

Advertisers Get in the Game

Sports networks win with sponsors in October

To understand which brands are most active on TV, 4C tracks ads across broadcast and cable networks, covering more than 1,300 U.S. channels in all 210 DMAs. To measure the brand impact of television, 4C analyzed social media engagement across Facebook and Twitter. Advertisers are ranked monthly according to total ad minutes aired in each category in October, compared to the prior month.

Broadcast Primetime

RANK / ADVERTISER	TOTAL AD MINS	# OF SPOTS	CHANGE M/M	CHANGE Y/Y	PREV. RANK	SOCIAL ENGAGEMENTS
1. Ford	208	417	-6% ↓	74% ↑	1	31,216
2. Chevrolet	197	413	6% ↑	42% ↑	3	37,491
3. Geico	169	349	33% ↑	3% ↑	5	22,030
4. Toyota	150	328	-24% ↓	3% ↑	2	24,488
5. Nissan	127	265	-26% ↓	17% ↑	4	95,346
6. Capital One	119	247	80% ↑	805% ↑		49,247
7. McDonald's	114	322	25% ↑	62% ↑	9	87,472
8. Apple	112	219	141% ↑	-1% ↓		221,446
9. T-Mobile	108	218	12% ↑	1% ↑	8	111,434
10. Samsung	103	193	16% ↑	-2% ↓		14,980

Cable Primetime

RANK / ADVERTISER	TOTAL AD MINS	# OF SPOTS	CHANGE M/M	CHANGE Y/Y	PREV. RANK	SOCIAL ENGAGEMENTS
1. Geico	3,321	6,686	24% ↑	12% ↑	1	22,030
2. Liberty Mutual	2,103	5,650	44% ↑	86% ↑	3	7,603
3. 20th Century Fox	1,888	3,612	50% ↑	494% ↑	9	10,050
4. Domino's	1,859	5,226	40% ↑	58% ↑	6	50,702
5. Humira*	1,678	1,680	19% ↑	13% ↑	5	2,433
6. Universal Picts.	1,549	3,152	23% ↑	239% ↑		153,687
7. Progressive	1,401	2,811	-33% ↓	-8% ↓	2	15,193
8. T-Mobile	1,185	2,658	14% ↑	-4% ↓		111,434
9. Chevrolet	1,164	2,541	20% ↑	28% ↑		20,302
10. McDonald's	1,056	3,196	2% ↑	204% ↑		87,472

*Social engagements reported for AbbVie

MLB Baseball

RANK / ADVERTISER	TOTAL AD MINS	# OF SPOTS	CHANGE M/M	CHANGE Y/Y	PREV. RANK	SOCIAL ENGAGEMENTS
1. Geico	127	255	-25% ↓	83% ↑	5	22,030
2. Taco Bell	64	220	0% ↑	6% ↑		62,361
3. Lexus	58	199	-48% ↓	48% ↑	9	25,751
4. T-Mobile	53	105	-18% ↓	13% ↑		111,434
5. Papa John's	48	180	54% ↑	127% ↑		14,648
6. Wendy's	48	190	93% ↑	265% ↑		77,839
7. Chevrolet	45	114	-77% ↓	48% ↑	1	37,491
8. MasterCard	43	86	N/A	8,500% ↑		78,369
9. RAM	42	84	-10% ↓	189% ↑		26,713
10. The General	42	85	2,047% ↑	544% ↑		487

NFL Football

RANK / ADVERTISER	TOTAL AD MINS	# OF SPOTS	CHANGE M/M	CHANGE Y/Y	PREV. RANK	SOCIAL ENGAGEMENTS
1. J.G. Wentworth	120	98	207% ↑	793% ↑	8	217
2. Verizon	70	158	12% ↑	32% ↑	1	55,331
3. Toyota	56	122	10% ↑	29% ↑	5	24,488
4. Ford	44	87	28% ↑	104% ↑	10	31,216
5. LG	42	108	1,992% ↑	N/A		10,570
6. Geico	41	85	-26% ↓	8% ↑	2	22,030
7. Bud Light	38	110	-21% ↓	-7% ↓	6	16,647
8. Google	36	66	N/A	173% ↑		94,124
9. Apple	33	61	77% ↑	1% ↑		221,446
10. Burger King	31	124	4% ↑	85% ↑		57,396



4C is a global marketing technology company that delivers a unified platform for audience discovery, media execution and performance analysis. With nearly \$2 billion in annualized advertising spend running through Scope, 4C enables self-service activation on a4, Amazon, Apple News, Facebook, Instagram, LinkedIn, NBCUniversal, Pinterest, Snapchat and Twitter, as well as TV-synced ads via display, search, social and video. The company also provides paid, earned and owned media analytics leveraging its Teletrax television monitoring network, which detects more than 400 million TV asset airings on an annual basis.