



Euro 2024 vs. Copa América

Global Demand Trends



Euro 2024 vs. Copa América



Even in today's increasingly fragmented entertainment media ecosystem, there are some things that never go out of style when it comes to mass appeal. Specifically, football remains as popular as ever. In fact, the sport has even seen a significant rise in demand in recent years as global platforms and new developments within the game have enabled it to transcend traditional borders and captivate new audiences.

Major tournaments such as the UEFA European Championship and Copa América serve as bridges between some of the game's most exciting talents and audiences across the world. The emergence of the Saudi Pro League, which has attracted international talent and increased local engagement with the sport, is another major catalyst behind this newfound growth. Overall, football is capable of capturing global audience attention in the most important regional media markets.

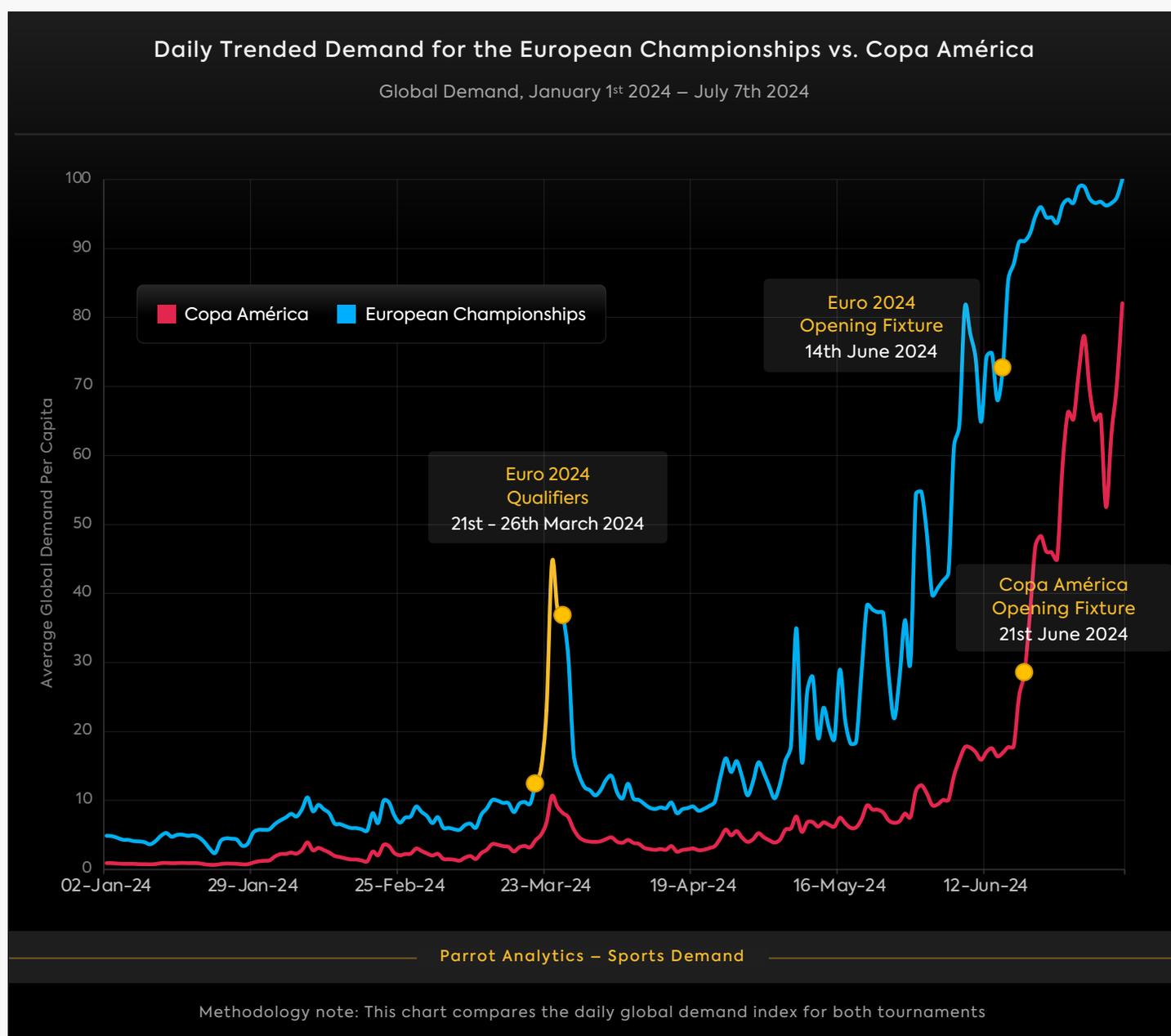
Capitalizing on mass audience attractions such as football and more efficiently allocating programming budgets are essential for success in this turbulent TV climate. By better understanding the game's growing global resonance and the specific elements contributing to success, local broadcasters and streaming platforms can more effectively navigate the minefield that is today's media landscape.

