



# Conviva's 2022 Super Bowl

Streaming + Social Report



## Super Bowl successes on streaming

The Cincinnati Bengals have never won a Super Bowl and the Los Angeles Rams have never won a Super Bowl while located in LA, so no matter what—this year’s Super Bowl was fated to mark a first. And that had the teams, diehard fans, casual fans, brands, and advertisers very excited. Learn how the teams performed off the field on social media and how viewers tuned in via streaming for one of the largest sporting events of the year!

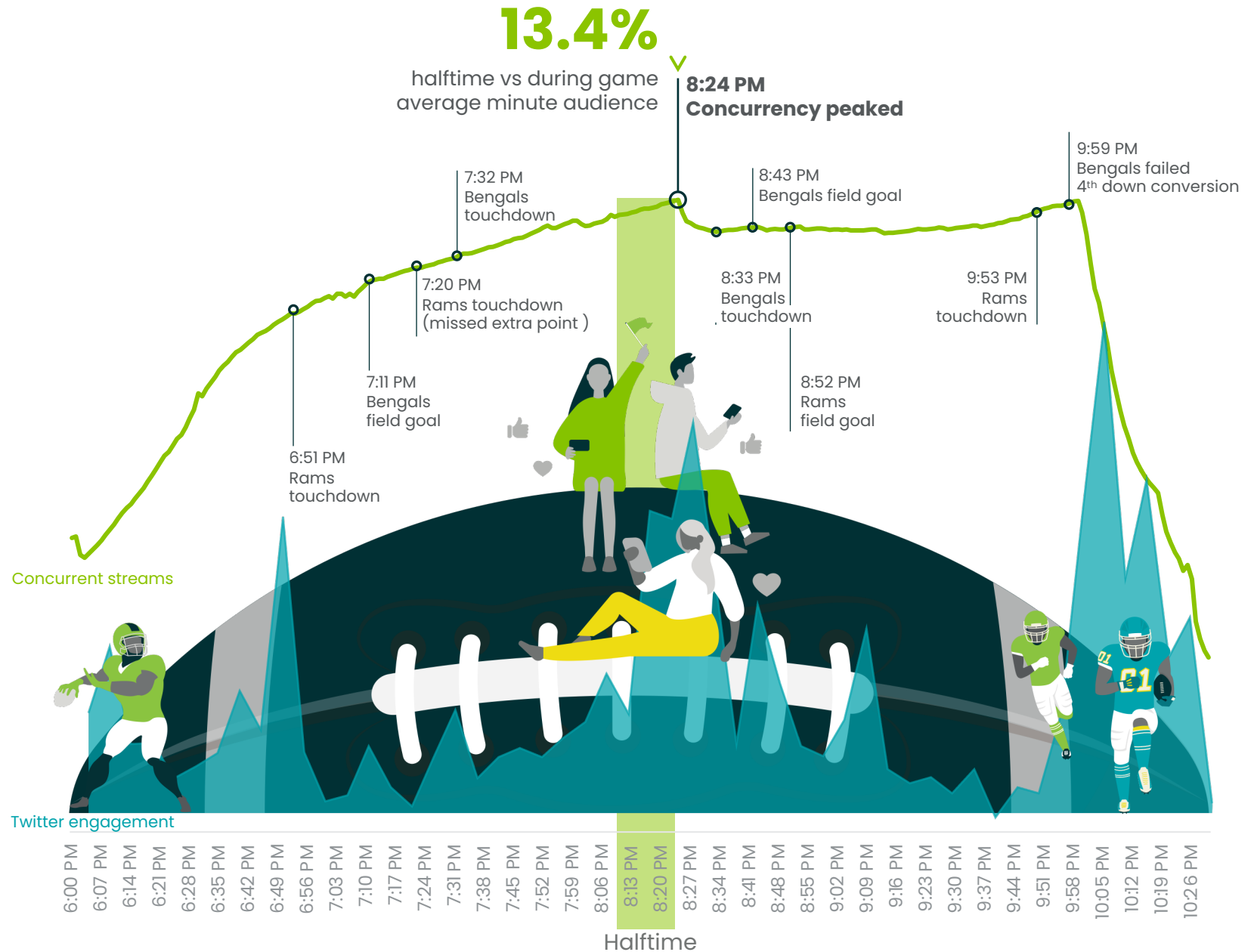
### Here are the highlights:

- **Halftime was big time** – Average minute audience during halftime was 13.4% higher than the average during game time with the peak in viewership for the evening coming at the end of the halftime show.
- **Big screens lit up the competition** – 78.4% of viewing was on televisions with Roku, Samsung TV, and Amazon Fire TV accounting for an impressive 68.5% of big screen viewing share.
- **Extended engagement in 2022** – Viewers tuned in for a hefty 132 minutes per unique device during the 2022 Super Bowl, an impressive 23 minutes more than last year.
- **Super Bowl social gains** – In a single 24-hour period around the Super Bowl, the Rams gained 291.7k followers while the Bengals gained 228.6k. Notably, both teams gained over 100k followers on TikTok during that time.
- **Instagram shines** – For the fourth year in a row, Instagram took the lion’s share of engagements, but Twitter is growing fast.

# Halftime show won Super Bowl streaming

While viewers were kept on the edge of their seats until the final minute, it was the halftime show that spiked streaming viewership to new heights. Average minute audience during halftime was 13.4% higher than the average during game time, with concurrent viewers peaking at 8:24 PM as the show reached its culmination.

Alongside streaming viewership, we charted 21 accounts that were live tweeting throughout the Super Bowl to see how social engagement spiked compared to streaming and the game's big moments. On Twitter, engagement also rose during halftime, but it was post-event that the social engagement poured in.



**132 min**  
per unique device

## Expectations of super quality

Quality was mixed during the game. Bright spots were video start time, at a nominal 3.9 seconds, and buffering at just .22%. But video start failures were quite high at almost 6% and picture quality languished at 6.63 Mbps.

Still, despite some hiccups, viewers tuned in for a hefty 132 minutes per unique device, which was 23 minutes more than last year's Super Bowl.

