

Live blog link:

<https://nebula.nbcnewstools.net/nbcnews/content/edit/super-bowl-2024-live-updates/136833>

Pub time: 7:30 a.m. PT/10:30 a.m. ET

Sign on time for people blogging: 5:30 p.m. ET

Game start time: 3:30 p.m. PT/6:30 p.m. ET on CBS + Paramount+ and Nickelodeon

- *Puppy bowl is 2 p.m. ET, Saba will watch and file*

Staffing

- Editors: Jason, Saba & Tim
- Reporting: Rebecca, Doha, Daysia, Kaetlyn, David (in Vegas)
- SEO: Lisa & Joy
- Photo: Whitney
- Videos: Jen & Mike
 - Mash-up video which features how it begins (anthem) + some highlights from halftime show + ends with victory celebration.
 - TBD: Some kind of Taylor Swift video – if she's there how much the cam goes on her; if not maybe the mentions
- Platforms: Jana, Elizabeth Both, Richie, Gab (social)
- Contribs: NBC Sports (who will send feeds on Slack via Brian Hamilton)
- NBC VEGAS AFFILIATE reporter who will be there: Rebecca Lewis KSNV
<https://twitter.com/BeccaONLINE702>
- Also plan to scrape from CNBC live blog
- NCX LINK REPORTING:
<https://newsconnect.nbcuni.com/#/ncx/landing-story/:1690912300377>

Other stories in the works ahead of show

- David K. Li: Brock Purdy
 - <https://nebula.nbcnewstools.net/nbcnews/content/edit/long-road-taken-mr-irrelevant-brock-purdy-super-bowl/136848>
- David K. Li Slug: NFL Ratings Rebound
 - Shell:
- Kaetlyn: T. Swift parties
 - Shell:
<https://nebula.nbcnewstools.net/nbcnews/content/edit/super-bowl-taylor-swift-travis-kelce-chiefs-themed-parties/137043>
- David Ingram: Drones at the Super Bowl
 - Shell:

Pre-writing breakouts:

- Usher performance
 - SHELL:
<https://nebula.nbcnewstools.net/nbcnews/content/edit/usher-super-bowl-lvi-ii-halftime-show/137772>
 - Daysia Tolentino
- Winning team post.
 - SHELL:
<https://nebula.nbcnewstools.net/nbcnews/content/edit/prewrite-chiefs49ers-win-super-bowl/137788>
 - Rebecca Cohen
- IN CASE → Travis proposes to Taylor
 - SHELL:
<https://nebula.nbcnewstools.net/nbcnews/content/edit/prewrite-will-never-have-appen-travis-kelce-proposes-taylor-swift-super-bo/137765>
 - Doha Madani
- Bud Light ad
 - <https://nebula.nbcnewstools.net/nbcnews/content/edit/bud-light-super-bowl-ad-brand-goes-old-school-dylan-mulvaney-controversy/138154>
 - Daysia Tolentino
- Others as they come

Pre-posts not yet in CMS

And the coin toss goes to...

By Doha Madani

Baby let the games begin!

TK won the coin toss and chose **to TK**.

Last year the Chiefs (**also**) won the coin toss against the Eagles and chose to defer their choice, giving the opposing team the offense for the start of the game.

Other SEO Recs →

- National anthem
- Best Super Halftime show performance

- game highlights, team analysis, MVP, prop bets, player profiles, historical facts, big plays
- Athletes – lean into names

Ads – publish as they air during game; prewrite as many **possible** that stand out to us

Arnold Schwarzenegger is ‘Agent State Farm’ in new ad

<https://www.sfgate.com/sf-culture/article/arnold-governor-super-bowl-ad-2024-18640093.php>

By Daysia Tolentino

Like a good neighbor, Arnold Schwarzenegger is there.

The action star and former California governor takes on a new role in State Farm’s Super Bowl ad. He’s saving puppies from burning buildings like any good hero would. His one Achilles heel? He can’t seem to get State Farm’s [signature catchphrase right](#).

Luckily, he got an assist from Danny DeVito, who reminded folks that State Farm is a good *neighbor* — not *neighbah*.

Cetaphil gives us all the feels in Taylor Swift-inspired father-daughter ad

By Daysia Tolentino

<https://www.youtube.com/watch?v=XhybTrAJqK8>

Taylor Swift has turned a lot of girls and young women into football watchers this season — and Cetaphil is tapping into their newfound interest.

