

World Cup 2022

Insights

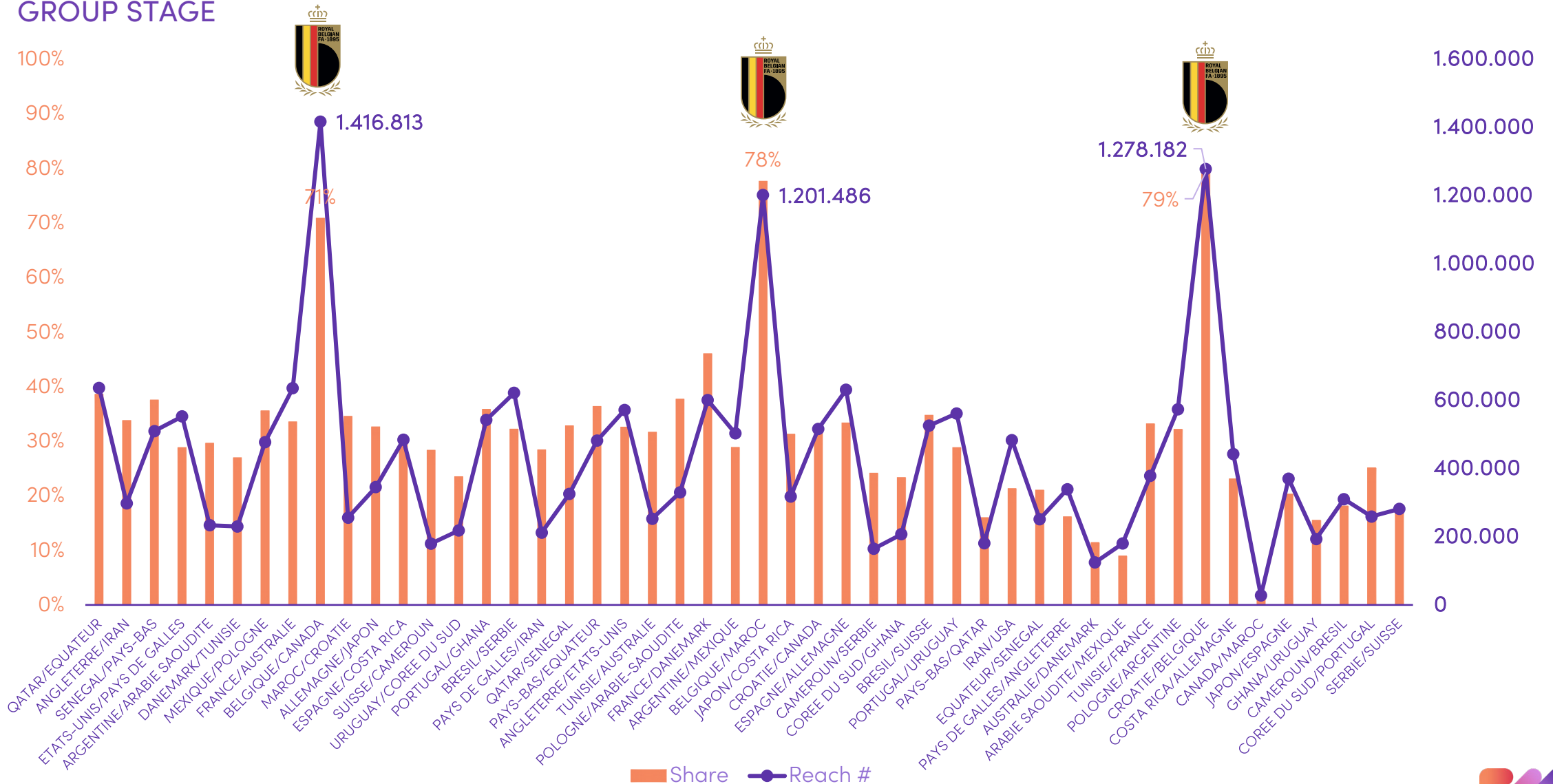


TV FIGURES



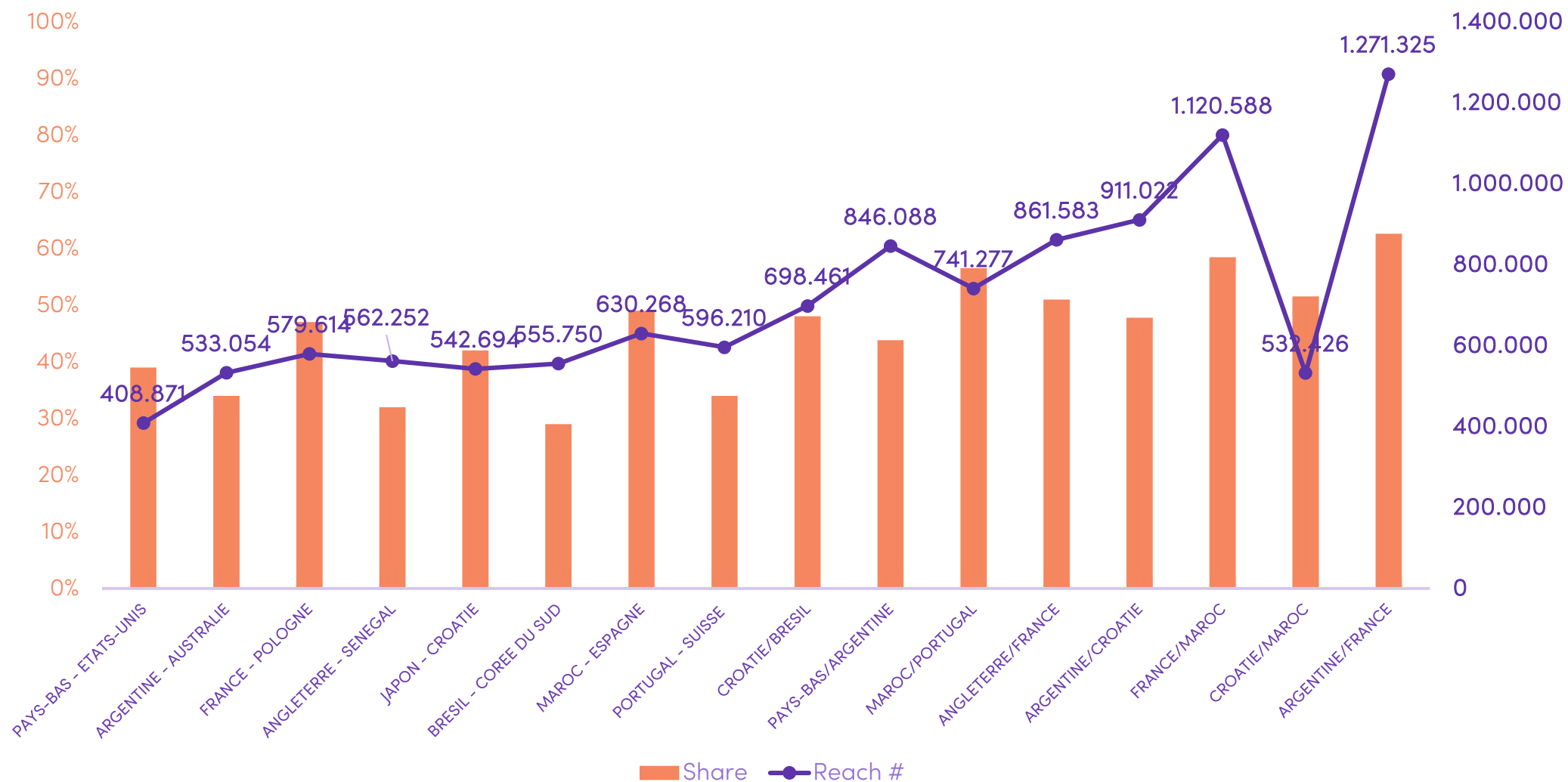
MATCH AFTER MATCH

GROUP STAGE

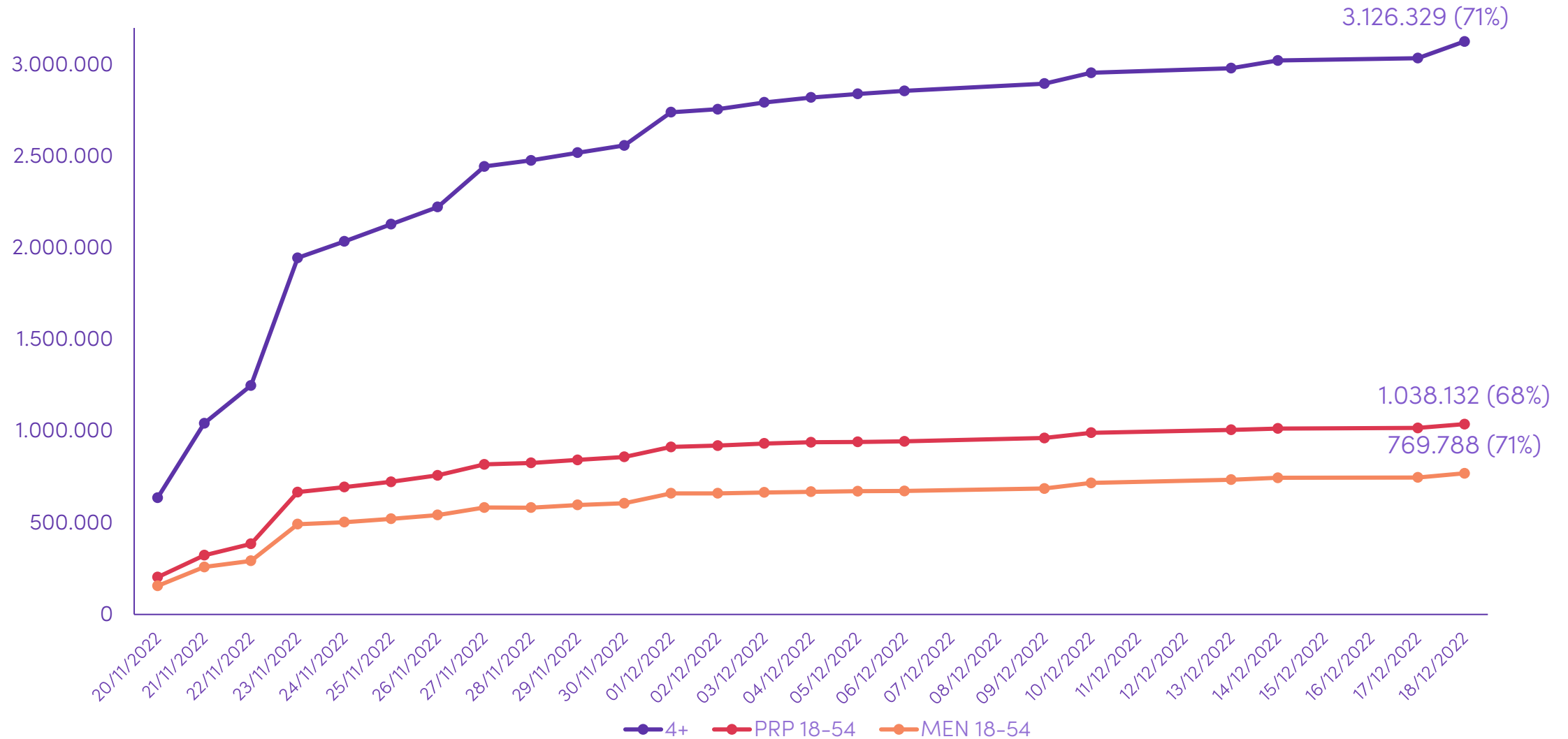


MATCH AFTER MATCH

FINAL STAGE



CUMULATED COVERAGE



GLOBAL AUDIENCE

Target	Average Rat. Live+voldal	Average Rat. % Live+voldal	Average Reach 10' cons Live+voldal	Average Reach % 10' cons Live+voldal	Average Share % Live
Total Viewers	345.238	7,8%	511.381	11,6%	36,4%
PRP 18-54	101.910	6,7%	150.310	10%	37,3%
Men 18-54	77.754	7,2%	114.615	10,5%	47,1%
Women 18-54	58.864	5,4%	88.057	8,0%	32,5%
PRP+kids	43.813	6,0%	65.459	8,9%	40,6%

