



SOCCER TOP CORNER

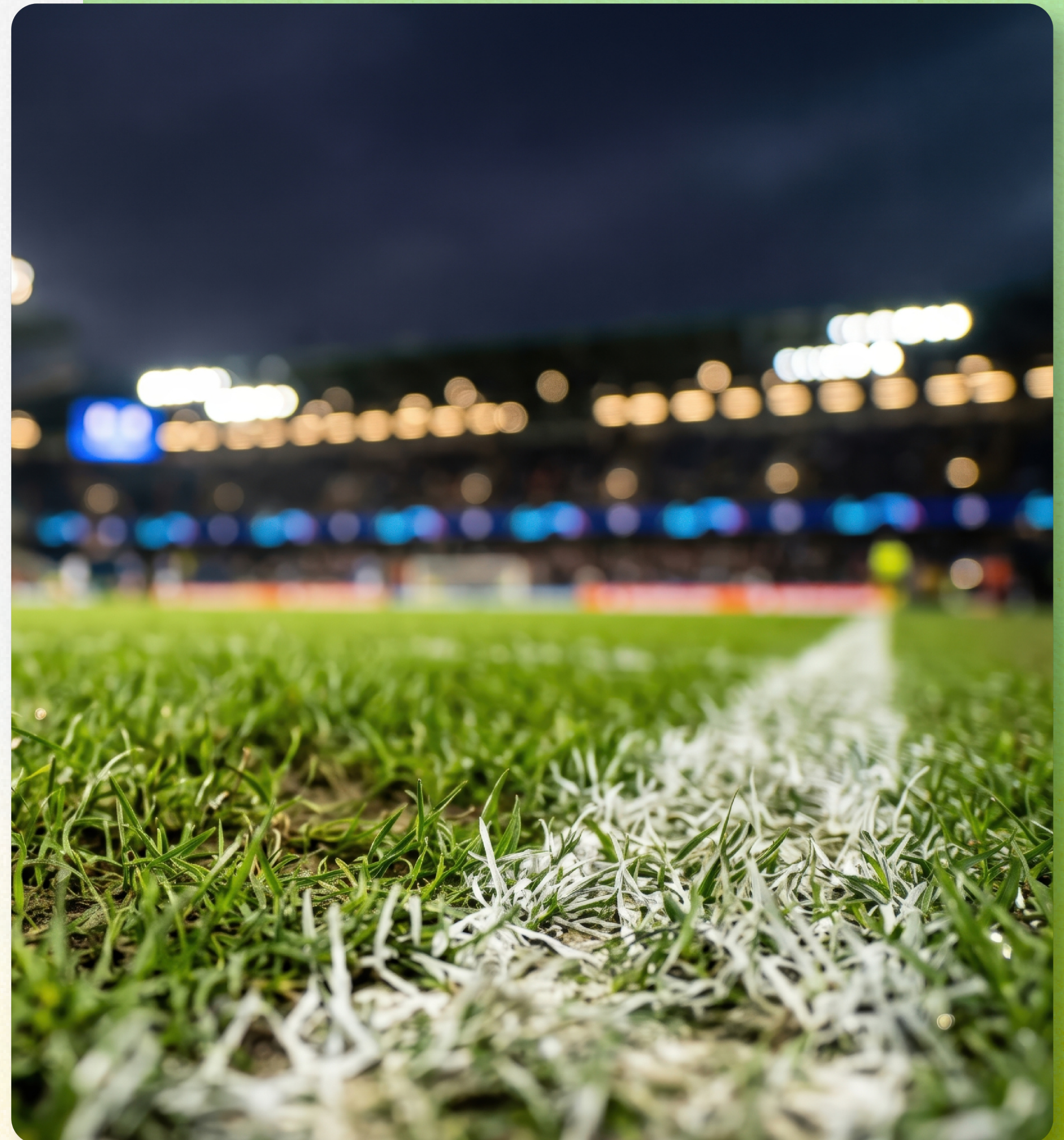
Weekly Insights

Executive Summary

Following the final whistle of the 50-day tournament, the global conversation reached its culmination around historical legacies, statistical milestones, and pop-culture crossovers. With the competition officially concluded, digital attention gravitated toward a handful of defining storylines that extended well beyond match results. Spain's crowning moment and Kylian Mbappé establishing himself as the tournament's all-time leading scorer with 10 goals anchored the sporting narrative, while parallel storylines broadened the event's reach—including Lionel Messi closing out his final appearance with 8 goals, England and France delivering an unprecedented 6-4 third-place thriller, and an 11-minute halftime show where organized pop fandoms for BTS, Shakira, and Madonna temporarily took over the global narrative.

At the same time, the post-tournament metrics highlight how the championship sustained an exceptionally high baseline of audience satisfaction and engagement. Amassing 30M mentions and a 74B total reach across 2M unique authors, the event closed with a Brand Health Index of 6.56, maintaining strong approval within the "Very Good" range. The overwhelming predominance of Millennials (47.3%) and Generation Z (37.2%)—who together accounted for over 84% of the conversation alongside a 67% male demographic—reflects a digitally audience that consumes soccer as both an athletic showcase and a cultural phenomenon. Overall fan participation transformed traditional match coverage into a multi-platform experience, ensuring the tournament's conclusion resonated across both sports media and mainstream consumer channels.

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When football became the center of the global conversation

For 50 days, the tournament sustained global digital attention, bringing millions of people into a continuous conversation that followed every stage of the competition through to the crowning of a new world champion