Euro 2024 vs. Copa América Global Demand

Euro 2024 and Copa América are arguably the biggest sporting events of 2024 thus far. But how big are they compared to one another? Understanding this delta can help prioritize strategic content, marketing, licensing and talent decisions on the distribution side.

According to Parrot Analytics, Euro 2024 has consistently been more in-demand on a global scale than Copa América. You can see spikes in audience demand for both events coinciding with important markers of progress such as qualifying matches and the official starts of both tournaments.

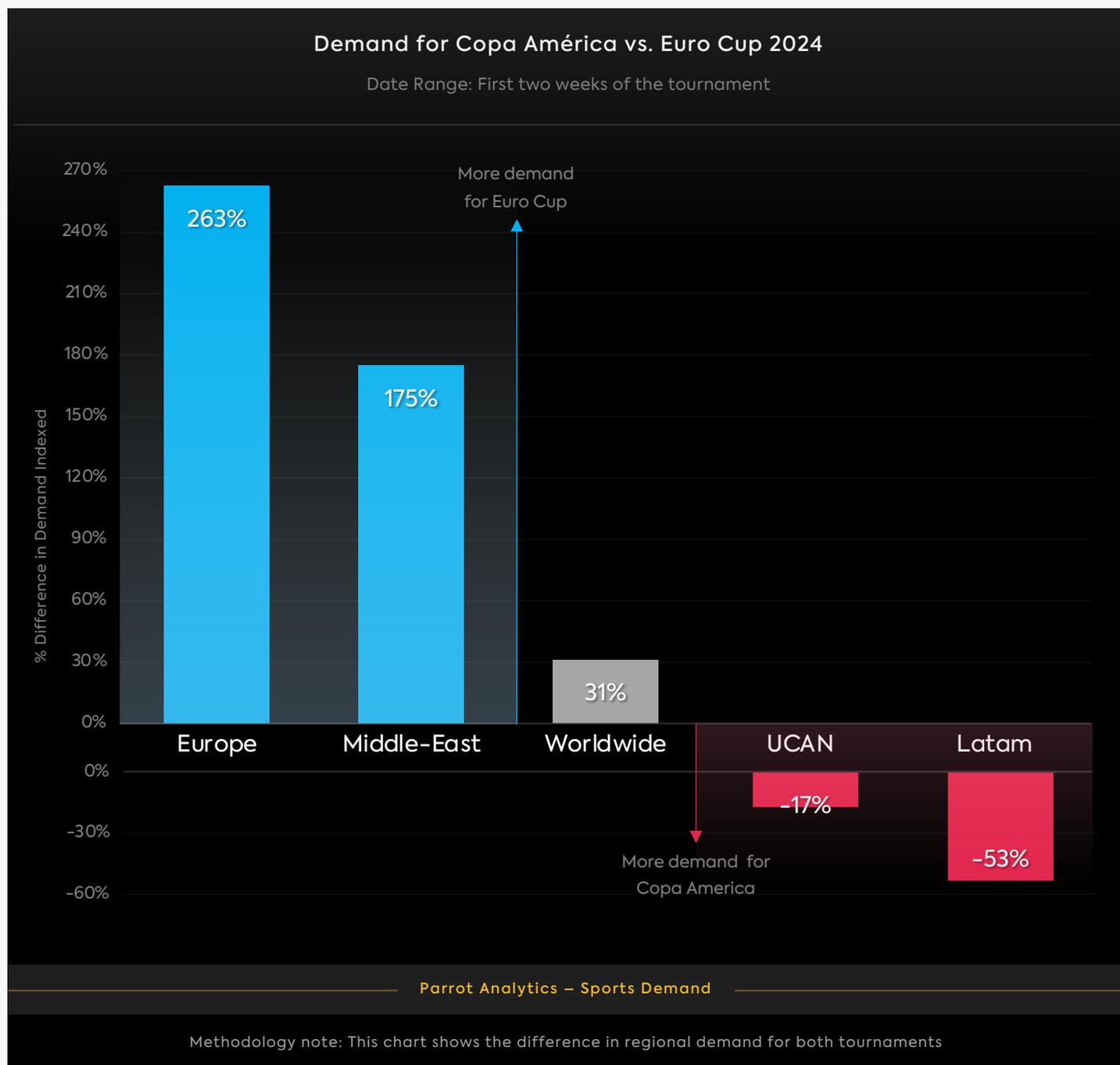
Tracking demand across the entire life cycle of major events such as this (as well as the pre-release window for more traditional entertainment content) enables programmers to see the effectiveness of promotional campaigns as well as the varied levels of audience anticipation in real time.



