



FIFA World Cup 2026™

Your opportunity to make a mark at the biggest event of 2026!

The FIFA World Cup 2026™ will be the largest World Cup ever staged: **48 teams, 104 matches, three host nations (USA, Canada, Mexico)** and a full summer of global cultural dominance – everything really is bigger in America!

Coming to Market Earlier Than Ever

To meet unprecedented demand, ITV is releasing World Cup inventory across **three structured sales windows**. Early commitment allows you to unlock the **best choice, best positions** and **best value**.

WINDOW 1 – BESPOKE ONLY 16 December – 16 January

The premium access window. Ideal for brands wanting England, Scotland or knockout priority.

WINDOW 2 – ALL OPTIONS 9 February – 6 March

Full access to Bespoke and Fixed Price. Strong availability but increasing competition.

WINDOW 3 – ALL OPTIONS 7 April onwards

Full access to Bespoke and Fixed Price. Final release. Ideal for tactical or late-entry campaigns

Kick start your brand's participation

- More matches than ever before = more moments to own
- Two qualified home nations = guaranteed national intensity
- Prime-time kick-offs = unbeatable viewing levels
- Packages available earlier than any previous World Cup

Whether you want **precision** (Bespoke) or **certainty** (Fixed Price), **fast action is essential** to secure your brand the access it deserves and contact your ITV sales representative for more details!



Two Ways To Play

Bespoke – Your Tournament, Your Way

For brands wanting precision, priority selection and control.

- Select **specific matches, ad breaks or positions in break** from the open window.
- ITV will provide a **rate versus BSP** for **ABC1 Men or Men 16–34** audiences.
- Once value is confirmed, budgets can be committed immediately.
- Upon written client-backed approval, **spots are withdrawn from the market and secured**.
- Ideal for securing: High-demand England & Scotland games, Knockout rounds Tactical and real-time campaign moments.

Fixed Price – Certainty, Efficiency & Scale

For brands wanting guaranteed value across the tournament.

- Fixed CPT against **Adults** for predictable, stable pricing.
- **Home nation match access** included in line with availability.
- Dayparts aligned with **natural tournament delivery**.
- Ideal for brands wanting broad, high-impact coverage with certainty on cost.
- Fixed pricing and quality thresholds to be shared prior to each window.

Be part of the biggest event of 2026

The UK is football obsessed, and with England and Scotland both qualified and Northern Ireland and Wales still in with a chance – this is set to deliver the **most passionately engaged audience in 2026**. This is your opportunity to place your brand **at the heart of the action** – in front of the biggest, most diverse audience on television.

International Football, the biggest audiences

ITV'S coverage of 2022 FIFA WORLD CUP™

44M	37M
Individuals	Adults
22M	8M
ABC1 Adults	Adults 16-34

Source: BARB/Techedge, based on FIFA World Cup 2022™ viewing on ITV

At the last World Cup in Qatar 2022, England v France on ITV delivered a staggering audience of 23 million adults - the biggest audience on a single channel that year! ITV's match coverage averaged **5.8 million TV viewers** (6.2 m across all devices), slightly above the BBC's average of 5.7m.

World Cup 2026 - Fixed Pricing

Package	Match Access	Fixed Prices v's Adults
Tournament Supporter	All match access % Of home nations in line with N.D.	£21
Tournament Supporter Exc. Home Nations	All matches exc. Home nations	£16
Less Healthy Foods	Post 2100 breaks all match access	£21

Terms and conditions apply see ITV media for details.





ITV Coverage Is Bigger Than Ever

11 June – 19 July 2026 on ITV1, ITV4 and ITVX

ITV Key Fixtures

11 June: Mexico v South Africa, 20:00
14 June: Netherlands v Japan, 21:00
17 June: England v Croatia, 21:00
18 June: Switzerland v Wales/N. Ireland or Italy, 20:00
19 June: Scotland v Morocco, 23:00
20 June: Germany v Ivory Coast, 21:00
26 June: Norway v France, 20:00
27 June: England v Panama & Croatia v Ghana, 22:00

Across the group stage, ITV will deliver 29 premium live matches — including England's opening match of the tournament versus Croatia and their final group-stage fixture against Panama, alongside key clashes featuring Scotland and several major football nations.

ITV also holds three of the top picks for the Quarter-Finals — including the first two picks — as well as five of the top nine picks in the Round of 32, providing guaranteed access to some of the most high-stakes, high-audience fixtures.

The way we engage with sport has also changed - ITV's coverage was **streamed 146 million times** across ITVX! It is no longer just an appointment to view moment in time, but a 24-hour consumption of content commentary and culture.

