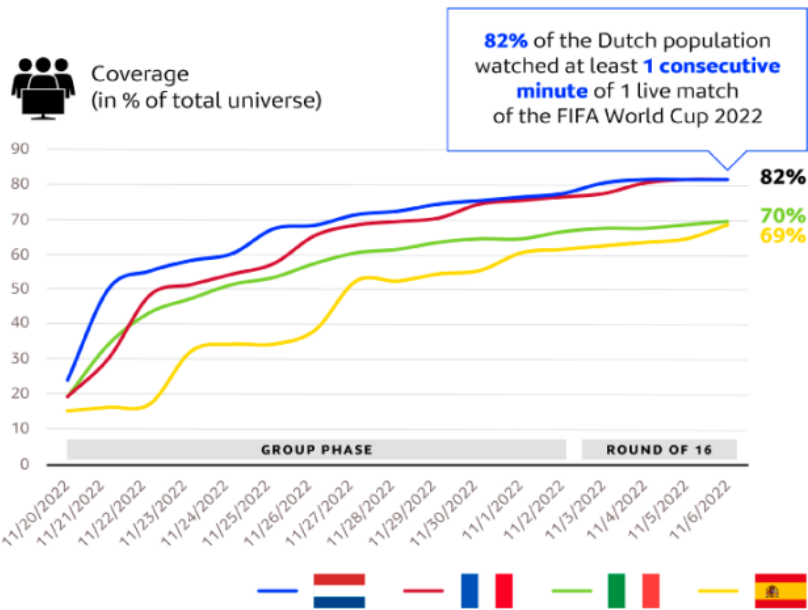




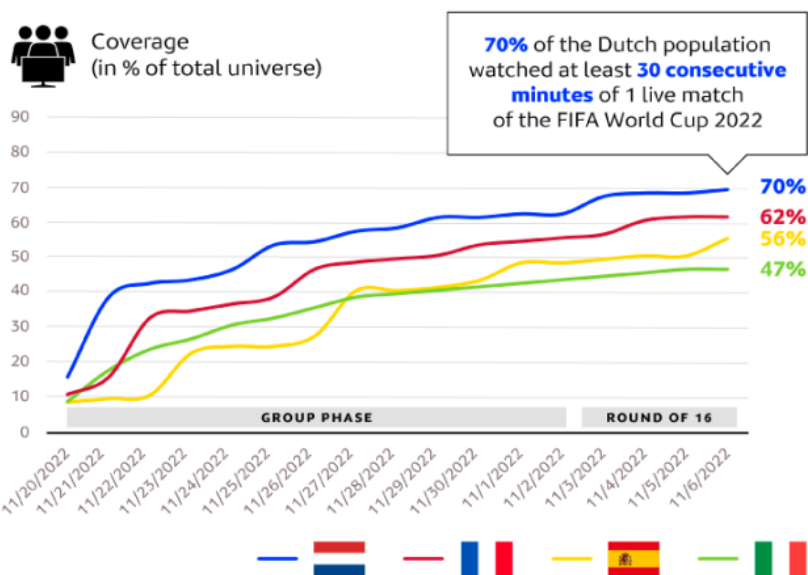
FIFA World Cup 2022

At the end of the Round of 16, where are some European markets in terms of viewers reached?

What if we apply a **1 consecutive minute** reach threshold ?



What if we apply a **30 consecutive minutes** reach threshold ?



Methodology:

Broadcasters: France = TF1 (21 live matches) / Spain = La 1 (14 live matches)
 + Gol Mundial (56 live matches) / Italy = Rai 1 (30 live matches) + Rai 2 (18 live matches)
 + Rai Sport (8 live matches) / Netherlands = NPO1 (48 live matches)
 + NPO2 (4 live matches) + NPO3 (4 live matches)

Source : Glance / Médiamétrie - Médiamat / Kantar Media Spain / Auditel - Nielsen / SKO - GfK