



LOOPER
INSIGHTS

SUPER BOWL LIX 2025:

—
A REVIEW OF TUBI

2025





Introduction

For the first time, Fox streamed the Super Bowl for free on Tubi, redefining the role of ad-supported platforms in the streaming landscape. This wasn't just a new way to watch - it was a seismic shift, proving that ad-supported platforms can compete with traditional broadcasters and paid subscription services by delivering high-stakes, premium content. By hosting one of the world's biggest live events on Sunday, February 9th, Tubi challenged traditional perceptions of ad-supported services and pushed itself into the spotlight as a serious contender in premium entertainment.

But with great opportunities came great challenges. Tubi's ability to seamlessly handle the demands of live streaming, deliver a premium viewing experience, and attract advertisers was put to the test. The stakes were high: Tubi's Super Bowl strategy had the potential to set a new standard for ad-supported platforms - or expose their limitations.

Paramount+
vs
Tubi

This report examines Tubi's impact by comparing its top three placements to those of Paramount+ during last year's Super Bowl coverage. The most prominent placements from Tubi in 2025 were carefully selected on Samsung TV, LG TV and Google TV, as these devices provided Tubi the greatest visibility and prominence (MPV) across major U.S. platforms. For Paramount+, in 2024, the top MPV came from placements across LG TV, Apple TV, and PS4.

2025

tubi

SAMSUNG TV US

GOOGLE TV US

LG TV US



2024

Paramount+

LG TV US

APPLE TV US

PS4 US



To reflect this, we selected one promotional placement of the Super Bowl from each platform, for both streaming services, based on a combination of their \$MPV (monetary value of the placement based on platform) and pMPV (impressions generated across spots), as well as the impact of their promotional materials, including striking visuals and compelling Call to Actions. By analyzing these metrics, we assess how Tubi's positioning compared to Paramount+ and what this means for the future of ad-supported platforms in premium live event streaming.



MPV™
MEDIA PLACEMENT VALUE

Measures how visible a title is on the streaming UI, where higher MPV means better placement visibility.



\$MPV™
DOLLAR MEDIA PLACEMENT VALUE

Assigns a dollar value to each placement, providing the cost to reach an audience based on placement based on platform value



pMPV™
PERFORMANCE MEDIA PLACEMENT VALUE

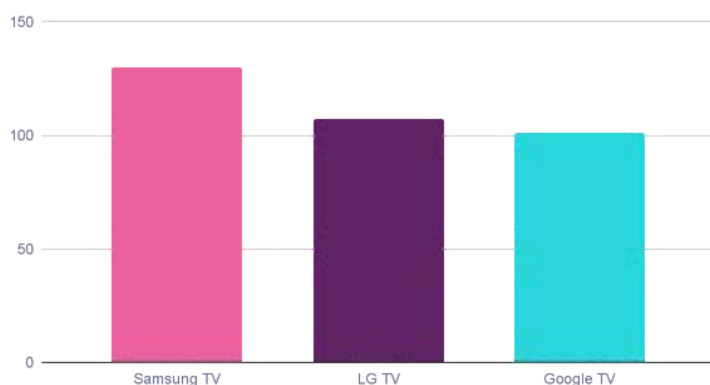
Number of impressions for a title across Paid, Editorial, and Algorithmic spots based on platform value.



tubi

Super Bowl LIX 2025

Media Placement Value - 9 Feb 2025



SUPERBOWL 2025

/ TOP 3 PLACEMENTS /

METRIC	SUPER BOWL DAY AVERAGE IN 2025	APP
\$MPV	\$333.5K	tubi
pMPV	25M	tubi

The chart shows the total Media Placement Value (MPV) of Tubi on Samsung TV, LG TV and Google TV during the 2025 Super Bowl. Higher MPV increases visibility and conversion potential, with these platforms offering the highest MPV for Tubi across major U.S. devices. The table shows the average value of Tubi's top placements from the 2025 Super Bowl. Securing the chosen 3 most prominent placements on Samsung TV, LG TV and Google TV today would be worth \$333.5K MPV and 25M pMPV for one day of promotion.

