

Canada’s World Cup Moment Captured the Nation

The 2026 FIFA World Cup was more than just another tournament. After years of anticipation, Canada stepped into the spotlight as co-host and played its first men’s World Cup match on home soil, delivering unforgettable action for Canadian soccer. The men’s national team gave fans across the country new reasons to watch, with record-setting performances, and a wave of national attention the sport has been building toward for years.

That momentum was reflected in audiences across the country. FIFA 2026 made headlines throughout the tournament, reaching 77% of the country, up from both 2022 and 2018. Hours tuned were also up compared to previous tournaments, showing that Canadians were not only reached in greater numbers, but spending more time with the games. The average viewer spent 15 hours this year watching the matches unfold.

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Men’s FIFA World Cup Summary

Year	Cumulative Reach (000)	Cumulative Reach (%)	Hours Per Viewer	Winning Team	Host
2014	30,706	88.6	10.7	Germany	Brazil
2018	25,600	71.4	7.7	France	Russia
2022	25,534	67.1	7.5	Argentina	Qatar
2026	31,489	77.3	15.2	Spain	Canada, United States & Mexico

Source: Numeris TV Meter, Total Canada, Ind. 2+, FIFA World Cup*, Live + PB same day, CumRch(000), CumRch%, TotHrsWk(000)

** Includes all FIFA related programming

The 2026 FIFA World Cup Final between Spain and Argentina made history becoming the most-watched FIFA match ever in Canada. The game attracted an average audience of 6.4 million viewers and reached nearly 15 million Canadians. It also featured the first-ever halftime show at a FIFA World Cup Final, which may have helped broaden the event’s appeal and contributed to the record-breaking viewership.



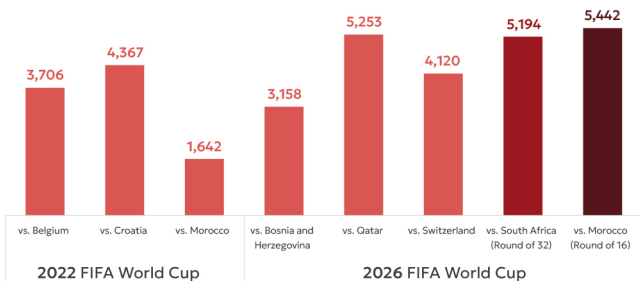
Canada’s Historic World Cup Run

Canada’s 2026 FIFA World Cup run marked a historic moment for the men’s national team and for soccer fans across the country. After a record-setting tournament that included milestone moments and Canada’s first appearance in the Round of 16, the team faced Morocco in one of the most-watched matches of the tournament. Although the outcome was not in Canada’s favour, the match was still a historic moment, becoming the most-watched Canada game on record and the biggest non-Final World Cup match ever broadcast in the country, attracting an average audience of 5.4 million viewers and reaching 11.7 million Canadians.

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Canada’s FIFA World Cup Matches

Average Minute Audience (000)



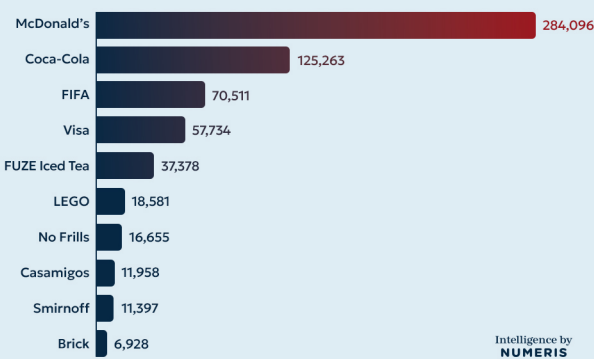
Source: Numeris TV Meter, Total Canada, Ind. 2+, FIFA World Cup*, Live + PB same day, AMA(000)

FIFA 2026 Drives Major Brand Visibility

FIFA 2026 attracted major brand activity during and in the months leading up to the tournament, with McDonald’s leading the way at 284.1 million impressions, followed by Coca-Cola at 125.3 million. FIFA, Visa, and FUZE Iced Tea also ranked among the top advertisers, showing how both official tournament partners and major consumer brands leaned into the World Cup’s national reach and cultural momentum.

FIFA 2026: Top Brands

Impressions (000) from March to June 2026


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Source: NLogic Spots data, Total Canada, Total TV, Ind. 2+, 2/23/2026 to 6/28/2026, Imp(000), FIFA Spots

Together, these results reinforce the continued value of TV as a powerful way to bring Canadians together around major live moments. During FIFA 2026, the tournament’s scale, national relevance, and shared viewing experience created a high-impact environment for brands to be seen, connect with engaged audiences, and become part of the broader cultural conversation, whether through official sponsorships or the wider advertising stories that emerged around the event.

The full FIFA World Cup 2026 Hot Topic Report, including viewing by match, audience profile by market, and World Cup Final reach numbers, is available in NLogic’s Lens platform for TV PPM subscribers. For access, please contact your [Account Manager](#).

*Source:

The 2014 FIFA World Cup aired on CBC, SRC, Sportsnet, and TVA Sports from June 12 to July 13, 2014.

The 2018 FIFA World Cup aired on CTV, TSN, TSN2, RDS, and RDS2 from June 14 to July 15, 2018.

The 2022 FIFA World Cup aired on CTV, TSN, TSN2, RDS, RDS2, with select matches on Noovo, from November 20 to December 18, 2022.

The 2026 FIFA World Cup aired on CTV, CTV2, TSN, TSN2, RDS, RDS2, with select matches on Noovo, from June 11 to July 19, 2026.