

THE winnin NEW ERA OF SPORTS FANDOM

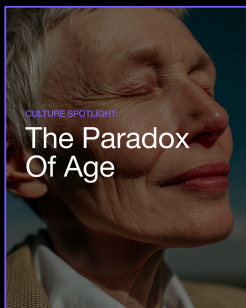
— CULTURAL INTELLIGENCE REPORT —

Decoding how fandoms are the path to victory
for brands activating global sports events.



This document is part of the Cultural Intelligence Reports series, where we share findings from our Business Strategy team. **These analyses are 100% built using Winnin Intelligence**, our proprietary platform, then share the results to help you gain more visibility into a given cultural topic.

Check out our previous CI Report:



Before we dive in, just a minute...



"We turn complex data into clear cultural and brand intelligence, helping you win attention and drive real growth."

Gian Martinez

Co-Founder & CEO

AND WHAT MAKES WINNIN INTELLIGENCE UNIQUE?

Winnin Intelligence turns culture into strategy. By decoding what people actually watch, share, and engage with, not what they claim, our AI analyzes 4B+ cross-platform videos, updated daily, to surface real cultural signals, emerging behaviors, and market-shaping insights.

This is how culture becomes a **competitive advantage**.

For this report, we are analyzing **the theme of Global Sports Events through video consumption behavioral data** across multiple markets and countries.

And the numbers don't lie. Data Universe:

+8M

Videos

+430B

Total views

+21B

Total engagements

Markets Considered:

LATAM, North America, Europe, and APAC

Timeframe:

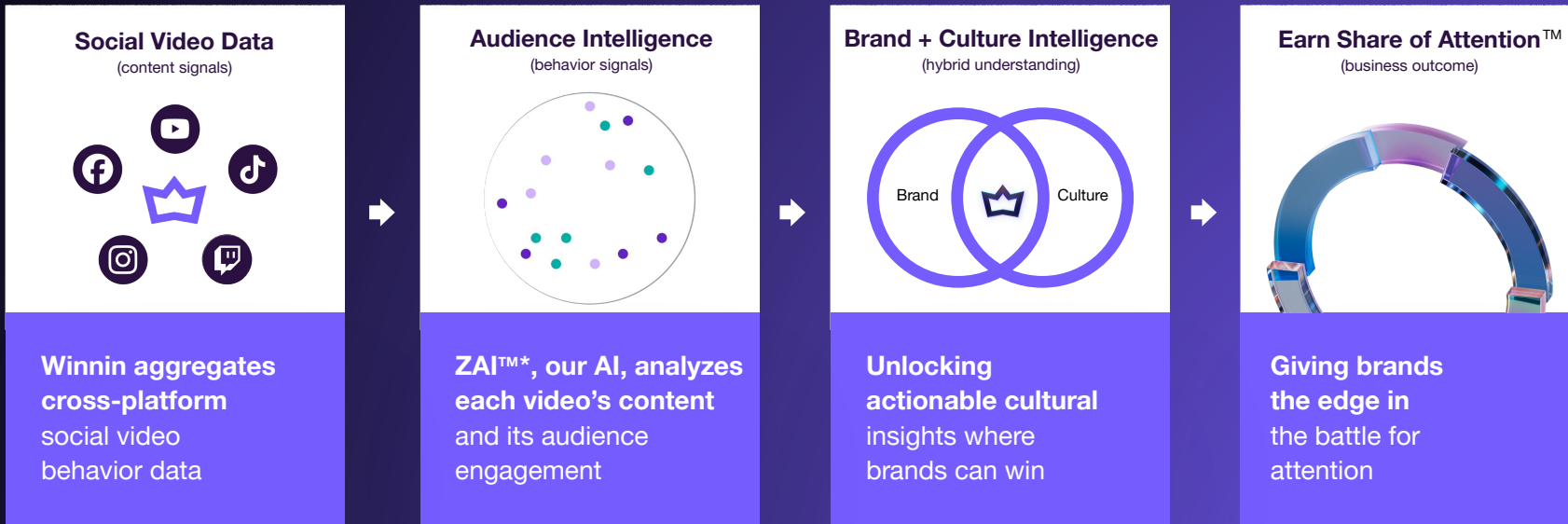
Last 3 years, retrieved in January 2026.

