



# The Big Game on YouTube

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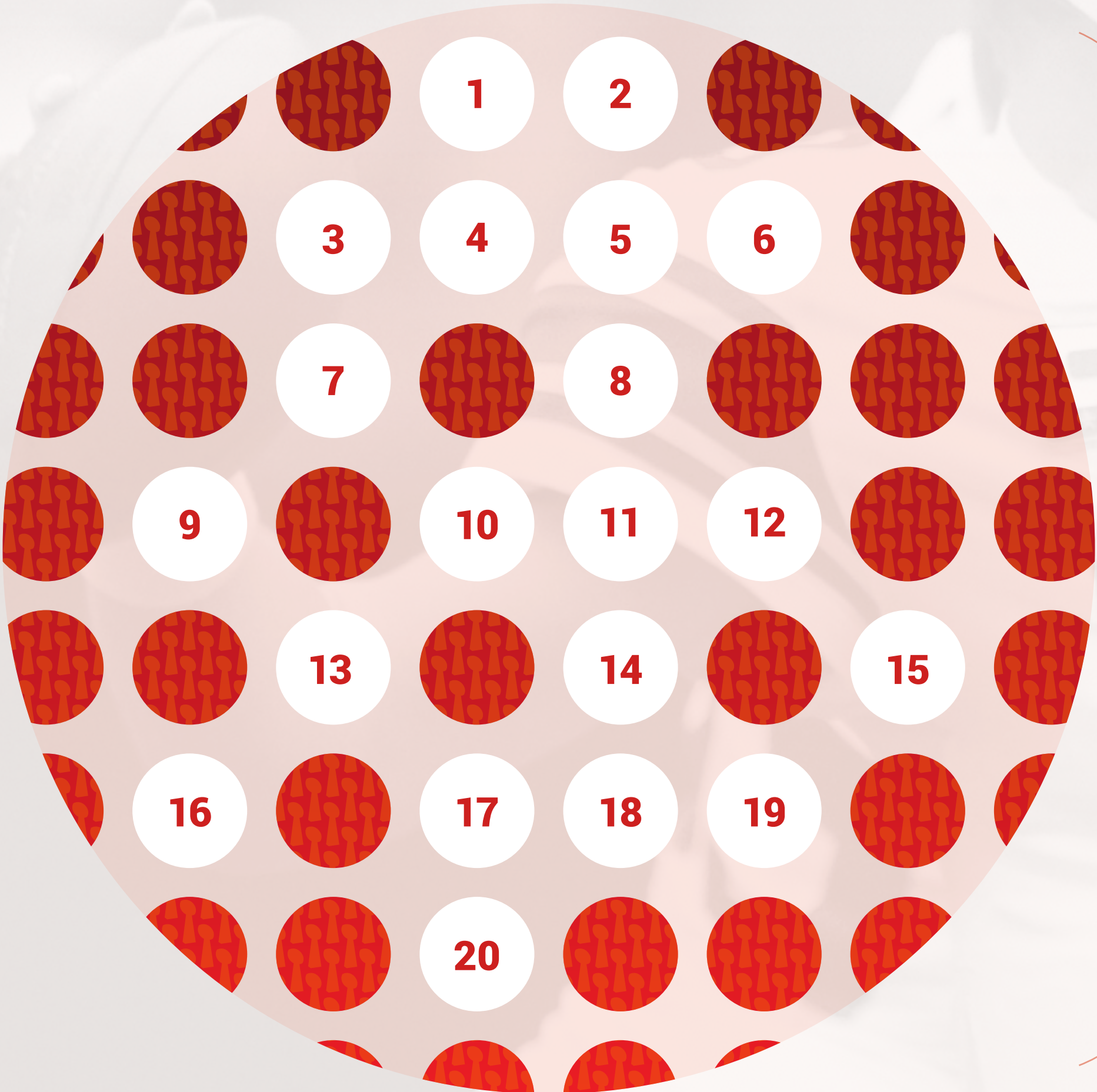
AdBlitz 10-Year Anniversary Report

While fans of the Super Bowl are excited to cheer on their favorite team, many people are just as excited about the ads. As YouTube AdBlitz celebrates its 10-year anniversary, we take a look back to explore some of the top ads over the last nine years, common trends, and potential drivers for future growth.



# WATCH TIME FOR TOP 20 SUPER BOWL ADS 2008—2016

The top 20 Super Bowl ads on YouTube, from the last nine years, have driven over 440M minutes of watch time — the estimated equivalent of watching the Big Game over 1.8M times.\*



**440M+**  
MINUTES OF WATCH TIME  
**1.8M+ SUPER BOWLS**

2008 ← → 2016

Source: YouTube Data, 2008—2016, Global.