The skincare brand showed how Taylor Swift’s appearances at Chiefs games have allowed dads and daughters to bond over gametime. The ad has a few Swift easter eggs including jerseys with her favorite number 13 and birth year 89; friendship bracelets frequently seen at her concerts; and an announcer mentioning the “most famous fan at the game.”

While there was a lot of positive sentiment toward the ad, TikTok creator Sharon Mbabazi claims it lifted her own story. Mbabazi has been documenting her and her stepdad bonding over football and Taylor Swift for months. Her videos have [received millions of views](#).

NBC News has reached out to the creator and Cetaphil for comment.

Can director Martin Scorsese condense his genius into a 30 second ad?

By Daysia Tolentino

<https://www.youtube.com/watch?v=OBcd8S0YYuU>

Apparently he did so for Squarespace.

The ad shows civilians — including Scorsese — who are too distracted by their phones and social media to notice an impending alien invasion. The aliens communicate their arrival by sending everyone their Squarespace site with the message “Hello Down There.”

Squarespace previously teased the collaboration by [posting a video of Scorsese and his daughter Francesca](#) — TikTok’s favorite father-daughter duo — conceptualizing the ad.

→ *Saba reply: This is honestly art. Congrats to Squarespace.*

Anheuser-Busch keeps ads ‘old school’ following Dylan Mulvaney controversy

By Daysia Tolentino

<https://www.youtube.com/watch?v=CI--5P79iRs>

<https://www.youtube.com/watch?v=8C4DNSV3IRE>

Anheuser-Busch received major backlash from conservatives last year after it partnered with [transgender influencer Dylan Mulvaney](#) for a sponsored Bud Light post. U.S. CEO Brendan Whitworth [said last April](#) that the company “never intended to be part of a discussion that divides people.” Mulvaney [later said](#) that the company did not support her through the backlash.

Since then, Anheuser-Busch has tried to regain favor [after a sharp decline in sales](#). Super Bowl ads for Budweiser and Bud Light keep it “old school,” as the title of the Budweiser ad suggests. The respective ads reference what each beer is typically associated with: [Clydesdales](#) for Budweiser and [house parties](#) for Bud Light.

Former president Donald Trump [said on Wednesday](#) that Anheuser-Busch should be given a “second chance” and that it is not a “woke company.” His remarks came ahead of an upcoming fundraiser for his 2024 presidential campaign held by an Anheuser-Busch lobbyist, [according to Politico](#). Anheuser-Busch has previously said it would [continue to support the LGBTQ community](#) following the Mulvaney backlash.

Friends reunion

By Rebecca Cohen

<https://people.com/super-bowl-2024-jennifer-aniston-david-schwimmer-friends-reunion-uber-eats-super-bowl-commercial-8558982>

In this UberEats ad universe, Ross and Rachel weren't on a break.

In fact, Rachel might not have even known Ross, as Jennifer Anniston “forgets” she ever worked with David Schwimmer in this mini “Friends” reunion.

Throughout the spot, a host of A-list celebs — including David and Victoria Beckham, Usher and Jelly Roll — each appear to forget something in order to remember all that UberEats has to offer.

“Have we met?” Anniston asks Schwimmer after he excitedly approaches her. Later, she asks him to “give me a hint.”

Clearly annoyed, Schwimmer responds that they “worked together for 10 years.”

“Ten years?!” Anniston replies. “You were great.”

Schwimmer then says, “You still don't know, don't you?” Anniston says he's right.

Walking away with her bag of UberEats goodness, Anniston quips “Like I'd forget ten years of my life.”

Schwimmer, watching her walk away, says “I hate this town.”

—

David K. Li on football rules (also not yet in CMS)

BASIC FOOTBALL: THE COIN FLIP (post moments after coin flip after winner “defers”):

KC WINS: The Kansas City Chiefs have one of the most dynamic quarterbacks in football, Patrick Mahomes, but there's reason why his team *didn't* want to go on offense after winning the coin flip.

SF WINS: The San Francisco 49ers have one of the most prolific offenses in football, led by MVP finalist Brock Purdy and TD-scoring machine Christian McCaffrey, but there's reason why the Niners *didn't* want to go on offense after winning the coin flip.

PICK UP: In a [relatively new football trend](#), teams have opted to “defer” their chance to receive the kickoff and go offense first, instead of opting to kick to the opponent and play defense to start.