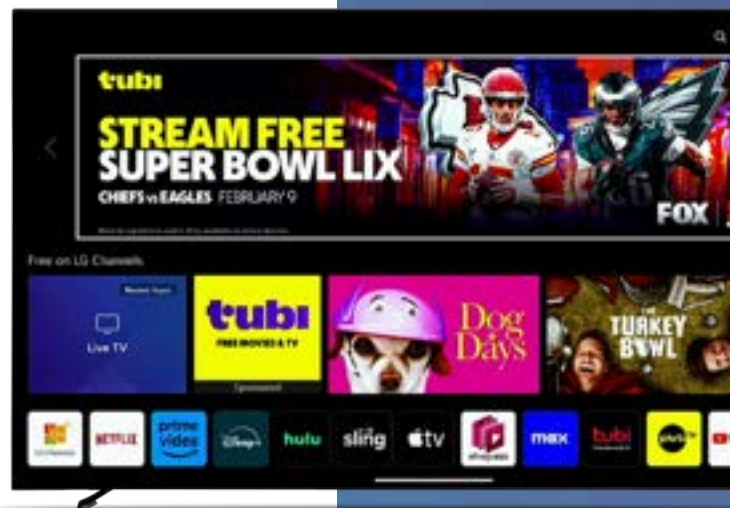
SAMSUNG TV CREATES URGENCY WITH LIVE NOW PROMO

Tubi secures a highly visible feature on the Samsung TV "Movies" page, with a \$MPV of \$97.9K and pMPV of 7M. The "STREAM FREE" Super Bowl LIX promotion stands out with bold, clear, and large text, immediately catching the eye of viewers. The red "LIVE NOW" button creates a sense of urgency and fear of missing out (FOMO), effectively driving users to take action. The contrasting colors of the button and the dynamic visuals of the Chiefs and Eagles highlight the excitement of the event. This strategic use of design elements maximizes engagement and draws attention to the live stream, making it an impactful promotion during a major event like the Super Bowl.



LG TV CAPTURES ATTENTION WITH FREE STREAMING

Tubi lands a standout feature on LG TV's "Home" page, with a \$MPV of \$35.6K and pMPV of 3M. The placement takes full advantage of its "STREAM FREE" offering, prominently displayed with a clear Call to Action. Vibrant visuals of the Chiefs and Eagles set the tone for the Super Bowl, ensuring the opposing teams are front and center. This compelling promotion taps into the excitement of the event, offering viewers a chance to stream the game for free, while boosting visibility and maximizing engagement on LG TV's prime home page space.



LG TV US

GOOGLE TV DRIVES EXCITEMENT WITH SUPER BOWL STARS

Tubi secures a standout feature on the Google TV "For You" page, with a \$MPV of \$200K and pMPV of 15M. The placement showcases clear and bold branding with visuals of the Chiefs and Eagles, making the Super Bowl matchup instantly recognizable. The timing of the event is prominently displayed - "Watch pregame at 11 AM ET & Super Bowl LIX at 6 PM" - ensuring viewers know exactly when to tune in. A contrasting "Register Free" button provides a clear, compelling Call to Action, inviting users to sign up and access the stream. This combination of strong visuals, well-placed information, and a clear CTA maximizes the impact and encourages immediate engagement.

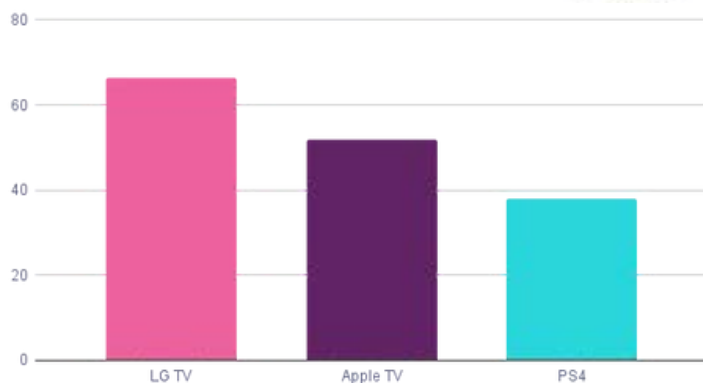


GOOGLE TV US

Paramount+

Super Bowl LVIII 2024

Media Placement Value - 11 Feb 2024



SUPERBOWL 2024

/ TOP 3 PLACEMENTS /

METRIC	SUPER BOWL DAY AVERAGE IN 2025	APP
\$MPV	\$452.4K	Paramount+
pMPV	35.4M	Paramount+

The chart shows the total Media Placement Value (MPV) of Paramount+ on LG TV, Apple TV, and PS4 during the 2024 Super Bowl. Higher MPV increases visibility and conversion potential, with these platforms offering the highest MPV for Paramount+ across major U.S. devices. The table shows the average value of Paramount+'s top placements from the 2024 Super Bowl. Securing the chosen 3 most prominent placements on LG TV, Apple TV, and PS4 today would be worth \$452.4K MPV and 35.4M pMPV for one day of promotion.

