HOW VALUABLE IS THE SUPER BOWL FOR ARTISTS?

A LOOK AT THE DATA BEHIND THE RECORD-SETTING 2024 GAME

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DIGITAL MUSIC NEWS



ABOUT PAUL RESNIKOFF

Paul Resnikoff is the founder and publisher of Digital Music News, the music industry's premier music industry trade publication. Resnikoff's focus and expertise spans streaming platforms, artist royalties, format disruption, physical assets and the vinyl resurgence, copyright battles, startup struggles, and music financing/M&A.

The longest and most-viewed Super Bowl in history featured performances from a number of artists – chief among them Usher, who headlined a star-studded halftime show sponsored by Apple Music. **But what kind of commercial results did the big game drive for the acts?**

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According to Nielsen, Super Bowl LVIII attracted a record 123.7 million average viewers, up markedly from LVII's approximately 115 million watchers and over 20 percent higher than LVI's viewership. Fueled by a competitive match-up that culminated in a nailbiter overtime ending – and, of course, the presence of Taylor Swift – LVIII, besides being the most-viewed Super Bowl to date, scored the "largest TV audience on record," Nielsen noted.

And as this audience certainly noticed, music and artists played a bigger part than ever during 2024's Super Bowl. Notwithstanding the ongoing licensing dispute between TikTok and Universal Music Group, Interscope-signed Gwen Stefani performed on the NFL's official TikTok channel as part of the app's pregame "Tailgate" event.

Meanwhile, Kaskade replaced Tiësto as the Super Bowl's first DJ. Before kickoff, Bud Light-sponsored Post Malone offered an acoustic rendition of "America the Beautiful," country star Reba McEntire sang the national anthem, and Andra Day performed "Lift Every Voice and Sing."

Then, far from tackling his over dozen-song halftime show set alone, Usher shared the spotlight with Alicia Keys, Jermaine Dupri, H.E.R., will.i.am, Lil Jon, and Ludacris alike. A long list of artists appeared in the crowd and commercials (Beyoncé capitalized on a Verizon spot to announce new music).

With all that said, relatively little attention has been directed to the precise commercial impact of the Super Bowl – including streams and more – for the involved artists.

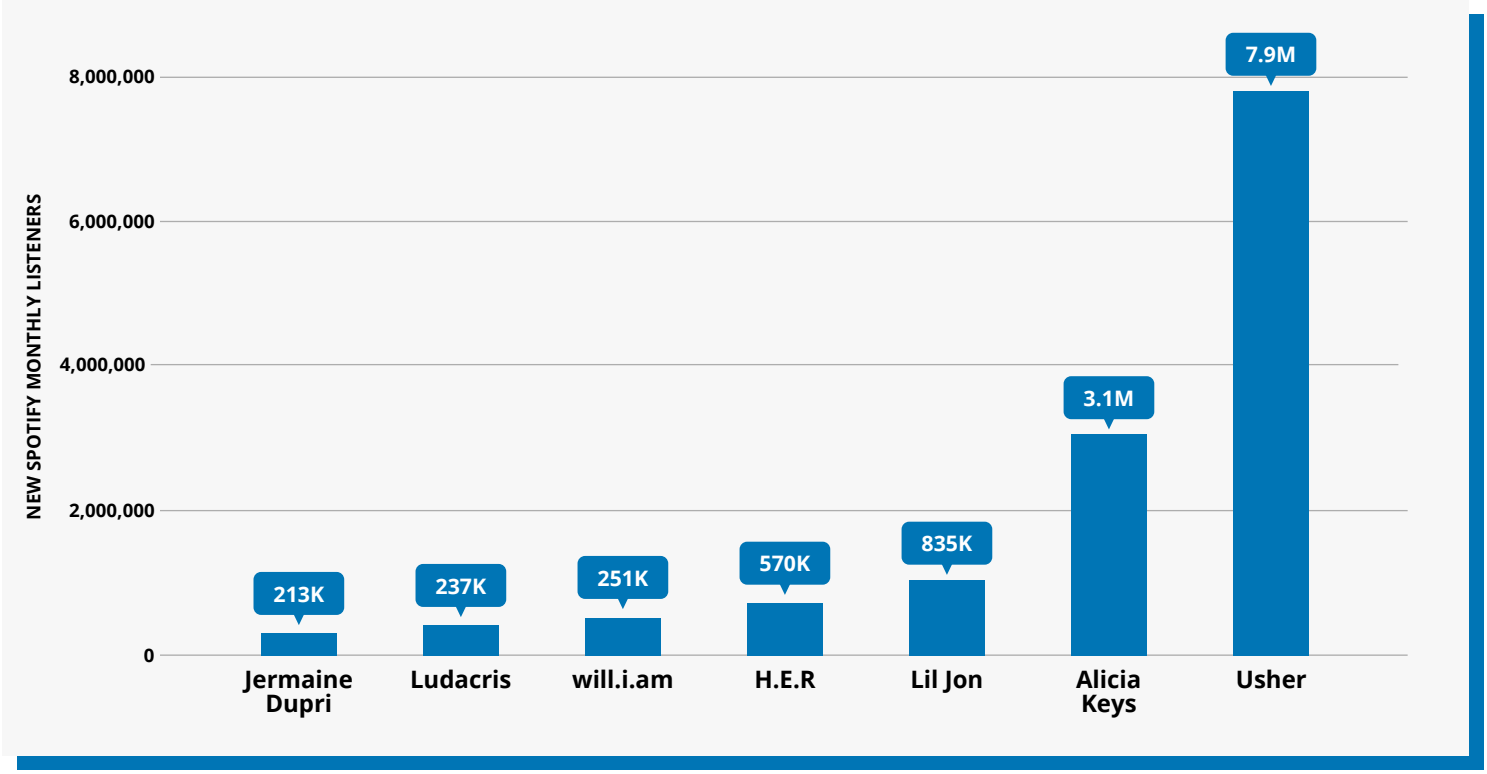
SUPER BOWL LVIII'S HALFTIME SHOW BY THE NUMBERS: HOW USHER, ALICIA KEYS, AND OTHERS BENEFITED FROM THE PERFORMANCE

