

# super bowl LVIII



# Super Bowl LVIII

# Big Game Insights

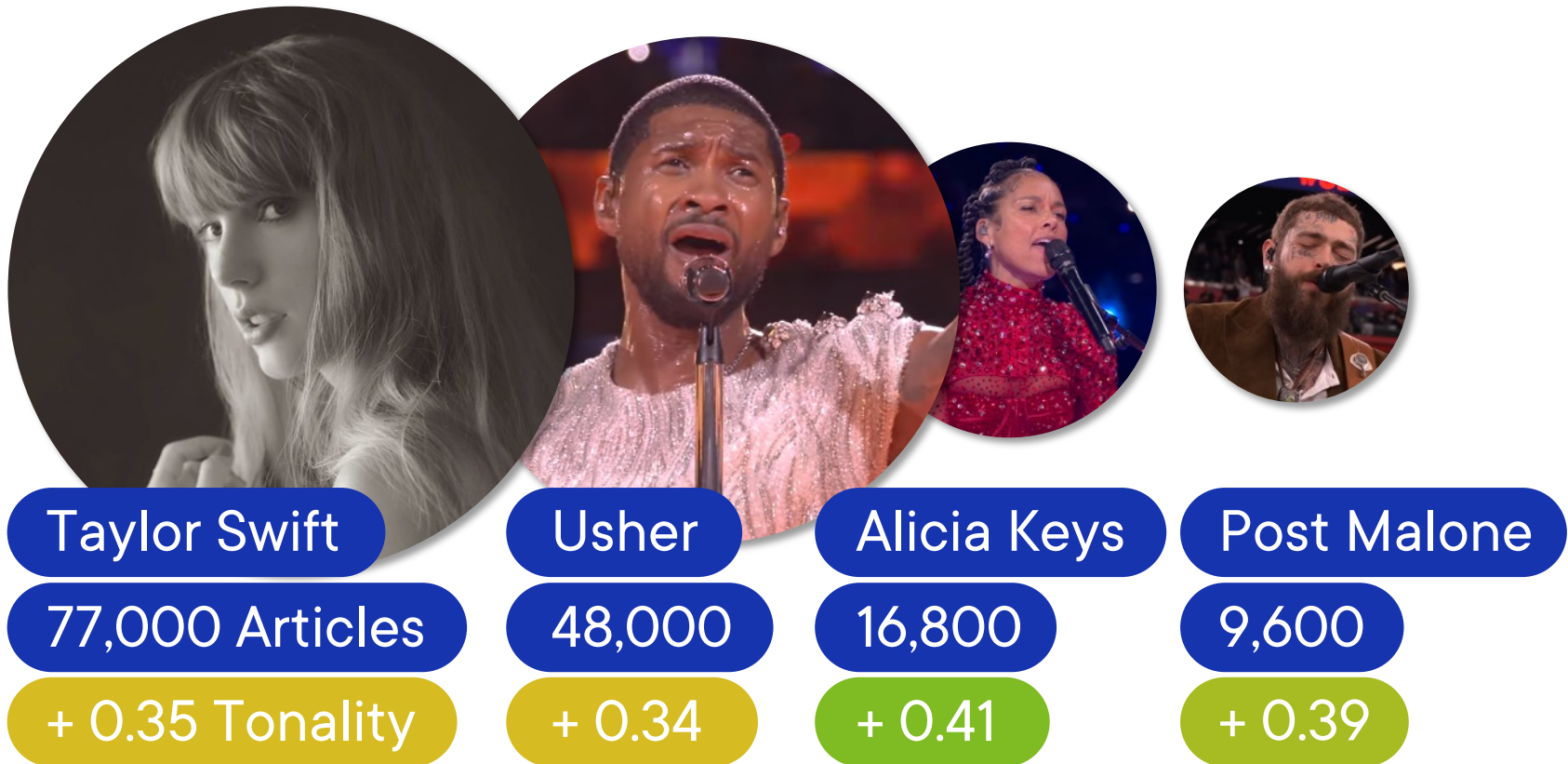
Analysis of global online news coverage



# celebrities

# Super Bowl: Taylor's Version

Even without a performance or anti-Trump message, Taylor Swift generated the most buzz. Alicia Keys was the most positively received.



