



## 2024 Christmas Day Halftime Show.

### How Beyoncé's Halftime Show Went Beyond the Stage to Own Social Media



To close out 2024 in her hometown of Houston, Texas, Beyoncé took center stage during the NFL's first-ever Christmas Day Halftime Show. Though no stranger to iconic performances, this moment marked a groundbreaking partnership: Netflix's debut in live football broadcasting. With many competitors already deeply entrenched in live sports, Netflix seized the moment, setting records along the way.

According to Nielsen, the Christmas Day game shattered records for the media giant and league, with an unduplicated U.S. audience of nearly 65 million viewers. The performance was a historic moment, not just for Beyoncé but for the streaming giant, which at its peak hit 27 million live viewers and then turned the performance into a standalone special for non-live viewers to enjoy later.

But the real magic happened post-show: both brands saw a surge of engagement across social media as Beyoncé's dedicated fan base began slicing, stitching, and sharing her performance, amounting to 464 million views according to Videocites. This seamless integration of music and football not only increased audience diversity but also allowed the event to live on far beyond the initial broadcast.







# The Halftime Show Didn't Just Dominate The Airwaves—It Owned Social Media.

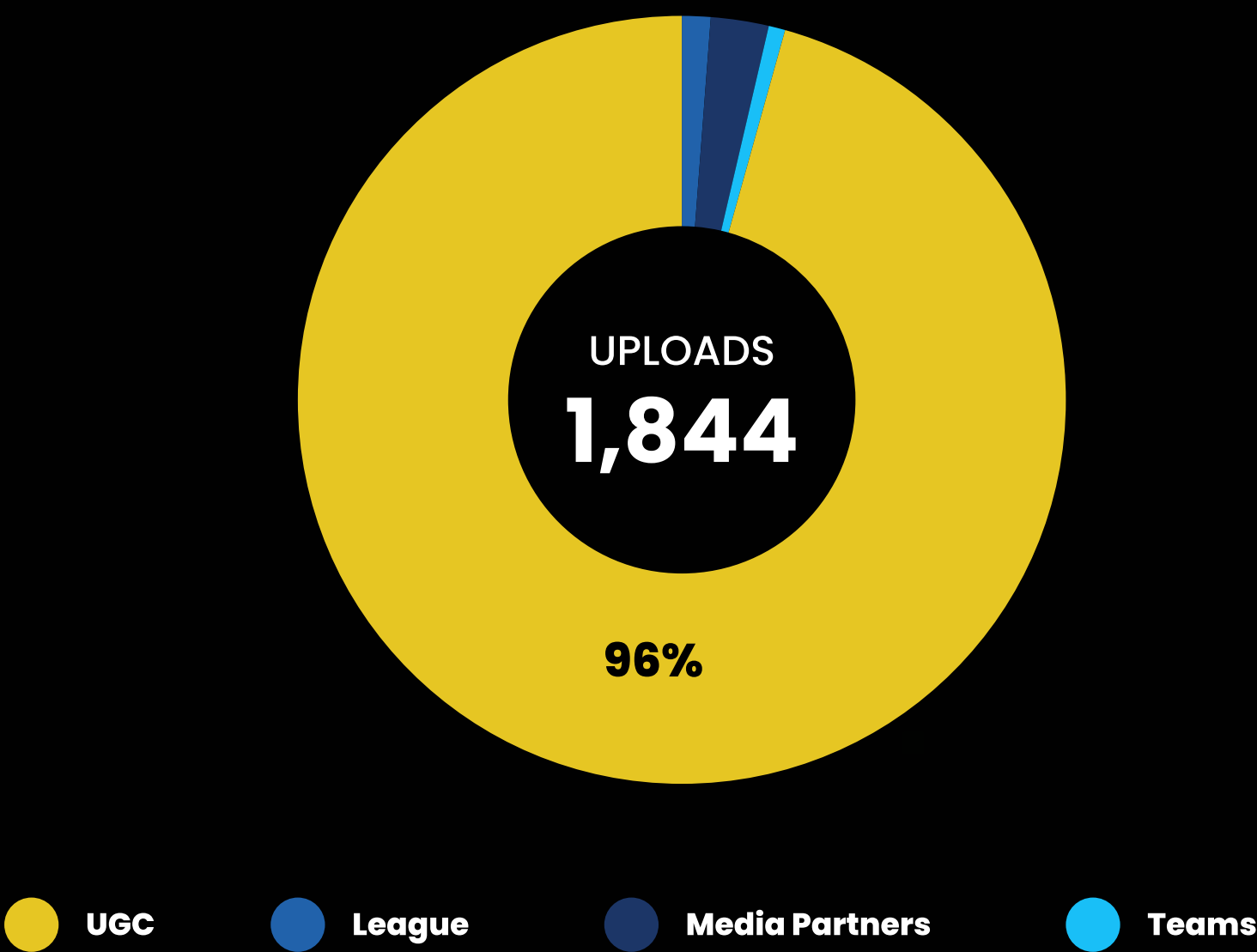
## SOCIAL MEDIA CAN VASTLY AMPLIFY TV-BASED EVENTS:

Beyoncé-related content garnered 464M views on social media, over 7x that of the game's total TV viewership of 65M.



