

FIFA World Cup 2026 Audiences

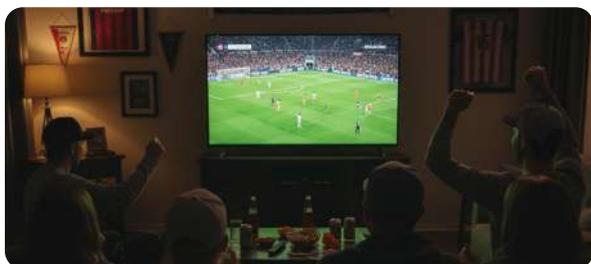
OnAudience

OnAudience offers dedicated World Cup 2026 audience segments to reach fans and travelers across channels — from research and live viewing to ticket and travel purchases.

Use them to boost precision and performance in your programmatic campaigns around.



Reach Your Audience Precisely on the Grounds of ↘



World Cup CTV Viewers

- Watching live matches, highlights, and recap shows on Connected TV
- Using streaming sports channels and OTT apps to watch on big screens
- Watching live-match content at home and in pubs/bar



Live Event Participants

- Researching stadium attendance (tickets, seating categories, entry rules)
- Looking for accommodation close to stadiums and fan zones
- Planning transport logistics (flights, local transit, between-city travel) to follow a team



World Cup Travelers & Ticket

- Searching for World Cup 2026 tickets, hospitality, fan packages, and bundles
- Browsing hotels, flights, car rentals, and local experiences in host cities
- Planning trips around fixtures, stadiums, and specific national team games



World Cup Fans & Followers

- Reading World Cup 2026 news, match previews, and analysis
- Following national teams, star players, brackets, and tournament storylines
- Consuming World Cup content across multiple devices (mobile, desktop, CTV)

Our data lets you engage sports fans seamlessly across:

Mobile | Desktop/Laptop | CTV/ OTT devices

Why OnAudience?

+200

global market coverage

Proprietary In-house technology for full data control



Privacy-safe

& high quality data capabilities



AI-technology for custom segments creation



Own taxonomy & data standards

Turn Data into Measurable Performance

+25B

devices

+50B

profiles

+3,900

segments

Need a custom audience?

Use our [AI Audiences](#) tool to build tailored segments — fast, free, and ready to upload.

Sport fans who search for and book flights, hotels, and short-term rentals around major sporting events, tournaments, and away games.

Awareness

Consideration

Conversion

Reach engaged fans with data-driven segments across devices and markets

Contact our team at contact@onaudience.com