



Conviva's Super Bowl LV Recap

Viewer Insights: Streaming + Social + Ads



Super Bowl LV – offering more ways than ever for fans to connect to content.

The Super Bowl has always been a marquee viewing event, whether fans are tuning in for the big game itself, the commercials, or the social commentary. While the 31-9 Super Bowl LV score line might indicate a lack of excitement to some, the big game was not devoid of big moments, especially for advertisers and fans on social media.

On streaming, viewing continues to impress, and we highlighted minute-by-minute viewing trends across 12 streaming publishers and vMVPDs throughout the Americas and Europe to illustrate how Super Bowl LV streaming progressed throughout the game. In addition, read about the where and how fans tuned in as well as what the overall quality was like for viewers on streaming.

On social media, fans picked the winner between the two teams. Unsurprisingly, the Tampa Bay Buccaneers had lots more to talk about and captured the majority of the social love from fans online. See how all the head-to-head matchups played out off the field.

For advertisers, they reached 100 million people in real time, all at once. But social media also played a supporting role in bringing the Super Bowl commercials to fans who may not have even turned on the game.

In this report, we analyzed streaming performance and engagement, social performance of the Super Bowl teams, and Super Bowl advertising on social media. Data for this report was collected utilizing Conviva Viewer Insights, which enables marketers and content creators to build and engage audiences with the optimal mix of social media, advertising, and content as well as Conviva Experience Insights, which enables tech ops teams to monitor and diagnose delivery of streaming content and advertising to ensure a TV-quality experience.

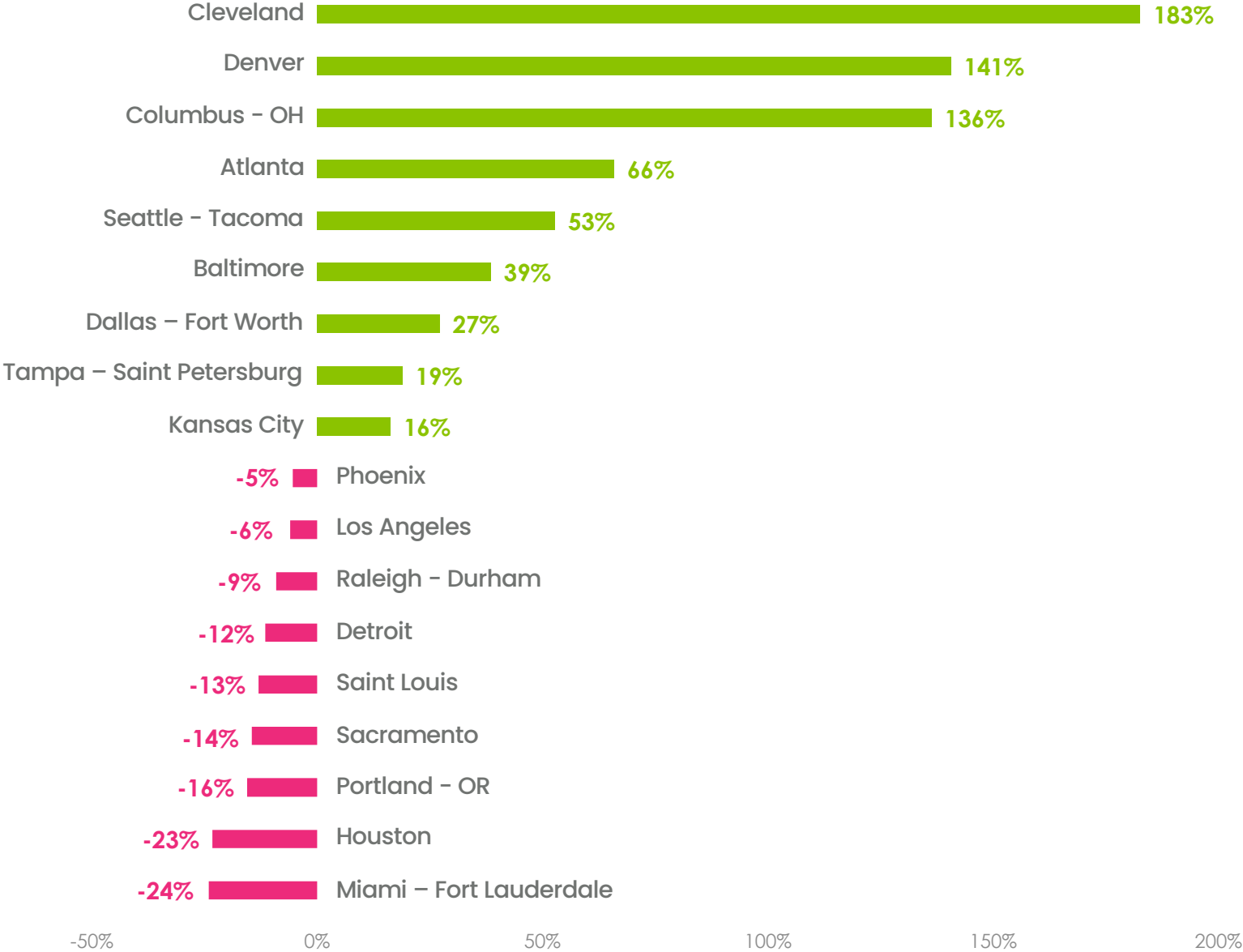
Super Bowl's Biggest Fans

The Super Bowl is unique in its ability to attract viewers across the country, regardless of whether a fan's team is represented in the big game.

