

## Bad Bunny to Headline Super Bowl LX Halftime Show in 2026

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In a groundbreaking announcement, the NFL revealed that Puerto Rican artist Bad Bunny will headline the Super Bowl LX Halftime Show in 2026. This marks a significant milestone, as he becomes the first Puerto Rican to take center stage during the iconic halftime performance. The announcement, made on September 28, 2025, has generated immense excitement among fans worldwide.

### Bad Bunny's Rise to Global Stardom

Bad Bunny, born Benito Antonio Martínez Ocasio, has emerged as one of the most influential figures in the global music scene. With billions of streams and a massive international following, his unique blend of reggaeton, Latin trap, and hip-hop has resonated with diverse audiences. This achievement underscores his cultural impact and the increasing recognition of Latin artists on the global stage.

### A Teaser Announcement

The NFL teased the announcement with a cryptic social media post featuring Bad Bunny sitting on a goalpost. The video, hinted at the upcoming halftime show, building anticipation among fans and media outlets alike.

### How to Watch the Super Bowl LX Halftime Show

Super Bowl LX is scheduled to take place on February 8, 2026, at Levi's Stadium in Santa Clara, California. The game, along with the Apple Music Super Bowl LX Halftime Show, will be broadcast live on NBC in the United States.

International viewers can catch the action on various platforms:

- **United Kingdom and Ireland:** Free-to-air Channel 5 and Sky Sports
- **Latin America:** ESPN and Disney+
- **Brazil:** Globo Media Group (Globo, SporTV, and GETV)
- **Germany and Austria:** TBC
- **Canada:** CTV Television Network and NTV in Newfoundland and Labrador
- **Australia:** ESPN and Disney+, Seven Network

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