

FOOTBALL WORLD CUP Qatar 2022

CULTURAL INSIGHTS &
TRENDS

Week 1: Monday 17th October



**EntityX enables
advertisers to
better understand and
reach their customers**

ANALYSING THE CULTURE OF THE WORLD CUP

Over the coming weeks, EntityX will be analysing what content is being produced, read and engaged with by real people across the UK, revealing **cultural trends** that advertisers can use to reach new and valuable customers.

- Which brands are dominating World Cup coverage
- What topics fans are most interested in
- Which teams and players are trending
- What, or who, are the emerging trends
- What else are World Cup fans interested in (and how can we reach them more cost effectively)?

Advertisers can use EntityX's Cultural Profiles to reach World Cup audiences.

www.entityx.ai

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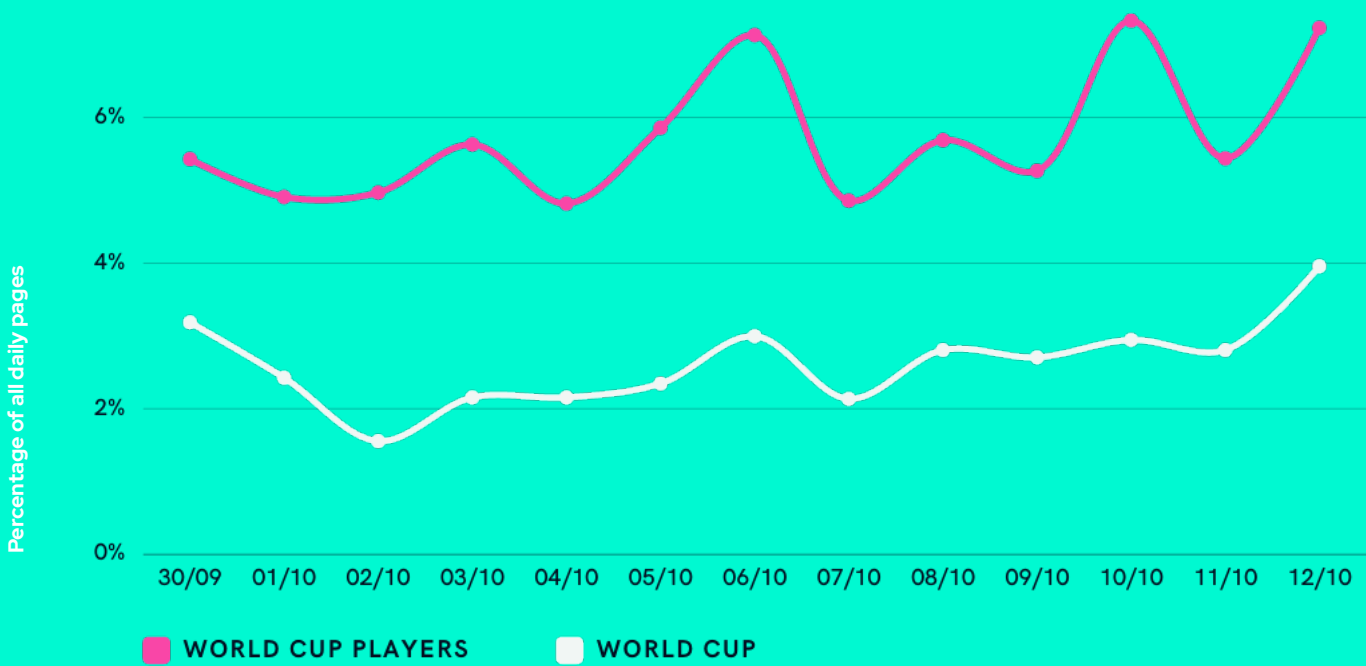
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01

World Cup

Dashboard

Interest Tracker



Interest in the 2022 World Cup is still relatively low, it's a background news story. However, the interest in individual players is much greater (almost double).

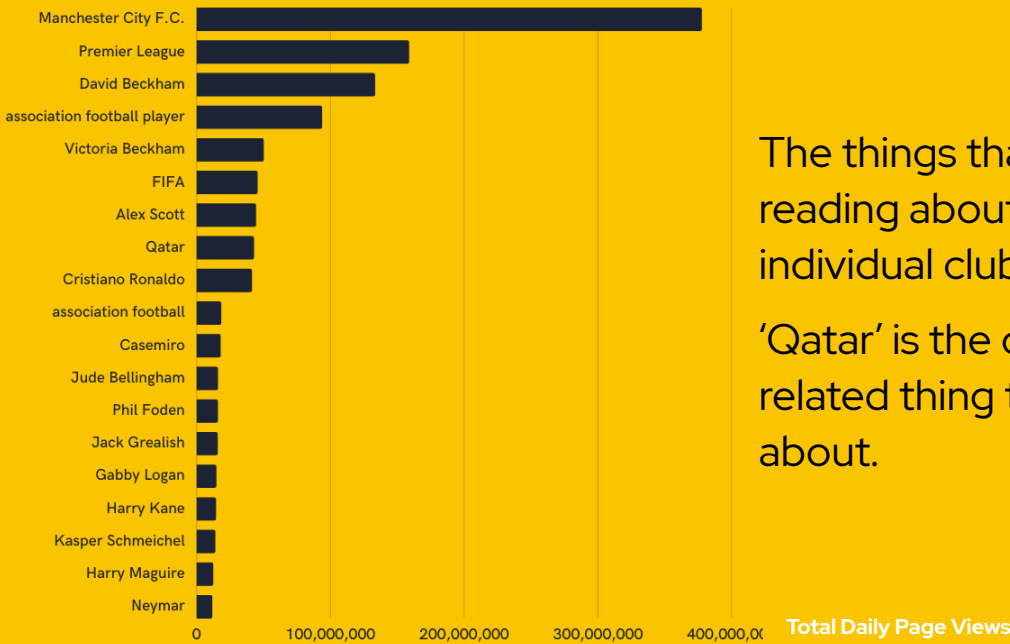
We expect the volume of World Cup related content and interest to grow significantly over the next few weeks.

02

World Cup

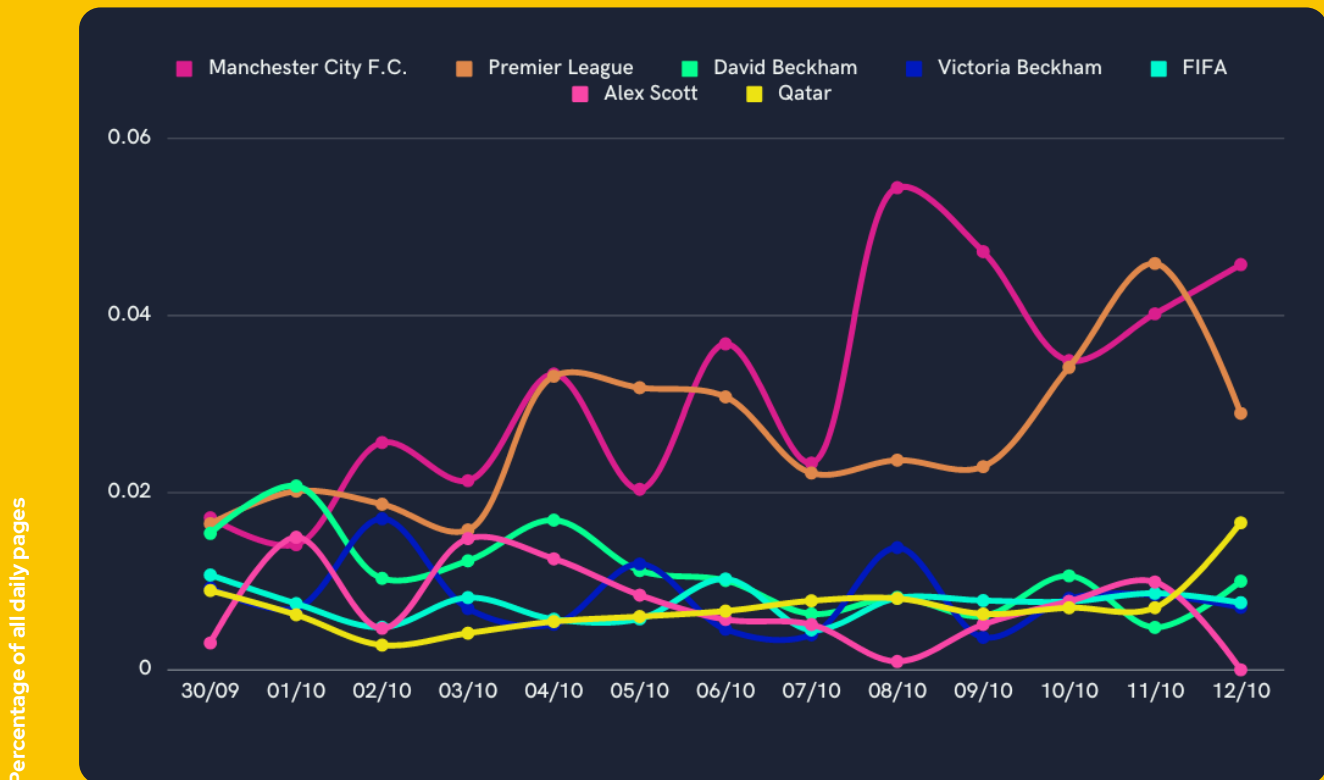
Trends

World Cup Trends



The things that people are reading about most are related to individual clubs or national teams.

