



# LiveScore Fan Consumption Report: World Cup

Deep insights into UK fan behaviour for the upcoming World Cup

A 2022 UK report by

**LiveScore™**

# Overview

The World Cup is one of the most followed and celebrated sporting events around the globe, featuring the biggest stars and iconic, sought after moments that will be spoken about for years to come. With the masses that the event attracts, brings a multitude of different following behaviours amongst fans, even amongst those that reside from similar parts of the world.

At LiveScore, we set ourselves the task of gaining a deeper understanding of what these following behaviours will be and what that means for how the tournament will be consumed.

## Who We Spoke To



**UK users only**  
**Over 6,000**  
**respondents in total**

Respondents from all regions across England, Scotland, Wales and Northern Ireland.



**App users only**  
**surfaced via push**  
**notification**

Survey launched on the 15th September 2022 and ran until 20th September 2022.

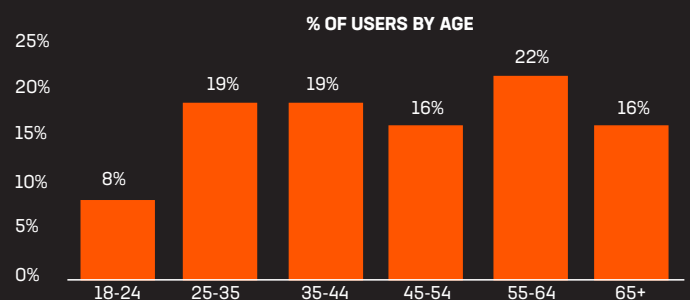


**95% of the**  
**respondents**  
**were male**

We know our user base is well spread across a diverse range of age groups as seen above

We asked over **6,000 of our UK app users** in September a variety of questions, yielding a completion rate of 71%. The questions spanned a diverse range of topics covering; who they will follow, how they will follow, where they will follow, where their interest peaks and what else they plan to do when they are following.

This has enabled us to generate truly deep insights that can prove far-reaching across our industry, ultimately providing an understanding of what fans are demanding when it comes to consuming the World Cup.





# Here's what our experts say



## Rob Brown

### Head of Media at LiveScore

LiveScore fans in the UK have left us in no doubt that they'll be closely following the World Cup this Winter. The unique timing of the tournament appears to have added even more intrigue and anticipation than usual and we're looking forward to keeping our users updated on all the scores, news and updates from the first kick to the last.



## Becca Wastell

### Director of Commercial at LiveScore

The nature of a winter World Cup means many will be watching from the comfort of home, which will have a knock-on effect for consumerism like takeaway orders and snacking, which in turn provides huge commercial opportunities for brands. It's going to be really exciting to see how it all pans out as we watch history unfold within the game of football, and for football fans.



## John Cole

### Head of Client Solutions at LiveScore

Having a voice during the build-up to the World Cup, is just as important as being present during the tournament itself, maximising the window of opportunity for consumer engagement. Twinned with the appetite we have seen from our audience across all nations at the tournament, and the increased together-time that this tournament will bring, opportunities to engage with consumers will be far reaching.

