

iSpot.tv

fabric

**Media Coverage
2019**

Earned Media Placements in 2019

iSpot has appeared in over 71 unique publications, including Bloomberg, WSJ, Business Insider, Reuters, Forbes, CNBC, NBC News, Digiday, The Associated Press, Deadline, Variety, Broadcasting & Cable, Ad Age, Adweek, VentureBeat, TV[R]EV and more...



iSpot in the Media

“NBCU has struck partnerships with companies such as media-measurement firm iSpot.TV to provide faster feedback on what’s working, so clients can make changes in the middle of their campaigns if necessary.” ([Wall Street Journal](#))

“There’s been a lot of progress in the industry, especially with the **partnership between iSpot.tv and NBCU** over the past couple years...” ([NBCU’s Krishan Bhatia with Sean Muller in Variety](#))

“**Fox Partners With iSpot.tv To Improve Advertising Performance:** iSpot.tv is a logical partner in this project because of the company’s big-data approach to media measurement... Recently they’ve built out a new “**always on**” **attribution** service that seeks to match media spending to **business outcomes.**” ([Forbes](#))

“When you’re able to **measure business outcomes, you’re able to look at TV the same way you look at digital.**” ([Sean Muller profiled in TVREV](#))

“NBCU Sells Its First Ever TV Ad Campaign Based On **Business Outcomes.**” ([AdExchanger](#))

“No Nielsen? Here’s How Networks Can Use Other Measurement Tools” ([Broadcasting & Cable](#))

“**At iSpot.tv**, the focus lately has been not only on tracking ad performance across platforms, but on **actual consumer actions — determining how effective a TV ad spot is in driving consumers to actually buy a product.**” ([Multichannel News](#))

“The attribution data is not just for Target itself, but rather for products from over 2,000 unique brands that are sold at Target. And if thousands of brands are all measuring their TV advertising against sales using the same system, you begin to have an **actual currency, one that gives the industry a new standard of accountability.**” ([Forbes](#))

“**Fox** is committed to providing the most **current and reliable outcome measurement capabilities to our brand partners. We are pleased to be working with iSpot** to unlock new layers of support for the value of TV advertising and, in particular, the sales-driving strength of Fox’s leading sports, news and entertainment networks,” -- Fox EVP, Sales Research Insight & Strategy Audrey Steele ([Deadline](#))

“iSpot.tv has spent the last seven years “reinventing measurement for TV,” starting with the ability to do it in **real time and at scale and then adding the capability to connect ad exposures to business outcomes.**” ([Beet.tv](#))

“iSpot.tv’s journey **from startup to established provider of TV advertising and business outcomes** data is one of both finding the market and then seeing where it could go – and pursuing that course.” ([Madrona](#))

iSpot in the Media

“Having access to attribution measurement at scale enables FOX to perform ad inventory optimisation and demonstrate business outcome-based benefits to client partners. In addition, FOX will be able to validate ad impression delivery measurement capabilities that enable a transparent view into the reach and frequency delivered to advertisers across networks, dayparts, and genres at the individual ad airing level.” ([Stu Schwartzapfel in Rapid TV News](#))

“Using a combination of control groups and data science, **iSpot is able to determine which households saw an ad and took action.** And so we’re able to ascertain who was actually influenced by the commercial to go to Target and buy the product and how many commercials they needed to see to push them over that line and also what shows and what times of day were more likely to influence that decision to purchase.” ([Anthony Skinner in Forbes](#))

“We collect data from the 11 million smart TVs, and then we match it up against our airing schedules and figure out if it’s a linear ad, a local market ad or if it’s addressable... we balance it up against U.S. Census [data]... We scale it up to the U.S.” ([Sean Muller in Multichannel News](#))

“A little focus on brand intention – which, for true DTC brands, is all about disruption – will go a long way toward ensuring that we’re all on the same page.” ([Brett Jenson in AdExchanger](#))

“iSpot.tv is used by a large number of Fortune 500 companies, startups, and numerous others companies to gain insight into not only their ad spend, but that of their competitors.” ([Anthony Skinner in GeekWire](#))

“Because iSpot and others can track when and where OTT ads were seen, they can also track the effect those **ads had on sales.**” ([Forbes](#))

“Most ACR data sets are really, really raw,” said **Sean Muller, CEO and founder of iSpot.** The data is “useless” without significant effort to make it **consistent, accurate and scalable,** with planning, optimization and dashboard features on top – like what his company has built. ([AdExchanger](#))

“Doing things like attribution using data that is not measurement grade or that is ad-hoc in nature is like building a house on the beach without preparing for the weather and tide patterns.” ([Sean Muller in TVREV](#))

“We’re looking forward to sitting with brands and discussing how they are evolving their approach to TV from the legacy of age and gender to one that’s unified across channels and **focused on outcomes.**” ([Sean Muller in Variety](#))

“Radha Subramanyam attended CES in Las Vegas earlier this week and **spent time with other measurement firms, including ad tracker iSpot.**” ([Deadline](#))

iSpot is Currency

“Walt Disney Co. ran national television commercials for Disney+ more than 5,000 times since September, according to TV ad-measurement firm **iSpot.tv** Inc., and Apple Inc. ran national spots for Apple TV+ more than 4,200 times.” ([Wall Street Journal](#))

“Apple spent \$14.9 million on commercials promoting Apple TV Plus and \$28.6 million on television ads for the iPhone, according to **iSpot.TV.**” ([New York Times](#))

“Big TV networks like NBC and CBS are vying for **direct-to-consumer** brands ad dollars, but most DTC company TV advertising is going to cable networks, new research from analytics firm **iSpot.TV** found. “It’s not always about ‘broadcast prime’ — cable networks work,” said **Emily Wood**, VP of business development at iSpot.tv.” ([Business Insider](#))

“According to **iSpot.tv**, the Peleton ad first ran Nov. 4 and has run more than 6,800 times, accounting for an estimated \$13.5 million in TV spending.” ([CNBC](#))

“Juul spent more than \$11.8 million on the TV ads over the first four months of the year, according to ad tracker **iSpot.tv.**” ([Associated Press](#))

“New data from measurement firm **iSpot** shows how Apple, Amazon, and Disney are pushing their streaming services on TV.” ([Business Insider](#))

“Netflix spent \$99.2 million on U.S. TV ads during 2018, with some 13% going to Disney-owned entertainment networks, according to estimates from ad-measurement firm **iSpot.TV.**” ([Wall Street Journal](#))

“The streaming service spent about \$1.8 billion on advertising last year, about \$100 million of which bought ads on television networks, according to **iSpot.tv**, the advertising measurement firm.” ([New York Times](#))

“Netflix spent \$99.2 million on U.S. TV ads during 2018, with some 13% going to Disney-owned entertainment networks, according to estimates from ad-measurement firm **iSpot.TV.**” ([Wall Street Journal](#))

“Also worth noting for **Fox in general: Its [portfolio of channels were shown to be strong drivers of ROI](#) in a recent iSpot study, delivering an average incremental lift of +28.1% in what’s known as the iSpot Lift Rating.**” ([Broadcasting & Cable](#))

“The Magic Number: The amount tax-prep services increased their TV ad spend in 2019 over a year earlier, led by TurboTax, [whose spending rose 43%](#), according to [iSpot.tv](#).” ([Wall Street Journal](#))

Earned Media Placements in 2019

UNIQUE PUBLICATIONS

101

Articles in: **Reuters, New York Times, Wall Street Journal, Fox Business, Variety, Business Insider, Deadline, Adweek, Ad Age, NBC News, AdExchanger, Forbes, Broadcasting & Cable, TV[R]EV and more..**

ESTIMATED ONLINE READERSHIP

(Publications' Combined Viewership)

2.4 Billion

ESTIMATED ONLINE REACH

(Estimated Actual Post Views)

6.7 Million

UNIQUE ARTICLES GENERATED

689

SOCIAL SHARES OF ARTICLES

403K



It's always a good time when @ProcterGamble's Marc Pritchard stops by!
#CannesLions
@Variety @inscapetv #iSpottv



iSpot.tv @ispottv · Jun 20
Spotted in the Variety Studio: @NBCUniversal's @lindayacc with
#iSpotTV's @ewood02 #FutureofTV #CannesLions



NBCUniversal and 3 others

iSpot.tv @ispottv · Jun 26
Krishan Bhatia, EVP of Business Operations & Strategy at
@NBCUniversal sits down with Sean Muller, CEO & Founder of #iSpottv
to discuss their partnership and the evolution of TV advertising.
#CannesLions @Variety



NBCUniversal and iSpot.tv Executives Talk Evolution of TV Campaigns
Krishan Bhatia and Sean Muller spoke about the evolution of TV
campaigns with Variety's Todd Spangler at the Variety Studio at ...
variety.com

iSpot.tv Retweeted
Variety @Variety · Jun 25
Krishan Bhatia, EVP of business operations and strategy at
NBCUniversal, and Sean Muller, CEO of @iSpottv on the evolution of TV
campaigns #sponsored bit.ly/2RzHleH



0:48 3 12

iSpot.tv @ispottv · Jun 28
As everyone returns back to reality this week, we're still reflecting on a
week at Cannes Lions – where the conversations of innovation in creative
and advertising flow as much as the rosé.
#CannesLions2019 @Variety @inscapetv
ispottv/blog/the-varie...



1 3

15 Hours in Review
inscape @inscapetv · Jul 1
@NBCUniversal's @lindayacc on delivering #addressable TV advertising:
"For the overall industry, it's really, really important that we come
together to offer a scaled opportunity of addressability to advertisers."
@Variety @Spottv #insights



NBC Universal's Linda Yaccarino and Josh Feldman Talk Advertising ...
NBCUniversal's Linda Yaccarino and Josh Feldman spoke about
innovation in advertising with Variety's Todd Spangler.
variety.com

Kellyn Smith Kenny @KellynKenny · Jun 19
Loved talking shop about @HiltonHotels with the awesome teams from @ispottv,
@Variety, and @inscapetv. Epic way to start the day in #CannesLions. The future
of hospitality has never been more exciting and vibrant. #Hilton100

iSpot.tv @ispottv
Yesterday we had the chance to catch up with
@HiltonHotels CMO @KellynKenny in the @Variety
#CannesLions studio!
#iSpotTV @inscapetv

1 3 32

BUSINESS INSIDER

[An M&A expert predicts 2020 will be a big deal for tech deals, with Tubi TV being snapped up and Samba TV getting sold](#)

Business Insider, 12/30/19 (Behind Paywall, read [here](#))

Big digital measurement firms [Integral Ad Science and DoubleVerify](#) have also started measuring OTT platforms over the past year, but Thompson said a number of TV-focused adtech firms like Samba TV and iSpot.TV could be hot acquisition targets next year because they've been dedicated to solving TV measurement for years.

"That's all they've ever done," Thompson said about [Samba TV](#) and [iSpot.TV](#). "That is a critical component in the development of OTT."

BI PRIME

An M&A expert predicts 2020 will be a big deal for tech deals, with Tubi TV being snapped up and Samba TV getting sold

Lauren Johnson Dec 30, 2019, 8:35 AM

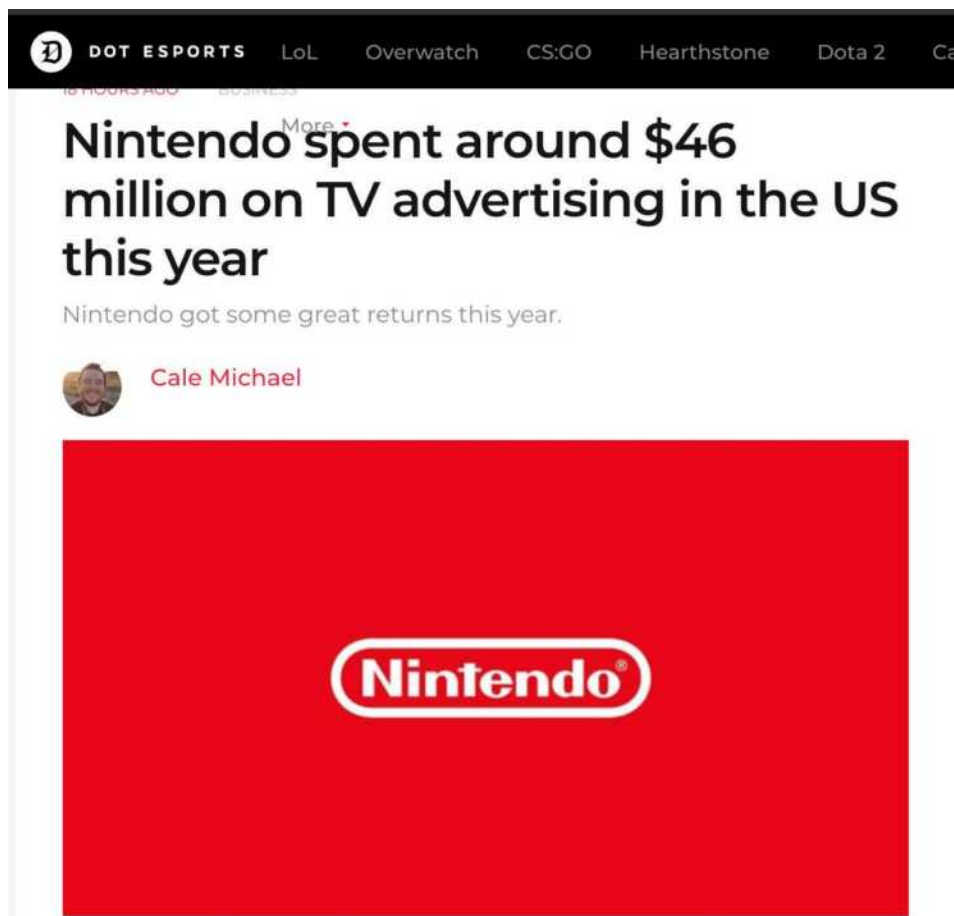


DOT ESPORTS

[Nintendo spent around \\$46 million on TV advertising in the US this year](#)

Dot Esports, 12/30/19

That total is less than what both Microsoft and Sony spent on their ad campaigns for the Xbox One and PlayStation 4 respectively throughout the year, but the Nintendo still generated around 3.07 billion TV ad impressions despite that. In comparison, TV ad measurement site [iSpot.tv](#) shows that PlayStation remained on top for another year with \$108.5 million spent while Xbox more than doubled its own spending from 2019, shelling out around \$100 million.



The image shows a screenshot of a news article from iSpot.tv. At the top, there is a navigation bar with the text "DOT ESPORTS" and several game titles: "LoL", "Overwatch", "CS:GO", "Hearthstone", "Dota 2", and "Ca". Below the navigation bar, the article title is "Nintendo spent around \$46 million on TV advertising in the US this year". A sub-headline reads "Nintendo got some great returns this year." The author's name, "Cale Michael", is displayed next to a small profile picture. The main content area of the article is a large red rectangle with the white "Nintendo" logo centered in the middle.



[2019: The Year US Carriers Waged a 5G Advertising War](#)

Light Reading, 12/30/19

According to iSpot.tv, which tracks advertisements on TVs across the country, T-Mobile spent an estimated \$28 million this fall on TV spots to promote its nationwide 5G network. That's a sizable spend considering the fact that T-Mobile didn't even launch its 5G network until December.



[Netflix: 'Murder Mystery' Was Most 'Popular,' But Low TV Ad Spending](#)
MediaPost, 12/30/19

The film, starring Jennifer Aniston and Adam Sandler, had just 27 commercial TV airings, with a national/TV ad spend of \$1.2 million, yielding 49.2 million impressions, according to iSpot.tv.

CYNOPSIS

[12/30/19: Democratic candidate Andrew Yang ends MSNBC boycott](#)
Cynopsis, 12/30/19

Billionaire presidential candidates Tom Steyer and Michael Bloomberg are boosting political TV ad spend. From November 26-December 25, Steyer spent \$17.3 million on national/regional TV ads, according to iSpot.tv, while Bloomberg spent \$13.8 million over the period.

GeekWire

[Best ways to manage everyday work and life? Here are tips and tricks from our 2019 Geeks of the Week](#)
GeekWire, 12/27/19

Anthony Skinner, head of engineering and product at iSpot.tv

“Time is your most valuable possession and the great equalizer. Be diligent and fastidious about planning your day and managing your day-to-day activities. [TeamSnap](#) and Google Calendar are my best friends. The power of time and organization shouldn’t be underestimated. My home life is managed using TeamSnap. It allows me to share my schedule and the kids’ schedules with the nanny (Emily Chambard — I must give her a shoutout! She is amazing with kids.) and the grandparents. TeamSnap’s easy integration with Google Calendar allows me to have my work schedule and personal schedule in one place.”

Anthony Skinner, head of engineering and product at **iSpot.tv**



(Photo courtesy of Anthony Skinner)



[2019 box office revenue expected to fall about 4-percent by end of year](#)
Fox Business, 12/27/19

Outside of box office earnings, movie studios have also dropped television advertisement spending by 6 percent, according to the ad-measurement platform iSpot.tv. National and

regional advertising is estimated to reach \$2.24 billion this year, which is less than last year's recorded \$2.38 billion.

Syndication: [Yahoo](#)



MEDIA & ADVERTISING - Published 3 days ago

2019 box office revenue expected to fall about 4-percent by end of year

By Cortney Moore | FOXBusiness



Markets

Quote Lookup

DOW JONES AVERAGES (I:DJ)
28,460.43 ▼ -184.83 (-0.65%)
NASDAQ COMPOSITE INDEX (I:COMP)
8,930.82 ▼ -75.79 (-0.84%)
S&P 500 (SP500)
3,220.06 ▼ -19.96 (-0.62%)

Market Update sponsored by **Ameritrade** Top tools for less



[Buick Had Most-Seen Auto Commercial of 2019](#)

WardsAuto, 12/28/19

The just-released average iSpot Lift Rating for the automotive industry in November was 26.34%, slightly below the average across all categories that iSpot measured (32.38%). The three networks that generated the highest lift for the industry were BET (36.83%), VH1 (35.08%)

and Fox Sports 1 (33.28%). The KPI for November's benchmarks: consumer visits to automaker websites, to, for example, research and configure vehicles or look up inventory.

VARIETY

[‘Spies in Disguise’ Tops Studios’ TV Ad Spending](#)

Variety, 12/26/19

Notably, “1917” has the best iSpot Attention Index (127) in the ranking, getting 27% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



VentureBeat

[2019 game industry ad spend: a quieter year](#)

VentureBeat, 12/28/19

Xbox had 2019's most-seen gaming industry ad, which also had the biggest budget this year: [a promotion for Gears 5, featuring music by Evanescence](#), which hit TV screens for the first time in early September. It's the only industry ad with over one billion TV ad impressions, and Xbox has spent an estimated \$22.7 million on its 2,948 airings. And although it aired most frequently

during SportsCenter (275 airings), MLB Tonight (269 airings) and MLB baseball (130 airings), it received the highest impression-counts during NFL football (362.8 million TV ad impressions) and college football (100.2 million). This ad also has captured viewer attention for Xbox, with an iSpot Attention Index of 141, meaning it's received 41% fewer interruptions than the average video game ad.

Life & Entertainment: Video Games

Top Shows - Impressions: 01/01/2019 - 12/08/2019

Data provided by iSpot.tv

- NFL Football
- NBA Basketball
- SportsCenter
- College Football
- SpongeBob SquarePants
- Other

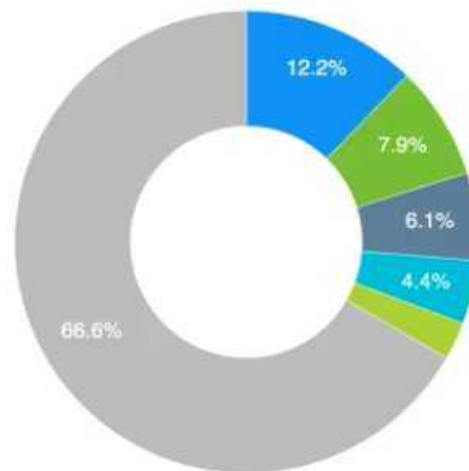


Image Credit: iSpot.tv



[Theatrical Revenue Down On Lower National TV Ad Spending, More Digital](#)

MediaPost, 12/24/19

Movie studios have spent an estimated \$2.24 billion this year on national/regional TV advertising -- down 6% over the same period a year ago to \$2.38 billion, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GRUBHUB, OWNERLY, OLIVE GARDEN AND MORE](#)

Ad Age, 12/20/19

A few highlights: Olive Garden hypes its new Smoked Mozzarella Shrimp Rigatoni menu offering (which comes with—wait for it—unlimited breadsticks). Ownerly encourages home

buyers and sellers to “see home values, for free” at its website. And Grubhub calls attention to its charitable partnership with [No Kid Hungry](#).



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 12/22/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.



[NFL At 15 Weeks -- Viewership Climbs 6%, Ad Revenues Grow](#)

MediaPost, 12/19/19

NFL's national TV advertising revenue take is also higher -- up 13% to \$4.04 billion from \$3.57 billion a year ago through 15 weeks of the season, according to iSpot.tv, which adds that all regular-season games have amassed 149.9 billion impressions versus 132.3 billion a year ago.

AdAge

[HOW 3 BIG-NAME BRANDS USED TV CAMPAIGNS TO BOUNCE BACK FROM REPUTATION CRISES](#)

Ad Age, 12/18/19

Importantly, the company understood that it needed to allocate real spend in terms of getting its message to the U.S. Over a period of 12 weeks, the company invested in its largest TV campaign to date: \$67.8 million spent on 3,713 airings and 1.9 billion impressions, according to iSpot.tv data. As a result, despite the trending hashtag #DeleteFacebook, daily active users remained relatively unaffected. Ultimately, Facebook's massive investment (and passive mea culpa) helped the company continue "as is" from a revenue perspective leading into the fourth quarter of 2018, which delivered Facebook's highest quarterly revenues to date.

AdAge

Year-end lists 2019

Marketers of the year

Super Bowl news

Health & Wellness

Enter A-List nc

THANKS TO OUR 2019 PARTNERS FOR MAKING IT POSSIBLE TO TELL STORIES THAT MATTER

50+ AWARDS IN 2019

Opinion

HOW 3 BIG-NAME BRANDS USED TV CAMPAIGNS TO BOUNCE BACK FROM REPUTATION CRISES

What troubled companies can learn from the crisis-response strategies of Facebook, Uber and Chipotle

By [Jason Wiese](#). Published on December 18, 2019.



Following two E. Coli outbreaks in two years, Chipotle's 2017 campaign focused on fresh ingredients. Credit: Chipotle

Get \$50 off when you post your first job on LinkedIn.

[Post a job](#)



[ESPN Gives NBA Basketball TV's Biggest Promo Push](#)
Broadcasting & Cable, [Promaxbda](#), 12/18/19

Rounding out the list, Reelz grabs fourth place for Star Wars: Behind Closed Doors, while what [FX](#) calls “a dark reimagining” of A Christmas Carol lands in fifth — also earning the highest iSpot Attention Index (128) in our top five, getting 28% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM UBER, GEICO, TIDE AND MORE](#)

Ad Age, 12/18/19

few highlights: Cat and Nat (Catherine Belknap and Natalie Telfer), of #MomTruths video fame, offer up “Laundry Truths” for Tide. Geico hypes a series of blockbuster-style sequels it’s made of its own commercials. And Uber wants you to upgrade to its Uber Comfort tier, which features extra legroom and the ability to select your vehicle’s cabin temperature.

Bloomberg

[Murdoch’s Fox Opts Not to Air Ads for Scandal Flick ‘Bombshell’](#)

Bloomberg, 12/17/19

Lions Gate sought to advertise the movie on the Fox network, including live sports events, but didn't attempt to advertise directly on Fox News, said the people, who asked not to be named because the matter is private.

Fox didn't have an immediate comment.

Lions Gate has spent about \$7 million marketing the film on television, airing about 1,500 advertisements, according to data from ISpot.tv.

Bloomberg

Business

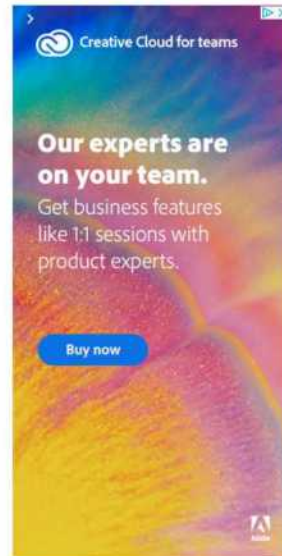
Murdoch's Fox Opts Not to Air Ads for Scandal Flick 'Bombshell'

By [Kelly Gilblom](#) and [Christopher Palmeri](#)
December 17, 2019, 4:16 PM PST

- ▶ Lions Gate sought to promote the film on Fox network
- ▶ 'Bombshell' depicts sexual harassment problems at Fox News



Charlize Theron, as Megyn Kelly, and John Lithgow, as Roger Ailes, in Bombshell. Photographer: Hilary B Gayle/Lionsgate



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM UBER, GEICO, TIDE AND MORE](#)

Ad Age, 12/18/19

A few highlights: Cat and Nat (Catherine Belknap and Natalie Telfer), of #MomTruths video fame, offer up “Laundry Truths” for Tide. Geico hypes a series of blockbuster-style sequels it’s made of its own commercials. And Uber wants you to upgrade to its Uber Comfort tier, which features extra legroom and the ability to select your vehicle’s cabin temperature.

MARTECHSERIES

Marketing Technology Insights

[Establishing Norms for Incremental Lift and Conversions for TV Advertising Across 17 Industries and Providing First-Ever Performance Baselines for Networks and Brands to Transact on TV](#)

MarTech Series, 12/17/19

“In order for the TV industry to mature around performance-based buying business-outcome causality for TV advertising needs to be measured persistently, at scale and be sufficiently predictive,” says [Sean Muller](#), CEO of iSpot. “We are making these benchmarks available to help both sides of our customer base transact more efficiently and with greater confidence..” The always-on measurement platform laid the foundation for companies such as Target’s Roundel agency to transform TV ad buying for its brand customers by connecting TV ad exposure rates to sales happening across its stores.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DISNEY PLUS, GOOGLE PIXEL, RAKUTEN AND MORE](#)

Ad Age, 12/16/19

A few highlights: NBA star Jayson Tatum helps Rakuten hype its cash-back shopping service. Disney Plus calls itself “Your Home for the Holidays” in a spot that promotes some of the seasonal movies it’s currently streaming. And Google uses a Pixel 4 camera’s Night Sight feature to catch Santa Claus trespassing (it’s unclear if the tech giant intends to press charges).

Multichannel NEWS

[iSpot.TV Sees Benchmarks as Basis For Ad Guarantees](#)

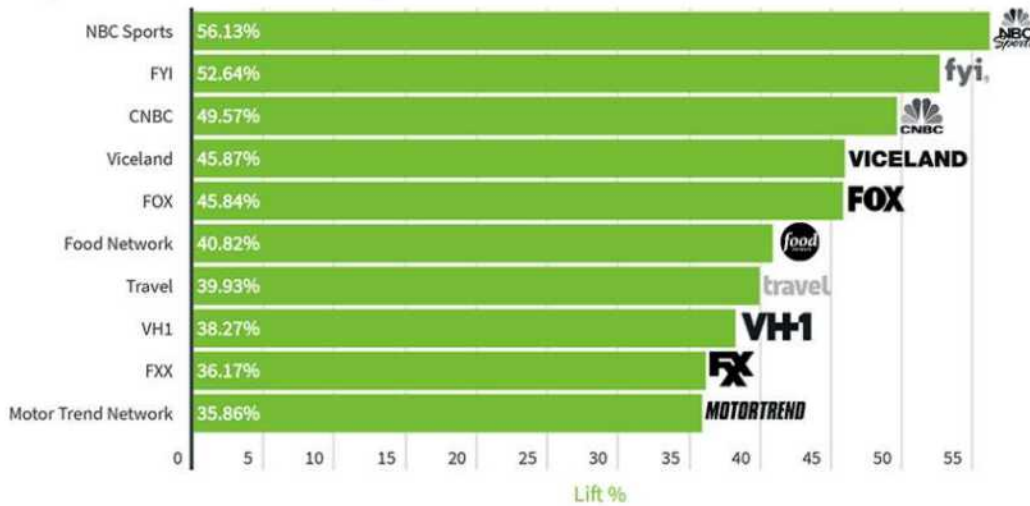
Multichannel News, 12/16/19

“Our view is that you’ve got to have scale, consistency and predictability, much like in the primary currency in the GRP [gross ratings point],” iSpot CEO Sean Muller said. “We’re basically launching the equivalent of that for outcomes.”

With the benchmarks in place, “we’re going to see outcome currency sort of heat up a lot more in 2020,” Muller said.

iSpot’s figures show big differences in results from category to category and from network to network. For example, when it comes to the auto category in the third quarter, people who saw commercials on NBCSN were 56.13% more likely to go to a website where they could research or configure vehicles than those who didn’t see the ads (see chart). Among broadcasters Fox was the top performer, providing a 45.84% lift. The average lift for the category was 27.68%.

Top Networks Delivering Lift



Credit: iSpot.tv



[This Week: The 10 Most Talked About TV Ads On Social](#) *We Are Social Media*, 12/15/19

Welcome to the new edition of our 10 most talked-about TV ads on social media: The Witcher, and iPad and E.T. – what could they have in common?

Check them out! Any other great campaigns you spotted?

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

INSIDERADIO

[Ad Insider: Chevy SUV Redesign Offers More Tech – And More Space.](#)

Inside Radio, 12/12/19

Where are the auto ad dollars going these days? No matter what you hear, they're not all going to digital. For a third consecutive week, Lincoln's spot for the '20 Aviator holds first place in iSpot.tv's ranking of the most-viewed automotive commercials – the ads that have gotten the highest number of impressions across national broadcast and cable TV airings. The Lincoln spot featuring Oscar-winning actor Matthew McConaughey collected more than 397 million TV ad impressions for the week of Sept. 30. The rest of the top five TV spenders are Honda, Nissan (2020 Altima), Volkswagen, and at No. 5, Infinity's campaign for the 7-passenger QX60....

INSIDERADIO
THE MOST
TRUSTED
SOURCE IN
RADIO

NEXT UP

Deal Digest: It's All About Ohio.
It was a quieter-than-normal week in deal-making with just t...

Ad Insider: Chevy SUV Redesign Offers More Tech – And More Space.

Dec 12, 2019



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CREST, APPLE, CALM AND MORE](#)

Ad Age, 12/12/19

A few highlights: Crest says that it's "the official toothpaste of Santa." Apple promotes its new Apple Card by noting that card users save 6 percent on purchases at Apple through Dec. 31. And in a commercial for the Calm meditation and relaxation app, LeBron James says, "While the greats master the body, the greatest master the mind."



[Peloton actress says she almost didn't do the Aviation Gin parody ad for Ryan Reynolds](#)
CNBC, 12/12/19

The ad rolled out early last month, imploring consumers to “give the gift of Peloton.” Many viewers [complained](#) about what they saw as undertones of sexism and classism in the ad for the exercise company. Though the ad first ran on Nov. 4, it more recently became a hot topic on [Twitter](#). According to iSpot.tv, the ad had run more than 8,800 times as of Thursday.



Peloton actress says she almost didn't do the Aviation Gin parody ad for Ryan Reynolds

PUBLISHED THU, DEC 12 2019-8:15 AM EST | UPDATED 32 MIN AGO

Megan Graham
@MEGANCGRAHAM

SHARE

KEY POINTS

- The star of a much-criticized Peloton ad gives her first live interview.
- Monica Ruiz tells NBC's "TODAY" she didn't want to appear to be making fun of the Peloton spot by appearing in an Aviation Gin ad.



Peloton wife in Aviation Gin parody ad for Ryan Reynolds.
Source: Aviation Gin | YouTube

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RELATED

- Peloton actress says she almost didn't do the Aviation Gin parody ad for Ryan Reynolds
- Fertility start-up Celmatix sues former business partner 23andMe for \$100 million in damages
- Here's why some Peloton users love that ad so many have criticized
- Even the actor who played the 'Peloton

[GMC Holiday Promotion Is Most-Seen Auto Ad](#)

WardsAuto, 12/12/19

Chevrolet's third-place ad features real Chevy employees (not actors) who proclaim the company is all about bringing families together. To that end, Chevy is offering its employee discount to everyone this holiday season. This commercial has the best iSpot Attention Index (157) in the ranking, getting 57% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

[Peloton Stock Suffers on Heels of Viral Ad, Analyst Reports](#)

EFT Trends, 12/11/19

Peloton, the maker of high-end at-home fitness equipment rolled out a holiday ad in November that encourages viewers to "give the gift of Peloton," which had onlookers complaining about what they saw as sexist and classist undertones of sexism in the ad. Though the ad first ran on Nov. 4, according to iSpot.tv, the commercial more recently went viral on [Twitter](#) as well. Naturally, the company is disappointed with how the ad was received.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, LAND ROVER, WONDERFUL PISTACHIOS AND MORE](#)

Ad Age, 12/11/19

A few highlights: World champion skier Mikaela Shiffrin escapes a traffic jam with help from her Land Rover. A turtle named Sheldon is a little miffed about Wonderful Pistachios shelled pistachios. And Walmart suggests you stage an easier holiday celebration by using its app-based grocery pickup service.

front office sports

[Changing Gears: How Peloton Can Shift The Marketing Narrative](#)

Front Office Sports, 12/11/19

The company should immediately pull "The Gift That Gives Back" in favor of another ad proven more effective. After breaking Nov. 4, the spot was still airing nationally as of Dec. 10, according to ad tracker [iSpot.tv](#).

