

**THE**

**POST-DRAW**

**PLAYBOOK**



A soccer player in a white jersey and black shorts is captured mid-kick on a grassy field. The player's right leg is extended forward, and their left leg is planted on the ground. A soccer ball is visible on the grass near the player's right foot. The background is a bright, hazy sunset or sunrise over a stadium, with the sun low on the horizon. The overall color palette is warm, dominated by yellows and oranges.

**DOM  
WILLIAMS**  
**CHIEF REVENUE  
OFFICER**

**KICK**

**OFF**







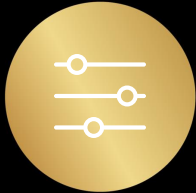
**HOW TO**

**SCORE WITH**

**AUDIENCES**

**LUKE  
HAND  
INSIGHT  
DIRECTOR**

# METHODOLOGY...



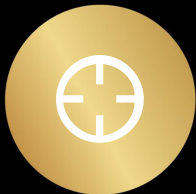
## APPROACH

15min online survey with participants recruited through a third-party company Dynata



## FIELDWORK DATES

November 2025



## SAMPLE

UK: 1,002

US: 982

Data weighted to be representative of the population by readership by age, gender and region



# FOOTBALL IS A NATIONAL OBSESSION...



**78% OF THE UK ARE  
INTERESTED IN FOOTBALL**

**87% HAD A CONVERSATION  
WITH A FRIEND OR FAMILY  
MEMBER ABOUT IT**



**52% OF THE US ARE  
INTERESTED IN FOOTBALL**

**37% HAD A CONVERSATION  
WITH A FRIEND OR FAMILY  
MEMBER ABOUT IT**

# UNITING PEOPLE WITH A SENSE OF NATIONAL PRIDE...



**COUNTRY OVER  
CLUB**

**76%**

**FOLLOW A  
NATIONAL  
FOOTBALL TEAM**



**59%**



**63%**

**A UNIFYING  
SPORT**



**44%**

**AGREE THAT FOOTBALL  
CAN UNITE WHOLE  
