

# Super Bowl LX

The finals of the annual NFL championship game dominate TV ratings and the advertising market



## Super Bowl champions by franchises

Out of the 59 NFL Super Bowls to date, 30 have been won by the NFC (NFL until 1970) champion, and 29 by the AFC (formerly AFL) champion.

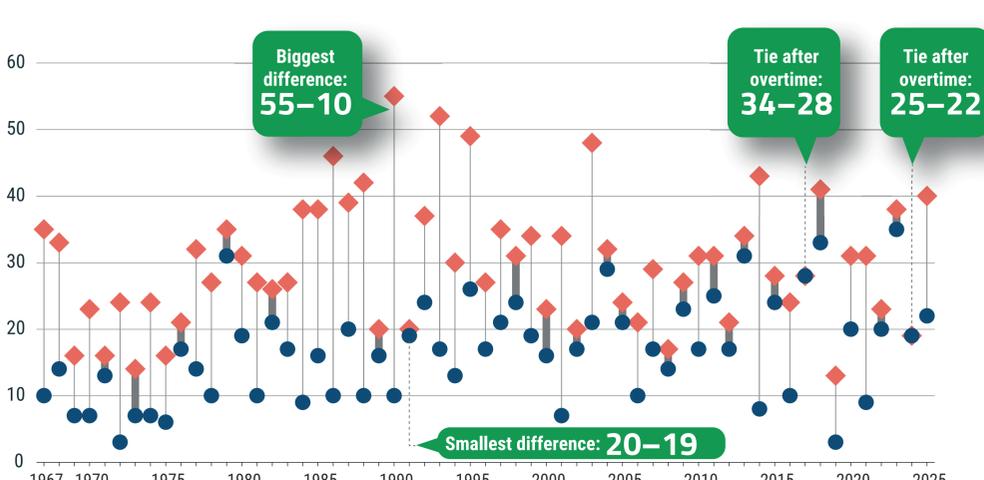


Champions: ■ American Football League (AFL) / American Football Conference (AFC) member ■ National Football League (NFL) / National Football Conference (NFC) member

Source: www.nfl.com and www.sportslogos.net

## Super Bowl point differentials

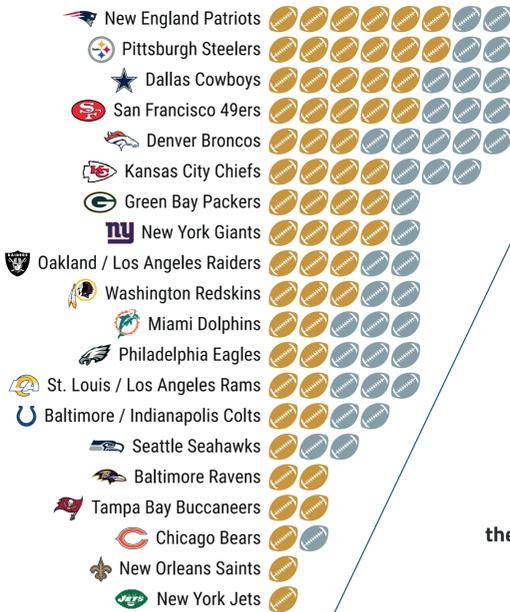
◆ Winning team's score  
● Losing team's score  
▬ Difference within one possession (up to 8 points)



More than a third (21) of the finals were decided by a difference of one possession, i.e. by 8 points at most, 2 games were tied in regular time, and in the last 25 years only 5 times won the champion by more than two touchdowns.

Source: www.nfl.com

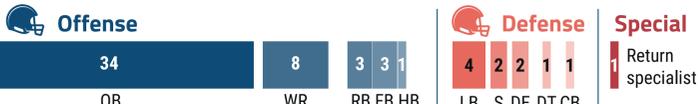
## Super Bowl champions' record in the finals



### Most Valuable Players (MVP) by Position

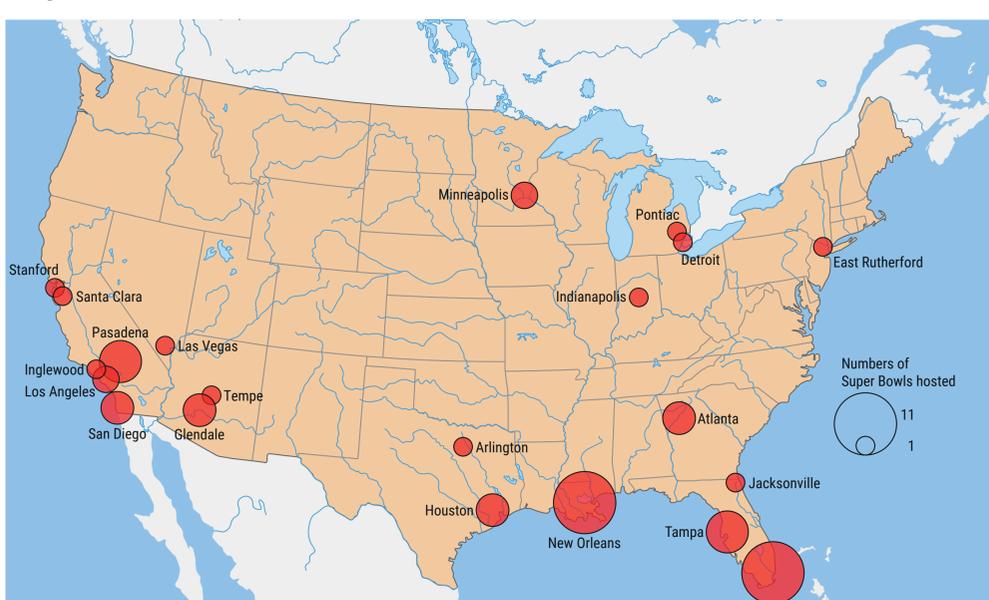


Every team member contributes to the success, but the award for the best performance in the finals is usually awarded to the winning team's "brain", the quarterback (34 times), or another offense player (15 times).



