

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Mar. 4-10



1. Volkswagen

Spend Increase: ▲ 316%
 Est. TV Spend: \$5.2M
 Spend Within Industry: 7%
 Top Networks: TBS, NBC, ABC



2. Sonic Drive-In

Spend Increase: ▲ 127%
 Est. TV Spend: \$4.2M
 Spend Within Industry: 7%
 Top Networks: CBS, MTV, VH1



3. Lunchables

Spend Increase: ▲ 100%
 Est. TV Spend: \$2.2M
 Spend Within Industry: 16%
 Top Networks: Nick, Cartoon Network, Teen Nick



4. Lowe's

Spend Increase: ▲ 99%
 Est. TV Spend: \$2.4M
 Spend Within Industry: 53%
 Top Networks: HGTV, CBS, CBS Sports Network



5. CoverGirl

Spend Increase: ▲ 97%
 Est. TV Spend: \$2.5M
 Spend Within Industry: 29%
 Top Networks: MTV, NBC, ABC

MOST-SEEN TV ADS

Brands ranked by TV ad impressions from Mar. 4-10



1. GEICO

TV Ad Impressions: 1.54B
 Est. TV Spend: \$23.6M
 Attention Score: 93.02
 Top Show: *SportsCenter*



2. Liberty Mutual

TV Ad Impressions: 970M
 Est. TV Spend: \$7.4M
 Attention Score: 89.27
 Top Show: *America's Newsroom*



3. Progressive

TV Ad Impressions: 923M
 Est. TV Spend: \$13.7M
 Attention Score: 91.63
 Top Show: *College Basketball*



4. Taco Bell

TV Ad Impressions: 869M
 Est. TV Spend: \$8.5M
 Attention Score: 95.37
 Top Show: *NBA Basketball*



5. Burger King

TV Ad Impressions: 853M
 Est. TV Spend: \$7.4M
 Attention Score: 94.57
 Top Show: *NBA Basketball*

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Mar. 4-10)

1. Restored by the Fords, HGTV



TV Ad Impressions: 249,868,745
 Total TV ad impressions within all U.S. households including national linear (live and time-shifted), VOD plus OTT and local.

Est. Media Value: \$1,889,877
 Est. media value of in-network promos

Attention Index: 138
 38% fewer interruptions than average

On the strength of nearly a quarter-billion TV ad impressions, HGTV's promo for a new season of brother/sister home renovation show *Restored by the Fords* is No. 1. The prior chart-topper, ABC's promo for *American Idol*, slips to No. 2 and ABC makes a second appearance in fifth place, plugging *Whiskey Cavalier*. Rounding out the ranking: promos for *Buddy vs. Duff* (Food Network) in third and ESPN's college basketball coverage in fourth. Notably, the *Restored by the Fords* promo generated 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. American Idol, ABC	TV Ad Impressions	244,810,315
	Est. Media Value	\$2,484,021
	Attention Index	73
3. Buddy vs. Duff, Food Network	TV Ad Impressions	192,172,783
	Est. Media Value	\$584,063
	Attention Index	135
4. College Basketball, ESPN	TV Ad Impressions	173,340,697
	Est. Media Value	\$1,141,049
	Attention Index	68
5. Whiskey Cavalier, ABC	TV Ad Impressions	171,315,861
	Est. Media Value	\$2,455,578
	Attention Index	94

Data provided by iSpot.tv