The Global Game

FIFA World Cup Qatar 2022

After four long years, soccer fans from Buenos Aires to Ho Chi Minh City are getting excited for FIFA World Cup 2022 (November 21 – December 18). Despite human rights and corruption controversies surrounding the host country Qatar, some of the most prestigious global brands remain committed sponsors. The steadfast corporate commitment to the event is likely due to the widespread appeal of “the beautiful game”; FIFA estimates that as many as five billion people will tune in to a World Cup broadcast at some point – with the core audience comprised of younger males who are in the market for a variety of consumer products and services.

Soccer’s worldwide popularity is unmatched

- 65% of population who follow soccer
- Soccer’s worldwide popularity is unmatched
- יו 5% of population who follow soccer
- Soccer’s worldwide popularity is unmatched

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How They Are Different

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