# The World Cup: A big deal?

## You could say that!

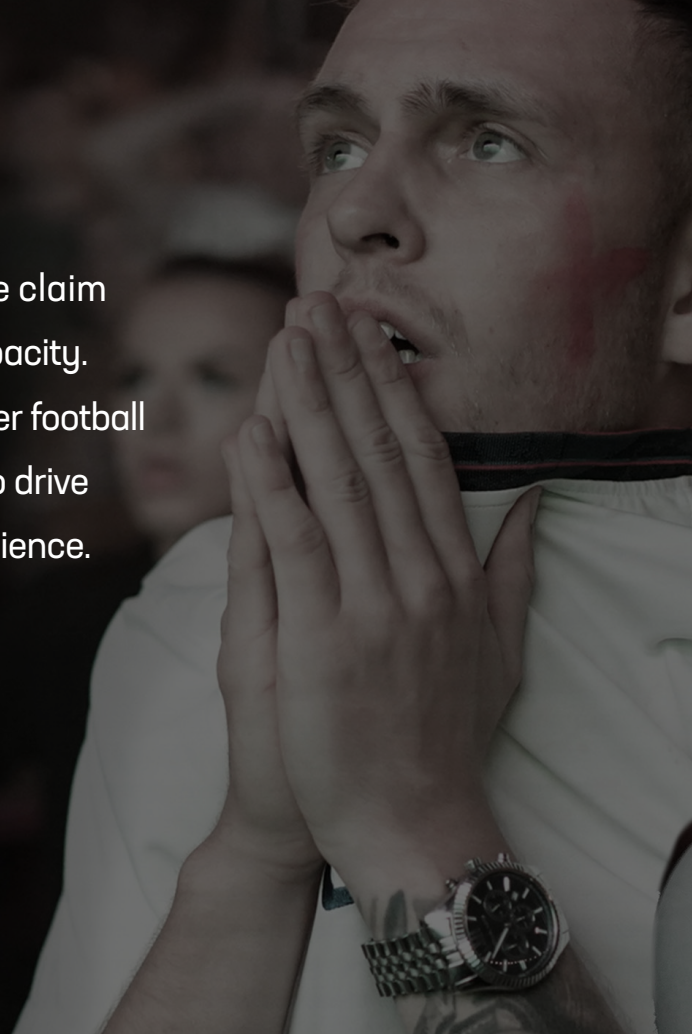
A massive **98%** of our surveyed audience claim that they will be following the World Cup in some capacity. Such levels of interest are not generated by any other football competition in the world. We expect the World Cup to drive extremely high levels of engagement across our audience.

**57%** of our surveyed audience are enthusiastic towards the World Cup and looking forward to the tournament this Winter. Only 8% of our users surveyed stated they aren't enthusiastic towards this year's World Cup.

This tournament brings about the first ever Winter World Cup, but what does this mean for fan experience? Fans that are not enthusiastic selected reasons such as disruption to the regular season, impact on the social aspect of following the tournament, and of course the UK weather!

Despite some fans having concerns of the impact on their following routine this World Cup,

**56%** of our users surveyed claim that their habits won't change, whilst only 23% believe they will. Therefore, we know the majority will look to follow the tournament in the same way they would a Summer World Cup.





# Nations: The hot topics

Our findings are UK centric, with the survey audience sourced from the UK only. However, with the UK being the multi-cultural society that it is, there is interest for all nations at this year's World Cup. Every qualified country has at least 2.5% of our surveyed community claiming that they will follow them.

