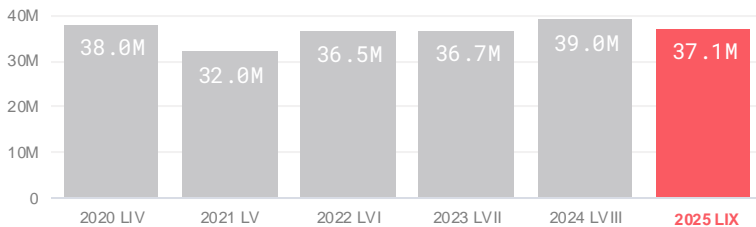




From the Eagles' win to Nike's domination and Kendrick Lamar's unforgettable halftime show, Super Bowl LIX delivered moments that connected with audiences nationwide. With 37.1M households watching, the big game demonstrated its unmatched ability to bring together massive, diverse audiences through sports, entertainment, and brand storytelling.

Super Bowl U.S. household viewership (linear + streaming)



Top reaching ads during Super Bowl LIX



Nike joins the Eagles as the big game's big winner

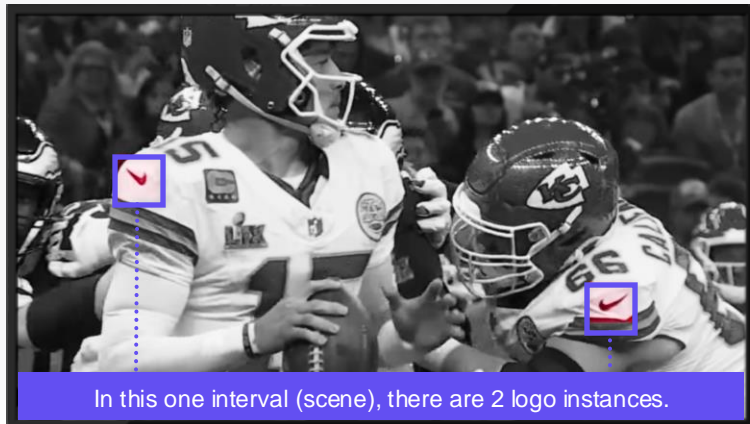
Nike's "So Win" ad featuring Caitlin Clark, Sha'Carri Richardson, and Sophia Smith Wilson was the most watched ad during Super Bowl 2025, with 28.1M U.S. households seeing it. It was Nike's first Super Bowl ad since 1988 and received multiple accolades. The #2 ad, Novartis's "Your Attention Please" spot, drew attention for breast cancer screening, followed by RAM's ad in third with Glen Powell and music from Van Halen.



The Nike logo was seen onscreen the most of any brand during the Super Bowl. **99% of the Super Bowl's total audience saw** the logo at an average frequency of 371 times.

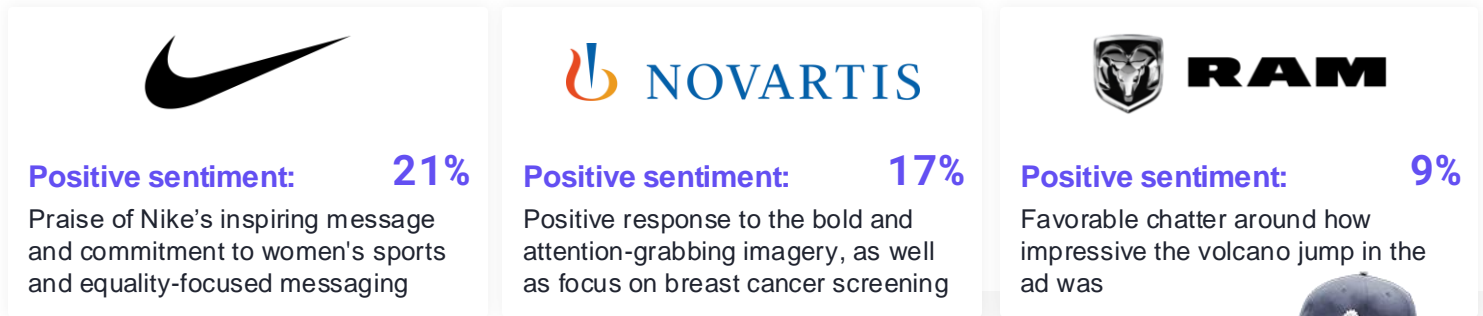
Nike logo appearances during Super Bowl LIX

Logo intervals	521
Logo instances	819
Household reach	37M
Average frequency	371



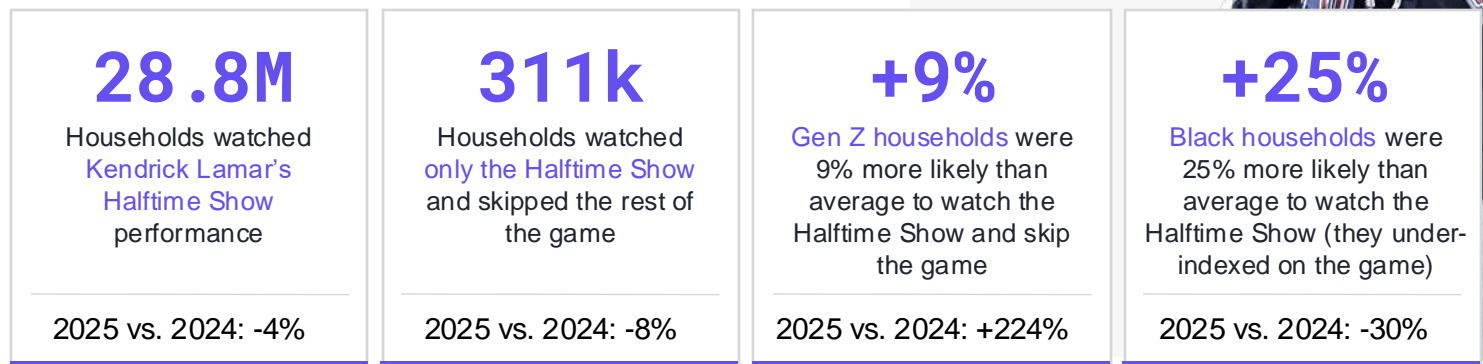
The top-reaching ads scored positive online buzz, especially Nike

Based on Semasio's semantic analysis of the open web, Nike scored the highest percentage of positive buzz of the top three brands, sealing its status as the night's biggest marketing winner.



Kendrick Lamar's Halftime Show was a hit with younger, diverse audiences

Despite viewership of the Halftime Show dropping 4% year-over-year, its ability to draw in valuable audiences like Gen Z and diverse groups made it a can't-miss spectacle.



Viewership dropped as an Eagles win became more certain

There was a dramatic drop off in viewership in the second half of the game, as the Eagles secured a resounding lead with multiple touchdowns before halftime. Viewership among households in Kansas City started out high at 95% at kick-off, but dropped to 88% by the three-hour mark, right after the Chief's first touchdown. At the end of the game, viewership in Kansas City had fallen to 76%, while in Philadelphia it was at 96%. Within the U.S. as a whole, viewership was highest at the beginning of the halftime period.