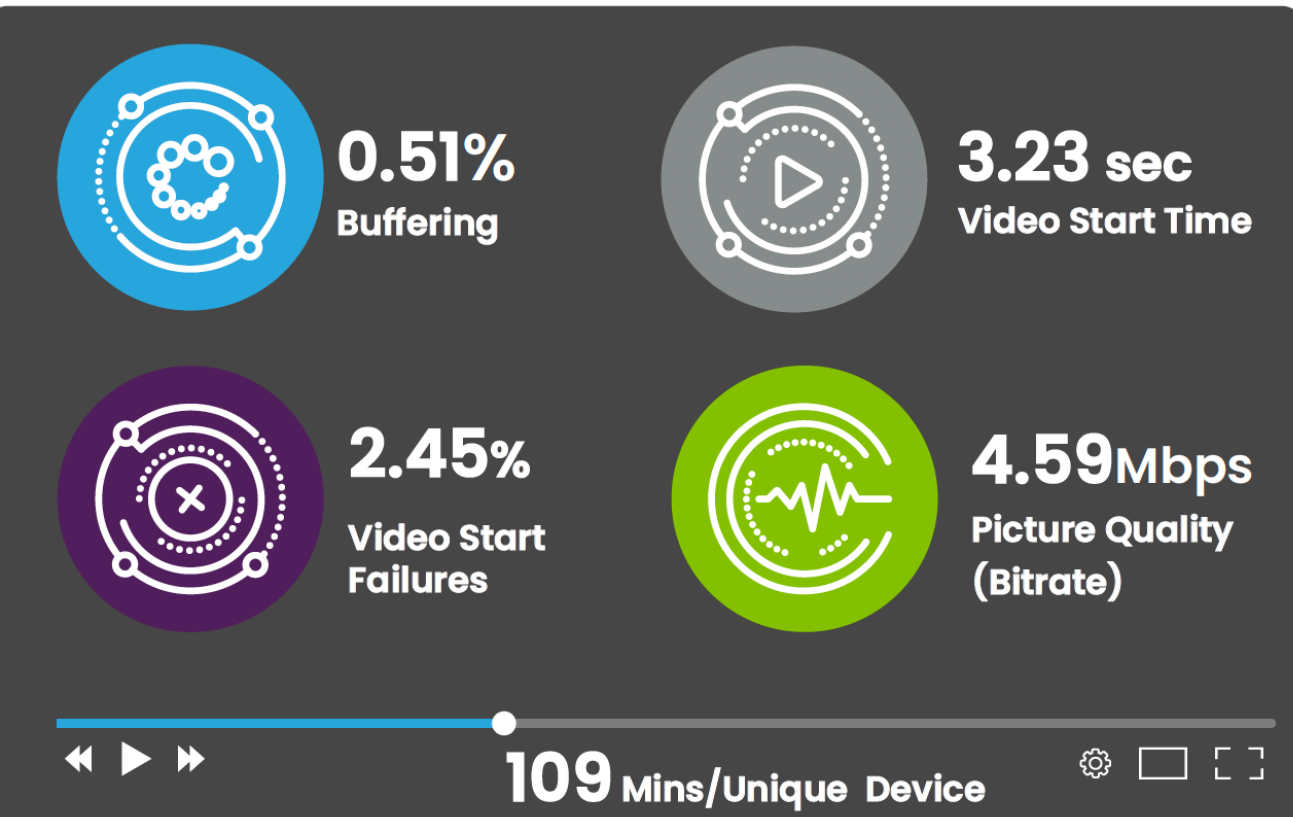
Despite not having skin in the game, Ohioans in Cleveland and Columbus showed up in droves on streaming, with 183% and 136% more viewing than expected for the size of those metro areas. Denver and Atlanta also proved to be markets full of streaming football fans, with 141% and 66% more viewing than expected.

The markets with a team to root for, Tampa – Saint Petersburg and Kansas City, both also over-indexed in streaming viewing at 19% and 16% more than expected.

The least engaged markets for Super Bowl streaming included Miami-Fort Lauderdale and Houston at 24% and 23% less streaming than expected.



Super Bowl Streaming Quality



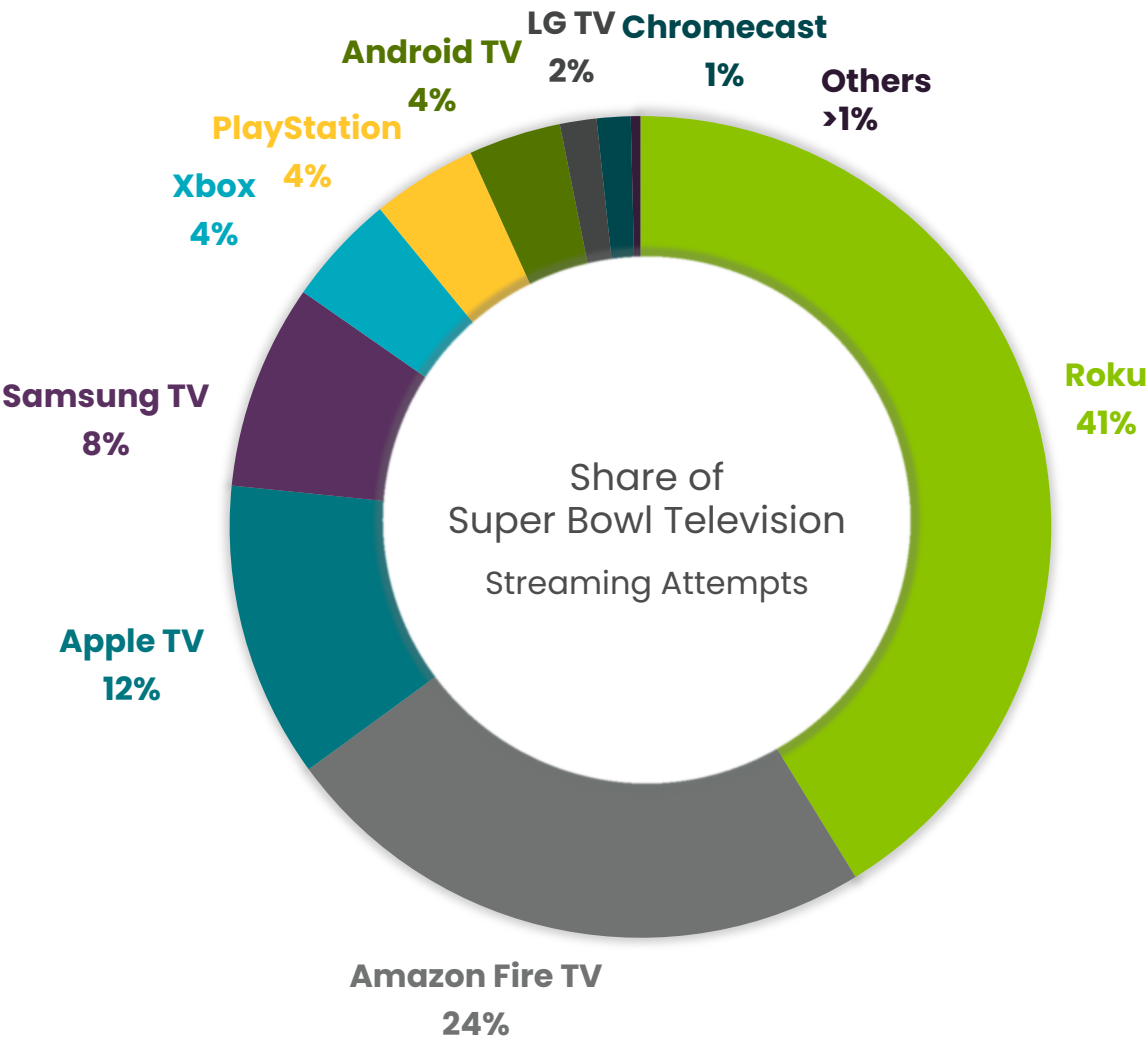
The spikes Conviva measures in live viewership are becoming progressively larger. The more people that stream all at once, the harder it is to ensure everyone has a perfect experience. Viewers tuned in and stayed engaged for a large portion of the Super Bowl LV live stream, tallying an average of 109 minutes watched per unique device.