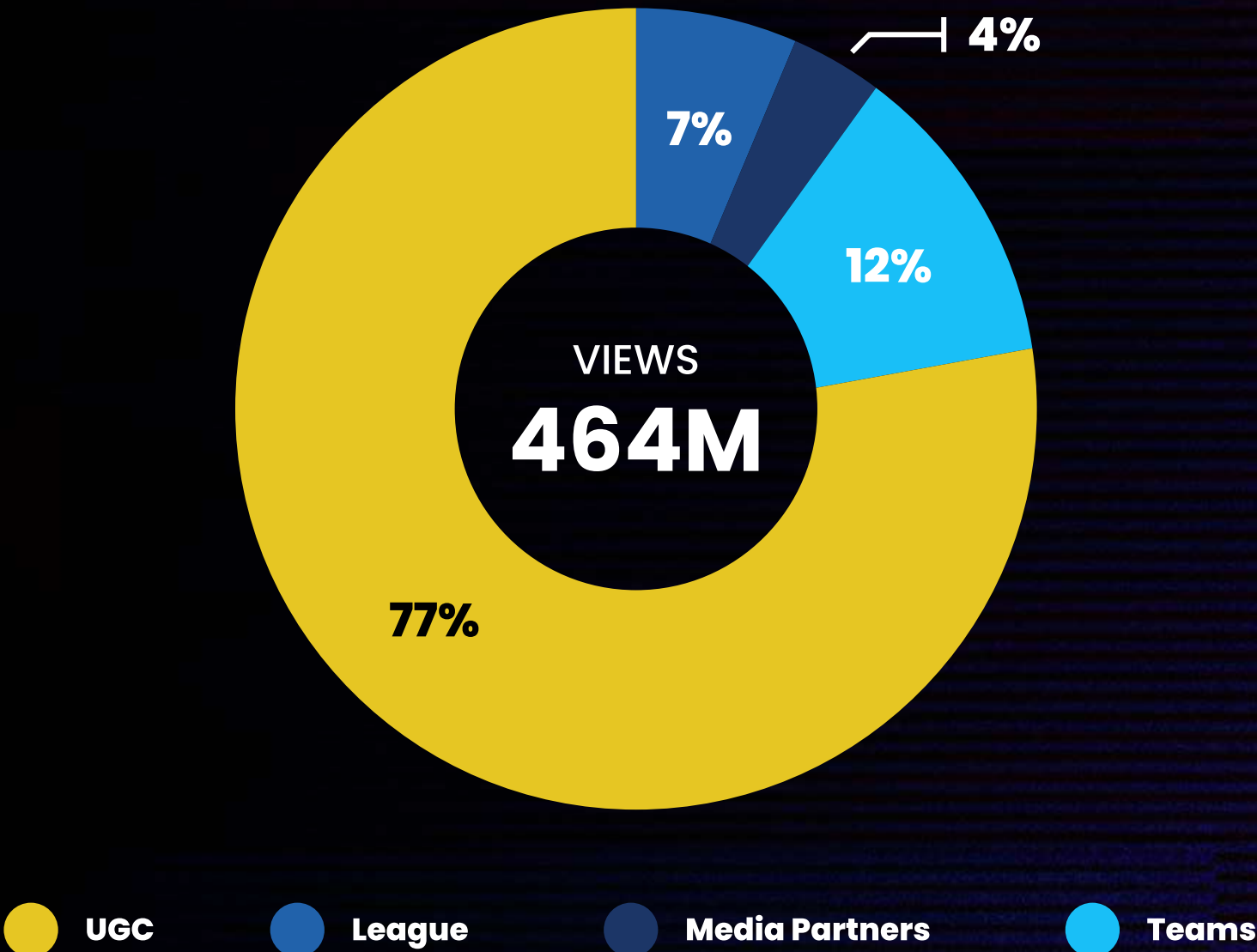
## TOTAL VIDEO UPLOADS:

A staggering 96% came from user-generated content (UGC) as fans themselves couldn't hold themselves back from sharing content of the performance from their own handles.



## TOTAL VIDEO VIEWS:

UGC also accounted for 77% of the views on social media, accounting for 359 million views alone. This shows just how much her performance resonated with creators and influencers.







