

PILLAR

CULTURE & ECONOMY

# Bad Bunny's Super Bowl 2026: What 135 Million Viewers Tell Us About the Spanish-Language Economy

*The first all-Spanish Super Bowl halftime show. The first Spanish-language Grammy Album of the Year. The signal everyone watched, broadcast at the same time as the economy underneath it.*

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On February 8, 2026, Bad Bunny delivered the first Super Bowl halftime show performed almost entirely in Spanish. For thirteen minutes, **135 million domestic viewers** watched a set dense with Puerto Rican cultural reference — broadcast in español on the largest stage in American entertainment. The show was a cultural milestone. The economic signal it sent matters more.

Pillar Media & Entertainment publishes across four launch languages and reaches 500M+ monthly readers. Half of that audience reads in Spanish. Moments like this halftime show are not why we built the position — but they are why the position is now obvious to everyone else.

## 01 — The performance, by the numbers

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Domestic viewers, all platforms: **128.2 million**

Global views, first 24 hours: **4.157 billion** — most-watched halftime show in history

Telemundo audience: **4.8 million** — largest American football audience in network history

Spotify, "DTMF" single: #9 to #1; 43M streams (+85%); first mostly-Spanish solo #1

Billboard 200 album: 250,000 units (+191%)

Grammy Awards (Feb 2, 2026): Album of the Year — first Spanish-language album to win

Spotify, full year 2025: Most-streamed artist globally — 19.8 billion streams

Lady Gaga performed a salsa arrangement. Ricky Martin sang in Spanish on the Super Bowl stage. California Governor Gavin Newsom declared February 8 "Bad Bunny Day." None of those things were on the bingo card three years ago.

## 02 — The Duolingo effect

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**49 million** people worldwide now learning Spanish on Duolingo.

**50.5 million** Duolingo DAU in Q3 2025, up 36% YoY. 185M monthly active users.

**79%** growth in Spanish learners over the past decade.

Mexico accounts for **20%** of Duolingo's global ad impressions.

Spanish is the #1 course for English-speaking learners, and it attracts our most serious users. — Duolingo, *2025 Duolingo Language Report*

## 03 — The streaming gold rush

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Netflix LATAM subscribers: **53.33 million**

Netflix LATAM revenue, 2024: **\$4.8 billion**

Netflix share of LATAM SVOD: **48%**

Total LATAM SVOD subscriptions, 2025: **174 million** (up from 154M in 2024)

Spanish-language YouTube channels: 15% of top 250 globally — second only to English

## 04 — The bigger picture

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The United States is the **second-largest** Spanish-speaking country on earth (65.5M speakers).

**43 million** Spanish-speaking Americans = roughly 15% of the U.S. population.

McKinsey projects Latinos will account for **one-third** of U.S. sports market growth by 2035.

Bad Bunny has been Spotify's #1 or #2 most-streamed artist for **four of the last five years**.

Spanish is the **#2 language** on every major social platform.

## 05 — What this means for infrastructure

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Halftime shows, Grammy wins, and Duolingo campaigns are demand. They are not infrastructure. The publications that earn the editorial coverage, the citations, the agent-routable authority — those compound regardless of which artist is on stage in a given year.

Pillar manages 100,000+ premium domain properties with 6,608 already staged in launch inventory. The Spanish-language book is the largest of its kind in private hands. We built it because the audience was already there. The Super Bowl just told everyone else.

The Spanish-language economy did not go mainstream on February 8, 2026. It became impossible to ignore on February 8, 2026. Those are different things.

## Frequently asked questions.

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### **How does a cultural moment like the Super Bowl halftime show translate into infrastructure value?**

Cultural moments drive search demand, editorial coverage, and agent-routable authority that compounds. The publications already holding the canonical addresses in Spanish capture that lift. The ones still buying inventory pay tourist prices.

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### **Why does Pillar emphasize the U.S. Spanish-speaking audience?**

The United States is the second-largest Spanish-speaking country on earth, with 65.5M speakers — more than Spain. Treating Spanish as a U.S. domestic audience, not just a LATAM export market, changes the economics of every property in the book.

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### **How significant is the first Spanish-language Album of the Year Grammy?**

It is the institutional version of the Super Bowl halftime show. The Recording Academy is a lagging indicator. When a lagging indicator moves, the underlying trend has been running for years.

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### **Is the Duolingo Spanish-learner surge a durable trend or a spike?**

Spanish-learner growth on Duolingo is 79% over the past decade. The Bad Bunny lift sits on top of a decade-long trend line.

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### **What does Pillar do with this kind of cultural data?**

We use it to calibrate the editorial coverage and citation strategy across the network. Cultural inflection points compress the timeline on which authority gets built.

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