

# FREQUENCIES

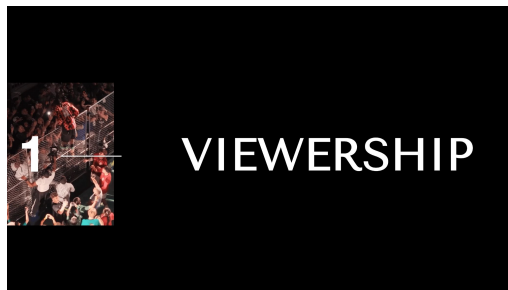
Nr 1 / January 2026

## OFF SCRIPT: THE SUMMER THE WORLD PAYS ATTENTION

**STRIVERS**

An aerial, high-angle photograph of a soccer stadium at night. The pitch is illuminated, showing the green grass and white field markings. In the background, the stadium seating is dark, and the words "REAL MADRID" are written in large, white, illuminated letters across the width of the stadium. The overall atmosphere is dramatic and focused on the club's branding.

OFF SCRIPT:  
THE SUMMER THE WORLD  
PAYS ATTENTION



# VIEWERSHIP

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# SPENDING

09



# FANDOM

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# THE MOMENT

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# BEING MEMORABLE

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# VIEWERSHIP



## 2026 FIFA WORLD CUP

The biggest sports  
moment in North  
American history  
is loading ...  
Rights are soaring ...  
Culture is the unlock.

