

# SUPER BOWL LX

## CANADIAN VIEWERSHIP & INSIGHTS REPORT

February 2026

Despite a dip in its 2026 ratings—primarily driven by a slower, defense-heavy matchup—Super Bowl LX remained a significant cultural and commercial force in Canada. The event still captured millions of viewers and delivered one of the year's most highly sought-after advertising platforms.

Here's a look at trends, ratings and rankings from this year's Super Bowl LX.



# SUPER BOWL LX VIEWERSHIP

# 14.3M

P2+ VIEWERS ACROSS CANADA



The highly anticipated Super Bowl LX, featuring a showdown between the Seattle Seahawks and the New England Patriots, drew the collective gaze of 14.3 million Canadians to one of the three networks (CTV, TSN+ or RDS+) at some point in the game. CTV and TSN carried the broadcast in English, RDS carried it in French, and Crave streaming offered online access.

Despite the event's magnetic appeal, this engagement experienced a slight 3% year-over-year decrease in viewership.

The game lasted approximately four hours and drew predominantly at-home viewership; while 83% of Canadians watched from the comfort of their homes, public engagement remained significant, with 17.4% of the national audience tuning in from bars, restaurants, and other public venues.

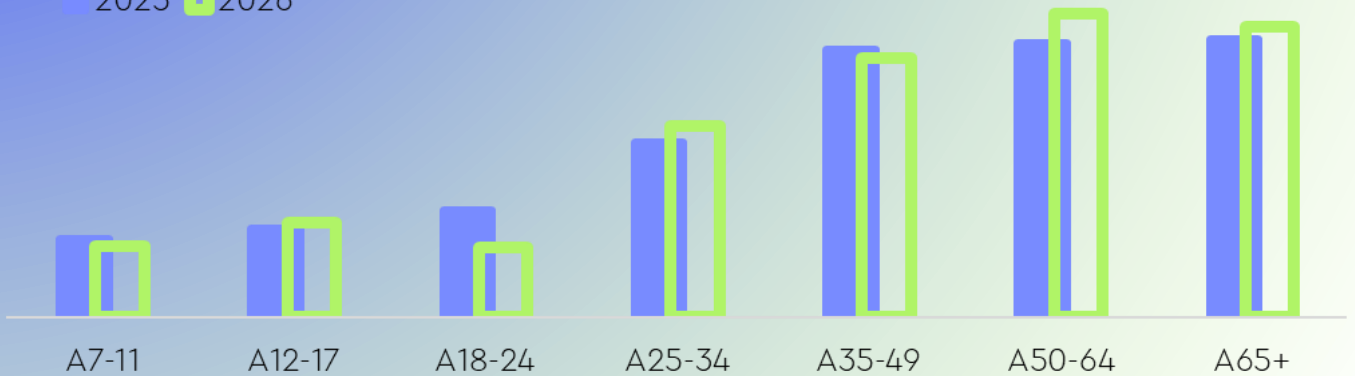
Regional trends reveal even stronger public venue participation, particularly in Montreal Franco (24.9%), Vancouver/Victoria (23.4%), and Edmonton (22.1%), where nearly one in four viewers consumed the game outside the home, underscoring diverse and socially driven viewing habits across key markets.

# DEMOGRAPHIC SHIFTS

## VIEWERSHIP DYNAMICS

SUPER BOWL LX VIEWERSHIP BY AGE GROUPS

■ 2025 ■ 2026



Source: Numeris TV PPM, Total Canada, Ind. 2+



### Future Fandom Deficit: Addressing Youth Engagement Decline

Viewership significantly declined across our youngest cohorts: the 7–11 group (-9%) and, most notably, the 18–24 demographic (-34%). This drop occurred despite an established growth trend for these groups from 2023 to 2025. This contraction, potentially influenced by last year's "Taylor Swift Effect," does not immediately impact current primary viewership but signals a long-term deficit in organic audience development and weakened future fandom. Countering this shrinking fanbase requires proactive strategies, such as early brand exposure and fostering intergenerational viewing habits. The sharp 18–24 decline, a first in recent history, demands both an investigation into their media consumption and the deployment of targeted digital-first campaigns leveraging fantasy sports and influencer marketing to re-engage this disappearing cohort.