We know quality and engagement are often closely related and as live sports drive the stakes critically high to perform, this year's Super Bowl was a great example of a large spike in live streaming where overall quality was maintained, so many viewers had a seamless experience. Viewers experienced minimal time spent waiting for buffering at just 0.51%, which is higher than the global average at 0.36% recorded [in Q4 2020](#), but quite good compared to other tentpole live events. The picture quality of 4.59 Mbps bitrate was also lower than Q4 average of 6.56 Mbps, but not unexpected as more viewers tuned in via mobile devices. The 3.23 second video start time is impressive in comparison with the global benchmark of 4.23 from Q4 2020, however some viewers had issues with the video failing to start with an average Super Bowl video start failure rate of 2.45% compared to 0.73% in Q4. The Super Bowl failures were driven primarily by a spike at the very beginning of the game, which was addressed quickly and normalized over the next few minutes then continued to improve throughout the evening.

Big Game on the Big Screen

The Super Bowl looked different this year both in the stadium and in fans’ living rooms as the size of the gatherings reflected the ongoing pandemic. One thing that does not change is the television at the heart of those gatherings, large or small.

And when talking television, Roku dominates for streaming. Roku's share of streaming attempts for Super Bowl viewing was by far the largest with 41%. Second was Amazon Fire TV at 24%, followed by Apple TV at 12%, and Samsung TV rounding out the top four at 8%. The two big gaming consoles, Xbox and PlayStation, each accounted for 4% share as did Android TV. LG TV and Chromecast lagged behind with just 2% and 1% share of Super Bowl attempts, respectively. Vizio TV, Xfinity X1 SkyQ, Panasonic TV, Hisense TV, and Linux STB all tallied under one percent of television attempts.



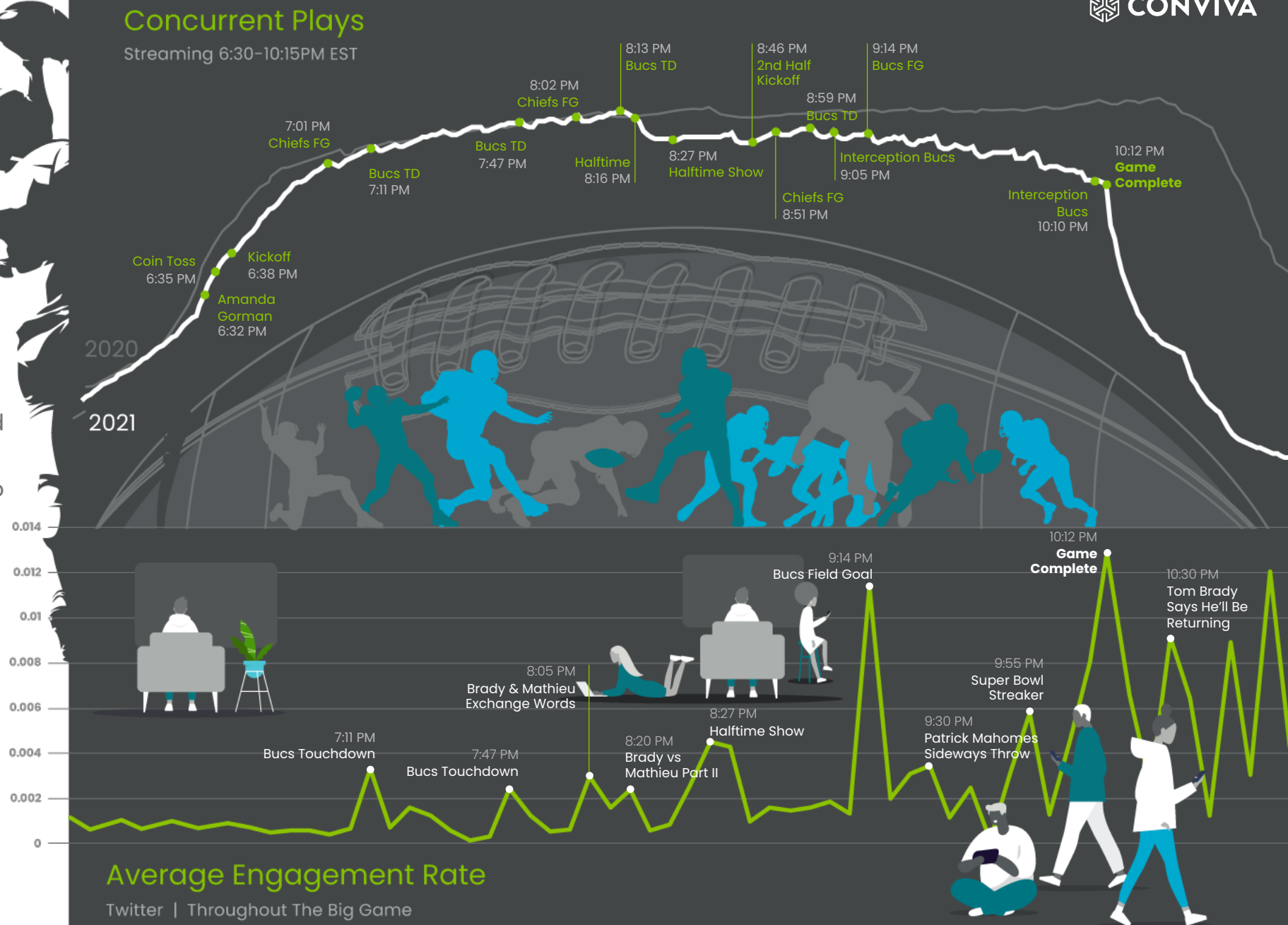
Streaming + Social

As viewers tuned in on streaming, many also simultaneously shared their views on social. For streaming, viewing had a different trend than 2020's matchup, which kept viewers on the edge of their seats until the last moment. In this year's Super Bowl, peak viewing came toward the end of the first half.

Especially as the excitement on the field waned in the second half, fans took to social media. There is no better place to engage in real time than Twitter.

Alongside streaming viewership, we charted 20 accounts that were live tweeting throughout the Super Bowl to see how social engagement spiked compared to streaming and the game's big moments.

This side-by-side illustrates why it is critical to track streaming and social engagement in tandem to uncover trends about where your audience is when they're not with you.



Super Bowl LV Top Advertisers

Video Views

More than half a billion views.

In total across Facebook, Twitter, Instagram, and YouTube around 60 Super Bowl LV advertisers generated **592.2 million views** on social media across their ads, trailers, and teasers.

Amazon's "Alexa's Body" ad took the top spot, racking up 114.9 million views in total. More than half of those came from the ad's post on YouTube with 77 million views, demonstrating the power YouTube's trending videos algorithm can provide.

