



2026 FIFA World Cup Report

July 2026

2026 FIFA World Cup Executive Summary

- **The 2026 FIFA World Cup generated over \$5B in brand value**, with live broadcasts accounting for over 75% of all media value across sponsorship, advertising, social media, and shoulder programming
- **Brand value increased nearly 5x versus 2022**, driven primarily by the expanded 48-team format (104 games vs. 64) and stronger U.S. viewership
- **FIFA partner brands dominated the tournament**, with Tier 1-3 partners earning the majority of sponsorship value and their premium activations receiving further amplification across social media and sports talk/shoulder programming
- **Tier 1 brands owned the biggest share of attention**, claiming the top eight most valuable brands, with each generating more than \$300M in media value at the parent company level
- **Fieldside lower-level banners were the most valuable sponsorship asset**, outperforming all other on-site branding opportunities, although jerseys (through a variety of jersey sponsors) and network owned digital overlays also drove significant value
- **Non-partner brands heavily invested in TV advertising (i.e., commercials)**, accounting for 72% of paid TV advertising spend throughout the tournament
- **World Cup conversations and brand value extended well beyond the matches**, with sports talk, news programming, and social media creating significant incremental exposure and value for brands

Approach and Methodology

- Hive, founded in 2017 and headquartered in San Francisco, utilizes best-in-class AI technology to reimagine sponsorship measurement and ad intelligence
- Hive used data from its Mensio platform ([Demo Video](#)) to assess the quantity and value of brand exposure generated during the 2026 FIFA World Cup
 - Measurement included brands' exposure across the live broadcasts (across FOX and Spanish language broadcasts) and shoulder programming (pre/post-game), sports talk, highlights, broader amplification, TV advertising, social media
- Mensio is powered by Hive's proprietary AI models and provides always-on tracking and valuation across:
 - TV sponsorship and advertising: In-content exposures and traditional advertising for 13,000+ brands across 24/7/365 programming on 185+ U.S. TV networks (incl. 120+ national networks since 2018 and 65+ RSNs since 2021)
 - Social Media: 2,000+ league, team, and sports news accounts across Instagram, Facebook, TikTok, and X; Hive also measures every post on X utilizing 6+ models (e.g., logo, location, celebrity, and AI-generated content) across text, image, and video
- Hive's AI models and valuation methodology for in-content exposures use a consistent quantification of the exposure value using an algorithmic methodology to value exposures based on a combination of size, clarity, centrality, and share of voice
 - Using this valuation methodology, Hive translates identifiable brand exposure into equivalent ad units and calculates equivalent media value using program-level spot costs for TV programming and impressions x CPM for social media

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- Brand Performance by Sponsor Tier

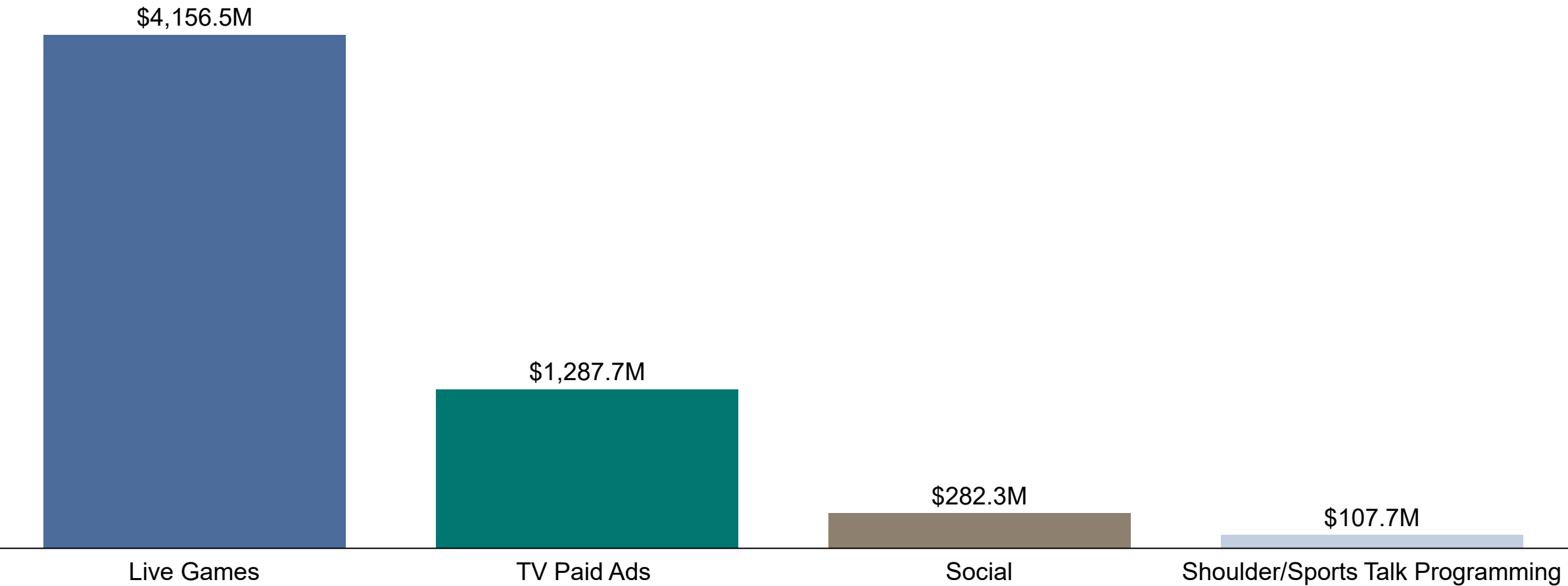
- Inside the Broadcast Summary

- Outside the Broadcast Summary

Value by Source | Live game broadcasts accounted for the majority of World Cup value, driving more than 75% of the total value generated

