

MATCH RECAP

2023 FIFA WOMEN'S WORLD CUP AU.S.N.Z

GROUP E

USA VS. VIE

FRI | 7/21 | 9PM EDT

FINAL SCORE 3 - 0

GOAL SCORERS

14' - Smith (USA)
45'+7 - Smith (USA)
77' - Horan (USA)

GROUP STANDINGS

1. USA - 3 points
2. Ned - 3 points
3. POR - 0 points
4. VIE - 0 points

BROADCAST



TOTAL VIEWERS

6.3M

Telemundo

FOX

TOP MARKETS*

Kansas City	5.0
Washington DC	4.3
Hartford	3.9
Austin	3.7
San Francisco	3.6

*Top English Language Markets

USA VS VIETNAM HIGHLIGHTS*

- Ranks as the 2nd most watched Women's World Cup Group Stage Telecast ever on English Language television
- Most-streamed Women's World Cup Group Stage match in Fox Sports History with an average minute audience of 155,831
- Up +99% from the 2019 equivalent Group Stage telecast from France on Fox (USA/Thailand 2,649,000)
- USA vs. VIE peaked between 10:45 to 11:00 PM ET at 6,552,000
- The most watched and streamed Women's World Cup Group Stage Match in Spanish-Language History
- 3rd highest Total Audience Delivery in Spanish Language TV
- Highest Women's World Cup average minute audience on digital in Spanish Language history
- USA vs. VIE P2+ of 6.3M was the highest linear broadcast of the day, beating Cruz Azul vs Inter Miami (2.1M) and British Open Championship (1.8M)
- 2.2X higher emotional response to the first USA Goal vs. competitive TV norm

*Nielsen Media Research/Adobe Analytics/SBJ / Fox Sports (Disclaimer - these are overnight TV ratings. Final ratings will be released later)

EARNED & SOCIAL MEDIA HIGHLIGHTS



Astronaut Frank Rubio is cheering on the #FIFAWWC 🇺🇸 teams with a special message from space. Best of luck to all the athletes. Go #USWNT!



Second gentleman Emhoff cheers on US World Cup team in New Zealand

By Nathan Frandino
July 22, 2023 2:58 AM CDT · Updated 3 days ago



Barack Obama

Good luck to the incredible @USWNT at the World Cup! You represent the best of the best, and I'll be cheering for you all the way.



Go get that fifth star

Good luck @USWNT



U.S. dominates opener

Smith (right) scored the U.S. team's first goal in the 14th minute as the Americans rolled to a 3-0 victory over Vietnam at the Women's World Cup in Auckland, New Zealand. Smith added another goal, giving the U.S. a 2-0 halftime lead, and captain Lindsey Horan scored the final goal for the U.S. with Smith on the assist. The Americans have won four World Cups overall and are vying for an unprecedented fifth goal in this year's tournament.

Next matches
U.S. vs. Netherlands
U.S. vs. Portugal
U.S. vs. Denmark
U.S. vs. France
U.S. vs. Spain
U.S. vs. Sweden
U.S. vs. Germany

PARTNER HIGHLIGHTS

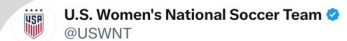
#WeBelieve presented by Volkswagen

Inspired by the bond and unity that soccer provides between athletes and fans, VW and USSF teamed up to launch #WeBelieve to deliver messages of support to the USWNT ahead of and through the WWC. The initiative has collected thousands of fan messages and brought them to life at the Send Off game in San Jose through a custom player tunnel, in-game displays, FanHQ vehicle wrap, B/R highlights and within broadcast watched by nearly 1M viewers! Click [HERE](#) to view the clip!



AT&T - The Call

Following the nomination for the #Hashtag Sports awards for the MNT iteration, AT&T partnered with USSF and USWNT Coach Vlatko Andonovski to produce *The Call*, giving 9.6M fans a behind-the-scenes look at the USWNT call ups ahead of the 2023 WWC. Gaining over 12.8M impressions, the impactful moments of the campaign brought joy to soccer fans across the world by showcasing how connecting changes everything.



Whether it's your first or your fourth, it never gets old.

Coming soon

The Call, presented by @att



UP NEXT:

MATCH 23, GROUP E
USWNT vs NETHERLANDS
9PM ET/ 7/26

