

STREAMING THE WORLD CUP
GLOBAL HABITS OF LIVE VIDEO STREAMERS

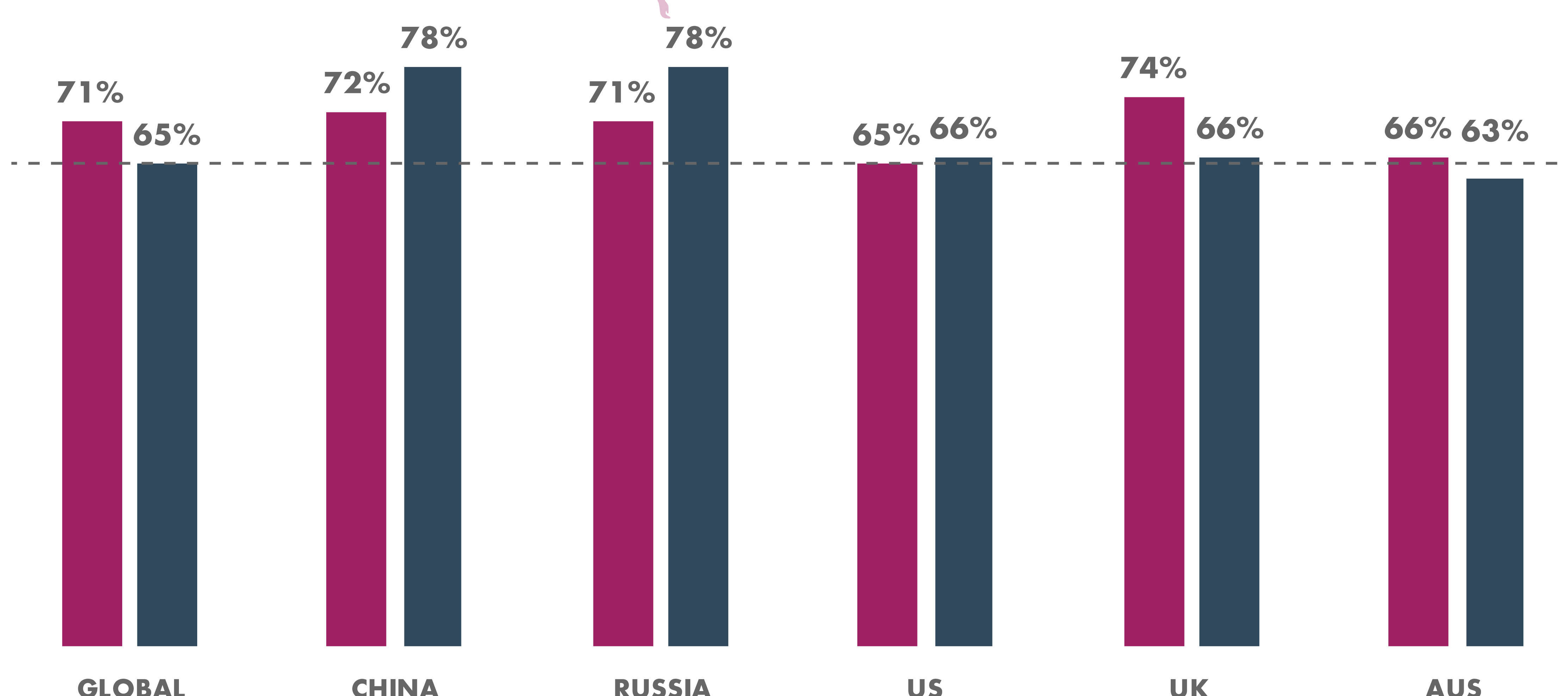
69% of Australian Internet users have live streamed video in the past. This Infographic takes a look at how these consumers from around the world plan to watch the 2018 FIFA World Cup.

