

28.97% of the
country tuned in

48 million

Brazilians watched

Ancelotti say the word:

“NEYMAR”

a report by **FLUZO**



The World Cup squad reveal became
one of the most-watched moments of
the year in Brazil.
Driven entirely by one open question:
would Neymar be called up or not?
We measured it.

On 18th May, Brazilians went crazy.

Coach Carlo Ancelotti announced the official list of players called up for the Brazilian National Team for the World Cup, confirming Neymar's presence among those selected.

This electric moment was watched live by millions of fans in plazas, homes, and bars, uniting generations in front of their screens. From then on, it embarked on a viral journey—fueled by passionate debates on free-to-air TV shows and a tidal wave of interactions on social media that turned a standard sports announcement into a global cultural phenomenon.



Our Methodology

Our ACR audio-matching technology enables the ultimate people meter: a smartphone that monitors the user's audiovisual context and detects matches with advertising or content playing in their environment. Privacy is guaranteed because we work with panels and only recognize ads or audiovisual signals through audio fingerprints.



FLUZO

PANEL PARTNERS:

netquest 

NEXTPLORA

talk 

MIS | GROUP

Technical fact sheet

DATES: 18/05 - 24/05

COUNTRIES INCLUDED: Brazil.

Measurement of the original clip across the full audiovisual ecosystem with sound-on.

Impact threshold: any content exposure of at least 2”.



