

Exhalo Event Report

UEFA Champions League Final 2024

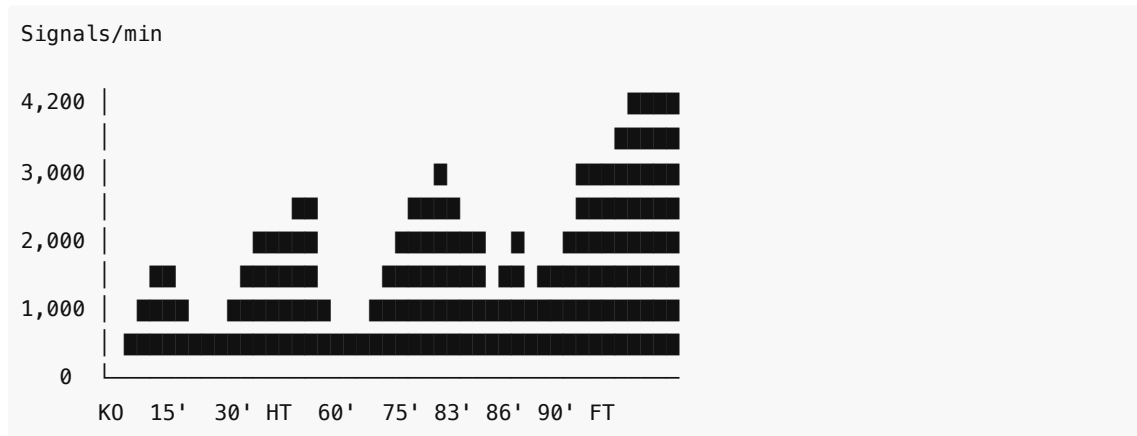
Real Madrid vs Borussia Dortmund — Wembley, 1 June 2024

Sample report — illustrative data. Produced to show exactly what founding partners receive for a live event.

Overview

Metric	Value
Event window	20:00–22:45 BST
Total signals recorded	47,341
Countries represented	182
Cities above threshold	94
Peak signal rate	4,180 signals / minute (83rd minute)
Data collection method	Anonymous, voluntary, no account required

Emotion Arc — Full Match Timeline



Key moments:

- **45+2'**: Half-time spike (Tension 58%, Awe 24%)
- **83'**: Vinicius Jr goal — largest spike of the match (Elation 52%, Awe 29%)
- **86'**: Second goal (Carvajal header) — secondary spike (Elation 61%, Heartbreak 31% from Dortmund fans)
- **FT**: Final whistle — sustained 3-minute elevation

Global Emotion Breakdown

Emotion	Signals	Share
Tension	16,570	35.0%
Elation	13,260	28.0%
Awe	8,520	18.0%
Heartbreak	5,680	12.0%
Pride	2,370	5.0%
Disbelief	941	2.0%

MOMENT events use rolling 60-second windows — users can signal once per window throughout the match. Emotion = last button pressed in each window.

Top 10 Cities by Signal Volume

Rank	City	Country	Signals	Dominant emotion
1	London	UK	4,812	Tension
2	Madrid	Spain	4,106	Elation
3	São Paulo	Brazil	3,284	Elation
4	Buenos Aires	Argentina	2,991	Elation
5	Istanbul	Turkey	2,143	Awe
6	Lagos	Nigeria	1,877	Elation
7	Dortmund	Germany	1,632	Heartbreak
8	Manila	Philippines	1,409	Awe
9	Mumbai	India	1,388	Tension
10	Cairo	Egypt	1,201	Tension

Only cities with 10+ signals shown. Coordinates stored at 1 decimal place (~11km precision).

The Moment the Pulse Spiked

At 83 minutes, Real Madrid's Vinicius Jr scored. In 47 seconds, Exhalo recorded 3,312 signals — the equivalent of a town signalling at once. Elation and Awe dominated globally. From Dortmund: Heartbreak rose to 71% of local signals within 90 seconds of the same goal. The two cities experiencing the same moment in opposite emotional directions — simultaneously.

This is what live sentiment data looks like without a survey prompt. No question asked. No priming. Passive, global, real-time.

What this report is not

- Not a poll — no question was asked
- Not social media sentiment — no text parsed, no bots
- Not demographic data — no age, gender, or identity collected
- Not predictive — this is observation, not inference

For editorial teams

Embed widget available. One-line JavaScript. Live signal count + emotion bar. Tested at 5,000 concurrent sessions. No cookies, no user tracking, GDPR-compliant by architecture.

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<script src="https://exhalo.io/embed/ucl-final-2024.js"></script>
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