**Super Bowl LIV**

**Consumers' Total Expected Spending**

$17.2 billion

**Average Expected Spending Per Person**

$88.65

**Top Ad Categories**

1. **Auto Manufacturers**
2. **Media/Entertainment**
3. **Food (excluding candy)**

**Ad Rate for 30-Second Spot (Highest Ever)**

$5.6 million

**Super Bowl LII (2019)**

**Average TV Audience (Viewers)**

98.2 million

**Revenue for CBS**

$394 million

**Minutes of Ad Play**

50.75 minutes

**Social Interactions**

1.5 million

**Social Reach**

3.4 billion

**U.S. Homes With Televisions Tuned Into Telecast**

67%

**Source:** National Retail Federation/Prosper Insights & Analytics

**Source:** Kantar

**Source:** Fox

**Source:** Nielsen