Given its particular reach and viewership, Apple Music's halftime show is the best place to start when gauging the fan and listenership byproducts of the Super Bowl. Moreover, we aren't without top-level information in this area. Usher timed up his first solo album in almost a decade, *Coming Home*, to debut ahead of the performance, and Apple-backed Gamma released the project. On Spotify, the album's tracks had surpassed 101 million total streams as of Sunday, the 18th, one week following the game.

Plus, Apple Music disclosed that Usher had seen a 1,200 percent streaming volume increase on Super Bowl Sunday; his works also collect heightened recording royalties owing to their **availability in spatial audio**. The eight-time Grammy winner also more than doubled the number of stops on his forthcoming tour, which is scheduled to kick off in Atlanta in August. (Apple-owned Shazam, perhaps not coincidentally, added a concerts tab in October of 2023).

Digging into the non-Apple Music numbers, though, Usher saw his Spotify monthly listeners grow 20.3 percent to 46.7 million between the day before the Super Bowl and Sunday the 18th, according to Chartmetric data. This represents an average daily change of 955,000, which includes 1.2 million new monthly listeners from Super Bowl Sunday and 1.7 million listeners from Monday.

SUPER BOWL LVIII HALFTIME SHOW PERFORMER'S SPOTIFY MONTHLY LISTENERS GROWTH, FEBRUARY 10TH – 18TH



Super Bowl LVIII halftime show performers' net Spotify monthly listener gains between February 10th and 18th. **Source**: Chartmetric

On YouTube, Usher's official music uploads (videos and audio-only offerings) saw their cumulative daily views hike from approximately four million throughout January to north of nine million immediately after the game. Other jumps arrived on TikTok (where Usher added in the ballpark of 300,000 followers in the leadup to and days following the Super Bowl), Instagram (about 638,300 new followers between the 10th and the 18th, including 250,000 during and directly after the game), and even Wikipedia. With an average of approximately 6,000 daily visits to its credit during the opening week of January, Usher's Wiki page hit almost 1.8 million views on February the 11th.

Predictably, these platform-wide boosts were accompanied by gains for the songs Usher performed. For instance, the halftime show opener, "Caught Up" – one of several included tracks from 20-year-old *Confessions* – saw its Shazam count expand from about 250 per day in late January to a peak of nearly 8,500. And a relatively modest January average of 49,000 daily Spotify streams for "Caught Up" exploded to crack 600,000 thanks to the Super Bowl, elevating the track past 100 million plays.