## Top 10 followed nations

 **#1 77%**  
following England

 **#2 36%**  
following Brazil

 **#3 30%**  
following Wales

 **#4 24%**  
following Spain

 **#5 23%**  
following Germany

 **#6 23%**  
following France

 **#7 22%**  
following Argentina

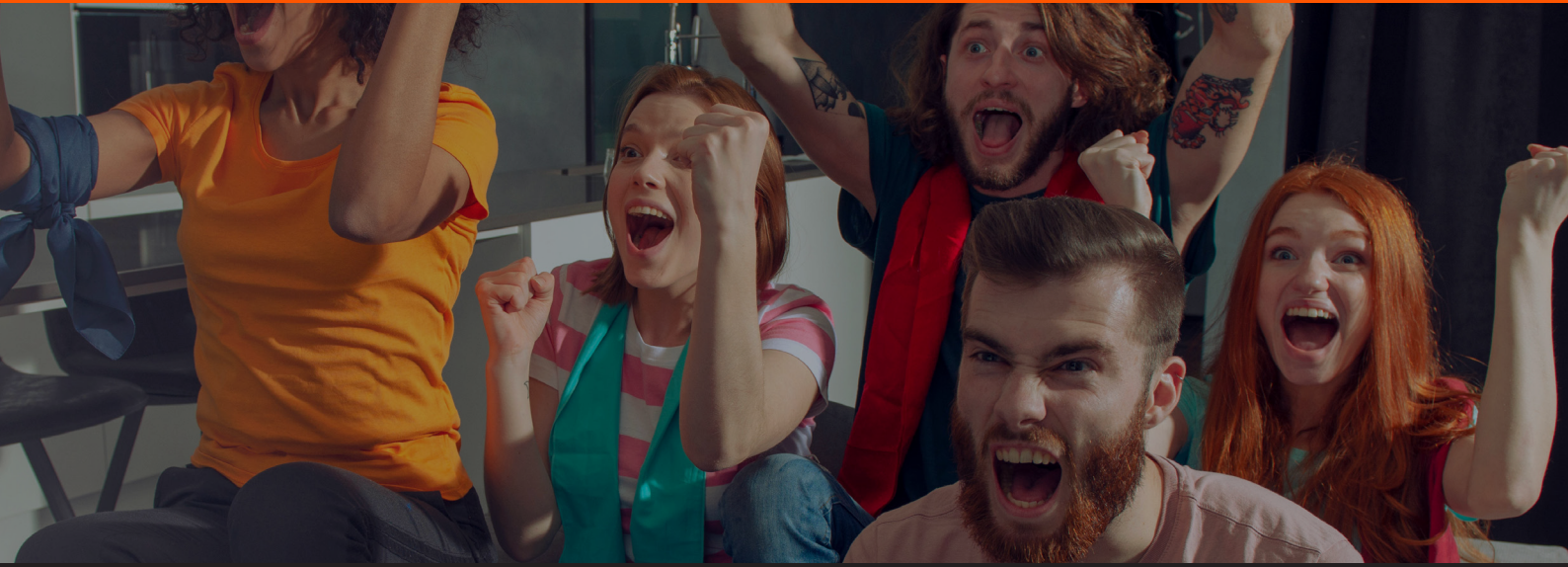
 **#8 21%**  
following Netherlands

 **#9 19%**  
following Belgium

 **#10 19%**  
following Portugal

The key themes that run through the top 10 followed nations are obviously **location** (England and Wales), **previous success** (Brazil, Germany, France, Spain), and **also recent success** or chances of winning the tournament.

# Igniting interest



## Importance of the build-up.

Generating traction and excitement with your audience before any event is key, but this is particularly true for the World Cup.

**51%** of our surveyed users believe that their interest peaks prior to the tournament, that's not to say they won't be engaged during the tournament, but this is when excitement is at its highest.

According to our surveyed users, it is the **week leading up to the tournament** where interest peaks, when anything is possible.

## Let's not forget the football.

With months of hype before the tournament, it can seem an age before it actually kicks off, but the football itself drives similar levels of interest to the build-up.

**48%** of surveyed users stated that their interest peaks during the tournament. This of course, can be dependent on a nation's success!

The **group stages** are when our audience claim their in-tournament interest peaks. With up to four matches a day it is no surprise that this is when fans are most engaged.



# Viewing habits

One thing that is clear is that the World Cup will be watched live.

**99%** of our surveyed audience believe they will physically watch a live match via a device at some point throughout the tournament.

Those who wouldn't claim this stated that scores apps, highlights and social media will be their main methods of keeping up to date. But just how will the World Cup be watched?



**#1 98%**  
Plan to watch the World Cup live on TV.



**#2 37%**  
Plan to watch the World Cup live on mobile.



**#3 15%**  
Plan to watch the World Cup live on tablet.



**#4 13%**  
Plan to watch the World Cup live on PC.

% of our surveyed audience



# Out and about or in the hot seat?



**#1 95%**  
Plan to watch the World Cup at home.

**#2 64%**  
Plan to watch the World Cup in a pub/bar.

**#3 40%**  
Plan to watch the World Cup at a friend's/family's house.

**#4 7%**  
Plan to watch the World Cup in a Fan Zone or Fan Park.

**#5 2%**  
Plan to be attending the World Cup itself.

% of our surveyed audience who plan to watch at least some of the World Cup in each setting



# Other activities

**#1 45%**

Plan to use LiveScore whilst actually watching the live matches themselves.