### Young Adult Core: Immediate Growth & Revenue

The stability observed in the 12–17 age group and the 25–34 demographic (which saw +1% growth) represents a highly valuable segment. Digitally fluent, with a growing disposable income (among 25–34-year-olds) and a strong propensity for social co-viewing, this segment is ripe for engagement. Younger audiences increasingly prefer highlights, short-form content, and social media engagement around sports over traditional live broadcasts. Therefore, marketers must aggressively target the 25–34 cohort with premium digital content, experiential activations, and social media-driven campaigns. For the stable 12–17 segment, continued emphasis on esports integration, influencer collaborations, and engaging social challenges is vital to maintain their interest and guide them into lifelong fandom.

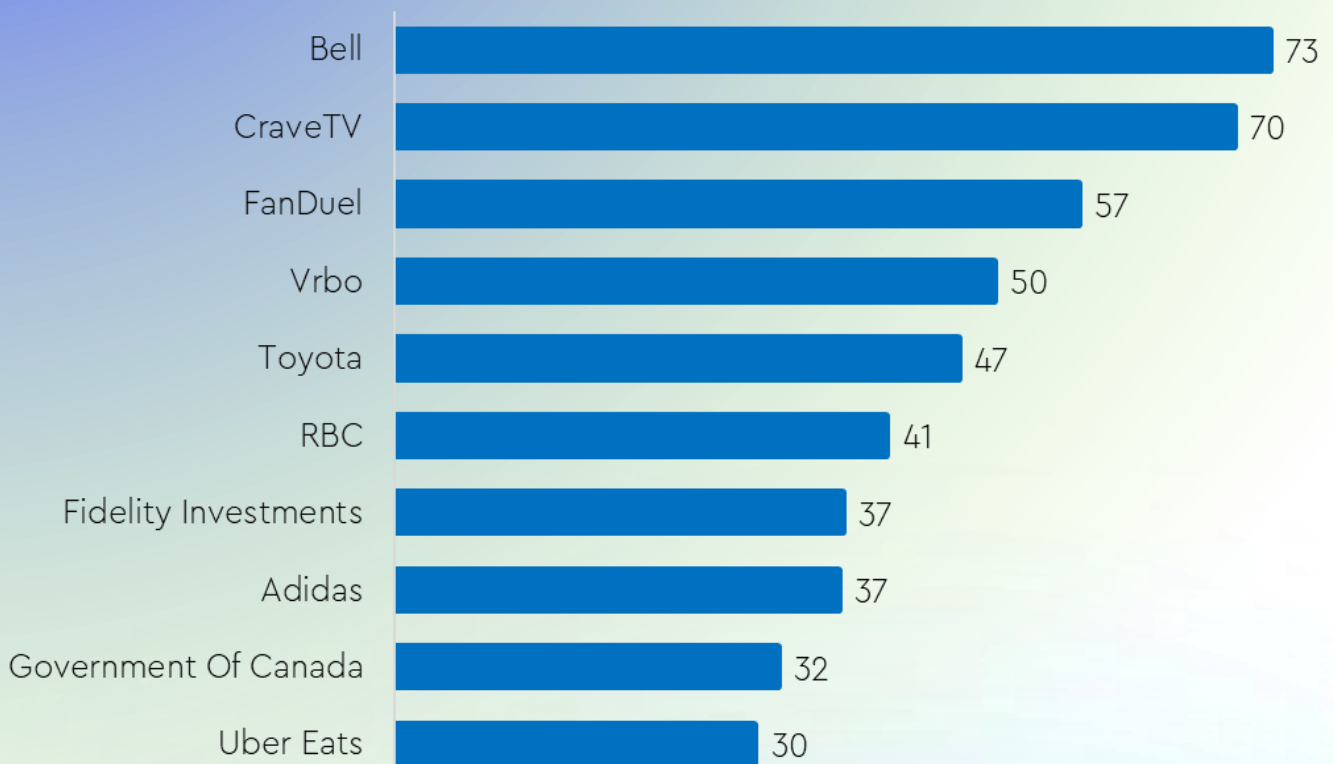
