**CBS Scores Record $545 Million in Super Bowl Ad Revenue**

ViacomCBS’ CBS network generated a record $545 million in advertising spending during the NFL’s Super Bowl LV, according to preliminary estimates from research firm Kantar. The game included a record 57 minutes of commercial time, and a 30-second ad was sold for an estimated average cost of $5.6 million, Kantar said.

[This Photo](https://en.wikipedia.org/wiki/Super_Bowl_LV) by Unknown Author is licensed under [CC BY-SA](https://creativecommons.org/licenses/by-sa/3.0/)

***Reuters 2.10.21***

[*https://www.reuters.com/article/us-football-nfl-super-bowl-advertising/cbs-scores-record-545-million-in-super-bowl-ad-revenue-despite-low-ratings-idUSKBN2AA2P3?utm\_source=Listrak&utm\_medium=Email&utm\_term=CBS+Scores+Record+%24545M+In+Super+Bowl+Revenue&utm\_campaign=Fox+Stations+Launch+FLX%2c+Linear+And+OTT+Ad+Service*](https://www.reuters.com/article/us-football-nfl-super-bowl-advertising/cbs-scores-record-545-million-in-super-bowl-ad-revenue-despite-low-ratings-idUSKBN2AA2P3?utm_source=Listrak&utm_medium=Email&utm_term=CBS+Scores+Record+%24545M+In+Super+Bowl+Revenue&utm_campaign=Fox+Stations+Launch+FLX%2c+Linear+And+OTT+Ad+Service)