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# Own the Screen with FIFA+

Region: CTV in Mexico, UK, and Argentina



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## Opportunity

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FIFA+ is the home of global football content, from live matches to exclusive documentaries. Now, Kraft Media Group brings your brand premium Connected TV ad placements in Mexico, the United Kingdom, and Argentina, three of the most passionate football markets in the world.

With fans streaming on-demand and live content daily, FIFA+ offers unmatched opportunities to engage audiences where their passion runs deepest.

## Did you know...

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- During the 2022 World Cup, a group-stage match between Argentina and Mexico averaged 8.9 million viewers across Telemundo, Peacock, and other streaming platforms, setting a Spanish-language record for group matches.
- In Mexico, 73.5% of the population reported they would watch the 2022 World Cup, and 52.3% said they would use TV or online streaming platforms to do so.
- Telemundo's coverage of the 2022 World Cup ranked Mexico with an average 6.0 million viewers (Total Audience Delivery) across platforms, placing Mexico among the top viewership nations for that tournament.





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## Why FIFA+

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- Access to millions of football fans across three high-demand markets.
- Premium CTV/OTT placements with full-screen, non-skippable inventory.
- Association with the most trusted name in global football.

## Audience Insights

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- Mexico: 80%+ of the population follows football; digital viewership growing 20% year-over-year
- UK: One of the top CTV adoption markets in Europe with 70%+ of households streaming weekly
- Argentina: Football is cultural DNA, with fans engaging across multiple screens daily

## Campaign Options

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- Flight Durations: 30, 60, or 90 days
- Formats: :15, :30, and :60 second video placements
- Support: Dedicated account manager + real-time reporting and attribution





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## Why Kraft Media Group

At Kraft Media Group, we bridge brands with audiences through premium CTV and DOOH inventory worldwide. With direct publisher relationships and advanced targeting tools, we make sure your FIFA+ campaigns deliver measurable impact.

- Premium publisher access
  - Transparent reporting
  - Scalable campaigns with global reach
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## Contact us

Contact our team to secure your placements in Mexico, the UK, and Argentina. Spots are limited.

- [info@kraftmediagroup.com](mailto:info@kraftmediagroup.com)

