



FIFA World Cup Qatar 2022 Demand Trends



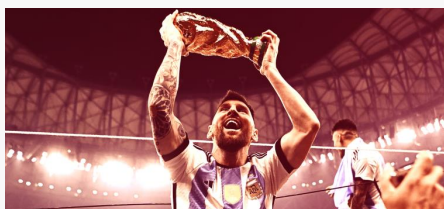
Table of Contents



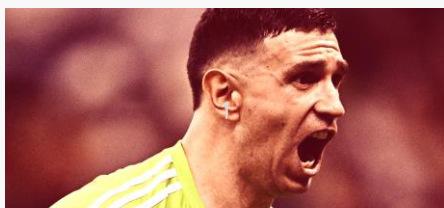
03 All Eyes on the World Cup: Global Demand for Sports Talent



06 Shifting Sentiment – How did the Attention of the World Cup Change How Audiences Felt About Players



07 Messi & Mbappe: A Case Study in Becoming a Global Sports Superstar



12 Talent Demand Impact on Brands

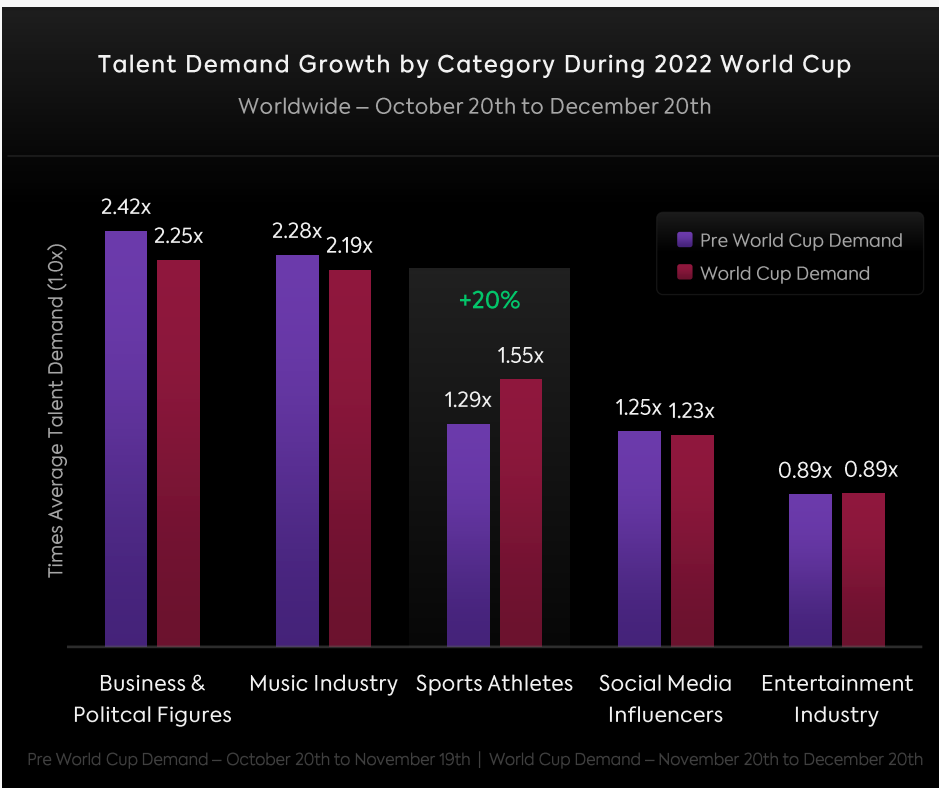


13 Talent Demand Impact on Content



16 Beyond Qatar 2022

Qatar World Cup Talent Demand Impact



2022 World Cup and its influence on Talent Demand

The World Cup is considered the biggest sporting event in the world, capturing the attention of more than half of the global population.

As we well know any event of this scale will be a significant driver of demand – whether for talent or content.

Therefore, it was not surprising to see that demand for sports talent grew by 20%* during the World Cup while demand for all other categories either declined or showed no growth.

With the eyes of the world on this global event, top level demand for sports talent grew.

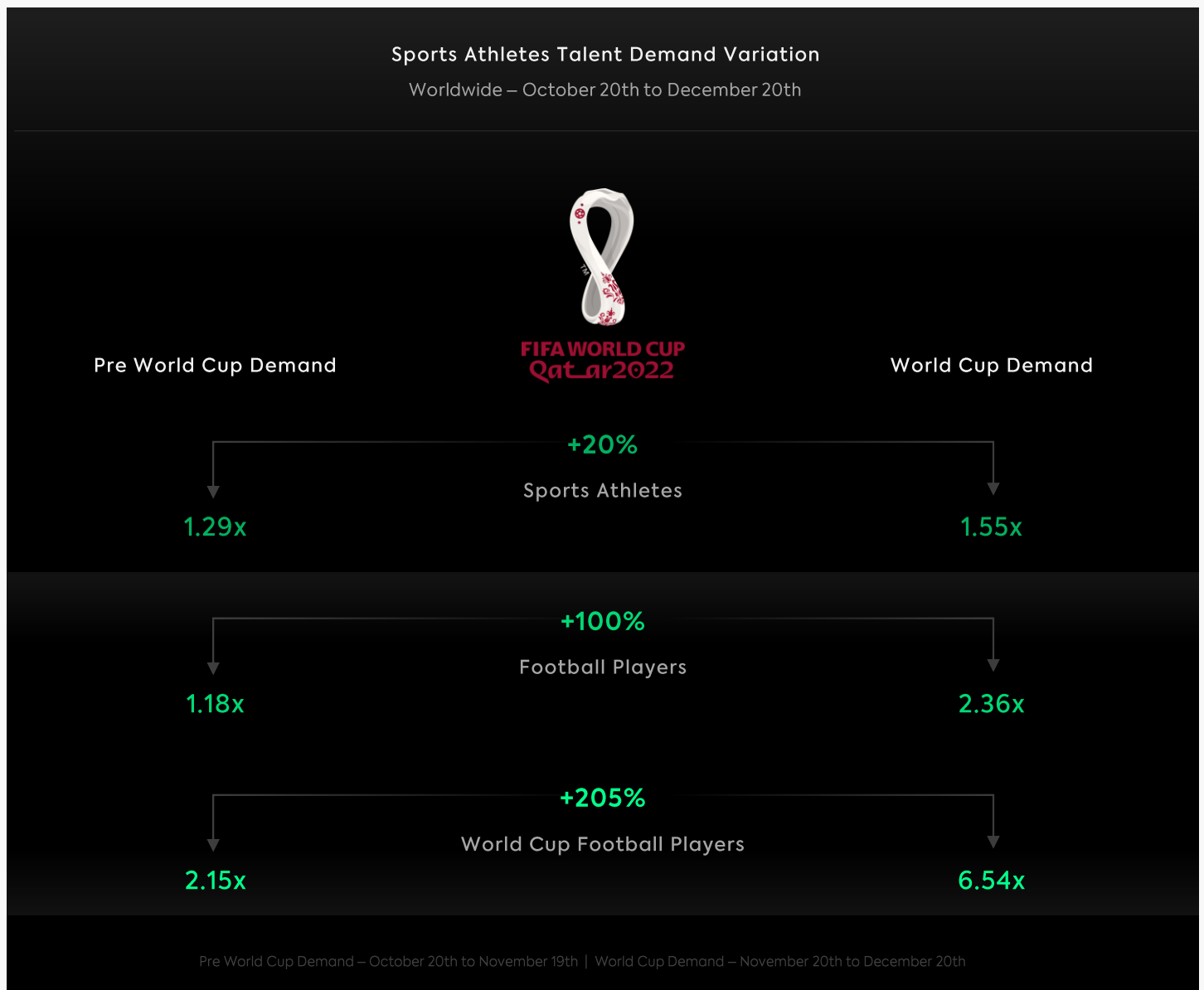
*Comparison against 30 days average demand before World Cup

Demand for Sports Talent Driven by Football Players

Despite the magnitude of the World Cup, it wouldn't be accurate to say that all sports talent have benefited from it.