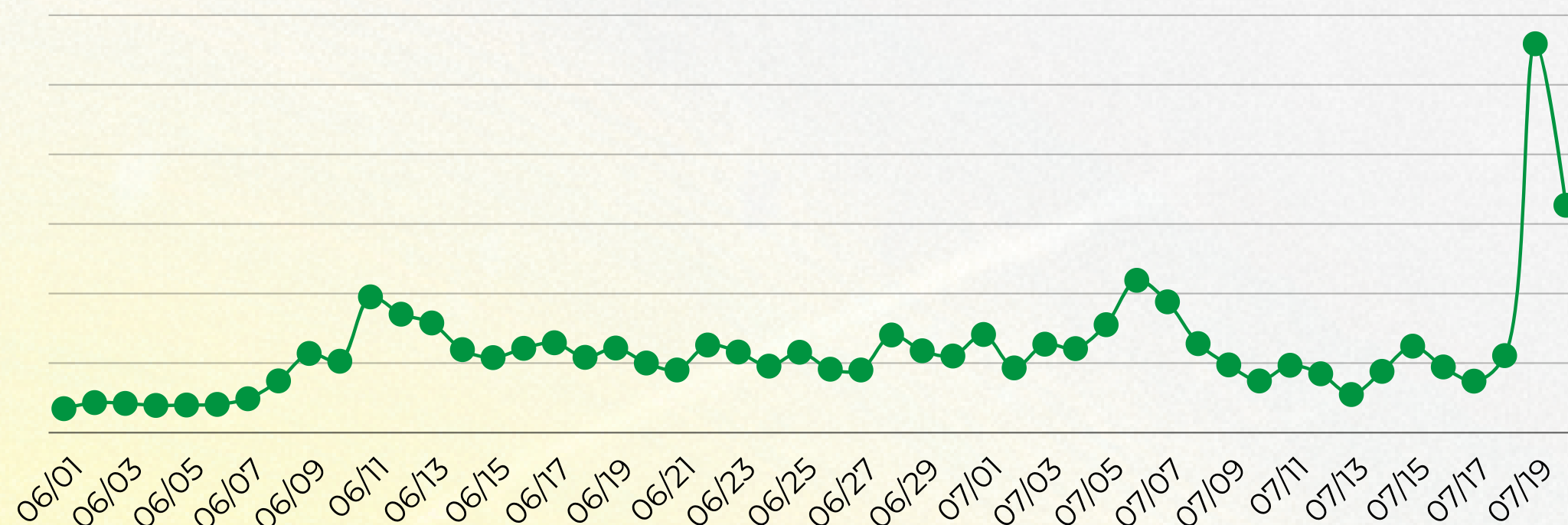
30M
Mentions

74B
Reach

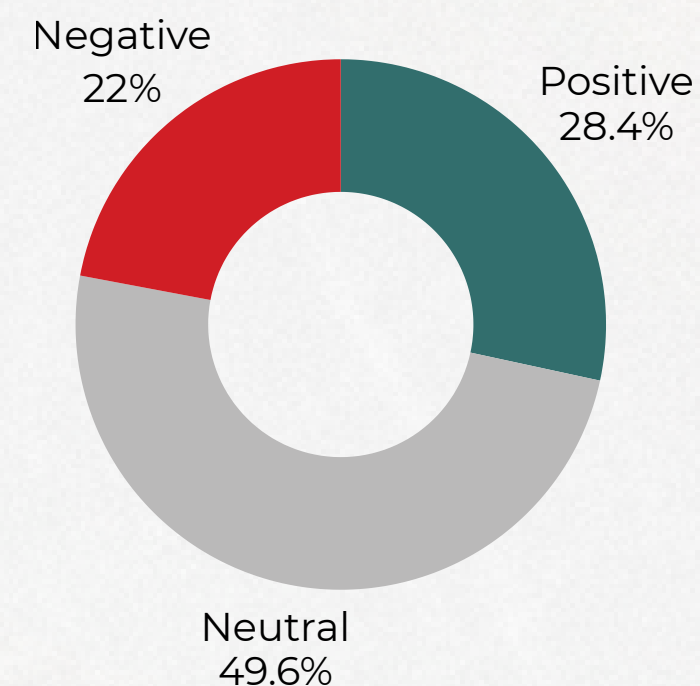
2M
Unique authors

Beyond the whistle and into the narrative

Mentions over time



Share by sentiment

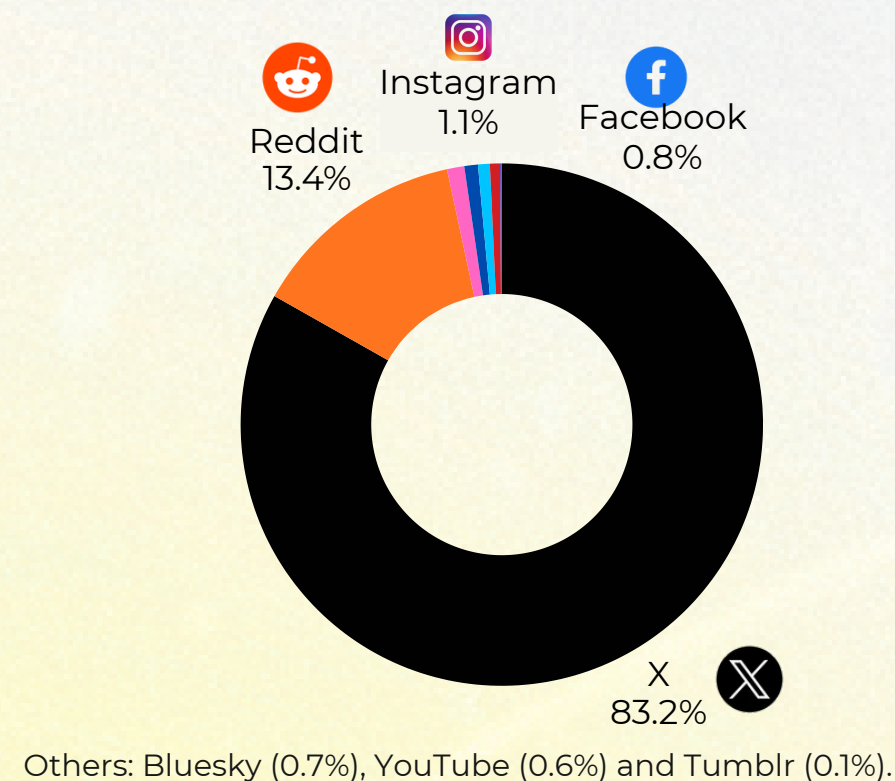


An analysis of digital chatter reveals how interest built up toward the championship decider. **Early June maintained a quiet baseline** before engagement surged during key elimination rounds in mid-June and early July. **The true climax arrived on July 19th** with a massive spike in global volume during the final, followed by a expected post-event taper that **still held strong** on post-match reactions.

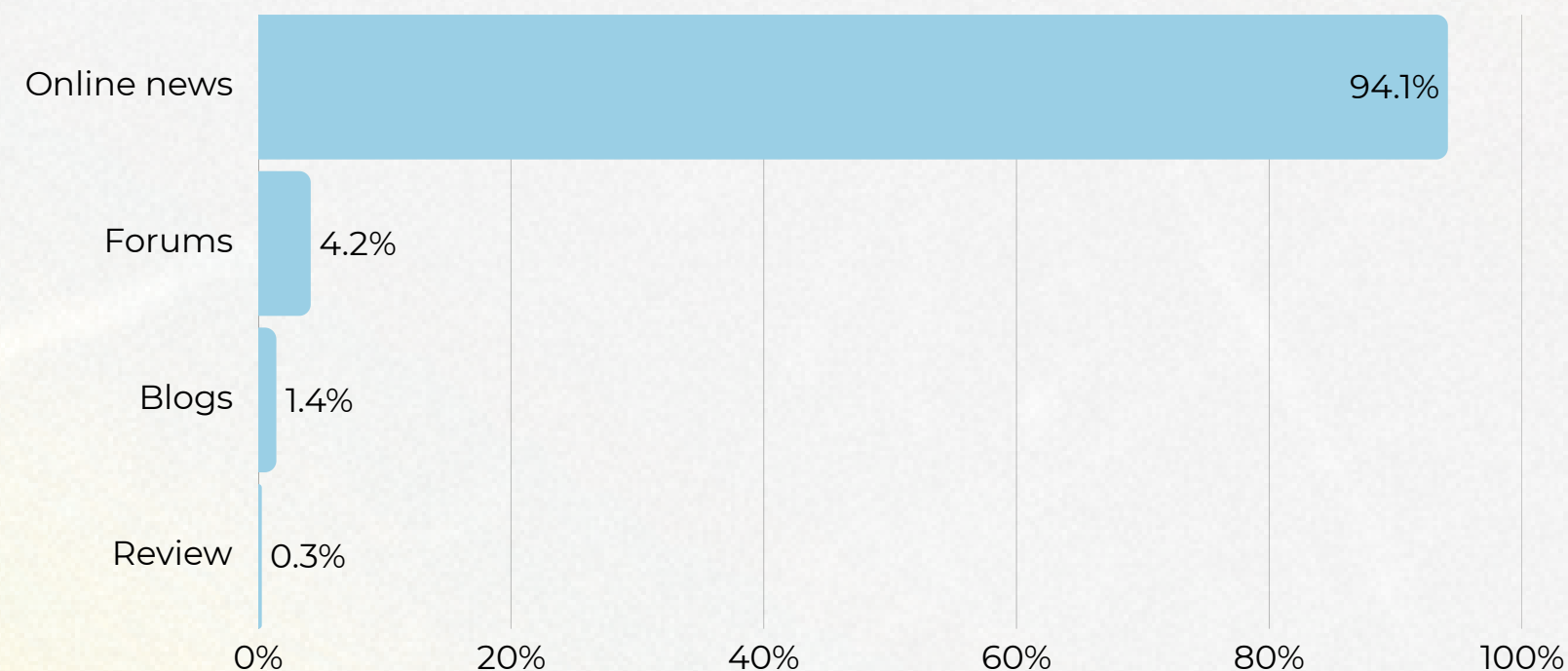
A breakdown of overall sentiment highlights an overwhelmingly constructive public response. Neutral commentary dominated at **nearly 50%**, driven by objective play-by-play updates and stat sharing. Crucially, positive sentiment (**28.4%**) clearly outpaced negative chatter (**22%**), proving that despite expected fan heartbreak and refereeing controversies, the event successfully captured global enthusiasm and **delivered a thrilling narrative**.

Editorial coverage drove the global conversation

Share by social media



Share by platform



Throughout the tournament, the narrative was driven primarily by the news media. **Online news accounted for 94.1%** of all conversations across news outlets and forums, where the competition's defining moments gained scale through **editorial coverage** that served as the primary catalyst for discussion across other platforms.

