

THE FOOTBALL UNIVERSE

Cinematic football stories: the rivalries, the records and the systems behind the game. Original scripts, original voice-over, original motion design. Published daily on Facebook, Instagram, YouTube and thefootballuniverse.tech.

4.85M

FACEBOOK VIEWS · LAST 28
DAYS

91.3K

FACEBOOK FOLLOWERS

+82.6K

NET NEW FOLLOWERS · 28
DAYS

1.03M

1-MINUTE VIEWS · 28 DAYS

51,240 h

WATCH TIME · 28 DAYS

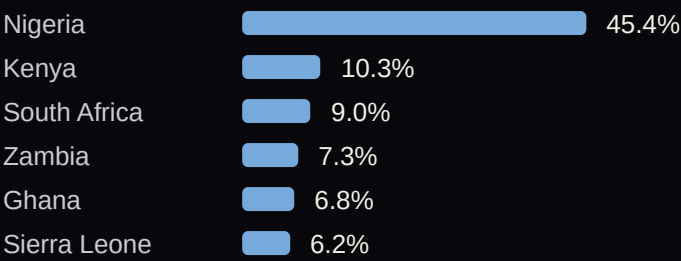
3

REELS PAST 1M VIEWS · LAST
28 DAYS

Facebook Insights, 10 Sep – 7 Oct 2026. 94% of views come from non-followers: every post reaches new fans.

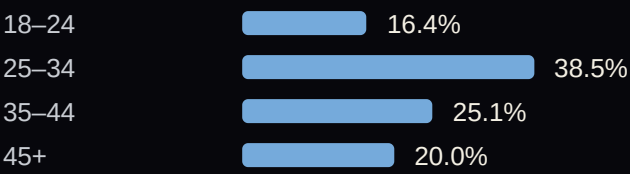
WHO WATCHES

A young, football-mad audience concentrated in Africa's biggest football markets.



Top cities: Lagos, Freetown, Lusaka, Nairobi, Abuja, Accra.

AGE



80% of the audience is 18–44.

RECENT HITS

REEL	VIEWS
Top reel, 10 Sep	1.22M
Top reel, 25 Sep	1.15M
Top reel, 11 Sep	994K
Instagram: Bad Blood LIV v MCI · Ronaldo Walkout	97K · 93K

PARTNER WITH TFU

PACKAGE	WHAT YOU GET	FROM
Sponsored reel	One TFU reel (40–90 s) with your brand integrated into the story, a 3-second "brought to you by" end card, a caption mention and a link. Facebook and Instagram.	\$350
Series sponsor	Title sponsorship of a running TFU series (e.g. <i>Bad Blood</i> , the rivalries series) for four episodes a month, plus logo on every end card and a pinned comment.	\$1,200 / mo
Match-day takeover	A branded reel on a big fixture day (derbies, El Clásico, finals), plus a Facebook Live and Stories.	\$600
Add-ons	Story set (3 frames) · website banner on thefootballuniverse.tech · product placement in a reel.	\$75–150

Prices in USD, before tax. Bundles and multi-month terms on request. Every sponsored post is labelled as a paid partnership.

WHY TFU

- Story-first: brands sit inside narratives fans watch to the end (1M+ one-minute views a month).
- Reach beyond the base: 94% of views come from non-followers.
- Brand-safe: original scripts, fact-checked before every voice-over; no gambling content.
- Fast: from brief to post in 72 hours.

CONTACT

wrt.ujjwal@gmail.com · thefootballuniverse.tech