Euro 2024 vs. Copa América Regional Demand

For example, this chart reveals how much more or less in-demand Euro 2024 is compared to Copa América by region. The former boasts significant leads in Europe (263% more in demand) and the Middle East (175%). Unsurprisingly, Euro 2024 lags behind Copa América in audience demand in UCAN (17% less in demand) and LATAM (-53%).

Understanding the regionally specific resonance of these events on a global stage can help guide a targeted attack strategy to maximize viewership and revenue. If profitability is the goal, companies must be armed with the necessary arsenal of insight to realistically reach it.

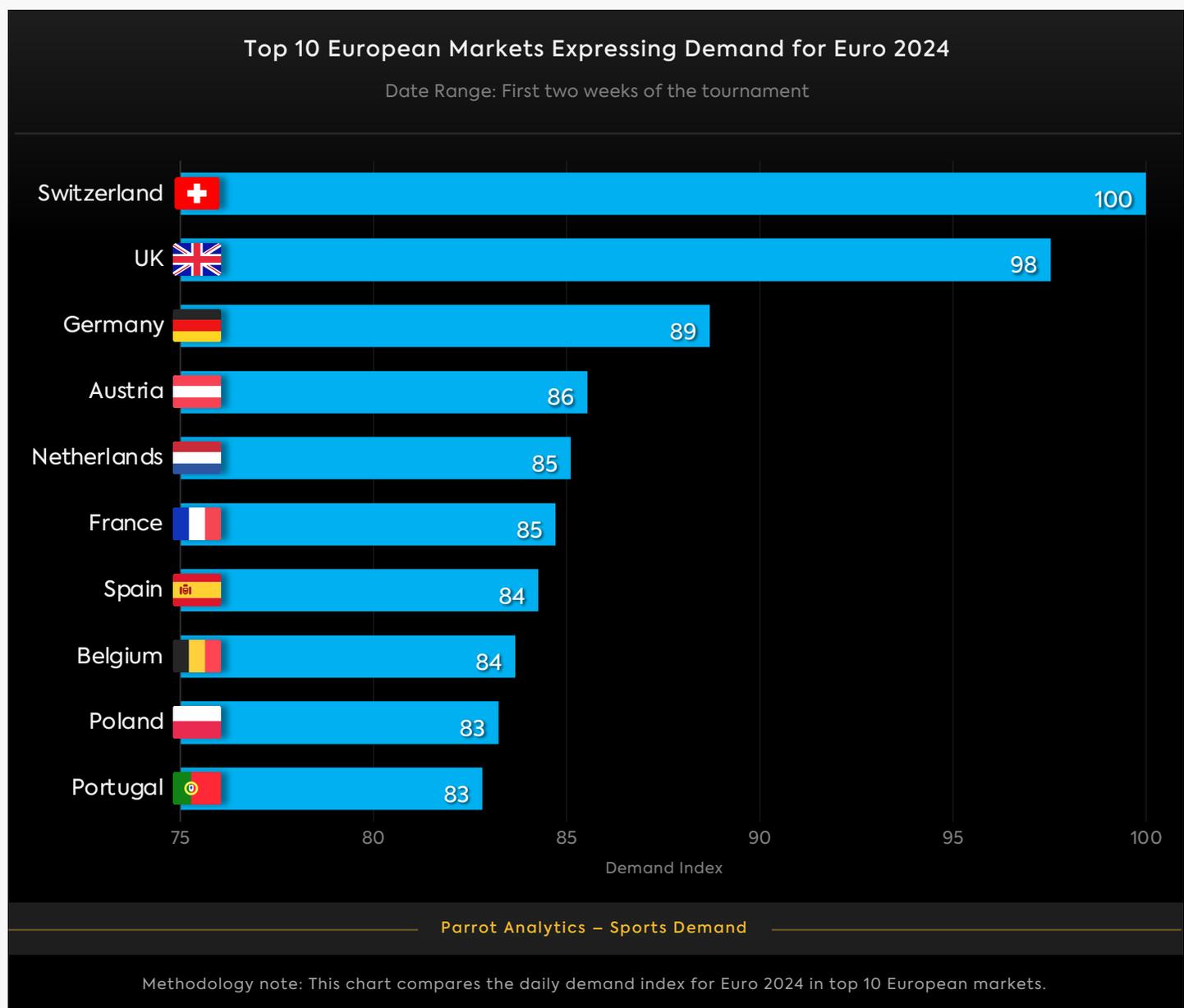


Top European Markets Expressing Demand for Euro 2024

There is no one size fits all approach to entertainment media, which is why a strong grasp of country-by-country demand is necessary for tailoring specific strategies. Knowing the top European markets expressing demand for Euro 2024 is integral for sustained success across a variety of efforts.

