

Amdocs' research found that **expectations are changing** around major broadcast events like the World Cup.

Findings show a shift to not just streaming but watching on social, a willingness to pay for guaranteed connectivity and access, and interest in new experiences, like the metaverse, during live games.

This and more can be found in Amdocs' **World Cup 2022 Viewing Report**.

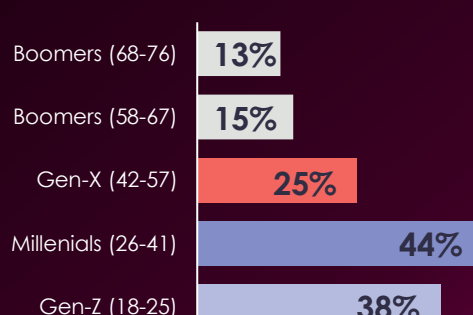
1 Almost half of millennials plan to watch the World Cup via streaming



While most (73%) viewers plan to watch the World Cup on live public TV, **44% of millennials and 38% of Gen-Z plan to stream games.**

Notably, viewers under 40 plan to watch the games on social media channels, with millennials leading this trend (28%) followed by Gen-Z (27%).

Viewers who plan to stream the 2022 World Cup



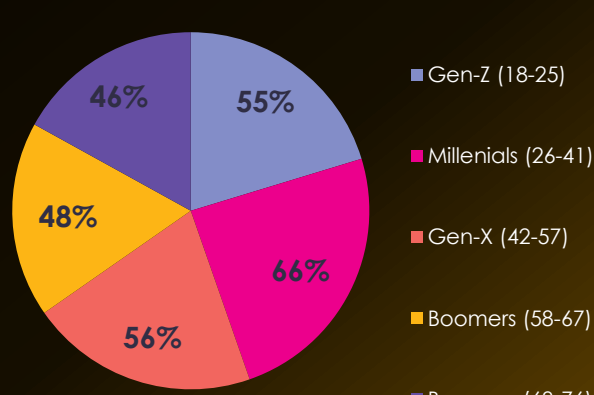
2 43% of consumers think their mobile network isn't reliable enough to stream the games on-the-go



While 78% of fans are confident in their home connectivity to support their World Cup viewing, **confidence drops to 57% when it comes to their mobile network.**

Accessibility is also a concern, with **18% of total respondents stating they don't have access to all games from their provider.**

Viewers that are confident their mobile connection is reliable and strong enough to stream games

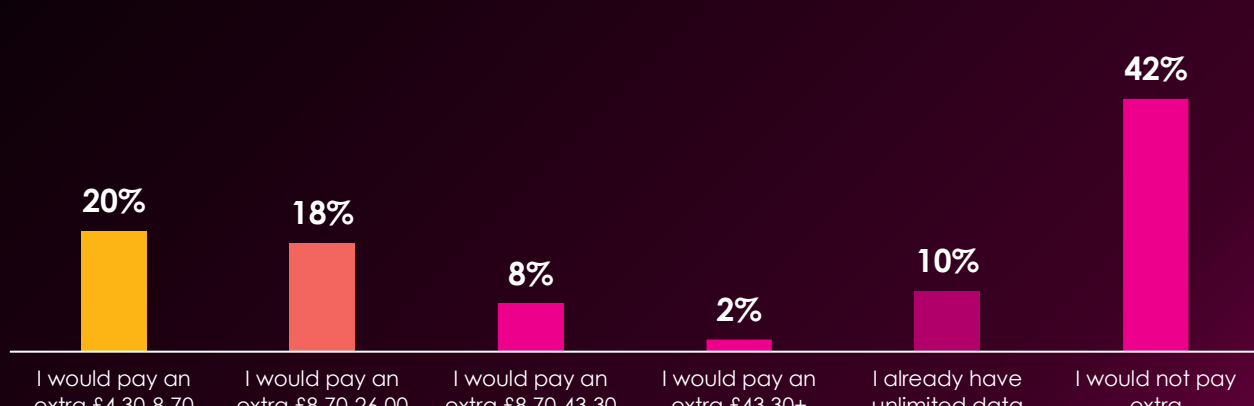


3 Almost half of consumers would pay for a World Cup-specific package that includes game access and a dedicated 5G connection



When asked if they would be willing to pay for an unlimited World Cup mobile data package to stream matches at 5G speeds with **no delays or loss of connectivity**, 48% were interested.

As 5G continues to grow, expect to see more service providers having unique **"experience packages"** beyond a simple blanket of 5G speeds for all offerings—for instance, a connection specifically for special events like the World Cup.



4 Consumers want new experiences – including the metaverse



Watchers have a growing desire for more interactive experiences like 360-degree live video of the game (30%), interactive in-game challenges (24%) and AR/VR experiences (24%).

Almost two-thirds (62%) of viewers expressed interest in using the metaverse to be part of a virtual stadium where they could watch sporting events with other fans as if they were there. Gen-Z (42%) and millennials (39%) are the most interested, while a quarter (25%) of Gen-X respondents were.

What new experiences do you want for the World Cup?

