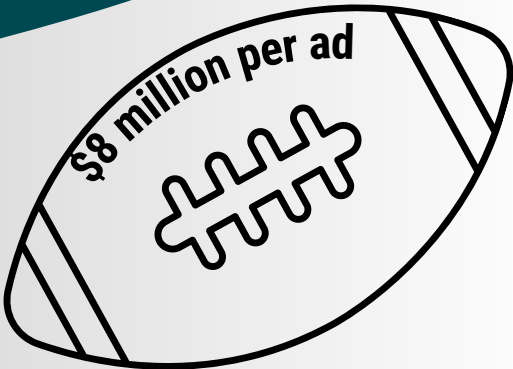


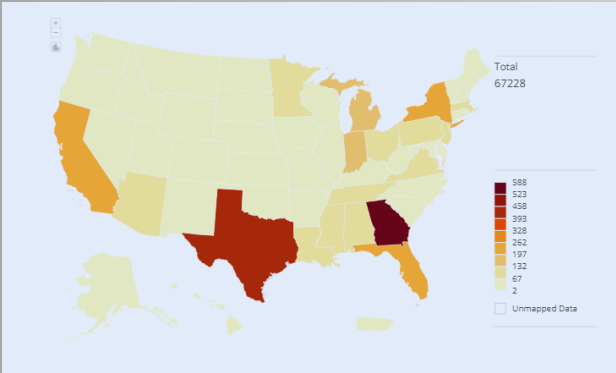
GAME DAY ANALYTICS



Khalid Moussa | Naina Vadrevu |
Robert Sheehy | Varun Selvam



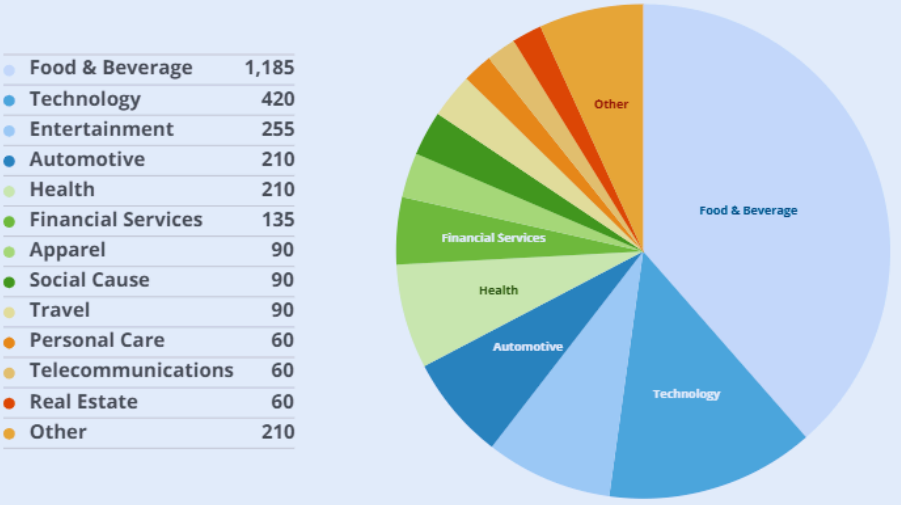
Super Bowl Engagement in the US



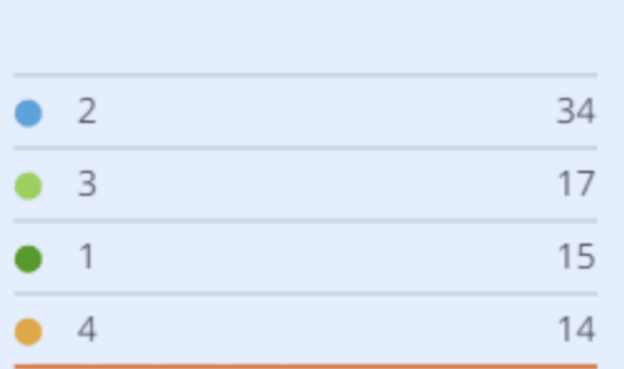
Super Bowl Ad Buzz



Viewership By Industry

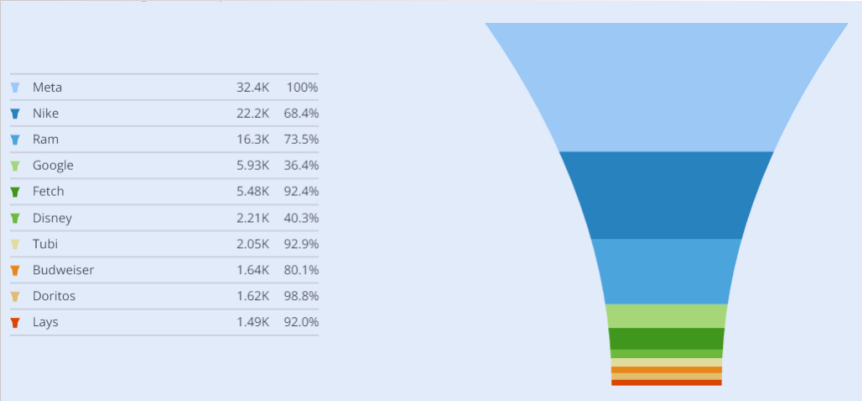
