

FAN 48

THE WORLD CUP FANS PODCAST



**A World Cup podcast
about people, places,
and stories.**

**One tournament.
Three host nations.
Fans.. forty-eight.**



[NON]FICTION
PEOPLE

Coaching | Creative | Podcasts

CONCEPT

FAN48 is a documentary-style **World Cup podcast** following host **Rob Shaw Cameron's** journey across the three host nations - **USA, Mexico, and Canada** - with one simple mission: **to meet a fan from every one of the 48 competing countries.**

The series explores the human experience surrounding the tournament - the **stories, rituals, emotions, and unexpected encounters** that emerge when the world gathers at football's biggest stage.

At its heart, **FAN48** asks:

When the world turns up to watch, what can we learn about connection, identity, and each other?



FORMAT & COVERAGE

Episodes are published daily in the week leading up to and throughout the Men's FIFA World Cup - from the opening match to the final - **FAN48** captures conversations and moments with fans in **stadiums, fan parks, homes, and social spaces** across all **three host nations.**

The series is designed as a companion to the tournament: **timely, human, observational, driven by encounter** and spontaneous.

June 8 - July 20, 2026

PRESENTER



Coronation Street's **Rob Shaw Cameron** is an actor and presenter known for his warmth, curiosity, and ability to draw people into natural, revealing conversation.

He is the host of the **Stage Door Athletic** podcast and numerous live events as well as star of TV and Theatre. He has spent over two decades working across performance, storytelling, and human-centred communication.

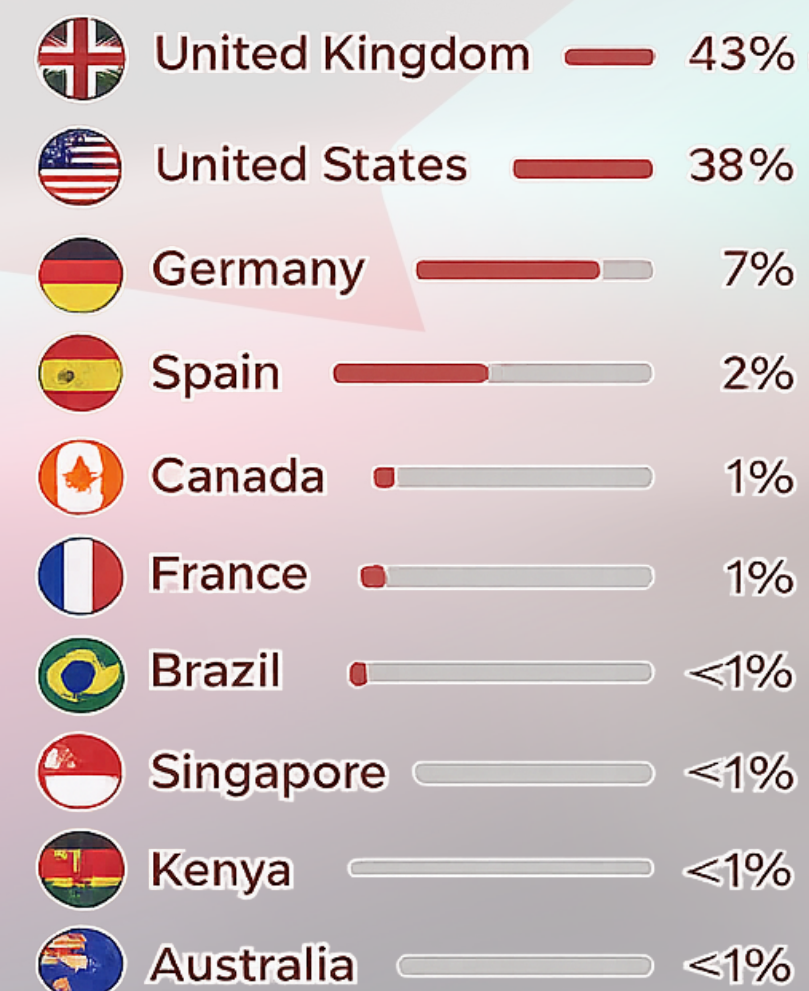
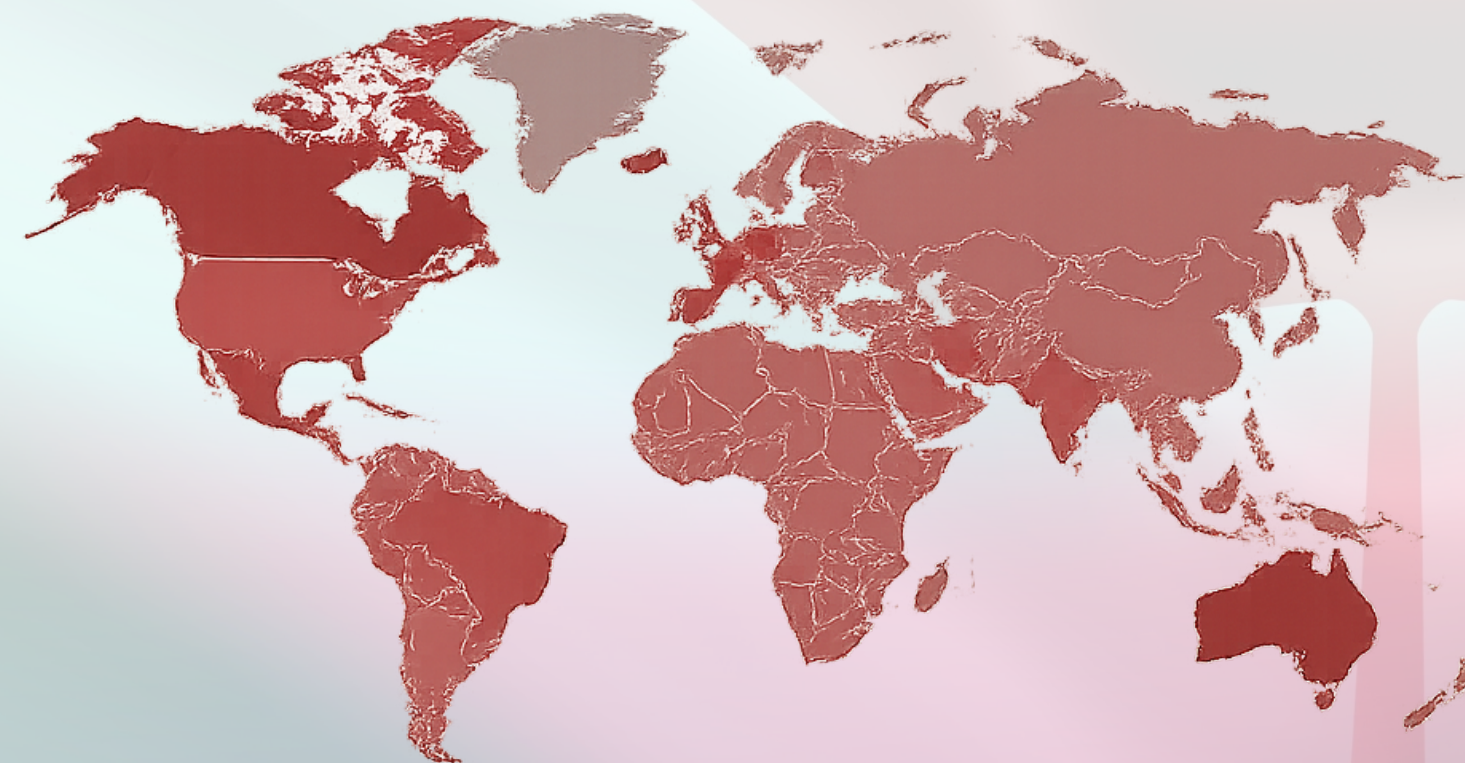
STAGE DOOR ATHLETIC

