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## Super Bowl: A 3D Showcase and Still Big Business

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Newswise - Consumer Spending During Super Bowl Season and Super Bowl Ads

With the cost of a 30-second commercial at around \$30 million, the Super Bowl continues to be big business driving some of the most innovative sports deals in history. From the ads to the endorsements to everything in-between, USC experts can speak to whether the Super Bowl is still worth the investment especially during the down economy.

-David Carter, director of USC's Sports Business Institute and a professor at USC Marshall School of Business

-Joseph Priester, professor with USC Marshall School of Business (consumer spending focus)

### First Ever 3D Super Bowl Commercial for Monsters vs. Aliens

With DreamWorks set to debut a 90-second 3D spot during the Super Bowl for its new animated 3D film Monsters vs. Aliens, some industry experts say this is a sign that 3D may be becoming more mainstream. Couple that with NBC's showing of a special 3D episode of its secret agent series "Chuck," and one might wonder just how far away is this 3D experience from becoming a mainstay in our living rooms? For comment:

-David Wertheimer, CEO of the Entertainment Technology Center at USC, head of the 3D Home Experience Lab at USC, and former president of Paramount Digital Entertainment

### Source: University of Southern California

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