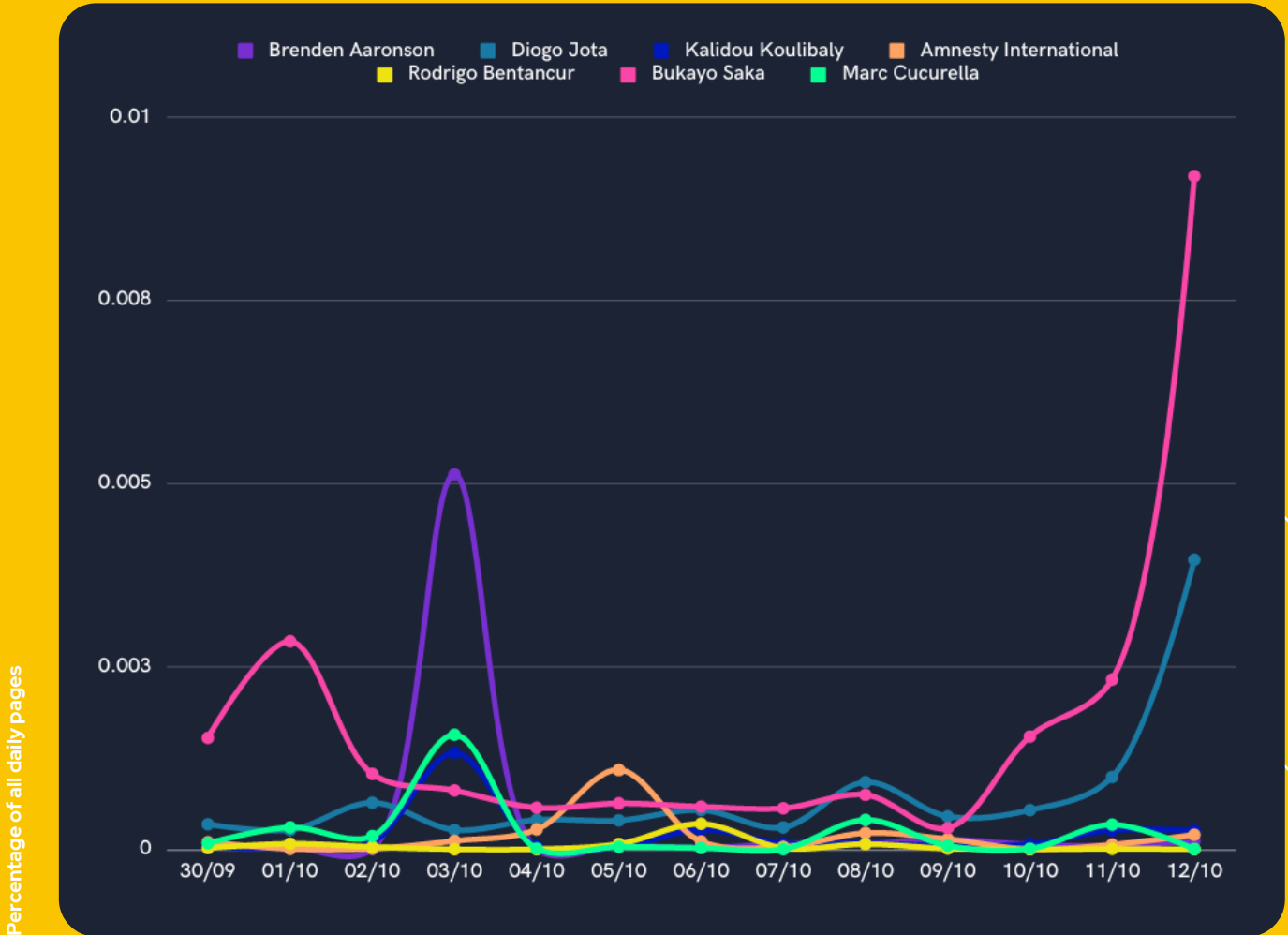
'Qatar' is the one World Cup related thing that is being talked about.



The daily trends are still dominated by the premiere league clubs. However, individual football personalities (The

Beckhams, Alex Scott) are also generating coverage and we're seeing Qatar starting to feature more.

Emerging Trends



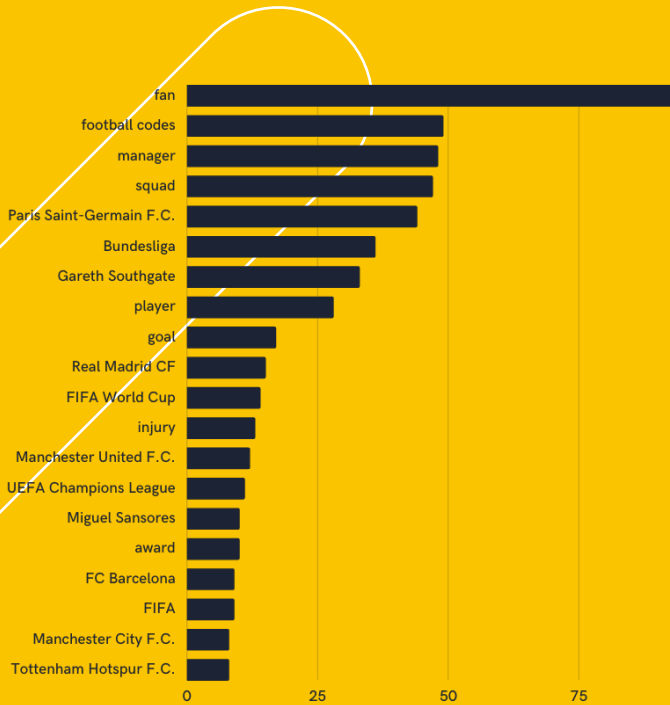
Individual players such as Bukayo Saka have featured heavily in the news this month.

'Amnesty International' also featured prominently following their call for a boycott of the "World Cup of Shame".

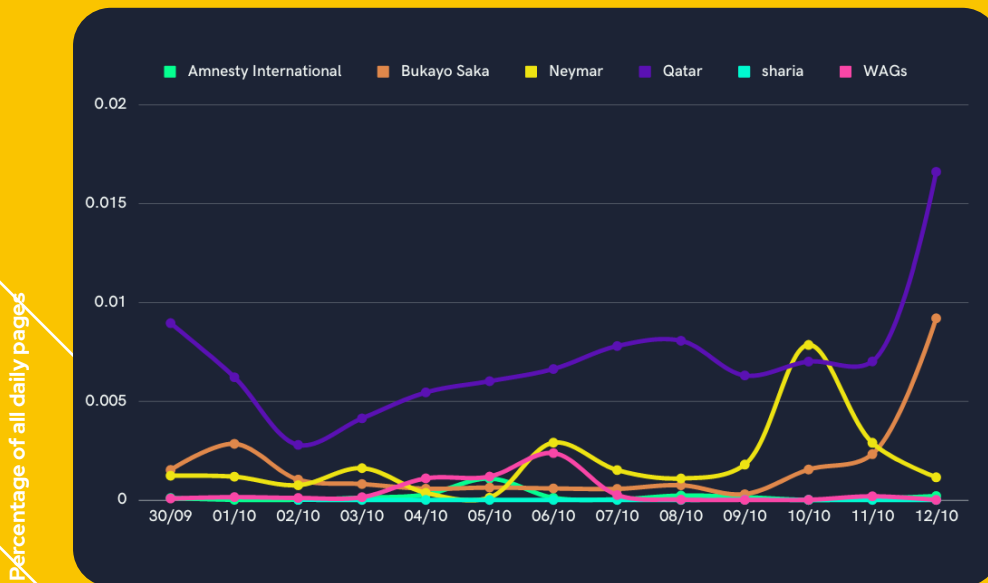
Adjacent Trends



Use these insights to increase reach and target customers on highly relevant, but less competitive pages

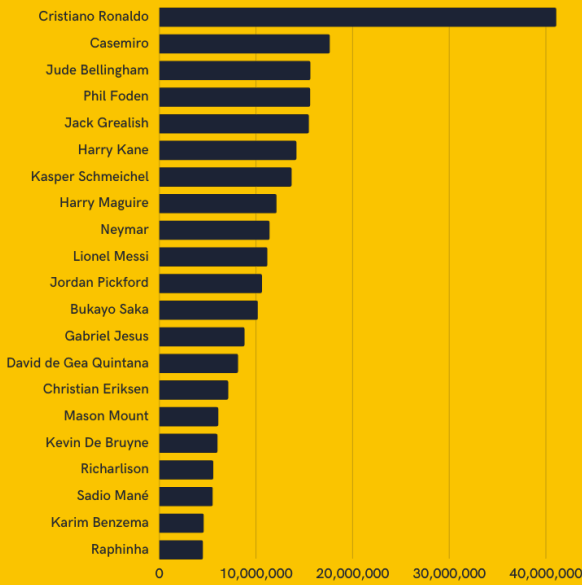


Alongside World Cup related trends, we have seen a number of football related topics (fan, manager, squad, injury) as well as more specific players and teams (Paris St Germain, Real Madrid). As the volume of content about the World Cup grows, it will be interesting to see how these topics change.



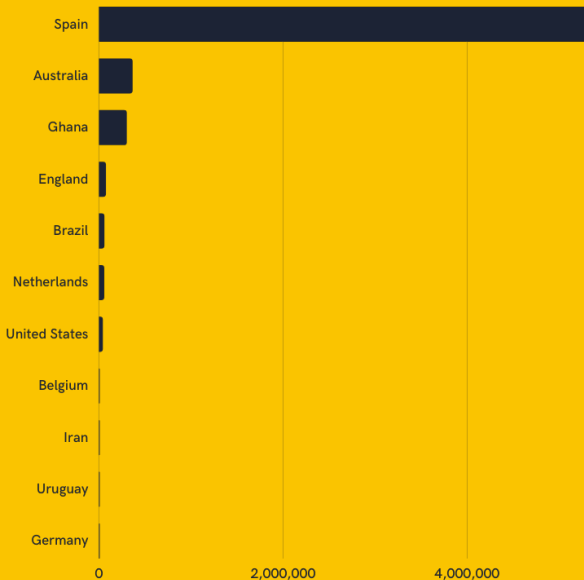
“Qatar” is being found frequently on pages about the World Cup that are not about football. This reflects the wider importance of the World Cup and Qatar’s desire to use this to raise awareness.

Although not all coverage is positive, reflected by “Amnesty International” and “Sharia” being two of the concepts most commonly found on pages.



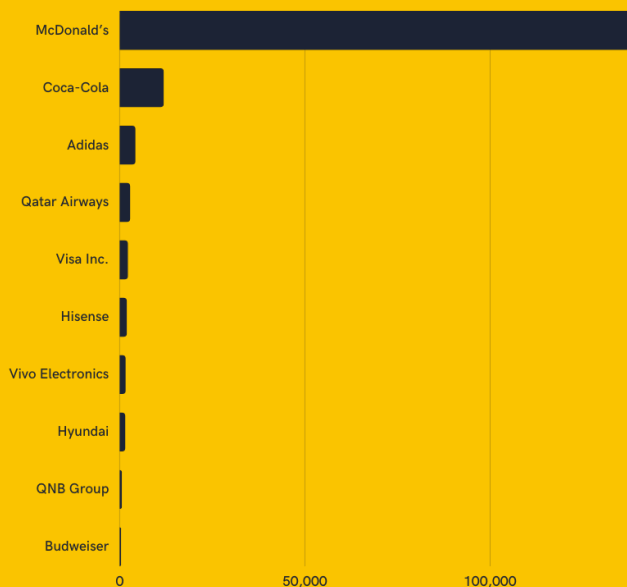
Top Players

The most read about players are the football superstars we would expect (e.g. Cristiano Ronaldo).



