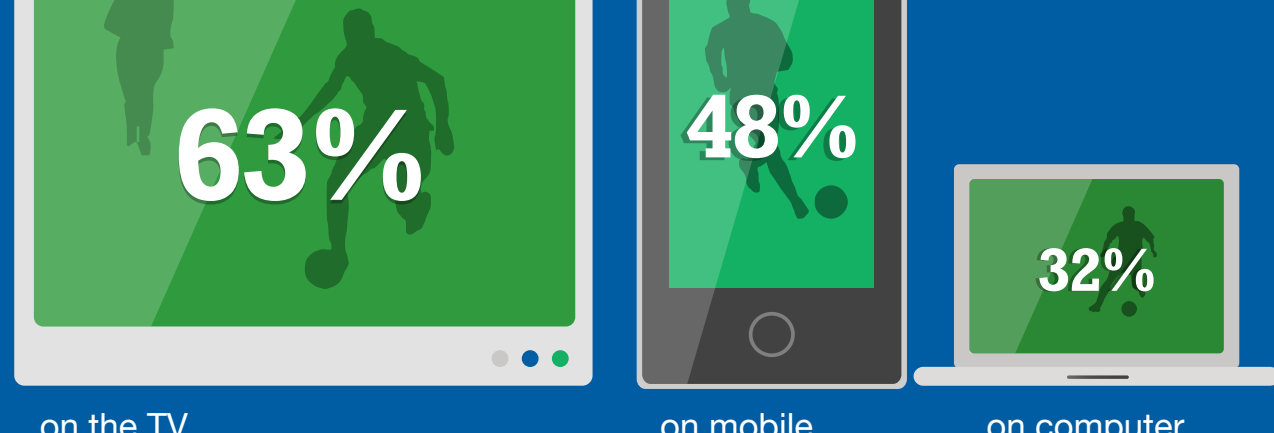


# The World Cup

## OF MOBILE

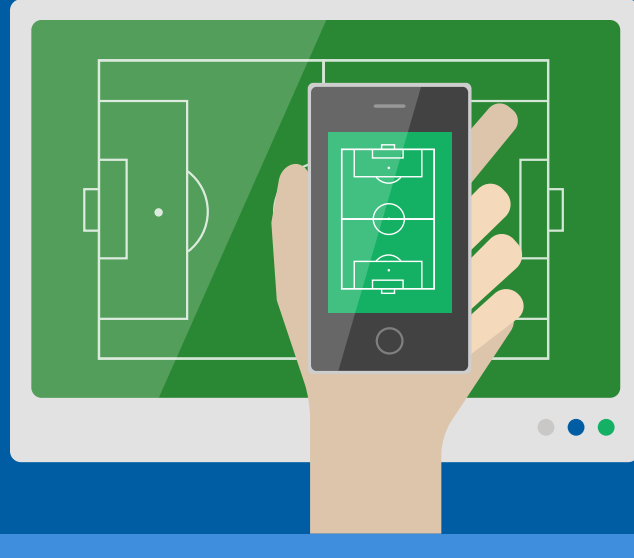
Smartphone-sporting football/soccer fans across the globe expect their mobile devices to take on a pivotal role when it comes to their FIFA World Cup 2014 experience. **The world's most widely viewed sporting event is rapidly moving to mobile!**