### Preserving Veteran Fanbase

The stable 35–49 age group, alongside the growing 50–64 (+11%) and 65+ (+5%) cohorts, collectively constitutes the Super Bowl's core audience of established fans and key household decision-makers. These loyal, consistent viewers often rely on traditional broadcast channels. Retention strategies must prioritize loyalty programs, premium experiences, and legacy content. Critical to their retention is the delivery of accessible events and direct marketing campaigns tailored to their habits, all while ensuring that initiatives targeting younger demographics do not alienate this reliable base.

# TOP 10 BRANDS

# LEVERAGING MASS REACH FOR DIVERSE OBJECTIVES

SUPER BOWL LX – TOP 10 BRANDS (GRPs)



Source: Numeris TV Index, GRPs based on Linear TV, Ind. 2+, Feb 8th, 2026

## 40% of the Top 10 Super Bowl LX Advertisers Hailed from Canada

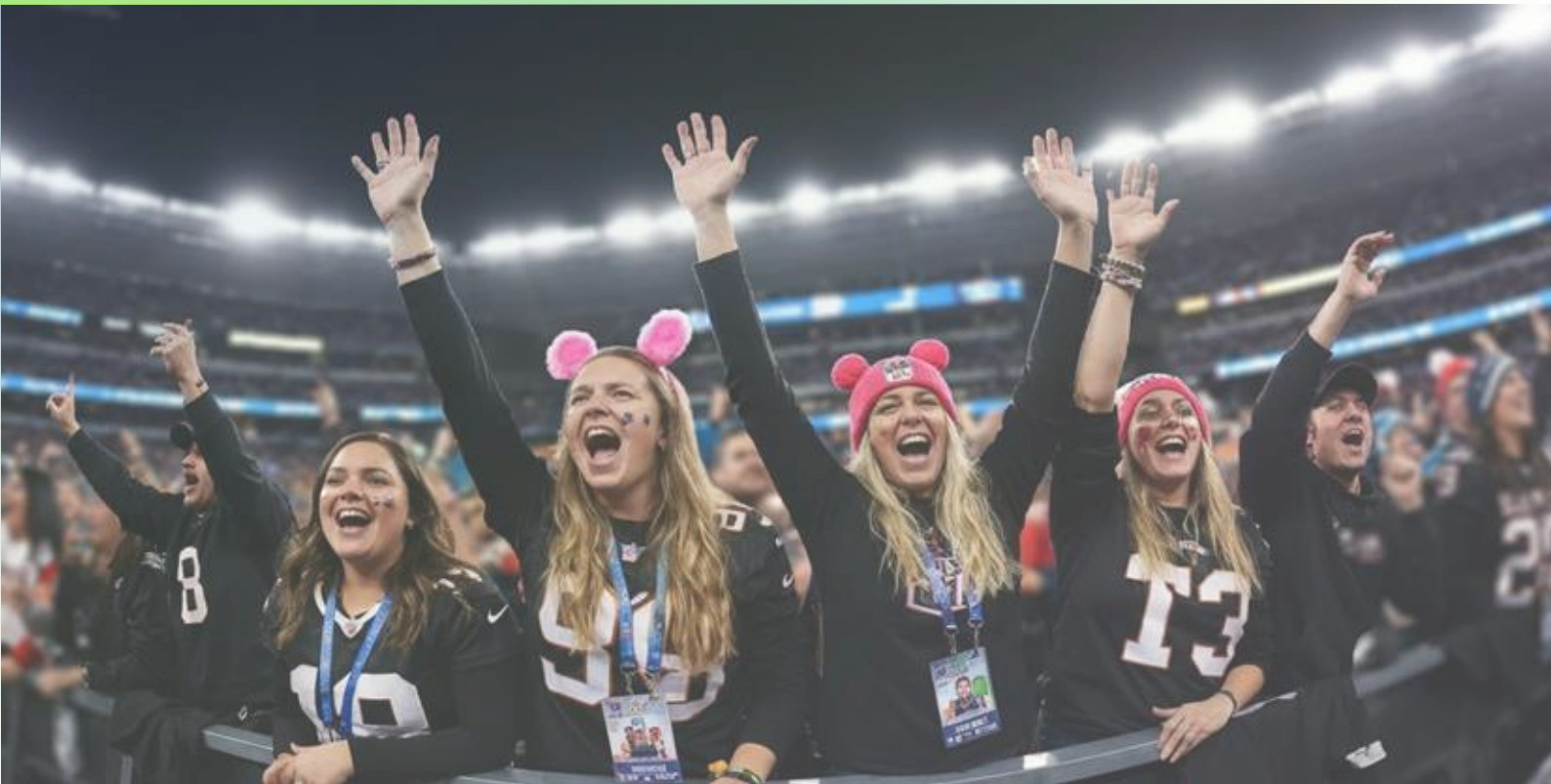
The Super Bowl remains a critical, high-impact platform where brands strategically leverage viewership to achieve diverse, high-value objectives.

