

AD METER

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Sept. 10-16.



1. **Booking.com**
Spend Increase: ▲ 232%
Est. TV Spend: \$3.8M
Spend Within Industry: 40%
Top Networks: CBS, Fox, VH1



2. **Arby's**
Spend Increase: ▲ 167%
Est. TV Spend: \$5.1M
Spend Within Industry: 8%
Top Networks: ESPN, NBC, USA Network



3. **Target**
Spend Increase: ▲ 130%
Est. TV Spend: \$4.4M
Spend Within Industry: 15%
Top Networks: NBC, Telemundo, CBS



4. **Lincoln Motor Co.**
Spend Increase: ▲ 107%
Est. TV Spend: \$7.9M
Spend Within Industry: 6%
Top Networks: CBS, Fox, NBC



5. **PlayStation Vue**
Spend Increase: ▲ 103%
Est. TV Spend: \$2.9M
Spend Within Industry: 24%
Top Networks: ABC, ESPN, Adult Swim

MOST-SEEN TV ADS

Brands ranked by the greatest increase in TV ad impressions from Sept. 10-16.



1. **GEICO**
TV Ad Impressions: 1.4B
Est. TV Spend: \$25.2M
Attention Score: 92.35
Top Show: NFL Football



2. **Progressive**
TV Ad Impressions: 1.18B
Est. TV Spend: \$19.4M
Attention Score: 92.94
Top Show: NFL Football



3. **Lexus**
TV Ad Impressions: 1.03B
Est. TV Spend: \$11.2M
Attention Score: 90.51
Top Show: College Football



4. **McDonald's**
TV Ad Impressions: 1.02B
Est. TV Spend: \$12.6M
Attention Score: 90.19
Top Show: NFL Football



5. **Allstate**
TV Ad Impressions: 854M
Est. TV Spend: \$10.6M
Attention Score: 92.08
Top Show: College Football

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Sept. 10-16)

1. *A Million Little Things*, ABC



TV Ad Impressions: 313,824,182
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: \$6,456,967
Est. media value of in-network promos

Attention Index: 73
27% more interruptions than average

On the strength of 313.8 million TV ad impressions, ABC tops this week's chart with a teaser for family drama *A Million Little Things*. The Alphabet Network also snags fourth place for its comedy *Single Parents*. Last week's chart-topper, a promo for Fox's first-responder drama *9-1-1*, slips to fifth place, while NBC's plug for its hospital drama, *New Amsterdam*, lands in second place (up a notch from third last time). With the exception of our new No. 3, an NFL Network promo for *Thursday Night Football*, traditional broadcast networks dominate the ranking.

2. *New Amsterdam*, NBC
TV Ad Impressions: 310,941,425
Est. Media Value: \$5,428,409
Attention Index: 57

3. *Thursday Night Football*, NFL Network
TV Ad Impressions: 278,389,158
Est. Media Value: \$571,017
Attention Index: 49

4. *Single Parents*, ABC
TV Ad Impressions: 240,130,484
Est. Media Value: \$3,804,907
Attention Index: 71

5. *9-1-1*, Fox
TV Ad Impressions: 235,403,737
Est. Media Value: \$1,902,546
Attention Index: 78

Data provided by iSpot.tv