



## BREAKING EXPECTATIONS: Super Bowl LIX Sets Records Despite One-Sided Game

As TV viewership evolves, its measurement becomes more complex. Initial projections on Monday, 2/10/25, from Samba TV, a television technology and audience analytics company, [reported a 5% dip](#) in household (HH) viewership compared to last year. Additionally, the data company noted a 4% year-over-year (YOY) decline in halftime show viewership and a 30% drop-off by the end of the game due to the blowout.

However, Nielsen, who is still considered the authority on TV viewership, did not corroborate this decline. Nielsen reports that the Super Bowl drew an average audience of 127.7 million viewers on Fox, surpassing last year's game by 3% and making it the most-watched event ever on U.S. television.

Regardless of the final numbers, the Super Bowl places the ever-changing media landscape under a microscope, offering marketers a view of emerging trends for the coming year. Let's take a look at this year's highlight reel.

This marked a historic moment for streaming services. For the first time, viewers could stream the program completely free through the Tubi platform, without needing a cable subscription. Tubi's integration into the Super Bowl pregame show to promote its free streaming of the big game and red-carpet coverage will likely accelerate the adoption of the FAST platform. Unlike its competitors, Fox has strategically avoided subscription-based products.

The success did not come without challenges. Fubo (a digital cable provider similar to YouTubeTV) experienced significant lags during the broadcast, causing concerns for those who enjoy real-time betting during the games. Tubi experienced delays but reportedly not as severe. Based on experiences from events like the Netflix Mike Tyson boxing match, viewing delays are something to be aware of but are likely to improve over time.

### TOUCHDOWN CTV!

While most of Super Bowl LIX viewership came from the linear Fox broadcast, streaming played a significant role compared to previous years. Digital streaming options garnered over 14.5 million viewers, with Tubi (the Fox-owned free/ad-supported streaming (FAST) platform) accounting for 13.6 million (94%) of those watching the championship matchup.

### THE KING OF COMMERCIALS

Since 1989, the USA Today Ad Meter has been the standard for ranking the best Super Bowl commercials. To compete as standout ads for this year's big event, advertisers pulled at the heartstrings of consumers, leveraged celebrity endorsements, harnessed the power of AI, and even donned unsettling skin hats.



## And The Winner Is...

For Super Bowl LIX, Budweiser, the King of Beers, reigned supreme in commercials. In a spot titled "First Delivery," the famous Clydesdales were showcased, featuring an underdog foal ensuring a lost keg, which had fallen off a wagon, was delivered to its destination. This marks Budweiser's ninth number-one ranking on the USA Today Ad Meter, more than any other advertiser.

The top 5 ads, as ranked by the 173K+ panelists who participated in the Ad Meter, are:

1. Budweiser, "First Delivery"
2. Lay's, "The Little Farmer"
3. Michelob Ultra, "The Ultra Hustle"
4. Stella Artois, "David + Dave"
5. National Football League, "Somebody"

Perhaps one of the most buzz-worthy ads, titled "NFL Flag 50" fell just outside of the top 5 at number six. The ad parodied 80s-style movies and paid tribute to the momentum girls' flag football is having toward becoming an official high school sport across all 50 states.



All national Super Bowl ads can be viewed on the [USA Today Super Bowl Ad Meter](#).

## \$8MM

The price tag for a national ad this year. It is expected to rise given the continual trend of viewership increases.

## A DISS TRACK HALFTIME

Kendrick Lamar's Super Bowl Halftime Show not only shattered the all-time viewership record with 133.5 million viewers (surpassing Michael Jackson's record of 133.4 million), but it also featured R&B artist SZA joining Lamar for two songs, Samuel L. Jackson as the emcee, and a dancing cameo by Serena Williams.



The performance challenged the status quo of past halftime shows and symbolized the ever-shifting ebbs and flows between unity and division in present-day America. However, the highlight of the night was when Lamar performed his biggest hit, 'Not Like Us,' a diss track aimed at rival rapper Drake. After teasing it multiple times, he finally launched into the song, resulting in a post-show 430% increase in Spotify streams. It seems that advertising—or performing—during the Super Bowl does indeed pay off.

## Oh Yeah, There Was a Game

But not much of one. The game was pretty much over before Kendrick Lamar performed when the Eagles jumped to a 24-0 lead over the Chiefs at the half. Jalen Hurts was the MVP of the night, overcoming adversity of being benched in college during a national championship game and losing his last shot at the Lombardi Trophy. The Eagles 44-22 victory over the Chiefs prevented a potential first-ever Super Bowl threepeat and wrapped up a history-making night.



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