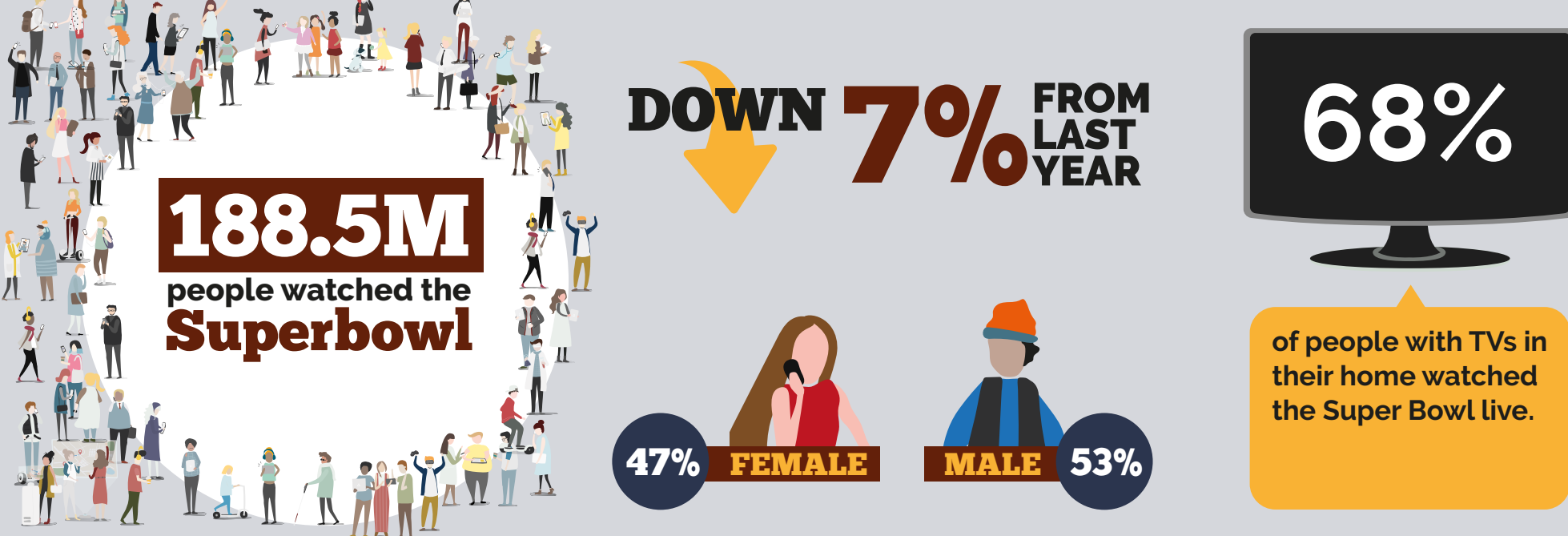


# 2019 SUPER BOWL

## Stats for Media Buyers



### WHO'S WATCHING?



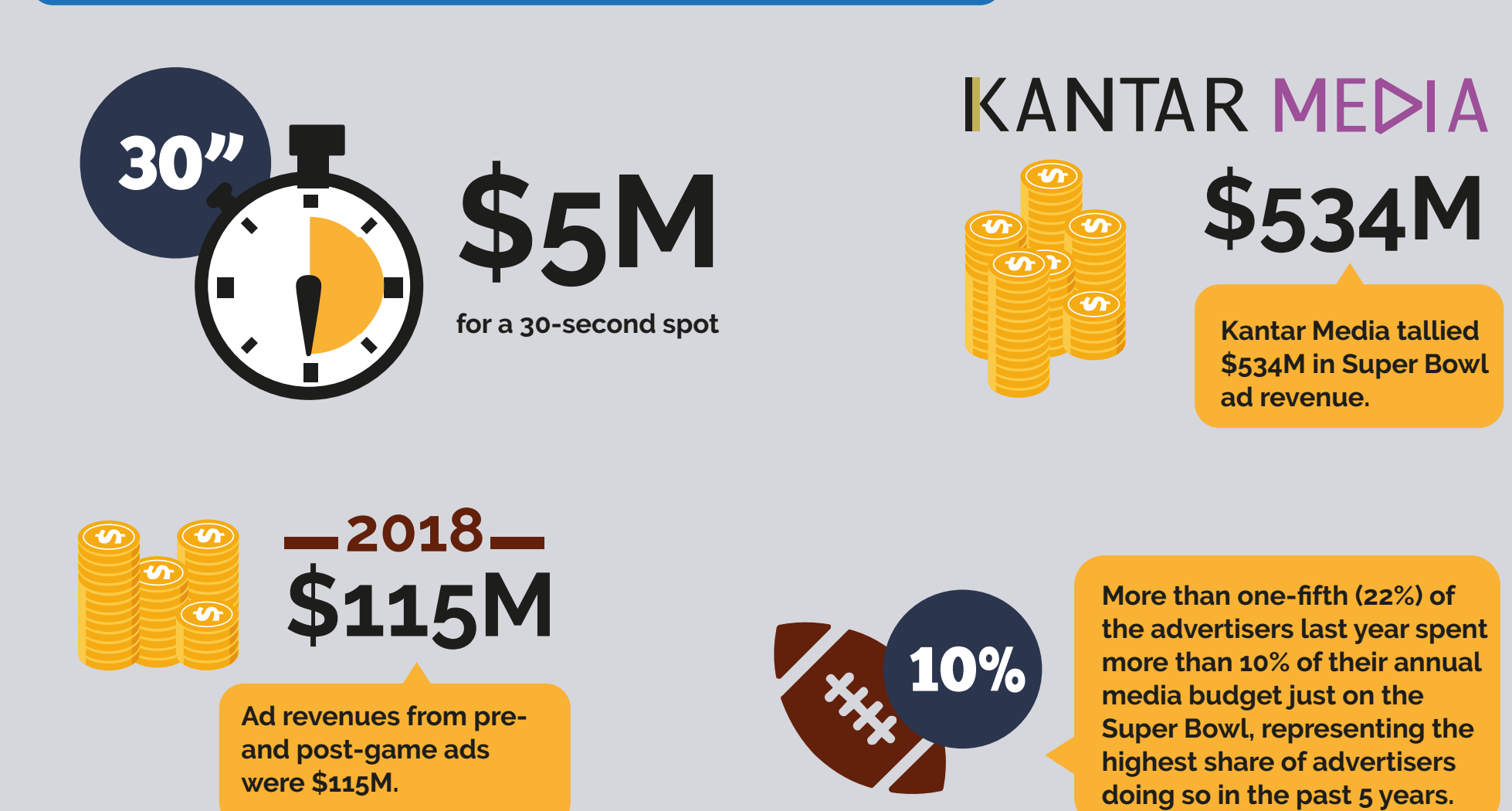
Sources: International Broadcasting Convention

