

2022 PLANNING



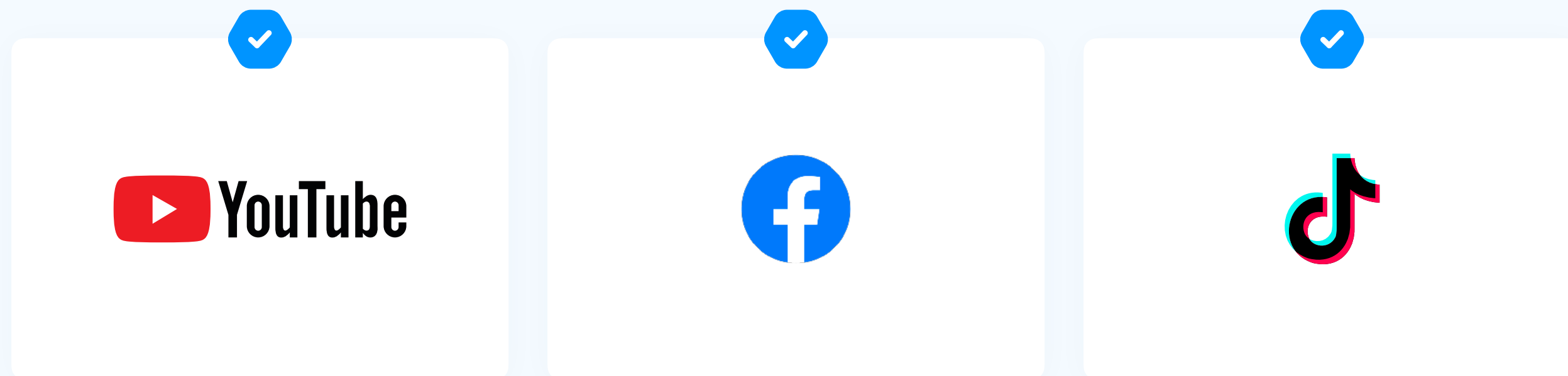
Super Bowl LVI 2022

Contextual Analysis & Alignment Strategy



Zefr Overview

Best-in-class technology & data solutions for brand suitability across the world's largest video environments.



A screenshot of the Zefr web application interface. The top navigation bar includes 'Context Graph', 'Context Studio', and 'Brand Suitability' (which is active and has a green checkmark). The main content area is titled '← Super Bowl LVI 2022' with a 'draft' status and 'Last Updated: 7 seconds ago'. Below this is an 'Adjust Preference' section with a circular gauge showing '50% Relevance' and a line graph. A 'YouTube Videos' section is visible, sorted by 'Sports - American Football', showing three video thumbnails with titles like 'NFL Quarterbacks Getting DESTROYED', 'NFL Best "QB Plays" of All Time', and '10 NFL Teams That BADLY NEED A NEW Quarterback...And Who They Should Get'. On the left, a sidebar contains the Zefr logo and navigation icons for a grid, a pie chart, a video player, settings, a user profile, and a right arrow. The version number 'v2.12.0' is at the bottom left of the sidebar.

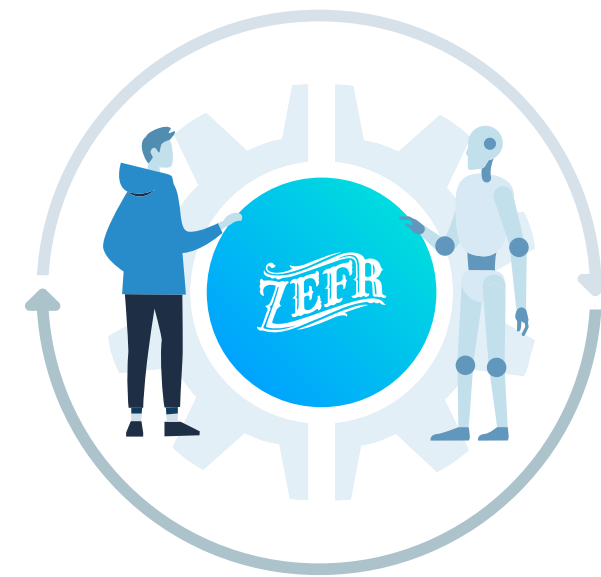
The Zefr Tech Process

Cognition AI **Identifies, Scores,** and **Labels** Content for Brand Suitability and Context