COUNTRIES**

**67%**

**FOLLOW A  
CLUB FOOTBALL TEAM**

**43%**

**59%**

**CAN BRING COMMUNITIES  
TOGETHER**

**45%**



# MAJORITY ARE FOOTBALL FANS...

**OBSESSIVES**



**15%**

**FANS**



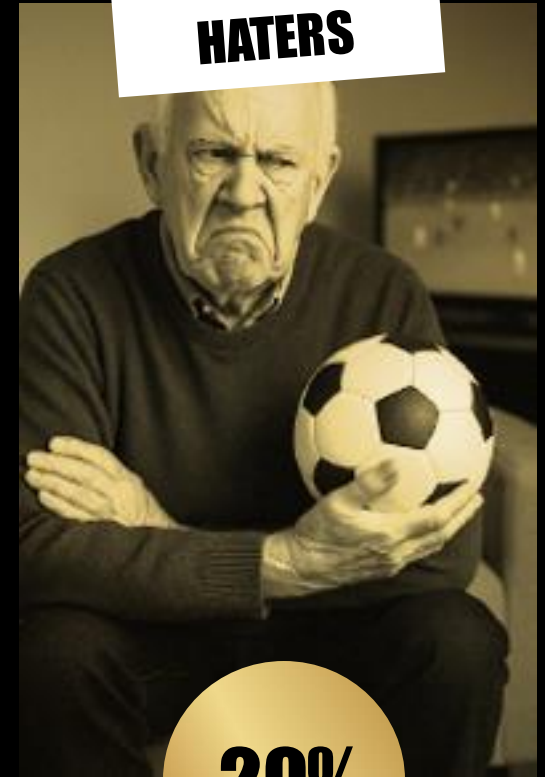
**45%**

**FLIRTS**



**20%**

**WATERS**



**20%**



# **INTEREST AND EXCITEMENT AROUND WORLD CUP 2026**

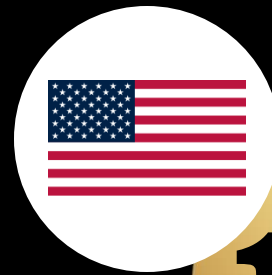


# STRONG INTEREST IN WORLD CUP 2026...



**45M**

**78% INTERESTED IN  
WORLD CUP 2026**



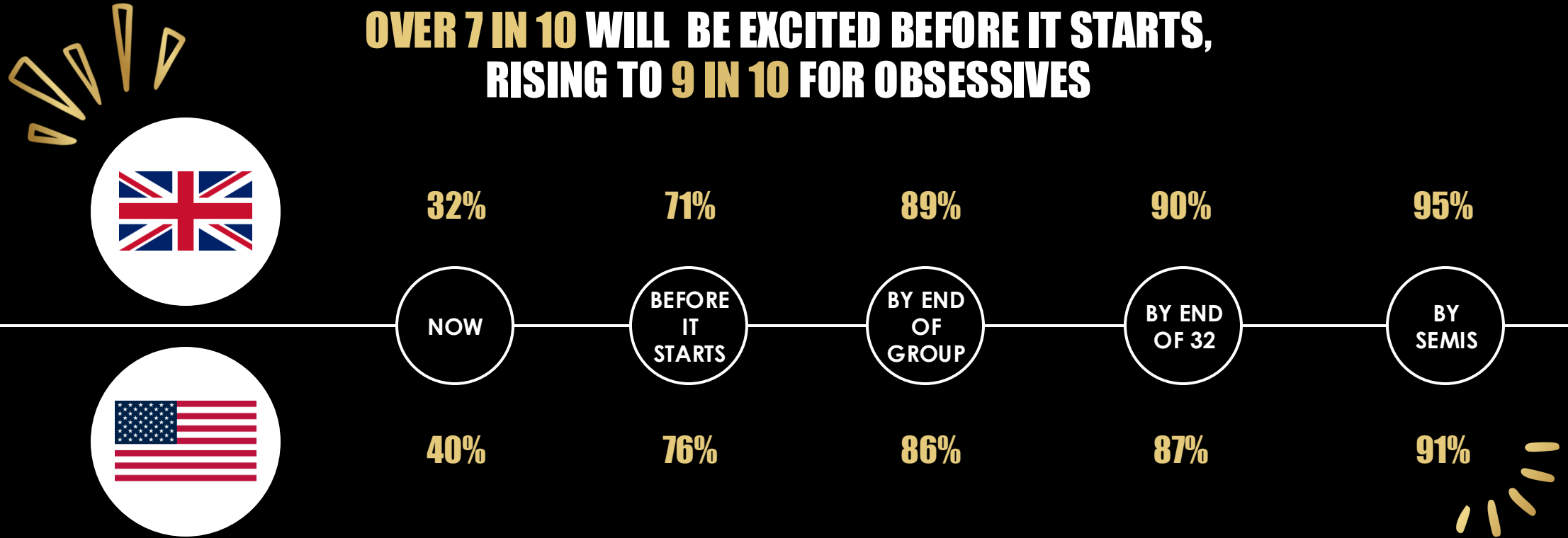
**152M**

**57% INTERESTED IN  
WORLD CUP 2026**

**30M MAIL METRO MEDIA USERS**

# EXCITEMENT IS BUILDING...

OVER 7 IN 10 WILL BE EXCITED BEFORE IT STARTS,  
RISING TO 9 IN 10 FOR OBSESSIVES





# EMBRACING EVOLUTION: THE NEW WORLD CUP FORMAT



**44% FOR**  
**34% UNSURE**  
**22% AGAINST**

**WHAT DO THEY**  
**FAVOUR**  
**MOST?**

**77%**  
**INCREASED FAN**  
**ATTENDANCE**

**64%**  
**MORE TEAMS**  
**COMPETING**

**58%**  
**3X HOST**  
**COUNTRIES**

**49%**  
**AI POWERED**  
**BALL**



**57% FOR**  
**34% UNSURE**  
**9% AGAINST**

**WHAT DO THEY**  
**FAVOUR**  
**MOST?**

**82%**  
**INCREASED FAN**  
**ATTENDANCE**

**76%**  
**3X HOST**  
**COUNTRIES**

**65%**  
**MORE TEAMS**  
**COMPETING**

**48%**  
**AI POWERED**  
**BALL**



# UK LUKE-WARM ABOUT HT SHOW...

Considering the changes to this year's World Cup. Please tell us whether you are for or against each of the following changes?



