



**FIFA WORLD CUP 2026**

# WE BRING THE FACTS TO THE WORLD CUP FANS.



When the FIFA World Cup 2026 kicks off, football fans don't stop at the final whistle. They search, explore and want to know more. Who are the players behind the flags? Which talents represent Haiti, Curaçao or Georgia? Which nation has the strongest market values?

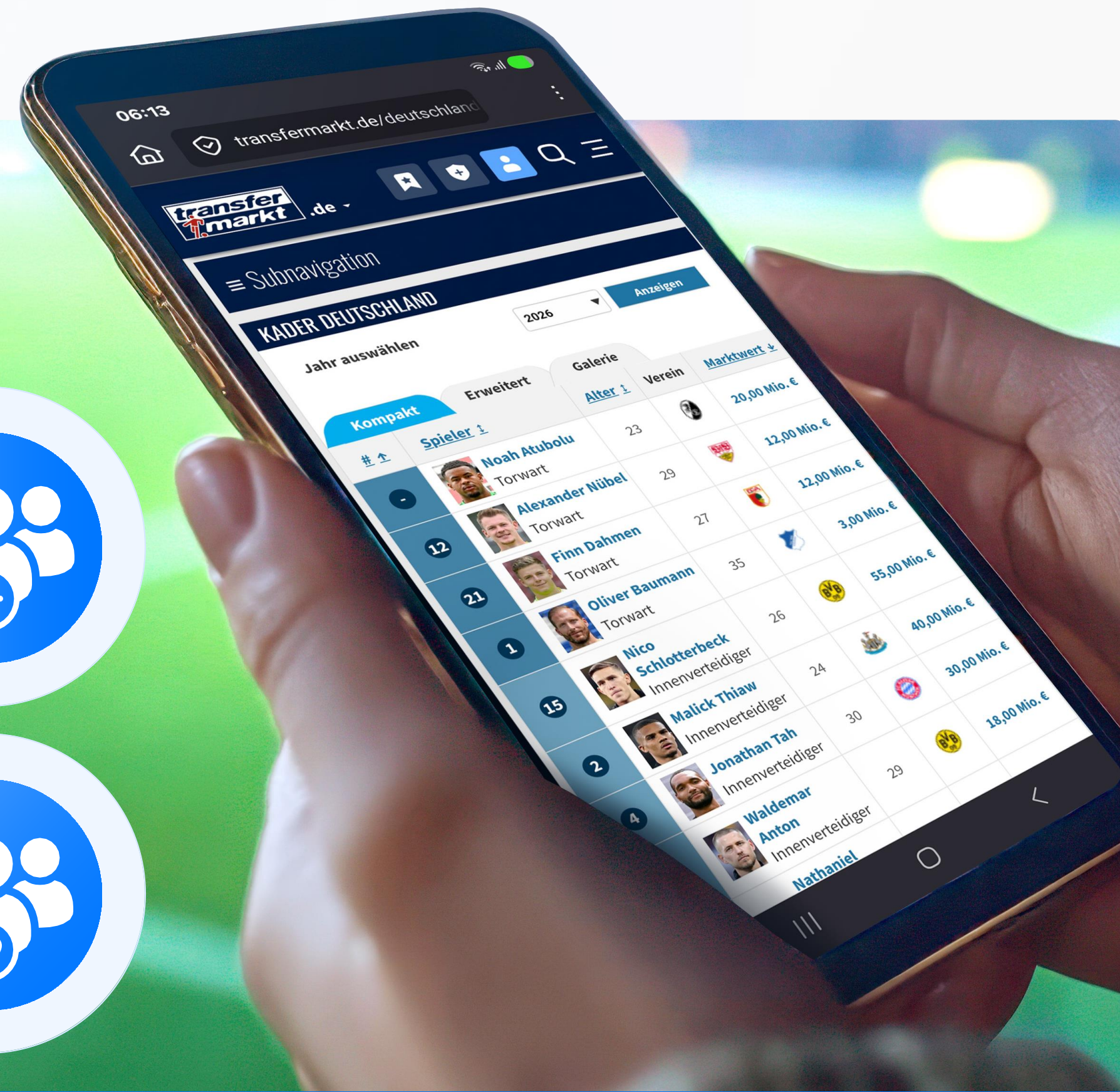
## THIS IS WHERE TRANSFERMARKT COMES IN.

Transfermarkt adds context to every match and meaning to every moment. Fans return before kick-off, during the tournament and after the game: actively engaged, highly attentive and emotionally invested.