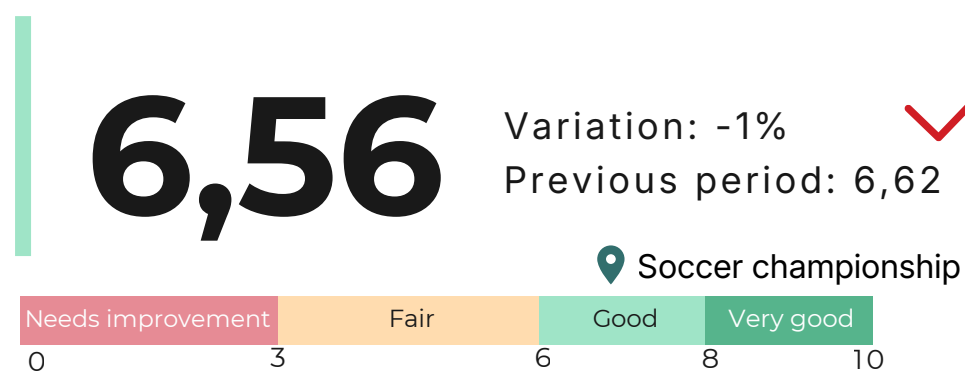
Among **social media platforms**, **X remained the dominant channel, accounting for 83.2% of all mentions**, while **Reddit (13.4%)** reinforced its role as a hub for in-depth analysis and fan community discussions. Together, these platforms show that the conversation was sustained by both the speed of breaking news and the continuous engagement of fans, extending the tournament's narratives well beyond the matches themselves.

Positive sentiment held strong through the final whistle

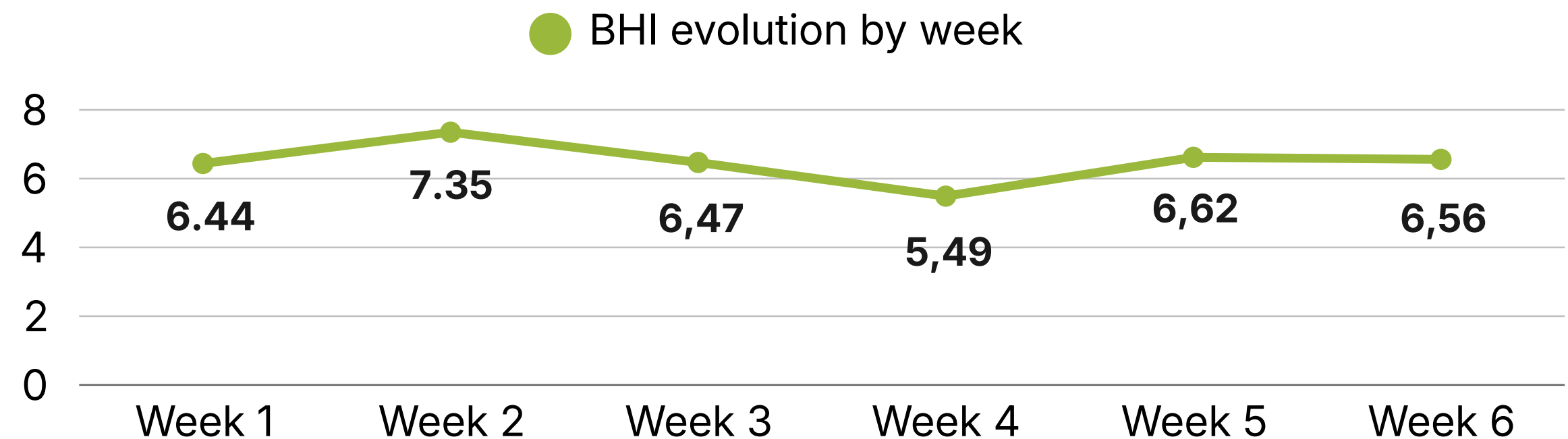
Even as the tournament came to a close and the number of matches naturally declined, overall perception remained remarkably stable during the final week. The **Brand Health Index** slipped by **just 1%**, from 6.62 to 6.56, remaining within the **Very Good range** and indicating that the crowning of the champion preserved a predominantly positive conversation.

This consistency suggests that the tournament's conclusion reinforced **audience satisfaction rather than triggering significant polarization**. While discussions around refereeing decisions, defeats, and fan disappointment accompanied the final, they were not enough to meaningfully shift overall perception, allowing the championship to conclude with a consistently strong level of approval from start to finish.

Brand Health Index



Period analysis: From 16 - 21 of July



Who shaped the global conversation

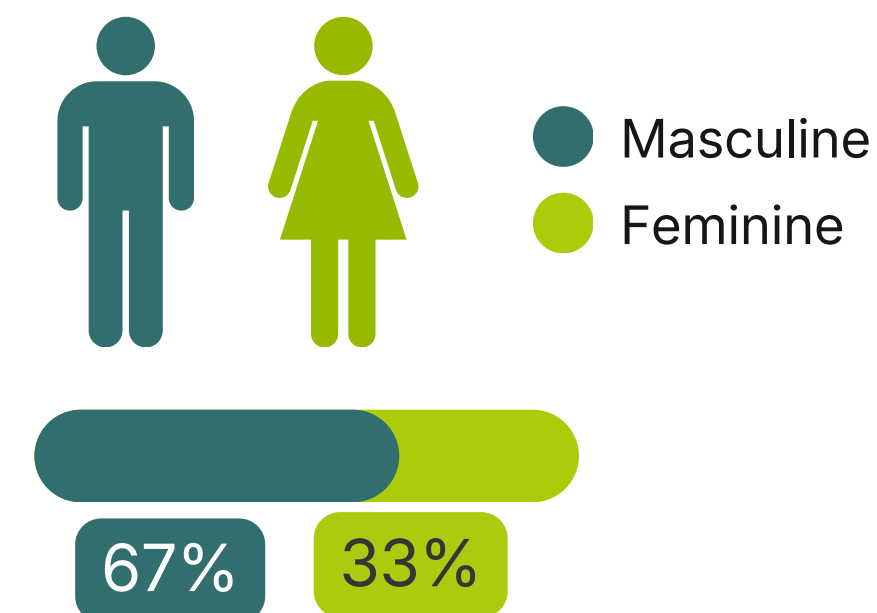
The tournament's digital conversation was primarily driven by men (67%), but its strongest signal came from generational engagement. Millennials accounted for nearly half of all mentions (47.3%), while Gen Z contributed another 37.2%, meaning more than eight in every ten conversations originated from audiences that increasingly consume football as both a sporting event and a cultural experience.

This distribution reinforces that the championship resonated most with digitally native generations, whose participation extends far beyond match results. Rather than simply reacting to games, these audiences amplified storylines, memes, creators, players, and cultural moments, helping sustain the tournament's relevance throughout its entire lifecycle and turning each match into a broader social conversation.

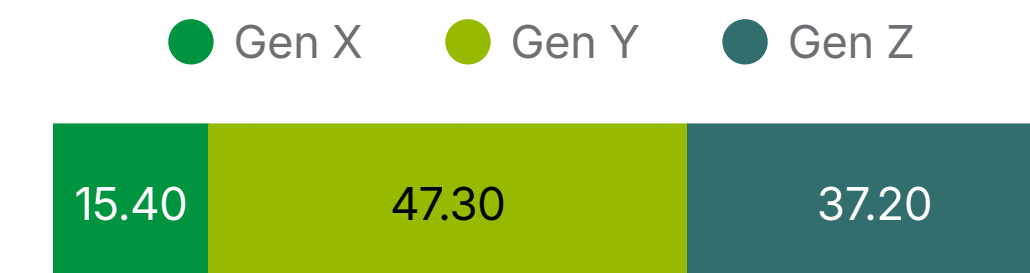
Source: Brandwatch 

Period analysis: From June 1st - July 20th

Gender



Generation



Generation X: Born between 1965 and 1980.
 Generation Y (Millennials): Born between 1981 and 1996.
 Generation Z: Born between 1997 and 2012.