2026 FIFA World Cup: Value by Source (Live Games, TV Paid Ads, Social, and Shoulder/Sports Talk Programming)

6/11/2026 – 7/19/2026, All assets

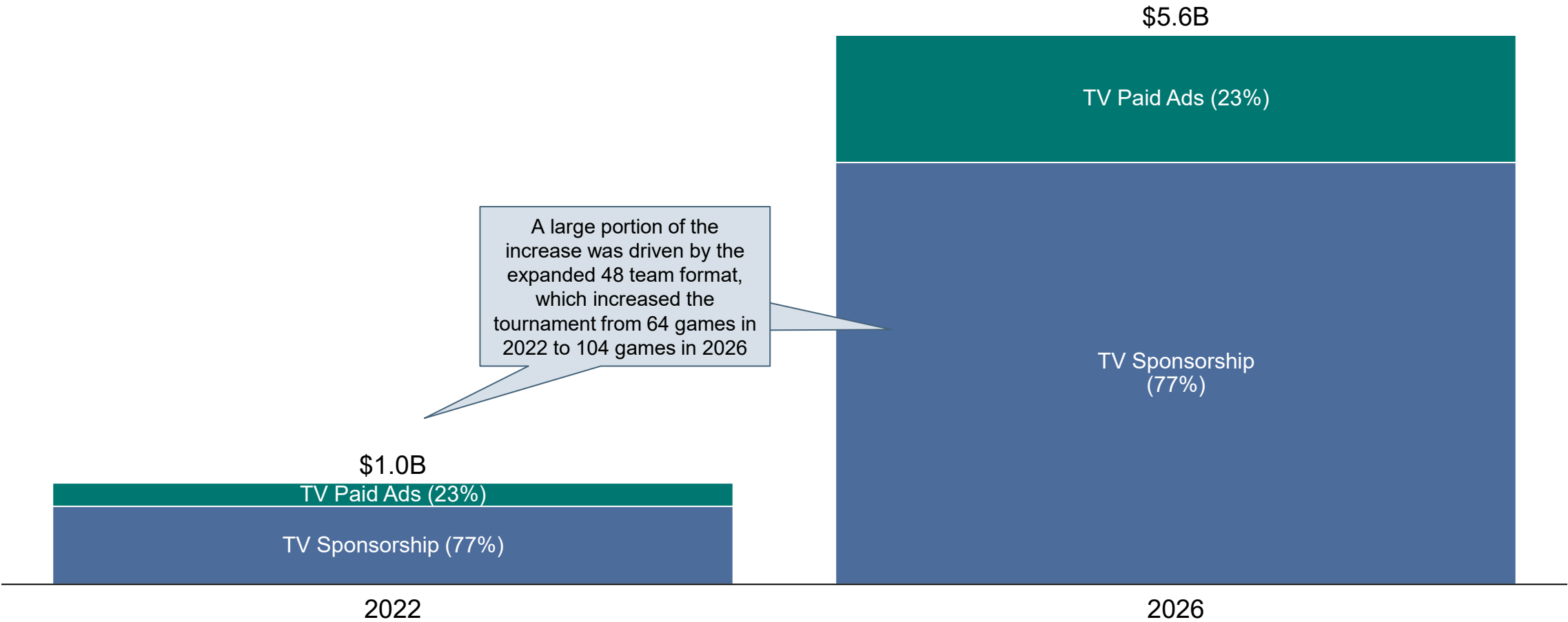


Note: Visual sponsorship value includes all assets; excludes all Leagues, Studios, Athletic Apparel (when exposed on athlete apparel) and Streaming/OTT brands; U.S TV Only
Source: Mensio by Hive

2026 vs. 2022 FIFA World Cup | The 2026 World Cup generated ~5x more media value than 2022, driven by the expanded tournament and stronger U.S. viewership

2022 FIFA World Cup vs. 2026 FIFA World Cup – TV Media Value by Source

Includes Live + Shoulder Programming; Value reflects full 2022 World Cup (11/20/2022 – 12/18/2022) and full 2026 FIFA World Cup (6/11/2026 – 7/19/2026)

