What Were the Hits of the 25-26 Season ?

Canada

9/10

Toronto Blue Jays games accounted for **9 of Canada's** 10 highest sporting audiences.

14+ Territories

50%

The **FIFA World Cup** achieved the highest sporting audience **in half of the markets** analyzed.

USA

100%

The **Super Bowl** and a regular-season NFL game were the top 2 sports audiences achieving **a 100% market share.**

Methodology:
Based on average audience / All individuals
Period: Sept 2025 / August 2026
Currency: Consolidated
Countries: Canana, China, France, Germany, Italy, Japan, Mexico, Netherlands, South Africa, Spain, Turkey, United Kingdom, United States
Source: Glance / Numéris / Nielsen / Relevant Countries

Sport Remains a Key Driver of TV Audiences Across Markets

How to read ?

In Japan, on TBS, sport has reached, on average, a

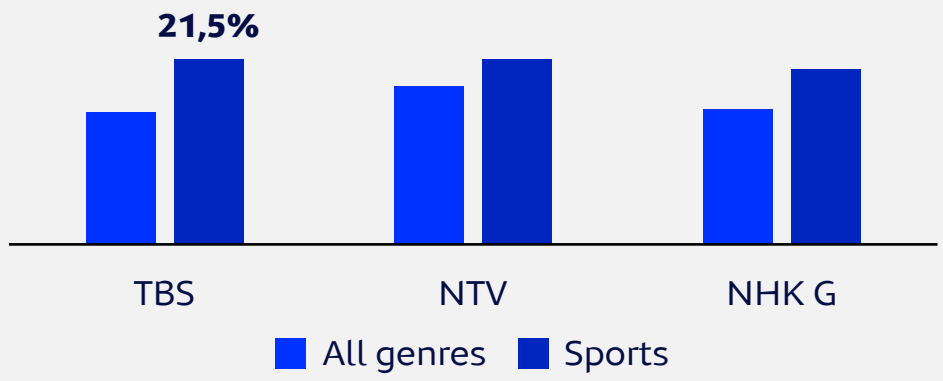
21.5%

market share

(**+6.3pts** vs. channel average)

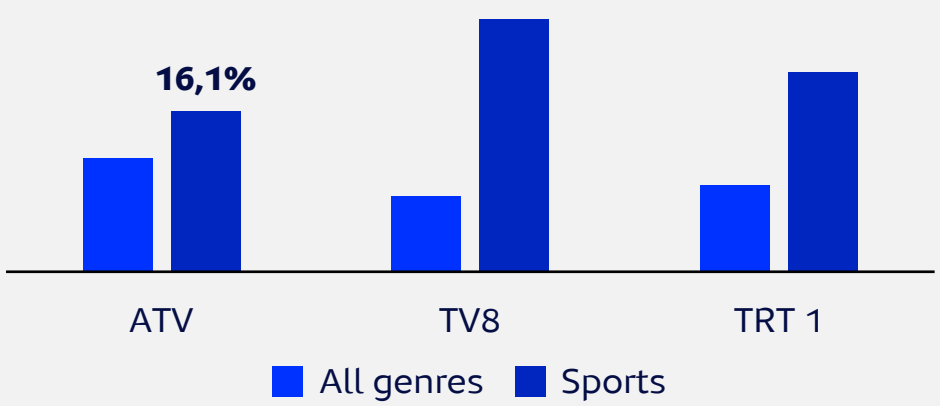
Japan

Market shares (%)



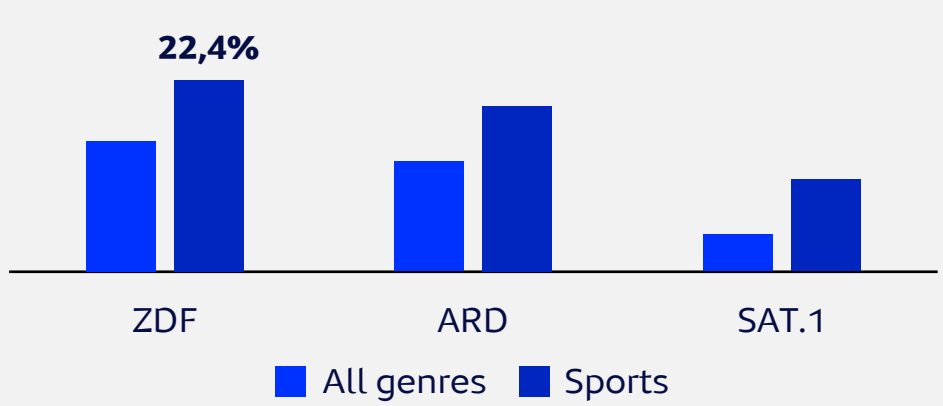
Turkey

Market shares (%)



Germany

Market shares (%)

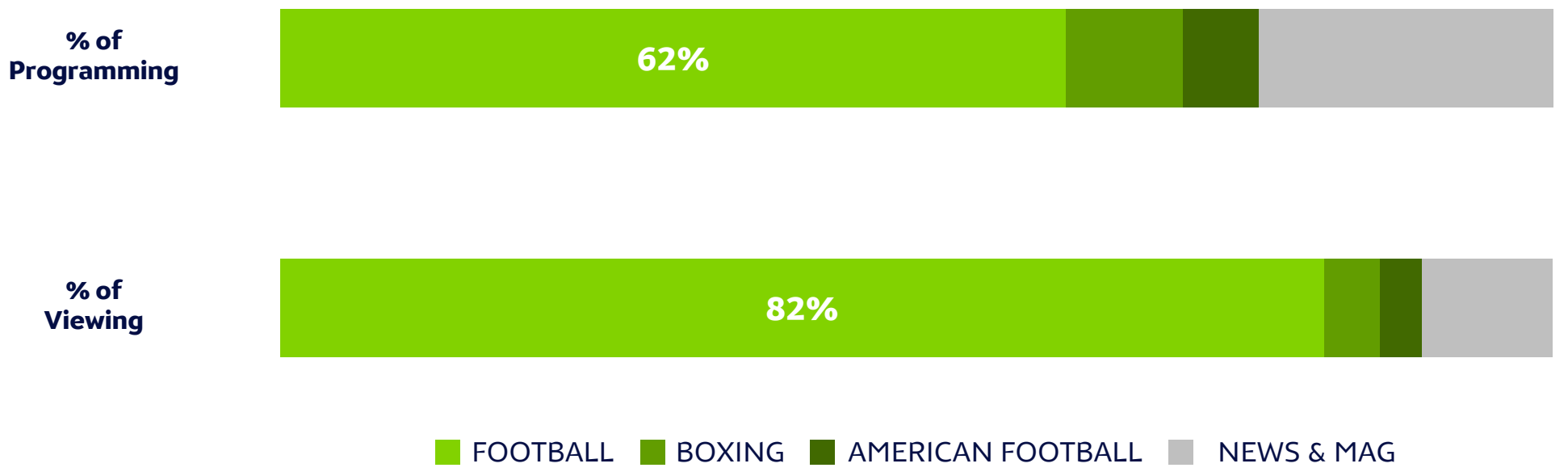


Methodology:
Sport audience shares vs. overall audiences shares of the main generalist channels based on demos group « total individuals » .
Period: September 2025 – August 2026
Sources: Glance / Tiak / Video Research / AGF

Sports Programming vs. Actual Viewership: Which Sports Overperformed ?



In Mexico, **football** accounts for **62%** of the **programming,** while it represents **82%** of **the viewing.**



Methodology:
Based on average audience / All Individuals
Period: Sept 2025 / August 2026
Currency : Consolidated
Sources: Mexico - ACAM