

World Cup 2026: Dailymotion Viewing Trends

Final Edition — Spain World Cup Champions

Data window: July 6–19, 2026 | Dailymotion First-Party Network Data

Key Highlights

Spain are the 2026 FIFA World Cup champions, defeating Argentina 1–0 after extra time (Ferran Torres, 106') at MetLife Stadium on July 19. Dailymotion's first-party data captures how fans across the network engaged with tournament stars throughout the competition – from group stage through the final whistle.

- **Mbappé (FRA)** still led all players with **184,582 views** — despite France's semi-final exit.
- **Messi (ARG)** surged **+31%** post-final to 97,725 views; runner-up heartbreak deepened engagement.
- **Yamal (ESP)** jumped to **#3** with 61,714 views and 1,516 unique videos — World Cup champion.
- **Salah (EGY)** posted the highest completion rate on the network: **90.8%**.
- **Spain spike:** Ferran Torres (est. 8K–15K views) trended sharply post-final.

Top 10 Most-Viewed Players

● Other players ● World Cup Champions (Spain)

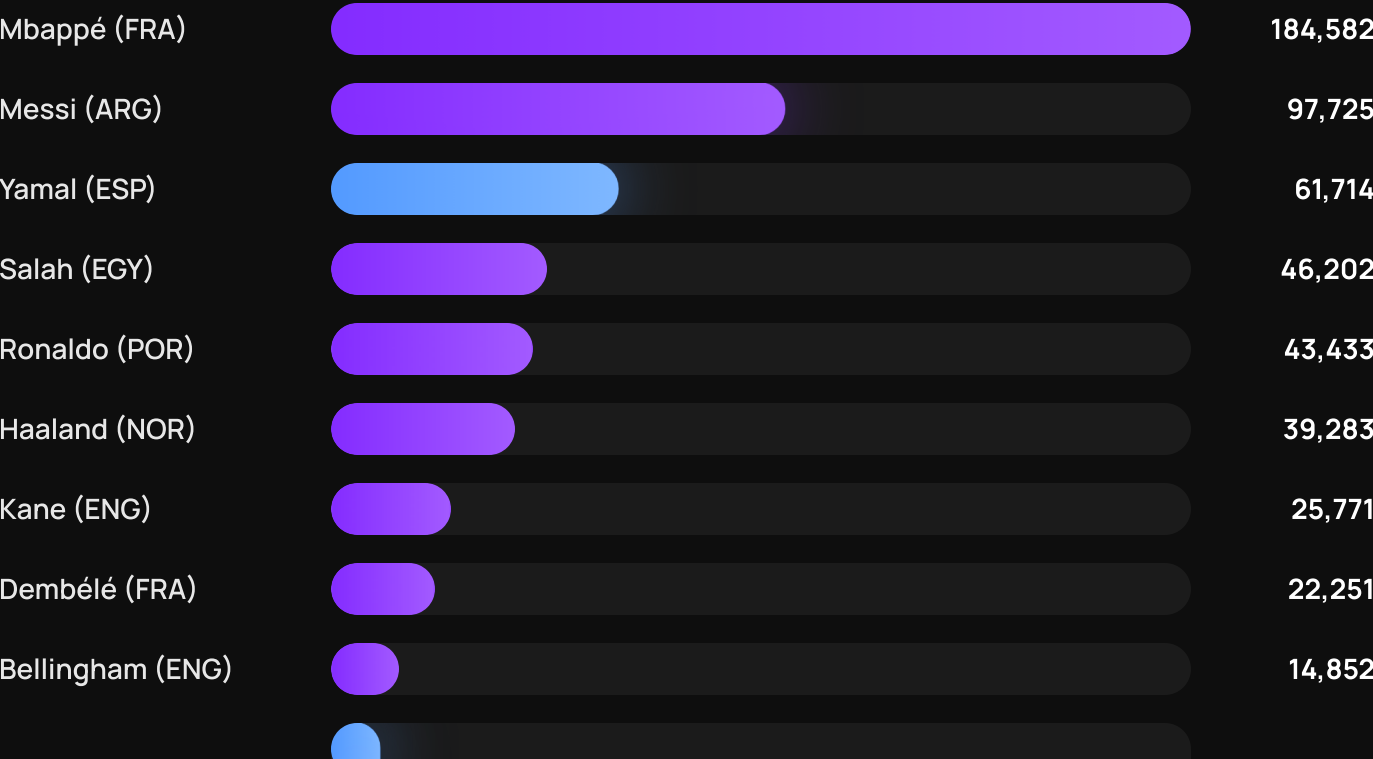
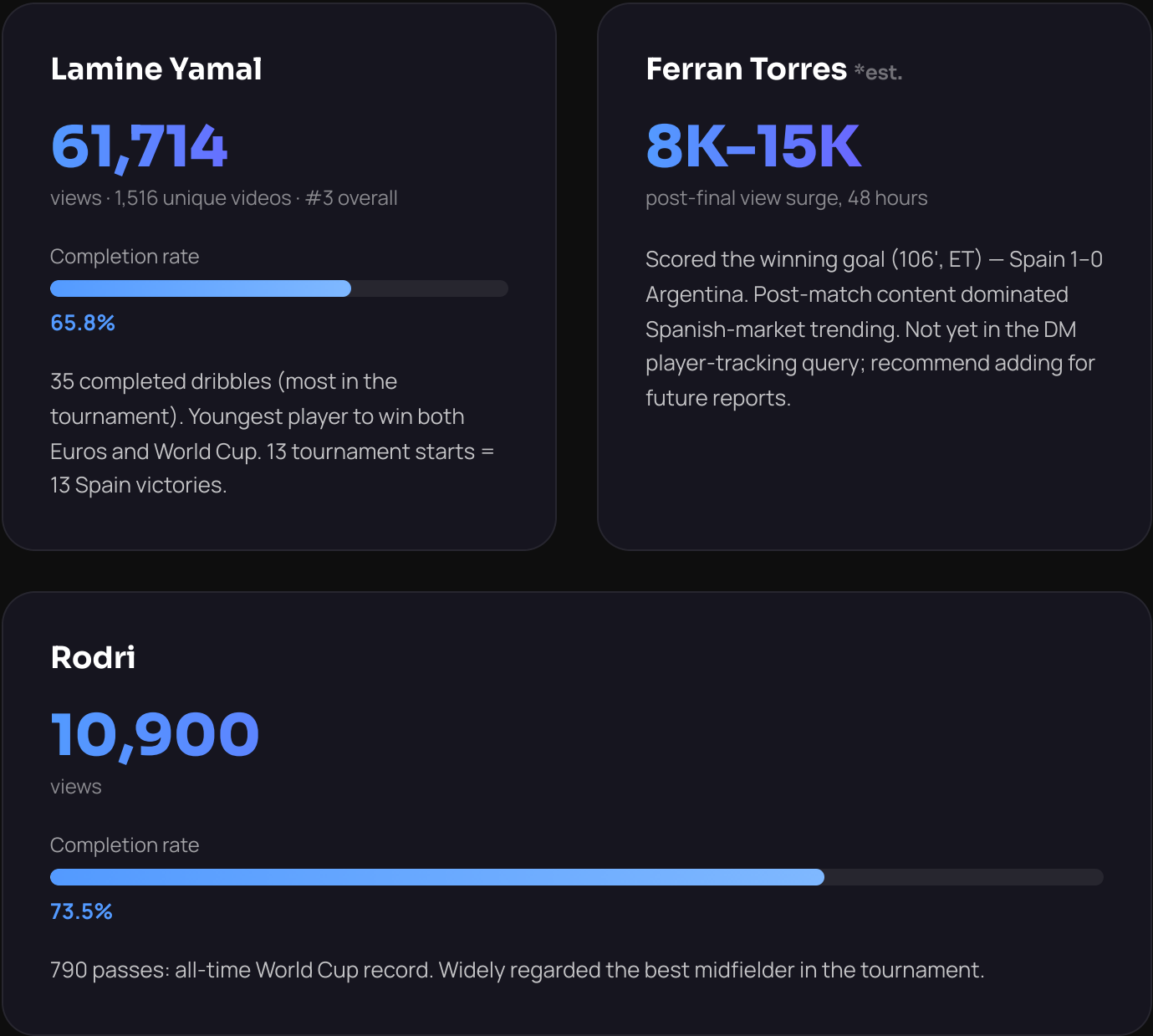


Fig. 1 — Total views by player on Dailymotion, Jul 6–19, 2026.

