

SUPER BOWL & AUDIENCE DATA

The 2016 Super Bowl viewership was the **third largest** in TV history (Source: CNN)



Almost 4 million unique viewers

livestreamed the 2016 Super Bowl (Source: CBS)



Over 11 million social signals

on the Super Bowl (Source: ShareThis) sharethis

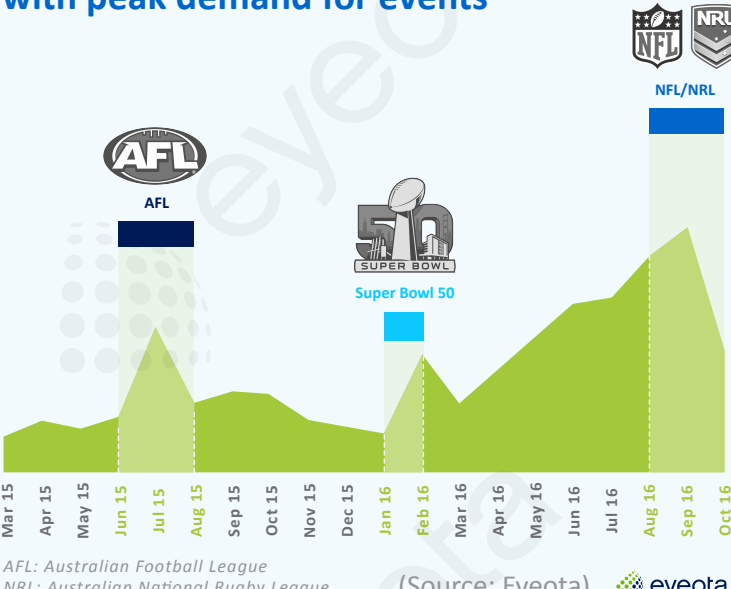


DIGITAL MEDIA CONSUMPTION

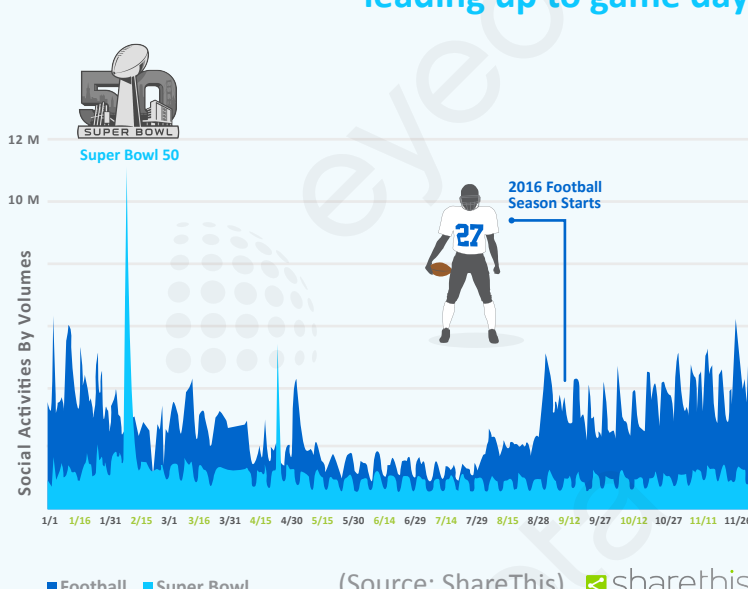
Advertising during the **Super Bowl** has become one of the most **relevant and successful** channels for brands to reach their consumers.

Eyeota has seen: **2.2x** YoY increase in brands globally **seeking sporting-related audience data segments** to power their campaigns.

