






AD METER

Who's Spending What Where

A weekly snapshot of the advertisers that spent the most money, the ads that engaged the most viewers and the shows that delivered the best results, with a spotlight on the hottest trends in advanced advertising.

BIG SPENDERS


Brands ranked by the greatest increase in advertising budget week over week.* Includes top three networks receiving the most spend and the percentage of advertising budget a brand occupies in its industry.

	1. Arby's - Cartoon Network, Comedy Central, MTV - 7% of Quick Serve industry spend	↑ 233%	\$3.7M
	2. Hyundai - NBC, ABC, Fox - 6% of Auto Makers industry spend	↑ 208%	\$6.3M
	3. Chrysler - NBC, ABC, CBS - 3% of Auto Makers industry spend	↑ 131%	\$3.2M
	4. Paramount Pictures - Nickelodeon, Fox, AMC - 6% of Movies industry spend	↑ 130%	\$2.5M
	5. Target - ABC, CBS, Nickelodeon - 14% of Department Stores industry spend	↑ 103%	\$4.7M

*At least \$1 million in spending week over week; for 5/2-5/8.

TOP DIGITAL ENGAGEMENT

Brands generating the most digital engagement explicitly linked to linear TV advertising, along with estimated spend by each brand over seven days. Includes networks and shows that generated the best response for the corresponding brand.

	1. Gatorade - TNT, ESPN, ABC - Top show: <i>NBA Basketball</i>	4.6M Digital	\$3.4M
	2. Apple iPhone - NBC, ABC, ESPN - Top show: <i>NBA Basketball</i>	3.7M Digital	\$7.9M
	3. Bethesda Softworks - AMC, TBS, Comedy Central - Top show: <i>NBA Basketball</i>	2.5M Digital	\$1.8M
	4. Ford - TNT, ABC, Food Network - Top show: <i>NBA Basketball</i>	2.0M Digital	\$7.8M
	5. Sony Video Games - ESPN, Comedy Central, The CW - Top show: <i>SportsCenter</i>	1.4M Digital	\$2.6M

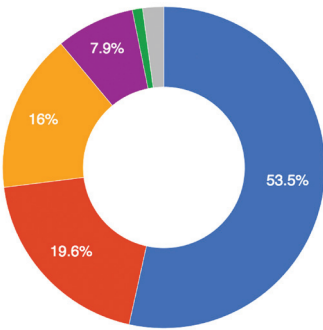
*Digital score includes Facebook, Twitter, YouTube, iSpot.tv and all major search engines within minutes of airing on linear TV; for 5/2-5/8.

BREAKDOWN - ENERGY & SPORTS DRINKS

- The top five networks receiving Energy & Sports Drinks category ad dollars*: ESPN, NFL Network, Fox, CBS, NBC
- Energy & Sports Drinks spent the most advertising on: *NCAA Basketball Tournament, College Football* and *World Series*
- Top five networks for Energy & Sports Drinks ads by impressions: ESPN, MTV, Fox, ESPN2 and NBC
- Top view rates for Energy & Sports Drinks ads: Nickelodeon, USA Network and NFL Network all delivered view rates of at least 96.5% (meaning that on average, the ads were watched 96.5% of the way through)

*10/1/15-3/31/16

- Gatorade 53.5%
- Red Bull 19.6%
- 5 Hour Energy 16%
- Powerade 7.9%
- NOS 1%
- Other 2%



SPOTLIGHT - ESPN



ESPN counted automakers (16%), quick serve restaurants (6.95%), auto & general insurance (6.39%), wireless electronics & communication (5.07%) and movies (5.04%) as its top spenders in Q4 2015 through Q1 2016 (Oct. 1, 2015-March 31, 2016). The top spending marketers/brands over the same period: AT&T, Taco Bell, Capital One, Toyota and Nissan. The network's top shows ranked by marketer spend were *NFL Football, SportsCenter, College Football, NBA Basketball* and *College Football Playoff National Championship*.

Data provided by **iSpot.tv** Real-Time TV Advertising Metrics