

2026

FIFA WORLD CUP

REPORT

Blinkfire™

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DATA & METHODOLOGY OVERVIEW

This report is powered by Blinkfire's proprietary social media, digital, broadcast, in-stadium and sponsorship analytics platform, which tracks and measures performance across sports, entertainment and culture at a global scale.

Data Sources

Insights in this report are based on data collected from official owned and earned social media accounts for the FIFA World Cup, national teams, and players tracked by Blinkfire, as well as media companies.

Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, Snapchat, and Threads.

Time Period

The FIFA World Cup analysis reflects activity from June 11, 2026 to July 19, 2026.

Metrics & Valuation

Blinkfire measures performance and valuation using metrics such as followers, engagement, views, impressions (estimated), and media value (MV).

SIX INSIGHTS THAT DEFINED THE TOURNAMENT

48 Teams

Expanded FIFA World Cup

The new 48-team format allowed more teams than ever before to gain exposure on the world stage.

7.14 Billion

Total Engagement

Teams, players, and media companies drove massive worldwide engagement during the tournament.

81.4%

Instagram's Share of Total Engagement for Players

Instagram generating the most engagement throughout the tournament for players.

39 Days

Tournament Window

Over a month of competition presented extended opportunities to connect with highly engaged fans.

$3.63 Billion

Total Post Value

Fans wait four years to see their country compete in the World Cup, driving massive value for the world's most popular sport.

70.7%

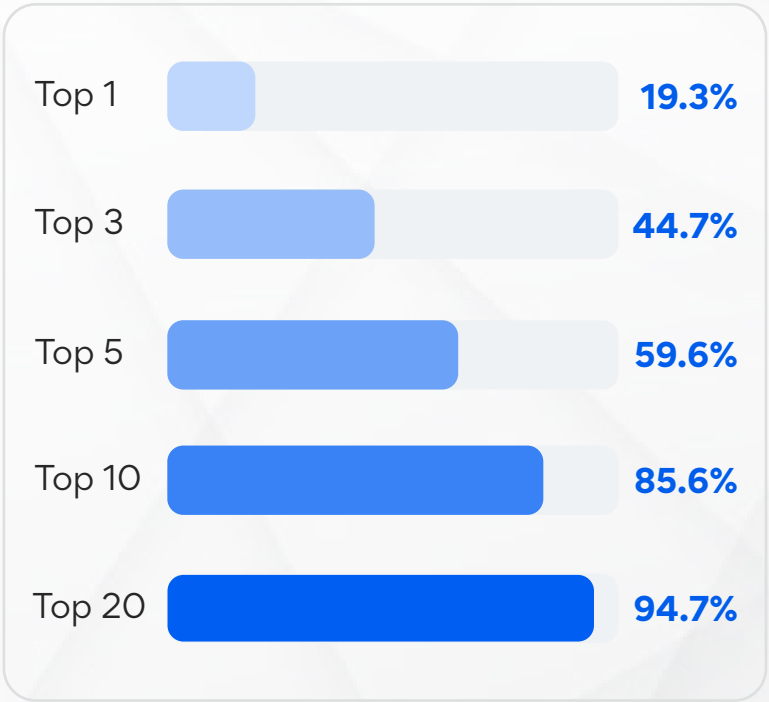
TikTok's Share of Total Engagement for FIFA

TikTok continues to grow as young fans look to engage with short-form video content.

Based on FIFA World Cup data tracked in Blinkfire from 6/11/2026-7/19/2026

TOP 10 NATIONAL TEAMS | **BY ENGAGEMENT**

	Team	Eng./Post	Growth	Engagement ▼
1	**Argentina**	**93.7K**	**+31.9%**	**292.6M**
2	**France**	**81.2K**	**+11.8%**	**210.8M**
3	**Mexico**	**46.8K**	**+25.2%**	**173.7M**
4	**Portugal**	**118.9K**	**+13.0%**	**120.7M**
5	**England**	**32.2K**	**+9.1%**	**105.9M**
6	**Egypt**	**65.2K**	**+151.2%**	**94.2M**
7	**Morocco**	**84.9K**	**+28.6%**	**82.6M**
8	**Spain**	**39.6K**	**+17.7%**	**81.6M**
9	**Brazil**	**128.9K**	**+12.9%**	**74.1M**
10	**Norway**	**61.9K**	**+187.2%**	**62.1M**



Five teams produced 59.6% of all team engagement; the bottom 28 shared 5.3%. **Argentina** alone made up 19.3% of total team engagements.

