

What consumers are saying about 2023's Super Bowl and Half-Time Show



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Research conducted for Amdocs* found that **expectations and viewing trends are changing** around major events like the Super Bowl and live performances like Rihanna's Half Time Show.

While many viewers still plan to watch through their cable provider, a third are unaware of another "old-school" method. Also, consumers want to do more than just watch the game, which opens new opportunities.

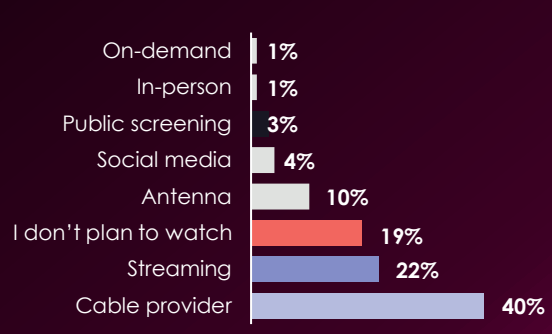
This and more can be found in Amdocs' **Super Bowl 2023 Viewing Report**.

1 81% of consumers plan to watch the Super Bowl in a variety of ways

Even with the pay-TV landscape changing, 40% of respondents plan to watch through their cable provider. **10% will use an over-the-air-antenna to watch it for free.**

On the streaming and online front, **22% plan to watch via a live streaming service**, and 4% on social media.

How do you plan to watch the Super Bowl?

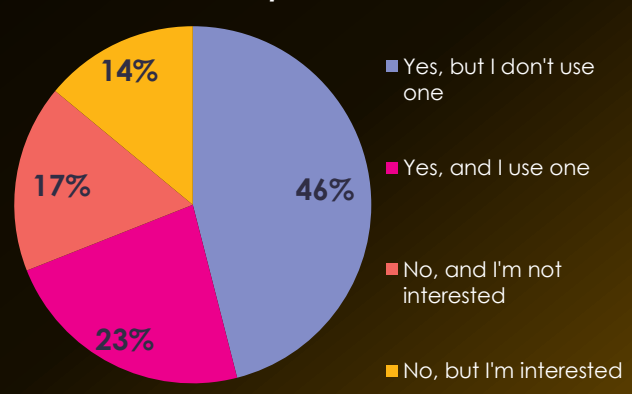


2 Almost a third of consumers don't know they can watch free with an antenna

Even with 44% of viewers stating cost is a factor when it comes to streaming, **31% of consumers aren't aware they can use an antenna for free broadband TV channels.**

Are you familiar with the ability to use an antenna to watch free broadcast TV channels and the Super Bowl?

This isn't just Generation Z (34%) either, but millennials (29%), Generation X (34%) and Boomers (32%), too.

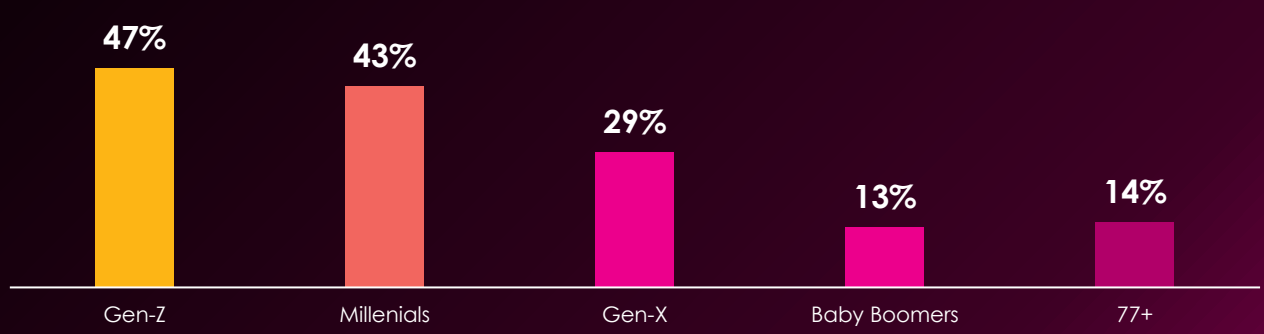


3 Of viewers that plan to watch the Super Bowl, 39% are especially excited for Rihanna's half-time performance

Almost half (47%) of Gen-Z are looking forward to Rihanna's performance, followed by 43% of millennials and 29% of Gen-X. Baby boomers are the least excited (13%).

When it comes to interactive experiences, **20% of viewers would be interested in augmented reality** so the performance comes to life (pyrotechnics, glitter, etc.) through a smartphone. This was more in demand than virtual reality (18%).

Are you especially excited to watch Rihanna perform at the Super Bowl?

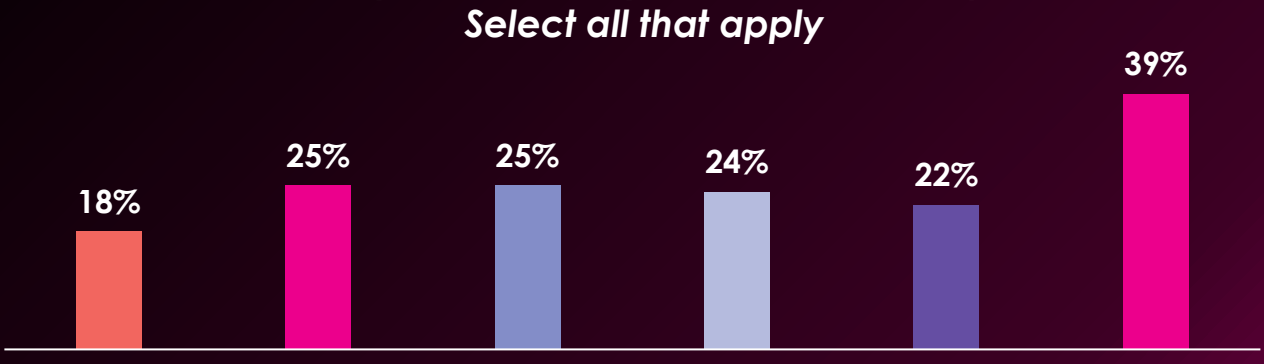


4 Consumers want new Super Bowl experiences beyond watching

Viewers have a growing desire for more interactive experiences like 360-degree live video of the game (25%), interactive in-game challenges (21%) and AR/VR experiences (18%). These numbers remain largely consistent for live performances like the Half-Time Show.

More than half (58%) of viewers expressed **interest in using the metaverse to be part of a virtual stadium** where they could watch sporting events with other fans.

What new experiences do you want for the Super Bowl? Select all that apply



*Survey of 1,000 US consumers conducted by Dynata, Feb. 2023