Let's dive into the results

total reach

FZ

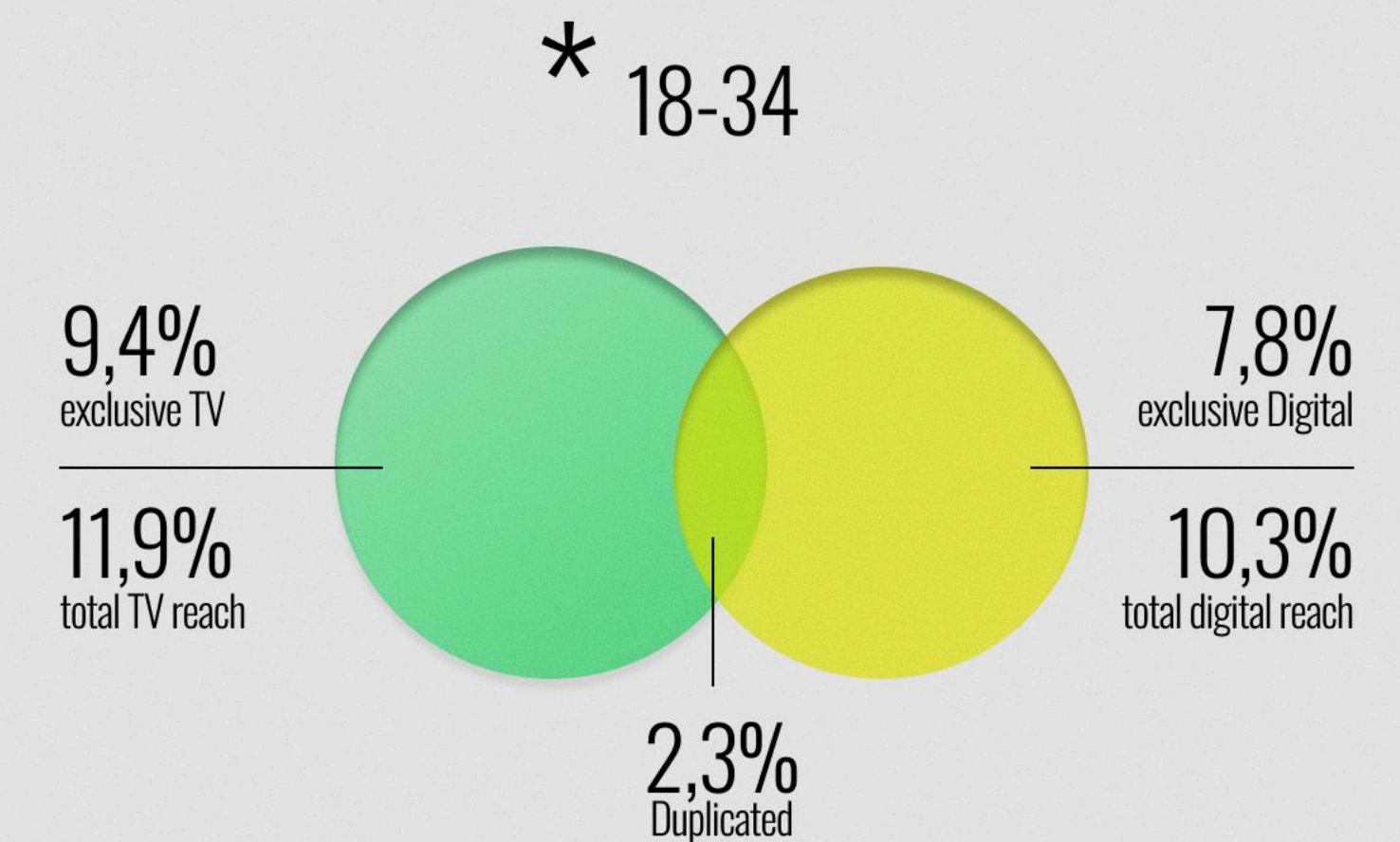
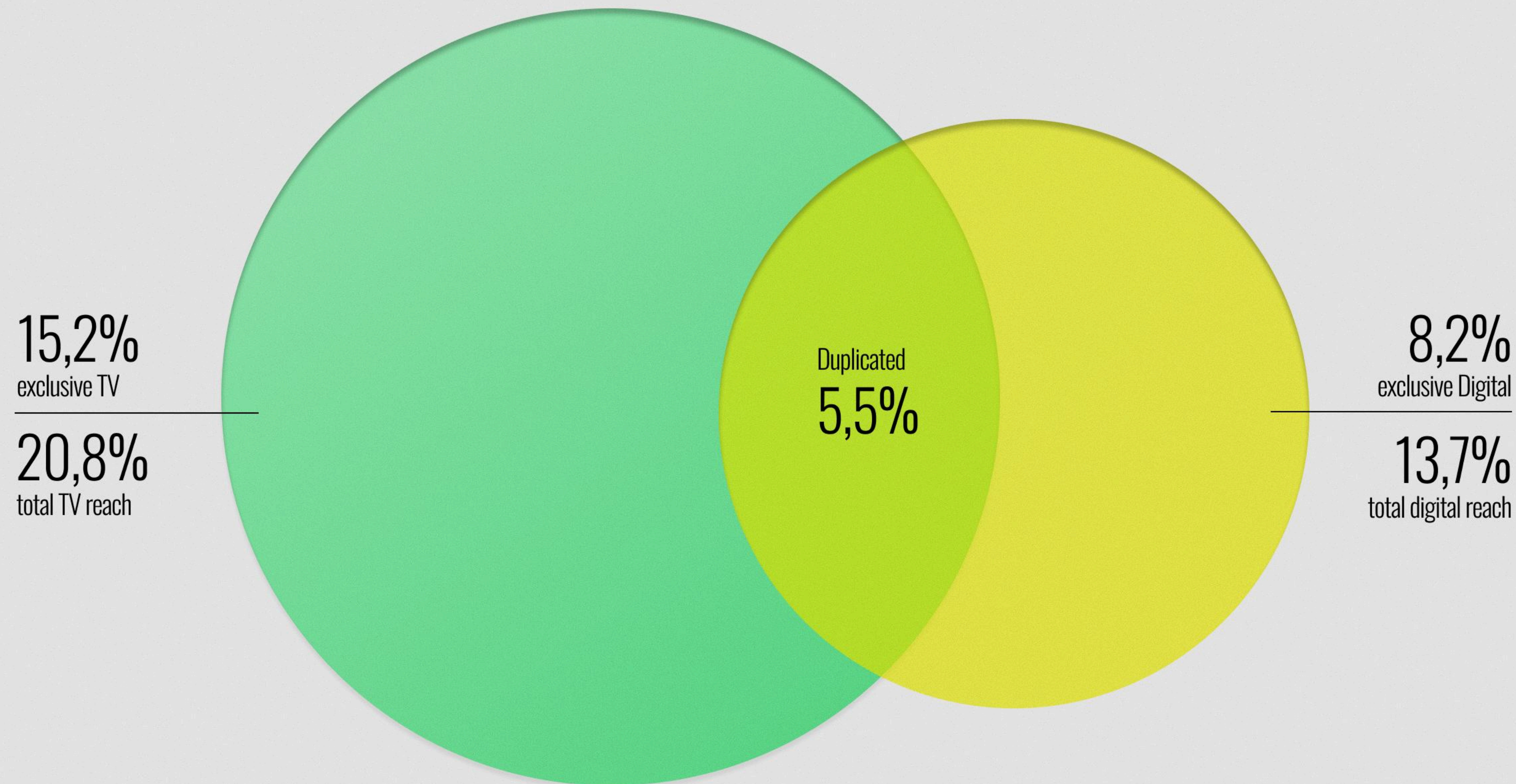
48 million Brazilians

The announcement achieved an outstanding 28.97% overall reach across the country, connecting with more than 48,000.000 unique individuals.