Top Teams

Out of all the national teams, Spain is the team that has been read about most. We expect this to balance out as the competition gets going.

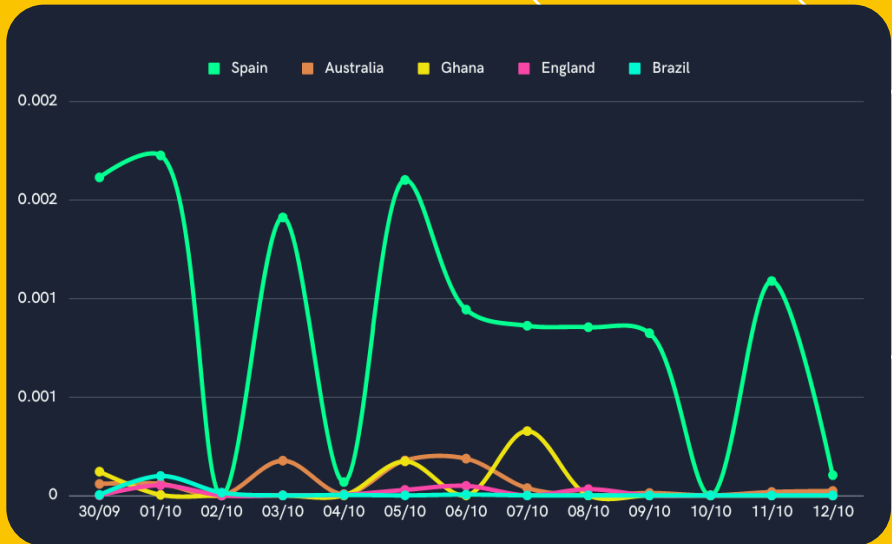


Top Sponsors

So far McDonald's is the brand that is dominating the world cup related content. Other brands haven't managed to cut through yet, but there is time.

Total Daily Page Views

Top Teams

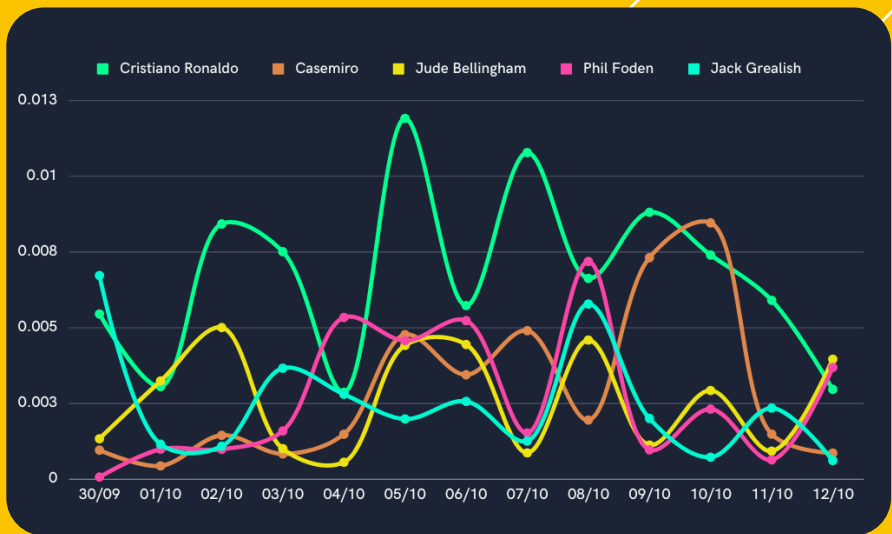


Percentage of all daily pages

Here we can see in more detail how interest in the Spanish National Team fluctuates with different news stories. Other

smaller peaks can be seen for Ghana and Australia, but these generate less coverage and interest from our audiences.

Top Players



Percentage of all daily pages

World class football stars are constatly in the news: These are the top 5 trending players during this period. We can see that Cristiano Ronaldo remains

at the top, but other players such as Casemiro and Phil Foden are regularly catching him up in terms of the content that is being written and consumed.

Football Topics

EntityX created four Football Topics that represent the key cultural areas, based on our data, for further examination and exploration:

The Business of Football

World football is a multi-billion dollar industry that includes the world's largest sponsors, the most powerful clubs, world football organisations and the host nation's companies.

Political Football

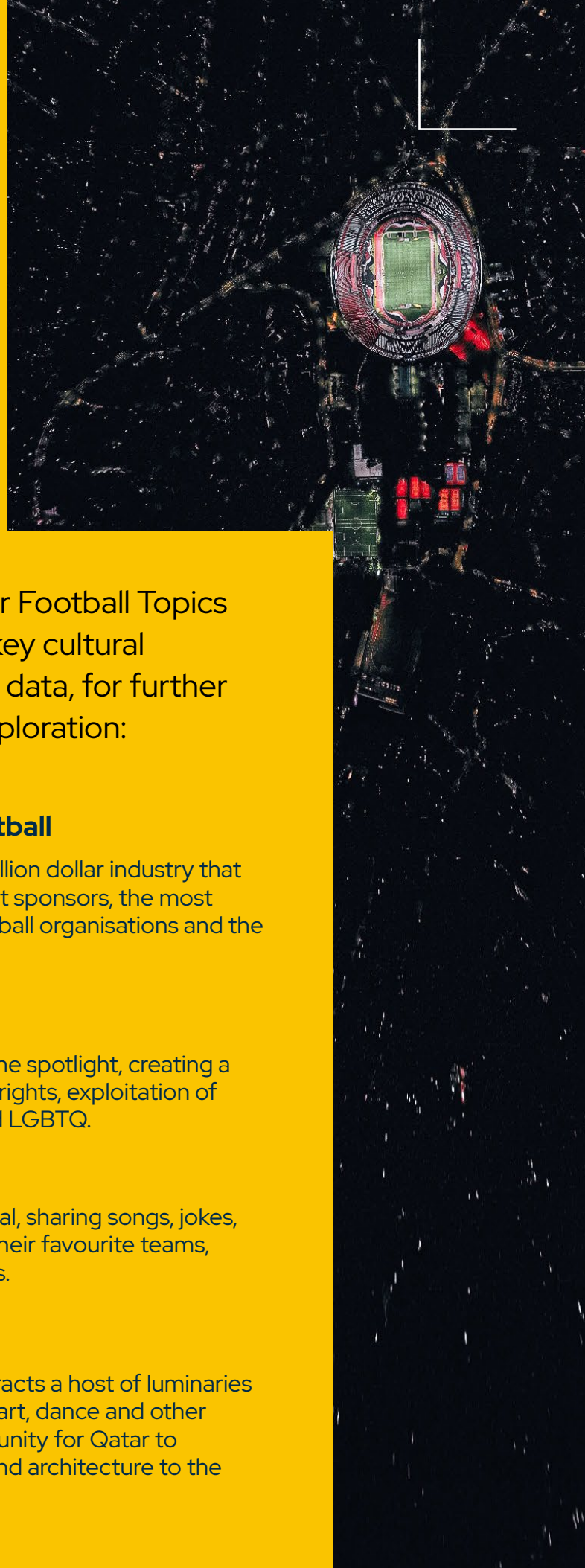
Qatar's government is in the spotlight, creating a discussion around human rights, exploitation of labour, women's rights and LGBTQ.

Football Banter

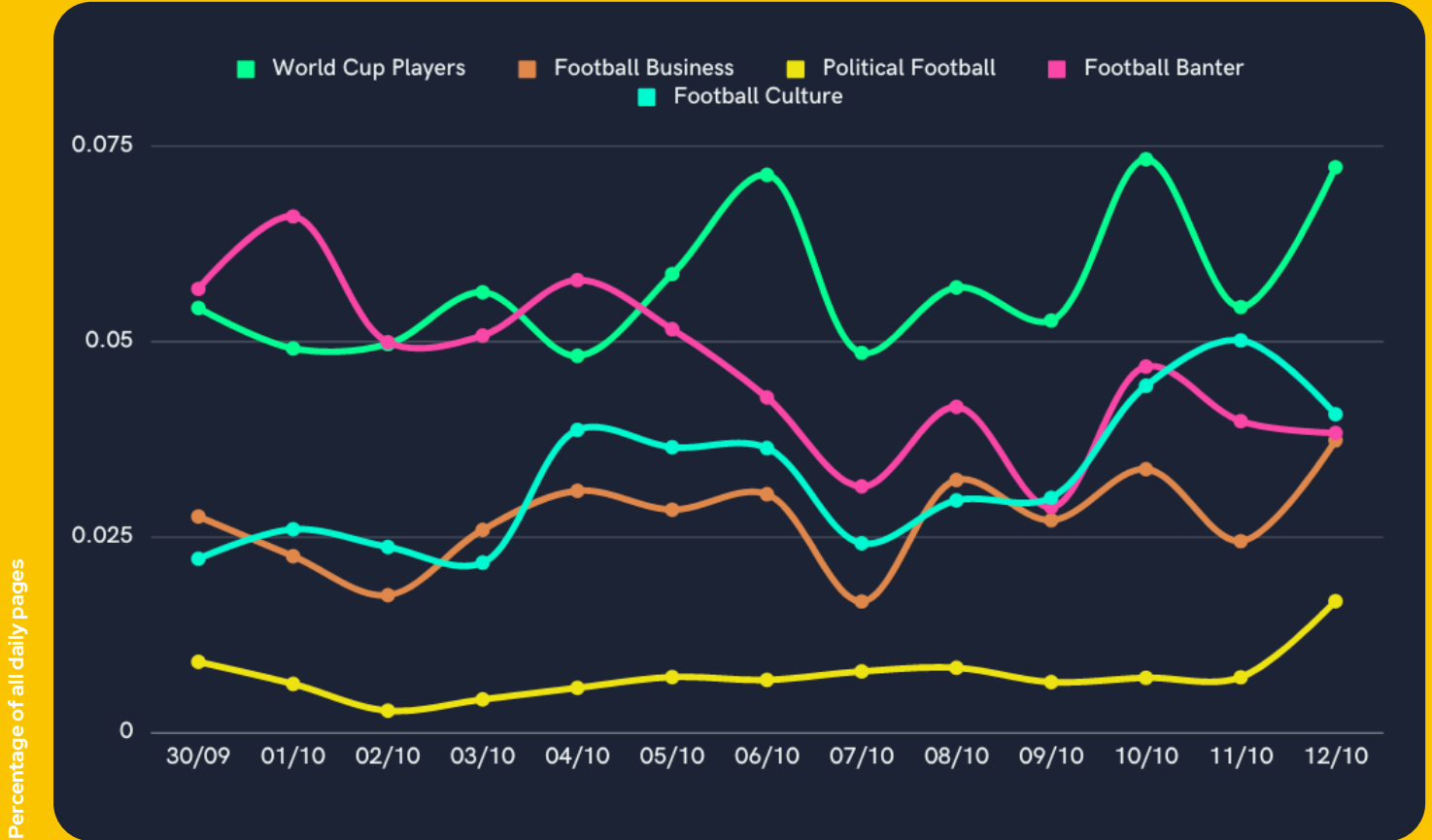
Football fans are very social, sharing songs, jokes, clips and memes around their favourite teams, players and national teams.

