






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.

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1. Wendy's ↑ 199% **\$7.2M**
 - MTV, TBS, Cartoon Network
 - 14% of Restaurants: Quick Serve industry spend
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2. Jeep ↑ 190% **\$3.5M**
 - NBC, ABC, History
 - 4% of Vehicles: Auto Makers industry spend
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3. Nissan ↑ 173% **\$2.8M**
 - Bravo, Comedy Central, Food Network
 - 3% of Vehicles: Auto Makers industry spend
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4. DraftKings ↑ 103% **\$3.1M**
 - ESPN, NFL Network, Golf
 - 33% of Life & Entertainment: Sports industry spend
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5. Kmart ↑ 77% **\$2.0M**
 - NBC, CBS, USA Network
 - 6% of Retail Stores: Department Stores industry spend

*At least \$1MM in spending week over week; for Aug. 3-9

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.

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1. Arby's 1.5M Digital **\$5.1M**
 - Comedy Central, Cartoon Network, USA Network
 - Top show: *The Cleveland Show*
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2. Geico 1.3M Digital **\$13.9M**
 - TNT, NBC, Cartoon Network
 - Top show: *NFL Preseason Football*
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3. Lexus 771K Digital **\$2.8M**
 - Lifetime, TNT, NBC Sports Network
 - Top show: *America's Got Talent*
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4. Apple iPhone 451K Digital **\$3.2M**
 - Comedy Central, CBS, Fox
 - Top show: *NFL Preseason Football*
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5. Walmart 222K Digital **\$4.7M**
 - NBC, ABC, ABC Family
 - Top show: *America's Got Talent*

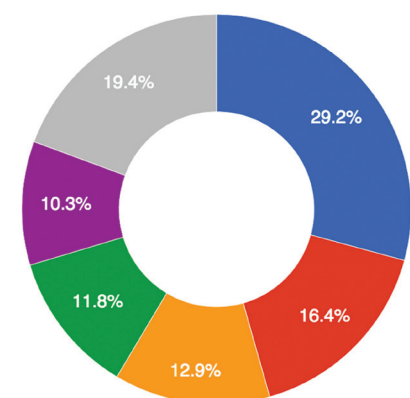
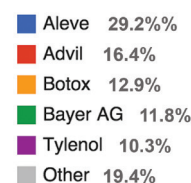
*Digital score includes Facebook, Twitter, YouTube, iSpot.tv and all major search engines within minutes of airing on linear TV; for Aug. 3-9

INDUSTRY REDUX - PAIN RELIEF

Year-to-Date:

- \$270 million: total spent on national TV advertising through 8/9/15.
- More than \$101.6 million: amount spent advertising on NBC, CBS and ABC alone.
- 80 different ads aired nationally.
- More than 97,000 total national airings.

Jan. 1-Aug. 9



SPOTLIGHT - REPUBLICAN PRESIDENTIAL CANDIDATES' DEBATE



The Aug. 6 Republican presidential candidates debate was a viewing bonanza, with more than 24 million viewers reportedly tuning in to Fox News to watch. Advertisers followed suit, with 36 brands airing 41 commercials during the live telecast.

Leading the way as a sector was the movie industry, with four studios buying time: Sony Pictures (*Ricki and the Flash*), Universal Pictures (*Straight Outta Compton*, *Steve Jobs*), the Weinstein Company (*No Escape*), and Paramount Pictures (*Mission: Impossible—Rogue Nation*).

But it was Infiniti that won the night in terms of engagement. As one of only two car companies advertising during the debate (Mazda was the other), Infiniti's "Summer Trips" ad captured a full 25% of the digital chatter generated among all spots aired during the debate.

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