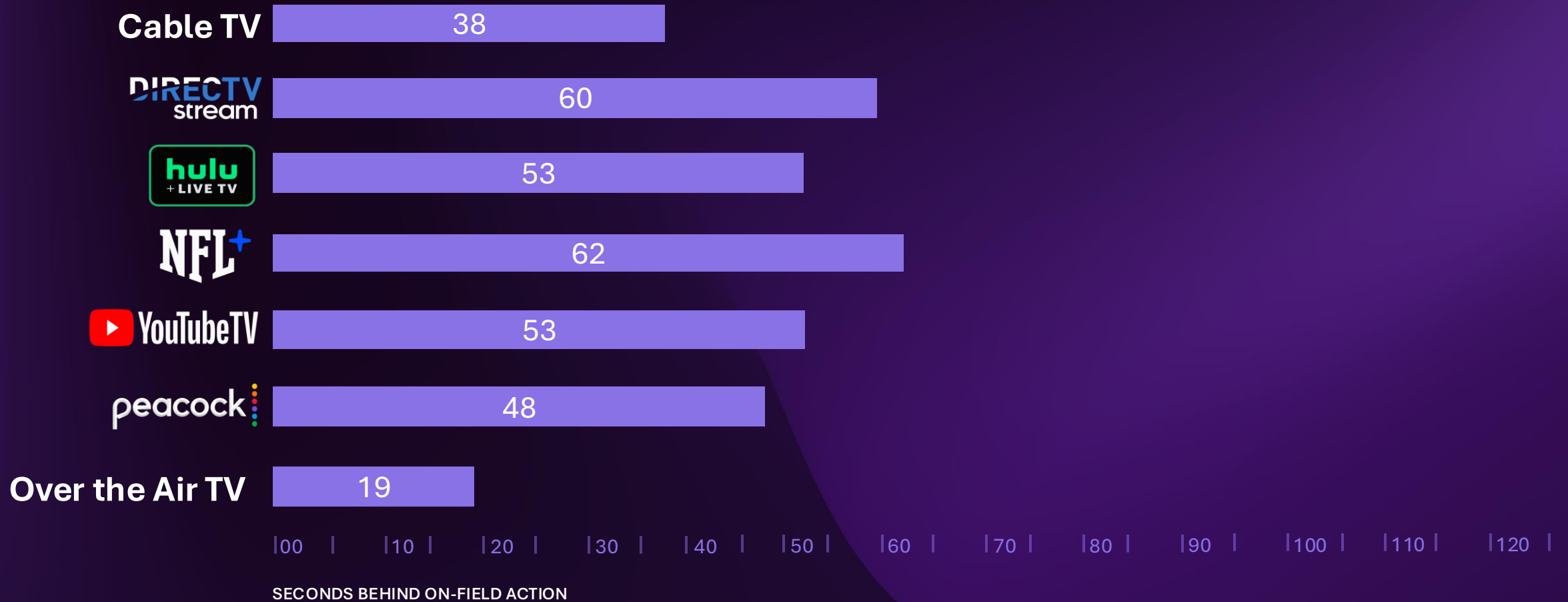


Super Bowl 2026: Measured Lag Behind Real-Time



Comparing Various Streaming Sources With On-Field Game



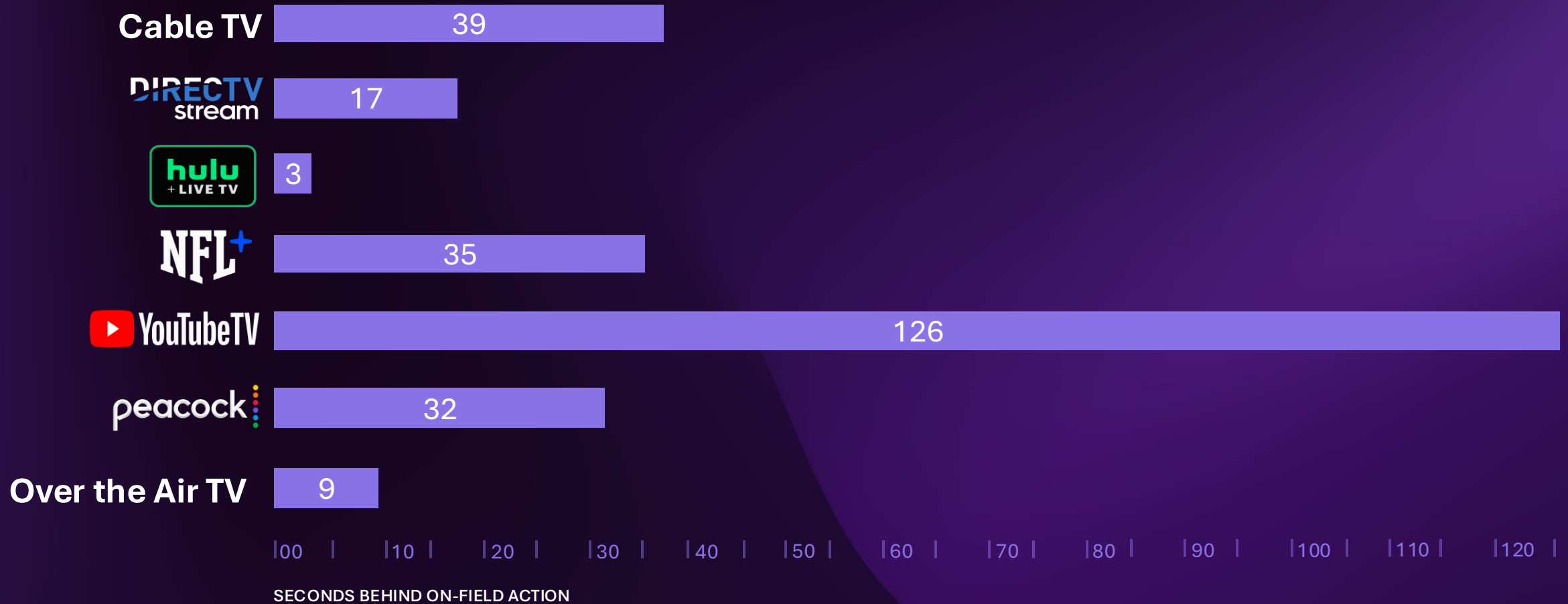
Methodology:

Stats Perform collected 71 data points, benchmarking latency across 8 common Super Bowl viewing platforms on a variety of devices and operating systems. For a comprehensive overview of latency from the field of play to the average viewer, we used a globally synchronized clock and testers both inside Levi's Stadium in Santa Clara and remotely to capture timestamps at known events during the game such as the kickoffs. Allowing us to collect accurate field-to-glass latency. Latency was averaged across all the data points for a particular service. Drift is the difference between the lowest latency and the highest latency measurement on a given service.

Super Bowl 2026: Measured Audience Drift



Comparing Range of Lag for Viewers on the Same Platform



Methodology:

Stats Perform collected 71 data points, benchmarking latency across 8 common Super Bowl viewing platforms on a variety of devices and operating systems. For a comprehensive overview of latency from the field of play to the average viewer, we used a globally synchronized clock and testers both inside Levi's Stadium in Santa Clara and remotely to capture timestamps at known events during the game such as the kickoffs. Allowing us to collect accurate field-to-glass latency. Latency was averaged across all the data points for a particular service. Drift is the difference between the lowest latency and the highest latency measurement on a given service.

NFL Fans Demand Real-Time Streaming – Or They Switch Platforms



Real-Time Viewing is the Minimum Expectation of NFL Fans

93%

say being as close to real time as possible when streaming live games is important

rate real-time streaming **very or extremely important**

45%

Even Small Latencies Frustrate and Annoy Audiences

76%

of streaming viewers feel annoyed when they realise their feed is behind real time

find delays under five seconds frustrating

26%

NFL Fans Won't Tolerate Streaming Delays - and They'll Pay to Avoid It

83%

are likely to switch platforms immediately if their stream is delayed

would pay extra for reduced or no delay

63%