Platforms:



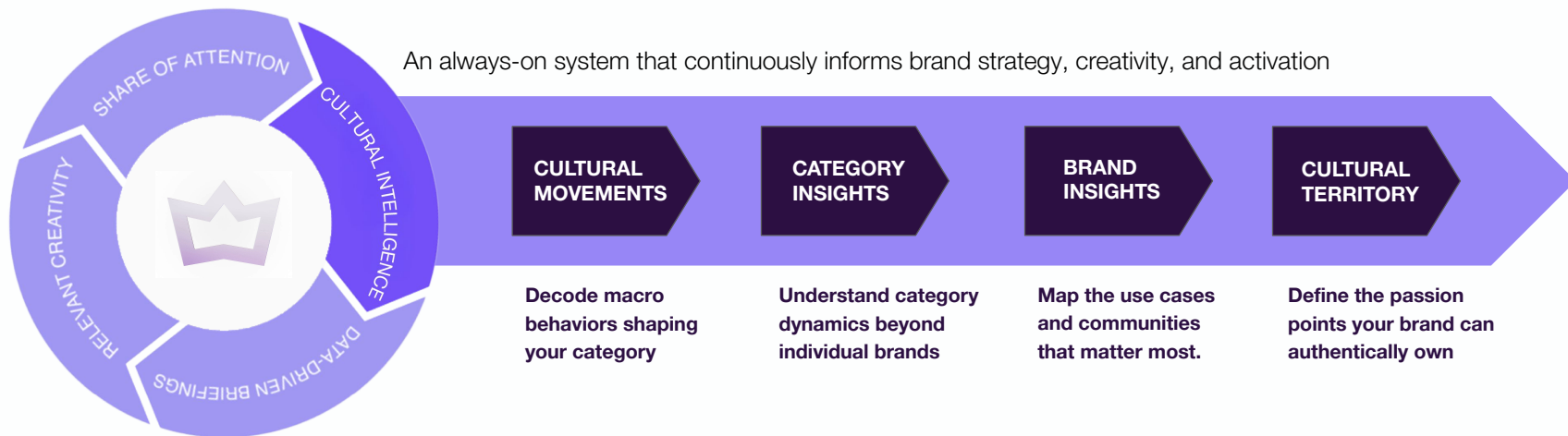
The Winnin Intelligence Difference

From "What People Say" to **What People Do**



The Winnin Flywheel

Cultural Intelligence **in Action**

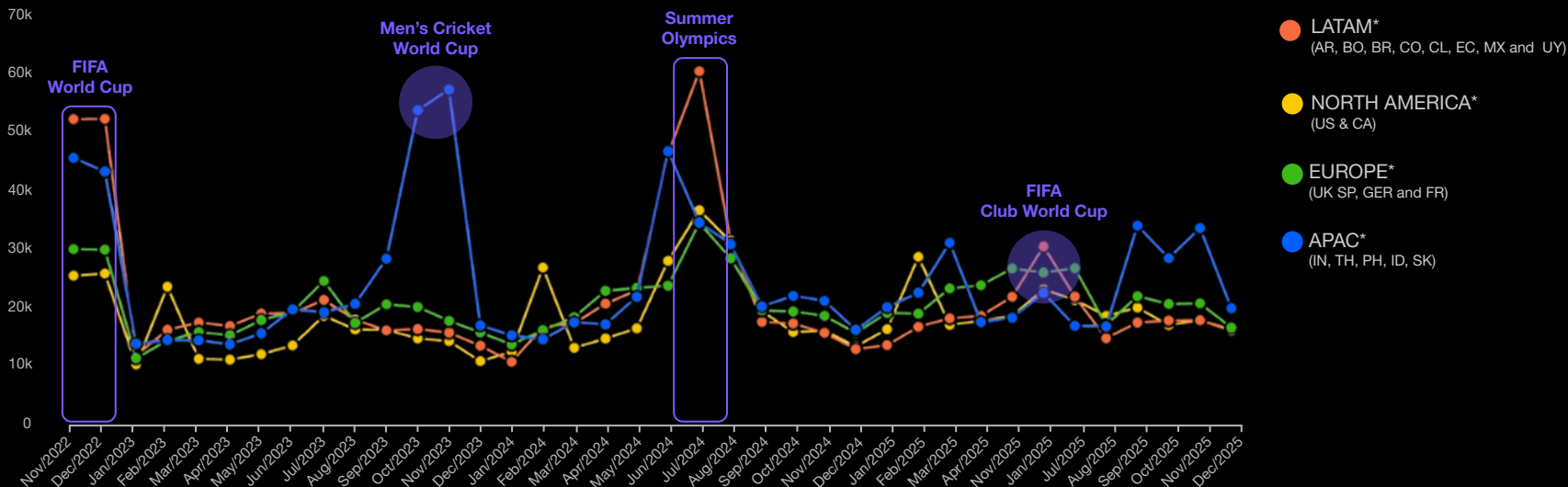


Global sports events create **unified focus**.

In an age of scattered attention, global sports events act as worldwide campfires, connecting billions of humans with an unmatched sense of belonging.

