

SECTOR SPOTLIGHT • GAMING & LIVE SPORTS

NBA Finals and World Cup drive lasting **EA Sports FC and NBA 2K** engagement, despite declines during games

App and web activity grew before and after the NBA Finals and World Cup Group Stage but dipped during peak viewership, showing lasting benefit despite clear live-sport substitution. EA's ad ramp tracks stronger engagement than 2K's cuts.

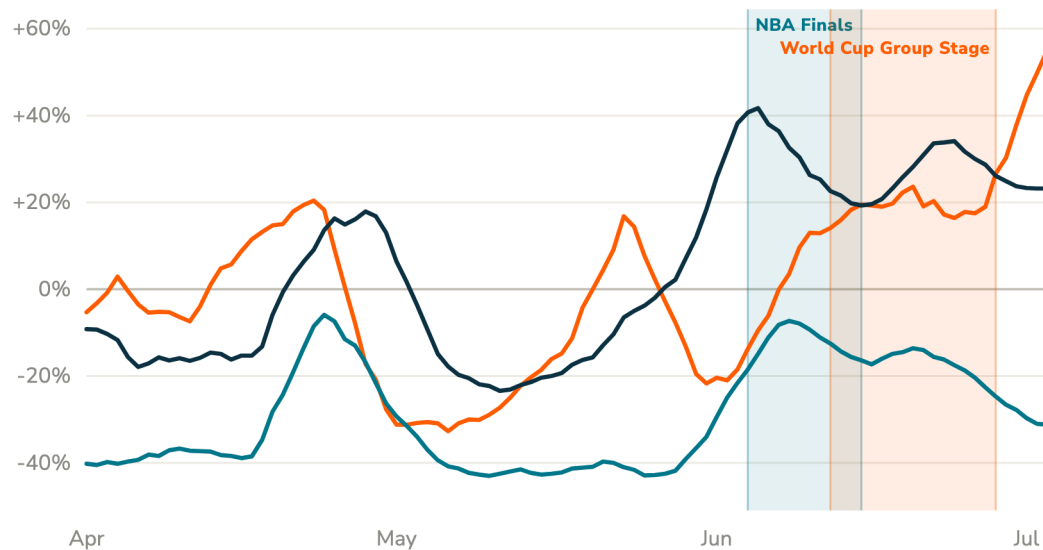
App Activity Builds Ahead of and After Events, Declines During Peak Viewership

App downloads and users growth accelerated for NBA 2K and EA Sports FC in the lead-up to the NBA Finals and World Cup, respectively. Gains in app users persisted into July, recovering from a decline during peak viewership, suggesting a lasting benefit once the competition for attention dissipates.

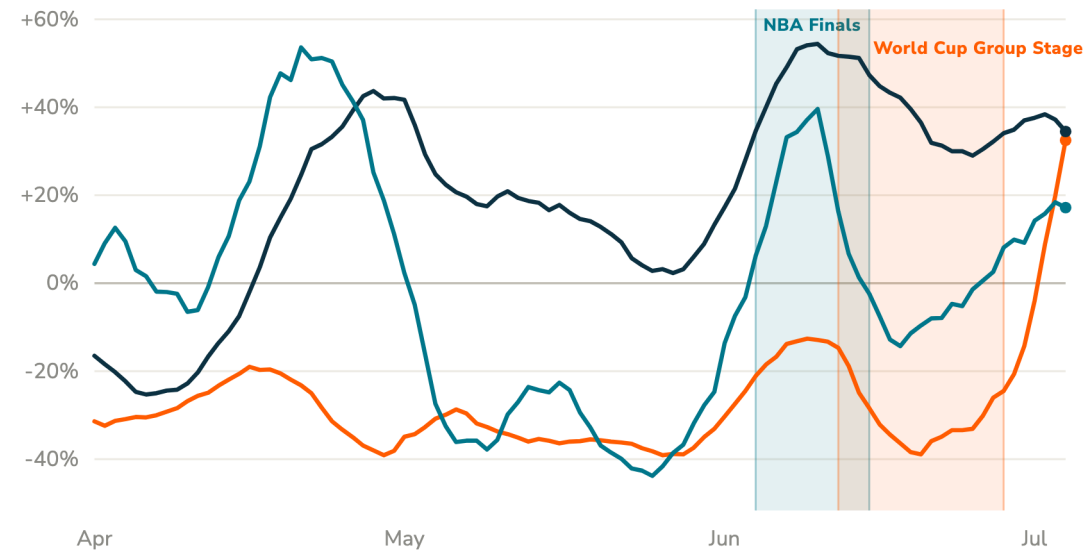
— EA Sports FC Companion — EA Sports FC Mobile Soccer — NBA 2K Mobile