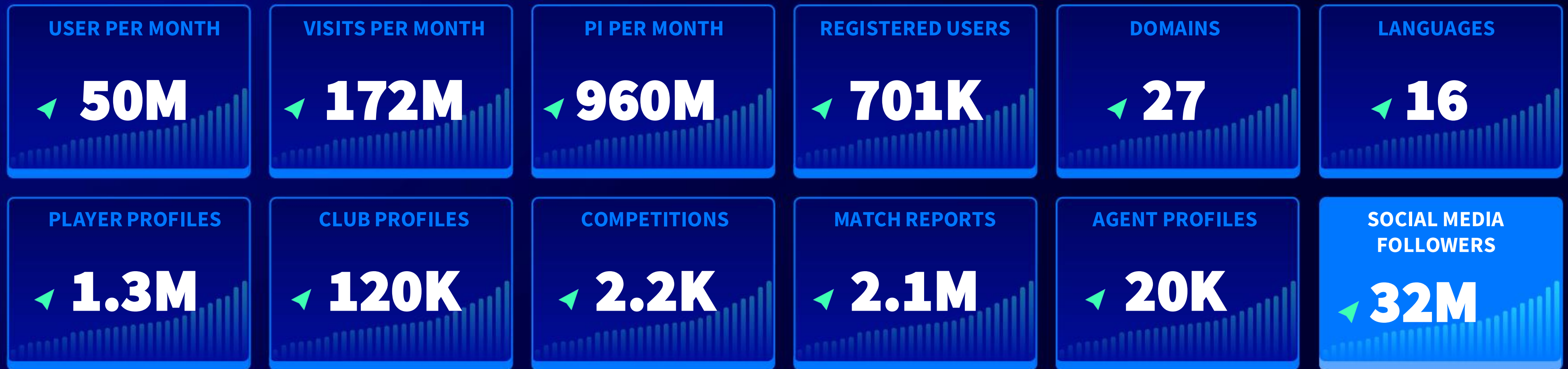


## FOR BRANDS, THIS IS THE SWEET SPOT.

If you want to reach football fans exactly when interest is at its peak and attention is highest, Transfermarkt is the go-to World Cup environment to target the real football fans.



# ONE PLATFORM. MILLIONS OF FANS. INFINITE PASSION.



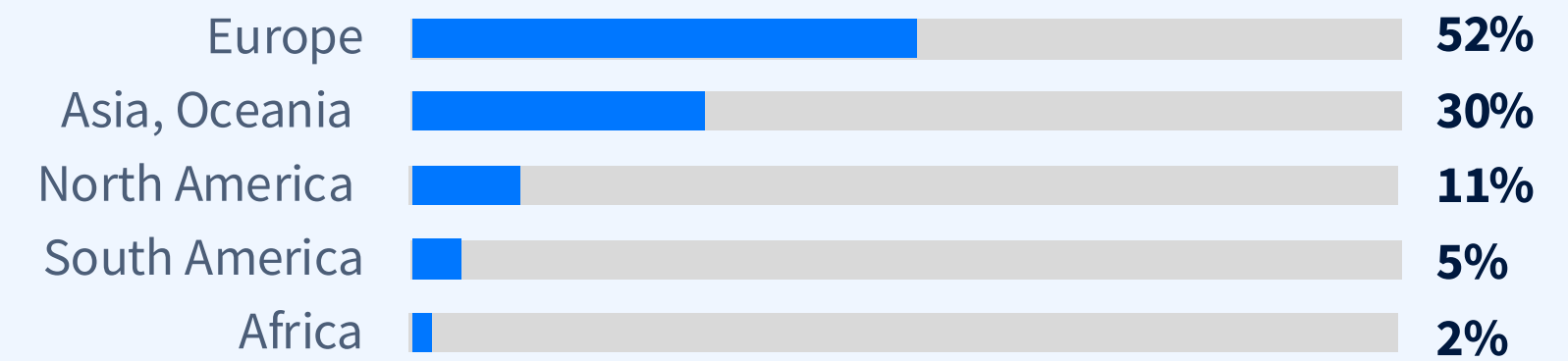


# WHERE GLOBAL FOOTBALL FANS UNITE.



## TOP 8 MARKETS IN 2025

Domain	Visits	PIs	Unique User
Germany	421M	2,2BN	58M
Türkiye	241M	743M	43M
Italy	74M	266M	18M
UK	57M	179M	21M
Poland	43M	174M	7M
Spain	43M	160M	12M
Indonesia	36M	189M	7M
Brazil	33M	150M	9M



