



Insights exchange for the model-driven economy

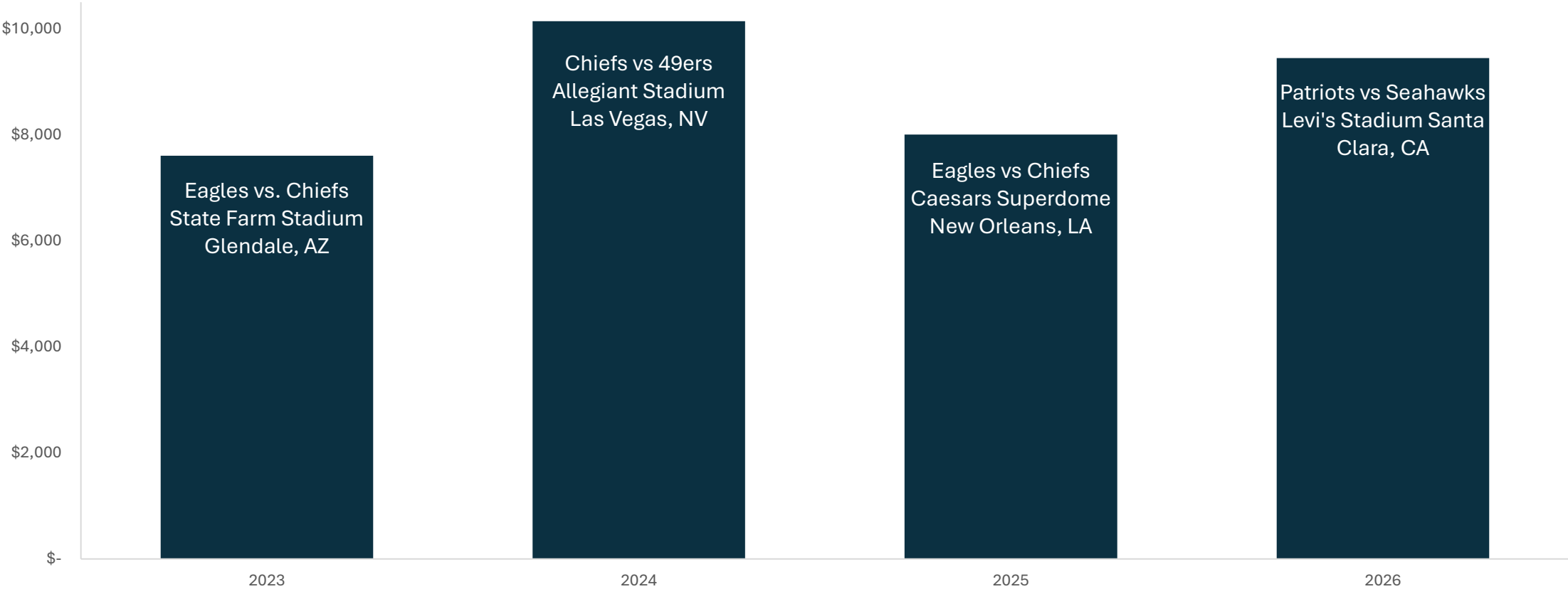
Super Bowls Dim Local Consumer Activity, Provides National Lift to Betting Apps, Performing Artists and Well-Executed Product Campaigns

1. **Secondary market demand is elevated into Super Bowl LX:** pricing at T-7 was higher than recent years, consistent with a premium event mix and heightened national interest, but below resort destination pricing.
2. **Host-city foot traffic shifts away from normal retail and services:** two of the last three Super Bowls show similar patterns of reduced local foot traffic, with New Orleans an exception amid weather-driven noise.
3. **Local spend doesn't reliably lift versus comparable CBSAs:** credit card and point-of-sale (POS) convenience store spend in the host core-base statistical areas (CBSAs) look neutral-to-soft relative to climate-/size-matched controls in the same window.
4. **Digital engagement concentrates where the event "matters most":** online sportsbook downloads and active users spike around game day far more than food delivery, where the Super Bowl is a smaller driver.
5. **The halftime halo is real, and monetizable:** streaming lifts around the game (with early strength for Bad Bunny vs. Kendrick's comp window), and Kendrick's secondary ticket market shows a clear pre/post split.

Secondary Ticket Prices Show Super Bowl LX Higher Value than 2023, 2025

Super Bowl LVIII showed the value of a resort destination for the big game, while the return of a dynasty, a rematch of a legendary game, and an international superstar half-time performer are elevating LX prices relative to prior years.