Central Region

VANCOUVER  
BC PLACE  
54,500

SEATTLE  
LUMEN FIELD  
69,000

SAN FRANCISCO  
LEVI'S STADIUM  
70,909

LOS ANGELES  
SOFI STADIUM  
70,240

Western Region

KANSAS CITY  
ARROWHEAD STADIUM  
76,640

DALLAS  
AT&T STADIUM  
92,967

HOUSTON  
NRG STADIUM  
2,220

MONTEREY  
ESTADIO BBVA  
53,460

GUADALAJARA  
ESTADIO AKRON  
48,071

MEXICO CITY  
ESTADIO AZTECA  
87,523

Eastern Region

TORONTO  
BMO FIELD  
45,736

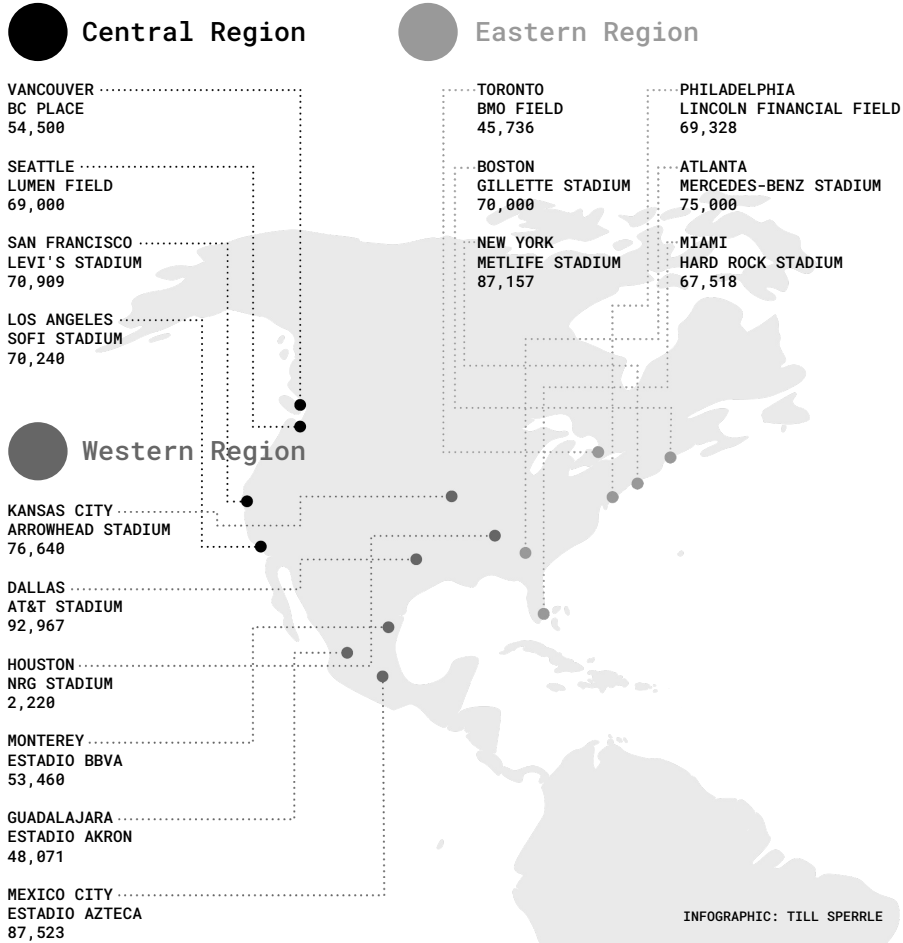
BOSTON  
GILLETTE STADIUM  
70,000

NEW YORK  
METLIFE STADIUM  
87,157

PHILADELPHIA  
LINCOLN FINANCIAL FIELD  
69,328

ATLANTA  
MERCEDES-BENZ STADIUM  
75,000

MIAMI  
HARD ROCK STADIUM  
67,518



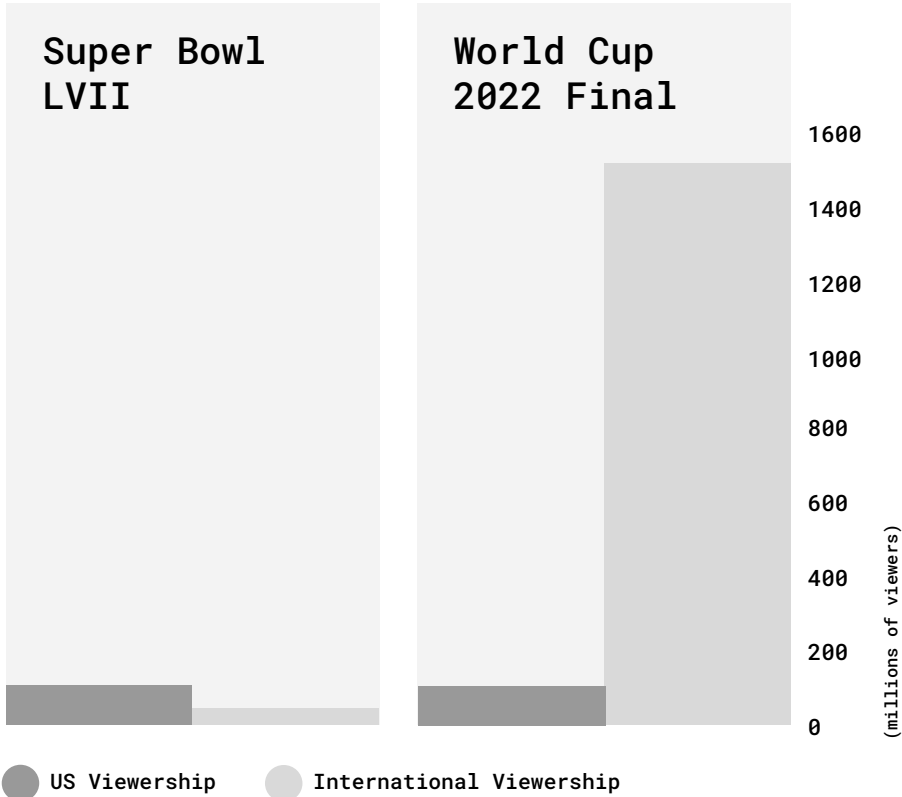
INFOGRAPHIC: TILL SPERRLE

Soccer has become the #3 sport in America surpassing MLB & NHL

16 Host Cities

104 Matches

6.5MM In-Person Attendees



**1.5 BILLION  
VIEWERS  
PREDICTED  
globally for  
the FINAL MATCH**



2

SPENDING

US specific spending projected at

**\$30.5 billion**

in visitor spending, local commerce,  
entertainment, retail and services.

Forbes

(June, 16, 2025)



# FANDOM

## WHO FANS FOLLOW

1

IDENTITY IS BUILT  
THROUGH PARTICIPATION

Fans express identity through rituals, fits, watch moments, and social behavior – not just team loyalty.

## HOW THEY ENGAGE

2

CULTURE MOVES THROUGH  
PEOPLE, NOT LEAGUES OR  
FEDERATIONS

Players, creators, and communities now act as the primary distribution layer for fandom.

## WHY THEY SHOW UP

3

MOMENTS > MEDIA PLANS

Fans engage through moments that feel personal, shareable, and live.

