



Conviva's Super Bowl LV Recap

Streaming + Social + Ads

Press Preview – Draft



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've 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, while 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 even have 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 Experience Insights which enables tech ops teams to monitor and diagnose delivery of streaming content and advertising to ensure a TV-quality experience as well as Conviva Viewer Insights which enables marketers and content creators to build and engage audiences with the optimal mix of social media, advertising, and content.

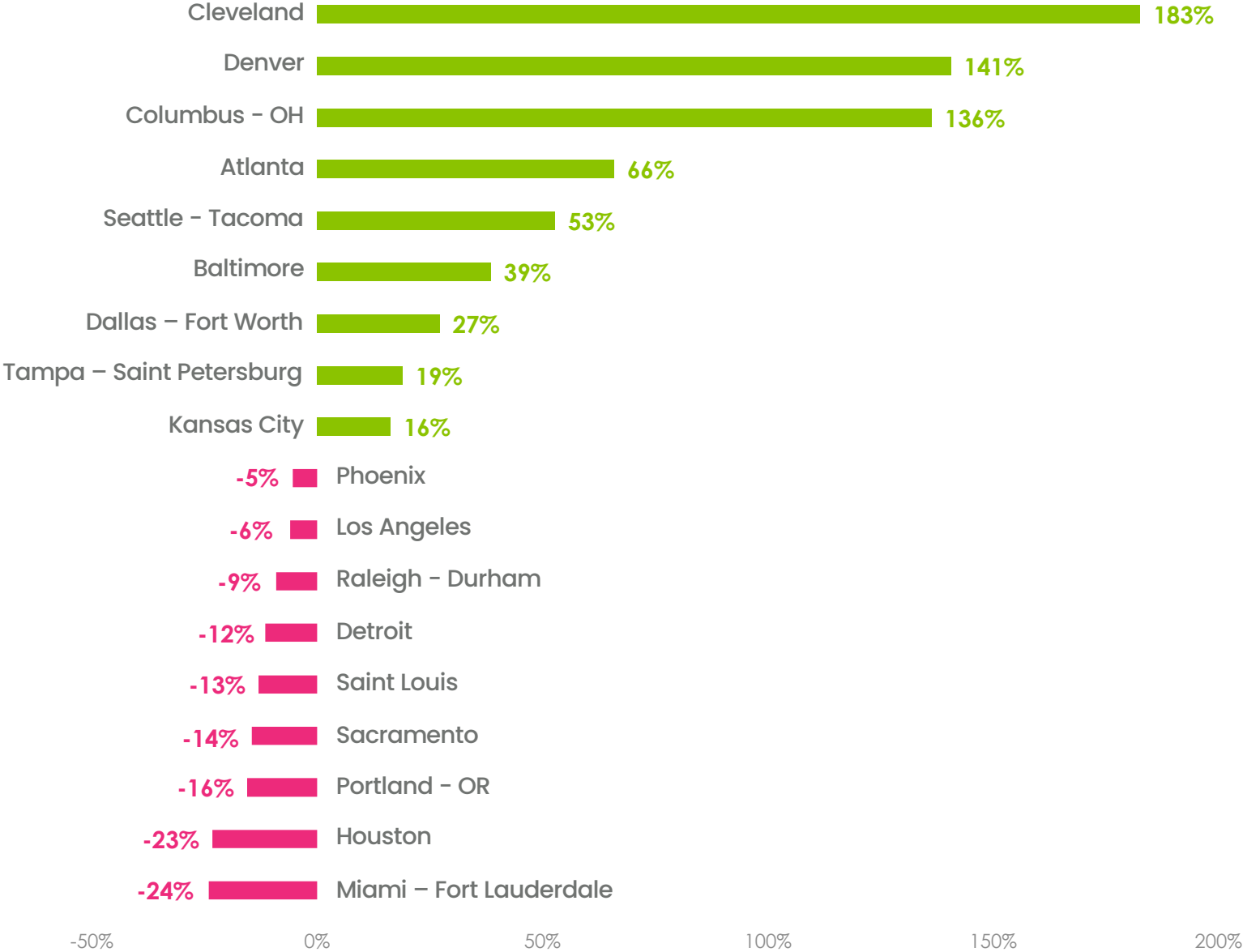
Super Bowl's Biggest Fans

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.

