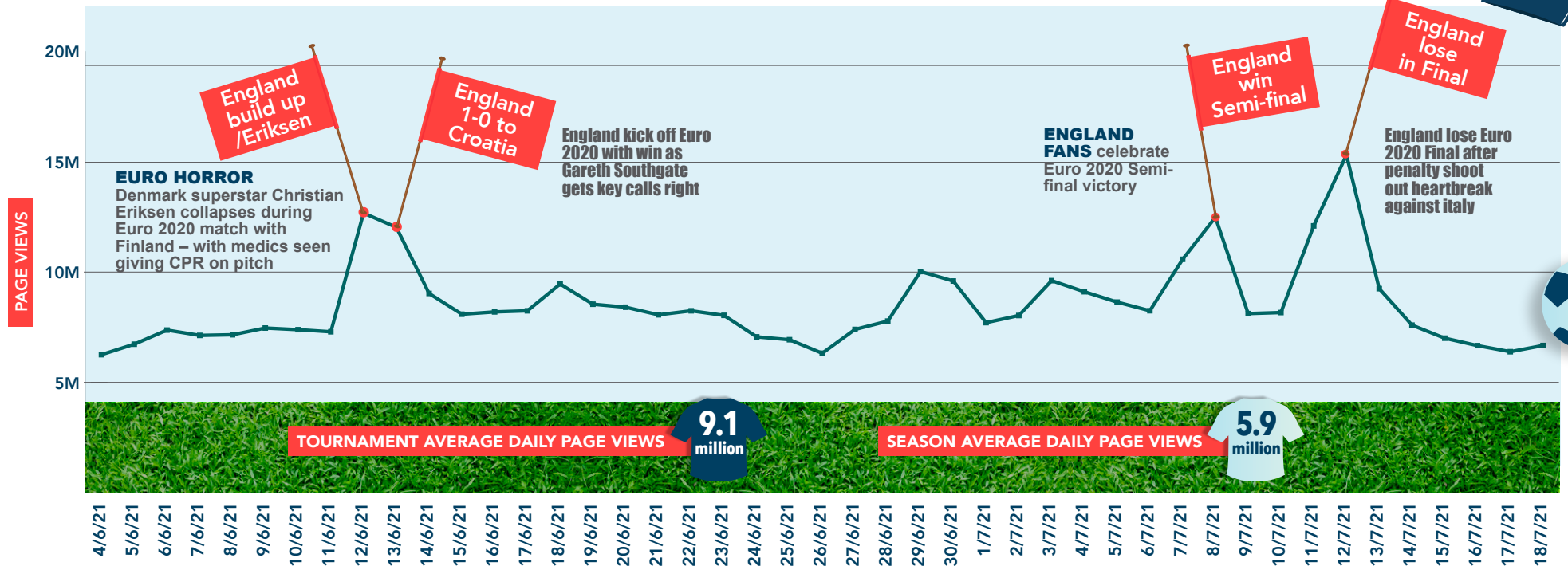
This year's World Cup – 2022 is the 22nd since the Uruguay-hosted inaugural competition in 1930 – is a World Cup of firsts. The first to be held in winter – from 21st November to 18th December – the first to be hosted in the Middle East and it is host nation Qatar's first ever tournament (their first match against Ecuador is on November 21st at the Al Bayt Stadium – come on The Maroon!).

It's also a first for brands as competition for consumer attention during the World Cup is set to be doubly competitive this year – it is happening in the midst of the Christmas golden quarter after all. While the busiest time of year will be busier than ever, there will be opportunities to connect with football fans engaging with the tournament. With four games per day, scheduled at 10am, 1pm, 4pm and 7pm UK times, football will be near omnipresent. And Ozone's premium publishers, with a brimful of punditry talent, will be building up to, reporting on and analysing every aspect of all of the footballing action.

We've analysed audience engagement across Ozone during football's biggest tournaments to give you the planning tools you need to fire up your winter World Cup campaigns.