### How people plan to follow the matches

**35%**

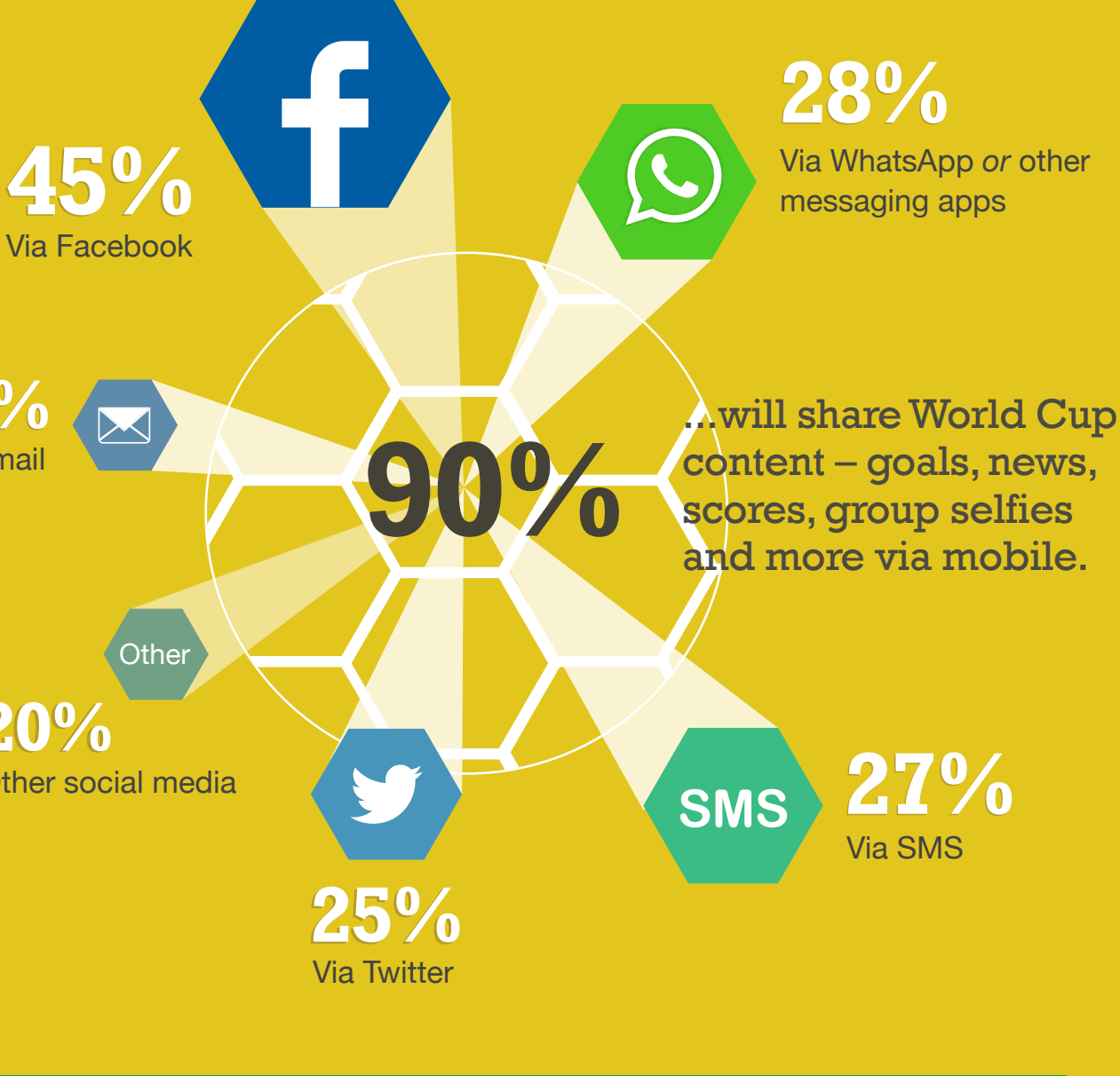
Will use their mobile while watching the games on TV



