

Who's Spending What Where

BIG SPENDERS

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



- CarMax**
 Spend Increase: ▲ 219%
 Est. TV Spend: \$3.9M
 Spend Within Industry: 36%
 Top Networks: ABC, HGTV, AMC



- AARP**
 Spend Increase: ▲ 145%
 Est. TV Spend: \$2.7M
 Spend Within Industry: 40%
 Top Networks: ABC, CBS, NBC



- Taco Bell**
 Spend Increase: ▲ 122%
 Est. TV Spend: \$9.6M
 Spend Within Industry: 15%
 Top Networks: ESPN, AMC, Fox



- Gillette**
 Spend Increase: ▲ 116%
 Est. TV Spend: \$2.7M
 Spend Within Industry: 41%
 Top Networks: AMC, CBS, ESPN



- Maybelline New York**
 Spend Increase: ▲ 93%
 Est. TV Spend: \$2.1M
 Spend Within Industry: 28%
 Top Networks: CBS, MTV, Telemundo

MOST-SEEN TV ADS

Brands ranked by the greatest increase in TV ad impressions from April 9-15



- McDonald's**
 TV Ad Impressions: 1.2B
 Est. TV Spend: \$15M
 Attention Score: 85.39
 Top Show: NBA Basketball



- Geico**
 TV Ad Impressions: 988M
 Est. TV Spend: \$17.8M
 Attention Score: 89.26
 Top Show: NBA Basketball



- Taco Bell**
 TV Ad Impressions: 896M
 Est. TV Spend: \$9.6M
 Attention Score: 93.66
 Top Show: NBA Basketball



- Progressive**
 TV Ad Impressions: 839M
 Est. TV Spend: \$13.9M
 Attention Score: 87.08
 Top Show: NBA Basketball



- The Home Depot**
 TV Ad Impressions: 816M
 Est. TV Spend: \$5.6M
 Attention Score: 94.96
 Top Show: *Fixer Upper*

PROMO MOJO

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

1. *Breaking Homicide*, Investigation Discovery



TV Ad Impressions: 289,366,481
 Total TV ad impressions within all U.S. households including national linear (live and time-shifted), VOD plus OTT and local.

Est. Media Value: \$863,512
 Estimated media value of in-network promos

Attention Index: 110
 10% fewer interruptions than average

Investigation Discovery grabs the top spot in the ranking with promos for *Breaking Homicide*, which tallied 289.4 million TV ad impressions. The six-part true crime show follows "a new team of cold-case investigators" and premiered April 15. CBS is the only broadcaster in the mix, taking the No. 2 spot with promos for the Academy of Country Music Awards. Discovery's documentary series *Deadliest Catch* holds steady at third place, while AMC's *Fear the Walking Dead* takes fourth. Closing out the chart: Promos for the second season of Food Network's *Iron Chef Gauntlet*. Notably, that series scored the highest iSpot Attention Index (144) in the ranking, with its promos interrupted 44% less often than average (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

2. 2018 ACM Awards, CBS

TV Ad Impressions 255,140,783
 Est. Media Value \$2,927,300
 Attention Index 98

3. *Deadliest Catch*, Discovery Channel

TV Ad Impressions 218,645,819
 Est. Media Value \$1,426,690
 Attention Index 111

4. *Fear the Walking Dead*, AMC

TV Ad Impressions 202,966,603
 Est. Media Value \$2,288,396
 Attention Index 111

5. *Iron Chef Gauntlet*, Food Network

TV Ad Impressions 183,800,809
 Est. Media Value \$404,207
 Attention Index 144

Data provided by iSpot.tv