Changing Gears: How Peloton Can Shift The Marketing Narrative

marketing / december 11th, 2019

BY MICHAEL MCCARTHY

- Peloton has been widely mocked for its sexist holiday spot. But there's still moves Peloton can make to try to reclaim the narrative, say marketing, media and PR experts.
- Peloton aired a shorter, 15-second version of "The Gift That Gives Back" on ESPN, which nearly airbrushed out the domineering husband.



Photo credit: Peloton

AdAge

[NBC BOOKS \\$1 BILLION IN OLYMPIC AD SALES, ON PACE TO SHATTER RECORD](#)

Ad Age, 12/10/19

Along with massive reach and a welcome respite from the shrieking hurly-burly of party politics, the Olympics is also a crucible for serious commercial deliveries. Per iSpot.tv estimates, the 2016 Games scared up some 32.2 billion impressions; among the most notable beneficiaries of all that consumer attention were top spenders BMW, Geico, Chevrolet, Samsung Mobile, T-Mobile and Visa.

the latest

NBC Surpasses \$1B In Ads Sold Ahead of the 2020 Tokyo Olympics

BY DANNI SANTANA

Changing Gears: How Peloton Can Shift The Marketing Narrative

BY MICHAEL MCCARTHY

Wrangler Goes Back To Western Roots With Focus On Rodeo

BY PAT EVANS

Office Hours: Howard Mittman on Bleacher Report's Continued Evolution

BY FRONT OFFICE SPORTS

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AdAge

Marketers of the year Super Bowl news Health & Wellness event Enter A-List now Creativity

LOOKING FOR GROWTH?
 Univision is the fastest growing portfolio of TV networks season-to-date.

[LEARN MORE](#)  UNIVISION | America's Hispanic Superbrand

Media ↗

NBC BOOKS \$1 BILLION IN OLYMPIC AD SALES, ON PACE TO SHATTER RECORD

More than half of the brands advertising in the Summer Games in Tokyo are first-time Olympic backers

By [Anthony Crupi](#). Published on December 10, 2019.



LOOKING FOR GROWTH?
 Univision is the fastest growing portfolio of TV networks season-to-date.

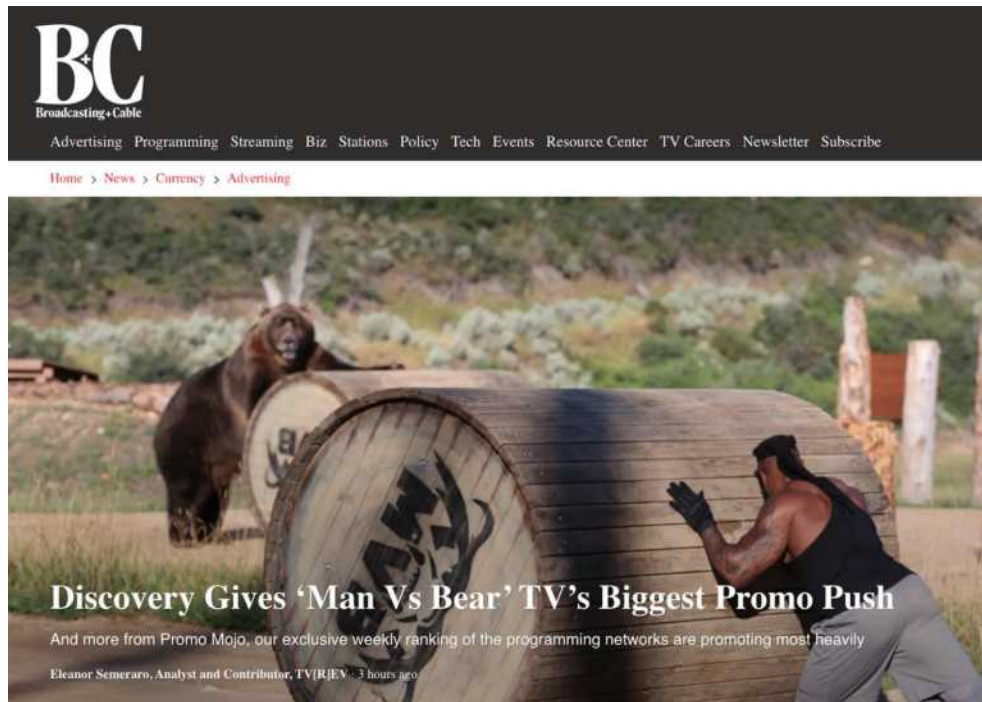
[LEARN MORE](#)

 America's



[Discovery Gives 'Man Vs Bear' TV's Biggest Promo Push](#)
Broadcasting & Cable, ([Promaxbda](#))12/11/19

Notably, the Hallmark spot earns the highest iSpot Attention Index (116) in our ranking, getting 16% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MACY'S, MASTERCLASS, THE HOME DEPOT AND MORE](#)

Ad Age, 12/10/19

A few highlights: MasterClass—the online library of classes taught by famous experts including Neil deGrasse Tyson, Steve Martin and Anna Wintour—suggests that you buy an annual All-Access Pass for yourself and get one free to give as a gift. Macy's hypes a series of “perfect” gifts that cost less than \$100, \$200 and \$300. And The Home Depot says “It's a good time to be a doer.”

CYNOPSIS

[12/10/19: Netflix big Golden Globes nod winner](#)

Cynopsis, 12/10/19

Video streaming services have dramatically increased their marketing spend this holiday season, with \$128.6 million spent on TV commercials last month, according to iSpot.tv, versus \$65.5 million last year. Amazon Prime has been the biggest spender (\$27 million), followed by Apple TV+ (\$20.3 million), Disney+ (\$18.1 million), Netflix (\$16.7 million) and Amazon Fire TV (\$12.3 million).



[Toyota Spends Most On TV In November, Chevy Most-Seen Ad](#)
MediaPost, 12/9/19

Automakers spent an estimated \$519 million on TV ads during November, a decrease of 2.1% from October's \$530.1 million — although top-spender Toyota increased its spend from October, according to [iSpot.tv](#).

MediaPost

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COMMENTARY

Toyota Spends Most On TV In November, Chevy Most-Seen Ad

by **Tanya Gazdik**, Staff Writer, 38 minutes ago



[Video Streamers' National TV Spending Rising Sharply](#)
MediaPost, 12/9/19

Over the last month, \$128.6 million has been spent on national/regional TV commercials, according to iSpot.tv, from Nov. 9 through Dec. 8. A year ago, over the same time period, spending came to \$65.5 million.

Video Streamers' National TV Spending Rising Sharply

by **Wayne Friedman**, Yesterday



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DYSON, QUICKBOOKS, BURGER KING AND MORE](#)

Ad Age, 12/9/19

A few highlights: Dyson says there's "a new way to curl hair that doesn't use extreme heat" in a commercial for its Airwrap styler (which has actually been on the market since October of last year). High-end men's suit retailer ESQ Clothing of Chicago enjoys a moment in the spotlight thanks to an Intuit QuickBooks ad (ESQ uses QuickBooks software to help run its business). And Burger King hypes its Winter Whopperland Sweepstakes; prizes include a free Whopper a day for 365 days.



[Bloomberg campaign outspent in TV ads by this billionaire Democrat candidate](#)

Fox Business, 12/7/19

Fellow billionaire Tom Steyer spent \$18.5 million on ads in the past 30 days for a total of 3,617 airings, [MediaPost](#) reported, citing iSpot.tv data.

Even since Bloomberg ads began airing on Nov. 23, Steyer spent \$9.1 million, compared to just \$7.1 million spent by Bloomberg, according to the report.

FOX BUSINESS Money Markets Lifestyle Real Estate Tech Sports TV Podcasts More

MONEY IN POLITICS · Published 2 days ago

Bloomberg campaign outspent in TV ads by this billionaire Democrat candidate

By James Leggate | FOXBusiness

Markets

Quote Lookup

DOW JONES AVERAGES (D:DJ)
27,978.24
▼ -36.82 (-0.13%)

NASDAQ COMPOSITE INDEX (I:COMP)
8,665.48
▲ 8.95 (+0.10%)

S&P 500 (SP500)
3,146.88
▲ 0.97 (+0.03%)

Market Update sponsored by
Ameritrade Top tools for less



['The Irishman' Pulls 13.2 Million Nielsen Viewers Through Five Days](#)

MediaPost, 12/9/19

Netflix began to heavily promote the movie starting in late October for its streaming/theatrical run.

To date, iSpot.tv says some 40 airings of TV commercials have run, totaling some \$8.2 million in national/regional TV spend.

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Television NewsDaily

'The Irishman' Pulls 13.2 Million Nielsen Viewers Through Five Days

by **Wayne Friedman**, December 6, 2019



CYNOPSIS

[12/09/19: Snooki kisses Jersey Shore goodbye](#)

Cynopsis, 12/9/19

By November 6, Democratic presidential candidate Michael Bloomberg had placed about \$7.1 million in TV ad spots, on nine networks: ABC, CBS, Fox, NBC, The CW, CNN, ESPN, MSNBC and MyNetworkTV, according to iSpot.tv. Fellow Dem candidate Tom Steyer spent \$9.1 over the same two-week period, on 31 different networks.

VentureBeat

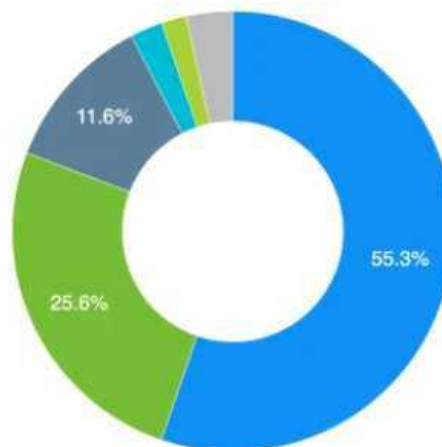
[PlayStation reduces TV ads in November as game industry boosts spend to \\$62.7 million](#)

VentureBeat, 12/8/19

As the holiday season arrives, the gaming industry as a whole has been increasing its TV ad spend: In November, 13 brands spent an estimated \$62.7 million — [over \\$2 million more than October's spend](#) — and shelled out big for the NFL, college football, and the NBA. PlayStation led the way for the second month in a row, accounting for over half of the industry outlay, followed by [Xbox](#) and [Nintendo](#). GamesBeat has partnered with iSpot.tv, the always-on TV ad measurement and attribution platform, to bring you a monthly report on how gaming brands are spending.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 11/01/2019 - 11/30/2019
 Data provided by iSpot.tv

- PlayStation
- Xbox
- Nintendo
- EA Sports
- 2K Games
- Other



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PANDORA, SPRINT, DUNKIN' AND MORE](#)

Ad Age, 12/6/19

A few highlights: A couple enjoys the convenience and comfort of Dunkin' coffee at home during a zombie apocalypse. Internet radio service Pandora says "Be you. We'll be your music." And Sprint hypes its current unlimited plan that includes the iPhone 11.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 12/8/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

THE WALL STREET JOURNAL.

[Peloton Backlash: Controversy Over Ads Often Proves Short-Lived](#)

The Wall Street Journal, 12/6/19

The spot began airing on TV on Nov. 4 and has run more than 7,600 times, appearing on high-profile programs such as NFL football games and during [Macy's](#) Thanksgiving Day Parade broadcast, according to iSpot.TV. The ad-tracking firm estimates Peloton has spent \$84.2 million on TV ads this year, as of Wednesday.

BUSINESS | ADVERTISING

Peloton Backlash: Controversy Over Ads Often Proves Short-Lived

Fitness-equipment maker joins Nike, Gillette, Pepsi and others in dealing with the aftermath of a contentious commercial



Peloton's holiday ad, in which a woman is given a Peloton bike and films herself regularly using it, has been widely criticized on social media. PHOTO: PELOTON/REUTERS



[2020 Political Ad Race: Bloomberg Campaign At \\$7.1M, Steyer At 9.1M In National TV Ad Spend So Far](#)

MediaPost, 12/6/19

Four different creative advertising spots with 297 national/regional airings of commercials have aired since Nov. 23, according to iSpot.tv, earning 536 million impressions.

MediaPost

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2020 Political Ad Race: Bloomberg Campaign At \$7.1M, Steyer At 9.1M In National TV Ad Spend So Far

by Wayne Friedman , 26 minutes ago



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FORD, AMAZON, BEST BUY AND MORE](#)

Ad Age, 12/5/19

A few highlights: A thoughtful woman effortlessly gives the gift of a new umbrella to an elderly neighbor who needs one, with a little help from Amazon's mobile app. An endless, grandstanding performance by a member of a holiday choir keeps another member of the choir from the doing her Christmas shopping—but a Best Buy associate rather incongruously comes to the rescue. And Ford hypes the “totally redesigned” 2020 Ford Escape.



[Who are the biggest TV advertisement spenders as we head into the holidays?](#)

FOX Business, 12/4/19

The top TV marketing [industries](#) remain the same as they were in 2018, with retail, insurance and communications companies topping the list, according to iSpot.tv, but the amount spent totals \$741.7 million in November, a 10 percent increase compared to the \$672 million this time last year, according to [Media Post](#).

FOX BUSINESS Money Markets Lifestyle Real Estate Tech Sports TV Podcasts More

Who are the biggest TV advertisement spenders as we head into the holidays?

By Matthew McNulty | FOXBusiness

make their season BRIGHT

Markets

Quote Lookup

DOW JONES AVERAGES (DJI)
27,620.20
▼ -29.58 (-0.11%)

NASDAQ COMPOSITE INDEX (COMP)
8,554.23
▼ -12.44 (-0.15%)

S&P 500 (SP500)
3,108.58
▼ -4.18 (-0.13%)

Market Update sponsored by
Ameritrade Top tools for less



[Peloton responds to ad criticism, says it's 'disappointed in how some have misinterpreted' the spot](#)

CNBC, 12/4/19

The maker of high-end at-home fitness equipment last month rolled out a holiday ad that implores viewers to “give the gift of Peloton,” which had onlookers complaining about what they saw as undertones of sexism and classism in the ad. Though the ad first ran on Nov. 4, according to iSpot.tv, the commercial more recently went viral on [Twitter](#).



[Ford Holiday Spot Repeats As Most-Seen Auto Ad](#)

Wards Auto, 12/5/19

This commercial has the best iSpot Attention Index (123) in the ranking, getting 23% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MCDONALD'S, APPLE, GEICO AND MORE](#)

Ad Age, 12/4/19

A few highlights: McDonald's hypes its Snickerdoodle McFlurry, available for an unspecified “limited time.” A snowball fight gets the cinematic action-thriller treatment in Apple's latest (backstory: “[How Apple pulled off its epic 'Snowbrawl' ad: Watch the 'making of' video](#)”). And the Geico Gecko (who apparently has a low-level office job) is makin' copies.

THE WALL STREET JOURNAL.

[Spending by Streaming TV Expected to Give Ad Growth a Long-Term Boost](#)

The Wall Street Journal, 12/3/19

Walt Disney Co. ran national television commercials for Disney+ more than 5,000 times since September, according to TV ad-measurement firm iSpot.tv Inc., and Apple Inc. ran national spots for Apple TV+ more than 4,200 times.

That is far fewer ads than a top TV spender like T-Mobile US Inc. but well more than many other major marketers, according to iSpot.tv.

THE WALL STREET JOURNAL. Alan Wolk
DISCOVER WSJ FEATURES

English Edition • December 3, 2019 | Print Edition | Video

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CMO TODAY

CMO TODAY

Spending by Streaming TV Expected to Give Ad Growth a Long-Term Boost

Political ad spending meanwhile creates extreme variation year to year, GroupM forecast says

CONTENT FROM OUR SPONSOR
Deloitte
CMO Insights and Analysis from Deloitte

Talent Strategies for a Midmarket Facing Disruption

Private and midsize companies acknowledge that digital disruption is affecting many jobs, including marketing positions. In an environment of skills shortages and record-low unemployment rates, many organizations are finding that recruiting new talent and reskilling existing employees are important avenues for capitalizing on technological change.

Reese Witherspoon and Jennifer Aniston in a scene from "The Morning Show" on Apple TV+. PHOTO: TONY RIVETTI JR./ASSOCIATED PRESS

Please note: The Wall Street Journal News Department was not involved in the creation of the content above.
[More from Deloitte →](#)

THE WALL STREET JOURNAL. CMO TODAY

[Peloton Ad Workshopped on Twitter; GroupM Forecast Predicts Billions in Spending by Streamers; Gum Problems](#)

CMO Today, 12/3/19

That should seem plausible to anyone exposed to TV ads lately; Disney+ alone ran national TV commercials than 5,000 times since September, according to TV ad-measurement firm iSpot.tv.



[Peloton's holiday ad made some onlookers cringe, but it won't hurt the brand](#)

CNBC, 12/3/19

According to **iSpot.tv**, the ad first ran Nov. 4 and has run more than 6,800 times, accounting for an estimated \$13.5 million in TV spending. The ad has 15- and 30-second versions running across networks including Fox, NBC and ESPN 2.

Also appeared in: [MSN](#)



Peloton's holiday ad made some onlookers cringe, but it won't hurt the brand

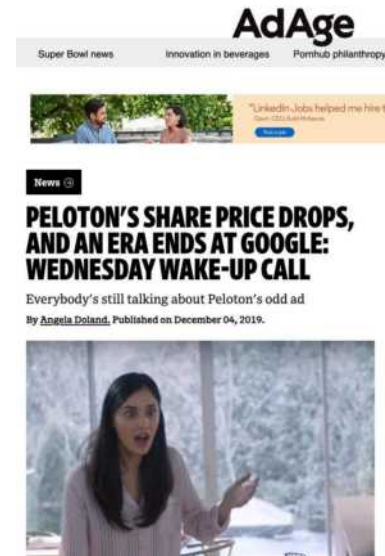


AdAge

[PELTON'S SHARE PRICE DROPS, AND AN ERA ENDS AT GOOGLE: WEDNESDAY WAKE-UP CALL](#)

Ad Age, 12/4/19

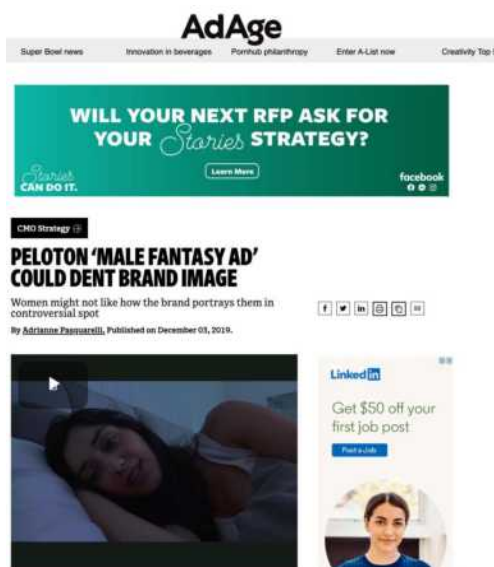
The shop has not responded to multiple requests for comment about the ad, which showed last night on networks including ESPN, Lifetime, Bravo and HGTV, according to ad-tracking service iSpot. Whatever your thoughts are about the commercial, it's not off the airways yet.



AdAge

[PELTON 'MALE FANTASY AD' COULD DENT BRAND IMAGE](#)

Ad Age, 12/3/19



The ad has been airing on TV since Nov. 4, according to iSpot. But the online criticism did not take hold until Monday as the 30-second spot incited sarcasm, spoofs and outrage against the upscale brand, which sells its bikes for upwards of \$2,000. By Tuesday afternoon, Peloton's [stock was down 10 percent](#), a steep drop for the company, which only began trading publicly in September.



[Peloton Rides Out A Tweetstorm Of Negative Reactions To TV Spot](#)

MediaPost, 12/4/19

“According to [iSpot.tv](#), the ad first ran Nov. 4 and has run more than 6,800 times, accounting for an estimated \$13.5 million in TV spending. The ad has 15- and 30-second versions running across networks including Fox, NBC and ESPN 2,” [reports](#) CNBC’s Megan Graham.

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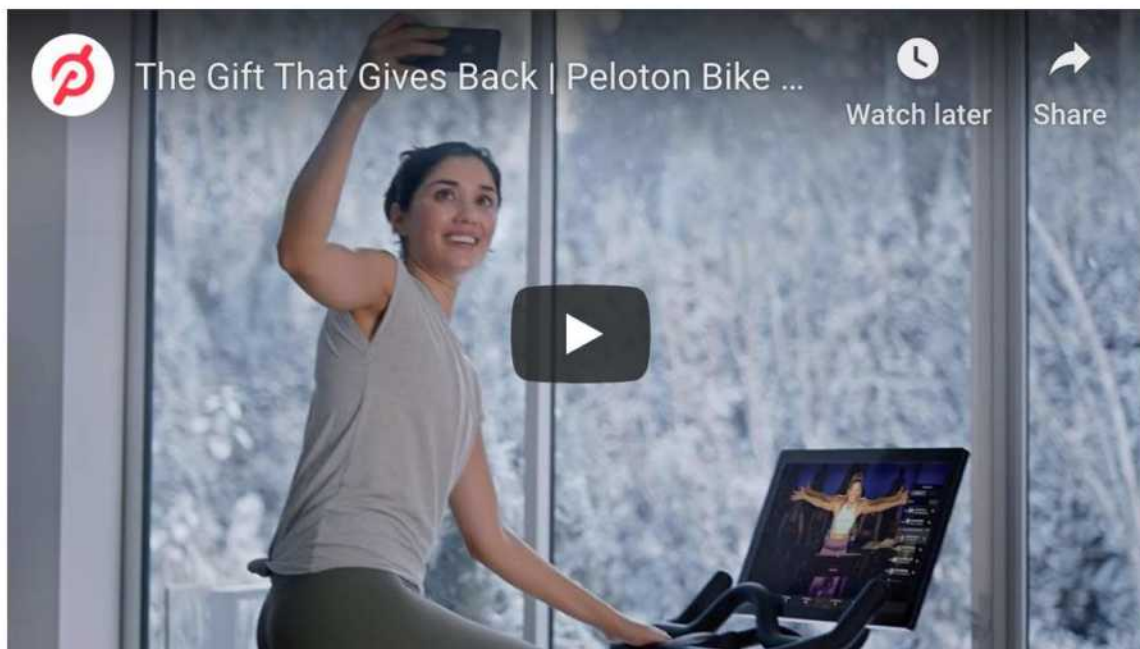


COMMENTARY

Peloton Rides Out A Tweetstorm Of Negative Reactions To TV Spot

by **Thom Forbes**, Featured Columnist [@tforbes](#), 2 hours ago

Ok, here's that Peloton ad featuring “Grace from Boston” that everybody’s dishing about:





[Fox Once Again Gives College Football TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 12/4/19

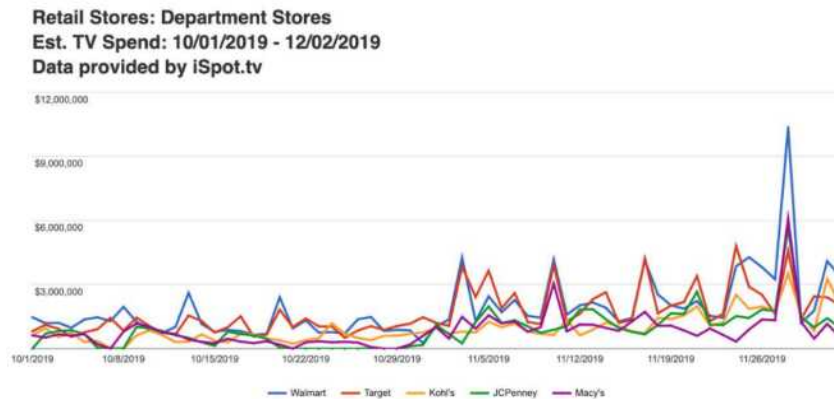
Notably, the Hallmark spot earns the highest iSpot Attention Index (136) in our ranking, getting 36% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

[2019 Holiday TV Ad Spend Is Up Year-Over-Year](#)

TVREV, 12/4/19

According to [iSpot.tv](#), the always-on TV ad measurement and attribution company, department stores have been slowly but steadily upping estimated TV ad spend since October.



[Top Ten November TV Advertisers Spend 10% More In 2019](#)

MediaPost, 12/3/19

Among the top ten TV marketers -- which included insurance, retail and communications companies, according to iSpot.tv -- spending totaled \$741.7 million in November. That's up 10% versus \$672.0 million a year ago.

VARIETY

[‘Star Wars: The Rise of Skywalker’ Tops Studios’ TV Ad Spending](#)

Variety, 12/3/19

Notably, [“Dark Waters”](#) has the best iSpot Attention Index (124) in the ranking, getting 24% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



HOME > DIGITAL > NEWS

DECEMBER 3, 2019 9:46PM PT

‘Star Wars: The Rise of Skywalker’ Tops Studios’ TV Ad Spending

By [ISPOT.TV](#)



CREDIT: LUCASFILM

ADWEEK

[Here's Why Ads That Celebrate Eating in Secret Work](#)

Adweek, 12/2/19

Data from ad measurement service iSpot.tv estimated that since the commercial debuted in February 2018, it's received over 8,300 national airings and generated more than 1.7 billion impressions.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TARGET, NETFLIX, OUTBACK STEAKHOUSE AND MORE](#)

Ad Age, 12/3/19

A few highlights: Target reminds “all the Secret Santas” to try its shopping pick-up service [Drive Up](#). Netflix promotes its original movies “The Irishman,” “Marriage Story,” “Dolemite Is My Name,” “The Two Popes,” “The Laundromat” and “The King”—available “on the big screen and on your screen.” And Outback Steakhouse wants you to know that it now offers delivery through DoorDash.



[NBCU Amps Up On-Air Promos To Boost 'Tonight Show'](#)

MediaPost, 11/30/19

Over the past month, NBCU has aired some 365 on-air promos on its various networks and programs, pulling in 416.3 million impressions over a month-long period (Oct. 25 to Nov. 25), according to iSpot.tv.

MediaPost

NBCU Amps Up On-Air Promos To Boost 'Tonight Show'

by **Wayne Friedman** , November 29, 2019



VentureBeat

[Sony's fall ad blitz means PlayStation gets most TV impressions](#)

VentureBeat, 11/30/19

PlayStation left all other gaming brands far behind when it came to recent TV ad impressions, with Nintendo in second place. Once again sports, especially the NFL and NBA, were huge drivers of impressions for the industry overall. Sony company accounts for over 61% of the sector's TV ad impressions across 30 days



[The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 12/1/19

Welcome to the new edition of our 10 most talked about TV ads on social media. There is a new #1 as DisneyWorld makes its entrance, the Mustang Mach-E makes its debuts and E.T. is back!

VARIETY

[‘Knives Out’ Tops Studios’ TV Ad Spending](#)

Variety, 11/26/19

Notably, “Knives Out” has the best iSpot Attention Index (117) in the ranking, getting 17% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

A screenshot of a news article from the website Variety. The article title is "'Knives Out' Tops Studios' TV Ad Spending". The byline reads "By ISPOT.TV". The article features a photograph of three people in a dimly lit room, likely a bar or restaurant, with a man in a suit standing and two women seated. The Variety logo is at the top left, and navigation links for FILM, TV, MUSIC, TECH, THEATER, and REAL ESTATE are at the top right. The date and time "NOVEMBER 26, 2019 9:28PM PT" are in the top right. Social media sharing icons for Facebook, Twitter, YouTube, Email, and a plus sign are below the title. The credit "CREDIT: LIONSGATE" is at the bottom right of the image.

VARIETY FILM TV MUSIC TECH THEATER REAL ESTATE AW

HOME > DIGITAL > NEWS NOVEMBER 26, 2019 9:28PM PT

'Knives Out' Tops Studios' TV Ad Spending

By ISPOT.TV

CREDIT: LIONSGATE



[Fox Gives College Football TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 11/27/19

Finally, football reappears in fifth place as [NFL Network](#) promotes the NFL 100 All-Time Team show — which earns the highest iSpot Attention Index (139) in the ranking, getting 39% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FACEBOOK, WALT DISNEY WORLD, VICTORIA'S SECRET AND MORE](#)

Ad Age, 11/26/19

A few highlights: Preternaturally joyful models dressed in lingerie and pajamas frolic in a London hotel room in the latest from Victoria's Secret. A dad is all verklempt upon watching an old video of his daughter meeting Cinderella at Walt Disney World. And Kermit the Frog leads his fellow Muppets in a rousing rendition of "Rainbow Connection" enabled by Facebook's Portal device.

 **MediaPost**

[Is Biden Gaining TV Ad/Media Value From Trump?](#)

MediaPost, 11/26/19

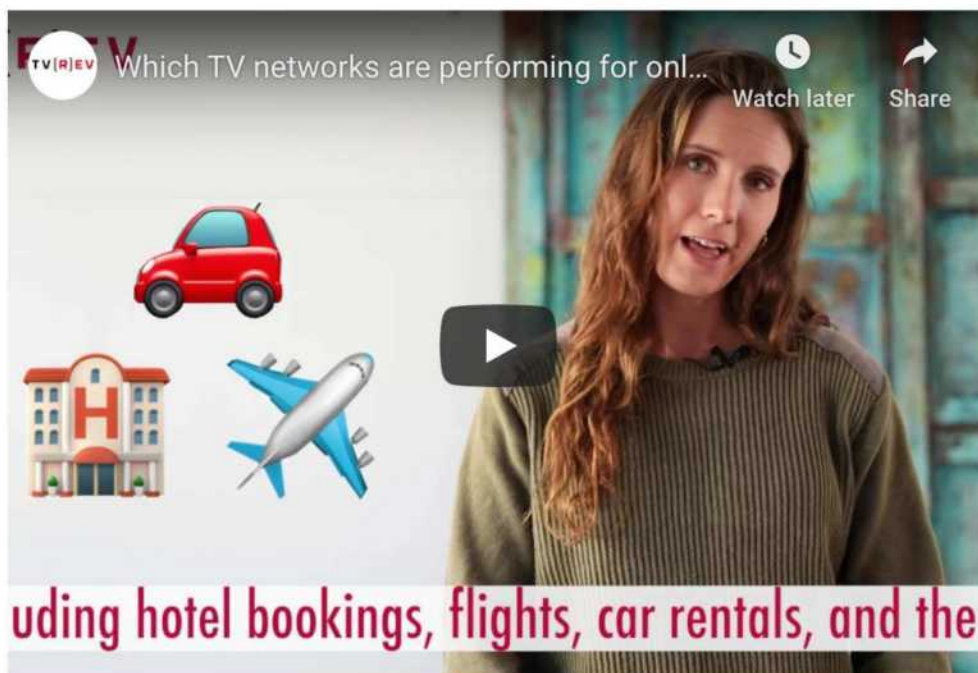
There was plenty of Trump tweets about Biden, of course. Then, in early in October, The Donald J. Trump for President campaign ran a spot called “Biden Corruption” -- 20 national/regional airings of a TV commercial yielding a collective 27.4 million impressions, with a estimated total advertising spend of \$186,035, according to iSpot.tv

TV (R)EV

[TV Advertising Trends: Online Travel Sites, Q3 2019](#)

TVREV, 11/25/19

[iSpot.tv](#), always-on TV ad measurement and attribution company, examined TV advertising trends for online travel sites in Q3 in their latest performance report ([available here](#)) diving into the travel business industry, including companies handling hotel bookings, flights, car rentals and the like.





[Bloomberg Kicks Off Presidential Campaign With CBS And NBC's NFL Football, CBS Show Airings](#)

MediaPost, 11/25/19

In the past month alone, candidate Tom Steyer has aired 14 different commercials -- some 2,005 national/regional airings -- totaling \$11.4 million, according to iSpot.tv. Since July, he has spent \$14.5 million overall (2,739 airings).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM QUICKBOOKS, T-MOBILE, FRITO-LAY AND MORE](#)

Ad Age, 11/25/19

A few highlights: Former NFL star Vince Wilfork of the Houston Texans tells the story of Killen's Barbecue, a Texas institution that relies on QuickBooks software and services. T-Mobile hypes its current offer of up to four free iPhone 11s with new multi-line service and qualified iPhone trade-ins. And Anna Kendrick sings about snacks in the latest from Frito-Lay (Jessica Wohl has the backstory and a longer web-only version of the ad: "[Frito-Lay reworks 'Sound of Music' classic into a holiday song by Anna Kendrick](#)").