### WHY ARE THEY WATCHING?



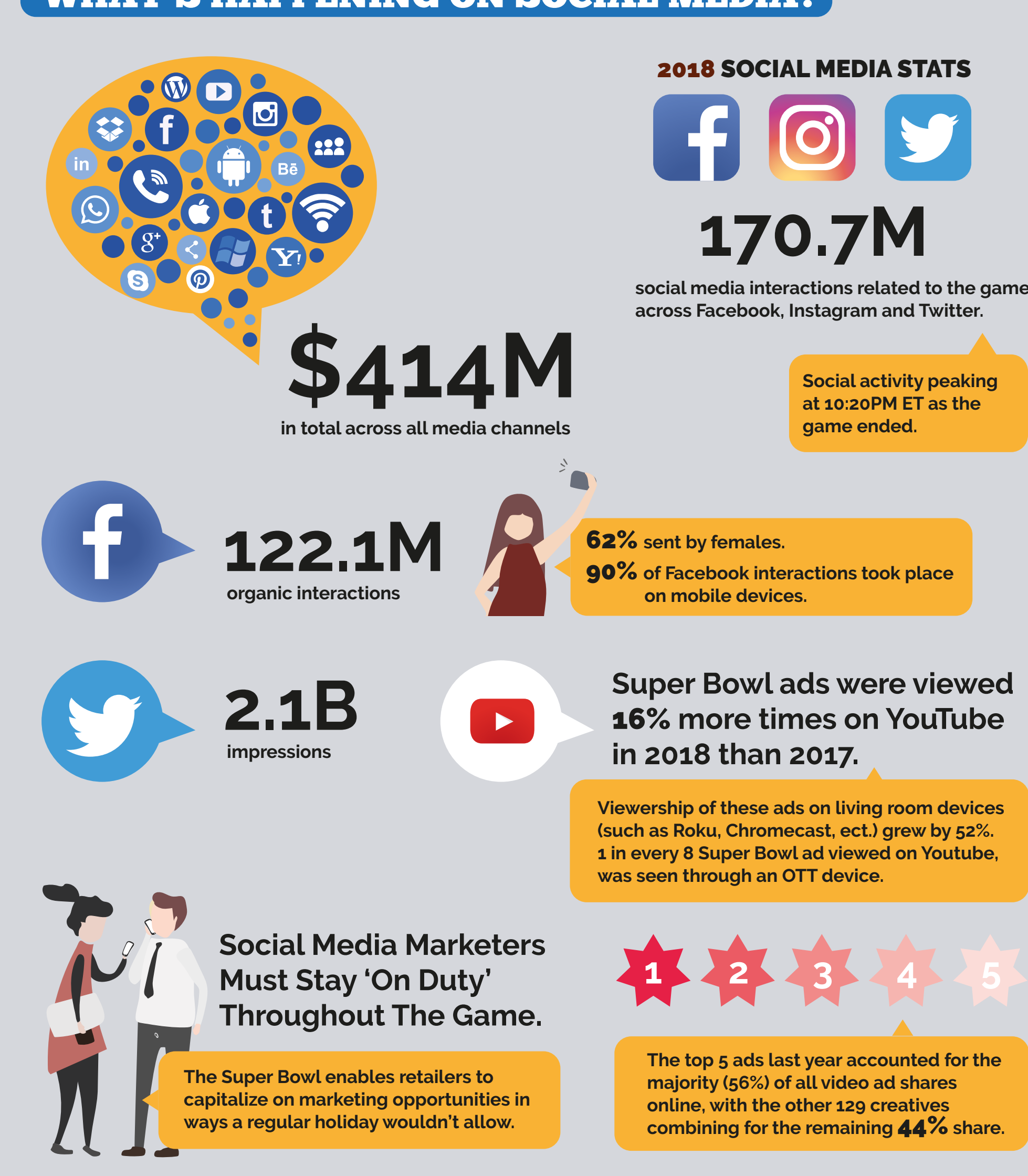
Sources: Bleacher Report

### HOW MUCH WILL A TV AD COST?



Sources: Business Insider, Marketing Charts

### WHAT'S HAPPENING ON SOCIAL MEDIA?



Sources: Kantar Media, Retail Touchpoints, Marketing Charts

### SHOPPING HABITS BEFORE THE BIG GAME



Sources: CNBC, National Retail Federation, Retail Touchpoints

### WHAT ARE THEY GOING TO BUY?

