



Total Halftime Viewers

1.27 B

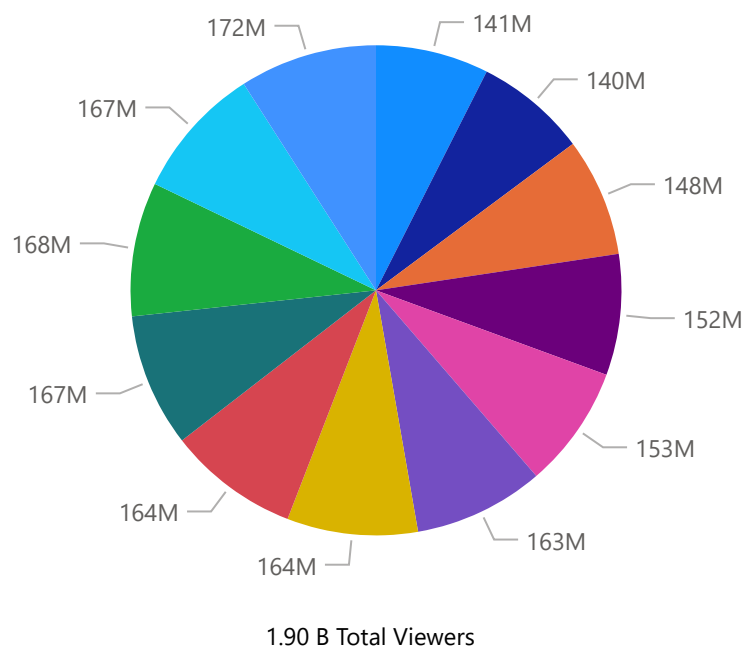


Total Ad Costs

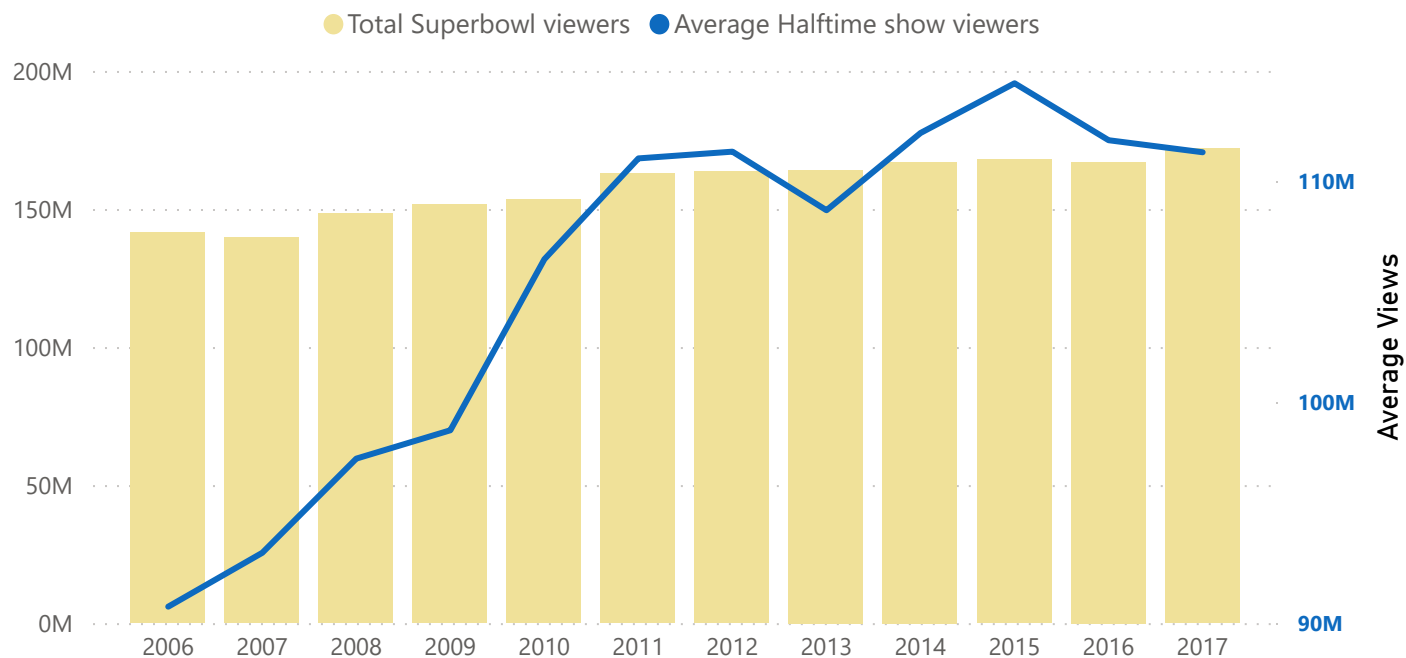
\$42.3 M

*Reflects numbers from 2006 - 2017

Superbowl Viewers by Years



Superbowl Views vs. Halftime Show Views



Superbowl Ad Costs