29%

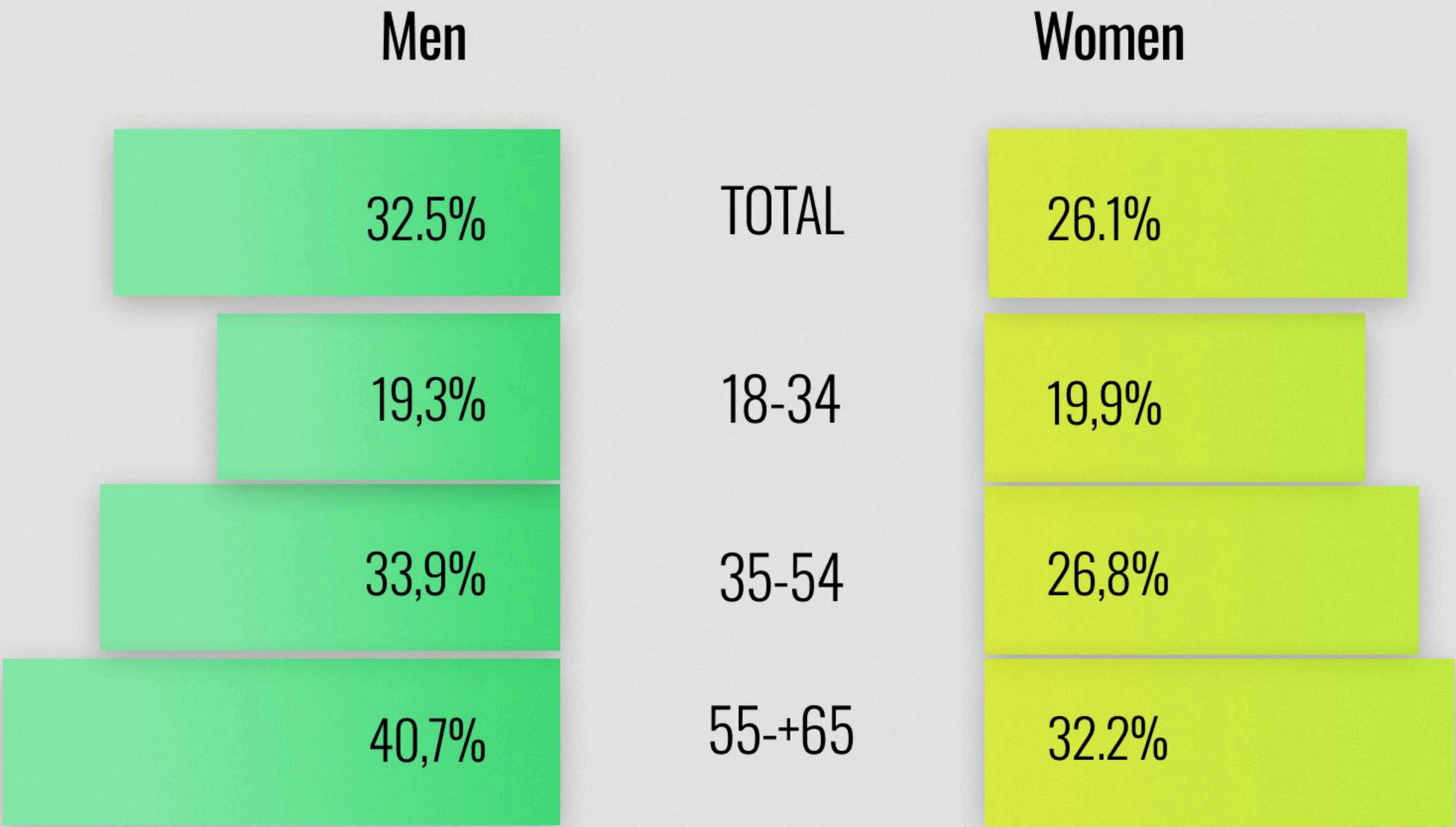
A TV-first phenomena

Linear TV Core: TV served as the bedrock of the audience, driving a total reach of 20.78%.
Digital Incremental: Digital platforms expanded the ecosystem by contributing 13.72% total reach, adding a highly valuable 8.19% of completely exclusive viewers who were untouched by traditional TV.



*The 18-34 demographic breaks the TV mold: total digital reach climbs to 11.9%, with 9.4% consuming the content exclusively on digital platforms. This confirms that younger audiences now place digital channels on equal footing with traditional TV for live events.