RED DEVILS AUDIENCE

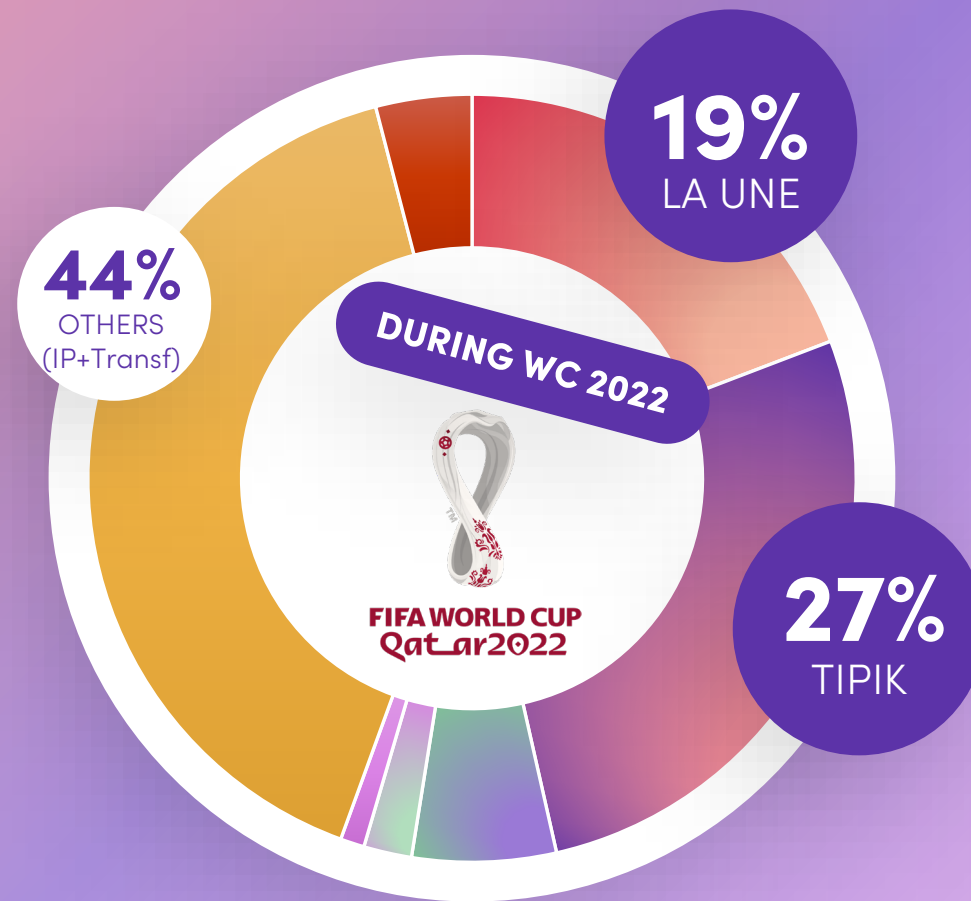
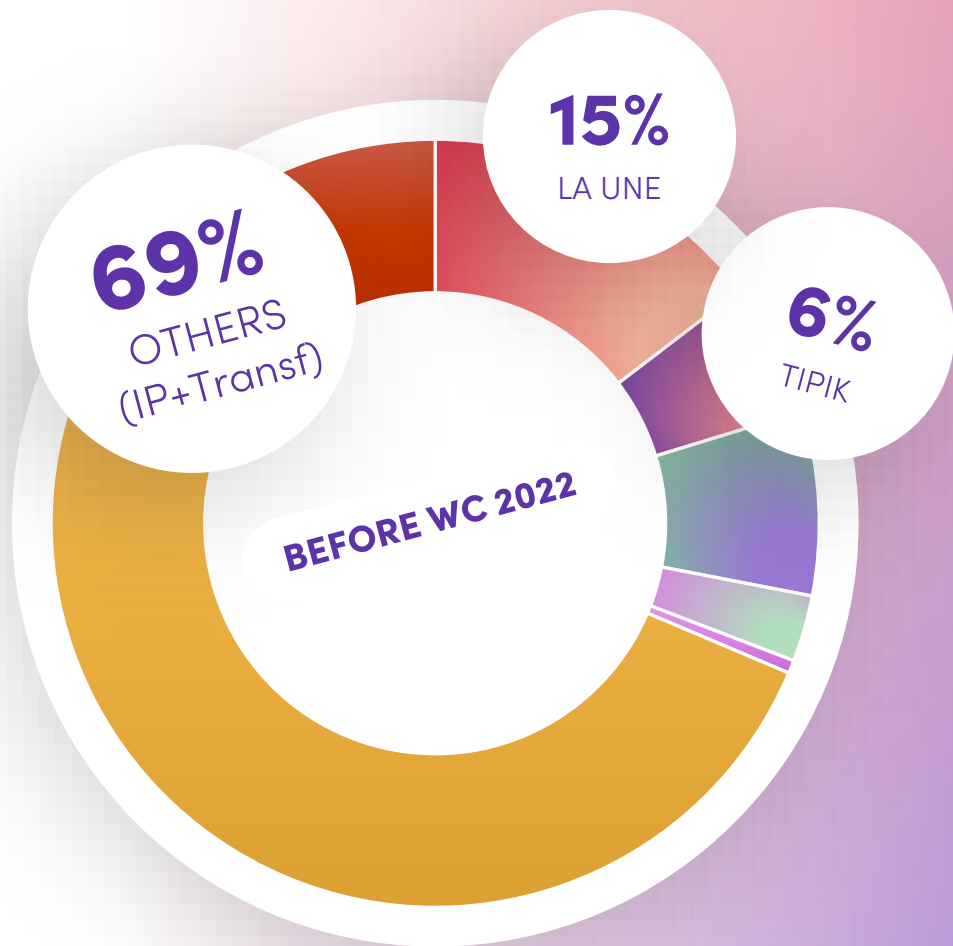
Target	Average Rat. Live+voldal	Average Rat. % Live+voldal	Average Reach 10' cons Live+voldal	Average Reach % 10' cons Live+voldal	Average Share % Live
Total Viewers	1.056.648	24,0%	1.299.319	29,5%	75,4%
PRP 18-54	351.147	23,0%	425.067	27,9%	76,6%
Men 18-54	252.060	23,2%	297.453	27,4%	83,5%
Women 18-54	211.981	19,4%	266.612	24,3%	72,9%
PRP+kids	165.606	22,6%	203.441	27,8%	77,0%

