
MARKET FACTS!

MARKET FACT #410

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50%

LESS TRAFFIC on the streets of Riyadh (Saudi Arabia) is what happens whenever there's a big match between football teams Nassr and Hilal.

DATE: November 25, 2024

COMMENT: Another fast card. Here's what you need to read just to understand how big Saudi Arabia is becoming in the football (soccer) industry: "Everyone is either at home watching or at the stadium" – SOURCE: Netflix: Saudi Pro League Kick Off Documentary [10:15min - Episode #1]. Period. Saudi Arabia is coming for the West in terms of dominance in the football industry.

A MESSAGE FOR BRANDS

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