Football Culture

The World Cup always attracts a host of luminaries from the worlds of music, art, dance and other sports. It will be an opportunity for Qatar to showcase its art, culture and architecture to the whole world.



Trending Topics



We have already seen that Football stars are constantly in the news, so it's unsurprising that the 'World Cup Players' topic is consistently the most popular. 'Football Banter' is also popular,

reflecting the ongoing content created for and by fans around their favourite players and teams. 'Political Football' is already trending up, as the competition draws nearer.



Cultural Activation

EntityX builds audience profiles based upon customers' cultural interests, (the things that they are interested in). We call these 'Cultural Profiles' and we have built over 300 of them, available to use right away in our Audience Library.

Every week, we custom-build 'Cultural Profiles' for our clients, enabling them to understand and target their most valuable customers.

Each 'Cultural Profile' enables us to reveal trends and insights for each audience, which further enhances campaign accuracy and reach.

Increasing Accuracy

EntityX enables brands to target their most valuable customers, without cookies, increasing performance.

Increasing Reach

By identifying the broader interests of your customers, and tracking how this changes over time, EntityX allows advertisers to extend the reach of their campaigns and attract new customers.

Unique Insights

Once EntityX has built a 'Cultural Profile' for your valuable audience we can then continually monitor their interests. We use these insights to refine campaign targeting and to provide you with a dynamic understanding of your customers' cultural interests.

What We're Tracking in This Report

Concepts (Entities)

The most granular way to analyse a trend is to track the 'things' that people are reading about. Examples:

[Qatar], [2022 Fifa World Cup], [Cristiano Ronaldo]

Topics

We track 'topics' or collections of 'things'. Examples:

[Cost of Living], [Human Rights], [Utility Companies]

Audiences

EntityX tracks audiences based upon the things that they are interested in (their 'Cultural Profile'). We can reveal which audiences are engaging with the most content right now. Examples:

[Tournament Tuner], [Sports Champions], [Female Football]

Emerging Trends - A Concept or Topic that increases its presence significantly over a period of days.

Adjacent Trends - A Concept or Topic that we regularly find on relevant pages that provides an insight into the wider, related interests of our audiences.

03

Top Football Audiences



Football Fanatics

People who are passionate about football, they enjoy watching, playing and coaching. Football is social.



Tournament Tuners

Families who are too busy to follow every football match, but take time out for big sporting events like Wimbledon, the Olympics and the World Cup.



Sports Champions

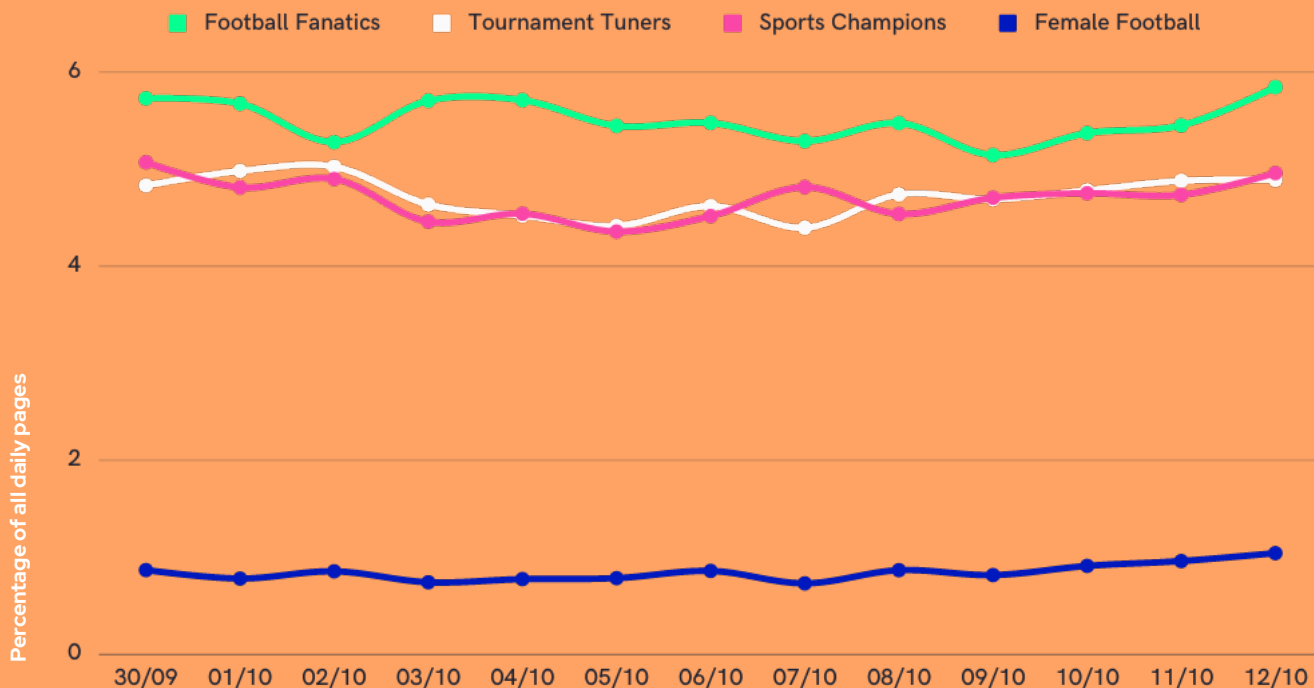
United by their love of all things sports. They enjoy spectating and participating in a wide variety of games, events and matches.



Female Football

Fans of women's football. More open minded and family friendly than average football fans.

Audience Tracker

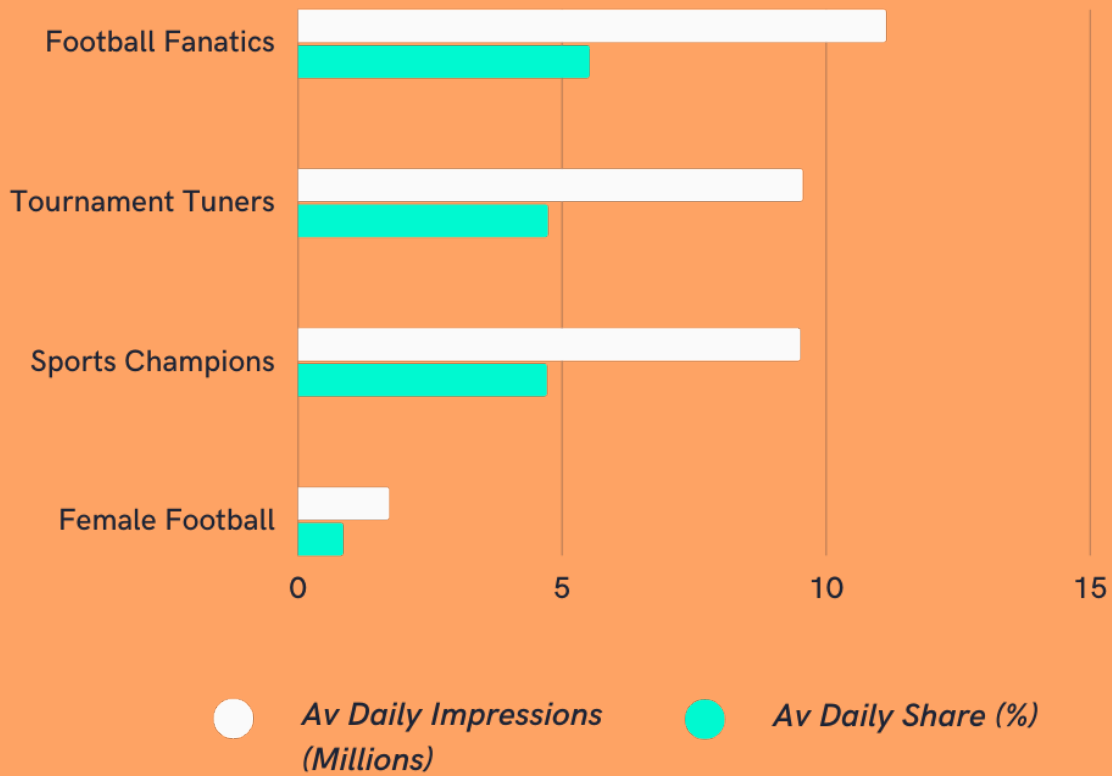


This graph shows that all four audiences have had a consistent level of interest over the last couple of weeks. 'Football Fanatics' is the most popular and we would expect this to increase as the Premier League gets underway, and as the World Cup gets closer. Similarly, we'd

expect to see more interest from the Tournament Tuners, who by definition tend to tune in for big events.

Interest in Female Football has declined since the women's Euros, but we'd expect to see specific pundits such as Alex Scott start to trend.

Audience Reach



We measured the 'Reach' of each of our four Football audiences to understand how many impressions are available each day.

Most of the audiences had around 10m daily impressions available, which represents 5% of all available daily impressions.



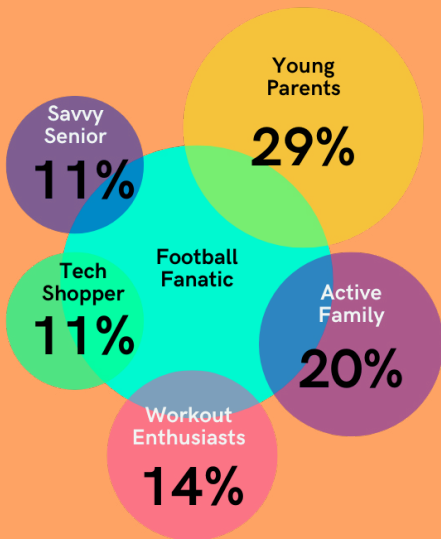
Increase campaign reach and performance by targeting these Cultural Audiences, available now as Deal IDs

Audience Reach

EntityX has created 100s of cultural profiles.