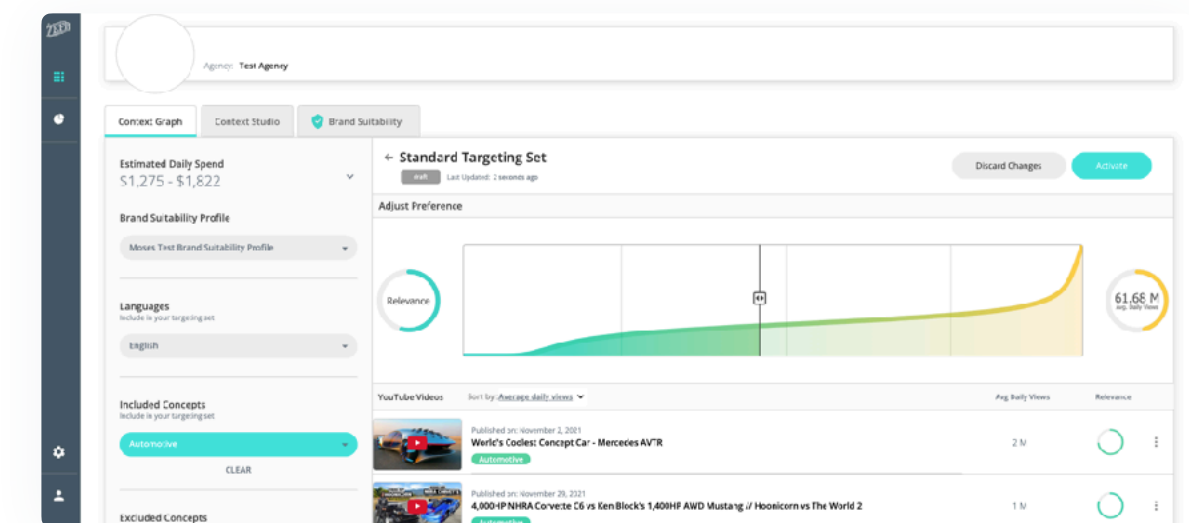
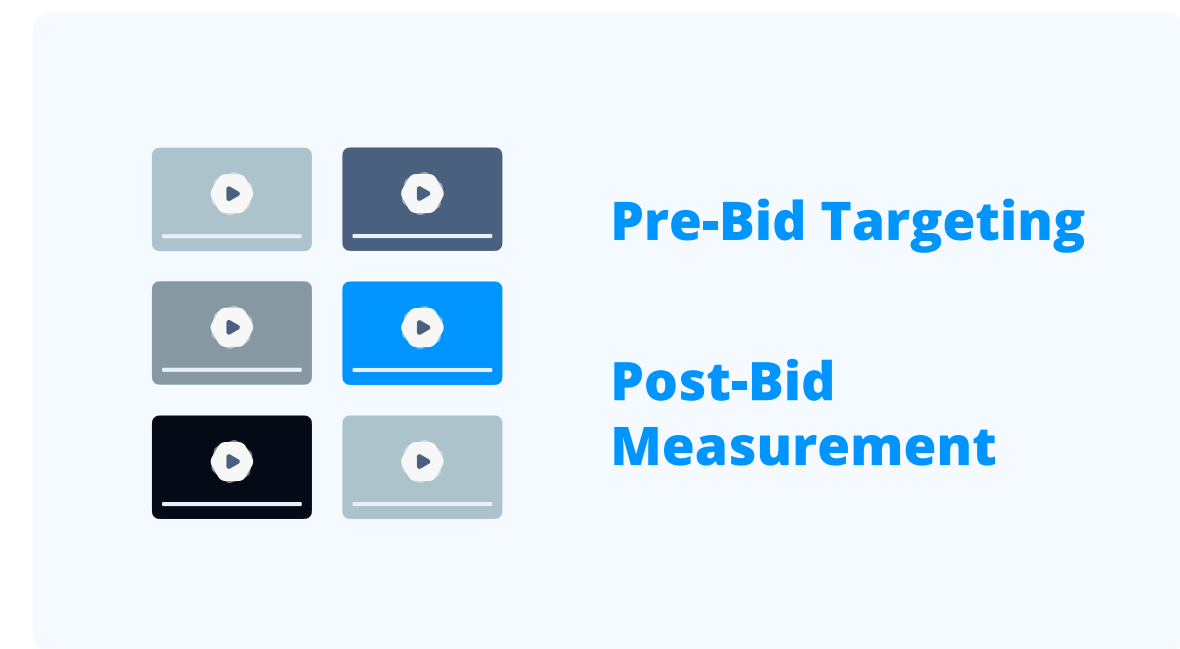
Content Discovery
20M+ New Videos Daily