Average secondary market ticket prices for the Super Bowl at T-7 days before the event since 2023

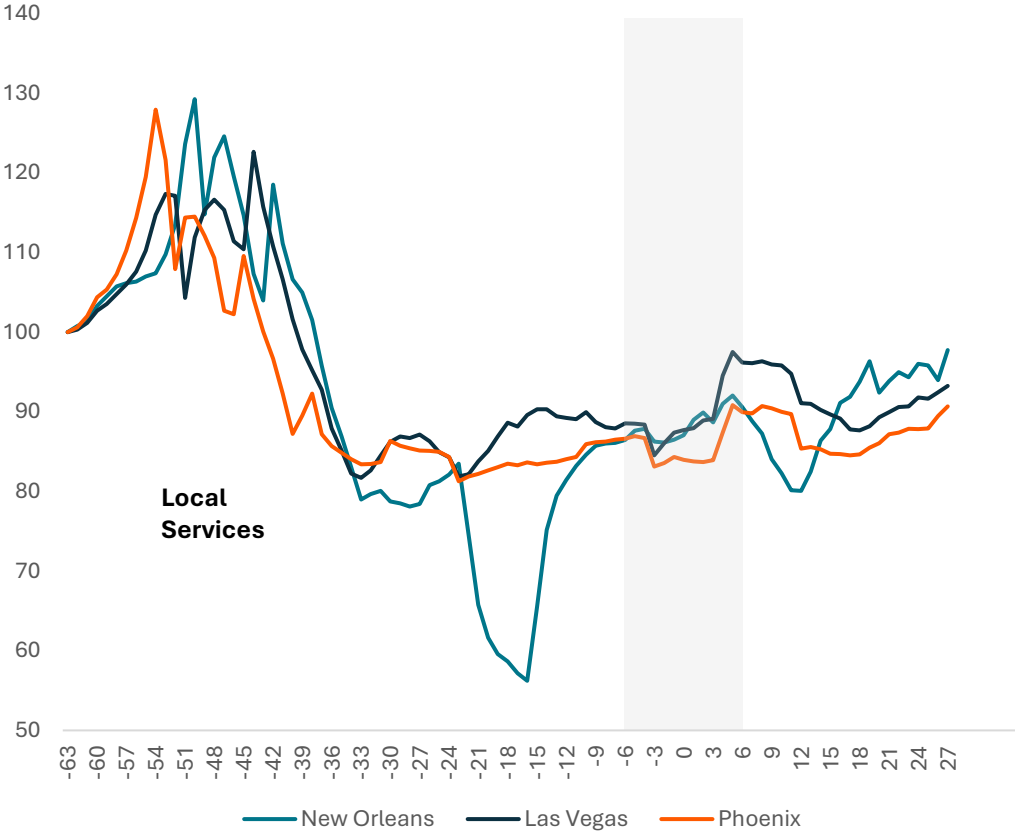
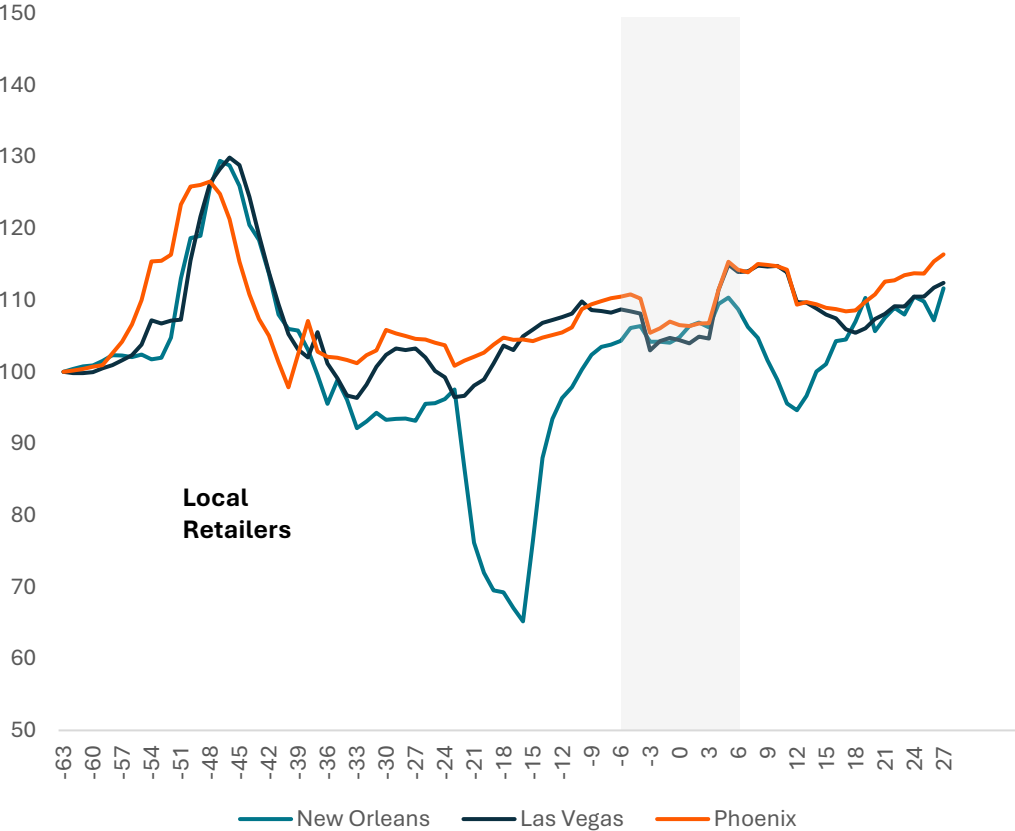


