



5 Sports Insights for Your World Cup Video Strategy

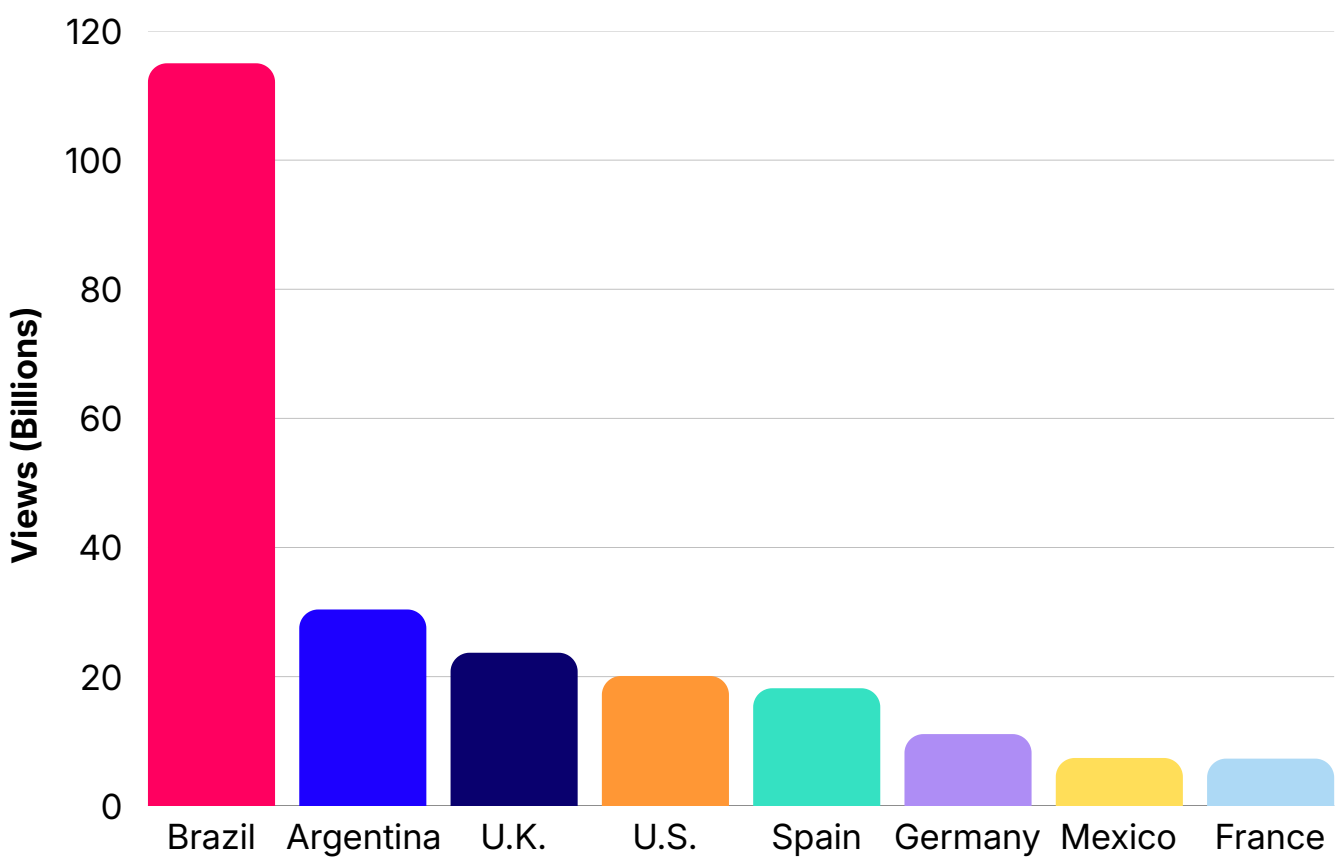
Analysis of major sporting events shows that the social video winners aren’t those posting the most — they’re the ones posting with the most precision. From knowing where the audience is and what time to post to which platform has the longest shelf life, here are 5 social video insights to implement ahead of the World Cup.

1 Global Game Means Global Audience

- Soccer audiences are global year-round. And they’re not limited to just the countries participating in the World Cup, either.
- Brazil is a World Cup staple. Their videos have far outpaced other countries’ on Instagram since July 2025, with 36% of all views.
- Meanwhile, India was No. 10 by soccer-related views in the same timeframe, despite its team never participating in the event.

The Takeaway: The World Cup isn’t limited to the teams on the schedule. Media should post for the fans, not the fixtures.