# UK's football fan base more than doubles



Euro 2020 was the moment that mattered most to 24m Brits. Across Ozone nearly as many people read about Football as News & Politics – our single biggest content category – during the tournament.

Football engagement grew to double the annual average in the two weeks before Euro 2020, with 7m daily page views before the tournament had even begun.

The first key moment that mattered to the nation was at the start of the tournament with England's first game. England versus Croatia spiked engagement with more than 12m page views about the game.

The group stages attracted consistent engagement with England matches driving an impressive 10% page growth compared to the tournament average. Throughout the

first round, the moments that matter most were on the matchdays themselves. As we reached the knockout stages to the semis and final this pattern changed as interest broadened significantly.

During the bigger games engagement moves from the day of to the day after the match. Matchday page views for the semi finals were +44% higher than the tournament average whereas the next day page views were double the average. Unsurprisingly, the day with the highest engagement of the whole tournament was the day after the final with almost 16m page views in one day.

**2.5m** Average daily audience of unique readers

**159%** Audience increase in key moments

**26%** Increase in articles read during key moments

# Bring it on: fan furore intensifies

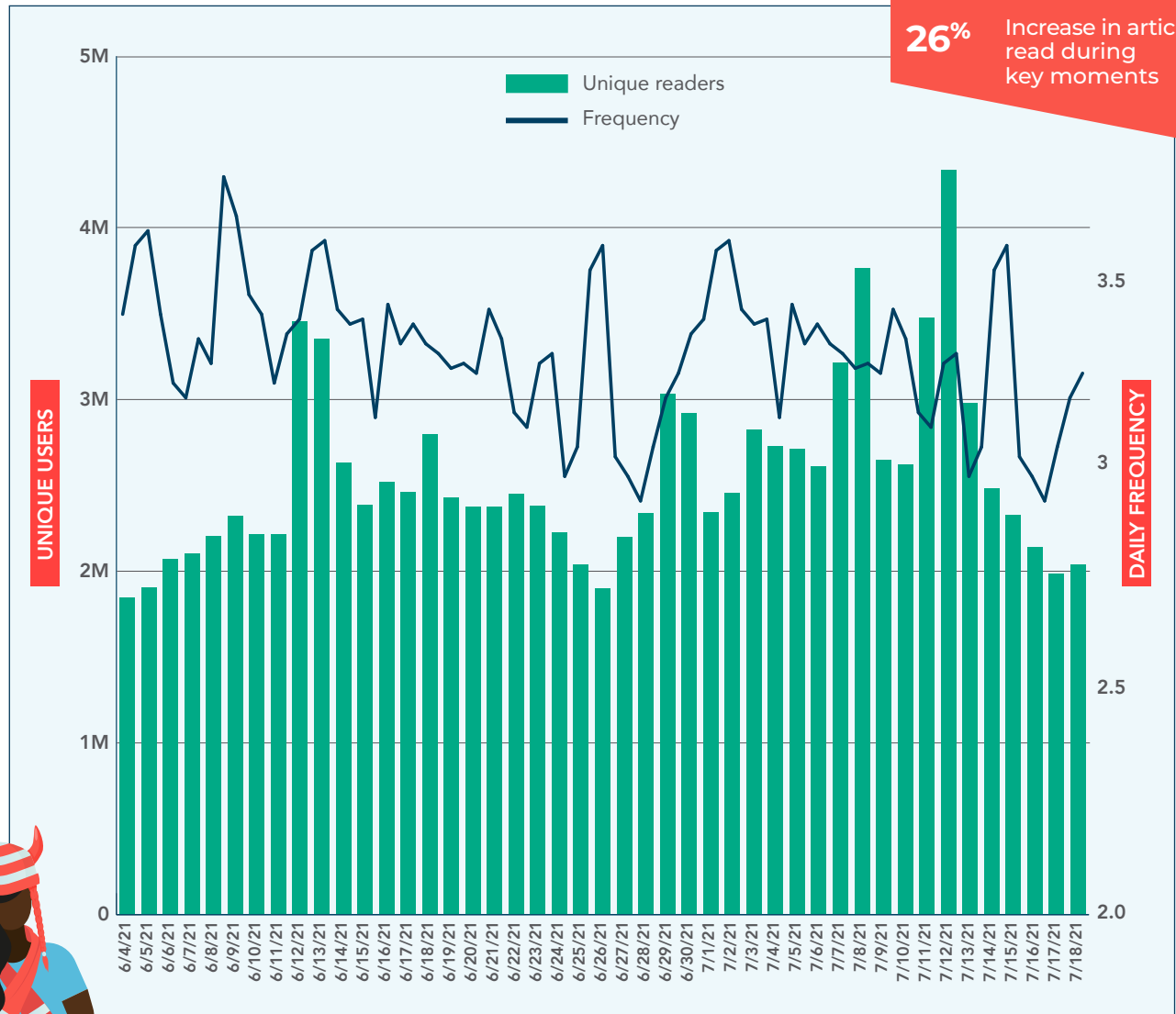
Not only do more people engage during big match days and cultural moments, but they do so much more frequently.