**BRING YOUR BRAND INTO  
THE MOMENT.**



# WHY A 360° APPROACH MATTERS.

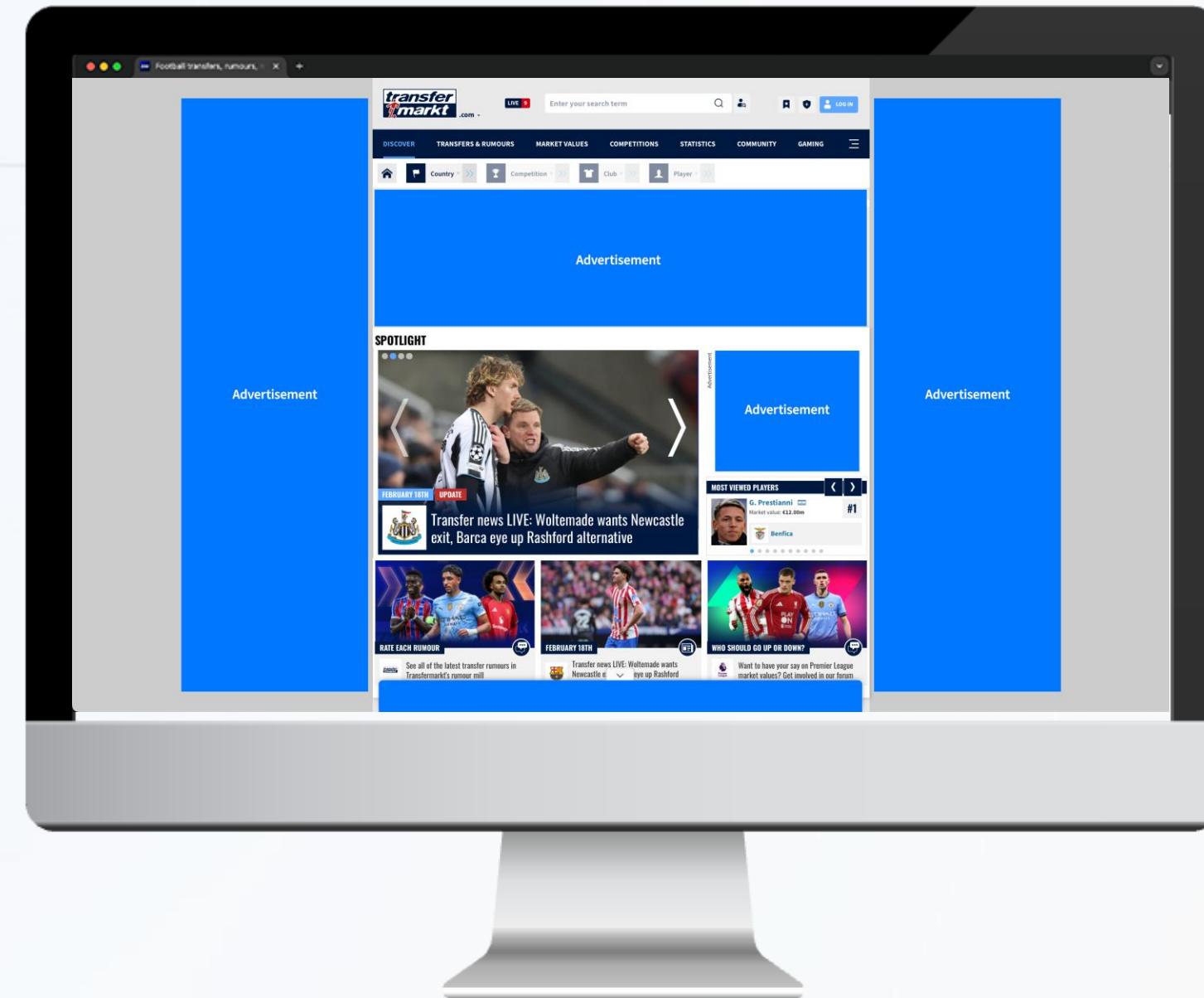


## DISCOVER

Checking players, teams, squads and market values

## INTERACT

Playing games, quizzes, social engagement



## CONSUME

Reading articles and watching videos

## RETURN

Updates, notifications and daily checks

## OUR FOUNDATION

## WE REACH FOOTBALL FANS AT EVERY KEY MOMENT

Across Transfermarkt, social media and interactive gaming formats, brands become part of how fans experience football. During major tournaments like the World Cup, dedicated features amplify attention and engagement even further.

# WHEN FANS TURN INTO NATIONAL TEAM COACHES.

In the Transfermarkt squad tool, millions of fans act as national coaches, building and sharing their ideal line-ups. The brand becomes part of this highly engaging, socially driven World Cup ritual.