Based on FIFA World Cup national team data tracked in Blinkfire from 6/11/2026-7/19/2026

NATIONAL TEAMS | **PERFORMANCE DATA**

TikTok won on quality; Instagram won on engagement.

	Posts	Engagement	Eng. Rate
Instagram	**13,309**	**917.9M**	**3.9%**
TikTok	**3,470**	**402.6M**	**10.9%**
YouTube	**1,584**	**2.2M**	**0.7%**
X	**13,703**	**44.4M**	**2.4%**
Facebook	**9,057**	**149.1M**	**2.8%**

10.9%

TikTok Engagement Rate

TikTok proved to be most efficient for teams, with 2.8x Instagram's engagement rate.

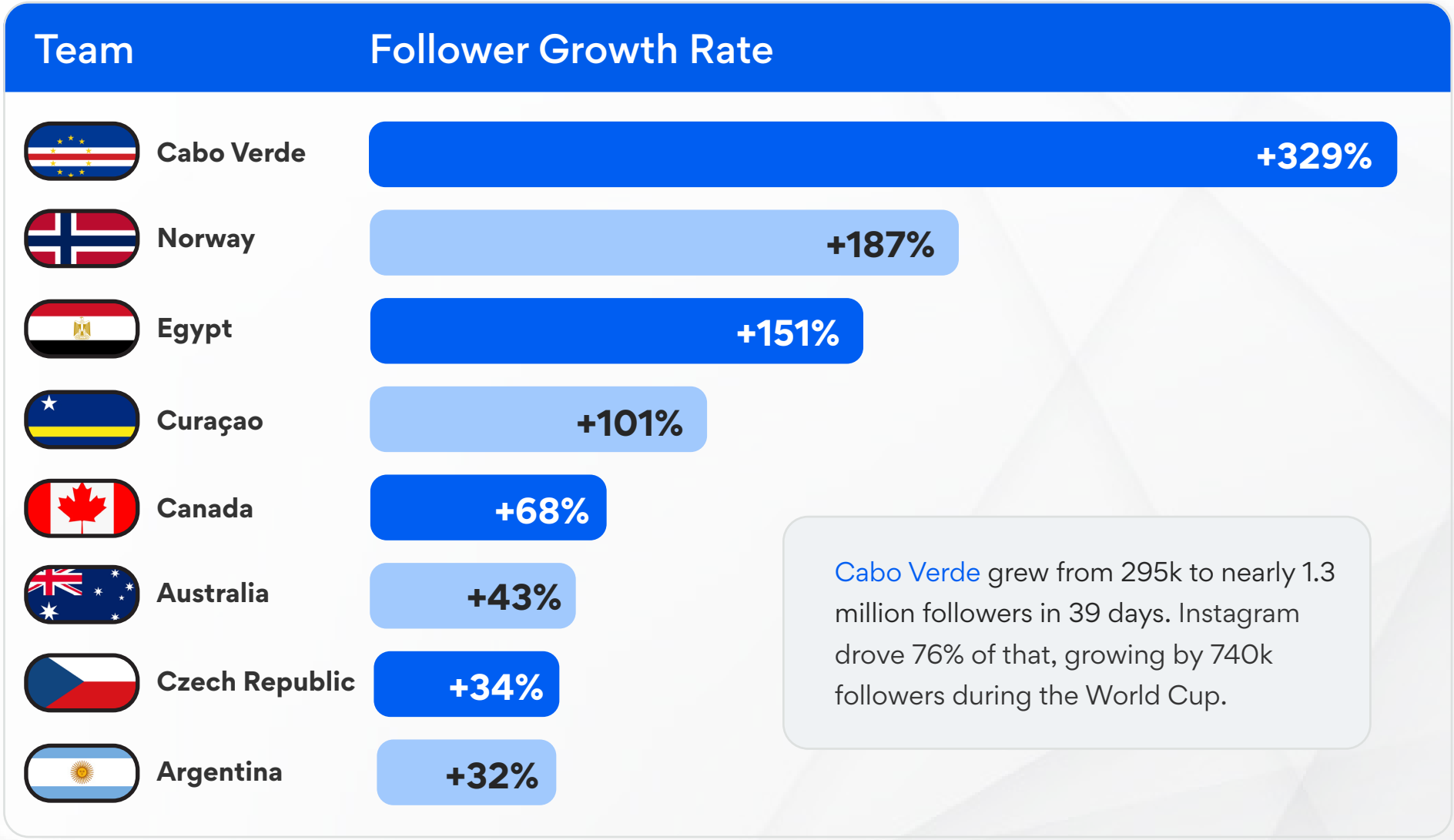
17/48

No TikTok Account

The best-performing platform was the second-least adopted.