Source: www.nfl.com and www.sportslogos.net

## Super Bowl venues

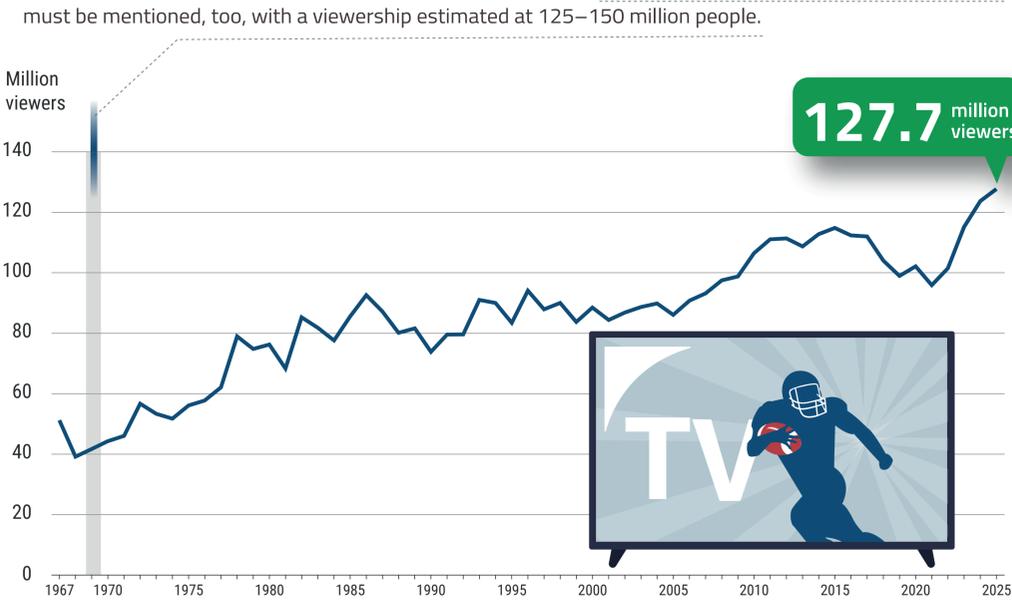


The Super Bowl means economic benefits to the given region, the choice of location is impacted, however, by existing infrastructure and the weather conditions in case of outdoor stadiums, too. As such, the finals are held primarily in the country's regions with milder climate.

Source: www.nfl.com

## Super Bowl TV ratings in the United States

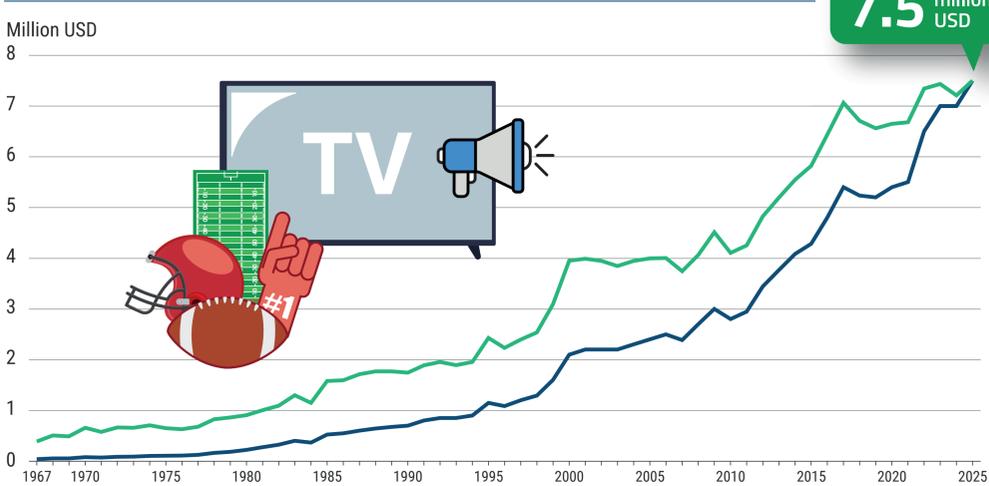
Out of the 25 most-watched television broadcasts in the history of the United States 24 were Super Bowl coverages. The only exception was the M\*A\*S\*H\* series finale; the Apollo 11 moon landing (1969) broadcast must be mentioned, too, with a viewership estimated at 125–150 million people.



Source: www.nielsen.com

## Price of a half a minute commercial at the Super Bowl broadcast

Price of 30 second commercial in 2025: 7.5 million USD



Large viewer numbers attract many advertisers, and the actual TV company broadcasting the Super Bowl is charging more and more for commercials, for which many come up with special, creative solutions. This year 8 million USD must be paid for half a minute of advertising time.

Source: www.superbowl-ads.com and https://data.bls.gov