**20%**

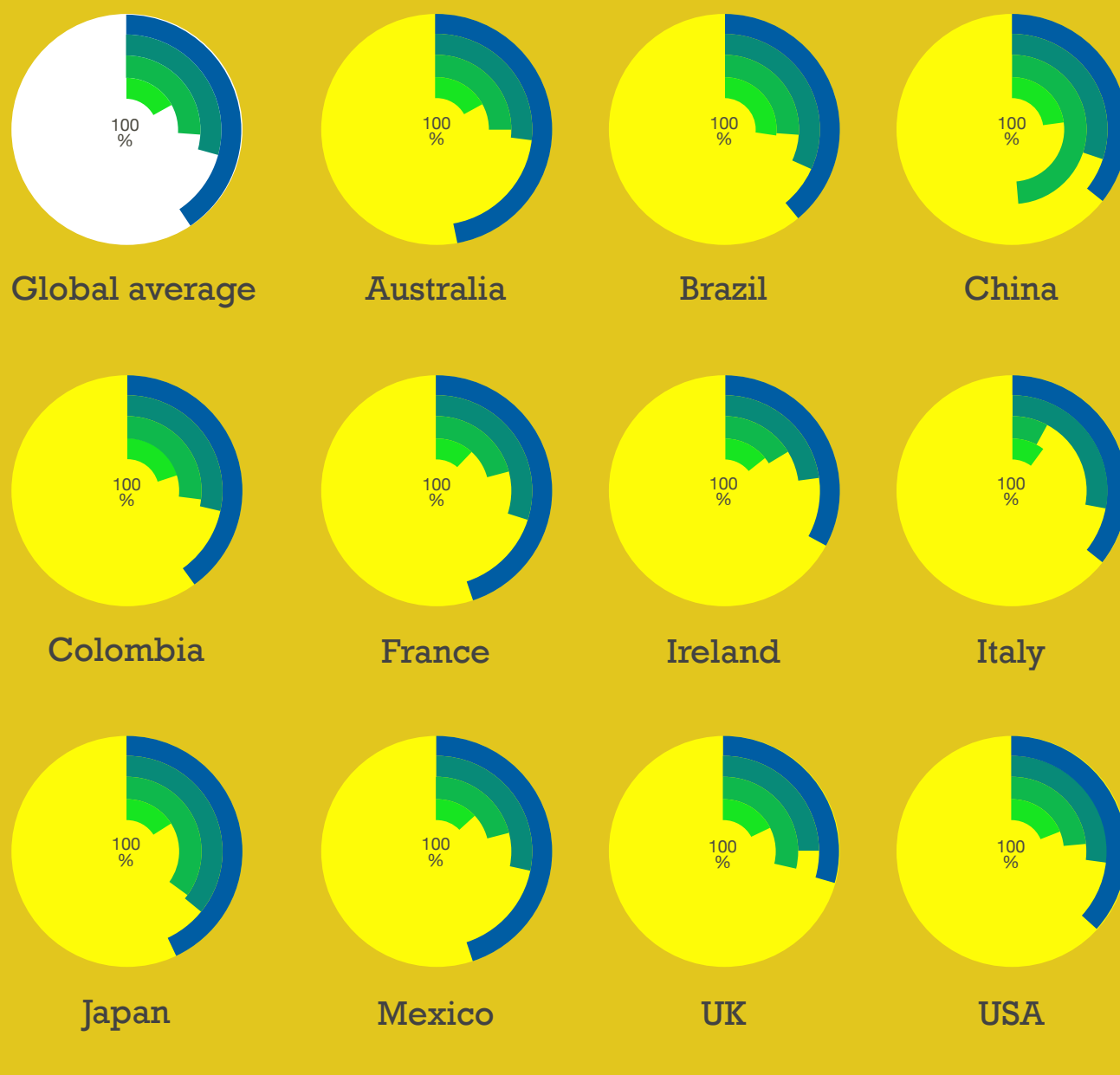
Will watch two games at once – one on their TV, the other on their mobile

### Multiscreening is becoming the norm



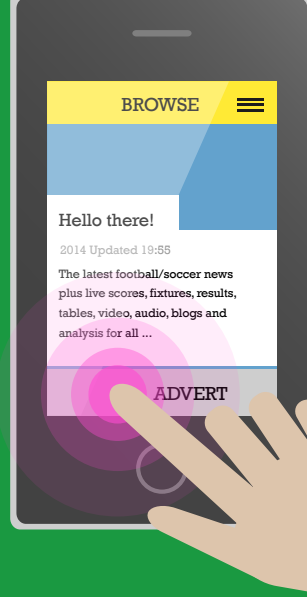
### Mobile will be used for sharing and more...

