

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend (July 29-Aug. 4)



1. Old Navy
Spend Increase: ▲ 406%
Est. TV Spend: \$5.2M
Spend Within Industry: 47%
Top Networks: ABC, NBC, Fox



2. Macy's
Spend Increase: ▲ 149%
Est. TV Spend: \$4.6M
Spend Within Industry: 15%
Top Networks: ABC, NBC, CBS



3. KFC
Spend Increase: ▲ 135%
Est. TV Spend: \$5.5M
Spend Within Industry: 10%
Top Nets: Discovery en Español, NBC, Adult Swim



4. Olive Garden
Spend Increase: ▲ 129%
Est. TV Spend: \$6.1M
Spend Within Industry: 28%
Top Networks: Nick, TNT, NBC



5. Downy
Spend Increase: ▲ 115%
Est. TV Spend: \$4.7M
Spend Within Industry: 31%
Top Networks: NBC, ABC, CBS

MOST-SEEN TV ADS

Brands ranked by TV ad impressions (July 29-Aug. 4)



1. Liberty Mutual
TV Ad Impressions: 1.07B
Est. TV Spend: \$9.5M
Attention Score: 90.93
Top Show: *NBC Nightly News with Lester Holt*



2. GEICO
TV Ad Impressions: 1.06B
Est. TV Spend: \$15.5M
Attention Score: 91.86
Top Show: *SportsCenter*



3. State Farm
TV Ad Impressions: 801M
Est. TV Spend: \$11.2M
Attention Score: 90.21
Top Show: *Good Morning America*



4. Toyota
TV Ad Impressions: 794M
Est. TV Spend: \$9.2M
Attention Score: 94.23
Top Show: *NFL Football*



5. Progressive
TV Ad Impressions: 714M
Est. TV Spend: \$11.4M
Attention Score: 94.51
Top Show: *NBC Nightly News with Lester Holt*

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (July 29-Aug. 4)

1. *Serengeti*, Discovery



TV Ad Impressions: 411,684,782
The total TV ad impressions within all U.S. households including national linear (live and time-shifted), VOD plus OTT and local.

Est. Media Value: \$2,368,912
Est. media value of in-network promos

Attention Index: 83
5% more interruptions than average

On the strength of 411.7 million TV ad impressions, Discovery's *Serengeti* is the most-promoted show in the ranking; the network also snags second place for *Shark Week* (it was in full swing during our measurement window) and fifth for *Undercover Billionaire*. For the second consecutive week, reality TV entirely dominates the ranking, which is rounded out by HGTV promoting *Flip or Flop* in third place and TLC hyping *90 Day Fiancé: Before the 90 Days* at No. 4. Notably, *Flip or Flop* earns the highest iSpot Attention Index number (138), interrupted 38% less often than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

2. *Shark Week*, Discovery

TV Ad Impressions: 239,284,855
Est. Media Value: \$1,157,962
Attention Index: 106

3. *Flip or Flop*, HGTV

TV Ad Impressions: 223,156,684
Est. Media Value: \$957,612
Attention Index: 138

4. *90 Day Fiancé: Before the 90 Days*, TLC

TV Ad Impressions: 214,789,478
Est. Media Value: \$786,205
Attention Index: 129

5. *Undercover Billionaire*, Discovery

TV Ad Impressions: 198,812,143
Est. Media Value: \$1,459,994
Attention Index: 136

Data provided by **iSpot.tv**