**Super Bowl Sets New Viewing Record Topping 123M**

Super Bowl viewing across linear and streaming platforms drew a record-breaking average audience of 123.4 million, up 7% from last year's Big Game. CBS attracted 120 million viewers and reported that Paramount+ drew record viewership, making it the most streamed Super Bowl ever. Univision's portion of the broadcast reached 2.2 million viewers, the most for any Spanish language broadcast of the Super Bowl.

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[*https://www.mediapost.com/publications/article/393465/new-super-bowl-viewing-record-1234m-viewers.html*](https://www.mediapost.com/publications/article/393465/new-super-bowl-viewing-record-1234m-viewers.html)

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