

SUPER BOWLS SPEND BILLIONS ON ADS IN A DECADE



When people think of the Super Bowl, they often put in their prediction as to which team they think will be the big winners. However, it is fairly likely that the biggest winner of them all will actually be NBC Universal, the broadcaster in which the Super Bowl will be displayed. During the Super Bowl game last year, which was broadcasted on Fox, that particular football game happened to be the most watched program in the history of television watching in the United States. It is very amazing to think about. And, advertisers managed to spend nearly \$230 million on advertisements to be featured during the Super Bowl. It is estimated that the audience this year will be just as high, possibly even higher. It is estimated that about \$1.72 billion has been spent on advertising during the Super Bowl within the past decade. That is definitely a lot of money. During the 2011 Super Bowl, revenue was up from \$205 million in 2010 and \$213 million in 2009. The World Series of 2010 brought in \$191 million dollars alone. With all of the revenue that this NFL game produces, most of the advertisement spending has come from specific companies in general. Such companies include Anheuser-Busch InBev, PepsiCo Inc., General Motors Co., Walt Disney Co., and Coca-Cola Co. Each of these companies has spent millions within the past few years on advertisements and commercial spots to be featured during the big Super Bowl game. Jon Swallen, the senior vice president of research for Kantar Media, has said, "You have this handful of advertisers in the game year after year, buying several minutes of ad time." He also says, "Clearly they think that it's worth it." The cost for advertising during the Super Bowl is more expensive than ever before, averaging about \$3.5 million for a simple 30-second spot during the game, which will take place on February 5, 2012 and will be broadcasted on NBC. Some advertisers have actually paid \$4 million for their commercial spots during this huge game. However, last year, Fox was earning just about \$3 million per spot to be featured during the big game, which attracted exactly 111 million viewers. No one knows for sure whether or not the game this year will have nearly as many viewers but the rating of the playoffs is definitely making the predictions seem high for what to expect when it comes to how many people will watch the game this year. In fact, games that were featured during this past weekend were actually the most watched NFL playoff rounds. The New York Giants game versus the Green Bay Packers had averaged 45.1 million viewers, which is definitely a record, especially for a divisional playoff game.

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