Notably, the other acts who participated in the halftime show enjoyed their own commercial benefits, with amplified interest in the associated songs as well. Usher and will.i.am's rendition of "OMG," which they originally released in 2010, nabbed 42,300 Shazams and about four million Spotify streams between the day before the game and Sunday the 18th. Across the same window, Lil Jon's "Turn Down for What" secured 47,400 Shazams, close to 900,000 YouTube music video views, and 1.5 million Spotify streams.

The post-game results were even more pronounced for the artists' catalogs, as the acts added hundreds of thousands of Spotify monthly listeners each – with the exceptions of Keys and Usher, whose performance of "If I Ain't Got You" and "My Boo" instead drove millions of new listeners.

SELECTED HALFTIME SHOW TRACKS' SPOTIFY STREAMS GROWTH

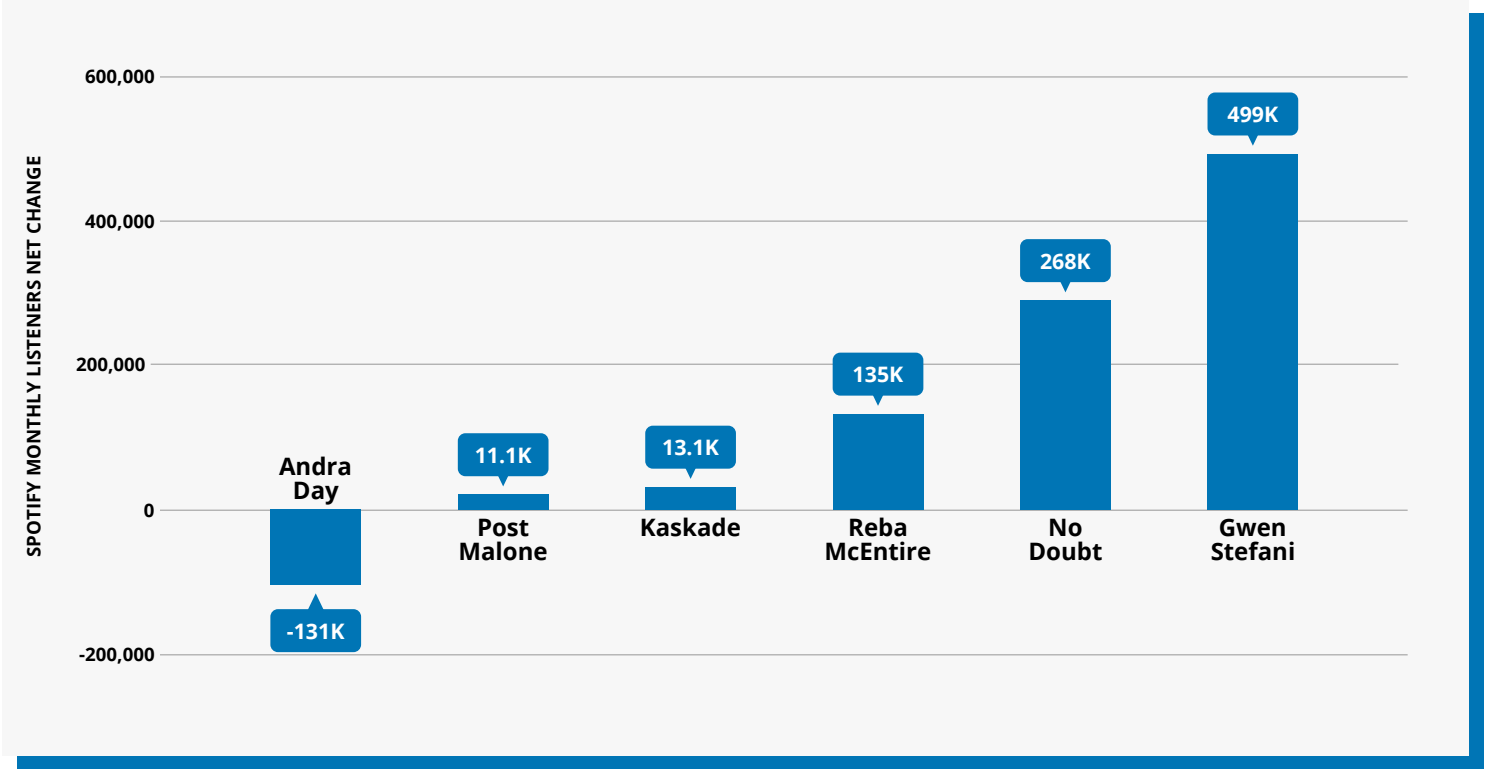
TRACK	STREAMS AS OF 2/10	STREAMS AS OF 2/18	CHANGE
"Yeah!"	1.17B	1.19B	+14.9M
"If I Ain't Got You"	965.83M	973.81M	+8M
"My Boo"	682.52M	692.38M	+9.9M
"Turn Down for What"	530.18M	531.70M	+1.5M
"OMG"	333.48M	337.40M	+3.9M
"Love In This Club"	243.29M	248.92M	+5.6M
"Confessions Part II"	206.98M	211.05M	+4.1M