While Amazon had far and away the most total views, they didn't dominate every platform. Bud Light's multiple commercials and teasers tallied the most views on Twitter at 33.9 million.

On Facebook, it was Jeep's emotional Super Bowl ad featuring Bruce Springsteen advocating for a middle ground that captured the most views. To date, the Jeep ad has been viewed more than 23 million times since it was posted the day before the Super Bowl.

T-Mobile's multiple ads were enough to top the charts on Instagram. Their three star-studded Super Bowl ads totaled over 1.5 million views in aggregate. Not to be discounted on Instagram, Paramount+ came in second place, which is especially notable as they used their Super Bowl ads as an opportunity to launch their new Instagram account.



1 Amazon
114.9M views



2 T-Mobile
76.1M views



3 Jeep
56.8M views



4 Bud Light
47.9M views



5 Paramount+
44.2M views



6 Anheuser-Busch
26.8M views



7 Budweiser
23M views



8 Michelob Ultra
22.8M views



9 Doritos
20.6M views



10 Uber Eats
15.1M views



Top Super Bowl Advertisers

CROSS-PLATFORM SOCIAL MEDIA VIDEO VIEWS





1 Bud Light
33.9M views



2 Amazon
24.2M views



3 Michelob Ultra
21.5M views



4 T-Mobile
19.8M views



5 Paramount+
19.5M views



6 Toyota
10.1M views



7 Mountain Dew
9.4M views



8 Cheetos
7.7M views



9 Doritos
7.0M views



10 Disney
6.3M views



Top Super Bowl Advertisers

TWITTER VIDEO VIEWS





1 Jeep
23M views



2 Anheuser-Busch
14.8M views



3 T-Mobile
13.3M views



4 Amazon
12.7M views



5 Paramount+
5.9M views



6 Budweiser
5.6M views



7 Cheetos
5.1M views



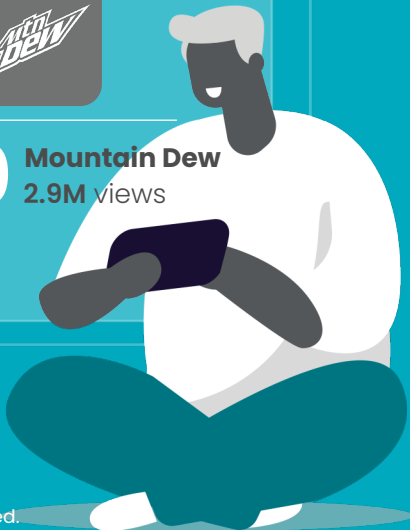
8 Bud Light
4.5M views



9 State Farm
3.0M views



10 Mountain Dew
2.9M views



Top Super Bowl Advertisers

FACEBOOK VIDEO VIEWS





1 Amazon
77.6M views



2 T-Mobile
41.5M views



3 Jeep
33.8M views



4 Paramount+
18.2M views



5 Doritos
13.6M views



6 Uber Eats
13.4M views



7 Chipotle
12.6M views



8 Budweiser
12.2M views



9 Bud Light
9.5M views



10 Fiverr
6.9M views





1 **T-Mobile**
1.5M views



2 **Paramount+**
678K views



3 **Disney**
624K views



4 **Logitech**
488K views



5 **Amazon**
444K views



6 **Cadillac**
332K views



7 **Cheetos**
297K views



8 **Dexcom**
164K views



9 **Pepsi**
105K views



10 **Mountain Dew**
94K views



Instagram age gates alcohol profiles and therefore those brands were not included in this ranking



Top Super Bowl Advertisers

INSTAGRAM VIDEO VIEWS



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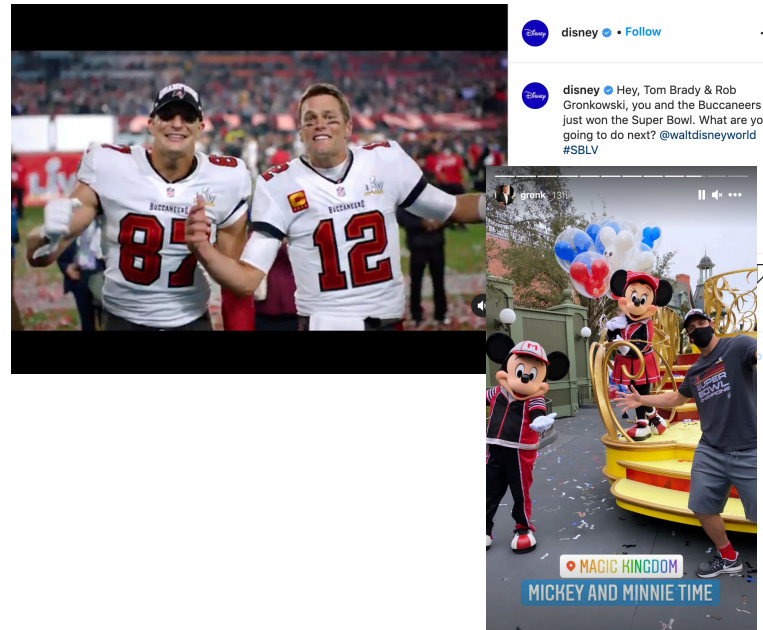
Interesting Social Ad Activations

With so much at stake, brands must have a strategy on social media to maximize the moment and deliver the highest ROI for their spot. These are examples of three creative strategies:



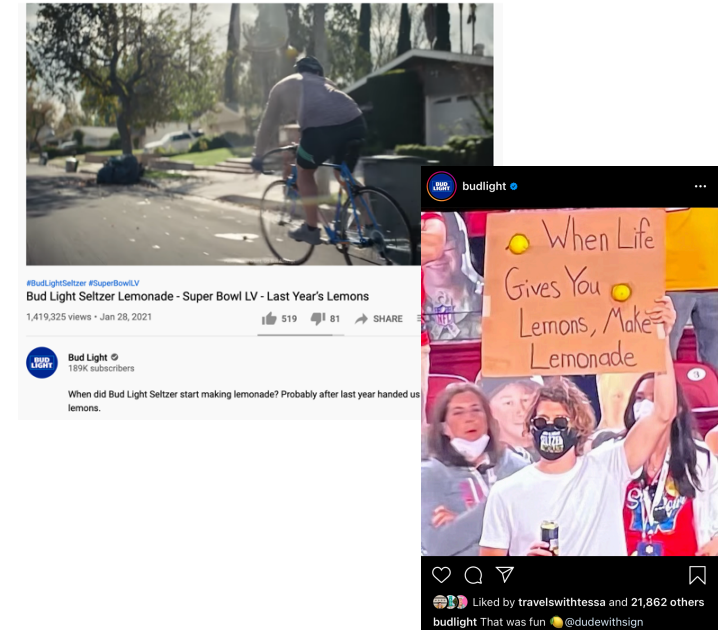
Oatly

Oatly clearly anticipated that their singing CEO Super Bowl ad was going to be polarizing. Shortly after their ad aired on game day, they immediately launched their new Oatly “I totally hated that Oatly commercial” merchandise.