More Men Tuning In

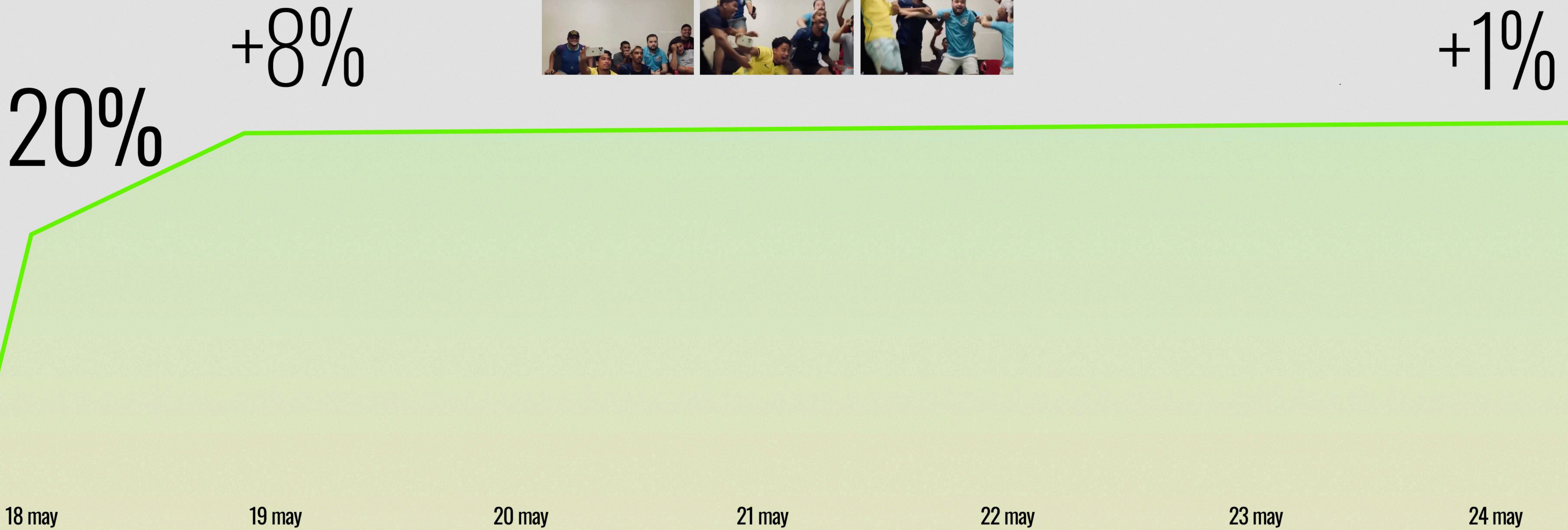


Ancelotti's World Cup squad announcement has drawn a predominantly male audience, with 32.5% of men tuning in compared to 26.1% of women. Interestingly, the young demographic (18-34) is the only segment where women show higher engagement (19.9% vs. 19.3%). However, the gap widens significantly in older brackets, peaking among those aged 55+, where 40.7% of men are closely following the Seleção call-up.



Brazil watched it live

Live interest in the squad announcement peaked immediately. On May 18th, reach opened strong at 20%, followed by a swift +8% surge by May 19th as the news spread. After this initial spike, viewership stabilized completely across the audiovisual ecosystem, maintaining a steady, plateaued audience through the week and closing with a marginal +1% crawl by May 24th.



Lessons from the first viral World Cup moment

The suspense of whether Carlo Ancelotti would ultimately gamble on Neymar or leave him out was the perfect lightning rod for a massive national event, pulling in over **48 million unique viewers**. What we learned from this collective breath-holding moment is that football in Brazil still demands total immediacy; the audience didn't build slowly, but exploded with a 20% reach on day one, growing another +8% the next day as the Neymar debate peaked, before locking in a fiercely loyal plateau for the rest of the week.

This dramatic hook also redefined traditional media dynamics. It proved to be a powerful **TV-first phenomenon**, anchoring nearly 21% of the country to their screens, yet digital platforms proved indispensable by capturing an entirely untethered 8% of exclusive viewers who skip linear TV entirely but couldn't resist the Neymar verdict. Ultimately, it's the perfect blueprint of a modern sporting phenomenon—fueled by legacy media, amplified by digital reach, and completely synchronized by a nation waiting on a single name.



Want to know more?



We conduct measurement of ads, contents or sponsorships of any kind.

This time we measured one single video:
no brief, no target, no brand objectives.



What we unlocked:

- Full consumption window, including co-viewing.
- Digital and TV, measured as one.
- Superfans detection.

What we could unlock:

- Hyper-profiling of the audience: what they buy, where they travel, how they bank, etc.
- Cross-market comparability.
- Real sponsorship impact with surveys-based brand metrics among exposed and non-exposed.
- What your audience did next on their smartphone: browsing, searches, apps.
- Exclusive vs. duplicated reach, broken down by every single channel — not just TV vs. digital.
- Frequency analysis.

Let's talk!

INTERNATIONAL
Vicente García
vicente@fluzo.com

SPAIN, PORTUGAL
Javier Valbuena
javier.valbuena@fluzo.com

DACH
Alfredo Fernández
alfredo.fernandez@fluzo.com

UK
Vinicius Cornetto
vinicius.cornetto@fluzo.com

FRANCE
Vladimir de Goiti
vladimi.de.goiti@fluzo.com