DID SUPER BOWL LVIII'S RATINGS MAGIC TRANSLATE INTO A POPULARITY BOOST FOR PREGAME PERFORMERS?

Super Bowl LVIII's pregame acts also experienced noteworthy jumps following their exposure to millions of viewers. Expectedly, for reasons including the performances' comparative brevity (for Post Malone, Reba McEntire, and Andra Day, that is) and existing audience trends, the results proved less significant, however.

Between the 10th and the 18th, Post Malone netted 11,100 Spotify monthly listeners, for example. But the "America the Beautiful" performer already boasted about 60 million monthly listeners – representing around one in 10 of the platform's users as of Q4 2023. The 28-year-old, possibly reaching the ears of many Super Bowl viewers for the first time, did manage to generate 154,800 net-new Instagram followers during the same stretch.

SUPER BOWL LVIII NON-HALFTIME SHOW PERFORMER'S SPOTIFY MONTHLY LISTENERS CHANGES, FEBRUARY 10TH – 18TH



Super Bowl LVIII performers' Spotify monthly listener net changes between February 10th and 18th. No Doubt itself didn't play TikTok Tailgate, but headliner Gwen Stefani sang several of the group's songs. **Source**: Chartmetric

Reba McEntire, for her part, turned in a Spotify monthly listener increase of 134,500 (about five percent) and an Instagram-follower improvement of 45,300. On Spotify, Kaskade's Super Bowl DJ efforts brought about a small net listener gain of about 13,100. And Andra Day (whose monthly listeners grew materially in January, when she released "Where Do We Go" and presented a Golden Globe award with Jon Batiste) actually saw the total dip by 130,800 listeners during the period. *The United States vs. Billie Holiday* star dropped a second single, "Probably," on February 5th, bolstering her pre-Super Bowl Spotify monthly listeners; the latter are nevertheless up about 20.5 percent from 2024's beginning.

As a whole, these figures provide additional insight as to the varying career perks of playing the Super Bowl – insight that's especially valuable given the NFL's longstanding policy of not paying performers. For Usher and Keys, the move is clearly paying off and supporting the often-heard argument that the halftime show's promotional upside more than makes up for the lack of a direct paycheck. However, that promotional upside is noticeably less pronounced for those who performed outside the halftime show but during the game.

With a comparatively substantial amount of time to perform No Doubt hits, Gwen Stefani, despite entertaining fans on TikTok instead of the main CBS broadcast, walked away as Super Bowl LVIII's biggest pregame-performance winner. Having made the most of the opportunity by releasing "Purple Irises" with husband Blake Shelton beforehand, Stefani added 498,500 Spotify monthly listeners, compared to 267,900 for No Doubt itself, between the 10th and the 18th.

But those gains are relative: Stefani's post-Super Bowl monthly listeners still mark a 30 percent decrease during the past month but a 38 percent increase from late February of 2023.

CAN SUPER BOWL COMMERCIALS SPUR CAREER GROWTH FOR ARTISTS? HOW SPOTS FROM BEYONCÉ AND ICE SPICE IMPACTED STREAMING

The long list of artists who appeared in commercials during Super Bowl LVIII includes Jennifer Lopez (Dunkin' Donuts), the aforementioned Post Malone (Bud Light) as well as Usher (BMW and Uber Eats), Lil Wayne (Homes.com), and Creed (Paramount Plus), to name only some.