## THE WORLD CUP DOESN'T JUST HAPPEN ON THE PITCH – IT HAPPENS IN DEBATES.



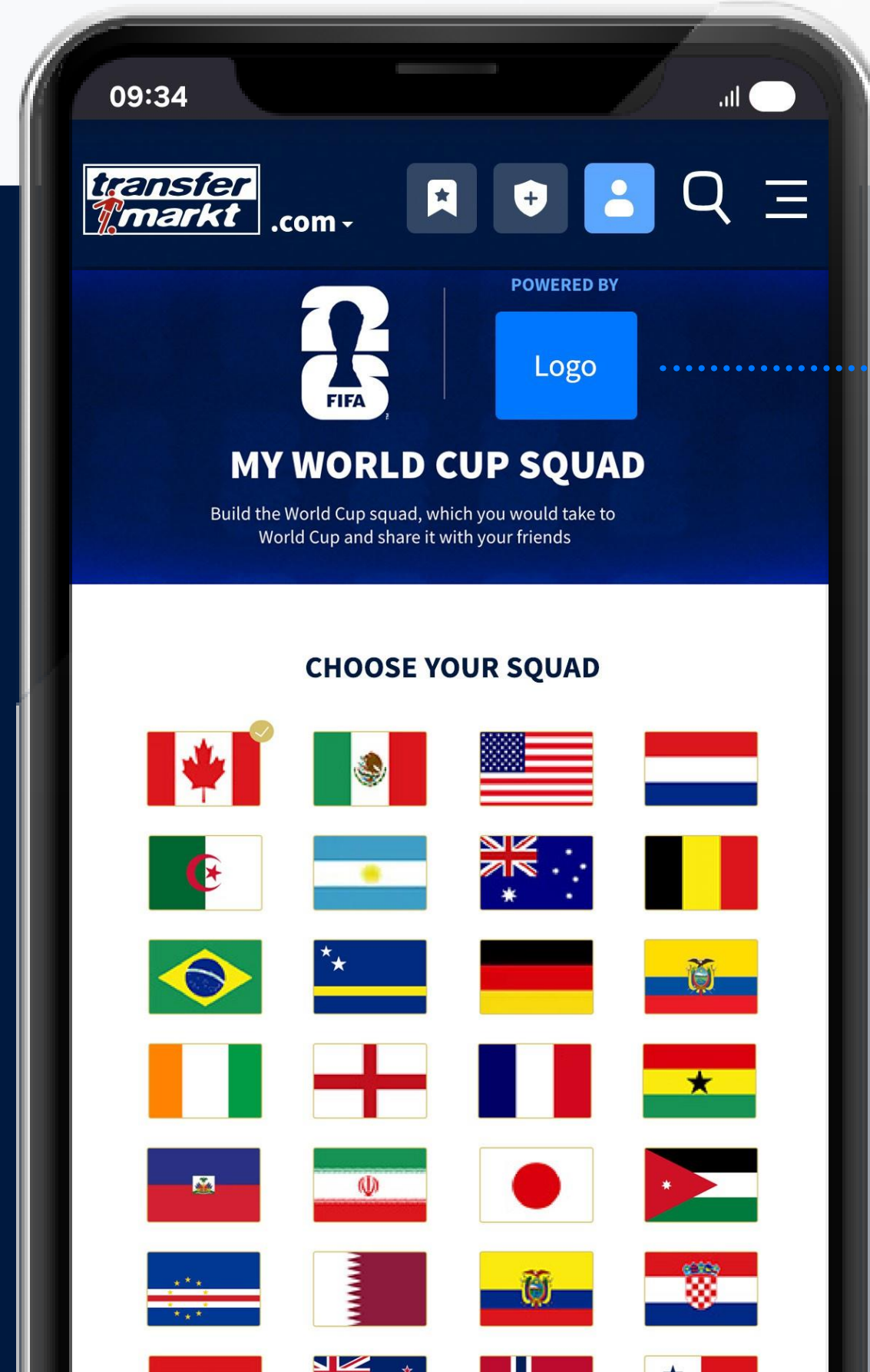
An interactive World Cup squad builder where users create their own national team squad, see the total market value and download or share it directly from Transfermarkt.



## BRAND INTEGRATION.

**Powered by sponsoring.** Can be integrated within the squad builder interface, the downloadable squad graphic and shared social media content, especially Instagram stories.

01



INTEGRATION

# PLAYER OF THE TOURNAMENT – ONE STAR. MILLIONS OF VOTES.



In Transfermarkt's Player of the Tournament voting, fans reflect, argue and decide who truly defined the tournament. The brand is embedded at the emotional peak of post-World Cup discussion.