Based on FIFA World Cup national team data tracked in Blinkfire from 6/11/2026-7/19/2026

NATIONAL TEAMS



Cabo Verde grew from 295k to nearly 1.3 million followers in 39 days. Instagram drove 76% of that, growing by 740k followers during the World Cup.

Based on FIFA World Cup national team data tracked in Blinkfire from 6/11/2026-7/19/2026

NATIONAL TEAMS

	Team	Engagement Rate
1	Côte d'Ivoire	8.7%
2	Ghana	7.0%
3	South Africa	6.6%
4	Ecuador	6.2%
5	Iran	6.0%

	Team	Engagement/Post
1	France - TikTok	447.9K
2	Brazil - Instagram	349.6K
3	Egypt - TikTok	338.4K
4	Argentina - TikTok	336.7K
5	Norway - TikTok	307.1K

Argentina and France own scale, but scale isn't everything. Despite having a much smaller following Côte d'Ivoire led in engagement efficiency. In terms of productivity, France's TikTok account gets the honors. In addition, four of the five top accounts in engagement/post were TikTok channels.

Based on FIFA World Cup national team data tracked in Blinkfire from 6/11/2026-7/19/2026

PLAYERS | **ENGAGEMENT**

	Country	Player	Engagement ▼	New Followers
1		Erling Haaland	323.1M	52.7M
2		Cristiano Ronaldo	269.5M	15.8M
3		Leo Messi	244.5M	8.2M
4		Lamine Yamal	175.3M	18.5M
5		Neymar Junior	122.9M	17.5M
6		Jude Bellingham	74.8M	11.2M
7		Josimar “Vozinha” Dias	61.7M	29.1M
8		Kylian Mbappé	58.5M	9.1M
9		Julián Álvarez	45.2M	3.5M
10		Vinícius Jr	40.1M	7.0M

$310,636

Valuation/Post

17.6x the valuation/post for teams over the course of the World Cup.

11 Posts

Vozinha’s Instagram

Vozinha went from being unknown to generating 61.7 million engagements.

Based on FIFA World Cup players’ Instagram, TikTok, X, and Facebook data tracked in Blinkfire from 6/11/2026-7/19/2026

PLAYERS | PERFORMANCE DATA

Instagram delivered value, while TikTok showed growth.

	Posts	Engagement	Follower Growth
Instagram	1,838	1.98B	7.4%
TikTok	568	292.4M	24.0%
X	1,210	57.9M	3.9%
Facebook	663	100.4M	1.9%

81.4%

Instagram Share

Instagram generated the lion's share of engagement for players during the World Cup.

102

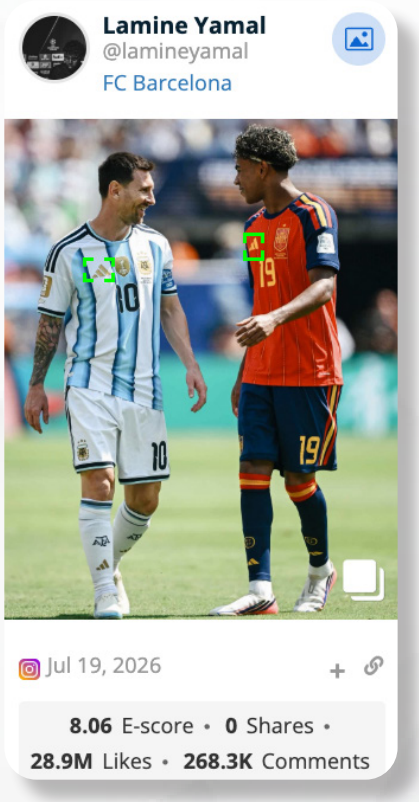
Players on TikTok

TikTok is still under-adopted, even with players adding 56.2 million followers.

