

SUPER DATA INSIGHTS

FROM THE

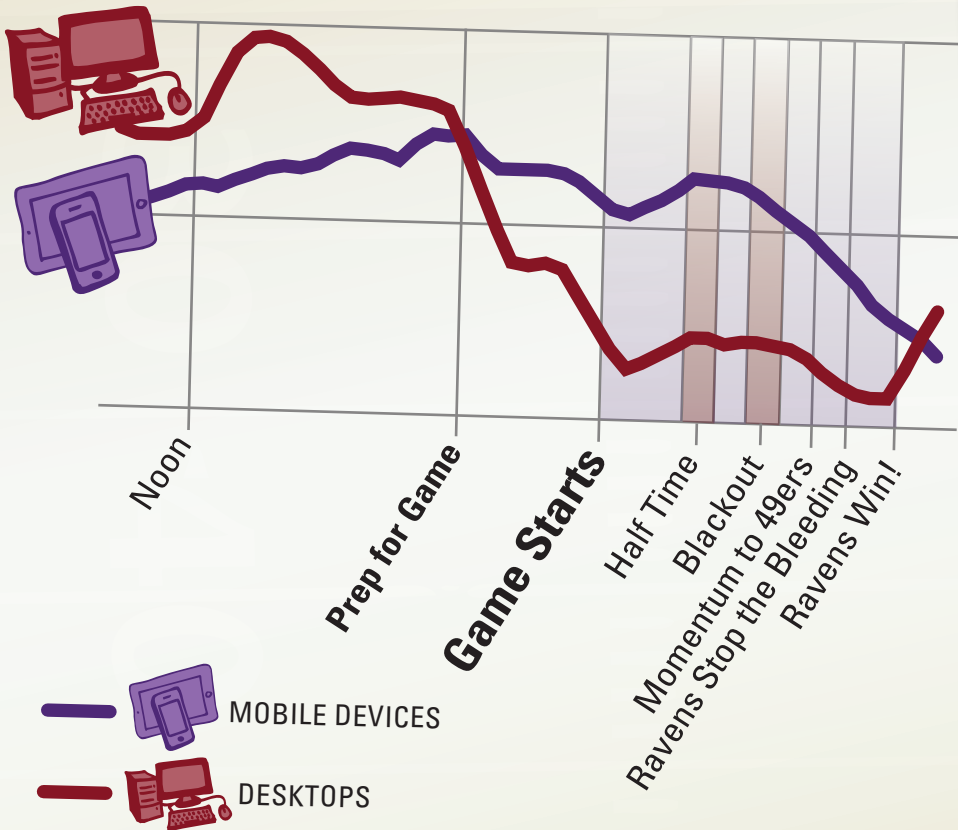
BIG GAME



1

DESKTOPS WERE POWERED DOWN FOR THE BIG GAME

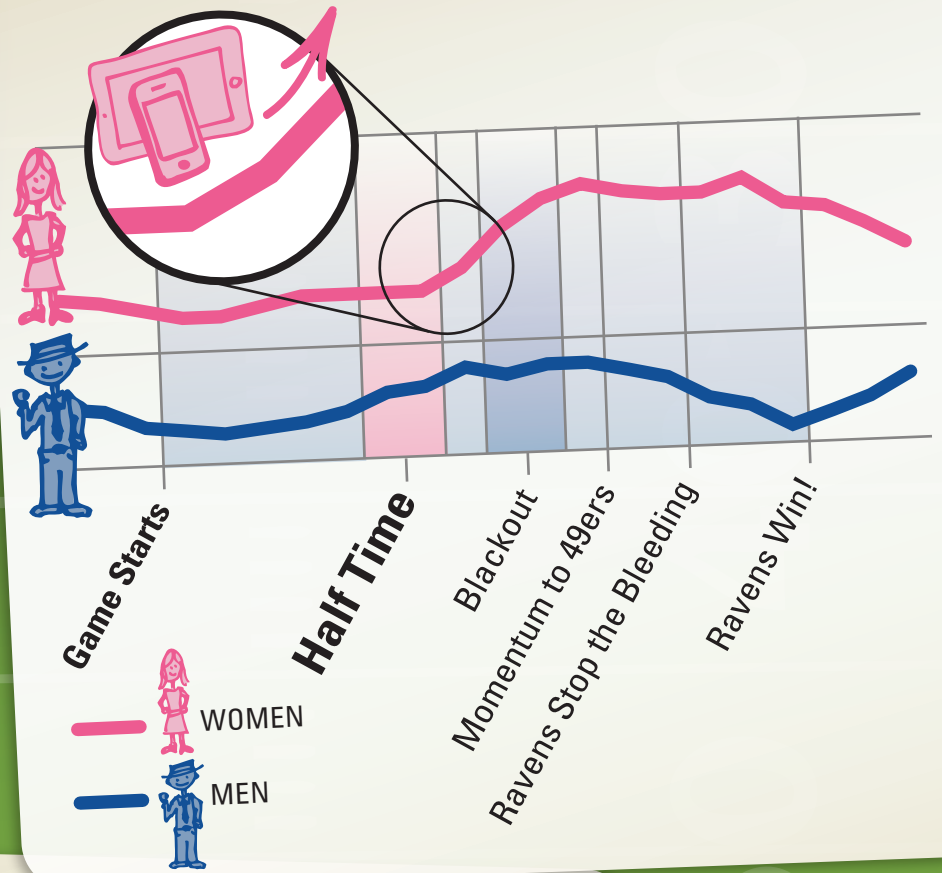
Mobile Device vs. Desktop Usage



2

WOMEN TURNED TO MOBILE DEVICES AFTER HALFTIME AND STAYED THERE

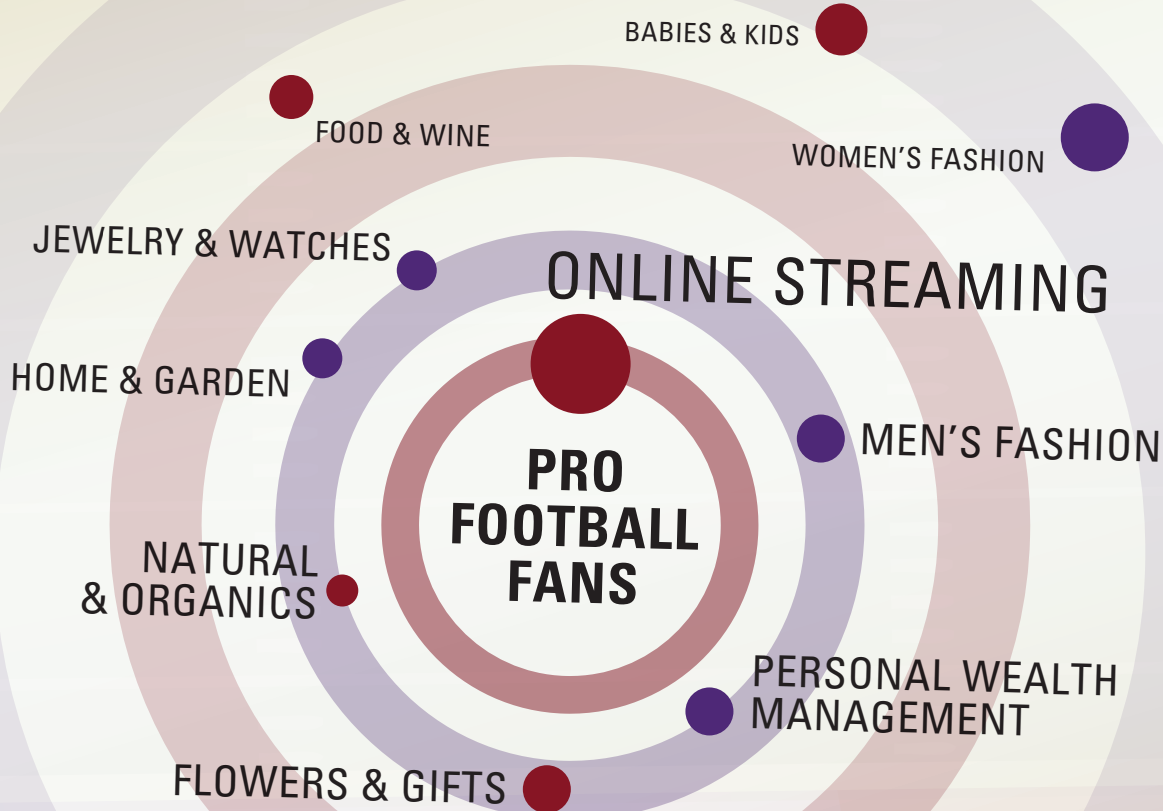
Mobile Device Usage by Gender



3

THE GAME WASN'T JUST ABOUT BEER THIS TIME!

Top Online Interests of Fans on Super Sunday



Segment relationship strength varies inversely with distance.
Segment size varies with diameter.

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