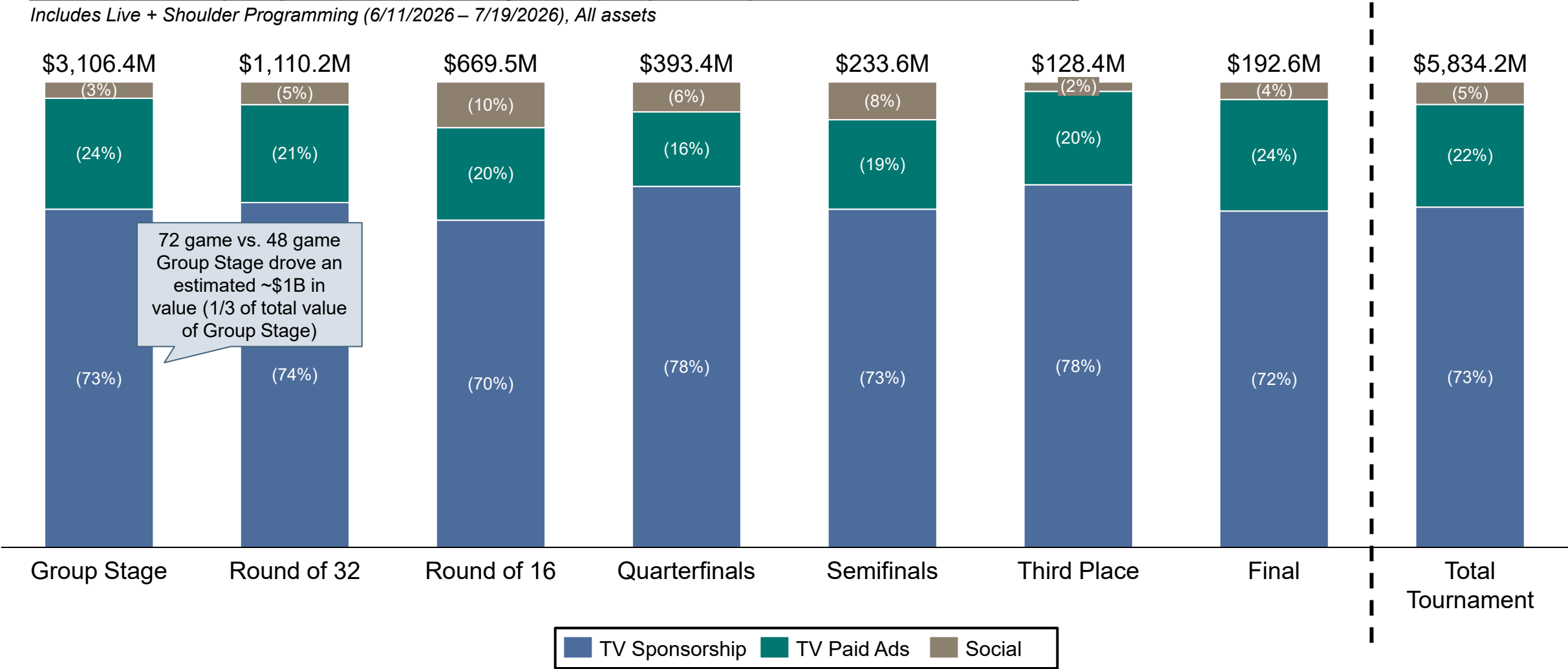


Note: Visual sponsorship value includes all assets; excludes all Leagues, Studios, Athletic Apparel (when exposed on athlete apparel) and Streaming/OTT brands; U.S TV Only
Source: Mensio by Hive

Value by Round | Brands generated >\$1.1B from the new Round of 32 and ~\$1B from the additional Group Stage matches created by the expanded tournament format

2026 FIFA World Cup – Equivalent Media Value by Round (TV Sponsorship, Paid TV Ads, and Social Media)

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026), All assets



Note: Visual sponsorship value includes all assets; excludes all Leagues, Studios, Athletic Apparel and Streaming/OTT brands; U.S TV Only
Source: Mensio by Hive

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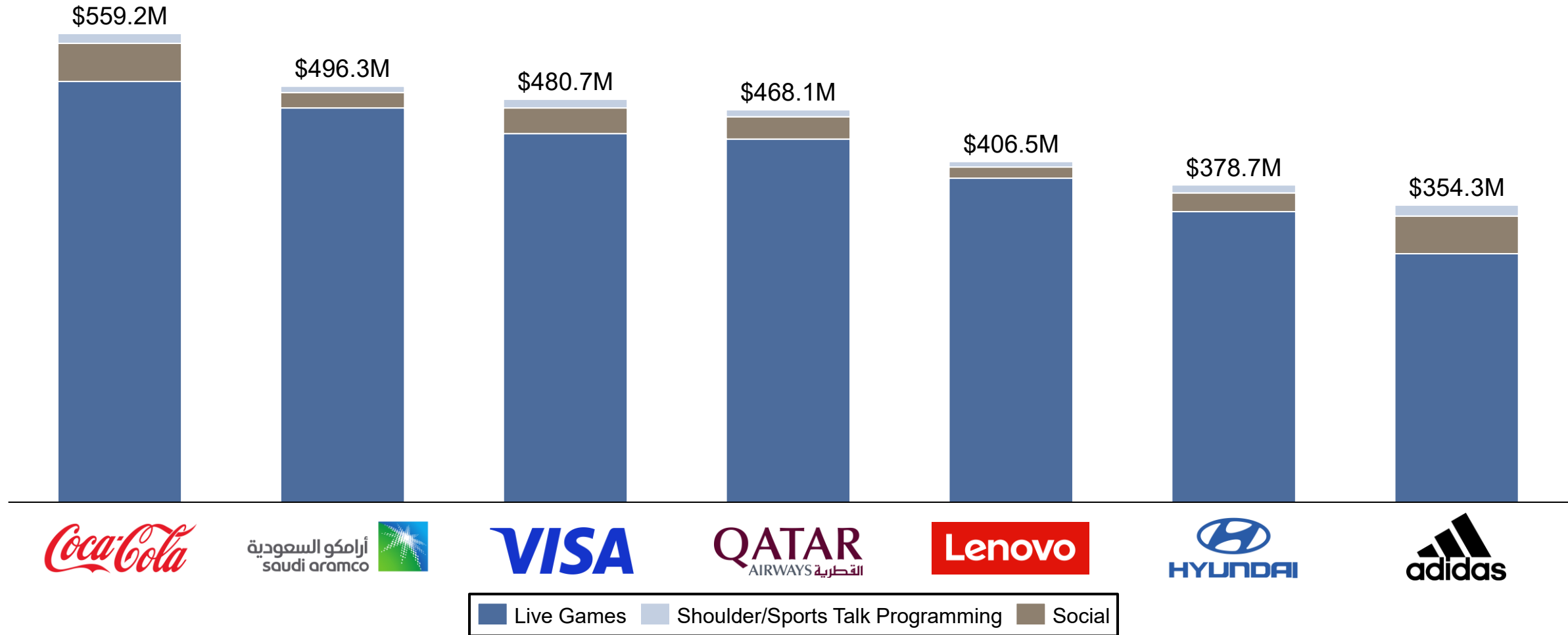
- Inside the Broadcast Summary

- Outside the Broadcast Summary

2026 FIFA World Cup – Tier 1 Brand Value | The Coca-Cola Company was the most valuable sponsor, earning over \$559M in media value across the tournament

2026 FIFA World Cup – Tier 1 Brands: Equivalent Media Value by Source (Live Games, Shoulder/Sports Talk Programming and Social Media)