[Cable News Networks' Impeachment Hearings: Fewer TV Commercial Airings, Higher Ratings](#)

MediaPost, 11/22/19

MSNBC, for example, witnessed national/regional TV airings of commercials sinking on those days this past week, according to iSpot.tv. Tuesday had 339 airings, Wednesday had 269 and Thursday had 348.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HULU, HALLMARK, SAMSUNG AND MORE](#)

Ad Age, 11/22/19

A few highlights: Ryan Reynolds stars in a rather meta spot for a Samsung QLED TV—and more. (E.J. Schultz has the backstory: “[Ryan Reynolds pitches a Netflix film, a Samsung TV and a gin brand in one ad.](#)”)



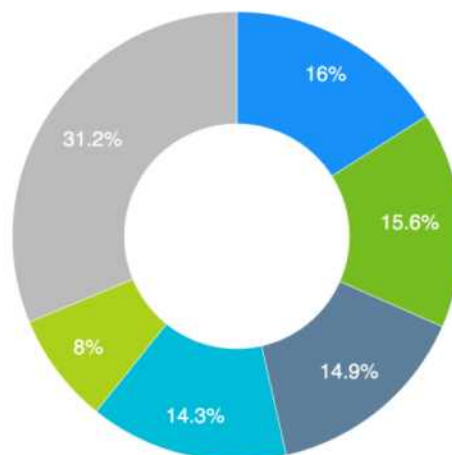
[Advertiser and Viewership Insights for the Fifth Democratic Debate](#)

Broadcasting & Cable, 11/22/19

First, a look at advertising insights from [iSpot.tv](#), the always-on TV ad measurement and attribution company. There were nearly 43 million TV ad impressions over the course of the debate, and aside from MSNBC and The Washington Post, the three most-seen brands that aired ads were all movie studios: Warner Bros., Universal Pictures and TriStar Pictures.

MSNBC-Washington Post Democratic Debate
Top Brands - Impressions: 11/20/2019 - 11/20/2019
 Data provided by iSpot.tv

- The Washington Post
- MSNBC
- Warner Bros.
- Universal Pictures
- TriStar Pictures
- Other





[Chevrolet Touts Awards in Most-Seen Auto Ad](#)

Wards Auto, 11/21/19

In Lincoln's second-place ad promoting its Wish List Sales Event, a woman arrives home to find that her parents – and their pet goats – have arrived early for the holidays. Luckily, she's able to take refuge in her Lincoln. This commercial has the best iSpot Attention Index (157) in the ranking, getting 57% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NETFLIX, AMERICAN EXPRESS, JEEP AND MORE](#)

Ad Age, 11/21/19

A few highlights: Netflix promotes its new original anthology series “Dolly Parton’s Heartstrings.” A spokesman says that the Jeep Gladiator is for “those with the urge to plow and carve and climb” as we see dramatic shots of the vehicle racing through snow, sand and rocky terrain. And American Express promotes Small Business Saturday, coming up on Nov. 30.



[‘Frozen 2’ Tops Studios’ TV Ad Spending](#)

Variety, 11/20/19

Notably, “Knives Out” has the best iSpot Attention Index (114) in the ranking, getting 14% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[ABC Gives the CMA Awards TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 11/20/19

Notably, the Unpolished promo earns the highest iSpot Attention Index (140) in our ranking, getting 40% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM OREO, WALMART, PATRÓN AND MORE](#)

Ad Age, 11/20/19

A few highlights: One of Santa's elves gets schooled on the proper way to eat Oreos. A mom deploys her kids with military precision on a Walmart shopping trip leading up to Thanksgiving. And Patrón says "Don't just attend a holiday party, bring it."

AdAge

[TRUMP FATIGUE LEVELS THE LATE-NIGHT PLAYING FIELD](#)

Ad Age, 11/19/19

However you may decide to assign causality—and bear in mind that everything on TV not affiliated with the NFL is in a [ratings death spiral](#)—the late-night battle as it stands today has been fought to a draw. In keeping with the ratings deadlock, Fallon and Colbert's ad sales tallies are practically identical; per iSpot.tv estimates, since the season began both shows have booked nearly \$63 million in airtime. And Kimmel's haul is within shooting distance of that.

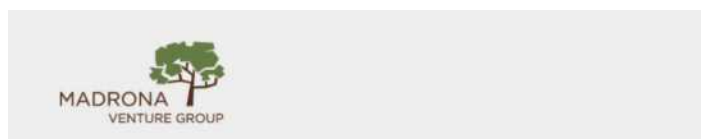


[Disrupting the TV Ad Industry with Sean Muller, Founder of iSpot.tv](#)

Madrona, 11/18/19

Sean recounts how they got their first customers – a semi-cold call from ESPN – and the targeted use of the mute button during conference calls. He also talks about how having pivoted to a provider of metrics he foresaw that they had to take a bold step to bet the company on doing a deal with a TV manufacturer to take their business to where it is today – the go to source for TV attribution data.

iSpot.tv's journey from startup to established provider of TV advertising and business outcomes data is one of both finding the market and then seeing where it could go – and pursuing that course. Available here and on all podcast platforms!



NEWS & VIEWS

ALL POSTS



Disrupting the TV Ad Industry with Sean Muller, Founder of iSpot.tv

AUTHOR: ERIKA SHAFFER

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SUBARU, SMIRNOFF, T-MOBILE AND MORE](#)

Ad Age, 11/18/19

A few highlights: Smirnoff toasts “not-so-silent nights” with a little help from Laverne Cox, Toddy Smith and friends.



MediaPost

[Sony Pictures Entertainment Buys Remaining Game Show Network Minority Stake For \\$500M](#)

MediaPost, 11/18/19

Game Show Network reportedly has an 80-million U.S. subscriber footprint, with total national-regional advertising revenues estimated to be \$132.8 million for the November 2018-November 2019 period, according to iSpot.tv.



MediaPost

[NFL's 10 Weeks: Viewership Up 5%, Geico, Verizon Are Top NFL Marketers](#)

MediaPost, 11/15/19

Top marketers of national/regional TV spend on NFL games through November 14, according to iSpot.tv, include Geico with 566 airings (\$87.7 million), Verizon with 673 airings (\$77.7 million), Progressive Insurance, 362 airings (\$73.3 million); State Farm, 524 airings, (\$56.2 million) and Hyundai with 142 airings (\$54.1 million).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, GOLDEN CORRAL, ROOMS TO GO AND MORE](#)

Ad Age, 11/15/19

A few highlights: Golden Corral promotes its Holiday Feast and Prime Rib Weekends. Amazon hypes “The Kacey Musgraves Christmas Show,” coming soon to Prime Video.

Bloomberg

[Hollywood Torrent: Disney+'s debut, Taylor Swift's feud, YouTube's new king](#)
Bloomberg, 11/17/19

The week that was:

1. [Billboards are hot again](#). Media companies are splurging on billboards and cable TV ads to promote their new streaming services. Spending on broadcast and cable ads by streaming services jumped 19% to \$209 million over the past 10 weeks, according to data from researcher ISpot.TV.

Bloomberg

[The Streaming Wars Are a Boon to Old-Fashioned Billboards and Print Ads](#)
Bloomberg, 11/15/19

Spending on broadcast and cable ads by streaming services jumped 19% to \$209 million over the past 10 weeks, according to data from researcher ISpot.TV. The biggest spender was Apple, which launched its Apple TV+ service on Nov. 1. It accounted for almost one-quarter of the spending, followed closely behind by [Amazon.com Inc.](#), with \$37 million in TV ad purchases.

Menu Search **Bloomberg** Sign In Subscribe

The Streaming Wars Are a Boon to Old-Fashioned Billboards and Print Ads

By [Christopher Palmeri](#)
November 15, 2019, 3:00 AM MST

- ▶ Traditional media benefiting from frenzy to promote services
- ▶ Netflix and Amazon binge on award-season billboards, print ads



BUSINESS INSIDER

[How the TV ad blitzes for Disney, Apple, Amazon's streaming services stack up against each other](#)

Business Insider, 11/13/19 (Behind Paywall, read [here](#))

New data from measurement firm iSpot shows how Apple, Amazon, and Disney are pushing their streaming services on TV.

Disney ramped up advertising for Disney Plus from September through early November, with an estimated 1.3 billion in TV impressions, 60% of which were on its own TV channels.

But tech giants Apple and Amazon blanketed the airwaves, garnering nearly double the number of impressions with ads for their respective streaming services.





[Aviator Spot Still No.1 Among Most-Seen Auto Ads](#)

Wards Auto, 11/14/19

Subaru also holds its position from last week, taking second place with a spot for the '19 Ascent. This ad has the best iSpot Attention Index (152) in the ranking, getting 52% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ALLSTATE, FACEBOOK, MCDONALD'S AND MORE](#)

Ad Age, 11/13/19

A few highlights: Mayhem (Dean Winters) is Tina Fey's mother-in-law in the latest from Allstate (Adriane Pasquarelli has the backstory: "[Tina Fey takes the driver's seat in Allstate's new spots](#)"). Facebook serves up a festive, feel-good narrative about the Military Mama Network's Facebook Group. And McDonald's hypes a couple of McCafé offerings, Donut Sticks and Cinnamon Cookie Latte, that can help you "warm up to the holidays."



[E! Gives the People's Choice Awards TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 11/13/19

Notably, the Unpolished promo earns the highest iSpot Attention Index (151) in our ranking, getting 51% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Disney+ marketing push goes down to the wire](#)

The Drum, 11/12/19

Between 1 September and 10 November, Disney+ ran more than 2,500 TV spots and spent an estimated \$24.9m in TV, according to data from iSpot. The livingroom push picked up even more steam since the start of November.



[‘Knives Out’ Tops Studios’ TV Ad Spending](#)

Variety, 11/12/19

Ads placed for the drama had an estimated media value of \$6.23 million through Sunday for 514 national ad airings on 28 networks. (Spend figures are based on estimates generated from Nov. 4-10. Estimates may be updated after the chart is posted as new information becomes available.) Lionsgate prioritized spend across networks including NBC, Fox and ESPN, and during programming such as NFL Football, “This Is Us” and “The Masked Singer.”



[How Apple TV+ and Disney+ Have Leveraged TV Ads Leading Up To Launch Day](#)

TVREV, 11/12/19

Apple TV+’s 13 commercials have generated 2.7 billion TV ad impressions from about 3,200 airings, and have an iSpot Attention Index of 148, meaning its spots have received 48% fewer interruptions than the industry average.



[Disney+ Amps Up National TV Advertising, As Apple TV+ Increases Spending](#)

MediaPost, 11/12/19

Over the last two months (Sept. 1 through Nov. 10) Apple TV+ has spent \$47.7 million, according to iSpot.tv -- with \$32 million of this over the last four weeks -- Oct. 12 through Nov. 10.

 **MediaPost**

[Automakers Spend \\$530.1 Million On TV Ads In October](#)

MediaPost, 11/11/19

Automakers spent an estimated \$530.1 million on TV ads during October, an increase of 13.18% from September's \$468.4 million, according to iSpot.tv. Toyota spent the most, an estimated \$47.9 million, per iSpot.tv.

TV (R)EV

[Viewership Highlights and More from the 2019 E! People's Choice Awards](#)

TVREV, 11/11/19

Turning to the brand side of things, in total there were over 172.5 million TV ad impressions from commercials during the broadcast across all four networks, according to iSpot.tv, the always-on TV ad measurement and attribution company. The most-seen spot was [Discover \(Banking\)'s "Money Ride"](#) with nearly 13.5 million impressions, followed by [JOY by Dior's "The New Fragrance" featuring Jennifer Lawrence](#) (12 million impressions) and [AT&T Wireless's "OK: Translator"](#) (7.3 million impressions).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM STATE FARM, JC PENNEY, MACY'S AND MORE](#)

Ad Age, 11/12/19

A few highlights: Macy's wants you to stop by its stores to "find everything you need to feel fabulous" for the holidays. A little mistletoe comes in handy in a JC Penney ad with the tagline "Remember the little things." And Green Bay Packers quarterback Aaron Rodgers stars in another of a series of State Farms commercials about dueling insurance agents (a version of this particular ad debuted online in September). Some related breaking news: ["State Farm gives brand creative duties to the Marketing Arm, dealing blow to DDB."](#)

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, PIER 1, THE NFL AND MORE](#)

Ad Age, 11/11/19

A few highlights: A rescue dog with a curious resemblance to Chewbacca stars in Samsung's latest Star Wars-themed 0:30 spot. (Samsung also released a [one-minute version](#), which offers more context, on YouTube today.) A woman reveals some "big news" (or tries to, anyway) in a holiday-themed Pier 1 ad. And NFL stars send handwritten letters of thanks to military veterans in honor of Veterans Day.

VentureBeat

[PlayStation leads October's game industry ad spend, but NFL TV networks are the big winners](#)

VentureBeat, 11/11/19

The [game industry's TV ad spend](#) increased in October for the second month in a row, up to an estimated \$60.3 million from September's \$39.3 million, with over a third of the total outlay focused entirely on the NFL. Leading the way: [PlayStation](#), accounting for over 62% of the industry spend, with [Xbox](#), and [Activision](#) in second and third place, respectively.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TARGET, NINTENDO, STARBUCKS AND MORE](#)

Ad Age, 11/8/19

A few highlights: Target hypes its Black Friday Preview Sale, going down this Friday and Saturday. Nintendo shows a couple enjoying a little together time (and getting some low-key exercise) by playing "Ring Fit Adventure" on the Nintendo Switch. And Starbucks promotes its special holiday drinks and festive cups (Jessica Wohl serves up some context in this Ad Age post: ["Holiday season fans, rejoice: Colorful cups are back at Starbucks and Dunkin'"](#)).



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 11/10/19

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.



[Den of Thieves Delivers For E!'s People's Choice Awards](#)

Broadcasting & Cable, 11/8/19

The People's Choice Awards generated \$7.5 million in ad revenue, according to an estimate from iSpot.TV, nearly even with the \$8.1 million in ads sold by CBS in the award show in 2017. The top advertisers last year were Subaru, eBay, L'Oreal Paris, Zales and Metro by T-Mobile, iSpot.tv said.



[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, FACEBOOK, CITI AND MORE](#)

Ad Age, 11/7/19

A few highlights: Apple promotes its Apple TV+ original series "Helpsters," "Ghost Writer" and "Snoopy in Space." Fozzie Bear and his mom help Facebook hype the video calling capabilities of its Portal smart display (a version of this spot debuted online on Oct. 31). And a woman chooses a sweet, subtle way to reveal that she's pregnant in a snow-filled Citi ad.

front office sports

[MLB Playoffs Remain Big Draw For Top Brands](#)

Front Office Sports, 11/7/19

Brands again this year spoke with their wallets to reach their intended target audiences during the postseason. According to TV ad measurement firm iSpot.tv, companies shelled out an estimated \$652 million during the 2019 MLB playoffs. North of 40% of those marketing dollars were spent during the World Series.



front office sports

NEWSLETTERS

NEWS VIDEOS PODCASTS WEBINARS RISING 25 BEST EMPLOYERS IN SPORTS JOBS

MLB Playoffs Remain Big Draw For Top Brands

marketing / november 7th, 2019

BY DANNI SANTANA

- Brands spent an estimated \$652 million in TV advertising during the 2019 MLB playoffs. according to iSpot.tv. More than 40% of those funds were earmarked for the World Series
- This postseason marked the second consecutive year that each round of the MLB playoffs had an official presenting sponsor.



the latest

MLB Playoffs Remain Big Draw For Top Brands

BY DANNI SANTANA

Delta Launches Seat Exchange Program To Further Connect to L.A.

BY PAT EVANS

Golden State Warriors Quickly Find Success On TikTok

BY ED MORAN

Blue Wire Expects New Partnerships to Accelerate Growth

BY PAT EVANS

AdAge

[ABC'S 'LITTLE MERMAID LIVE' REMINDS 9 MILLION VIEWERS DISNEY PLUS IS COMING](#)

Ad Age, 11/6/19

The first commercial break of “Little Mermaid Live” was dedicated to a 60-second spot for the service. While ABC only aired two 90-second commercials for Disney Plus, according to iSpot.TV, the spectacle served as a vivid reminder of what the Mouse House can offer. There were also promos for “Frozen 2,” which hits theaters later this month, and even a Kohl’s holiday commercial featured Disney toys.

AdAge

Ad Age Next tickets

McDonald's fires CEO

PR threatens agencies

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Media →

ABC'S 'LITTLE MERMAID LIVE' REMINDS 9 MILLION VIEWERS DISNEY PLUS IS COMING

The live musical pulled a 2.6 rating in the key demo

By [Jeanine Poggi](#). Published on November 06, 2019.



Credit: ABC Disney





[Aviator, McConaughey No.1 Again Among Most-Seen Auto Ads](#)

Wards Auto, 11/6/19

This ad has the best iSpot Attention Index (153) in the ranking, getting 53% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

[Viewership Trends and Ad Highlights for ABC's 'The Little Mermaid Live!'](#)

TVREV, 11/6/19

Turning to the brand side of things, in total there were nearly 354 million TV ad impressions from commercials during the broadcast, according to iSpot.tv, the always-on TV ad measurement and attribution company.



[Apple Quietly Launches New Streaming Service](#)

Bandt, 11/5/19

Similarly, according to data from iSpot.TV, Apple spent \$US14.9m on TV advertising in the for Apple TV+ in September, compared with \$US28.6m on ads promoting its new iPhones.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ENTERPRISE, OCULUS VR, STELLA ARTOIS AND MORE](#)

Ad Age, 11/6/19

A few highlights: In a Stella Artois holiday spot, a father and son bond over Stellas—and doing the dishes—over the years. Kristen Bell helps remind everyone that Enterprise offers customer pick-up with its rentals, and that it also sells cars. And Oculus VR wants you to “defy reality.”



[ABC Gives 'The Little Mermaid Live!' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#) 11/6/19

Notably, the Holiday Baking Championship promo earns the highest iSpot Attention Index (123) in our ranking, getting 23% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



['Playing With Fire,' 'Terminator: Dark Fate' Top Studios' TV Ad Spending](#)

Variety, 11/5/19

Notably, "[Frozen 2](#)" has the best iSpot Attention Index (118) in the ranking, getting 18% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Most incumbents prevail in Kitsap school board races](#)

Kitapsun, 11/6/19

Hulet, appointed to the board in 2018, is a former health policy adviser to former Gov. Christine Gregoire and owner of a consulting firm that works with government agencies, nonprofits and foundations to work effectively across sectors on initiatives such as mental health and equity. Ewing is a senior data scientist for iSpot.tv, a large-scale TV ad analytics company.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TARGET, AMAZON, PELOTON AND MORE](#)

Ad Age, 11/5/19

A few highlights: Amazon serves up a 90-second feel-good sing-along to ring in the holidays. In another holiday-themed spot, Target says “For all the House Warmers, we’re thinking of you.” And Peloton says “Our kind of joy feels different” in, yes, yet another holiday-themed commercial.

ADWEEK

[E-Cigarette Brands Are Continuing Marketing Efforts Following Juul's PR Crisis](#)

Adweek, 11/5/19 (Behind paywall, read [here](#))

[Tobacco company R.J. Reynolds](#) ran a major campaign for its new Vuse Alto e-cigarette device, increasing its ad spending from \$670,000 in all of 2018 to \$37.5 million in the first six months of 2019. Its [“Innovation” campaign](#) debuted in early March and aired over 9,000 times, according to iSpot.tv.



front office sports

[Inside Taco Bell's World Series 'Steal A Base, Steal A Taco' Campaign](#)

Front Office Sports, 11/4/19

The restaurant operator spent an estimated \$6.9 million on advertising during the World Series this year, according to ad-measurement company iSpot.TV. The chain declined to disclose the financial impact its campaign has had historically on same-store sales. But Taco Bell did say it targets the all-important 18 to 49 age demographic when marketing during baseball games, the same as the NBA and college football.



front office sports

NEWSLETTERS

NEWS VIDEOS PODCASTS WEBINARS RISING 25 BEST EMPLOYERS IN SPORTS JOBS

Inside Taco Bell's World Series 'Steal A Base, Steal A Taco' Campaign

marketing / november 4th, 2019

BY DANNI SANTANA

- The Yum Brands subsidiary wrapped up its seventh consecutive year of its "Steal a Base, Steal a Taco" campaign during the 2019 World Series.
- Taco Bell spent an estimated \$6.9 million on advertising during the Fall Classic, according to iSpot.TV.



the latest

Kansas City Chiefs Quickly Carving Out Podcast Kingdom

BY MICHAEL MCCARTHY

BMF Sauce Latest Buffalo Wild Wings 'Experience Building' Promotion

BY PAT EVANS

Inside Taco Bell's World Series 'Steal A Base, Steal A Taco' Campaign

BY DANNI SANTANA

Cris Carter Could Be Out At FS1

BY MICHAEL MCCARTHY

SIGN UP



['Terminator: Dark Fate' Lives Up To Its Name At The Box Office](#)

MediaPost, 11/4/19

National/regional TV advertising spend for the latest in the longtime franchise was \$28.7 million since May of this year, with \$13.3 million in last two weeks, according to iSpot.tv.

MediaPost

Subscribe

'Terminator: Dark Fate' Lives Up To Its Name At The Box Office

by **Wayne Friedman**, 24 minutes ago



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM T-MOBILE, CAMPBELL'S, HBO AND MORE](#)

Ad Age, 11/4/19

A few highlights: T-Mobile wants you to know that right now you can get four lines of unlimited service and four iPhone 11s for \$35 per line (with AutoPay and qualifying iPhone trade-ins). HBO promotes “Daniel Sloss: X,” the comedian’s first comedy special. And Campbell’s points out that its chicken noodle soup has no added preservatives.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NEW BALANCE, SYLVANIA, LEGO AND MORE](#)

Ad Age, 11/1/19

A few highlights: Hurdler and sprinter Sydney McLaughlin and distance runner Boris Berian help New Balance hype its new FuelCell trainers. Lego serves up another in its series of endearing “Rebuild the World” spots. And Sylvania wants you to replace the headlights in your car with “whiter, brighter Sylvania bulbs” for safety’s sake.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 11/3/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

The New York Times

[Behind Apple's 'Slow-Roll' Marketing Push for Its New Streaming Service](#)

New York Times, 11/1/19 - [Behind Paywall](#)

The same disparity was evident in September, when Apple spent \$14.9 million on commercials promoting Apple TV Plus and \$28.6 million on television ads for the iPhone, according to iSpot.TV.

MEDIA

The New York Times

PLAY THE CROSSWORD

ADVERTISING

Behind Apple's 'Slow-Roll' Marketing Push for Its New Streaming Service





[DTC brands splash the cash in 2019](#)

Rapid TV News, 11/1/19

Based on September delivering the highest return since Q1, iSpot [predicted in the Direct-to-Consumer Brand Advertising on TV report](#) that the market can expect to see a steady uptick over the fourth quarter with an increase in spots, airings, impressions and estimated spend.



[Syndies Still A Big Draw For Viewers & Advertisers](#)

TV News Check, 10/30/19

According to iSpot.tv data, Clarkson took in about \$7.5 million in ad dollars from its premiere on Sept. 9 through mid-October, while Tamron Hall has pulled in \$2.1 million.



[World Series Game 7 Scores 21.2 Million TV Viewers](#)

MediaPost, 10/31/19

A World Series lasting the full seven days also means a big advertising revenue benefit for the network. This year iSpot.tv estimates Fox pulled in around \$253.9 million in national/regional advertising revenues -- up from \$215.8 million a year ago.



[WATCH THE NEWEST COMMERCIALS ON TV FROM METRO BY T-MOBILE, SMIRNOFF, BUD LIGHT AND MORE](#)

Ad Age, 10/31/19

A few highlights: Metro by T-Mobile hypes its current "best deal in wireless" plan that includes Amazon Prime.



[Direct-to-Consumer Brands Spent \\$2.3B on TV in 2019](#)

Broadcasting & Cable, 10/31/19

iSpot.TV included 186 brands in its study of DTC brands. Altogether, they bought more than two million spots that generated 234 billion impressions so far this year. Spending by DTC brands peaked in January at \$332.7 million. In September, spending was \$234.4 million.



[Nissan Still Atop Most-Seen Auto Ads Chart](#)

Wards Auto, 10/30/19

This ad has the best iSpot Attention Index (163) in the ranking, getting 63% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Financial Planning

[Even in advertising, digital advisors face an uphill battle](#)

Financial Planning, 10/30/19

The Personal Capital TV spots have had 775 national airings since September, according to iSpot.tv, a website that tracks television commercial metrics. The total estimated spend on the placement of the ads was approximately \$211,150. A recent Fisher Investments ad cost an estimated \$45 million over almost 14,000 airings over a four-year span, according to iSpot.tv data.

CYNOPSIS

[10/31/19: AMC cancels Lodge 49](#)

Cynopsis, 10/31/19

The Coalition for Innovative Media Measurement announced that 605, Crown Media Family Networks, Geopath, Inscope, iSpot, Kantar, Tavant and the Television Bureau of Advertising have been named as its newest members.

THE WALL STREET JOURNAL.

[Juul Marketing Chief Leaves as E-Cigarette Maker Suspends Advertising](#)

The Wall Street Journal, 10/31/19

Juul ran commercials on TV networks such as Discovery Channel, A&E and the Travel Channel more than 1,500 times in September, according to iSpot.tv.

The screenshot shows the top of a news article on The Wall Street Journal website. The page header includes the site name, date (October 30, 2019), and navigation links. The main headline is 'Juul Marketing Chief Leaves as E-Cigarette Maker Suspends Advertising'. Below the headline is a sub-headline: 'Craig Brommers joined Juul in April; company plans to eliminate CMO post'. There is a photo of a woman walking past a Juul advertisement. To the right, there is a sponsored content section from Deloitte titled 'Global Marketing Trends 2020: An Overview'.

THE WALL STREET JOURNAL. English Edition | October 30, 2019 | Print Edition | Video

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CMO TODAY

Juul Marketing Chief Leaves as E-Cigarette Maker Suspends Advertising

Craig Brommers joined Juul in April; company plans to eliminate CMO post

CONTENT FROM OUR SPONSOR
Deloitte
CMO Insights and Analysis from Deloitte

Global Marketing Trends 2020: An Overview

As business leaders navigate a rapidly changing and increasingly digitized environment, keeping the human front and center is a challenge. Deloitte's inaugural *Global Marketing Trends* report identifies seven themes that can guide the entire C-suite in fostering the human connections and experiences that are critical in the digital age.

Please note: The Wall Street Journal News Department was not involved in the creation of the content above.

[More from Deloitte](#)

Juul recently suspended broadcast, print and digital ads for its U.S. products. Pictured, a pedestrian walks by an advertisement for Juul products in San Francisco this month. PHOTO: JUSTIN SULLIVAN/GETTY IMAGES

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[CIMM Welcomes Ten New Members](#)

Radio + Television Business Report, 10/30/19

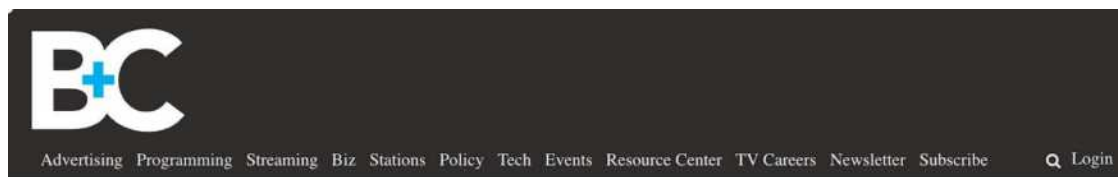
The Coalition for Innovative Media Measurement (CIMM) is welcoming 605, Crown Media Family Networks, Geopath, Inscope, iSpot, Kantar, Tavant and the Television Bureau of Advertising (TVB) as its newest members.



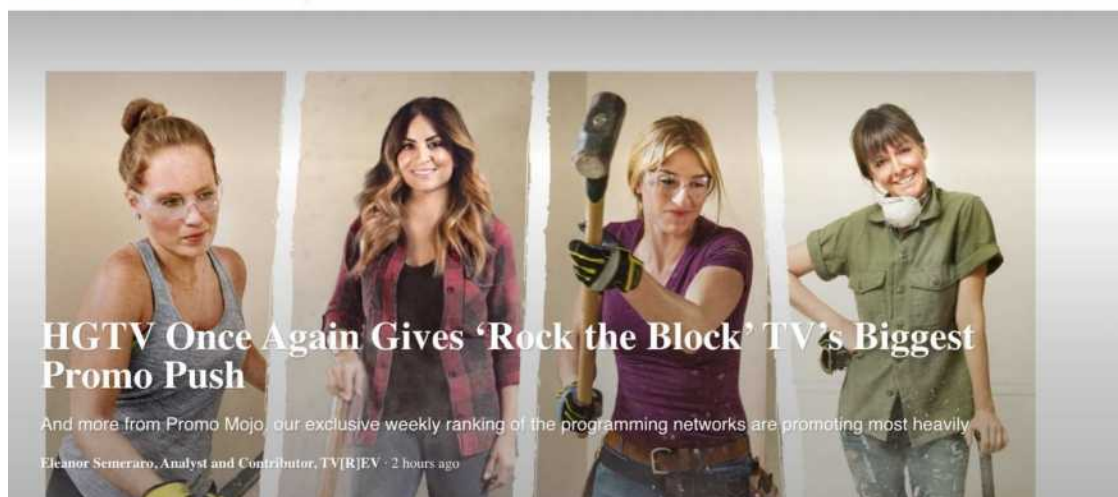
[HGTV Once Again Gives 'Rock the Block' TV's Biggest Promo Push](#)

Broadcasting & Cable, ([Promaxbda](#)) 10/30/19

Notably, the Evil promo earns the highest iSpot Attention Index (122) in our ranking, getting 22% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Home](#) > [News](#) > [Business](#) > [Advertising](#)



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AFLAC, GEICO, RUMCHATA AND MORE](#)

Ad Age, 10/29/19

A few highlights: The RumChata Fairy bestows a special reward on a woman for vacuuming (sort of) her living room. Nick Saban, the head football coach at the University of Alabama, explains—with a little help from the Aflac Duck—how Aflac coverage is different than health insurance.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPRINT, AMERICAN EXPRESS, ADIDAS AND MORE](#)

Ad Age, 10/28/19

A few highlights: Sprint spokesman Paul Marcarelli helps hype the “incredible camera featuring Night Sight” built into Google’s new Pixel 4 phone. American Express says it’s “with you through the new, the now and whatever comes next.” And in a spot starring NBA superstar James Harden, Adidas asks “Which would you rather be: understood or unforgettable?”

AdAge

[WHY FOX ISN'T SWEATING THE LOW-RATED WORLD SERIES: SPORTS MEDIA BRIEF](#)

Ad Age, 10/25/19

AdAge

Facebook News debut Enter A List now Media rebate truth Expensive TV ads Creativity Top 5

Say it first with Adobe Stock

Sports

WHY FOX ISN'T SWEATING THE LOW-RATED WORLD SERIES: SPORTS MEDIA BRIEF

The network could use a few more games, but this October matchup is still crushing everything else on TV

By Anthony Crisp, Published on October 25, 2019.

Game Two of the 2019 World Series at Minute Maid Park on Oct. 23 in Houston.
Credit: Mike Ehrmann/Getty Images

Per iSpot.tv data, among the most visible advertisers in the 2019 World Series are usual suspects and official MLB sponsors T-Mobile, YouTube TV, Chevrolet, Bank of America, Budweiser, Geico and Taco Bell, the latter of which is running its annual “Steal a Base, Steal a Taco” campaign.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM 23ANDME, APPLE, HINT AND MORE](#)

Ad Age, 10/25/19

A few highlights: A rainstorm “tastes just like watermelon” in a surreal spot for Hint, the flavored water brand. DNA testing kit company 23andMe wants you to know that it “now covers 1500+ geographic regions.” And Selena Gomez stars in an Apple “Shot on iPhone” ad that’s an excerpt from her music video for “Lose You to Love Me.” (Watch the full video on YouTube [here](#).)

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BEATS, TARGET, TIKTOK AND MORE](#)

Ad Age, 10/24/19

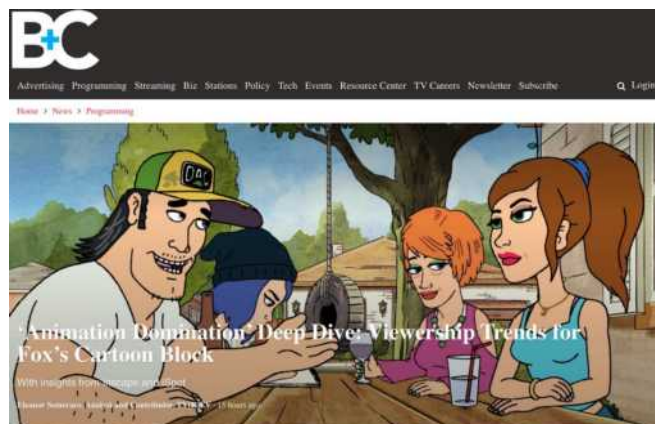
A few highlights: NBA stars James Harden, Anthony Davis, Draymond Green and Jayson Tatum help hype Powerbeats Pro wireless earphones from Beats. Target promotes the Star Wars Collection with some rather adorable social media clips of real kids, adults and pets playing with Star Wars toys and donning Star Wars costumes. And TikTok serves up a fresh TV cut of an ad that it debuted online back in August, saying that its app offers videos that will “make your day.”



[‘Animation Domination’ Deep Dive: Viewership Trends for Fox’s Cartoon Block](#)

Broadcasting & Cable, 10/23/19

Looking specifically at the iSpot Lift Rating for September, wireless carriers advertising on Fox had an average lift of 28.61%. Note: that is for Fox programming overall, not just the “Animation Domination” block.