Source: Carbon Arc – Secondary Market Ticket Sales and Listings – CA0036
Price: requires row-level bulk data access, available on request

Super Bowls Draws Foot Traffic Away from Local Retailers and Services

Two of the last three Super Bowls have shown very similar patterns of reducing the amount of foot traffic in both retailer and consumer services categories. New Orleans was a slight exception, with the event nestled between two weather events which significantly reduced foot traffic. Y/Y retailer foot traffic was down 5% in Phoenix and 7% in Las Vegas.

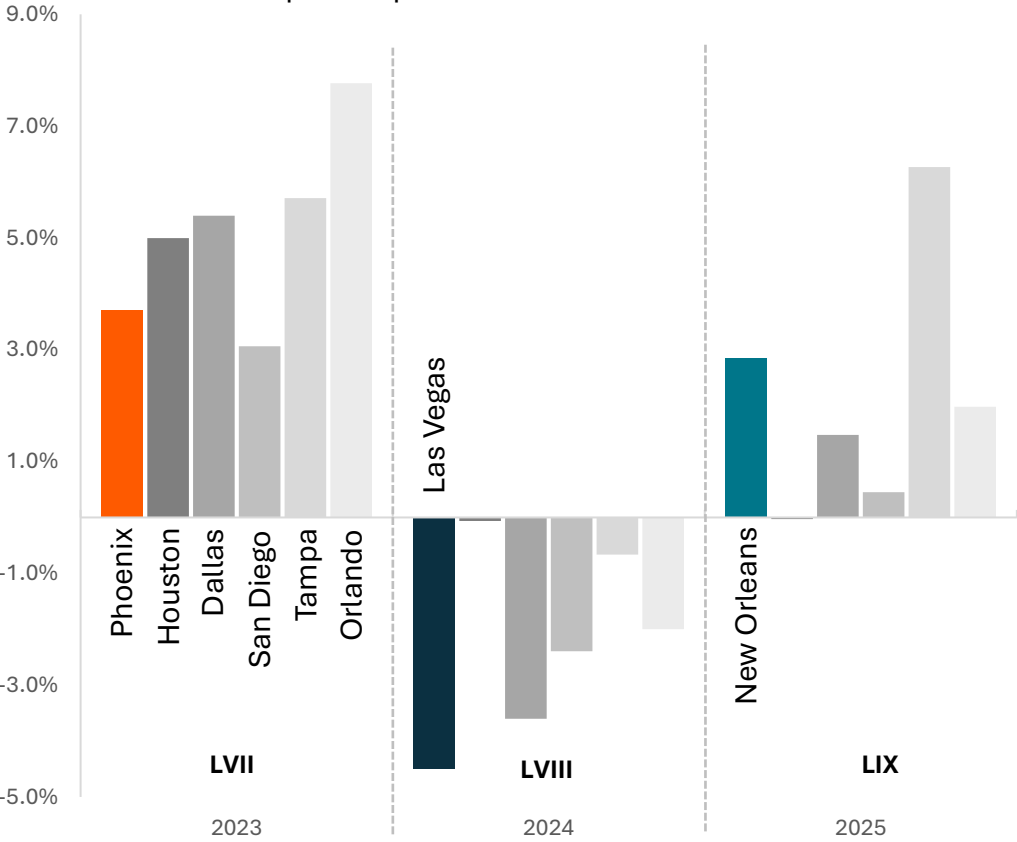
7-day rolling indexed foot traffic within host cities' CBSAs for retailers (left) and consumer services (right) categories over the last three Super Bowls.



