

# WORLD CUP VIEWING HABITS ACROSS THE GLOBE

PRESENTED BY



## WHO WILL BE WATCHING?

### RESPONDENTS WHO PLAN ON WATCHING THE WORLD CUP



ITALY



SPAIN



UNITED KINGDOM



FRANCE



UNITED STATES



CANADA



## HOW WILL THEY BE WATCHING?

### RESPONDENTS\* IN EACH COUNTRY WHO WILL BE STREAMING THE WORLD CUP



UNITED STATES



UNITED KINGDOM



SPAIN



CANADA



FRANCE



ITALY



### RESPONDENTS\*\* IN EACH COUNTRY WHO WILL BE USING A SECOND SCREEN WHILE WATCHING THE WORLD CUP



UNITED KINGDOM



FRANCE



UNITED STATES



ITALY



CANADA



SPAIN



SOURCE: 2,362 respondents to online survey in UK, Italy, Spain, France, US, Canada, May/June 2014

\*Of those planning to watch the World Cup and stream at least one game

\*\*Of those planning to watch the World Cup