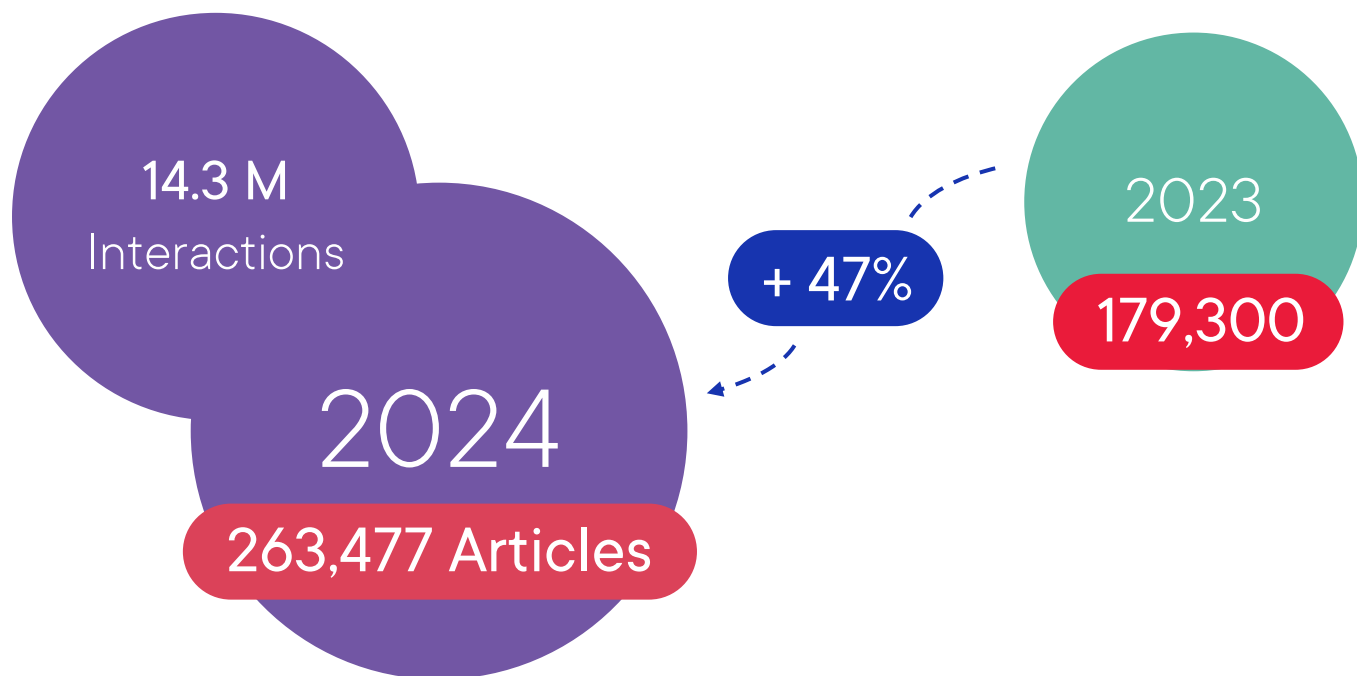
Number of online articles mentioning the stars during and after the Super Bowl measured in NewsRadar® (Feb 11 – 14, 2024). Automatic tonality measurement by keywords.



# super bowl LVIII

# The most successful Super Bowl to date

Thanks in part to Swift, the 58th Super Bowl was the most successful yet.