**#2 45%**

Plan to place bets whilst watching the World Cup.

**#3 41%**

Plan to watch highlights after the matches.

**#4 35%**

Plan to engage with pre-match content prior to the matches.

**#5 34%**

Plan to engage with post-match content after the matches.

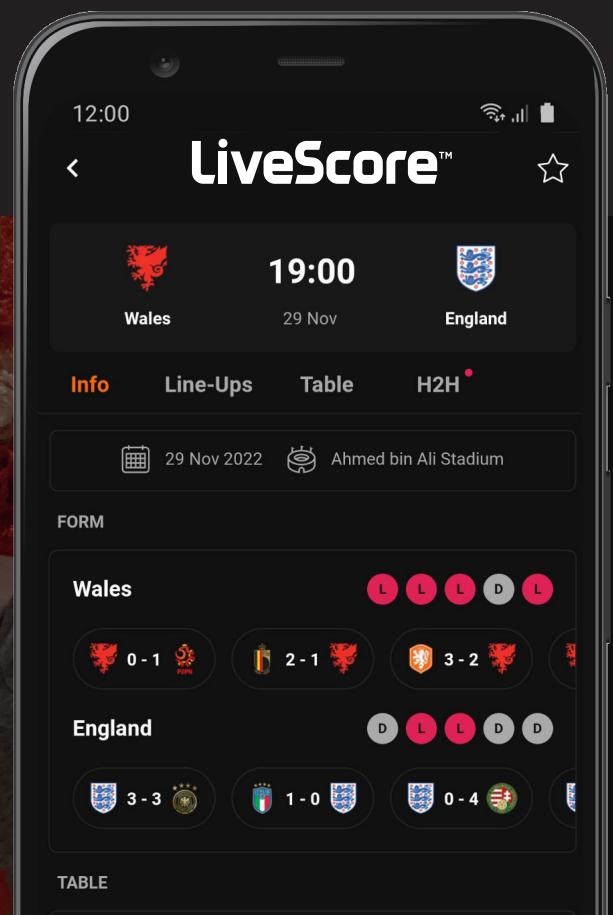
**#6 25%**

Plan to engage with social media during the live matches.

**#7 22%**

Plan to chat online with their friends during the live matches.

% of our surveyed audience



# In-Play appetites

**#1 74%**

claim they are likely to drink alcohol whilst watching the World Cup matches.

**#4 44%**

will consume soft drinks whilst watching the World Cup matches.

**#2 69%**

will be snacking whilst watching the World Cup.

**#5 17%**

claim they will purchase team merchandise either before or during the World Cup.

**#3 54%**

will order a takeaway whilst watching the World Cup.

% of our surveyed audience





# What's different this time around?

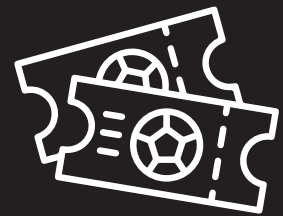
The most talked about difference for this World Cup as we know is timing.

The first ever Winter World Cup has made some fans re-consider their routines for this tournament, however 56% of people surveyed believe their habits won't change.

There is, however, some minor differences that will occur compared to previous Summer tournaments.

More of our surveyed users believe they will watch the live matches at a friend's/family's house compared to the last World Cup **40% vs 36%**.

As a result, services such as take-aways and supermarkets offering food & drink can expect increased demand this tournament. Despite this, 64% of our surveyed users say they will still watch a match in a pub.



**15%** more of our community expect to use LiveScore as a key method of following the World Cup this year compared to the last tournament. We continue to become a key part of their eco-system, and the supplementary to live tv for our UK users.

