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js,fjs=d.getElementsByTagName(s)[0];if(!d.getElementById(id)){js=d.createElement(s);js.id=id;js.src="//platform.twitter.com/widgets.js";fjs.parentNode.insertBefore(js,fjs);}}(document,"script","twitter-wjs"); Every year, studios are paying big bucks to have the ad shown during Super Bowl for their upcoming films, and last year was no different. We saw Captain America, Thor and a lot of other television spots for big films. Well, if you were hoping to see the spot for The Dark Knight Rises or The Amazing Spider-Man this year, guess what? It's not happening. From LA Times: Paramount Pictures, Universal Pictures and Walt Disney Pictures will also buy Super Bowl ad spots, knowledgeable people not authorized to speak publicly confirmed. Those studios have yet to announce the movies they will market during the game. 20th Century Fox, Sony Pictures and Warner Bros. are not participating. The latter two studios didn't buy ad time during the Super Bowl last year either. Super Bowl commercials cost an estimated \$4 million per 30-second spot this year. I have to say, I was really hoping

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