**If fandom is no longer one  
behavior, it can't be treated  
as one audience.**

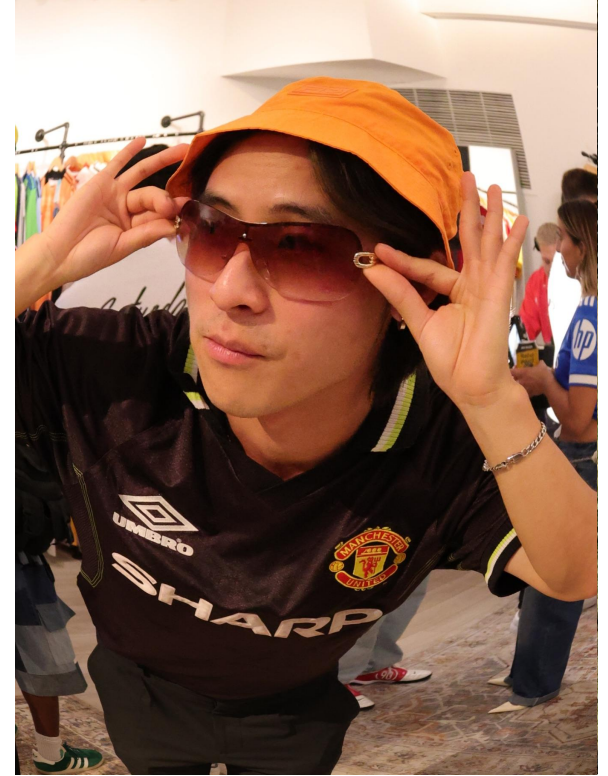
## THE DEVOTED



## UNIVERSAL SPORTS FAN



## THE CULTURE SEEKER



## THE DEVOTED

### CORE TRUTH

Soccer isnt a moment,it's a lifestyle

### HOW THEY SHOW UP

- Watches leagues year-round
- Deep knowledge of players, clubs, history, tactics

### MOTIVATION

- Respect for the game
- Credibility
- Legacy
- Access

### WHY THEY MATTER

- Loudest advocates

## UNIVERSAL SPORTS FAN

Sports is the great connector, across gender, geography and identity.

- Watches men's and women's sports fluidly
- Loves tournaments, rivalries, national pride
- Engages for the shared emotional experience

- Competition and excellence
- Collective joy and heartbreak
- Seeing themselves reflected in the game (heroes and underdogs)

- Bridge Audience

## THE CULTURE SEEKER

They're not chasing the sport, they're chasing the moment.

- Drawn by vibes; music, fashion, nightlife, creators
- World Cup = Global Block party
- Drawn to IRL experiences that build community

- FOMO
- Status
- Belonging
- Stories they can live inside and share

- Expand the funnel

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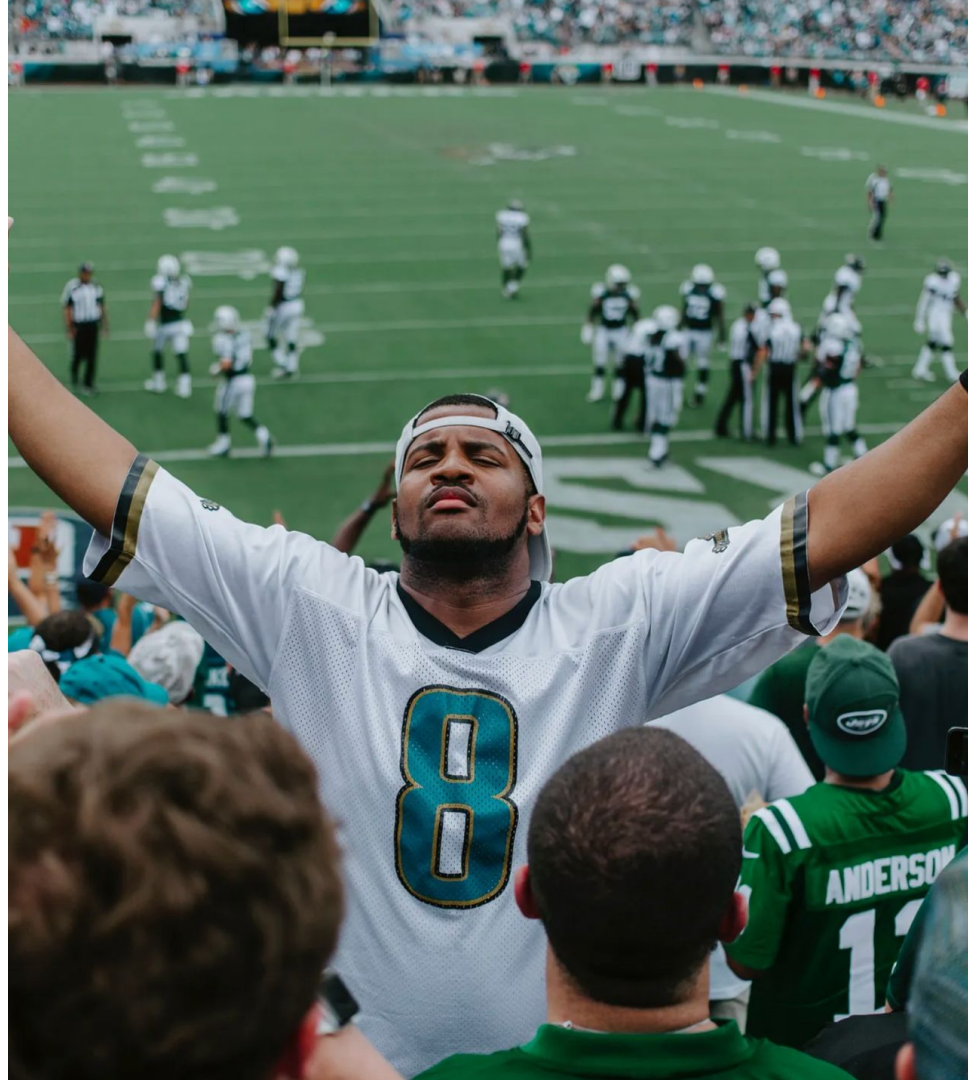
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# THE MOMENT