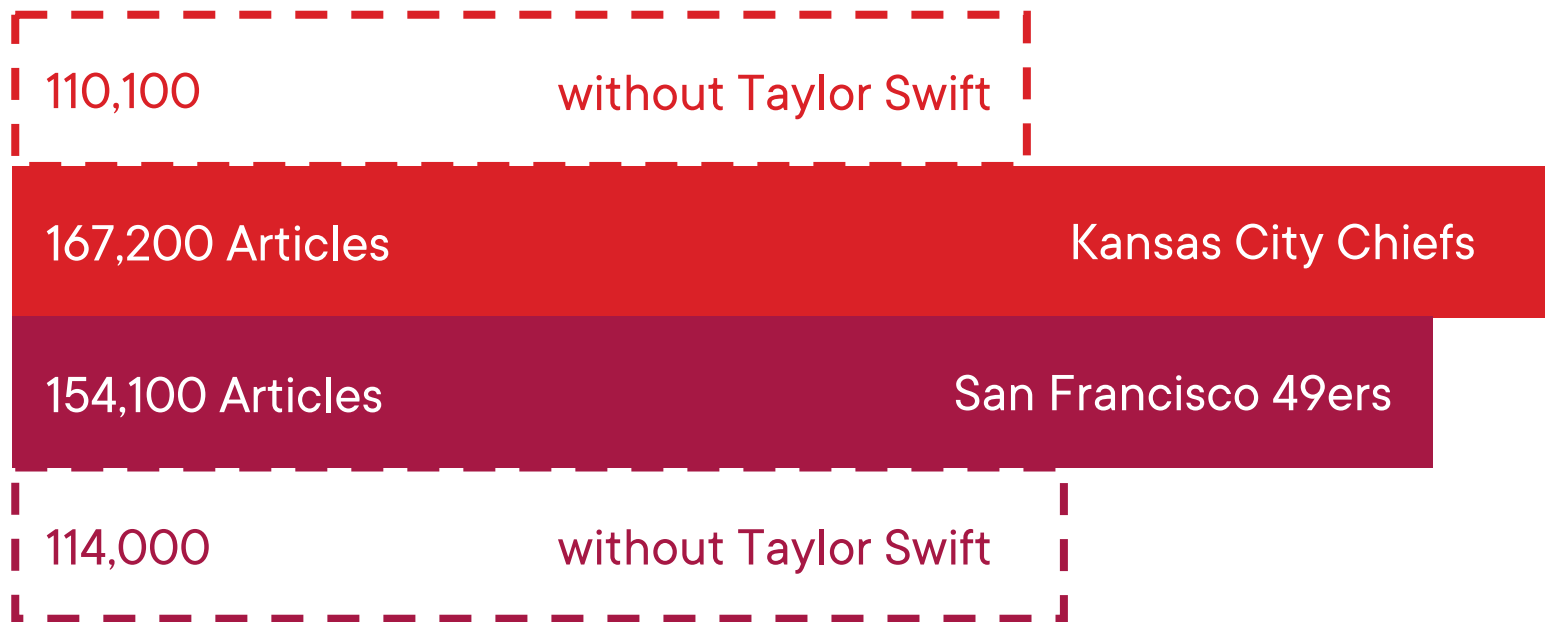
Number of online articles mentioning the super bowl during and after the Super Bowl in 2024 (Feb 11 - 14) and 2023 (Feb 12 - 15).



# chiefs vs. 49ers

# The Taylor Swift Effect

Only through mentions of Taylor Swift did the Kansas City Chiefs generate more buzz than the 49ers leading up to the game.