**5.98%**  
Video start failures



**0.22%**  
Buffering



**3.9 sec**  
Video start time



**6.63Mbps**  
Bitrate

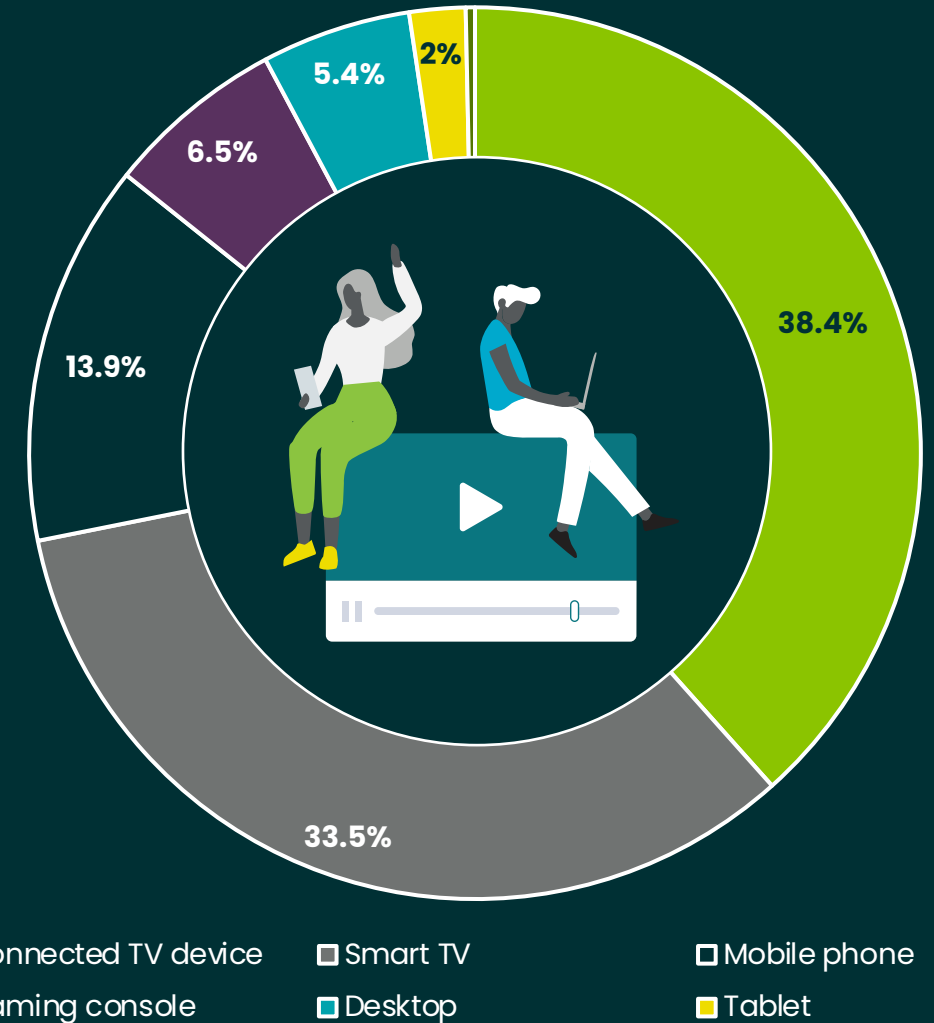


## Television touchdown

As would be expected for a largely American audience, most viewers watched the big game on a television, as 78.4% of viewing was on the big screen, which includes connected TV devices, smart TVs, and gaming consoles. Of that subset, connected TVs came out on top with 38.4% followed closely by smart TVs at 33.5%, and gaming consoles at 6.5%.

Mobile phones took 13.9% of viewing time, desktops had 5.4% share, and tablets came up last with 2%.

Share of Super Bowl viewing time by device



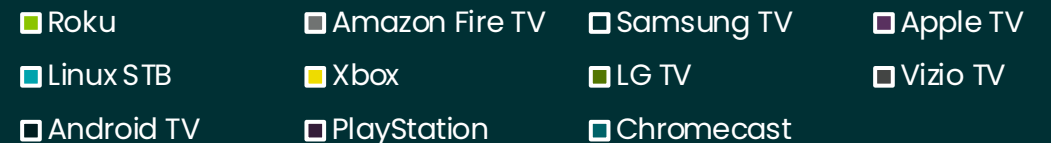
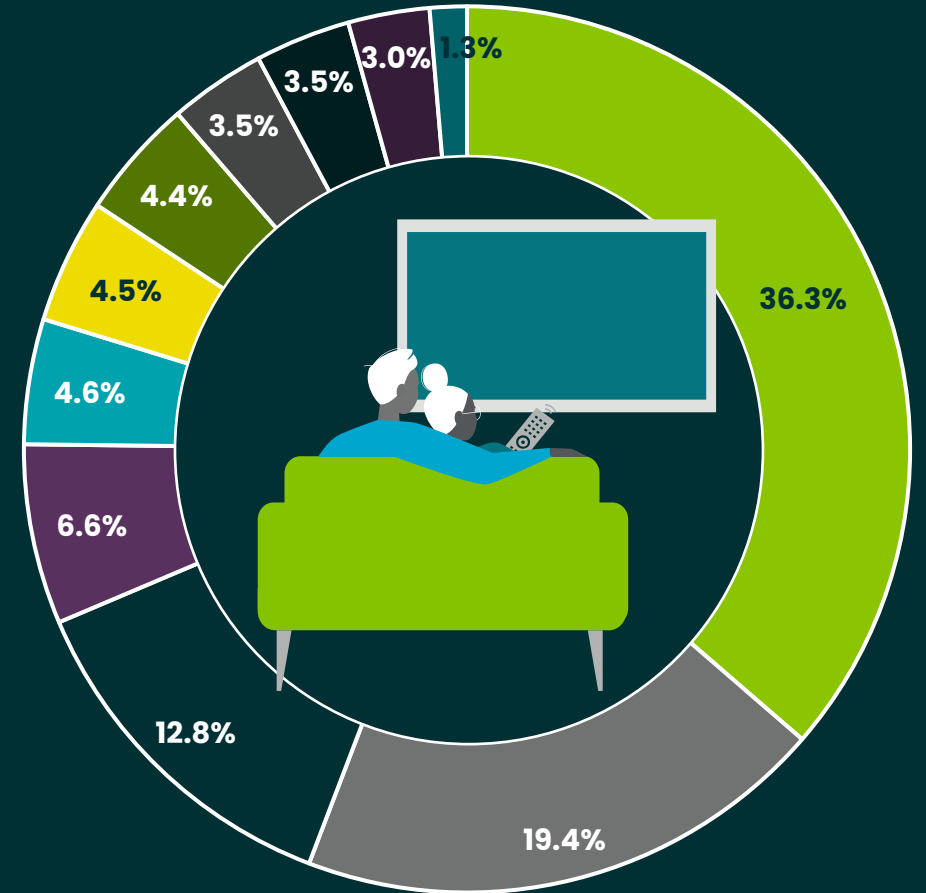
## Big screen breakdown

With nearly 80% of viewing on the big screen, it's helpful to dive one level deeper to see which TVs and connected devices were most popular.