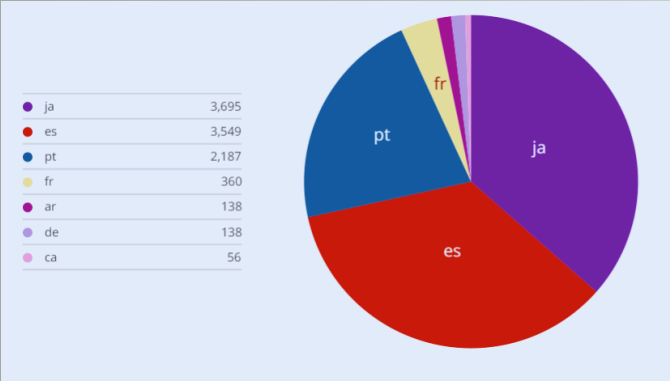


Ads Played Per Quarter



Ad Cost per Brand Mention

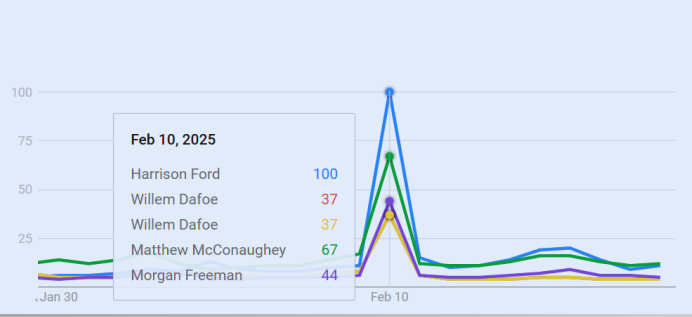
Tweets By language



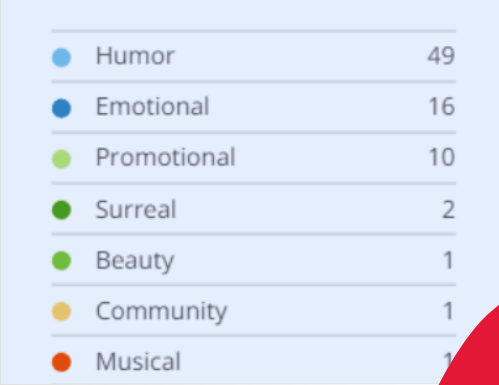
Stock Price



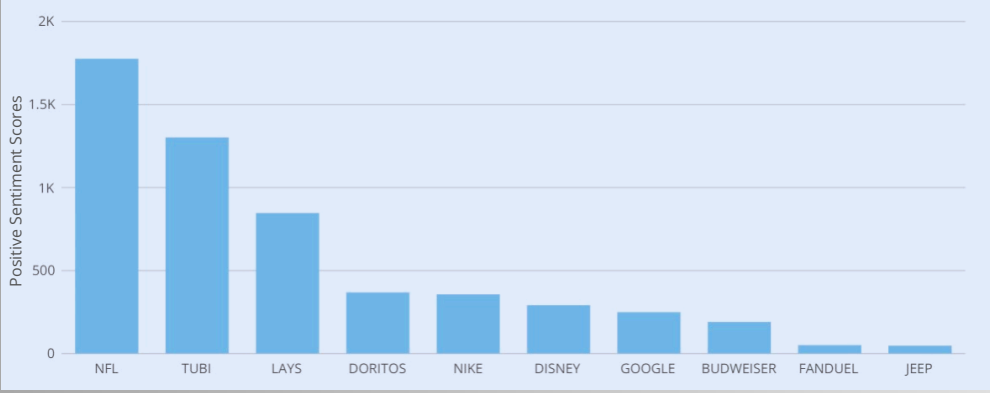
Celebrity Engagement



Ad Category by Theme



Positive Sentiment By Top Brands



Sponsors