Videos

Topics comparison | Nov 01, 2022 - Dec 31, 2025



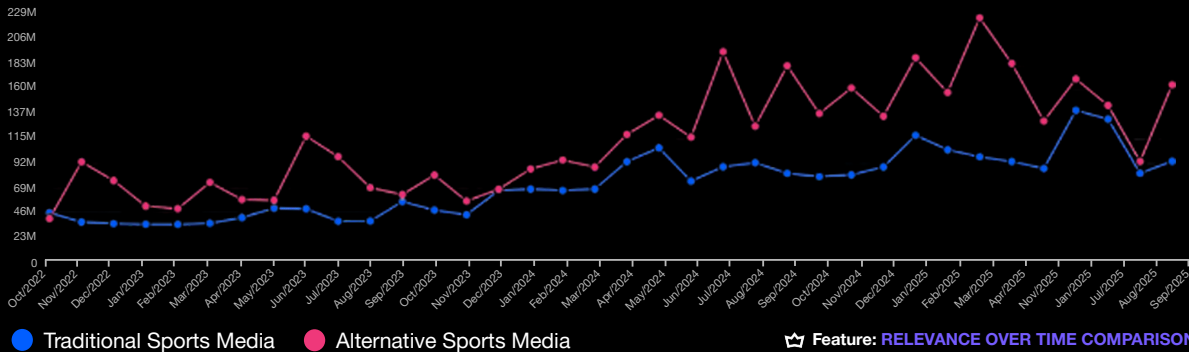
🚩 Feature: VIDEO PRODUCTION OVER TIME COMPARISON

Global sports events considered: Australian Open, Canadian Open, Commonwealth Games, Copa America, FIFA Club World Cup, FIFA World Cup, Formula 1 Grand Prix Events, French Open (Roland Garros), ICC Cricket World Cup, ICC T20 World Cup, Indian Premier League, Madrid Open, Miami Open, Olympics, Paralympics, Rio Open, Rugby World Cup, Six Nations Championship, Street League Skateboarding (SLS), Super Bowl, Tour de France, UEFA Champions League, US Open, Wimbledon, World Surf League (WSL), X Games. Source: Winnin Intelligence. Video production comparison during november of 2022 (Qatar WC) and december 2025.

However, **unified global focus** \neq **Unified global narrative.**

Relevance Over Time How relevant is a topic in terms of engagement after 7 days

Data universe: 12B Engagement, 253B Views, 3M Videos



Alternative Sports Media

Streamers & Podcasters

SPEED GOES PRO, EPISODE 1: TOM BRADY (Football)
iShowSpeed (uploaded 1 month ago) 6.7M 223.9k Views Likes

Independent Publishers

Cross Messi, pay the price. 🇺🇸 TIFrandetok
433 (uploaded 1 day ago) 2.4M Views Likes

Traditional Sports Media

Wait for the end @Amik33 #baseball
Amik33 (uploaded 1 month ago) 36.1M 3.1M Views Likes

Wears the number 5, but how is shirt number. Watch every game of the #FFACWC for free... @fifaclubfootball (uploaded 1 day ago) 49.2M 4.5M Views Likes

Feature: RELEVANCE OVER TIME COMPARISON

WHAT WE'RE SEEING

While traditional Sports Media are consolidated, Alternative Sports Media skyrocketed in the last 3 years, impulsionated by popularization of broader formats and content creation.

This scenario, that has already affected past global events, such as FCWC and Olympics, is set to change the way brands activate the next big thing: FIFA World Cup.

Diverse narratives means content caters to different POVs.

With audience shattered into infinite niches, relevance lies in passion intersectionality.



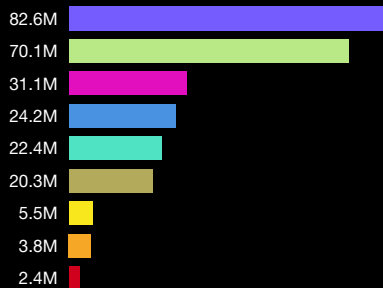
Industries in Global Sports Events

Engagement - Total (Last 3 years)

NORTH AMERICA*

(US & CA)

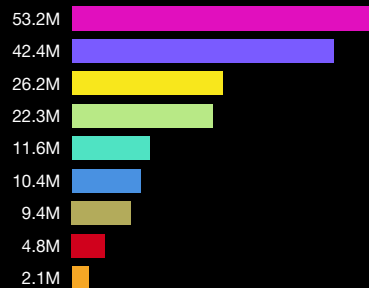
Data Universe: 262M Engagement, 5B Views, 56k Videos



LATAM*

(AR, BO, BR, CO, EC, MX and UY)

Data Universe: 182M Engagement, 4B Views, 46k Videos



- Fashion & Sportswear
- Foods & Beverages
- Entertainment
- Travel
- Beauty
- Retail
- Tech
- Finance
- Auto