As the host nation, Germany naturally exhibits high interest in the tournament. The significant demand levels in the United Kingdom underscore football's immense popularity, especially with two of the UK's home nations participating. Switzerland and Austria have also made it to the top ranks, thanks to their impressive underdog performances and overachievement in the tournament. Other countries such as the Netherlands, Belgium, Poland, France, Spain, and Portugal also show substantial, yet expected, levels of interest.

According to the United Nations, there are 44 countries in Europe. The below chart is a good proxy for the 10 core audience markets that should be maintained over the course of the tournament. The remaining countries can be viewed as audience expansion opportunities and ancillary distribution partners.



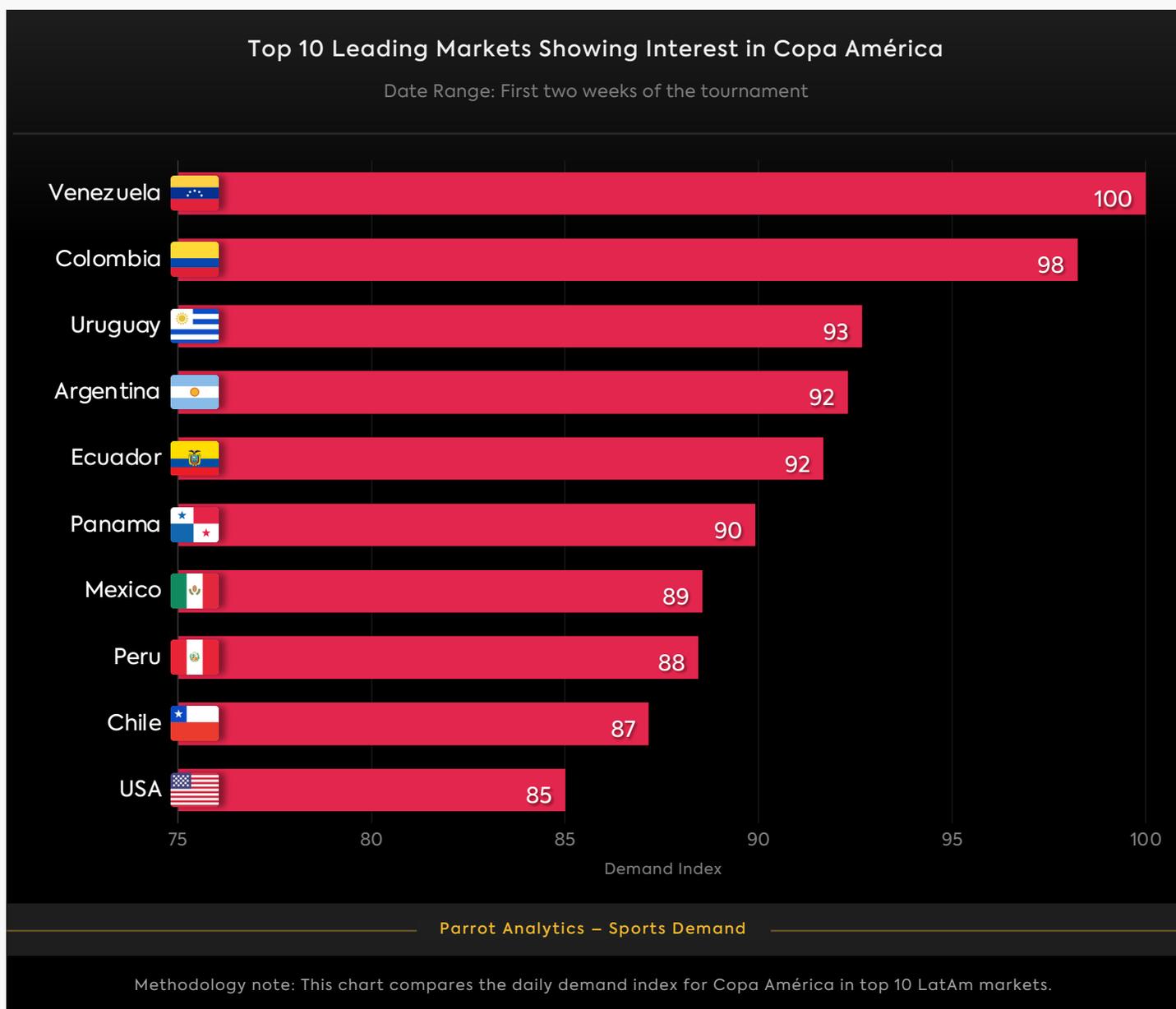
Leading Markets Showing Interest in Copa América