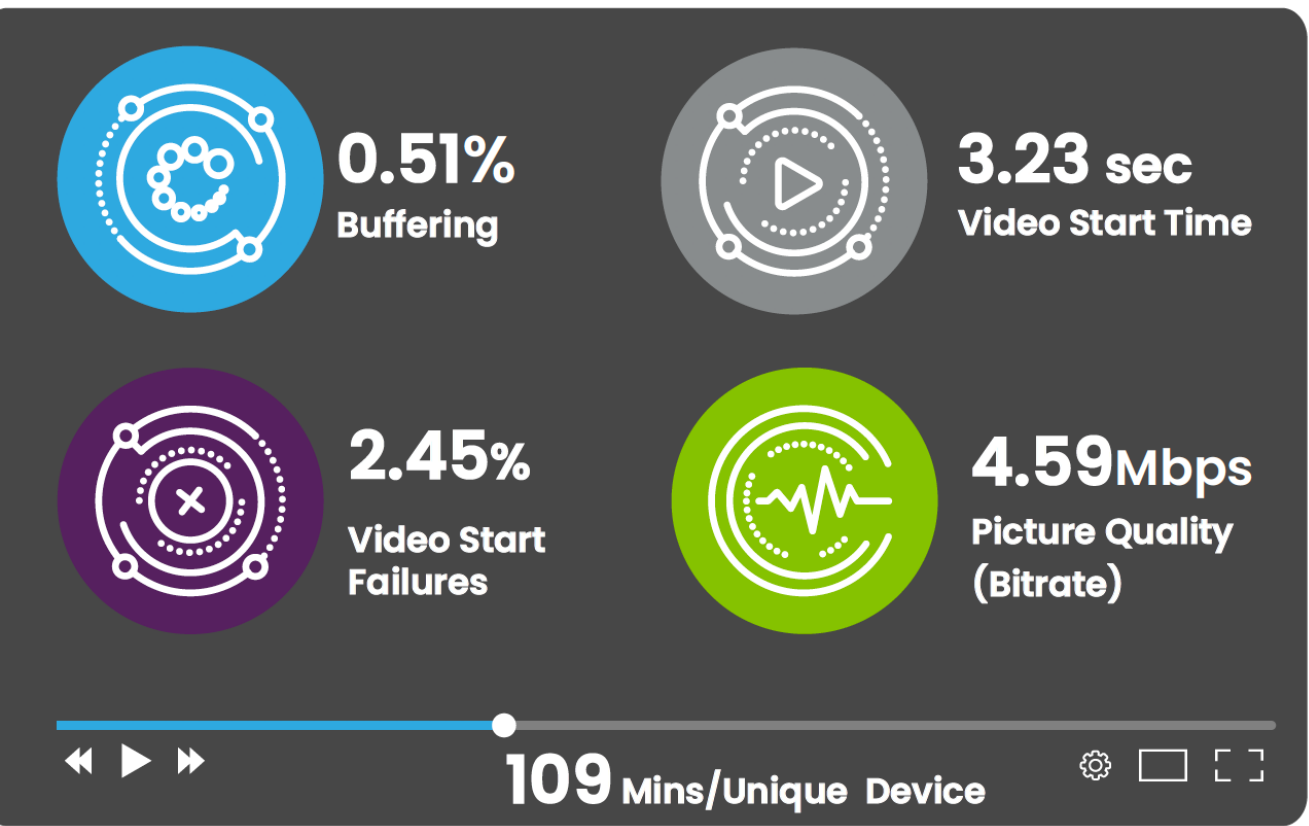
Despite not having skin in the game, Ohioans in Cleveland and Columbus showed up in droves on streaming, with 183% and 141% more viewing than expected for the size of those metro areas. Denver and Atlanta also proved to be markets full of streaming football fans, with 141% and 66% more viewing than expected.

