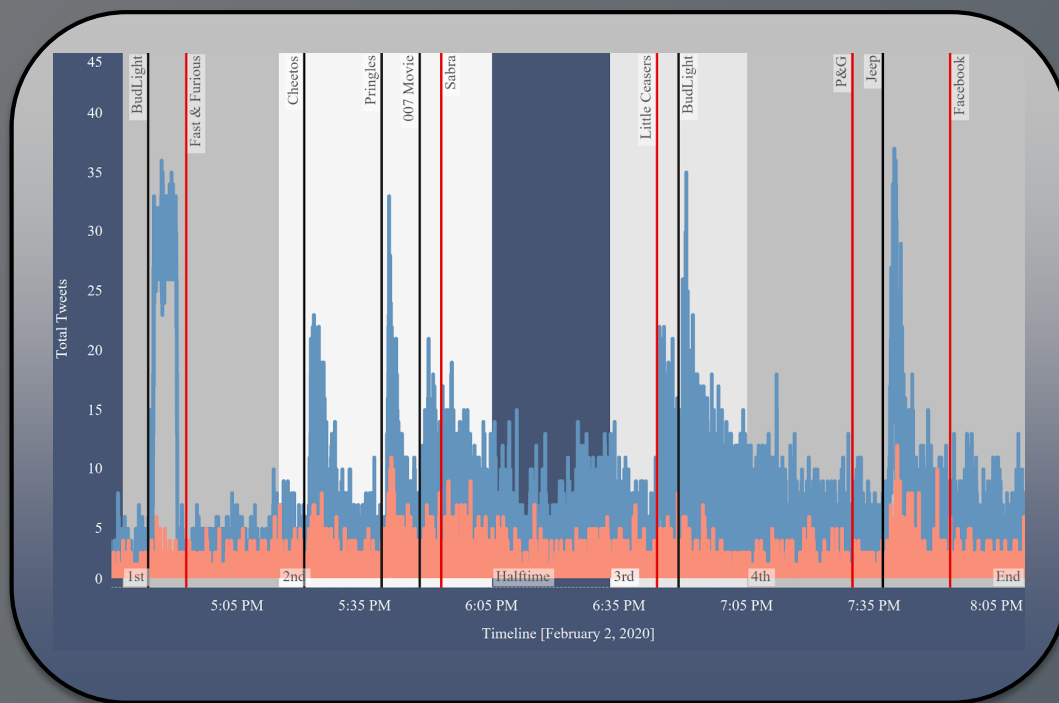


SUPER BOWL LIV GAME DAY ANALYTICS

QAMOnians + 1

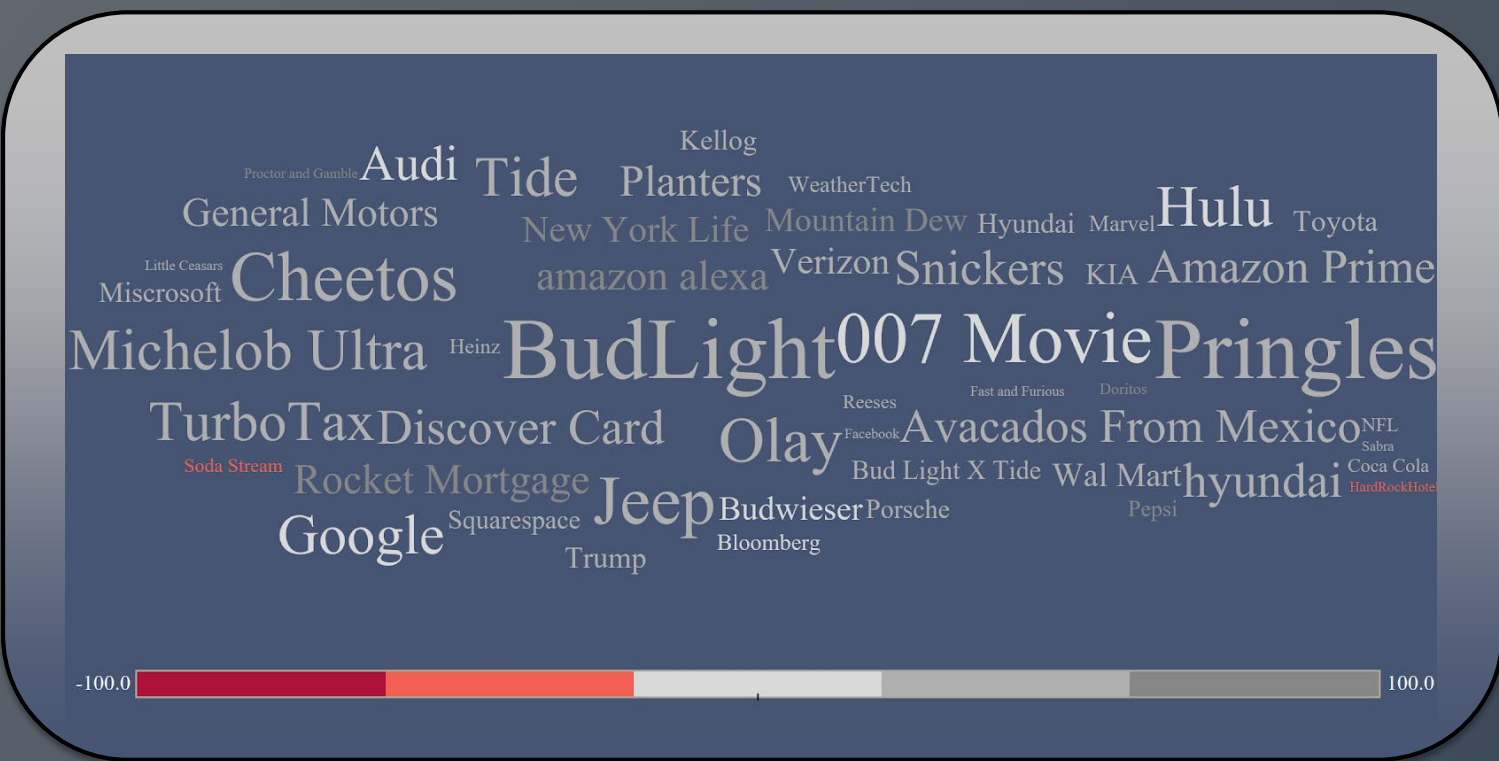
Timeline of Tweets with Key Commercials Highlighted