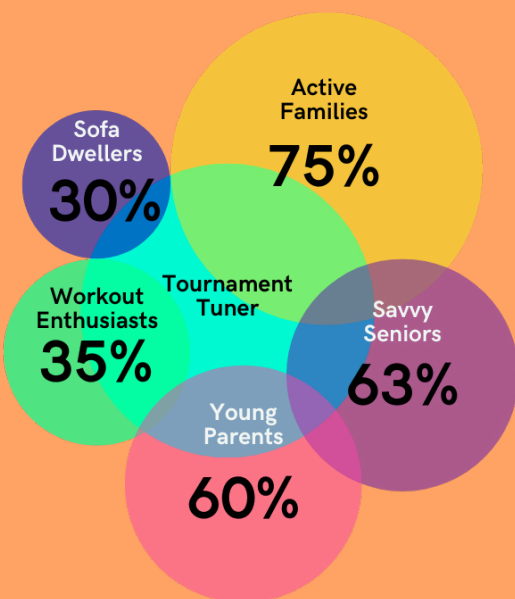
This analysis measures which of those other cultural profiles (audiences) have the greatest overlap with our four football audiences.

These insights can be used to better understand our four football audiences, as well as identifying additional cultural profiles that we can target in order to increase reach.



Football Fanatics

This football-specific audience was relatively unique, with the least overlap with other audiences. It shared the most with “Young Parents” and “Active Families” reflecting football’s appeal to families.

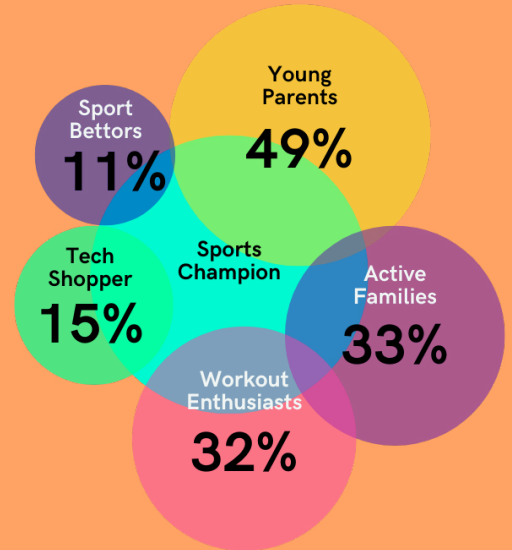


Tournament Tuners

This audience had the highest overlap with other audiences. In particular, sharing 75% with the “Active Families” and 63% with “Savvy Seniors”.

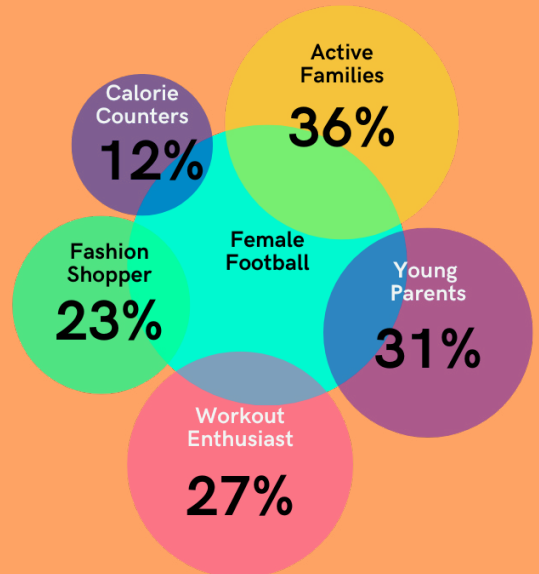
Sports Champions

This group showed the greatest overlap with “Young Parents” followed by “Active Families” and “Workout Enthusiasts”. In addition they also shared interest in tech and sports betting.



Female Football

In addition to overlaps with ‘Active Families’, ‘Young Parents’ and ‘Workout Enthusiasts’ this group shared a lot of interests with ‘Fashion Shoppers’ and ‘Calorie Counters’.

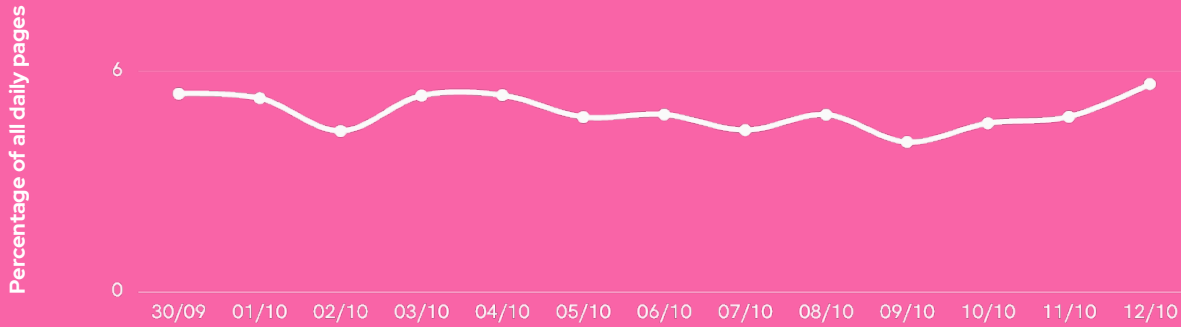


The World Cup is relevant to audiences beyond the traditional ‘sports’ fans. Measure how relevant with an overlap report.

04

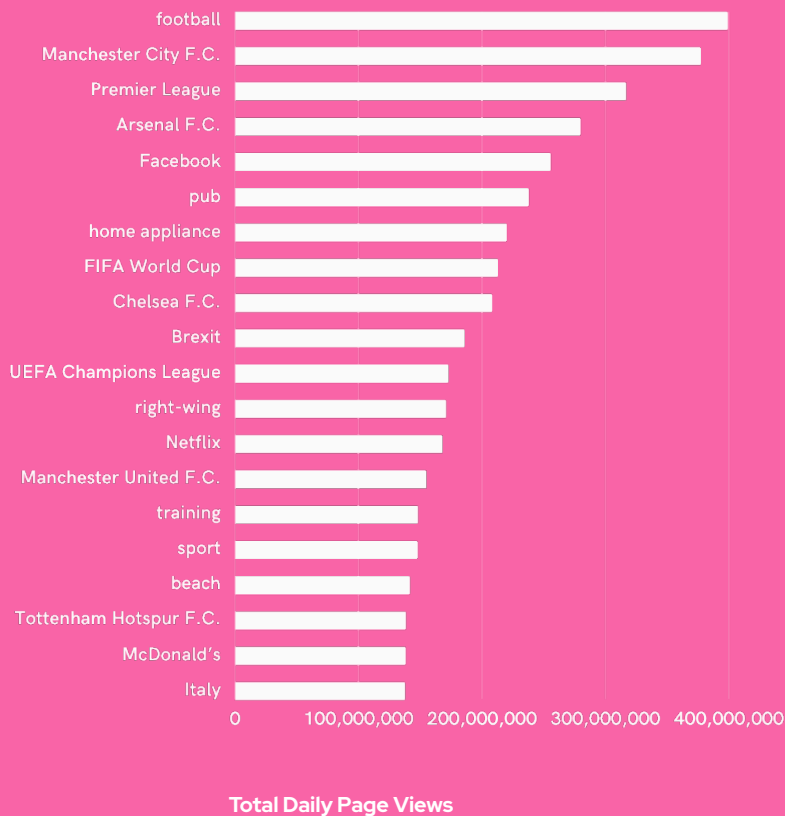
Individual Audience Trends

Football Fanatics

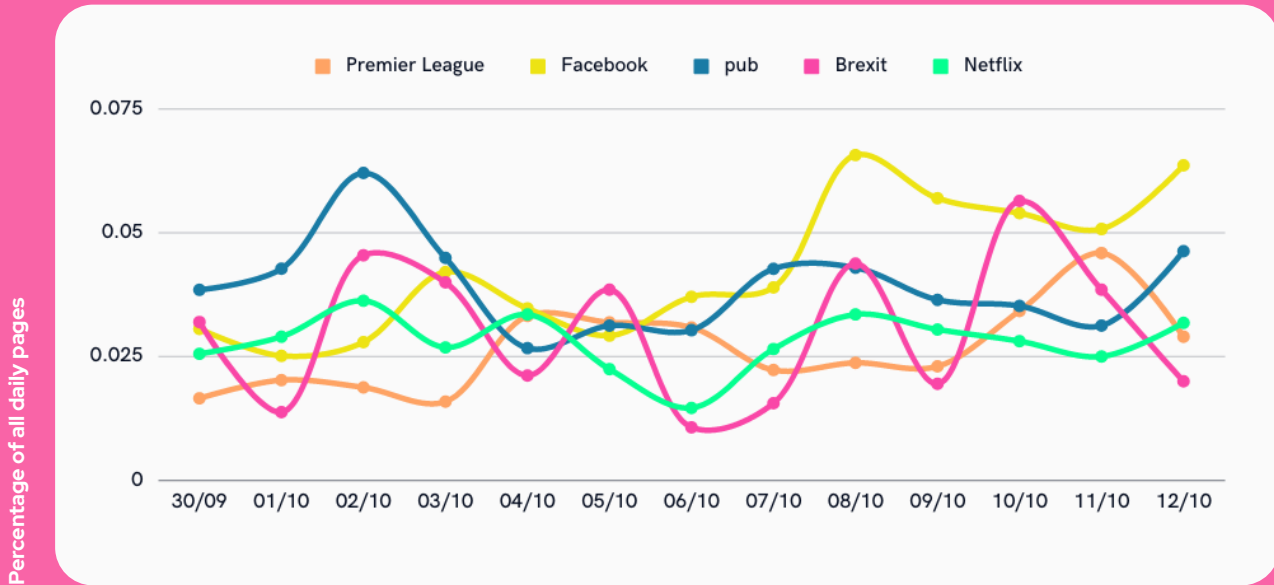


Overall levels of interest in content that is relevant for Football Fanatics has remained constant, driven by interest in national players and clubs. Other interests

for this group include 'pub', 'home appliances', 'Netflix' and 'Sport'. This audience also consumes more 'right-wing' and 'Brexit' related content.



