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# Super Bowl billions: The big business behind the biggest game of the year



Joe D'Allegro, special to CNBC.com  
Sunday, 22 Jan 2017 | 11:00 AM ET



On February 5, Super Bowl 51 will bring the country to a standstill. But lots of money will have already moved around.

Watching huge men attack each other has been popular since Roman times, and gladiators in the Colosseum might have been seen by tens of thousands. Now more than 100 million will view their modern equivalents, and that generates big bucks. Super Bowl spending topped \$15.5 billion last year, according to the National Retail



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