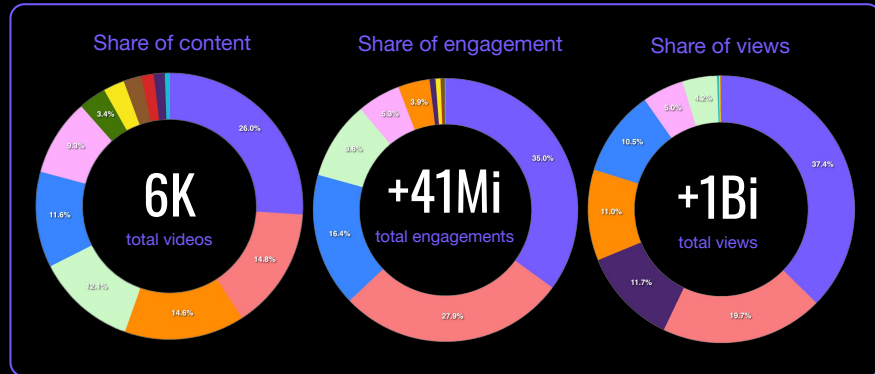
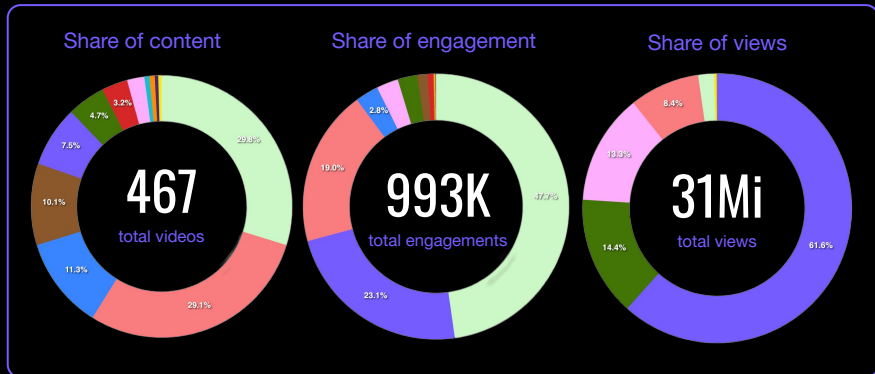
📌 Feature: **ENGAGEMENT COMPARISON ON GLOBAL SPORTS EVENTS CROSSING DIFFERENT INDUSTRIES/FORMATS**

The brands that **hacked this fusion of passions** outshined the competition for attention during **Paris Summer Olympics**

OWNED CHANNELS

Data Universe: 467 videos | 993k engagement | 31M views

UGC



- Samsung
- Visa
- Omega
- Corona
- P&G
- Coca-Cola
- Toyota
- Airbnb
- Panasonic
- Intel
- Deloitte
- Bridgestone

Global Sports are a melting pot for fandoms, and we call it **PASSION FUSION**

Soccer meets Anime



Football X Anime | #footballeedit...
442fcc 9 months ago 9.7M Views 1.2M Likes

Football meets TV Shows



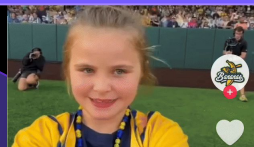
NFL player gives his thoughts on gossip girls...
@Cameron Dicker bigggg gossip girl and rufus stan #gossipgirl #rufus #chargers...
chargers 185.6k Views 24.8k Curtidas

MMA meets KPOP



Alex Pereira casually dancing with the South Korean K-pop girl group tripleS... #ufc #m...
mma.pros.pick 469.6k Views 41.1k Curtidas

Baseball meets Swifties



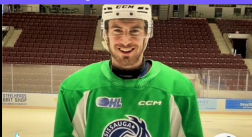
cutest thing ever @ #taylorswift #wholesome #lovestory #baseball #swifties #bananaball
thesabananas 1M Views 98.5k Likes

Rugby meets Beauty



RED, white, and blue us @Rugby World Cup
ilonamaher 6.6M Views 553.1k Curtidas

Hockey meets Booktok



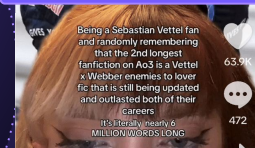
Hey #booktok #hockeyboys #hockeyplayers #hockey #books #ohl...
ohlsteelheads 634.5k Views 118.4k Likes

f1 meets Fortnite



Formula 1 Fortnite Skins Are CONFIRMED! #fortnite #f1movie #fortnitef1skin...
incitabletv 579.4k Views 66.1k Likes

f1 meets RPF (Fanfiction)



this is what happens when you delve too deep into f1 lore #f1tiktok #f1 #formula1...
spookyboiii 247.1k Views 53.5k Likes

Soccer meets Music Icons



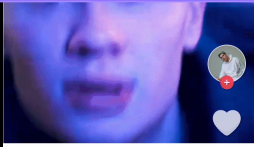
¿ES SNOOP DOGG O SU DOBLE? @FIFAClubWorldCup | Todos los partidos...
daznfulbol 828.8k Views 59.5k Curtidas

UFC meets Fashion



The yearbook doesn't lie Who should we do next? #yearbook2020 #yearbook...
ufc 631.2k Views 53.3k Curtidas

Haaland meets Clash of Clans



Haaland x Clash Royale #haaland #goldenknight #fyp #edit #erlinghaaland
frest.official 11.2M Views 1.2M Likes

Soccer meets Anne Hathaway



'Dá um CPF pra ela': brasileiros inundam Instagram de Anne Hathaway após menção a 'Águas de...
g1 250.4k Views 7.4k Likes

Basketball meets Cosplay



Playing basketball in cosplay>> #sports #fyp #nba #basketball #streetball #cosplay
hoop_motion 562.3k Views 24.5k Curtidas

The fusion of passions is what breaks the bubble.

