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The Super Bowl ad that changed advertising

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Today In History <newsletter@mail.britannica.com>

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A Britannica Newsletter

Today In History

JANUARY 22, 2026

Apic—Hulton Archive/Getty Images

The Moment Advertising Became Cinema

JANUARY 22, 1984

On this day in 1984, a new kind of television commercial quietly made history. Apple Computer's now-legendary "1984" ad became just as famous for what it didn't say as for what it *did* say.

But the commercial almost didn't see the light of day.

Airing during Super Bowl XVIII, the 60-second ad showed no products, mentioned no

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Message ID	<42.CF.25022.5BFF1796@i-01d144fb788d85f86.mta1vrest.sd.prd.sparkpost>
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Delivered-To: moulmorampudi@gmail.com
Received: by 2002:a05:7108:3e8b:b0:4e2:938a:b08b with SMTP id hk11csp364450gdb;
Thu, 22 Jan 2026 02:45:10 -0800 (PST)
X-Received: by 2002:a05:690c:4990:b0:794:f67:d572 with SMTP id 00721157ae682-7940fb7fae9mr66097297b3.66.1769078710553;
Thu, 22 Jan 2026 02:45:10 -0800 (PST)
ARC-Seal: i=1; a=rsa-sha256; t=1769078710; cv=none;
d=google.com; s=arc-20240605;
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h=reply-to:subject:from:list-unsubscribe:list-unsubscribe-post
mime-version:date:message-id:to:dkim-signature;
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- EML (.eml) and MSG (.msg) formats are supported.
- The MSG file will be converted to the EML file before analyzing. The conversion might be lossy.
- This app doesn't store EML/MSG file you upload.

Drop the EML/MSG file here or click to upload

Covers and Build-a-thon eml

Analyze

Headers

Hops

Hop	From	By	With	Date (UTC)	Delay
1			http id 0b2c6b1b253d11yau h, 29 aug 2025 21:05:03.479 +0000 (utc)	Invalid Date	N/A
2			smtp id recvd-0801b450b-c09w-1-b0d21624-45 2025-08-29 21:05:00.410049135 +0000 utc m==+/646/4151839/006	Invalid Date	N/A
3	o1.mail.beehive.com, 149.72.123.205	mx.google.com	smtp id ea1b273604ac-0871e34a08b4425485396912025.08.29.14.06.13	2025-08-29T21:06:13Z	N/A
4		2002:ac05b88d0b073351b5f01e	smtp id e13osp631265pil	2025-08-29T21:06:14Z	N/A



Analyse suspicious files, domains, IPs and URLs to detect malware and other breaches, automatically share them with the security community.

FILE

URL

SEARCH



Search for a hash, domain, IP address, URL or gain additional context and threat landscape visibility with [OUR THREAT INTELLIGENCE OFFERING.](#)

149.72.123.205

Search



1 detected file containing this IP address

Reanalyse More

149.72.123.205 (149.72.112.0/24)
AS 9137 (1SENDEIRO)

US Last Analysis Date
27 days ago

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Security vendors' analysis (0)		Do you want to automate checks?	
Avast	Clean	Avast	Clean
Avira/ALeas	Clean	ALeas (MONTOMPE)	Clean
Avira/Avast	Clean	Avira/Avast	Clean
BitDefender	Clean	BitDefender	Clean
BKDR	Clean	Geroge	Clean
Chang Liu Ben	Clean	CMS Army	Clean