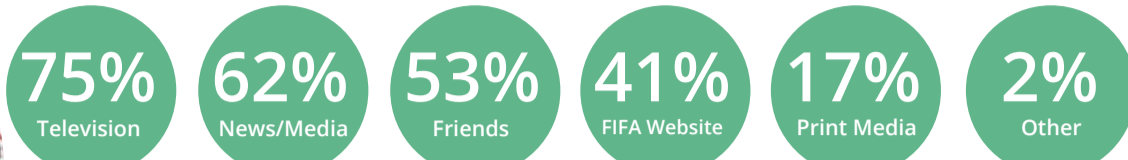


9/10 Of millennials are going to watch the **Brazil 2014 FIFA World Cup**

When it comes to the World Cup, social media is the winner.

How people stay on top of sports news

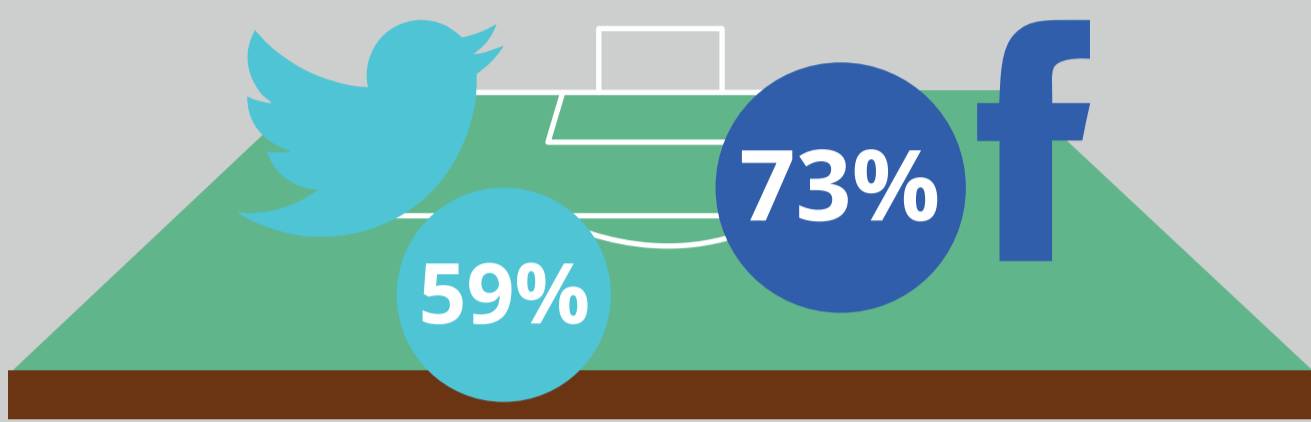


75%

will keep up with the World Cup updates with SOCIAL NETWORKS

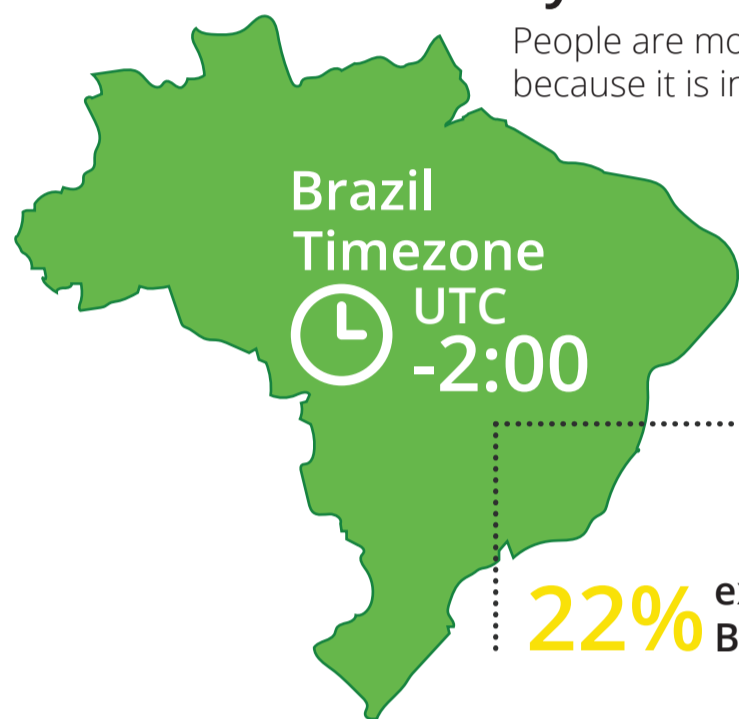


Most used social networks for sport news updates



What makes you more likely to watch?