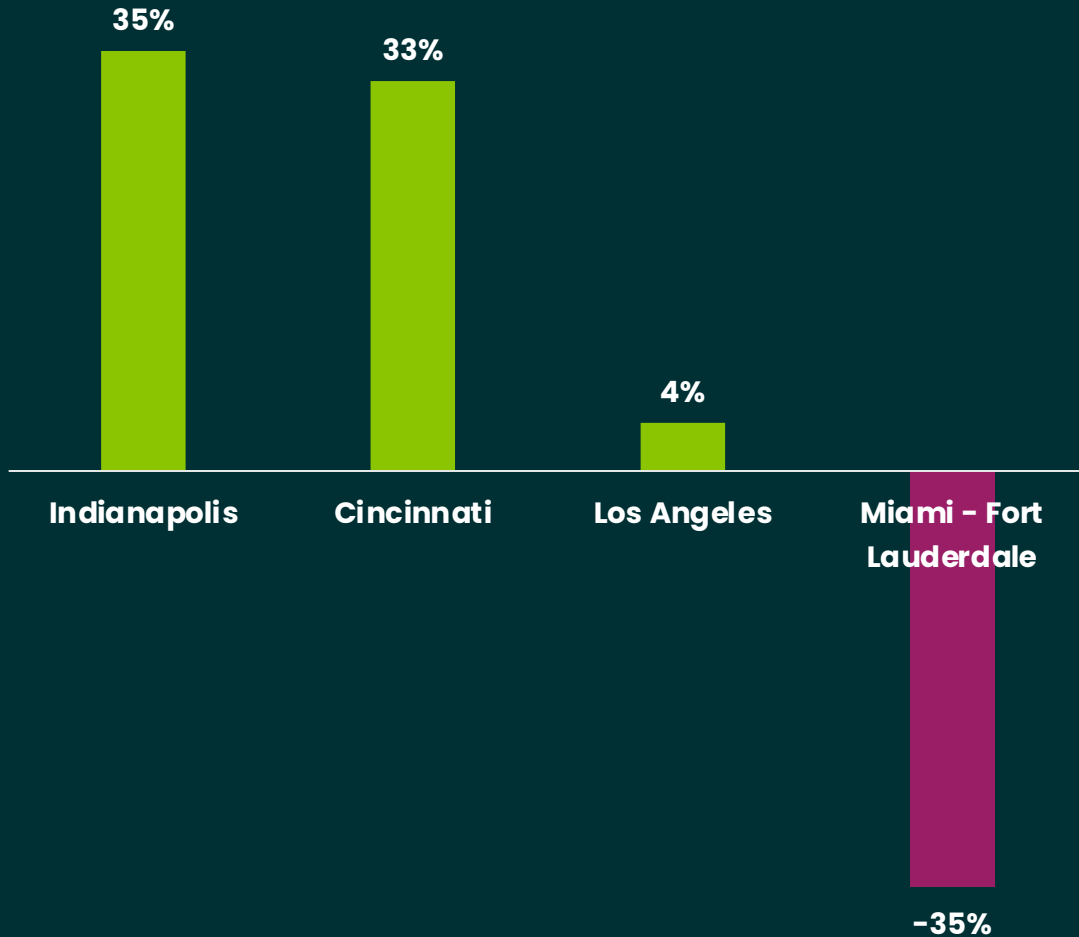
Roku was the big winner with 36.3% of viewing time, and with Samsung TV's 12.8% nipping at Amazon Fire TV's heels—all three accounted for an impressive 68.5% of viewing share.

The next most-popular big screen was Apple TV at just 6.6% followed by Linux STB, Xbox, and LG TV all around 4%. Vizio TV, Android TV, and PlayStation all took about 3% share and Chromecast sputtered with 1.3%.

Share of Super Bowl big screen viewing time



Difference in streaming time  
as compared to market size index



## Defying expectations

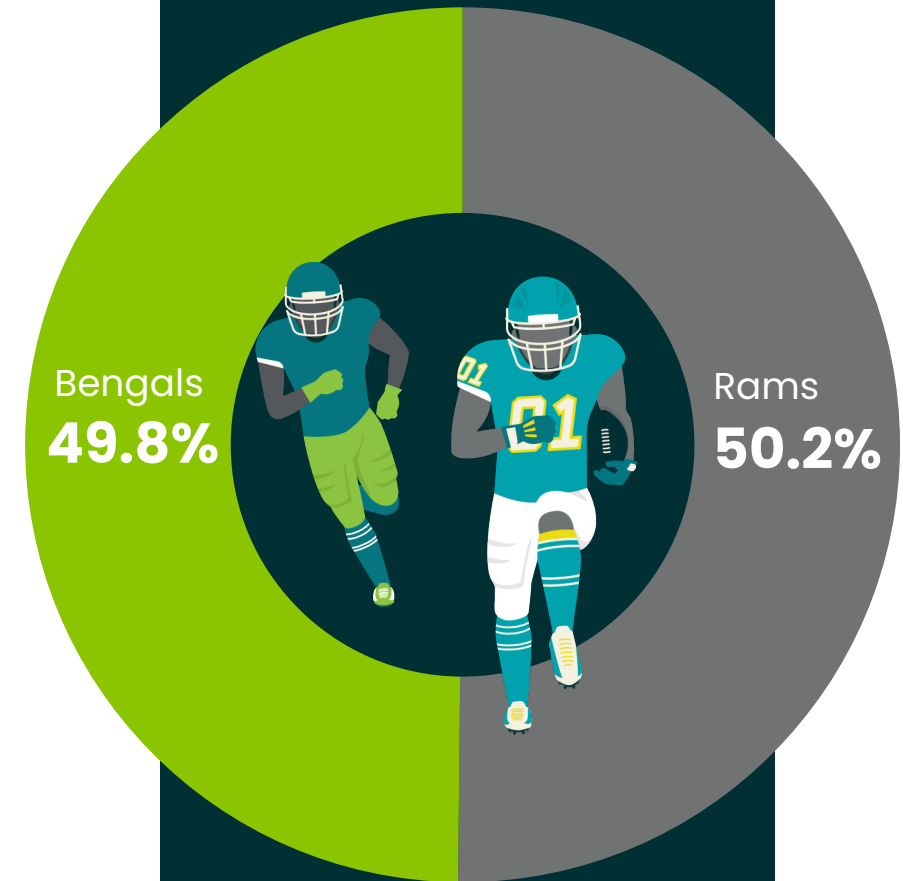
Cincinnati shows up LA in streaming

The markets with a team to root for in the Super Bowl, Cincinnati and Los Angeles, both over-indexed in streaming viewing at 33% and 4% more than expected based on the size of those markets. Cincinnati came in second only to Indianapolis which showed its love of the game tallying 35% more Super Bowl streaming time than would be expected for the market. The least engaged market for Super Bowl streaming was Miami-Fort Lauderdale with 35% less streaming than expected.

