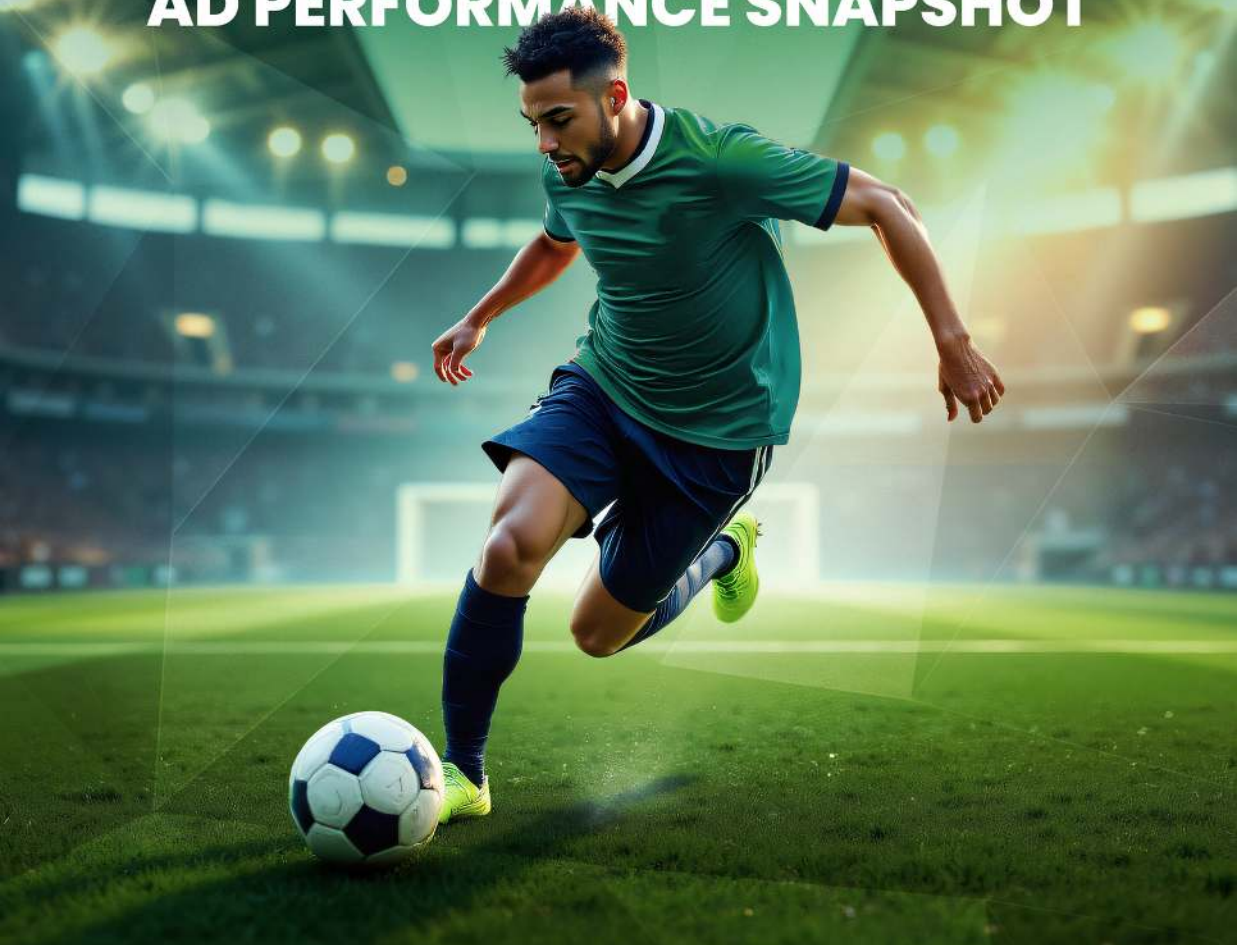


iSpot

2026 FIFA WORLD CUP

AD PERFORMANCE SNAPSHOT



Executive Summary: Key Ad Insights

The 2026 FIFA World Cup delivered massive results at scale, serving more than 25 billion total TV ad impressions across FOX, FS1, Telemundo, and Universo. This performance was driven by close matches, the growing popularity of the U.S. Men's National Team, and a final match featuring Spain versus defending champion Argentina.

