

1 Billion Views & Counting Inside SportyTV's Creator Economy Playbook for the 2026 FIFA World Cup



The Numbers At a Glance

1B+

views across
all platforms

22.5M+

hours watched
on YouTube

#1

YouTube channel with the
most members in Africa

1.5M+

new followers gained across
platforms during the
tournament

64%

of all views came from
mobile devices

Executive Summary

Between June and July 2026, SportyTV broadcast the FIFA World Cup across four African markets (Nigeria, Kenya, Ghana, and South Africa) on TV, the SportyTV app, and YouTube.

Over the course of the competition, SportyTV generated more than **1 billion** views across its platforms. YouTube coverage alone delivered over **22.5 million** watch hours to more than **14 million** unique viewers.

Over 34 days, SportyTV published roughly 100 pieces of content daily. The SportyTV app surpassed 10 million lifetime downloads, with more than 15% of those arriving during the World Cup. And during the tournament, SportyTV became the YouTube channel with the largest membership community in Africa, adding almost **600,000** new subscribers along the way. Across every platform, SportyTV also picked up more than **1.5 million** new followers during the tournament — around a fifth of its entire social media audience.



Four Findings

1. **Creator economy principles are producing broadcast-scale results:**

SportyTV's YouTube audience has grown **nearly fivefold** over 12 months in markets where the established pay-TV model is contracting.



2. **Community has become the durable asset:** rights expire on a schedule, but the membership community built during this tournament will persevere.

3. **Sport in Africa has moved from appointment viewing to always-on participation:** the publishing data show a tournament of thirty-four days of continuous conversation.

4. **The shift is global, and Africa is one of the leading markets:** the same structural change is already reshaping Brazil and India.

What Being **Creator-Led** Means for SportyTV

SportyTV is a licensed rights holder and a subsidiary of a group operating across four continents. But what makes a media business creator-led today is the way it builds, engages and monetises its audience — and measured that way, SportyTV’s World Cup operation has far more in common with a creator than with a broadcaster.

Its coverage of the tournament sat almost entirely in the right-hand column below: livestreams, shorts, TikTok clips, Instagram Reels, community posts, memberships, live chat, fan interaction and cross-platform storytelling, running simultaneously and continuously for five weeks. That is the modern creator playbook, executed at broadcaster scale.

The traditional broadcaster	The creator-led platform
Scheduled programming	Always-on publishing
Broadcasts to an audience (passive viewers)	Converses with a community (active participants)
Measured in ratings	Measured in engagement
Monetised by advertising	Monetised by advertising and membership
One platform, TV-first	Multi-platform, digital-first, mobile-native

Four Principles, One Tournament



1. From appointment viewing to always-on sports consumption

Between the opening match on 11 June and the final match on the 19th of July (38 days), SportyTV published more than 1,410 posts on TikTok alone (roughly 37 a day), around thirty tweets a day on X,

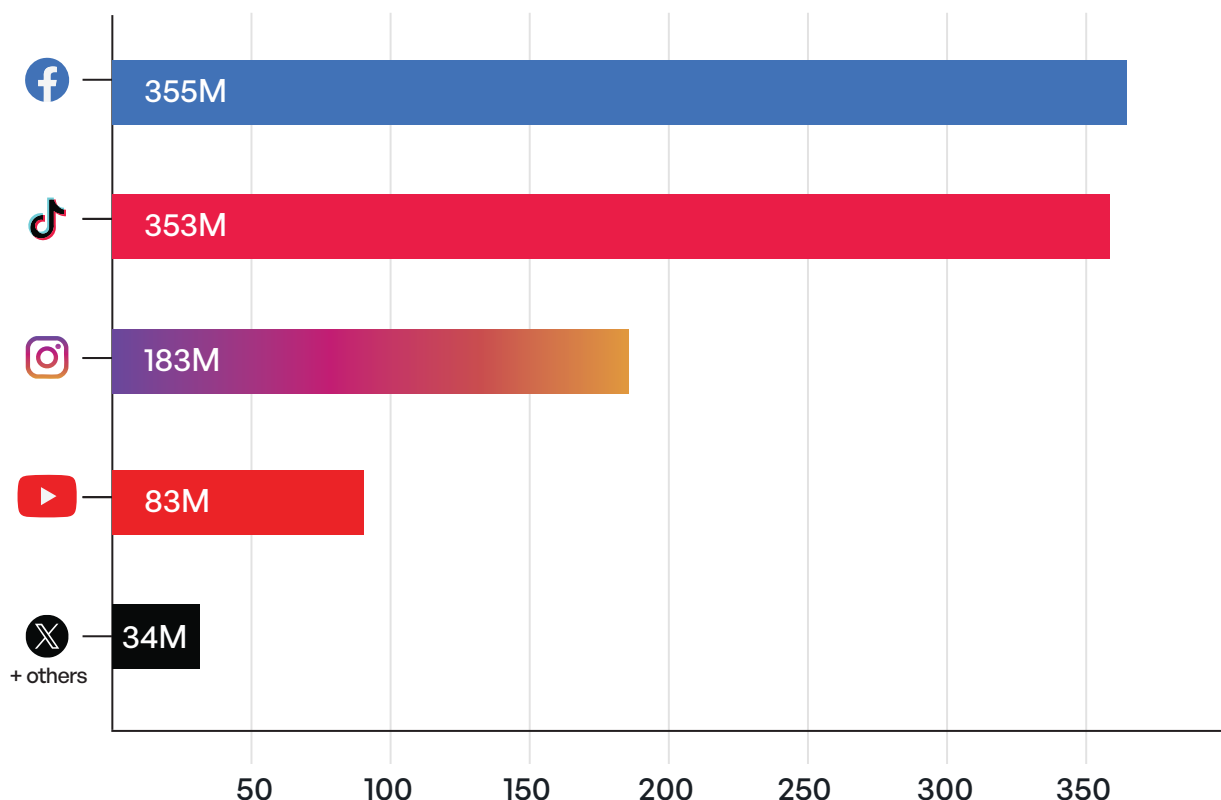
and thirty YouTube community posts a day, each drawing replies — over 100 posts daily before Instagram and Facebook are counted at all.

A broadcaster's World Cup runs to 104 matches. SportyTV ran to 104 matches, plus roughly 3,400 publishing acts — a piece of content every 15 minutes, every day, for 5 weeks. Under the traditional model, a fan's relationship with a tournament switches on at kick-off and off at the final whistle. Under SportyTV, there is no off-state.

2. Platform-native storytelling: one tournament, five products

SportyTV built a different product for each platform, matched to how that platform's audience behaves. Short vertical video carried TikTok. Photography and Reels carried Instagram. Live matches, long-form studio work and community posts carried YouTube. Running commentary in a fan's register carried X.

Where the views come from



Figures as reported by SportyTV, 11 June through to the finals.

TikTok, Facebook and Instagram put SportyTV in front of people scrolling; YouTube is where those people sit down and watch. More than 14 million did, returning an average of nearly six times and staying around sixteen minutes per visit, for more than 22.5 million hours of football in total. The feeds find the fan, and YouTube holds and converts them. The tournament's single most-watched match was the Final, drawing almost 10 million views across SportyTV's four territories with nearly 4 million in Nigeria alone.

3. Community is the product

During the tournament, SportyTV became the YouTube channel with the largest number of members in Africa, in any category, not just sport. It also added almost 600,000 new subscribers during the tournament. The South African World Cup Pass ran on YouTube Memberships — a creator monetisation tool built for individuals selling badges and emojis to their fans — priced at R15 per month, so every match of the World Cup was available for less than the price of a loaf of bread.