While it is true that Demand grew among sport talent overall, it was only because of the traction generated by football players. Their Demand during the World Cup grew 100%.

Zooming in even further, we can see that Demand for those players who played during the World Cup increased by more than 200% compared to the 30-day period before the event.



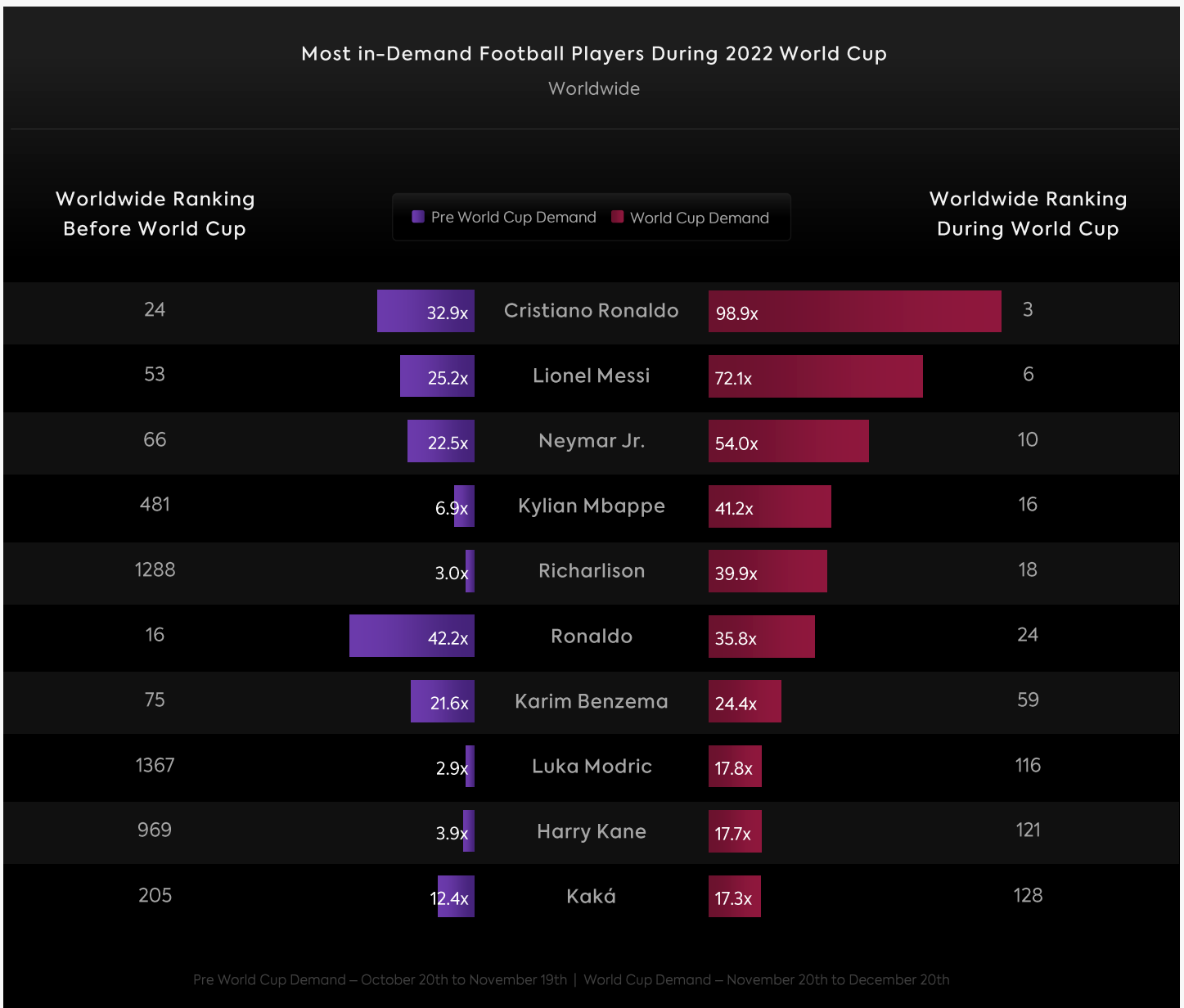
Rising Stars of the World Cup



Before the World Cup, Ronaldo was the only Football figure among the top 20 most In-Demand Talents worldwide. Interestingly, the football player has been retired since 2011.

During the World Cup, 5 players ranked among the 20 most in-demand talent overall globally; with Cristiano Ronaldo, Messi and Neymar Jr ranking within the Top 10. All 5 players played during the 2022 World Cup.

On average, Demand for the Top 10 most in demand football players grew 142%.



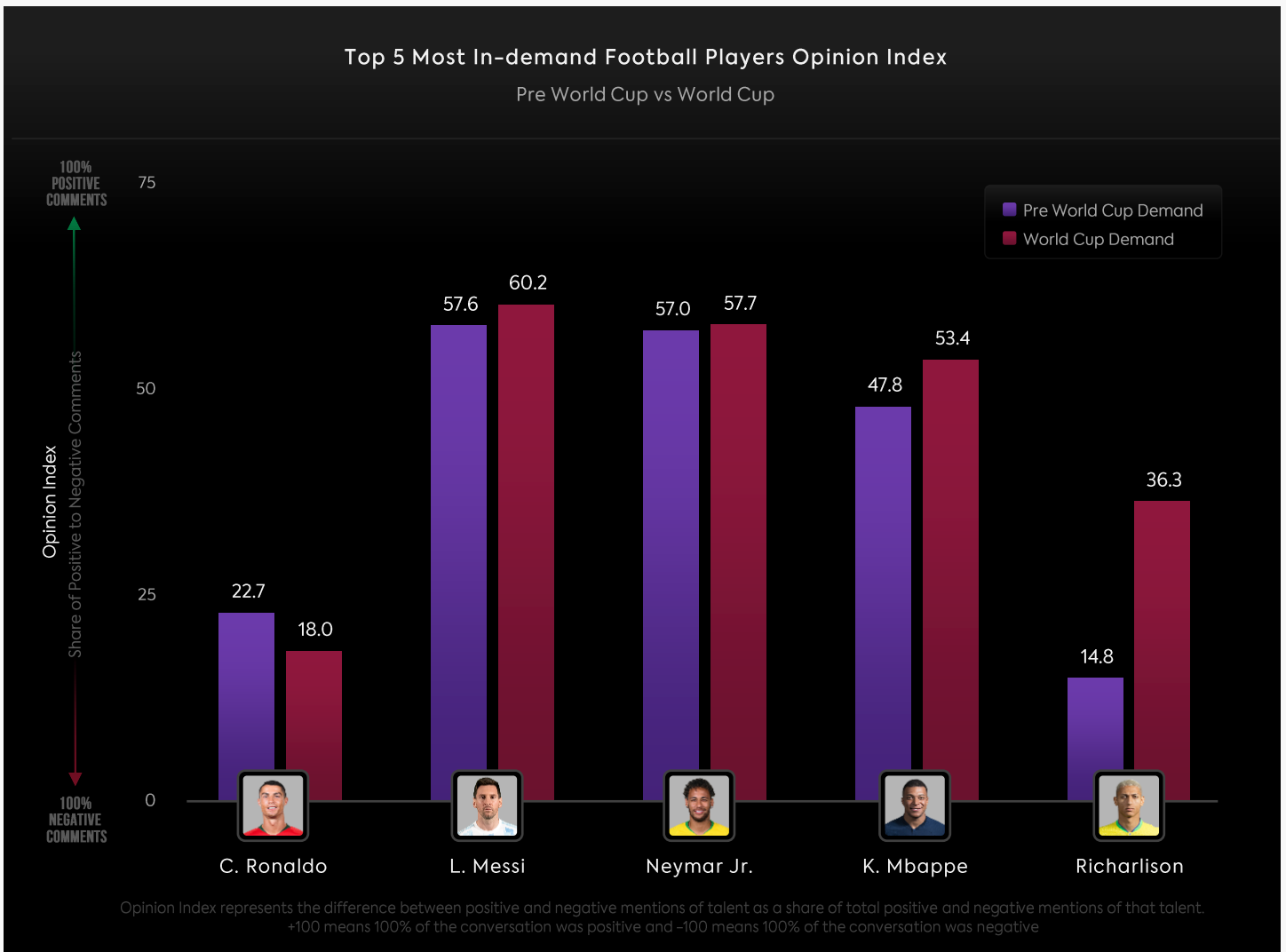
What was Audience Sentiment for these World Cup Stars?

