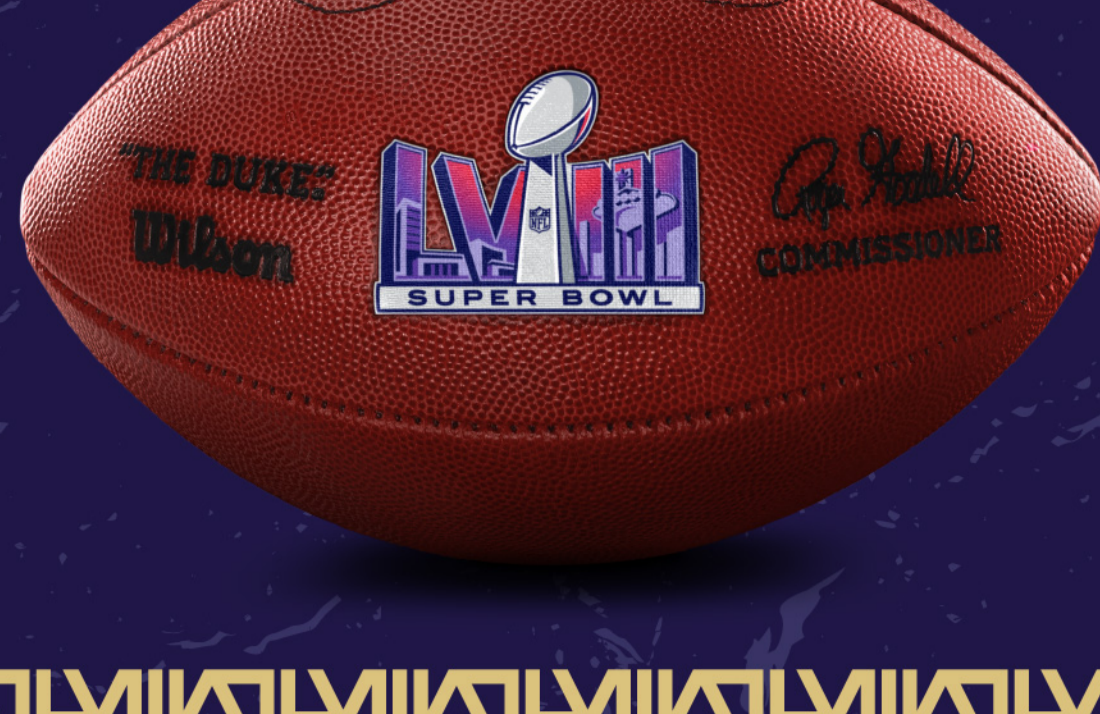


WI-FI ENGAGEMENT INSIGHTS

FROM SUPER BOWL LVIII



FOR THE **11TH CONSECUTIVE YEAR**, EXTREME NETWORKS HAS POWERED THE NFL AND THE SUPER BOWL WITH WI-FI ANALYTICS, ENABLING A BETTER FAN EXPERIENCE AND PROVIDING THE LEAGUE AND TEAMS WITH INSIGHTS TO BETTER UNDERSTAND THEIR FANS.

DATA TRANSFERRED SUPER BOWL LVIII

34.8^{TB}

34.8 TB OF TOTAL DATA WAS TRANSFERRED ACROSS THE WI-FI NETWORK. THE AVERAGE USAGE PER DEVICE WAS **788 MB** – AN INCREASE OF **19.7% YoY**.

NEW RECORDS – 34.8 TB OF DATA VIA WI-FI, 788 MB OF USAGE PER DEVICE

THIS DATA IS EQUIVALENT TO ...