[Nissan Leads Most-Seen Auto Ads Chart](#)

Wards Auto, 10/24/19

The Honda ad has the best iSpot Attention Index (138) in the ranking, getting 38% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, BOSE, WAYFAIR AND MORE](#)

Ad Age, 10/23/19

A few highlights: A guy in search of haircare advice consults with Alexa via his Bose Noise Cancelling Headphones 700. Furniture and home decor e-tailer Wayfair says that “for small prices, you can build big dreams.” And Google shows how you can use hand gestures to control its Google Nest Hub Max device.



[‘Terminator: Dark Fate’ Tops Studios’ TV Ad Spending](#)

Variety, 10/22/19

Notably, “[Last Christmas](#)” has the best iSpot Attention Index (127) in the ranking, getting 27% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).





[HGTV Again Gives 'Rock the Block' TV's Biggest Promo Push](#)

Broadcasting & Cable, ([Promaxbda](#))10/23/19

Notably, the Rock the Block promo earns the highest iSpot Attention Index (124) in our ranking, getting 24% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

1) Rock the Block, HGTV



Impressions: 335,743,352

Attention Score: 95.21

Attention Index: 124 (24% fewer interruptions than avg.)

Imp. Types: National 91%, Local 8%, VOD/OTT 1%

In-network Value: \$2,148,297

Out-of-network Est. Spend: \$559,175

AdAge

['STAR WARS: THE RISE OF SKYWALKER' TRAILER AIRS DURING 'MONDAY NIGHT FOOTBALL': TUESDAY WAKE-UP CALL](#)

Ad Age, 10/22/19

Brand new: Check out Ad Age's [rundup](#) of the new commercials tracked by [iSpot.tv](#), including an Esurance spot with Dennis Quaid; the spot includes subtle shade for a certain talking lizard.



Psychology Today

[We're Being Bombarded by Ads for Drugs](#)

Psychology Today, 10/20/19

Just considering television, 187 commercials for about 70 prescription medications have collectively aired almost half a million times since the start of 2018. And to do that, drug companies shelled out \$2.8 billion, according to marketing analytics provider iSpot.tv."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EXPEDIA, VERIZON, NATURAL LIGHT AND MORE](#)

Ad Age, 10/22/19

A few highlights: Expedia shows how easy it is to use its app and site to search for everything from pet-friendly hotels to window seats on flights. Natural Light Seltzer says it is "crashing the party hard," per the tagline of its latest ad. And Verizon wants you to know that it's Madison Square Garden's 5G partner.

Multichannel NEWS

[Busy Offseason Has Fans, Sponsors Eager For NBA Tip-Off](#)

Multichannel News, 10/21/19

The screenshot shows a web page from Multichannel News. The article title is "Busy Offseason Has Fans, Sponsors Eager For NBA Tip-Off" by Jon Lafayette, published 3 hours ago. The article discusses the NBA tip-off on Tuesday, Oct. 22, and mentions that trades, rookies, and a new season are creating strong demand for pro basketball. It also notes that star players like Kevin Durant, Kawhi Leonard, and Anthony Davis have switched teams, and the addition of Zion Williamson, the NBA's No. 1 draft pick, is putting the New Orleans Pelicans on the map. A sidebar image shows a woman with a handbag, with the text "NEW IT-BAGS from EMERGING DESIGNERS".

Despite the ratings dip, regular-season ad revenues for ABC, ESPN, TNT and NBA TV rose 3% to \$695.7 million, according to iSpot.tv. The playoffs generated another \$829.3 million, up 12%.

CYNOPSIS

[10/21/19: Cynopsis Media Tech Update](#)

Cynopsis, 10/21/19

Fox Corporation and ad measurement and attribution company iSpot.tv announced a deal that will give the Fox Network access to a variety of granular performance metrics for advertising across linear and OTT inventories, employing iSpot's conversion methodology to capture sales funnel activity resulting from TV ad exposures across its networks and the broader TV landscape. In analyzing incremental demand and sales lift using iSpot's methods, Fox's portfolio of channels were shown to be particularly strong drivers of ROI for client brands across a number of industries, delivering an average incremental lift of +28.1% above the mean lift across the 17 advertiser categories iSpot measures.

GeekWire

[Diversity in tech: Company leaders talk 'black tax,' recruiting, retention, and impostor syndrome](#)

GeekWire, 10/19/19

Tech leaders from Twitter, Google, Microsoft, iSpot.tv and Airbnb took this issue head-on at an event this week at Airbnb's Seattle office and offered advice to companies and employees.



Diversity in tech: Company leaders talk 'black tax,' recruiting, retention, and impostor syndrome

BY JAMES THORNE on October 19, 2019 at 8:00 am

1 Comment | f Share 2 | Tweet | Share | Reddit | Email

The Playbook 11/7: Get tickets today!



Real Talk, a speaker series from technical recruiting startup Karat, hosted an event Thursday in Seattle at Airbnb's office. From left: Rafael Williams, Salehah Hassan, Anthony Skinner, Kenneth Massada and Rokeya Jones. (GeekWire Photo / James Thorne)



Use our data to find the best candidates.

Use your experience to hire them.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 10/20/19

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

CYNOPSIS

[10/17/19: Sunnyside goes digital](#)

Cynopsis, 10/17/19

Fox Corporation and ad measurement and attribution company iSpot.tv announced a deal that will give the Fox Network access to a variety of granular performance metrics for advertising across linear and OTT inventories, employing iSpot's conversion methodology to capture sales funnel activity resulting from TV ad exposures across its networks and the broader TV landscape. In analyzing incremental demand and sales lift using iSpot's methods, Fox's portfolio of channels were shown to be particularly strong drivers of ROI for client brands across a number of industries, delivering an average incremental lift of +28.1% above the mean lift across the 17 advertiser categories iSpot measures.



[Fox Integrates iSpot business outcome and audience validation measurement](#)

Rapid TV News, 10/16/19

“FOX is committed to providing the most current and reliable outcome measurement capabilities to our brand partners,” explained executive vice president, sales research insight and strategy Audrey Steele. “We are pleased to be working with iSpot to unlock new layers of support for the value of TV advertising and, in particular, the sales-driving strength of FOX’s leading sports, news and entertainment networks.”

Forbes

[Fox Partners With iSpot.tv To Improve Advertising Performance](#)

Forbes, 10/16/19

Consequently, Fox today announced a deal with iSpot.tv, a Bellevue, WA-based company leading innovation in real-time TV ad measurement and attribution. iSpot and Fox say the deal will provide Fox Networks access to a variety of granular performance metrics to identify which spots are generating the best results for advertisers.



178 views | Oct 16, 2019, 04:10pm

Fox Partners With iSpot.tv To Improve Advertising Performance



Rob Salkowitz Contributor
Hollywood & Entertainment

f
t
in



GLENDALE, AZ - SEPTEMBER 22: A Fox Sports banner before the NFL football game between the Carolina Panthers and the Arizona Cardinals on September 22, 2019 at State Farm Stadium in Glendale, Arizona. (Photo by Kevin Abele/Icon Sportswire via Getty) ICON SPORTSWIRE VIA GETTY IMAGES



[Advertiser and Viewership Insights for the Fourth Democratic Debate](#)

Broadcasting & Cable, 10/16/19

First, a look at advertising insights from iSpot.tv, the always-on TV ad measurement and attribution company. In total, there were 81.4 million TV ad impressions over the three-hour debate. Five brands accounted for nearly half of all spend over the course of the evening: Freedom from Religion Foundation, NumbersUSA, The Washington Post, Twentieth Century Fox and Warner Bros.



[Fox Corp. Forges Deal With TV Ad Measurement Firm ISpot](#)

Digital Media Wire, 10/16/19

Deadline reports: “Fox Corp. has set a deal with TV ad measurement and attribution firm iSpot.tv that will provide performance metrics for ads appearing on linear and streaming platforms.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PROGRESSIVE, LEXUS, JIMMY JOHN'S AND MORE](#)

Ad Age, 10/17/19

A few highlights: Lexus asks a series of thought-provoking questions such as “What emotion fits in the palm of your hand?” and “What does exhilaration sound like?” as part of an emotive new campaign.



[Most-Seen Car Ad Again Features McConaughey, Aviator](#)

Wards Auto, 10/16/19

This ad has the best iSpot Attention Index (140) in the ranking, getting 40% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, HULU, OLD SPICE AND MORE](#)

Ad Age, 10/16/19

A few highlights: Chrissy Teigen and her mom plan a party (sort of) around what's streaming on Hulu. Old Spice insists there's no place for sweat in the NFL thanks to its Sweat Defense line of antiperspirants—but apparently Montez Sweat of the Washington Redskins is an exception. And Samsung says its 4K QLED TV is “made for football.”



[‘The Addams Family,’ ‘Terminator: Dark Fate’ Top Studios’ TV Ad Spending](#)

Variety, 10/16/19

Notably, [“Zombieland: Double Tap”](#) has the best iSpot Attention Index (128) in the ranking, getting 28% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

DEADLINE

[Fox Corp. Forges Deal With TV Ad Measurement Firm iSpot](#)

Deadline, 10/16/19

In announcing the agreement, Fox said it will employ iSpot's conversion methodology to capture sales activity resulting from TV ads across the company's networks as well as the broader TV landscape. Using data from iSpot's list of advertiser clients, Fox aims to quantify lift associated with its campaigns and also have a basis of comparison for competitive networks and audience selling strategies.



[Fox Using iSpot Data to Benchmark Ad Impacts](#)

Broadcasting & Cable, 10/16/19

In a number of categories, the iSpot data shows that Fox is a particularly strong driver of return on investment for brands. Overall ads on Fox provide an average incremental lift of 28.1% above the mean lift across the 17 categories iSpot measures.

THE WALL STREET JOURNAL.

[Warren Escalates Fight With Facebook Over Political Ads](#)

The Wall Street Journal, 10/12/19

Comcast Corp.'s NBCUniversal [stopped running the ad](#) about Mr. Biden and Ukraine on its cable networks. CNN has refused to run it. Meanwhile, several networks—such as [Discovery Inc.](#)'s Investigation Discovery and [Fox Corp.](#)'s Fox News—have aired it, according to iSpot data.

THE WALL STREET JOURNAL. Alan Wolk ▾

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Warren Escalates Fight With Facebook Over Political Ads

An ad by Sen. Warren falsely claims Facebook's CEO endorses Trump, challenging its fact-check policies



Sen. Elizabeth Warren has advocated breaking up Facebook on antitrust grounds.
PHOTO: MARIO TAMA/GETTY IMAGES

For some of life's questions, you're not alone. Together we can find an answer.

[Find out more >](#)



[HGTV Gives 'Rock the Block' TV's Biggest Promo Push](#)

Broadcasting & Cable, ([Promaxbda](#)) 10/16/19

Notably, the Rock the Block promo earns the highest iSpot Attention Index (147) in our ranking, getting 47% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VERIZON, BUD LIGHT, THE NFL AND MORE](#)

Ad Age, 10/15/19

A few highlights: The Bud Light king makes evening plans—which, of course, include Bud Light Platinum (“Brewed for the night,” per the tagline). The NFL promotes its “toe tippin,’ drippin,’ front flippin’” action with some clips from the field. And Verizon also hypes the thrill of football with the latest installment of its continuing “Moments of Impact” campaign in partnership with the NFL.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 10/13/19

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

FiercePharma

[AbbVie, Gilead and Allergan 3-peat with September's top pharma TV spending](#)

FiercePharma, 10/15/19

Overall spending among the top 10 pharma TV spenders dropped in September down to \$150 million after a strong August spend of \$165 million, according to iSpot.

FiercePharma

HOME MANUFACTURING MARKETING PHARMA VACCINES SPECIAL REPORTS

Marketing

AbbVie, Gilead and Allergan 3-peat with September's top pharma TV spending

by [Beth Snyder Bulik](#) | Oct 15, 2019 10:02am



FiercePharma

[Novartis, following fellow cancer drug makers, turns to TV advertising with new Piqray campaign](#)
FiercePharma, 10/15/19

Piqray is just the latest cancer drug to be advertised on national TV. The trend began in fall 2015 with Bristol-Myers Squibb's inaugural TV ad for Opdivo, followed by competitor Merck & Co. with its rival Keytruda. Next came Pfizer's breast cancer fighter Ibrance, Eli Lilly's Ibrance rival Verzenio and now Piqray. All told, that's about \$850 million spent on national TV ads for cancer drugs over the past four years, according to data from real-time TV ad tracker iSpot.tv.



MediaPost

[Fox, ABC Make Big Promo Push For New Shows](#)
MediaPost, 10/14/19

Returning reality series "The Masked Singer" took in 1.7 million impressions and 3,072 national/regional airings and a media value of \$8 million from Sept. 2 through October 13, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM KOHL'S, TRUEBILL, THINX AND MORE](#)
Ad Age, 10/11/19

A few highlights: Thinx imagines what would happen if men got periods (Adrienne Pasquarelli has the backstory on the campaign: "Why underwear brand Thinx had to adjust its TV ad before some networks accepted it"). A Truebill user says that "Anyone who is having trouble keeping track of their finances or subscriptions needs this app." And Kohl's hypes the Scott Living collection of home decor and furnishings from Jonathan and Drew Scott of HGTV's "Property Brothers."

THE WALL STREET JOURNAL.

[NBCU Cable Networks Refuse to Air Trump Campaign Ad Aimed at Joe Biden](#)

The Wall Street Journal, 10/10/19

Although national cable networks don't have to follow FCC regulations, several networks—such as Discovery Inc. 's Investigation Discovery and Fox Corp. 's Fox News—have also aired the contentious spot, **iSpot** data show.



THE WALL STREET JOURNAL.

SUBSCRIBE

SIGN IN

BUSINESS

NBCU Cable Networks Refuse to Air Trump Campaign Ad Aimed at Joe Biden

Commercial, rejected by CNN last week, alleges Democratic candidate promised Ukraine \$1 billion to fire prosecutor



FiercePharma

[AbbVie's first campaign for Humira follow-up Skyrizi hits TV airwaves](#)

FiercePharma, 10/10/19

Is AbbVie duplicating its Humira TV strategy with follow-up psoriasis drug Skyrizi? With the first Skyrizi campaign, the Illinois drugmaker jumped quickly into TV ads for the next-gen IL-23 antagonist. And it's already got three spots airing in rotation—one 60-second and two 30-second spots—with spending topping \$15.6 million, according to data from real-time TV ad tracker **iSpot.tv**.



MediaPost

[Sports Fantasy TV Spend Higher As The NFL Season Kicks Off](#)

MediaPost, 10/10/19

From September 1 through October 9, FanDuel placed 3,875 commercial airings coming from 19 different creatives, with an estimated \$12.6 million in national TV spending (992.3 million impressions), according to **iSpot.tv**.



CCNJ Daily
Ocean City's Daily News Source

[Chamber Summit Highlights Robust Tourism](#)

CCNJ Daily, 10/10/19

Here is an ad for the state's

tourism: www.ispot.tv/ad/oLkE/visit-new-jersey-made-for-summer-fun

 **MediaPost**

[Trump Administration, RNC Ramp Up Anti-Impeachment, Congressional Race Ad Spend](#)

MediaPost, 10/9/19

Other estimates from **iSpot.tv** show that between Sept. 25 and Oct. 8, the Trump campaign has had 69 national/regional airings of some seven different pieces of creative.

MediaPost

TelevisionNewsDaily

Subscribe

Trump Administration, RNC Ramp Up Anti-Impeachment, Congressional Race Ad Spend

by Wayne Friedman, Yesterday



[McConaughey Keeps Lincoln Atop Most-Seen Auto Ads Chart](#)

Wards Auto, 10/10/19

Infiniti rounds out the ranking with a commercial for the 7-passenger QX60, showing how a family takes the SUV on an adventure that ends with sand-dune surfing. This ad has the best **iSpot Attention Index** (171) in the ranking, getting 71% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Fox Gives 'Friday Night SmackDown' TV's Biggest Promo Push](#)

Broadcasting & Cable, 10/9/19

Notably, that TWD promo earns the highest **iSpot Attention Index** (103) in our ranking, getting 3% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

VARIETY

[‘Gemini Man’ Tops Studios’ TV Ad Spending](#)

Variety, 10/8/19

Notably, “Maleficent: Mistress of Evil” has the best **iSpot Attention Index** (134) in the ranking, getting 34% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LEXUS, STATE FARM, ARBY'S AND MORE](#)

Ad Age, 10/8/19

A few highlights: Arby’s wants you to celebrate something called Meatoberfest by eating a Beer Cheese Triple Stack or one of its other beer-infused sandwiches. NFL quarterbacks Aaron Rodgers and Pat Mahomes turn up in a State Farm agent’s (confusing) dream. And Lexus asks “Can you see with your ears?” in a quietly emotive ad that directs viewers to [lexus.com/curiosity](https://www.lexus.com/curiosity).



[LA TV and Innovation Week Brings Disruptors, New Technology and Global Influencers to International Advertising Conference in Los Angeles](#)

Cision PR Web, 10/8/19

LA TV and Innovation Week, #LATVIW, is produced and owned by GABBCON, the Global Audience Based Buying Conference and Consultancy. The industry and business leadership conference is brought to Los Angeles in part by supporting sponsors including MadHive, Premion, Spectrum Reach, TUBI, Canoe, **iSpot TV**, Inscope, Cadent, FOX, NBC Universal, HULU, USIM, Omnicom Media Group, and Horizon Media and media partners MediaVillage, MyersBizNet, Variety, The 4A's and TV[R]EV.



['Joker' Scores Impressive \\$94 Million In Weekend Debut, Modest \\$17 Million In TV Spend](#)
MediaPost, 10/7/19

The film, which premiered this past weekend, spent \$16.9 million in national/regional TV spending, airing commercials 2,242 times since September 2 and totaling some 1.02 billion impressions, according to **iSpot.tv**.

MediaPost

TelevisionNewsDaily

enter your email address

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'Joker' Scores Impressive \$94 Million In Weekend Debut, Modest \$17 Million In TV Spend

by Wayne Friedman, Yesterday



telecompaper::

[Disney will have no Netflix ads on any of its entertainment TV networks - report](#)

Telecompaper, 10/7/19

Disney had decided to have no advertising from Netflix on any of its entertainment TV networks, the Wall Street Journal reported, citing sources familiar with the situation. Disney properties include ABC and Freeform and the upcoming Disney+. Netflix spent USD 1.8 billion on advertising in 2018, with USD 99.2 million going to US TV ads. Of that amount, 13 percent went to Disney-owned entertainment networks, according to estimates from **iSpot.TV**.



[Marketing for a Massive Online University](#)

Inside Higher Ed, 10/8/19

One of the university's most successful TV ads showed footage of a real commencement ceremony where LeBlanc asked students to stand up if they are the first in their family to attend college, if they are mothers, veterans or active-duty military service members. A huge portion of the audience stands. The ad has aired nationally more than 54,000 times, according to media measurement company **iSpot**.

TV (R) EV

[Where Trump is Advertising Right Now and More Impeachment Stats](#)

TVREV, 10/7/19

Fact: Fox News has deeper audience exposure. See below, a chart from TV attribution company **iSpot** showing ad deliveries from Sept. 1 through today. While FOX News has an older audience, it also generates 51.8% of ad impressions compared to CNN and MSNBC.

Network	Airings	Impressions	Impressions SOV	% Age 18 to 34
Fox News	24153	22917893387	51.83887	21.2612
CNN	33384	12316360682	27.85885	24.0603
MSNBC	22955	8975610658	20.30228	24.2505

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, PROGRESSIVE, PLAYSTATION AND MORE](#)

Ad Age, 10/7/19

A few highlights: Apple wants you to discover the music of Lunay through Apple Music. PlayStation hypes the “hundreds of incredible games on demand” it offers for \$9.99 per month. And Progressive serves up another one of its low-key comedic ads starring Cleveland Browns quarterback Baker Mayfield (Marketer’s Brief served up the backstory on the continuing campaign back in August).

AdAge

[THERE IS NOTHING 'AWESOME' ABOUT WHAT WENT DOWN AT SPORTS ILLUSTRATED](#)

Ad Age, 10/4/19

Across the board, NFL TV windows have thus far delivered 34.3 billion ad impressions, according to **iSpot.tv**, 99.1 percent of which have been viewed live. The best-performing spot thus far is the State Farm “I Got an App” ad starring Packers quarterback Aaron Rodgers and his infuriatingly inept “agent.”

THERE IS NOTHING 'AWESOME' ABOUT WHAT WENT DOWN AT SPORTS ILLUSTRATED

New management tears the heart out of the 65-year-old publication

By [Anthony Crupi](#), Published on October 04, 2019.



AdAge

[DISNEY'S NETFLIX BAN IN CONTEXT: KIND OF A MICKEY MOUSE MANEUVER](#)

Ad Age, 10/4/19

FX's hardline stance in a sense is why Disney's NIMBY decree can be seen as more of a gesture than a bold your-money's-no-good-here move. According to **iSpot.tv** estimates, while Netflix has invested some \$17.5 million this year in ABC inventory, the lion's share of that spend has been in the network's ESPN-brokered college football games or NBA broadcasts. In other words, the ABC properties that are of particular interest to Netflix can be just as easily be found on ESPN. And ESPN is still open for business.

AdAge

Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

DISNEY'S NETFLIX BAN IN CONTEXT: KIND OF A MICKEY MOUSE MANEUVER

Streamer's ad dollars will still find a soft landing at ESPN even as Disney postures

By [Anthony Crupi](#), Published on October 04, 2019.



IndieWire

[Apple TV+ Wants to Control Not Only What We Watch, But Also How We Watch It – Opinion](#)
Indie Wire, 10/7/19

Over the past several weeks, the broadcasts of live television events — the Primetime Emmys, NCAA college football, the NFL — have been inundated with ads for Apple TV+, the original TV service the tech giant launches November 1. According to industry tracker **iSpot.tv**, these buys have been pricey for the company; Apple spent almost \$13 million on ads last week alone.

Syndication: [Yahoo Finance](#)

FORTUNE

[Next Salvo in the Streaming Battle: Disney's ABC, FX, and National Geographic Won't Run Netflix Ads](#)

Fortune, 10/4/19

The amount going to Disney was already fairly small. The streaming pioneer only spent about \$99 million of its \$1.8 billion marketing budget on network TV ads, according to the Wall Street Journal, which cited ad-measurement firm **iSpot.TV**. The Journal was first to report on Disney barring Netflix ads.

The logo for Livemint, featuring the word "live" in a black, lowercase, sans-serif font, followed by "mint" in a bold, orange, lowercase, sans-serif font.

[Disney bans Netflix ads from some networks](#)

Livemint, 10/7/19

The amount going to Disney was already fairly small. The streaming pioneer only spent about \$99 million of its \$1.8 billion marketing budget on network TV ads, according to the Wall Street Journal, which cited ad-measurement firm **iSpot.TV**. The Journal was first to report on Disney barring Netflix ads.

The logo for VentureBeat, featuring the word "Venture" in a bold, black, sans-serif font, followed by "Beat" in a bold, red, sans-serif font.

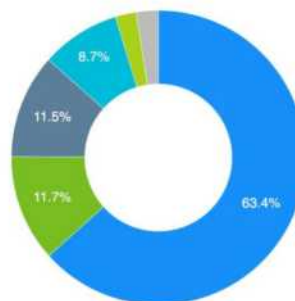
[Xbox dominates gaming industry TV spend for September](#)

VentureBeat, 10/5/19

The gaming industry came roaring back to life in September with an estimated TV ad spend of \$39.3 million, a remarkable increase of 983% from August's outlay. Xbox took the lead, accounting for over 63% of the industry total, with 2K Games and EA Sports in a distant second and third.

Life & Entertainment: Video Games
 Top Brands - Est. TV Spend: 09/01/2019 - 09/30/2019
 Data provided by iSpot.tv

● Xbox
 ● 2K Games
 ● EA Sports
 ● Nintendo
 ● Activision
 ● Other



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM OCULUS VR, T-MOBILE, MICROSOFT AND MORE](#)

Ad Age, 10/4/19

A few highlights: T-Mobile promotes its 600 MHz signal; “No signal reaches farther or is more reliable,” an announcer says. Oculus VR, the virtual reality hardware/software company owned by Facebook, wants you to “explore realms, wield lightsabers, defeat champions, defy reality” with its Oculus Quest headset. And floral artist Maurice Harris stars in Microsoft’s latest commercial for its Surface family of laptops.



[It's About Mattering to Consumers, Not Marketing to Consumers: Mondelez's Williams](#)

Beet.TV, 10/6/19

[Pearle Vision CMO Zarkin: Marketing Can't Be Everything to Everybody](#)

Beet.TV, 10/6/19

[Employees Want to Work for Companies Driving Change: Citi's Breithaupt](#)

Beet.TV, 10/6/19

[CMOs Need to Be Change Agents: American Express' Rutledge](#)
BeetTV, 10/6/19

[MasterCard Harnesses Spend Data For Marketing, CMO Rajanmannar Says](#)
Beet.TV, 10/4/19

THE WALL STREET JOURNAL.

[Disney Bans Netflix Ads as Streaming's Marketing Wars Intensify](#)
Wall Street Journal, 10/4/19 -- [read the article as a PDF](#)

Disney, whose \$6.99-per-month Disney+ service launches in November, decided it wasn't interested in playing home to Netflix ads any longer. Netflix spent \$99.2 million on U.S. TV ads during 2018, with some 13% going to Disney-owned entertainment networks, according to estimates from ad-measurement firm **iSpot.TV**.

Syndication: [MarketWatch](#)

The New York Times

[Disney Bars Netflix TV Ads in Battle for Streaming Supremacy](#)
New York Times, 10/4/19

The streaming service spent about \$1.8 billion on advertising last year, about \$100 million of which bought ads on television networks, according to iSpot.tv, the advertising measurement firm. About 13 percent of that \$100 million went to Disney-owned entertainment networks; Netflix was a sponsor of last year's Oscars telecast, which ran on ABC.



FAST COMPANY

[In latest streaming wars move, Disney bans Netflix ads from its entertainment networks](#)

Fast Company, 10/4/19

Netflix spent \$99.2 million on U.S. TV ads during 2018, with about 13% going to Disney-owned networks, according to estimates made by the ad-measurement firm **iSpot.TV**.



[Walt Disney bans Netflix ads](#)

The Hill, 10/4/19

Netflix spent \$1.8 billion in advertising last year, according to the Journal. Nearly \$100 million of that going to U.S. TV ads, the newspaper also reported, citing data from **iSpot.TV**.



[CNN Declines Two Trump Campaign Ads Due To False Claims, Accepts One](#)

MediaPost, 10/3/19

Since October 1, the "Biden Corruption" spot has aired five times on Fox News Channel, twice on Bravo, and one time each on CBS and MSNBC, according to **iSpot.tv**.



[Lincoln Again Tops Most-Seen Auto Ads Chart](#)

Wards Auto, 10/4/19

In its fourth-place ad for the '20 RX, Lexus encourages viewers to "stay restless." This ad has the best **iSpot Attention Index** (142) in the ranking, getting 42% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[MasterCard Plans To Open More Restaurants, CMO Rajanmannar Says](#)

Beet.TV, 10/4/19

[P&G's Pritchard Wants to Eliminate Toxic Content From Advertising in 3 Years](#)

Beet.TV, 10/2/19

[The Best Way to Deal With Disruption Is to Lead It: P&G's Pritchard](#)

Beet.TV, 10/4/19

[Nelson: With Roundel, Disney Can Better Meet Brands' Demands](#)

Beet.TV, 10/4/19

[MediaMath's 'Source' Aims To Reboot Ad-Tech For Transparency: CEO Zawadzki](#)

Beet.TV, 10/3/19

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, KEURIG, DODGE AND MORE](#)

Ad Age, 10/3/19

A few highlights: Dodge says "The only thing better than horsepower is more horsepower." James Corden helps Keurig hype its new K-Duo coffee maker. And Samsung says "A future made by more of us is more interesting" in a creator-focused commercial for its latest Galaxy smartphone.

AdAge

[PREMIERE WEEK RATINGS TANK AS YOUNGER VIEWERS TURN THEIR BACKS ON A NEW TV SEASON](#)

Ad Age, 10/2/19

According to **iSpot.tv** estimates, the Dallas-New Orleans game dished out a staggering 2.3 billion commercial impressions. Among the biggest spenders in Sunday night's game were official NFL sponsors Tide and Hyundai, as well as "Sunday Night Football" halftime show sponsor Toyota. Thirty-second spots in the broadcast fetched around \$800,000 a pop.

AdAge Sections - Latest - Editor's Picks - Most Popular - Login Q

PREMIERE WEEK RATINGS TANK AS YOUNGER VIEWERS TURN THEIR BACKS ON A NEW TV SEASON

Scant turnout greets new and returning broadcast TV shows

f t in p o s

By Anthony Crupi, Published on October 02, 2019.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HERSHEY'S, AUTOTRADER, SUBARU AND MORE](#)

Ad Age, 10/2/19

A few highlights: Hershey's hypes its milk chocolate bars as a go-to trick-or-treat candy in a co-promotion with "The Addams Family." Subaru serves up another in its series of beloved ads starring driving dogs (and their dog passengers) to celebrate something called National Make a Dog's Day (on Oct. 22). And Autotrader flashes back to France in 1780 to (comically) make a point about using its app to get a great price on a car: "Finally, it's easy," per the ad's tagline.

[ABC Gives 'Emergence' TV's Biggest Promo Push](#)

Broadcasting & Cable, 10/2/19

On the strength of 362.6 million TV ad impressions, ABC's *Emergence* is the most-promoted show in our ranking — and the network also grabs second place for *Stumptown*.

['Abominable' Again Tops Studios' TV Ad Spending](#)

Variety, 10/1/19

Notably, "Maleficent: Mistress of Evil" has the best **iSpot Attention Index** (130) in the ranking, getting 30% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

[WATCH THE NEWEST COMMERCIALS ON TV FROM BOSE, NISSAN, TIDE AND MORE](#)

Ad Age, 10/1/19

A few highlights: Bose shows how its new Bose Noise Cancelling Headphones 700 with voice control can be used in the real world (for starters, in a subway car). Tyler Murray, Bo Jackson, Baker Mayfield, Eddie George, Derrick Henry, Marcus Mariota, Tim Brown and Tim Tebow star in yet another Heisman House spot from Nissan. And for more teamwork, see Nick Offerman, Peyton Manning and Kenan Thompson in the latest from Tide (Jack Neff served up the backstory on the continuing campaign in early September).

[ZANTAC YANKED OFF DRUGSTORE SHELVES AFTER RESEARCH FINDS TRACES OF CARCINOGEN](#)

Ad Age, 9/30/19

Data from **iSpot.tv** show Sanofi has stuck with its media plans for Zantac despite the recent adverse publicity, with TV buys in recent weeks similar to what the brand has been running for the full 52 weeks ended Sept. 29, during with the brand spent an estimated \$31 million.



[Apple TV+ Ramps Up National, Regional TV Spending](#)

MediaPost, 9/30/19

The new video streaming service, scheduled to start in November, has spent \$15.3 million with seven spots and 489 airings from Aug. 29 through Sept. 29, in high-profile content such as NFL football, college football, and top TV network shows, according to iSpot.tv.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NATIONWIDE, TACO BELL, CHEVRON AND MORE](#)

Ad Age, 9/30/19

A few highlights: Peyton Manning and Brad Paisley team up to promote Nationwide's current insurance sign-up bonus: a free Amazon Echo Auto device. Chevron says that its gas with Techron offers both unbeatable cleaning power and unbeatable mileage. And Taco Bell reminds you that National Taco Day is Oct. 4.

CYNOPSIS

[10/01/19: Netflix renews Stranger Things for season four](#)

Cynopsis, 10/1/19

Apple TV+, set to launch in November, has increased its ad spending, topping the amount spent by any other streamer from August 29-September 29 with \$15.3 million on seven spots and 489 airings, according to **iSpot.tv**. Hulu has spent \$14.6 million, Amazon Prime Video \$13.3 million, Sling TV \$6.6 million, Netflix \$5.0 million, ESPN+ \$2.7 million, while upcoming Disney+ has invested \$1.4 million.



[iSpot.tv Building TV Attribution Platform for Target's Roundel](#)

BeetTV, 9/27/19

In this video interview, Anthony Skinner of **iSpot.TV** – which offers measurement, attribution and technical services – explains his company takes viewing data from Inscope, the subsidiary of TV maker Vizio that uses automated content recognition (ACR) to capture audiences' real viewing behavior.

The image shows a screenshot of a video player interface. At the top left is the Beet.TV logo and tagline. To the right are social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS. Further right is a search bar with a purple "SEARCH" button. Below this is the video title "iSpot.tv Building TV Attribution Platform for Target's Roundel". The main video frame shows a man, Anthony Skinner, speaking. At the bottom of the video frame, there is a white overlay with the AdvertisingWeek logo on the left, the name "Anthony Skinner" and title "CTO, iSpotTV" in the center, and the Beet.TV logo on the right.

AdAge

[OMNICOM CUTS TIES WITH EMBATTLED E-CIGARETTE MAKER JUUL](#)

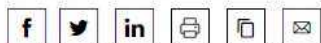
Ad Age, 9/27/19

DDB's work began airing around December and includes testimonials from Juul users. Juul last ran TV ads on Sept. 26, according to ad-tracking service **iSpot**. One ad includes a woman who self-identifies as a former pack-a-day smoker who expresses relief about no longer smelling like smoke.



