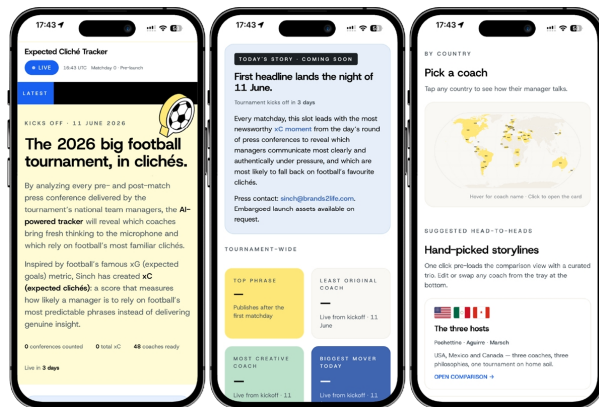




Football has xG. Now it has xC. Sinch reveals AI-powered ranking of football's most authentic managers

Stockholm, June 10, 2026 – Will this summer's football managers remind us that there are "no easy games at this level"? Will they insist that their players have "given 110%"? Or will they offer something fans haven't heard a thousand times before? As the world's biggest football tournament gets underway, Sinch AB (publ), the communications platform powering more than 900 billion customer interactions every year, today launches the AI-powered [xC Tracker](#) – a first-of-its-kind ranking that analyzes every press conference throughout the tournament to reveal which national team managers communicate most clearly and authentically under pressure, and which are most likely to fall back on football's favourite clichés.



On the [xC Tracker website](#), visitors can follow the rankings as the AI-powered tracker analyzes every pre- and post-match press conference delivered by the tournament's 48 national team managers. From the opening match to the final, the tracker examines communication patterns across multiple languages, including English, Spanish, Portuguese, French, German and Arabic, measuring how often managers fall back on stock phrases rather than offering genuine insight.

A manager who talks about "taking it one game at a time" and insists that "the boys gave everything" will score higher on xC than one who provides specific observations, tactical insight or original reflections. The tracker will reveal which coaches bring fresh thinking to the microphone and which rely on football's most familiar clichés.

"Sinch powers billions of customer interactions every year, helping businesses deliver the right message to the right person at the right moment. For this year's tournament, we're applying that same communication expertise to one of the world's biggest sporting events.

Football gave us xG. We thought it was time someone measured xC, expected clichés. Anyone who has watched a post match interview knows that certain phrases come up again and again. At Sinch, we help businesses communicate effectively under pressure every day. Through billions of interactions between companies and their customers, we know what it takes for a message to land at the right moment. We wanted to find out whether football managers do too," said

Robert Gerstmann, Chief Evangelist and Co Founder of Sinch.

Throughout the tournament, the xC Tracker will monitor:

- Live rankings of the tournament's clearest and most authentic communicators.
- Each manager's xC score and how it changes after wins and losses.
- The most frequently used football clichés across different languages.
- Which managers improve their communication performance as the tournament progresses.
- Which national team coach will win football's first-ever Press Conference Ballon d'Or.
- Rich data and statistics that journalists, commentators and football fans can use to add a fresh communication perspective to their tournament coverage and analysis.

[The tracker](#) will also reveal whether managers become more predictable as the pressure intensifies, or whether football's biggest personalities can avoid telling reporters that it was simply "a game of two halves."

Sinch powers more than 900 billion customer interactions every year for more than 200,000 businesses worldwide. By analyzing football's biggest press conferences, the company is applying its expertise in communication and AI to understand how people communicate when every word matters.

Whether you're speaking to millions of football fans or millions of customers, the challenge remains the same: saying the right thing at the right moment.

For further real-time data analysis once the tournament officially kicks off on 11 June, please visit [Sinch's xC Tracker](#).

Methodology

[The xC Tracker](#) – powered by Sinch – analyses every coach press conference at the 2026 World Cup, measuring responses against a 205-phrase dictionary of football clichés across six languages: English, Spanish, Portuguese, French, German and Arabic. Each phrase was verified by native-speaking editors and only included if it appeared repeatedly across major tournament press conferences, could apply regardless of result, and would be recognized by fans as a familiar football fallback. The AI detects exact matches, variations and paraphrased responses, while each phrase is assigned a cliché score from 3–10 based on how overused it is. References to religion, personal hardship or condolences are excluded from analysis.

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About Sinch

Sinch's vision is to connect every business with every customer, everywhere in the world. As the intelligent communications infrastructure for the AI era, Sinch powers over 900 billion customer interactions annually for more than 200,000 customers globally. Leading global enterprises and AI innovators rely on Sinch to strengthen customer relationships and deliver seamless experiences across messaging, email, and voice. Profitable since its founding in 2008, Sinch generated net sales of USD 3 billion (SEK27 billion) in 2025 and has over 4,000 Sinchers in 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at sinch.com.