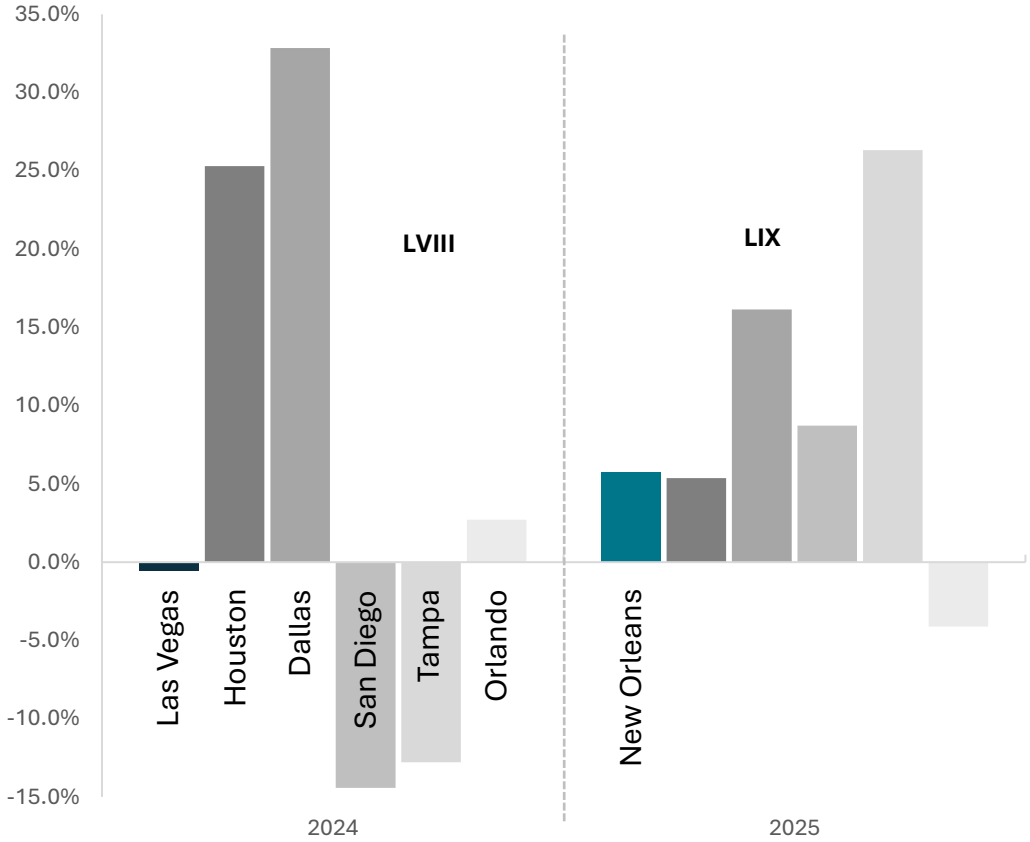
Local Card and POS Spend Do Not Appear Positively Impacted by the Event

Comparing credit card and POS convenience store spend in a 14-day window around the Super Bowl within host cities' CBSAs to similar CBSAs (based on climate and populations), we see the Super Bowl does not elevate consumer spending within the local economy, at least relative to other similar parts of the country within the same window.