## THE WORLD CUP DOESN'T END WITH THE FINAL WHISTLE – IT ENDS IN DEBATE.



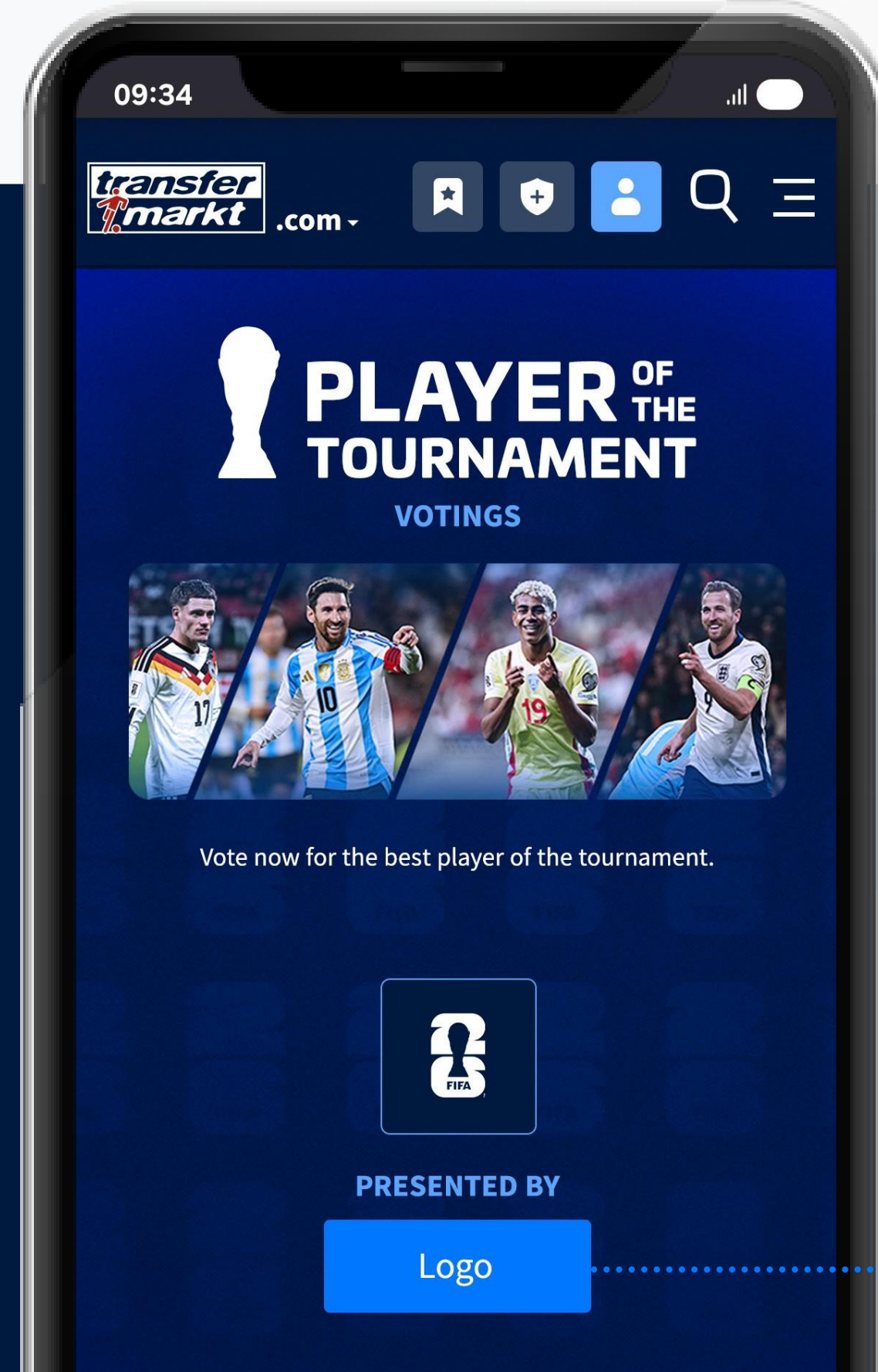
An interactive Player of the Tournament voting tool where users select their standout player of the World Cup 2026 and share their choice directly from Transfermarkt.

## BRAND INTEGRATION.



**Presented by integration.** The brand can be showcased across the voting flow, the final selection reveal and the generated share assets, with strong visibility in social environments such as Instagram.

