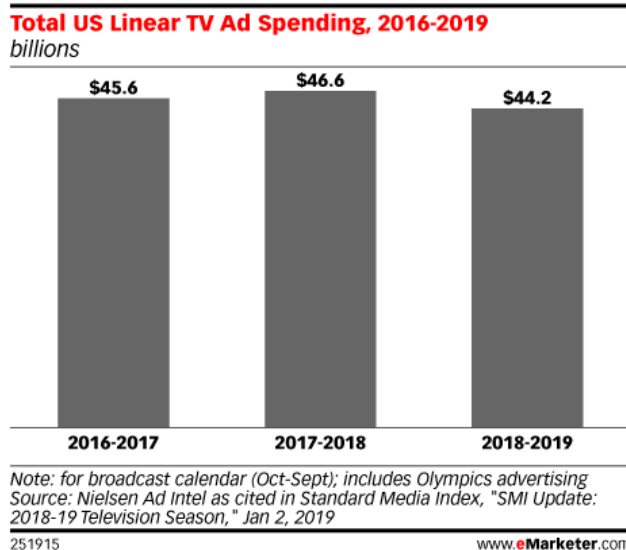


Super Bowl LIV Ads, Touchdowns, Fumbles and Extra Points

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman and vice president of content studio Paul Verna discuss the best and worst Super Bowl ads and whether they achieved their marketing objectives. They also talk about how many people tuned in to the game, how much advertisers spent and the most popular halftime show ever. They then examine Quibi's launch campaign, solo TV viewing and how much returns are costing retail.



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