Influence spread across communities

Top 3 key publishers by reach

1



@kickballdad

2



@fcbarcelona

3



@anitta

4

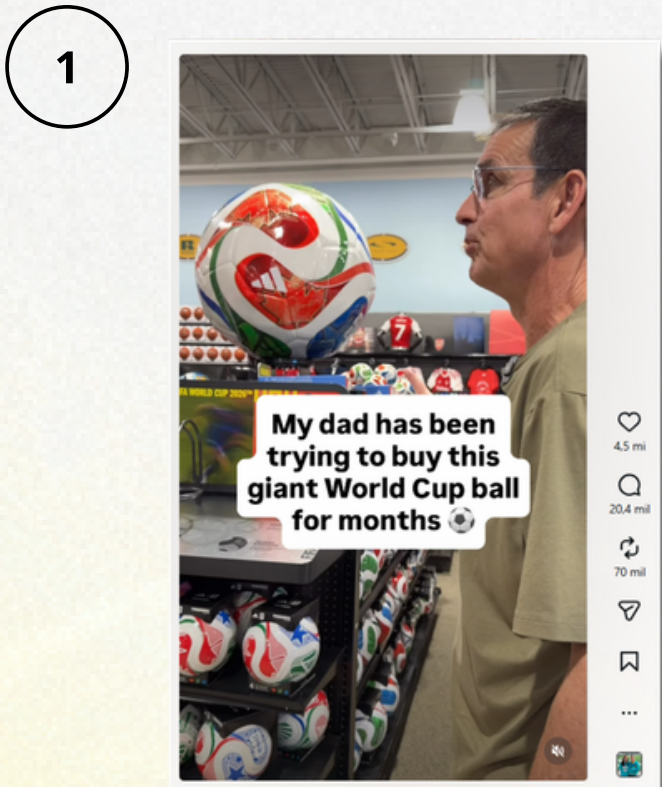


IShowSpeed

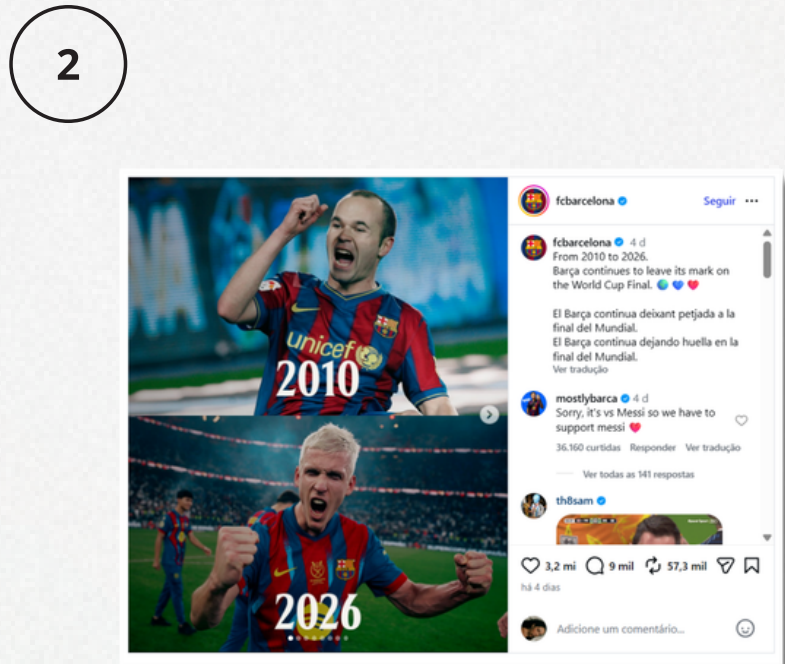
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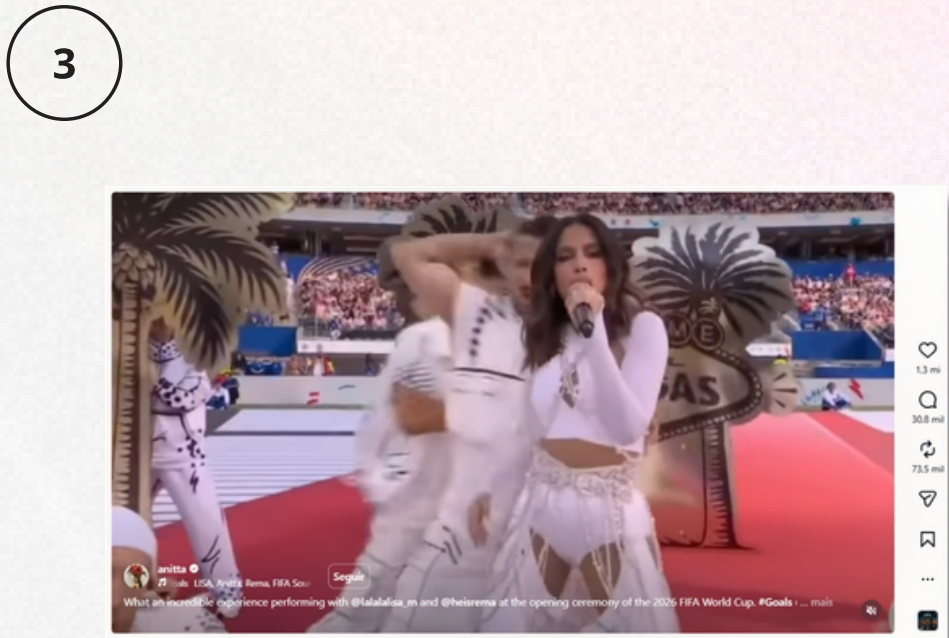
@nasa



Reach: 85.5M



Reach: 63.8M



Reach: 24.4M

The conversation's biggest amplifiers extended far **beyond the world of football**. Among the highest-reaching publishers were clubs, content creators, artists, influencers, and institutional brands, **reflecting how the tournament became a point of convergence** for diverse communities and interests.

The most widely shared content followed the same pattern. Family stories, nostalgia, pop culture, and entertainment stood alongside football, demonstrating that **the tournament's reach was driven not only by what happened on the pitch, but also by its ability to generate highly shareable moments** that resonated with audiences far beyond traditional fans.

Impact over volume - All Ears

Audio and video expanded the tournament's cultural reach

Mentions

473k

+513%*

Reach

11B

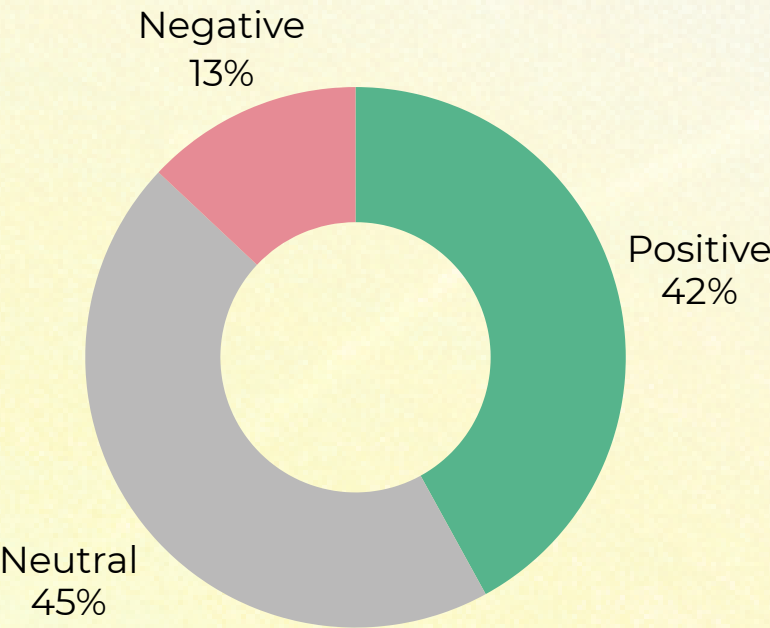
+383%*

PR Value** (USD)

