

# DIGITAL

### PERCENTAGE INCREASE (MATCH DAY VS. 2019 DAILY AVERAGE)

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

## **SOCIAL MEDIA**

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

TWITTER	@USWNT
# Posts	38
Impressions	14.3M
Engagements (fav, replies, RTs)	282K
Followers	2.2M (+ <b>19.3</b> 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 (+ <b>48.1</b> K)

# ACTIVATIONS





1,800+ GRAPHICS DOWNLOADED

# BROADCAST

<b>FOX</b> 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