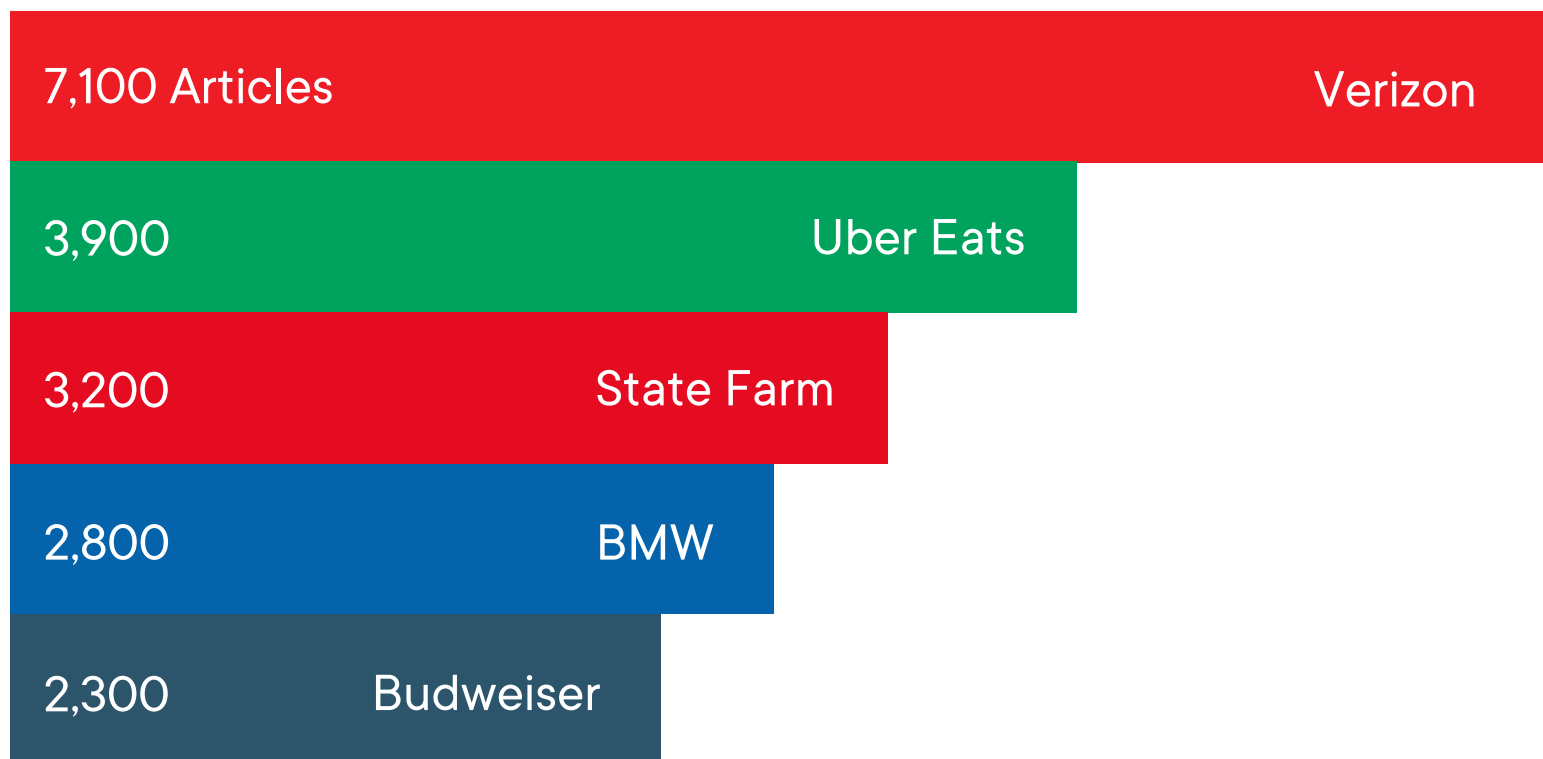
Number of online articles mentioning the teams in the week leading up to the event (Feb 5 – 10, 2024).



# big game ads

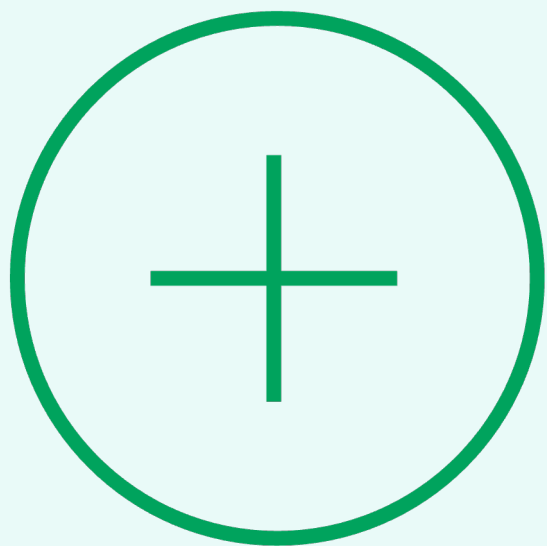
# Verizon breaks the internet

Arnold Schwarzenegger won over audiences with State Farm, BMW featured Christopher Walken for the new i5, and Uber Eats reunited the Friends cast. Yet Verizon won – thanks to new music from Beyoncé.



Number of online articles mentioning the ads during and after the Super Bowl (Feb 11 – 14, 2024).





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