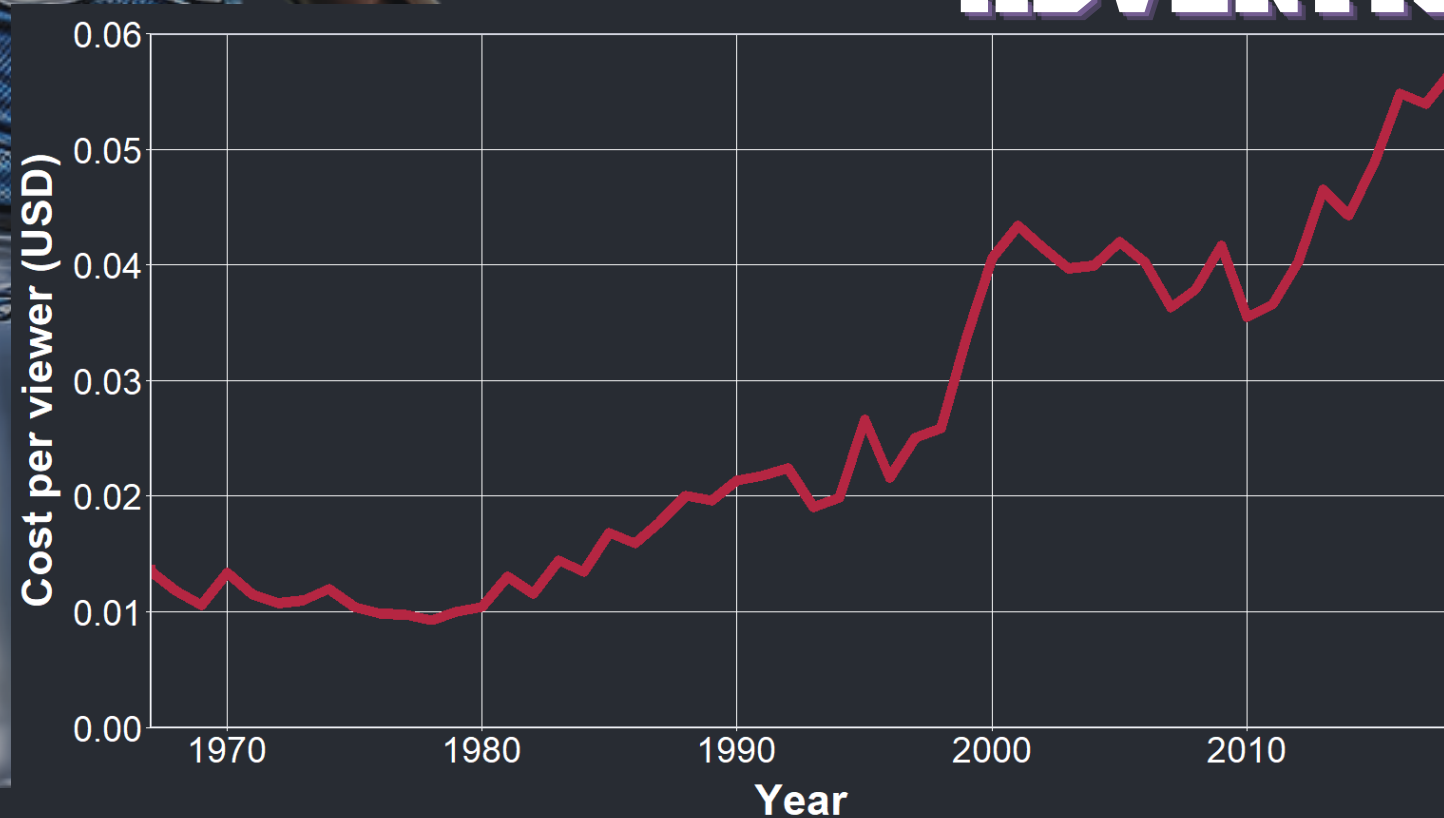


SUPERBOWL

DATA AND STATS

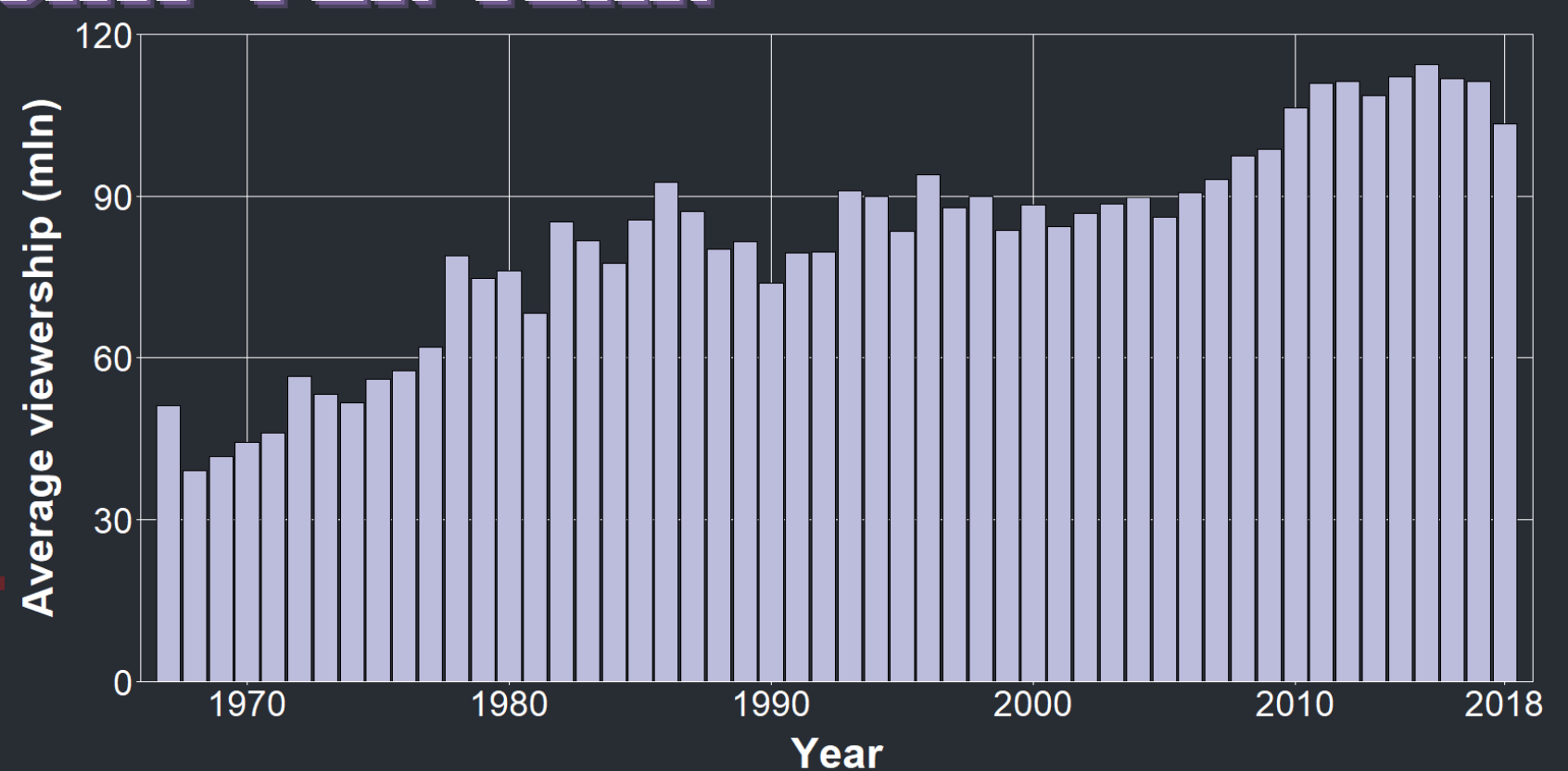
ADVERTISEMENT COST



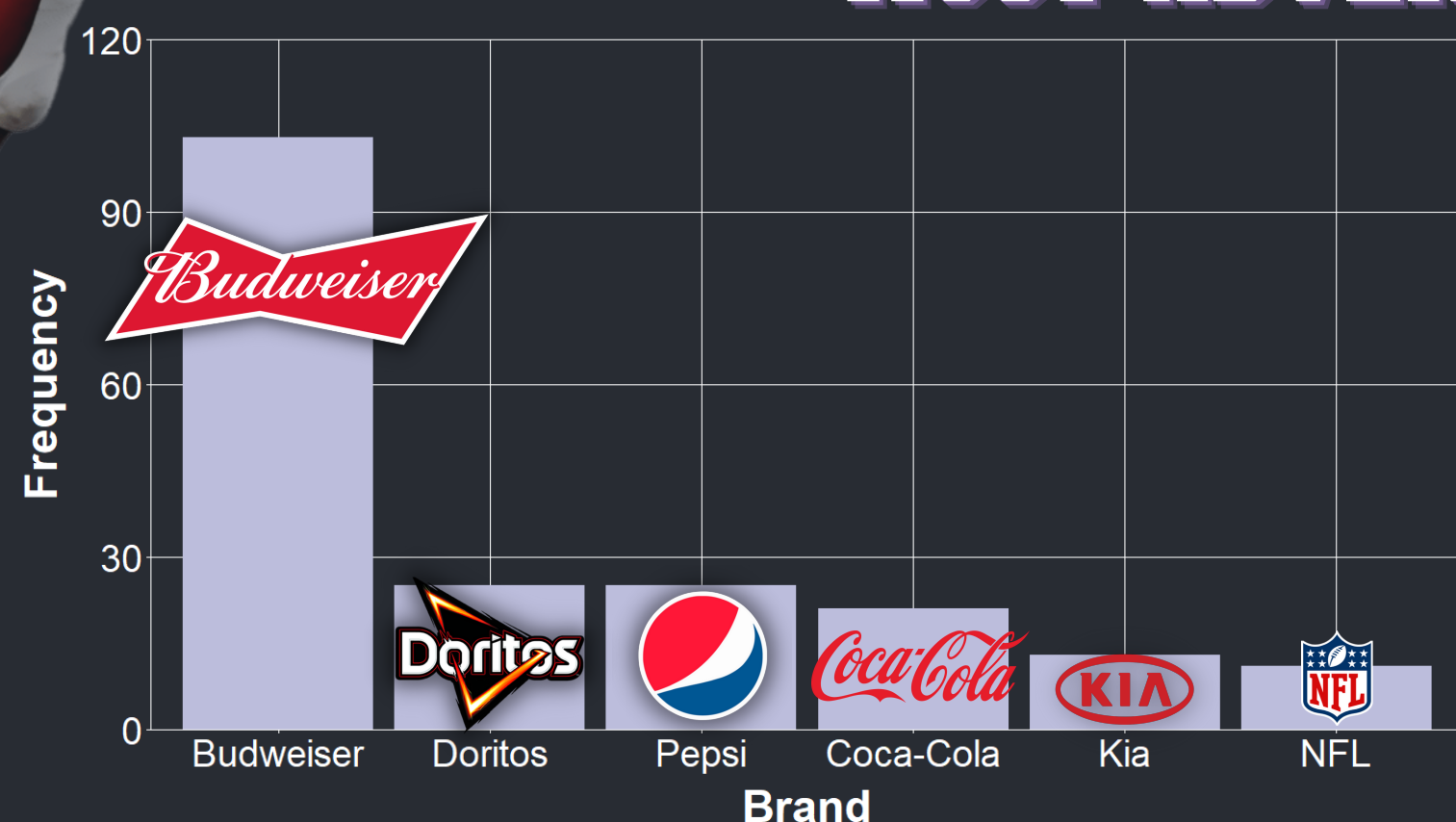
EVEN WITH INFLATION TAKEN INTO CONSIDERATION, ADVERTISEMENT COST PER VIEWER HAS BEEN STEADILY GROWING, MAKING IT THE MOST EXPENSIVE SPORTING EVENT IN THE WORLD FOR ADVERTISERS

VIEWERSHIP PER YEAR

SUPERBOWL VIEWERSHIP HAS BEEN GRADUALLY INCREASING THROUGHOUT HISTORY - WITH THE LATEST RECORDED VIEWERSHIP PEAKING AT **120,000,000** CONCURRENT VIEWERS



MOST ADVERTISED BRANDS



TEMPTED BY THE ENOURMOUS AUDIENCE, **BUDWEISER** HAS DECIDED TO INVEST IN THEIR BRAND, MAKING A TOTAL OF OVER A HUNDRED APPEARANCES IN THE COMMERCIAL BLOCK OF SUPERBOWL IN COMPARISON - THE RUNNER-UPS - **PEPSI** AND **DORITOS** HAVE ONLY MADE IT THERE LESS THAN 30 TIMES EACH.

MOST FREQUENT WINNERS