02



INTEGRATION

# THE ROAD TO THE FINAL VISUALISED ON TRANSFERMARKT.



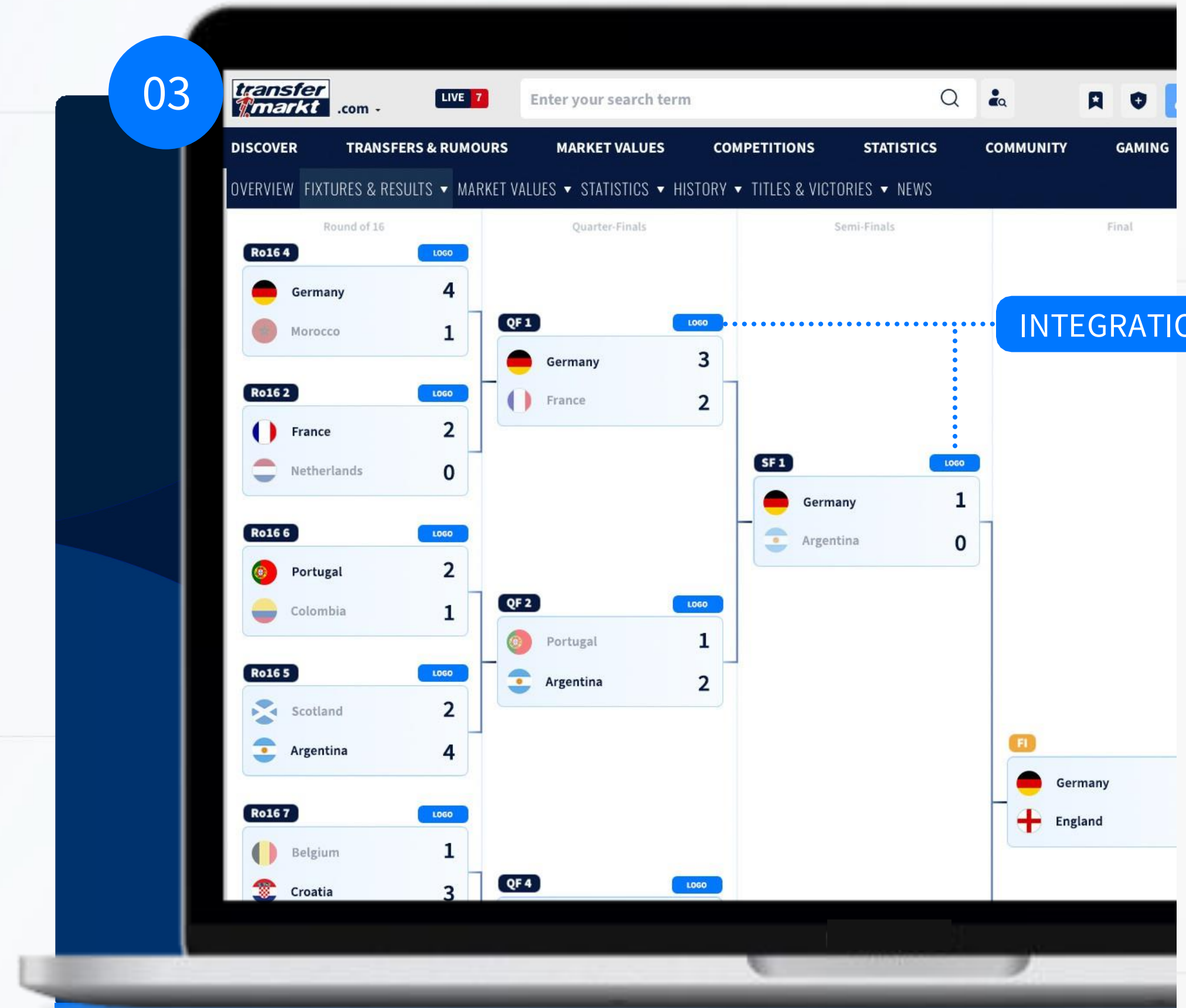
The World Cup unfolds match by match – and fans follow every step. Transfermarkt's tournament overview is the central hub to track progress, pairings and storylines, embedding the brand in a daily World Cup ritual throughout all stages of the tournament.

## BRAND INTEGRATION.

Can be placed within the bracket interface and across match touchpoints, connecting the brand to every stage of the competition.



03



# THE CORE OF TRANSFERMARKT. THE VOICE OF THE FANS.



During the World Cup, fans across continents vote, argue, and react to every breakout performance – making the brand part of the most authentic, real-time discussions in football.