## Close until the very end

Just like the game, the Bengals kept it competitive until the very end on social. Ultimately, the Rams beat out the Bengals in total cross-platform engagements on Super Bowl Sunday, 2.07 million to 2.06 million.

This social battle was much closer than the previous three years, however. Between 2019 and 2021, the winning team averaged 2.5x more engagements than the losing team. With a significantly narrower margin, despite the Bengals ultimately succumbing on social media, they were a true competitor.



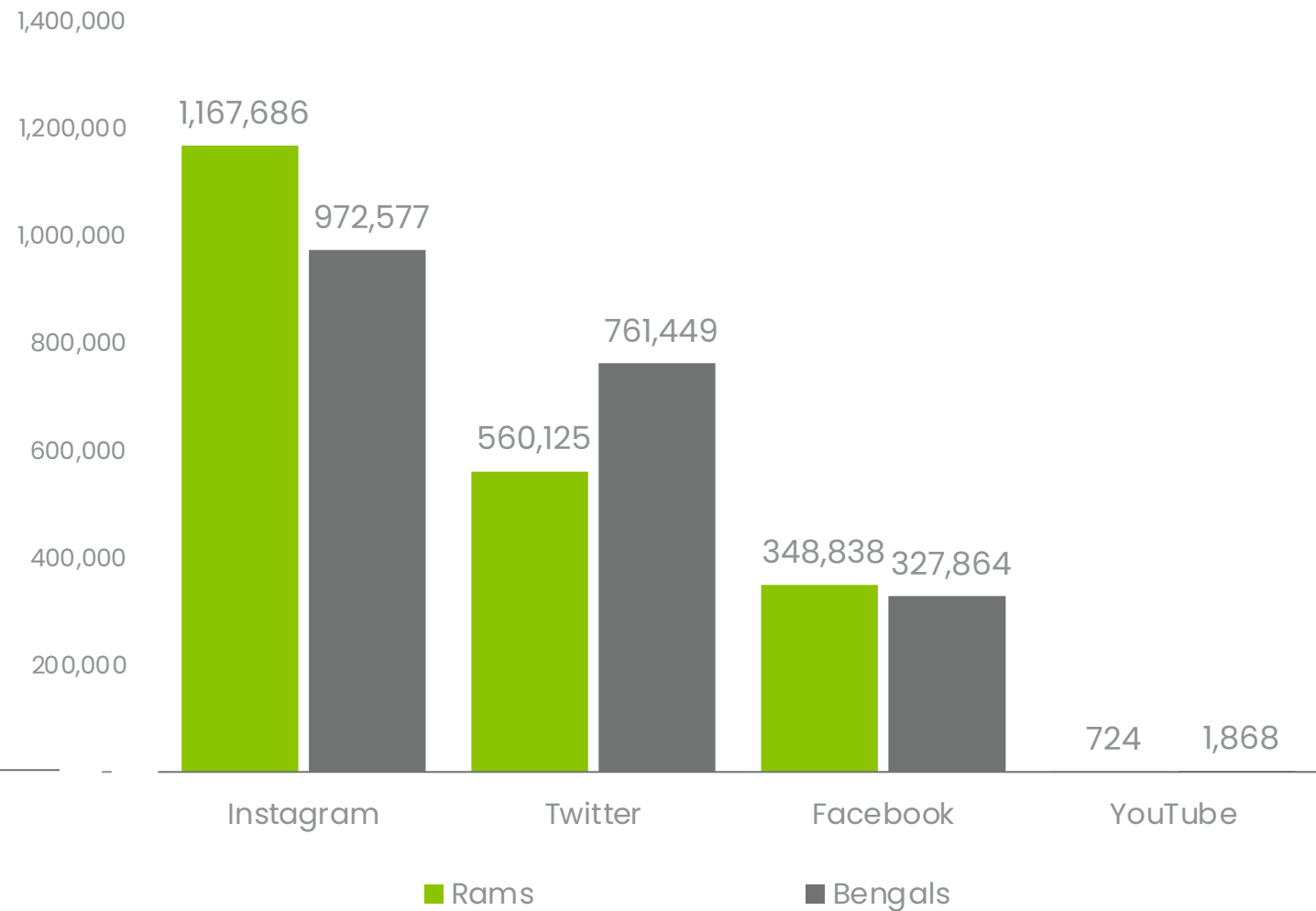
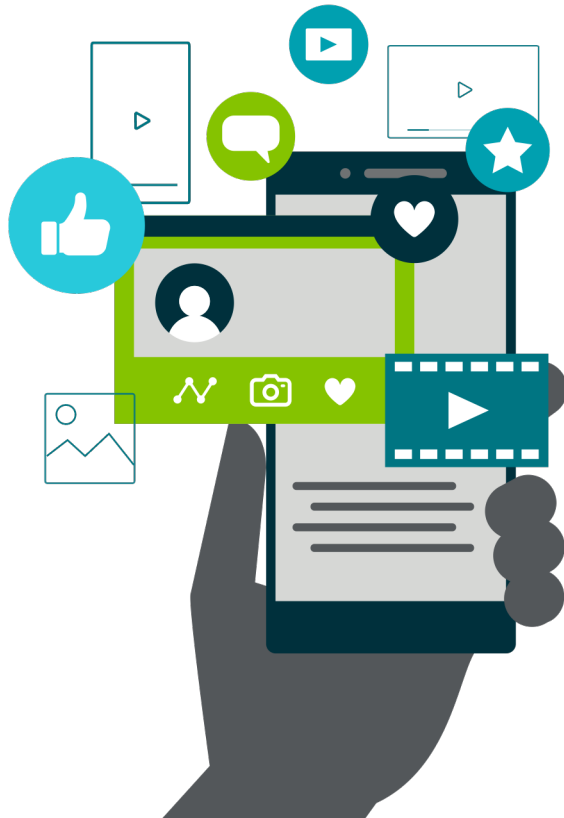
**Share of  
cross-platform  
engagements**

