**Like Everything Else, Super Bowl 56 Ads Are Almost Sold Out**

When selling its Super Bowl inventory, NBCUniversal had some considerable leverage when it comes to one of the big audience draws on linear TV and streaming services: live sports. The network offered Big Game slots as part of a Once in a Lifetime sports package.

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[*https://www.adweek.com/brand-marketing/super-bowl-2022-ads-sold-out-nbc-sports-bonanza/?utm\_content=summary\_component&utm\_source=postup&utm\_medium=email&utm\_campaign=FirstThingsFirst\_Newsletter\_211028054610&lyt\_id=1418028*](https://www.adweek.com/brand-marketing/super-bowl-2022-ads-sold-out-nbc-sports-bonanza/?utm_content=summary_component&utm_source=postup&utm_medium=email&utm_campaign=FirstThingsFirst_Newsletter_211028054610&lyt_id=1418028)