It's how you create for multiple audiences, not just for the sports fan.

As the **sports fan** no longer exists as a single persona, **decentralized collision of codes, aesthetics, and conversations** redefines the meaning of the event itself in real time.

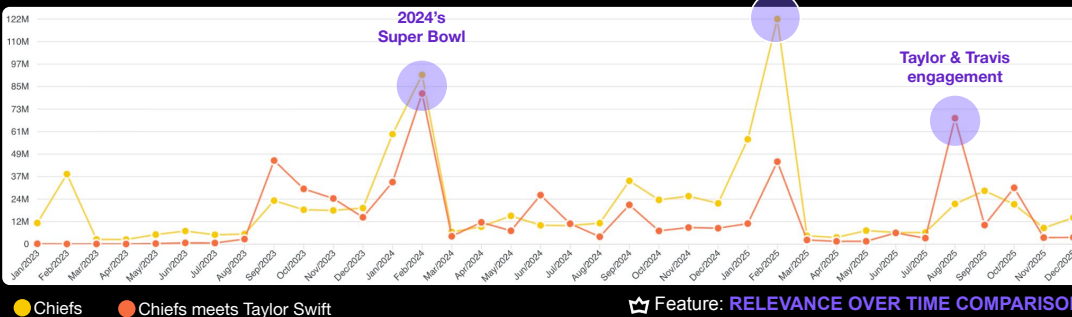
Examples from Global Sports Events

The recent cross over between the NFL and pop culture, sparked by the relationship between Taylor Swift and Travis Kelce, made one thing clear: when two passion points meet, it's a win-win. Swift gained new listeners and sympathizers from the NFL world, while the Chiefs attracted new viewers and fans through her fanbase.

Relevance Over Time

How relevant is a topic in terms of engagement after 7 days

Topic comparison - 3 Years
Data universe: 2B Engagement, 24B Views, 571k Videos



Feature: RELEVANCE OVER TIME COMPARISON

OUT

Broadcasting a single messaging, simplistic sports fans persona.

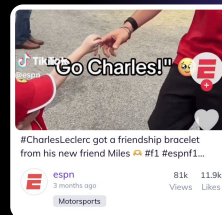
IN

Embracing fluidity, and co-creating within subcultures.

OTHER CULTURAL SIGNS



NFL for the girlies



F1 friendship bracelets

Use Winnin Intelligence to track other relevant cultural signs

3 ways fandom
fusion is
transforming
the **Global
Sport Events**
conversation.



#1

Communities
Remix

#3

A.I. Powered
Creativity

#2

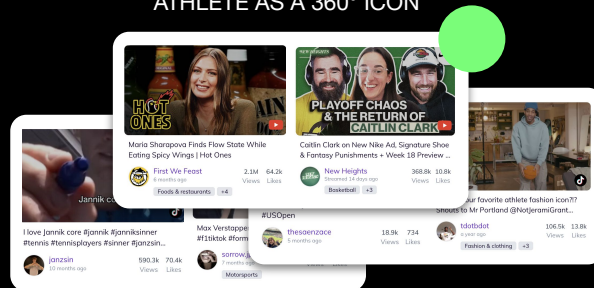
Fluid Connections

#1 COMMUNITIES REMIX

The fusion of sport, style, and pop culture redefines modern fandom.

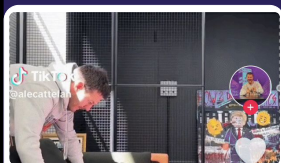
At its center is the 'aesthetic fan'—a consumer of a sport's visual identity and cultural codes, detached from team loyalty or competitiveness. **For them, fandom is simply the curation of a personal aesthetic.**

ATHLETE AS A 360° ICON



OTHER CULTURAL SIGN

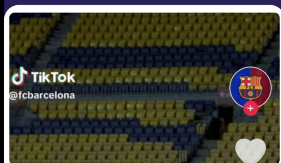
STYLE AS STATEMENT



Avevo un po' di magliette da sistemare #soccerjersey #soccer #blockcore

alecattelan 2 years ago 1.8M Views 51.7k Likes

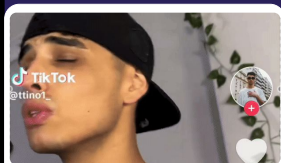
COLLABS



Calling all MOTOCULERS - Gear up, @La Rosalia is in our team this #EiClásico...