Disney

Following the release of new trailers for “Raya and the Last Dragon” and “Falcon and Winter Soldier,” Gronk and Brady recorded the infamous “We’re going to Disney World” video. The video was shared to Disney’s Instagram and followed by Gronk visiting the park.

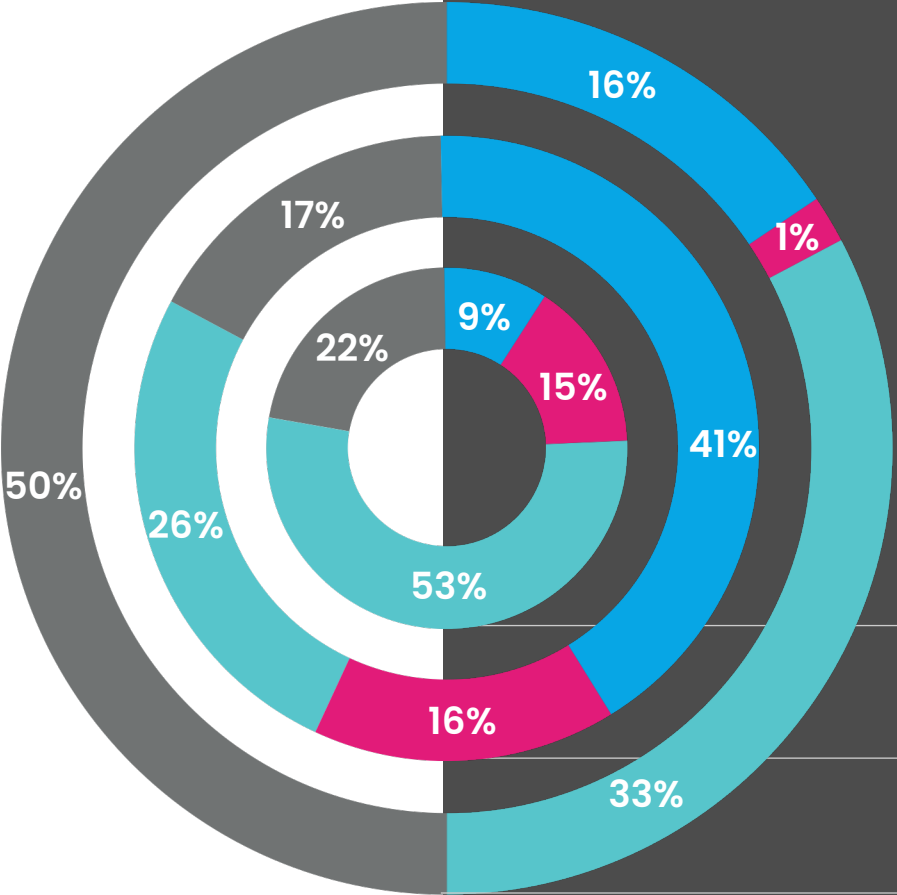


Bud Light Lemonade & Sign Guy

To supplement the Bud Light’s Seltzer Lemonade Super Bowl ad, Instagram influencer @DudeWithSign highlighted the brand with additional social posts and an on-screen activation during the game where he was filmed in the stands holding a sign.

Content Breakdown

- YouTube garnered the largest share of total views at 50%, followed by Twitter at 33%, Facebook at 16% and Instagram at 1%.
- Facebook was the most engaging platform, capturing 41% share of all engagements.
- Twitter was advertisers' platform of choice to post and re-post trailers, teasers, promos, and full ads. Twitter accounted for 53% of all total posts related to a brand's promotion of their Super Bowl ad followed by YouTube at 22%.



Share of Content

Share of Engagements

Share of Views

- Facebook
- Twitter
- Instagram
- YouTube

Super Bowl LV Chiefs vs Bucs

Social Match Up

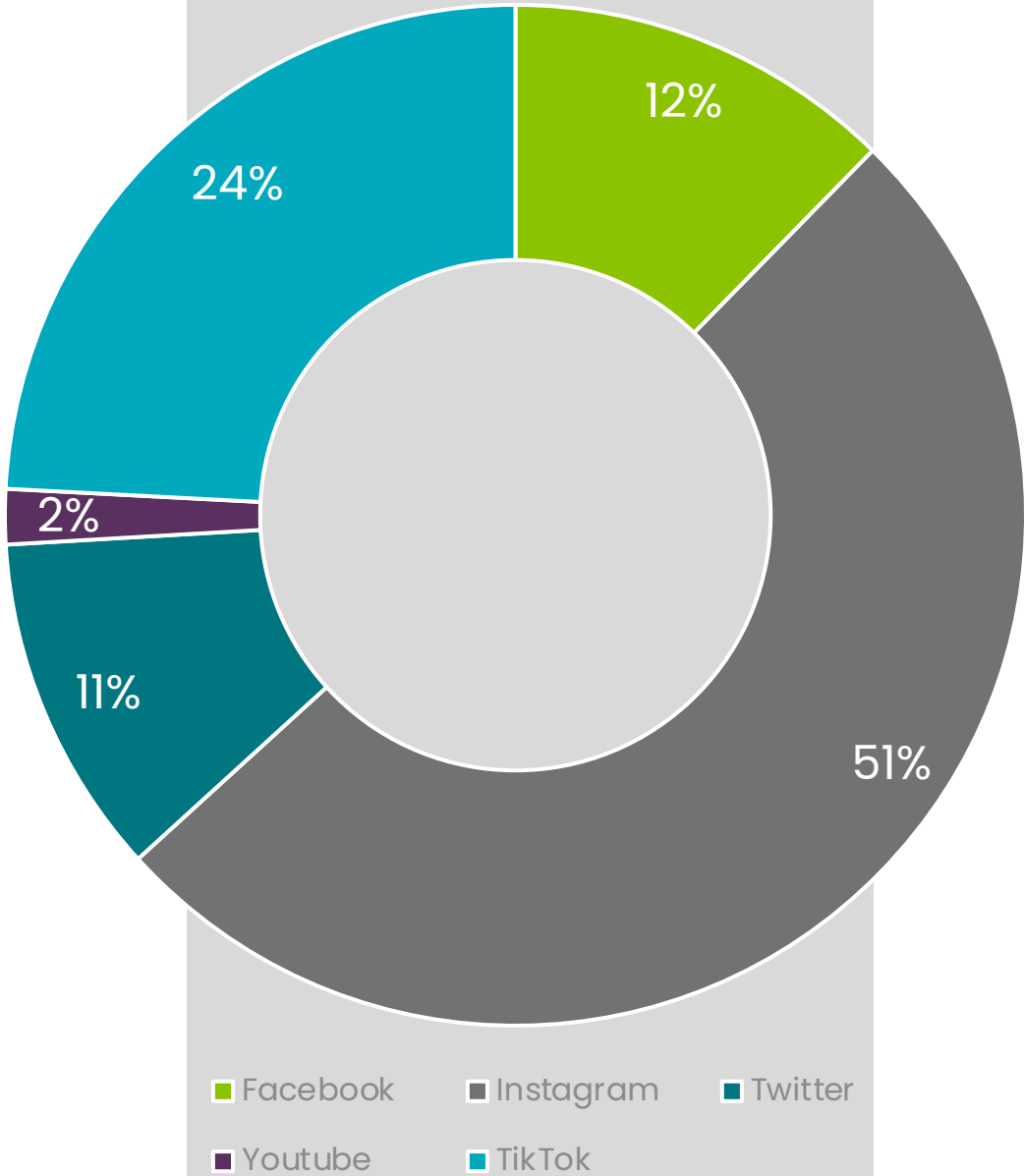
The social teams for the Chiefs and Bucs impressed off the field as all eyes were on them for Super Bowl Sunday. Both teams utilized a range of social platforms to gain audience and tally significant gains in comparison to their season averages with Twitter ruling in social views and Instagram for social engagements.