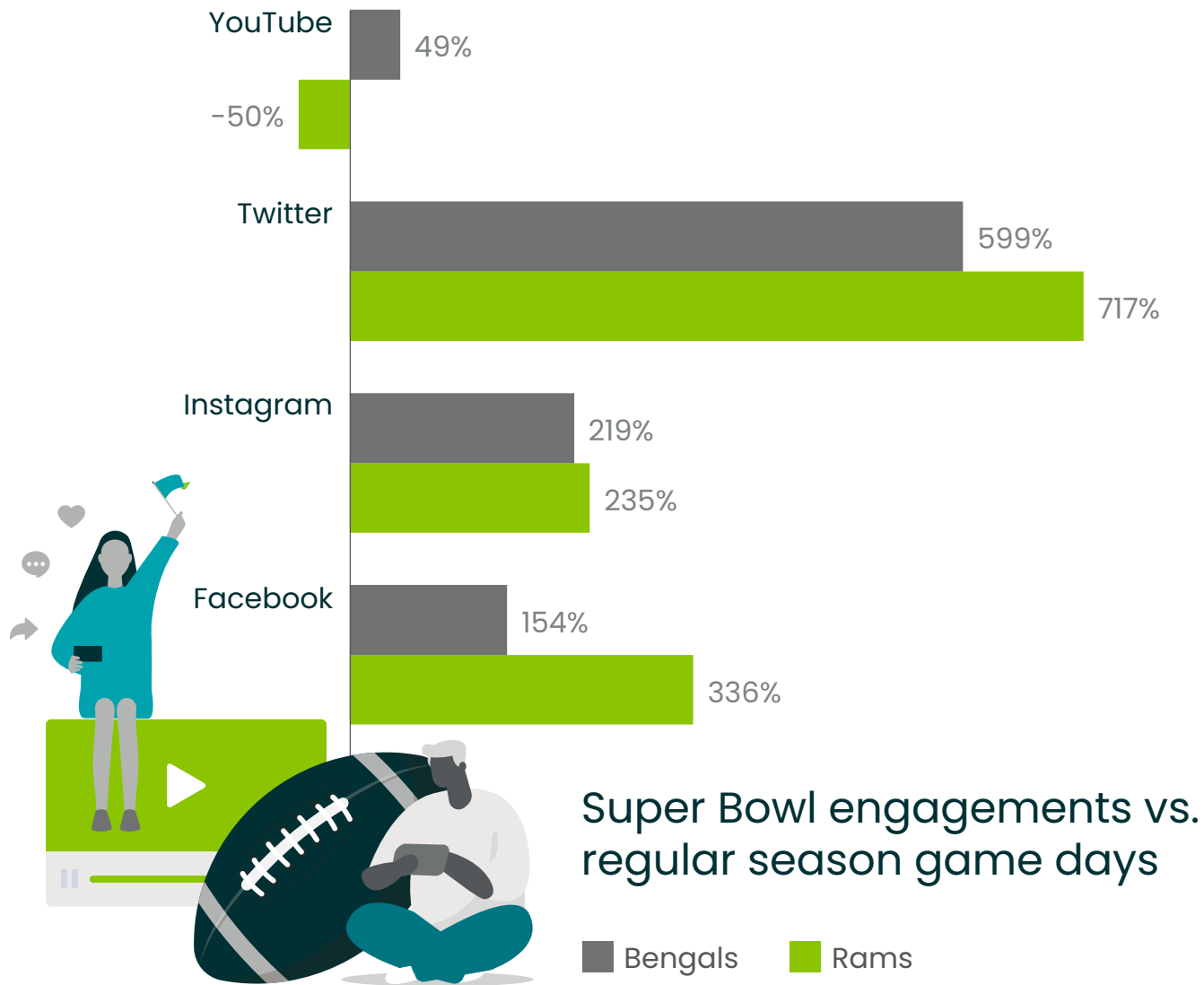
**Feb 13, 2022**



# Head-to-head on social media: Rams vs Bengals

Super Bowl Sunday engagements per social platform





Super Bowl engagements vs. regular season game days

## Super Bowl engagement spikes

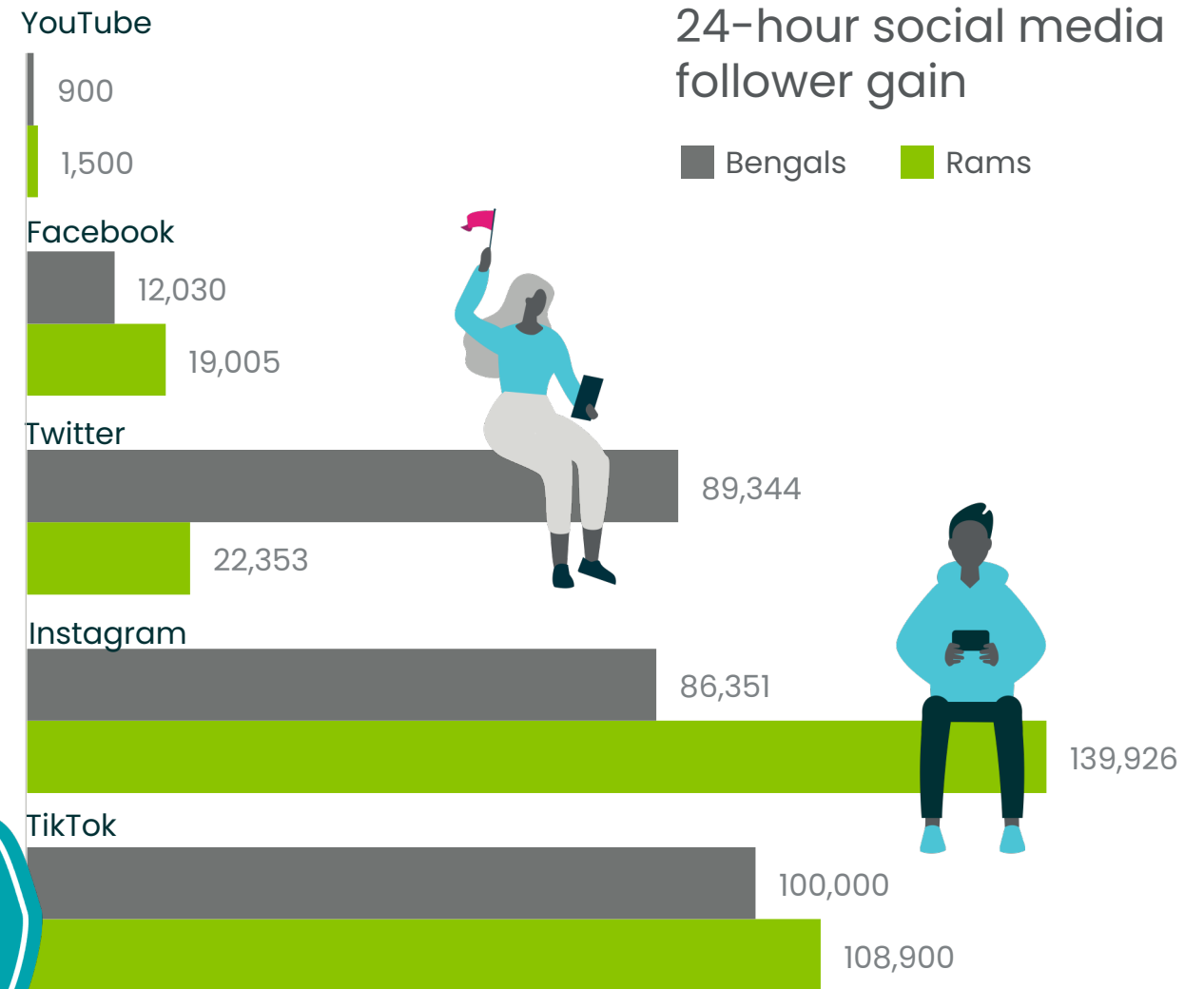
Being on the world's stage can do wonders for your social engagement. Compared to regular season game day averages, the Bengals and Rams both blew their numbers out of the water with triple-digit increases on Twitter, Instagram, and Facebook.

