



MIQ

MADE FOR CANADA

2026

FIFA WORLD CUP

GAME ON



Sandesh Mohan

sandesh@miqdigital.com

Tarah McEwen

tarah.mcewen@miqdigital.com



A GENERATIONAL MOMENT

For the first time ever, the FIFA World Cup will be played on **Canadian** soil. With it comes a unique opportunity to reach engaged, mobile, and multicultural audiences at massive scale.

- 2022 drew in over **10MM Canadian viewers**
- **Canada is set to welcome 300K+ international fans** and generate more than \$3.8BN in economic output
- **104 matches** over five weeks.
- **13 matches in Canada**



Fragmented fandom problem

FIFA World Cup 2026 presents a unique challenge for brands due to extreme audience fragmentation across screens and channels



Dedicated fans

Dedicated fans often follow the tournament simultaneously across multiple platforms

Challenge: They see the same ads repeatedly across multiple channels leading to wasted spend and ad fatigue



Occasional viewers

A large segment of **occasional viewers** follow the World Cup only through specific touchpoints

Challenge: This audience segment might be missed if campaigns focus only on one channel resulting in lost reach and missed revenue potential

Over-Exposed

Missed Audience

Unlocking Incremental Reach and smarter ad spends



**Audience
identification**



**Precision
targeting**



**Value
attribution**

Highlight Reel

Developing an omnichannel strategy can help brands reach more fans and reduce wasted spend while delivering a seamless experience



**Day zero
planning**



**Powerful
activations**



**Unified
measurement**