**44%**  
**FOR**



**67%**  
**FOR**

# IS IT COMING HOME?



**SPAIN FAVOURITE TO WIN [18%], FOLLOWED BY BRAZIL [10%], FRANCE [10%], ARGENTINA [9%] AND ENGLAND [9%]**

**ENGLAND  
FANS**



**SEMI FINAL**

**SCOTLAND  
FANS**



**ROUND 32**

**WALES  
FANS**



**ROUND 32**

**N. IRELAND  
FANS**



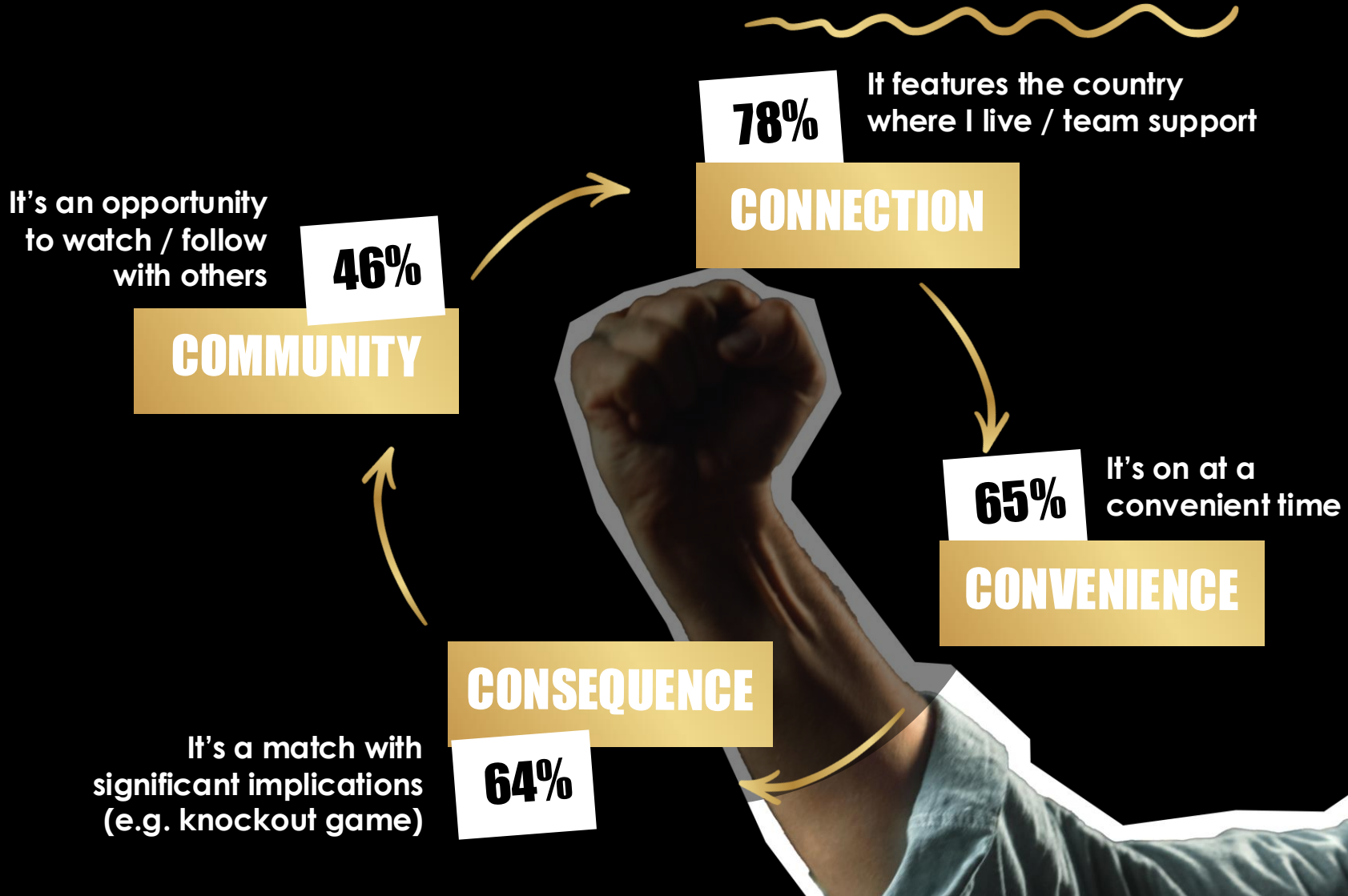
**ROUND 32**



# **CONNECTING WITH FANS AT WORLD CUP 2026**



# WHAT DRIVES VIEWING?

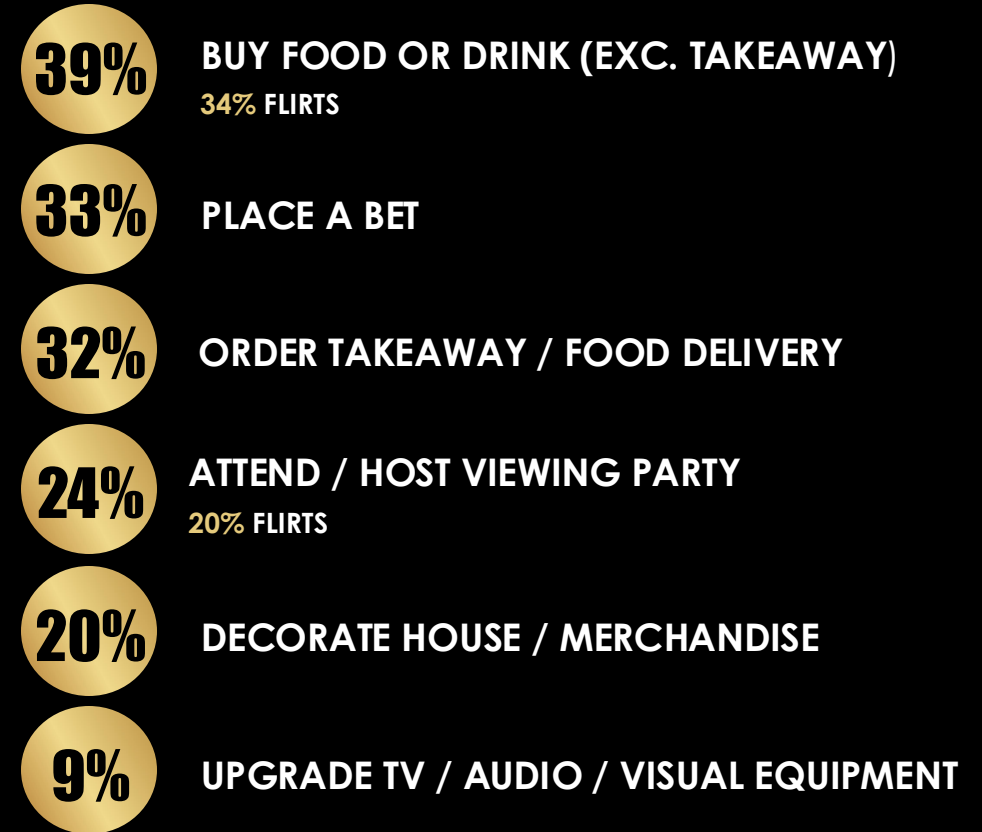
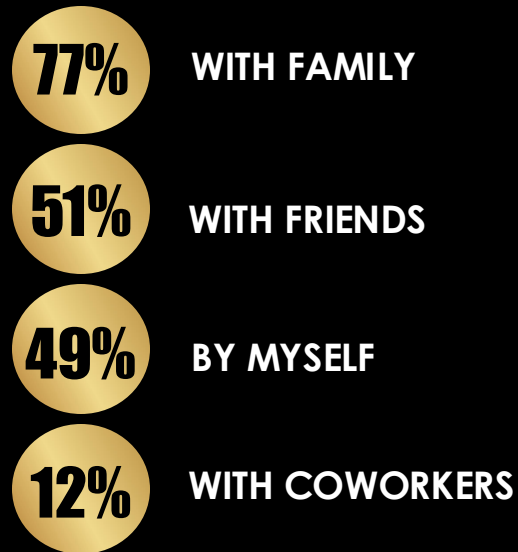