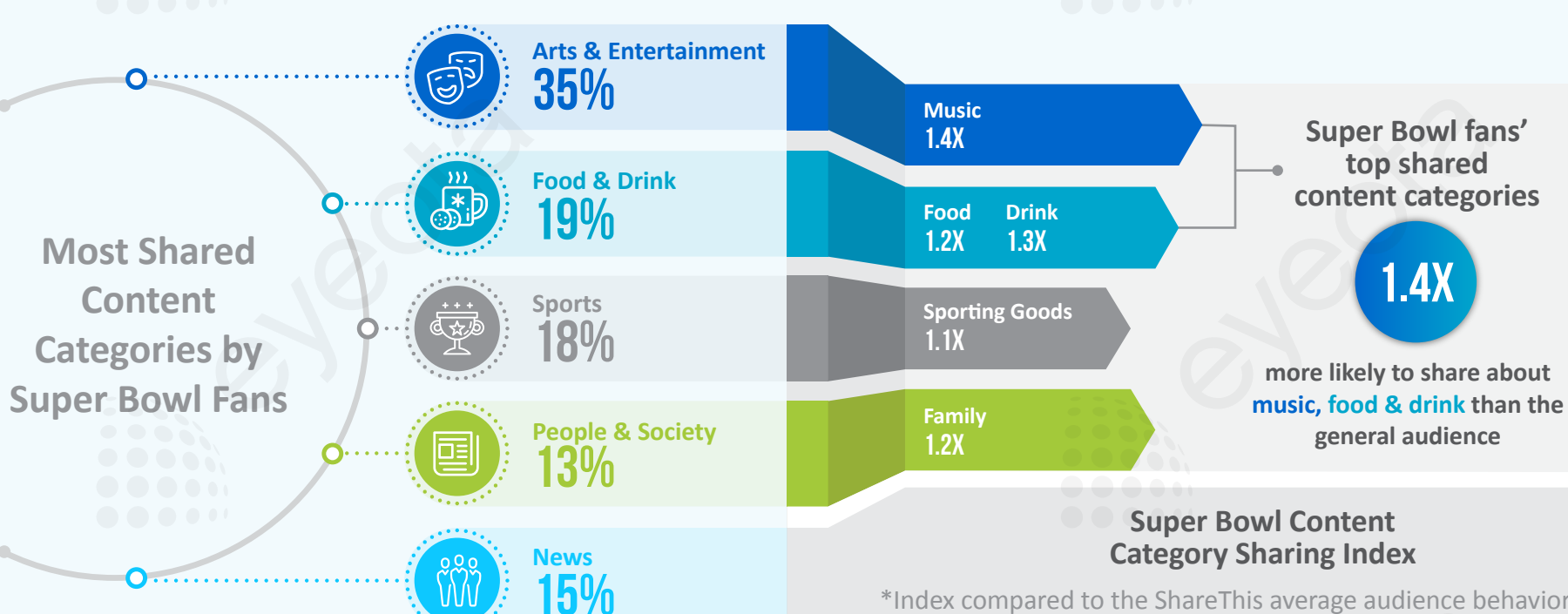
Increase in audience data spend, with peak demand for events



Peaks in content sharing are highest leading up to game day



The Super Bowl isn't just about the game



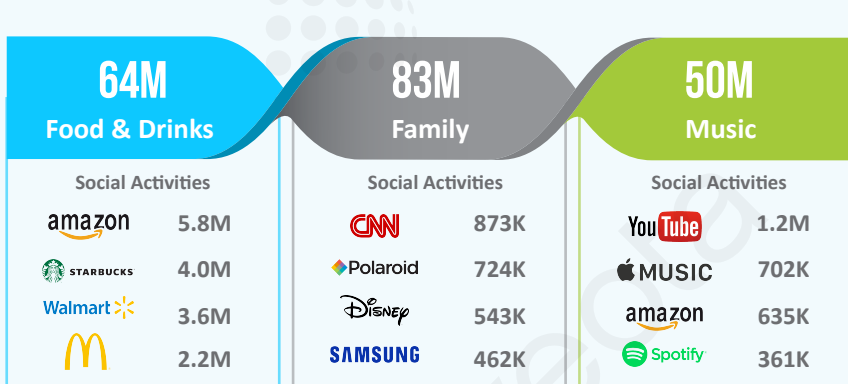
Top advertisers drafted for the Super Bowl

