

# Podcast | The Not So Super Bowl

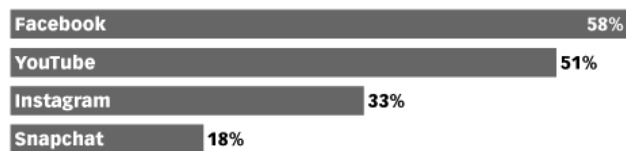
**AUDIO** | **FEBRUARY 04, 2019**

**eMarketer Editors**

How many Americans tuned in to watch this year's Super Bowl? How engaged was the audience via digital and social? In the latest episode of "Behind the Numbers," Paul Verna digs into the data for the low-scoring game.

## **US Super Bowl Viewers' Preferred Social Media Platforms for Viewing Super Bowl Ads Before the Game, Jan 2019**

% of respondents



Note: ages 18+

Source: Burson Cohn & Wolfe (BCW), "6th Annual Super Bowl Survey" conducted by PSB Research as cited in press release, Jan 28, 2019

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