

# Only through Brazil influencer can you catch every World Cup match

BY TALES AZZONI  
ASSOCIATED PRESS

In Brazil, home of soccer-mad fans and the five-time world champions, the only way to watch all 104 games of the World Cup will be through a streaming platform anchored by an influencer.

Elsewhere, users will get to see parts of matches live on YouTube and TikTok for the first time.

Forget about the exclusivity of traditional over-the-air networks: The World Cup will be watched differently this time.

As FIFA pushes to engage a new generation of fans, younger audiences will have more options to access soccer's showcase event thanks to what soccer's governing body describes as a record number of deals with broadcast partners that carry digital-only platforms. Creators' perspectives will be brought to the forefront and user experiences worldwide will be enhanced thanks to what FIFA is calling "game-changing" partnerships.

The goal is to grab viewers' attention, effectively giving them an appetizer that will encourage them to go back



DAVID RICHARD/Associated Press

**Fans cheer before an international friendly soccer match between Egypt and Brazil in Cleveland on Saturday.**

and watch the games on traditional channels.

Co-hosted by the United States, Mexico and Canada, this year's World Cup — the biggest ever, with 48 teams — begins Thursday and will run through July 19.

## BRAZIL'S CAZÉTV HAS THE RIGHTS TO ALL GAMES

Brazil historically has been one of the countries with the most engagement on social media and digital platforms.

FIFA took notice, and four years ago did a type of a test run with popular streamer Casimiro Miguel, now 32, who had shown success engaging with younger sports fans on his Twitch channel. For the

2022 Qatar World Cup, FIFA reached a deal with him — and his partner LiveMode — to broadcast 22 matches on the CazéTV YouTube channel.

With a more informal and conversational approach to the broadcast, along with increased fan engagement and the participation of content creators as commentators, the trial was considered a resounding success. It led to an expanded deal for the tournament this year, with CazéTV becoming the only channel — digital or traditional — with rights to all 104 games in Brazil. The network Globo, the home of soccer in Brazil for decades, will show 55 games.

# UFC

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week. "I don't care if it snows, rains, we're going. Even lightning. You guys all played sports when you were growing up. Whenever there was lightning, you'd sit the lightning out. When it was over, you played. That's what we'll do."

While the South Lawn setting normally reserved for low-contact events like the annual Easter Egg Roll is the real star of the show, there are two championship fights set for the Paramount+ show.

In a card that has been panned by fans online as underwhelming, Brazil's Alex Pereira will meet France's Cyril Gane for the interim UFC heavyweight title. Then Spanish-Georgian lightweight champion Ilia Topuria takes on interim champ Justin Gaethje, one of just two Americans who currently hold even a share of the UFC's 11 championship belts.

UFC middleweight Bo Nickal and 250 fighter was a three-time NCAA Division I wrestling champion at Penn State and met Trump in 2019 at the White House at a ceremony for collegiate national champions.

"The president said hello to all the teams," Nickal said



MANUEL BALCE CENETA/Associated Press

**UFC heavyweight fighter Josh Hokit speaks to reporters during the UFC Freedom 250 media day Wednesday in Washington.**

Wednesday. "When he got to us, he was all excited because he likes wrestlers. He talked to us for maybe 10, 15 minutes because he likes chatting."

Nickal is set to fight on the main card Sunday against Philadelphia fighter Kyle Daukaus. Nickal called fighting on the show a "massive opportunity," and one he may have manifested back in that 2019 meeting.

"I told him at that time in 2019 that I was going to fight at UFC," Nickal said. "He asked if I needed an agent. He's put in a good word for me, obviously, getting on this card."

White, a long-time friend and former business associate of Trump from the days when Boardwalk cards at Trump Taj Mahal lifted UFC into relevancy, brushed off a federal

lawsuit that seeks to halt the fight card.

The filing Saturday by the Public Integrity Project on behalf of two Virginia residents contends the Trump administration's authorization of the event was unlawful. The lawsuit says such approval violated National Park Service regulations prohibiting sporting events on federal parklands. Congress did not consent to the towering arch overlooking the event space and no environmental review was conducted before the construction.

"We were expecting a lawsuit," White said. "We expected everything coming into this event. We thought it would be sooner. We knew it was going to come. We didn't know who or who, but we knew it was going to come."

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