Y/Y change in paneled credit card spend (left) and POS convenience store spend (right) within host cities' CBSAs compared to five similar CBSAs during 14-window around prior Super Bowls



Source: Carbon Arc Credit Card – US Complete Panel CA0056
Price: 42.73 tokens

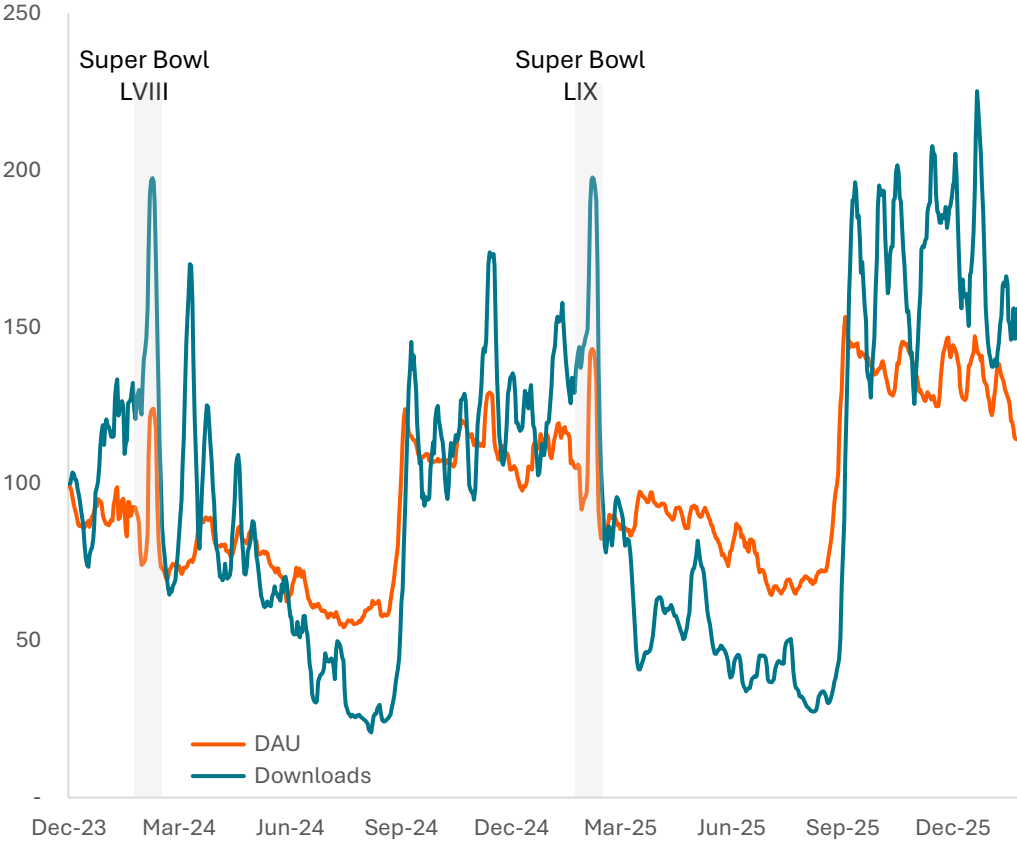


Source: Carbon Arc Credit Card – US Complete Panel CA0056
Price: 28.82 tokens

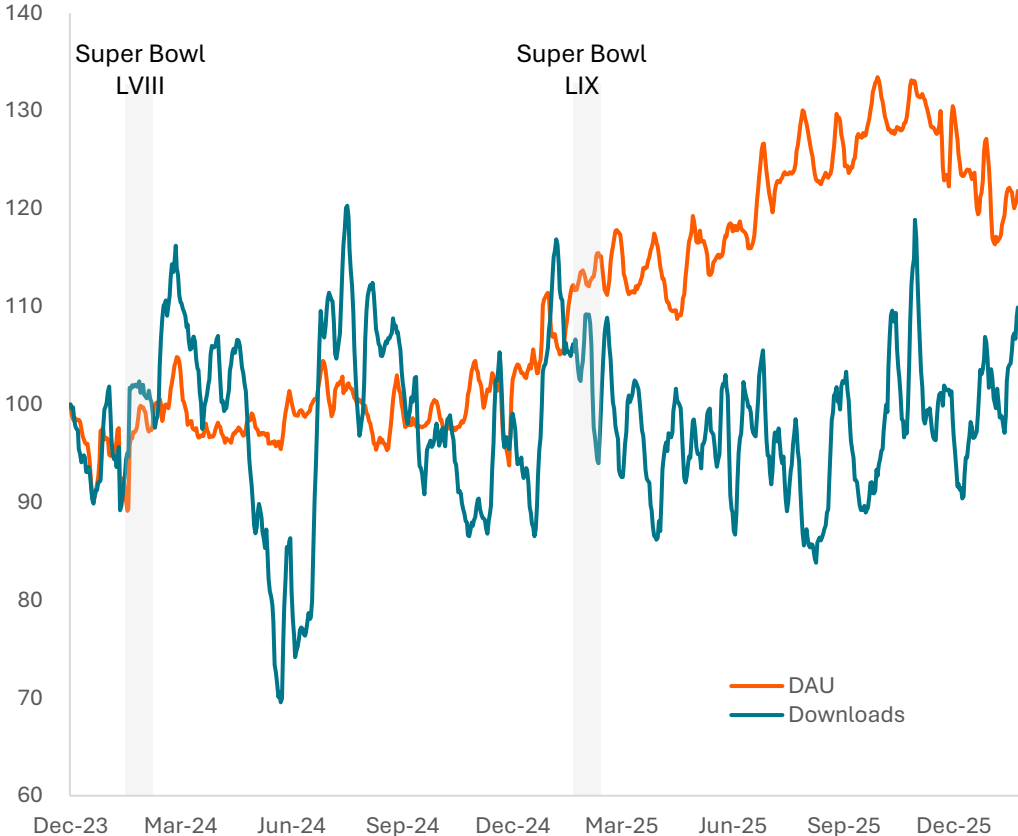
Game Day Drives Betting App Engagement Far More than Food Delivery