OMNICOM CUTS TIES WITH EMBATTLED E-CIGARETTE MAKER JUUL

DDB had been working for the brand for about a year



By [E.J. Schultz](#), Published on September 27, 2019.



Forbes

[iSpot and Target Pair Up To Provide Brands With Actionable Insights Around TV](#)

Forbes, 9/30/19

Using a combination of control groups and data science, Skinner continued, “iSpot is able to determine which households saw an ad and took action. And so we’re able to ascertain who was actually influenced by the commercial to go to Target and buy the product and how many commercials they needed to see to push them over that line and also what shows and what times of day were more likely to influence that decision to purchase.”

≡ Forbes

iSpot and Target Pair Up To Provide Brands With Actionable Insights Around TV



Alan Wolk Contributor 
Media

I cover the future of television, from broadcast to digital to social

f

🐦

in



VentureBeat

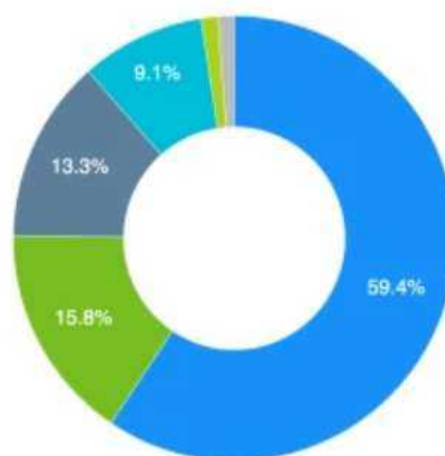
[Xbox overthrows Nintendo for most-seen TV ads game industry ramps up spend](#)

VentureBeat, 9/28/19

Xbox has overtaken longtime chart-topper Nintendo for TV ad impressions in the most recent 30 days; its commercials account for almost 60% of the industry's impressions. Football, both college and NFL, was a huge driver of impressions for Xbox.

Life & Entertainment: Video Games
Top Brands - Impressions: 08/16/2019 - 09/15/2019
 Data provided by iSpot.tv

- Xbox
- 2K Games
- EA Sports
- Nintendo
- PlayStation
- Other



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 9/29/19

Welcome to the new edition of our 10 most talked about TV ads on social media. New iPhone 11 Pro, Apple TV+, AT&T... Apple places 5 (+10 spots in the top 10!

Check them out! Any other great campaigns you spotted?

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM XBOX, MARSHALLS, DULUTH TRADING COMPANY AND MORE](#)

Ad Age, 9/30/19

A few highlights: The workwear retailer Duluth Trading Company celebrates its 30th birthday with a Great Big Birthday Sale. Lil Wayne helps Xbox hype the open beta for Tom Clancy's Ghost Recon Breakpoint, which officially goes on sale Oct. 4. And Marshalls wants you to know that it just launched an ecommerce shop at Marshalls.com.



[Smackdown Gets a New Sponsor](#)

Wrestling World, 9/28/19

These estimates are according to Ad Age and iSpot.tv. FOX will most likely go for an even bigger promotion after the FOX's Thursday Night Football kicks off.

TV (R)EV

[How Direct-to-Consumer Brands Are Branching Out Beyond TV](#)

TVREV, 9/26/19

The direct-to-consumer industry has exploded in recent years with startups offering meal delivery services, mattresses and everything in between — and TV advertising has been a staple in generating awareness. And if it feels like you've been seeing more ads from DTC brands these days, you're right: a recent study from always-on TV ad measurement and attribution company iSpot.tv revealed that from Jan. 1 through Jun. 30, estimated TV ad spend increased 15.29% to \$1.7 billion from the same period in 2018, airings increased 41.93% to 1.4 million and TV ad impressions were also up 10.68% to 176 billion from the same timeframe in 2018.

iSpot.tv





[‘Abominable’ Set To Become Biggest U.S. Opening For Original Animated Film In 2019](#)

Cartoon Brew, 9/26/19

Ahead of the release, Universal is spending big money to promote it. In the week running September 16–22, the cg family feature topped ad spending across tv networks in the U.S., with a spend of \$5.97 million. Ads for the film were aired 1,543 times, garnering 376,152,023 impressions; Dreamworks prioritized spending on Fox, Nick, and NBC. The data comes from **iSpot.tv**, a tv ad measurement and attribution company, in partnership with Variety.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LINKEDIN, WALMART, FACEBOOK AND MORE](#)

Ad Age, 9/27/19

A few highlights: LinkedIn promotes LinkedIn Jobs with a testimonial from a business owner who used it to quickly fill a position. Walmart wants you to “harvest all the fall savings” on everything from a chicken thighs family pack to its house-brand Marketside Soup. And some fuzzy old friends help Facebook hype its Portal device (Ann-Christine Diaz has the backstory: “The Muppets are back together again, thanks to Facebook Portal”).



[House subcommittee asks e-cigarette companies to stop advertising](#)

CNBC, 9/26/19

Though Juul vowed to suspend its product advertising, other major e-cigarette companies are still advertising on TV. Fontem Ventures-owned Blu, for instance, as of Wednesday had spent nearly \$3.4 million on TV ads in the prior two weeks on networks including Comedy Central, TNT and AMC, according to media measurement firm **iSpot.tv**.



[Top Vape Marketer Juul Pulls All Advertising; Company's CEO Exits](#)

TV Week, 9/25/19

The report notes that Juul has spent \$31.2 million on national/regional TV advertising since the start of this year, according to **iSpot.tv**.



[McConaughey Back in Driver's Seat in Lincoln's Most-Seen Car Ad](#)

Wards Auto, 9/25/19

Audi rounds out the ranking with its action-packed spot for the Q3. This ad is tied with Lincoln's for the best **iSpot Attention Index** (162), getting 62% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LINKEDIN, WALMART, FACEBOOK AND MORE](#)

Ad Age, 9/25/19

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AdAge

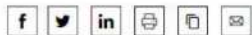
[FOX, WWE LAND PROGRESSIVE AS PRESENTING SPONSOR OF 'FRIDAY NIGHT SMACKDOWN'](#)

Ad Age, 9/24/19

In the three weeks since the season kicked off, Fox's NFL coverage has served up some 140 million impressions for "SmackDown" promos, according to **iSpot.tv** estimates. A more proximal promotional onslaught begins later this week, when the Eagles and Packers break the seal on the network's second season of "Thursday Night Football." The WWE will get another big nudge on the eve of the "SmackDown" premiere, as the Rams and Seahawks meet in the Oct. 3 installment of "Thursday Night Football."

FOX, WWE LAND PROGRESSIVE AS PRESENTING SPONSOR OF 'FRIDAY NIGHT SMACKDOWN'

Advertisers go all-in on new wrestling showcase



By [Anthony Crupi](#), Published on September 24, 2019.





[Juul suspends broadcast, print and digital product advertising in the US](#)

CNBC, 9/25/19

According to ad measurement company **iSpot**, Juul has spent more than \$31 million on 9,464 airings of television spots in the U.S. since Jan. 8, the day the campaign was announced. The ads also appeared via print, online and radio, including a full-page print ad saying, “The average smoker tries to quit over 30 times. Make the switch.”



[The Rock and Other Big Surprises on Next Week's WWE SmackDown?, FOX Possibly Airing Fewer Commercials, New Presenting Sponsor Deal Signed, More](#)

Lords Of Pain, 9/25/19

It's no secret that FOX has heavily promoted the WWE product during recent NFL broadcasts. In the three weeks since the NFL season began, FOX's NFL coverage has served up around 140 million impressions for SmackDown promos, according to Ad Age and **iSpot.tv** estimates. A larger promotional push will begin later this week when FOX's Thursday Night Football kicks off with the Philadelphia Eagles vs. the Green Bay Packers. WWE is set to receive another big push on next week's Thursday Night Football program, one night before the SmackDown premiere, as the Seattle Seahawks take on the Los Angeles Rams.



['Abominable' Tops Studios' TV Ad Spending](#)

Variety, 9/24/19

Notably, “The Addams Family” has the best **iSpot Attention Index** (122) in the ranking, getting 22% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [The Nation Roar](#)



[NBC Gives 'Bluff City Law' TV's Biggest Promo Push](#)

Broadcasting & Cable, 9/25/19

Notably, the Bluff City Law promo earns the highest **iSpot Attention Index** (107) in our ranking, getting 7% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, APPLE, AT&T AND MORE](#)

Ad Age, 9/24/19

A few highlights: Samsung show off the sorts of “insights that push you further”—such as workout and heart-rate monitors—served up by its Galaxy Watch Active 2. Apple presents a brief promo for “Snoopy in Space,” one of the original shows coming to Apple TV+. And AT&T helps Apple hype its new iPhone 11 Pro with a little help from Gordon Ramsay.



[Juul CEO steps down; Philip Morris International, Altria end merger talks](#)

Winston-Salem Journal, 9/25/19

According to **iSpot.tv**, which tracks commercials, there have been nearly 9,100 national air airings for Juul alone. ISpot.tv said CBS was the biggest recipient of Juul advertising at \$5.1 million, while WarnerMedia properties accounted for \$4.6 million.

TV (R)EV

[Streaming, HBO Dominated the Emmys; Would it be Better for Them to Host the Show, Too?](#)

TVREV, 9/24/19

Now imagine being much older than that age group, being used to the Big Four network structure and then tuning into this show. What would you think? Would you even think the show's for you? (and for what it's worth, streaming services actually understand this completely — according to iSpot, 62% of the audience for streaming service ads in 2019 have been toward audiences 40 and older).

TV[R]EVENUE Contributors About Reports

TV[R]EV ORIGINAL VR & AR LIVE EMOTIONAL CURRENCY ESPORTS PODCAST VIDEO BLOCKCHAIN
ANALYTICS ADVERTISING SCREEN CONVERGENCE REVISIONIST WEEK IN REVIEW #CREATEDWITH

TV[R]EV ORIGINAL, SCREEN CONVERGENCE

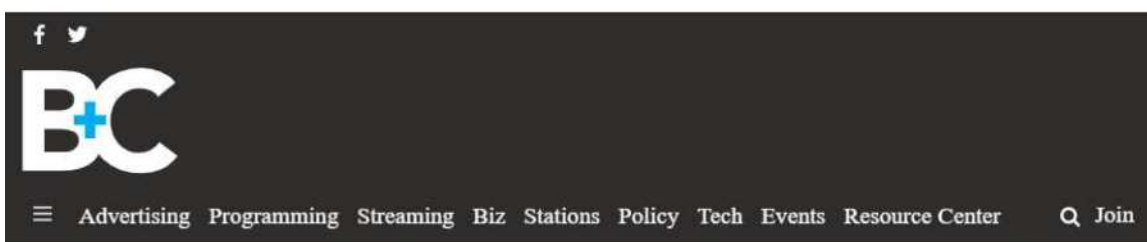
Streaming, HBO Dominated the Emmys; Would it be Better for Them to Host the Show, Too?



[The 71st Primetime Emmy Awards: A Big Night for Streaming Services](#)

Broadcasting & Cable, 9/23/19

According to **iSpot.tv**, the always-on TV ad measurement and attribution company, top-spending brands included Dovato, Netflix, Amazon Prime Video and Capital One Banking.



[Home](#) > [News](#) > [Programming](#)



AdAge

[EMMYS RATINGS SKID TO AN ALL-TIME LOW \(AND MAYBE THAT'S NOT SUCH A BAD THING\)](#)

Ad Age, 9/23/19

Because the Emmys are now essentially a long-form promotional sizzle reel for the competition, the broadcasts themselves have devolved into a weird form of bloodless seppuku, a ritual of self-murder peppered by grim inside jokes and faux-humble speeches delivered by sprightly English people. Stranger still, the lionization bleeds into the commercial breaks; per **iSpot.tv** data, two of the five most free-spending advertisers in last night's show were Netflix and Prime Video, with the former airing spots for the upcoming series "El Camino," "American Son" and "The Politician," while Amazon invested in teasers for "Mrs. Maisel" and the forthcoming anthology series "Modern Love."

AdAge Sections Latest Editor's Picks Most Popular Login

EMMYS RATINGS SKID TO AN ALL-TIME LOW (AND MAYBE THAT'S NOT SUCH A BAD THING)

Only 6.9 million viewers tune in for Fox's celebration of Amazon Prime, HBO

f t in e o

By Anthony Crupi, Published on September 23, 2019.





[Emmys Record Lower Viewership, But More Streaming TV Marketers](#)

MediaPost, 9/24/19

According to **iSpot.tv**, the show pulled in 355.9 million total impressions this year -- the total for national linear TV, timed-shifted, local, video on demand and over-the-top platforms. A year ago on NBC, it earned 544.9 million impressions. Two years ago on CBS, the show earned 439.5 million.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, TACO BELL, SOUR PUNCH AND MORE](#)

Ad Age, 9/23/19

A few highlights: Taco Bell hypes its Party Packs—12-pack boxes of tacos—available through Grubhub. Apple serves up a brief promo for the sci-fi series “For All Mankind,” one of the original shows coming to Apple TV+. And Sour Punch, the sour candy brand, wants you to “Embrace your punch”; that’s the tagline of the “Off to College” episode of its continuing series of “Becca & Max” ads.

AdAge

[VIACOMCBS HAS A ROLE TO PLAY IN THE NFL'S YOUTH MOVEMENT](#)

Ad Age, 9/20/19

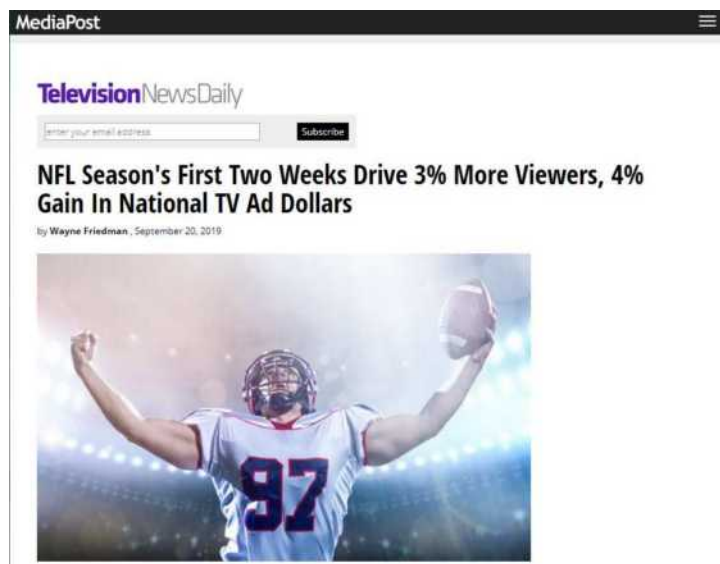
As with the more established split-screen units, the L-Wrap offers advertisers an uncluttered space in which to highlight their brands without the disruption of a traditional commercial break. According to **iSpot. tv** data, Gatorade also invested in two standard 15-second ad units to go along with its twin L-Wraps. Perhaps the next brand to dip a toe in the L-Wrap waters will find a bigger audience than the one that greeted Gatorade’s exploratory run. NFL Network’s presentation of the Titans-Jags skirmish averaged 6.32 million viewers, making it the least-watched “Thursday Night Football” telecast since the Bills and Jets scared up just 5.84 million viewers on Nov. 2, 2017.



[NFL Season's First Two Weeks Drive 3% More Viewers, 4% Gain In National TV Ad Dollars](#)

MediaPost, 9/20/19

The first two weeks of the NFL season are estimated to have pulled in \$475.9 million in national/regional advertising revenue across all NFL national TV channels -- CBS, NBC, ESPN, NFL Network, and Fox -- according to **iSpot.tv**.





[TV Broadcasters To Stop Taking E-Cigarette Ads](#)

NPR, 9/20/19

By a wide margin, Juul has spent the most on advertising – spending more than \$30 million dollars in 2019, according to **iSpot**. The tracking firm says there have estimates there were nearly 9,100 national ad airings.

Syndication: [WUSF News](#)



[CBS, Viacom and WarnerMedia Pull Ads for e-Cigarettes](#)

CNBC, 9/18/19

According to ad measurement company iSpot, more than 20 networks have run Juul ads in the past two weeks, costing more than \$2.2 million for more than 900 airings. CNBC has reached out to each network for comment.



Syndication: [TV Week](#)

VARIETY

[‘Ad Astra’ Once Again Tops Studios’ TV Ad Spending](#)

Variety, 9/18/19

Notably, “Rambo: Last Blood” has the best **iSpot Attention Index** (107) in the ranking, getting 7% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

The New York Times

[TV Networks Take Down Juul and Other E-Cigarette Ads](#)

The New York Times, 9/19/19 (view [here](#))

The e-cigarette industry has spent \$57 million on TV ads this year. Juul has spent the most, followed by brands like Vuse, Blu Cigs and Freeboxmod.com, according to **iSpot.tv**, a company that tracks commercials.



The image is a screenshot of a web browser displaying a New York Times article. At the top, the New York Times logo is centered, with a hamburger menu icon on the left and a user profile icon on the right. Below the logo, the article title "TV Networks Take Down Juul and Other E-Cigarette Ads" is prominently displayed in a bold, serif font. Underneath the title, a sub-headline reads: "Teenage vaping keeps climbing, suggesting that campaigns to curb e-cigarette use among minors were not working." Below the text is a photograph of a woman with reddish-blonde hair, wearing a green top, sitting on a couch. A caption overlaid on the bottom left of the photo identifies her as "Carolyn, 54 Smoker for 30 years". At the bottom of the screenshot, a small line of text states: "An image from Juul's recent advertising campaign. Networks announced that they would not show e-cigarette ads. Juul, via Associated Press".

The New York Times

[DealBook Briefing: The Debate Over Profits vs. Public Interest Continues](#)

The New York Times, 9/19/19 (view [here](#))

E-cigarette brands have spent \$57 million on TV advertising this year. Juul alone has spent more than \$30 million, according to iSpot.tv.



Bloomberg | Quint

[AT&T's Activist Fight Stirs Debate Over What Its Brand Stands For](#)

Bloomberg Quint, 9/19/19

The company is pouring more money into advertising. AT&T has spent \$533 million on TV ads for its primary brand and Cricket Wireless so far this year, up from \$327 million over the same period of 2018, according to tracker **iSpot.tv**. The jump in spending correlates with a decline in spending on TV ads for DirecTV, said Jason Damata, an analyst at advisory firm TV[R]EV.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON MUSIC, ETSY, LEXUS AND MORE](#)

Ad Age, 9/18/19

A few highlights: Chance the Rapper lends his voice to Amazon Music as part of its continuing “A Voice Is All You Need” campaign. Lexus wants you to “stay restless” with a little help from the Lexus RX. And online marketplace Etsy salutes the “magic-makers” and “finders of one-of-a-kind belongings.”



[Nissan Still No.1 on Most-Seen Auto Ads Chart](#)

Wards Auto, 9/19/19

No.2 is Audi’s take on action films in which a woman dreams of escaping police custody on a plane and jumping off to catch a ride in the Q3. This ad has the best **iSpot Attention Index** (164) in the ranking, getting 64% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

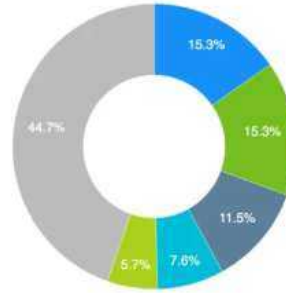
[Democratic Debates, Part 3: Advertisers & Video Stats](#)

TVREV, 9/18/19

- More than half of spend during the debates came from five brands. SoFi, Dupixent, Alzheimer’s Association, the New York Times and Twentieth Century Fox totaled 55.3%.
- Seven different non-network brands aired 2-3 spots during the event
- ABC had a total of six airings during the debates (these were network spots, however, so were not paid brand ads).

ABC News Democratic Candidates Debate
 Top Brands - Est. TV Spend: 09/12/2019 - 09/12/2019
 Data provided by iSpot.tv

- SoFi
- Dupixent
- Alzheimer's Association
- The New York Times
- Twentieth Century Fox
- Other



TV (R)EV

[Why Everyone In TV Still Sweats Seinfelds](#)

TVREV, 9/17/19

Now let's get even nerdier. Since January 1, Friends has generated 29 BILLION TV ad impressions. That's not people estimated to have seen it, that's the number of times an ad showed up on a TV screen in between episodes. Seinfeld has delivered 4.8 billion ad impressions to date.

TV (R)EV

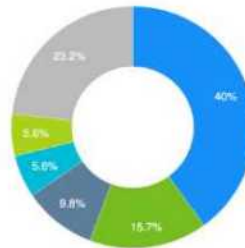
[Digging Deeper into Nike's 'Crazy' Advertising](#)

TVREV, 9/18/19

Over a two year period from Sept. 6, 2017 to Sept. 8, 2019, Nike spent \$93,879,646 on TV, running 34 different spots. Unlike other major brands, Nike focuses almost exclusively on sports programming, and had a low amount of airings for the spend, with 2,909 total. It still had a high impact, however, as the brand generated 1.54 billion TV ad impressions on those airings.

Nike TV Spot, 'Dream Crazy' Featuring Colin Kaepernick
 Top Shows - Impressions: 09/06/2018 - 10/14/2018
 Data provided by iSpot.tv

- NFL Football
- College Football
- Football Night in America
- 2018 TOUR Championship
- NFL Total Access
- Other





[NFL Network Gives 'Thursday Night Football' TV's Biggest Promo Push](#)

Broadcasting & Cable, 9/18/19

Notably, the Thursday Night Football promo earns the highest **iSpot Attention Index** (128) in our ranking, getting 28% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SNAPCHAT, TIDE, APPLE AND MORE](#)

Ad Age, 9/17/19

A few highlights: Keenan Thompson drops an epic track for Tide about doing laundry on Sunday, with cameo appearances from fellow “Saturday Night Live” cast member Melissa Villaseñor as well as Ric Flair and Peyton Manning. (Jack Neff has the backstory: “NFL now means ‘Not For Laundry’ in new Tide Campaign”). Snapchat highlights how “real friends” interact on its app. And Apple hypes the triple-camera system on iPhone 11 Pro.

The New York Times

[Colin Kaepernick 'Dream Crazy' Ad Wins Nike an Emmy](#)

The New York Times, 9/17/19 (view [here](#))

According to measurement firm **iSpot.tv**, Nike spent \$5.2 million to air “Dream Crazy” on television, representing 5.5 percent of the company’s TV spend in the past two years, and the ad was one of the company’s best-performing over that time frame.

Colin Kaepernick 'Dream Crazy' Ad Wins Nike an Emmy

The spot surprised the public, revealing that Nike extended its contract with the quarterback known for protesting social issues. Still, it's unclear how much more there is to the partnership.



Nike's "Dream Crazy" ad featuring Colin Kaepernick was named outstanding commercial at the Creative Arts Emmys. Justin Sullivan/Getty Images

FiercePharma

[Gilead's Truvada keeps up PrEP TV push, lands at No. 2 in August ad spending](#)

FiercePharma, 9/16/19

However, it's worth noting that Humira's TV ad spending is divided among three indications, and in August, it was divided among 10 different ads. Meanwhile, Truvada's outlay is for one indication and one ad. Through that lens, Truvada's \$25.7 million spent in August handily beat AbbVie spending on ads for Humira's biggest-spending indication, arthritis, which totaled \$21 million for the month. (Humira Crohn's disease and ulcerative colitis commercials added \$17 million in media and psoriasis advertising another \$6 million, bringing Humira's total to \$43.8 million.)



HUMIRA TV Commercial, 'Keep Us Apart'

Humira is a prescribed injection intended to reduce symptoms of ulcerative colitis when taken properly as prescribed.

iSpot.tv

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EBAY, H&M, ALLSTATE AND MORE](#)

Ad Age, 9/13/19

A few highlights: EBay says that “When you’re over overpaying, get it on eBay.” The Mayhem character (Dean Winters) is a house-destroying cat in Allstate’s latest. And H&M highlights a \$19.99 sweater made with recycled polyester that’s part of its 2019 Conscious Collection.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, CAMPBELL'S, PIZZA HUT AND MORE](#)

Ad Age, 9/16/19

A few highlights: Samsung hypes the Galaxy Note 10/10+ with a little help from some colorful alpacas (I-Hsien Sherwood previewed the spot last Wednesday: “Rockstar alpacas become a global sensation thanks to a powerhouse phone from Samsung”). New York Giants running back Saquon Barkley and his mom star in the latest from Campbell’s (Jessica Wohl has the backstory: “Campbell’s updates Chunky’s Mama’s Boy campaign after a five-year hiatus”). And Seattle Seahawks wide receiver Tyler Lockett helps Pizza Hut promote its Hut Hut Win Sweepstakes & Instant Win game.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 9/15/19

Welcome to the new edition of our 10 most talked about TV ads on social media. It’s car season! Ford and Nissan ranked top, closely followed by AllState.



[Juul says it will keep running ‘Make the Switch’ ad campaign despite FDA concerns](#)

CNBC, 9/12/19

According to ad measurement company iSpot, Juul has spent more than \$29 million on 8,717 airings of television spots in the U.S. since Jan. 8, the day the campaign was announced. The ads also appeared via print, online and radio, including a full-page print ad saying, “The average smoker tries to quit over 30 times. Make the switch.”

Forbes

[The Fashion Resale Market Could Outpace Predictions, But This May Hold It Back](#)

Forbes, 9/13/19

To create awareness, all three companies have taken to television to get the word out. In that Poshmark is the leader, running 14,872 spots in the last 30 days and ranking No. 311 in terms of overall advertising spending, according to ISpot.TV. ThredUP (2,674 airings and No. 839 in sending) and The RealReal (2,533 airings and No. 1,020 in spending) lag far behind.

≡ Forbes

67 views | Sep 13, 2019, 09:26am

The Fashion Resale Market Could Outpace Predictions, But This May Hold It Back



Pamela N. Danziger Contributor

Retail

I study the world's most powerful consumers -- The American Affluent

f

t

in



"We believe the secondhand/resale market could grow much faster in the near-term than the +mid-teens growth that industry sources project," says Credit Suisse's Michael Binetti. (AP Photo/Matt York) ASSOCIATED PRESS

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NINTENDO, SOFI, OVERSTOCK AND MORE](#)

Ad Age, 9/12/19

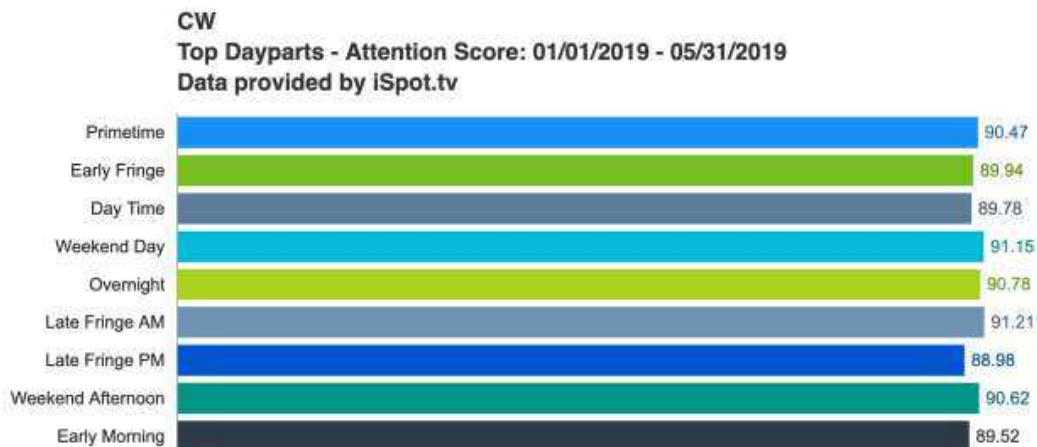
A few highlights: Nintendo positions the Switch as a friendship-centric gaming platform in a spot that focuses on girl gamers. SoFi, the online personal finance company, says that it's refinanced more than \$25 billion in student loans. And Overstock wants you to check out the "thousands of deals on stylish home essentials" available during its Red Tag Sale.



[Network Spotlight: A Deep Dive Into Advertising and Viewership Trends for The CW](#)

Broadcasting & Cable, 9/11/19

We also looked at attention trends by daypart and day of the week using the **iSpot Attention Score**, which gives the average percentage of an ad that is played across TV devices. Looking at daypart, the highest iSpot Attention Scores on average came from primetime (90.47), early fringe (89.94) and day time (89.78).





[Nissan's Versa Tops Most-Seen Auto Ads Chart](#)

Wards Auto, 9/12/19

Hyundai's third-place commercial introduces the Palisade, which comes equipped with Lane Keeping Assist and Blind View Monitor capabilities. This ad has the best **iSpot Attention Index** (149) in the ranking, getting 49% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EA SPORTS, FARMERS, NATURE MADE AND MORE](#)

Ad Age, 9/11/19

A few highlights: Bert, Ernie and other Muppets team up with J. K. Simmons in the latest from Farmers (I-Hsien Sherwood has the backstory on the campaign: "Grover and Cookie Monster prove coverage is necessary in a Farmers Insurance tie-up with 'Sesame Street'"). JuJu Smith-Schuster helps EA Sports hype Madden NFL 20. And Nature Made serves up a fresh TV cut of a wry, selfie-centric commercial that it actually first debuted online last year.



['Ad Astra' Again Tops Studios' TV Ad Spending](#)

Variety, 9/10/19

Notably, "Abominable" has the best **iSpot Attention Index** (108) in the ranking, getting 8% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Yahoo Entertainment](#)



[HGTV Gives 'A Very Brady Renovation' TV's Biggest Promo Push](#)

Broadcasting & Cable, 9/11/19

On the strength of 479.1 million TV ad impressions, HGTV's A Very Brady Renovation is the most-promoted show in our ranking. But the rest of our top five is dominated by a pair of traditional broadcasters eager to hype their fall line-ups.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PROGRESSIVE, KFC, FORD AND MORE](#)

Ad Age, 9/10/19

A few highlights: KFC serves up yet another unlikely Colonel Sanders (Jessica Wohl has the backstory: "KFC reprises classic football icon 'Rudy' in new spot starring Sean Astin"). Ford goes to outer space and back in an ad for the 2020 Explorer (E.J. Schultz reports: "How the Ford Explorer, an SUV pioneer, is trying to stay ahead in the cluttered utility vehicle market"). And Progressive presents a TV cut of "At Home With Baker Mayfield," which it debuted online in various versions (read about the campaign in the latest Ad Age Marketer's Brief).



[CBS Begins Promo Launch Of New Digital Broadcast Network Dabl](#)

MediaPost, 9/9/19

The new Dabl "lifestyle" network (pronounced 'dabble') -- which has a platform on the digital spectrum of TV stations -- has seen some promo exposure over the last week on CBS and CW stations, according to **iSpot.tv**.

AdAge

[FORD F-150 NFL ADS ARE BACK, PAL, BUT DENIS LEARY IS AWOL](#)

Ad Age, 9/9/19

That Leary's absence is notable is largely a function of his seeming ubiquity on NFL Sundays. Not only had the actor been doing the voiceovers for the Ford truck line since 2008, but the automaker itself is a highly visible backer of the league's broadcast partners. Now in its fourth season as the official truck sponsor of the NFL, Ford in 2018 spent some \$118.6 million on in-game inventory, making it one of the league's top five advertisers, per **iSpot.tv** estimates.

AdAge Sections Latest Editor's Picks Most Popular Login

FORD F-150 NFL ADS ARE BACK, PAL, BUT DENIS LEARY IS AWOL

The pickup truck brand is running spots voiced by Bryan Cranston, not Leary, whose testosterone-fueled ads had been an NFL mainstay

f t in p c e

By [E.J. Schultz](#) and [Anthony Crupi](#), Published on September 09, 2019.



MAIN LINE SERVING THE MAIN LINE FOR OVER 125 YEARS
SUBURBAN LIFE

[Show Up Strong: 2017 VFMA Alumnus and West Point Cadet Emmanuel Ahoua Asks ‘What Is Honor?’](#)

Main Line, 9/10/19

The NFL’s **iSpot tv** pitch SHOW UP STRONG supplied the theme for Philadelphia sports on the second Sunday of September.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, PEPSI, BUD LIGHT AND MORE](#)

Ad Age, 9/10/19

A few highlights: Budweiser hypes Bud Light Platinum (“Brewed for the night”). Kansas City Chiefs quarterback Patrick Mahomes helps Amazon promote its Amazon Web Services (AWS) division, which powers statistical analysis for the NFL. And Pepsi celebrates football too—and its own partnership with the NFL—in a high-energy semi-animated spot



Blue Book Services

Credit Rating & Marketing Information for the Produce Industry

[Dole TV ad with IBM highlights food safety](#)

Blue Book Services, 9/9/19

According to **iSpot.tv**, the ad has run nationally 170 times, often during sporting events. Haswell said it will likely run through the end of the year.

