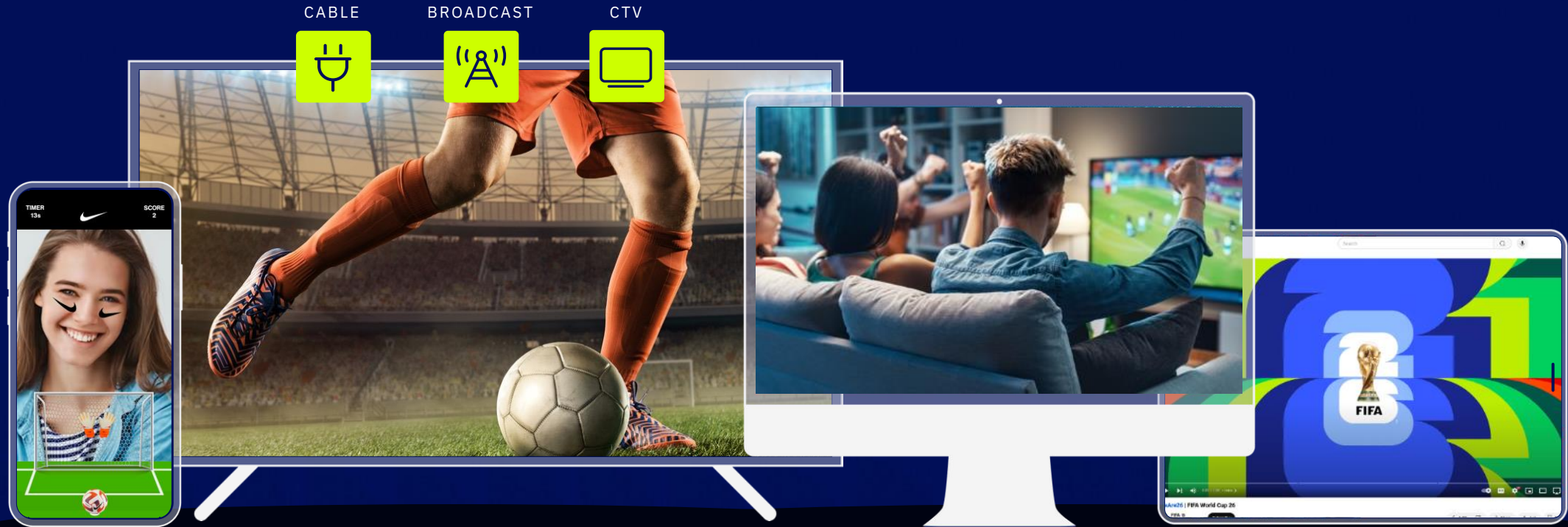






# The countdown to the World Cup is ON. Demand is high and fan fever is rising. Cadent can still get you in the game.



 Live inventory across linear and CTV for total reach

 No exclusivity restrictions or match requirements

 National and local packages across all U.S. markets

 Surround the fan experience across YouTube and digital channels

# Score a golden goal with your *media plan*

Cadent puts your brand on offense this World Cup across linear, CTV, & digital channels for total impact

## LINEAR + CTV PACKAGE: LIVE IN-GAME

Run in live games through traditional linear TV and CTV to reach World Cup fans at scale

### NETWORK EXAMPLES:



## DIGITAL & AUDIO GAMEDAY TAKEOVER

Engage soccer fans before and after the game to stay top-of-mind as they follow their favorite teams and players



### SPORTS PODCASTS

*Connect with sports fans as they immerse themselves in team discussions*



### DIGITAL AMPLIFICATION

*Activate your desired audience across online video, rich media or display for total impact*



### DOOH

*Surround game day by reaching fans along key transit routes and out-of-home viewing hotspots*

## YOUTUBE GOAL RUSH COLLECTION

### YOUTUBE COLLECTIONS

Run in an exclusive collection of World Cup-related content, only available with Cadent VuePlanner, to surround the fan experience across digital devices



**#1** YOUTUBE TV IS THE TOP MVPD IN THE US

**+1B** PEOPLE WATCH PODCASTS ON YT EVERY MONTH

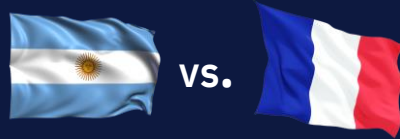


The 2022 World Cup scored record-breaking audiences.  
This year, *get your brand in on the action.*



**5B**

People engaged with the 2022 Qatar World Cup across TV, digital, and social channels



**~1.5B**

Viewers globally tuned in for the Argentina-France final, making it the most-watched men's World Cup match in history



**~3.6M**

Viewers in the U.S. tuned in per match across FOX Sports, up 30% from 2018

Source: FOX Sports, Inside.fifa

# World Cup: Goal Rush Collection



A collection of soccer-related content inspired by the 2026 World Cup – featuring match commentary, highlight reels, and tournament recaps that complement live soccer and World Cup broadcasts

- Exclusive collection within curated channels, only available through Cadent VuePlanner
- Gain cost efficiencies while driving greater impact
- Full transparency into the channels your ads will appear on pre-activation
- Campaign reporting at channel level

## VIDEO



CTV



DESKTOP



TABLET & MOBILE

TITLE	SUBSCRIBERS	VIDEOS	VIEWS
<b>FC Barcelona</b> ID: UC14UjwY1SM1QCBe9EookF_A	25.4M	15.1K	7.0B
<b>FIFA</b> ID: UCpcTrCKb1q78GZrTUTLkeBw	24.7M	12.7K	8.1B
<b>Real Madrid</b> ID: UGW3obpZVggJ3j9FVhEjF2Q	19.3M	8.6K	4.0B
<b>Juventus</b> ID: UCLzKhsxPExAC6yAdtZ-B0Nw	14.0M	7.8K	1.7B
<b>Pro Football Academy – The Next Gen of Ballers!</b> ID: UCVn9vBLA1L1YL4FFJHr16g	13.9M	853	3.4B
<b>Morgz</b> ID: UCbuSurfFse8vMBvQI_rC5vgQ	12.6M	906	3.6B
<b>Liverpool FC</b> ID: UC9LQhZoucfT94I2h630cJw	12.1M	9.8K	4.2B
<b>Max VS Football</b> ID: UG1ggcyv0DMHdoWHi7u11Q	11.9M	624	1.2B
<b>Manchester United</b> ID: UC6yM44UGJ3BvYT1fC7CRg2Q	10.9M	5.6K	3.0B
<b>Premier League</b> ID: UC65qQldu8nIRzq3_ggDvQ-w	9.3M	5.6K	7.6B

*\*All categories are based on proprietary brand suitability definitions created by Cadent VuePlanner. Classifications are built by Cadent VuePlanner using contextual signals from the YouTube Data API and are not reviewed by Google.*