



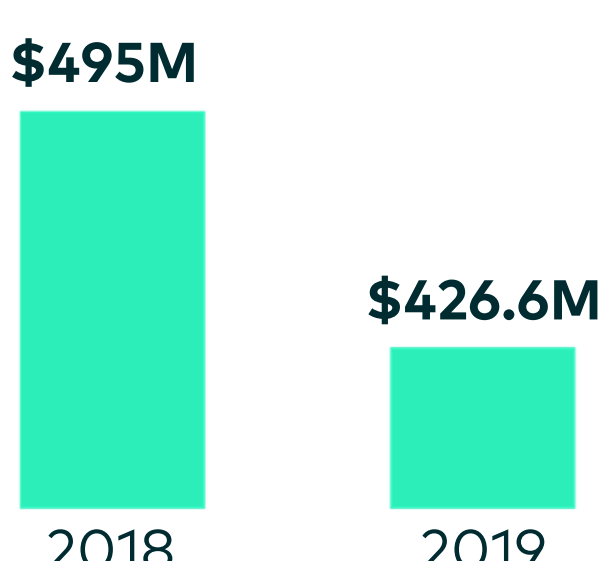
Numerator

Super Bowl LIII Advertising

The Super Bowl is traditionally the most-watched television event of the year in the US, but viewership has been in gradual decline since 2015. Super Bowl LIII continued this trend, with CBS reporting the game attracted only 98.2 million viewers - the lowest since 2008. Advertising during the big game mirrored this decline, with total ad spend and total number of advertisers all seeing losses in 2019. With some brands creating almost an equal amount of buzz by sitting on the sidelines this year - most noticeably Coca-Cola and Skittles - it begs a question: if these trends continue, will the day come when a Super Bowl commercial is no longer worth the hefty price tag?

Total Super Bowl Ad Spend

2019 vs 2018



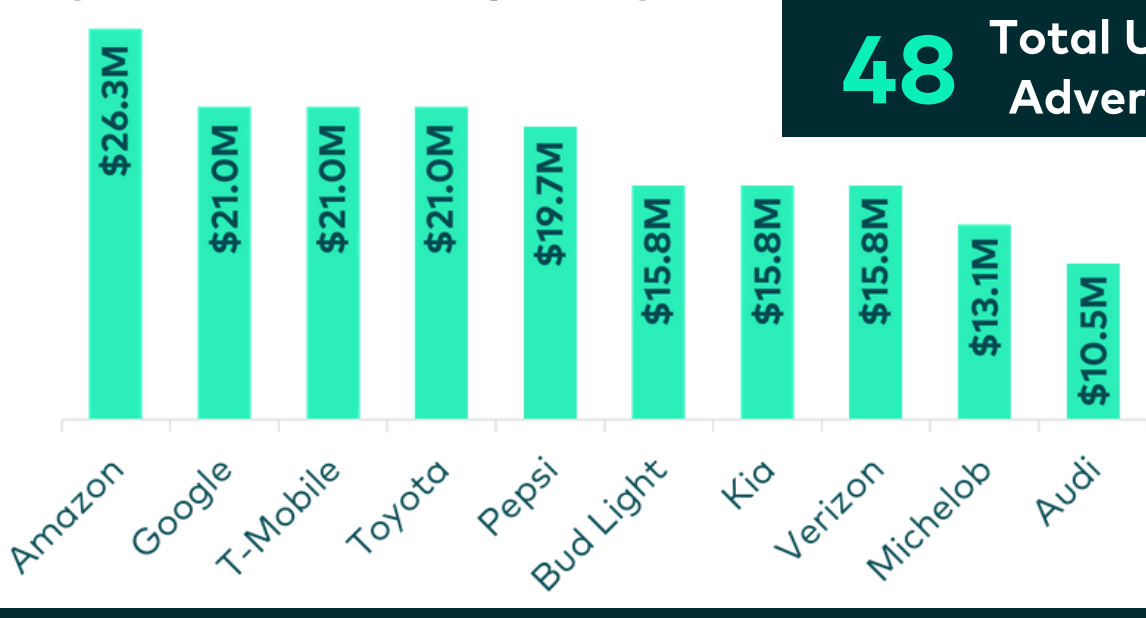
TV commercials are an ad format that consumers are increasingly trying to avoid. We'll learn more in coming years whether this reality was a driving factor in the overall decline in ad spend for Super Bowl, but it has to be a consideration for future game day advertisers.