Multichannel NEWS

[Measuring the Measurers](#)

Multichannel News, 9/9/19

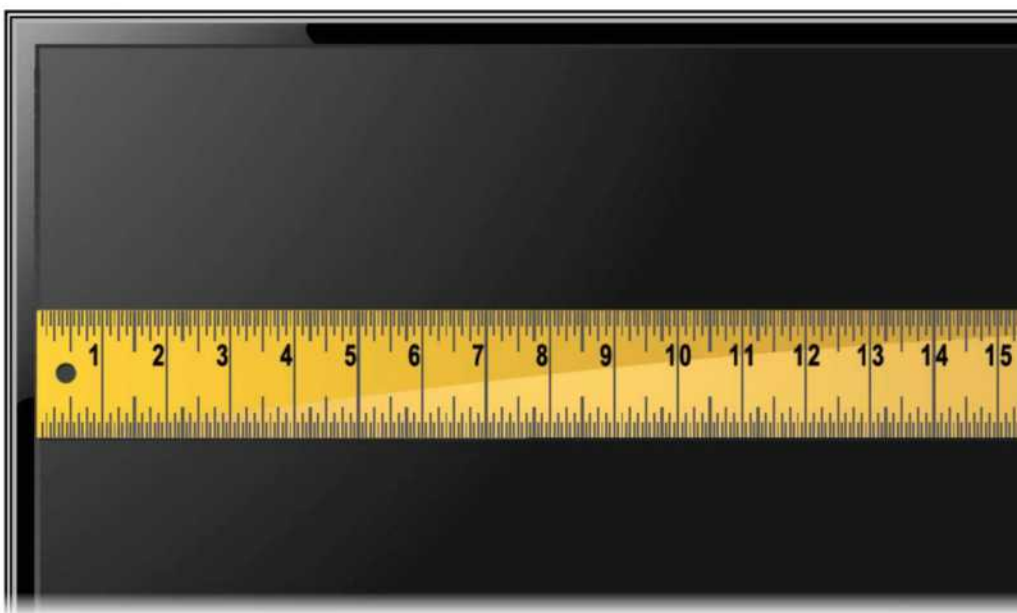
iSpot.tv customers include all the major networks and agencies. “We help them shift dollars from the underperforming areas to areas that are either performing or where they’re not investing and we predict they will get performance, creating a secondary layer on top of age and gender targeting that is much more focused on driving outcomes from them,” Muller said.

Multichannel NEWS **WIRE**

Monday 9 September 2019
[View this email online](#)

Top Stories

Cover Story: Measuring the Measurers



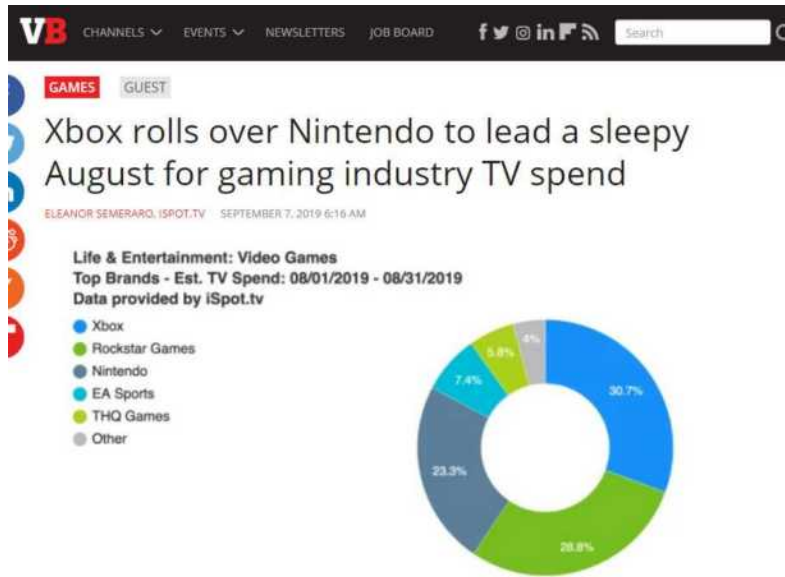
Niche audience-measurement companies aim to give advertisers, programmers a fuller picture of who's watching

WHY THIS MATTERS: *The business of measuring who's watching what in an increasingly segmented TV industry has evolved from a simple count of basic viewership into a near frenzy for increasingly granular information.*

VentureBeat

[Xbox rolls over Nintendo to lead a sleepy August for gaming industry TV spend](#)
VentureBeat, 9/7/19

The summer slump for gaming brands continued in August, with the industry’s estimated total spend coming in around \$3.6 million, down from July’s \$6.2 million. Xbox surpassed longtime frontrunner Nintendo to claim 30.7% of the industry outlay, followed by Rockstar Games with 28.8%.



AdAge

[17-PUNT NFL KICKOFF GAME DRAWS 22 MILLION VIEWERS](#)
Ad Age, 9/6/19

According to **iSpot.tv** data, NBC’s broadcast delivered some 2.11 billion ad impressions, of which 99.9 percent were served up in real time. Among the brands that paid their way, Hyundai, Verizon, State Farm and Lowe’s notched the most impressions, while NBC’s promo blitz alerted viewers to such new and returning primetime series as “Bluff City Law,” “Perfect Harmony,” “Sunnyside,” “The Good Place,” “Superstore,” “This Is Us” and “New Amsterdam.”

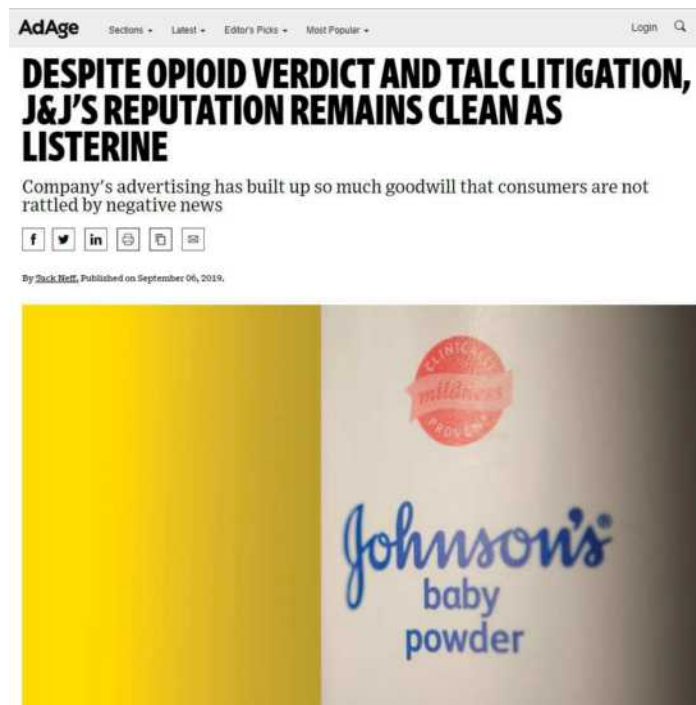


AdAge

[DESPITE OPIOID VERDICT AND TALC LITIGATION, J&J'S REPUTATION REMAINS CLEAN AS LISTERINE](#)

Ad Age, 9/6/19

The resilience of J&J's corporate reputation might in part provide some proof that advertising works. Into the wind of bad press, J&J has spit out more than \$16 million in TV alone behind corporate image advertising in the 12 months ended Aug. 29, according to **iSpot.tv**. The main ad bears the tagline: "Johnson & Johnson: We never stop taking care of you." Add in the closely aligned Johnson's Baby brand, and the company has spent \$23 million on corporate image TV spots in the past year. BBDO handles both Johnson's Baby and the corporate campaign.



[ABC Pushes Big On-Air Promos For New Fall Shows](#)

MediaPost, 9/6/19

Over the last month, **iSpot.tv** says NBC promo brand value is estimated to be \$59.0 million.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 9/8/19

Welcome to the new edition of our 10 most talked about TV ads on social media. This week is dominated by tech, but the force is still strong with GEICO!

Check them out! Any other great campaigns you spotted?

AdAge

[A YEAR AFTER FACING STEEP DECLINES, NFL AD PRICING IS ON THE REBOUND](#)

Ad Age, 9/6/19

Buyers say the usual suspects will return to the NFL this year, as there were very few defections during the upfront sell-off. In other words, get ready for a barrage of in-game creative from the likes of Verizon, Geico, Toyota, Apple, Hyundai, Ford, Chevrolet, Progressive, State Farm and Samsung Mobile. (The leading NFL backers are based on iSpot.tv data from 2018.)



[Busting 3 Myths on Adapting TV Ads for Social Media](#)

PharmaLive, 9/5/19

I know that I don't need to evangelize regarding the power of video to pharma marketers. iSpot.tv found that this industry's brands spent a whopping \$3.73 billion on national TV commercials last year.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, KIA, SONIC AND MORE](#)

Ad Age, 9/5/19

A few highlights: A Walmart shopper turns his shopping list into a sort of mantra in an effort to remember everything he's supposed to buy. Kia says that its Telluride, which comes with 6 USB charging ports, is "built to make each trip a story." And Sonic hypes its Fair Faves menu with items starting at 99 cents.

TV (R)EV

[Network Spotlight: Advertising and Viewership Trends for ABC](#)

TVREV, 9/4/19

Three of the most-seen brands with high-attention ads:

- McDonald's – 1.16 billion TV ad impressions, **iSpot Attention Index** of 112, meaning its ads received 12% fewer interruptions than average
- Ashley HomeStore – 861.3 million impressions, iSpot Attention Index of 133; 33% fewer interruptions
- Macy's – 796.1 million impressions, iSpot Attention Index of 116; 16% fewer interruptions



[ABC Gives 'Stumptown' TV's Biggest Promo Push](#)

Broadcasting and Cable, 9/4/19

Notably, the Very Brady promo earns the highest **iSpot Attention Index** (128) in our ranking, getting 28% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[OREGON-AUBURN NAIL-BITER GETS COLLEGE FOOTBALL SEASON OFF TO A FAST START](#)

Ad Age, 9/4/19

ABC's Ducks-Tigers broadcast served up 705.9 million ad impressions, per **iSpot.tv** estimates. Among the top sponsors were Nissan, Ford, AT&T Wireless, Gatorade, Invisalign, Audi, The Home Depot, Chick-fil-A, American Express and McDonald's.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, STARBUCKS, MCDONALD'S AND MORE](#)

Ad Age, 9/4/19

A few highlights: McDonald's serves up a sweet, feel-good spot with the tagline "There's a little good around every corner" to promote its McCafé offerings. Starbucks wants you to know about one of its new flavored coffee creamers that was "inspired by the Caramel Macchiato you love." And a fierce guard dog scares off an intruder (well, actually just a squirrel) with a little help from Google Nest Hub.

VARIETY

['Ad Astra' Tops Studios' TV Ad Spending](#)

Variety, 9/3/19

Notably, "Rambo: Last Blood" has the best iSpot Attention Index (133) in the ranking, getting 33% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FITBIT, PIER 1, JC PENNEY AND MORE](#)

Ad Age, 8/30/19

A few highlights: Fitbit shows how its Versa 2 smartwatch works with Alexa and Spotify. Home furnishings/decor retailer Pier 1 says that “the color of the moment” is something called “Energetic Ocher.” And JC Penney wants you to “celebrate the end of summer with massive deals” at its Labor Day Sale.



[NFL Increases TV National, Regional Marketing](#)

MediaPost, 8/26/19

Over a month-long period, July 26 through August 26, there have been 2,652 airings of NFL advertising and promo messages versus 1,484 airings a year ago, according to **iSpot.tv**.

MediaPost

TelevisionNewsDaily

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NFL Increases TV National, Regional Marketing

by Wayne Friedman, Yesterday



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SLING, BLUE MOON, AMAZON PRIME VIDEO AND MORE](#)

Ad Age, 8/26/19

A few highlights: Amazon Prime promotes its original comedy special “#IMomSoHard Live!” starring Jen Smedley and Kristin Hensley. Blue Moon, the beer brand, wants you to “Reach for the moon,” per the tagline in its latest ad (Ad Age’s E.J. Schultz has the backstory: “Blue Moon’s ads have less orange peel, more emotion in new creative approach”). And a “Saturday Night Live” alum helps hype Sling (here’s Ad Age’s I-Hsien Sherwood on the campaign: “Maya Rudolph sabotages a dog’s birthday to get in more time with Sling TV”).

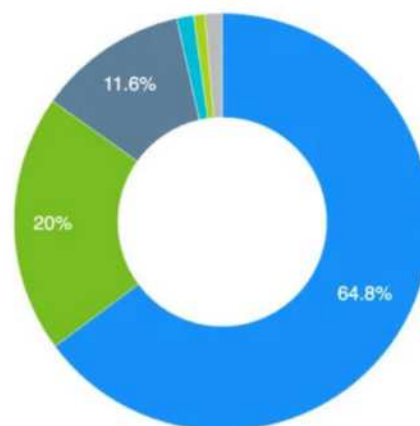
VentureBeat

[Nintendo continues to dominate TV ahead of triple-A season](#)

VentureBeat, 8/24/19

Nintendo maintains its hot streak when it comes to the gaming industry’s recent TV ad impressions. the company’s commercials account for over 64% of the sector’s impressions across 30 days, with Rockstar Games in second place with 20% of industry impressions.

Life & Entertainment: Video Games
Top Brands - Impressions: 07/16/2019 - 08/15/2019
 Data provided by iSpot.tv



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, HEAD & SHOULDERS, RAM TRUCKS AND MORE](#)

Ad Age, 8/23/19

A few highlights: Pat Mahomes and Troy Polamalu argue over Head & Shoulders in a revealing look at what NFL stars talk about in the locker room (right?). Ram Trucks offers a gritty ode to farming. And Walmart customers grill their cashier about whether or not she “beeped” (scanned) everything in their cart given that their total is so low (and fortunately nobody’s in line behind them as this drags on).



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 8/25/19

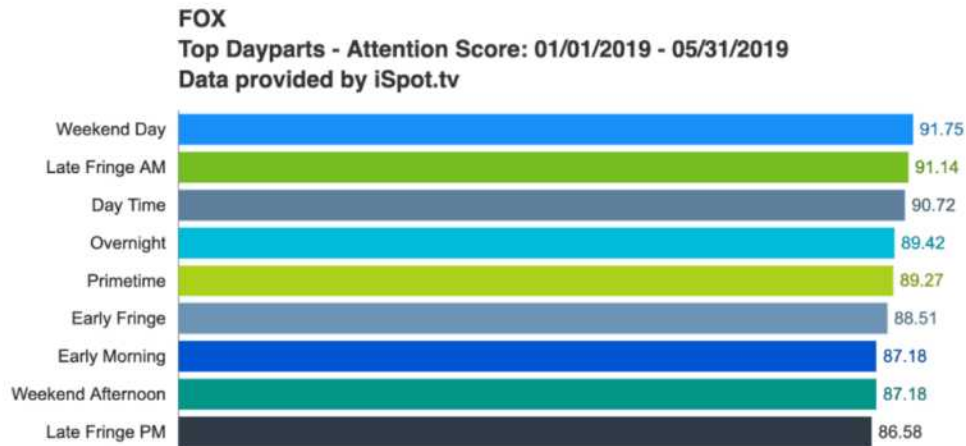
Welcome to the new edition of our 10 most talked about TV ads on social media. This week is dominated by tech, but the force is still strong with GEICO!



[Network Spotlight: A Deep Dive Into Advertising and Viewership Trends for Fox](#)

Broadcasting & Cable, 8/22/19

We also looked at attention trends by daypart and day of the week using the iSpot Attention Score, which gives the average percentage of an ad that is played across TV devices. Looking at daypart, the highest **iSpot Attention Scores** on average came from weekend days (91.75), late fringe a.m. (91.14) and day time (90.72).



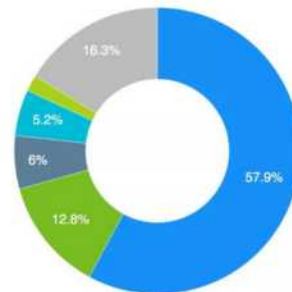
TV (R)EV

[MyPillow Can Avoid Advertising on 'Tucker Carlson Tonight' with Some of These Alternatives](#)
 TVREV, 8/22/19

While a large portion of MyPillow's TV ad dollars are put toward Carlson and Fox News programming (much of it has proven to be controversial at one point or another), plenty more doesn't. Of the remaining spend for 2019, 12.8% went toward the CW, 6% toward CBS Sports, 5.2% to FX and 1.8% to Discovery Channel (with another 16.3% spent against other networks).

My Pillow
Top Networks - Est. TV Spend: 01/01/2019 - 08/15/2019
 Data provided by iSpot.tv

- Fox News
- CW
- CBS Sports
- FX
- Discovery Channel
- Other

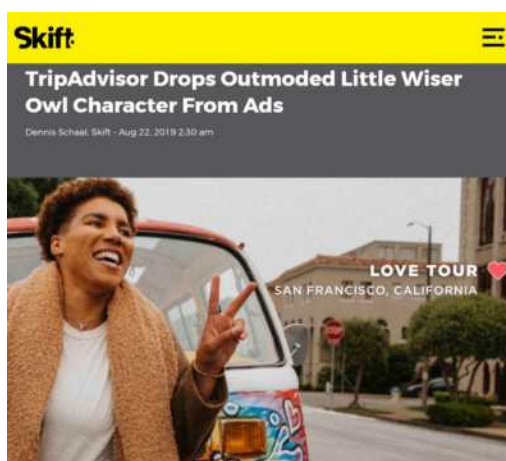


Skift.

[TripAdvisor Drops Outmoded Little Wiser Owl Character From Ads](#)

Skift, 8/22/19

iSpot.tv estimates that TripAdvisor spent some \$228,000 — not a great amount — on U.S. TV advertising during the six days the spot has been running, and it attracted some 10.6 million impressions. The top three TV channels that aired the advertisement were Travel channel, A&E, and Pop TV. The ad will also run on a variety of digital platforms, including Hulu and YouTube.



MediaPost

[Atom Tickets Strikes Deal With Trade Desk To Optimize Movie Campaigns](#)

MediaPost, 8/22/19

From August 2018 to August 2019, movie marketers spent \$2.5 billion on national/regional TV advertising for theatrical movies, according to iSpot.tv. Other estimates show \$35 million to \$40 million is spent on average on marketing a wide-release theatrical movie.



[Subaru Ascends to Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 8/21/19

In its first-place ad for the week of Aug. 12, Subaru reminds us that while it's easy for each of us to shrink into our own little universe, there's a big and beautiful world out there – and with three rows of seating, the Ascent can help families see it.

This ad has the best **iSpot Attention Index** (141) in the ranking, getting 41% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TACO BELL, MICHELOB, JIMMY JOHN'S AND MORE](#)

Ad Age, 8/21/19

A few highlights: Jimmy John's, the sandwich chain, wants you to know that it's giving away a "real house" within one of its delivery zones. In a golf-themed Michelob Ultra spot, an announcer says that "Sometimes the only thing better than the perfect shot is knowing that no one is keeping score." And Taco Bell hypes its \$5 Triple Double Crunchwrap Box against the backdrop of a meteor shower.

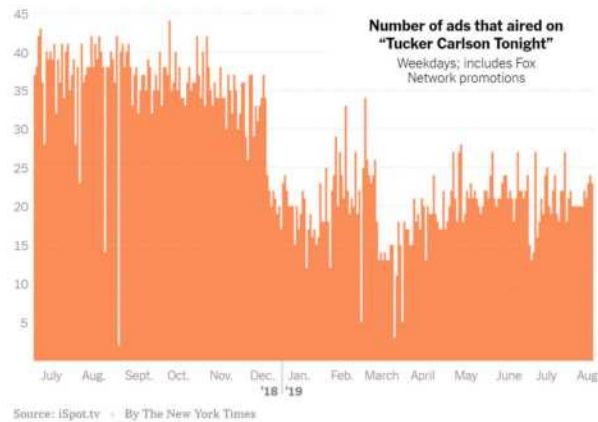
The New York Times

[Tucker Carlson's Fox News Show Loses More Advertisers](#)

The New York Times, 8/20/19

A Monday night episode from one year ago, the broadcast of "Tucker Carlson Tonight" on Aug. 20, 2018, had 16 minutes of ads, with 38 commercials that aired across the nation, according to **iSpot.tv**, the television ads measurement company. The Monday night episode this week, by contrast, had 13.5 minutes of commercials, with 23 nationally aired spots. Eight of the 23 were promotions for other Fox properties.

Syndication: [Hot Air](#)



POLITICO

[POLITICO Playbook: The case for tuning out the White House](#)

Politico, 8/21/19

“A Monday night episode from one year ago, the broadcast of ‘Tucker Carlson Tonight’ on Aug. 20, 2018, had 16 minutes of ads, with 38 commercials that aired across the nation, according to **iSpot.tv**, the television ads measurement company. The Monday night episode this week, by contrast, had 13.5 minutes of commercials, with 23 nationally aired spots. Eight of the 23 were promotions for other Fox properties.”

VARIETY

[‘Good Boys’ Again Tops Studios’ TV Ad Spending](#)

Variety, 8/20/19

Notably, “Angel Has Fallen” has the best **iSpot Attention Index** (117) in the ranking, getting 17% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[NYC Television Week Announces Preliminary Speaker Lineup in a New Track Format, Including Hispanic TV Summit](#)

Cision PR Newswire, 8/20/19

NEW YORK, Aug. 20, 2019 /PRNewswire/ -- NYC Television Week, presented by Broadcasting & Cable and Multichannel News magazines, today announced its transformation for 2019, to a large conference featuring topical tracks and special events that will cover recent changes and challenges in the industry, as well as celebrate industry leaders. New for 2019, NYC Television Week will now feature a 4-track format of conference sessions on the following topics: Streaming, TV Data, Advanced Advertising, and Hispanic TV. The week of events will also feature special celebrations including the 29th annual Broadcasting & Cable Hall of Fame and the 2nd annual NYC TV Week 40 Under 40 reception. The events will be presented at various locations within New York City, from Monday, October 28 through Wednesday, October 30, 2019, and are sponsored by NBCUniversal Hispanic Group, Condista, Castalia Communications, Mexicanal, Google, Applicaster, Cadent, IHS Markit, Nielsen, Univision, Canoe, **iSpot.TV**, Tavant, Disney Advertising Sales, Epsilon and TVSquared.

Syndication: [Stockhouse](#)

Finextra

[AI fueled personalized intelligent routing to drive customer experience transformation](#)

Finextra, 8/20/19

Discover card commercials series

<https://www.ispot.tv/ad/75x5/discover-card-it-card-fico-twins><https://www.ispot.tv/ad/75x5/discover-card-it-card-fico-twins> are good examples on how contact centers can be a huge leverage to create the brand. In the series of ad, the key theme seems to be "We treat you like you'd treat you" while positioning variety of products and features by routing the customer calls to similar personality of customers to highlight the message.



[Investigation Discovery Gives 'Ted Bundy: Mind of a Monster' TV's Biggest Promo Push](#)

Broadcasting & Cable, 8/21/19

Notably, Ted Bundy: Mind of a Monster earns the highest iSpot Attention Index (136) in our ranking, getting 36% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Promaxbda](#)



Covering Hollywood

[Tucker Carlson's Ads Down After White Supremacy 'Hoax' Comments](#)

The Wrap, 8/21/19

The New York Times [reported](#) on the dip on the latest dip in advertisers, saying that a Monday night episode from August 2018 had 16 minutes of ads and 36 commercials compared to 13.5 minutes of ads and 23 nationally-aired spots this Monday. Of those 23, the Times said, eight were promotions for other Fox properties. The Times cited ad measurement company iSpot.tv.



[NYC Television Week Sets Speakers, Hispanic TV Summit](#)

TV Technology, 8/21/19

The events will be presented at various locations within New York City, from Monday, October 28 through Wednesday, October 30, and are sponsored by NBCUniversal Hispanic Group, Condista, Castalia Communications, MexicanaL, Google, Applicaster, Cadent, IHS Markit, Nielsen, Univision, Canoe, iSpot.TV, Tavant, Disney Advertising Sales, Epsilon and TVSquared.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TRIPADVISOR, CASPER, SMUCKER'S AND MORE](#)

Ad Age, 8/20/19

A few highlights: TripAdvisor shows how easy it is to use its app to “save things to do before you go” (on a trip). Father Nature helps promote Smucker’s Natural Fruit Spread (because apparently Mother Nature is otherwise occupied). And direct-to-consumer mattress marketer Casper wants you to know that it offers free shipping and a 100-night satisfaction guarantee.



[These 12 internet stocks are in the best position to survive a recession, according to Bank of America](#)

Pulse by Business Insider, 8/20/19

iSpot.tv

Ticker: [BKNG](#)

YTD return: 12.70%

Average score on BAML's ranking system: 2.3

Source: Bank of America/Markets Insider

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MTN DEW, KOHL'S, SPEEDWAY AND MORE](#)

Ad Age, 8/20/19

A few highlights: Kohl's hypes its deals on juniors' tops, Skechers, bath towels and more. Speedway wants you to know that for a limited time when you buy three cooler drinks, you'll get 10 cents off per gallon of gas. And Mtn Dew (Mountain Dew) gets the Adult Swim treatment in a goofy "Action Team Unite!" animated spot created by and for the network.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 8/18/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.



[Toyota Tops Most-Seen Auto Ads Chart](#)

Wards Auto, 8/15/19

At No.3, Subaru wants to give people “a lot to love” during its current sales event, such as interest-free financing on select new models. This ad has the best iSpot Attention Index (150) in the ranking, getting 50% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Disney Channel Gives 'Descendants 3' TV's Biggest Promo Push](#)

Broadcasting & Cable, 8/14/19

Notably, Disney Channel's general promo earns the highest iSpot Attention Index (117) in our ranking, getting 17% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[What Will ViacomCBS Look Like on TV and Online Video?](#)

Broadcasting & Cable, 8/14/19

iSpot also has attention analytics that measure the propensity for viewers to interrupt ad play during a commercial, called the iSpot Attention Index. Three of the brands with high impressions and a positive Attention Index on CBS:

- GEICO - 1.7 billion impressions, 108 Attention Index (its ads had 8% fewer interruptions than the average)
- AT&T Wireless - 1.5 billion impressions, 117 Attention Index (17% fewer interruptions)
- State Farm - 1.2 billion impressions, 112 Attention Index (12% fewer interruptions)



[TV Ad Attention Trends: Walmart and Target](#)

TVREV, 8/15/19

Notably, Walmart had an average Attention Index of 109, meaning its ads received 9% fewer interruptions than the industry average (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV). Target, on the other hand, had an average Attention Index of 57 (43% more interruptions than the industry average).



[‘Good Boys’ Tops Studios’ TV Ad Spending](#)

Variety, 8/13/19

Notably, “Scary Stories to Tell in the Dark” has the best iSpot Attention Index (149) in the ranking, getting 49% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOLDEN CORRAL, QUEEN V, WALMART AND MORE](#)

Ad Age, 8/13/19

A few highlights: In another of a series of spots with the tagline “Get everything you need to go back big,” Walmart hypes its back-to-school specials. Queen V promotes its feminine wellness products with a series of puns. And Golden Corral wants you to know about its Endless Sirloin & Golden Delicious Shrimp limited-time combo menu offering.



[Nintendo pipes up with 60% share of July videogame ad market](#)

The Drum, 8/13/19

[Nintendo](#) has dominated videogame advertising spend through July with an impressive 60% share of expenditure, according to data provided by iSpot.tv.

Forbes

[Tucker Carlson's Job Is Safe — For Now](#)

Forbes, 8/12/19

According to The Huffington Post, Carlson's show had 13 and 11 paid ads on Thursday and Friday, respectively. Last year, Tucker Carlson Tonight had about 36 paid ads per show. It generated advertising revenue of \$193.9 million last year, according to iSpot TV.



[Amazon Prime Video Ups Media Spend In First Half Of 2019](#)

MediaPost, 8/12/19

Amazon Prime Video has spent \$73.1 million in national/regional TV, according to iSpot.tv, looking at the period from January 1 through August 11 2019.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOLDEN CORRAL, QUEEN V, WALMART AND MORE](#)

Ad Age, 8/12/19

A few highlights: In another of a series of spots with the tagline “Get everything you need to go back big,” Walmart hypes its back-to-school specials. Queen V promotes its feminine wellness products with a series of puns. And Golden Corral wants you to know about its Endless Sirloin & Golden Delicious Shrimp limited-time combo menu offering.

AdAge

[WHY A TUCKER CARLSON 'HOAX'-RELATED ADVERTISER BOYCOTT WON'T WORK](#)

Ad Age, 8/9/19

Questions as to the validity of quizzing Carlson's sponsors about their media planning aside—in such cases it's arguably difficult to separate journalism from advocacy—the obsessive chronicling of advertisers who may be jumping ship at the moment is a bit of an empty exercise, given that a reallocation of spend from Carlson's show to another Fox News program has no material impact on Fox News' bottom line. In this case, the only individual brand that could actually inflict damage on "Tucker Carlson Tonight" is MyPillow; per **iSpot.tv** estimates, the direct-response marketer thus far in 2019 has invested \$26.7 million in "TCT," accounting for one-third of the program's overall sales tally. And, no, MyPillow's not going anywhere.

AdAge

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WHY A TUCKER CARLSON 'HOAX'-RELATED ADVERTISER BOYCOTT WON'T WORK

Only one advertiser defection could truly wound the show, and MyPillow's not going anywhere

By Anthony Crupi, Published on August 09, 2019.



Tucker Carlson Credit: Fox News

VentureBeat

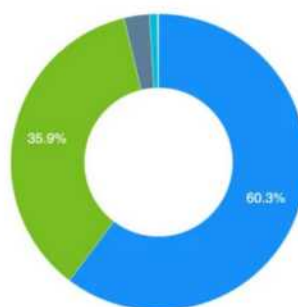
[Summer slump continues for game industry TV spend](#)

VentureBeat, 8/11/19

Gaming brands just reduced spend for the third month in a row, dropping to an estimated \$6.2 million in July from June's \$8.7 million. Once again Nintendo dominated with over 60% of the industry's total outlay, followed by Rockstar Games with nearly 36%.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 07/01/2019 - 07/31/2019
Data provided by iSpot.tv

- Nintendo
- Rockstar Games
- THQ Games
- EA Sports
- Xbox
- Other



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, LANCÔME, STAPLES AND MORE](#)

Ad Age, 8/9/19

A few highlights: Walmart wants you to “get everything you need to go back big” during back-to-school season, including ProSnax Fruit Packs for \$1.38. Staples also promotes back-to-school savings, including spiral notebooks for 25 cents and folders for 15. And Lancôme hypes its Advanced Génifique Youth Activating Serum with bifidus prebiotic.

TV (R)EV

[Network Spotlight: Advertising and Viewership Trends for NBC](#)

TVREV, 8/8/19

Three of the brands with high impressions and a positive **Attention Index**:

- Neutrogena (Skin Care) – 1.2 billion impressions, 122 Attention Index (its ads had 22% fewer interruptions than average)
- McDonald's – 987.8 million impressions, 106 Attention Index (6% fewer interruptions)
- Walmart – 961.6 million impressions, 118 Attention Index (18% fewer interruptions)



[After mocking Apple, Samsung removes the headphone jack from its new phones](#)

CNBC, 8/8/19

In 2016 Samsung mocked the lack of an iPhone jack in the iPhone 7 by showing someone using an iPhone with a bunch of dongles attached, allowing him to listen to music and charge at the same time. The implication was that viewers should buy Samsung's Galaxy phones, which still had the feature. The ad is no longer live on Samsung's YouTube channel, where the company has quietly removed most of the ads mocking Apple. It lives on in other places like **iSpot.tv**.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, CHASE, PROGRESSIVE AND MORE](#)

Ad Age, 8/8/19

A few highlights: Amazon hypes its Prime Wardrobe fashion vertical in a spot with the tagline “Oh la la. Delivered.” Progressive’s Flo and her colleagues have a “Children of the Corn” moment. And comedian Kevin Hart says he uses Chase’s Freedom Unlimited card (with 1.5 percent cash back) every time he buys gas.

FiercePharma

[As Bernie predicted, PhRMA, BIO and Big Pharma aired ads during debate programming](#)

FiercePharma, 8/7/19

During the CNN preview show, the biotech trade association BIO bought one spot each night. Pharma companies that also ran ads during CNN preview and post-analysis coverage included Celgene for Otezla and Allergan for CoolSculpting, according to data from real-time TV ad tracker iSpot.tv.



[Discovery Gives 'Serengeti' TV's Biggest Promo Push](#)

Broadcasting & Cable, 8/7/19

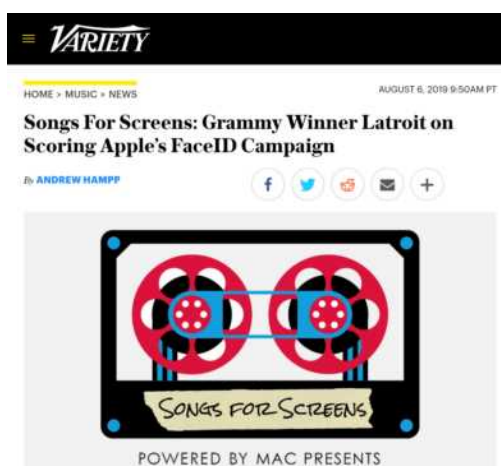
Notably, Flip or Flop earns the highest iSpot Attention Index (138) in our ranking, getting 38% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

VARIETY

[Songs For Screens: Grammy Winner Latroit on Scoring Apple's FaceID Campaign](#)

Variety, 8/6/19

In fact, those are the pipes of Dennis White, a.k.a. DJ/producer Latroit, whose latest single, "Nice," scored the coveted slot in one of Apple's most visible TV commercials (\$14.4 million in estimated ad spend across more than 1,200 national airings since July 7, according to iSpot.TV).