- Check scores
- Video stream live matches
- Get the latest World Cup news
- Chat about matches



**37%**

of global respondents click on a mobile ad at least once a day



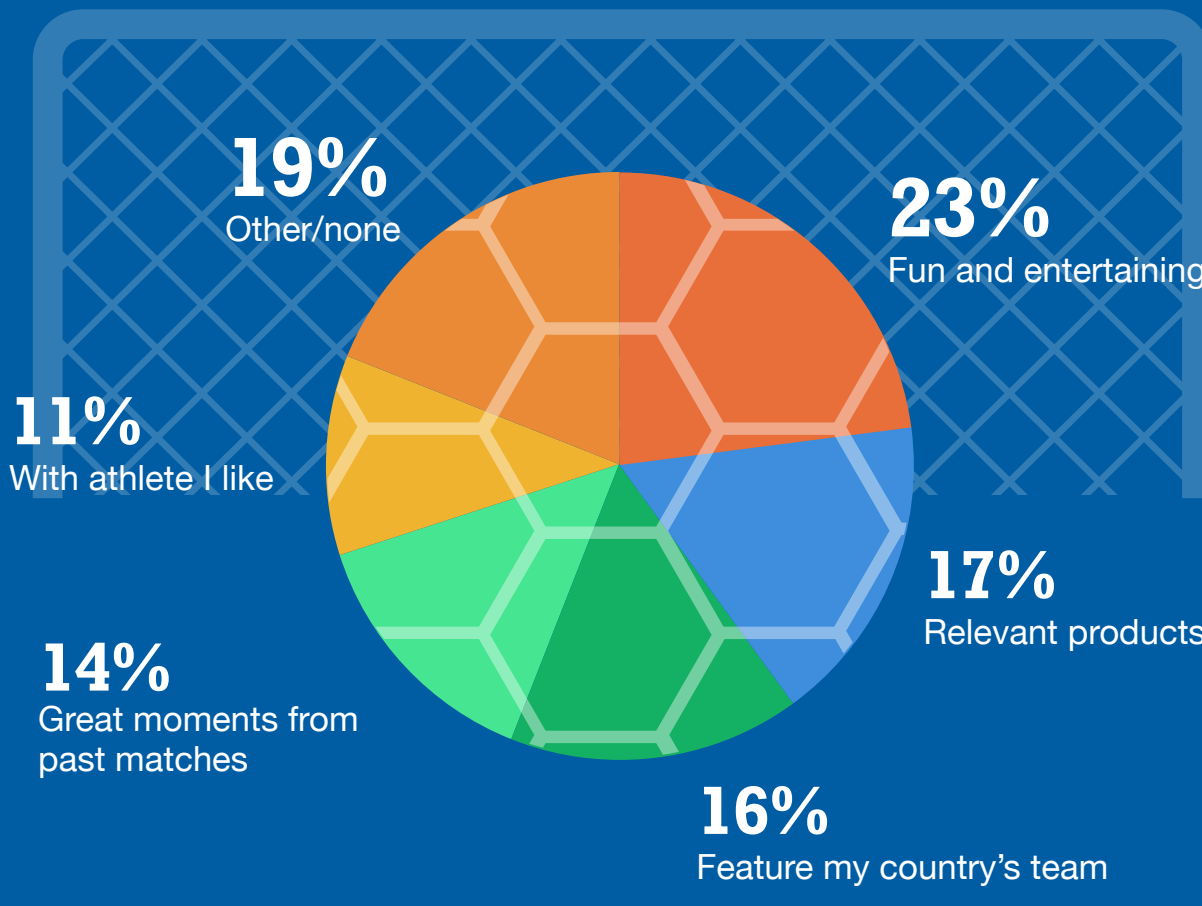
**50%**

Half of fanatic football/soccer fans do the same

Once a day +

### There's a clear opportunity for brands and advertisers

Which ads on mobile attract the most attention from people watching the World Cup matches?



### Fun ads win viewer attention