Soccer Video Views By Creator Country



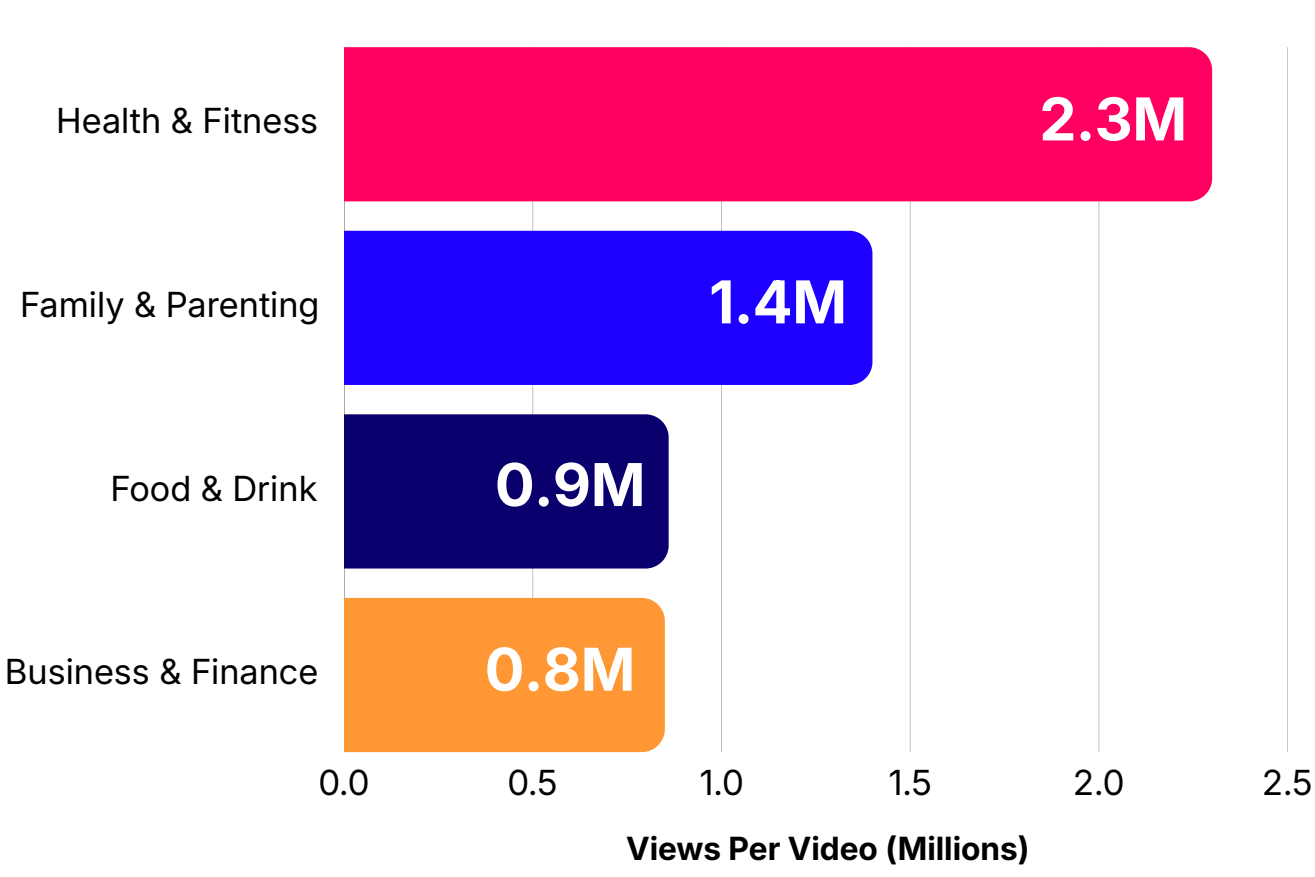
Source: Tubular Intelligence | Instagram | Global | Creator Type: ALL | Content Category: Soccer (Club) | Views | 7/1/25-2/28/26

2 World Cup Content Isn’t Exclusive to Sports

- The World Cup draws massive sports audiences, but the biggest view counts often go to content that never mentions a score.
- Sports videos have made up 12.5% of World Cup-related YouTube uploads, yet averaged just 238K views per video.
- In the same stretch, Health & Fitness content tied to the event averaged 2.3M views per video, Family & Parenting averaged 1.4M, and Food & Drink averaged 859K.

The Takeaway: For media or other creators trying to fit in, the whitespace is real and the competition is thin.