# WHO WILL THEY BE WATCHING WITH?



## WHO WILL THEY BE WATCHING WITH?

## OTHER ACTIVITIES LIKELY TO DO

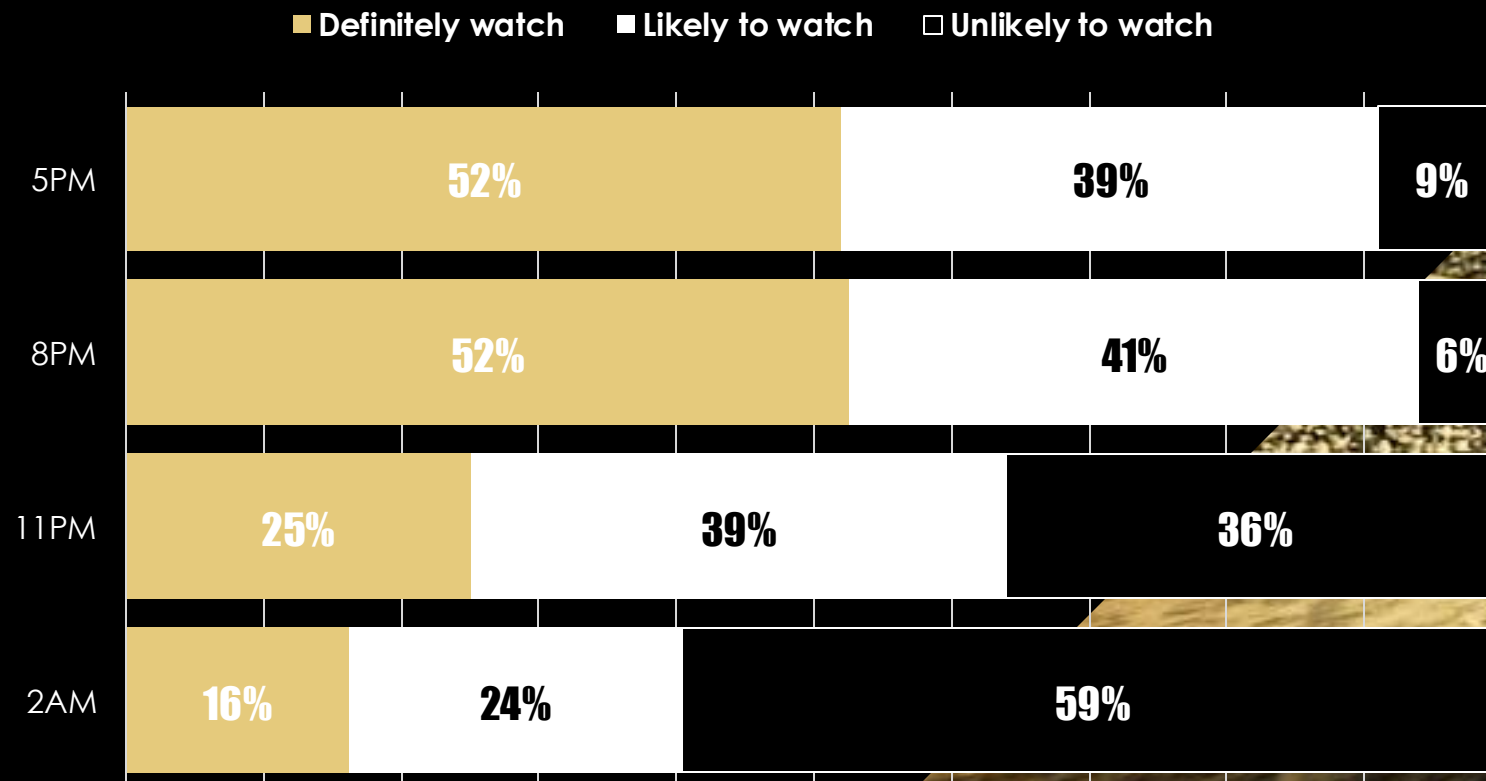


MOST VIEWING DONE IN-HOME BUT **70%** INTERESTED IN  
OUT-OF-HOME VIEWING OPPORTUNITIES

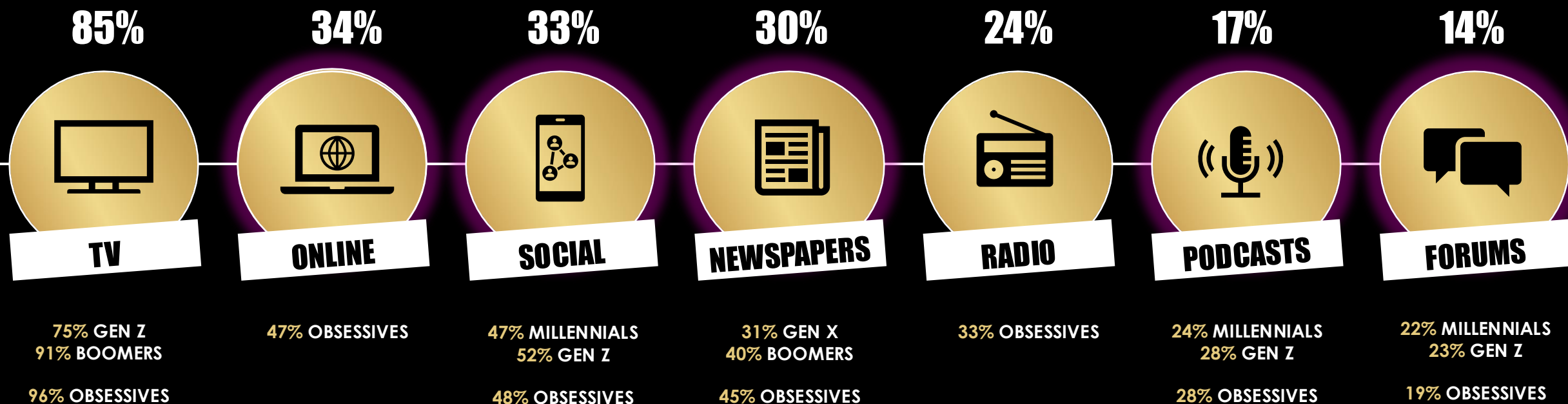


# HOW TO TACKLE TRICKY TIMINGS?

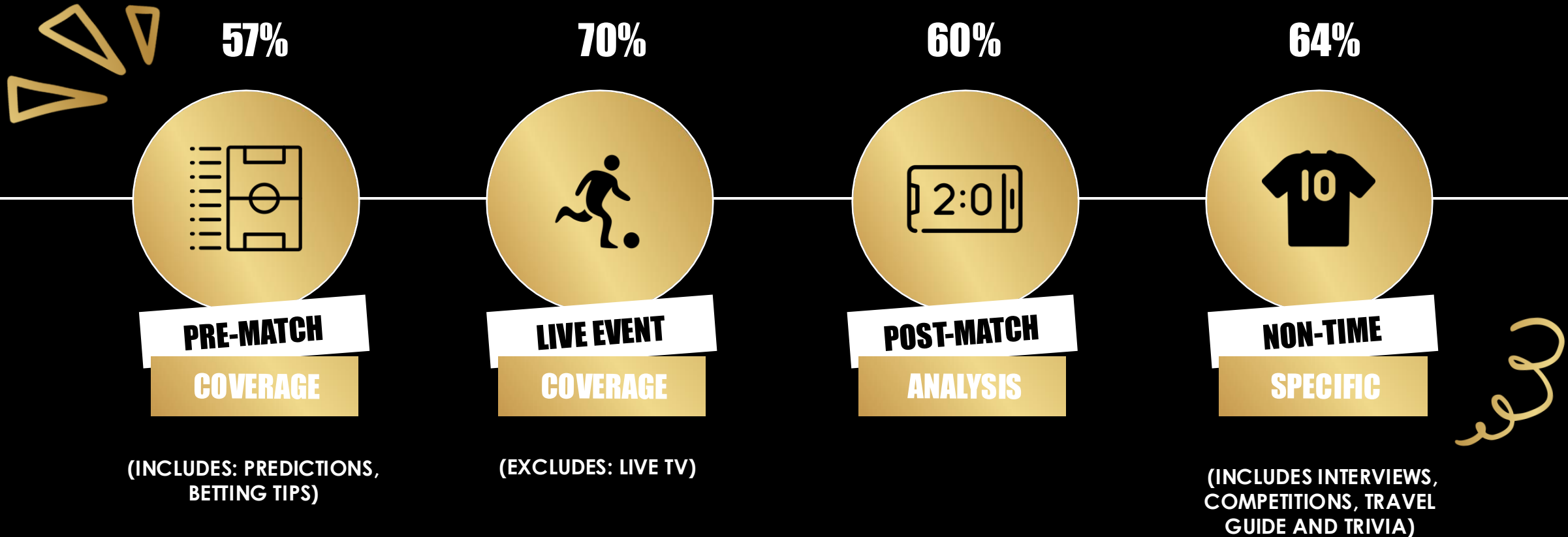
