

NANOG 87

ATLANA 2023

FIFA World Cup 2022™

Analysis of the impact on the Internet traffic
and utilization

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NBA World Champions



Celebration: River parade



2003



2014





NFL Super Bowl Champions

New York City

Victory Parade



"An estimated 1 million fans pack the Big Apple's streets to salute the NFL champions"

Argentina World Champion 22

What if the reality collapse the expectations?



Politics

Messi Evacuated by Helicopter After Crowds Swarm World Cup Winners

- An estimated 4 million people flooded streets of Buenos Aires
- Players avoiding mixing politics and sports after historic win



CBS NEWS NEWS SHOWS LIVE LOCAL

World Cup champions Argentina forced to evacuate victory parade by helicopter after being swarmed by jubilant fans


Let's take a look on the Network

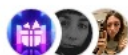
**What kind of unpredictable
records happened on the
Internet during WC22?**

Google CEO stunning revelations about final





leomessi 
Lusail Stadium



Le gusta a **75,097,842**
personas más


leomessi CAMPEONES DEL MUNDO!!!!!!!

  ... más

Instagram & Whatsapp



Mark Zuckerberg 

1h · 



Leo Messi's World Cup post is now the most liked in Instagram history. WhatsApp also reached a record 25 million messages per second during the final.

Meanwhile in Twitter

Brazil sent more Tweets than any other nation during the the WorldCup

Rank of countries twitted most:

- 1.- Brazil
- 2.- Japan
- 3.- Argentina
- 4.- United States
- 5.- France



Meanwhile in Twitter

147B

**Global impressions of
the #WC2022
conversation**



Meanwhile in Twitter



MOST TALKED ABOUT PLAYERS

-  Lionel Messi
@TeamMessi
-  Kylian Mbappé
@K Mbappe
-  Neymar Jr
@neymarjr
-  Cristiano Ronaldo
@cristiano
-  Son Heung-min
@Sonny7

TV GLOBAL AUDIENCE – THE FINAL

- ◆ France – Final attracted average audience of **24.08 million** on TF1. 81% audience share. **+24% from 2018 Final**
- ◆ USA – Final attracted combined audience of almost **26 million**. Most watched FIFA World Cup English-language broadcast in USA
- ◆ Pan-Middle East & North Africa
Live across MENA on beIN Sports
Audience reach: **242.79 million viewers**
- ◆ Argentina – Aired on TV Publica, TyC Sports and DirecTV. Combined audience: **12.07 million viewers**



DIGITAL

- ◆ **24%** more fans engaged on FIFA's digital channels than Russia 2018.
Total Engagements up 448%
- ◆ Official home of match highlight videos:
192 million views, including in sign-language
- ◆ FIFA+ Search Hub became biggest in TikTok's history. **#FIFAWorldCup** hashtag:
25 billion+ views
- ◆ Facebook: **FIFA+ 'Fives Pick 'Em'** became platform's most played fantasy game ever:
20 million+ players

Inside Qatar meanwhile World Cup 2022

Ooredoo Registers Record-Breaking Data Traffic

Hundreds of Thousands of Voice Calls in First 48 Matches of FIFA World Cup Qatar 2022™

533TB of mobile data has been used

136TB of Wi-Fi being used in and around the stadiums

39.9% of data has been via Ooredoo's 5G network at speeds of up to 240Mbps

58.6% on the 4G network at speeds of up to 20Mbps

434,000 fans have used roaming while at the event

**A look what happened on
Latin America during WC22**

and...

get ready North America

- What is Latin America?
- Why FIFA World Cup is interesting to Latin American population?
- Which American countries participated on the tournament?
- What kind of impacts could present in terms of internet traffic?
- Why North America should be ready for the next one? 4 years from now.



American Countries that Participated



This presentation will only focus on the Latin American's countries



Doing Business Rank: #60

Population: ~130.000.000

Estimated internet users: ~90.000.000 - from 260 ISP's ASNs

Local Internet Registry (NIC.MX) & RIR LACNIC

ccTLD: .MX

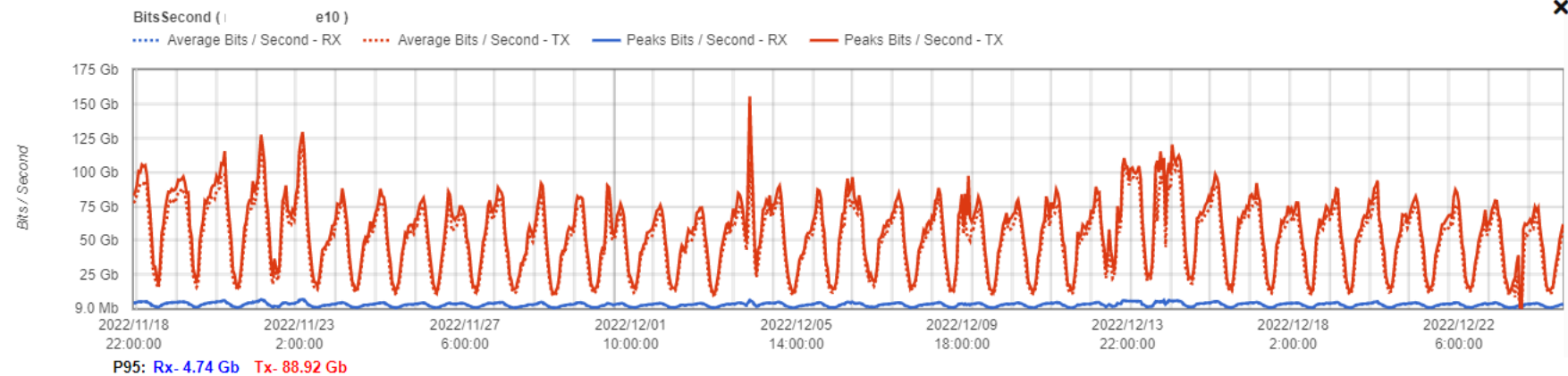
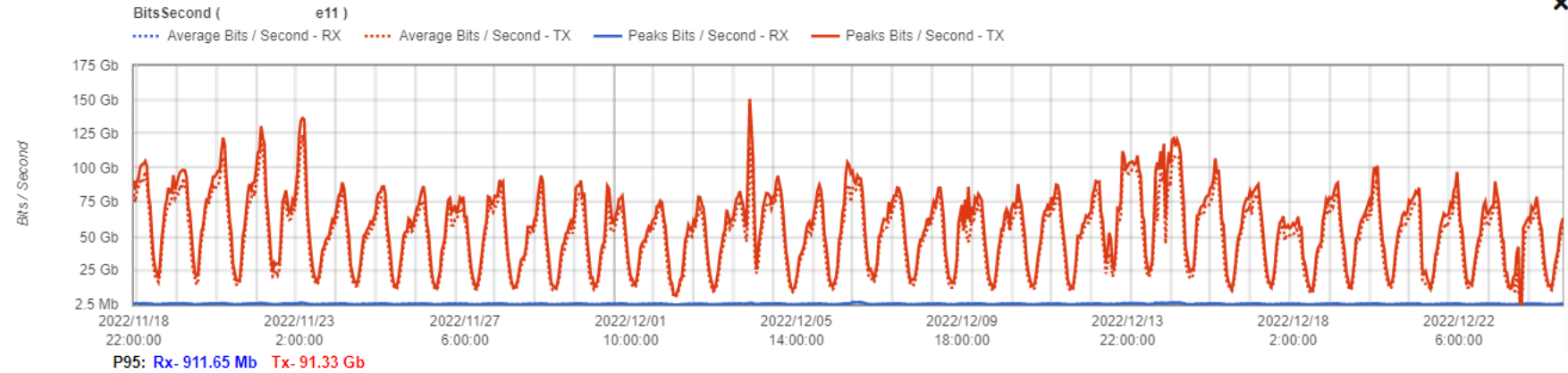
Mexico

- One Peering Example
 - During FIFA World Cup 2022
- Mexico played 3 matches
- AVG traffic increased approx. 50% first days
 - peak of 100% - representing Approx 200G



Group C	Match	Date	Score
Saudi Arabia	Mexico	30 de nov. · FT	1 - 2
Argentina	Mexico	26 de nov. · FT	2 - 0
Mexico	Poland	22 de nov. · FT	0 - 0

BitsSecond





URUGUAY



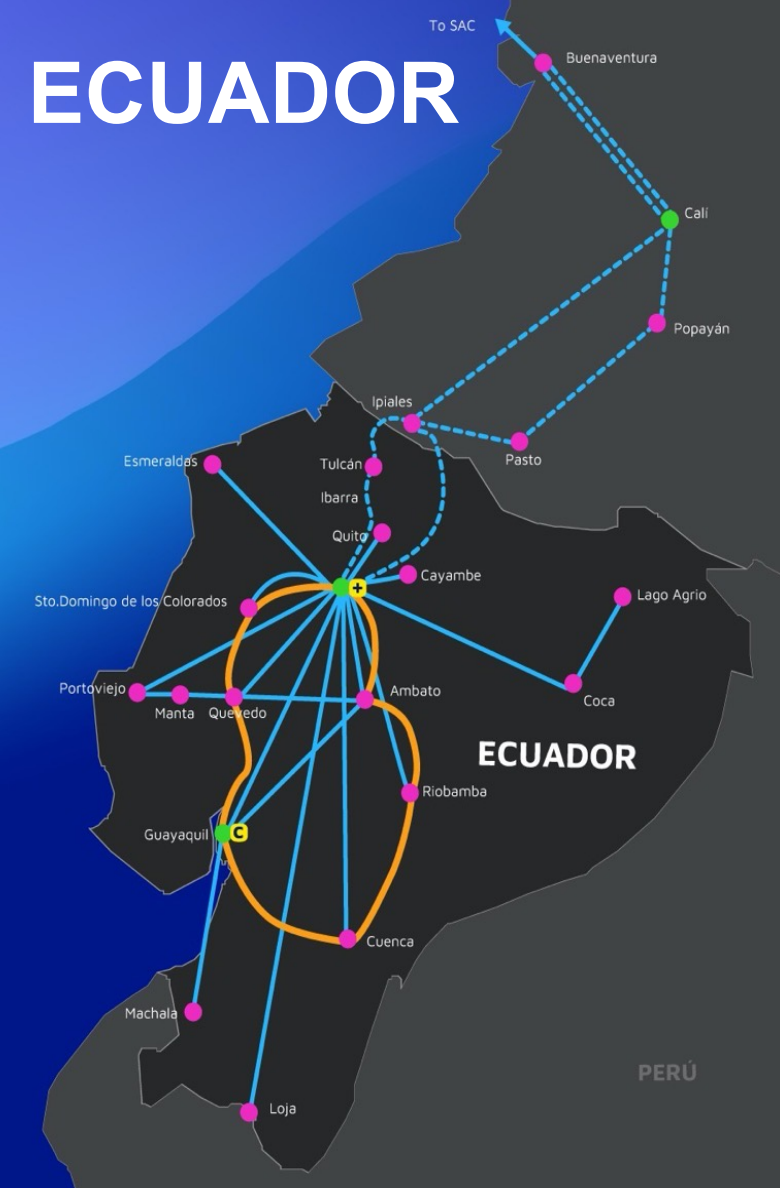
- ccTLD: .UY
- Doing Business Rank: #101
- Population: ~3.600.000
- Estimated internet users: ~2.400.000
- From 8 ISP's or others ASNs
- The HOUSE OF INTERNET for LATAM and the Caribbean (L.A.C.)

[Casa de Internet \(lacnic.net\)](http://lacnic.net)



Group H		
Ghana	2 de dic. · FT 0 - 2	Uruguay
Group H		
Portugal	28 de nov. · FT 2 - 0	Uruguay
Group H		
Uruguay	24 de nov. · FT 0 - 0	Korea Republic

ECUADOR



Doing Business Rank: #129
Population: 18.000.000

ccTLD: .EC
Estimated internet users: 11.000.000
From 132 ISP's or others ASNs

Group A

Ecuador 1-1-1	29 de nov. · FT 1 - 2	Senegal 2-0-1
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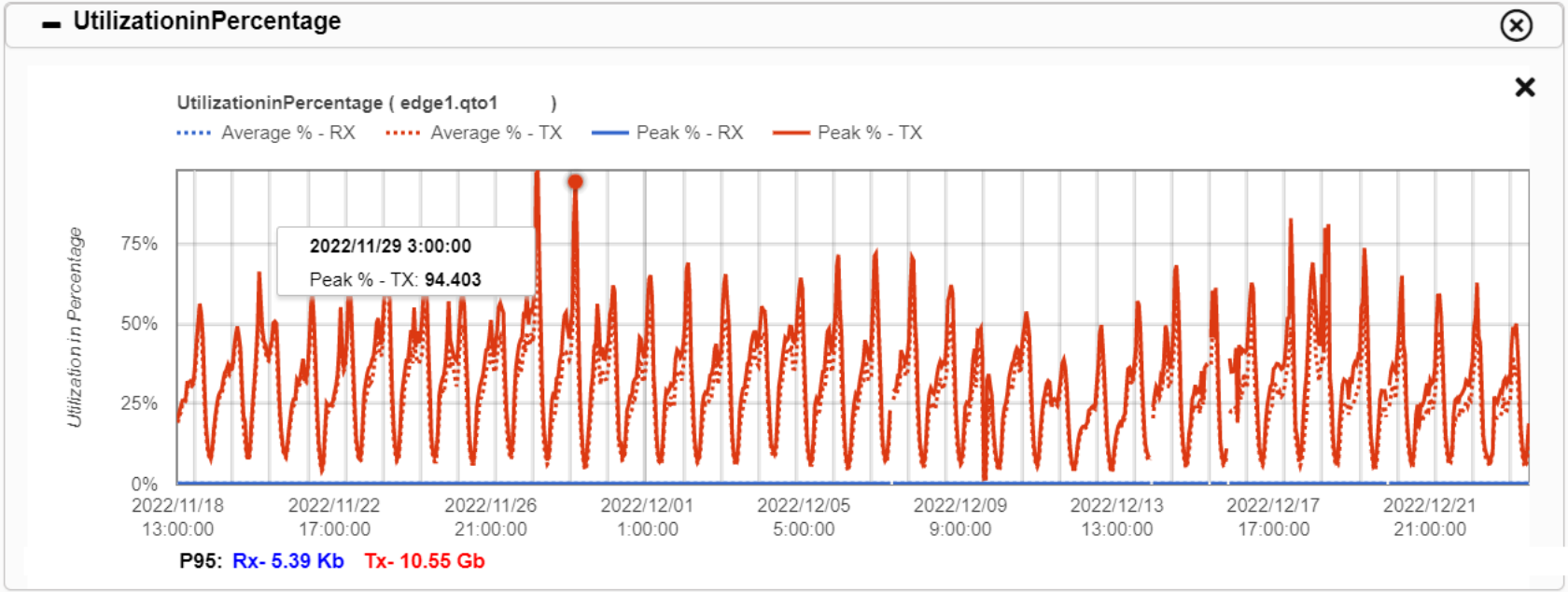
Group A

Netherlands 2-1-0	25 de nov. · FT 1 - 1	Ecuador 1-1-1
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Group A

Qatar 0-0-3	20 de nov. · FT 0 - 2	Ecuador 1-1-1
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One customer traffic example:
Approx 100% peak during last qualification match
Approx 50% peak during final match 18 Dec





Doing Business Rank: #124

Population: ~217.000.000

ccTLD: .BR

Local registry: NIC.BR

Estimated Internet Users: 163.000.000

from 6935 ISP's or others ASNs

(approx. **double #ASNs** than United States)