By Category: World Cup-Related Views Per Video



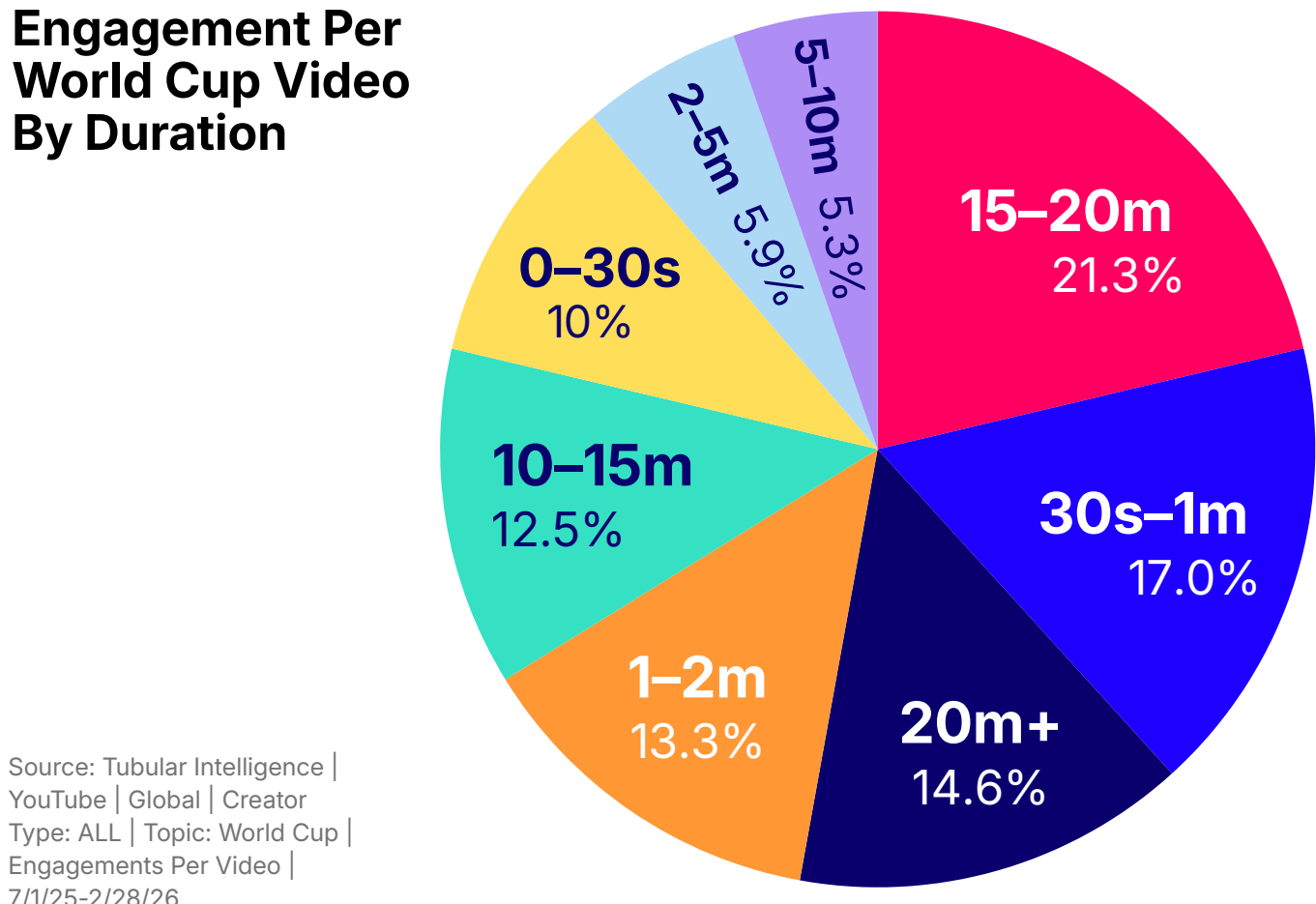
Source: Tubular Intelligence | YouTube | Global | Creator Type: ALL | Topic: World Cup | Views Per Video | 7/1/25-2/28/26

3 How Short Is Too Short for World Cup Videos?

- Short-form video has taken over YouTube, but World Cup audiences aren’t following the same playbook.
- Videos under 30 seconds make up 40% of World Cup-related uploads — the largest share of any duration — yet rank among the lowest by engagements per video.
- The strongest performers are 15–20 minute videos, averaging 1.8K engagements each.