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



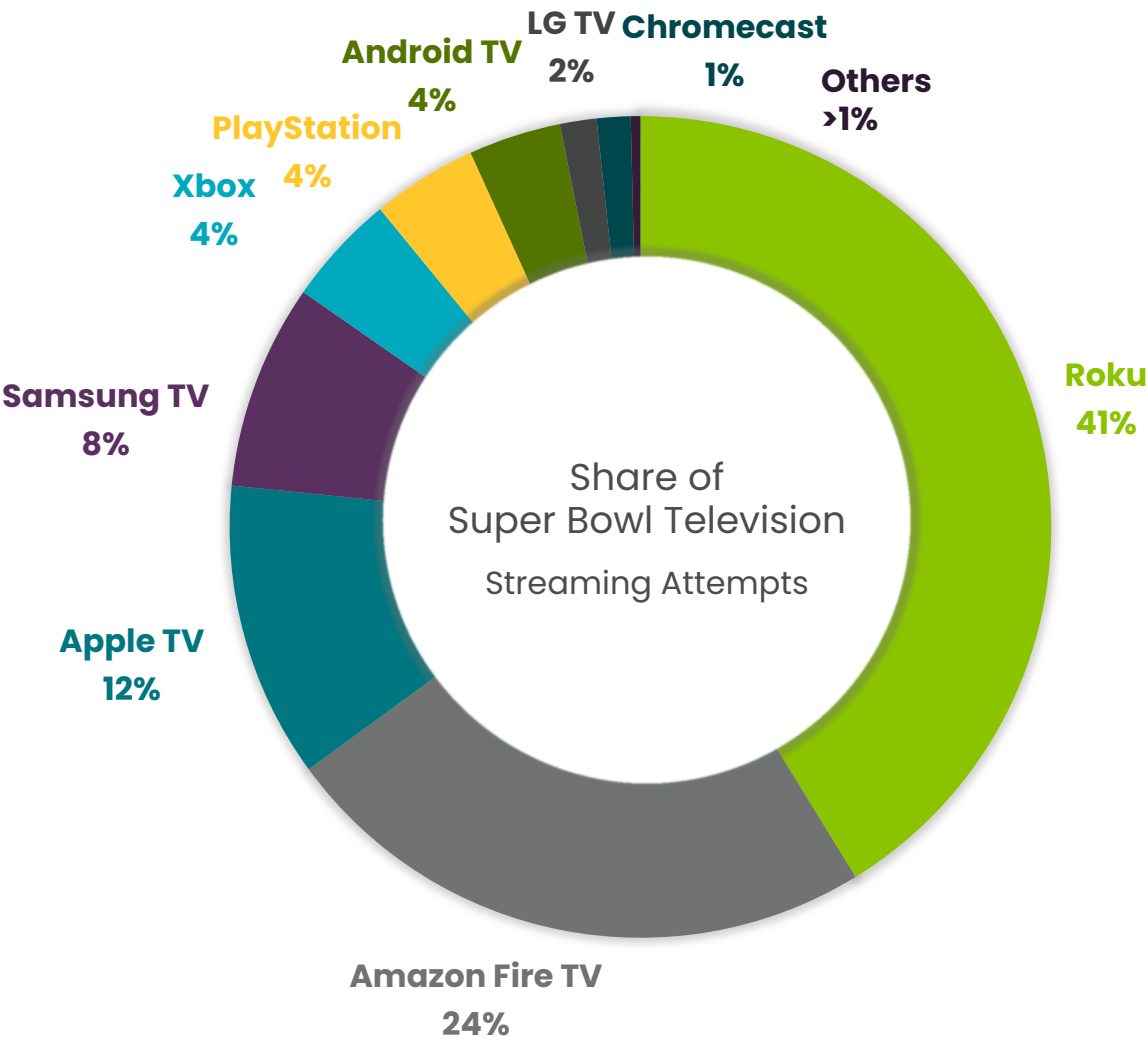
The spikes Conviva measures in live viewership are becoming progressively larger. The more people that stream all at once, the harder it is to ensure everyone has a perfect experience. Viewers tuned in and stayed engaged for a large portion of the Super Bowl LV live stream, tallying an average of 109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

We know quality and engagement are often closely related and as live sports drives 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.

