

COMMERCIAL ADVERTISING REPORT



TELEVISION

LINEAR TV vs. CTV



FIFA WORLD CUP
USA 2026



Inclusions



Analysis

Based on commercial ad duration during breaks of live matches.



TV Channels Considered

7 TV Channels in FIFA World Cup 2026_**Linear TV**

4 Language Feed of_**CTV**



Program Exclusions

Based on only Live matches and excluding PRE-MID-POST Programs.

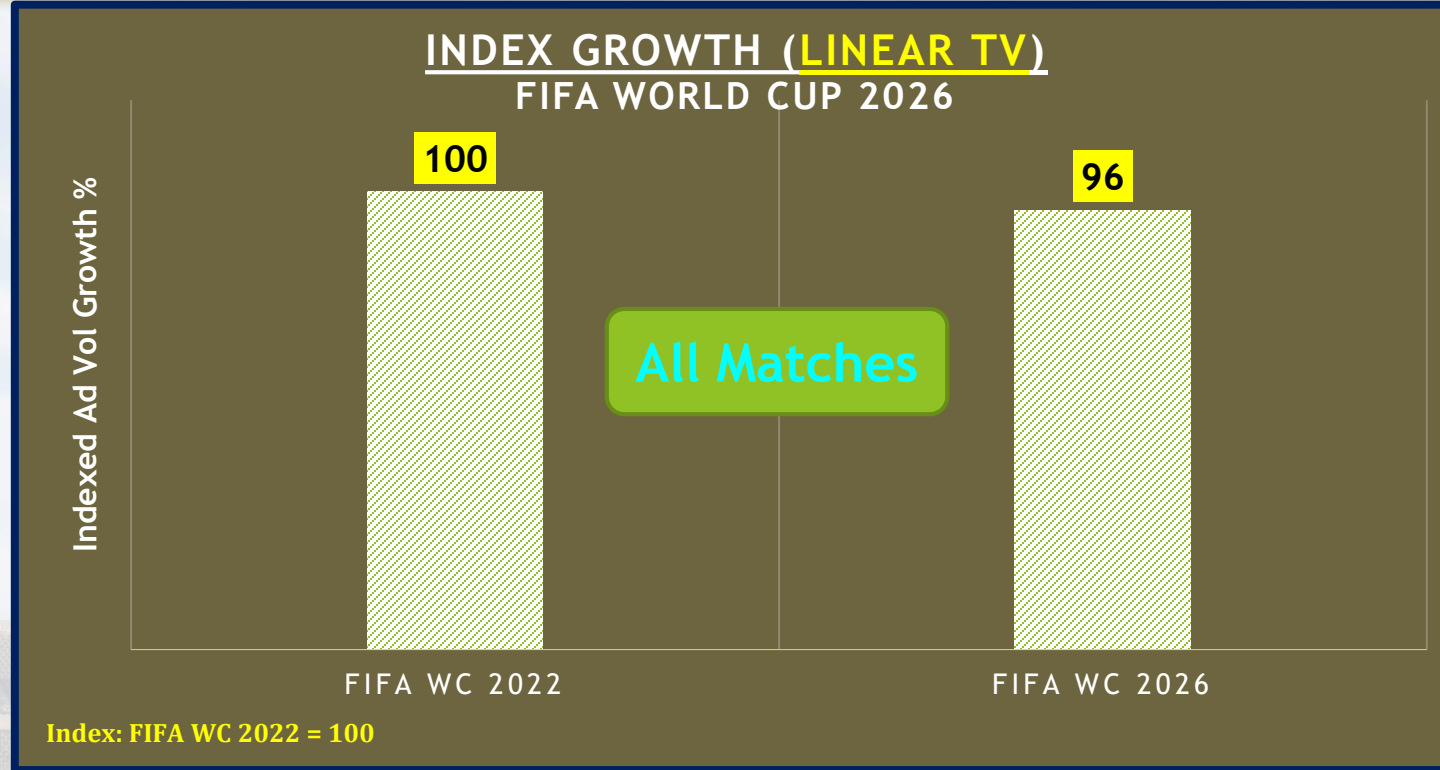


Commercial Ad Exclusions

Excluding Promos, Filler, Film Trailer & Official Broadcaster (Culver Network).