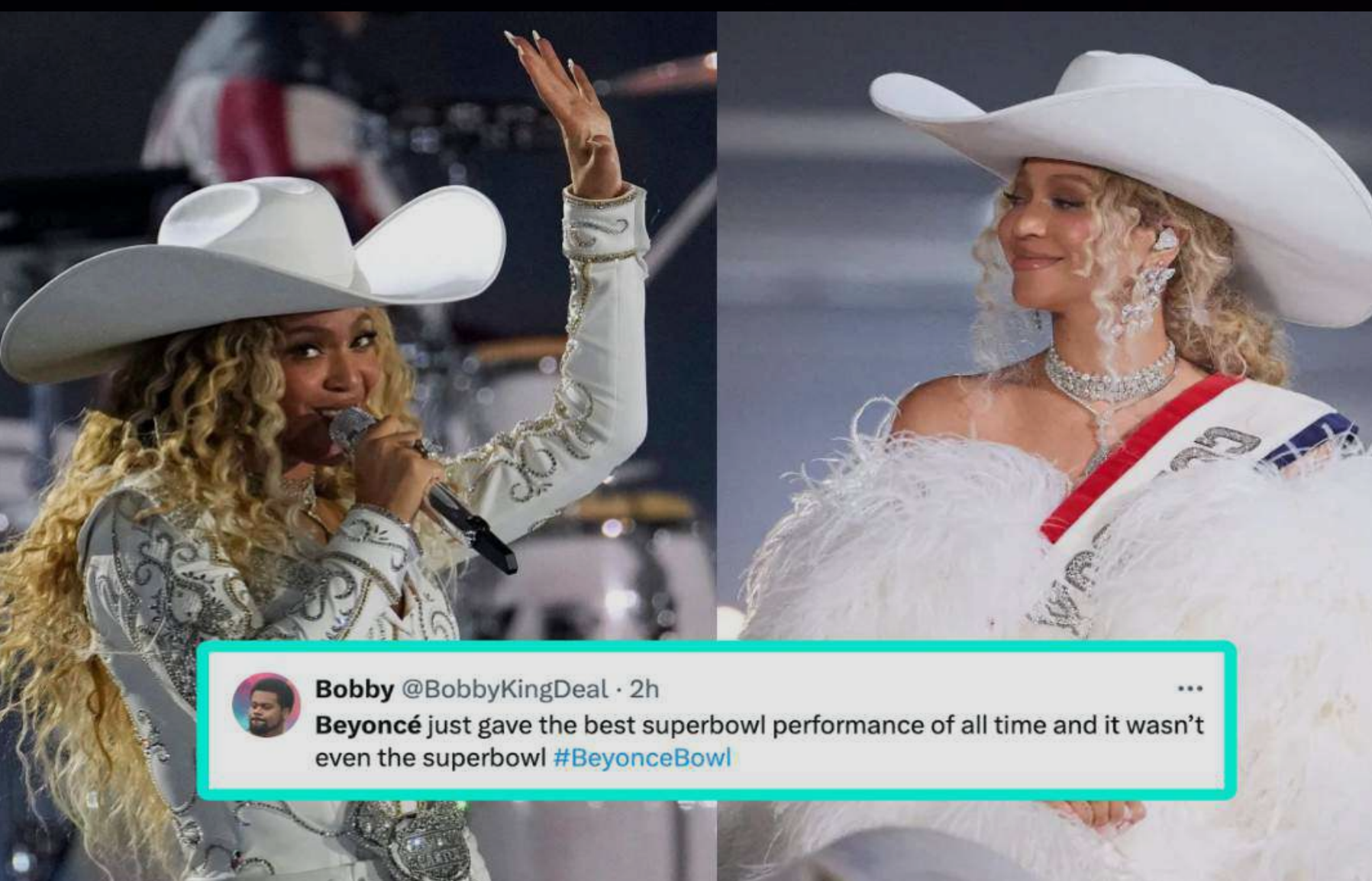
## The Power is in UGC

Social media data can paint a very different picture than traditional TV viewership metrics. Unlike TV, social platforms thrive on dynamic interactions, including real-time fan engagement, user-generated content, and viral moments. Our game-changing AI technology at Videocites allows us to dig deeper than ever before and measure the full impact of content, unlocking unparalleled insights into fan engagement and social reach that were previously unattainable.



**AMOS VARON**

Chief Revenue Officer / Videocites



**Bobby** @BobbyKingDeal · 2h

**Beyoncé** just gave the best superbowl performance of all time and it wasn't even the superbowl #BeyonceBowl

## Creating Ripple Effects on Social Media

Engaging highly specific cultural segments—like sports, music, or entertainment—requires integrating audiences from adjacent spaces. Both brands emerged as winners, not just during the live broadcast but also off the field, as Beyoncé's halftime performance generated unprecedented social media buzz, doubling League-related views during her set. With nearly 2,000 pieces of original content created by fans, this cross-cultural moment didn't just live on the field—it's still making waves online long after the final whistle.

## Follow Your Content, Everywhere.

Social media tells a story that traditional TV metrics can't capture. Platforms thrive on dynamic interactions, real-time engagement, and viral UGC moments. Videocites is the only technology company that tracks how content flows across social media channels and platforms, no matter the source.

Discover how to tap into the power of organic uploads and accurately measure your content's performance.

[\*\*CONTACT US TO GET STARTED\*\*](#)