Cognition AI
Continuous Neural Net Machine Learning + Scaled Review



Activation/Verification
Reviewed + Labeled Content



Humans	AI
Scaled Review 1M reviews Per Month	✓ Computer Vision ✓ Audio Transcript ✓ Text Translation ✓ Thumbnail Analysis ✓ Video Features
Data Science 5B Video-level scores daily	



Surround Every Moment During Super Bowl Season:

Zefr's targeting opportunities for the Super Bowl allow brands to understand and surround trending content throughout the entire life cycle leading up to, during, and after the big game

1

Pre-Show Build Up

Pre-Super Bowl Sports Discussion, Football Teams, Athlete / Artist Profile

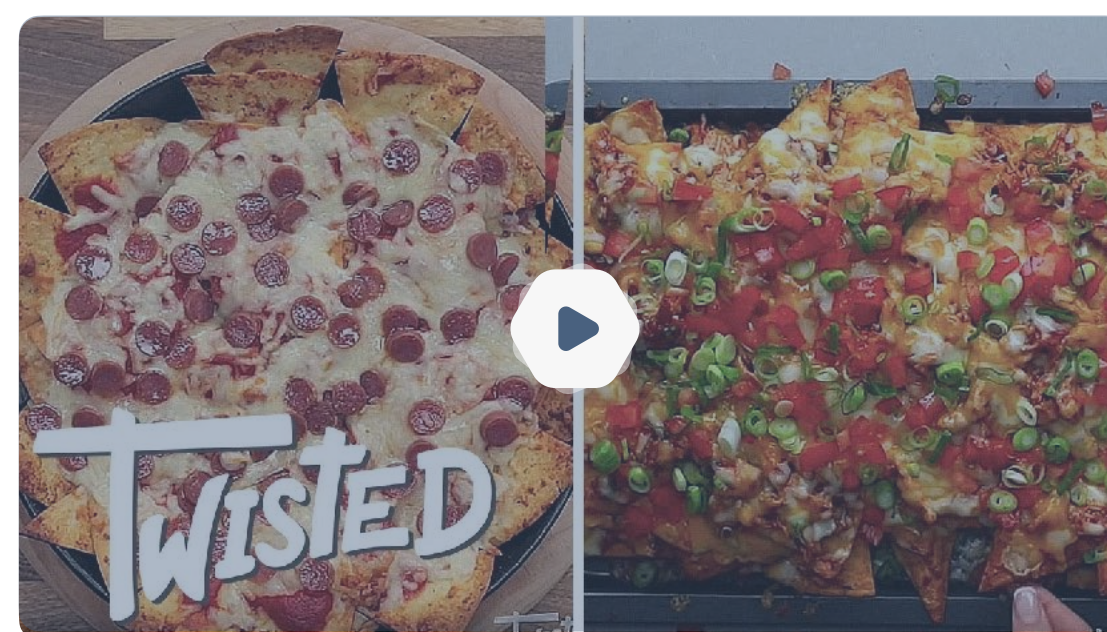


Align with viewers who are following the NFL season and are watching weekly sports commentary shows