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026), All assets*

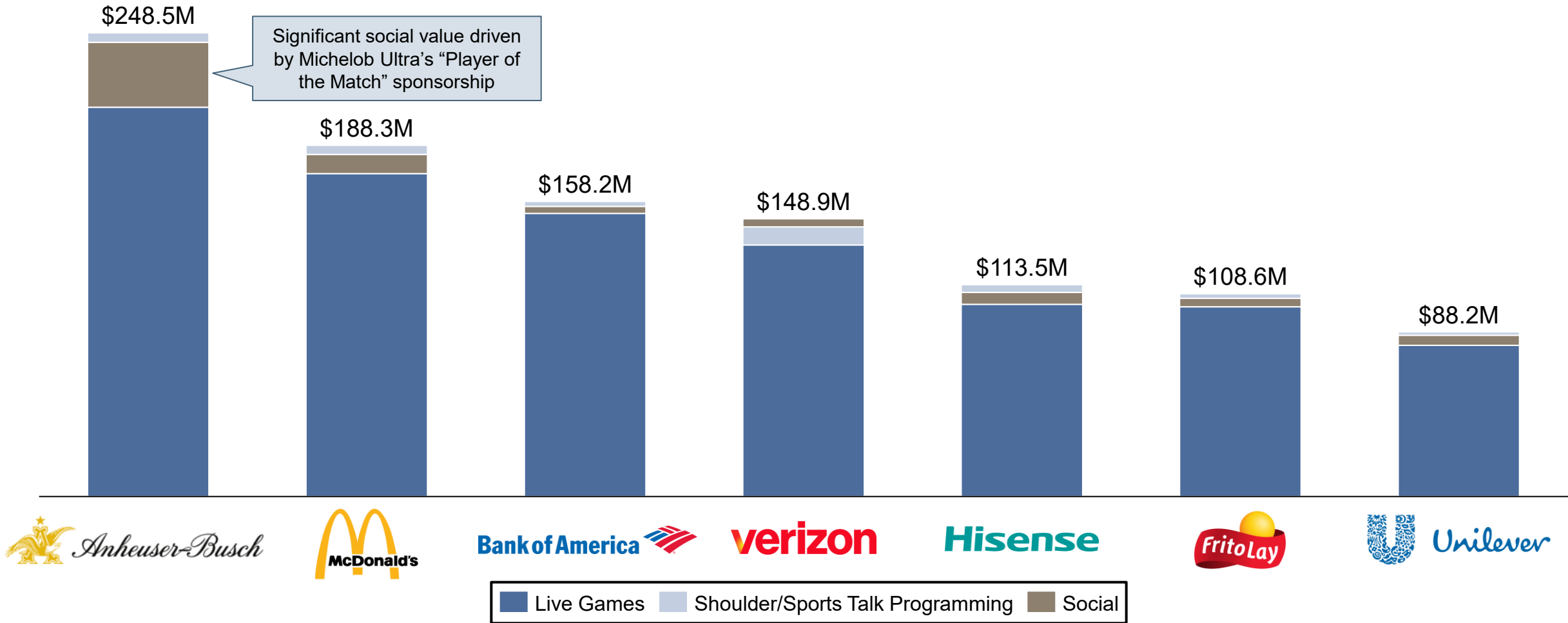


*Adidas visual sponsorship value does not include value earned from jersey sponsorships
Note: All companies included at the parent company level (e.g., Coca Cola and Powerade included under Coca Cola)
Source: Mensio by Hive

2026 FIFA World Cup – Tier 2 Brand Value | Anheuser-Busch led all Tier 2 sponsors, earning significant social value driven by its “Player of the Match” posts

2026 FIFA World Cup – Tier 2 Brands: Equivalent Media Value by Source (Live Games, Shoulder/Sports Talk Programming and Social Media)

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026), All assets



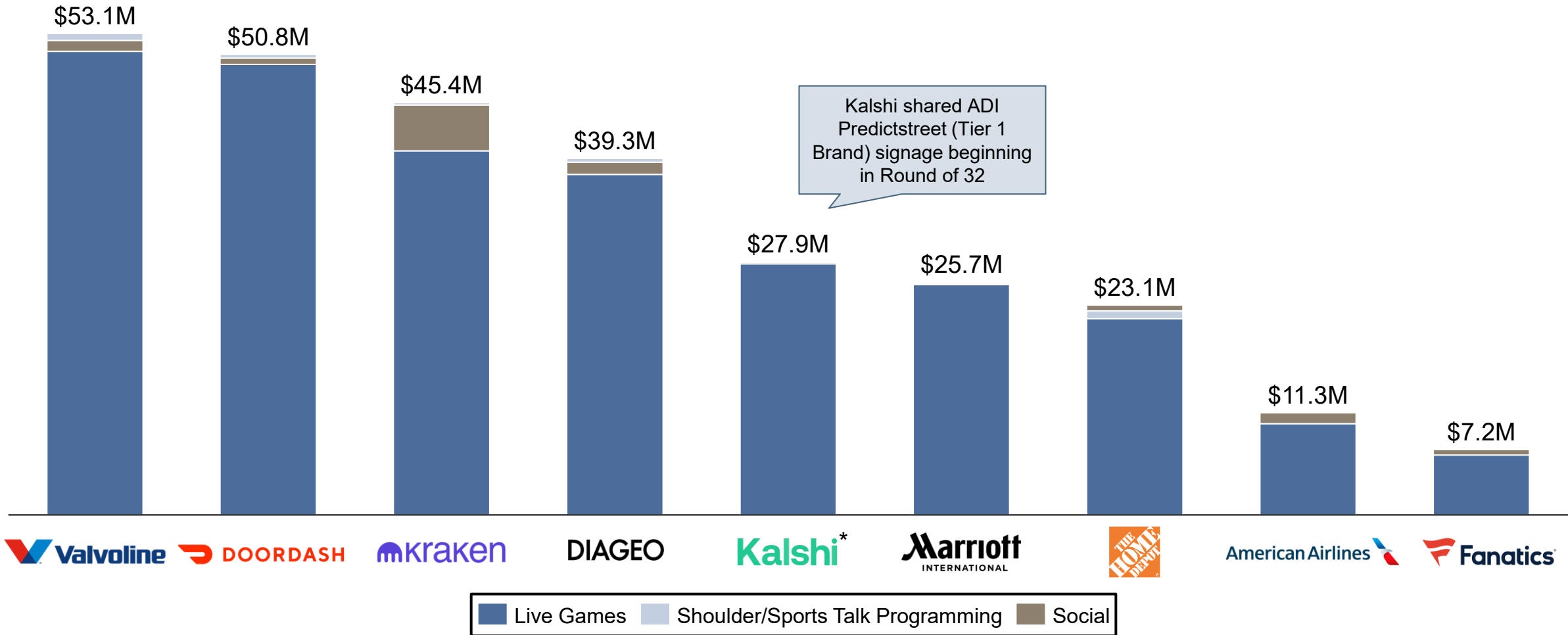
Note: All companies included at the parent company level (e.g., Coca Cola and Powerade included under Coca Cola)

