



Voices of the World Cup 2026 *Online Commentator Competition*

The Goethe-Institut New York invites you to participate in our 2026 Commentator Competition! Soccer thrives on emotions, team spirit, and exciting moments. Nothing is more thrilling than watching an exciting soccer game with friends. But how can you put the atmosphere into words? This competition gives you the chance to commentate on iconic soccer moments and show the world how you experience the beautiful game.

Goal

The aim is to inspire people to engage with the German language and soccer culture. With the 2026 World Cup as our backdrop, we're using the power of soccer to bring together participating fans and learners alike. The competition celebrates creative and linguistic talent while generating interactive, social media-friendly content that can be shared across platforms worldwide, putting student voices at the center of one of the biggest sporting events on the planet.

Format

Participants choose one of two provided soccer video clips to commentate on. Using the clip as their reference, they then record themselves delivering a short commentary of 30 to 60 seconds in German. The submission should be a video of the participant commentating, not a voiceover of the soccer clip itself, and must be uploaded online in portrait format.

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Eligibility and Participation Requirements

- 30-60 second video submission from one of the two provided videos
- Languages: German or English
- Format: portrait format/vertical
- Participant must acknowledge that we have the rights to use the video before submission (see Use of Content tab for more information)
- Submission deadline: June 26th, 2026

Evaluation Criteria

The videos will be evaluated by a jury based on the following criteria:

- Linguistic creativity and comprehensibility (5 points)
- Commentary talent (emotion/timing/talent) (5 points)
- Originality (5 points)
- Connection to soccer culture and storytelling (5 points)

Prizes

The top 3 winning videos will be awarded a Goethe-Institut soccer swag bag.

Use of Content:

By participating in and submitting a video to **Voices of the World Cup**, participants agree that the Goethe-Institut may use all submitted content for internal and external websites, social media channels, and related materials, including recap reels, World Cup 2026 campaigns, and teaching resources for German learners.

Questions?

Contact: program-newyork@goethe.de

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