The largest increase came on Twitter where the Rams saw a 717% increase and the Bengals saw a 599% increase compared to their regular season average. The Rams outperformed the Bengals on all platforms with the exception of YouTube.

# Super Bowl follower boost

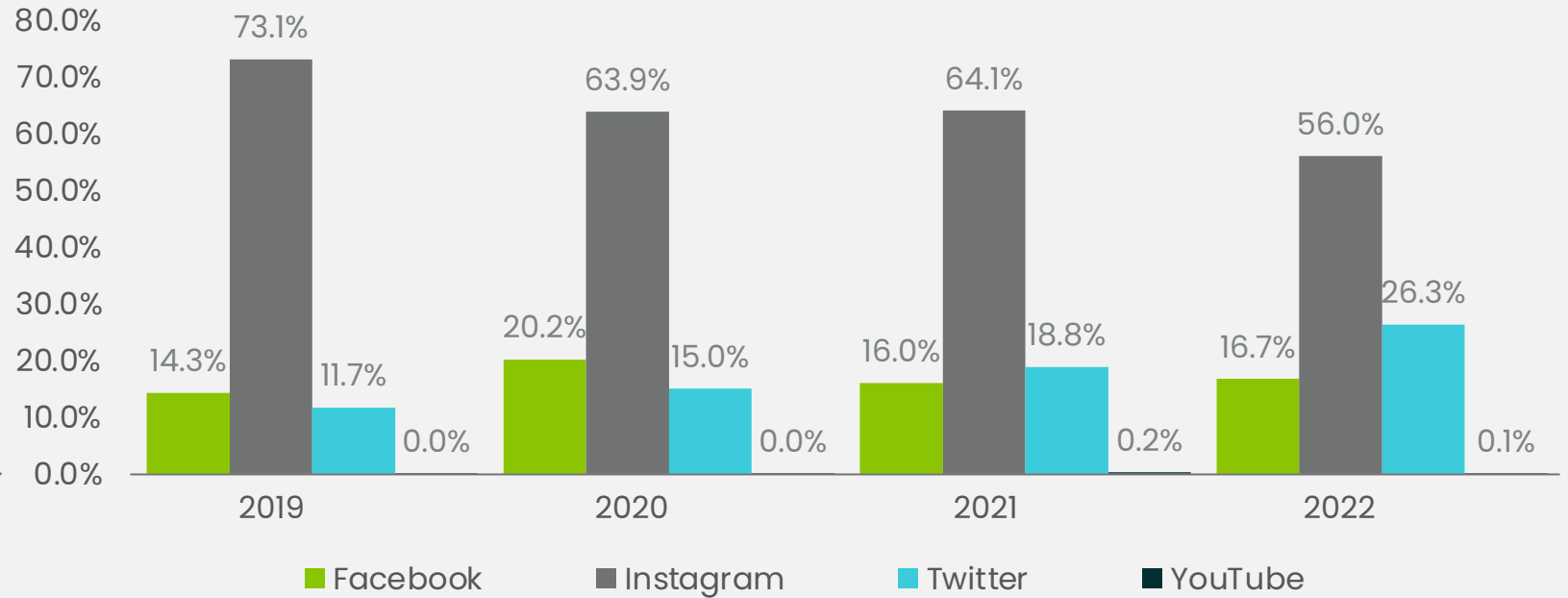
No American sporting event can grow a team's following like the Super Bowl. Both of this year's Super Bowl teams gained significantly in a single day, from February 13 to February 14. The Rams gained slightly more followers at 291.7k compared to Bengals 228.6k increase. Both teams gained over 100k followers on TikTok in 24 hours, while the Rams gained the most followers on a single platform with a 139.9k increase on Instagram.

By comparison, the Super Bowl-winning Chiefs gained 280k within 24 hours in 2020 and the Buccaneers gained 229k in 2021.