While talent demand captures hundreds of millions of households' search, posts, reading, and social interactions, a sentiment analysis helps identify which ones are positive and which ones are neutral or negative.

Let's consider Cristiano Ronaldo. No one will dispute his talent or the scale of his global media exposure, which led him to be the most demanded player worldwide. However, his excentricities have caused him to have a lower opinion index compared to other players. While his total demand grew during the event with millions of fans watching around the world, his sentiment moved in a negative direction.

On the other hand, we can see how a young Richarlison's positive sentiment more than doubled due to his great performance during the World Cup.

The performance of Messi and Mbappé during the World Cup, with both playing an epic final game, served to increase and consolidate their positive image which they already had before the event.



The Legend and His Heir

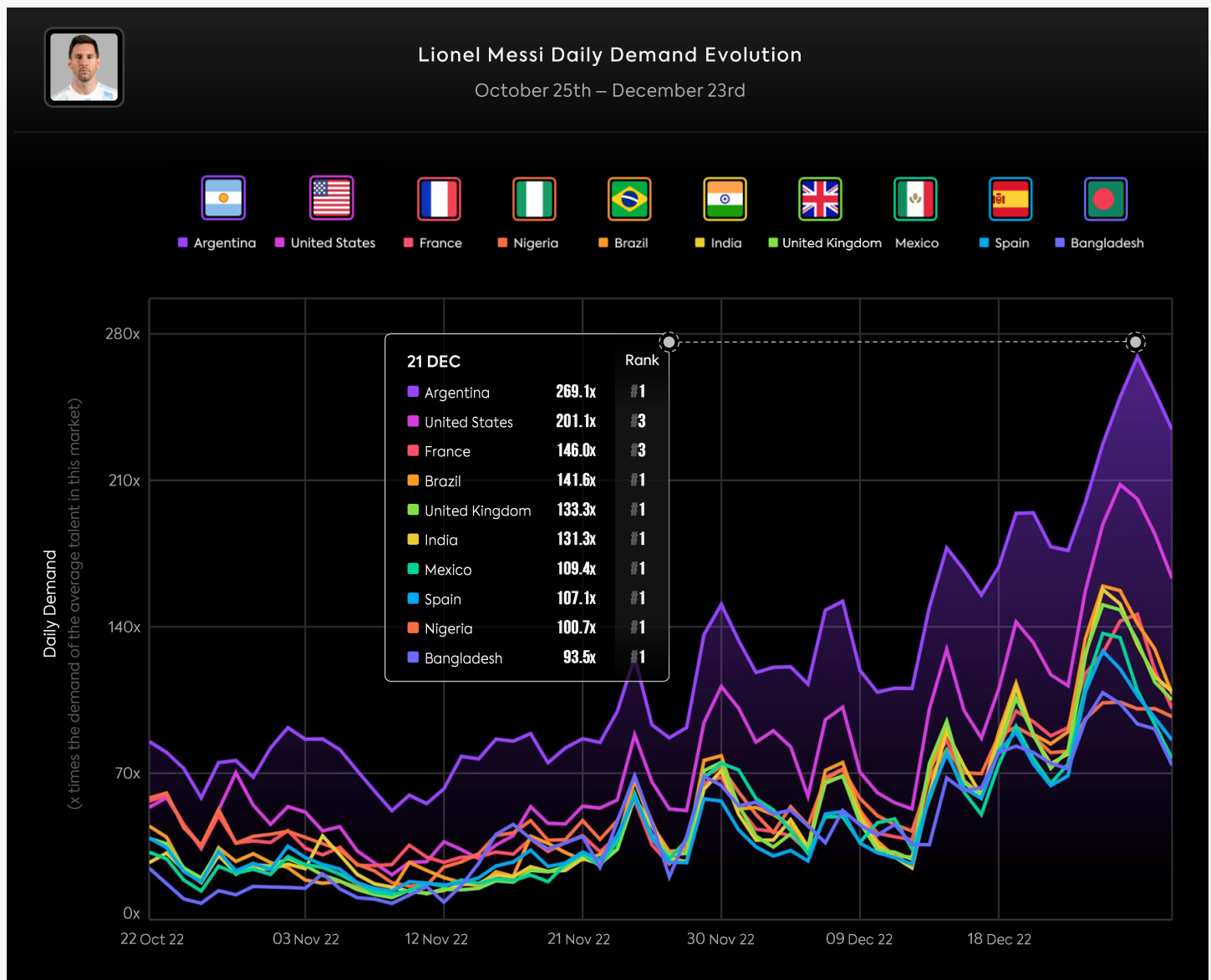


One of the most significant demand impacts seen during the World Cup is attributed to Messi.

The 35yr old player from Argentina, entered his 5th World Cup, facing his last chance to win it.

A difficult task, since he was facing defending champions, France, led by Kylian Mbappé.

Such rivalry in the field has translated to the digital world; over the past 2 months, we have seen how Demand increased constantly for these 2 football stars, with Messi reaching his peak at the end of the World Cup.