fcbarcelona 3 years ago 2M Views 427.1k Likes

CULTURAL GROUPS

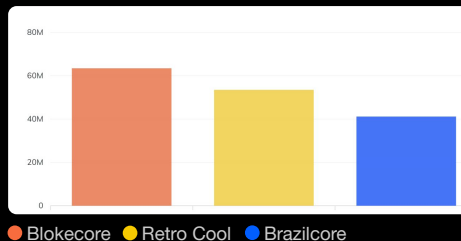


zOUTFIT 1 o 2? • ig: @ttino1 • #outfit #blockcore #jerseyfutbol #outfitinspo...

ttino1_ a year ago 197.2k Views 25k Likes

Engagement

Topics comparison - Total - 12 Months
Data universe: 158M Engagement, 3B Views, 50k Videos



RIP UP THE PLAYBOOK

Sports culture stopped being a monologue and became a dialogue. **The symbols that spark engagement are co-created in real-time,** born from the constant collab between athletes and fans.

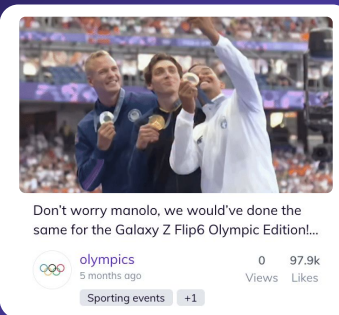
CASE STUDY

When athletes take the spotlight

Paris 2024 | Samsung

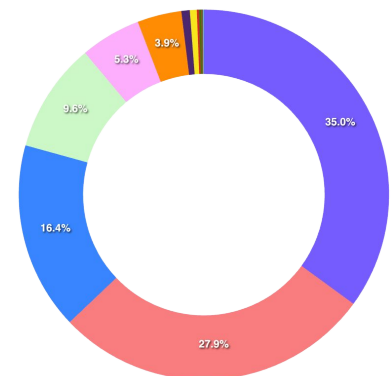
Samsung's 'Victory Selfie' treated athletes as 360 icons, hacking the podium for the 'aesthetic fan'—the consumer of sport's culture, not just the competition.

By turning the victory into real-time content, Samsung didn't just break a rule. It defined a 'new form of cool', updating a ritual for an era that values style as much as the win itself.



2024's Summer Olympic Sponsors

UGC's Share of engagement



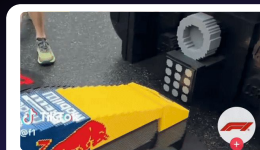
CASE STUDY

Driving Disruption

F1 & Lego

The LEGO and F1 partnership offers fans a tangible connection to the sport through collectible cars. This strategy climaxed at the Miami GP: instead of a standard parade, the drivers drove life-sized LEGO cars.

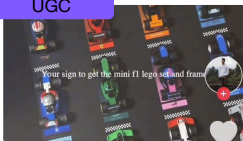
This "playful disruption" reached over 10M in relevance by allowing fans to rediscover their inner child, powerfully connecting with a younger audience.



the mind games have started pre-race
@LEGO #f1 #formula1 #miamiGP...

f1 8 months ago 39.1M 2.8M
Views Likes

UGC



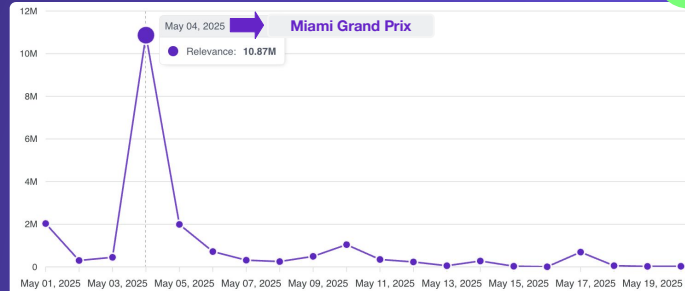
It started as "just one" and now I'm framing
all my @LEGO cars like trophies 🏆 Tag yo...

tongchristopher.travel 8.4M 995.2k
6 months ago Views Likes



Relevance over time

How relevant is a topic in terms of engagement after 7 days



○ Lego + Formula 1 partnership

#2 FLUID CONNECTIONS

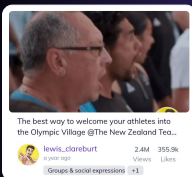
Cultural belonging is amplifying how national identity is understood in sports.

People connect with storylines.

WHAT WE'RE SEEING

While loyalty to one's country remains, viewers are increasingly drawn to the diverse narratives emerging from the tournament. With regional triumphs, underdog victories, and personal stories of the players, storylines will give every fan something more to root for.

Ethnics Celebrations



Politics



Unusual alliances



"Everyone agrees, right? If Brazil isn't playing, it's MANDATORY to cheer for the poorest country, or the one that suffered the most, or the one that's closest to us".

