



WOMEN'S WORLD CUP 2015 GROUP STAGE ANALYSIS

The Women's World Cup 2015 has come to Canada! With the exciting Group Stage of the competition over, IPG Mediabrands delved into Viewing, Twitter and Match data to understand how Canadians are engaging with the event so far.



#MBWorldCup

THE GAMES HAVE GENERATED SOME BIG NUMBERS



91,776
TOTAL TWEETS



12.3M
TOTAL VIEWERS*
(34% OF CANADIANS)



12
AVERAGE TWEETS
PER MINUTE



585K
AVERAGE MINUTE
AUDIENCE PER GAME



Sinclair scores winning goal for Canada

422 tweets in one minute

MOST TALKED ABOUT MOMENT



Canada vs. New Zealand

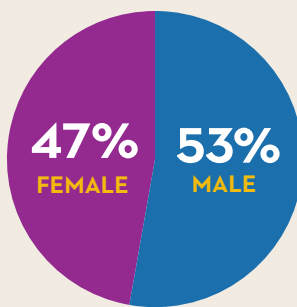
June **1.9M**
11th **VIEWERS**

MOST VIEWED GAME

THE DEMO PROFILE OF VIEWERS IS...



DEMO PROFILE

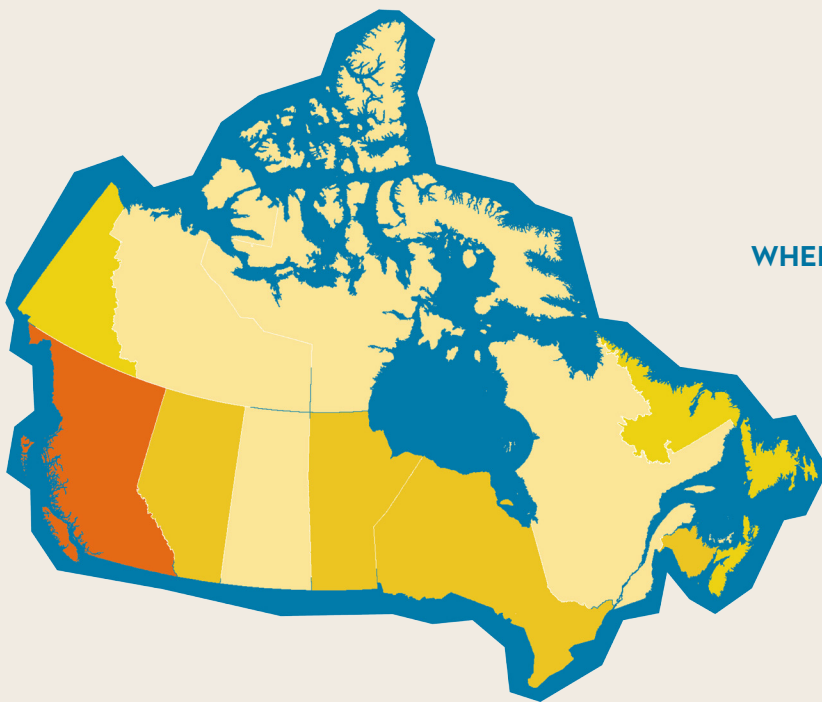


\$81.5K
Average Household Income

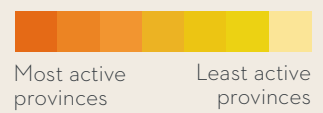


43
YEARS OLD
Average Age

BRITISH COLUMBIA IS LEADING TWITTER VOLUMES...



WHERE ARE TWEETERS** BASED?



2ND HALF ATTRACTS AUDIENCES

GOALS DRIVE TWEETS

21%
more viewers are watching the **SECOND HALF** than the **FIRST HALF**



22% of all tweets ARE DRIVEN BY GOALS

Sources: Sysomos, Numeris, FIFA.com - June 6-17th, 2015

*Watched 1+ minute of matches

**Tweets are weighted by population of each province

ALL STATISTICS ARE FOR CANADA ONLY

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