

# The Social Super Bowl

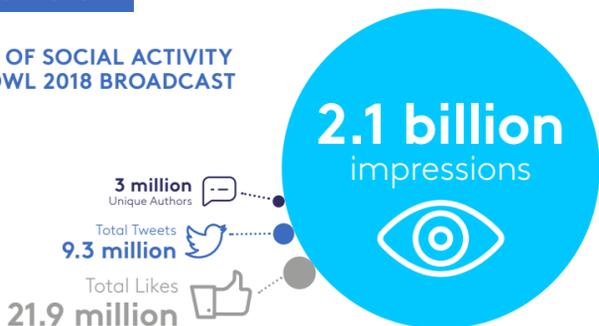
With the Eagles scoring their first ever Super Bowl win, Kantar Media takes a look at this year's social Super Bowl.



## Social continues to influence American Football fans...

With the average price for a 30-second commercial during 2017 Super Bowl reaching an all-time high of **\$5.05 million**, up **87 percent** during the past decade, social media activity continues to drive engagement. Over 2.1 BN impressions were generated during the broadcast of Super Bowl 2018 on Twitter.

### TWITTER ACTIVITY OF SOCIAL ACTIVITY DURING SUPER BOWL 2018 BROADCAST



Source: KSTR, Kantar Media | Broadcast hours: 23:30PM CET – 05:30AM CET

## Female Super Bowl fans decline compared to 2017

In 2017, 41.6% of Super Bowl fans tweeting were female, in 2018, only 39.4% of tweets were shared by females while over 60.6% of Tweeters were male. In a recent blog, Kantar Media took a deep dive into the profile of the typical American Football fans and not surprisingly, the fan base skews male, with men 26 percent more likely to be NFL fans vs. women who are 24 percent less likely to take an interest in the sport.

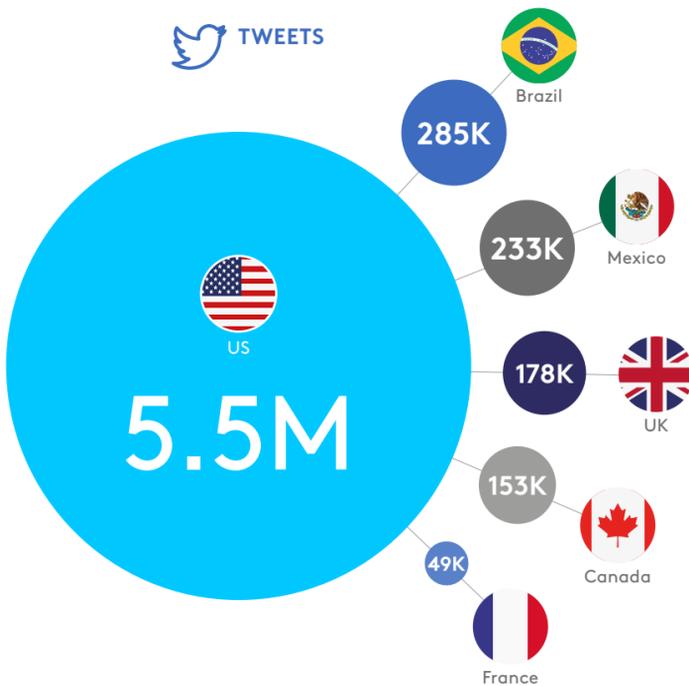
### TWITTER AUTHORS BY GENDER



Source: KSTR, Kantar Media | Broadcast hours: 23:30PM CET – 05:30AM CET

## The top 5 most engaged countries...

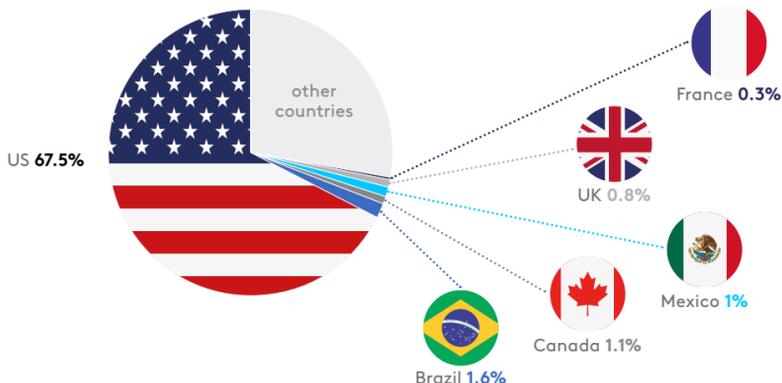
While US clearly led the way being the most engaged country by volume of tweets, in 2018 Brazil, Mexico, UK, Canada & France were in the top 5 most engaged countries.



## US also leads the way for number of tweets shared during #Pepsihalftime show

Over the years, the halftime show has become equally as important as the game itself, this year we take a look at which country shared the most tweets during #pepsihalftime.

### % OF TWEETS SHARED



## Finally, the top 5 most re-tweeted tweets during Super Bowl 2018 happened all within 5 minutes



(between 04:11 AM CET – 04:15 AM CET) over 600K tweets were sent with the following gathering the most RTs:

1 46.2K re-tweets



No of followers: 3.0M

2 27.9K re-tweets



No of followers: 3.0M

3 21.1K re-tweets



No of followers: 24.5M

4 16.6K re-tweets



No of followers: 13.6M

5 10.2K re-tweets



No of followers: 3.7M



### Methodology:

Data included in this infographic are global figures – analyzing all tweets sent about the Super Bowl around the world.

For this research we tracked the total number of Tweets about the Super Bowl posted all around the world, during the match window as well as 1 hour prior and 1 hour after. This includes both Unique Tweets and Retweets. The Super Bowl were tracked during the broadcast time frame

We used Twitter geo-filtering, thanks to our global partnership with Twitter, that allows us to understand very accurately where Twitter authors are tweeting from in the world. In line with this, we also have the ability to provide the total number of Tweets for each of the 30 countries with the highest volume of activity on Twitter.

We used a comprehensive combination of keywords that allowed us to identify and collect Tweets specifically related to the Super Bowl (hashtags, teams, players, etc.).