Y/Y % change · daily · Apr–Jul 2026

App downloads



Active users

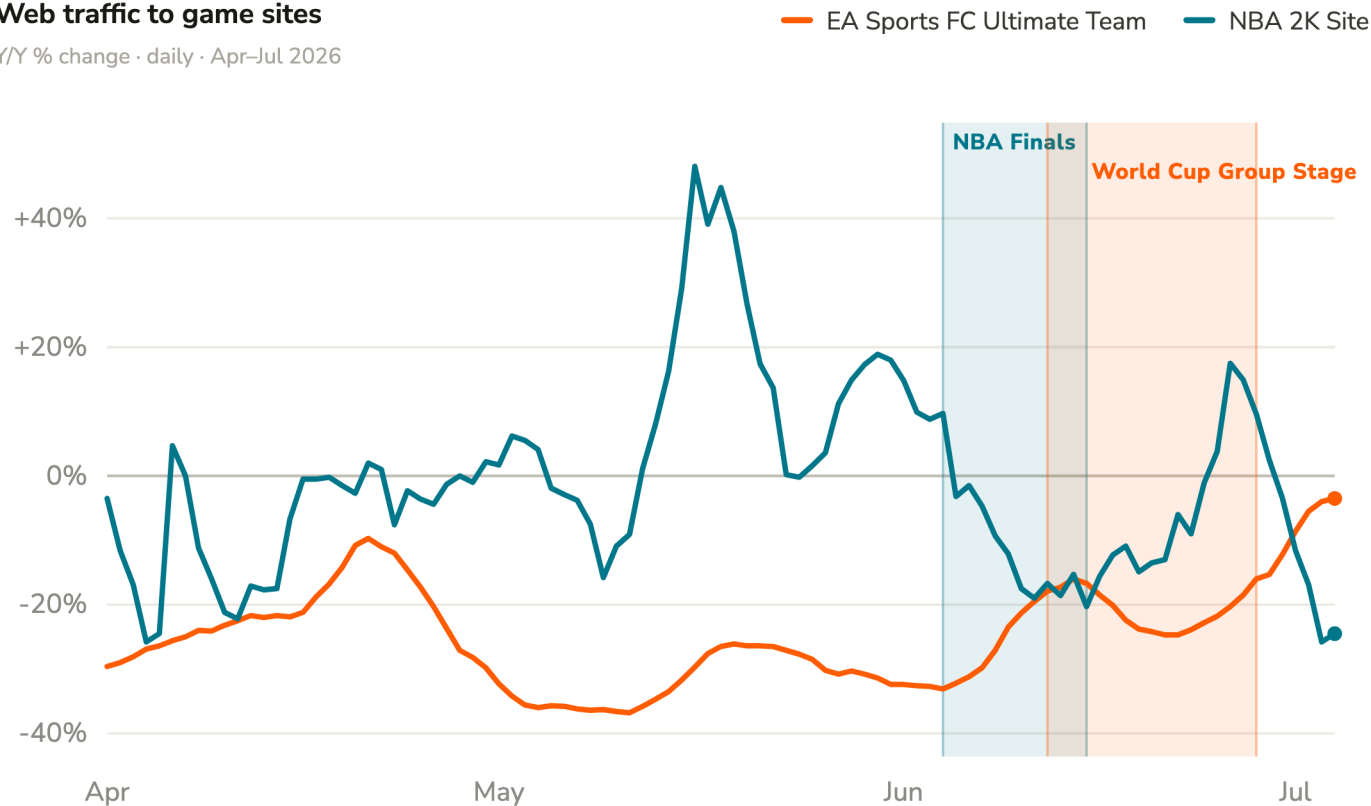


Web Engagement **Recovers for NBA 2K then Falls Again, Stays Strong** for EA Sports FC

Traffic to NBA 2K's site declined through the NBA Finals themselves as live viewership peaked, consistent with the app trend, but fell again in July after a post-finals acceleration in late June. EA Sports FC's Ultimate Team web app plateaued during the World Cup Group Stage but showed steady gains since mid-May as hype built, and closed 2Q at its highest growth levels.

Web traffic to game sites

Y/Y % change · daily · Apr-Jul 2026



NBA 2K SITE · NBA FINALS

-30 pp **11 days**

Y/Y growth deceleration

tip-off to the low

