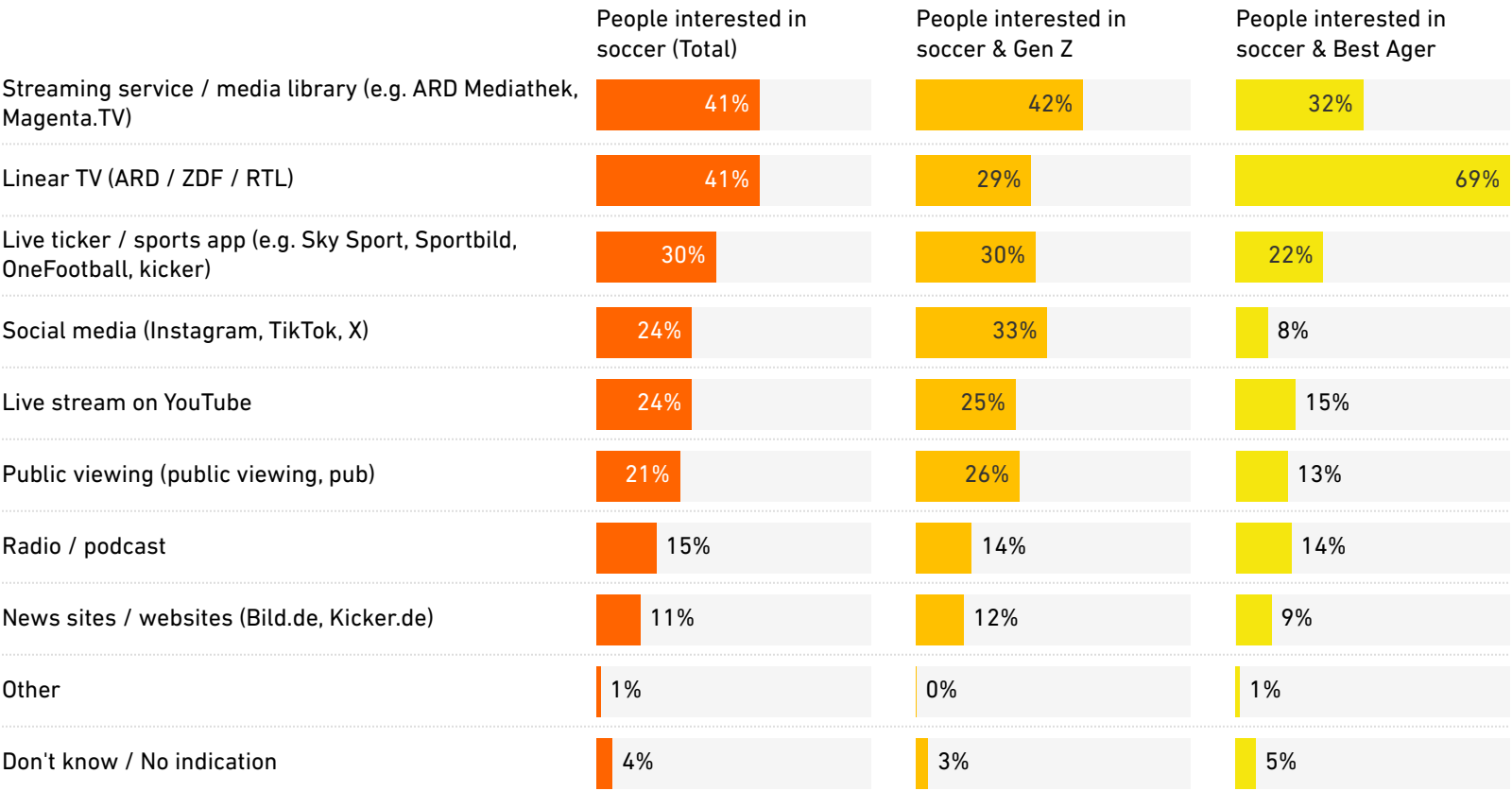
Expected channels for following the 2026 FIFA World Cup in a generational comparison



Age groups:
Gen Z: 16 to 30 yrs.|
Best Ager: 55+ yrs.

Source: ONE8Y

Survey date: 03/24/2026 to 03/25/2026
Survey country: Germany
Sample: n=1,688 people interested in soccer (top 2 on 4-point scale), of which n=692 Gen Z (up to 30 yrs.) and n=316 Best Ager (55+ yrs.)
Question: Through which channels do you mainly plan to follow the World Cup 2026? (multiple answers possible; aided answers)