STREAMING "TAYLOR SWIFT: THE ERAS TOUR" MOVIE

4,000x

17,400

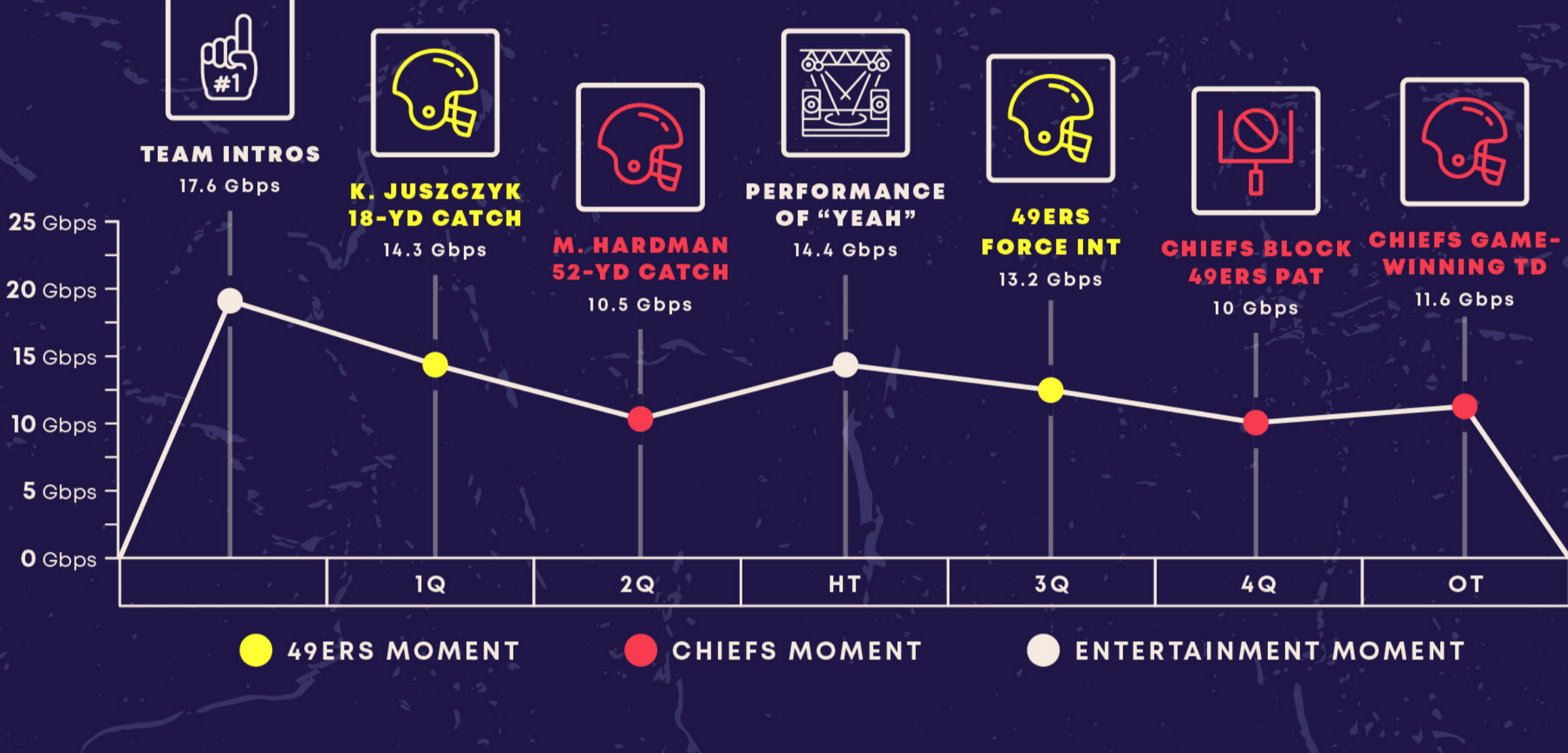
HOURS OF WATCHING NFL+ STREAMING SERVICE