Source: Numerator Advertising

Amazon Doubles Down

While overall spend was down, Amazon took the opportunity to almost double their \$15 million investment from the previous year. The internet retailer took the number one spot for top advertisers in 2019, a major jump for a company who's CEO famously claimed that ads are "the price you pay when your product is unremarkable."

Top 10 Advertisers by Ad Spend



Source: Numerator Advertising

Top 5 Categories by Ad Spend

The highest spending categories for Super Bowl LIII were similar to the previous year, with the notable exception of the soda category. Coca Cola's absence from this year's lineup is likely the cause. And, although the auto category took the top slot again in 2019, the spend in this category dropped precipitously from \$90 million in 2018 to \$57.8 million.



Automotive
\$57.8M



Entertainment
\$47.3M



Wireless
\$47.3M



Beer
\$44.6M

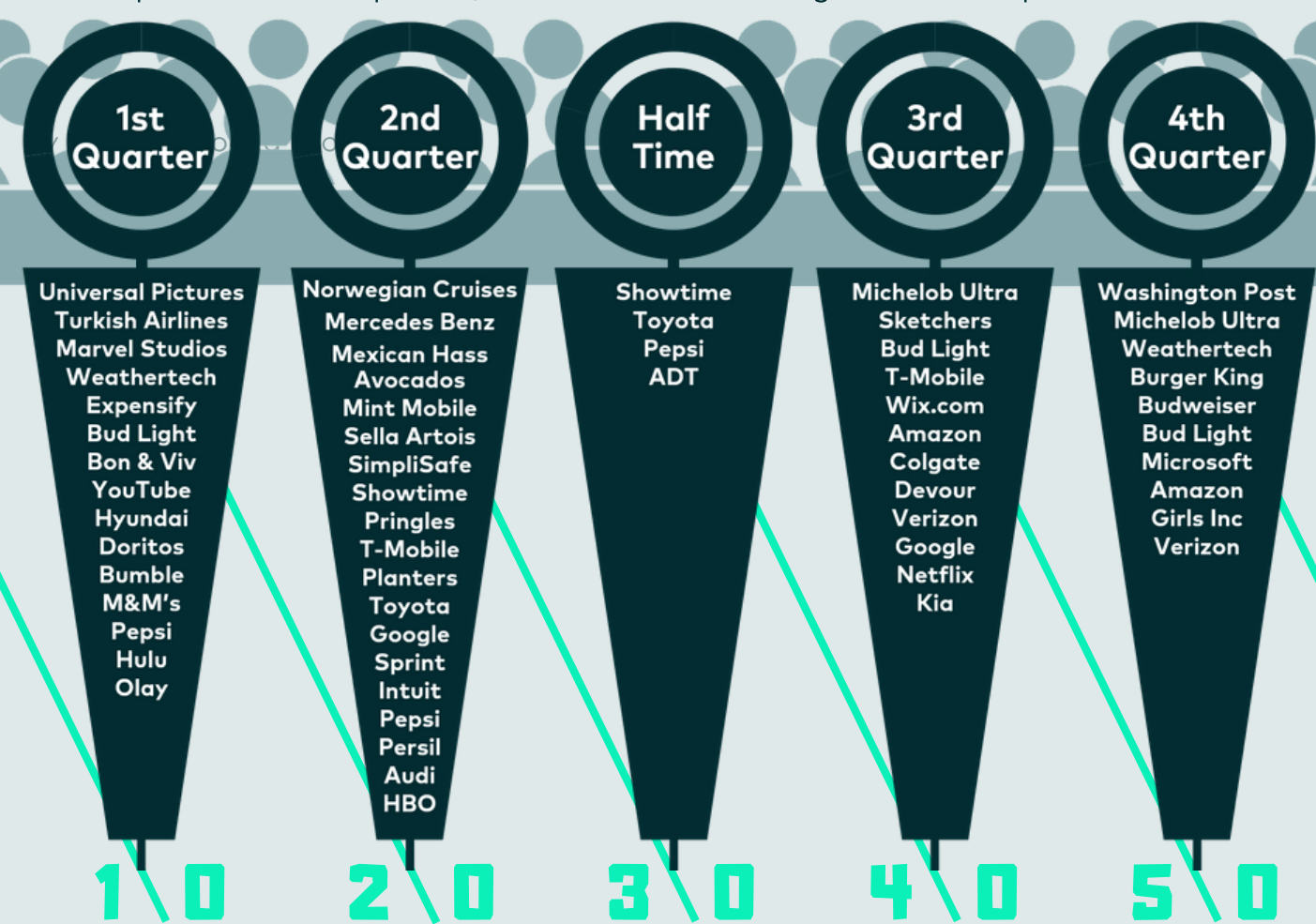


Internet Services
\$26.3M

Source: Numerator Advertising

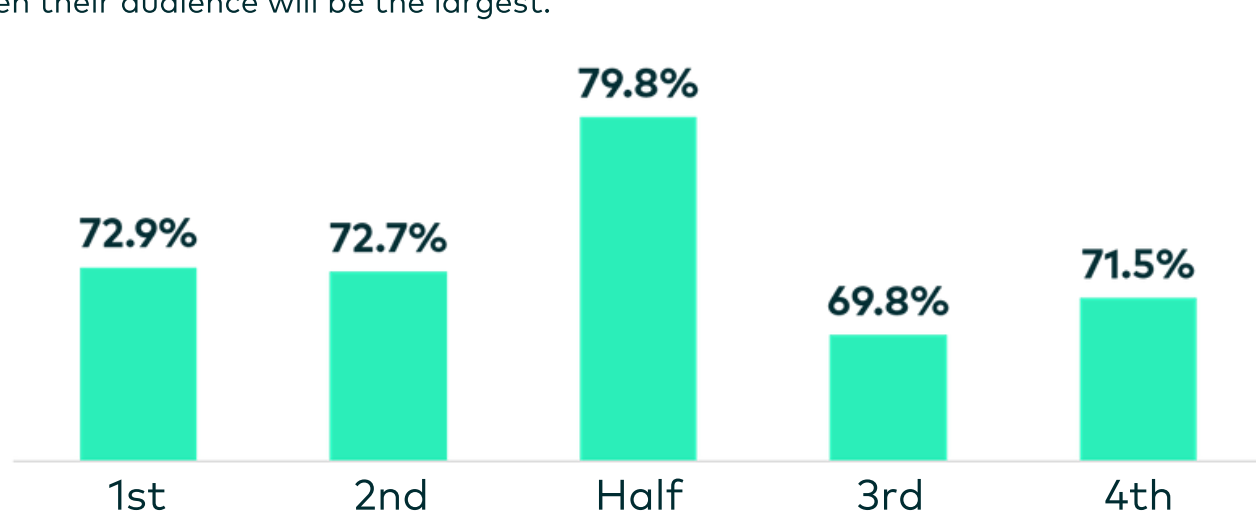
Advertisers By Quarter

Timing of commercials during the game is critically important, as audience size and attention can vary drastically at different times during the telecast. Once again, advertisers loaded up in the second quarter, which tends to have higher viewership.



When were viewers tuning in?

When asked which parts of the game Super Bowl viewers watched this year, 79.8% responded that they tuned in for half time, giving it the most viewership of all game segments. The third quarter had the lowest viewership at 69.8%. This aligns closely with the breakdown of advertisers by quarter, showing that brands have a good handle on when their audience will be the largest.



Source: Numerator's InfoScout OmniPanel™

For deeper insight into key advertising events throughout 2019, contact us today at

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