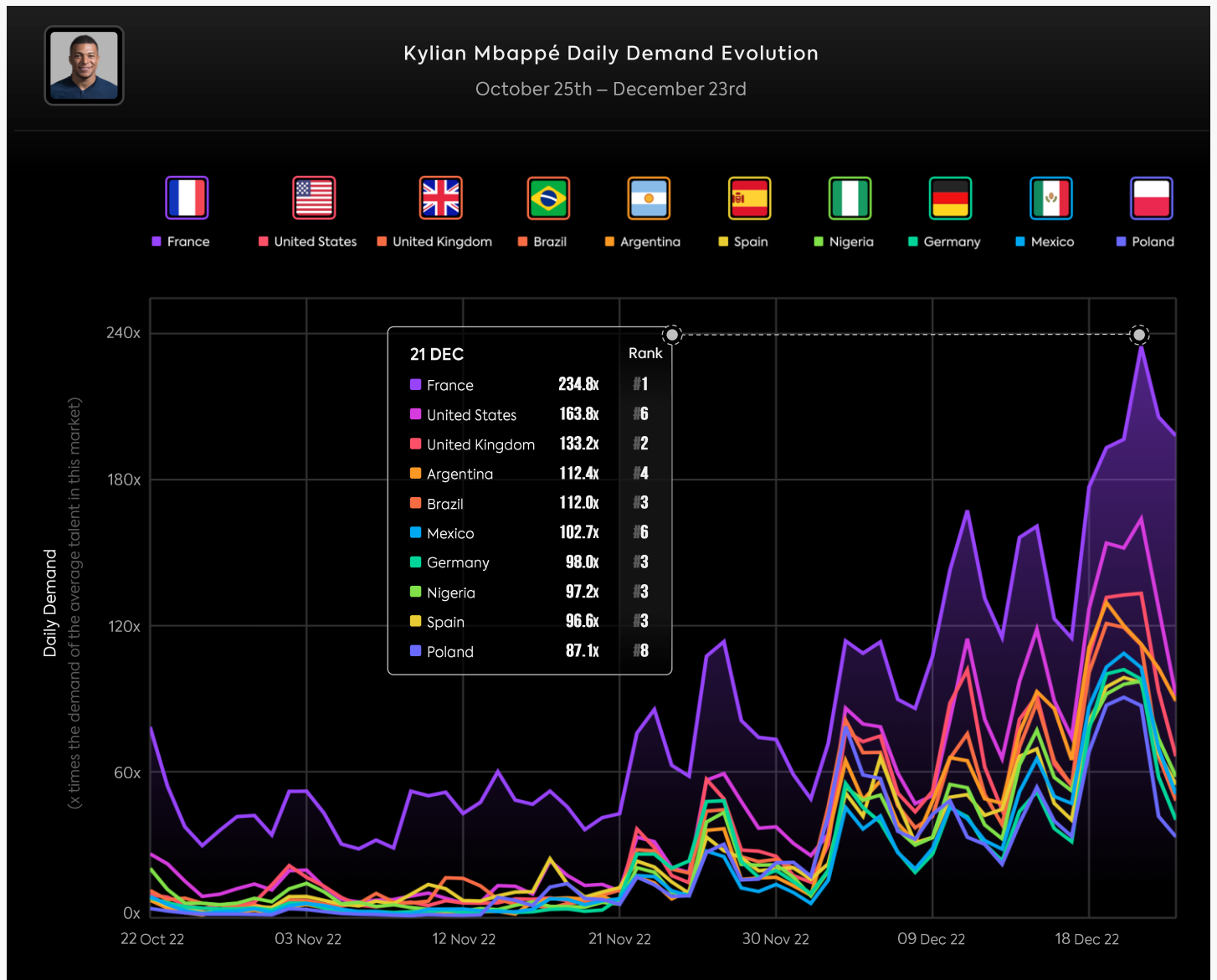
A New Generation Rises

As for Mbappé, it is incredible how his popularity continued to grow during the World Cup, reaching his peak at the end of it as well.

Such increase in demand allowed him to be the most in-demand talent in France, ahead of global figures such as BTS, Elon Musk, and Taylor Swift.

Similar to what happened with Messi, his demand increased significantly abroad, ranking among the top 10 in diverse markets such as the US, UK, Nigeria, and Brazil.

Being only 24 years olds, we expect more to come from Mbappé in future football events.



The Messi Effect



As we have seen previously, Messi’s Demand during the World Cup was on a constant upward trajectory. This growth was on top of already high demand in markets around the world, not just in his home country of Argentina.

Worldwide, Demand for Messi grew +186% during the World Cup, with the Asia & Oceania regions seeing the greatest growth. It is likely that before the World Cup audiences in these two regions were less familiar with Messi and his performance in the tournament won him new fans in these parts of the world:

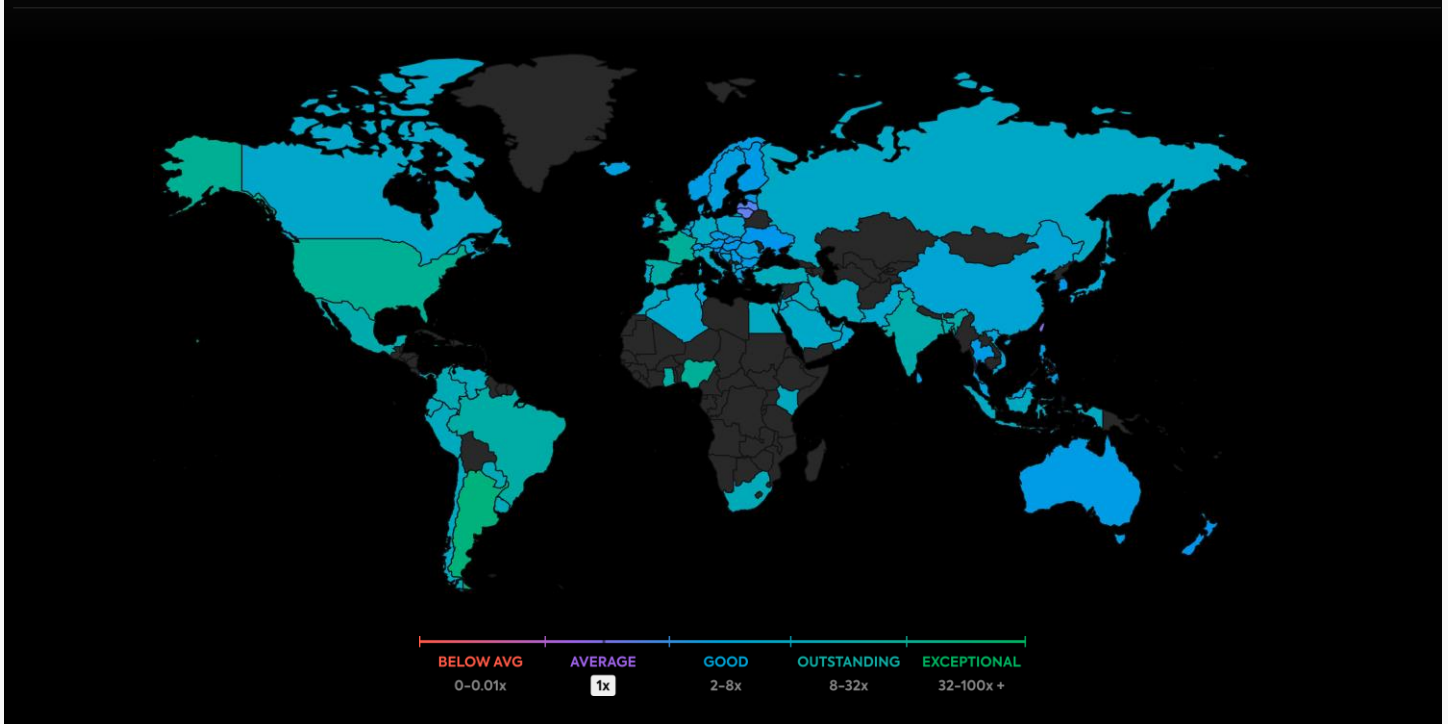
Messi’s Demand variation (%) during the World Cup*

- North America – 150%
- Africa – 151%
- Latam – 177%
- Europe – 280%
- Asia – 327%
- Oceania – 506%

