






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. Universal Pictures ↑ 496% \$7.7M
 - ABC, ESPN, NBC
 - 14% of Entertainment: Movies industry spend
- 
2. Hulu ↑ 236% \$3.4M
 - Univision, ABC, NBC
 - 14% of Entertainment: Streaming Service industry spend
- 
3. Chrysler ↑ 178% \$3.4M
 - Fox, ABC, Univision
 - 2% of Vehicles: Auto Makers industry spend
- 
4. Nationwide Insurance ↑ 136% \$3.8M
 - NBC, Fox, CBS
 - 9% of Insurance: Auto & General industry spend
- 
5. L'Oreal Paris Hair Care ↑ 135% \$2.4M
 - Univision, CBS, ABC
 - 35% of Health & Beauty: Hair Care industry spend

*At least \$1 million in spending week over week; for Nov. 16-22

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. Electronic Arts (EA) 2.7M Digital \$2.4M
 - Comedy Central, AMC, ESPN
 - Top show: *South Park*
- 
2. Nissan 1.9M Digital \$19.3M
 - NBC, ABC, USA Network
 - Top show: *College Football*
- 
3. Apple 1.9M Digital \$7.2M
 - NBC, ABC, Fox
 - Top show: *NFL Football*
- 
4. Nintendo 1.6M Digital \$1.3M
 - Cartoon Network, Nick, Teen Nick
 - Top show: *Adventure Time*
- 
5. Bethesda Softworks 1.3M Digital \$2.9M
 - Comedy Central, ESPN, Fox
 - Top show: *South Park*

*Digital score includes Facebook, Twitter, YouTube, iSpot.tv and all major search engines within minutes of airing on linear TV; for Nov. 16-22

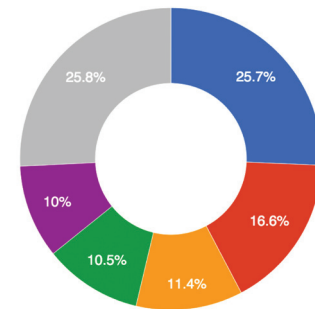
INDUSTRY BREAKDOWN - DEPARTMENT STORES

Year to Date:

- \$1.02 billion: Total spent on national TV advertising from Jan 1. through Nov. 22.
- The top five networks getting ad dollars: ABC, NBC, CBS, Fox and Univision
- Shows targeted most: *The Big Bang Theory*, *The Voice*, *NFL Football*
- 888 different ads aired nationally from 16 brands
- 363,571 total national airings

Jan. 1-Nov. 22

- Walmart 25.7%
- Target 16.6%
- Macy's 11.4%
- Kohl's 10.5%
- JCPenney 10%
- Other 25.8%



SHOW SPOTLIGHT - AMERICAN MUSIC AWARDS

The 43rd annual *American Music Awards* on ABC drew a wide range of support from marketers, with 52 brands running 80 different spots. The biggest industry category was mobile, driven largely by Samsung (the top-spending brand during the telecast), followed by automotive, led by Chrysler. Lifestyle brands flocked to the show, with department stores (Kohl's), financial (Capital One), beer/liquor (Stella Artois, Absolut) and consumer electronics (Beats Audio) also airing creative. But the night's brand winner was arguably Dior, which scored the buzziest ad, "The Future Is Gold," starring Charlize Theron.

Data provided by  Real-Time TV Advertising Metrics

Image Group L.A./ABC