EXAMPLES FROM GLOBAL SPORTS EVENTS:

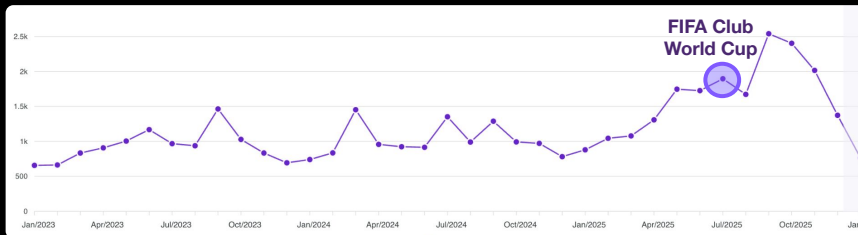
At the **FCWC**, Latin clubs turned belonging into power, outperforming even the tournament winners.

Engagement

Topics comparison - Total - Jun 01, 2025
Data universe: 2B Engagement, 35B Views, 484k...



Videos



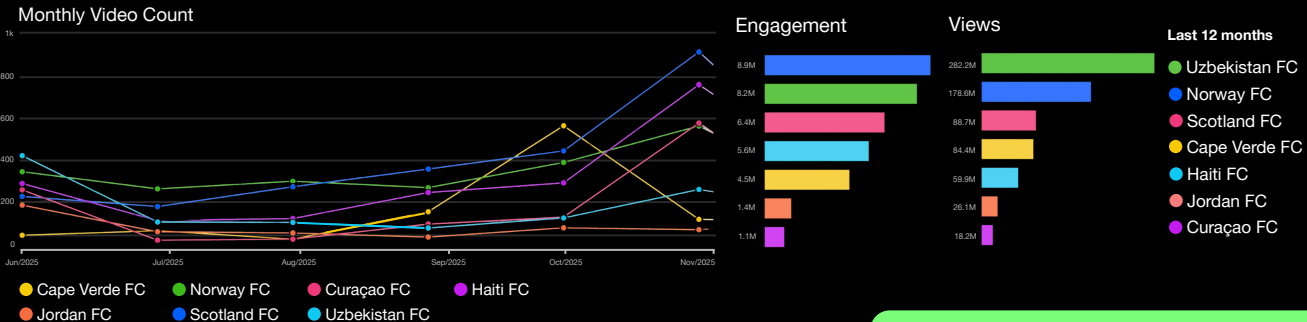
#WATCH OUT | 2026's World Cup

UNDERDOGS TAKE THE SPOT

Because in a world of giants, we all cheer for the one who dares to fight.

The underdog narrative is no longer a surprise; it's a core fixture of the global tournament playbook. For the 2026 FIFA World Cup, audiences will actively seek out these stories, adopting a 'second team' to root for.

2026's FIFA World Cup Underdogs



👑 Feature: MONTHLY VIDEO COUNT; TOTAL ENGAGEMENT & TOTAL VIEWS (In order)

Want to follow the underdogs rise at WC26? [Winnin can do it.](#)



EXAMPLES FROM GLOBAL SPORTS EVENTS:

Auckland City FC, team formed by amateurs, everyday workers, had over 4M Engagement, 59M Views and 554 Videos during the FCWC and were even sponsor by Michelob Ultra.



#WATCH OUT

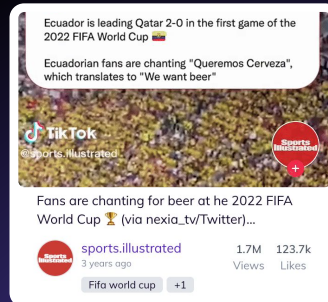
CASE STUDY

Beer for the Champions

Budweiser | Bring home the Bud

Bring Home the Bud was Budweiser's response to the last-minute ban on beer sales at the 2022 World Cup in Qatar.

The campaign donated all the beer intended for the tournament to the winning country, turning a potential crisis into a bold, symbolic gesture.



158k
Views/Video

330
Creators

38k
Engagement
per Video



DATA HIGHLIGHT:

Because of Budweiser's campaign, mentions on the brand in video content during the 2022 World Cup increased **+1900%**.

#3 A.I. POWERED CREATIVITY

When everything is interconnected and fusing, creativity booms. And when creativity booms...

AI becomes the main tool to **remix** culture.

+47%

MORE AVG.VIEWS

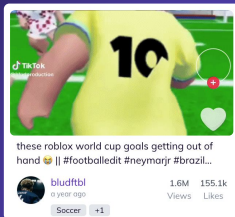
on **AI-powered soccer videos** than traditional soccer content.*

In the last 12 months.

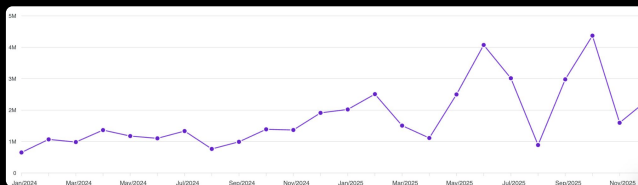
Alternative Match score



WC Roblox's version



Data Universe informs:



● Soccer + AI

👑 Feature: RELEVANCE OVER TIME ON A TOPIC

WHAT WE'RE SEEING

AI accelerates creation, remixing and distribution.

