

AD METER

# Who's Spending What Where

## BIG SPENDERS

Brands ranked by the greatest increase in TV spend from Oct. 2-8.



1. Google Phones  
Spend Increase: ▲ 314%  
Est. TV Spend: \$8.6M  
Spend Within Industry: 22%  
Top Networks: Fox, ABC, CBS



2. UnitedHealthcare  
Spend Increase: ▲ 207%  
Est. TV Spend: \$4.7M  
Spend Within Industry: 36%  
Top Networks: CBS, NBC, ABC



3. Taltz  
Spend Increase: ▲ 190%  
Est. TV Spend: \$4.3M  
Spend Within Industry: 28%  
Top Networks: ABC, CBS, NBC



4. Xbox  
Spend Increase: ▲ 175%  
Est. TV Spend: \$3.8M  
Spend Within Industry: 34%  
Top Networks: ESPN, NFL Network, ABC



5. Humana  
Spend Increase: ▲ 166%  
Est. TV Spend: \$6.3M  
Spend Within Industry: 49%  
Top Networks: ABC, CNN, Fox News Channel

## MOST-SEEN TV ADS

Brands ranked by most digital engagement explicitly linked to linear TV from Oct. 2-8.



1. Geico  
TV Ad Impressions: 1.0B  
Est. TV Spend: \$28.2M  
Attention Score: 90.60  
Top Show: NFL Football



2. Progressive  
TV Ad Impressions: 688.4M  
Est. TV Spend: \$16.8M  
Attention Score: 90.58  
Top Show: NFL Football



3. Burger King  
TV Ad Impressions: 667.0M  
Est. TV Spend: \$9.0M  
Attention Score: 93.73  
Top Show: NFL Football



4. Liberty Mutual  
TV Ad Impressions: 621.4M  
Est. TV Spend: \$6.7M  
Attention Score: 84.51  
Top Show: Good Morning America



5. Hershey's  
TV Ad Impressions: 607.6M  
Est. TV Spend: \$5.1M  
Attention Score: 84.47  
Top Show: The Price Is Right

## PROMO MOJO

Our exclusive weekly ranking of the programming that networks are promoting most heavily (Oct. 2-8)

### 1. The Gifted, Fox



TV Ad Impressions: 253,996,279  
The total TV ad impressions within all US households including National Linear (Live and time-shifted), VOD-plus-OTT and local.

Est. Media Value: \$3,774,621  
Estimated media value of in-network promos.

Fox's *The Gifted* is No. 1 for the second week in a row, even though its TV ad impression count dropped rather dramatically – to 254 million from 395 million (in, granted, the week leading up to its Oct. 2 series premiere). The Marvel sci-fi drama about kids with mutant powers edges out *The Mayor*, a new sitcom about a rapper-turned-politician at No. 2, and *Kevin (Probably) Saves the World*, a fantasy comedy-drama starring Jason Ritter at No. 3; both are from ABC. Meanwhile, The CW makes an appearance at No. 5 with its new military-themed drama *Valor*. And after getting shut out by traditional broadcast shows last time, cable programming returns to our top five thanks to FS1, with its promos for baseball's American League Division Series at No. 4.

Data provided by iSpot.tv

2. <i>The Mayor</i> , ABC	TV Ad Impressions	225,610,645
	Est. Media Value	\$3,138,316
3. <i>Kevin (Probably) Saves the World</i> , ABC	TV Ad Impressions	218,269,055
	Est. Media Value	\$2,955,744
4. <i>American League Division Series</i> , FS1	TV Ad Impressions	217,161,979
	Est. Media Value	\$3,585,832
5. <i>Valor</i> , The CW	TV Ad Impressions	184,330,613
	Est. Media Value	\$1,187,621