Growth in mobile streaming has been huge over the last few years, **37%** of our surveyed audience expect to watch some of this year's World Cup live on mobile, compared to **26%** four years ago.

Just **2%** of our surveyed audience claim that they will be attending this year's World Cup whilst **16%** have been to a previous World Cup. Therefore, we can expect the attendance of UK based fans to be lower this year.

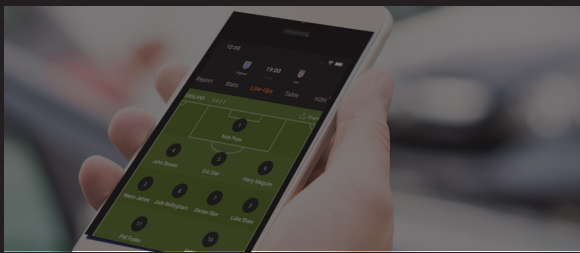
# Expected routines

QATAR WILL BE +3 HOURS AHEAD

From analysing our own internal data based on user habits, this is what we predict our user routines to consist of during the World Cup, in relation to their usage of LiveScore.



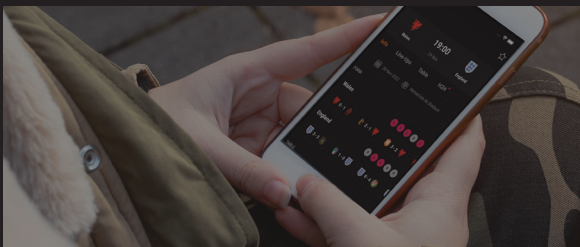
Wake-up and check the upcoming daily fixtures on LiveScore and plan out their day of following accordingly.



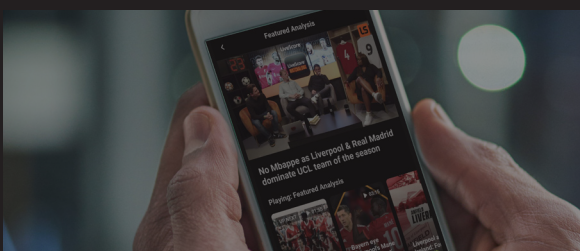
Check in on the latest news, pre-match content and line-ups for the upcoming matches, recurring throughout the day dependent on kick-off times.



Rely on LiveScore to provide the fastest in-game updates for the earlier kick-offs (10am, 1pm), whilst some of our users are out and about, or working.



Rely on LiveScore to provide the fastest in-game updates for the later kick-offs (3pm, 4pm, 7pm), whilst most of our users are also watching the matches, but relying on LiveScore to provide in-game insight in the palm of their hands.



After a day of keeping up with the scores, LiveScore's post-match content and highlights bring the key moments to life for our users looking to re-live the best of the action.

# Final thoughts

Using our previous research to shape the nature of the survey, our 6,000 responses generated hundreds of thousands of data points, underpinning the very insights we have covered. As a result, we feel closer to our users and their needs when it comes to live football, and more specifically the World Cup.

Understanding our surveyed users' attitudes and behaviours is crucial to us, in order to **deliver the best possible user experience to our loyal fans**. We know just how much they love football and what it means to them, and the World Cup is no different.

We know that our users plan to enjoy the World Cup live, both with us and watching live via a multitude of devices. The World Cup is a hallmark event for our users in the footballing calendar, hence why it is consumed slightly differently to the regular footballing calendar. Themes of increased engagement, matches throughout the day and more together-time offer **significant commercial opportunities for brands** to capitalise on.

Above all, the World Cup is a time of genuine hope and possibility for our users, where anything can happen. However, the constant that remains in this time of excitement is LiveScore, our users look to us across the day, for all the latest news, scores and highlights. We'll be waiting in the palm of their hands to provide our leading insight, live, as we always do, and we can't wait to deliver it.

**James Allan**

Commercial Insight Executive



# LiveScore™

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