Last year, Football content across Ozone saw a typical daily audience of 1.3m unique readers at an average frequency of just under one article read per day. During Euro 2020 the average daily frequency tripled to more than three articles read a day by an average daily audience of 2.5m unique readers.

Key moments that transcend football and enter the world of general news, such as England's victory in the semi finals, their subsequent loss in the finals and Christian Eriksen's collapse in Denmark's opening match, saw by far the highest increase in unique readers. The average audience during and immediately after these moments increased by 159% compared to the annual average, while a typical Euros audience throughout the remainder of the tournament was around 77% greater than the annual average.

In terms of frequency, while these huge moments drew much bigger crowds, the depth of engagement was fairly consistent throughout the tournament. Football fans read 18% more each day during the tournament compared to a normal season average, with this frequency increasing to 26% during the moments that mattered most.

The significance of international tournament football to both die-hard and fair-weather fans is clear – their numbers swell and they read more – and our premium publishers respond with more in-depth build up, live match reports and detailed post-match analysis.



# Kick off: football grows interest in other content

Despite its winter scheduling, we expect this year's World Cup to drive engagement with other content categories as we saw with the Euros

By comparing seasonality to consumption trend analysis before, during and after last year's Euros it's clear there are content categories that saw spikes in interest as a direct result of the tournament.

As sofa supporters prepared for sporting action, the **Electronics** category saw enormous growth in engagement in the month leading up to the tournament. **TV Sets** and **Home Entertainment Systems** in particular saw a 4x increase in interest compared to the -15% dip typical of the seasonality. With so much sporting entertainment on the TV, the **Television** category also saw higher interest than in previous years. Historically we would have seen +10% increase in this period but thanks to the Euros it grew by over +30%.

Typically men leave summer shopping later than women, with interest not usually increasing until July. Clearly the Euros were an opportunity to treat themselves as **Men's Clothing** category page views increased by +66% during the tournament. **Women's Clothing** also increased by +33% compared to the +6% typical for the period.

As expected during significant sporting events, **Gambling** was another of the

big winners during last year's Euros. The content saw a +51% increase in engagement during the tournament compared to the four weeks leading up to kick off.

Unexpectedly, **Property** content also saw a large spike in engagement during the Euros, up +48% compared to the usual seasonality of +19% during this period in previous years. This increase may suggest lots of time spent celebrating at home with big groups of family and friends might have inspired people to look for more space in a new home.

Like **Property**, the need to host Euros parties clearly impacted interest in the **Home & Garden** category, and in particular **Furniture** and **Interior Decorating**. This content saw a +16% increase during the tournament despite seasonality typically driving a -5% drop.