TV TOP 5 (without Red Devils)

Total Viewers	Rat. Live+voldal	Rat. % Live+voldal	Reach 10' cons Live+voldal	Reach 10' cons Live+voldal	Share % Live
ARGENTINE/FRANCE	896.102	20,3%	1.271.325	28,9%	62,6%
FRANCE/MAROC	862.048	19,6%	1.120.588	25,4%	58,4%
ANGLETERRE/FRANCE	655.365	14,9%	861.583	19,6%	51,0%
ARGENTINE/CROATIE	651.128	14,8%	911.022	20,7%	47,8%
PAYS-BAS/ARGENTINE	518.809	11,8%	846.088	19,2%	43,8%

BEFORE/DURING WC

COMMERCIAL SHARE



AUDIO FIGURES



MATCH AFTER MATCH



GROUP STAGE



MATCH AFTER MATCH

FINAL STAGE



AUVIO TOP 5

TOP 5	Live Views
Argentine-France	1.015.842
Maroc-Espagne	624.252
France-Maroc	559.823
Croatie-Brésil	554.136
Croatie-Belgique	534.173

	Average Live Views
Average Group Stage	154.000
Average Final Stage	362.000

KEY FIGURES



64 matches

26 competition days

Many many goals

Up to **79%** TTVSH 4+

More than **3,1M^o** TV viewers La Une,
Tipik

More than **13M^o** Live Views on Auvio

5 historical records on Auvio



See you in 2026 ...

