



SUPER BOWL WILL BE STREAMED ONLINE BY NBC

The NFL? Old-fashioned? Even though previous broadcasts have been featured online in several venues and formats, NBC Universal will stream the next Super Bowl through the Internet. A first for all media, the question remains as to how the ads will break down and whether advertisers will elect to pay for reaching both television and online viewers. Curious? Get your answers here:
Read the full article here:

[In New-Media First, Super Bowl to Be Streamed Online](#)

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