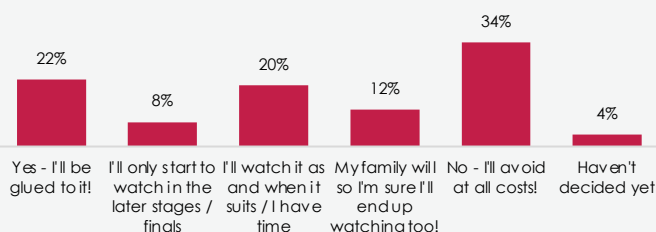


Soccer & Streaming

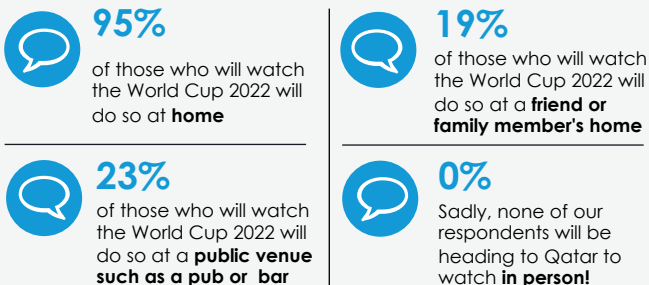
Our July survey was one of two halves! In a departure from our usual format we asked our NI Urbanites about their thoughts on the upcoming World Cup 2022 (That's the soccer part!). The second part of our survey was all about video streaming habits (That's the streaming part!). Here's a snapshot of what our Northern Ireland Urbanites told us...

Part I: Soccer

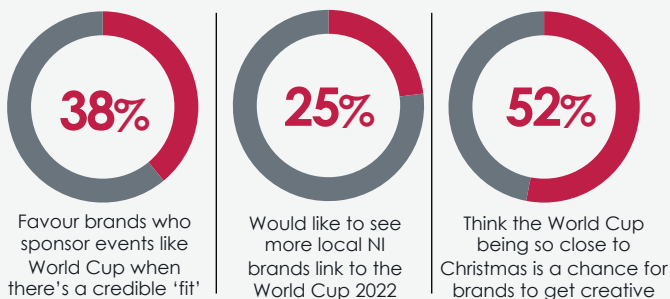
World Cup 2022 watch intentions



World Cup watch locations



World Cup brand partnerships

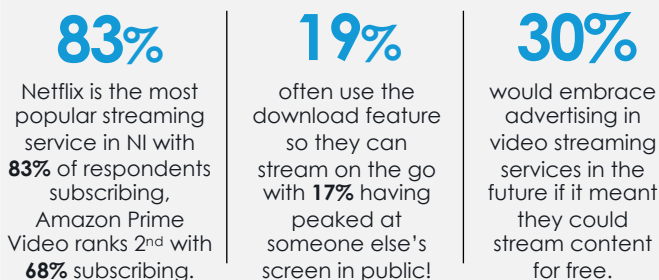


WORLD CUP CHRISTMAS CATCH-UPS!

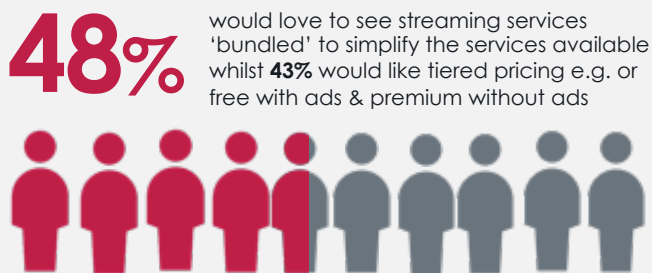
14% of Northern Ireland Urbanites plan to combine their usual Christmas parties and get-togethers with World Cup 2022 watch parties!

Part II: Streaming

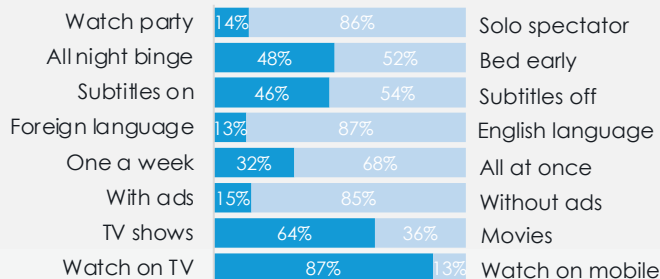
Streaming statements



Streaming simplified



Stream this? Or Stream That?



SOLO STREAMING A 'NO-NO'!

29% of our Northern Ireland Urbanites think it's unforgivable to stream the next episode of a show without your viewing partner / friend!

For more insights and opinions visit:

workshopplay.ie/opinions