

NBC Celebrates 100 Years With Super Bowl Promo

Starting today, NBC's sports division is embarking on what it is calling Legendary February, a more-than-two-week stretch featuring marquee events, including the 2026 Milan Cortina Winter Olympics, Super Bowl LX, and the NBA All-Star Game.

The broadcaster is capitalizing on this opportunity to begin its 100th-anniversary celebrations, with its centennial on September 9, 2026. Among the highlights, the company will roll out the tagline "A Century Together," an updated centennial logo, and spots airing during the Super Bowl and the Winter Olympics that celebrate the last 100 years of entertainment.

To that end, the media company will debut a 60-second spot, "In My Life," during Super Bowl coverage on Sunday, February 8. This promo, which will also air during NBC Sports' Legendary February, showcases iconic NBC show catchphrases, taglines, and moments throughout the years.

The promo brings together iconic shots, classic one-liners, and cinematic moments, with everything from Seinfeld to Cheers getting some appreciation.

Another promo, "Kinetic," will debut during the Winter Olympic Opening Ceremony in a 30-second spot. It will feature highlights of many of NBC's most iconic dialogue lines and catchphrases from its 100-year history.

Meanwhile, as it celebrates its 100th anniversary, NBC will transition to an NBC100 logo, which features the iconic peacock looking forward to the next 100 years.

According to the company, its logo rollout will become more

prominent as its year-long celebration accelerates.

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