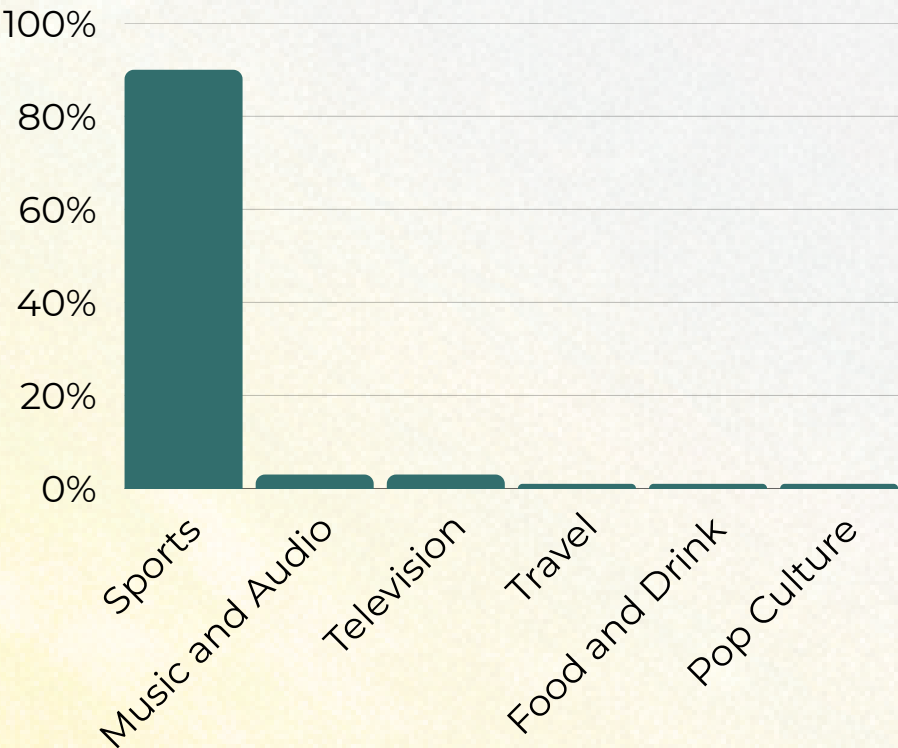
\$1B

+271%*

Share by sentiment



Main topics



While sports accounted for the overwhelming majority of mentions, conversations around music, broadcasts, live performances, and audiovisual content helped sustain audience engagement beyond the matches themselves, extending the tournament's presence across multiple areas of culture and entertainment. In this landscape, the topic generated **473.5K mentions, reached 11.2 billion people**, and delivered an estimated **US\$1.1 billion in PR Value** across platforms centered on audiovisual formats.

Sentiment also remained predominantly favorable, with **87% of mentions classified as positive or neutral**, confirming that this type of content is perceived as a natural extension of the tournament experience. Although sports dominated nearly all of the conversation, the presence of topics such as music and audio, television, travel, food & drink, and pop culture highlights how major sporting events have evolved into entertainment platforms, where every broadcast contributes to expanding attention, reach, and the tournament's broader cultural impact.

**Previous period: April 12th to May 31th*

***PR Value (Public Relations Value) is a metric that estimates the financial worth of media exposure — calculating how much it would cost to achieve the same visibility through paid advertising.*

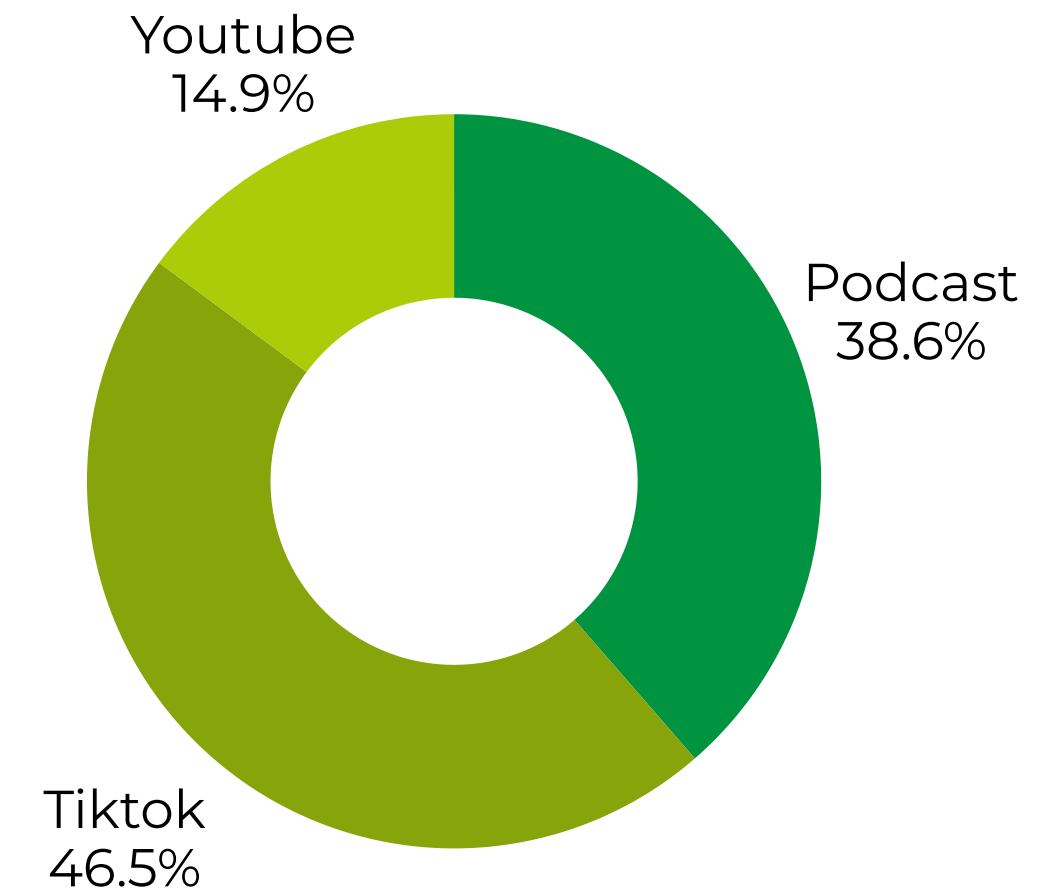
Short-form video expanded the tournament's reach

Audiovisual formats played a key role in keeping the conversation alive beyond the matches themselves. Highlights, fan reactions, street interviews, and analysis videos generated an estimated **11.2 billion in reach**, showing that the tournament experience continued to grow across digital platforms.

TikTok led this movement, accounting for **46%** of total reach, followed by **podcasts** (**39%**), which expanded space for post-match analysis and discussion, and YouTube (**15%**), driven by highlights and creator-led content. Together, these formats turned the tournament into a shared entertainment experience, extending its impact far beyond the pitch.