FAN48 will take over and grow the already established and highly engaged **Stage Door Athletic** podcast feed.

Stage Door Athletic, the theatre of sport podcast, has cultivated a highly engaged, organically grown audience, predominantly split between the **UK (43%)** and the **US (38%)**, capturing 81% of listeners between these two key markets.

Built entirely through word-of-mouth and culturally resonant content, the podcast also boasts dedicated listenership across Germany, Spain, and beyond, reflecting a transatlantic appeal that's both focused and far-reaching.

This engaged audience makes the fan-driven podcast an attractive platform for **FAN48** sponsorship, connecting brands to sport and culture-savvy listeners dedicated to live events and global fan culture.



PRODUCER



BOB DIGGLES

Bob is a highly experienced former **BBC Radio** producer whose career spans **BBC Radio Solent, Heart and Capital**.

He has written and produced acclaimed podcasts including **Bob Graham Sounds** and **Dad Does Drugs**, bringing deep editorial expertise and audio storytelling craft to the project.

PRODUCTION

FAN48 is produced by [NON]FICTION PEOPLE Ltd, a UK-based company specialising in **podcast production, communication, and live event curation**. The company develops projects at the intersection of performance, conversation, and real-world human experience, and has delivered work for organisations including Cancer Research UK's Race for Life.

PARTNERSHIP CONTEXT

This document accompanies **promo audio** and **materials** demonstrating the tone, style, and conversational approach of the series. They can be accessed [here](#).

FAN48 is positioned as a culturally curious, human-led project well suited to **editorial, broadcast, and brand partnerships** aligned with storytelling, travel, sport, and shared experience.

CONTACT

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