Super Bowl LX ads: all AI everything

Super Bowl LX is nearly here, with the Seattle Seahawks taking on the New England Patriots. While Bad Bunny will be the star of the halftime show, AI could be the star of the commercial breaks, much like crypto was a few years ago.

Super Bowl LX is set to kick off at 6:30PM ET/3:30PM PT on Sunday, February 8th at Levi’s Stadium in Santa Clara, California.

https://www.theverge.com/entertainment/874504/super-bowl-lx-ads-big-game