People are more likely to watch the World Cup because it is in Brazil



sharing time zones with the event makes it easier to watch **22%**

22% excited to get a glimpse of the Brazilian culture while watching



NO.1 REASON
To watch the World Cup



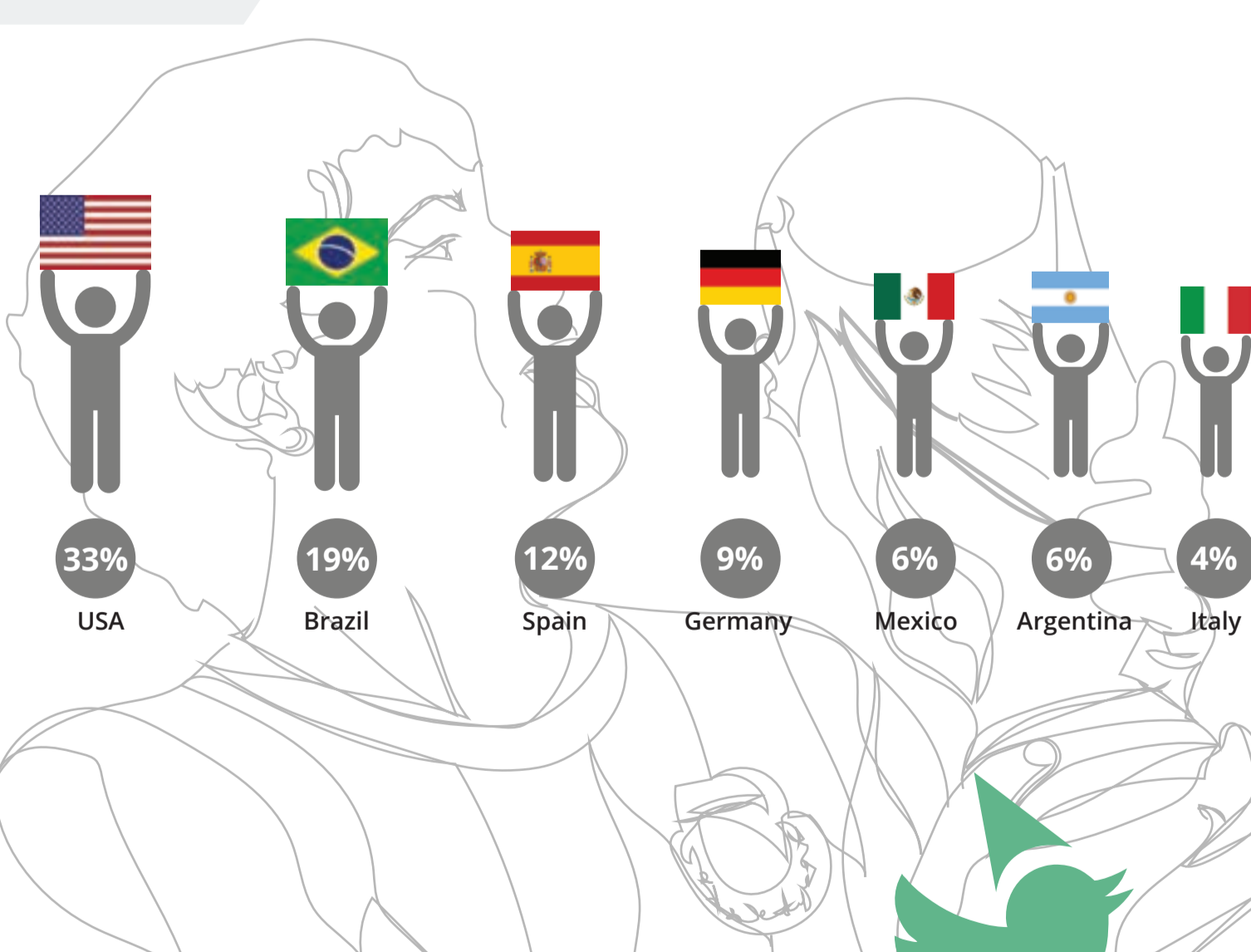
2/3 Are planning to watch To support Team USA

Who are you rooting for?



Only 1/3 Who do you think will win? think that Team USA will take home the Cup

Americans are realistic about Team USA's chances to win



The World Cup encourages social interaction on Twitter.

influenster

82% Tweet as they watch

71%

People interested in attending influenster World Cup related Twitter parties

86%

of Influenster with Twitter accounts tweet interactively while watching sports events

66%

of Twitter users are likely to retweet, favorite, or respond to a tweet from an expert or another sports fan