



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 savviness, "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/relationshipssummary.

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.

Disclaimer

This document is prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland), its subsidiaries or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes Credit Suisse AG, its subsidiaries, branches and affiliates. In the USA, UBS Financial Services Inc. is a subsidiary of UBS AG and a member of FINRA/SIPC. This document and the information contained herein are provided solely **for your information** and UBS marketing purposes. Nothing in this document constitutes investment research, investment advice, a sales prospectus, or an offer or solicitation to engage in any investment activities. This document is not a recommendation to buy or sell any security, investment instrument, or product, and does not recommend any specific investment program or service.

Information contained in this document has not been tailored to the specific investment objectives, personal and financial circumstances, or particular needs of any individual client. Certain investments referred to in this document may not be suitable or appropriate for all investors. In addition, certain services and products referred to in the document may be subject to legal restrictions and/or license or permission requirements and cannot therefore be offered worldwide on an unrestricted basis. No offer of any product will be made in any jurisdiction in which the offer, solicitation, or sale is not permitted, or to any person to whom it is unlawful to make such offer, solicitation, or sale.

Although all information and opinions expressed in this document were obtained in good faith from sources believed to be reliable, no representation or warranty, express or implied, is made as to the document's accuracy, sufficiency, completeness or reliability. All information and opinions expressed in this document are subject to change without notice and may differ from opinions expressed by other business areas or divisions of UBS Group. UBS is under no obligation to update or keep current the information contained herein. **The views and opinions expressed in this material by third parties are not those of UBS.** Accordingly, UBS does not accept any liability over the content shared by third parties or any claims, losses or damages arising from the use or reliance of all or any part thereof.

All pictures or images ("images") herein are for illustrative, informative or documentary purposes only and may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. Unless expressly stated, no relationship, association, sponsorship or endorsement is suggested or implied between UBS and these third parties.

Any charts and scenarios contained in the document are for illustrative purposes only. Some charts and/or performance figures may not be based on complete 12-month periods which may reduce their comparability and significance. Historical performance is no guarantee for, and is not an indication of future performance.

Nothing in this document constitutes legal or tax advice. UBS and its employees do not provide legal or tax advice. This document may not be redistributed or reproduced in whole or in part without the prior written permission of UBS. To the extent permitted by the law, neither UBS, nor any of its directors, officers, employees or agents accepts or assumes any liability, responsibility or duty of care for any consequences, including any loss or damage, of you or anyone else acting, or refraining to act, in reliance on the information contained in this document or for any decision based on it.

Additional Disclaimer relevant to Credit Suisse Wealth Management



This document is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject Credit Suisse to any registration or licensing requirement within such jurisdiction. Your personal data will be processed in accordance with the Credit Suisse privacy statement accessible at your domicile through the official Credit Suisse website <https://www.credit-suisse.com>. In order to provide you with marketing materials concerning our products and services, UBS Group AG and its subsidiaries may process your basic personal data (i.e. contact details such as name, e-mail address) until you notify us that you no longer wish to receive them. You can optout from receiving these materials at any time by informing your Relationship Manager.

Except as otherwise specified herein and/or depending on the local Credit Suisse entity from which you are receiving this report, this report is distributed by Credit Suisse AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA). Credit Suisse AG is a UBS Group company.

Please visit [<https://www.ubs.com/global/en/wealth-management/insights/chief-investment-office/marketing-material-disclaimer.html>] to read the full legal disclaimer applicable to this material.
© UBS 2024. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.