Now let's take a look at the leading markets in the America's expressing interest in the Copa América tournament.

Copa América continues to be a beacon of football passion in LATAM. Venezuela has achieved significant success by qualifying for the quarter finals for only the second time in the country's history, creating a compelling media narrative in the process. Venezuela impressively finished first in their group, relegating Ecuador to second place

Colombia are another top favorite, currently enjoying the longest winning streak in their history with 28 consecutive wins. At the opposite end of the spectrum stands Mexico, who have been a disappointment as they failed to qualify for the quarter finals.

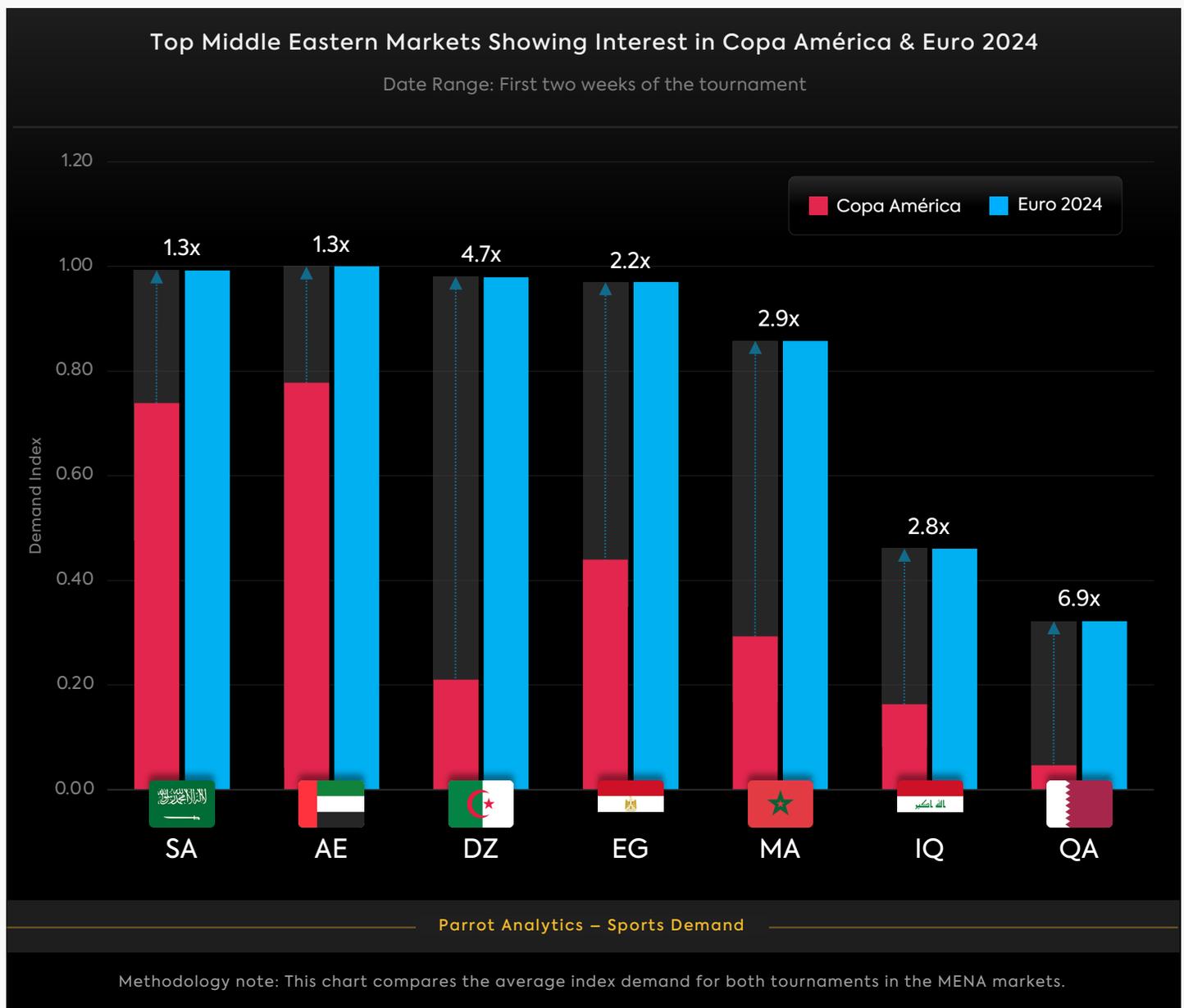
Despite being a football-obsessed nation, it's not surprising that Brazil doesn't feature within the top 10 - likely due to their team's underperformance in the tournament.