2

Super Bowl Weekend Preparation

Food / Snacks for Pairing During the Super Bowl

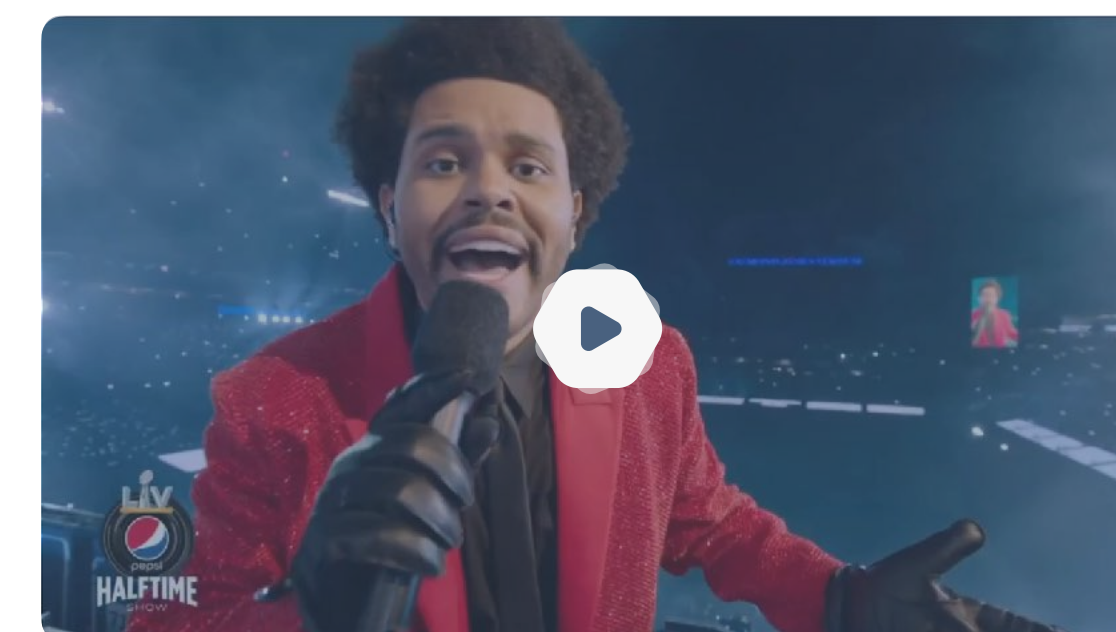


Capture the attention of those planning to watch and make it an event by aligning with videos for last minute snack hacks or pre-planned recipes

3

Video Replays / Post-Broadcast Tune In

The Post-Super Bowl and Selective Moment Rewatching



Capitalize on the post-broadcast buzz for the game and performance in video, reaching TV viewers and first time video only watchers looking for specific segments



Understanding Viewership of the Super Bowl on YouTube:

Pre-Super Bowl and the day of the game result in the highest amount of views, yet the window after the game still sees substantial viewership as fans re-watch their favorite game clips, commercials, halftime performances & analyses

2021 Daily Viewership of Super Bowl Content:



Source: Zefr YouTube API Analytics 2022

Contextual Analysis:

Before the Super Bowl Content Trends

The Super Bowl fandom starts before players touch the turf. Many fans turn to YouTube to get into the team spirit and plan their Super Bowl parties.

A range of videos that represent larger platform themes for brands include:

- **Commercials** with A-list celebrities promoting new products and services in unique and memorable ways
- **Mini Docs** of Super Bowl teams highlighting their journey to the big stage
- **Previews** of the big game, consisting of player highlights and team analyses

Top Viewed Pre-Super Bowl Video Themes:

- 1 Commercials
- 2 Mini Documentaries
- 3 Previews
- 4 Vlogs
- 5 Food Recipes
- 6 Celebrations
- 7 Opinion / Discussions
- 8 Compilations
- 9 Gossip / News
- 10 Challenges
- 11 Analyses

Example Videos For Brand Alignment:



Commercials

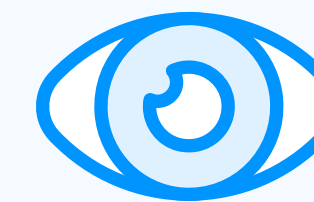


Mini Docs



Previews

Zefr Analysis:



153M+
Views

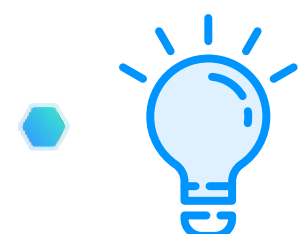


100+
Channels



138+
Videos

Source: Zefr YouTube API Analytics 2022



Pre-Super Bowl Brand Takeaway:

Capture fans consuming videos of their favorite teams and searching for trending recipes to prepare during gatherings

Contextual Analysis: During the Super Bowl

As soon as the ball is kicked, all eyes are on the teams fighting for the Vince Lombardi Trophy — and waiting for the commercials, of course.

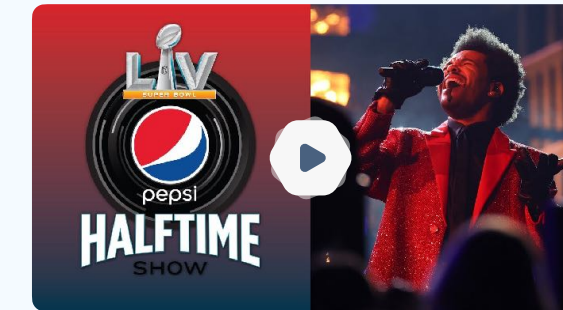
A range of videos that represent larger platform themes for brands include:

- **Halftime Shows** featuring the biggest names in music
- **Commercials** with A-list celebrities promoting new products and services in unique and memorable ways
- **Trailers** of blockbuster releases to get fans excited

Top Viewed Video Themes During the Super Bowl

- 1 Halftime Shows
- 2 Commercials
- 3 Trailers
- 4 Skits / Comedy
- 5 Highlights
- 6 Live Performances
- 7 Challenges
- 8 Interviews
- 9 Opinion / Discussions
- 10 Gossip / News
- 11 National Anthems
- 12 Pregame Shows
- 13 Player Highlights

Example Videos



Halftime shows



Commercials



Trailers

Zefr Analysis:



177M+
Views



87+
Channels



108+
Videos

Source: Zefr YouTube API Analytics 2022



During the Super Bowl Brand Takeaway:

Drive awareness as fans watch top plays and highlights minutes after they take place as well as memorable commercials and top moments from the halftime show

Contextual Analysis:

During the Super Bowl (Halftime Performers)

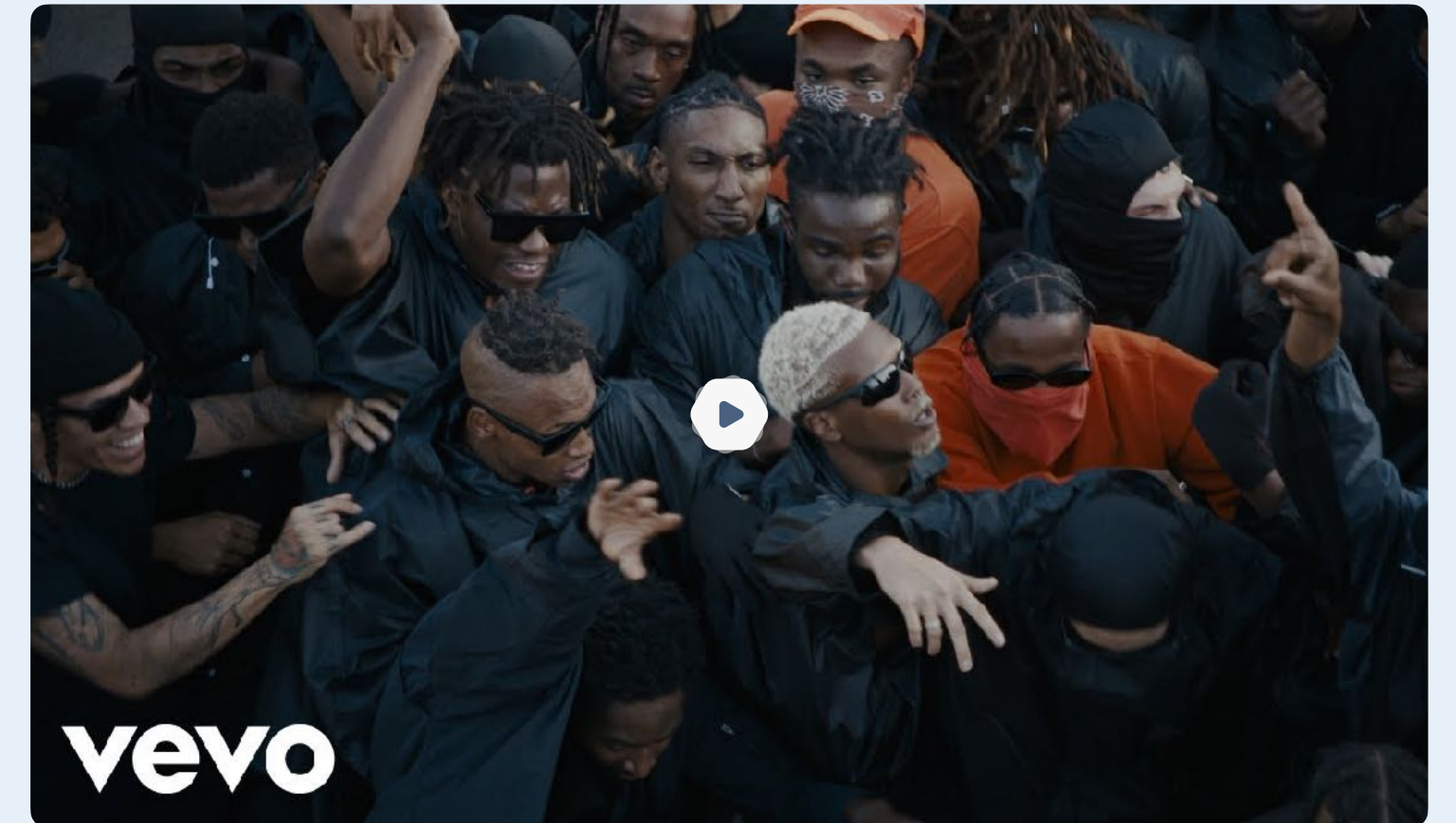
Zefr combined the video footprints of Snoop Dogg, Eminem, Dr. Dre, Mary J. Blige and Kendrick Lamar who will be headlining the Super Bowl 2022 halftime show in order to identify content themes & viewership trends.

Brands can capitalize on the Hip-Hop and Pop Music genre appeal of the combined group along with the individual fans of each artist by aligning with:

- **Music Videos** from each individual performer, including recent releases and classic songs
- **Lyric Videos** of popular songs that are played in rotation in order to learn and clarify words
- **Artist Interviews** with cultural media outlets and music editorial coverage that occurs within the window leading up to the halftime performance

Top Trending Themes:

- 1 Official Music Videos
- 2 Audio
- 3 Lyrics
- 4 Remix
- 5 Compilation
- 6 Artist Interview
- 7 Fan Cover



Zefr Analysis:



56B+
Views



4K+
Channels



14K+
Videos



Contextual Analysis:

During the Super Bowl: Official NFL Content

Zefr analysis of content uploaded to the official NFL YouTube channel includes videos from 2018-2021.

Content themes from the official league source can provide expansive targeting opportunities based on NFL player profiles across interviews and editorial sports coverage of official footage.

Content formats that provide unique visual access to the NFL include:

- **Combine Highlights** that show the scouting and training process for athletes based on position
- **Player Profiles** on athletes and their activities related to football as well as connections to their hometowns and charitable initiatives
- **Mic'D Up** video footage that provides pronounced audio clips and compilations of conversations from players and coaches while on the field