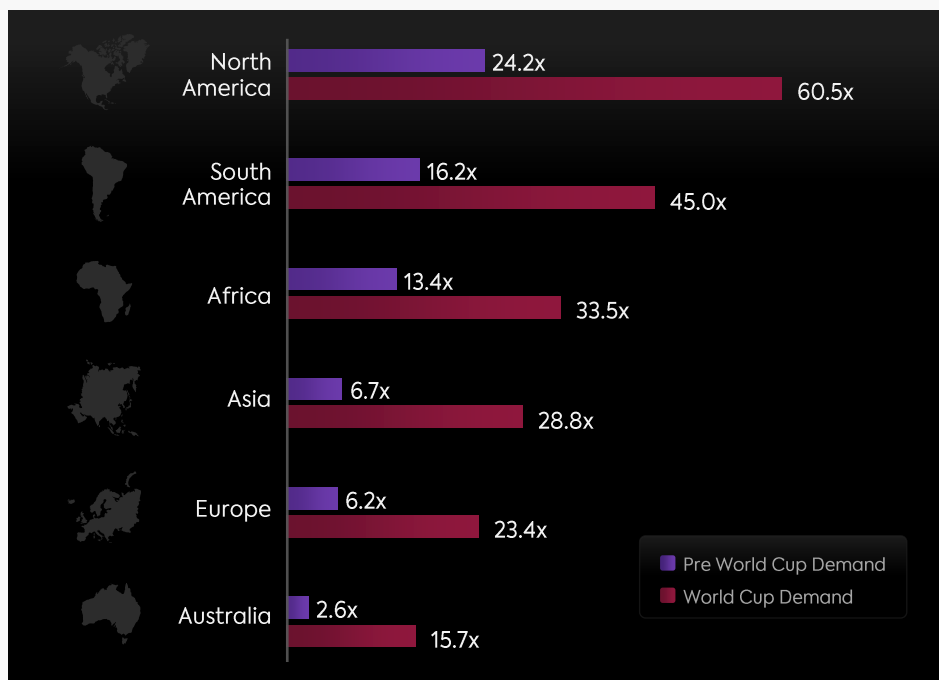
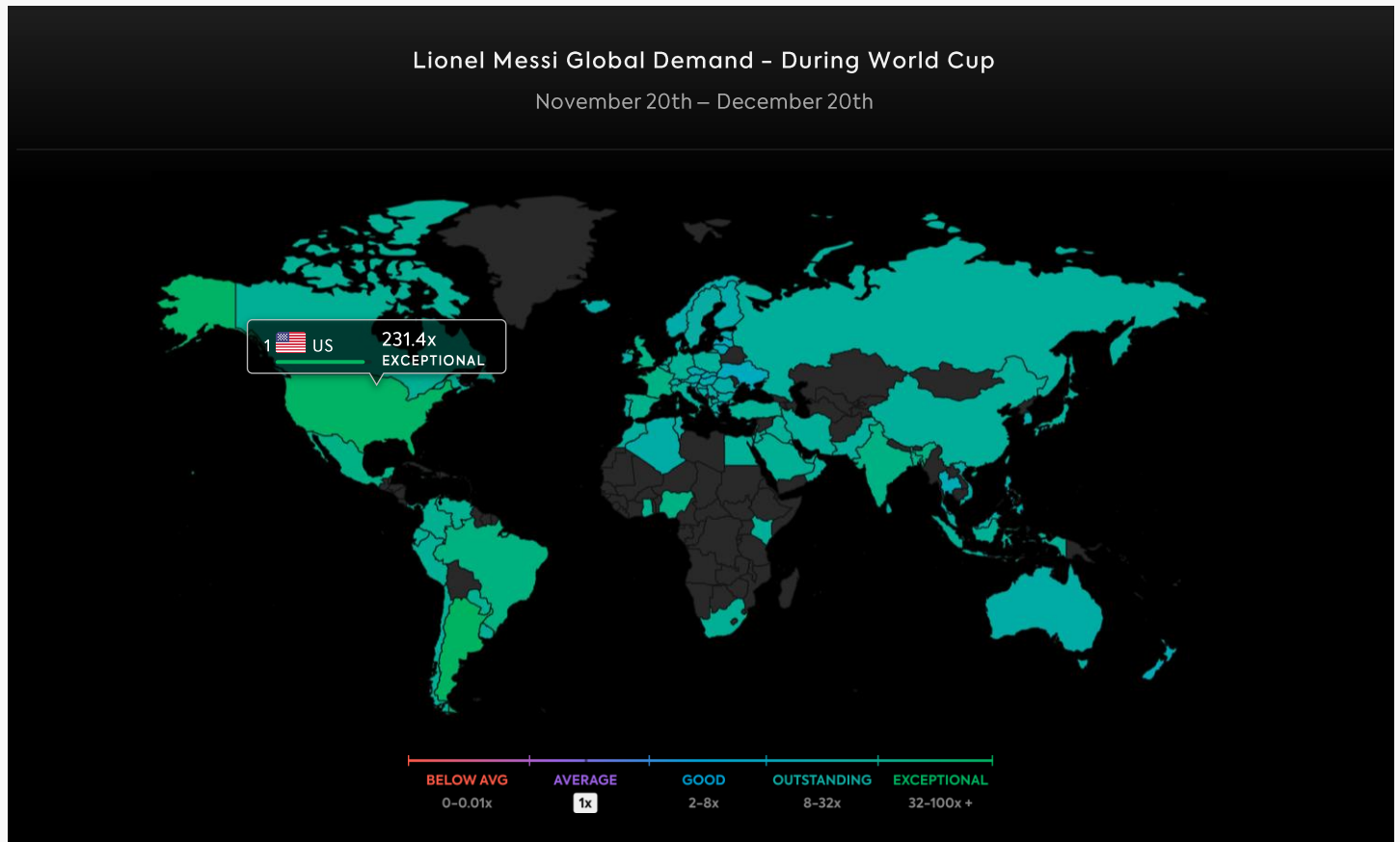
*Comparison against 30 days average demand before World Cup

Lionel Messi Global Demand - Pre World Cup

October 20th - November 19th



The Messi Effect



It would be unfair to say that Messi’s popularity was low before the World Cup, since he had a good (or better) Demand in all markets.

However, at the end of the event, Messi had an Outstanding or Exceptional Demand in all countries across the globe. For example, in the US he had an exceptional level of Demand – 231.4 times the demand of the average talent.

Due to such increase in Demand, Messi ranked #1 in his home market, and across several other such as Brazil, UK, India, Nigeria, and Bangladesh.

Climbing up through the Ranking



The World Cup did not only have a big influence on the top players, such as Messi, Mbappé, or Neymar.

As mentioned previously, Demand for players involved in the World Cup grew +200%.

When analyzing Demand shifts at a country level, we see that demand for football players grew significantly compared to their demand pre-World Cup

A great example is Argentina, in which 8 football players ranked among the top 20 most In-Demand talent.

The Messi Effect - Top 20 Most In-demand Talent in Argentina

November 18th – Decemeber 18th

Rank	Talent Name	Main Profession	Difference from Market Average (x times)	Ranking Variation During World Cup
1	Lionel Messi	Footballer	133.7x	+5
2	BTS	Musical Group	88.5x	-1
3	Elon Musk	Business Person	78.3x	0
4	Rodrigo De Paul	Footballer	75.3x	+25
5	Bad Bunny	Musician	68.7x	-3
6	Tini Stoessel	Singer/Songwriter	68.2x	-1
7	Duki	Actor	65.5x	0
8	Nacho	Musician	64.8x	+2
9	Harry Styles	Musician	64.0x	0
10	Emiliano Martínez	Footballer	62.2x	+70
11	Lali Espósito	Musician	60.0x	0
12	Sergio Agüero	Footballer	58.2x	+92
13	Cristiano Ronaldo	Footballer	54.5x	+31
14	Taylor Swift	Musician	54.1x	-10
15	Pablo Giralt	Sports Journalist	51.5x	-8
16	Nicolás Otamendi	Footballer	49.8x	+164
17	Nas	Musician	45.8x	-5
18	Fuego	Musician	45.5x	-5
19	Lautaro Martínez	Footballer	43.7x	+62
20	Alexis Mac Allister	Footballer	43.7x	+96

Brand Impact – Emiliano “Dibu” Martinez & Mostaza

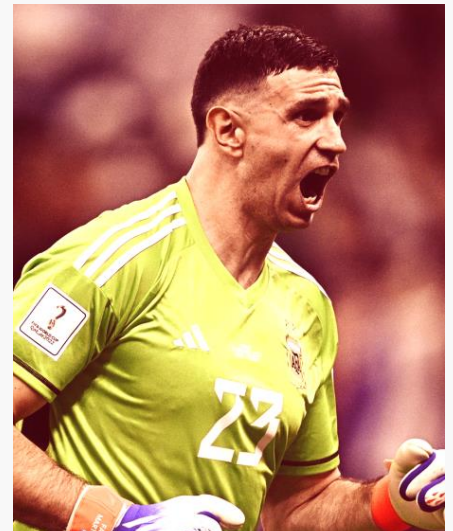
The World Cup presented the opportunity to focus on a wide range of global talent to promote brands. One example of this is Mostaza, an Argentine fast-food chain, who selected Emiliano “Dibu” Martinez for their latest campaign.

