



Global Stadium Attendance

13,380x capacity of the Maracana
from every country in the world

Global Stadium Interest

2x daily visitors compared to 2010

47 billion impressions

Global Stadium Mobile

113 million fans connected with official World Cup content on mobile

24 million app downloads making it the biggest ever sports event app



Global Stadium Social

451 million facebook users reached with official FIFA social content

1600% growth on Instagram

857k+ followers since tournament began



35.6 million tweets during the Brazil-Germany game

10,408 years
261 days spent engaged on FIFA's digital platforms