

CASE STUDY

PROJECT

COMPLEMENTARY PROGRAMMING TO FIFA WORLD CUP

CLIENT



OBJECTIVE

Univision is offering complementary programming for the FIFA World Cup to reach a wider, always-on, tech savvy, modern audience. The network was interested in researching the importance readers place on sports commentary and expert replay, as well as how or if they planned to watch live coverage. Especially with the World Cup taking place in a different time zone than any part of the United States of America.

Custom questions were launched around plans to watch the World Cup, trusted sports media sources, and how sports fans would keep up with content after a live game.

INSIGHTS & FINDINGS

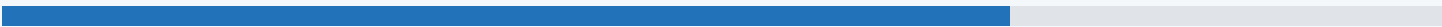
WORLD CUP FANS TRUST UNIVISION

80% of Univision's audience **agree that Univision Deportes has credibility to cover the FIFA World Cup 2018 with expert commentaries, recaps, social media coverage, etc.**



UNIVISION AUDIENCES DIDN'T PLAN TO WATCH THE COVERAGE LIVE

70% wanted to participate in complimentary programming such as social media, recaps, and professional analysis. A quarter of Univision readers planned to get information about the matches after work hours, and another 25% planned to follow the matches online through social media during the day.



MANY WORLD CUP FANS WERE UNAWARE OF THE CHANGE IN VIEWING RIGHTS

The majority Univision audience planned to watch the World Cup, but only 17% were able to identify the correct network to watch it on. **40% of the respondents believed they can watch the World Cup on Univision.**



OUTCOME

Univision's audience planned to turn to the network for FIFA coverage and have a strong amount of trust in the channel. While Univision doesn't have airing rights, fans were more likely to watch coverage, even after the game, making it a very worthwhile effort to provide content and commentary around the games.