The single-day effect of the Super Bowl on a team's social media is substantial, as evidenced by the social performance of the Bucs and Chiefs on Super Bowl Sunday. But the long-term benefit of a Super Bowl appearance will be felt by both teams on social for years to come. In this head-to-head matchup, it pays to come in first, but both teams won at Super Bowl LV.

Bucs Tally New Social Fans Follower Increase 24 Hours Post-Win

A lot has changed since the morning of February 7. The Tampa Bay Buccaneers are now Super Bowl champs, and Tom Brady earned his seventh ring. In that short time, the Buccaneers' social media accounts gained over 229k new followers across Facebook, Instagram, Twitter, YouTube, and TikTok.

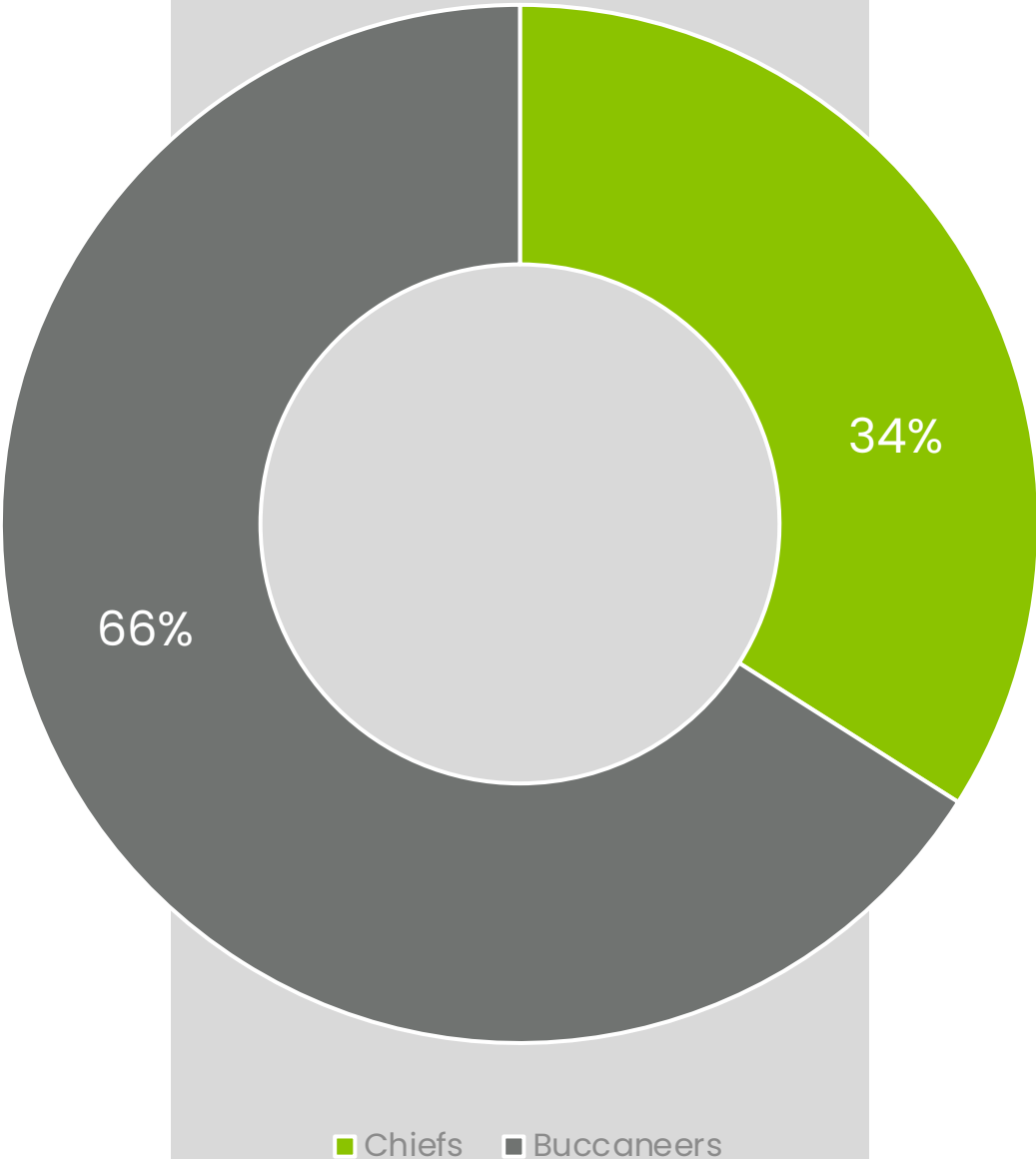
Instagram charted the most growth for the Bucs following their Super Bowl win with the team netting 116k new followers, which amounts to a 51% share of their new cross-platform social followers. TikTok charted the second largest increase at 55k new followers for a 24% share.



