

Real-time Half-time Insights

To get immediate, in-game learning, we surveyed 325 Americans **live during the Super Bowl** using our mobile-first chat capability. We asked where they were watching, who they were with, and what they were doing during the game.

Family for the win!

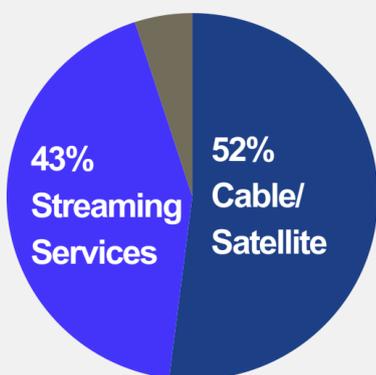
Of those that participated in our study, 67% watched the game with others. Most people who watched with others were enjoying the game with family



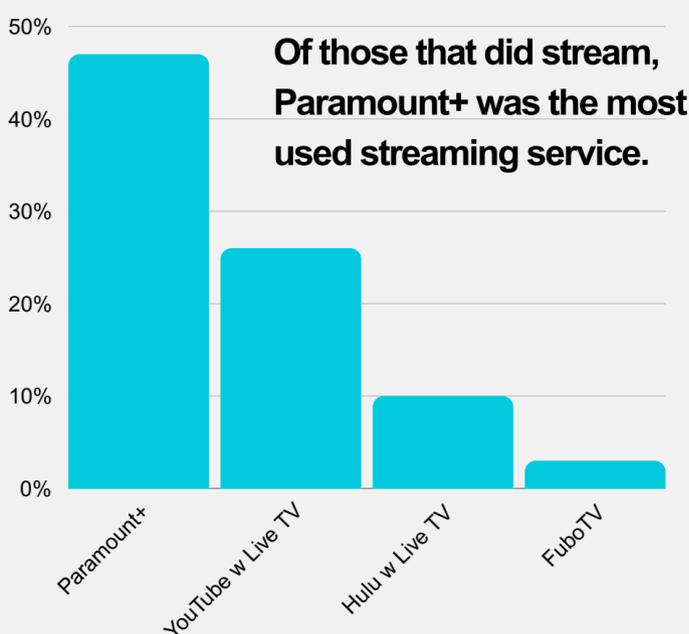
Who were fans cheering for?



Cable and Satellite were the MVPs this year



In our study, most people watched the Super Bowl on cable/satellite, but streaming services were close behind.



Viewers were in full quarterback mode – tackling chips, salsa and second-screening all at once!

While the game dominated the big screen, people in our survey also took to their second-screens to immerse themselves even more in the experience (their multi-tasking is perhaps not a huge surprise since they were also doing our mobile-first survey during the game).

Online activities participating in while watching the game:

- 27% Engaging with friends/family's posts on social media
- 26% Chatting with friends/family through chat apps
- 25% Following friends/family's posts on social media
- 18% Posting on social media
- 12% Betting
- 11% Following official feeds from NFL, commentators, and others
- 8% Sharing content posted by friends and family
- 7% Participate in online contests during the game
- 6% Engaging with the content shared by official NFL commentators and other ambassadors
- 5% Sharing content shared by official NFL commentators and other ambassadors
- 4% Sharing content posted by influencers and celebrities

Fans of the 49ers and the Chiefs were especially engaged in social media and chatting with friends/family during the game vs. those who were just watching for fun.