The Takeaway: For a tentpole event where fans are actively seeking media coverage, depth regularly beats brevity.

Engagement Per World Cup Video By Duration



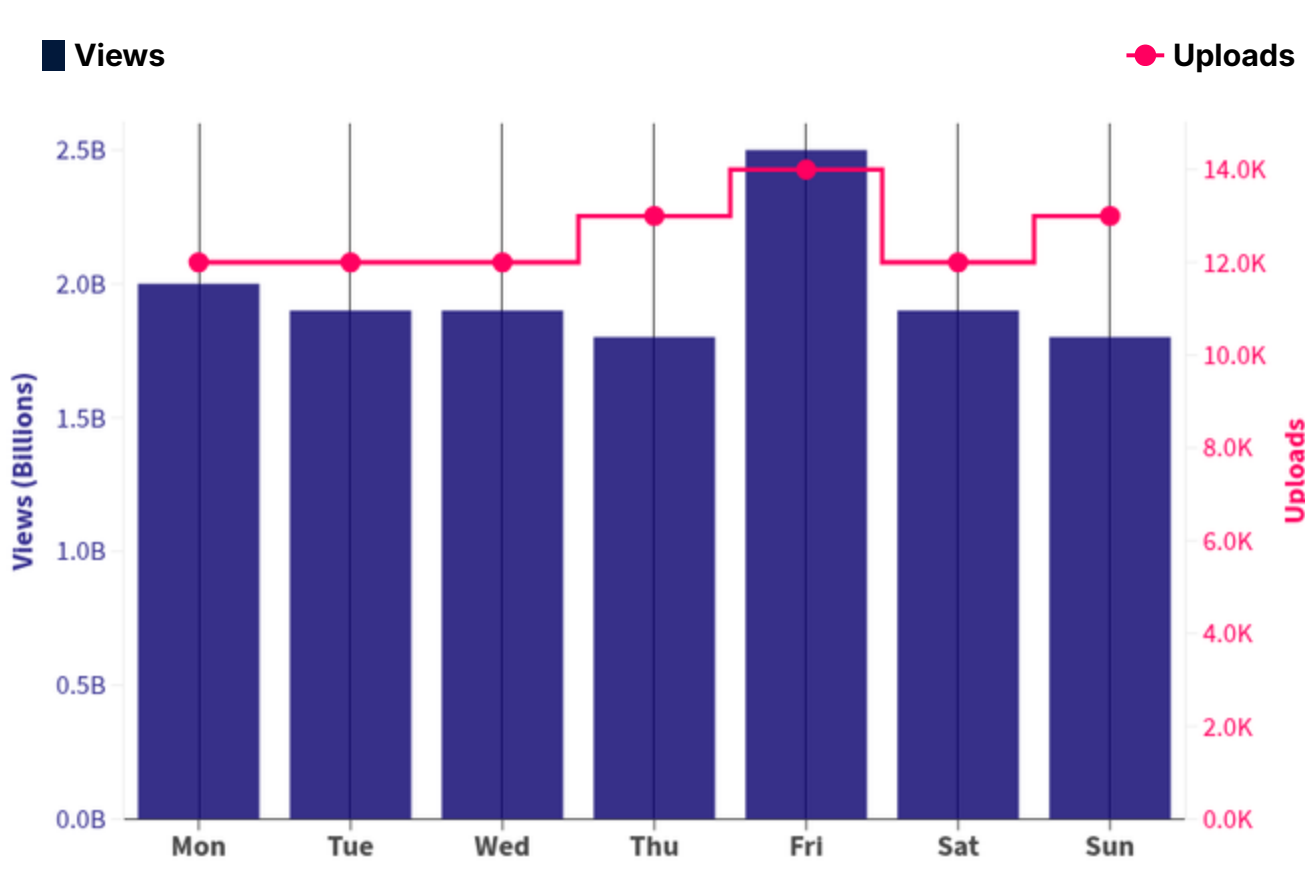
Source: Tubular Intelligence | YouTube | Global | Creator Type: ALL | Topic: World Cup | Engagements Per Video | 7/1/25-2/28/26

4 When’s the Best Time to Publish on TikTok?

- During the 2026 Winter Olympics, Fridays drew the most TikTok views (2.4B)
- From an efficiency standpoint, Mondays and Wednesdays weren’t far behind at 2B and 1.9B, despite lower upload volume.
- Engagement, on the other hand, told a different story with Sundays and Thursdays generating the highest engagement rates of 6.8% and 6.7%.