PLAYING USHER'S "COMING HOME" ALBUM

10,500x

SUPER BOWL LVIII

GAME DAY TIMELINE BY BANDWIDTH



APPLICATION USAGE

SUPER BOWL LVIII

TOP SPORTS APPLICATIONS

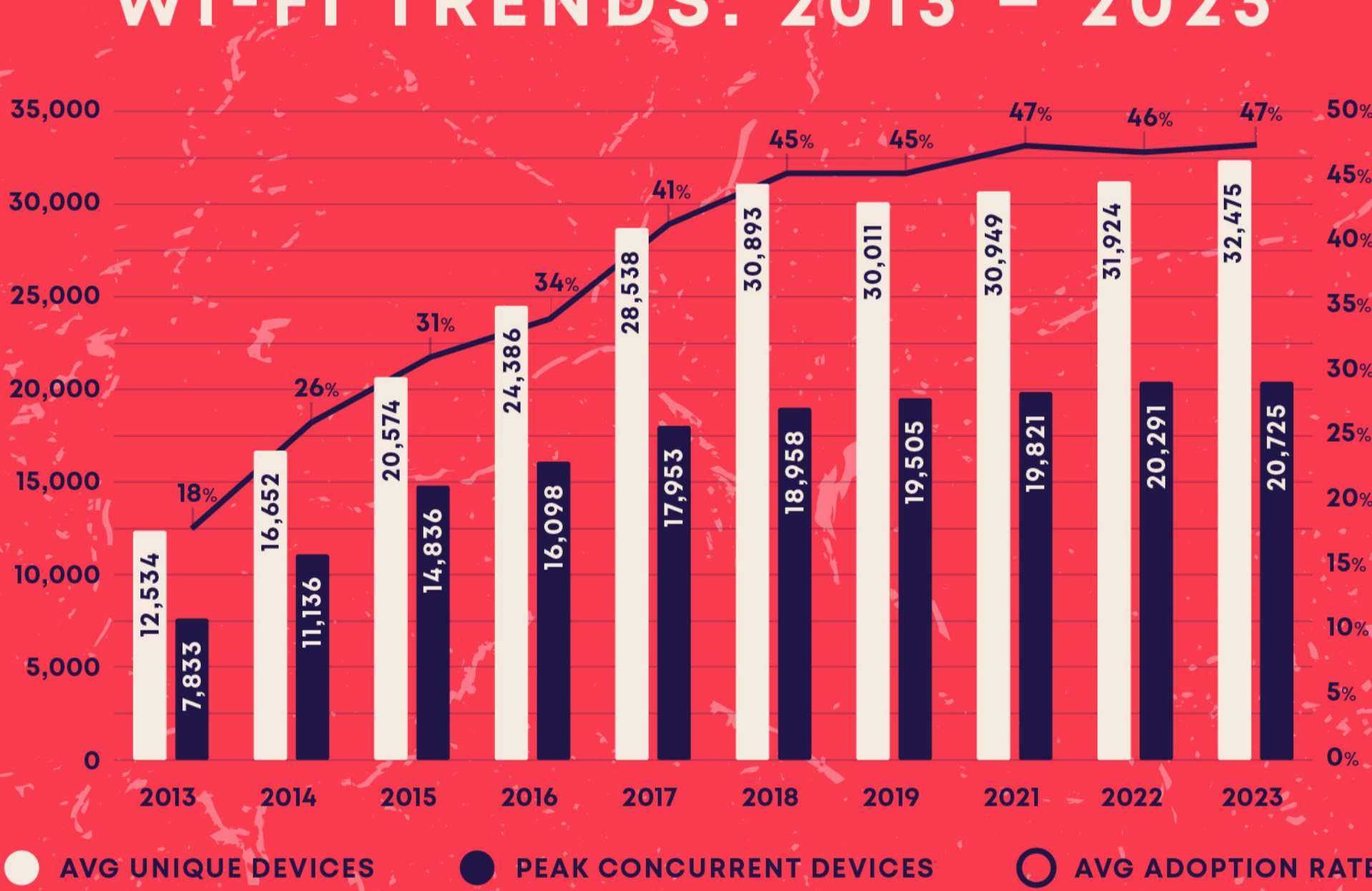


TOP SOCIAL APPLICATIONS



REGULAR SEASON

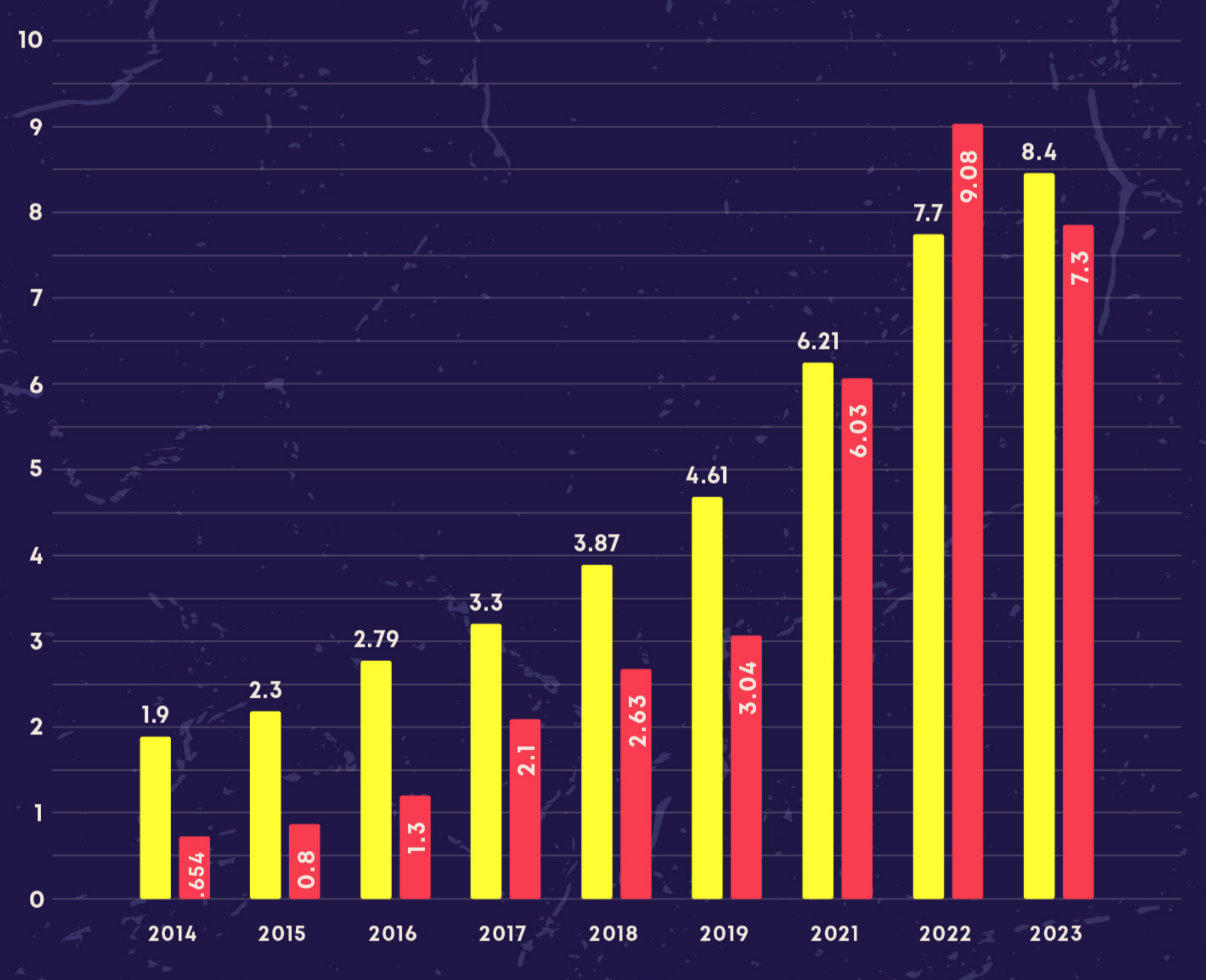
WI-FI TRENDS: 2013 - 2023



DATA FROM 2020-21 SEASON NOT INCLUDED DUE TO COVID PRECAUTIONS AND ATTENDANCE RESTRICTIONS.

REGULAR SEASON

DATA TRENDS: 2014 - 2023



DATA FROM 2020-21 SEASON NOT INCLUDED DUE TO COVID PRECAUTIONS AND ATTENDANCE RESTRICTIONS.