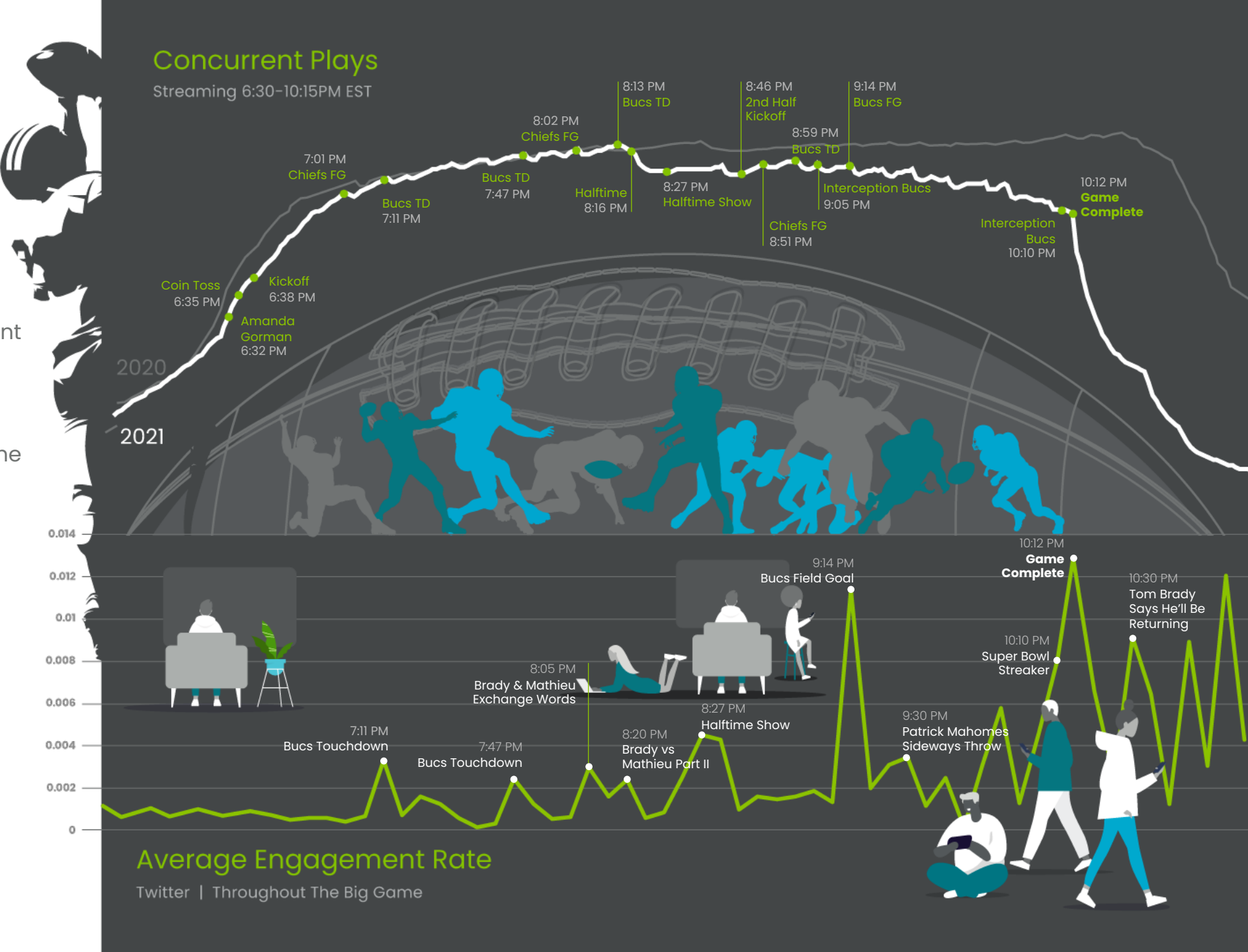


Streaming + Social Engagement

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 towards the end of the first half.