VARIETY

['Fast & Furious Presents: Hobbs & Shaw' Again Tops Studios' TV Ad Spending](#)

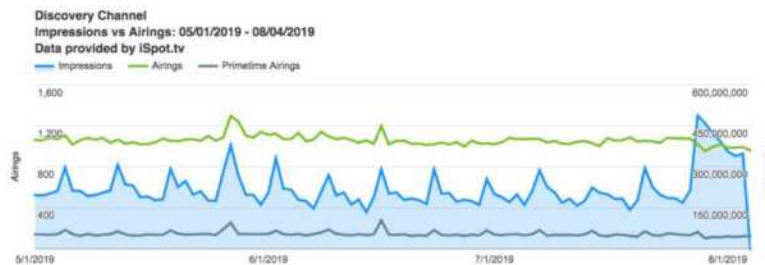
Variety, 8/6/19

Notably, "Scary Stories to Tell in the Dark" has the best **iSpot Attention Index** (141) in the ranking, getting 41% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Shark Week 2019: Discovery Channel Sees 109% Jump in TV Ad Impressions](#)
Broadcasting & Cable, 8/6/19

According to **iSpot.tv**, the always-on TV ad measurement and attribution company, there were nearly 1 billion (992.5 million) primetime TV ad impressions on Discovery Channel during Shark Week (July 28 through Aug. 4), a 109.2% increase from primetime impressions in the seven days before. Interestingly, there were actually slightly fewer primetime ad airings during Shark Week — 975 compared to 992 in the seven days before.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WENDY'S, THE NFL, RAM TRUCKS AND MORE](#)

Ad Age, 8/5/19

A few highlights: Ram Trucks details the state-of-the-art safety features that are part of the Ram 1500, including LaneSense, its lane-departure warning system. The NFL promotes the NFL Game Pass subscription streaming service. And Wendy's hypes its new Bacon Jalapeño Cheeseburger.

Forbes

[Fast Twitch: Female Gamers Are All the Rage, And This Young Hollywood Talent Agent Is Cashing In](#)

Forbes, 8/2/19

As her clients' fortunes rise, so should the agent's. Mastercard named Pokimane and Lily Ki (LilyPichu), another Tjia client, as brand ambassadors for its promotion pegged to a League of Legends tournament. Gaming-headset maker HyperX spent an estimated \$910,000, according to researcher **iSpotTV**, for three airings of an ad shown during the 2019 NBA Finals that included Pokimane. Tjia has inked deals with hot social network TikTok (for gamer Leslie Fu, a.k.a. Fuslie), Geico and Hot Pockets—and cosmetics may be next.

BUSINESS INSIDER

[How the CEO of buzzy TV-measurement firm Data Plus Math made a fortune from fighting Facebook and Google and sold the company for \\$150 million](#)

Business Insider, 7/30/19 [read the article here](#)

Data Plus Math is part of a growing cottage industry of TV-focused startups that help marketers track metrics like attribution and sales by matching up ad exposure with data. Similar companies include Neustar, 605, **iSpot**, and Nielsen



[Lincoln Leads Most-Seen Auto Ads Chart](#)

Wards Auto, 7/31/19

The Lincoln ad with a voiceover from the Oscar-winning actor tells customers they can get special deals on the '19 MKC. The ad has the best **iSpot Attention Index** (149) in the ranking, getting 49% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MATCH, HBO, TRANSITIONS OPTICAL AND MORE](#)

Ad Age, 8/1/19

A few highlights: Rebel Wilson hosts a faux podcast called “Let’s Make Love” in a couple of wry spots from dating site/app Match. HBO promotes “A Black Lady Sketch Show.” And Transitions Optical shows off the faster light-sensitive Gen 8 technology in its Transitions lenses.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM STARBUCKS, AMAZON, GEICO AND MORE](#)

Ad Age, 7/31/19

A few highlights: In a back-to-school spot, Amazon wishes students a “Happy school year!” A (literal) gold fish (not to be confused with a goldfish) stars in a Geico commercial about boat insurance. And Starbucks hypes its “velvety smooth, sweet without sweetener, creamy without cream” Nitro Cold Brew.



[Synopsis' That Big TV Conference Unites Top Networks, Streamers, Brands & Agencies](#)

Cision PR Web, 7/31/19

Cynopsis' That Big TV Conference, sponsored by Gamut TOTAL, Sinclair Media Networks, NY Interconnect, **iSpot.tv**, Tubi, FriendMTS, Simpli.fi, NCC Media, a4 Media, TV Time, and TVSquared, will be held at ThreeSixty in Tribeca, New York City.



[Discovery Gives Shark Week TV's Biggest Promo Push](#)

Broadcasting & Cable, 7/30/19

Notably, Hidden Potential earns the highest iSpot Attention Index (144) in our ranking, getting 44% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

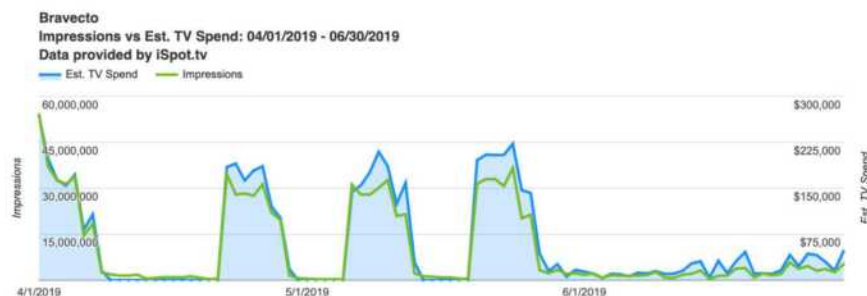
[Q2 TV Advertising Report for Merck and Pfizer](#)

TVREV, 7/30/19

Bravecto (Merck)

- Est. TV spend: \$15.5 million
 - a decrease of 5.97% from Q1 2019
 - a decrease of 42.02% from Q2 2018
- TV ad impressions: 921 million
 - a decrease of 5.73% from Q1 2019
 - a decrease of 37.60% from Q2 2018

Syndication: [MediaNexis](#)



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPRINT, GLADE, OFFICE DEPOT AND MORE](#)

Ad Age, 7/30/19

A few highlights: Sprint serves up a fresh cut of a continuing campaign that promotes a \$35-per-month unlimited plan including Hulu. Office Depot hypes its current sale on furniture. And Glade wants you to “make every day bloom” with the “true fragrance” of its scented candles.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TARGET, ROLEX, SMILE DIRECT CLUB AND MORE](#)

Ad Age, 7/29/19

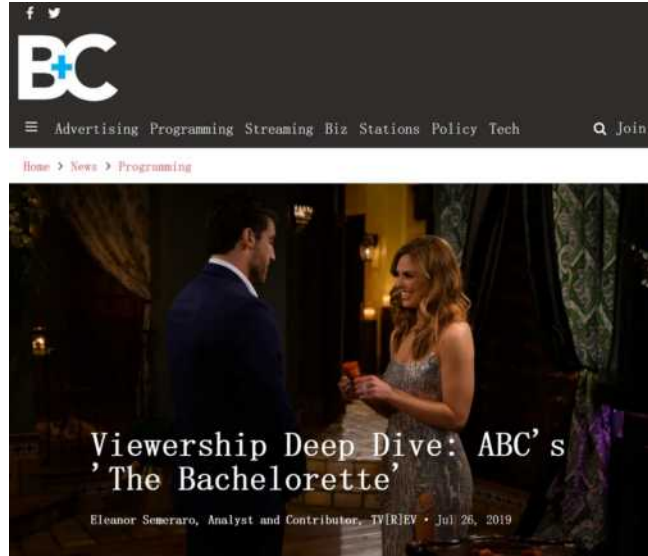
A few highlights: Rolex, a sponsor of women’s golf, celebrates the Evian Championship held at the Evian Resort Golf Club in Évian-les-Bains, France. Smile Direct Club says its new Nighttime Clear Aligners can help you straighten your teeth while you sleep for up to 60 percent less than the cost of braces. And in a back-to-school spot, Target promotes the fact that its t-shirts for kids start at just \$4.



[Viewership Deep Dive: ABC's 'The Bachelorette'](#)

Broadcasting & Cable, 7/26/19

The most-seen (non-network promo) spot was “Rooftop” from Cape Line Sparkling Cocktails with 53.2 million impressions. This ad also scored high with viewer attention, with an **iSpot Attention Index** of 131, meaning it received 31% fewer interruptions than the average ad during *The Bachelorette* (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



TV (R)EV

[Amazon Leads Tech Giant TV Ad Spending... and it's Not Even Close](#)

TVREV, 7/29/19

Using data from always-on TV ad measurement and attribution company iSpot.tv, we looked at impressions, airings and estimated spend for each company from January 1-July 15, 2019.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PELOTON, BURGER KING, CRAYOLA AND MORE](#)

Ad Age, 7/26/19

A few highlights: In a back-to-school spot, Crayola hypes its Take Note line of pens, markers and highlighters. Taco Bell serves up another in a series of ads promoting its new \$1 tacos. And a dad gets a little bit too into singing along with his streaming-video workout (to his son's bemusement) in Peloton's latest.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 7/28/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Beer, video games and burgers, what a week of new TV spots!

Check them out! Any other great campaigns you spotted?



[Cadillac Again Tops Most-Seen Auto Ads Chart](#)

Wards Auto, 7/25/19

Lincoln invites people to discover their approach to craftsmanship in the third-place commercial.

This spot has the best **iSpot Attention Index** (147) in the ranking, getting 47% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VERIZON, OLD SPICE, JC PENNEY AND MORE](#)

Ad Age, 7/25/19

A few highlights: A cover of Frank Sinatra's "My Way" serves as the soundtrack for Verizon's celebration of its technicians in a spot with the tagline "To win it all, we give it all." Old Spice says you should "Never let a friend lose his swagger." And JC Penney wants you to know about its four-day Black Friday in July sale (today through Sunday).



[National Geographic Gives 'Gordon Ramsay: Uncharted' TV's Biggest Promo Push](#)

Broadcasting & Cable, 7/24/19

Notably, Dark Waters earns the highest **iSpot Attention Index** (144) in our top five, getting 44% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AUDIBLE, IHOP, GEICO AND MORE](#)

Ad Age, 7/24/19

A few highlights: IHOP hypes its new \$6.99 chicken-and-pancakes menu offering. In Geico's latest, a corporate boardroom gets treated to a rendition of Whitesnake's "Here I Go Again" as an executive drifts off into a motorcycle-related reverie. And Mindy Kaling helps Audible promote its Audible Escape subscription plan for fans of love stories.

AdAge

[NBC EYES A RECORD AD SALES HAUL FOR THE 2020 OLYMPICS](#)

Ad Age, 7/23/19

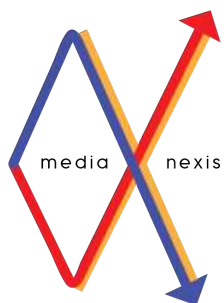
Per **iSpot.tv** data, other top spenders in Rio were Chevrolet, BMW, Samsung Mobile, Geico, Visa, Ford, Exxon Mobil, Citi, McDonald's, Honda, T-Mobile, Nationwide and Nike, an official sponsor of the U.S. national team.

NBC EYES A RECORD AD SALES HAUL FOR THE 2020 OLYMPICS

Tokyo Games expected to top Rio's \$1.2 billion tally



By [Anthony Crupi](#), Published on July 23, 2019.



[These Ads Are Capturing Viewers' Attention During 'The Bachelorette'](#)

MediaNexis, 7/23/19

The commercials with the highest **iSpot Attention Score** (which measures the average percentage of an ad that is played across a TV device) were Tide's "Switch" (97.93), CarMax's "Turtle" Featuring Andy Daly and Gary Anthony Williams (97.67) and Venus' "Take Pride" (97.51).

VARIETY

['Once Upon a Time in Hollywood' Tops Studios' TV Ad Spending](#)

Variety, 7/23/19

Notably, “Once Upon a Time in Hollywood” has the best iSpot Attention Index (119) in the ranking, getting 19% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM OLD NAVY, OFFICE DEPOT, WINDEX AND MORE](#)

Ad Age, 7/23/19

A few highlights: Office Depot wants you to know about its “doorbuster” sale of the moment: spiral notebooks for just 10 cents each. Windex says “Light is life” (and “Let it all in”) in a spot that’s about, yes, the pleasures of cleaning your windows. And Busy Philipps helps Old Navy hype its high-rise slim straight jeans.



MediaPost

[Disney's 'Lion King' Hits \\$185M In Revenues, Overall TV Ad Spend Nearly \\$30M](#)

MediaPost, 7/22/19

Over the last two months, according to **iSpot.tv**, Disney is estimated to have spent \$21.6 million in national/regional TV advertising for the movie -- at \$29.7 million overall. It has had 4,524 airings.

MediaPost ☰
Disney's 'Lion King' Hits \$185M In Revenues, Overall TV Ad Spend Nearly \$30M
by Wayne Friedman , Yesterday



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GATORADE, SNICKERS, BASKIN-ROBBINS AND MORE](#)

Ad Age, 7/22/19

A few highlights: J. J. Watt of the Houston Texans (who, unfortunately, just got put on the PUP list as NFL training camp season begins, Sports Illustrated reports) offers some advice about finding a rival to motivate you in Gatorade's latest. Baskin-Robbins hypes its new Scoops Ahoy USS Butterscotch flavor in a faux-grainy, retro-styled spot. And Snickers gets the Adult Swim treatment in a daffy animated commercial that first aired during Cartoon Network's evening programming block.

VARIETY

['The Lion King' Tops Studios' TV Ad Spending](#)

Variety, 7/16/19

Notably, "Once Upon a Time in Hollywood" has the best **iSpot Attention Index** (142) in the ranking, getting 42% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Yahoo Entertainment](#)

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HP, TAG HEUER, DAVID'S BRIDAL AND MORE](#)

Ad Age, 7/16/19

A few highlights: David's Bridal promotes its Win Your Wedding Sweepstakes (grand prize up for grabs: "\$25,000 for your big day"). TAG Heuer says "#DontCrackUnderPressure" in a spot that dramatically juxtaposes shots of one of its luxury watches and a Formula E race car. And HP shows off the webcam kill switch built into its Spectre x360 laptop.



[Cable TV Vet Jason Klarman Named Marketing Executive For Fox News Media](#)

MediaPost, 7/15/19

The media value of Fox News Channel in-network program promos totaled \$33.5 million from July 2018 to July 2019, according to **iSpot.tv**. During the period, national-regional paid TV advertising on the cable news network was \$1.1 billion.

A screenshot of a web page from MediaPost. At the top, there is a dark navigation bar with the 'MediaPost' logo and a hamburger menu icon. Below this is a section titled 'TelevisionNewsDaily' with a search bar containing the text 'enter your email address' and a 'Subscribe' button. The main content area features a headline: 'Cable TV Vet Jason Klarman Named Marketing Executive For Fox News Media'. Below the headline is the byline 'by Wayne Friedman, Yesterday'. A large portrait photograph of Jason Klarman, a man in a dark suit and white shirt, is displayed. A small 'Klarman' caption is visible in the bottom right corner of the photo.



[Amazon Ramps Up TV Ad Spend For Prime Day](#)

MediaPost, 7/15/19

Some \$7.9 million has been spent to date — June 30 to July 15 — with big dollars spent on Univision (\$1.3 million), NBC (\$705,000), ABC (\$604,000), TNT (\$559,000) and TBS (\$440,000), according to **iSpot.tv**. There have been 3,169 airings of its commercials.



[Sprint, Verizon to Sell 5G Phones Nationwide](#)

Light Reading, 7/12/19

It should also be noted that Verizon continues to feature its 5G service in its nationwide advertising, according to Wave7. For example, TV advertisement monitoring company **iSpot** reported that Verizon has issued a handful of 5G advertisements in thousands of nationwide airings over the past few months.



[Marketing Machine Shaq O'Neal Gets Personal With Endorsements, Epson Is Latest Deal](#)

MediaPost, 7/12/19

From 2016 through 2018, Epson had limited national/regional TV exposure for its products; it's estimated to have spent a \$1.3 million in media spend over that period, according to **iSpot.tv**. That will change with O'Neal, when he will appear a number of new TV commercials.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM JEEP, NIKE, GATORADE AND MORE](#)

Ad Age, 7/12/19

A few highlights: Actor and musician Jeremy Renner helps hype “the Summer of Jeep” as he crisscrosses the country on his Roadhouse Tour. Nike highlights the struggle of a young man named Maynor De Leon to lose weight. And Todd Gurley of the Los Angeles Rams stars in Gatorade’s latest.

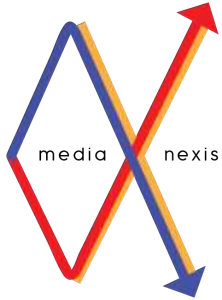
AdAge

[LIVE MICS CAN'T BOOST MLB ALL-STAR RATINGS](#)

Ad Age, 7/11/19

Per **iSpot.tv** estimates, among the most visible advertisers that snapped up inventory in the 2019 All-Star Game were official MLB sponsors MasterCard, Geico and Chevrolet. Other top spenders included Verizon, Toyota and State Farm.





[Q2 Advertising Insights for PepsiCo](#)

MediaNexus, 7/11/19

Earlier this week, PepsiCo delivered its Q2 2019 earnings report, topping analysts expectations with \$16.4 billion in revenue and \$1.54 earnings per share, adjusted. Working with **iSpot.tv**, the always-on TV ad measurement and attribution company, we took a look at how the parent brand harnessed TV advertising in Q2 around six of its most popular soda and snack brands: Pepsi, Mountain Dew, Gatorade, Lay's, Doritos and Cheetos.

Mountain Dew

Est. spend: \$40.5 million

Total TV ad impressions: 3.2 billion

Attention Score: 93.73

Attention Index: 109 (9% fewer interruptions than the industry average)

Most-seen spot: "Let's Do" featuring Holly Holm and Joel Embiid (1 billion impressions)

Mountain Dew
Top Networks - Est. TV Spend: 04/01/2019 - 06/30/2019
Data provided by iSpot.tv

- TNT
- ABC
- ESPN
- CBS
- FOX
- Other



[Kia Leads Most-Seen Auto Ads Chart](#)

Wards Auto, 7/11/19

Kia's first-place commercial for the week of July 1 has the best **iSpot Attention Index** (133) in the ranking, getting 33 percent fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM KIA, ROLEX, NIKE AND MORE](#)

Ad Age, 7/11/19

A few highlights: Kia pits car against wild stallion in a moody commercial for the 2019 Kia Stinger. Rolex celebrates tennis great Angelique Kerber in a stirring spot that's about the ideal of "perpetual excellence." And Nike profiles young boxer Chantel Navarro in an ad that ends with the tagline "Sport changes everything."

FiercePharma

[Pfizer's Xeljanz drops off top June TV spenders list—and Gilead's Biktarvy fills the void](#)

FiercePharma, 7/11/19

Last year, Pfizer spent \$274 million on total DTC for Xeljanz, up from \$257 million, according to Kantar Media. TV alone accounted for almost \$209 million in 2018, according to iSpot.tv data.



[18% of OTT Ad Requests Are Fraudulent: AdLedger](#)

MarTech Advisor, 7/11/19

The AdLedger consortium also includes marquee leaders in advanced TV like Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.

MobileMarketing

[18 per cent of OTT ads are fraudulent: report](#)

Mobile Marketing Magazine, 7/11/19

The AdLedger consortium also includes Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.

TV (R)EV

[Summer Blockbusters: Ad Spend and Attention Trends](#)

TVREV, 7/10/19

Universal Pictures leads the way with an estimated spend of \$116.3 million, or nearly 20% of the whole industry's outlay, followed by Warner Bros. and Twentieth Century Fox.

Life & Entertainment: Theatrical Movies
Top Brands - Est. TV Spend: 04/01/2019 - 07/09/2019
Data provided by iSpot.tv



[FX Gives 'Snowfall' TV's Biggest Promo Push](#)

Broadcasting & Cable, 7/10/19

Notably, The Movies earns the highest **iSpot Attention Index** (129) in our ranking, getting 29% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, APPLE, SLING AND MORE](#)

Ad Age, 7/10/19

A few highlights: Apple demonstrates how useful Face ID can be with a little help from an old dude who doesn't want to lift a finger (or have his nap disturbed). Sling TV enthusiasts Nick Offerman and Megan Mullally seemed to have finally lured actual swingers (as opposed to Slingers) into their lair. And Amazon's Alexa comes between two sisters—in a good way.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CASPER, ACE HARDWARE, RAM TRUCKS AND MORE](#)

Ad Age, 7/8/19

A few highlights: Casper calls itself “America’s #1 rated mattress” in a spot that hypes a July 4th sale (that just ended). Ace Hardware also promotes a July 4th sale—this one on house paint (the sale continues through today). And Ram wants you to know about its Summer Clearance Event with special savings on select truck models including the 2019 Ram 1500 Classic.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 7/7/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Three GEICOs, three new spots and only one car ad. Oh and “She Shed” is back. Which one do you like best?

Check them out! Any other great campaigns you spotted?



[Food Network Gives 'Chopped Junior' TV's Biggest Promo Push for the Second Week in a Row](#)

Broadcasting & Cable, 7/3/19

Notably, Dr. Pimple Popper earns the highest iSpot Attention Index (127) in our ranking, getting 27% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

VARIETY

[‘Spider-Man: Far From Home’ Tops Studios’ TV Ad Spending](#)

Variety, 7/2/19

Notably, “Once Upon a Time in Hollywood” has the best **iSpot Attention Index** (166) in the ranking, getting 66% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM REALTOR.COM, DOWNY, KFC AND MORE](#)

Ad Age, 7/2/19

A few highlights: KFC hypes its new Cheetos Sandwich with a little help from an unlikely spokescreature (Ad Age’s Ethan Jakob Craft previewed the campaign on Friday: “Cheetos mascot named new Colonel Sanders in partnership with KFC”). Todd, a self-described “alpaca whisperer” and Tucker, an “early adopter,” help Realtor.com make a point about how it’s for “real home buyers looking for a real home within your very real budget.” And Downy Unstoppables says it offers “a fresh too feisty to quit.”

[Spider-Man: Far From Home Advertising Spending Is the Highest in the Season](#)

Spark Chronicles, 7/3/19

Thanks to the weekly edition of the Movie Commercial Tracker, sponsored by the company of measurements and attributions iSpot.tv, Variety informs us that the cost of advertising the much – anticipated Spider-Man: Far From Home is apparently the highest of the season thanks to the likes of Columbia Pictures.



[It's Time To Expand Our Definition Of Direct-To-Consumer](#)

AdExchanger, 6/27/19

Today’s column is written by **Brett Jensen**, director of data partnerships, at [iSpot.tv](#).

It's Time To Expand Our Definition Of Direct-To-Consumer

by AdExchanger // Thursday, June 27th, 2019 - 11:45 am

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

"Data-Driven Thinking" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Brett Jensen, director of data partnerships, at [iSpot.tv](#).

Is a hot dog a sandwich? When you break it down literally, it's a piece of meat between bread, frequently dressed up with vegetables and condiments.

It's a funny game of taxonomy not meant to actually redefine what everyone knows to be a sandwich but to examine how we classify words for things in our life.



**Brett Jensen, Director,
Data Partnerships
iSpot.tv**

**Data-Driven
Thinker**

AdAge

[AS THE U.S. ADVANCES ON A TITLE DEFENSE, WOMEN'S WORLD CUP RATINGS SOAR](#)

Ad Age, 7/1/19

According to **iSpot.tv** estimates, the top advertisers in Fox's World Cup coverage include Volkswagen, Nike, Wells Fargo, Geico, Coca-Cola, Verizon, SoFi, Hotwire, Progressive and Google Nest. Verizon replaced Nationwide as the presenting sponsor of Fox's pregame show "World Cup Live," while USWNT sponsor Volkswagen holds down the same role during the postgame broadcast "World Cup Today."

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Media

AS THE U.S. ADVANCES ON A TITLE DEFENSE, WOMEN'S WORLD CUP RATINGS SOAR

England is all that stands between Fox advertisers and massive impressions

f t in e s

By Anthony Crupi, Published on July 01, 2019.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SUBWAY, APPLE, VERIZON AND MORE](#)

Ad Age, 7/1/19

A few highlights: Subway says “Ciabatta believe it!” in a spot featuring a man taking a knee to make a surprise proposal (to have lunch with him). Verizon engineer Jason Cooley talks about the challenge of restoring cellular coverage in a storm-devastated area. And Apple serves up a magical black-and-white commercial titled “Bounce” (Ad Age’s I-Hsien Sherwood offered the backstory on the spot last week: “Apple’s breathtaking AirPods ad is a feat of in-camera magic”).



MediaPost

[Box-Office Revs For Q2 Movies Are Down, But Media Spending Higher](#)

MediaPost, 7/2/19

Theatrical movie national/regional TV media spending was up 28% to \$571.4 million for the quarter from \$445.9 a year ago, according to iSpot.tv.

Box-Office Revs For Q2 Movies Are Down, But Media Spending Higher

by Wayne Friedman , Yesterday



[NBCU Posts 18% Rise In Viewers For Second Democratic Presidential Debate](#)

MediaPost, 6/28/19

During the two-day event, 36 airings of 28 spots ran on MSNBC, with NBC at 28 airings coming from 20 spots, according to **iSpot.tv**. In addition, the TV research company said Telemundo had 54 spots, airing 146 times in total national/regional airings.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 6/30/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Apple AirPods push GEICO back to second place in a week that sees a nice new spot from Showtime.

Check them out! Any other great campaigns you spotted?

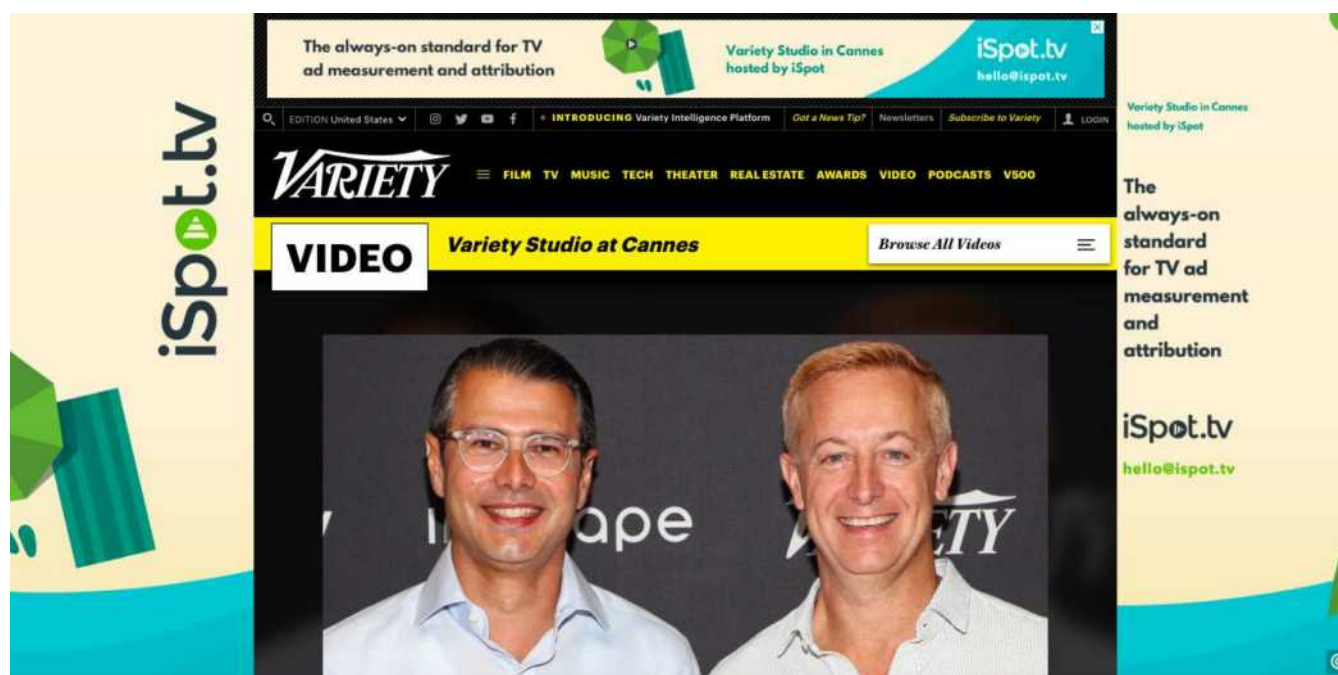
VARIETY

[NBCUniversal and iSpot.tv Executives Talk Evolution of TV Campaigns](#)

Variety, 6/25/19

Krishan Bhatia, EVP of business operations and strategy at NBCUniversal, and Sean Muller, CEO of iSpot.tv, spoke about the evolution of TV campaigns with Variety's Todd Spangler at the Variety Studio at Cannes presented by Inscape and iSpot.tv.

"TV is going through an evolution," said Muller.



[CEO of AT&T's New Advertising Company Xandr Talks Reaching Maximum Advertising Reach in the Modern Age](#)

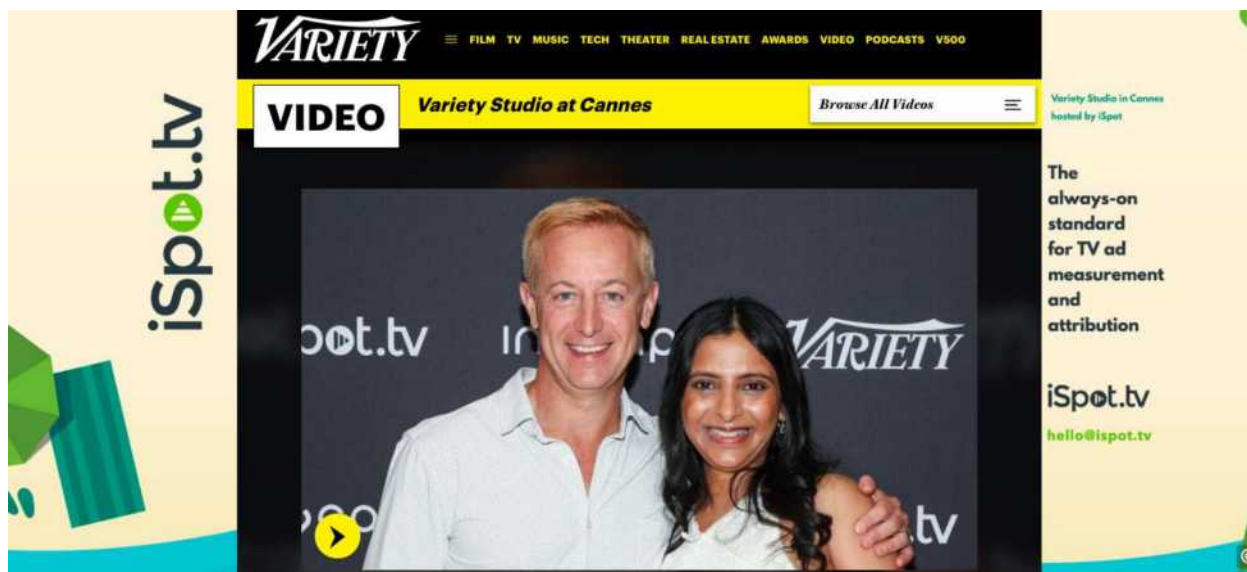
Variety, 6/20/19

"Themes haven't changed all that much – advertisers are looking for more efficiency in their advertising spend, they want mass reach, and they want high quality environments for their advertising," Xandr's CEO, Brian Lesser told Variety's Todd Spangler at the Variety Studio at Cannes presented by Inscape & iSpot.tv.

