

DAILY COVER

The Numbers Behind The 2026 World Cup

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\$13 billion

The revenue that FIFA expects to have generated across the four-year cycle ending with this World Cup.

Of that total, almost \$9 billion would be from 2026, including \$3.9 billion from broadcasting rights and more than \$3 billion in hospitality rights and ticket sales, according to projections in the organization's 2024 annual report. By comparison, the four-year cycle of the 2022 Qatar World Cup brought in a record \$7.6 billion in total revenue, **according to FIFA**, and the International Olympic Committee generated \$4.4 billion in commercial revenue in 2024, coinciding with the Paris Summer Games, the IOC **said in its annual report** that year.