But a Starry spot from Ice Spice stood out because the rapper attended the game alongside an ever-popular Taylor Swift. More noteworthy yet, Beyoncé announced the imminent release of new music during a Verizon commercial, turning a presumably large payday into a personally advantageous marketing campaign shown to over one-third of the country. (BMG-signed Lopez released her ninth album on Friday the 16th, though it wasn't explicitly marketed via the Dunkin' commercial).

As of Sunday the 18th, Beyoncé's two surprise-release tracks, "Texas Hold' Em" and "16 Carriages," had racked up 29.18 million and 9.53 million Spotify streams, respectively. In this way, and with both efforts part of an album due in late March, the strategy looks to be paying off already. Furthermore, Beyoncé added 120,000 Instagram followers and six million Spotify monthly listeners (for 12.3 percent growth) between the 10th and the 18th, complete with steady increases for multiple days following the game.

While Ice Spice's comparatively tame Starry commercial didn't plug a new album during the Super Bowl, it coincided with a four-time Grammy nominee's streaming bump. All told, Ice Spice added just shy of one million Spotify monthly listeners (3.7 percent growth) and 141,700 Instagram followers throughout the identical period.

Moving forward, in the wake of Beyoncé's announcement and Taylor Swift's mid-Grammys album **reveal**, the carefully timed disclosure of upcoming projects during major events could become the norm. Evidence suggests that the Super Bowl, now partnered with Apple Music on the halftime show and embracing music more than ever, will factor prominently into this quick-evolving promotional landscape of tomorrow.

BY THE DATES: A TIMELINE OF SUPER BOWL LVIII'S MUSIC-RELATED DEVELOPMENTS

MARCH 8TH, 2023	Gamma, co-founded and led by former Apple Music exec Larry Jackson, officially **launches**.
OCTOBER 25TH, 2023	Shazam **adds** a concerts tab.
JANUARY 16TH, 2024	Weeks before its Universal Music licensing showdown goes public, TikTok **announces** Gwen Stefani as the headliner of its "TikTok Tailgate" pre-Super Bowl event.
JANUARY 23RD, 2024	Alicia Keys **releases** "an intimate, short film," A*licia Keys: Rehearsal Room*, exclusively for the Apple Vision Pro; the three involved tracks debut as an Apple Music-exclusive EP.
FEBRUARY 5TH, 2024	Apple Music **makes** Usher's entire catalog available in spatial audio.

FEBRUARY 6TH, 2024

Usher announces the Past Present Future Tour with an August 14th kickoff in Atlanta.

FEBRUARY 9TH, 2024

Usher releases his first solo album in nearly a decade, *Coming Home*, via Apple-backed Gamma.

Stefani releases "Purple Irises" with her husband, Blake Shelton.

FEBRUARY 11TH, 2024

Before Super Bowl LVIII, Stefani headlines TikTok Tailgate, with Kaskade performing both prior to and during the 49ers-Chiefs showdown.

Additionally, Bud Light-sponsored Post Malone kicks off the game with a rendition of "America the Beautiful," Reba McEntire performs the national anthem, and Andra Day sings "Lift Every Voice and Sing."

Acts including Taylor Swift, Ice Spice, and Jay-Z appear during the much-viewed telecast.

Ice Spice (Starry) and Beyoncé (Verizon) are among the many artists who star in Super Bowl 2024 commercials; Beyoncé also announces a new album and drops a pair of singles, "Texas Hold 'Em" and "16 Carriages."

Lastly, Usher headlines the Apple Music-sponsored halftime show – featuring Alicia Keys, Jermaine Dupri, H.E.R., will.i.am, Lil Jon, and Ludacris – and **enjoys** a more than 1,200 percent spike in Apple Music streams.

FEBRUARY 12TH, 2024

Usher dramatically **extends** the Past Present Future Tour.

FEBRUARY 13TH, 2024

Usher's Rémy Martin partnership **ramps up**, and reports **reveal** that Super Bowl LVIII, the longest season-capping game in history by playtime, attracted a record 123.7 million viewers.

Day officially releases "Lift Every Voice and Sing" as a single.

FEBRUARY 14TH, 2024

Usher **receives** Atlanta's "highest honor," the Phoenix Award, and **adds** a sixth tour stop in the city soon thereafter.

FEBRUARY 16TH, 2024

Jennifer Lopez, having appeared in a Dunkin' Donuts commercial during the game, releases an album entitled *This Is Me... Now*.



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