To master relevance, brands will need to go beyond official competitive moments and empower audience with tools and join the fast-paced conversations from the digital bleachers.

Passion fusion + AI is no longer hypothetical.



Source: @jslayart on Instagram (retrieved in January 2026).

Source: Winnin, proprietary analysis from the past 12 months across TikTok, Instagram, YouTube, Twitch, and Facebook. *To access attention efficiency, total views were divided by total videos in each category (AI + soccer VS soccer contents - all in spanish, english and portuguese), revealing how much attention each individual piece of content captures on average, in the last 12 months.

#WATCH OUT | 2026's World Cup

ARTIFICIAL REALITIES

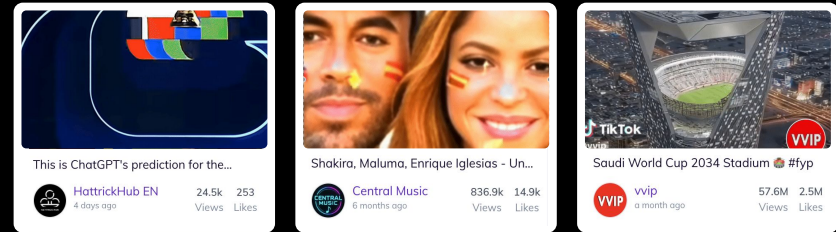
The World Cup, reimagined.

Artificial realities will shape how the 2026 World Cup is experienced and remembered.

Fictional moments, alternate matches, and AI-generated analysis will blur the line between reality and simulation, turning the World Cup into a shared experience that exists both on the field and across artificial, fan-created worlds.

For brands, this means the 2026 World Cup won't be defined only by official moments.

Relevance will come from engaging in the imagined and remixed versions of the tournament co-created by fans and AI.



Relevance

DATA HIGHLIGHT:

12 months: +900k engagements and 38M+ views generated from just 168 videos.



#WATCH OUT

KEY TAKEAWAYS

WINNIN SPORTS CULTURAL INTELLIGENCE REPORT

01

FANS OF SPORTS, NOT SPORTS FANS

The “sports fan” is outdated. Relevance now lives where sports intersect with broader passions, opening new cultural territories for brands to own.

02

ROOTING FOR AN AESTHETIC

Consumers signal belonging by adopting the aesthetic of a movement—from the collective energy of 'Latin Pride' to the nostalgic cool of '2016 is Back'—making style the new badge of allegiance.

03

STORYLINE BEATS NATIONALITY

Build engagement through emotional narratives, not rigid team loyalty. A platform centered on compelling human stories will forge a lasting connection.

04

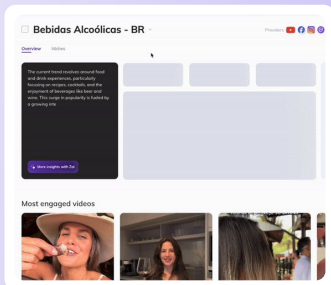
REALITY IS NOW A REMIX

The official game is just one version of the truth. AI and fan creativity are generating influential, alternative narratives that might not be true, but are truly engaging.

#KEY TAKEAWAYS

WINNIN INTELLIGENCE: NEW FEATURES

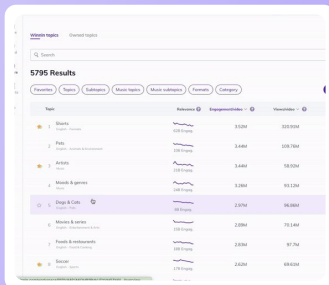
01



FROM FRAGMENTS TO CATEGORY INTELLIGENCE

You no longer analyze culture piece by piece. You understand the entire category: themes, niches, performance, in one strategic view.

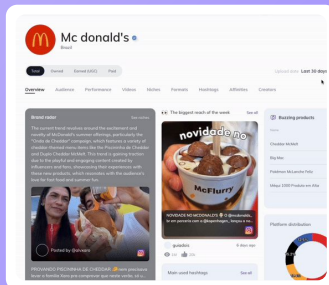
02



FROM STATIC ANALYSIS TO NOW INTELLIGENCE

You don't wait for trends to consolidate. You act on what's happening right now, while culture is still moving.

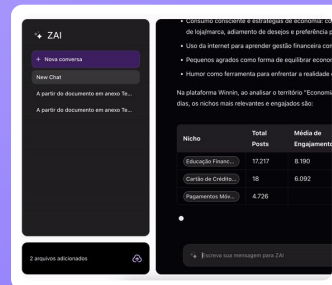
03



FROM BRAND VIEWS TO OFFICIAL BRAND TRUTH

One brand. One reality. Consistent, trusted brand intelligence across markets and workspaces.

04



FROM PUBLIC DATA TO PRIVATE CONTEXT

ZAI* now reasons with your own documents: strategies, briefs, research, not just public signals.



Culture is not optional.
Lead the way with
Winnin Intelligence.