

 **Super Bowl Halftime Show**



Apple is the biggest brand in the world.

ADMIRABLE

The world's most admired brand

FORTUNE[®]

MENTIONED

The world's most mentioned brand

FORTUNE[®]

WALUABLE

The world's most valuable brand

FORTUNE[®]

What if the biggest brand in the world

No media property has a bigger,
more captive audience in the US
than the Super Bowl.

112.3M

Total viewership (2022)

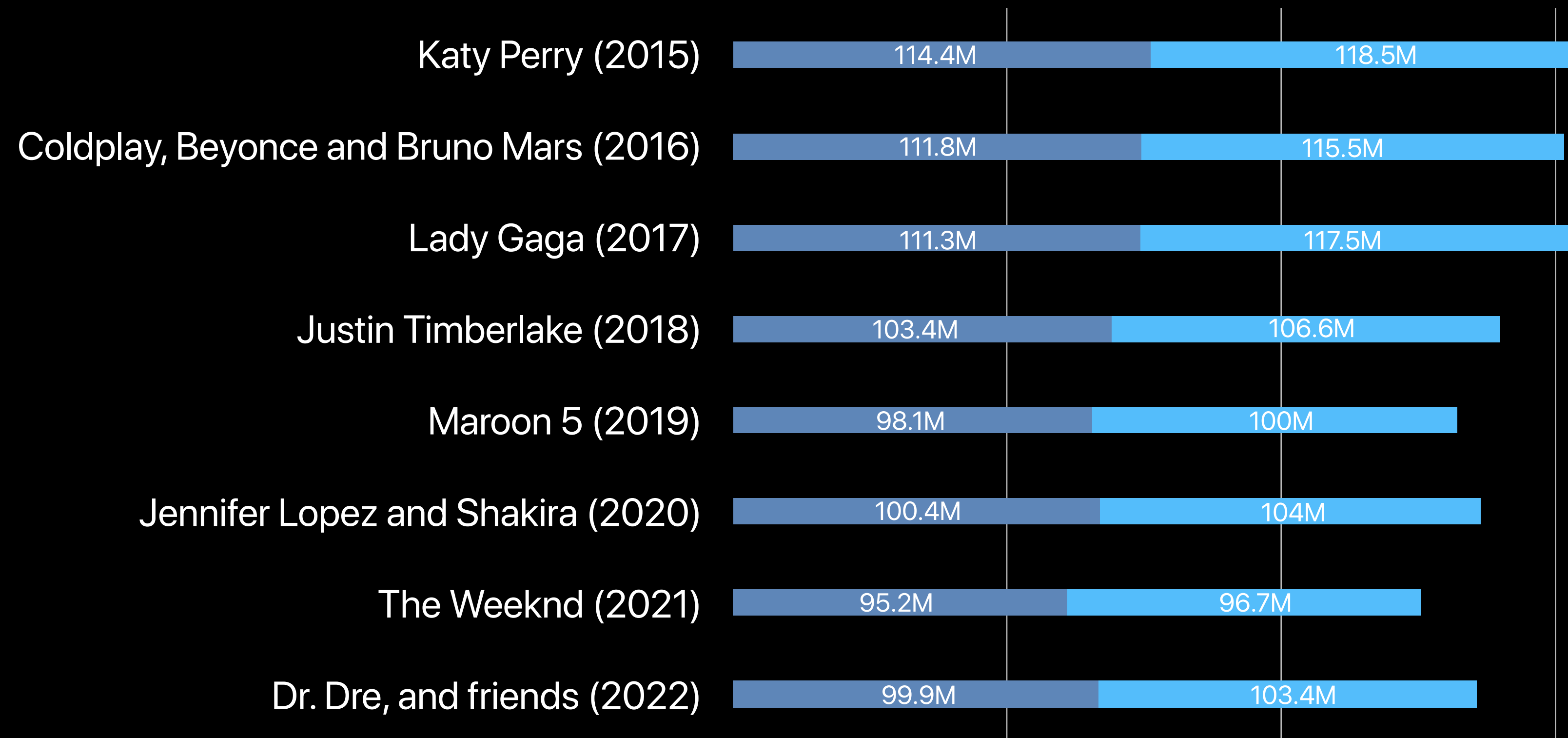
72%

US households
(2022)

HALFTIME

With 12 minutes of undivided attention,
the Halftime Show is the exception.

More people tune in.



**NPIs and advertising get reach,
but it's getting harder to grab attention.**

And, the Super Bowl audience is growing
exactly where Apple wants to be.

100%

growth in streaming audience YoY from 5.7M
to 11.2M (2022, approx. 10% of total)

192%

growth in Hispanic audience YoY from 647K to
1.9M (2022, Telemundo only)

Beyond reach, the potential cultural and business impact is huge, especially if we lean into Apple's **love of music.**

People who use Apple services have stronger brand affinity, are more open to buying Apple products, and see Apple more positively overall.

For other brands, sponsoring Halftime
would just be a means to an end...

where music is nothing more than a
competitive tactic.



MUSIC

Music is at Apple's core.

Only Apple + **Apple Music** can revolutionize the way
the world sees the **Halftime show**.

 Apple Music
Super Bowl Halftime show.

THE SHOW

BEYOND

Beyond 12 minutes