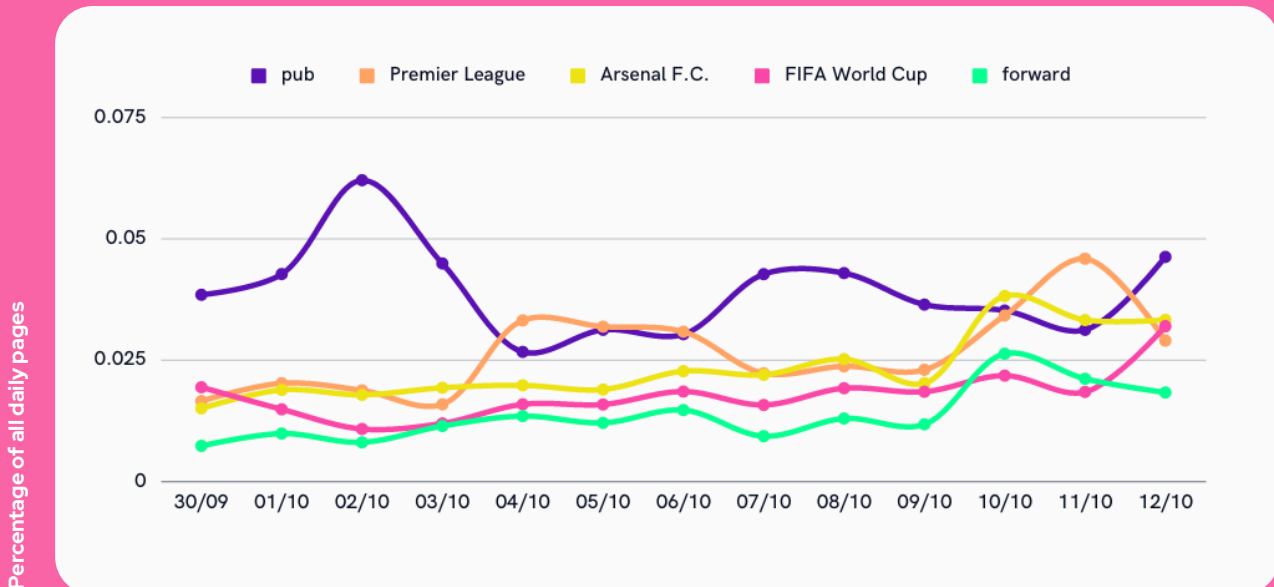
Overall top entities during period



Football Fanatics are very sociable, both at the 'pub' (particularly at the weekend) and on social media such as 'Facebook'. Their other interests

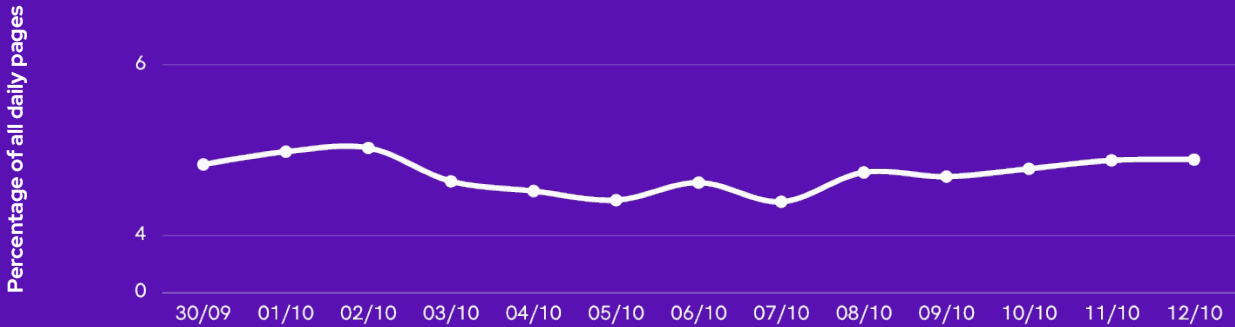
reflect the news cycle (Brexit) and their love of the Premier League. Interest in the 'FIFA World Cup' is starting to increase.

Greatest variation during period



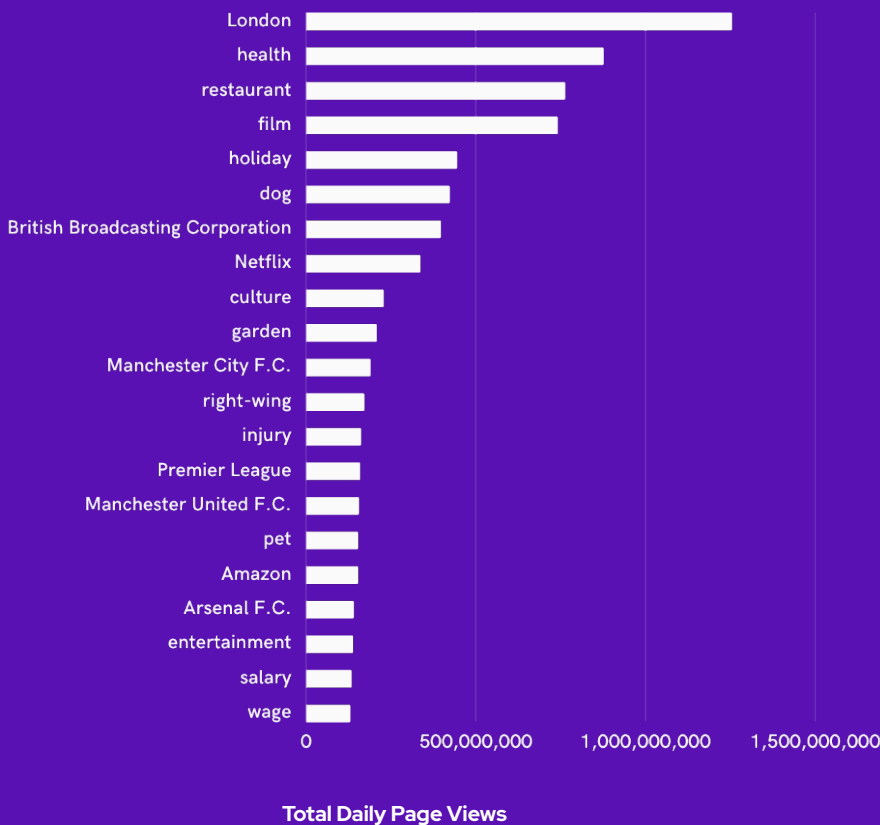
Tournament Tuners

i Identify valuable, relevant inventory that your competitors ignore and target the broader cultural interests of this audience

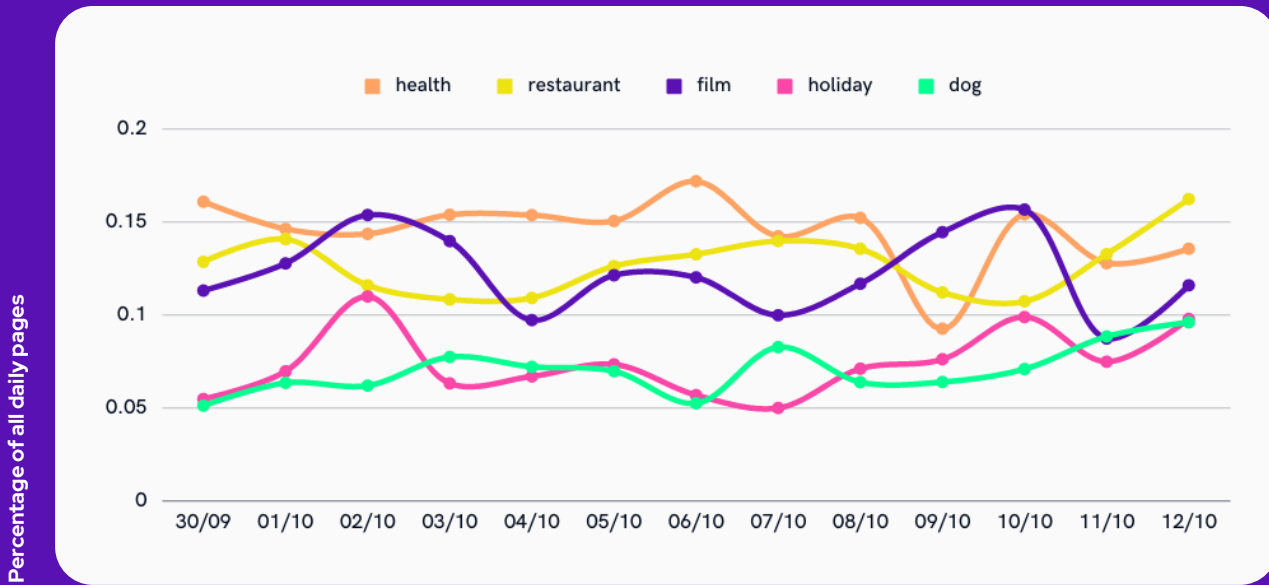


Tournament Tuners have a wide range of interests but tend to 'tune-in' to big sporting events. In the absence of any big event in early October, the most popular concepts for this audience

are 'health', 'holiday', 'dog' and entertainment brands such as 'BBC', 'Netflix' and 'Amazon'. Interest in the 'cost-of-living' is evident in 'Salary' and 'Wage' tracking highly.