The Takeaway: On TikTok, the best time to post for reach and the best time to post for engagement are different — know which one you’re optimizing for.

Best Olympic Video Upload Days By Views



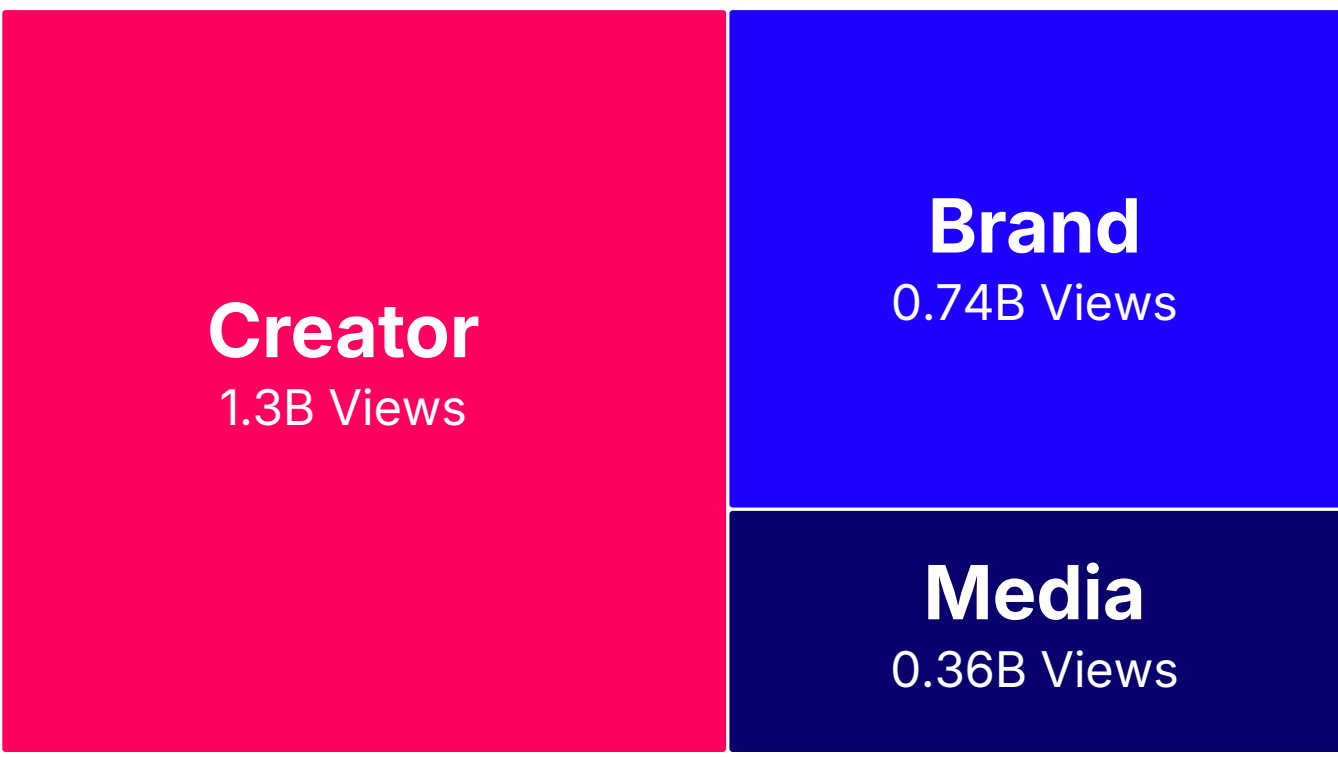
Source: Tubular Intelligence | TikTok | Global | Creator Type: ALL | Topic: Olympics | Views By Upload Day | 1/1/26-3/31/26

5 Big Games are for Brands

- Nearly a third of this year’s Super Bowl-related YouTube views came from brands, most of whom were in-game advertisers.
- YouTube is unique, functioning as an extension of the event’s narratives and advertiser elements.
- By comparison, brands accounted for between 5–8% of Super Bowl-related views on other social video platforms.

The Takeaway: For major events, advertisers should assess where audiences are most likely to look for brand conversations and allocate video budgets accordingly.

Share of Super Bowl YouTube Views By Creator Type



Source: Tubular Intelligence | YouTube | Global | Creator Type: ALL | Topic: Super Bowl | Views | 1/26/26-2/8/26

Tubular Labs is the leading global social video intelligence and measurement platform, helping media companies, brands, and agencies analyze audience behavior, spot trends, and measure ROI to optimize content and ad strategies.

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