

FIFA WORLD CUP 2026 VIEWERSHIP

Overall Viewership & Behavior

- **53%** of respondents watched the FIFA World Cup 2026.
- **47%** preferred watching matches live only, while **30%** watched both live and recorded/highlights.



Platform Preference

- **Himalayan Sports TV (49%)** was the primary viewing platform among viewers, followed by DGO Mobile App (34%) and YouTube (26%).
- **70%** of male respondents watched the tournament while only **36%** of female respondents watched the tournament.



Demographics & Non-Viewership Reasons

- Among non-viewers, **80%** cited lack of interest in football as the primary reason for not watching.
- Among viewers using web streaming platforms, **Yono TV (37%)** was the most preferred platform.



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1. Objective

This study analyzes the viewership of the FIFA World Cup 2026 among respondents in Kathmandu Valley, examining their tournament viewership and preferred viewing platforms. By analyzing viewership patterns, platform preferences, the study provides valuable insights into sports media consumption in Kathmandu Valley. These findings can help broadcasters, digital streaming platforms, and advertisers identify the most effective channels to maximize audience reach and engagement during major international football events.

2. Methodology

The study was conducted using a quantitative survey among 1000 respondents aged 18–64 years in Kathmandu Valley. Data was collected between June 29 to July 14, 2026 using digital data collection and structured questionnaires administered by experienced enumerators (CAPI). The sample included 500 males and 500 females. The collected data was analyzed using descriptive statistics in Excel.



3. Major Findings and Insights

FIFA World Cup 2026 Viewership

- Overall, **53%** of respondents watched the **FIFA World Cup 2026**.
- Among viewers, **47%** watched matches live only, while **30%** watched both live matches and highlights.
- Viewership was significantly higher among male respondents (**70%**) than female respondents (**36%**).

Have you been watching the FIFA World Cup 2026?



Viewing Platforms

- **Himalayan Sports TV (49%)** was the leading platform for watching the FIFA World Cup 2026, followed by the DGO app (Mobile App) (34%) and YouTube (26%).
- The preference for Himalayan Sports TV was consistent across both genders, with **50%** of female viewers and **49%** of male viewers choosing the channel as their primary viewing platform.



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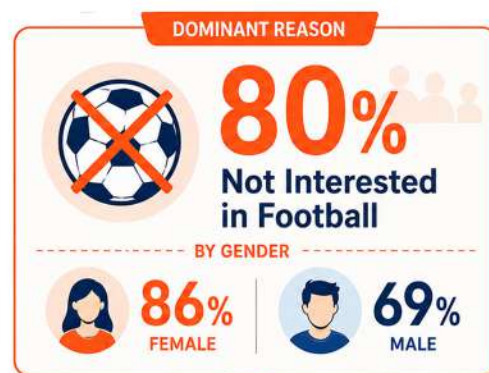
Viewing Platforms

- Among respondents who watched through web streaming websites/apps, Yono TV (website) was the most preferred platform (37%), followed by Sportek (website) (14%) and NTV.cx (website) (9%).



Reasons for not Watching FIFA World Cup 2026

- Among respondents who did not watch the FIFA World Cup 2026, lack of interest in football was the dominant reason (**80%**), followed by lack of time (34%).
- Majority of female respondents cited not interested in football as the reason (**86%**) compared to male respondents (**69%**).



4. Conclusion

The study provides insights into the viewership of the FIFA World Cup 2026 among respondents in Kathmandu Valley. The findings indicate that tournament viewership is relatively strong, with 53% of respondents watching the FIFA World Cup 2026. Male respondents (70%) demonstrated significantly higher viewership than female respondents (36%). Himalayan Sports TV (49%) emerged as the leading platform for watching the tournament among both male (49%) and female viewers (50%), highlighting its strong reach across both genders. Among respondents who did not watch the tournament, lack of interest in football (80%) was the primary reason, while Yono TV (37%) was the most preferred web streaming platform among those who watched through web streaming website / app.