

World Cup 2026



kick ahead



OFFICIAL DESIGNATION

# Digital

## Packs

Cross Media

Sport

Offer 2026



# Tournament Proceedings



## Global informations

- 11<sup>th</sup> June – 19<sup>th</sup> July 2026
- Guest countries : USA, Mexico & Canada
- Guest cities : 16

## Competition format

- 48 teams, a record number of nations
- 12 groups of 4 teams
- Round of 32, Round of 16, Quarter-finals, Semi-finals, and Finals
- 104 matches in total, spread over 39 days of competition

## Prime-time advantage

- Nearly two games every day in prime
- Perfect for maximum visibility and audience concentration

Offer 2026



ROS Auvio in IO exceptionally possible

**DIGITAL** World Cup 2026 Context World Cup only Type IO or PG

## VIDEO PACKAGES

### GOLD

### SILVER

### BRONZE

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **416.667**  
Impressions

Estimated Reach **41,5K**  
Unique Viewers

**36 € CPM**

20 % Discount

Net Media Value s.f. **15.000 €**

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **261.438**  
Impressions

Estimated Reach **37,3K**  
Unique Viewers

**38,25 € CPM**

15 % Discount

Net Media Value s.f. **10.000 €**

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **123.457**  
Impressions

Estimated Reach **17,5K**  
Unique Viewers

**40,50 € CPM**

10 % Discount

Net Media Value s.f. **5.000 €**

+5 € CPM if targeting Red Devils or Finals or +4€ Large Data Segments

ROS Auvio in IO exceptionally possible

**DIGITAL** World Cup 2026 Context World Cup only Type IO or PG

## CTV VIDEO PACKAGES

### GOLD

### SILVER

### BRONZE

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **340.136**  
Impressions

Estimated Reach **48,5K**  
Unique Viewers

**44,1 € CPM**

10 % Discount

Net Media Value s.f. **15.000 €**

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **214.823**  
Impressions

Estimated Reach **30,5K**  
Unique Viewers

**46,55 € CPM**

5 % Discount

Net Media Value s.f. **10.000 €**

#### Video



Ad-In stream  
Unskippable  
max 20"

Total of **102.041**  
Impressions

Estimated Reach **14,5K**  
Unique Viewers

**49 € CPM**

No Discount

Net Media Value s.f. **5.000 €**

+5 € CPM if targeting on Finals Phases

ROS Auvio in IO exceptionally possible

DIGITAL World Cup 2026 Context World Cup only Type IO or PG

## VIDEO + DISPLAY PACKAGES

GOLD

### Video



Ad-In stream  
Unskippable  
max 20"

Total of **510.204** Impressions  
Estimated Reach **73K** Unique Viewers

36 € CPM

20 % Discount

### Display



IAB Standards Total of **255.102** Impressions  
Display\* Estimated Reach **25,5K** Unique Users

6,4 € CPM

20 % Discount

Net Media Value  
s.f. **20.000 €**

SILVER

### Video



Ad-In stream  
Unskippable  
max 20"

Total of **360.150** Impressions  
Estimated Reach **51K** Unique Viewers

38,25 € CPM

15 % Discount

### Display



IAB Standards Total of **180.039** Impressions  
Display\* Estimated Reach **18K** Unique Users

6,8 € CPM

15 % Discount

Net Media Value  
s.f. **15.000 €**

BRONZE

### Video



Ad-In stream  
Unskippable  
max 20"

Total of **226.757** Impressions  
Estimated Reach **32K** Unique Viewers

40,5 € CPM

10 % Discount

### Display



IAB Standards Total of **113.381** Impressions  
Display\* Estimated Reach **11K** Unique Users

7,2 € CPM

10 % Discount

Net Media Value  
s.f. **10.000 €**

+5 € CPM if targeting Red Devils or Finals or Large Data Segments

Only during World Cup Competition – max 20" video spot – Large Data Segments are to be verified upfront – Red Devils targeting is only during group stage – under limits of availability – follow commercial policy.

\*No possibility to transfer the Display format to Ad-Instream - Display material production cost: €250 extra if no Display material is provided

World Cup – Digital Packages – Offer 2026

Offer subject to change – version of 19/11/2025

**SUPER GOLD PACK: LIMITED TO 5 ADVERTISERS**

**DIGITAL World Cup 2026** Type IO or PG

**VIDEO + ONE DAY IMPACT DISPLAY**

**VIDEO (World Cup context)**

**DISPLAY ONE DAY IMPACT**

**Video** 


---

Ad-In stream  
Unskippable  
max 20"

Total of **261.438 Impressions**  
Estimated Reach **37,3K Unique Viewers**

**38,25 € CPM (15 % Discount)**  
Net Media Value 10.000 €



**All IAB Display formats** 

---

IAB Standards  
All Formats  
Display

Estimated **700.000 Impressions**  
Estimated Reach **200K+ Unique Users**

Max one campaign  
per week  
Under RTBF Validation

**Estimated 15 € CPM**  
Net Media Value 10.500 €

**Total Budget (Net Media Value) 20.500 €**

# FAB

kick ahead

