

AD METER

Who's Spending What Where

BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Feb. 27 to March 5.



1. Sonic Drive-In
Spend Increase: ▲ 304%
Est. TV Spend: \$6.2M
Spend Within Industry: 9%
Top Networks: CBS, Comedy Central, Spike



2. MetroPCS
▲ 192% \$4.9M
8% within industry
NBC, Fox, ESPN



3. Microsoft Cloud
▲ 188% \$3.7M
55% within industry
CBS, ESPN, NBC



4. Michelob
▲ 169% \$3.7M
17% within industry
CBS, Comedy Central, Discovery Channel



5. Walgreens
▲ 159% \$3.6M
100% within industry
NBC, CBS, ABC

TOP DIGITAL ENGAGEMENT

Brands ranked by most digital engagement explicitly linked to linear TV from Feb. 27 to March 5.



1. Walmart
Digital Actions: 13.9M
Est. TV Spend: \$7.6M
Top Networks: BET, NBC, Discovery Channel
Top Show: *The King of Queens*



2. Samsung Mobile
10M \$7.4M
AMC, TNT, ESPN
The Walking Dead



3. Cadillac
9.2M \$8.5M
ABC, Fox, TNT
When We Rise



4. Nintendo
4.3M \$3.7M
Adult Swim, Comedy Central, MTV
American Dad



5. Apple iPad
974K \$7.6M
NBC, ABC, ESPN
NBA Basketball

PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Feb. 27-March 5)

1. *Time After Time*, ABC



TV Ad Impressions: 226,161,055
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: \$5,557,758
Est. media value of in-network promos.

On the strength of 226.2 million TV ad impressions for promos leading up to its series premiere, ABC's *Time After Time* takes the No. 1 spot. The network clearly has high hopes for the Kevin Williamson-developed drama based on a 1979 sci-fi novel by Karl Alexander, which was made into a movie of the same name also released in 1979. The rest of the ranking was equally divided between broadcast and cable shows, with FX's star-studded *Feud: Bette and Joan* at No. 2 and *Making History*, from sister network Fox, at No. 4. NBCUniversal siblings E! and NBC took the No. 3 and No. 5 spots with, respectively, *The Arrangement* and *Shades of Blue*.

Data provided by iSpot.tv

2. *Feud: Bette and Joan*, FX

TV Ad Impressions 167,014,747
Est. Media Value \$2,531,241

3. *The Arrangement*, E!

TV Ad Impressions 134,124,260
Est. Media Value \$2,578,271

4. *Making History*, Fox

TV Ad Impressions 117,401,563
Est. Media Value \$1,747,422

5. *Shades of Blue*, NBC

TV Ad Impressions 103,064,268
Est. Media Value \$2,090,446