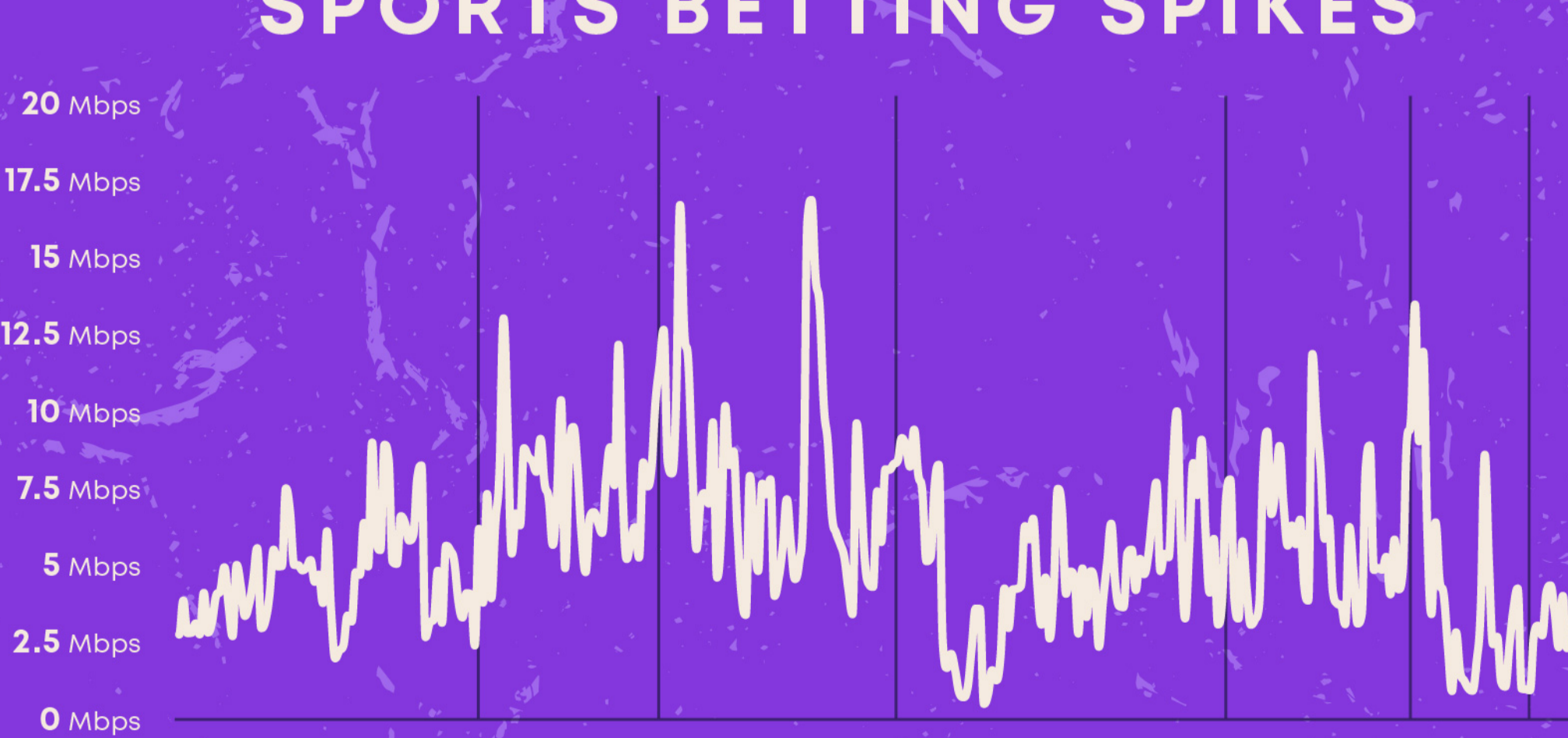
SPORTS BETTING

SUPER BOWL LVIII

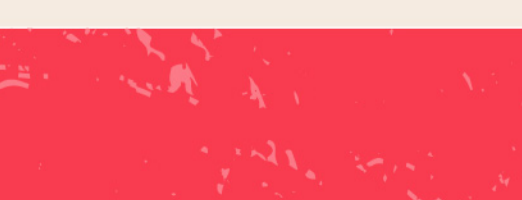
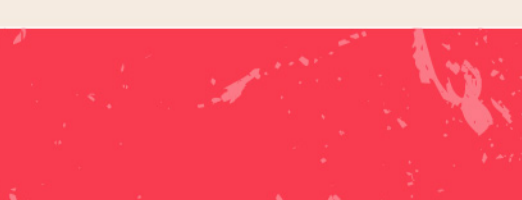
16.5^{GB}

16.5 GB OF DATA WAS TRANSFERRED ACROSS THE WI-FI NETWORK.

SPORTS BETTING SPIKES



THE HIGHEST SPIKE IN LEGAL SPORTS BETTING APPLICATION USAGE HAPPENED IN THE SECOND QUARTER AFTER THE FIRST TD OF THE GAME.



OFFICIAL WI-FI NETWORK SOLUTIONS PROVIDER OF THE NFL

OFFICIAL WI-FI ANALYTICS PROVIDER OF SUPER BOWL LVIII

11

CONSECUTIVE SUPER BOWLS PROVIDING WI-FI ANALYTICS

29

NFL TEAMS HAVE EXTREME ANALYTICS™ DEPLOYED

11

NFL TEAMS HAVE EXTREME WIRELESS™ DEPLOYED

DID YOU KNOW? EXTREME IS THE OFFICIAL WI-FI NETWORK SOLUTIONS PROVIDER AND THE OFFICIAL WI-FI ANALYTICS PROVIDER OF THE NATIONAL FOOTBALL LEAGUE.

LEARN MORE ABOUT EXTREME'S PARTNERSHIP WITH THE NFL: [EXTR.CO/NFL](https://extr.co/nfl)