Martinez’ success during the World Cup was ashtoning. His demand in Argentina increased by more than a factor of 6 during the World Cup, reaching a peak demand of 156x.

Mostaza was able to capitalize on Martinez’ new level of attention: The “Mega Dibu” had 8x more views compared to the 2021 campaign and helped to promote its renewed brand image.

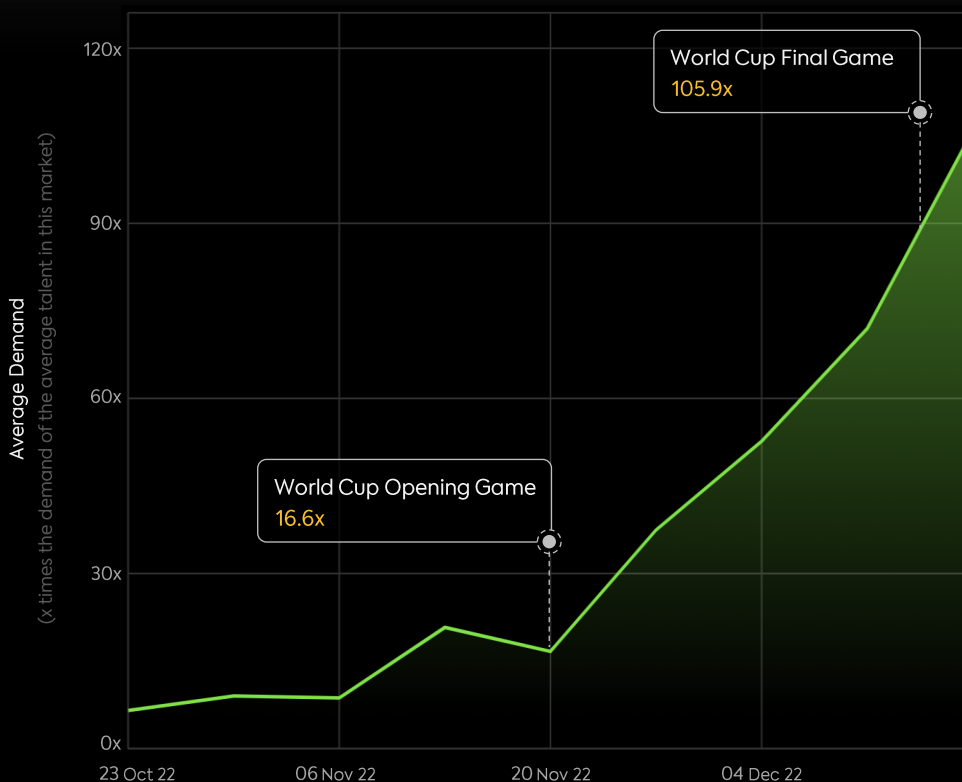
The company also recently announced a \$20M investment to open 25 new locations nationwide.

Being able to identify which brands have affinity to talent during specific events, is key when developing marketing strategies.