The hope is to have possession at the end of the second quarter and manipulate the clock so that the other side doesn't get much or any time with the ball late in the half. If the **Niners/Chiefs** get lucky and play it right, they could get back-to-back end-of-half possessions — and potential consecutive scores — without the **Niners/Chiefs** ever touching the ball.

BASIC FOOTBALL: TIME STANDS STILL

Among the most common questions asked by non-football fans is: Why does the clock run sometimes and stop other times? There are almost too many nuances and exceptions to clock rules to go over of them all, but keep these general points in mind:

- The clock will always stop on a score, change of possession and after an incomplete pass.
- The clock will always stop when there is no play at or under 2 minutes left in the second and fourth quarters. It's the most ominously titled basic rule of pro football: The 2-minute warning (said in George Carlin's voice)!
- Each team gets three timeouts per half and these could be valuable tools in strategically stopping the clock.
- Inside the final 2 minutes of the first half and final 5 minutes of the second half, the clock will almost always stop when the player runs out of bounds. There's just one rare exception to this out-of-bounds clock stoppage and that's if a runner isn't going forward — as Dallas Cowboys fans sadly [found out with 28 seconds left](#) in their playoff loss to San Francisco last year.

If the offense wants to keep time rolling, its best play will be run the football while staying inbounds.

BASIC FOOTBALL: TWO-MINUTE OFFENSE (if one of the teams is trying to score)

In these final 2 minutes of play, there will be two kinds of plays that'll be greatly beneficial to the **Chiefs/49ers**.

Of course they'll want plays of 10 yards or more so win a fresh set of four downs. But the second best outcome here will be an incomplete pass because time is the Chiefs'/Niners' biggest enemy right now.

Other than forcing a turnover, the most devastating play a **Chiefs/Niners** defender could make would be to sack **Mahomes/Purdy**. It would be a loss of yards and, worse, the clock would bleed without a timeout.

Pre-game posts that are in CMS ready to go

How to watch the Super Bowl

By Saba Hamedy

Happy game day!

Super Bowl LVIII will air on CBS and Paramount+. Those with cable can also use their TV provider to watch on CBS.com or on the CBS app.

For the first time, there will also be a [kids-friendly version of the game on Nickelodeon](#), which is also in the Viacom family.

Who is playing?

By Saba Hamedy

The Kansas City Chiefs, the reigning Super Bowl champ, will play the San Francisco '49ers.

Where is the game happening?

By Saba Hamedy

The game is taking place at Allegiant Stadium in Las Vegas ... aka Sin City, baby!

Officials expect the Super Bowl to draw more than 330,000 visitors to the city and generate \$600 million in revenue, [according to the Associated Press](#).

In classic Vegas fashion, the AP reported that both teams were welcomed to the city with Elvis Presley impersonators and showgirls.

What time does the game start?

By Saba Hamedy

Kick off is at 6:30 p.m. ET, so you better have your snacks ready by then.

Will Taylor Swift make it from Tokyo to support Travis Kelce?

By David K. Li

Reup:

<https://www.nbcnews.com/pop-culture/pop-culture-news/taylor-swift-super-bowl-arrive-in-time-kelce-rcna136242>

Reply by Saba → Even the Japanese Embassy weighed in on Swift's potential journey.

"Despite the 12-hour flight and 17-hour time difference, the Embassy can confidently

Speak Now to say that if she departs Tokyo in the evening after her concert, she should comfortably arrive in Las Vegas before the Super Bowl begins."

<https://x.com/japanembdc/status/1753455158460133508?s=46>

Where's Usher? Superstar 'goes missing' in Apple Music Halftime Show teaser

By Daysia Tolentino

<https://www.youtube.com/watch?v=bdfh6ZUvwVw>

Ahead of the big show, Apple Music released a ["Hangover"-inspired ad](#) in which the halftime performer disappears before the Super Bowl.

Ludacris, Lil Jon and Taraji P. Henson are shown trying to locate the singer and taking viewers on an eccentric tour of Las Vegas. The star-studded short film also featured appearances from reggaeton artist J. Balvin, rapper André 3000 and magician Criss Angel.

Who will Usher bring out to perform with him?