\*Estimate is based on a four hour game



## TOP 20 SUPER BOWL ADS 2008 – 2016

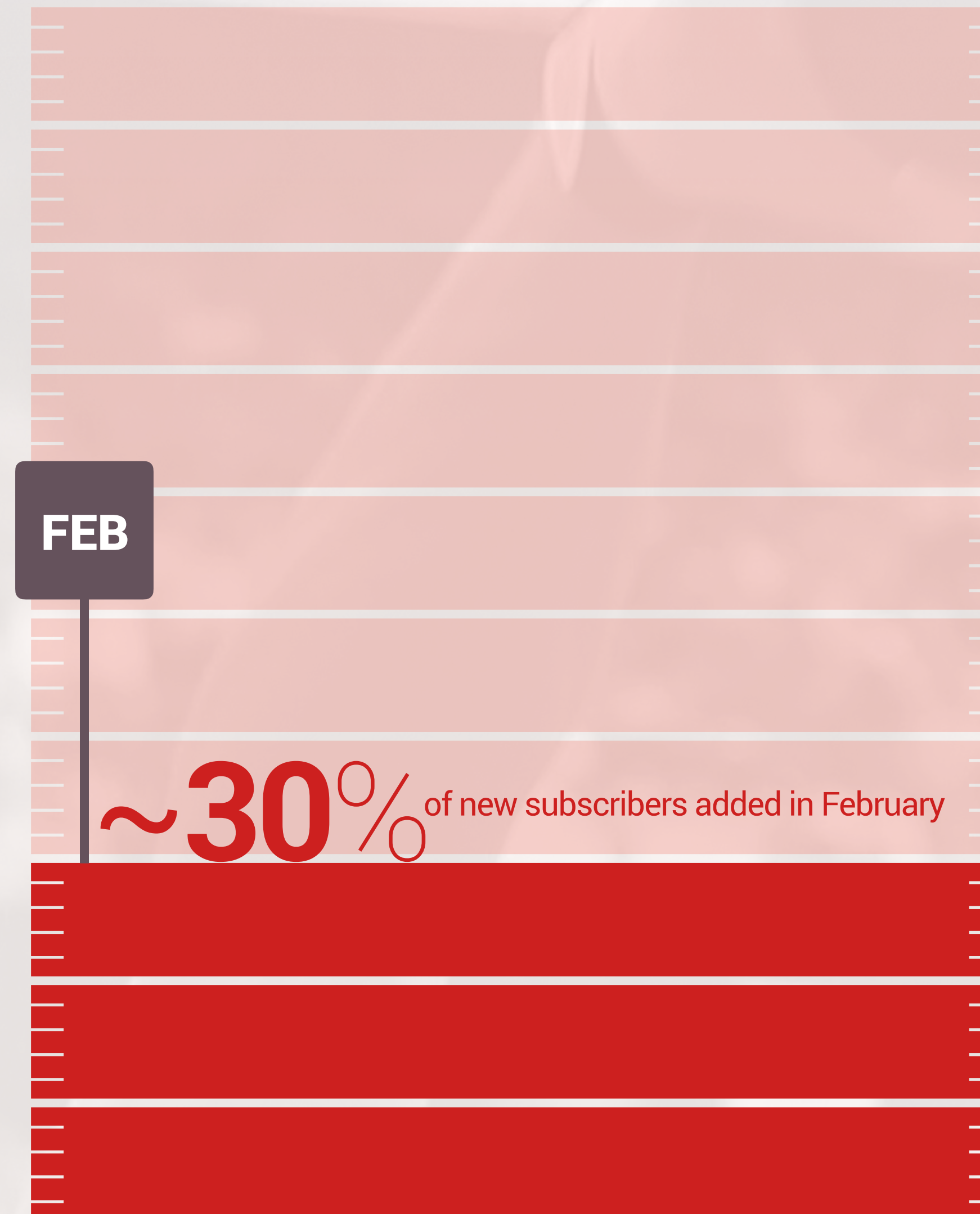
Super Bowl ads released between 2008 and 2016 on YouTube were analyzed and each ranked based on their views in January and February of the year in which they were released.