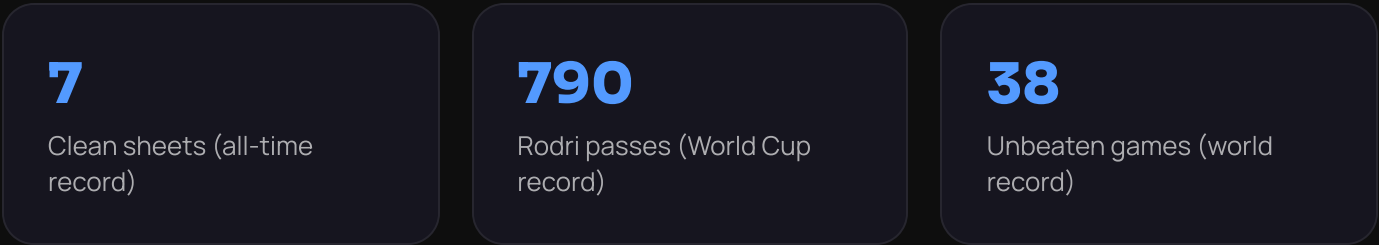
Spain Spotlight: The New World Champions



The Messi–Yamal photo story (Messi holding baby Yamal 19 years ago) was the most viral narrative of the tournament.

Fig. 2 — Spanish champion players: total views and completion rate. *Ferran Torres estimated from post-final trend data.

Spain Team Stats



#1

FIFA ranking

~2M

Fans at Cibeles celebration,
July 21

View Trajectory Across the Tournament

Mbappé maintained a commanding lead throughout, but Yamal's trajectory shows the steepest growth curve — more than 5x over four weeks — reflecting Spain's run to the title.

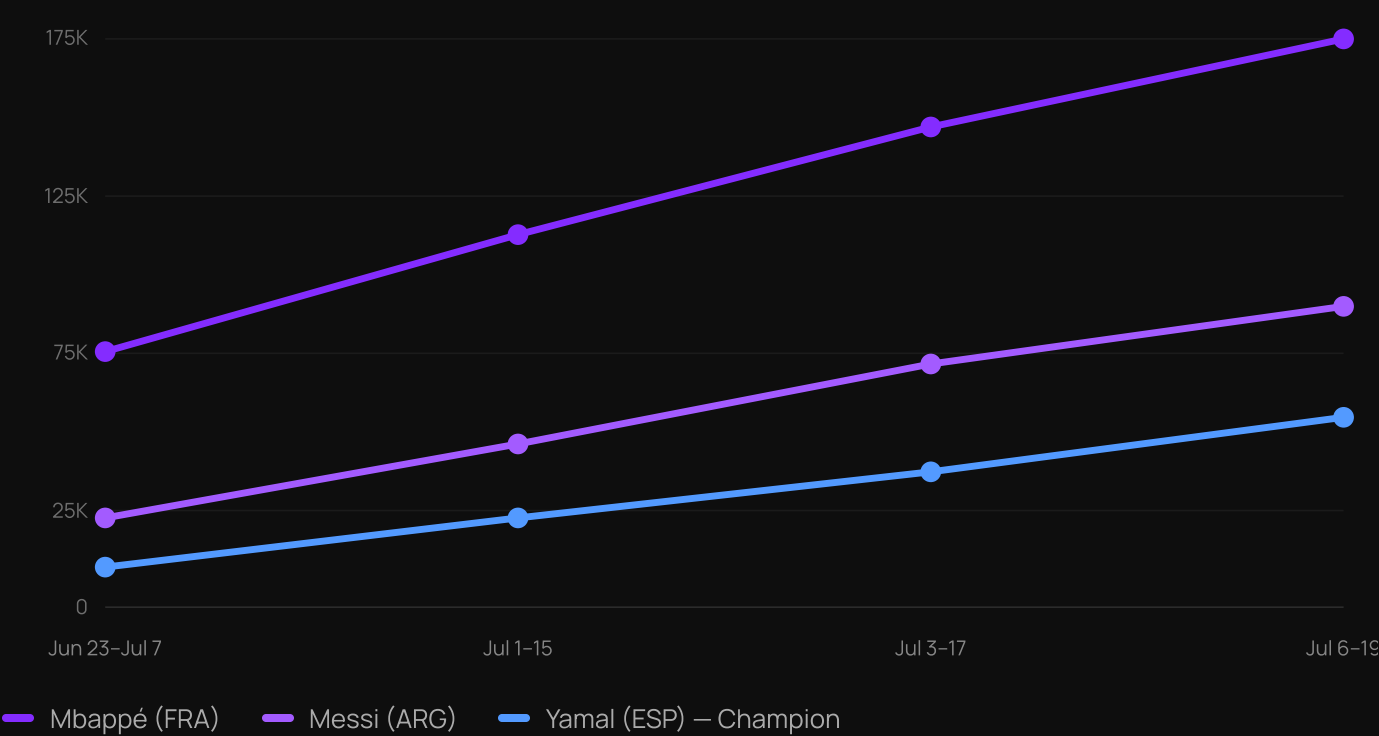


Fig. 3 — Cumulative view trajectory for the top three players across four rolling windows.

