



# World Cup Qatar 2022 on Sky Sports

We'll bring you the latest World Cup news, insights  
and views from morning to night

# Sky Sports: World Cup Opportunity on a page

Your home of the World Cup Conversation - from sunrise to sunset

## World Cup Breakfast



£ 555K  
(net)

**Jamie Carragher and Dave Jones** will be on hand from **7-9am** to deliver the latest news, views and special guests live from Qatar, simulcast live across **Sky Sports News & Sky Showcase**

Sponsorship & Product Placement - 14.6 TVR's  
Digital Pre-roll - 16.8m impressions  
Social Integration - 7million + Views



## World Cup Round Up



£ 140K  
(net)

Social reporter **Kyle Walker** will bring viewers regular updates **live from from Qatar** during the World Cup. The best **reaction and opinion, on location**, as he speaks to fans, pundits and more each day.

Social Integration  
5million + Views (est)



## World Cup Social



£ 250K  
(net)

A **bespoke social show**, bringing our audience the **key talking points** from the world cup. **Celebrity influencer fans** debate with ex-professional players and talent; hosted on **Sky Sports Football YouTube Channel**.

Social Integration  
7million + Views (est)



## Player Ratings

England 2-0 Germany, starting XI  
**PLAYER RATINGS**

Jordan Pickford	9
Kieran Trippier	7
Kyle Walker	6
John Stones	7
Harry Maguire	7
Luke Shaw	6
Kalvin Phillips	7
Declan Rice	6
Bukayo Saka	7
Christian Eriksen	9
Jack Grealish	7

£ 400K  
(net)

Sky Sports pundit **Jamie Carragher** will dish out **player ratings** for **home nations games** throughout the tournament, driving conversation and talkability across our engaged social channels.

Social Integration  
10 million + Views (est)



# Sky Sports: Giving real fans their football news throughout the day

Sky Sports enjoys an increase in viewers around major tournaments (+35% for Euro 2020)

Watching football in the pub or at home, whilst second screening for latest team news and conversation (i140)

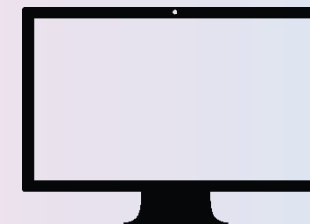
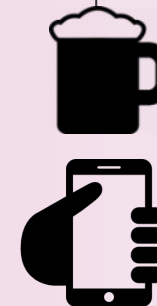
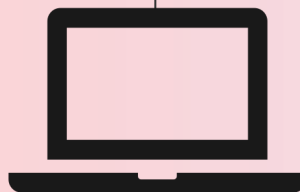
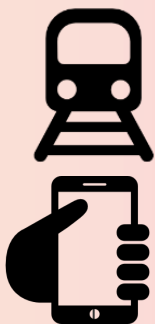
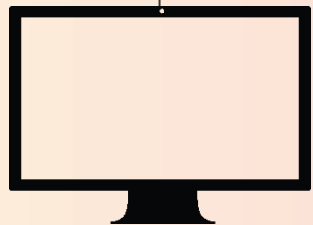
Starting the day with Good Morning Sports Fan on Sky Sports News (i311)



Football fans are more likely than the avg. adult to spend their lunch break on Sky websites seeking news/updates (i364)

13:00

19:00 sky sports news



sky sports news

09:00

Checking sports news via mobile during commuting hours on the Sky Sports App (i239)



15:00



Checking Sky Sports Social during commuting hours for latest team news and conversation (i268)

22:00

The evening is when the largest number of football fans watch Sky Sports live on a TV set (i280)