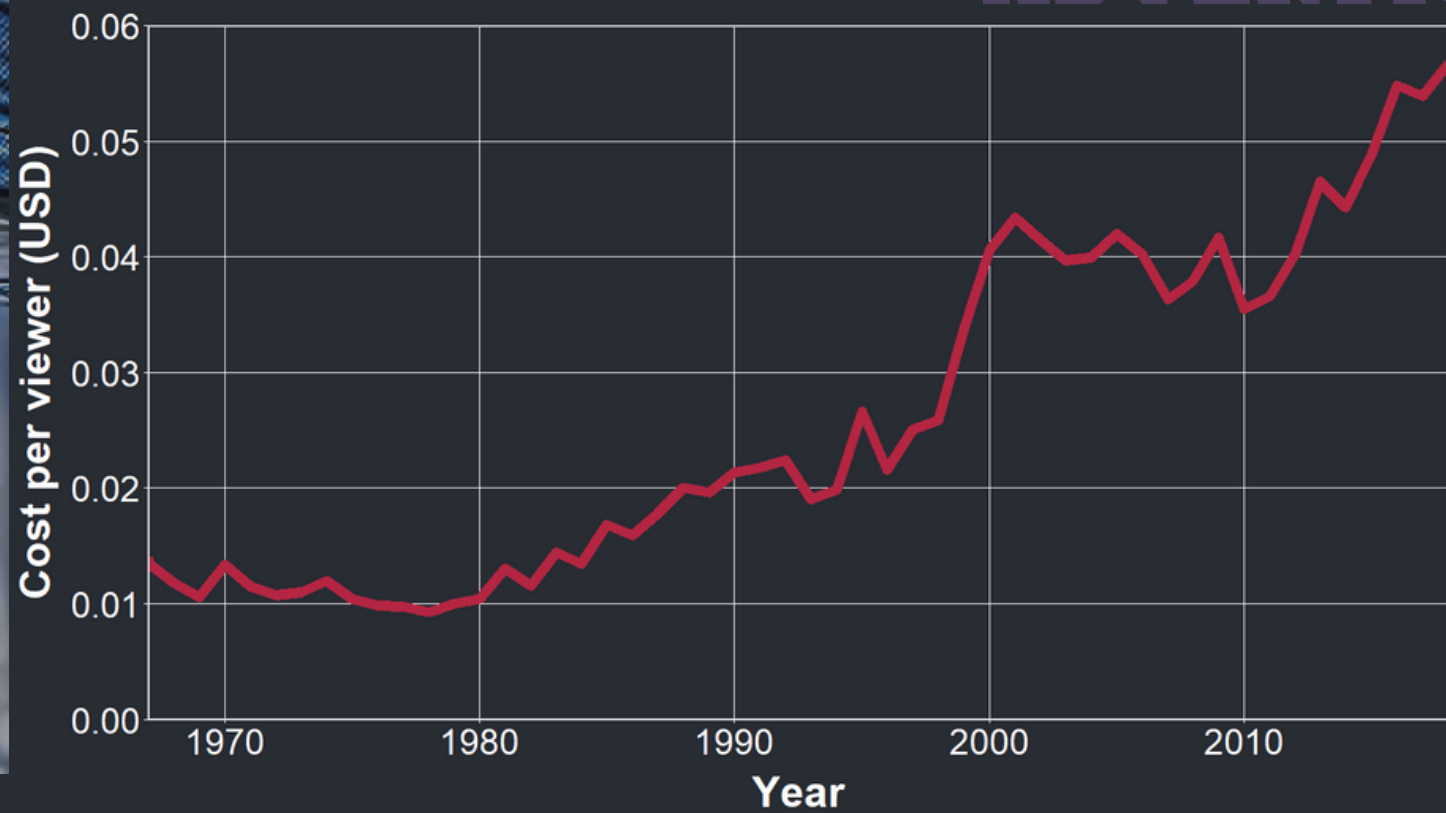


# SUPERBOWL

## DATA AND STATS

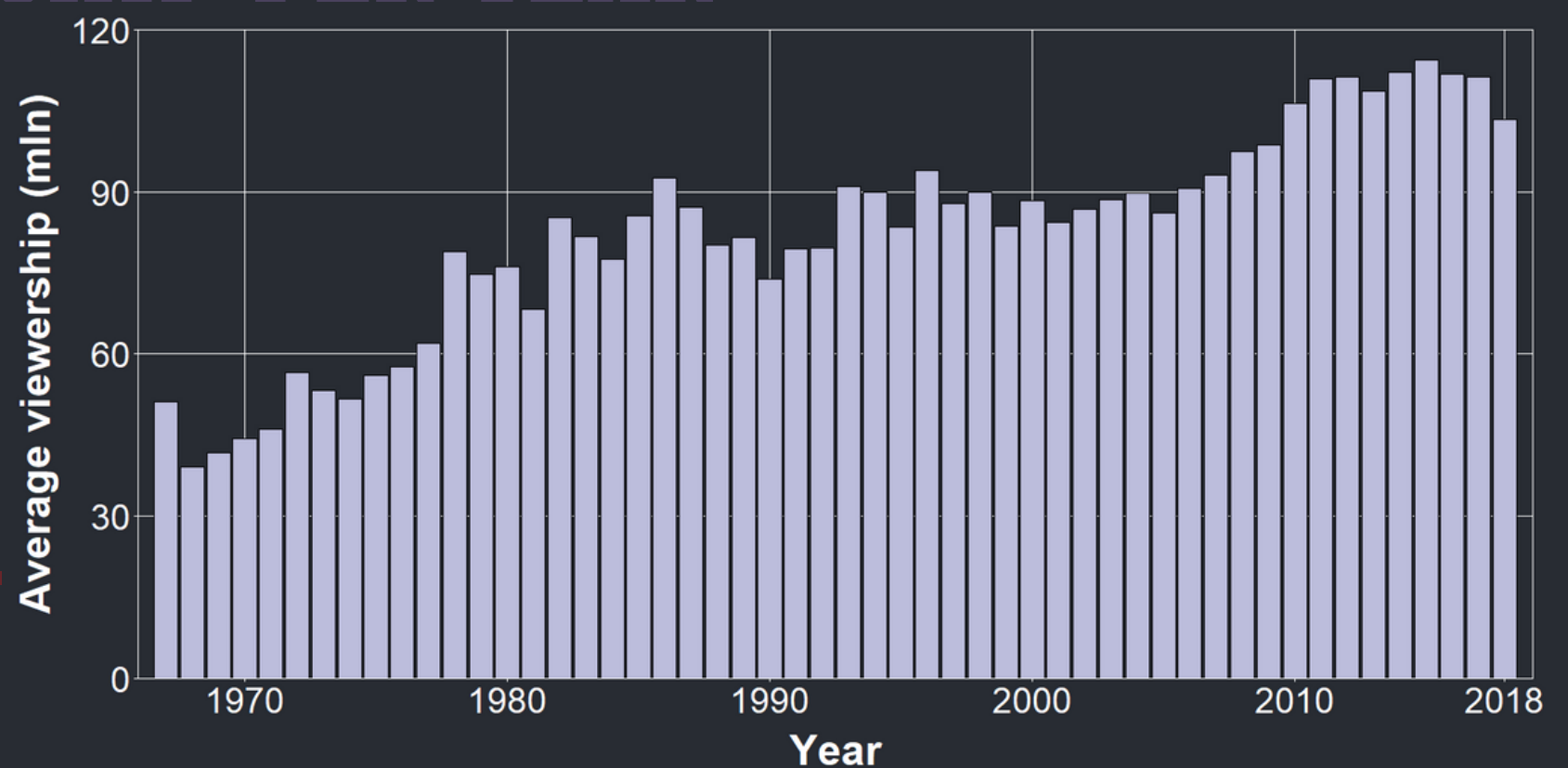
### ADVERTISEMENT COST



