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Tremor International Produces In-Depth Forecast of 2022 FIFA World Cup Viewership Trends

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Although cable remains the top viewing platform across markets, live streaming is gaining traction among younger viewers

NEW YORK, Nov. 10, 2022 (GLOBE NEWSWIRE) -- Tremor International Ltd. (AIM/NASDAQ: TRMR), a global leader in data-driven video and Connected TV ("CTV") advertising technology offering an end-to-end platform that enables advertisers to optimize their campaigns and media companies to maximize inventory yield, today announced the release of its [2022 World Cup Global Consumer Trends Report](#), comprising consumer surveys in the United States, Canada, the United Kingdom, Germany, Australia, Malaysia and Singapore.*

FIFA anticipates that five billion people across the globe will tune into the 2022 FIFA World Cup which will take place in Qatar starting November 20. At a time when media viewing habits are dramatically evolving, the increasing rate of global CTV engagement provides the opportunity to maximize digital video advertising investment in the tournament across all screens. Tremor International's report not only forecasts viewership trends, but also the factors that we believe drive fans to watch throughout and the benefits to brands which align with one of the world's biggest sporting events.

"In the four years since the last FIFA World Cup, there have been massive shifts in viewer and consumer behavior, and we saw that evolution reflected in our research. The experiences that fans prioritize, their expectations for brands and the screens they plan to engage on, especially younger viewers, are all changing," said Emily Barfuss, Chief Marketing Officer, Tremor International. "In particular, with the continued rise and sophistication of streaming video advertising, we're seeing scaled opportunities for brands to reach hyper-engaged sports fans all over the world with precision and custom creative on the biggest screen in the house."

Across the select markets, the report shows the largest share of viewers are still using cable to watch the matches: US (45%), CA (50%), UK (66%), DE (75%), AU (45%), MY (39%) and SG (37%). However, live viewership on streaming is gaining serious traction across all markets, particularly among younger viewers. For example, more US fans ages 25-34 are planning to watch on livestream (38%) than cable (33%). Other viewing options include social media or a combination of the three.

Below are some additional key takeaways from the report specific to each region:

United States

- Nearly one-third of viewers (32%) are likely to purchase from a brand aligned with the FIFA World Cup
- 36% of viewers report that their brand sentiment increases for brands associated with the FIFA World Cup
- 35% of viewers would like ads to be entertaining, whereas only 15% of viewers would like ads to provide product information

United Kingdom

- Fans will be tuning in to support their country and/or favorite team (66%) and to be part of the excitement and popularity of the event (62%)
- 82% of viewers are likely to prioritize watching the most important matches live rather than on-demand
- Aside from watching at home (82%), 30% of viewers report that they plan on watching the event from a bar, pub or restaurant
- 50% of viewers intend to take at least one action around brands that are sponsoring the FIFA World Cup
- More women are watching football (soccer) than ever before, with a 67% increase in female viewership from the Men's FIFA World Cup 2014 to the Men's Euros 2020

Germany

- Beyond providing entertainment (26%), 24% of viewers report they would most like to see brands promote diversity in their ads
- 85% of viewers will watch content beyond live matches, like highlights and player interviews
- 93% of viewers report they will be watching on television, compared to tablets (10%), smart phones (14%) and laptops (13%)

Australia

- 72% of viewers aged 18-34 intend to take at least one action around brands that are sponsoring the FIFA World Cup
- Women are getting into the game – 80% of female viewers intend to watch the FIFA World Cup Finals
- Watching live is less of a priority in Australia than in other global markets surveyed, with 37% of viewers planning to watch

on-demand

- Nearly one-quarter (23%) of viewers report they will watch matches via smartphone

Malaysia

- 39% of viewers will be viewing matches on their smartphones
- Most viewers will be tuning in live (84%), with the rest watching on-demand
- Large public match screenings are a popular viewing option, attracting 29% of match viewers
- 56% of viewers think more favorably of brands that align with the FIFA World Cup

Singapore

- The most popular viewing device, aside from TV (76%), is a laptop/desktop with 39% of viewers saying this is how they might tune in
- 64% of viewers are watching to be part of the excitement and popularity of the event
- 38% of viewers are likely to discuss product/brand that is a sponsor of the FIFA World Cup

**This report was created using screening questions issued to each region. A sample size of 1500+ was surveyed in each region.*

About Tremor International

Tremor International is a collection of brands built to unite creativity, data and technology across the open internet.

Our end-to-end, video-first platform facilitates and optimizes engaging advertising campaigns for brands, media groups and content creators worldwide — enabling powerful partnerships and delivering meaningful results.

A leader in Connected TV and video, Tremor International's footprint is expanding across the industry's fastest-growing segments, driven by a global team of seasoned technologists and digital natives.

Tremor is headquartered in Israel and maintains offices throughout the United States, Canada, Europe, Asia-Pacific and is traded on the London Stock Exchange (AIM: TRMR) and NASDAQ (TRMR).

For more information, visit: <https://www.tremorinternational.com/>

PR Contact:

Caroline Smith, VP, Communications, Tremor International

csmith@tremorinternational.com

Forward Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as “anticipates,” “believes,” “expects,” “intends,” “may,” “can,” “will,” “estimates,” and other similar expressions. However, these words are not the only way Tremor identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the potential benefits associated with the partnership with FIFA, results of the report or benefits of any of Tremor's or Unruly's other commercial partnerships or investments and any other statements related to its future financial results. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Tremor's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements. Tremor cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in Tremor's Annual Report on Form 20-F, which was filed with the U.S. Securities and Exchange Commission (www.sec.gov) on March 15, 2022. Any forward-looking statements made by Tremor in this press release speak only as of the date of this press release, and Tremor does not intend to update these forward-looking statements after the date of this press release, except as required by law.

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Source: Tremor International Ltd.