From the Finals tip-off (+10% Y/Y) to the low during peak viewership (-20% Y/Y).

EA SPORTS FC WEB APP · WORLD CUP

-5 pp **10 days**

Y/Y growth deceleration

kickoff to the low

A far shallower dip from World Cup kickoff (-20% Y/Y) to its low (-25% Y/Y) — then recovering through the knockouts.

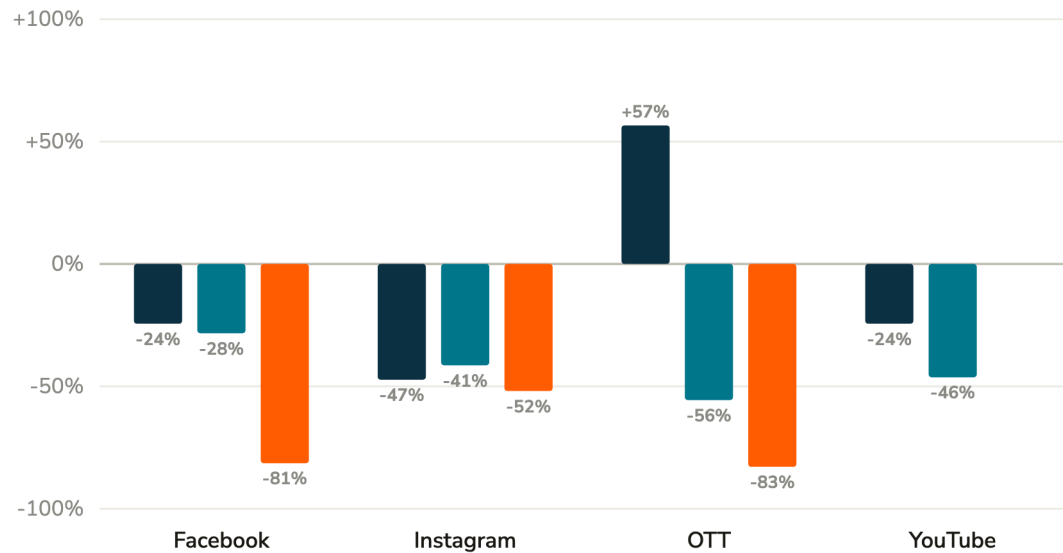
EA Ramping Ad Spend for Engagement Boost; 2K Gains Despite Spend Cuts

EA increased digital ad spend across most platforms in April, May, and June while 2K cut spend, suggesting event impacts are independent of ad spend – but increased investment from EA coincides with better engagement growth throughout the quarter.

■ April ■ May ■ June

Year-over-year % change in digital ad spend - axis capped at ±100%

NBA 2K cutting spend



EA Sports FC ramping spend

