

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Sept. 9-15



1. Truvada
Spend Increase: ▲ 402%
Est. TV Spend: \$5.9M
Spend Within Industry: 100%
Top Nets: Comedy Central, Adult Swim, MTV



2. Arby's
Spend Increase: ▲ 357%
Est. TV Spend: \$5.7M
Spend Within Industry: 7%
Top Networks: Fox, Adult Swim, NBC



3. Mercedes-Benz
Spend Increase: ▲ 272%
Est. TV Spend: \$4.6M
Spend Within Industry: 4%
Top Networks: NBC, CBS, FX



4. Chantix
Spend Increase: ▲ 178%
Est. TV Spend: \$5M
Spend Within Industry: 88%
Top Networks: Fox, CBS, USA



5. L'Oréal Paris Cosmetics
Spend Increase: ▲ 140%
Est. TV Spend: \$2.4M
Spend Within Industry: 26%
Top Networks: Telemundo, ABC, NBC

MOST-SEEN TV ADS

Brands ranked by TV ad impressions from Sept. 9-15



1. GEICO
TV Ad Impressions: 1.5B
Est. TV Spend: \$24.2M
Attention Score: 91.14
Top Show: NFL Football



2. McDonald's
TV Ad Impressions: 1.16B
Est. TV Spend: \$17.7M
Attention Score: 92.62
Top Show: NFL Football



3. Liberty Mutual
TV Ad Impressions: 1.1B
Est. TV Spend: \$8.18M
Attention Score: 93.94
Top Show: SportsCenter



4. State Farm
TV Ad Impressions: 1.04B
Est. TV Spend: \$15.59M
Attention Score: 91.86
Top Show: NFL Football



5. Ford
TV Ad Impressions: 959M
Est. TV Spend: \$10.4M
Attention Score: 91.58
Top Show: NFL Football

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Sept. 9-15)

1. Thursday Night Football, NFL Network



TV Ad Impressions: 521,552,815
Total TV ad impressions within all U.S. households including national linear (live and time-shifted), VOD plus OTT and local

Est. Media Value: \$122,854
Est. media value of in-network promos

Attention Index: 128
28% fewer interruptions than average

On the strength of nearly 522 million TV ad impressions, NFL Network's *Thursday Night Football* is the ranking's most-promoted program. Once again, though, most of the top five are traditional broadcasters hyping shows on their fall lineups, with Fox dominating the list. Fox took second place for *Prodigal Son*, third for *The Masked Singer* and fourth for *9-1-1*, while ABC grabbed fifth for *Stumptown*. Notably, the *Thursday Night Football* promo earned the highest iSpot Attention Index number (128) in the ranking, interrupted 28% less often than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

2. Prodigal Son, Fox	TV Ad Impressions	391,711,598
	Est. Media Value	\$3,970,044
	Attention Index	93
3. The Masked Singer, Fox	TV Ad Impressions	391,203,236
	Est. Media Value	\$4,445,812
	Attention Index	70
4. 9-1-1, Fox	TV Ad Impressions	321,576,677
	Est. Media Value	\$2,295,363
	Attention Index	114
5. Stumptown, ABC	TV Ad Impressions	299,391,514
	Est. Media Value	\$3,562,352
	Attention Index	87