




Successful tournaments in New Zealand, Portugal, Chile and Japan lit up 2015 but the biggest winner was the FIFA Women's World Cup Canada, touching a massive 88 million fans around the world.

FIFA.com  /fifa  /fifaworldcup  @fifacom


**2015** FIFA Digital January to December

**344m** reached      **8bn** impressions      **1bn** interactions

**Awards**

**WINNER**  **Best/Most Innovative Use of Technology**  
 **Finalist Best Multi-Platform Campaign**  
 **Official Honoree**

**FIFA BALLON D'OR 2014**

12 Jan  
  
**29m** reached  
**133m** impressions  
**18m** interactions  
**750k** #BallonDOr mentions



13 Jan  
**Ronaldo Exclusive**  
**685k** interactions



6 Feb  
**Angel Di Maria clip goes viral**  
**880k** interactions



6 Mar  
**FIFA Women's Football and Leadership Conference**  
**#WFLC** reached **15m**



23 Apr  
**Qatar unveils design of 5th proposed venue**  
**#Qatar2022** reached **24m**



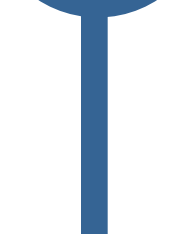
30 May-20 June. **2015 FIFA U-20 World Cup New Zealand**

  
**30m** reached  
**179m** impressions  
**30m** interactions  
**175k** #U20WC mentions



6 June - 5 July. **2015 FIFA Women's World Cup Canada**

  
**88m** reached  
**617m** impressions  
**161m** interactions  
**1.1m** #FIFAWWC mentions

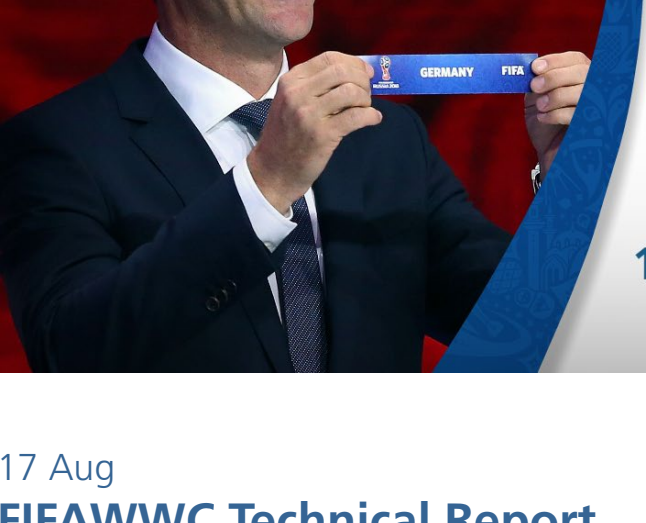


9 - 19 July. **FIFA Beach Soccer World Cup Portugal**

  
**10m** reached  
**44m** impressions  
**3m** interactions  
**20k** #BSWC mentions

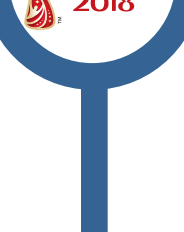


25 July. **2018 FIFA World Cup Russia Preliminary Draw**

  
**11m** reached  
**63m** impressions  
**5m** interactions  
**120k** #PrelimDraw mentions



17 Aug  
**FIFAWWC Technical Report**  
**2.3m** impressions



18 Sep. **1000 days to 2018 FIFA World Cup Russia**

  
**5m** reached  
**10m** impressions  
**415k** interactions



23 Sep  
**India's 'Sleeping Giant' viral video**  
**1.3m** reached



17 Oct - 8 Nov **FIFA U-17 World Cup Chile 2015**

  
**13m** reached  
**106m** impressions  
**18m** interactions  
**193k** #U17WC mentions



23 Oct  
**Pele's Birthday!**  
**4m** reached



31 Oct  
**Eto'o Football for Health Selfie**  
**5m** reached

**FIFA BALLON D'OR 2014**

6 Nov **Ballon d'Or Puskas Awards Nominees!**

  
**22m** reached  
**40m** impressions  
**9m** interactions



Nov **FIFA World Cup Qualifiers**

  
**21m** reached  
**192m** impressions  
**10m** interactions



10 -20 Dec **FIFA Club World Cup Japan 2015**

  
**13m** reached  
**72m** impressions  
**7m** interactions  
**400k** #ClubWC mentions

Key: Reach - The aggregated number of users who saw FIFA content  
 Impressions - The number of times FIFA content was served  
 Interactions - The number of clicks to consume FIFA content  
 Mentions - The number of social posts with the keyword

**Thank You**  
 Source FIFA Digital Platforms