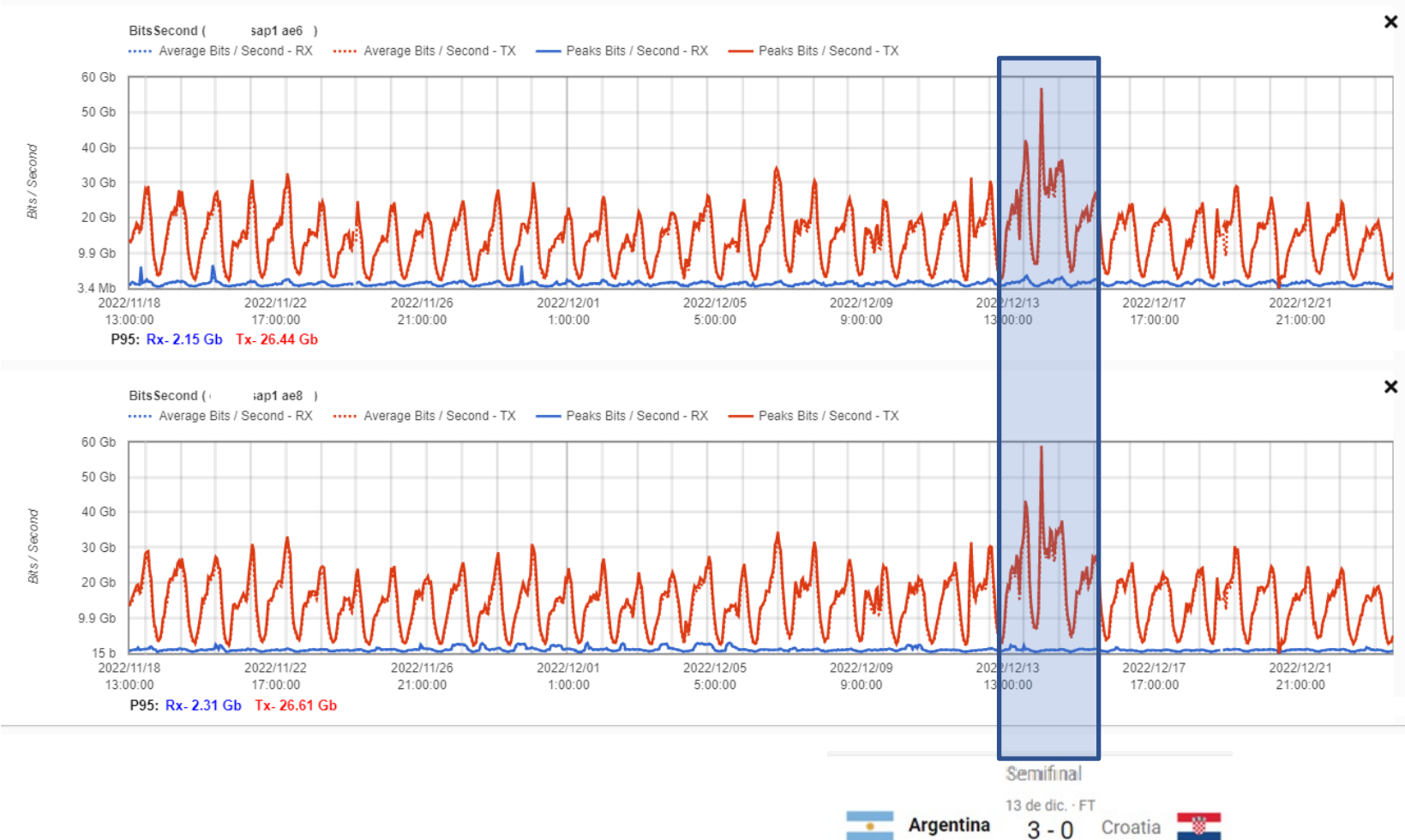
BRAZIL



One customer traffic example:
Approx 110% peak during semifinal match
(Argentina vs Croatia)



Quarterfinal	Croatia	9 de dic. · FT (4) 1 - 1 (2)	Brazil
Round of 16	Brazil	5 de dic. · FT 4 - 1	Korea Republic
Group G	Cameroon	2 de dic. · FT 1 - 0	Brazil
Group G	Brazil	28 de nov. · FT 1 - 0	Switzerland
Group G	Brazil	24 de nov. · FT 2 - 0	Serbia