Total Reach
11.2B



Source: All Ears 

Period analysis: From June 1st - July 20th

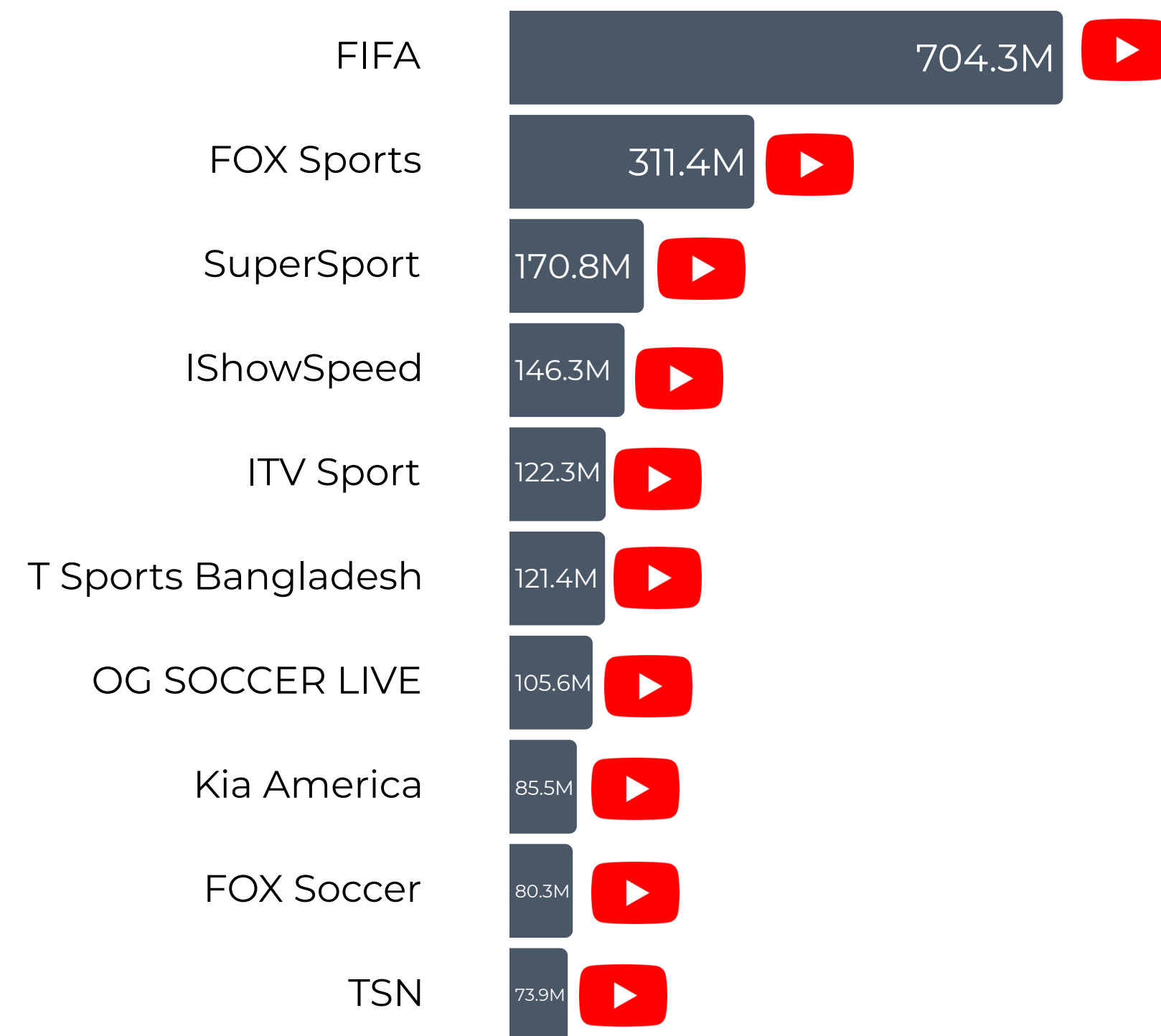
Traditional media and creators shared the audience

Traditional broadcasters continued to play a central role in distributing tournament content, with FIFA leading by a wide margin, **reaching 704.3 million**, followed by **FOX Sports (311.4 million)** and **SuperSport (170.8 million)**. At the same time, creator-led channels such as IShowSpeed ranked among the most influential publishers, demonstrating how personality-driven content now competes directly with established sports media for audience attention.

The ranking also highlights the growing influence of alternative distribution models. The presence of **OG Soccer Live — an unofficial channel** —among the most-watched publishers illustrates how fans increasingly seek complementary ways to consume the tournament beyond **official broadcasts**.

Source: All Ears 

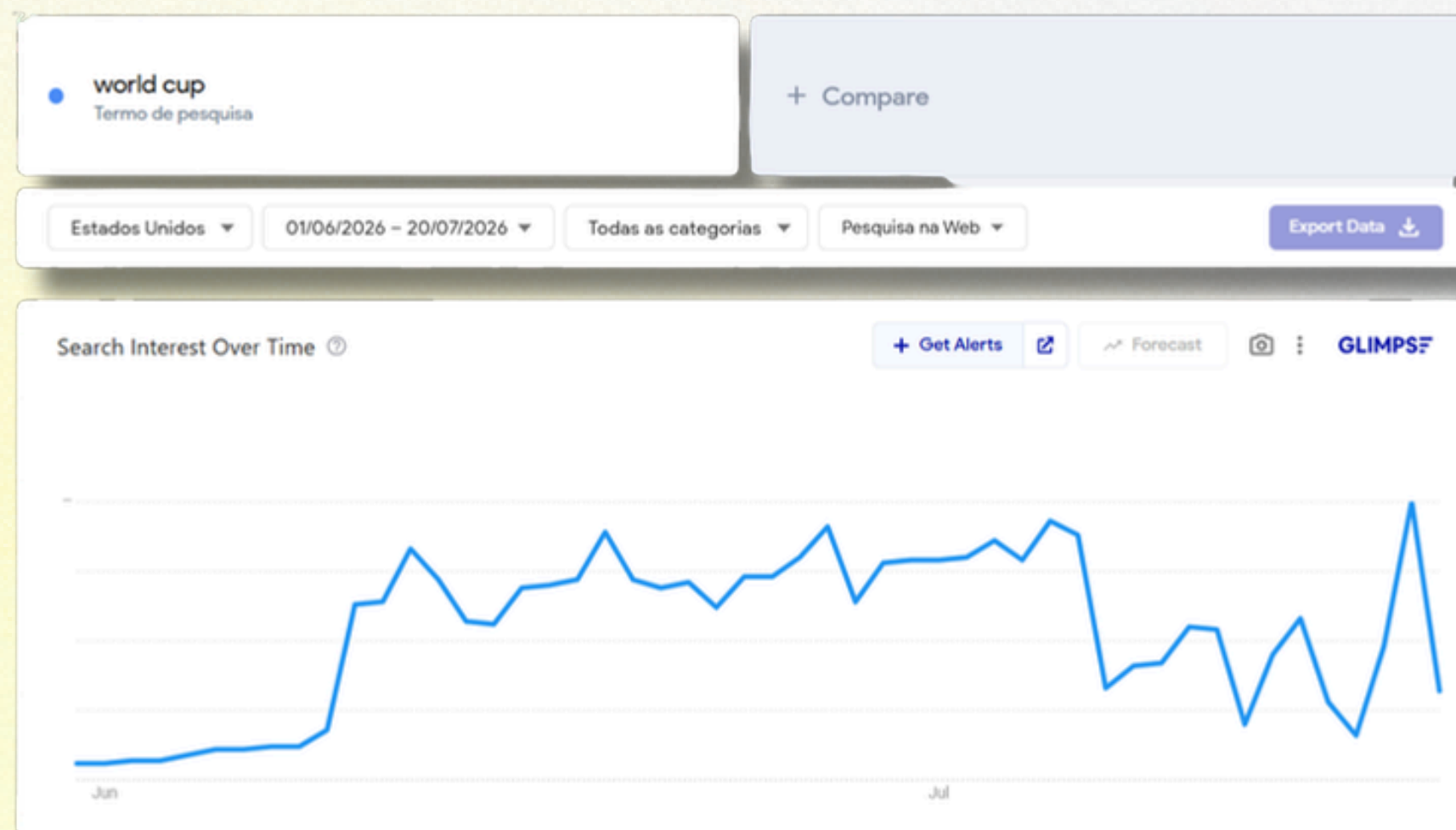
Period analysis: From June 1st - July 20th