GAMES PAST 11PM WILL HAVE SIGNIFICANTLY LOWER VIEWERSHIP



# WHERE WILL FANS FOLLOW?



# CRAVING COVERAGE: WHAT CONSUMERS WANT








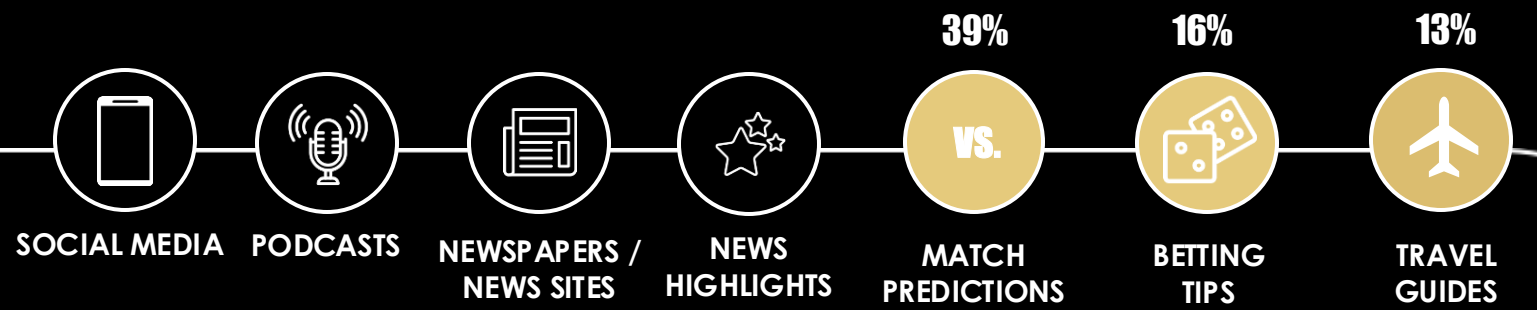
# **WORLD CUP 2026 AND MAIL METRO MEDIA**



# RIGHT PLACE, RIGHT TIME, RIGHT CONTENT

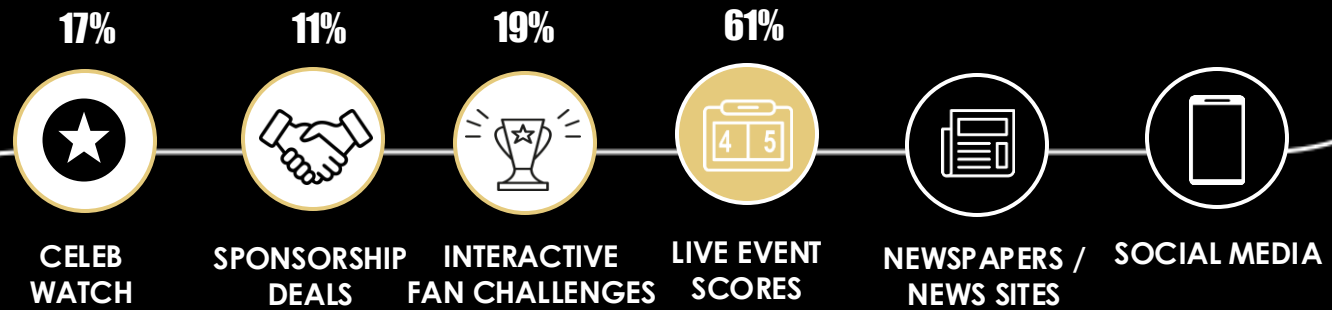
-  MEDIA
-  CONTENT
-  NON-TIME-SPECIFIC CONTENT