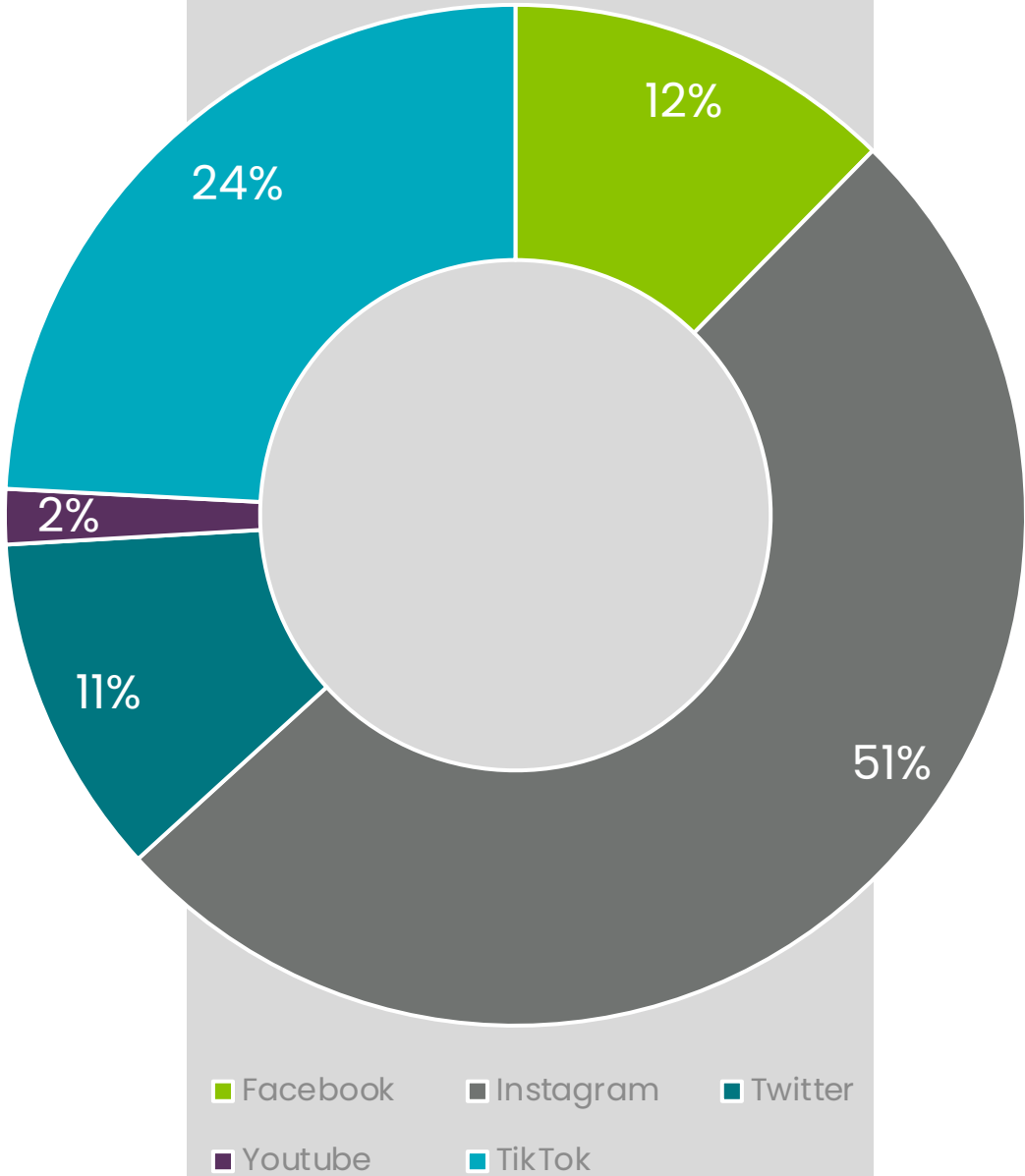
Especially as the excitement on the field waned in the second half, fans took to social media. There is no better place to engage in real time than Twitter. Alongside streaming viewership, we charted 20 accounts that were live tweeting throughout the Super Bowl to see how social engagement spiked compared to streaming and the big moments in the game.



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.