## TRANSFERMARKT'S MARKET VALUES ARE THE WORLD'S REFERENCE FOR PLAYER WORTH.



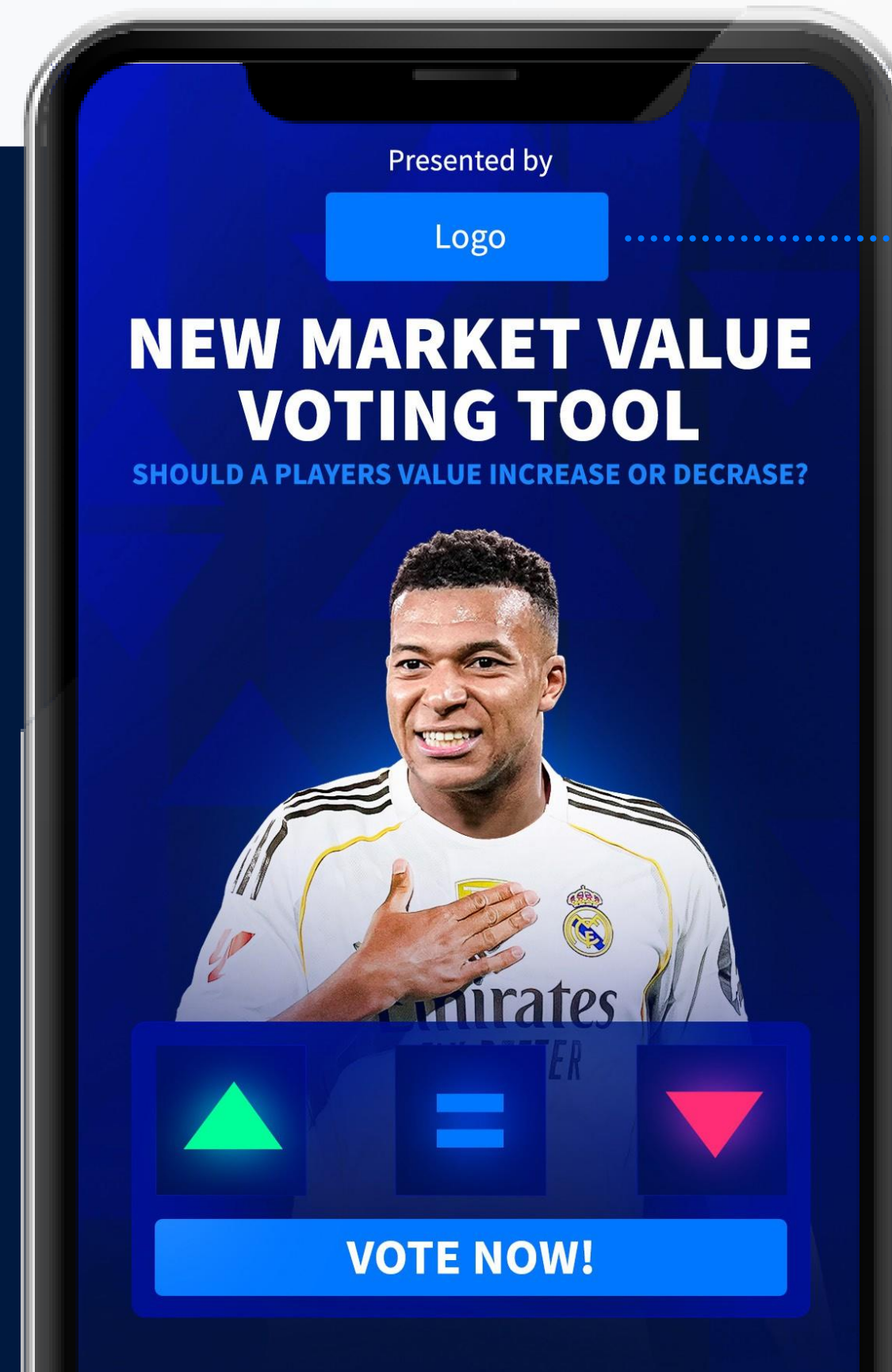
An interactive Market Value voting tool during the World Cup 2026 where users estimate how players' performances will impact their future market values – directly on Transfermarkt.

## BRAND INTEGRATION.



**Presented by sponsoring.** Integration within the voting interface, comparison views (current vs. expected value) and shareable result asset incl. logo at Transfermarkt and social platforms.

04



INTEGRATION

# THE BRAND BEHIND THE TEAM.



Fans worldwide track squads, follow player performances, and discuss key moments – embedding the brand directly in one of the most authoritative and talked-about spaces in football.

