

Super Bowl LVIII draws record audience

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Sunday's Super Bowl LVIII drew an audience of 19 million Canadian viewers, spurring it to set a record as the most-watched Super Bowl ever, and one of the Top 5 most-watched English-language broadcasts ever in Canada.

The Kansas City Chiefs' overtime win over the San Francisco 49ers attracted an average audience of 10 million viewers across TSN, CTV, and RDS, according to preliminary data from Numeris, supplied by Bell Media.

Nearly 50% of the Canadian population watched some or all of the NFL championship, ranking it the most-watched broadcast of the 2023/24 broadcast season to date. The average audience of 10 million, was up 16% compared to last year, with viewership up 19% among Adults 18-34, 18% among those 18-49, and 10% among the key 25-54 demo.

Audiences peaked at 12.6 million viewers at 8:33 p.m. ET during the Apple Music Super Bowl LVIII Halftime Show, headlined by Usher.

TSN's digital viewership was up a dramatic 64% year-over-year, with the network's social media coverage garnering more than 60 million views across TSN's YouTube, TikTok, and Instagram accounts on Sunday, including TSN's most-viewed TikTok video ever on the platform, featuring celebrities like Jeff Goldblum and Justin Bieber.

In the U.S., where the broadcast was carried by CBS and Paramount, among other digital providers, the television broadcast averaged 120.25 million viewers on CBS alone, the largest audience on record. Simulcasts on Nickelodeon, Univision, Paramount+ and other digital platforms, pushed total viewers to 123.7 million, according to Nielsen and Adobe Analytics.