



Super Bowl 50 dominates across television and live streaming

- Seven's coverage of Super Bowl 50 reaches 1.75 million Australians across metropolitan and regional markets. Across the metropolitan markets, 1.2 million Australians watch all or part of Seven's coverage.
- Coverage of the match delivered an average audience of 550,000 across metropolitan and regional markets, matching last year's Super Bowl audience. This figure does not include live streaming.
- Seven's coverage delivered a peak television audience of just over 900,000 viewers, up 13% on 2015.
- Beyond Seven and 7mate on broadcast television, Super Bowl delivered **185,000 live streams** and over 2.5 million minutes live streamed of Seven's coverage via PLUS7 and 7live.com.au.
- The concurrent (peak) audience for streaming was almost 50,000 - during the half time entertainment.
- This makes the event our biggest non tennis streaming day post Melbourne Cup Day with over 250,000 live streams during the day.

Source: OzTAM (Metro), RegTAM (Regional). Combined (Metro + Regional) Average Audience, Peak AUD, FTA Share. Cumulative Reach (min 5 consecutive minutes) Network National Estimate (Metro + Regional). Data: Overnight (Live + As Live). Source: Seven Internal Analytics