Source: Mensio by Hive

2026 FIFA World Cup – Tier 3 Brand Value | Valvoline led all Tier 3 sponsors, earning over \$53M in equivalent media value

2026 FIFA World Cup – Tier 3 Brands: Equivalent Media Value by Source (Live Games, Shoulder/Sports Talk Programming and Social Media)

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026), All assets



*Kalshi became an official FIFA World Cup Sponsor midway through the tournament
Note: All companies included at the parent company level (e.g., Coca Cola and Powerade included under Coca Cola)
Source: Mensio by Hive

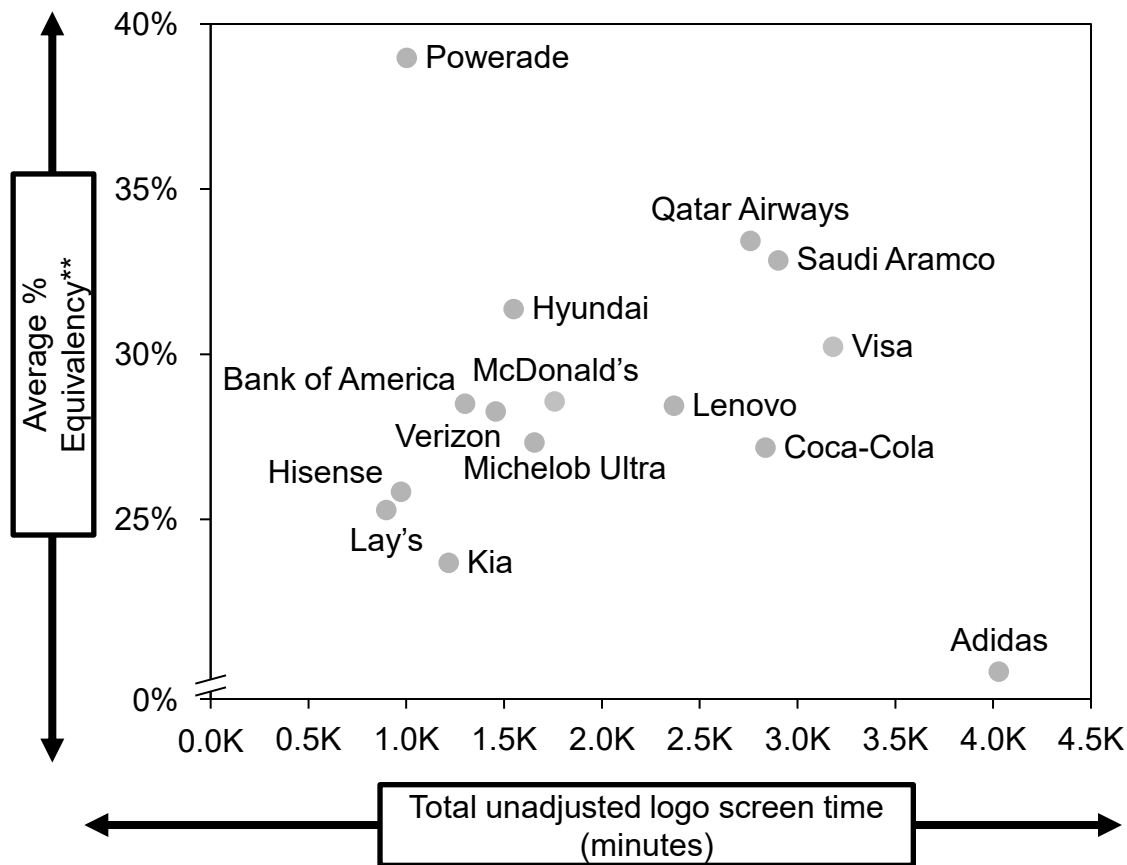
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TV Sponsorship | Tier 1 brands dominated the top 15 most exposed brands, claiming the top 8 spots, each generating over \$300M in value at the parent company level

FIFA World Cup 2026: Top 15 Brands by Equivalent Media Value

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026)



Brand	Sponsorship Tier	Total Screen Time	Avg. % Equivalency	Equivalent 30 Sec. Airings	Equivalent Media Value
1 Saudi Aramco	1	48:22:24	33%	1,906.7	\$478.1M
2 Visa	1	53:02:14	30%	1,923.5	\$450.1M
3 Qatar Airways	1	45:59:18	33%	1,845.3	\$441.4M
4 Lenovo	1	39:29:08	28%	1,347.6	\$319.4M
5 Adidas	1	67:09:04	20%	1,643.0	\$309.6M
6 Coca-Cola*	1	47:15:41	27%	1,541.2	\$297.0M
7 Hyundai*	1	25:49:13	31%	972.0	\$233.6M
8 Powerade*	1	16:43:11	39%	782.0	\$215.5M
9 Michelob Ultra	2	27:35:15	27%	904.9	\$180.7M
10 McDonald's	2	29:19:42	29%	1,005.2	\$178.0M
11 Bank of America	2	21:41:38	29%	741.9	\$154.4M
12 Verizon	2	24:17:18	28%	823.9	\$138.2M
13 Kia*	1	20:16:49	24%	576.6	\$122.9M
14 Hisense	2	16:13:26	26%	503.1	\$107.1M
15 Lay's	2	14:57:55	25%	454.2	\$98.6M