Creative strategies were largely anchored around humor, with brands like Lay's and Verizon topping the charts by spotlighting famous comedians in their ads. Categories like Beer & Seltzer led the way across U.S. English and Spanish broadcasts with the highest share of voice (SOV) percentage, demonstrating substantial investment in this global tentpole event.

Top-Level Performance Across Broadcasts

Overall impression counts (by broadcast language) and top industries/brands for both languages.

14.49B

U.S. Household Impressions

**On U.S. English Broadcasts (FOX or FS1)*

10.70B

U.S. Household Impressions

**On U.S. Spanish Broadcasts
(Telemundo or Universo)*

Beer & Seltzer

**top sub-industry for games that
appeared during English broadcasts
(on FOX or FS1)**

Beer & Seltzer

**top sub-industry for games that
appeared during Spanish broadcasts
(on Telemundo or Universo)**

The Home Depot

**most-seen brand for games that
appeared during english broadcasts
(on FOX or FS1)**

Modelo

**most-seen brand for games that
appeared during spanish broadcasts
(on Telemundo or Universo)**

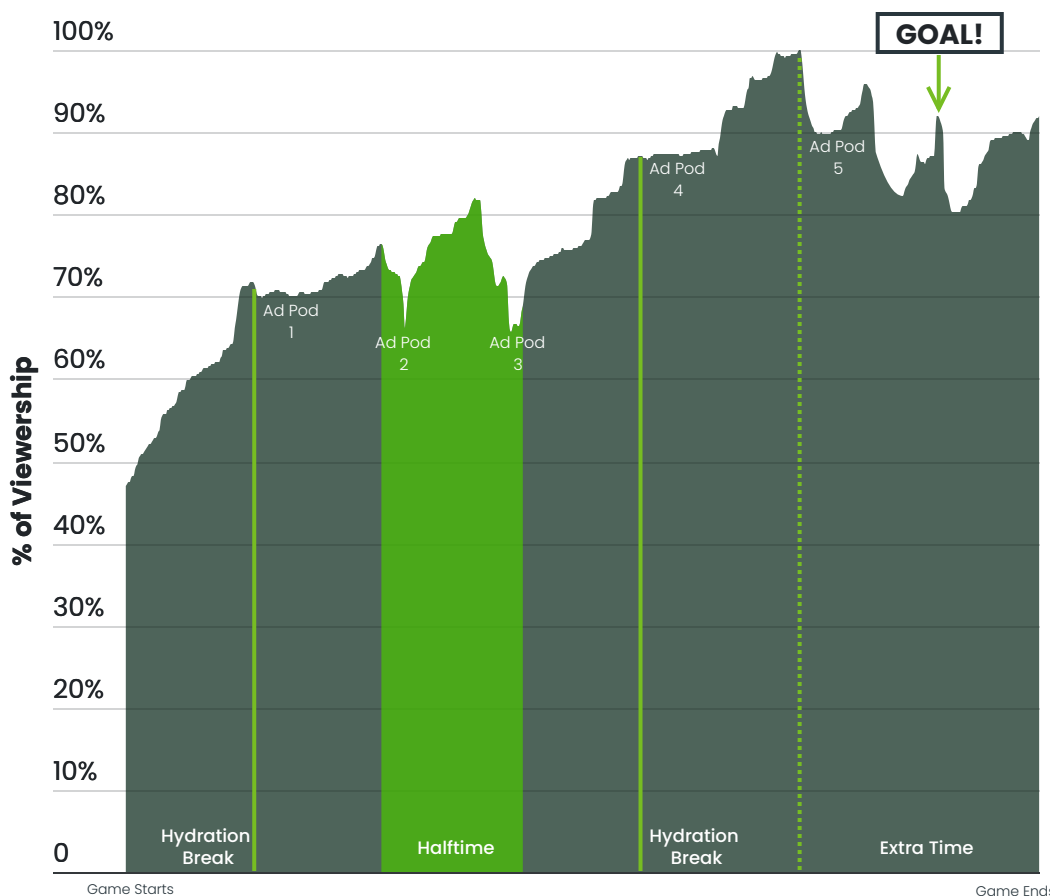
Hydration Breaks

Hydration breaks during the 2026 FIFA World Cup was something viewers traditionally weren't accustomed to during other high profile soccer events.

While this may have been a new experience for viewers, this was a great strategy for brands, as shown on the graph below, the hydration breaks (happening right around the 22nd and 67th minute of in-game time) don't suffer from losing audience viewership like ad pods that happen during halftime (2 and 3 below) or when the game goes to extra time (ad pod 5). This is just one example, but the trend remains the same for the entire 2026 tournament as a whole.

2026 FIFA World Cup Championship Game

**Looking at the 2026 World Cup Championship between Argentina and Spain that aired on FOX on 7/19/2026*



Iconic Characters & Humor Delivered

What set the tournament's most likable ads apart? Character-driven humor emerged as a strong trend. Brands like Lay's (Will Ferrell) and Verizon (Mike Myers as Dr. Evil) leveraged characters with nostalgia and comedy to spark strong, positive emotional connections with audiences.