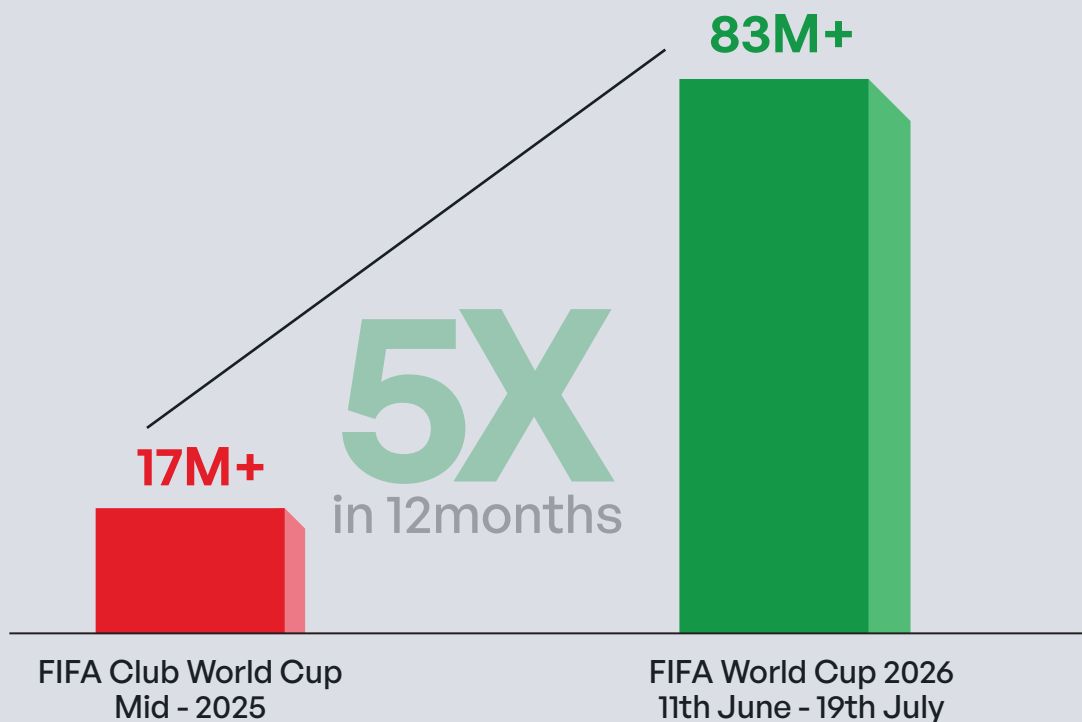
Across every platform, SportyTV also gained more than 1.5 million new followers during the tournament, nearly a fifth of its total audience, a sign the community built around this tournament is still growing.

While views measure reach, memberships show commitment. Members chose this channel, entered their payment details, and now sit on the other side of a relationship that belongs to SportyTV rather than to a distributor. Rights are temporary and are lost the moment a competitor outbids you. A community is owned, durable, and portable to whatever comes next.

4. Multi-platform distribution

SportyTV carried this World Cup on free-to-air television, payTV, the SportyTV app, YouTube, and across TikTok, Facebook, Instagram and X simultaneously. Coverage was delivered in Kenya with the Kenya Broadcasting Corporation and in Ghana through a consortium led by the Ghana Broadcasting Corporation. Pre- and post-match coverage came from SportyTV's own studios in Lagos, Cape Town, and Madrid, with seven crews on the ground across Mexico, Canada and the United States. It was also broadcast from Nigeria in partnership with the National Television Authority (NTA).

SportyTV's YouTube Audience, One Year Apart



SportyTV YouTube views, FIFA Club World Cup (mid-2025) vs
FIFA World Cup 2026 **Finals**. Source: SportyTV.

The SportyTV app has surpassed 10 million lifetime downloads, and more than 15% of them came during the 2026 World Cup, averaging roughly 44,000 a day. SportyTV's YouTube audience has grown nearly fivefold in twelve months. A larger event delivers more viewers to whoever holds the rights. It does not deliver the followers, downloads, subscriber growth or membership community that SportyTV has built.

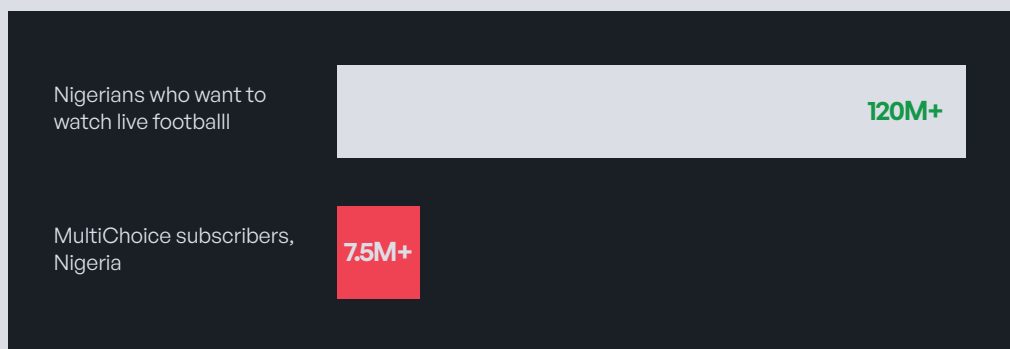
How SportyTV is Evolving Sports Consumption in Africa

67%

Surveys indicate that around **67%** of Nigerians — over 120 million people — want to watch live football.