Share of total engagements on Super Bowl Sunday



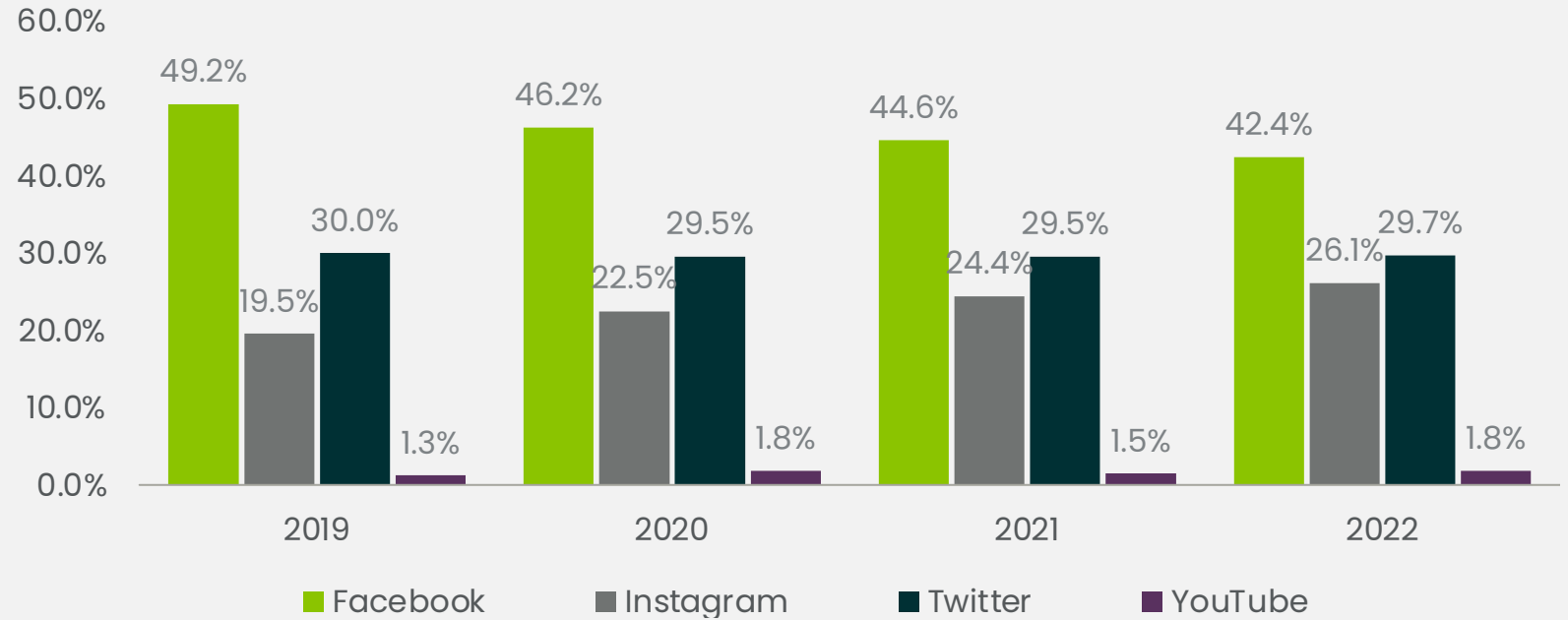
## Instagram shines and Twitter is growing fast

An analysis of all 32 NFL teams' performances on social during Super Bowl Sunday between 2019 and 2022 saw Instagram take the lion's share of engagements for the fourth year in a row, despite a significant drop from previous years.

Notably, Twitter increased its share for the fourth year in a row. Facebook made minimal gains, up .7% since 2021, while YouTube doesn't register in comparison to other platforms with less than 0.2% share of engagement in any year.



Share of total audience on Super Bowl Sunday



## Facebook declines but still dominates in share of audience

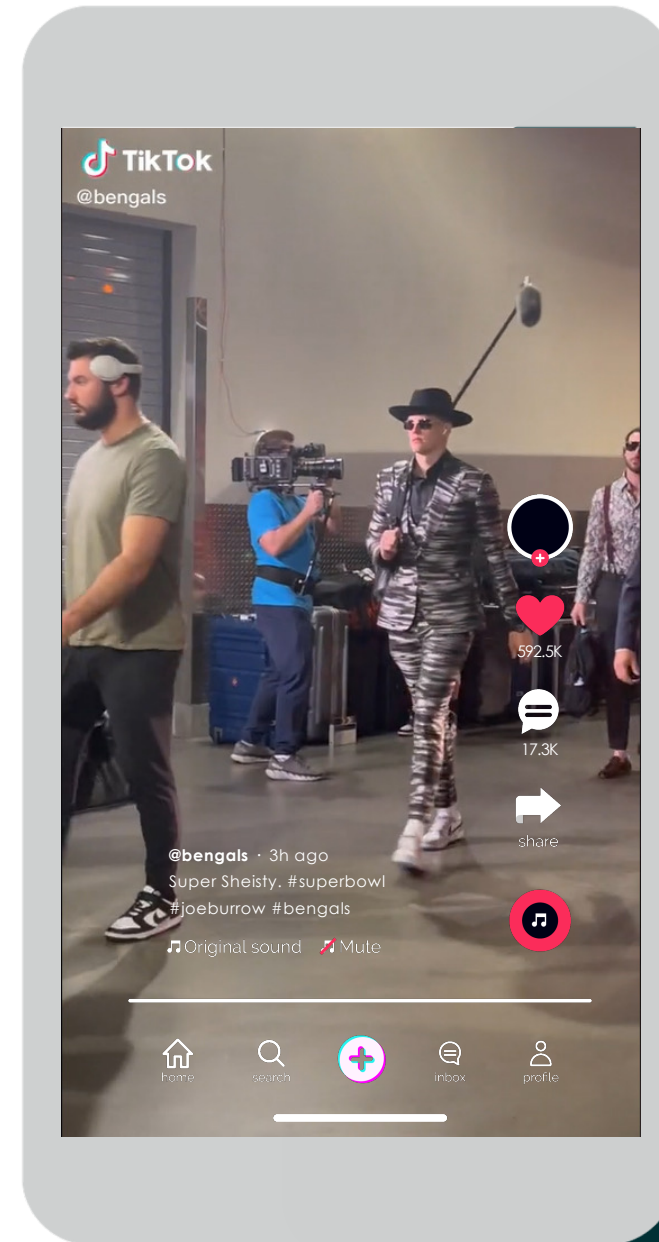
When looking at all 32 NFL teams' performances on social during Super Bowl Sunday, Facebook was the platform with the highest percentage share of audience even though their share declined for the fourth year in a row.

Instagram saw its share of audience grow, up 6.6% since 2019. Twitter maintained about 30% share over the four years measured, while YouTube, although faltering a bit last year, boosted its share from 1.3% in 2019 to 1.8% this year.

## Bengals win on TikTok

With only two Super Bowl TikToks posted, the Bengals dominated, led by Joe Burrow's stunning Super Bowl Sunday suit.

Despite winning on the field, the Rams tallied 616k engagements on TikTok as compared to the 740k engagements the Bengals racked up on TikTok to win the social platform around the Super Bowl.