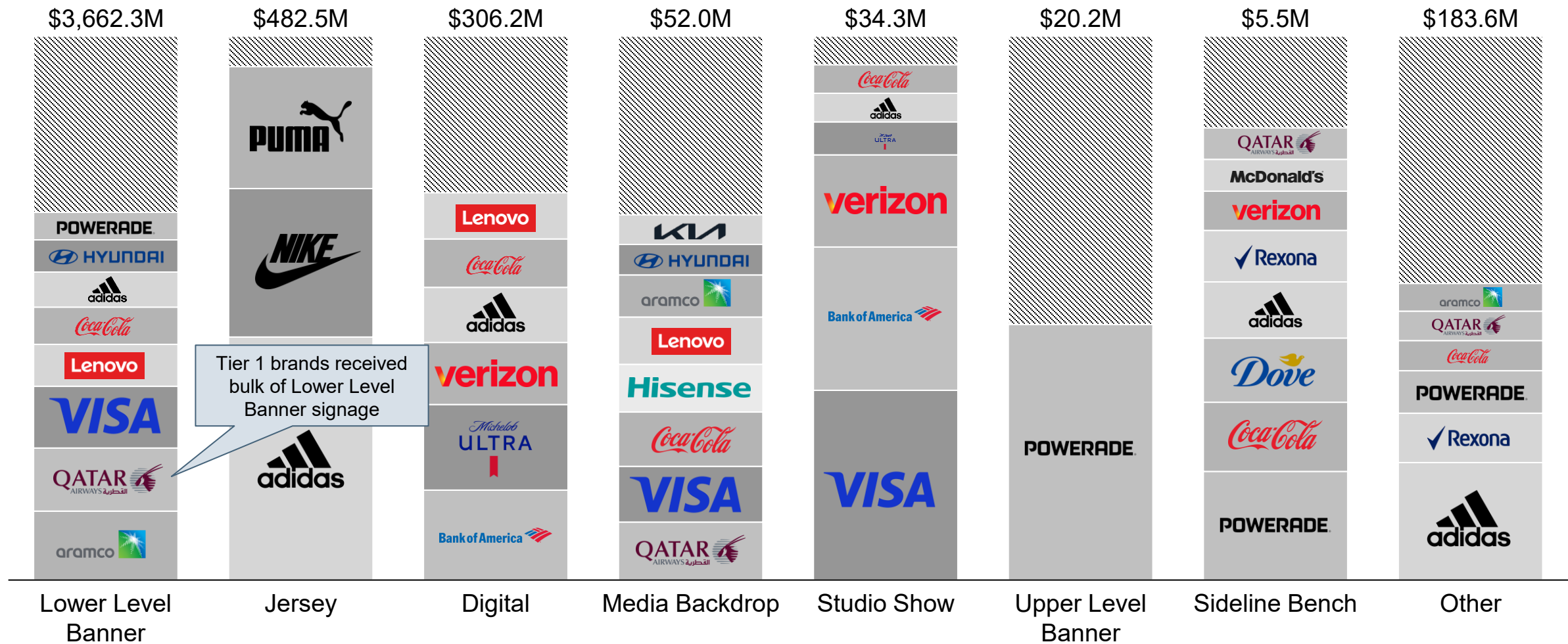


*Parent company had sponsorships with multiple brand variations
**Average Equivalency Percentage is a proprietary metric that reflects the size, clarity and centrality of a brand's exposure in a video or image, as well as the presence of other brands, measured every second; the average equivalency value is 20% (such that 10 seconds of "average" in-content exposure would be worth 2 seconds of equivalent commercial time; the maximum equivalency is 62.5%, accounting for lower brand awareness from video ads without associated audio per neurocognitive research | Note: Excludes Leagues, Studios, Athletic Apparel (Nike) and Streaming/OTT brands | Source: Mensio by Hive

Value by Asset | Brands generated value across a range of different assets, with lower-level banners (FIFA controlled inventory) driving the most value

