






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. Jared - ABC, NBC, CBS - 29% of Accessories industry spend	↑ 207%	\$4.5M
	2. Macy's - ABC, CBS, NBC - 22% of Department Stores industry spend	↑ 185%	\$6.2M
	3. Clorox - TNT, CBS, ABC - 22% of Cleaning Supplies & Fresheners industry spend	↑ 173%	\$2.9M
	4. Sonic Drive-In - Fox, NBC, Univision - 13% of Quick Serve industry spend	↑ 155%	\$6.9M
	5. Dairy Queen - NBC, ABC, E! - 7% of Quick Serve industry spend	↑ 149%	\$3.8M

* At least \$1M in spending week over week; for 04/25/2016 - 05/01/2016

TOP DIGITAL ENGAGEMENT

Brands generating the most digital engagement explicitly linked to linear TV advertising, along with estimated spend by each brand over 7 days. Includes networks and shows that generated the best response for the corresponding brand.

	1. Audi - TNT, ABC, ESPN - Top show: <i>NBA Basketball</i>	10.9M Digital	\$3.5M
	2. Gatorade - TNT, ABC, ESPN - Top show: <i>NBA Basketball</i>	4.1M Digital	\$3.0M
	3. Samsung Mobile - TNT, NBC, ABC - Top show: <i>NBA Basketball</i>	2.3M Digital	\$6.8M
	4. Apple Watch - ABC, Fox, CBS - Top show: <i>The Good Wife</i>	1.9M Digital	\$3.4M
	5. State Farm - TNT, ABC, ESPN - Top show: <i>NBA Basketball</i>	1.7M Digital	\$9.5M

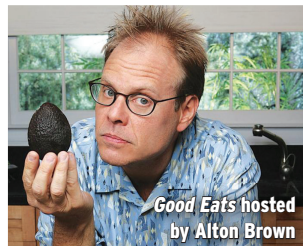
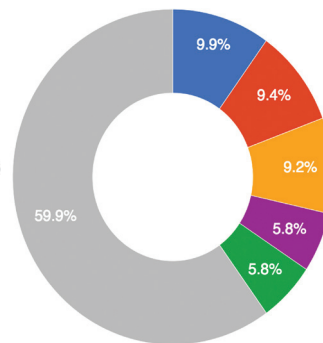
* Digital score includes Facebook, Twitter, YouTube, iSpot.tv and all major search engines within minutes of airing on linear TV; for 04/25/2016 - 05/01/2016

BREAKDOWN - SNACK FOODS

- Top 5 networks getting snack food ad dollars: CBS, ABC, BRAVO, NBC and Comedy Central
- Snack foods spent the most advertising on: *South Park*, *NFL Football* and *Ridiculousness*
- Top 5 networks for snack food ads by impressions: HGTV, Food Network, TBS, Nick and NBC
- Top view rates for snack food ads: Outdoor Channel, Smithsonian and the MLB Network all delivered over 92.5% view rates (meaning that on average the ads were watched 92.5% of the way through)

* Q4 2015 through Q1 2016

Doritos	9.9%
Tostitos	9.4%
Lay's	9.2%
Cheetos	5.8%
Nature Valley	5.8%
Other	59.9%



SPOTLIGHT - COOKING CHANNEL

Cooking Channel counts automakers (5.79%), dairy, eggs & cheese (5.53%), snack foods (3.68%), online retail & auction websites (2.91%) and candy & gum (2.74%) as its top spenders in Q4 2015 through Q1 2016 (Oct. 31, 2015-Mar. 31, 2016). The top spending marketers/brands over the same period: Liberty Mutual, V8 Juice, Wayfair, Yoplait and Subaru, while *Good Eats*, *Unique Sweets*, *Cupcake Wars*, *Unwrapped* and *Sugar Showdown* are the network's top shows ranked by marketer spend.

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