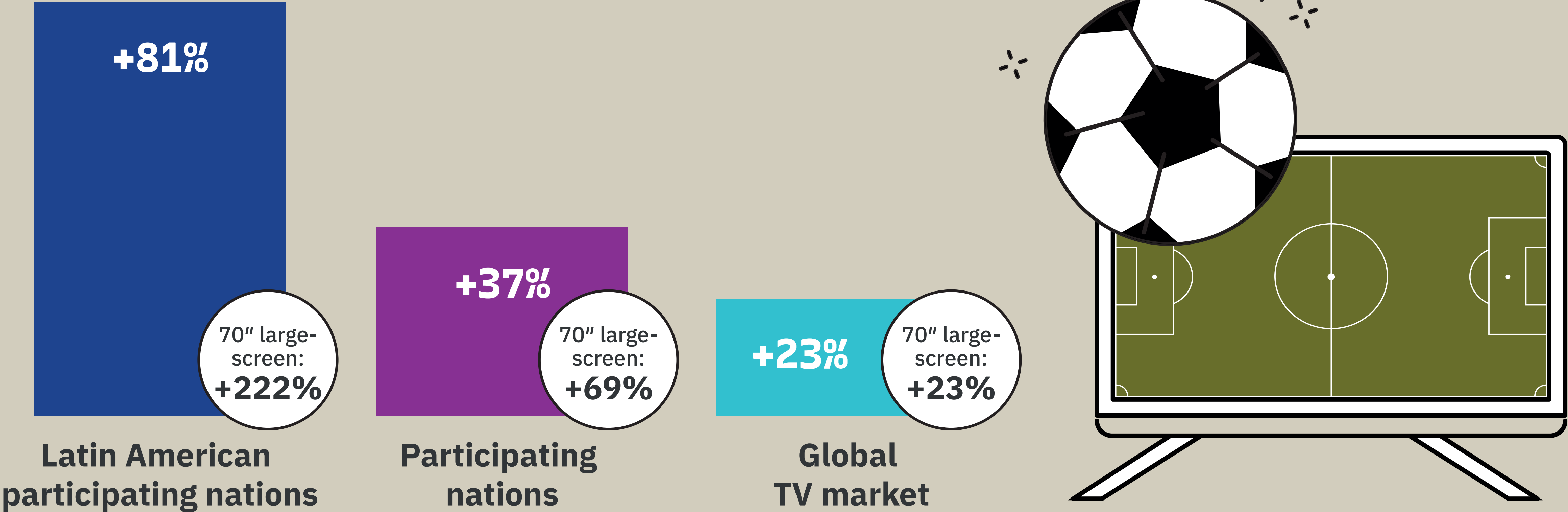


World Cup 2026: A Powerful Driver of Global TV Market Growth

First three weeks of tournament (week 24–26)
TV Sales value % growth



Source: NIQ Market Intelligence: Sales Tracking PTV · Global excl. North America