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## **Dentsu Acquires Broadcasting Rights in Japan for the FIFA World Cup 2026** **—Enabling Nationwide Support through Diverse Viewing Options—**

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) has acquired the broadcasting rights (including both broadcast and streaming media rights) in Japan for the FIFA World Cup 2026. The tournament will take place from June 11 to July 19, 2026, across three countries—Canada, Mexico, and the United States—with 48 teams competing in a total of 104 matches. Through this acquisition of rights, Dentsu aims to deliver the excitement and appeal of the world's premier football event to a broad audience in Japan through various channels, including television broadcasts and online streaming services.

The FIFA World Cup, one of the world's largest sporting events, has a significant following in Japan. Supporting the shared vision of the Japan Football Association (JFA) and the J.LEAGUE to give as many fans as possible the opportunity to watch Japan's national team, Dentsu has worked with broadcasters and over-the-top (OTT) media service providers to build a framework to allow all of Japan to experience the tournament's excitement. These efforts have led to the successful acquisition of rights from FIFA (Fédération Internationale de Football Association), the tournament organizer.

Under the planned broadcast and streaming arrangements, Japan national team matches will be broadcast live on terrestrial broadcasts, along with multiple platforms, allowing a wide range of viewers to watch and cheer for SAMURAI BLUE (Japan national football team) as in the past. Furthermore, all 104 matches, including Japan's games, will be live-streamed on digital streaming services.

This setup will allow fans to work around the significant time difference between Japan and the host countries to enjoy the tournament in their own style, enabling all of Japan to share in the thrill, emotion, and passion of football.

Dentsu remains committed to contributing to the growth of the sports industry, media, clients, local communities, and society as a whole through global sporting events.

### **Romy Gai, Chief Business Officer at FIFA**

“We are delighted to extend our long-standing partnership with Dentsu in Japan, which was the first country to qualify for the FIFA World Cup 2026. Dentsu’s innovative approach for the upcoming tournament will ensure that the matches are shown by a strong combination of free-to-air and OTT streaming players, guaranteeing great coverage so that all fans in Japan can enjoy the tournament.”

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