Its broad appeal attracts a wide array of advertisers. Integrated powerhouses like Bell and Crave cement dominance and fuel subscriber growth, while agile disruptors such as FanDuel rapidly expand their customer base. Established financial institutions (RBC, Fidelity) build trust and expand reach. The Government of Canada also utilizes this platform for vital public messaging, and New Economy Brands (Vrbo, Uber Eats) drive mainstream acceptance.

The Super Bowl's strategic use of GRPs clearly demonstrates its capacity for significant brand impact. Notably, 40% of the top 10 Super Bowl LX advertisers hailed from Canada. This underscores that Canadian brands increasingly view the Super Bowl as more than just an American sporting spectacle, it's a strategic cultural stage with unmatched national reach.

# THE HALFTIME HOOK ...AND CONVERTING THE FLEETING ATTENTION

The strong appeal of the star-studded halftime show, featuring Bad Bunny, Lady Gaga, and Ricky Martin, ignited a significant viewership surge. Within five minutes of its start, over 8.3 million Canadians tuned into the English broadcast via CTV and TSN. Concurrently, RDS peaked with approximately 1.4 million viewers.



This impressive peak proved fleeting, underscoring a critical need to fortify post-halftime content strategies and sustain audience engagement.

To address this, re-evaluating media buying and ad placement strategies is paramount. While pre-halftime spots undeniably command premium value, our post-halftime approach demands strategic adaptation. This entails implementing dynamic ad insertion for the retained audience and aggressively deploying innovative, multi-platform formats (e.g., interactive polls, short-form content tie-ins) to recapture exiting viewers.

# SOCIAL CHATTER & CREATIVE BUZZ

## ...MAKE A HUGE DIFFERENCE

Social media conversation around Super Bowl LX in Canada extended well beyond the final score, bursting the scale of paid placement in On-Air and Streaming broadcasts, with advertising, celebrity appearances, and brand moments driving much of the online engagement.