## PRE-MATCH



24% OBSESSIVES

## DURING MATCH



22% FEMALE

## POST-MATCH



29% OBSESSIVES

# FOLLOWING THE FOOTBALL FRENZY...

**HARDCORE FANS**

**TRADITIONAL MEDIA  
CONSUMERS**

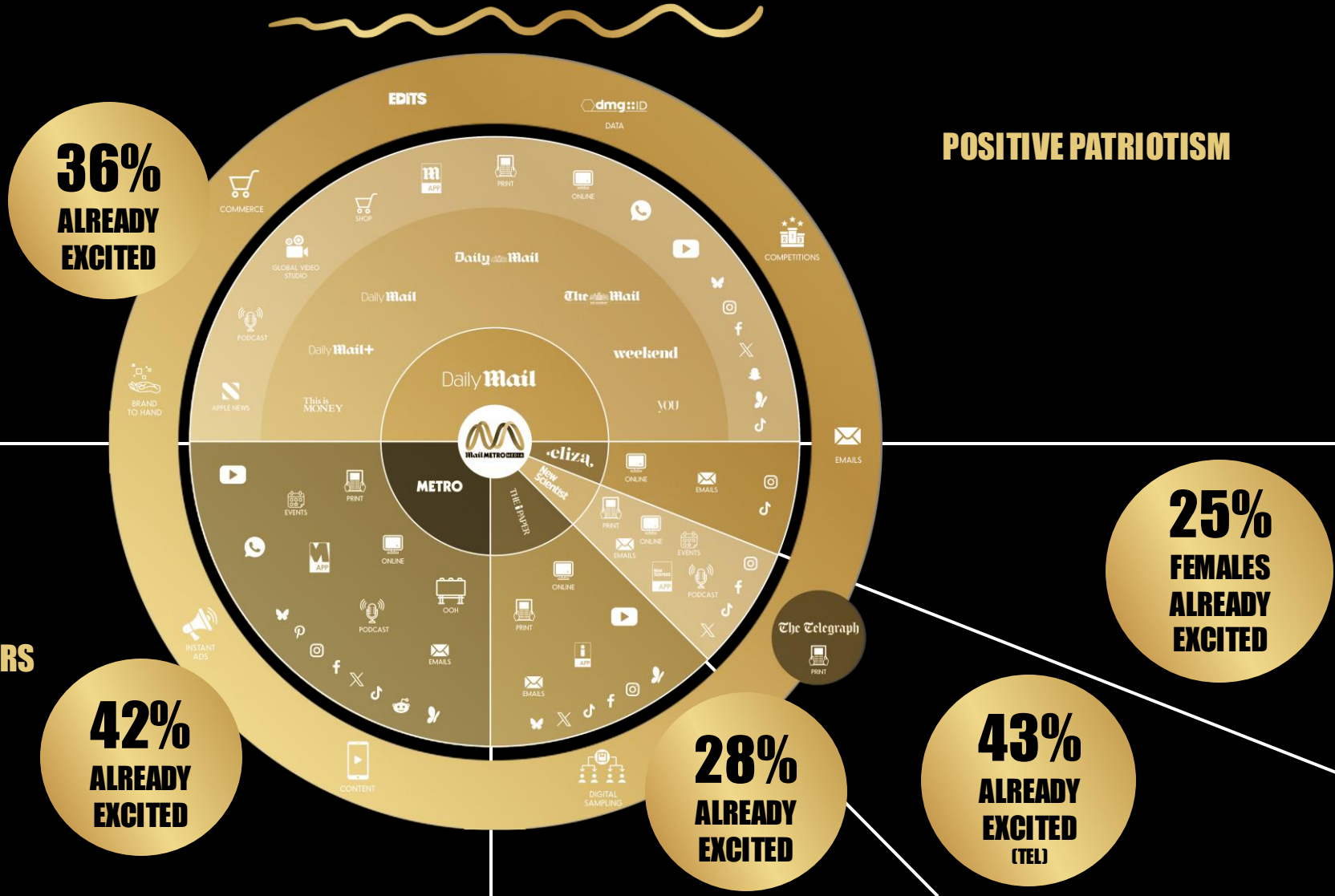
**LOVE CELEBRITY**

**POSITIVE PATRIOTISM**

**SOCIABLE FANS**

**HEAVY MEDIA CONSUMERS**

**TRADITIONAL MEDIA CONSUMERS**



# WINNING TACTICS FOR BRANDS...



**HANNAH**

**BLAKE**

**MD, COMMERCIAL  
CREATOR & NEWMEDIA**

**PRASHAN**

**LEIGH**

**SOCIAL CREATIVE,  
DAILY MAIL**

**JACK**

**VASEY**

**SENIOR SOCIAL  
VIDEO PRODUCER,  
METRO**



**JESSIE**

**BOTCHWAY**

**JUNIOR CONTENT CREATOR,  
ELIZA**



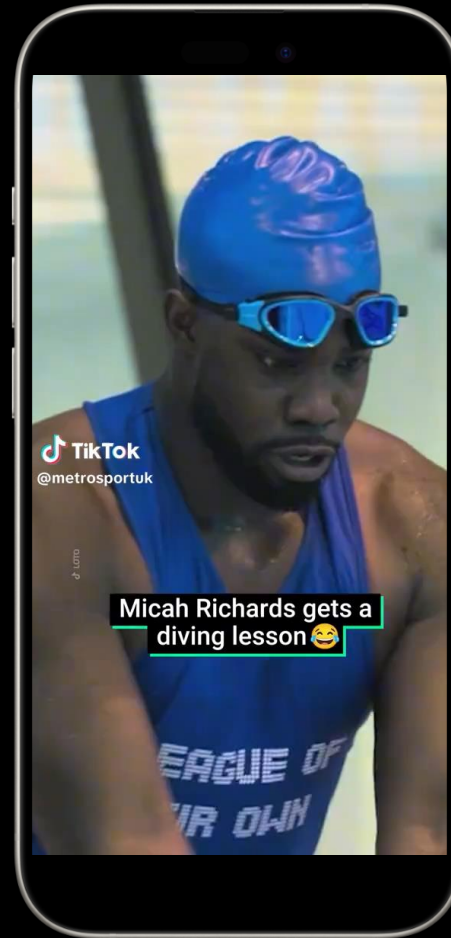
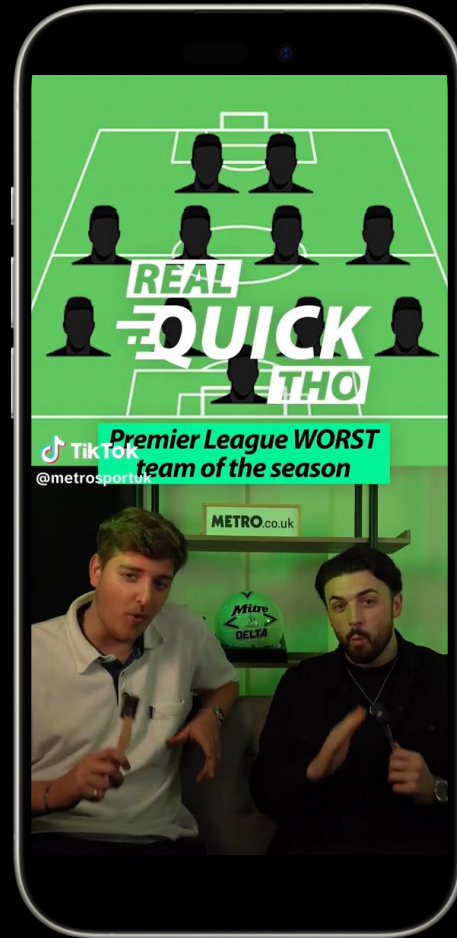
# DAILY MAIL

WAVE

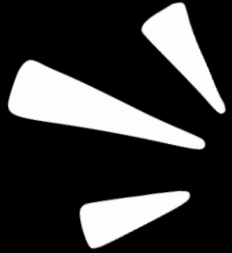


WAVE