Top spenders on advertising during Super Bowl

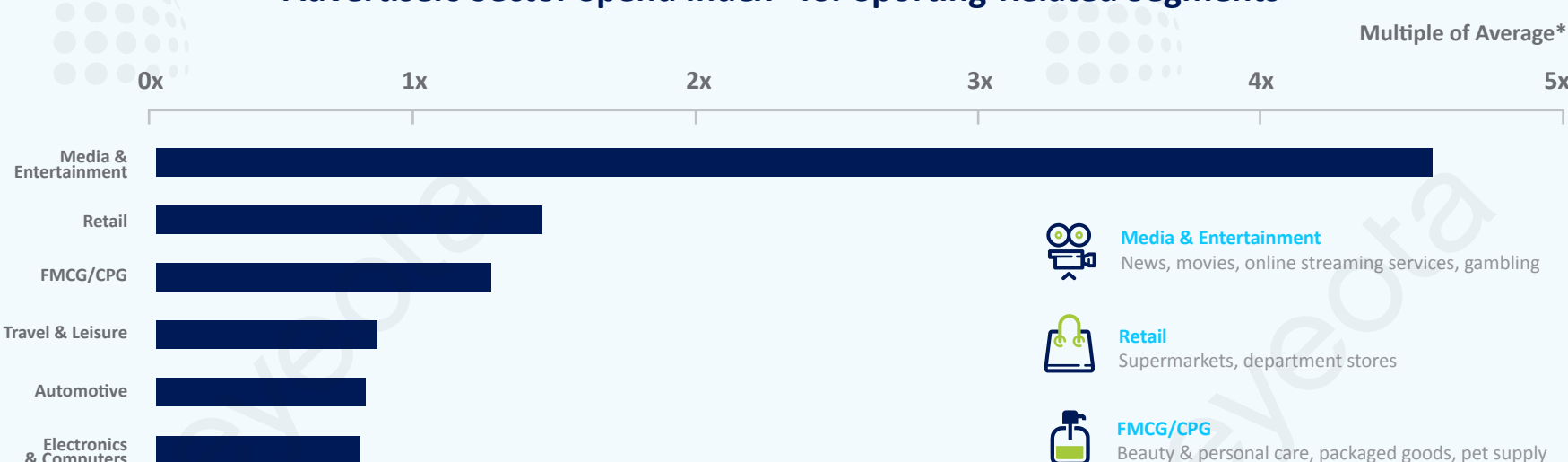


Super Bowl Audience Search and Share Brand

Food & drink, family and music brands led the conversation around Super Bowl audiences.

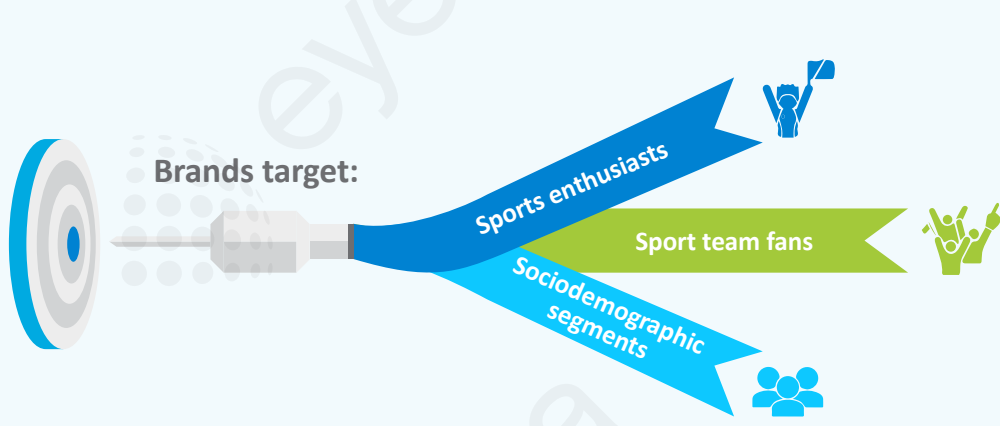


Advertisers Sector Spend Index* for Sporting-Related Segments



The qualities of a sports fan

Audience profile of segments that are popular with a wide variety of sporting events, including the Super Bowl, World Cup, Olympics, AFL, NRL and NFL games, etc.



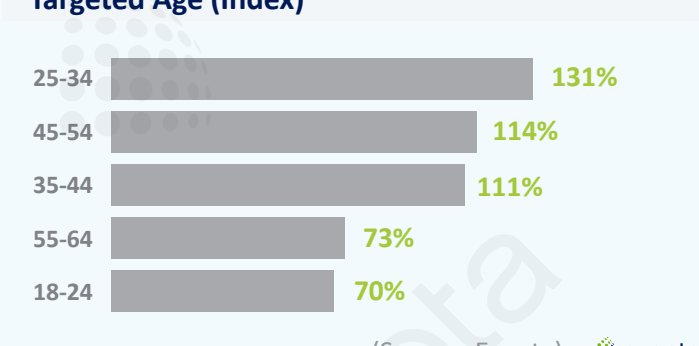
Top Audience Data Segments used in campaigns for and during Sporting Events



Targeted Profiles



Targeted Age (Index)



Targeted Hobbies



Targeted Gender



About Eyeota

Eyeota is the global leader for audience data with over 3 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyeota.com