

A modern take on traditional FIFA World Cup viewing



The following insights are based on our latest research of 2,000 UK consumers and their attitudes toward the 2018 FIFA World Cup.



It's TV but not as we know it. Viewing is much more sophisticated, and audience expectations are increasing. Media companies and brands need to work hard to meet their needs.



88% of people will mostly watch the FIFA World Cup on TV.



87% of people rate watching football on TV as a good experience.

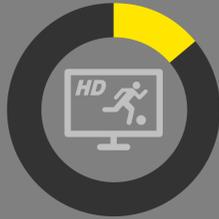


31% believe football viewing is a good experience on smartphones, but three times as many will watch short clips than will watch full matches.

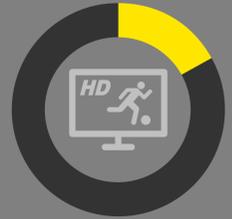
The quality of the viewing experience is the biggest improvement that media companies could make to the FIFA World Cup.



32% believe high-definition (HD) quality is what would most enhance their viewing experience.

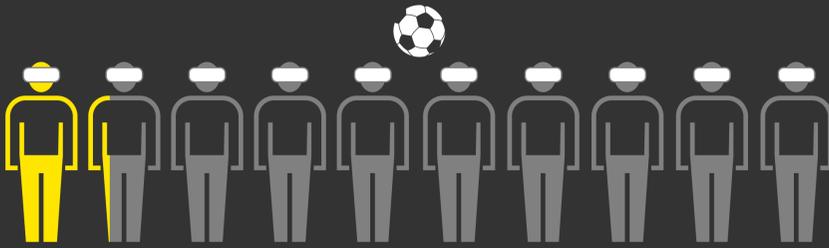


But only **14%** would be willing to pay for HD viewing.



17% of those who want HD already subscribe to a pay-TV sports package.

The future is not the way forward: audiences have an indifferent reaction to new technologies.



Only 13% thought some sort of virtual reality (VR) or augmented reality (AR) would enhance their experience (VR: 7%; AR: 6%) and willingness to pay for it is almost nonexistent (VR: 4%; AR: 2%).

The FIFA World Cup brings people together. A key aspect of FIFA World Cup viewing is watching it with friends.



57% would watch the FIFA World Cup at home with others or at a friend's home, while 19% would prefer to watch in a pub or bar.



Surprisingly, men aged 18-34 are the most likely to watch the FIFA World Cup but are the least social.

The 77% who will watch some of the FIFA World Cup, **55%** would prefer to watch it at home alone.

Only 7% of fans would choose to watch the FIFA World Cup on screens in public spaces but that doubles to 14% for those aged 18-34.

Less than 1% said social media or shared online experience would enhance their viewing experience.

Conclusion!

If it isn't broken, don't fix it – audiences still want a familiar viewing experience but with improved quality.

Over-investing in new technology could be premature. Audiences show little hunger for new innovations.

Media companies and brands need to think about the social aspect. How do they cater for an audience that values the shared viewing experience?

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