

Sports & Entertainment

Grammy Award winner Post Malone to headline Super Bowl LIX YouTube Tailgate Concert on Sunday, Feb. 9

NEW YORK – Jan. 29, 2025 – The NFL announced 9x diamond-certified GRAMMY® Award-nominated global superstar Post Malone as the headline performer for the Super Bowl LIX YouTube Tailgate Concert, the league's ultimate pregame party, exclusively livestreamed on YouTube. The concert is set to take place just steps away from Caesars Superdome in New Orleans on Feb. 9, 2025, before the championship game begins. This year marks YouTube's first time as the official sponsor of the Super Bowl Tailgate, bringing people around the world a front-row seat to an unforgettable performance by one of the biggest stars in music.

The Super Bowl LIX YouTube Tailgate Concert brings the energy of New Orleans' ultimate pre-game party straight into the homes of fans, delivering all the excitement and action live from Caesars Superdome. Now for the first time, fans can tune in to the NFL's YouTube channel at 3:00 p.m. CT to watch a high-energy live performance from headliner Post Malone. Set a reminder now and tune in on YouTube on Feb. 9.

With multiple videos in You-



Fans around the world can tune in via live stream exclusively on YouTube for worldwide concert. (Photo/Courtesy: NFL and YouTube)

Tube's "Billion-View Club" and almost 18 billion total views on his YouTube channel, Post Malone has become a global phenomenon with his genre-defying sound. Post recently released his record-breaking album, F-1 Trillion which landed at #1 on the Billboard 200. His album, and

2024 collaborations earned him 8 2025 GRAMMY nominations. This spring he will headline Coachella before hitting the road on his The Big Ass Stadium Tour. With a series of record-breaking achievements, Post Malone continues to push boundaries and dominate the music world.

Throughout Super Bowl Sunday, fans will have the opportunity to watch exclusive content on the NFL's YouTube channel, with hours of exciting live programming leading into the big game. The day kicks off with special pre-show entertainment, including "Ultimate Tailgate Party,"

hosted by top YouTube Creators Kristy & Desmond Scott, Chanan & Juwan Johnson, Monet McMichael, and Carter Kench, who will set the stage for an unforgettable pregame celebration. This year's Super Bowl LIX YouTube Tailgate Concert marks a significant moment, as

YouTube takes over as the official sponsor of this fan-favorite pregame event, providing an experience that amplifies the energy and excitement of the Super Bowl. This partnership is a natural fit, given YouTube's commitment to supporting the creator and artist communities, its global reach, and the company's dedication to delivering unparalleled entertainment that brings fans around the world closer to the events they love.

The tailgate event began at Super Bowl LIV with a virtual concert from Miley Cyrus during the pandemic. Since then, it has become a staple of the pregame festivities, with past headliners like The Chainsmokers, The Black Keys, Jason Derulo and Gwen Stefani. This year, YouTube's global community of artists, creators and fans will be at the heart of the celebration.

People attending and at home can expect an even more dynamic experience that leverages the platform's expertise in music discovery, fan engagement, streaming and entertainment, setting the stage for an unforgettable Super Bowl LIX.

Nielsen exclusive report shows digital content drives Black audiences and sports fans and can offer brands opportunity to develop loyalty

NEW YORK, Jan. 29, 2025 /PRNewswire/ -- Black audiences spend 32 hours on apps and websites on their smartphones and tablets—two hours more than the total U.S. population, according to the latest exclusive Nielsen's Diverse Intelligence Series report Connecting with Black America: How brands impact, grow and win with inclusion. As Black consumers continue to be digital trendsetters, brands' must finetune their approach to engaging with this audience in order to drive long-term connections.

Brands' must finetune their approach to engaging with Black audiences in order to drive long-term connections. "Reaching Black consumers may not be a challenge—but connecting with us can be. Black consumers are leaning into platforms that emphasize conversation and

create a sense of connection," says Charlene Polite Corley, Vice President of Diverse Insights & Partnerships. "To win with this community who wields \$2 trillion in buying power, brands must prioritize engagement strategies that center diverse Black experiences and cultural nuances." With the growing diversity of audiences and media platforms, Nielsen's approach—big data verified and enhanced by robust panels—helps marketers understand what and where diverse audiences are consuming content.

Social media apps have become a haven for Black consumers – Black adults overall spend more time scrolling than their peers. Black millennials (between 18 and 34-years-old) spend the most time on social media among all adults by almost an hour per week. Black adults also have

high engagement with radio and podcasts. Radio averages the same as TV in weekly reach with Black adults – each medium reaches 27 million Black adults on average.

Black audiences continue to be power TV viewers, spending 46 hours and 13 minutes per week watching TV, compared to almost 35 hours for the total U.S. population. 46% of that time is spent on streaming, which is gaining share year-over-year with Black adults. YouTube is the top platform—where Black audiences spend 13% of their total TV time, compared to 10% for all U.S. viewers. In fact, YouTube reaches 63% of Black adults and 44% report that they have purchased products based on YouTube content. The preference for YouTube as a source outpaces word of mouth, Facebook, Instagram and TikTok.

Black sports fans offer brands a new opportunity to turn fan loyalty into brand loyalty. For women's basketball, with Black talent like Angel Reese and A'ja Wilson attracting interest, viewership hit record highs.

Other digital platforms also offer the conversations and commentary that influence Black consumers' purchasing decisions. 63% say they're more likely to evaluate a new brand based on a social media ad or content, compared with 58% overall. In addition, podcasts drive powerful connections: 73% of Black listeners were able to recall a brand name after ad exposure compared to 70% overall. Black sports fans offer brands a

new opportunity to turn fan loyalty into brand loyalty. For women's basketball, with Black talent like Angel Reese and A'ja Wilson attracting interest, viewership hit record highs. Between 2023 and 2024, Black viewership increased 161% for the WNBA All-Star Game, 227% for the WNBA Draft and 51% for the NCAA Women's Basketball Championship. This engagement is likely to drive sales: Black fans are 7% more likely than all sports fans to buy a brand after seeing its sponsorship activations.

ABOUT NIELSEN'S DIVERSE INTELLIGENCE SERIES

In 2011, Nielsen launched the Diverse Intelligence Series, a robust portfolio of comprehensive reports that focus on diverse audiences and their media preferences, media trends and

representation. The series has become an industry resource to help brands better understand and reach diverse customers. To learn more about Nielsen's Diverse Intelligence research series, visit www.nielsen.com.

ABOUT NIELSEN Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media (X, LinkedIn, Facebook and Instagram).

Watch for The Mid-South Tribune's 30th Annual Black History Month Edition.

