



MAKING THE MOST OF GLOBAL SPORTS MOMENTS

From NFL and college football games to 2022 FIFA World Cup soccer matchups on the world stage, all eyes are on sports content, viral highlight reels, and live games, providing ample opportunities for brands to engage with countless sports fans beyond commercial moments.

What We're Watching

NFL & College Football Are Breaking Viewership Records

The 2022 football season has already experienced **record-breaking viewership across leagues**. The recent Giants versus Cowboys game was the most-watched NFL regular-season game ever. Meanwhile, this year's NCAA college football season is recording the [most-watched regular-season games since 2011](#).

World Cup Engagement is Reaching New Heights

This year's World Cup is igniting passionate engagement across audiences, with almost 8.9M viewers tuned in to watch the Argentina-Mexico match, making it **the most-watched World Cup group stage broadcast in U.S. history**.

With more World Cup matches, NFL games, sports moments, and the NCAA College Football Playoffs on the horizon, these strong viewership trends are expected to continue heading into the final weeks of the year.

It's Time to Get in the Game

Where there are eyes, there's opportunity. Opportunistic activations and reaction-based content across channels and digital platforms can empower greater brand enthusiasm and cultural relevancy in real time. Brand communications that speak to the core values of the game, such as community, empowerment, and passion, during global sports moments can enable non-endemic brands to:



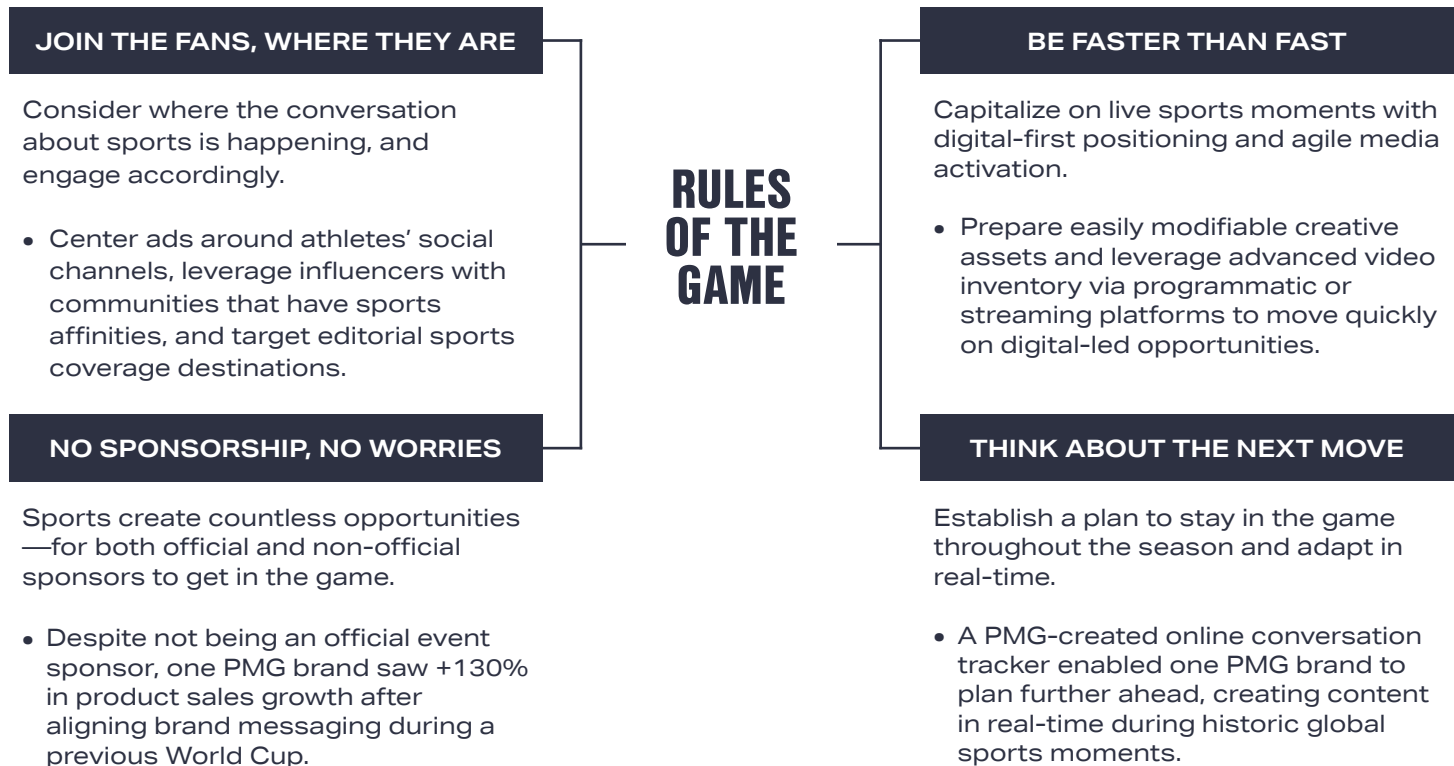
Engage beyond the event in second-screening. Roughly 80% of fans are browsing social media or using an app during sports games ([Nielsen](#)).



Connect on a deeper level with diverse and often younger audiences. 65% of Gen Z and millennials will follow the World Cup. ([GWI](#))



Play a role in culture and sports conversations. 57% of U.S. consumers feel sports help define their identity. ([USDN](#))



Read more about how PMG is helping guide one brand in taking advantage of opportunistic activations for this year's World Cup [here](#).