By Daysia Tolentino

Judging by the halftime show teaser, Usher will most likely bring out Lil Jon and Ludacris to perform “Yeah!” I am also delusional enough to believe that he will bring out Justin Bieber because a girl can dream!

And if Taraji P. Henson’s cameo in the ad is any indication, we’ll see Usher serenade a celebrity, which he did to Henson and others [at his Las Vegas residency](#). Maybe it’ll be Henson or Taylor Swift — but he could also bring in Keke Palmer to recreate *that* viral moment.

PREWRITE Justin Bieber joins Usher — reigniting ‘Bieber Fever’

By Daysia Tolentino

Fans have been hoping for a JB appearance ever since Usher was announced as the halftime act. Usher has made their dream come true.

While many music lovers hoped to hear Bieber’s “Somebody to Love,” which features Usher, the pop star joined the R&B singer to perform “TK.”

Usher is ready to perform at Halftime

By Daysia Tolentino

EMBED: https://www.instagram.com/p/C1_9y-Er3S8/?hl=en

Reup:

<https://www.nbcnews.com/news/sports/usher-announced-super-bowlviii-halftime-performer-rcna117062>

A TikToker accurately predicted the opening of last year’s halftime show. Will she do it again?

By Kaetlyn Liddy

TikTok creator, Jasmine Jennings, went viral last year for [predicting](#) the opening of Rhianna’s halftime show performance. She is back this year with another prediction for Usher’s set. “Use your imagination with me,” Jennings said in her [prediction video](#). “Lights are off, lights go on as Usher is catapulted from the stage...” Her guess for Usher’s first song is “Yeah!” – a 2004 hit featuring Lil Jon and Ludacris that topped the “Billboard” Hot 100 for 12 consecutive weeks. We’ll be on the lookout as halftime approaches to see if Jennings is right for the second year in a row.

Mama Kelce is excited

By Drew Weisholz, TODAY

REUP:

<https://www.nbcnews.com/news/sports/donna-kelce-doesnt-think-suite-taylor-swift-super-bowl-stands-everybod-rcna137696>

Post Malone, Reba McEntire and Andra Day to perform during the pre-game

By Daysia Tolentino

https://www.instagram.com/p/C2PjizSOCDL/?utm_source=ig_embed

Country superstar Reba McEntire will help kick off the game by performing the national anthem. Singer Andra Day will perform "Lift Every Voice and Sing," which is often referred to as the "Black National Anthem."

Rapper Post Malone will also sing "America the Beautiful" ahead of the game.

Where does Taylor Swift get all her Chiefs merch?

By Angela Yang

Reup: <https://www.nbcnews.com/pop-culture/taylor-swift-get-chiefs-merch-rcna134532>

Lahainaluna High School football team members serve as honorary captains

By Daysia Tolentino

Six months after wildfires in Maui decimated the town of Lahaina, the NFL announced that players and coaches from a local high school will serve as honorary coin toss captains at the Super Bowl.

Lahainaluna High players Morgan "Bula" Montgomery, Teva Loft, Kaulana Tihada and Kuola Watson will be on the field for the coin toss. Coaches Dean Rickard, Garret Tihada and Bobby Watson will join them.

"The school would like to thank the NFL and its partners for this unimaginable opportunity and their continued support for Lahaina," said Lahainaluna High School Principal, Richard Carosso [in a press release](#). "We are very excited for our coaches and players to be a part of the Super Bowl and are proud of how well they represent the values and spirit of their team, the school, and the Lahaina community."

The NFL said it has been helping to replace football equipment for the high school, Lahaina Intermediate School and nonprofit youth club team Lahaina Chiefs Pop Warner.

We've seen this match-up before

By Allan Smith

Post on 2020 de ja vu (teams, biden-trump, etc)

https://twitter.com/cloverbloom_/status/1754344324098121744

2024 is shaping up to be the year of the 2020 rematch.

In the race for the presidency, it's looking increasingly likely that voters will choose between President Joe Biden and former President Donald Trump, just like they did the last time the Niners and Chiefs met in the Super bowl.

In 2020, the Chiefs staged a furious 4th-quarter comeback, scoring 21 points and defeating the 49ers 31-20.

Another Chiefs win, particularly with the right-wing conspiracies floating around Taylor Swift and Travis Kelce's relationship, could be seen as a good omen for Biden later in the fall. A 49ers win may be portrayed as a sign of change — for Trump.

'I'm going to Vegas': Football fans surprised with tickets to Super Bowl

REUP VIDEO: Football fans across the country were celebrating after they were surprised with tickets to the Super Bowl in Las Vegas. NBC News' Kate Snow has more on these moments of joy and celebration.

<https://www.nbcnews.com/nightly-news/video/-i-m-going-to-vegas-football-fans-surprised-wi-th-tickets-to-super-bowl-202591301713>

Biden is skipping a Super Bowl sit-down interview

By Monica Alba and Jonathan Allen

REUP:

<https://www.nbcnews.com/politics/2024-election/biden-skipping-super-bowl-interview-advisors-say-part-plan-rcna137358>

People are betting on whether Travis Kelce will propose to Taylor Swift

By Saba Hamedy & Variety

Travis response <https://twitter.com/ArashMarkazi/status/1754697692943675628>

Some people want the day after the Super Bowl to be a holiday

By Elizabeth Maline

<https://newsconnect.nbcuni.com/#/ncx/view-post/:1707227206382>

About 41% of people think the day after Super Bowl Sunday should be a national holiday, according to a new survey released by Atera.

The AI-powered IT management platform surveyed 1,500 American workers and found that even without an official holiday, 41% will opt to work remotely on Monday.

Among remote workers, 27% of those surveyed said they plan to feign illness, while 25% will say they have an "appointment."

Super Bowl gambling records

By Brian Hamilton, NBC Sports

Reup AP story

<https://www.nbcnews.com/news/sports/super-bowl-gambling-records-rcna137449>

Super Bowl ticket prices hit record levels

By Rebecca Cohen

Super Bowl ticket prices on the resale market are hitting record highs ahead of Sunday's game, as if Allegiant Stadium hopefuls are trying to see the Eras Tour again, or at least the star of that show.

As of Monday, the average price of a Super Bowl ticket on TickPick was \$9,815, [according to the Associated Press](#). By Wednesday evening, tickets on the platform ranged from \$7,830 to \$77,760.

By comparison, tickets on TickPick for last year's superbowl, which also featured the Kansas City Chiefs, were going for \$5,795 on average, the AP reported.

****Can update this before we go live on Sunday with real time prices, too.****

Chiefs and 49ers players aren't allowed to gamble while they're in Vegas

By Rebecca Cohen

It's Sin City, baby, but the players getting ready to hit the field Sunday afternoon can't partake until the play clock runs out.

The NFL has forbidden anyone who is in Las Vegas on official Super Bowl business from doing any kind of gambling, [NBC Sports reported](#). Yes, that even includes the Kansas City Chiefs and San Francisco 49ers players.

As soon as the game is over Sunday night, though, the players are free to hit the slots and poker tables, as long as they refrain from placing any bets on the NFL, of course.

Super Bowl party and concert round-up

<https://www.usatoday.com/story/entertainment/music/2024/02/01/super-bowl-58-las-veg-as-concerts-events/72423577007/>

By Kaetlyn Liddy

You won't be hard-pressed to find a party in Vegas on a normal weekend, but the city will be bustling with [events](#) in the leadup to the Super Bowl. Music fans have plenty to choose from: country star, Zach Bryan, rappers Travis Scott and Ice Spice, and electronic duo, The Chainsmokers, are all slated to perform at The Cosmopolitan over the course of the weekend. U2 has a residency at the new immersive venue, the Sphere, and Adele will be in residence at Caesar's Colosseum. "Sports Illustrated" is throwing its annual party at the Wynn and Guy Fieri is hosting a "Flavortown Tailgate" on the Strip. If none of those events suit your fancy, the gambling capital of the world has no shortage of casinos with [parties](#) of their own.

Spongebob is performing during Nickelodeon's Super Bowl broadcast

<https://x.com/CBSSports/status/1753085807454539879?s=20>

By Kaetlyn Liddy

Usher will have some competition on Sunday – live from Bikini Bottom. Five years ago, a [petition](#) to have "Sweet Victory" from "Spongebob Square Pants" performed at the Super Bowl in honor of the late Stephen Hillenburg – the creator of Spongebob Squarepants – received over a million signatures. "You asked for it. You got it," CBS Sports said in an [announcement](#) posted to X. Fans of the iconic sponge will finally get the Super Bowl moment they have been waiting for – "Sweet Victory" will kick off the Nickelodeon presentation of the broadcast on Sunday.

Will viral Pop-Tart re-emerge from the dead?

<https://variety.com/2023/digital/news/pop-tarts-mascot-football-edible-1235857617/>

By Saba Hamedy

There was record viewership for the NFC Championship game

<https://theathletic.com/5236595/2024/01/29/49ers-lions-nfc-championship-tv-ratings/>

By Kaetlyn Liddy

The San Francisco 49ers earned their Super Bowl with a dramatic comeback victory against the Detroit Lions, drawing [record viewership](#). The NFC Championship Game drew 56.6 million viewers, breaking records for Fox. The game had the fourth-highest numbers for any non-Super Bowl telecast in network history and the most viewers of any NFC Championship Game since 2012, up 19% from the Eagles-49ers matchup in the same round last year.

Traffic jams await Las Vegas drivers

<https://www.usatoday.com/story/travel/2024/02/01/when-to-drive-super-bowl-vegas/72411873007/>

By Kaetlyn Liddy

Las Vegas residents may be accustomed to tourism, but Sunday's traffic is projected to be intense in Sin City. Nearly [half a million people](#) are expected to head to Vegas this weekend to celebrate the 58th Super Bowl. Allegiant Stadium, where the big game will be played, was also the venue for Taylor Swift's "Eras Tour" last March. Hours spent in traffic near the stadium reportedly [increased by over 100%](#) during her concert, indicating that Vegas drivers will likely be impacted by Super Bowl festivities. To avoid the worst of the congestion, traffic experts [recommend](#) steering clear of the roads during projected peak travel hours – before kickoff, between 10 a.m. and 1 p.m., and after the game around 10 p.m.

Drones at the Super Bowl stir concern

By Dave Ingram

REUP: Story

Can the Chiefs take back-to-back Super Bowls?

By NBC Sports, Claire Cardona

The Kansas City Chiefs, the reigning Super Bowl champ, could go [two-in-a-row](#) if they beat the San Francisco 49ers.

The Chiefs beat the Philadelphia Eagles last year. If they win today, it will be the first time in almost 20 years that a team has won back-to-back Super Bowls.

The New England Patriots are the last NFL team to achieve that feat, beating the Carolina Panthers in 2004 and the Eagles in 2005.

Super Bowl (Taylor's Version): How Swifties are celebrating game day

By Kaetlyn Liddy

REUP: Story (pubbing later this week)

Is Taylor Swift's lucky number a good sign for the Chiefs?

By Doha Madani

One thing both sports fans and Swifties are solidly in agreement on is the power of superstition, and Taylor Swift fans believe very strongly in what they call Tayvoodoo.

Tonight's game aligns with Swift's favorite number in a myriad of ways.

First of all, this will be the 13th game Swift attends to support Kelce since the season began. Second, the game is being played on Feb. 11, and $2+11=13$. And finally, this is Super Bowl 58 and $5+8$ also equals 13.

Some even estimated prior to the game that Swift's travel from Tokyo to Las Vegas could take roughly 13 hours. Not to mention that exactly a week ago, Swift won her 13th Grammy award.

Seems like the universe is calling but it's up to the Chiefs to answer.

Tweet: <https://x.com/folklaurenx/status/1751810659145122092?s=20>

Best Super Bowl snacks: Ranked

By NBC News team

Live blogging team shares their favorites here

Doha Madani, NBC News Chief Swiftie: Ever since I was a kid, my older brother and I would have nachos for the World Series and the Super Bowl. It's a sporting event staple in my life that I simply could not do without. But I'm also a big fan of chicken tenders, which Taylor Swift was seen enjoying at a game earlier this season.

Daysia Tolentino, NBC News Culture Reporter: I have been looking forward to eating buffalo wings all week! I'm also partial to some chips and queso.

Synergy alert! Keep your eyes peeled for these movie trailers

By Daniel Arkin

Don't be surprised if you see trailers for movies from Paramount Pictures, CBS' corporate cousin.

The trailers most likely to appear during commercial breaks: John Krasinski's "IF," "Bob Marley: One Love" and "A Quiet Place: Day One," the third installment in the horror franchise. They're all slated to debut in theaters in the first half of the year.

It's not clear if any of the other big Hollywood studios booked ad time this year. I'm curious whether Disney plans to advertise the fact that it has [exclusive streaming rights](#) on "Taylor Swift: The Eras Tour."