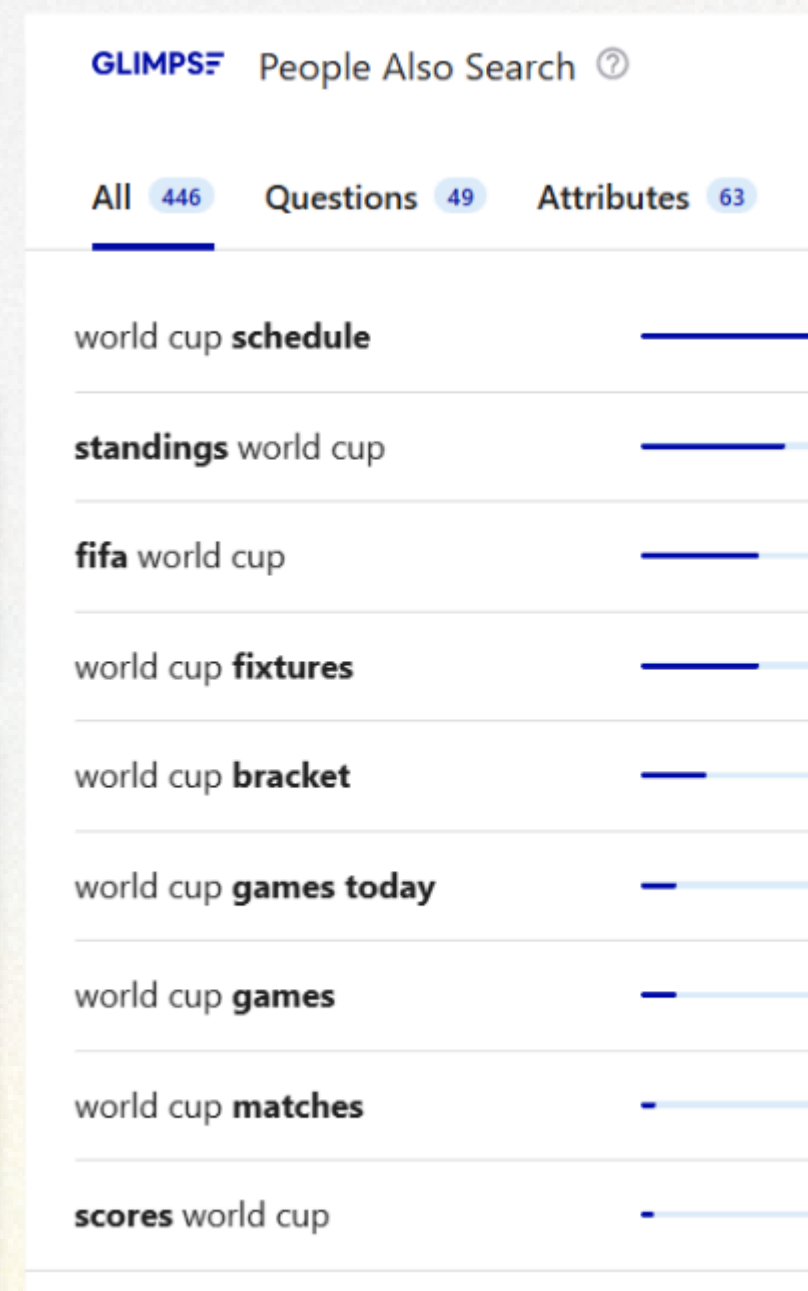
Google Trends - Glimpse

Search behavior mirrored the tournament's biggest moments

Search interest closely followed the rhythm of the tournament, **remaining consistently high throughout most of the knockout stage before rising again during the decisive matches.** Rather than peaking around a single event, search activity remained steady across the competition, suggesting that the tournament continuously renewed public curiosity as new storylines emerged.



Methodology: "world cup", US, 1st June to 20th July.



Search behavior also reflects an audience eager to follow the tournament in real time. The most searched terms included World Cup schedule, standings, fixtures, bracket, games today, and matches, highlighting a pattern of continuous engagement with the competition.

Beyond than simply consuming news, audiences turned to Google to track the tournament's progression, check fixtures, standings, and results, making search a natural extension of the live viewing experience.



Did you know?

Google created a dedicated page to track World Cup searches

Throughout the tournament, Google launched a dedicated [Google Trends experience](#) to track search interest, trending terms, the countries showing the highest levels of interest, and fans' most common questions in real time, turning search behavior into an instant indicator of global attention.

Spain takes it all

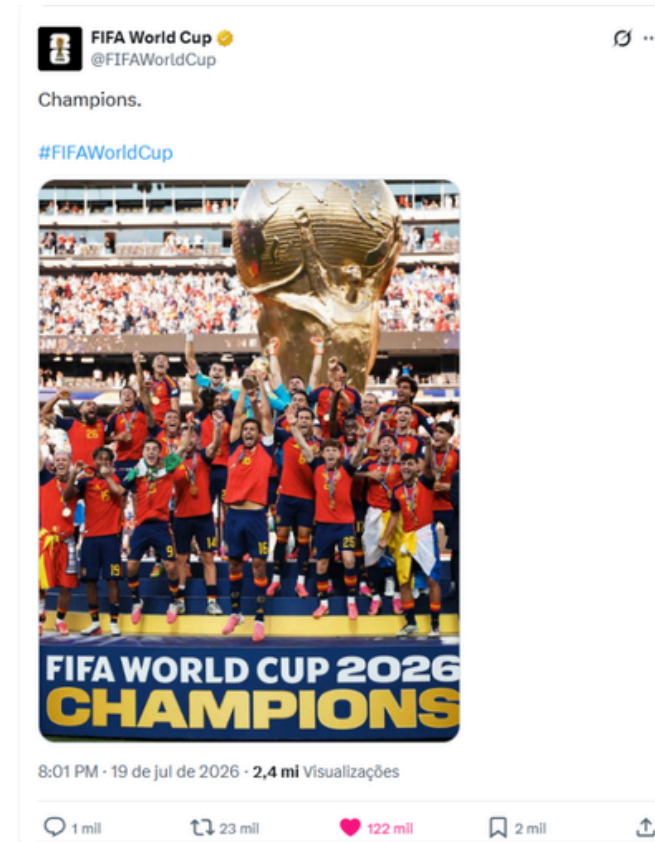
Spain controlled the final from start to finish, neutralizing Argentina's attack and preventing the South Americans from registering a single shot on target. With more than **60% possession**, Spain dictated the tempo throughout the match before sealing the victory in extra time through Ferran Torres. The final generated **2 million mentions**, reached an **estimated 6 billion** people, and produced **1 billion X impressions**, making it the tournament's biggest moment of global attention.

Beyond the performance on the pitch, the victory secured Spain's place in football history. The nation became the only team to simultaneously hold every major men's international title across different levels of the game, underscoring the depth and **consistency of its footballing project**. The conversation reflected the significance of the achievement, engaging more than **628k unique authors**. Combined with the Spanish women's recent success, the triumph further cements Spain as the benchmark for international football today.

Spain vs. Argentina drew

38.9M viewers

setting the record as the most-watched soccer telecast in U.S. history.



Reach: 5.2M



Reach: 1.8M



Reach: 1.4M

England steals the show in a 10-goal spectacle

England secured **third place** in the competition after defeating France 6-4 in an unprecedented high-scoring contest. Driven by Bukayo Saka's standout **hat-trick** alongside goals from Declan Rice, Marc Guéhi, and Harry Kane, England capitalized on transition moments to repeatedly break through the French defense. France pushed aggressively to close the gap, creating an end-to-end rhythm that yielded **10 total goals**.

Both teams arrived at the fixture after strong campaigns—England relying on defensive stability and controlled possession, and France leveraging rapid transitions and individual quality to reach the final weekend. England's semi-final loss was their only setback before rebounding in the six-four thriller.

The dramatic finish sparked massive digital engagement. FIFA's post generated **3.4 million in reach** on Facebook celebrating England's best finish since **1966**, while TheArchbishopOfBanterbury (**1.1 million reach**) and ESPN (**928k**) drove heavy interaction around the match.



Reach: 3.4M



Reach: 1.1M



Reach: 928K

The record breaking era of Mbappé

With the final whistle blown and the tournament officially wrapped up, the final scoring charts showcase the absolute dominance of Europe and South America's premier attacking talents throughout the summer showcase. At the top of the leaderboard, Kylian **Mbappé** delivered a masterclass performance, finishing as the top scorer of this edition with **10 goals**. By netting twice in France's third-place playoff victory against England to close out his campaign, **Mbappé reached 22 career goals** in the event's history, officially establishing himself as the tournament's all-time leading goalscorer.

Right behind him, Lionel Messi cemented his unmatched legacy by finishing second overall with **8 goals**, remaining pivotal through Argentina's triumph in what was his **last appearance** on this grand stage. Meanwhile, young superstars Erling **Haaland** and Jude **Bellingham** proved their elite pedigree, **tying for third place with 7 goals** apiece. Rounding out the top positions, Ousmane **Dembélé** and Harry **Kane** each provided vital firepower for their squads, wrapping up their runs with **6 goals each**. Ultimately, as the global stage goes quiet, this edition will be remembered as a masterclass in attacking brilliance that set an entirely new standard for the sport.

1		Kyllian MBAPPÉ 	10
2		Lionel MESSI 	8
3		Erling HAALAND 	7
3		Jude BELLINGHAM 	7
5		Ousmane DEMBÉLÉ 	6
5		Harry KANE 	6

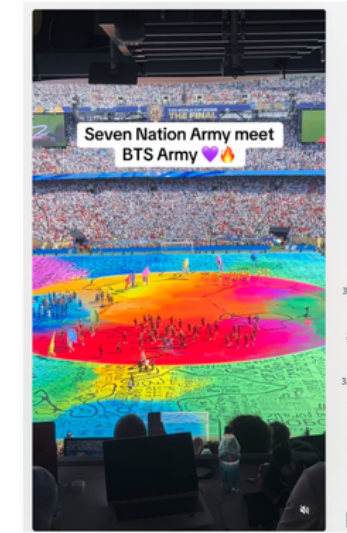
Half the game, all the attention

For **11 minutes**, the biggest sporting fixture on the planet surrendered its narrative to pop culture. The headline story isn't just that music took over the intermission, but **which audience** took over the internet.