[CBS' Radha Subramanyam Talks Marketing Analytics](#)

Variety, 6/25/19

Radha Subramanyam, chief research and analytics officer of CBS, discussed marketing analytics alongside Sean Muller, CEO of iSpot.tv, with Variety's Todd Spangler at the Variety Studio at Cannes presented by Inscope & iSpot.tv

[L'Oreal's Camille Kroely Talks Personalizing Ads](#)

Variety, 6/27/19

[Jeff Goldblum & BETC Paris' Stephane Xiberras Talk Creativity](#)

Variety, 6/27/19

[Freewheel's David Clark Talks Recent Comcast-Charter Merger](#)

Variety, 6/27/19

[Sara Clemens Talks the Future of Twitch](#)

Variety, 6/27/19

[Style Icon Jenna Lyons on Launching New Unscripted Series on Turner TV](#)

Variety, 6/26/19

[Big Sean and Business Partners Talk Digital Versus Traditional Advertising](#)

Variety, 6/26/19

[Activists Blair Imani and Akeem Ali on Why Brands Need to Embrace Inclusivity](#)

Variety, 6/24/19

[Quibi Has Already Booked \\$100 Million in Ad Sales, Jeffrey Katzenberg and Meg Whitman Say](#)
Variety, 6/19/19

[NBA star Dwyane Wade on supporting his 11-year-old son's attendance at Miami Pride](#)
Variety, 6/18/19

[Omnicom Digital CEO on the Importance of Using a Digital Platform in the Modern Marketing Space](#)
Variety, 6/24/19



[Taco Bell's Marisa Thalberg Talks Spoof Trailers & Viral Videos](#)
Variety, 6/24/19

[Shonda Rhimes Wants to Change How Advertisers Choose Stock Images](#)
Variety, 6/23/19



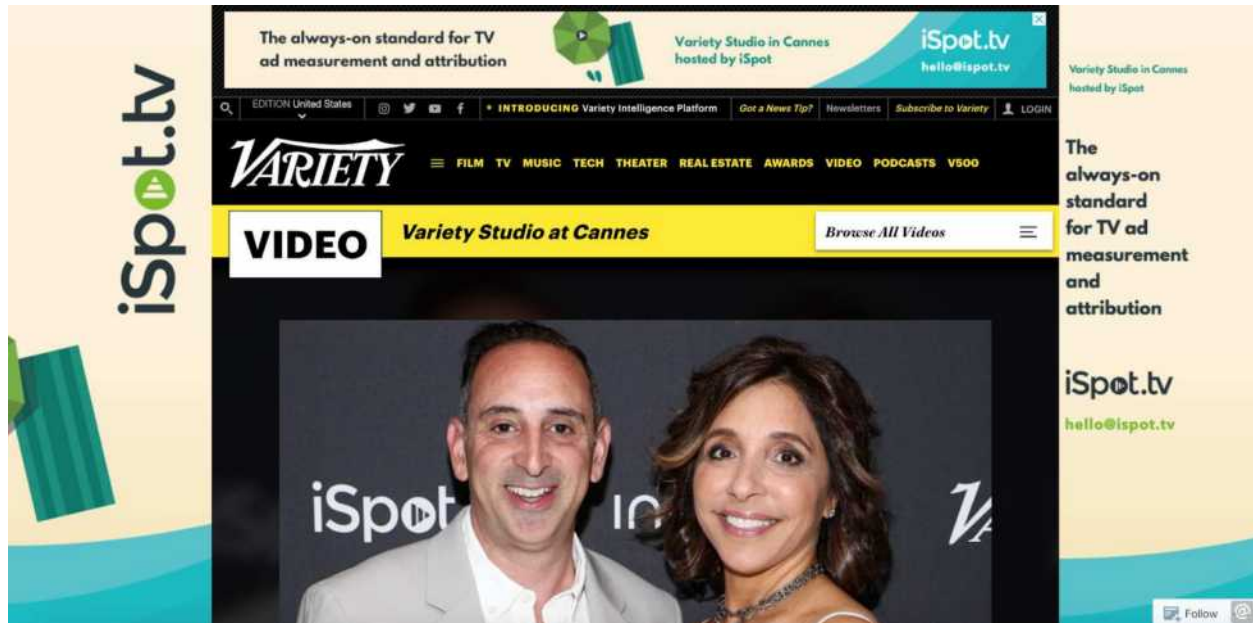
[WarnerMedia, Inscope Execs Talk Adapting to Advanced Technology in the Media Space](#)
Variety, 6/20/19

[Wyclef Jean Warns Democrats: 'Trump Can be Re-Elected'](#)

Variety, 6/21/19

[NBC Universal's Linda Yaccarino and Josh Feldman Talk Advertising Innovation](#)

Variety, 6/25/19

[Variety Cannes Studio to Feature Jeffrey Katzenberg, Shonda Rhimes, Meg Whitman](#)

Variety, 6/11/19

- + Shared on Variety's [on LinkedIn](#) and [on Twitter](#)

“[Variety](#) knows how to cut through the noise and curate the real innovators and leaders in advertising and tech at [Cannes](#),” said Sean Muller, CEO and founder of [iSpot.tv](#), the TV ad measurement and attribution company. “We’re looking forward to sitting with brands and discussing how they are evolving their approach to TV from the legacy of age and gender to one that’s unified across channels and focused on outcomes.”

[NBCU Posts 18% Rise In Viewers For Second Democratic Presidential Debate](#)

MediaPost, 6/28/19

During the two-day event, 36 airings of 28 spots ran on MSNBC, with NBC at 28 airings coming from 20 spots, according to [iSpot.tv](#). In addition, the TV research company said Telemundo had 54 spots, airing 146 times in total national/regional airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LOWE'S, GOLDEN CORRAL, GUITAR CENTER AND MORE](#)

Ad Age, 6/28/19

A few highlights: Lowe's wants you to "do July 4th right" by sprucing up your backyard (with a little help from Lowe's). Guitar Center says "music is about creative freedom" and encourages you to "celebrate your freedom to create" during its Fourth of July sale. And Golden Corral hypes a limited-time addition to its menu: the Slow-Smoked Sirloin & Shrimp Trio.



[Infiniti No.1 on Most-Seen Auto Ads Chart](#)

Wards Auto, 6/27/19

Cadillac rounds out the ranking with an ad declaring hands-free driving is a reality right now with its Super Cruise driver-assistance technology. This commercial has the best **iSpot Attention Index** (154) in the ranking, getting 54% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPRINT, ACORNS, HBO AND MORE](#)

Ad Age, 6/27/19

A few highlights: HBO promotes "Ramy Youssef: Feelings" (premiering June 29), the first stand-up comedy special from the Egyptian-American comedian, writer, actor and director. Investing app Acorns explains how it can effortlessly help convert your spare change into a nest egg over time. And Sprint spokesman Paul Marcarelli says "Wireless network claims are so confusing" in another of a series of ads that hype Sprint's 100% Total Satisfaction Guarantee.



[It's Time To Expand Our Definition Of Direct-To-Consumer](#)

AdExchanger, 6/27/19

Today's column is written by **Brett Jensen**, director of data partnerships, at [iSpot.tv](#).

A little focus on brand intention – which, for true DTC brands, is all about disruption – will go a long way toward ensuring that we're all on the same page.



It's Time To Expand Our Definition Of Direct-To-Consumer

by AdExchanger // Thursday, June 27th, 2019 - 11:45 am

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

"Data-Driven Thinking" is written by members of the media community and contains fresh ideas on the digital revolution in media.

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Brett Jensen, Director,
Data Partnerships
iSpot.tv

**Data-Driven
Thinker**



[The Marketer's Guide To ACR Tech In Smart TVs](#)

AdExchanger, 6/26/19

TV analytics company iSpot licenses Inscope data for its commercial-focused product. “Most ACR data sets are really, really raw,” said **Sean Muller, CEO and founder of iSpot**. The data is “useless” without significant effort to make it consistent, accurate and scalable, with planning, optimization and dashboard features on top – like what his company has built.

FiercePharma

[AbbVie keeps May TV focus on Humira, while Gilead spends big on HIV drugs](#)

FiercePharma, 6/26/19

AbbVie blasted the nearest competing pharma TV ad by dropping \$47.5 million last month, topping the second-closest spender by more than \$20 million, according to data from real-time TV ad tracker **iSpot.tv**.

FiercePharma

[Lilly enlists patients to raise cluster headache awareness after Emgality scores second nod](#)

FiercePharma, 6/25/19

The TV ad, featuring a mother and daughter playing pirates and other pretend games, has been in heavy media rotation since it launched in February, with more than \$62 million spent so far, according to data from **iSpot.tv** real-time TV ad tracker.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LAY'S, GATORADE, NIKE AND MORE](#)

Ad Age, 6/26/19

A few highlights: Gatorade invites you to “bring the heat” in a couple of spots that end with the tagline “Nothing beats Gatorade.” Nike celebrates newly-designated NBA MVP Giannis Antetokounmpo. And urban streetscapes get magical, colorful makeovers in a commercial for Lay’s Poppables.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SOFI, POSTMATES, CLIF BAR AND MORE](#)

Ad Age, 6/24/19

A few highlights: Clif Bar & Company wants you to know that it's family- and employee-owned, so it does "what's right for you and the planet, not the suits" (cue an over-the-top scene of men and women in suits destroying nature). Martha Stewart pops up in two new comical Postmates spots (background courtesy of Ann-Christine Diaz in May: "Martha Stewart has a solution for your dinnertime screw-ups in Postmates' first national campaign"). And online personal finance company SoFi wants you to "Get your money right."



[TV Summer Promotions: Airings See Slight Uptick, But Media Value Soars](#)

MediaPost, 6/21/19

This year, **iSpot.tv** estimates the total media value of those promotions on a network's airwaves and elsewhere for the period at \$113.2 million. That's versus \$71 million in media value for those promotions a year ago.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PEPSI, ANCESTRY, VISIT LAS VEGAS AND MORE](#)

Ad Age, 6/21/19

A few highlights: Pepsi says it's "always pool ready" in one of a continuing series of spots with the tagline "Grab summer by the bottle." A woman named Krystina says she "felt more connected to who I am" after using Ancestry's DNA kit. And Visit Las Vegas hypes Aerosmith's residency in Vegas.

MARTECHSERIES

[GoSpotCheck Gains Valuable Leadership Expertise with Five Additions to Management Team](#)
MarTech Series, 6/21/19



GoSpotCheck Gains Valuable Leadership Expertise with Five Additions to Management Team



Gould was formerly the founder and president of IAG Research (acquired by the Nielsen Company), an entrepreneur in residence with Bessemer, and served in executive roles at Credit Suisse and Merrill Lynch. He also serves on the Board of Directors of **iSpot.tv** and Stella Service.



[Nike, J&J, Burger King, Microsoft: TV Ad Insights For 2019 Cannes Grand Prix Winners](#)
Broadcasting & Cable, 6/20/19

Part of the campaign included the emotional Super Bowl spot “We All Win,” which captured remarkable audience attention with an **iSpot Attention Index** of 187, receiving 87% fewer interruptions than the gaming industry average.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, HBO, DOLLAR SHAVE CLUB AND MORE](#)

Ad Age, 6/20/19

A few highlights: Dollar Shave Club hypes its \$5 Shave & Shower Set with the help of a couple guys with “unique” physiques (spoiler: dad bods). HBO promotes its new limited series “Years and Years.” And Bomba Estéreo’s “Internacionales” serves as the soundtrack for Walmart’s exuberant ad for its grocery app.



[Fox Gives Women's World Cup TV's Biggest Promo Push](#)

Broadcasting & Cable, 6/19/20

Notably, Chopped Junior earns the highest **iSpot Attention Index** (147) in our ranking, getting 47% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM POWERADE, GOOGLE, BOOKING.COM AND MORE](#)

Ad Age, 6/19/19

A few highlights: Powerade travels back in time to depict a young Crystal Dunn finding the inspiration to grow up to be a soccer great. Fox Sports commentator Rob Stone and former Major League Soccer player Alexi Lalas help Google hype its Nest Hub smart display. And Booking.com points out that since July 4th falls on a Thursday this year, you might want to see if you can pull off a four-day weekend getaway.

THE WALL STREET JOURNAL.

[The Ad Industry Has High Hopes for Direct-to-Consumer Businesses](#)
The Wall Street Journal, 6/17/19 [Read Here](#)

NBCU has struck partnerships with companies such as media-measurement firm iSpot.TV to provide faster feedback on what's working, so clients can make changes in the middle of their campaigns if necessary.

For another measure, the number of DTC advertisers across TV increased to 76 last year from 48 in 2017, according to TV ad-measurement firm **iSpot.tv**. They aired commercials 409,617 times, up 63.3%. By the first quarter of this year, DTC buyers on TV numbered 108, iSpot.tv said.



THE WALL STREET JOURNAL.



BUSINESS | JOURNAL REPORTS: LEADERSHIP

The Ad Industry Has High Hopes for Direct-to-Consumer Businesses

These cash-flush firms are boosting marketing budgets and buying spots in many venues



When people ask where ThirdLove is advertising, 'I say pretty much everywhere,' says Heidi Zak, co-CEO of the direct-to-consumer bra company. PHOTO: THIRDLOVE

GeekWire

[Here are the Pacific Northwest region winners for EY's 2019 Entrepreneur of the Year Award](#)
GeekWire, 6/17/19

Last year's EY Pacific Northwest winners included Auth0 CEO Eugenio Pace; **iSpot.tv** CEO Sean Muller; Snap! Raise CEO Cole Morgan; and others.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GILLETTE, CHEVY, MILLER LITE AND MORE](#)

Ad Age, 6/17/19

A few highlights: Gillette invites you to “awaken your senses with the feeling of a hot towel shave” by buying a Gillette Labs Heated Razor. Chevrolet profiles professional storm chasers Roger and Caryn Hill, who rely on their Silverado to bring them right to the edge. And Miller Lite asks “Can a beer be brewed for great taste, only 96 calories, with zero grams of sugar?” (Spoiler: Yes.)

TV (R) EV

[Movies Dunk All Over 2019 NBA Finals](#)

TVREV, 6/14/19

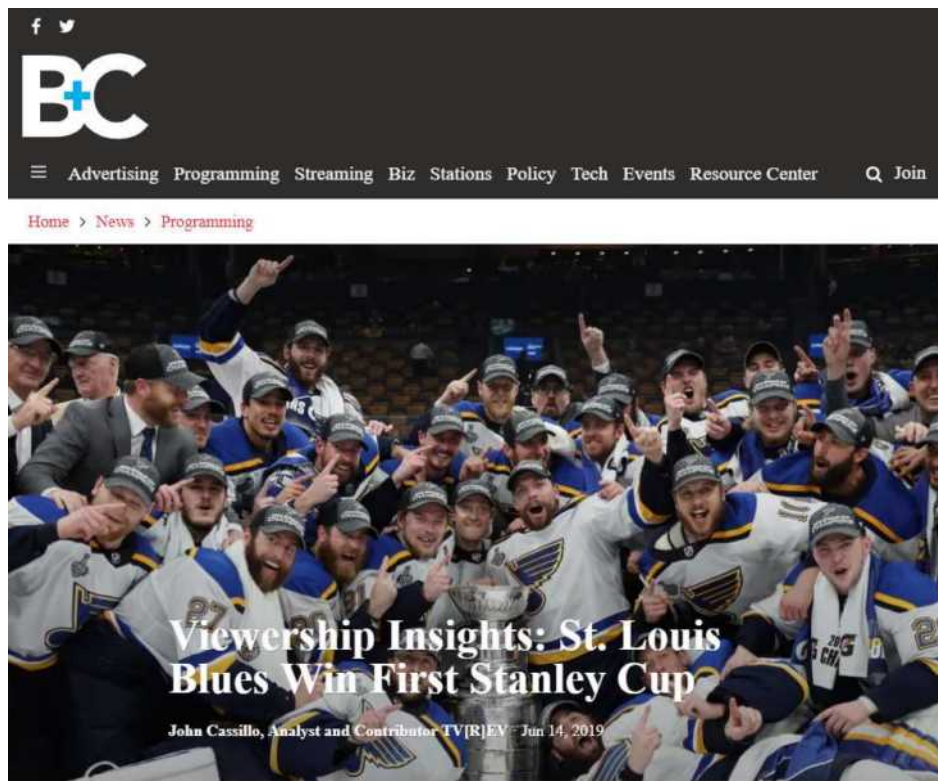
According to **iSpot**, the 2019 NBA Finals generated nearly 8.6 billion impressions over the course of the six games, against an estimated spend of \$204.4 million.





[Viewership Insights: St. Louis Blues Win First Stanley Cup](#)
Broadcasting & Cable, 6/14/19

Stanley Cup ads had an average **iSpot Attention Score** (the percentage of an ad that is played across the TV device) of 95.82



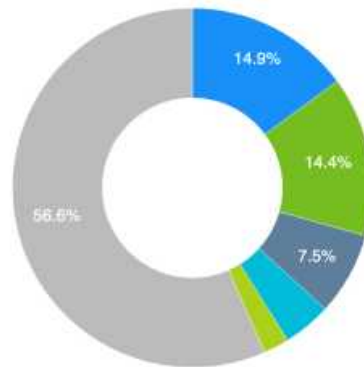


[Cannes Lions Preview: How Past Winners Apple, Google and Burger King Are Spending on TV Broadcasting & Cable, 6/14/19](#)

With nearly 1.3 billion impressions, “Private Side” has been the iPhone’s most-seen spot this year so far—and it’s also one that’s attracted high levels of viewer attention with an **iSpot Attention Index** of 166, meaning it’s received 66% fewer interruptions than other commercials in the smartphone space (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Apple iPhone
Top Shows - Est. TV Spend: 01/01/2019 - 06/10/2019
 Data provided by iSpot.tv

- NFL Football
- 2019 NCAA Basketball Tournament
- 2019 NBA Finals
- NHL Hockey
- The Oscars
- Other



[NBA Finals Down 19% In Viewers](#)

MediaPost, 6/16/19

Major advertisers for this year’s finals, according to **iSpot.tv** were Columbia Pictures’, with 42 airings of its spots (\$8.9 million); YouTube TV, 21 airings (\$8.2 million); Universal Pictures, 44 airings (\$7.2 million); Apple iPhone, 17 airings (\$6.3 million); and Nissan, 26 airings (\$6.3 million).

VentureBeat

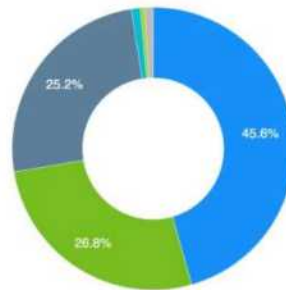
[Game industry TV ad spend craters in May](#)

Venture Beat, 6/16/19

Nintendo's estimated spend of \$4.2 million puts it squarely in first place for the month. It aired 13 commercials over 1,500 times, which resulted in 230.3 million impressions.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 05/01/2019 - 05/31/2019
Data provided by iSpot.tv

- Nintendo
- PlayStation
- Warner Bros. Games
- Blizzard Entertainment
- Focus Home Interactive
- Other



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, CADILLAC, PEPSI AND MORE](#)

Ad Age, 6/14/19

A few highlights: Cadillac says that “Hands-free driving isn’t the future, it’s the present.” Soccer parents get a little help from the Nest Hub smart display in the latest ad from Google. And Pepsi serves up a grilling-themed spot that ends with the tagline “Grab summer by the bottle.”

AdAge

[GAME 7 OF THE STANLEY CUP FINAL IS AN ALL-TIMER FOR NBC](#)

Ad Age, 6/14/19

Per **iSpot.tv** estimates, the brands with the greatest investment in Game 7 include Volkswagen, Honda, Geico, Discover Card, Apple, Google, Samsung Mobile, Tide, Universal Pictures (“Fast & Furious Presents: Hobbs & Shaw,” “The Secret Lives of Pets 2”) and Lexus. Buyers reported that the going rate for a 30-second slice of national inventory during the game was around \$240,000 a pop.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPECTRUM MOBILE, SHERWIN-WILLIAMS, VW AND MORE](#)

Ad Age, 6/13/19

Spectrum Mobile wants you to “Switch to the best network and keep your phone.” Sherwin-Williams asks “What do your walls say about you?” in a spot that promotes the paint brand’s ColorSnap Color ID—“color palettes curated just for you.” And Volkswagen thinks you should “Drive something bigger than yourself” (Ad Age’s E.J. Schultz has the backstory: “VW takes ‘progressive path’ with highly idealistic campaign—but where are the cars?”).

TV (R)EV

[These Five Direct-to-Consumer Brands Are Spending Big on TV in 2019](#)

TVREV, 6/11/19

We also looked at some of the top brands by iSpot Attention Index, which measures the propensity of consumers to interrupt “ad play” (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV). The higher the number, the better.

- Ashley HomeStore – Attention Index of 123
- Wayfair – Attention Index of 118
- Peloton – Attention Index of 105
- Smile Direct Club – Attention Index of 85
- Grubhub – Attention Index of 77

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE NEST, NIKE, COKE AND MORE](#)

Ad Age, 6/11/19

Google presents another in a series of spots focusing on how its Google Nest device can help out moms with needy, inquisitive kids. (A 15-second version of this ad appeared in the May 15 edition of Hot Spots.) Nike serves up a 60-second TV cut of an epic, Women’s World Cup-themed ad it debuted online last week. (See Alexandra Jardine’s coverage of the original three-minute version here.) And Coca-Cola also celebrates the Women’s World Cup in an ad that not-so-subtly suggests you should drink Coke while watching.

TV (R)EV

[The Confusion Between Data and Measurement](#)

TVREV, 6/10/19

“There are a lot of companies and agencies in the market cobbling together raw data or portions of data and mistaking that for actionable intelligence,” noted Sean Muller, CEO of the TV measurement company **iSpot**.

AdAge

[NBC EYES HUGE AD SALES NIGHT AS BRUINS FORCE A STANLEY CUP FINAL GAME 7](#)

Ad Age, 6/10/19

According to **iSpot.tv** estimates, the top-spending advertisers in this year’s Stanley Cup Final include: Volkswagen, Honda, Lexus, Geico, Discover Card, Google, iPhone, Universal Pictures (“The Secret Life of Pets 2,” “Fast & Furious Presents: Hobbs & Shaw”), Subway, Progressive, Bridgestone and Coors Light.

The image is a screenshot of a news article from AdAge. At the top left, the AdAge logo is visible, along with navigation links for 'Sections', 'Latest', 'Editor's Picks', and 'Most Popular'. A 'Login' button and a search icon are on the top right. The main headline reads 'NBC EYES HUGE AD SALES NIGHT AS BRUINS FORCE A STANLEY CUP FINAL GAME 7'. Below the headline is a sub-headline: 'Ratings expected to soar for Boston-St. Louis clincher'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and others. The byline states 'By Anthony Crupi, Published on June 10, 2019.' The main image shows an overhead view of an ice hockey rink during a game. The Bruins' logo, a stylized 'B' with a wing, is prominently displayed in the center of the ice. The words 'Enterprise Center' are written around the perimeter of the rink. Several players in blue and white jerseys are visible on the ice.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VERIZON, WALMART, ADT AND MORE](#)

Ad Age, 6/10/19

A few highlights: A mom talks about why she chose Verizon's "Just Kids" plan for her two daughters. Walmart calls attention to its support of entrepreneurs in a commercial that says the retailer is "committed to investing \$250 billion into products that support American job creation." And the stars of HGTV's "Property Brothers," Jonathan and Drew Scott, help ADT promote its home-security systems.



[Direct Outcomes: Analyzing The 'Big Bets' DTC Brands Are Making On TV](#)

The Video Advertising Bureau, 6/10/19

Report here: [Includes iSpot data](#)



[DTC brands boost TV spending to \\$3.8B as they reach beyond social media](#)

Marketing Dive, 6/10/19

Emerging brands including Home Chef, Touch of Modern, Hunt a Killer and PillPack also saw significant jumps in online video views, per the VAB's analysis of iSpot.tv data.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MCDONALD'S, POPSOCKETS, VW AND MORE](#)

Ad Age, 6/7/19

A few highlights: McDonald's shows off the Stroopwafel McFlurry, a hit at its restaurants in the Netherlands—and coming to a McDonald's near you as part of the chain's Worldwide Favorites promotion. (In May, Ad Age's Jessica Wohl served up the backstory: "McDonald's brings global menu items to more U.S. restaurants").

Forbes

[No LeBron - No Ratings, But What About The Revenue?](#)

Forbes, 6/5/19


According to iSpot.tv data, Columbia Pictures has aired spots for three summer titles (Men in Black: International, Spider-Man: Far From Home and Quentin Tarantino's Once Upon a Time in Hollywood), while Universal has invested in a number of ads to promote its horror flick Ma, the ampersand-crazed popcorn movie Fast & Furious Presents: Hobbs & Jackson and the animated feature The Secret Life of Pets 2.

Forbes
|
Billionaires
|
Innovation
|
Leadership
|
Money
|
Consumer
|
Industry

No LeBron - No Ratings, But What About The Revenue?

Zarko Dimitrioski Contributor @
Media
I juggle advertising, entrepreneurship and TV at the same time...

f LeBron James is out of the NBA Finals and so are the TV ratings. Nielsen's live-plus-same-day data (live viewing plus all postponed viewing within the same day) says that the two Finals broadcasts on ABC averaged 11.6 million viewers, which is 24% lower than the first two games of last year's NBA Finals between the Golden State Warriors and Cleveland Cavaliers. Still, it is more than the average of 9.29 million viewers ABC had back in 2007, when the San Antonio Spurs swept the Cavs.



AdAge

[NBA FINALS RATINGS DOWN NEARLY 25 PERCENT](#)

Ad Age, 6/4/19

Per **iSpot.tv** data, Columbia Pictures has aired spots for three summer titles (“Men in Black: International,” “Spider-Man: Far From Home” and Quentin Tarantino’s “Once Upon a Time in Hollywood”), while Universal has invested in a number of ads to promote its horror flick “Ma,” the ampersand-crazed popcorn movie “Fast & Furious Presents: Hobbs & Jackson” and the animated feature “The Secret Life of Pets 2.”

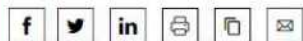
AdAge

Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

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NBA FINALS RATINGS DOWN NEARLY 25 PERCENT

13.6 million viewers for a LeBron-free series is hardly “bum-ass”



By [Anthony Crupi](#), Published on June 04, 2019.





[FX Gives 'The Weekly' TV's Biggest Promo Push](#)

Broadcasting & Cable, 6/5/19

Notably, The Weekly earns the highest **iSpot** Attention Index (112) in our ranking, getting 12% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Summer Sales Top Most-Seen Auto Ads Chart Again](#)

Wards Auto, 6/5/19

First place for the week of May 27 goes to Nissan's Summer of SUVs Sales Event spot, which promotes special savings on '19 Rogue and Kicks models.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, PROGRESSIVE, CITI AND MORE](#)

Ad Age, 6/5/19

Google presents an inspiring spot that shows how girls and young women interested in space travel, aerospace engineering and more can use its search services to learn about opportunities and "Take on the world," per the tagline. In Progressive's latest, the Jamie character (Flo's coworker) engages in some awkward teenage-style rebellion in a classroom. And Dallas Cowboys quarterback Dak Prescott helps Citi hype the "exclusive experiences" available to Citi cardholders.

LINEUPS

[Responsible Marketing Code for Sports Wagering: What Does it Mean?](#)

Lineups, 6/4/19

Back in 2015, when Daily Fantasy Sports were at their peak, DraftKings and FanDuel spent more than \$305 million on more than 80,000 ads that year, according to **iSpot.tv**.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FACEBOOK, HULU, ADIDAS AND MORE](#)

Ad Age, 6/4/19

Facebook shows seemingly random people all singing the Marc Cohn classic “Walking in Memphis” in a spot that promotes private Facebook groups (in this case, a group for homesick Memphians). Phoenix Suns guard Devin Booker helps Hulu hype its live sports offerings. And Adidas serves up scenes of people using and abusing their Adidas kicks in a spot with the tagline “Made with care, worn without.”

built in

[CULTURE FIT: MORE HARM THAN GOOD? 12 EXPERTS SHARE THEIR TAKE](#)

Built in, 6/3/19

“A lot of people talk about culture fit, and you will probably never find those words on our website,” says **Anthony Skinner, CTO at iSpot.tv**. “If you’re going to add to our company, if you’re going to help us extend our lead and help us dominate this niche, then we want you here. It’s not a matter of if you fit. If you’re good, you will fit.”

THE WALL STREET JOURNAL.

[Apple Touts New Privacy Features Amid Scrutiny of Tech Giants](#)

Wall Street Journal, 6/3/19 ([Full Article](#))

“If privacy matters in your life, it should matter to the phone your life is on.” The campaign is about half of Apple’s TV ad spending so far this year, according to the ad-tracking company iSpot.tv.

THE WALL STREET JOURNAL.

TECH

Apple Touts New Privacy Features Amid Scrutiny of Tech Giants

Offerings include anonymous login system, tools to prevent location tracking by apps



AdAge

[BROADCAST AUTOPSY: 6 THINGS WE LEARNED FROM DIGGING IN THE GUTS OF THE 2018-19 TV SEASON](#)

Ad Age, 5/31/19

According to **iSpot.tv** estimates, Geico in 2018-19 was the biggest investor in ad-supported TV, plunking down some \$914 million for inventory across the broadcast and cable networks. The insurance company racked up a staggering 45.7 billion ad impressions during the eight-month interval from Sept. 24 through May 22.

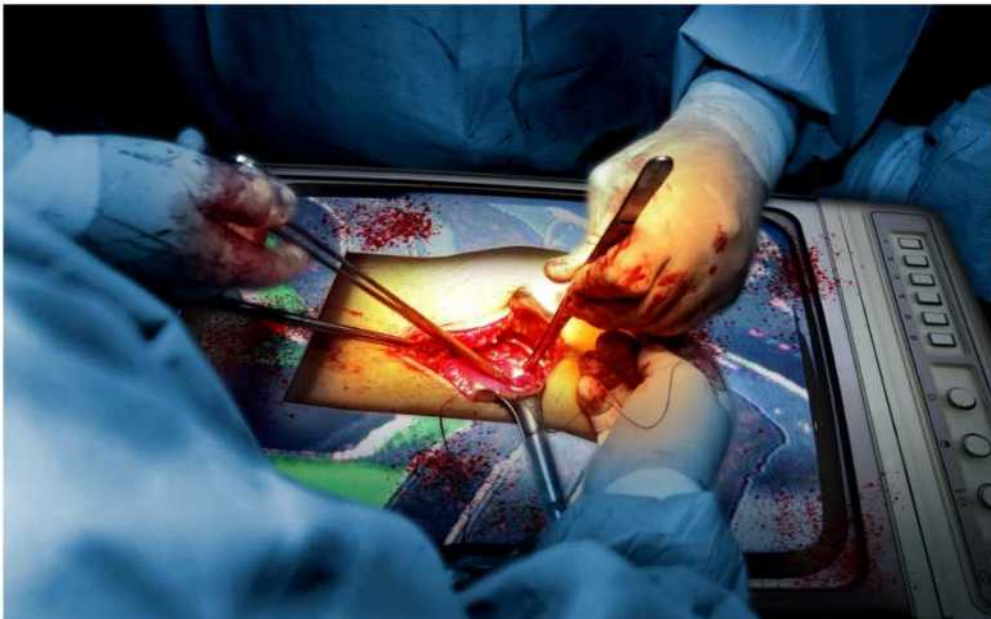
AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾ Login 🔍

BROADCAST AUTOPSY: 6 THINGS WE LEARNED FROM DIGGING IN THE GUTS OF THE 2018-19 TV SEASON

With apologies to Jack Klugman

[f](#) [t](#) [in](#) [📄](#) [🗑️](#) [🗨️](#)

By [Anthony Crupi](#), Published on May 31, 2019.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM COKE, RAKUTEN, MCDONALD'S AND MORE](#)

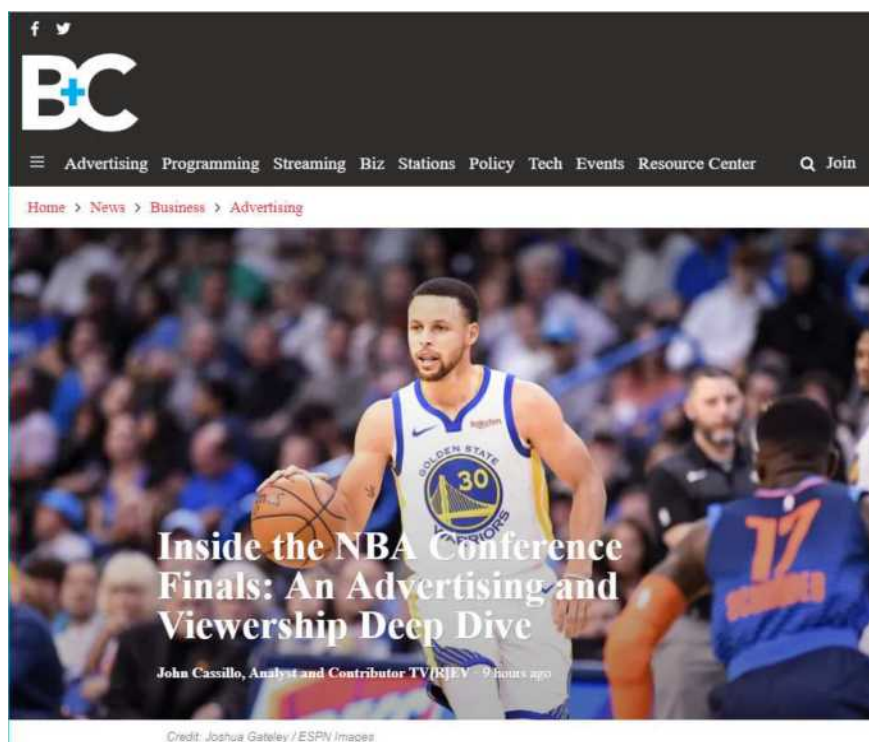
Ad Age, 5/31/19

Coke serves up a nearly wordless (except for the “Enjoy Coca-Cola” tagline at the end) music-video-style ad that focuses on the pleasures of summer grilling. Rakuten (formerly Ebates) explains how its cash-back shopping rewards work. And McDonald’s presents another in a series of spots that promote its partnership with Uber Eats for food delivery.



[Inside the NBA Conference Finals: An Advertising and Viewership Deep Dive](#)

Broadcasting & Cable, 5/30/19



From the start of the first round on April 13, through the end of the conference finals on May 25, the NBA Playoffs generated 29.5 billion ad impressions on an estimated TV spend of \$624.9 million, according to TV ad measurement and attribution company **iSpot.tv**.

Technology Market

[TV Analytics Market Upcoming Trends Forecast till 2024: IBM, Google, The Nielsen Company, