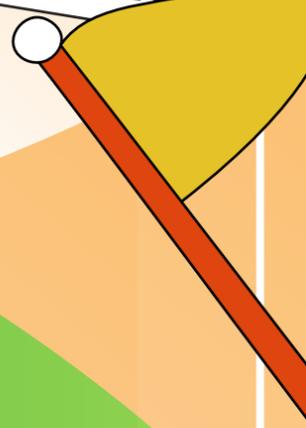


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Culture & Trends Report

A Football Revolution

How Latin American creators and communities are rewriting the rule book on football entertainment.



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The new broadcast era

The beautiful game goes by many names around the world, but for the sake of this report, we will call it football.

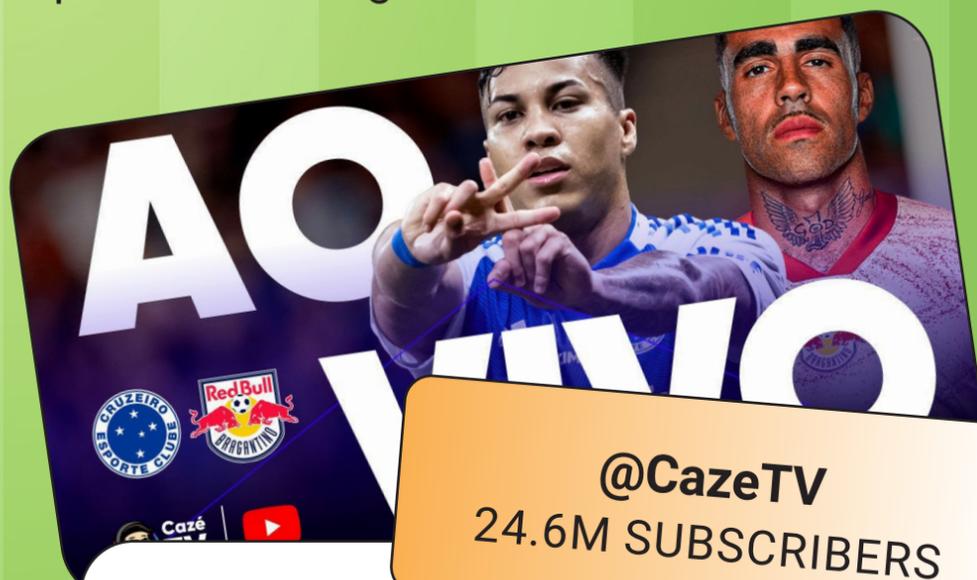
YouTube football creators have not only transformed the sport's media landscape but the football industry at large, moving from fan-made content to securing broadcast rights and becoming primary destinations for live matches and analysis once owned by traditional networks.

Creators today are live streaming on YouTube to create sports entertainment that fans enjoy as much as - if not more than - live broadcast television, providing sports coverage that's interactive, immediate, scalable, and fan-centric.

Rewriting Broadcast Rights

Channels like GOAT broadcast the Japanese League, Bundesliga, Saudi Pro League, Women's Super League, and more. CazéTV broadcasts top-tier competitions, and has even secured rights for the upcoming 2026 World Cup. These types of moves signal a tectonic shift in media rights deals, pointing towards a deep understanding of where audiences are actually spending their time.

Most telling of this shift is how mainstream media is now following suit. TV Globo, ESPN, TNT Sports, and TV Azteca are streaming live, digital-first programs on YouTube, either to complement their TV offerings or to extend existing rights. For example, TV Globo has streamed games from Brasileirão and Copa Libertadores.



1B Views

To CazéTV official YouTube channel during the FIFA Club World Cup 2025.

YouTube data, Global, June 14 - July 13, 2025

The new press box

Digital spaces have become the point of origin for a new generation of journalists as current and former athletes, analysts, and podcasters embrace the creative freedom platforms like YouTube offer to communicate directly with their audiences. Creators have found particular success, like **Flow Sport Club** and **Davoo Xeneize**, who offer a wide range of content around football and its

culture, as well as former players like World Cup champions **Denílson** and **Romário**, who use their unique perspective to interview current and retired players on their shows. It's this authentic and field level connection to the game that audiences are using to stay tapped into the sport.

Creators

@FlowSportClub
1M SUBSCRIBERS

@DavooXeneizePlusX
2.5M SUBSCRIBERS

Players

@denilsonshow
954K SUBSCRIBERS

@RomarioTVoficial
535K SUBSCRIBERS

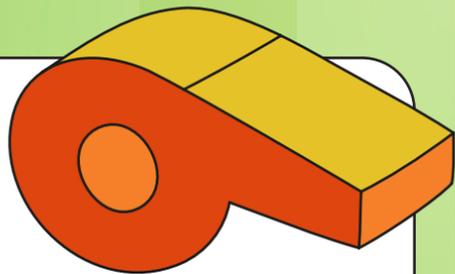
Many football fans prefer YouTube to legacy network television: According to a study conducted in Brazil and Mexico, 56% of sports fans in Brazil and 59% in Mexico agree that they prefer watching professional sports commentary from creators, athletes, and journalists online as opposed to TV.¹

¹ Google/SmithGeiger, YouTube Trends Survey, MX April 2025, N=738 online sports fans age 14-49. Google/SmithGeiger, YouTube Trends Survey, BR April 2025, N=1000 online people age 14-49

Fandomification of sports content

Creators are centering the fan experience in a way that TV broadcasters simply can't: they are going to football games and vlogging their experiences, they are following players to show day in the life content, they are earning millions of views off of reaction videos, they're putting on live-streamed watch-alongs of matches, and creating virtual grandstands where fans interact with one another in real time. All of which is being run through the often unfiltered vision of a person devoid of the restrictions and limitations a broadcast network comes with, making them feel more authentic and relatable.