Everybody shows up.  
Very few show out.

Own the  
moment.

Rights holders  
build stages.

## RITUALS

Fits. Food. Music.

The game starts long before kickoff.

## CREATORS

The connective tissue.

Culture moves through them.

Fans  
build moments.

## GATHERING

From 116th St to Little Haiti.

It's where the real fans pull up to watch.

## MOMENTUM

The World Cup moves fast.

Culture moves faster.



# BEING MEMORABLE





# BEATS BY DRE

## World Cup 2014

Beats became the cultural soundtrack of the World Cup by embedding itself in player rituals – proving that presence before the whistle can matter more than presence on the pitch.

Player-first storytelling focused on pre-match rituals

- Headphone moments captured in tunnels, buses, and warm-ups

Athlete-led distribution across global social feeds

- Fans follow players
- Rituals feel authentic, not transactional

Beats dominated pre-match visual culture during the tournament



# TIKTOK

## World Cup 2022

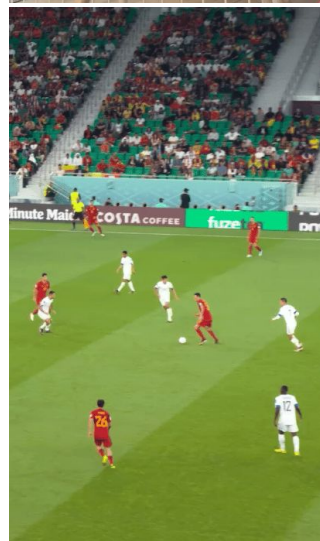
Doubled down on players, fans and the energy of real life with real reactions. The “Angry Prince” and “The Metro Guy” memes went viral overnight.

Fan reactions, memes, and creator-led match commentary as fuel

- Real-time cultural amplification at massive scale
- Platform behavior matched live sport emotion

Fans experienced the World Cup socially, not just via broadcast

- Creator ecosystems moved faster than traditional media.





@yagoandyago  
LOVE IT !!!!

@danielmelarok  
ON FIRE!! 🔥🔥



@santicastro  
AMAZING!!!

@francoponce14950  
THE BEST NUTMEG I SAW

2-0

@claireduserre  
WONDERFUL ⚡⚡



@goodpraxisjoaco  
INCREDIBLE SKILLS 🐏🐏



2-0



@jaypiferretix  
HOW CAN ANYONE DO THAT! 🍷

@thequeenpillado  
THAT'S FROM ANOTHER PLANET! 🤖🤖



@oniondiazseba  
ON FIRE!! 🔥🔥



@arielosan  
THAT'S CRAZY 🤪



2-0

@piuthu  
IT'S SHOWTIME



@pepogood  
LOVE IT !!!! 🍷



2-0

# PEPSI

## World Cup 2022

Pepsi turned a universally understood football move into a global cultural moment – using star power, humor, and remixable energy to travel across social feeds during the tournament.

### Why Nutmeg Royale Broke Through

- A football first idea fans already understood
- Star-led storytelling designed for clipping, sharing, and reaction
- Cultural adjacency felt natural, not forced
- Pepsi understands football as entertainment, not just sport

Widely circulated across global football social channels during the World Cup window.



Who are you  
focused on and  
why? (audience,  
goals, measures)

What does match-day  
culture look like  
for this audience?

What rituals fit  
your brand today?

Where are the best  
local places to  
gather?

What conversations  
can you quickly  
jump into?

What memorable ideas  
will drive headlines?

# THANK YOU FOR FOLLOWING

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