**NBCU Could Rake in More than $1B in Olympic, Super Bowl Ad Revenues**

NBCUniversal has estimated that its ad revenues for the Winter Olympics and next year's Super Bowl will top $1 billion. The Super Bowl is expected to bring in approximately $350 million, with 30-second spots selling for upward of $5 million each, while the Olympics is expected to see "low double digits" increases from the $800 million brought in during the 2014 Olympics.

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<http://variety.com/2017/tv/news/super-bowl-winter-olympics-tv-advertising-nbc-1202602368/>