Euro 2024 vs. Copa América Demand in Middle East

The Middle-Eastern regions passion for football is evident, with a growing number of fans following both tournaments. The appetite for European football has been fueled by extensive coverage of international leagues, local initiatives to promote the sport, and the accessibility of global football content through various platforms. Additionally, the presence of key European footballers in the Saudi Pro League — such as Cristiano Ronaldo from Portugal, N’Golo Kanté from France & Aleksandar Mitrović from Serbia, who are also representing their countries in Euro 2024 — has further boosted local interest.

Also, there is a growing trend of Middle Eastern footballers making their mark in European leagues. Mohamed Salah, who has become Liverpool’s all-time top goalscorer in the Premier League and led the team to both domestic and European glory, is one prime example. Similarly, Riyad Mahrez, a key player for Manchester City, and Hakim Ziyech, who has had stints with Ajax & Chelsea, highlight the increasing influence of Middle Eastern talent in European football.





In the evolving media landscape, live sports are a cornerstone of television and streaming, driving significant ad revenue. Major events like Euro 2024 and Copa America highlight the unmatched appeal of live sports, providing lucrative opportunities for broadcasters and streamers to attract large, engaged audiences. These events draw millions globally and offer premium space for advertisers targeting passionate fans. The competition for broadcasting rights emphasizes the crucial role of these tournaments in sports media's financial ecosystem, where live sports remain a key driver of viewer engagement and advertising dollars.

Major sporting events like Euro 2024 present a golden opportunity for local broadcasters and streamers in key regions such as the Europe, Latin America and Middle East,. These events provide a platform to create tailored shoulder content — such as pre-match analyses, player interviews, and behind-the-scenes features — that cater to the local audience's interests and preferences. Engaging content not only enhances the viewing experience but also fosters a deeper connection between fans and the sport. Brand affinity is crucial for longevity.

Additionally, the heightened interest in football opens doors for securing live bidding rights for future events. Local broadcasters and streaming services that invest in comprehensive coverage of Euro 2024 can build a strong foundation to negotiate the broadcast rights to other prestigious tournaments in the future. This strategic move not only increases viewership but also positions these programmers as key players in the global sports broadcasting arena. As we all know, sports is one of the last vestiges of monoculture.

Football's global popularity is seemingly impervious to the painful contraction the entertainment media industry is currently enduring. This presents unique opportunities for programmers and distributors to create entire ecosystems around it. Globally, the appeal is undeniable. More locally, key markets can leverage events such as this to cement its rising place within the worldwide entertainment hierarchy.

About Parrot Analytics

Parrot Analytics is a content-centric data science company that believes in the magic of content at the intersection of art and science. The company works with studios, networks and OTT platforms, helping them make smarter decisions along the entire content development and monetization lifecycle.



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