MultiChoice, the continent's dominant pay-TV operator, counts roughly 7.5 million subscribers in the country. Everything SportyTV has built follows from the space between those two numbers, and the pattern holds across the continent.

The gap SportyTV is pricing into



Nigerians who want to watch live football vs MultiChoice's Nigerian subscriber base. Source: SportyTV, citing third-party survey data; MultiChoice subscriber figures as reported.

Appetite has never been the constraint in this market; price has always been the leveller. Fans priced out of live football have historically improvised — packing into viewing centres, hunting for a stream that buffers through the second half, or following the match on the radio or via social media highlights. This is the gap SportyTV was built to close, and the FIFA World Cup was the largest test of the hypothesis.

Price opens the door, but relatable engagement has to follow. For SportyTV, a studio segment featuring former South African players reacting to their national team's opening match reached more than 18 million views across all platforms. Days later, a clip of SportyTV reporter Sara Poraria handing Cristiano Ronaldo a sticker of the Portuguese National Team also generated more than 16 million views across all platforms, 10 million of them on TikTok alone. A third clip, of Spain's players celebrating, added 10 million views.

Local production is central to SportyTV's strategy. Since launching in Nigeria in 2022, SportyTV's editorial position has been that matches should be produced locally and presented in an African voice rather than rebroadcast from a foreign feed. In South Africa, this tournament, that principle showed up as studio coverage produced in Cape Town. In Ghana, content operations are led by a former Head of Sports at Multimedia Group. And in both Ghana and Kenya, Sporty has built SportyFM, the countries' first 24/7 English-language sports radio stations.

Why This Matters:

The Global Picture

What happened in Africa is a version of the same structural shift already reshaping the two other great emerging sports markets.

In Brazil, CazéTV — the YouTube channel run by streamer Casimiro Miguel — carried World Cup matches for free and peaked at 12.4 million concurrent viewers, starting with a creator-only model and later adding rights. SportyTV arrived from the other side: starting with rights and adding creator mechanics.

India crossed the threshold in 2025. IPL digital viewership reached 652 million against television's 537 million — the first time digital surpassed TV for the country's dominant sports property — with nearly 90% of that streaming on mobile and 62% of the audience aged 18 to 34. JioStar, the rights holder, ran creator-led alternative commentary feeds, live chats, polls and virtual watch parties, logging 3.83 billion social interactions across the season: a broadcaster deliberately adopting creator formats, on the same trajectory as SportyTV, in a market with far more capital behind it.

SportyTV's own numbers point the same way. 64% of its YouTube views during the tournament came from mobile devices, against 26% from television screens, with the remainder split across other devices. Africa's data shows the same pull toward the phone that is reshaping football viewership everywhere else.

SportyTV's World Cup performance suggests that the future of sports broadcasting in Africa will be defined not by a single screen or platform, but by integrated digital ecosystems that combine premium rights, platform-native storytelling, community participation and broad accessibility. As audiences increasingly move among live broadcasts, social video and interactive communities, success will depend not only on who owns the rights to the game, but on who builds the strongest relationship with fans beyond it.

About SportyTV

SportyTV is a 24/7 free-to-air sports broadcaster and part of Sporty Group, a global sports media, entertainment, and technology company. Built for today's digital-first fans, SportyTV delivers premium live sports coverage, original programming, expert analysis, and exclusive content to millions of viewers across Africa and beyond. The channel's wide-ranging portfolio includes top-tier football leagues, major international competitions, and fan-centric experiences across TV and digital platforms. SportyTV's approach reflects Sporty Group's commitment to accessible, engaging sports media that meets audiences where they are.