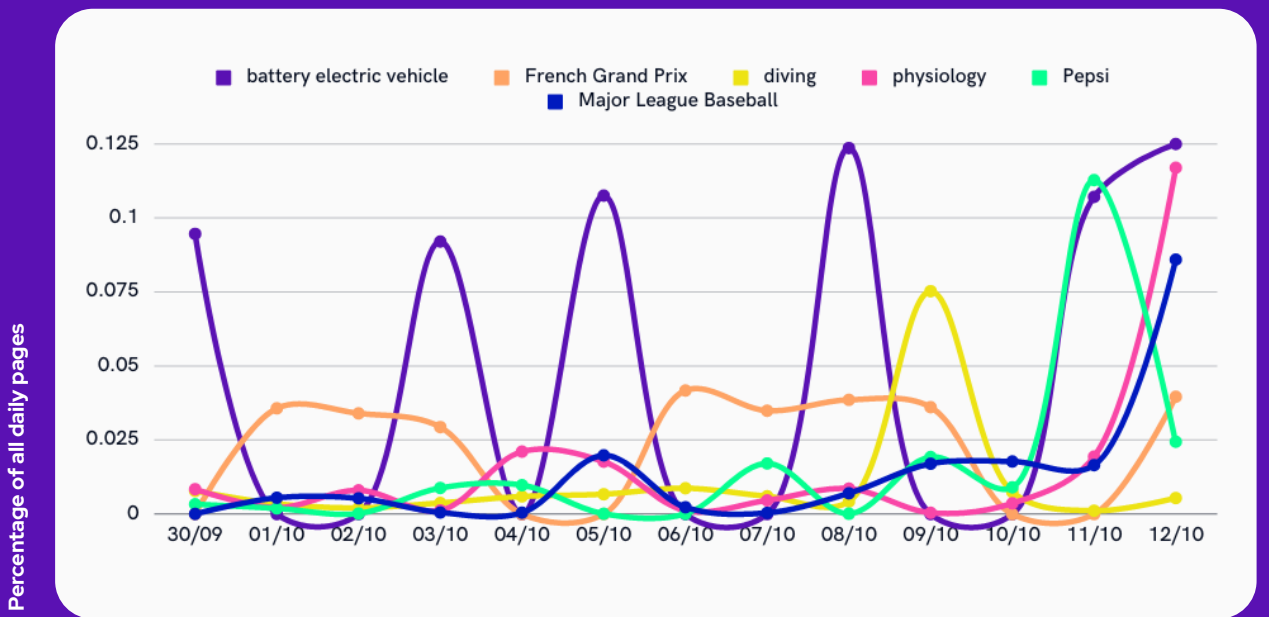
Overall top entities during period



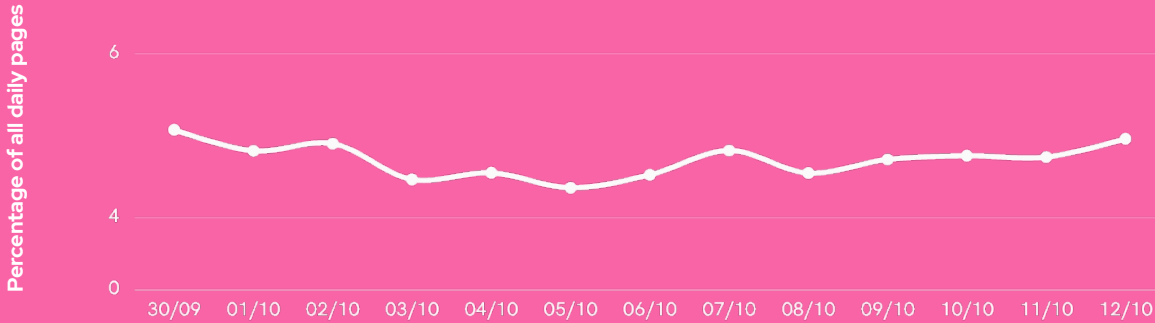
In the absence of sporting events this group is reading about health, going out, holidays and pets. Looking at the 'emerging' interests we see 'electric vehicles'

and 'diving'. It's also interesting to see two smaller sporting events, 'French Grand Prix' and 'Major League Baseball'.

Greatest variation during period

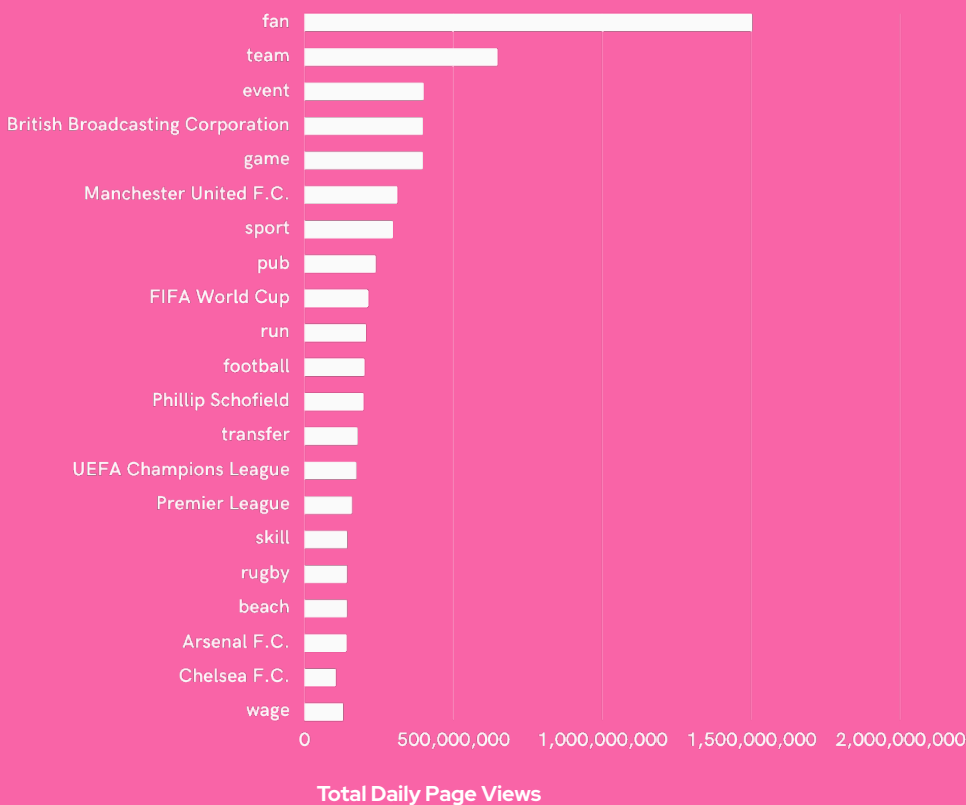


Sports Champions

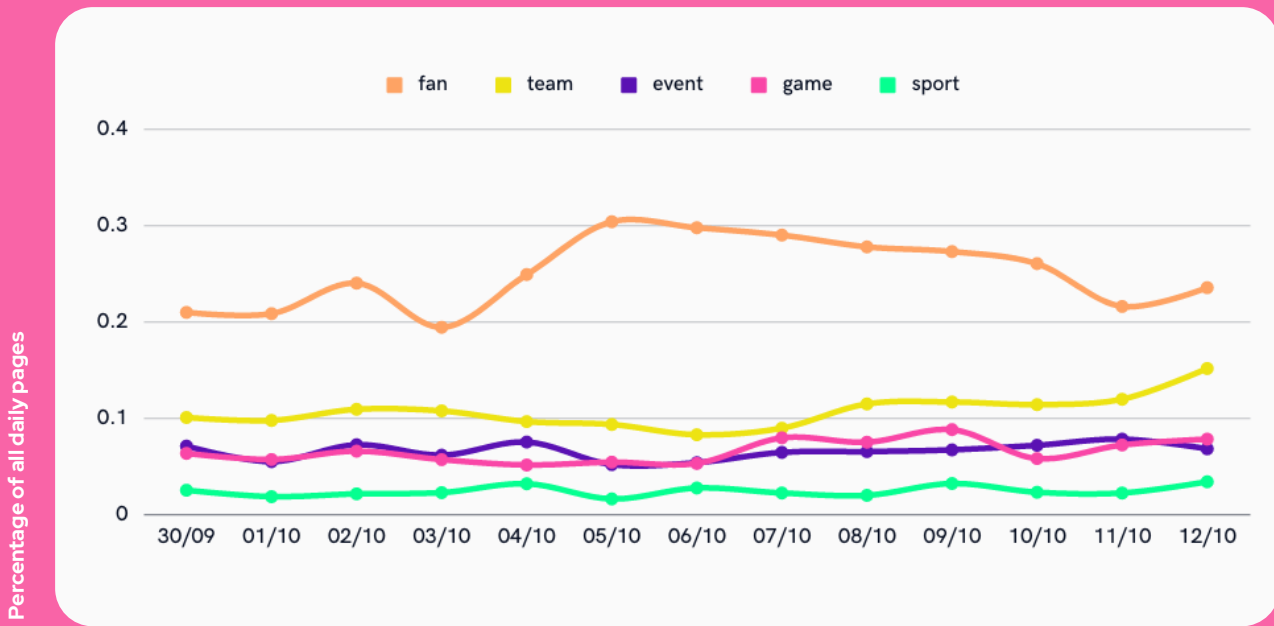


Sports champions follow their favourite football 'teams' such as 'Manchester United', as well being interested in a broader set of 'sports' including 'rugby' and 'running'. They are interested in

improving their own 'skills' as well as spending their time socialising with other sports 'fans' discussing sports 'events', 'games' and 'transfers' at the 'pub'.



Overall top entities during period

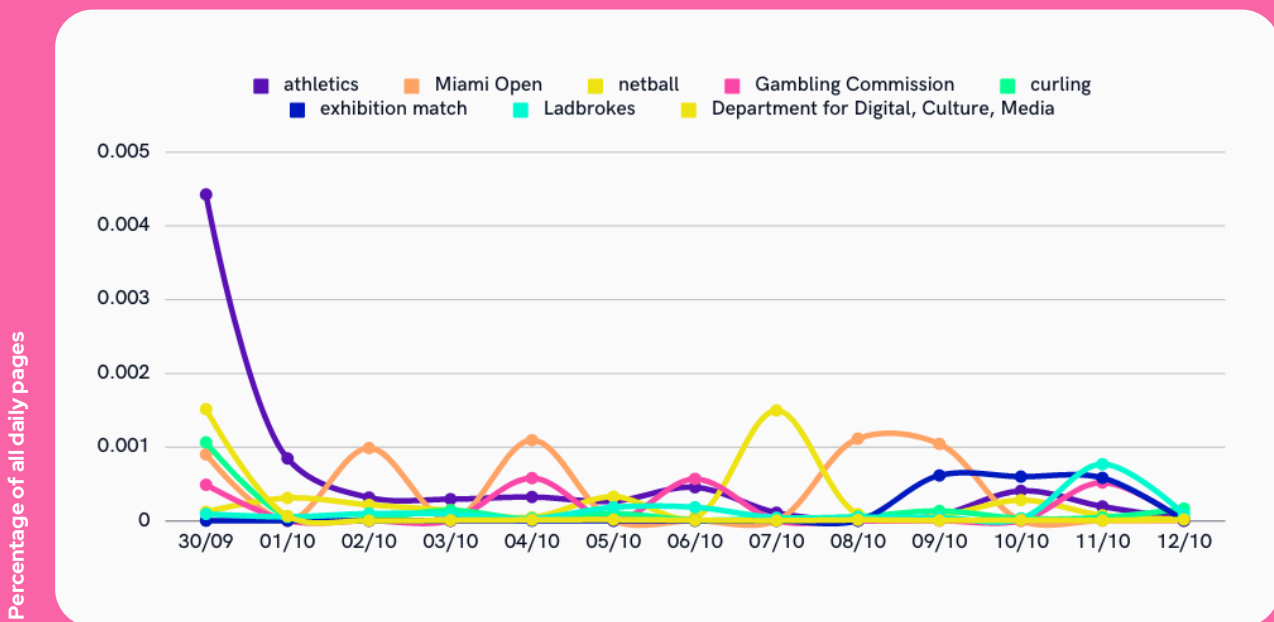


Sports Champions show a consistent interest in all 'fan' and 'team' related content.