Doing Business Rank: #189
Population: ~46.000.000

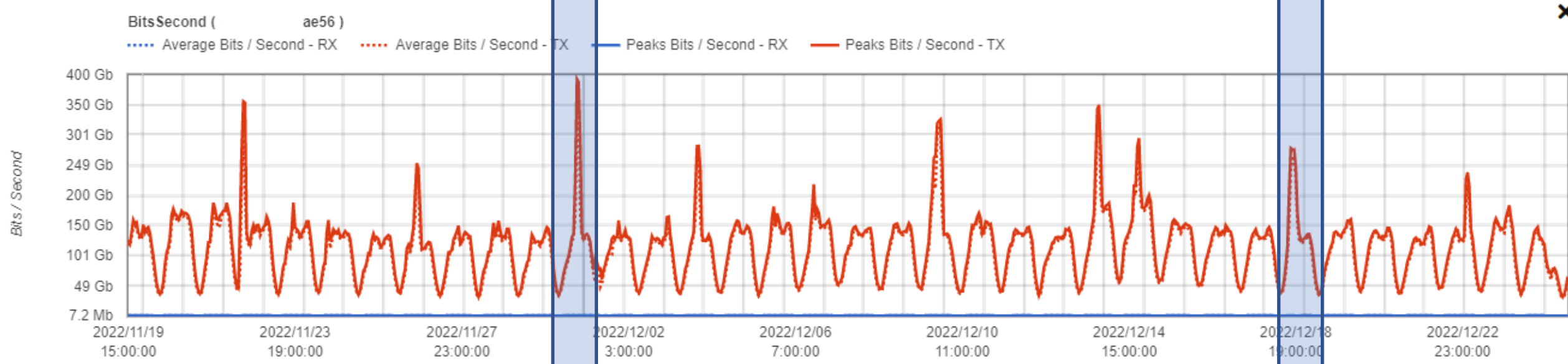
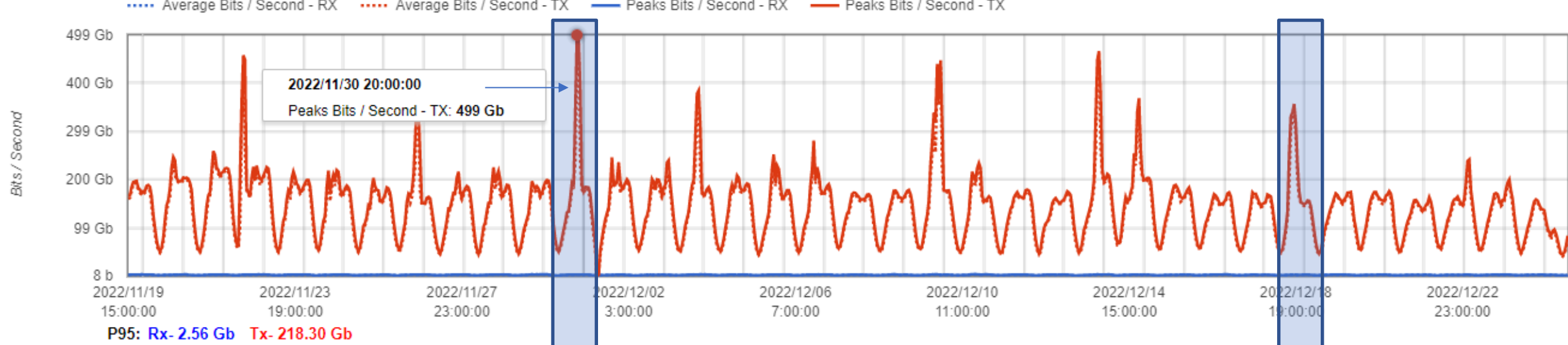
ccTLD: .AR
Estimated Internet Users: 37.000.000
From 764 ISP's ASNs



Argentina World Champion!

Final	18 de dic. · FT	
Argentina	(4) 3 - 3 (2)	France
Semifinal	13 de dic. · FT	
Argentina	3 - 0	Croatia
Quarterfinal	9 de dic. · FT	
Netherlands 2-1-0	(3) 2 - 2 (4)	Argentina
Round of 16	3 de dic. · FT	
Argentina	2 - 1	Australia
Group C	30 de nov. · FT	
Poland	0 - 2	Argentina
Group C	26 de nov. · FT	
Argentina	2 - 0	Mexico
Group C	22 de nov. · FT	
Argentina	1 - 2	Saudi Arabia





30 de nov. · FT

18 de dic. · FT



Poland 0 - 2 Argentina

Argentina (4) 3 - 3 (2) France

Who is next?

**Keep working to be ready
North American Network
Operations Group!**

Who is next?

MORE ON CANADA/MEXICO/USA 2026



Keep working to be ready
North American Network
Operations Group!

FIFA unveils stellar line-up of FIFA World Cup
Cities

Atlanta also! Here will be hosted a lot of world wide fans!



Thank you!



www.ciriontechnologies.com

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