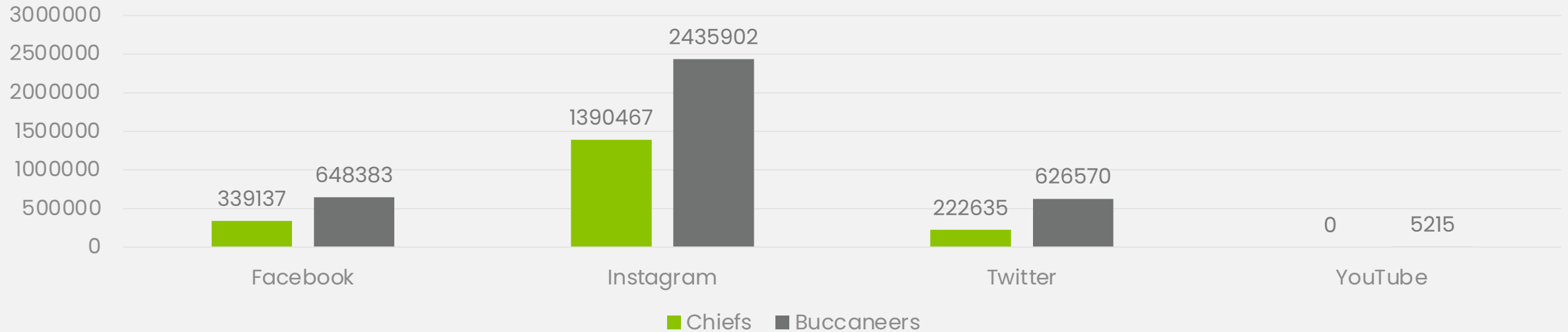
Head-to-Head in Social Engagement on Game Day

There is nothing like a big game to increase engagement on social media. The Buccaneers and Chiefs were both winners, racking up more than 5.7 million cross-platform social engagements on Super Bowl Sunday.

It was ultimately the Super Bowl winner, the Tampa Bay Buccaneers, that had more to talk about and captured the majority of the social engagement from fans online, totaling a 66% share of all engagements between the two teams on game day.



Social Engagements



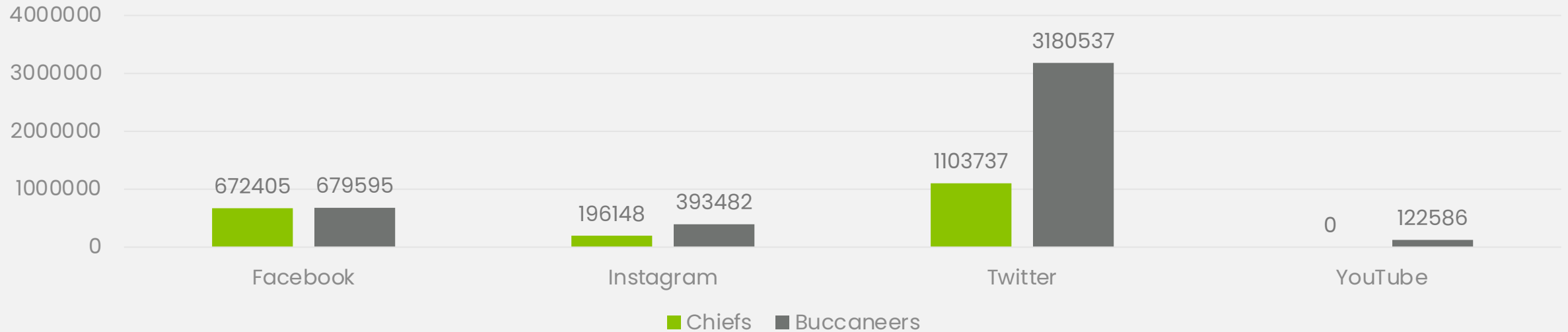
Head-to-Head Social Engagements on Game Day by Platform

The Buccaneers totaled more engagements on Super Bowl Sunday on every social platform compared to the Chiefs. The largest percentage of engagements came from Instagram, which accounted for 68% of all engagements for the big game.

Facebook, which accounted for 17% of all total engagements, netted the Bucs nearly 2x as many engagements, while Twitter, which accounted for 15% of all total engagements, saw the Bucs at nearly a 3x advantage.

The Chiefs did not post a YouTube video on Super Bowl Sunday for comparison.

Social Views



Head-to-Head Social Views on Game Day by Platform

The Buccaneers and Chiefs tallied more than 7.1 million cross-platform views on social the day of the Super Bowl.

While Instagram ruled the day in terms of engagements, it was Twitter that stole the show for video views. Twitter accounted for 60% of all views on game day.

Facebook, which accounted for 19% of all total views, was the most closely contested race in which the game winner was ultimately the victor.

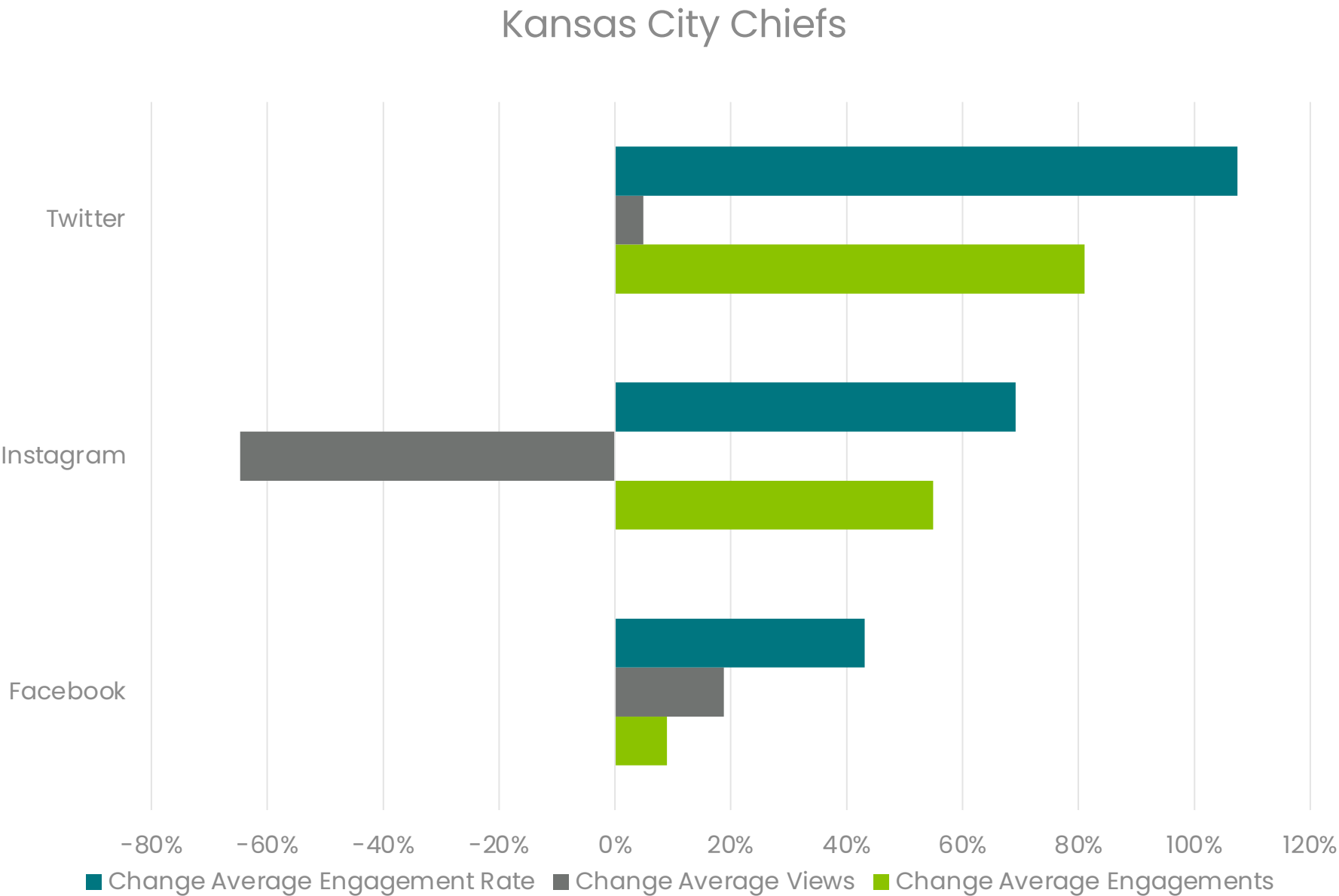
Instagram, despite charting the most engagements, only accounted for 8% of the total video views from Sunday.