Emiliano “Dibu” Martinez Weekly Demand Growth in Argentina

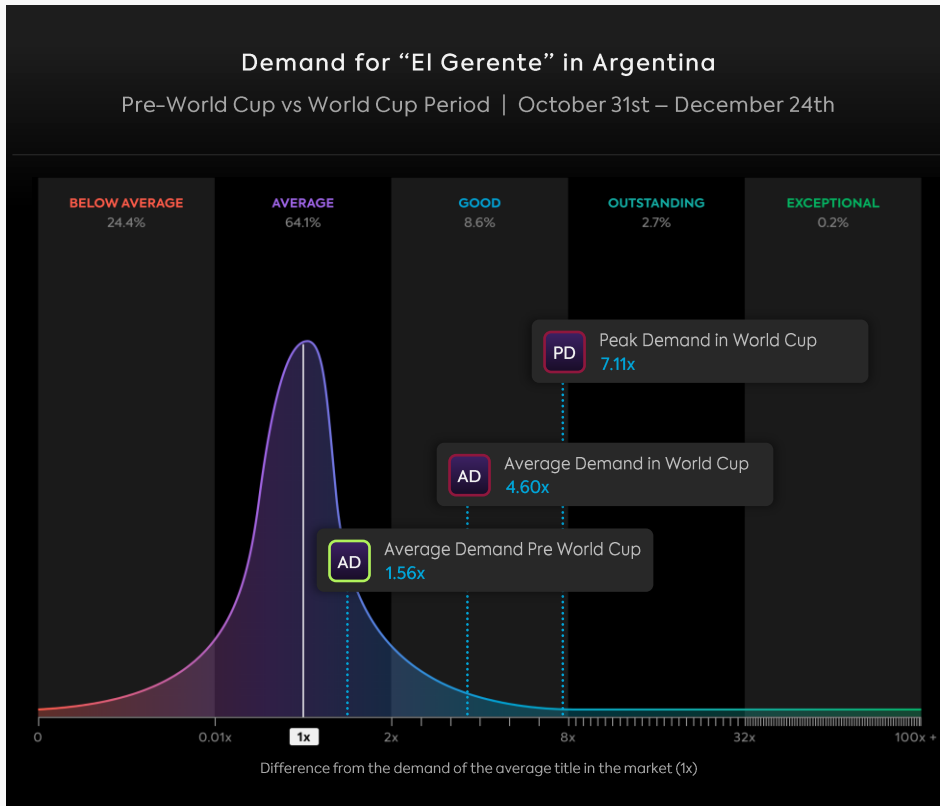
October 20th – December 20th



Brands With Highest Affinity & Reach to Martinez



Qatar 2022: Influence On Sport Related Content



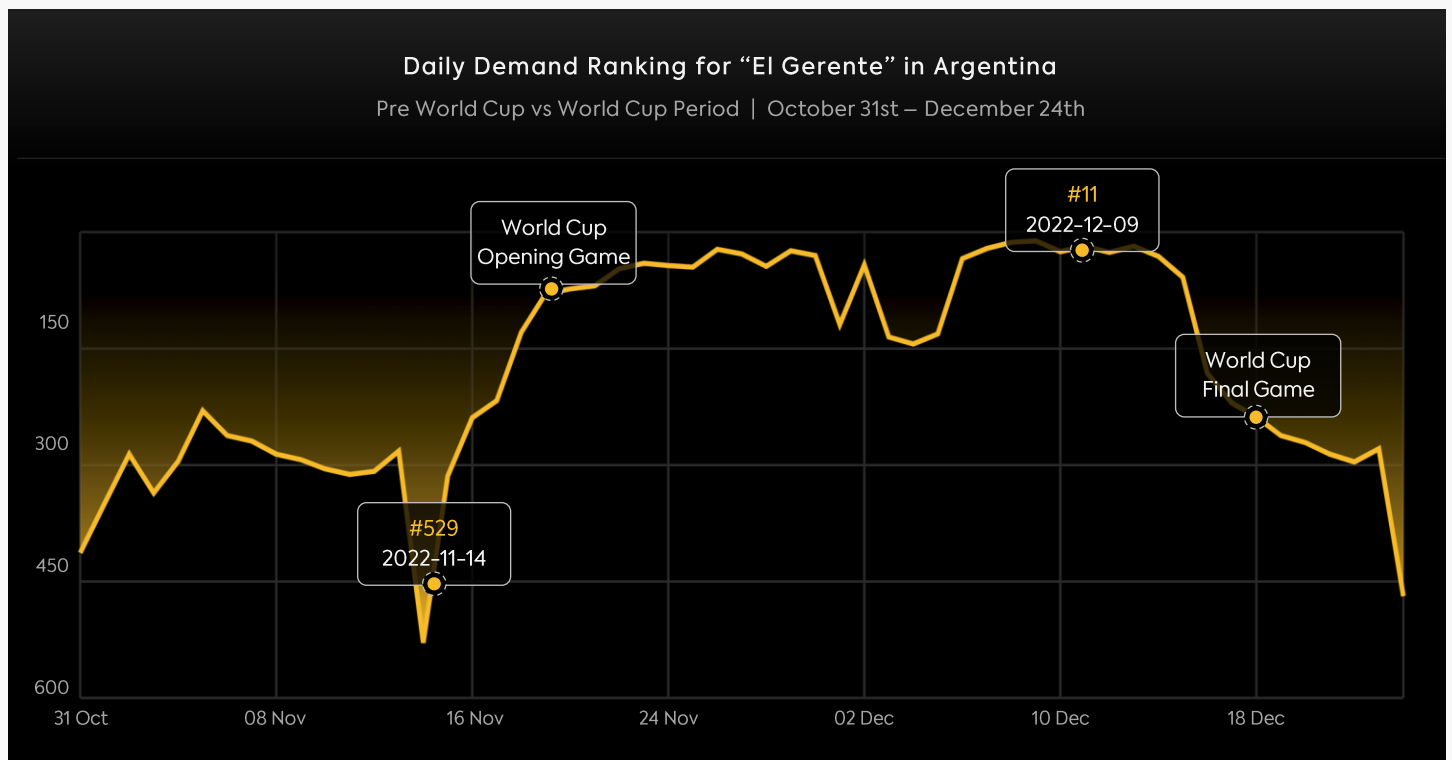
World Cup Influence on Content: "El Gerente"

"El Gerente" is based on a true story in which an electronics company promised to return the money to whomever bought a television if Argentina did not qualify for the 2018 World Cup.

The tension of the owners of the company grows as the football classification gets complicated.

The movie was released in October 2022, generating an average Demand of 1.56x.

Once the World Cup started and as Argentina began its quest towards the championship, Demand for "El Gerente" started to rise, reached a peak demand 7.11x above average and ranked within the top 15 movies in its home market.



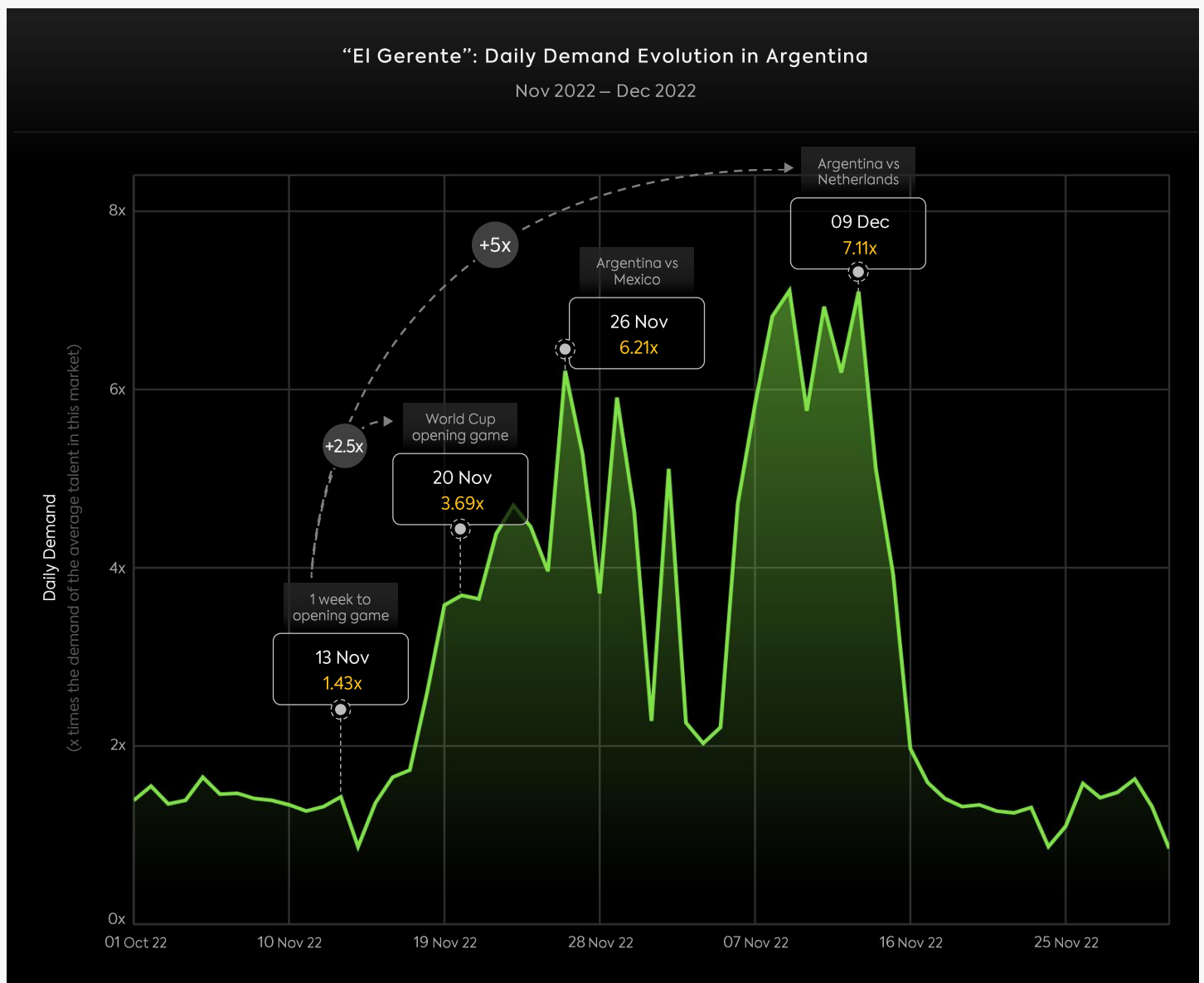
World Cup Influence on Content: “El Gerente”

One week prior to the beginning of the World Cup, Demand for the movie was below 2x, making it an “average” film.

However, once the World Cup started, interest in “El Gerente” started to rise. After the opening game, demand increased 2.5x.

As Argentina continued to win key games demand peaked, reaching its highest demand on December 9th, right after Argentina’s quarterfinal game against the Netherlands.

While Demand dropped significantly at the end of the World Cup, this case is a living proof on how Demand for a show or movie can be influenced by a related major event.