2026 FIFA World Cup – Value by Asset (TV Sponsorship)

Includes Live + Shoulder Programming (6/11/2026 – 7/19/2026), All assets

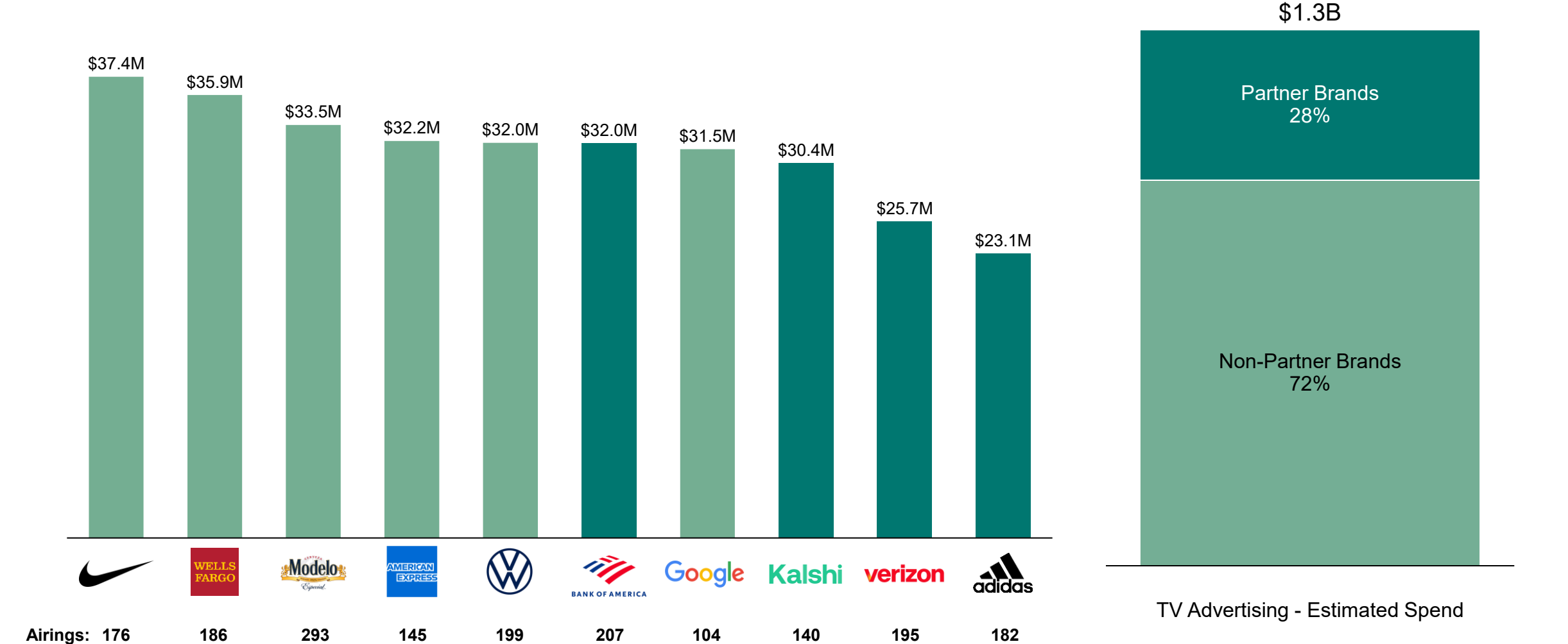


Tier 1 brands received bulk of Lower Level Banner signage

Source: Mensio by Hive | Note: "Other" category aggregates all brands with <4.5% SOV

TV Advertising | Non-partner brands capitalized on World Cup commercial inventory, accounting for 72% of ad spend and reaching the tournament's significant audience

TV Advertising – Estimated Spend for Top 10 Brands
Live Games (6/11/2026 – 7/19/2026); Excluding league, team, and network logos

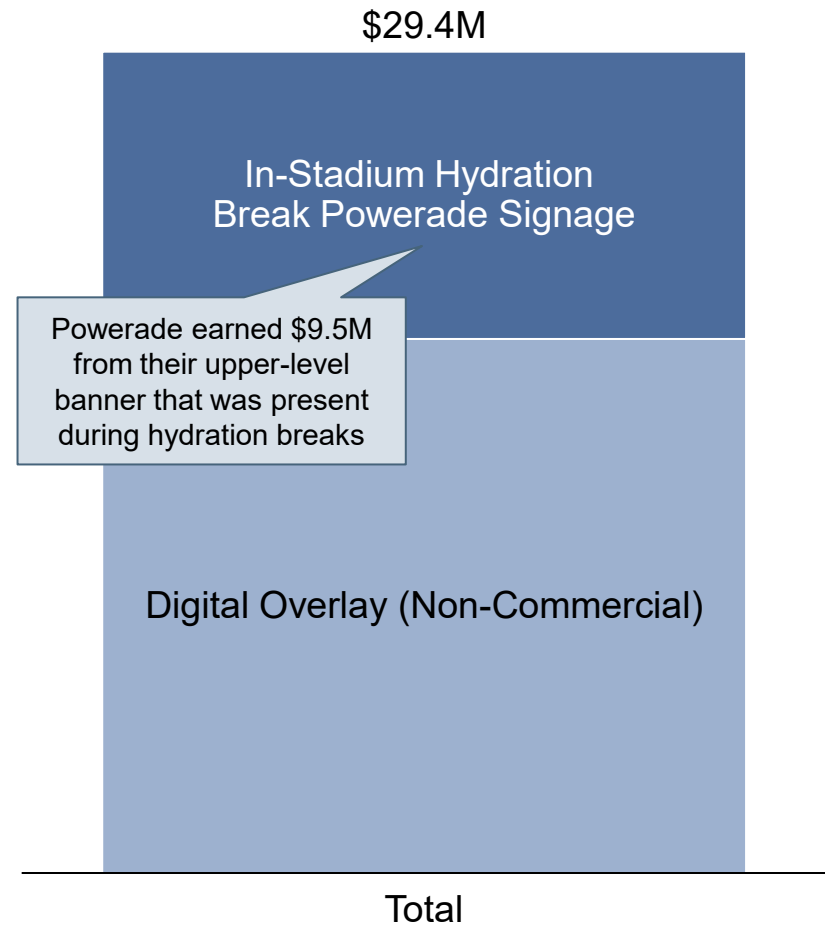


Source: Mensio by Hive

Hydration Breaks | The new hydration breaks not only created new ad inventory but also significant sponsorship value across network-owned and TV-visible signage

FOX/NBCU Hydration Breaks

Live Games Only (6/11/2026 – 7/19/2026); includes all sponsored Hydration Break segments (excludes commercial inventory)



FOX/NBCU Hydration Breaks

Live Games Only (6/11/2026 – 7/19/2026); includes all sponsored Hydration Break segments (excludes commercial inventory)

