

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend (July 1-7)



1. JCPenney

Spend Increase: ▲ 203%
 Est. TV Spend: \$3.3M
 Spend Within Industry: 14%
 Top Networks: CBS, NBC, ABC



2. Downy

Spend Increase: ▲ 168%
 Est. TV Spend: \$3.3M
 Spend Within Industry: 26%
 Top Networks: ABC, NBC, Comedy Central



3. Aflac

Spend Increase: ▲ 115%
 Est. TV Spend: \$2.4M
 Spend Within Industry: 38%
 Top Networks: ABC, E!, Fox



4. Trintellix

Spend Increase: ▲ 104%
 Est. TV Spend: \$2.1M
 Spend Within Industry: 49%
 Top Networks: ABC, CBS, Food Network



5. Apple AirPods

Spend Increase: ▲ 101%
 Est. TV Spend: \$3.9M
 Spend Within Industry: 42%
 Top Networks: Fox, ESPN, NBC

MOST-SEEN TV ADS

Brands ranked by TV ad impressions (July 1-7)



1. Liberty Mutual

TV Ad Impressions: 952M
 Est. TV Spend: \$10.1M
 Attention Score: 84.08
 Top Show: *SportsCenter*



2. The Home Depot

TV Ad Impressions: 799M
 Est. TV Spend: \$6.4M
 Attention Score: 92.23
 Top Show: *Fixer Upper*



3. GEICO

TV Ad Impressions: 794M
 Est. TV Spend: \$15.3M
 Attention Score: 92.93
 Top Show: *SportsCenter*



4. Lowe's

TV Ad Impressions: 747M
 Est. TV Spend: \$7.9M
 Attention Score: 89.36
 Top Show: *Fixer Upper*



5. Macy's

TV Ad Impressions: 742M
 Est. TV Spend: \$7.5M
 Attention Score: 95.30
 Top Show: *Good Morning America*

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (July 1-7)

1. Snowfall, FX



TV Ad Impressions: 396,720,787
 Total TV ad impressions within all U.S. households including national linear (live and time-shifted), VOD plus OTT and local.

Est. Media Value: \$4,522,933
 Est. media value of in-network promos

Attention Index: 95
 5% more interruptions than average

On the strength of 396.7 million TV ad impressions, FX's promo for crime drama *Snowfall* takes first place, moving up from fourth. Also rising (swelling?): TLC's *Dr. Pimple Popper*, now in second place (up from fifth). A promo for *Love Island* (CBS) slips a notch to third, while CNN documentary miniseries *The Movies* debuts in fourth. And the previous chart-topper, the promo for Food Network's *Chopped Junior*, closes out the ranking. Notably, *The Movies* earns the ranking's highest iSpot Attention Index number (129), interrupted 29% less often than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

2. Dr. Pimple Popper, TLC

TV Ad Impressions 334,645,932
 Est. Media Value \$1,641,633
 Attention Index 127

3. Love Island, CBS

TV Ad Impressions 328,977,444
 Est. Media Value \$6,763,096
 Attention Index 42

4. The Movies, CNN

TV Ad Impressions 315,141,502
 Est. Media Value \$2,043,259
 Attention Index 129

5. Chopped Junior, Food Network

TV Ad Impressions 300,670,310
 Est. Media Value \$1,528,548
 Attention Index 107

Data provided by iSpot.tv