

Super Bowl LX (60) - 8 Feb 2026 - Network TV Commercials - NBC - 17:30 Kickoff - Levi's Stadium - Santa Clara, California

Seattle Seahawks vs. New England Patriots

Seattle Seahawks are wearing blue jerseys and blue pants; New England Patriots are wearing white jerseys and white pants.

NBC Announcers: Mike Tirico, Cris Collinsworth

Sideline Reporters: Kaylee Hartung and Melissa Stark

Times noted are Central Standard Time

PREGAME				Estimated Game Score	
Ad #	Time	Advertiser/Brand/Product	Ad Description	Ad Length	SEA - NEW
	16:47	Walter Payton Award 32 nominees and NFL Man of the Year			
	16:49	"Lift Every Voice and Sing" performed by Coco Jones			
1	16:55	MLB on NBC	Baseball crashing into Today Show set and other things at NBC Studios	:30	
2	16:57	YouTube TV	"Meh" -- Celebrities and sports stars ask "What if it was meh?"	:60	
	16:58	Super Bowl Sunday	Shots from San Francisco, personal stories of Super Bowl Sunday		
	17:03	Super Bowl past MVP introductions	NFL past MVPS introduced on field; GreenDay plays		
3	17:11	Zepbound (weight loss drug)	Standard pharmaceutical lifestyle ad with many disclaimers/warnings	:30	
4	17:12	Claude AI	"Ads are coming to A.I. but not to Claude"	:60	
5	17:13	NBC 100-year Anniversary		2:00	
	17:15	Seattle Seahawks player introductions			
	17:16	New England Patriots player introductions			
6	17:20	Disney Pixar "Hoppers"	Children's animated movie promo	:30	
7	17:21	Ramp	Brian Baumgartner (multiple versions) using Ramp's expense platform; "many Kevins" enjoying automated controls.	:30	
8	17:21	Manscaped	Ballad sung by clumps of shaved hair about grooming products.	:30	
9	17:21	Guiness and Fanduel Joe Montana	Bar scene	:30	
10	17:22	NBC - The Voice Battle of the Champions		:30	
	17:23	America 250 Commission. "America the Beautiful" performed by Brandi Carlile			
	17:26	Presentation of colors; National Anthem performed by Charlie Puth			
11	17:29	Scream 7 movie promo	Horror movie scenes	:30	
12	17:30	TurboTax	Teaser about a dog dying	:15	
13	17:30	Skechers slip-in shoes	Sofia Vergara	:15	
14	17:30	InvestAmerica.org	Children talking about their future with new savings program	:30	
15	17:30	DraftKings	Straightforward ad promoting betting on the game	:30	
16	17:31	NBC or NFL	Mens and Womens Flag Football coming to the Olympic Games	:30	
	17:33	Introduction of Team Captains and honorary captains, past Super Bowl MVPs			
	17:35	Coin Toss - New England wins toss, defers to 2nd half, New England elects to receive			
17	17:37	"Disclosure Day" Steven Spielberg Movie	Action movie scenes	:30	
18	17:38	DraftKings	Straightforward ad promoting betting on the game	:30	
19	17:39	YouTube TV	"Meh" -- Don't settle for meh.	:30	
Game Begins/First Quarter					
	17:41	Kickoff	New England kicks off to Seattle.		SEA 0 - 0 NEW
	17:45	Scoring Play	Seattle kicks field goal. First score of game.		SEA 3 - 0 NEW
20	17:46	State Farm	"Halfway There/Living on a Prayer" - Keegan-Michael Key and Danny McBride sing for "Halfway There Insurance"	:60	
21	17:47	Draft Kings	Bet live.		
22	17:47	Toyota	"Every Destination has a beginning." NFL star meets himself as a child		
23	17:55	Mandalorian and Grogu movie	Movie promo		
24	17:56	Instacart	Ben Stiller with pop star Benson Boone in a musical number, Stiller fails at acrobatic backflip		
25	17:56	Michelob Ultra	Kurt Russell trains Lewis Pullman ("Greg") on the slopes, with cameos from Olympians Chloe Kim and T.J. Oshie	:60	
26	17:57	Apple Music	Bad Bunny halftime promo		
27	17:57	NBC	Winter Olympics promo		
28	18:01	Apartments.com and Homes.com	Jeff Goldblum and woman talk about extreme places you can't live		
29	18:01	Ro	Serena Williams testimonial		
30	18:02	WIX Harmony	Website creation		
31	18:03	Open AI	"You Can Build"	:60	
32	18:07	Netflix	1970s action movie parody	:60	
33	18:08	Liquid Death	Exploding heads	:30	
34	18:08	Claude AI	"Ads are coming to A.I. but not to Claude" - Different creative from pregame ad	:30	
35	18:09	NBC - Law & Order			
	18:15	End of First Quarter	Low-scoring game		SEA 3 - 0 NEW
36	18:03	Lay's Potato Chips	Potato farmer retires and gives farm to daughter	:60	
37	18:17	Oakley Meta (Meta/Oakley Performance AI glasses)	Dirt bike action	:30	
38	18:17	Squarespace	Dramatic, film-noir style. Emma Stone tries to claim her domain name (emmastone.com), only to find it "unavailable" —highlighting the importance of owning your online presence.	:30	
39	18:18	Minions & Monsters	Movie promo		
Second Quarter					
40	18:26	Scoring Play	Seattle kicks field goal.		SEA 6 - 0 NEW
41	18:26	T-Mobile	Backstreet Boys sing "Tell Me Why/I want it that way"	:30	
42	18:27	Pepsi	Coke polar bear is traumatized when he chooses Pepsi in blind test	:60	
43	18:28	Weathertech	Wife tells husband about Weathertech. Family uses product. Straightforward ad.	:30	
44	18:32	Redfin/Rocket Mortgage	Lady Gaga sings "Won't You Be My Neighbor?" Neighbors helping each other in a storm.	:60	
45	18:33	Dove	Girls Sports	:30	
46	18:34	Levi's	James Brown's "Get up offa that thing" plays while people wearing Levi's dance	:30	
47	18:35	Apple Music	Bad Bunny halftime promo	:15	
	18:35	Super Mario Galaxy Movie	Movie promo	:30	

48	18:41 Nerds Juicy	Andy Cohen interacting with Nerds candy characters	:30
49	18:42 Uber Eats	Matthew McConaughey taunts Bradley Cooper with football-food connections.	:60
50	18:43 Bosch appliances and power tools	An ordinary "just a guy" guy and famous foodie Guy Fieri	:30
51	18:50 Microsoft Copilot	Football coaches use Copilot AI to select players	:30
52	18:51 Stand up to Jewish Hate	Jewish boy is bullied, Black friend helps him	:30
53	18:51 Liquid I.V.	"Against All Odds/take a look at me now" message to look at your pee	:30
54	18:52 NBC	USA vs World basketball	:30
55	18:52 NBC	Nostalgia - famous shows	:60
56	18:53 TurboTax	Adrian Brody - "I don't do happy"	:30
57	18:54 Project Hail Mary	Science Fiction Movie Promo	:30
58	18:55 Universal Orlando Resort	Younger brother is called "little man" but outlasts his big brother at four Universal parks	:60
59	18:59 Dunkin Donuts	"Good Will Dunkin" with many old-show celebrities (parody of Good Will Hunting).	:60
60	19:00 Coinbase	Retro-looking karaoke screen	:60
61	19:01 Kinder Bueno	Fantasy/sci-fi characters pursue candy bar. "Bueno/no bueno"	:30
	19:07 Scoring Play	Seattle kicks field goal.	SEA 9-0 NEW
	19:09 End of First Half		SEA 9-0 NEW
HALFTIME			
62	19:10 NBC	"The Fall and Rise of Reggie Dinkins" promo	:30
	19:11 LOCAL Ads		
	19:13 Toyota Halftime Report		
63	19:15 Toyota	Father and son	:30
64	19:15 Fanatics Sportsbook	Kendall Jenner jokes about ex-NBA relationships and pivots to "betting on football players."	:30
65	19:16 Bud Light	Payton Manning wedding	:60
66	19:18 NFL	"I am a champion!" Boy talks to figures in his bedroom.	:60
	19:19 Bad Bunny Performance. Lady Gaga appeared.		
67	19:33 Svedka Vodka	"Shake Your Bots Off" featuring dancing robots Fembot and Brobot.	:30
68	19:33 Boehringer Ingelheim	"Mission: Detect the SOS" - uACR test - Octavia Spencer and Sofia Vergara	:30
69	19:34 Genspark AI	Matthew Broderick. "Let Genspark autopilot your work. You take Monday off."	:30
70	19:34 Realfood.gov/MAHA Center	Mike Tyson speaks out against processed food	:30
	19:35 Oakley Meta (Meta/Oakley Performance AI glasses)	Spike Lee, Marshawn Lynch, iShowSpeed, and Olympians show off AI-powered performance glasses	:30
71	19:36 NBC	Winter Olympics promo with Snoop Dogg	:60
72	19:37 Telemundo	World Cup with Owen Wilson & Sofia Vergara	:60
73	19:38 Peacock/Universal	Montage of programming and entertainment	:60
74	19:38 LOCAL Ads		
Third Quarter			
	19:42 Seattle kicks off to New England		SEA 9-0 NEW
	19:53 Scoring Play	Seattle kicks field goal.	SEA 12-0 NEW
75	19:53 Google Gemini	Mother and son look at new house with help from Google Gemini	:60
76	19:54 Relaxitsabloodtest.com	Tight Ends relaxing, encouraging men to get the PSA blood test	:60
77	20:00 Pokemon.com	Lady Gaga and Jigglypuff.	:60
78	20:01 Poppi	Vibes - promoting their prebiotic soda as a guilt-free party drink with live concert energy.	:30
79	20:01 Volkswagen	Electric ID. Buzz Microbus family vehicle	:30
80	20:02 NBC Peacock	"Wicked: For Good"	:30
81	20:06 Pringles	Sabrina Carpenter gets a man made out of Pringles chips.	:30
82	20:06 Ring	Search Party functionality to find lost dogs.	:60
83	20:08 Budweiser	"Freebird" pairing of Clydesdale and bald eagle.	:60
84	20:11 Xfinity	Jurassic Park is fun and safe with Xfinity Wi-Fi	:60
85	20:12 Ritz	Beach Party with Jon Hamm, Bowen Yang and Scarlett Johansen	:60
86	20:13 Grubhub	Dinner party guests complain about the fees. Grubhub will eat the fees.	:30
87	20:14 NBC	Chicago crossover event promo (Fire, Med, Police)	:30
88	20:22 NFL	"You are special." NFL supports youth organizations.	:60
89	20:22 NBC/Peacock	"The Burbs" promo	:60
	20:23 LOCAL Ads		
Fourth Quarter			
	20:27 Scoring Play	Seattle passing touchdown; extra point good	SEA 19-0 NEW
90	20:28 Amazon Alexa	Chris Hemsworth and Elsa Pataky. Hemsworth imagines the AI assistant turning sinister.	:60
91	20:29 Lay's Potato Chips	Instant delivery (72 hours)	:30
92	20:30 Slackbot AI from Salesforce	MrBeast uses Slackbot to coordinate his performances	:30
	20:35 Scoring Play	New England scores passing touchdown. Extra point good.	SEA 19-7 NEW
93	20:36 Cadillac	Formula Team	:30
94	20:37 Genspark AI	REPEAT. Matthew Broderick. "Let Genspark autopilot your work. You take Monday off."	:30
95	20:37 Red Bull	Charlie the dog falls for a female poodle	:30
96	20:38 Hellman's Mayonnaise	"Sweet Caroline" - Neil Diamond impersonator squeezes mayo on patrons' sandwiches	:30
97	20:38 NBC	REPEAT. "The Fall and Rise of Reggie Dinkins" promo	:30
	20:53 Scoring Play	Seattle kicks field goal. Fifth field goal for Seattle.	SEA 22-7 NEW
98	20:54 Wegovy	Weight loss medicine. "If there was a pill."	:60
99	20:55 ai.com	AGI is coming. Get your handle	:30
100	20:55 Base44	"It's App to You" -- People create apps in an office setting	:30
	20:58 Scoring Play	Seattle fumble recovery for running touchdown; extra point good	SEA 29-7 NEW
	21:07 Scoring Play	New England touchdown. 2-point conversion failed.	SEA 29-13 NEW
101	21:15 HeGetsUs.com	Quest for MORE vs. a different way with Jesus	:60
102	21:16 Hims and Hers	Get health care like rich people get to help you live longer	:60
	21:17 NBC	"The Traitors" promo	
	21:23 END OF GAME		FINAL SCORE SEA 29-13 NEW