

Dual Screen Stats

- This was the most tweeted Super Bowl ever, record breaking 28.4 Tweets during the broadcast.
- Most Tweeted moments
 - 1.) Malcolm Butler interception in final seconds
 - 2.) When New England wins the game
 - 3.) Moments after Katy Perry finishes performance
- Out of the 66 TV advertisements (includes pre-game, during game, after game) only 33 companies used a unique hashtag.
- The Budweiser hashtag #bestbuds generated over 104 millions impressions on Twitter, making it the top hashtag.
- Sixty-five million people posted 265 million posts, comments and likes related to the game, up from 50 million last year. Top Facebook moments: New England Patriots' win and Katy Perry's "Firework" finale during the halftime show.