Avg. Ad Volume/Ch/Match of 2nd Half of the FIFA 2026 witnessed **53%** growth compared to 1st Half FIFA WC 2026 on Linear TV

During the first 62 matches of FIFA 2026, ad volumes declined by 14%; however, by the end of the tournament, the overall drop moderated to just 4%, despite a significant India-USA time difference of approximately 10 hours and 30 minutes.



Source: TAM Sports

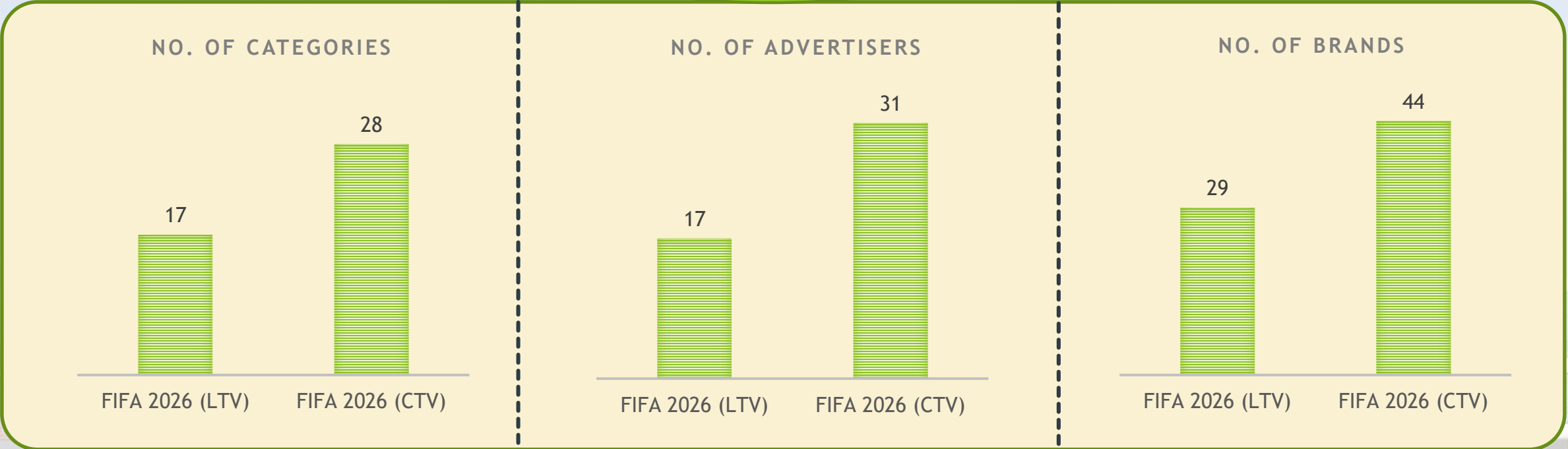
Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 104 Matches of FIFA World Cup 2026 and 64 in FIFA 2024; **Only Live Matches; Excluding Pre-Mid-Post Programs**

Tally of Categories, Advertisers and brands during FIFA World Cup 2026 – Linear TV (LTV) & Connected TV (CTV)

Fewer Categories, Advertisers and Brands on Linear TV compared to Connected TV

Linear TV vs. CTV



Among the top 5 Categories in FIFA World Cup 2026 on Linear and CTV

Liquor topped FIFA World Cup 2026 with 35% on Linear TV and **Cars** with 22% on CTV.

In FIFA WC 2026, the top 5 categories accounted for **82%** of total ad volume on LTV, While Top 5 on CTV contributed only **51%**.