#1



Lay's
2026 World Cup: Bandwagon

Likeability Score: 752

Purchase Intent: 64%

Single Best Thing
Characters

Top Emo
Funny

#2



Verizon
Plans

Likeability Score: 701

Purchase Intent: 53%

Single Best Thing
Characters

Top Emo
Funny

#3



Nutella
Your Partner in Snacktime

Likeability Score: 693

Purchase Intent: 65%

Single Best Thing
Product Itself

Top Emo
Prodstastic

#4



Coca-Cola
2026 FIFA World Cup: Drink It In

Likeability Score: 693

Purchase Intent: 47%

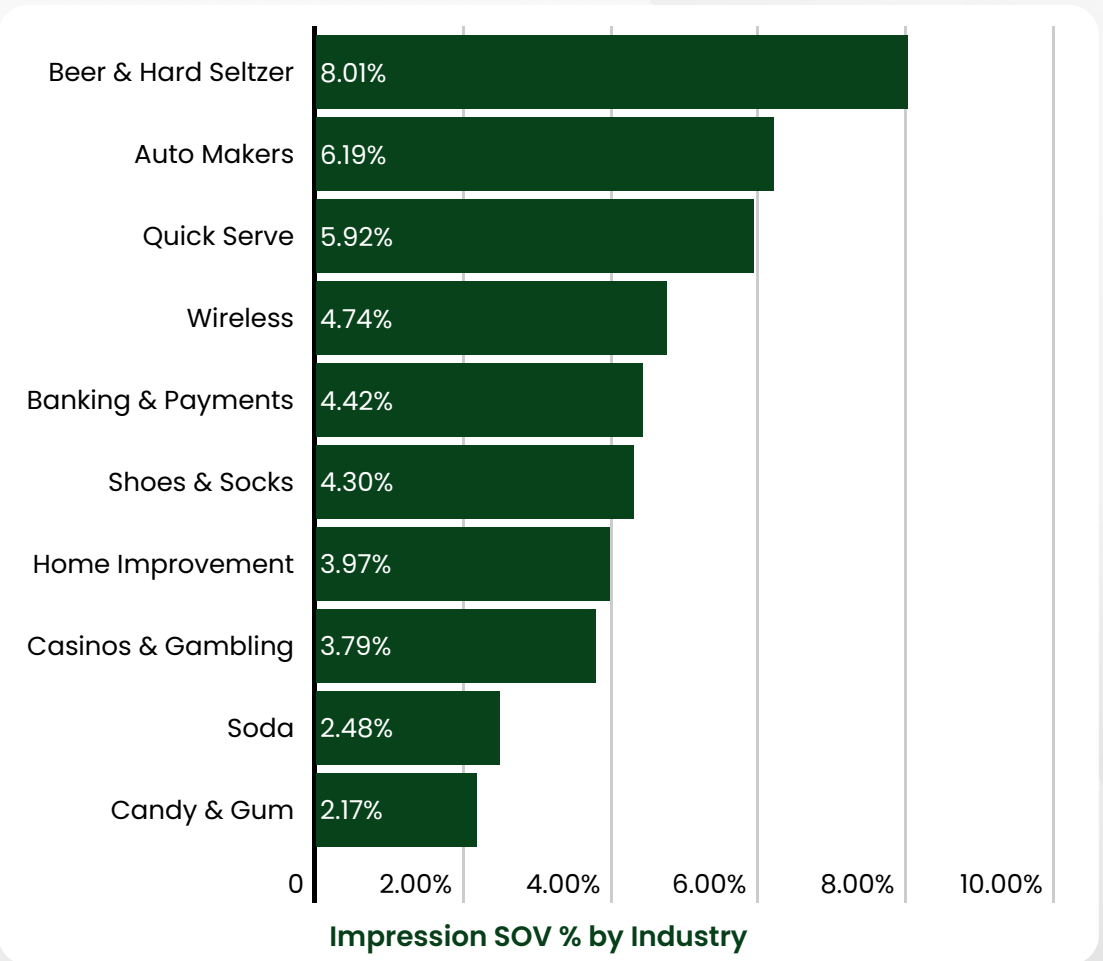
Single Best Thing
Product Itself

Top Emo
Thirsty

#5	AT&T Internet: 'Knock the Block'	Likeability: 687
#6	SweeTARTS: 'Dare to Combine'	Likeability: 677
#7	Indeed: 'Feel Seen Again'	Likeability: 677
#8	Starbucks: 'No Cup Like It'	Likeability: 667
#9	Budweiser: 'Great Delivery'	Likeability: 655
#10	The Home Depot: 'Beckham's Backyard'	Likeability: 644