- Blue and Salmon represent tweets with a positive and negative sentiment, respectively
- Also respectively, vertical black and red lines show the air times of the top and bottom five brands (measured by volume of tweets)

Brand Engagement and NPS

Size indicates total volume of mentions and shading relates to relative NPS



Highest Performing Brands

1. Pringles
2. Bud Light
3. MGM
4. Cheetos
5. Jeep

Stats at a Glance

494,127 total tweets analyzed, with 191,531 coming from the USA

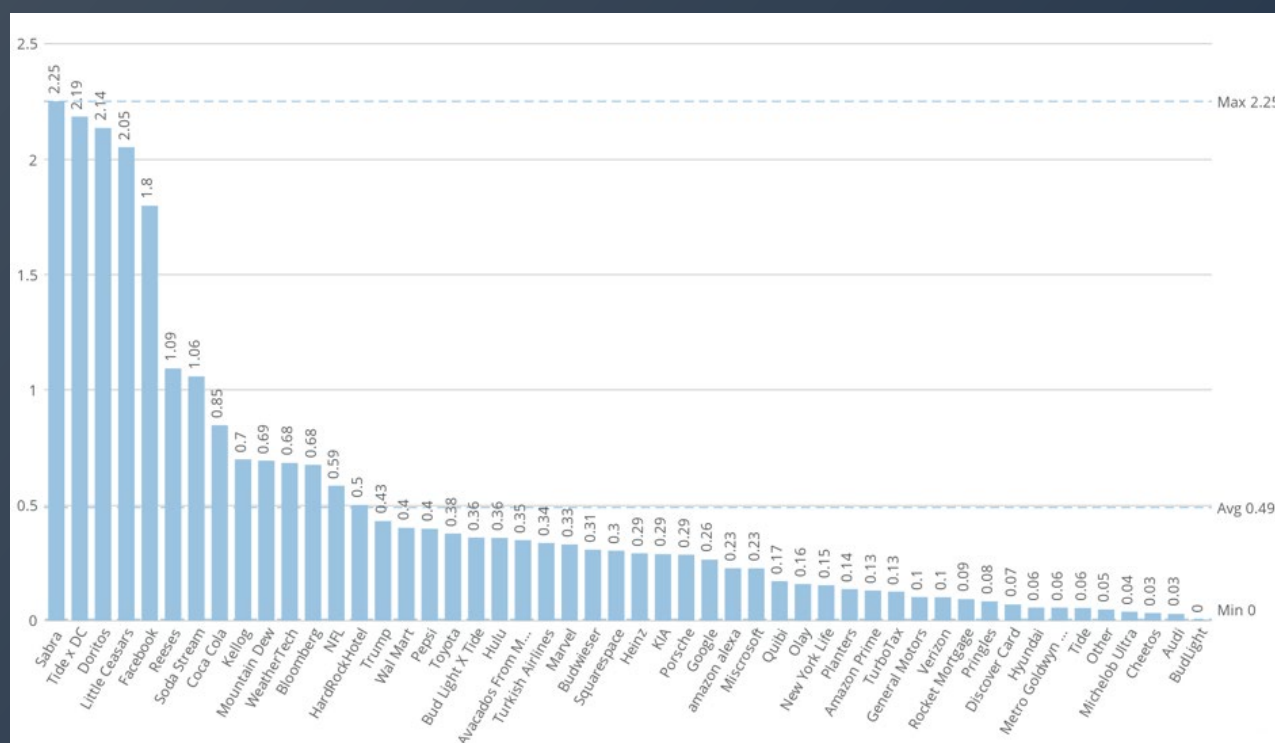
Approximately \$435 million of in-game advertising revenue to Fox

56 individual brands seen with 23 categorizing under food, cars, beer, or cell providers

29.9% of tweets came in during the second period, with 45% indicating a positive sentiment

Cost per Tier-1 View

Total amount spent on ad space divided by the sumproduct of followers and tweets per user



2020 Game Day Analytics Challenge