Source: Zefr YouTube API Analytics 2022

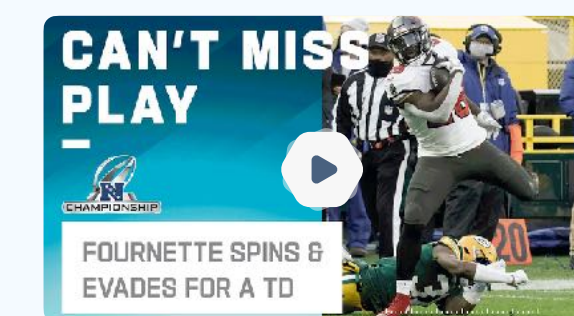
Video Discovery:

- 1 Game Highlights
- 2 Player Highlights
- 3 Halftime Show
- 4 Combine Highlights
- 5 Special Event Highlights
- 6 Super Bowl Ads
- 7 NFL Athlete Interviews
- 8 Full Games
- 9 Sports Preview
- 10 Mic'd Up

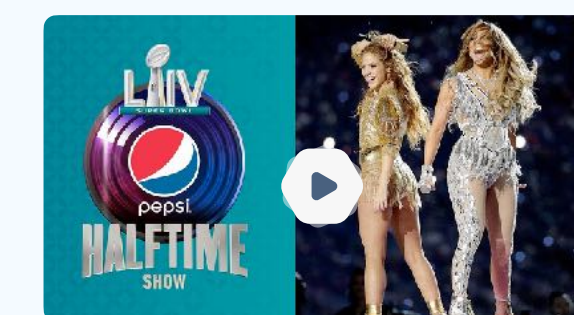
Example Videos



Game Highlights:
Buccaneers vs.
Washington



Player Highlights:
Leonard
Fournette



Halftime Show:
Shakira
& J. Lo



Mic'D Up

Zefr Analysis:



3B+
Views



1
Channel



10K+
Videos

Contextual Analysis:

After the Super Bowl

Once the Super Bowl comes to an end, millions still turn to YouTube to relive top moments and watch exclusive content.

A range of videos that represent larger platform themes for brands include:

- **Vlogs** from fans who capture the big game in-person
- **Opinions / Discussions** from sports analysts and football fans
- **Mini Docs** of the Super Bowl winners and past champions

Top Viewed Video Themes (After the Super Bowl):

- 1 Vlogs
- 2 Opinion / Discussions
- 3 Mini Docs
- 4 Gossip / News
- 5 Skits / Comedy
- 6 Highlights
- 7 Compilations
- 8 Reactions
- 9 Analyses
- 10 Player Highlights

Example Videos



Vlogs



Opinion / Discussions



Mini Docs

Zefr Analysis:



83M+
Views



103+
Channels



139+
Videos

Source: Zefr YouTube API Analytics 2022



After the Super Bowl Brand Takeaway:

Capture rewind viewing and reactions of the big game, the halftime show and commercials the following day and weeks that follow

Surround Top Viewed Super Bowl Moments on YouTube

Capture the Action Before, During and After the Game Through Zefr's Contextual Alignment Approach for SBLVI 2022



Television

Concept Examples:

- ✓ **Sports TV Clips**
- ✓ **Behind the Scenes of the Super Bowl Broadcast (CBS)**
- ✓ **Sports Talk Shows**



Snacks / Food & Cooking

Concept Examples:

- ✓ **Super Bowl Snack Hacks**
- ✓ **Super Bowl Food Taste Tests and Reviews**
- ✓ **Chicken Wing Cooking Tutorials**
- ✓ **Super Bowl Nacho Recipe**



Football / Sports

Concept Examples:

- ✓ **NFL Weekly Game Highlights**
- ✓ **First Things Sports Show First NFL Discussion**
- ✓ **NFL Athlete Appearances**
- ✓ **Hard Knocks NFL Features**



Hip Hop / Pop Music

Concept Examples:

- ✓ **Kendrick Lamar Music Videos**
- ✓ **Mary J. Blige Live Performances**
- ✓ **Snoop Dogg TV Show Appearance**



Celebrity Culture

Concept Examples:

- ✓ **E! News Super Bowl Halftime Show Coverage**
- ✓ **Halftime Celebrity Interviews**
- ✓ **Celebrity Reactions to Headliners**

**Recommended
Content Exclusions:**

✗ **Kids Content**

✗ **News & Politics**

✗ **Non-English Content**