*"OMG just seen Alessia Cara x Pepsi ad on TV and I screamed seeing our girl get attention. It's on Canadian TV country-wide."*

A reddit user expressing excitement and national pride

*"I saw it, Ontario Super Bowl commercial - thought it was awesome that Canada did that and I applauded them for it!"*

A reddit user expressing appreciation for a Canadian-related Super Bowl ad

Securing airtime during the Super Bowl is a notoriously expensive undertaking, with commercial spots consistently commanding multi-million-dollar price tags. Despite this formidable cost, brands' appetite for Super Bowl advertising remains undiminished year after year, driving total event spending to ever-higher levels. This sustained investment underscores a strategic understanding: the Super Bowl offers something far beyond conventional media buys.

The appeal of Super Bowl advertising transcends impression counts and media reach. It functions as a singular cultural event that inherently captures an audience's undivided attention—a stark contrast to the pervasive attention deficit plaguing modern marketing efforts. This high-engagement environment provides a unique platform for brands to connect deeply with consumers during one of the year's most anticipated spectacles.

Crucially, these Super Bowl ads ignite a powerful viral effect. Our estimates suggest a **single paid impression during the game can generate up to five additional viral or earned impressions**. These organic mentions, shares, and discussions across social and other platforms frequently prove more effective than traditional paid impressions, fostering genuine engagement and amplifying a brand's message long after the broadcast concludes.

# TRENDS & OBSERVATIONS

Kevin Johnson, CEO  
WPP Media Canada

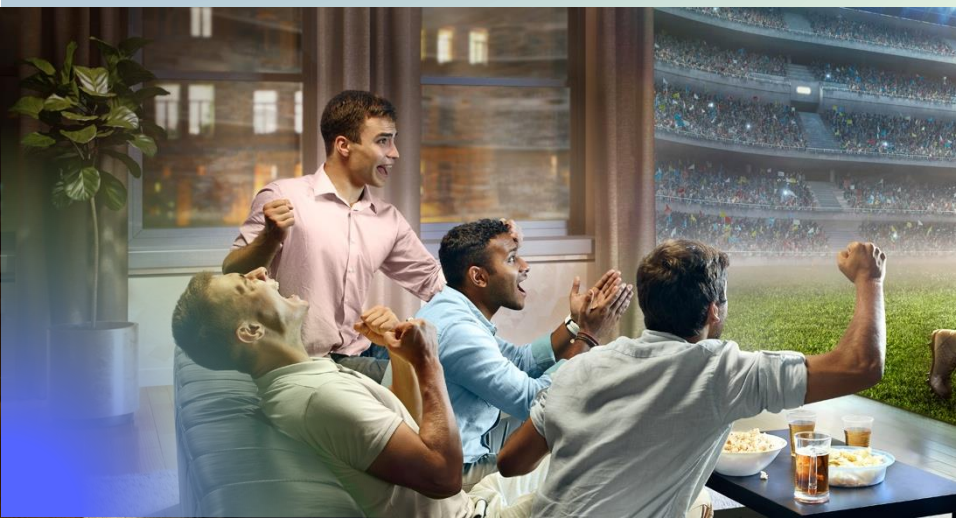


Each year, the Super Bowl reveals an evolution in what constitutes successful advertising on this grand stage. Our observations reveal critical shifts in creative strategy, consumer expectations, and the very definition of "engagement."

## 1. The Escalation of Entertainment: Beyond Cameos to Narrative Depth

The entertainment threshold for Super Bowl ads is significantly higher. While celebrity casting was once a differentiator, it's now "table stakes," with over 80% of ads featuring stars. Brands are pushing entertainment further, integrating celebrities into elaborate performances and short films. These longer-format ads are "teased" during the broadcast, strategically driving viewers online to the full versions. This shrewd multi-platform approach maximizes investment and pulls consumers into the brand's digital ecosystem.

Examples: Rocket Mortgage's narrative with Lady Gaga, Squarespace's short film featuring Emma Stone, and e.l.f.'s extended skit with Melissa McCarthy exemplified cinematic storytelling.



## 2. The Art of the Unexpected Mashup: A Recipe for Success

A burgeoning and successful creative theme was the "mashup" blending established intellectual properties (IPs), pop culture, or disparate brand elements. This strategy leverages pre-existing emotional connections and cultural recognition, creating novelty that cuts through clutter.