# Total cross-platform engagements



**1 Cincinnati Bengals**  
23.7M

**2 Kansas City Chiefs**  
13.7M

**3 San Francisco 49ers**  
13.7M

**4 Los Angeles Rams**  
11.9M

**5 Pittsburgh Steelers**  
9.7M

**6 New England Patriots**  
8.9M

**7 Green Bay Packers**  
7.7M

**8 Tampa Bay Buccaneers**  
7.4M

**9 Buffalo Bills**  
7.2M

**10 Las Vegas Raiders**  
5.0M

## NFL playoffs ranking



Conviva Social Insights Leaderboard

Jan 15, 2022-Feb 13, 2022 | Facebook, Instagram, Twitter, YouTube

# Total cross-platform engagements



**1** **Dallas Cowboys**  
54.9M

**2** **Green Bay Packers**  
54.5M

**3** **Pittsburgh Steelers**  
39.9M

**4** **New England Patriots**  
39.0M

**5** **Las Vegas Raiders**  
36.5M

**6** **Kansas City Chiefs**  
30.9M

**7** **Denver Broncos**  
27.2M

**8** **San Francisco 49ers**  
26.6M

**9** **Baltimore Ravens**  
26.5M

**10** **Tampa Bay Buccaneers**  
25.7M

**NFL regular  
season  
ranking**



Conviva Social Insights Leaderboard

Sept 9, 2021-Jan 9, 2022 | Facebook, Instagram, Twitter, YouTube



# Facebook engagements

**1** **Dallas Cowboys**

7.8M

**2** **Pittsburgh Steelers**

7.5M

**3** **Green Bay Packers**

7.1M

**4** Tampa Bay Buccaneers  
4.4M

**5** Denver Broncos  
4.4M

**6** Kansas City Chiefs  
4.3M

**7** San Francisco 49ers  
4.1M

**8** Las Vegas Raiders  
3.6M

**9** Baltimore Ravens  
3.5M

**10** New England Patriots  
3.4M

**NFL regular  
season  
ranking**



# Instagram engagements

**1** **Green Bay Packers**  
42.1M

**2** **Dallas Cowboys**  
41.9M

**3** **New England Patriots**  
31.7M

**4** Las Vegas Raiders  
29.7M

**5** Pittsburgh Steelers  
27.5M

**6** Kansas City Chiefs  
22.9M

**7** San Francisco 49ers  
20.1M

**8** Denver Broncos  
20.0M

**9** Seattle Seahawks  
19.9M

**10** Baltimore Ravens  
19.2M

**NFL regular  
season  
ranking**



# Twitter engagements



**1** **Green Bay Packers**  
5.1M

**2** **Pittsburgh Steelers**  
4.8M

**3** **Dallas Cowboys**  
4.4M

**4** **New England Patriots**  
3.7M

**5** **Kansas City Chiefs**  
3.6M

**6** **Baltimore Ravens**  
3.5M

**7** **Cincinnati Bengals**  
3.4M

**8** **Buffalo Bills**  
3.0M

**9** **Las Vegas Raiders**  
2.9M

**10** **Denver Broncos**  
2.8M

**NFL regular  
season  
ranking**



## YouTube views

### 1 Dallas Cowboys

21.3M

### 2 Tampa Bay Buccaneers

15.9M

### 3 Las Vegas Raiders

7.9M

4 Los Angeles Chargers  
6.2M

5 Baltimore Ravens  
5.8M

6 Green Bay Packers  
5.8M

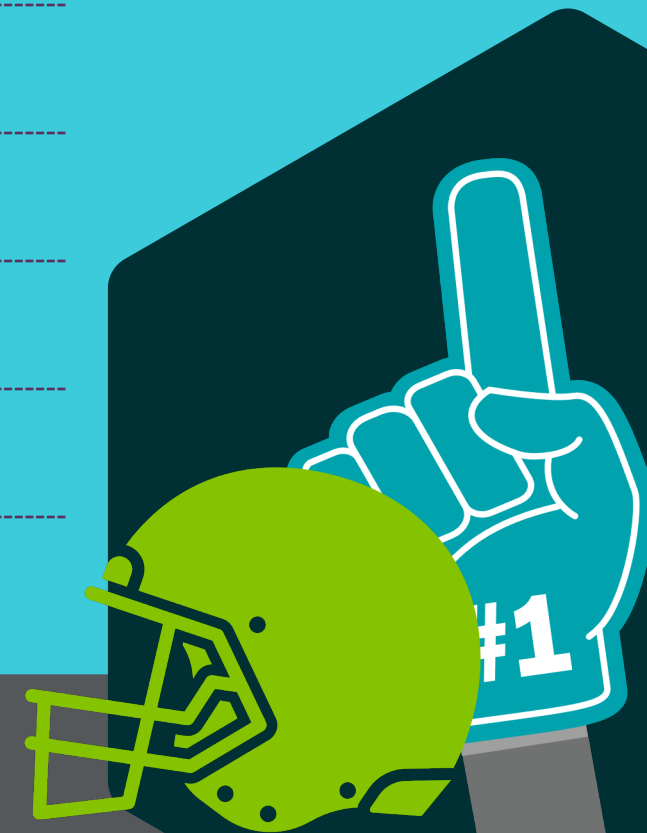
7 New England Patriots  
5.8M

8 San Francisco 49ers  
5.6M

9 Cleveland Browns  
5.4M

10 Los Angeles Rams  
5.3M

**NFL regular  
season  
ranking**



## Methodology

Data for Conviva's 2022 Super Bowl report was primarily collected from Conviva's proprietary Stream Sensor technology currently embedded in nearly four billion streaming video applications, measuring in excess of 500 million unique viewers watching 200 billion streams per year with nearly three trillion real-time transactions per day across more than 180 countries. The report includes collected on February 13, 2022, the date of the Super Bowl for publishers and vMVPDs within Conviva's publisher base that streamed the Super Bowl. The social media data includes Facebook, Instagram, Twitter, and YouTube collected from Conviva's Social Insights NFL Teams Leaderboard, which included over 32 accounts, 151,000 posts, 66.6 thousand videos, 1.2 billion views, and over 830 million engagements between September 9, 2021, and February 14, 2022.

## About Conviva

Conviva is the census, continuous measurement and engagement platform for streaming media. Powered by our patented Stream Sensor™ and Stream ID™, our real-time platform enables marketers, advertisers, tech ops, engineering, and customer care teams to acquire, engage, monetize, and retain their audiences. Conviva is dedicated to supporting brands like DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED, and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 3 trillion streaming data events daily, supporting more than 500 million unique viewers watching 200 billion streams per year across 4 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second. To learn more, visit [www.conviva.com](http://www.conviva.com).

## Any Questions?

Contact Conviva at [pr@conviva.com](mailto:pr@conviva.com)

