How to Livestream the World Cup, and Why Most Viewers Will

Good news for those broadcasting and streaming the 2018 FIFA World Cup, which kicks off tomorrow in Russia. Of the 67 percent of consumers surveyed by the Interactive Advertising Bureau who said they have livestreamed video, 65 percent said they will stream matches on their smartphone. 71 percent said they plan to watch live matches… https://www.adweek.com/tv-video/consumers-who-livestream-video-are-likely-to-watch-the-world-cup/