Completion Rates: Who Held the Audience?

Completion rate (CR) = share of views where watch_is_complete = TRUE. A high CR signals content quality, audience intent, and editorial depth.

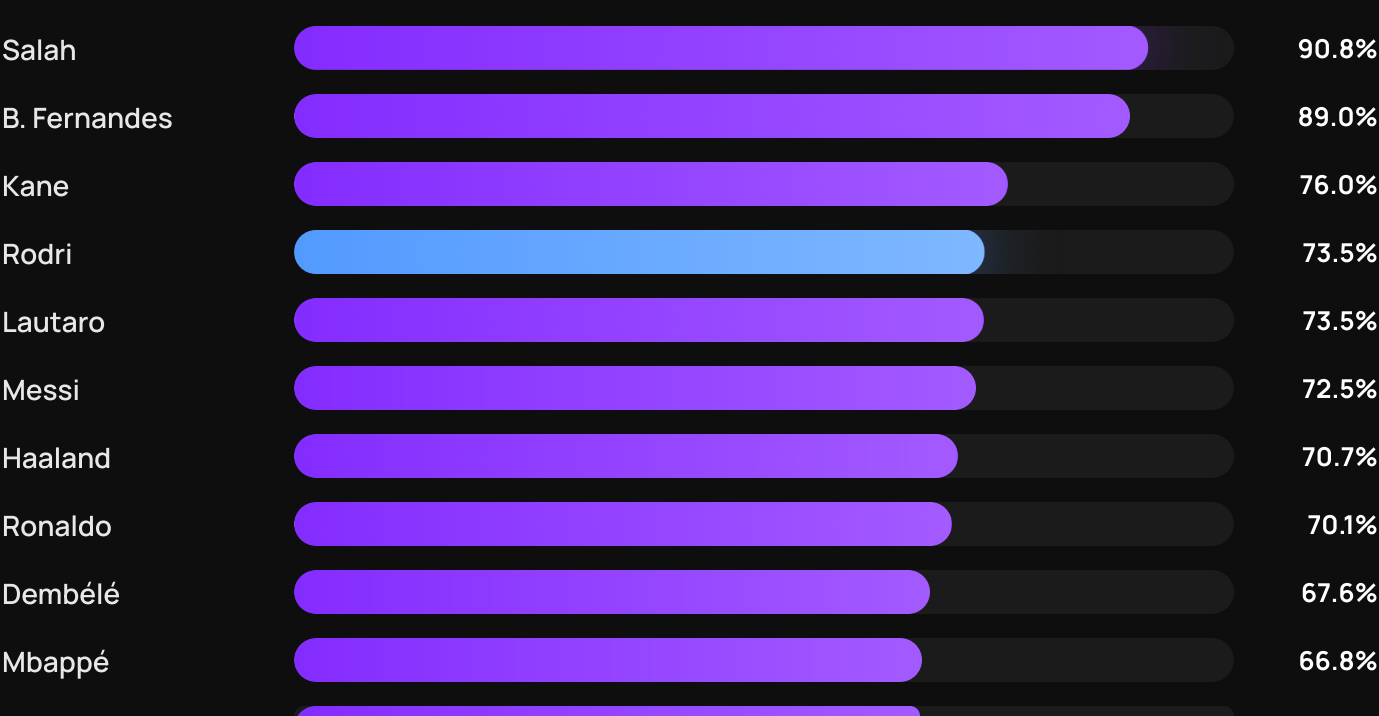




Fig. 4 – Completion rates by player, sorted descending. Blue bars = World Cup champions (Spain).

- Salah (90.8%) – highest on the network. Egyptian fans engaged deeply even after elimination.
- B. Fernandes (89.0%) – exceptional quality from a smaller Portuguese content base.
- Mbappé (66.8%) – most-viewed but lower CR, typical of mega-stars with casual browsing.

Final Day Spike: Before vs. After

The World Cup Final (July 19) triggered the largest single-day view spike of the tournament. Even eliminated players saw renewed engagement as fans revisited their tournament journeys.