Based on FIFA World Cup players data tracked in Blinkfire from 6/11/2026-7/19/2026

PLAYERS | **SOCIAL MEDIA EFFICIENCY**

	Player	Engagement/Post	Posts
1	**Lamine Yamal**	**17.5M**	**10**
2	**Leo Messi**	**10.2M**	**24**
3	**Michael Olise**	**5.7M**	**6**
4	**Josimar "Vozinha" Dias**	**5.6M**	**11**
5	**Cristiano Ronaldo**	**5.1M**	**53**

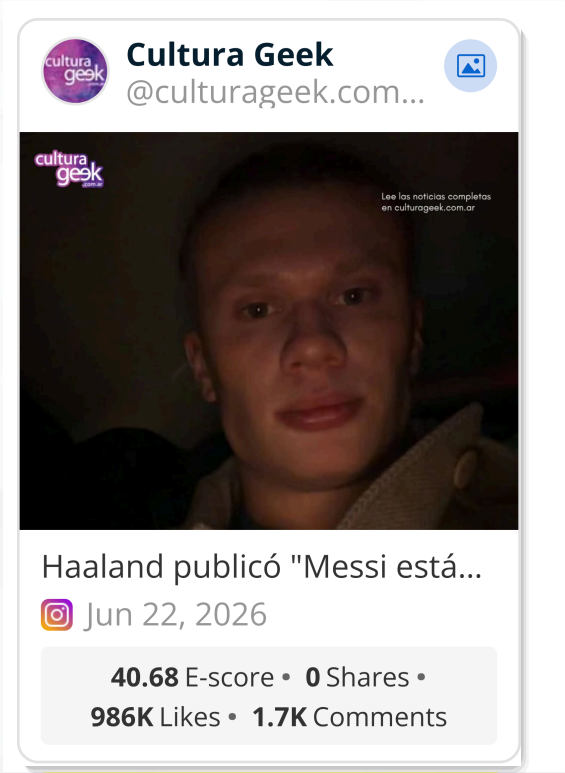


Lamine Yamal, Spain's young superstar, generated 175.3 million engagements and 789.6 million views across ten posts during the 2026 FIFA World Cup. His three TikTok posts alone produced 29.2 million engagements per post, nearly matching the combined total of his seven Instagram posts.

Based on FIFA World Cup players data tracked in Blinkfire from 6/11/2026-7/19/2026

ERLING HAALAND | **THE VIKING KING OF SNAPCHAT**

	Followers	Impressions	Growth
Instagram	**71.8M**	**3.6B**	**+31.1M**
TikTok	**16.8M**	**628.9M**	**+13.5M**
Snapchat	**8.5M**	**1.3B**	**+6.2M**
Facebook	**24.4M**	**847.5M**	**+4.9M**
X	**13.6M**	**531.6M**	**+3.3M**
YouTube	**3.5M**	**137.8M**	**+1.9M**



$12.5M

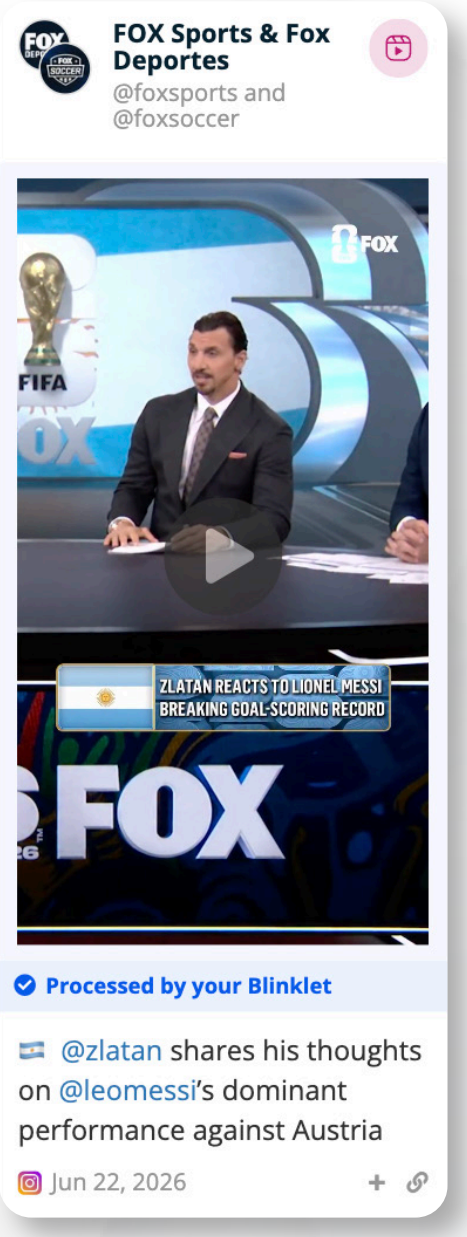
Snapchat Valuation

Generated 18.5% of Haaland's total impressions during the World Cup.