Most-Seen Industries by TV Ad Impression SOV %

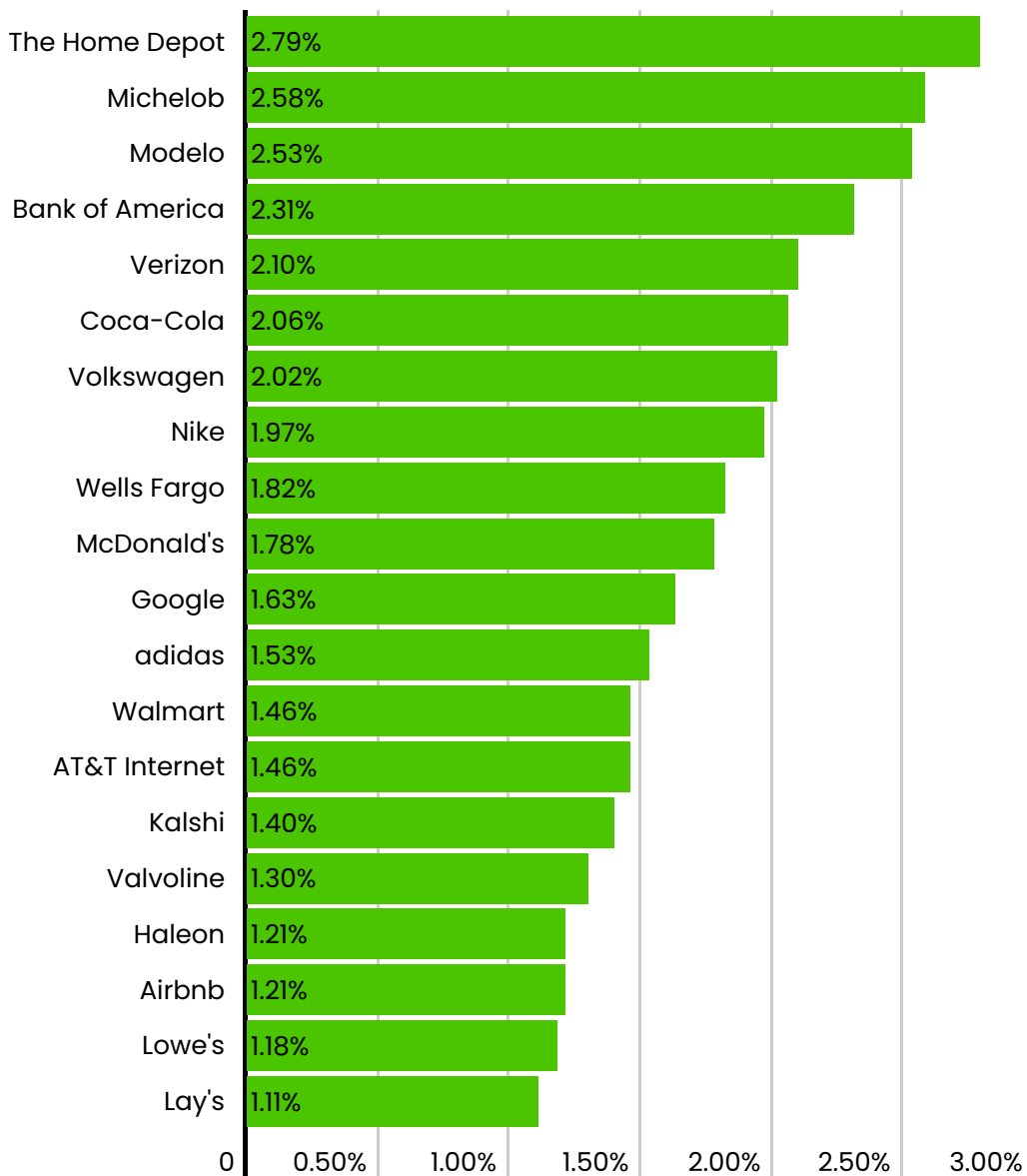
During the 2026 World Cup across both U.S. English and Spanish broadcasts.



- The Beer & Hard Seltzer industry clearly had a successful tournament, racking up more than 8% of all TV ad impressions across the U.S. English and Spanish broadcasts.
- Auto Makers and QSRs round out the top three industries, with the top three industries combining for a staggering 20.12% SOV. That means one out of every five ads that viewers saw were for one of those three industries.
- Likely driven by the large global appeal of an event like the World Cup, we saw apparel brands within the Shoes & Socks category have a respectable 4.30% SOV.

Most-Seen Brands by TV Ad Impression SOV %

During the 2026 World Cup across both U.S. English and Spanish broadcasts.



Impression SOV % by Brand

Top Soccer Stars During 2026 World Cup

Despite being retired, David Beckham clearly led the field with his global appeal by appearing in eight major brands' ad campaigns. Interestingly, there are three US Soccer players featured on this top 10 list, with the standout being #10, Trinity Rodman, who plays on the U.S. Women's National Team and is clearly a rising star being featured in both Adidas and Dick's Sporting Goods campaigns.