We also see interest in specific sports such as 'athletics' which was very pronounced at the

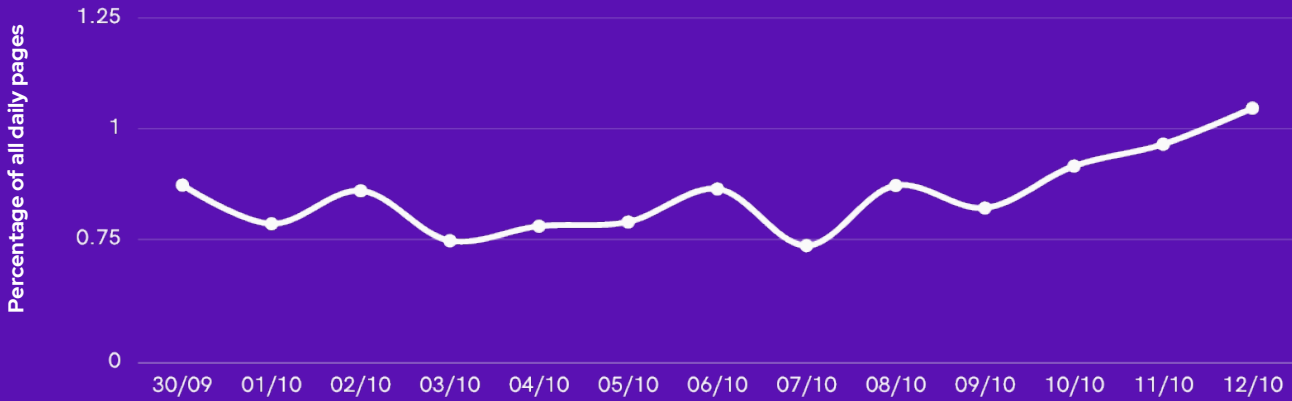
beginning of October, as well as several smaller bursts of interest in 'Netball', the 'Miami Open' and even 'Curling'. This reflects this group's interest in a diverse range of niche sports.

Greatest variation during period



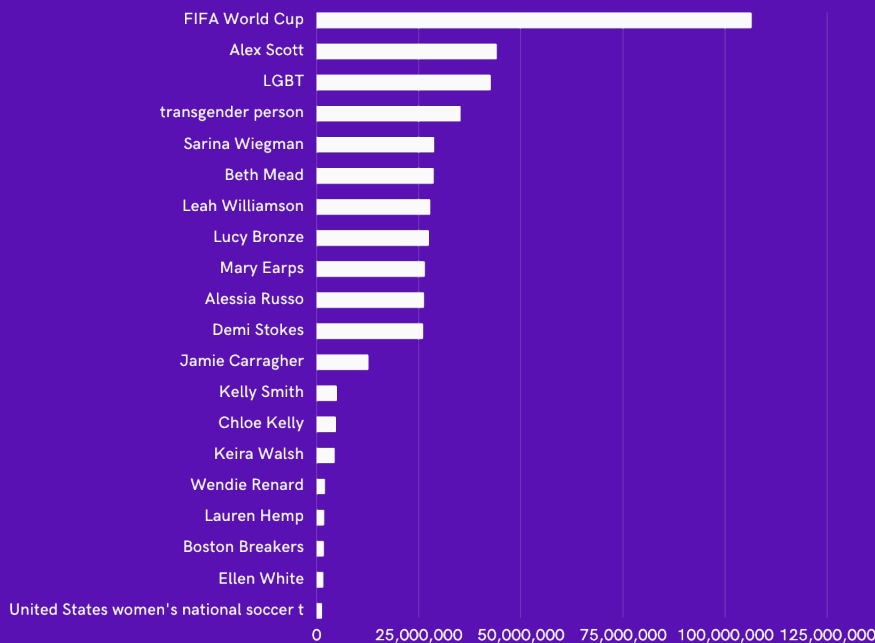
Female Football

i Engage a broader and more diverse audience for your World Cup campaign

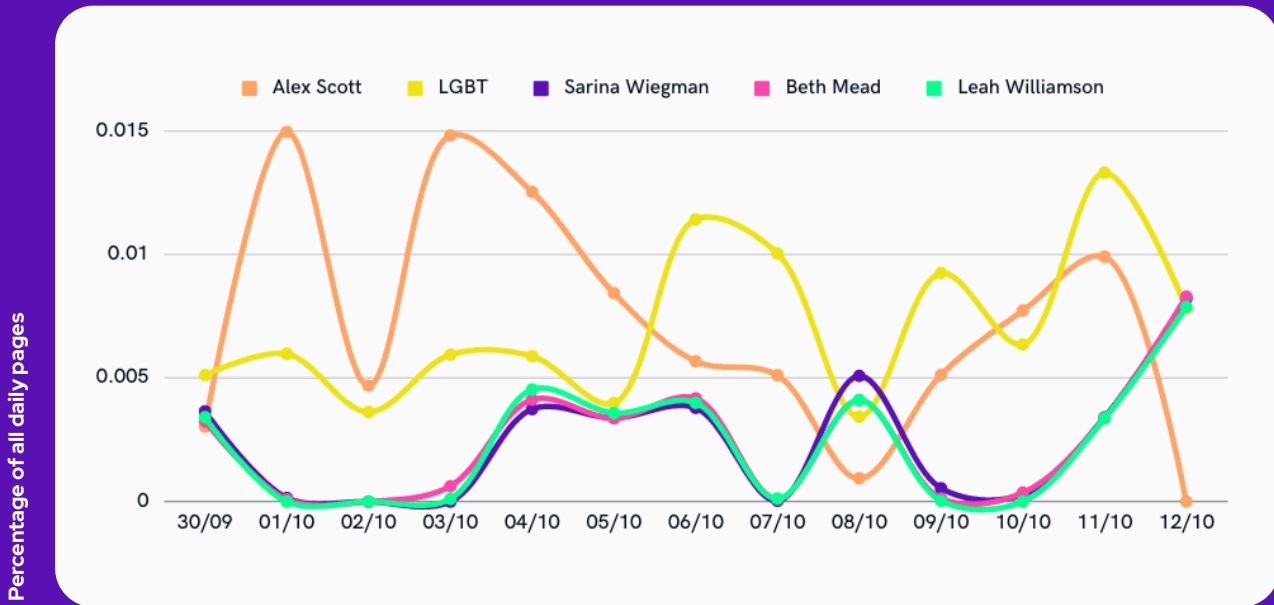


The Female Football audience reflects an interest in women’s football, with top female players such as ‘Beth Mead’, ‘Lucy Bronze’ and ‘Mary Earps’ as well as England manager, ‘Selina Wiegman’. This group is also interested in making football

more inclusive to ‘LGBT and ‘transgender’ fans and players. Of course this audience is still interested in men’s football, ‘FIFA World Cup’ and male personalities such as ‘Jamie Carragher’ feature because of their work to promote female football.



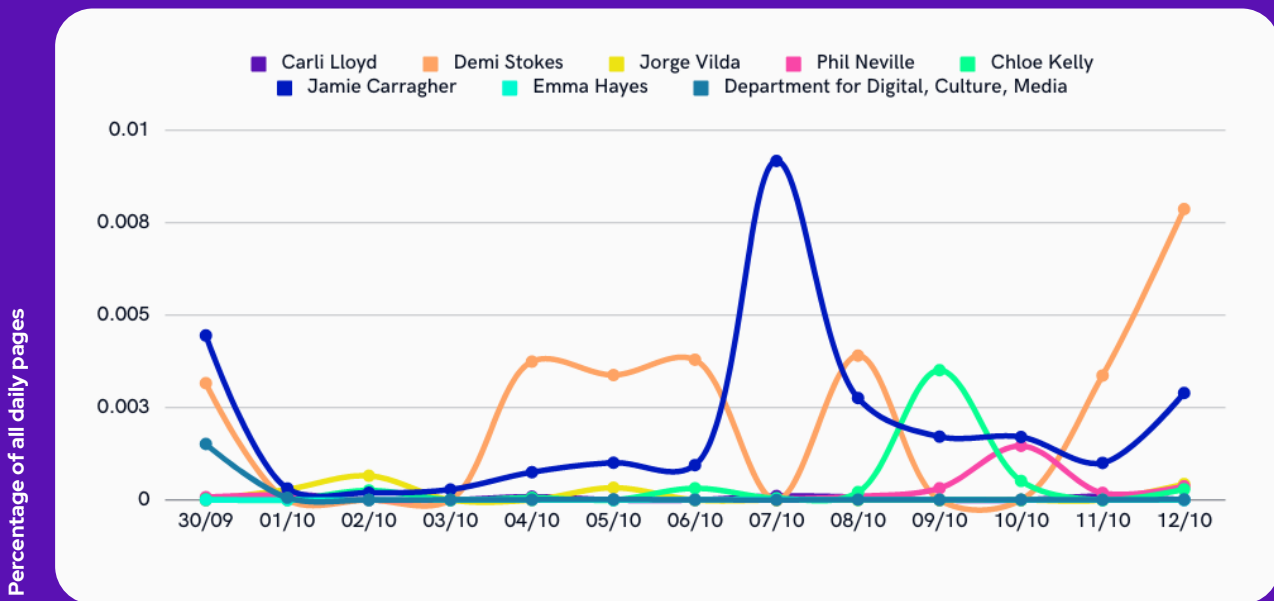
Overall top entities during period



Sports commentator, 'Alex Scott', is the most consistently popular person for those interested in 'Female Football'. There is also a lot of interest in 'LGBT' issues. England stars 'Beth Mead' and 'Leah Williamson' have been very popular in this period.

'Jamie Carragher', a male sports pundit has done a lot during this period to help support and promote women's football. Whilst individual players such as 'Demi Stokes' an 'Chloe Kelly' have seen particular spikes in interest.

Greatest variation during period



Increase Reach

Target These Unique Audiences Today

These 8 Cultural Profiles are ready to use right away as Deal IDs in your DSP.



Cultural Profiles

Football Fanatics

Tournament Tuners

Sports Champions

Female Football

Topical Profiles

Business of Football

Political Football

Football Banter

Football Culture

Use these Deal IDs (and hundreds more!) in DV360, Xandr, MediaMath, The Trade Desk and more.

info@entityx.ai

ENTITY X

Cultural Activation

info@entityx.ai