App downloads and active users for online sportsbooks spike to their highest annual levels during the super bowl, and while downloads and usage do rise for food delivery services the Super Bowl is nowhere near as important an event

7-day rolling mobile app downloads and daily users for the Online Sportsbook (left) and Restaurant Delivery categories



Source: Carbon Arc App Intelligence – CA0054
Price: 91.88 tokens

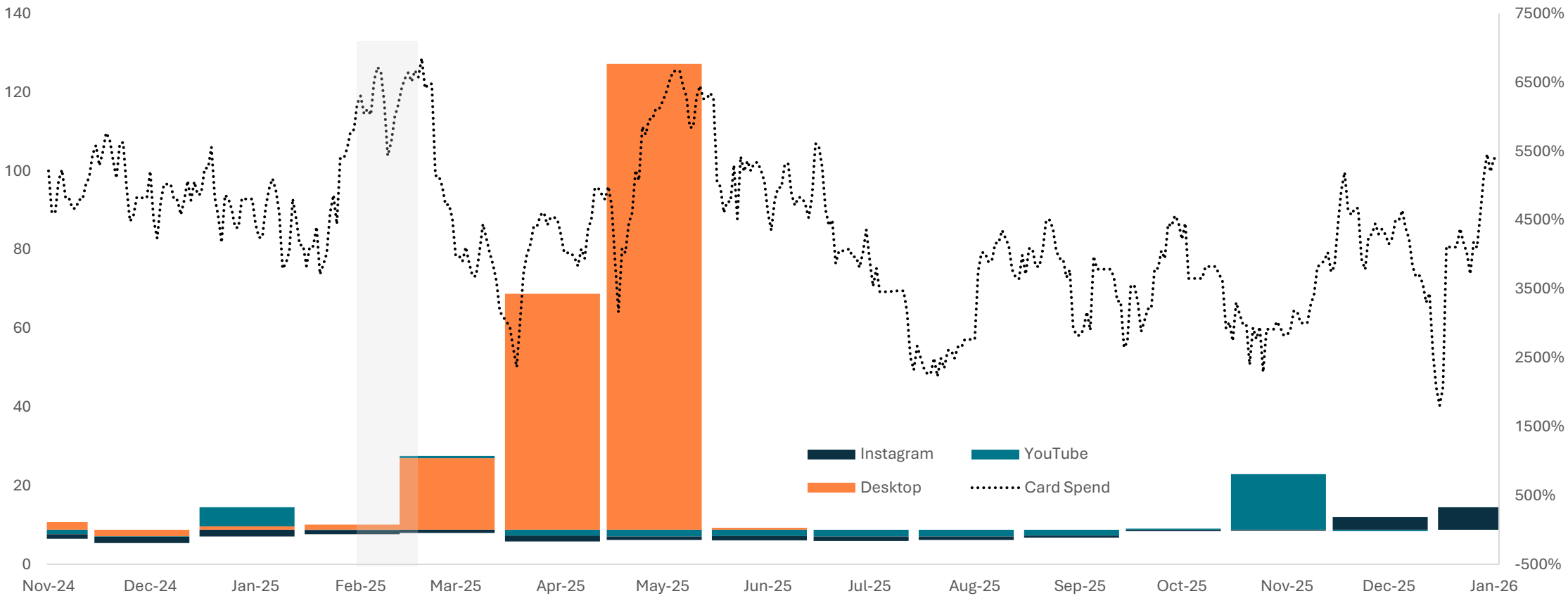


Source: Carbon Arc App Intelligence – CA0054
Price: 91.88 tokens

Cirkul's "Winning" Super Bowl Campaign a Model of Targeted Follow-up

Cirkul's innovative approach to distributing free starter kits, along with targeted post-campaign increases in digital ad spending had a visible impact on card spend not just within the game day halo, but well beyond, showing a successful model for smaller entities entering the big stage.