66%



of sports fans in Mexico, 14-49-year-olds, watch or engage with sports commentary/analysis from creators or fans weekly or more.

Google/SmithGeiger, YouTube Trends Survey, MX April 2025, N=738 online sports fans age 14-49.

Creators know that their success is dependent on their relationship with their fans, which is why they create content that puts their fans inside the game, like **Futebol pelo Mundo's** vlogs, or **Los Displicientes'** wide variety of content formats like video game streams, reaction videos, and live game watch-alongs.

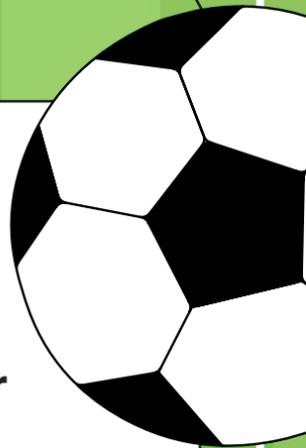
82%

of sports fans in Brazil watch or engage with fans sharing their experiences at sports events at least every month on YouTube.

Google/SmithGeiger, YouTube Trends Survey, BR April 2025, N=1000 online people age 14-49.

This fandomification of sports content plays a crucial role in fostering a strong sense of community, building an even more loyal and engaged fan base beyond the arena.

One stand-out way the creators are showing up for their fans is with challenge videos that gamify the game. Designed to be engaging, humorous, and highly shareable, these videos come in a variety of formats such as skill-based challenges, game-show style challenges, and collaborations or "Vs. Pro" content. Transcending the game itself, these videos become a form of entertainment in their own right.



@LosDisplicientes
2.52M SUBSCRIBERS

@canalfutebolpelomundo
749K SUBSCRIBERS



Creators Take the Field

Creators and fans aren't limiting themselves to just watching, broadcasting, and commenting. They're actually putting on YouTube - and playing in - their own tournaments and leagues, like "La People's League" in Mexico and "Desimpedidos" in Brazil. The globally recognized Kings League, originally founded by former professional footballer Gerard Pique in 2022, was engineered with its digital audiences in mind: rules were created through a social media-driven voting process, and teams can use "secret weapon" cards during matches that give them video game-esque "power-ups."



@LaPeoplesLeague
42K SUBSCRIBERS



@desimpedidos
10M SUBSCRIBERS



@KingsLeagueOfficial
1.2M SUBSCRIBERS

And audiences are showing up in a big way. In 2025, videos related to Kings League received more than 900 million views globally.² The impact with fans is unmistakable.

63%

of sports fans in Mexico, agree that they like to watch online videos of challenges, games, and/or sports events invented by creators.³

Creator-led tournaments honor the sport while embracing the visual and kinetic aesthetics that digital natives are already fluent in, but they also represent a significant shift in sports media: highly engaging - and profitable - sports events can be created without multi-billion dollar broadcasting rights, or even immediate mainstream recognition. Rather, these events succeed because of their ingenuity, their audience involvement, the creators, and the fan communities.

² YouTube data, Global, January 1 - August 31, 2025

³ Google/SmithGeiger, YouTube Trends Survey, MX April 2025, N=738 online sports fans age 14-49.

What this means for you

Friends Culture

Football content's explosive growth and impact on the game can be credited to how creators are granting unprecedented access and agency to the fans.

01

Football content creators are the new biggest players in broadcast sports. Once limited to commentary, independent creators are co-streaming professional football games to their communities. Football content is expected to grow as major sports events increasingly utilize the platform to find audiences.

02

Where creators lead, the mainstream follows. The successes of channels like CazéTV, GOAT, and Desimpedidos have inspired journalists, athletes, and even entire networks to follow in those creators' footsteps. The mainstream is playing catch-up; YouTube remains key to fostering the direct, authentic relationships millions of passionate fans demand.

03

The grandstand goes virtual. Fans are using YouTube as an extension of stadium stands and bar tables, watching the game along with their fellow revelers virtually when they can't get to stadiums. The live chats enable real-time interaction among fans globally, and the ability to create and publish their own content fosters an unprecedented sense of community and engagement.

04

Creator-led tournaments are changing the game, literally. Original competitions like the Kings League and Copa Desimpedidos utilize inventive combinations of talent including athletes, celebrities and content creators that leverage a full suite of formats