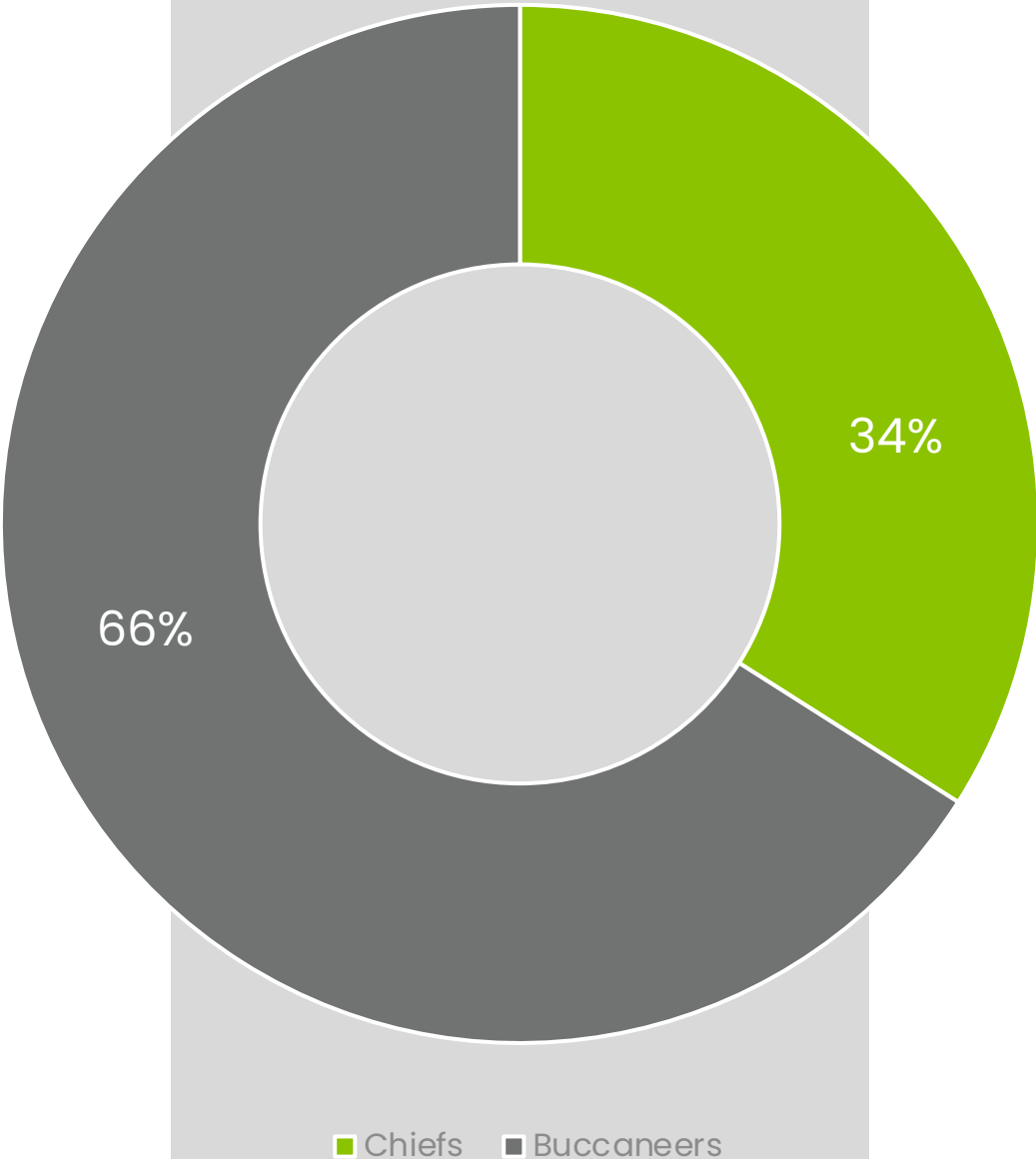
Instagram charted the most growth for the Bucs following their Super Bowl win, with the team netting 116k new followers which amounts to a 51% share of their new cross-platform social followers. TikTok charted the second largest increase at 55k new followers for 24% share.



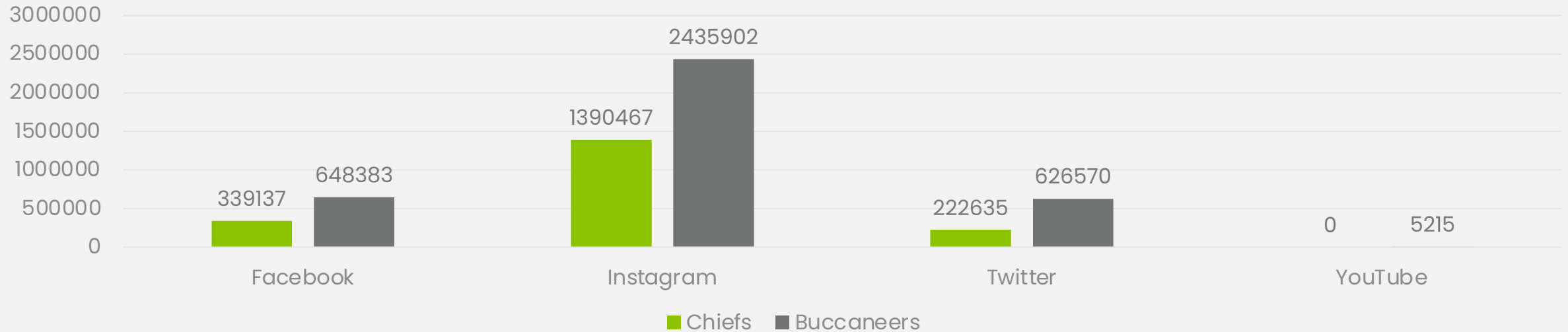
Head-to-Head in Social Engagement on Game Day