BTS demonstrated the terrifying efficiency of contemporary fandoms. Performing Dynamite, the group generated a staggering **1.5M mentions and a 7M reach**, proving that organized digital communities can completely swallow the online conversation. Even **Shakira**, accompanied by Burna Boy, had to yield the top spot. While her **3M reach and 260K mentions** would be impressive metrics for anyone else, it was a rare second-place finish for the unofficial queen of global soccer anthems.

Justin Bieber sparked the night's debate by taking a gamble with a slow, stripped-back acoustic set mid-way through a high-stakes final. The sudden drop in tempo stalled the stadium's adrenaline, dividing viewers between those praising his raw live vocals and critics complaining it killed the match momentum. **Madonna**, on the other hand, delivered pure nostalgia, pairing her track Music with football royalty Ronaldo and Ronaldinho for a crowd-pleasing viral moment, generating **2M mentions**. Finally, **Coldplay** provided the grounding force of the evening, anchoring the closing minutes alongside the PS22 Chorus with a polished, anthemic finale that brought the frantic 11-minute spectacle to a powerful and cohesive end.

BTS



Reach: 6.9M

Shakira



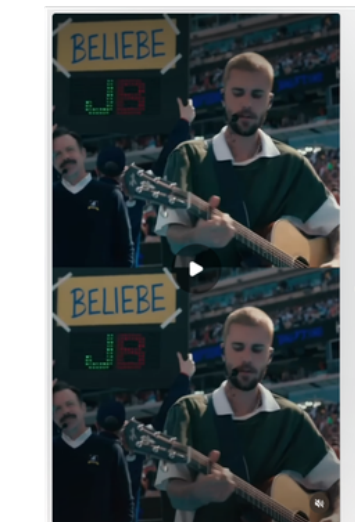
Reach: 3.1M

Madonna



Reach: 1.6M

Justin Bieber



Reach: 1.2M

Coldplay

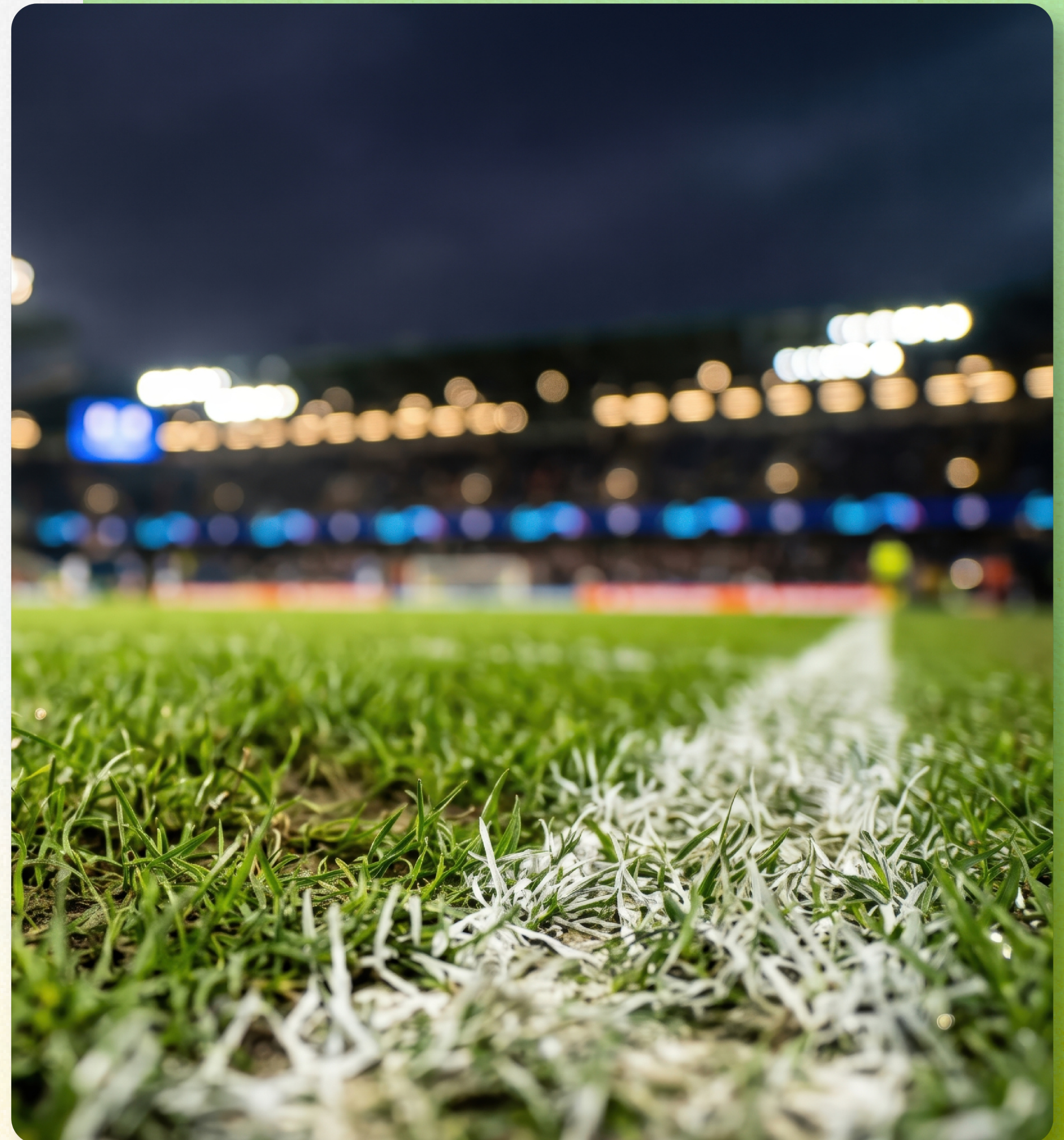


Reach: 1.3M

Key takeaways

The 2026 World Cup concluded with Spain crowned champions and Argentina once again at the **center of the global narrative**, but its greatest legacy was confirming that football has evolved into a permanent platform for attention, entertainment, and cultural participation. **Over 50 days**, the tournament generated **millions of mentions** while maintaining a **Brand Health Index consistently within the “Very Good” range**, despite ongoing debates around officiating, ticketing, mobility, and accessibility. The stability of public perception suggests that these tensions did not diminish the event; instead, they became part of a broader, more complex fan experience.

This reinforces the value of **data analysis, social listening, and continuous monitoring** in building a comprehensive understanding of audience behavior. **Metrics** such as the BHI, **combined with narrative analysis**, reveal not only what drives reach, but also how public perception evolves over time, which **topics strengthen engagement**, and where **opportunities for improvement** emerge. More than simply crowning a champion, the 2026 the tournament demonstrated that the **success of global sporting events** depends as much on the experience delivered to fans as on the ability to understand, in real time, **how audiences respond** throughout every stage of the journey.



Loxias & Co. Snapshot

Loxias AI transforms complex social media data into structured intelligence that supports strategic decision making. We help organizations **understand evolving narratives, reputation, audience behavior, and competitive dynamics** across digital environments by combining social data, integrated datasets, automation, and human expertise.

As a solution provider, Loxias AI develops intelligence systems that evolve with the client's objectives and decision-making processes.

What we deliver

- Social media intelligence analysis
- Cross dataset integration and signal mapping
- Automated intelligence frameworks
- Proprietary frameworks
- Strategic reports and decision support insights

Rather than generic monitoring or standard reports, **we build intelligence** tailored to each client's maturity, goals, and decision-making needs.

Our solutions

Tailored Solutions

We integrate leading platforms and proprietary data to create customized ecosystems that reflect your business in real time.



Reports

We create customized reports that combine artificial intelligence and human analysis to deliver actionable insights

