



While most of the talk post-Superbowl is about the commercials, the appearance of Taylor Swift was perhaps what Superbowl LVIII will be remembered for. (UBS)

The Swiftbowl: Everything she touches turns to gold

12 February 2024, 1:20 pm CET, written by UBS Editorial Team

The Kansas City Chiefs beat the San Francisco 49ers on Sunday, but the biggest Super Bowl story is that Taylor Swift helped increase y/y viewership of the NFL by 7%* and \$331.5 million in equivalent brand value.**

The Superbowl—the biggest sporting event of the year in America just added a whole new audience. Over 100 million people watched the Chiefs beat the 49ers 25-22, but a whole new audience were tuned in with the hope of seeing the NFL's newest star...Taylor Swift.

Swift, who is dating the Chief's tight-end Travis Kelce, was the main attraction at this year's event in Las Vegas. While most of the talk post-Superbowl is about the commercials (of which Ross and Rachel stole the limelight this year), the appearance of Swift was perhaps what Superbowl LVIII will be remembered for.

As Swift and Kelce navigate their relationship, one thing is for sure—she is not standing in the shadows of his success. She recently brought home her own hardware at the 2024 Grammy's, making herself the first artist to win album of the year for four different albums and announced a new album in her acceptance speech.

While Swift is not alone in her financial saviness, “The latest [UBS Own Your Worth report](#) encourages all women to recognize their role as breadwinners and industry leaders, by taking control of their money, assets, and careers. For example, Swift is re-recording all her songs so that she can control her own intellectual property moving forward,” says Carey Shuffman, Head of the UBS Women's Segment.

Now, let's look at where Taylor's concert attendance falls compared to NFL viewership. As of January 2024, NFL views were at an all-time high through the Conference Championship round, P2+ average viewership for the NFL playoffs is up

8% from last year's postseason. Fox had the best performing window last weekend with 56M average viewers for the Lions-49ers matchup (+19% y/y) while the Ravens-Chiefs game on CBS was also strong at 55M average viewers (+4%).***

The Super Bowl may be standing in Taylor's shadows according to the statistics. Taylor Swift's Eras tour is the biggest in global history, and by a wide margin: Projected to gross \$2.2B in North America alone, she more than doubled Elton John's previous record of \$939M worldwide. The August Fed Beige book credited "Taylornomics" with generating \$5B in US consumer spend—more revenue for local businesses than Super Bowl LVII.**** It appears to be true that—everything she touches turns to gold. Could Taylor be the reason for the growth of NFL viewers this year? She is likely one of the reasons so many fathers, daughters, brothers, sisters, wives, and husbands all turned on the TV with equal excitement this past Sunday.

Main contributor: Grace Concannon

*Flint, Joe, NFL Posts Highest Ratings Since 2015 Amid Taylor Swift-Fueled Surge in Interest, 10 January 2024.

** Ash, Janelle, Taylor Swift Brings NFL New Teen Fanbase Sending Game Viewership and Membership Purchases Soaring, 8 February 2024.

***Juhn, The Summer of Women, 16 October 2023.

****U.S. Media and Entertainment, UBS TV Ratings Guide: NFL momentum continuing in the playoffs, 31 January 2024.

Important information about brokerage and advisory services. As a firm providing wealth management services to clients, UBS Financial Services Inc. offers investment advisory services in its capacity as an SEC-registered investment adviser and brokerage services in its capacity as an SEC-registered broker-dealer. Investment advisory services and brokerage services are separate and distinct, differ in material ways and are governed by different laws and separate arrangements. It is important that you understand the ways in which we conduct business and that you carefully read the agreements and disclosures that we provide about the products or services we offer. For more information, please review client relationship summary provided at ubs.com/relationshipsummary.

Non-UBS logos, brands and other trademarks are the property of their respective firms or its subsidiaries. This is used for illustrative purposes only and are not intended to convey any endorsement or sponsorship by, or association or affiliation with, the trademark holders.

GRAMMY is a trademark of National Academy of Recording Arts & Sciences Inc. NFL and Super Bowl are the registered trademarks of NFL Properties LLC. Other marks are the trademarks of their respective owners.

Third parties mentioned are not affiliated with UBS Financial Services Inc.

UBS 2024. All rights reserved. The key symbol and UBS are among the registered and unregistered trademarks of UBS. UBS Financial Services Inc. is a subsidiary of UBS Group AG. Member FINRA/SIPC.

Important information

As a firm providing wealth management services to clients, UBS Financial Services, Inc is registered with the U.S. Securities and Exchange Commission (SEC) as an investment adviser and a broker-dealer, offering both investment advisory and brokerage services. Advisory services and brokerage services are separate and distinct, differ in material ways and are governed by different laws and separate contracts. It is important that you carefully read the agreements and disclosures UBS provides to you about the products or services offered. For more information, please visit our website at www.ubs.com/workingwithus.

© UBS 2023. All rights reserved. UBS Financial Services Inc. is a subsidiary of UBS AG. Member FINRA/SIPC.

There are two sources of UBS research. Reports from the first source, UBS CIO Global Wealth Management, are designed for individual investors and are produced by UBS Global Wealth Management (which includes UBS Financial Services Inc. and UBS International Inc.). The second research source is UBS Group Research, whose primary business focus is institutional investors. The two sources operate independently and may therefore have different recommendations. The various research content provided does not take into account the unique investment objectives, financial situation or particular needs of any specific individual investor. If you have any questions, please consult your Financial Advisor. UBS Financial Services Inc. is a subsidiary of UBS AG and an affiliate of UBS International Inc.