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



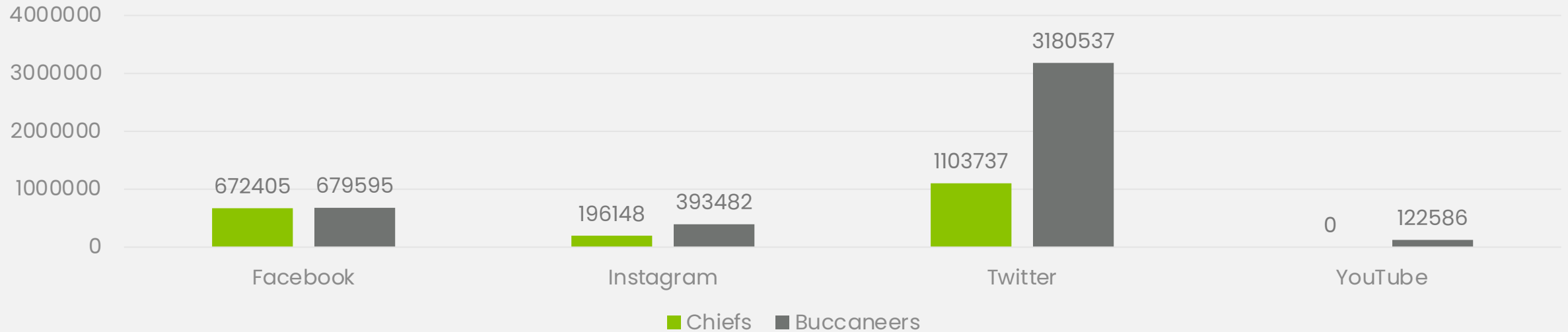
Head-to-Head Social Engagements on Game Day by Platform

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.

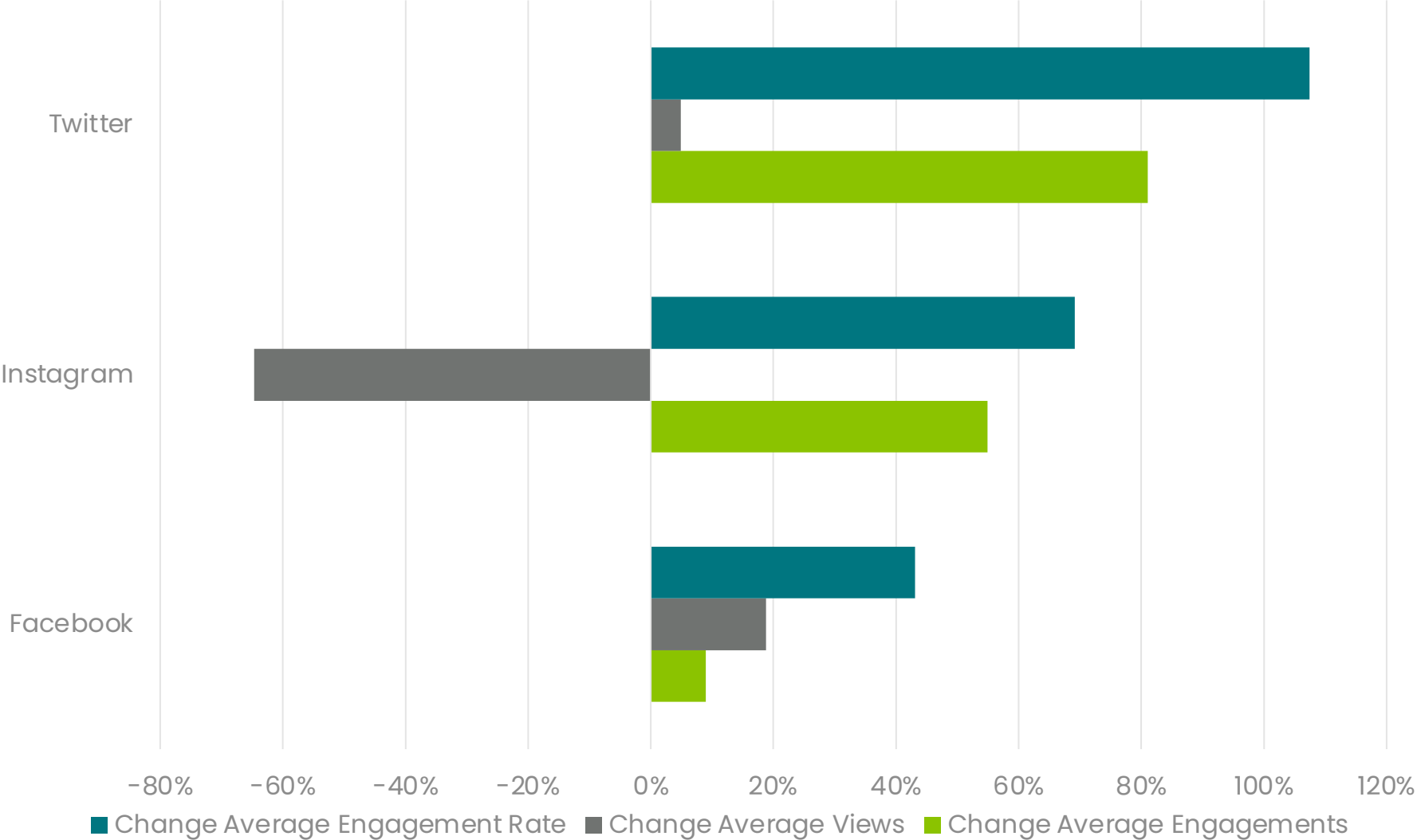
Super Bowl Sunday vs Regular Season Game-Day Averages

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.