Linear TV

FIFA WC 2026: Top 5 Categories	% Share
Liquor	35%
Cars	34%
Two Wheelers	6%
Retail Outlets-Jewellers	4%
Perfumes/Deodorant	3%

CTV

FIFA WC 2026: Top 5 Categories	% Share
Cars	22%
Aerated Soft Drink	14%
Retail Outlets-Jewellers	7%
Liquor	5%
Luggage	4%

Variable	FIFA WC 2026
Count of Common Categories (CTV and Linear TV)	16

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 104 Matches of FIFA World Cup 2026 and 64 in FIFA 2024; **Only Live Matches; Excluding Pre-Mid-Post Programs**

United Spirits on Linear TV and Mahindra & Mahindra on CTV tops in terms of ad volume during FIFA WC 2026

- In FIFA WC 2026, the top 5 advertisers contributed **82%** of ad volume on Linear TV, while the top 5 on CTV contributed **51%**.
- United Spirits, Mahindra & Mahindra & Hero Motocorp among the Top 5 advertisers were common between Linear TV & CTV.

Linear TV

FIFA WC 2026: Top 5 Advertisers	% Share
United Spirits	38%
Mahindra & Mahindra	31%
Hero Motocorp	6%
Apple Computer India	4%
Maruti Suzuki India	3%

CTV

FIFA WC 2026: Top 5 Advertisers	% Share
Mahindra & Mahindra	20%
United Spirits Ltd	18%
Pernod Ricard India	4%
Kalyan Jewellers India	4%
Hero Motocorp	3%

Variable	FIFA WC 2026
Count of Common Advertisers (CTV and Linear TV)	16

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 104 Matches of FIFA World Cup 2026 and 64 in FIFA 2024; Only Live Matches; Excluding Pre-Mid-Post Programs

Top Brand during FIFA World Cup 2026 on Linear TV and CTV

Top 5 brands contributed **62%** share of ad volumes in FIFA WC 2026 on Linear TV, while top 5 on CTV contributed **38%**.
4 out of Top 5 brands were common between Linear TV and CTV FIFA WC 2026.

Linear TV

FIFA WC 2026: Top 5 Brands	% Share
Black Dog Soda	23%
Mahindra Thar Roxx	16%
Johnnie Walker Luxe Blended Water	10%
Mahindra BE 6	7%
Mahindra XEV 9E	6%

CTV

FIFA WC 2026: Top 5 Brands	% Share
Black & White Non Alcoholic Carbonated Beverages	14%
Mahindra Thar Roxx	8%
Mahindra XEV 9E	7%
Mahindra BE 6	5%
Johnnie Walker Luxe Blended Water	5%

Count of Exclusive Categories and Advertisers on Linear TV and CTV in FIFA World Cup 2026

During FIFA World Cup 2026, only 1 exclusive category and advertiser on Linear TV compared to CTV

Variables	FIFA World Cup 2026
Count of exclusive Categories in CTV	12
Count of exclusive Categories in Linear TV	1
Count of exclusive Advertisers in CTV	15
Count of exclusive Advertisers in Linear TV	1

Exclusive Categories and Advertisers on CTV compared to Linear TV in FIFA World Cup 2026

Rank	Top 5 Exclusive Categories on CTV
1	Luggage
2	Ecom-Education
3	Laptops/Notebooks
4	Tyres
5	Vitamins/Tonics/Health Supplements

Rank	Top Exclusive Advertisers on CTV
1	Pernod Ricard India
2	Eduauraa Technologies
3	Lenovo
4	Ceat India
5	Naturell (India)

TAM Sports

TAM Sports, a division of TAM Media Research which integrates technology and domain knowledge to Measure and Manage brand activation performance and effectiveness in sports



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Switch ON Data Monetisation

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measuring sport sponsorship ROI

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For any queries write to:

taminsights@tamindia.com