

AD METER

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Nov. 5-11.



1. Audi
Spend Increase: ▲ 247%
Est. TV Spend: \$3.9M
Spend Within Industry: 4%
Top Networks: AMC, ESPN, Fox



2. Walt Disney Studios Home Entertainment
Spend Increase: ▲ 202%
Est. TV Spend: \$3.5M
Spend Within Industry: 80%
Top Networks: HGTV, ESPN, Bravo



3. Macy's
Spend Increase: ▲ 201%
Est. TV Spend: \$10.5M
Spend Within Industry: 16%
Top Networks: CBS, NBC, ABC



4. Ram Trucks
Spend Increase: ▲ 200%
Est. TV Spend: \$5.4M
Spend Within Industry: 5%
Top Networks: CBS, Fox, ESPN



5. Jared
Spend Increase: ▲ 145%
Est. TV Spend: \$5.1M
Spend Within Industry: 23%
Top Networks: ABC, ESPN2, ESPN

MOST-SEEN TV ADS

Brands ranked by TV ad impressions from Nov. 5-11.



1. GEICO
TV Ad Impressions: 1.57B
Est. TV Spend: \$27.3M
Attention Score: 89.04
Top Show: NFL Football



2. Target
TV Ad Impressions: 1.03B
Est. TV Spend: \$13.2M
Attention Score: 91.01
Top Show: NFL Football



3. McDonald's
TV Ad Impressions: 1B
Est. TV Spend: \$14M
Attention Score: 91.24
Top Show: NFL Football



4. Walmart
TV Ad Impressions: 993M
Est. TV Spend: \$15.4M
Attention Score: 90.98
Top Show: NFL Football



5. Liberty Mutual
TV Ad Impressions: 979M
Est. TV Spend: \$8.1M
Attention Score: 85.97
Top Show: Election Coverage

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Nov. 5-11)

1. Mars, National Geographic



TV Ad Impressions: 339,530,025
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: \$2,680,193
Estimated media value of in-network promos

Attention Index: 115
15% fewer interruptions than average

On the strength of 339.5 million TV ad impressions, a promo for *Mars*, the new season of National Geographic's "global event series," tops the chart for the second week in a row. Food Network also repeats with *Holiday Baking Championship* at No. 2, while Fox's promotion for *Thursday Night Football* lands in third place. Two fresh additions close out the chart: ABC's promos for the *52nd Annual Country Music Association Awards* and E!'s spots for the 2018 *E! People's Choice Awards*. Notably, *Holiday Baking Championship* earns the highest iSpot Attention Index (131) in the ranking, interrupted 31% less often than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Data provided by **iSpot.tv**

2. Holiday Baking Championship, Food Network	TV Ad Impressions	279,618,765
	Est. Media Value	\$674,666
	Attention Index	131
3. Thursday Night Football, Fox	TV Ad Impressions	227,767,308
	Est. Media Value	\$2,723,092
	Attention Index	71
4. CMA Awards, ABC	TV Ad Impressions	208,144,214
	Est. Media Value	\$2,693,424
	Attention Index	76
5. E! People's Choice Awards, E!	TV Ad Impressions	191,450,927
	Est. Media Value	\$1,750,612
	Attention Index	46