## DURING THE WORLD CUP, TEAM AND PLAYER PROFILES BECOME A CENTRAL HUB FOR FAN ENGAGEMENT.



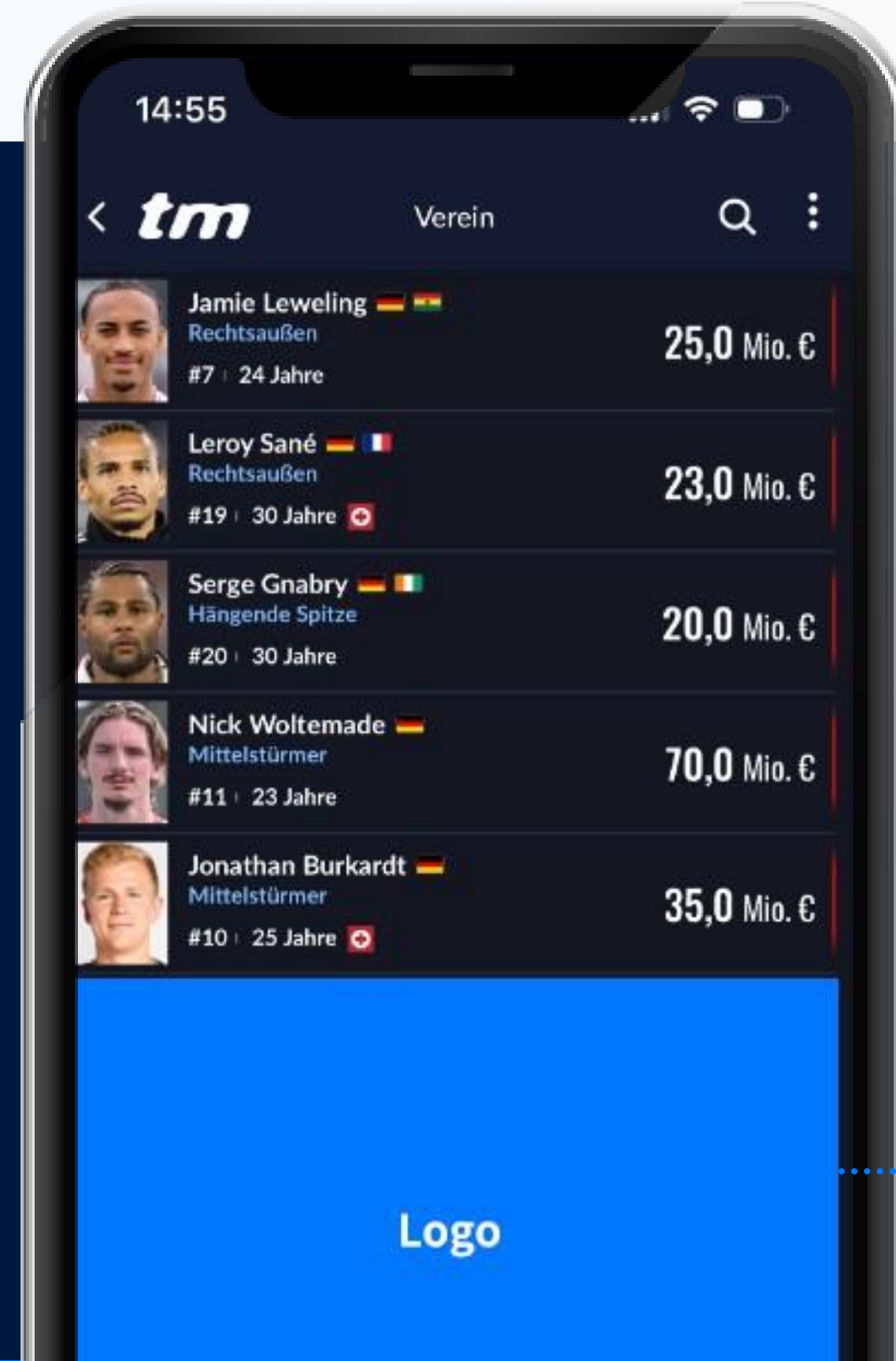
An exclusive team sponsorship during the 2026 World Cup, where the brand is prominently featured on a national team's profile and across the nation's player profiles – visible to millions of fans following the tournament in real time.

## BRAND INTEGRATION.



Brand integration across the national team profile and player profiles, ensuring repeated visibility throughout the tournament in a customized environment.

05



INTEGRATION

# THE CORE OF TRANSFERMARKT. THE VOICE OF THE FANS.



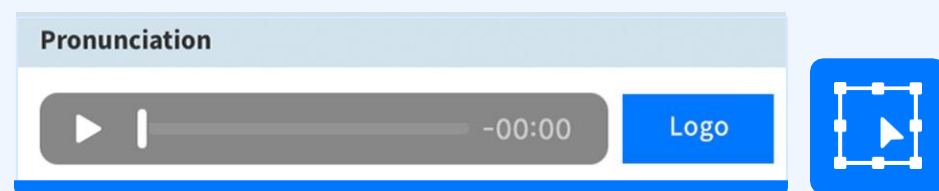
A 5-second audio clip that plays the correct pronunciation of a Player's name.

## A POSITIVE STARTING POINT FOR PARTICIPATING IN A POPULAR WEBSITE TOOL.



When users want to learn how a name is pronounced, your brand is already there.

## BRAND INTEGRATION.



The brand joins fans in a fun, educational World Cup ritual – learning to pronounce players' names correctly – making it part of a widely shared, interactive experience. The audio is introduced or voiced in partnership with your brand plus there is a option to brand the frame.

06



INTEGRATION

# CONCEPT: WORLD CUP ON THE ROAD.



A Volkswagen E-car travels across the USA, visiting World Cup stadiums live during the tournament.

## THE WORLD CUP COMES ALIVE BEYOND THE PITCH



Fans track **Volkswagen's** E-car across stadiums, follow its live stops, and engage with exclusive content – making the brand part of a nationwide conversation and shared fan journey.

## BRAND INTEGRATION



Influencers and social media extend the journey across platforms, with deep links to Transfermarkt and Volkswagen.



# NEXT STEPS, LET'S KICK IT.



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