# FIFA introduces Super Bowl-style half-time show for World Cup final amid fan backlash



FIFA President Gianni Infantino has announced that a Super Bowl-style half-time show will take place during the 2024 World Cup final, generating significant backlash among football fans across the globe. The announcement was made on Wednesday and has sparked fierce debate regarding the potential impact on the sport.

The initiative, which will be influenced by the established format of the Super Bowl, will see international rock band Coldplay tasked with selecting the performers for the event. Traditionally, the Super Bowl half-time show features a principal act performing a medley of their hits for approximately 13 minutes, with the recent edition headlined by US rap artist Kendrick Lamar, who leveraged the international stage to reignite public interest in his long-standing feud with fellow artist Drake.

As world champions, Argentina will participate in the final, which is set to occur in North America, further highlighting the growing American influence on global football. Despite this spectacle, a number of supporters have vehemently opposed the introduction of a half-time show into football, voicing their concerns on social media. One fan lamented, "Game's officially gone," highlighting a perceived disconnection between the sport and its traditional values. Another commenter referred to the decision as "utter woke nonsense," indicating a belief that the move reflects a broader trend within sports entertainment that prioritises showmanship over the actual game.

Critics have raised issues regarding the potential disruption to the match's natural flow, suggesting that an extended half-time period could detract from the event's overall allure. One disgruntled fan commented, "If it lasts longer than 15 minutes it's a disgrace," emphasising the sensitivity surrounding the structuring of such events. Further apprehension has emerged from supporters worried that this development may set a precedent for more Americanised changes to the sport, with one stating, "The game we once loved is being ruined. Next we will play Premier League games in the US on a permanent basis."

While musical performances have occasionally occurred at significant football fixtures—such as at the Champions League final where Lenny Kravitz performed prior to the match between Real Madrid and Borussia Dortmund—they have not typically been part of the half-time segment. The forthcoming half-time show will debut at the 2024 final, with American band Linkin Park expected to take the stage in Munich on May 31. Following this, the concept will be trialled further during the 2026 World Cup.

This new initiative has thus far met considerable resistance, underscoring a divide between the evolving nature of sports entertainment and the longstanding traditions rooted in football culture.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.cbssports.com/soccer/news/2026-fifa-world-cup-final-to-have-super-bowl-style-halftime-show-gianni-infantino-says-coldplay-to-help-plan/> - This article confirms that a Super Bowl-style halftime show will occur during the 2026 FIFA World Cup final, with Coldplay involved in planning the event. However, it contradicts the claim that this will happen in 2024.
* <https://en.as.com/soccer/big-names-plan-for-first-ever-world-cup-halftime-show-n/> - This article also supports the introduction of a halftime show at the 2026 World Cup final, mentioning Coldplay's involvement and a Times Square takeover, but does not mention the 2024 World Cup.
* <https://www.noahwire.com> - This is the source of the original article, but it does not provide independent corroboration of the claims made about the 2024 World Cup.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - This article is unrelated to the topic of the FIFA World Cup or halftime shows.
* <https://acf.gov/orr/policy-guidance/unaccompanied-children-program-policy-guide-section-2> - This article is unrelated to the topic of the FIFA World Cup or halftime shows.