



RATINGS MEDIA RELEASE



FIFA WORLD CUP 2026™ FEVER GROWS, AS MORE THAN ONE THIRD OF AUSTRALIANS TUNE IN TO SBS COVERAGE

*Australia's second match, against USA, achieved a Total TV reach of more than 3.4 million
A Total TV average audience of almost 2.2 million watched the match, with 46% tuning in on SBS
On Demand*

*SBS dominated the daily VOZ free-to-air television ratings with seven of the top ten programs on
June 20.*

21 June 2026

More than 11.6 million Australians have tuned into SBS's FIFA World Cup 2026™ broadcast over the first nine days, driven by exceptional audiences for the Australian matches, as 3.414 million* (VOZ Total TV reach) watched the Socceroos' 2-0 loss to the host nation USA early on Saturday morning (20 June).



The Socceroos celebrate their victory over Türkiye. Image: Getty Images

Millions of fans rose before dawn to watch the USA match, which attracted a Total TV average audience of 2.187 million across linear television and digital streaming, with 46% tuning in through SBS On Demand (see detailed breakdown below).

SBS's World Cup broadcast dominated Saturday's free-to-air ratings, as the USA vs Australia post-match program attracted 2.446 million viewers, and the pre-match program attracted 1.24 million viewers (at 4am AEST). In total, SBS had the top three programs of the day and seven of the top ten between live matches and pre- and post-match shows.

World Cup matches have consistently ranked in the top ten programs of the day since the tournament began on 12 June (Australian time). So far, 18 matches have reached more than one million viewers each. Cumulative Total TV reach for the tournament is now at 11.67 million, with four weeks still to go.

The World Cup broadcast has struck a particular chord with younger viewers, ranking No.1 on the VOZ daily ratings for eight of the last nine days in the 16-39 age group. On Saturday (20 June), SBS had the entire top ten programs for that age group.

SBS Director of Sport, Ken Shipp, said: "More than 11.6 million Australians have already tuned in to SBS's coverage of the FIFA World Cup 2026™, underlining the extraordinary appeal of both this historic tournament and the Socceroos' campaign. These audience figures demonstrate the strong connection Australians have formed with a young and exciting team competing on football's biggest stage.

"As the biggest FIFA World Cup™ in history gathers momentum, SBS is proud to be bringing Australians every unforgettable moment, dramatic storyline and world-class performance. The tournament still has many chapters to be written, and we look forward to sharing every step of the journey with Australians as the excitement continues to build."

USA v Australia	Total TV Reach	Total TV Average Audience	% BVOD Contribution
USA v Australia - Pre	1,240,000	311,000	37.0%
USA v Australia - Live	3,414,000	2,187,000	46.0%
USA v Australia - Post	2,446,000	1,258,000	44.7%

Top Matches to 20 June	Total TV Reach	Total TV Average Audience	% BVOD Contribution
Australia v Türkiye – Live	4,750,000	3,045,000	44.0%
USA v Australia - Live	3,414,000	2,187,000	46.0%
Haiti v Scotland – Live	1,933,000	872,000	47.6%
Brazil v Morocco - Live	1,932,000	981,000	62.6%
USA v Paraguay - Live	1,717,000	845,000	54.1%

Watch live, free and exclusively on SBS, SBS VICELAND and SBS On Demand from 12 June to 20 July (AEST). Learn all the ways to watch, read and listen, including updating your SBS On Demand app (iOS or Android) and subscribing to SBS Sport newsletters [here](#).

SBS Sport's social media platforms have had more than 229 million video views and 275 million impressions across Facebook, Instagram, TikTok, X and YouTube. ^

In the last few days this heartwarming interchange between Socceroo Awer Mabil and SBS lead commentator David Basheer has delighted audiences.

Follow SBS Sport across YouTube, TikTok, X, Instagram and Facebook for all the latest from the FIFA World Cup 2026™.

Broadcast schedule and more information here.

Hyundai, Hisense, Macca's, Rexona, bet365, Commonwealth Bank and Youi are commercial partners of SBS's broadcast of the FIFA World Cup 2026™.

Sources:

* Reach-To Date: VOZ National Total TV | Date: 11/06/2026 - 20/06/2026 | Data: When Watched, All WC content | Demo: Total People | Metric: Reach (Broadcast 1 min, BVOD 15 secs)

Average Audience: VOZ National Total TV | Date: 12/06/2026 - 20/06/2026 | Data: Consolidated till 13/06/2026, Overnight 14/06/2026 - 20/06/2026 | Demo: Total People | Metric: Average Audience

^ Tableau, 1/4/2026 to 20/6/2026

For further information and interview requests please contact:

Nicole Jeffery | nicole.jeffery@sbs.com.au | 0439 246 625



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