



NBC says 90 percent of Super Bowl ads sold

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With three weeks to go before NBC kicks off Super Bowl XLIII, the network has thrown its two-minute offense into gear, closing two key studio sponsorships as part of a sustained push for movie dollars.

NBC now seems to have its ground game working again after sales efforts stalled out in the fall. While it had moved 85 percent of its avails by early September, the network kept getting stuffed at the line in the waning months of 2008, as the economy imploded and clients quailed about pricing.

Even if NBC struggles to unload the last batch of spots, it likely will break Fox's record ad haul of \$186.3 million, said Dean DeBiase, CEO of TNS Media. "They still have some time on their hands," he said. "NBC could come away with more than \$200 million."

"Marketers should view the game as their own stimulus plan demonstrating how effective creative can pull them through a recessionary economy," DeBiase said. "A Super Bowl spot is an opportunity to ... create an ongoing conversation that extends far beyond the halo of the broadcast."

Reuters/Hollywood Reporter

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