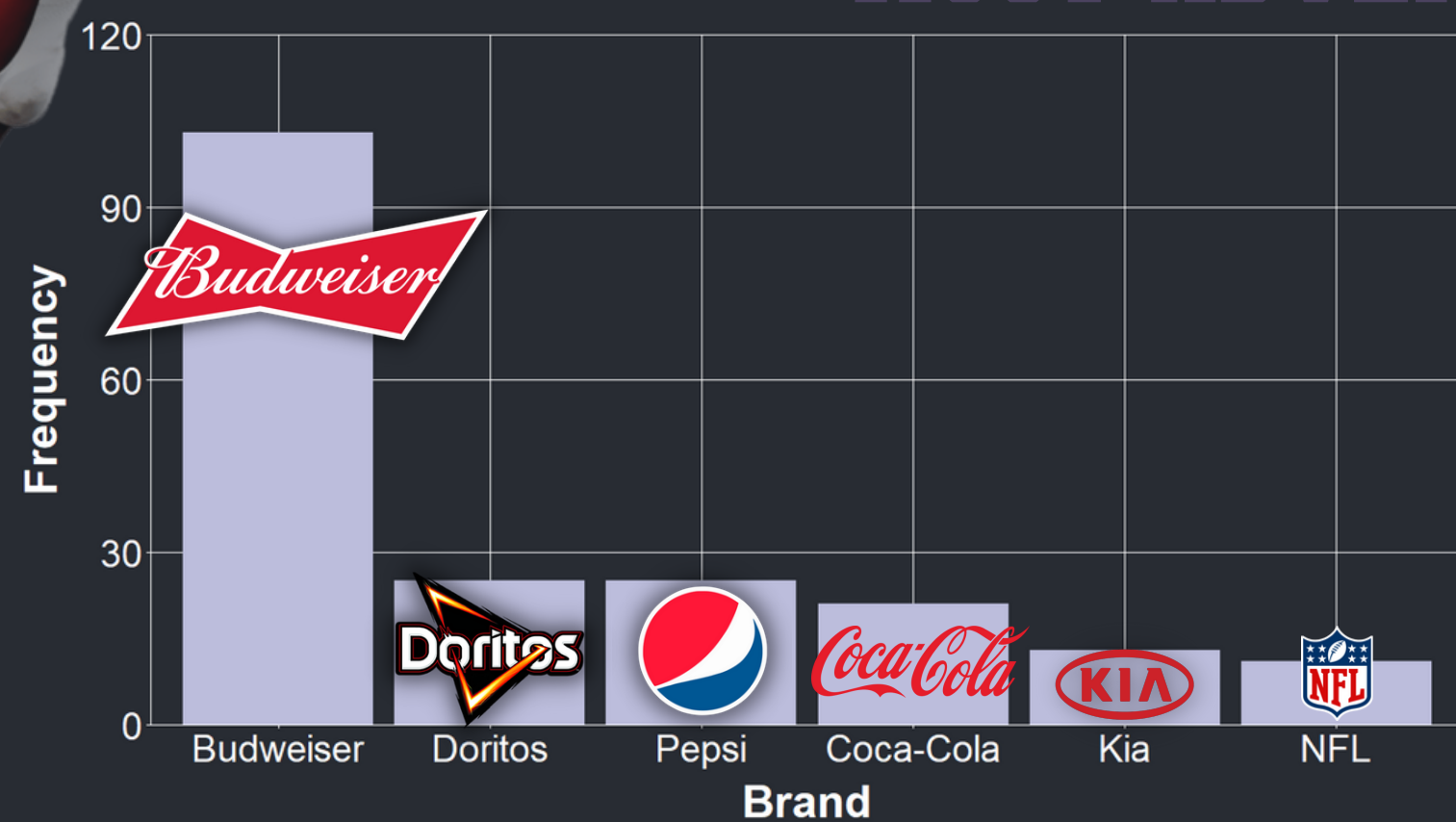
EVEN WITH INFLATION TAKEN INTO CONSIDERATION, ADVERTISEMENT COST PER VIEWER HAS BEEN STEADILY GROWING, MAKING IT THE MOST EXPENSIVE SPORTING EVENT IN THE WORLD FOR ADVERTISERS

### 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