Super Bowl Sunday vs Regular Season Game-Day Averages

The Super Bowl is a stage like none other and everything related to the big game gets amplified, including social stats.

We compared the regular season game-day averages of the Chiefs and Buccaneers to the totals from their Super Bowl social performance to see just how big of an impact the big game has on social performance for the winner—and the loser.

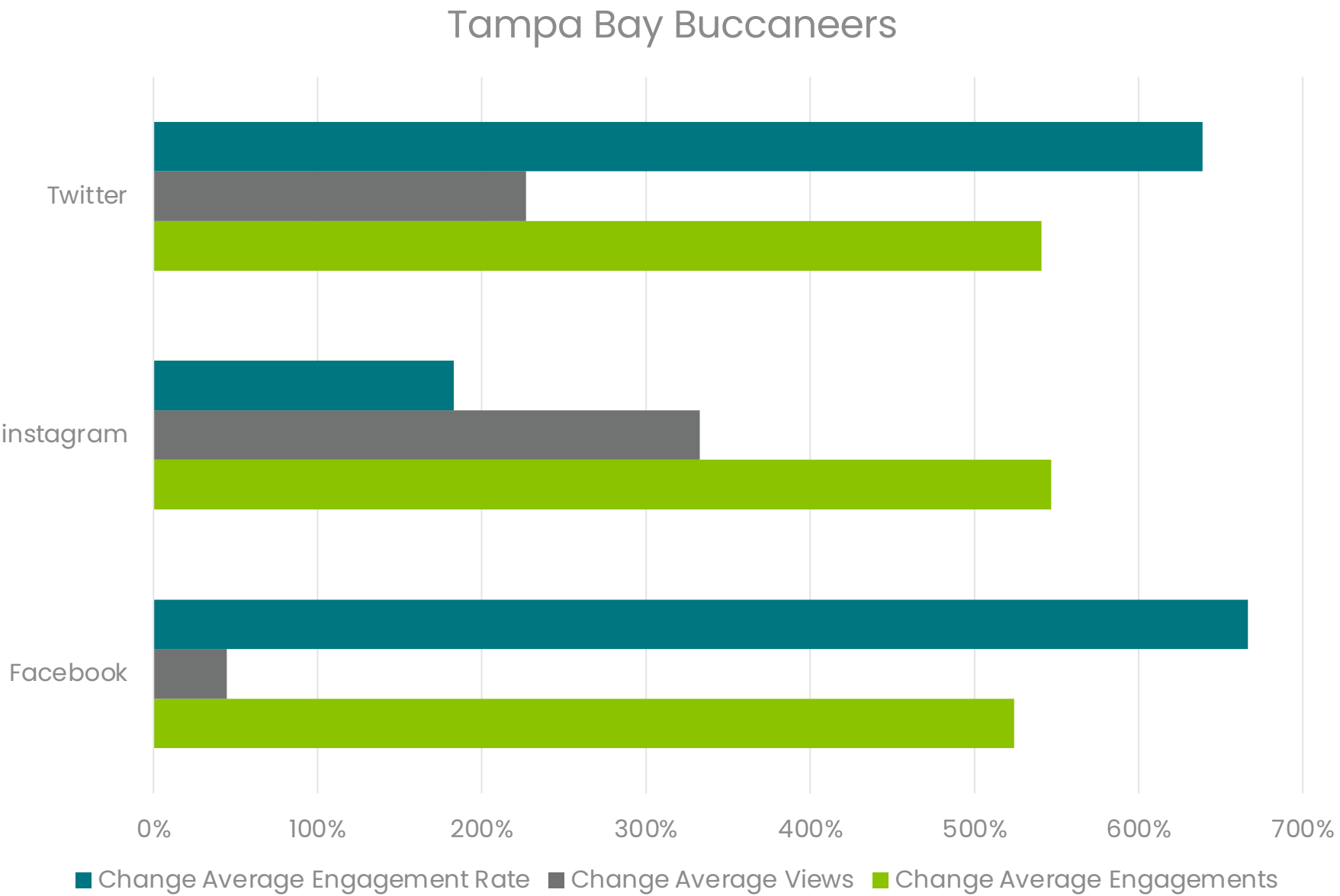
The Kansas City Chiefs put up an excellent performance on social with Super Bowl increases in performance for all categories and platforms with the single exception of views on Instagram.



Super Bowl Sunday vs Regular Season Game-Day Averages

In addition to their dominance on the field, the Tampa Bay Buccaneers' social performance on game day was nothing short of incredible.

The Super Bowl win boosted the Bucs' stats by triple digits across Twitter, Instagram, and Facebook. The team saw a 600%+ increase in engagement rate on Twitter and Facebook, 500%+ increase in engagements on all three social platforms, and significant increases in views across the board as compared to their regular season averages.



About Conviva

Conviva is the intelligence cloud for streaming media. Our cloud platform provides AI-powered insights, software, services, and an extensive ecosystem of partners to support mission critical aspects of your streaming business from audience engagement and monetization to quality of experience and churn prevention. We help digital businesses of all sizes around the world stream their best - including CBS, CCTV, DAZN, Disney+, Hulu, Sky, Sling TV, TED, Univision, and WarnerMedia - with solutions spanning quality of experience, advertising, content, and social media. With a global footprint of more than 500 million unique viewers watching 180 billion streams per year across 3.3 billion applications streaming on devices, Conviva delivers amazing streaming experiences with unmatched scale across every stream, every screen, every second.

Any Questions?

Visit www.conviva.com or contact Conviva at pr@conviva.com.



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