Based on Erling Haaland's data tracked in Blinkfire from 6/11/2026-7/19/2026

MEDIA COMPANIES

	MEDIA OUTLET	VALUATION	VIEWS ▼
1	433	$689.8M	6.2B
2	ESPN	$99.5M	5.3B
3	FOX Sports & FOX Deportes	$105.9M	5.2B
4	House of Highlights	$91.3M	3.5B
5	DAZN Football	$61.2M	1.7B
6	FOX Soccer	$37.4M	1.5B
7	ESPN FC	$89.4M	993.6M
8	OneFootball	$42.8M	696.8M
9	CBS Sports Golazo	$21.1M	661.2M
10	Telemundo	$20.9M	640.1M

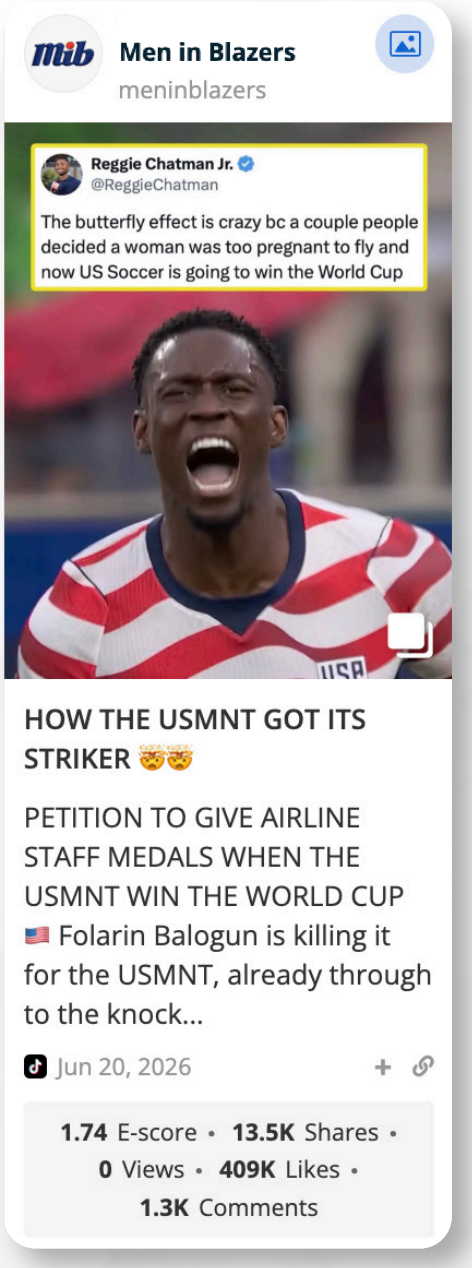


Based on media company Instagram and TikTok data tracked in Blinkfire from 6/11/2026-7/19/2026

MEDIA COMPANIES

	MEDIA OUTLET	FOLLOWERS	ENGAGEMENT/ FOLLOWERS
1	FOX Sports & FOX Deportes	17.8M	22.2
2	Men in Blazers Media Network	3.6M	19.5
3	FOX Soccer	8.0M	12.3
4	433	113.3M	10.4
5	DAZN Football	13.5M	9.9
6	Telemundo	6.1M	7.0
7	ESPN FC	48.8M	4.4
8	CBS Sports Golazo	12.4M	4.0
9	OneFootball	21.3M	3.7
10	ESPN	163.3M	3.0

Based on media company data tracked in Blinkfire from 6/11/2026-7/19/2026



FIFA | PERFORMANCE DATA

TikTok surpasses Instagram as FIFA's top channel.

	Posts	Engagement	Follower Growth	Followers
Instagram	2,987	532.8M	+16.7%	67.3M
TikTok	3,619	1.8B	+44.8%	84.8M
X	5,712	32.6M	+1.9%	22.0M
Facebook	1,970	177.8M	+11.3%	78.3M
Total	14,288	2.54B	+21.3%	252.4M

Based on FIFA data tracked in Blinkfire from 6/11/2026-7/19/2026

Blinkfire is an AI-first company with the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, streaming, broadcast, and in-stadium. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire's real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.