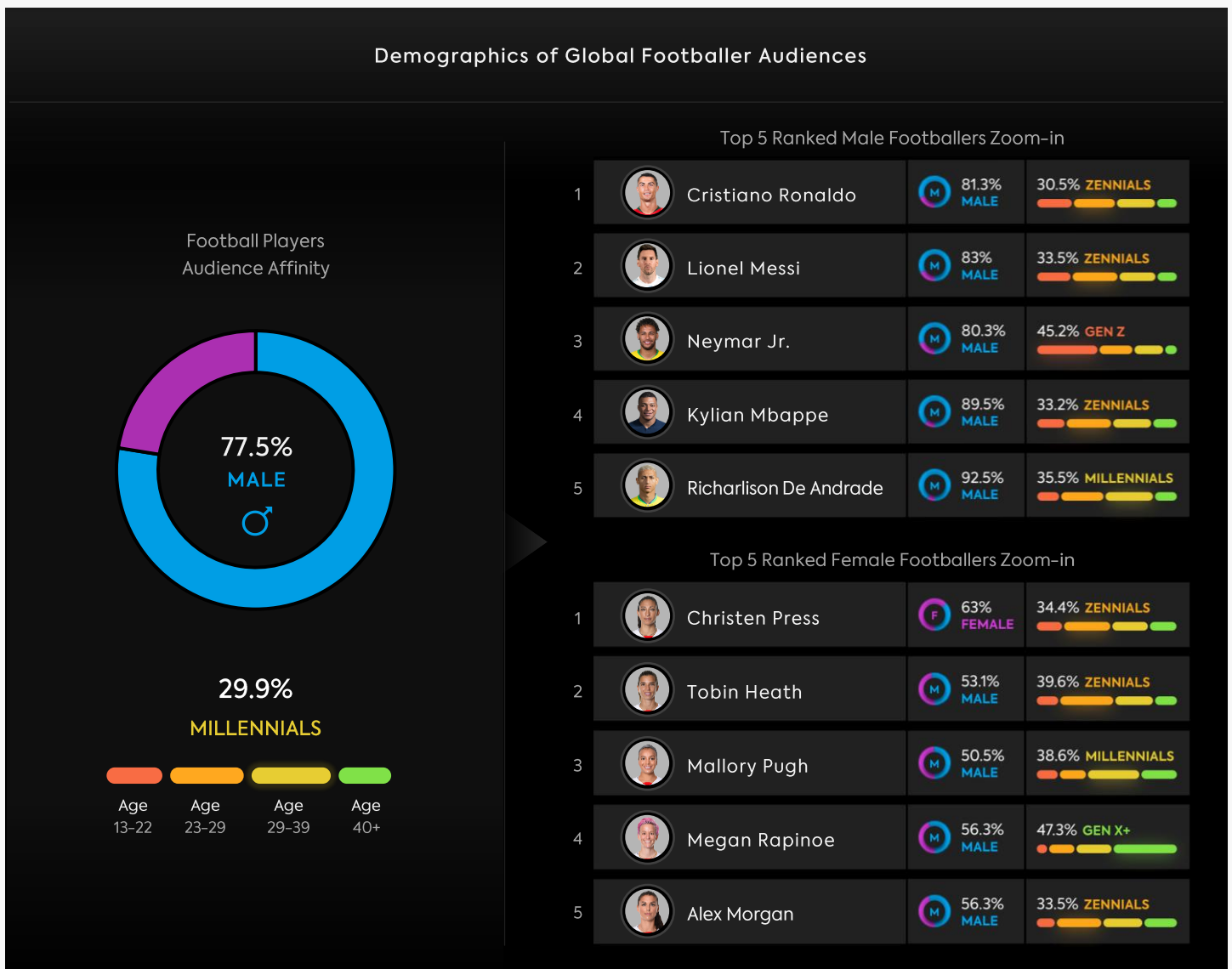
Understanding Football Audiences



Understanding the audience for talent is as important as understanding their demand. Leveraging insights about the demographic make-up of talent fan bases can help build a strategy for interacting with or attracting new audiences.

When analyzing football players beyond the World Cup, we can identify that they skew more towards a male audience. However, it wouldn't be accurate to say that football mostly appeals to men. Female footballers either skew towards a female audience or have a more balanced distribution.

As for the age of audiences, the fanbase is more balanced, meaning that there is no age barrier when it comes to football. Of course, not all players are the same, such as Neymar Jr, who has a much younger audience base than others.



Beyond Qatar 2022

Opportunities Beyond Qatar 2022

We have seen how a massive event, like the 2022 World Cup, can have a major impact on talent, brands, and content.

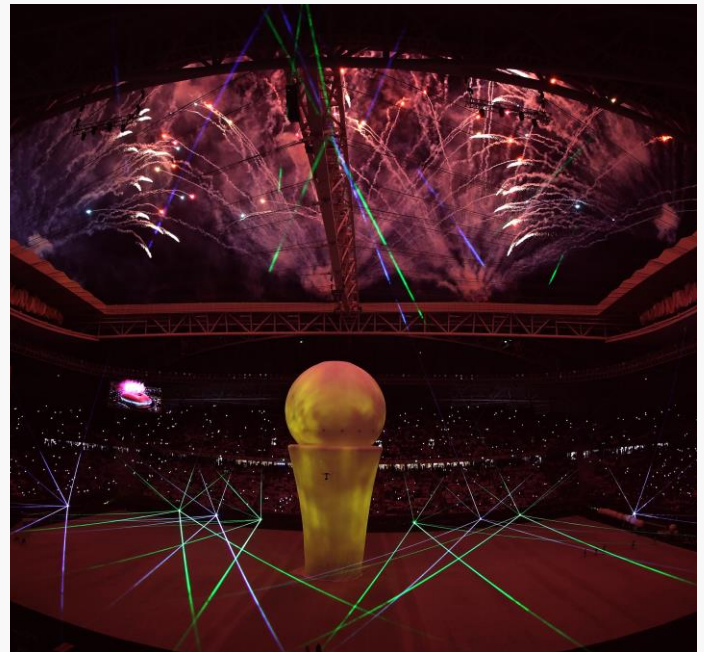
While the World Cup is over, it is not necessary to wait 4 more years to make moves to capitalize on major sporting events like this.

In less than 2 years, Paris will host the Summer Olympics, the 2nd largest event in the world.

In addition, in 2023 the Cricket World Cup, an event seen by 2 billion people and the Rugby World Cup, will occur.

In the football arena, let's not forget that the 2026 World Cup Qualifiers will also start in many countries by the end of 2023, and both Copa America and Eurocopa will take place the following year.

As it can be seen there are many opportunities to identify potential talent and related content in advance to take advantage of.



Future Top Sporting Events

2023/2024 Top Sporting Events



Beyond Qatar 2022



Opportunities Beyond Qatar 2022

Finally, there are also many annual sporting events. Football fans enjoy watching their favorite players in the UEFA Champions league and Copa Libertadores; as well as in the top leagues.

Local events, such as the Superbowl and the NBA Finals have global reach, despite catering to a mainly US audience.

While other sports such as Tennis, Rugby, Cycling or Volleyball, (just to mention a few) cannot be considered as globally impactful they still have targeted impacts in certain markets, reaching millions of fans.

As sports continue to have more influence in our daily life and in the entertainment industry, identifying key talent and content related to any sporting event will become more imperative. The opportunities are endless, from helping to promote movies/shows to understanding which content rights acquire.

Year Around Most Relevant Sports & Events

Top Yearly Sporting Events



About Parrot Analytics

Parrot Analytics is a content-centric data science company that believes in the magic of content at the intersection of art and science. The company works with studios, networks and OTT platforms, helping them make smarter decisions along the entire content development and monetization lifecycle.



Los Angeles
750 N San
Vicente Blvd
West Hollywood
CA 90069

New York
12 East 49th St,
11th Floor
New York
NY 10017

London
21 Soho
Square
London
W1D 3QP

Auckland
38 Burleigh.
St, Grafton
Auckland
1010

Singapore
71 Robinson
St, Grafton
Singapore
068895