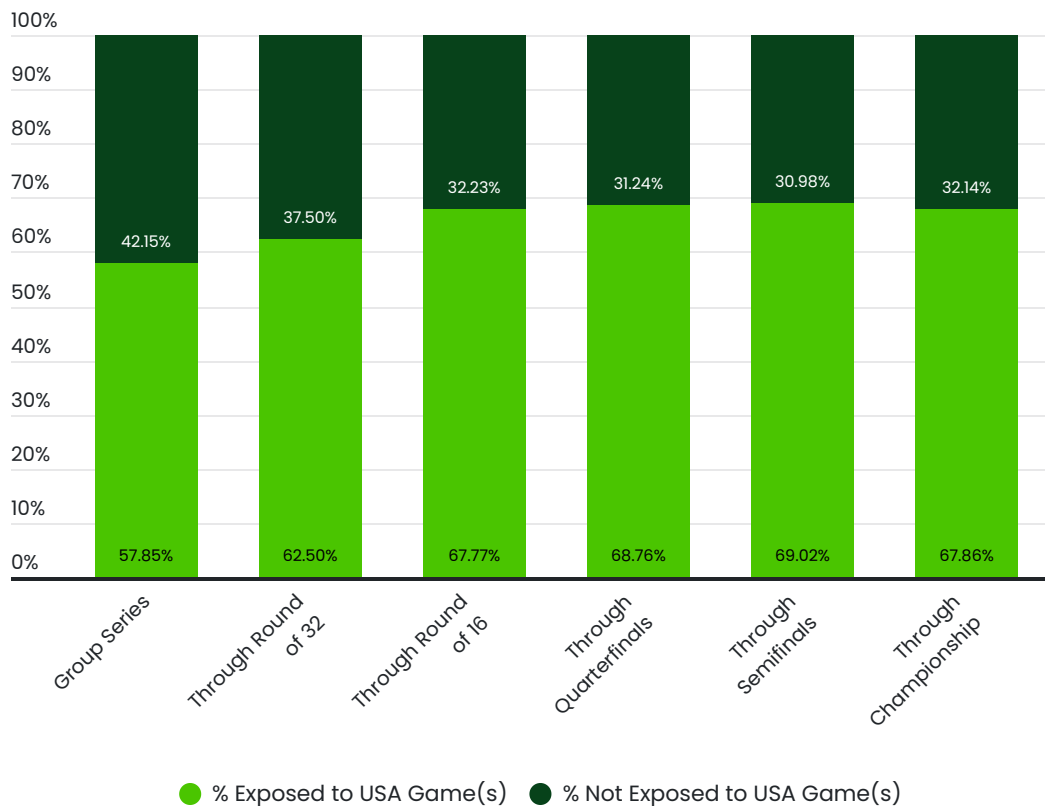
#1		David Beckham	        
#2		Lionel Messi	    
#3		Christian Pulisic	      
#4		Lamine Yamal	    
#5		Zlatan Ibrahimovic	 
#6		Tyler Adams	  
#7		Bukayo Saka	 
#8		Erling Haaland	 
#9		Guillermo Ochoa	
#10		Trinity Rodman	 

U.S. Men's Soccer Games Catalyzed Viewers

The hype around the U.S. Men's National Team is something that cannot be overstated. While soccer has gained popularity in the US over the years, 2026 provided a crucial growth period where the public was tuning in at record levels to watch their team play on home soil.

We can see this in the graph below, where 42.15% of the total soccer audience on FOX wasn't exposed to a USA game in the group stages, getting as low as only 30.98% being unexposed to a USA game by the time the Semifinals come around. That means nearly 70% of all World Cup viewers (on FOX) tuned in to at least one U.S. Men's game, something that may not have been expected before the tournament started.

Viewer Exposure to USMNT Matches by Stage (FOX)



Top Games by TV Ad Impressions

U.S.-only broadcasts on Fox or FS1.