Mashups generate earned media, spark conversations, and appeal to multiple generations through a blend of nostalgia and fresh execution.

Examples: Expedia's witty pairing with "Ken," Xfinity's integration of "Jurassic Park," and Dunkin's clever collaboration with "Castle Rock Entertainment" characters demonstrated significant resonance.

# TRENDS & OBSERVATIONS

Kevin Johnson, CEO  
WPP Media Canada



## 3. The Peril of Uninspired Advertising: When Visibility Isn't Enough

The era where brands benefited solely from Super Bowl visibility is over. Consumers expect genuine creativity and authentic messaging. Brands that failed to deliver in 2026 faced negative sentiment and adverse reactions. The audience distinguishes between well-crafted ads and those simply occupying costly slots.

Examples: Ring's controversial reception and several AI-produced spots, lacking emotional nuance or a "human touch," served as cautionary tales, failing to forge deeper connections.

Implication for the Future: Will demand for ad slots soften, and prices stabilize, as brands prioritize qualitative impact over mere presence? Strategic creative execution is now paramount to the airtime's value.



## 4. The Celebrity Paradox: Navigating Generational Relevance

A persistent marketing challenge is engaging younger audiences, yet 2026 Super Bowl ad creative largely featured older celebrities (e.g., George Clooney, Ben Stiller, Jeff Goldblum) and nostalgic themes. While these figures are widely recognized, their appeal often skews towards older demographics. This choice, perhaps reflecting the Super Bowl's linear TV audience composition, creates a paradox for brands aiming for comprehensive, multi-generational omnichannel campaigns. While some exceptions like Mr. Beast and Sabrina Carpenter resonated with younger viewers, they remained a minority. Consequently, celebrity endorsements must evolve beyond mere recognition to achieve genuine, demographically aligned resonance across all campaign touchpoints.

# KEVIN'S TOP 3 PICKS

Kevin Johnson, CEO  
WPP Media Canada



After watching all the ads aired during the Super Bowl, across both Canada and the US, I've selected a few campaigns that stood out. These selections go beyond subjective creative preference; they're a clear reflection of the strategic thinking and profound consumer understanding that informed their creation.

## Fanatics Sportsbook: "Bet on Kendall"

Fanatics masterfully leveraged a prevalent cultural conversation, transforming it into an 'ownable' brand narrative. The spot's creative, tongue-in-cheek tone delivered compelling entertainment while strategically positioning the brand at the heart of relevant public discourse.

## Expedia: "Going Places with Ken"

What truly impressed me here was the comprehensive, integrated campaign built around the 'Ken' character. Expedia executed a pre-Super Bowl PR strategy, positioning Ken as an unexpected travel advisor and actively engaging his social following with a chance to win a \$1000 travel voucher. This interest was sustained post-game with a social Q&A featuring Barbie, demonstrating a sophisticated, multi-channel approach designed to drive conversions well beyond the broadcast.

## Google: "New Home"

In a Super Bowl saturated with anticipated AI messaging, Google faced the challenge of differentiation. Their "New Home" creative transcended mere product features, delivering a deeply human story that artfully elicited a powerful emotional reaction. This strategic focus on authentic connection allowed Google to stand out significantly amidst a crowded and often sterile AI narrative landscape.





# SUPER BOWL LX

## CANADIAN VIEWERSHIP & INSIGHTS REPORT

WPP Media empowers brands to win by building upon a foundation of deep audience intelligence; strategic relevance, and innovative media ecosystems.

Our expert audience intelligence team delves deep to understand your target consumers inside and out. This granular insight is critical for strategically planning and effectively engaging them, especially for high-stakes events like the Super Bowl, ensuring your message drives measurable impact.

Connect with your WPP Media client lead today to discover how our data-driven strategies and media innovation can build your brand and drive intelligent growth.