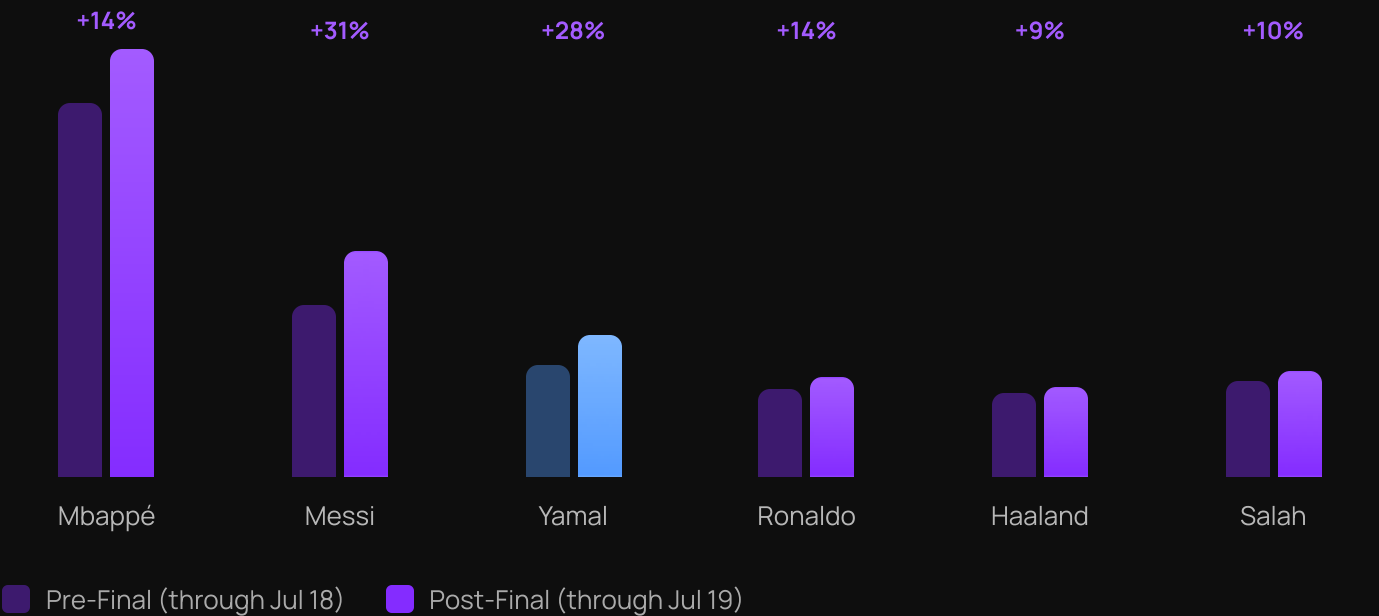


Fig. 5 – View counts before vs. after the final. Percentage labels show post-final uplift.

Five Trends for Advertisers

- Mbappé is the global default.**

Even with France eliminated in the semi-final, Mbappé generated more than twice the views of second-placed Messi. Any World Cup campaign with a broad European or global reach should anchor around his content.
- Champion momentum is real – and measurable.**

Spain's Yamal grew from outside the top 5 to #3 overall over the final two weeks. Advertisers who committed to Spanish-market inventory early benefited from a flywheel of organic content creation around each Spain win.
- Completion rate is the premium signal.**

Salah (90.8%) and B. Fernandes (89.0%) achieved extraordinary completion rates from dedicated, high-intent fan bases. Mid-roll ads against high-CR content deliver more attentive audiences than view count alone would suggest.

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Final day is its own content event.

The largest single-day view spikes occurred on and immediately after July 19. Brands with always-on Dailymotion activity captured incremental impressions at no additional CPM premium.
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Emerging markets over-index on quality.

Salah and B. Fernandes show that smaller total-view markets can deliver the most engaged audiences. Market reach alone is a misleading proxy for advertiser value.

Advertiser Opportunities: Spanish Market

Spain's victory creates a sustained halo effect for the Spanish market through summer 2026. Four content clusters offer high advertiser relevance:

Yamal & the next generation

Short-form highlight content (<3 min). High CR + surging views = premium mid-roll inventory.

Rodri's records

Deep-analysis content around his 790-pass record. Older male demographic, high completion, brand-safe.

Champion recap content

"Best of Spain 2026" compilations with extended watch time. Strong mid-roll and companion ad performance.

Spanish domestic market

Cibeles celebration (2M fans, July 21) generated a secondary content wave. Local brands should align with national pride narratives through August 2026.

Data Source: All data from dailymotion-bidata.product_analytics.watching (first-party view-event data). Players identified via REGEXP on video titles. Data window: July 6–19, 2026. Completion rate = view.is_watched = TRUE / total views. Ferran Torres not yet included in REGEXP; post-final figures are estimates. Charts use official Dailymotion brand colours: Purple #842CFF, Blue #539AFF, Near-black #0E0E0E.