**Overtime Was Money Time for CBS**

With the Chiefs needing nearly all of a 15-minute overtime period to vanquish San Francisco, the network was able to run an additional 10 commercials, generating an extra $60 million in revenue, according to figures reported by Sportico.

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[*https://www.nexttv.com/news/overtime-was-money-time-for-cbs-network-reportedly-banked-an-additional-dollar60-million-in-extra-ad-money-on-the-way-to-dollar695-million-bonanza?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_medium=email&utm\_content=E27DDA2A-C0D0-4EE5-ABF8-BC83518EFC78&utm\_source=SmartBrief*](https://www.nexttv.com/news/overtime-was-money-time-for-cbs-network-reportedly-banked-an-additional-dollar60-million-in-extra-ad-money-on-the-way-to-dollar695-million-bonanza?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=E27DDA2A-C0D0-4EE5-ABF8-BC83518EFC78&utm_source=SmartBrief)