ADVERTISER	NAME OF AD	RELEASED	CREATIVE AGENCY
Budweiser	Budweiser Super Bowl XLVIII Commercial – "Puppy Love"	2014	Anomaly
Clash of Clans	Clash of Clans: Revenge (Official TV Commercial)	2015	Barton F. Graf
Volkswagen	The Force: Volkswagen Commercial	2011	Deutsch
Budweiser	2015 Budweiser Super Bowl Commercial "Lost Dog"   Budweiser #BestBuds	2015	Anomaly
Pokémon	#Pokemon20: Pokémon Super Bowl Commercial	2016	Omelet
Mountain Dew	Mtn Dew Kickstart: Puppymonkeybaby   Super Bowl Spot	2016	BBDO
Duracell	Duracell: Trust Your Power - NFL's Derrick Coleman, Seattle Seahawks	2014	Saatchi & Saatchi
Bud Light	Bud Light Super Bowl XLIX Commercial – Real Life PacMan #UpForWhatever	2015	Energy BBDO
T-Mobile	#KimsDataStash   T-Mobile Commercial	2015	Publicis
BMW	BMW i3 2015 Big Game Commercial – Newfangled Idea	2015	KBS
Acura	"Transactions" Extended Version - 2012 Acura NSX Big Game Ad #JerrysNSX	2012	RPA
Bud Light	2014 Super Bowl XLVIII Ad   "I'm Up For Whatever" Full Film   Bud Light	2014	BBDO
Volkswagen	2014 Volkswagen Game Day Commercial: Wings	2014	Argonaut
McDonald's	McDonald's: Super Bowl XLIX Pay With Lovin'	2015	Leo Burnett
Toyota	"Wish Granted" Starring Kaley Cuoco [2013 Big Game Commercial]   2013 Toyota RAV4	2013	Saatchi & Saatchi
Hyundai	First Date – Hyundai Super Bowl Commercial   The Hyundai Genesis	2016	Innocean
Ram	Official Ram Trucks Super Bowl Commercial "Farmer"	2013	The Richards Group
Snickers	SNICKERS® - "The Brady Bunch"	2015	BBDO
Volkswagen	The Dog Strikes Back: 2012 Volkswagen Game Day Commercial	2012	Deutsch
Volkswagen	Volkswagen Game Day 2013 Commercial   Get In. Get Happy.	2013	Deutsch



## NEW SUBSCRIBERS FOR TOP 20 ADS' BRAND CHANNELS THE YEAR EACH AD WAS RELEASED

Super Bowl ads often spark new interest in participating brands. On YouTube, this is sometimes reflected in a spike in subscriptions. Among the top 20 Super Bowl ads on YouTube (2008–2016), February accounted for nearly 30% of the total new channel subscribers the year each ad was released.





# SHARE OF ADS RELEASED BEFORE GAME DAY

**+200%**  
GROWTH 2008–2016

The share of Super Bowl ads released on YouTube before game day grew over 200% from 2008 to 2016, due to a combination of more advertisers releasing their television spots early on YouTube as well the growing popularity of teasers.

Among YouTube's Top 20 ranking, 90% of the ads listed were released on YouTube before the Super Bowl that year.

2008 2009 2010 2011 2012 2013 2014 2015 2016

Source: YouTube Data, 2008 vs. 2016, Global.



Iconic ads continue to thrive on YouTube long past the moment. Old Spice's "The Man Your Man Could Smell Like" (2010), Ram's "Farmer" (2013) and GoPro and Red Bull's "Red Bull Stratos - The Full Story" (2014) garnered over 5M views in 2016.

Combined these ads have driven over 92.5M lifetime views.

## VIEWS IN 2016



OLD SPICE/2010 TOTAL VIEWS: 53.6M+

**1.4M+**  
VIEWS IN 2016



RAM/2013 TOTAL VIEWS: 20.8M+

**2M+**  
VIEWS IN 2016



GO PRO/2014 TOTAL VIEWS: 18.2M+

**1.7M+**  
VIEWS IN 2016

**5M+**  
COMBINED VIEWS IN 2016



GROWTH OF SUPER BOWL AD VIEWERSHIP  
ON YOUTUBE VIA TELEVISION SCREENS

2015

2016



**NEARLY 3X**  
YEAR-OVER-YEAR GROWTH

While fans turn to YouTube on mobile and desktop to watch Super Bowl ads, they are increasingly engaging with ads on YouTube on a third screen: their television. Viewership of Super Bowl ads on YouTube via television screens has nearly tripled in the last year.

Source: YouTube Data, 2015 vs. 2016, Global.



## TOP 10 COUNTRIES BASED ON 2016 VIEWERSHIP & OVERALL INTERNATIONAL GROWTH

Outside the U.S., Super Bowl ad viewership on YouTube has grown over 28x since 2008.

In 2016, the three countries outside the U.S. that watched the most Super Bowl ads on YouTube are the United Kingdom, Canada and Russia.

Some of the most popular Super Bowl ads internationally included: “#Pokemon20: Pokémon Super Bowl Commercial,” Coca-Cola’s “Coke Mini (Hulk vs. Ant-Man),” and Heinz’s “Wiener Stampede - Extended Cut.”

2016 RANKING	
1	United States
2	United Kingdom
3	Canada
4	Russia
5	Germany
6	France
7	Australia
8	India
9	Mexico
10	Spain