	Network	Brand	Duration	Avg. % Equivalency	Equivalent 30 Sec. Airings	Equivalent Media Value
1	FOX	Powerade	1:34:34	27%	50.9	\$12.9M
2	FOX	Lenovo	0:17:09	25%	8.5	\$6.2M
FOX Total			1:51:43	27%	59.4	\$19.1M
1	Telemundo	Michelob Ultra	0:31:29	42%	26.5	\$4.4M
2	Telemundo	Coca-Cola	0:21:29	35%	15.2	\$2.6M
3	Telemundo	Bank of America	0:16:53	31%	10.4	\$1.2M
4	Telemundo	Powerade	0:06:53	34%	4.6	\$0.8M
5	Telemundo	Lay's	0:06:48	29%	3.9	\$0.4M
6	Telemundo	Visa	0:05:34	30%	3.4	\$0.4M
7	Telemundo	Degree Deodorant	0:05:45	28%	3.3	\$0.3M
8	Telemundo	McDonald's	0:01:56	22%	0.9	\$0.1M
NBCU Total			1:36:47	35%	68.1	\$10.3M
Total Hydration Breaks			3:28:30	31%	127.5	\$29.4M



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Sports Talk | World Cup sponsors received mass amplification not just across live events, shoulder, and social, but also across generic sports talk programming



Official Partner Brands

1,005

Unique Sports Talk TV programs w/ World Cup related exposure

85.7

Hours of World Cup-related TV screen time outside World Cup related programming

63.9K

Unique World Cup-related visual occurrences outside of World Cup related programming

\$4.1M

Additional World Cup-related TV Media Value earned outside of World Cup related programming

TV Amplification – Sports Talk & Highlights (6/11/2026 – 7/19/2026)



SportsCenter (ESPN)



The Pat McAfee Show (ESPN)



El Pelotazo (Telemundo)



First Things First (FS1)



The Herd with Colin Cowherd (FS1)



First Take (ESPN)



Boomer and Gio (CBS Sports Network)



Boston Sports Tonight (NBC Sports Boston)



Pardon the Interruption (ESPN)

Source: Mensio by Hive



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Non-Sports Content | Along with sports talk programming exposure (prior slide), World Cup sponsors also received additional amplification across non-sports content



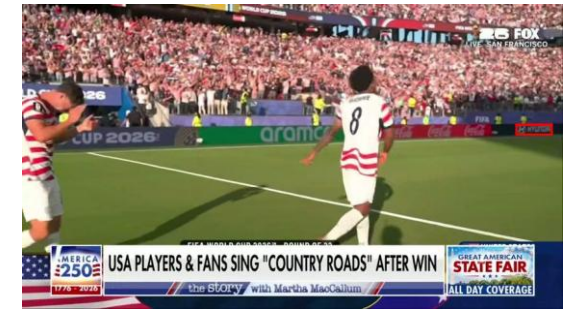
ABC World News Tonight With David Muir (ABC)



CBS Evening News (CBS)



GMA3 (ABC)



The Story With Martha MacCallum (FOX News)



All in With Chris Hayes (MSNBC)



NBC Nightly News With Tom Llamas (NBC)



CBS Evening News (CBS)



The Claman Countdown (FOX Business Network)



Fox News at Night (FOX News)



CNN Newsroom Live (CNN)



ABC World News Tonight With David Muir (ABC)



CNN News Central (CNN)

Source: Mensor by Hive

Social Media | Outside the broadcasts, sponsor brands earned significant social media exposure, largely concentrated across a handful of marquee soccer accounts

2026 FIFA World Cup: Top Brands

(6/11/2026 – 7/19/2026, includes Instagram, Facebook, X, and TikTok)

Account	Tier	# of Posts	Engagements	Impressions	Equivalent Media Value
Adidas	1	13,225	894.6M	29,759.2M	\$44.7M
Coca-Cola	1	6,881	472.5M	14,630.6M	\$33.9M
Michelob Ultra	2	3,178	225.2M	6,809.3M	\$31.7M
Visa	1	6,000	471.7M	13,366.2M	\$30.5M
Qatar Airways	1	4,633	364.0M	10,300.6M	\$26.7M
Saudi Aramco	1	4,154	288.0M	7,962.3M	\$18.2M
Hyundai	1	3,428	253.4M	7,404.0M	\$14.4M
Lenovo	1	3,809	256.8M	7,370.2M	\$12.0M
McDonald's	2	2,866	196.9M	5,710.2M	\$10.3M
Powerade	1	1,698	112.3M	3,700.4M	\$8.4M
All Other		19,156	956.7M	28,067.9M	\$51.5M
Total		69,028	4,491.9M	135,081.1M	\$282.3M

2026 FIFA World Cup: Top Social Accounts

(6/11/2026 – 7/19/2026, includes Instagram, Facebook, X, and TikTok)

Account	Platform	# of Posts	Engagements	Impressions	Equivalent Media Value
Fabrizio Romano	Instagram	558	470.1M	21,366.2M	\$65.8M
FIFA	Instagram	1,482	383.3M	17,423.1M	\$31.3M
FIFA	TikTok	2,949	1,481.5M	17,589.3M	\$19.0M
Argentina National Team	Instagram	323	127.1M	5,951.5M	\$12.2M
BBC Sport	TikTok	995	180.6M	2,137.5M	\$10.9M
Morocco National Team	Instagram	242	55.1M	2,460.1M	\$9.8M
Portugal National Team	Instagram	142	110.4M	5,019.2M	\$8.3M
Fabrizio Romano	X	694	64.9M	2,851.0M	\$8.1M
ESPN FC	Instagram	734	99.1M	2,250.2M	\$6.5M
Fabrizio Romano	TikTok	194	158.3M	1,724.5M	\$5.7M
All Other		59,649	1,361.5M	56,308.6M	\$104.6M
Total		69,028	4,491.9M	135,081.1M	\$282.3M

Source: Mensio by Hive

World Cup Exposure on X | The World Cup generated substantial attention on X, with marquee athletes and brands seeing significant spikes in impressions throughout

- Hive ingests all posts on X and runs them through a subset of Hive's proprietary AI models (e.g., logo, location, celebrity, AI-gen detection)
- This enables Hive to surface unique insights such as brand and celebrity exposure across the World Cup (or throughout the year)
- During the World Cup, key athletes (e.g., Messi and Ronaldo) and partner brands saw significant spikes in impressions across X