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.

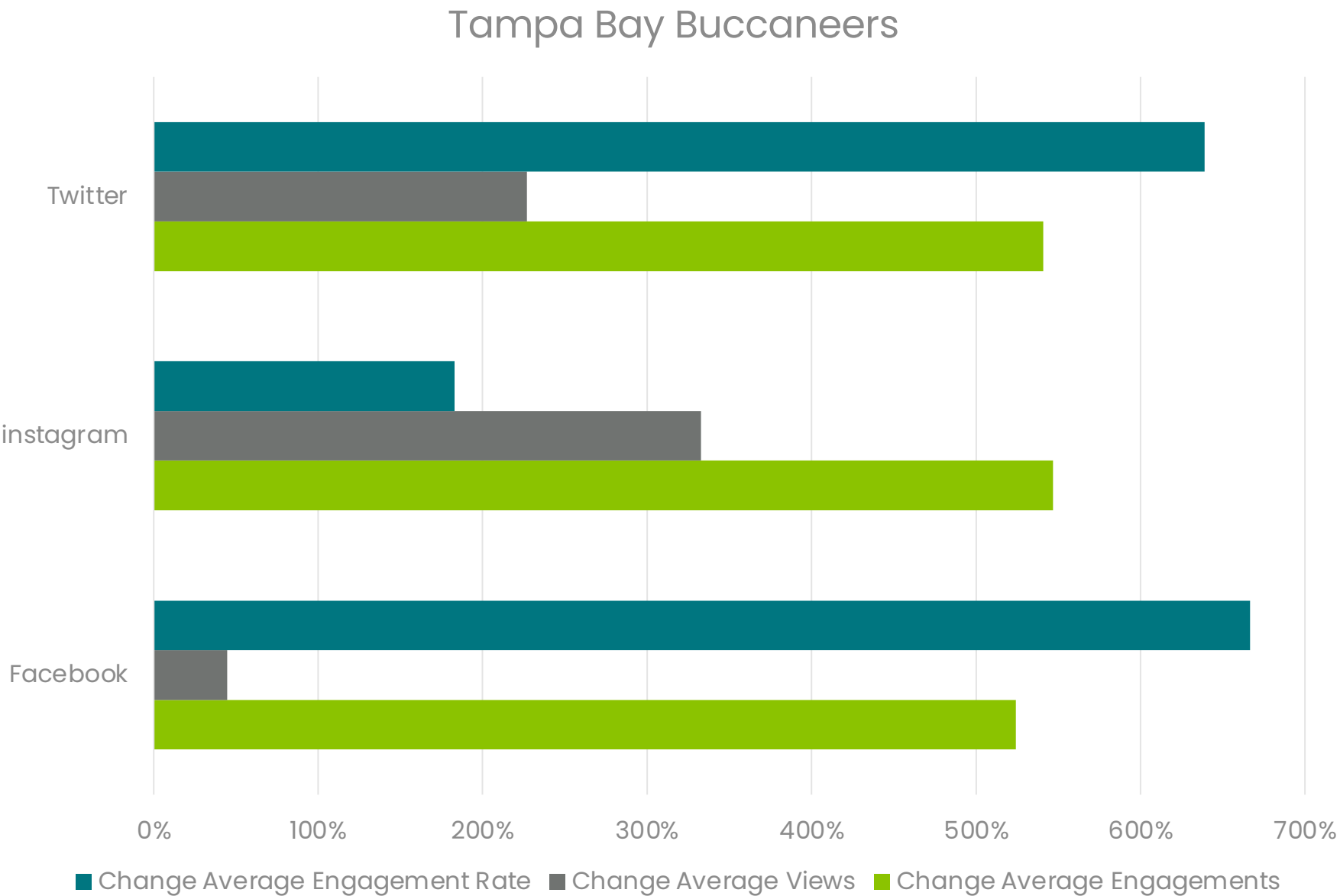
Kansas City Chiefs



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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