NEARLY TWO-THIRDS PLAN TO LIVE STREAM THE 2018 WORLD CUP

LIVE STREAMING ONLINE
--- GLOBAL AVERAGE

WATCH LIVE MATCHES ON TV

LIVE STREAM MATCHES ONLINE

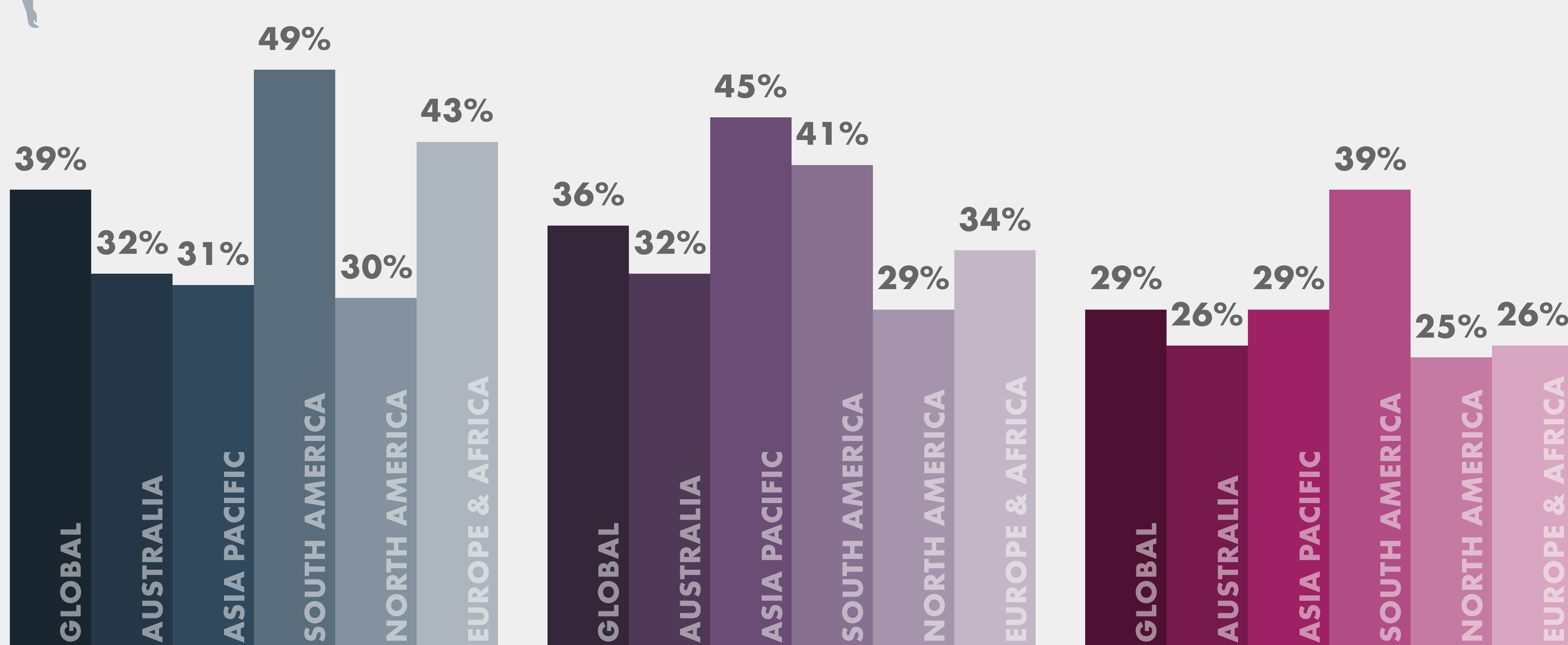


MOST POPULAR DEVICES PEOPLE PLAN TO WATCH THE 2018 FIFA WORLD CUP ON

TV

SMARTPHONE

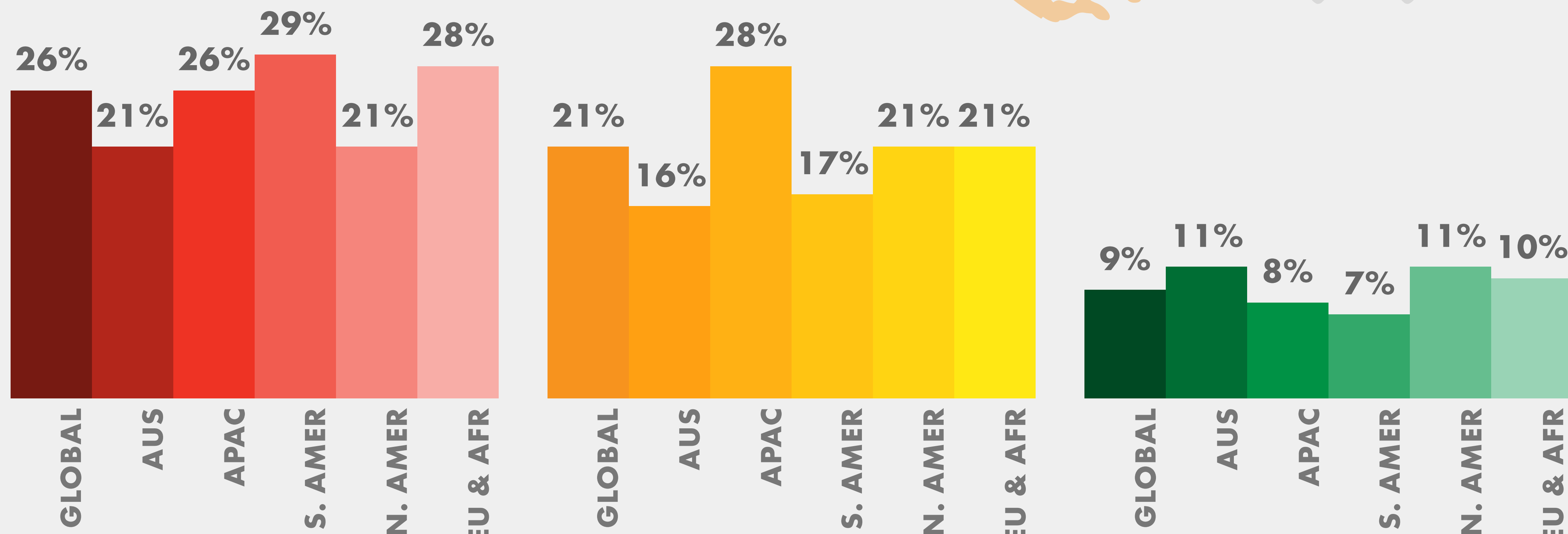
SMART TV



PC/LAPTOP

TABLET

GAMING CONSOLE



SMARTPHONES ARE SIGNIFICANTLY MORE POPULAR IN THE APAC REGION, WHILE TV IS THE DEVICE OF CHOICE IN SOUTH AMERICA