

DIGITAL

PERCENTAGE INCREASE (MATCH DAY VS. 2019 DAILY AVERAGE)

USSOCCER.COM	
Sessions	224%
Unique Visitors	318%
Page Views	456 %
Avg. Session Duration	187 %
APP	
Daily Active Users	296%
Downloads	229%
App Opens	407 %

SOCIAL MEDIA

FACEBOOK	@USSOCCER
# Posts	12
Impressions	4.2M
Reach	3.1M
Engagements (reactions, comments, shares)	98K
Followers	2.97M (+ 4.6K)
Avg. Engagements per post	8K
	•

TWITTER	@USWNT
# Posts	38
Impressions	14.3M
Engagements (fav, replies, RTs)	282K
Followers	2.2M (+ 19.3 K)
Avg. Engagements per Post	7К
INSTAGRAM	@USWNT
# Posts	11

# FU3L3	
Impressions	9.8M
Engagements	1.2M
Avg. Engagements per post	109K
Followers	1.3M (+ 48.1 K)

ACTIVATIONS





1,800+ GRAPHICS DOWNLOADED

BROADCAST

FOX Total viewers	92K
2.7M	2.6M
STREAMING	

LINEAR

PEAK HHR

TOP MARKETS

Kansas City San Diego Tulsa Austin	4.5 4.1 3.7 3.6	TELEMUNDO
Richmond	3.6	

3.1M

2.2

ENGAGEMENT

MOBILIZE AMERICA	
Participating Teams	102
Total Engagement (as of 6.11)	88K
Total Reach (as of 6.11)	151.7№

The New York Times





Armour: No apologies needed as reigning champs send a age in 13-0 blowout of Thailand in World Cup opener. In Sp

Tonight it's #TheBachelorette & but today is all about @USWNT and their #WorldC debut. Let's go ladies We Believe and we got your back. Bring the cup home!!! ots 443 Likes 🕑 🚯 🚯 🚱 🤀 🚳 💱 🔮

tl 35 T 443



.7M

scored again while I was writing this tweet!

Follow

150 Retweets 2,574 Likes 🛞 🍈 🜍 🕎 🌚 💼 重 🍪 🍓 t] 150 © 2.6K



A NATION OF SUPPORT

HIGHLIGHTS

- The FOX linear telecast averaged 2,626,000 viewers, making it the most watched English language soccer broadcast in the United States since last year's Men's World Cup Final
- Up 145% from the first U.S. Group Stage match in 2011 (1,074,000 vs. South Korea on a Tuesday starting at 11:45am on ESPN - used as a comp due to similar kick-off times)
- Up 86% over the 2011 average of U.S. Soccer Group Stage matches on ESPN (1,411,000)
- Most streamed Women's World Cup event ever with an average . minute audience of 92,034
- FOX's social platforms delivered its best day of the tournament so far with 7M views, up +528% over the daily average during 2015 Women's World Cup
- 1.1M fans (unique visitors) accessed World Cup content across FOX Sports digital platforms (inclusive of FoxSports.com, FOX Sports Mobile and FOX Now)
- Telemundo Deportes' coverage of the USA-Thailand match averaged 444,000 viewers, more than doubling Universo's draw of 203,000 viewers four years ago, and setting a record as the most-watched Women's World Cup group stage match in Spanish-language TV history







You can't see it, but I have a lawn chair set up on my coffee table, wearing a beer helmet: @USWNT #FIFAWWC 1 #USA=



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WHERE TO WATCH LIVE ON USSOCCER.COM

🔁 💷 谢 3:15 PM - 11 Jun 2

US women take no prisoners Chris Harrison