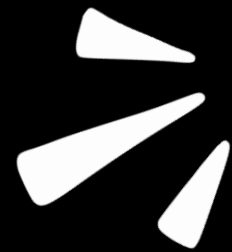
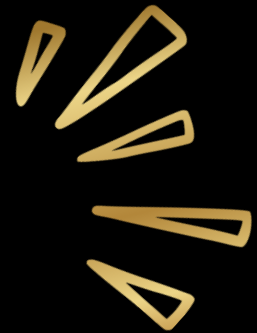
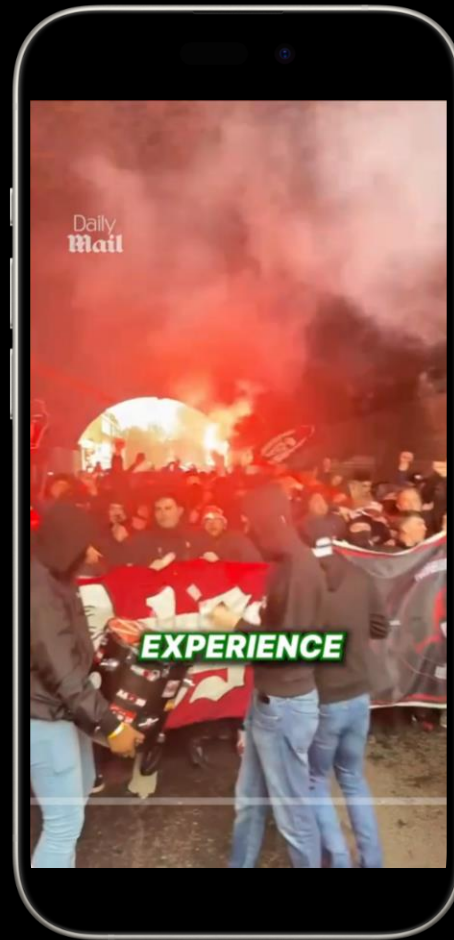
# METRO



# ELIZA



# MAIL SPORT





# WORLD CUP COMPETITION TIME...

Score the ultimate watch party  
at  
**BOX PICCADILLY...**  
With a £500 bar tab!

**Be bold, be ambitious,  
own the moment.**

Scan the code or visit  
[mailmetromedia.co.uk/worldcup26](http://mailmetromedia.co.uk/worldcup26)





# PATHWAYS TO THE FINAL



**STEVEN  
FLETCHER**

**COMMERCIAL  
EDITORIAL DIRECTOR**

**CRAIG  
HOPE**

**CHIEF FOOTBALL REPORTER,  
DAILY MAIL**







**MICHAEL**  
**OWEN**



**CRAIG**

**HOPE**



**MICHAEL**

**OWEN**





**THE**

**OFFICIAL**

**DRAW**





**Mail  
METRO  
MEDIA**

**HOME OF THE  
MOST ENGAGED  
NEWSBRANDS**



**LET'S**

**BRING IT**

**HOME**

