



The Economics of the Super Bowl (Economics of Entertainment)

Reagan Miller, Lizann Flatt

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The half-time show is just beginning but what happened before that to get the Super Bowl on the field? The Economics of the Super Bowl takes a fascinating look at the production process and financing of the Super Bowl. Various links in the economic chain include ticket sales, television broadcasting rights, advertising revenue, and contracting with performers for the half-time show, as well as for laborers to set up the stage and sound.

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