LG TV ATTRACTS USERS WITH THE FOMO

Whilst all platforms gave Paramount+ prime real estate to promote their exciting coverage of the Super Bowl LVIII, LG TV gave the app its best prominence and attention-grabbing promotional assets. Paramount+ secured a Top Banner placement on the "Home" page of LG TV US, with a \$MPV of \$35.6K and pMPV of 2.6M. Featuring strong branding, the app cleverly used a "1 HOUR UNTIL" Call to Action, creating a sense of urgency and tapping into the fear of missing out to drive immediate user engagement.



APPLE TV GOES LIVE

Paramount+ showcases an Epic's placement on Apple TV US, updated to show "LIVE." The updated "LIVE" banner emphasizes the real-time nature of the event, encouraging viewers to engage immediately. However, the text for "LVIII" is bolder and larger than the "Super Bowl" text, which is a missed opportunity given that "Super Bowl" is one of the most instantly recognizable sporting event titles. Featuring prominent athletes and Super Bowl branding, the dynamic visuals capture attention and create excitement. With a \$MPV of \$39.5K and pMPV of 4.8M, this placement maximizes visibility and promotes strong viewer interaction, making it an effective promotion during the high-profile Super Bowl event.



APPLE TV US

PS4 MAKES AND OFFER YOU CAN'T REFUSE

Paramount+ secures a standout feature on the PS4 US "Landing" page, with an impressive \$MPV of \$377.3K and pMPV of 28M. This prominent placement utilizes bold branding and dynamic imagery, effectively highlighting the Super Bowl matchup between the two teams. The inclusion of the "TRY IT FREE" Call to Action creates a sense of urgency and encourages immediate engagement, inviting users to access the content easily. By being featured so prominently at the top of the PS4 interface, it captures the attention of users browsing through their consoles, maximizing visibility and driving traffic directly to Paramount+. This highly visible placement aligns perfectly with the excitement of the event, capitalizing on the Super Bowl's wide-reaching audience to boost user acquisition.



PS4 US

tubi vs *Paramount+*

Summary

In comparing Tubi's and Paramount+'s performances during the 2025 and 2024 Super Bowl events, we see how each service maximized visibility and engagement. The following summary highlights the key differences in their performances and the promotional tactics they used to drive engagement.

- Tubi's performance during Super Bowl 2025 surpassed Paramount+ in terms of overall Media Placement Value (MPV), thanks to higher total visibility across its three key platforms - Samsung TV, LG TV and Google TV - despite slightly lower \$MPV and pMPV scores for its top 3 placements.
- Paramount+ had higher \$MPV and pMPV scores on individual placements, especially on PS4, whose UI has been updated since the 2024 game, which contributed significantly to its top \$MPV score for its three most prominent placements.
- Tubi did not secure a placement on PS4, but its broader reach across its top 3 platforms allowed it to capture a larger share of total visibility, surpassing Paramount+ in overall prominence.
- Tubi's promotions featured bold "STREAM FREE" messaging, highlighting its unique advantage of offering the Super Bowl at no cost. Dynamic visuals of the Chiefs and Eagles, along with contrasting "LIVE NOW" buttons, created urgency and encouraged immediate action with strong branding reinforcing the free-streaming message.
- Paramount+'s promotions, while effective, featured smaller, less bold text and Call to Actions. The "1 HOUR UNTIL" and "LIVE" countdown banners built anticipation, and impactful team player imagery enhanced the event's connection. However, the text for "LVIII" was bolder and larger than the "Super Bowl" text, which is a missed opportunity given the instant recognition of "Super Bowl." The less prominent text and CTAs may not have had the same immediate impact as Tubi's.
- Tubi secured impressive dedicated row features for its Super Bowl coverage, whereas Paramount+ didn't secure any dedicated rows for its event day coverage.

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**SUPER BOWL LVIII 2024:
A REVIEW OF PARAMOUNT+**



**THE OLYMPICS:
A DIGITAL MERCHANDISING REVIEW**



**STREAMING IN SPORTS:
A 2023 DIGITAL MERCHANDISING REVIEW**



**STREAMING FORWARD:
TRENDS SHAPING DIGITAL ENTERTAINMENT
IN 2025**

These reports analyze how digital storefronts positioned Super Bowl and Olympic content, comparing Media Placement Value (MPV), promotional prominence, and platform strategies across Connected TV devices. They also examine how top sporting events in 2023 were merchandised on digital storefronts and provide insights from industry leaders on the trends shaping streaming and content positioning in 2025. Together, they offer a comprehensive view of sports content merchandising - past, present, and future.



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