

Verizon to Kickoff Super Bowl Week with #WhosGonnaWin, First-Ever Social Media-Driven Light Show on Empire State Building

Fans have enjoyed watching NFL teams light up scoreboards all season long, but during Super Bowl week, fans will be the ones lighting up the Empire State Building as part of [Verizon's WhosGonnaWin program](#), the first-ever social media-driven light show on the world's most iconic building, in partnership with Empire State Realty Trust.

The five-night series, curated by the Empire State Building's world-renowned lighting designer Marc Brickman, will showcase the colors of the two Super Bowl XLVIII teams, the Denver Broncos and the Seattle Seahawks, based on fans' tweets to the question #WhosGonnaWin. Flipping the switch nightly (see photo) will be current NFL stars Drew Brees and Matt Forte, along with NFL Hall of Famers Barry Sanders, Marshall Faulk and Curtis Martin.

How it works: starting Jan. 27 and each day leading up to the Super Bowl, Verizon will pose a game-related question on Twitter to fans using the custom hashtag #WhosGonnaWin. The Twitter conversations surrounding the questions will be tracked throughout the day, and Verizon will turn the fans' predictions into a spectacular nightly light show. The show will begin at 6 p.m. each evening, and open with a ceremony of lights celebrating the colors of all 32 NFL teams. The opening ceremony will end in Verizon's iconic red. At 6:55 p.m., the results show, an orchestrated visual concert set to music provided by NFL Films will begin. The show will be comprised of real-time data from the day's conversation which will be translated into a stunning sequence, with the colors of the winning team ebbing and flowing depending on the votes throughout the day. The colors of the team which was the most prominent in the conversation during the day will dominate the skyline for the rest of the evening. The entire results show will be live-streamed at [WhosGonnaWin.com](#) and on NFL Mobile.

The schedule of celebrity athlete lighting ceremonies and exact questions to be asked:

- Monday, Jan. 27
 - Curtis Martin: Pro Football Hall-of-Famer, former star running back
 - Daily Question: Which team will own the running game? #WhosGonnaWin
- Tuesday, Jan. 28
 - Marshall Faulk: Pro Football Hall-of-Famer, pro football analyst, former star running back
 - Daily Question: Which team will dominate defensively? #WhosGonnaWin

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- Wednesday, Jan. 29
 - Drew Brees: All-Pro star quarterback for the New Orleans Saints
 - Daily Question: Which team will dominate the passing game? #WhosGonnaWin
- Thursday, Jan. 30
 - Barry Sanders: Pro Football Hall-of-Famer, former star running back
 - Daily Question: Which team has the best fans? #WhosGonnaWin
- Friday, Jan. 31
 - Matt Forte: Star running back for the Chicago Bears
 - Daily Question: Who's going to win Super Bowl XLVIII? #WhosGonnaWin
- Saturday, Feb. 1
 - TBD
 - Daily Question: Who's going to win Super Bowl XLVIII? #WhosGonnaWin
- Sunday, Feb. 2
 - Daily Question: Who's going to win Super Bowl XLVIII? #WhosGonnaWin

On the day of the Super Bowl, the Empire State Building's lights will present a variety of shows: a show will be synchronized to the national anthem (pre-game); virtual scoreboard (game); with live data, statistics (halftime); light show celebrating the Super Bowl champions (postgame), and; displaying the winning team's colors (late night and all night Monday, Feb. 3).

More on the #WhosGonnaWin Twitter Algorithm

Verizon will work with one of the world's foremost experts on Twitter sentiment analysis, Professor Mike Thelwall, from the University of Wolverhampton, UK and Sosolimited, a team of MIT graduates with expertise in linguistic analysis and data visualization, to provide a robust methodology, state of the art analytics and accurate results. The content, hashtag and links inside the tweets will be scanned for words and phrases like: Quarterback, Coaching, Touchdown, Passing, Cold and other related terms to determine their context. If tweets feature the words that are being monitored, positivity will be added to the team's score. Tweets that make it through the filter will be passed through a sentiment algorithm that determines the amount of positive and negative emotion contained in the message.

Verizon, the official wireless provider of the NFL, has been a league partner since 2010, providing fans with access to America's favorite sport courtesy of NFL Mobile, regardless of whether they are at home or on the go.

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building, owned by Empire State Realty Trust, Inc., is the World's Most Famous Office Building and the region's

#1 tourist destination. After launching its groundbreaking, state-of-the-art LED lighting system in 2012, the Empire State Building—the International Icon of the Skyline of New York City—continues to create spectacular light shows and iconic lightings, in celebration of major events, cultures and causes in the world community.

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