	Country 1	Country 2	Stage	Date
#1	 SPAIN	vs  ARGENTINA	Finals	July 19
#2	 USA	vs  BELGIUM	16	July 6
#3	 USA	vs  BOSNIA AND HERZEGOVINA	Knockout	July 1
#4	 MEXICO	vs  ENGLAND	16	July 5
#5	 FRANCE	vs  IRAQ	Group	June 22
#6	 USA	vs  AUSTRALIA	Group	June 19
#7	 NORWAY	vs  ENGLAND	Quarters	July 11
#8	 TÜRKİYE	vs  USA	Group	June 25
#9	 ENGLAND	vs  ARGENTINA	Semis	July 15
#10	 BRAZIL	vs  NORWAY	16	July 5

- Unsurprisingly, US Soccer games were a massive draw for brands serving the highest amount of ad impressions. The USMNT appeared four times in the top ten most-watched matches (ranked #2, #3, #6, and #8, respectively).
- With a group round happening before the Round of 32, the bracket-style format provides chances for high viewership throughout the entire tournament, with three group stage games appearing in the top 10.
- England was another team that garnered massive viewership, accounting for three of the top ten games by TV ad impressions—all occurring in the later rounds (Round of 16, Quarterfinals, and Semifinals).

Don't Settle For Incomplete TV Measurement

Gain complete transparency into your entire TV ad campaign performance with iSpot. **Every ad, every impression, every second.** Contact us now to learn more about sports TV advertising and how iSpot gives advertisers a comprehensive view of cross-platform ad effectiveness—from creatives, to audiences and outcomes.

[Contact Us](#)

GLOSSARY

Creative Assessment Methodology: Each nationally-breaking TV and video ad is rapidly surveyed by 500+ U.S. consumers (demographically balanced to the census), providing a pure assessment of creative effectiveness. Quantitative and qualitative insights reveal what consumers think and how they feel about an ad.

Household TV Ad Impressions: TV ad exposures captured across 52 million smart TVs and set-top boxes which are extrapolated and balanced with census data for an accurate representation of US households.

Likeability Score: Measures the extent to which survey respondents like an ad. Scores range from 1-950. A difference of ± 25 points is statistically significant.

Top-2-Box Purchase/Visit Intent: The percent of survey respondents that reported an increased desire to purchase or visit a given brand or product after watching an ad. Also referred to as top-2-box intent.

Top Emotion: Refers to the 57 emotional metrics Creative Assessment measures for every TV and video ad. Measurement is derived from survey respondent verbatim comments using Natural Language Processing and machine learning techniques. Scores are relative to every other ad in the expansive database. The top emotion represents the strongest feeling(s)/reaction(s) gen pop viewers have in response to a video ad.

About iSpot

iSpot helps advertisers drive ad effectiveness with unified TV and video measurement, from creative to audience to outcomes. Our fast, accurate and actionable measurement solutions enable advertisers to assess creative effectiveness, improve media plans and drive business outcomes from TV and streaming advertising. Only iSpot is purpose-built to measure the performance of every ad on TV with digital-like precision and granularity.

Empowered with always-on cross-platform performance insights, advertisers can take quick and confident action to cut wasted ad spend. With currency-grade measurement, large-scale verified insights, and deep competitive intelligence, iSpot gives advertisers control and confidence amid the chaos of the new media landscape.



Data Footprint

- 75K brands
- 2.8 million creatives
- 183 TV networks
- 210 Media Markets
- 500+ streaming platforms and DSPs
- 83 million smart TVs and set-top boxes
- Trillions of impressions & millions of conversions attributed to millions of creatives
- 185,000+ video ads with creative assessment data

Data Quality

- Patented ad and impression detection processes and software
- 40 around-the-clock human editors
- Best-in-class data science, processing and modeling
- Rigorous quality assurance and data integrity for survey-based creative assessment
- MRC-accreditation for National TV Ad Occurrence Reporting
- JIC-Certified as a National Currency

Corporate Facts

- Founded in 2012
- Over 750 customers across brands, TV networks and movie studios, including 85% of the top 100 advertisers.
- Over 400 employees