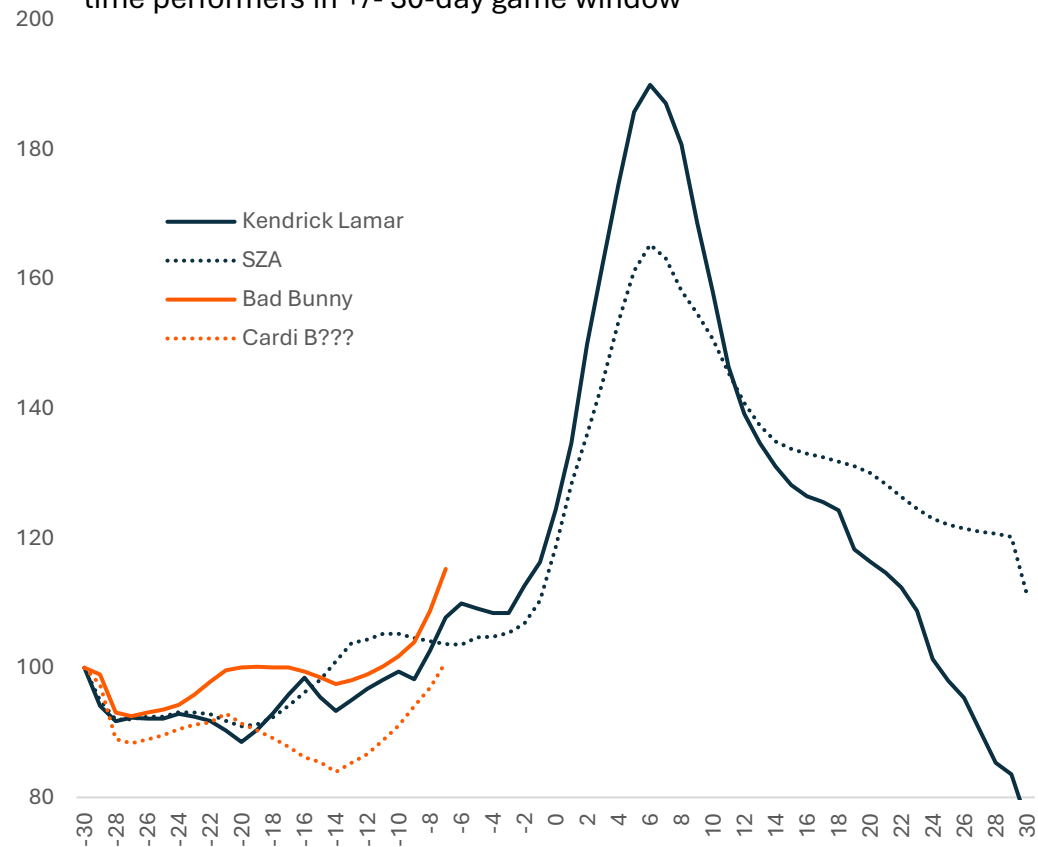
Indexed rolling 28-day credit card spend for Cirkul (primary Y-axis) and Y/Y growth in Cirkul's digital ad spend by platform (secondary Y-axis)



Bad Bunny Pre-Show Lead over Kendrick Lamar, Expect Ticket Price Bumps

Halftime show artists' (including guest performers) music streams see obvious rise around the Super Bowl, but engagement with Bad Bunny (and maybe Cardi B?) is trending higher earlier than for Kendrick Lamar. Kendrick Lamar's headline performance ticket prices show a meaningful difference before and after the big game.

Indexed 7-Day rolling music streams for 2025 and 2026 Super Bowl half-time performers in +/- 30-day game window



Average secondary market ticket prices for Kendrick Lamar headline events within various halftime show-related windows