World Cup 1+ % Coverage by Demo

Total Ad TVRs	No Of Spots	Adults	Men	Women	ABC1 Men	ABC1 Women	ABC1 Adults	16-34 Men	16-34 Women	16-34 Adults	HP Kids
40	6	17	21	14	20	12	16	16	11	13	14
80	13	30	35	25	34	23	28	26	20	23	26
160	26	46	52	41	51	39	45	41	34	38	43
320	52	64	69	59	69	58	63	58	51	55	62

Significant reach across all audiences



FIFA World Cup Grid

All Times BST	Thu 11 Jun	Fri 12 Jun	Sat 13 Jun	Sun 14 Jun	Mon 15 Jun	Tue 16 Jun	Wed 17 Jun	Thu 18 Jun	Fri 19 Jun
1700				Spain v Cape Verde					
1800			Germany v Curacao						
2000	Mexico v South Africa	Qatar v Switzerland				Switzerland v Play Off A			
2100			Netherlands v Japan		England v Croatia				
2300			Saudi Arabia v Uruguay			Canada v Qatar	Scotland v Morocco		
0000					Ghana v Panama				
0200				Argentina v Algeria			Brazil v Haiti		
0300 - 0500	Korea Rep v Play Off D	Australia v Play Off C	Play Off B v Tunisia				Play Off C v Paraguay		

All Times BST	Sat 20 Jun	Sun 21 Jun	Mon 22 Jun	Tue 23 Jun	Wed 24 Jun	Thu 25 Jun	Fri 26 Jun	Sat 27 Jun	Sat 20 Jun	Sun 21 Jun
1700				Portugal v Uzbekistan						
1800		Belgium v IR Iran			Switzerland v Canada (D) and Play Off A v Qatar		Norway v France and Senegal v FIFA PO 2			Belgium v IR Iran
2000	Germany v Ivory Coast							Germany v Ivory Coast		
2100							Panama v England and Croatia v Ghana			
0000		Norway v Senegal					Cape Verde v Saudi Arabia (D) and Uruguay v Spain			
0100	New Zealand v Egypt							New Zealand v Egypt		
0200		Jordan v Algeria	Colombia v FIFA PO 1			Play Off C v USA (PR) and Paraguay v Australia				

ITV Match Picks

R32	Picks 2, 4, 6, 8, 9, 12, 14 & 15
QF	Picks 1,2 & 4
SF	Pick 2
R16	Picks 2, 5, 6 & 7

Knock Out Matches

Potential ITV Matches

Round of 32						Round of 16					
	Sun 28 Jun	Tue 30 Jun	Wed 01 Jul	Thu 02 Jul	Fri 03 Jul	Sat 04 Jul	Sun 05 Jul	Mon 06 Jul	Tue 07 Jul		
1700				Match Number 80 R32 Winner L v TBC						Match Number 95 R16 Winner M86 v Winner M88	
1800		Match Number 76 R32 Winner C v Runner Up F	Match Number 78 R32 Runner Up E v Runner Up I			Match Number 90 R16 Winner M73 v Winner M75					
1900					Match Number 88 R32 Runner Up D v Runner Up G						
2000	Match Number 73 R32 Runner Up A v Runner Up B			Match Number 84 R32 Winner H v Runner Up J			Match Number 93 R16 Winner M83 v Winner M84				
2100			Match Number 82 R32 Winner G v TBC				Match Number 91 R16 Winner M76 v Winner M78		Match Number 96 R16 Winner M85 v Winner M87		
2130		Match Number 74 R32 Winner E v TBC									
2200		Match Number 77 R32 Winner I v TBC			Match Number 89 R16 Winner M74 v Winner M77						
2300				Match Number 86 R32 Winner J v Runner Up H							
0000				Match Number 83 R32 Runner Up K v Runner Up L							
0100			Match Number 81 R32 Winner D v TBC				Match Number 92 R16 Winner M79 v Winner M80	Match Number 94 R16 Winner M81 v Winner M82			
0200	Match Number 75 R32 Winner F v Runner Up C	Match Number 79 R32 Winner A v TBC			Match Number 87 R32 Winner K v TBC						
0230				Match Number 85 R32 Winner B v TBC							
0400											
1/4 Finals			1/2 Finals			3/4 Play Off		Final			
Thu 09 Jul	Fri 10 Jul	Sat 11 Jul	Tue 14 Jul	Wed 15 Jul	Thu 16 Jul	Sat 18 Jul	Sun 19 Jul				
2000		Match Number 98 QF Winner M93 v Winner M94 Quarter Final 2		Match Number 101 SF Winner M97 v Winner M98 Semi Final 1	Match Number 102 SF Winner M99 v Winner M100 Semi Final 2			Match Number 104 FINAL Winner M101 v Winner M102 Final			
2100	Match Number 97 QF Winner M89 v Winner M90 Quarter Final 1										
2200		Match Number 99 QF Winner M91 v Winner M92 Quarter Final 3				Match Number 103 3rd Place Runner Up M101 v Runner Up M102 Bronze Final					
0200		Match Number 100 QF Winner M95 v Winner M96 Quarter Final 4									

Get in touch

ITV commercial opportunities and advance booking will enable brands of all sizes to compete on a global stage. Everyone has a part to play. Get in touch with your **ITV Sales Representative** to discuss the best option for your brand.