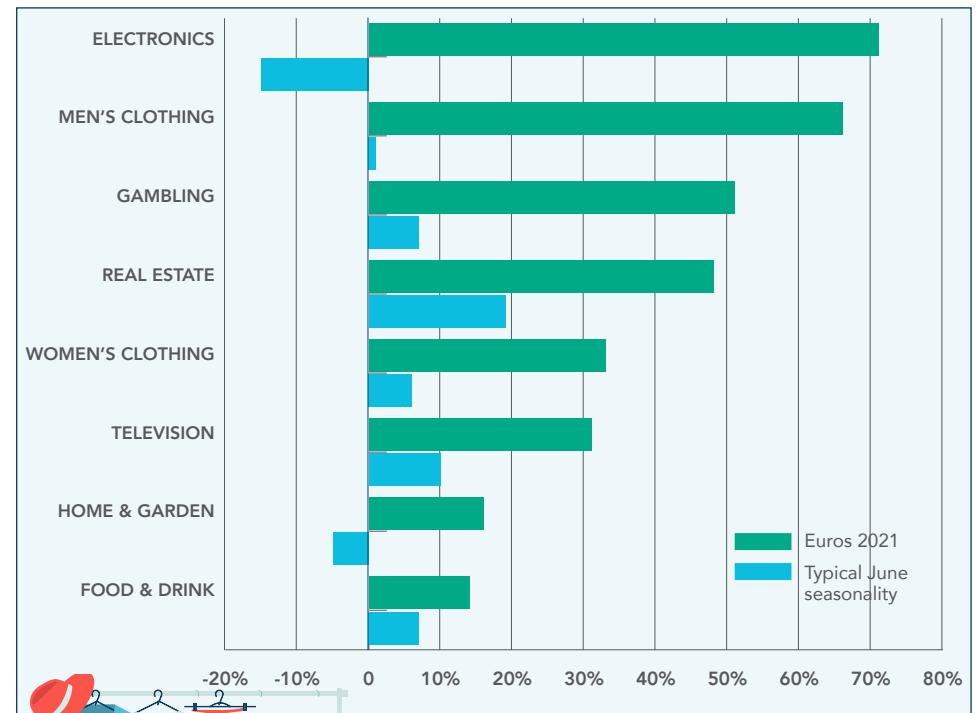
**Food & Drink** is the final big winner from last year's tournament, particularly **Fast Food** and **Recipes**, which saw a +47% and +18% increase respectively. From a full home-cooked spread to a delicious takeaway feast, celebrating sport with food go hand in hand.

## EUROS INSIGHTS

**4x** Engagement uplift in TV & Home Entertainment

**+66%** Page Views increase in Men's Clothing

**+48%** Spike in Property engagement





# It's all about leveraging the moments that matter with Ozone

Draw from insight to get maximum attention from your audience



1

Football tournaments like the World Cup will drive significant growth in football audience sizes. Looking back at last year's Euros, across Ozone, audiences more than doubled throughout the competition, spiking to as high as 4.4m unique users on the day following the final – an increase of more than 3x the typical daily uniques figure.

2

Interest in high profile tournaments significantly increases in the two weeks leading up to them and spikes on the day of a home nation's first match. For maximum reach throughout the competition, consider phasing budget in line with home nation match days, until the semi final and final when budget should instead be weighted to the day after each match.

3

The average number of football-related articles read across Ozone's publishers more than triples compared to the annual average, so consider an activation approach that allows you to maximise this enormous increase in engagement through a de-duplicated view of audience and inventory.

4

The biggest international sporting events are all about bringing people together to celebrate and, in many cases, console one other. With that in mind, during this time the categories that see the greatest increase in engagement are those that help in every element of entertaining, from the perfect outfit to the perfect space at home. Be the brand to provide inspiration during the moments that matter throughout the tournament from the first kick to last cheer!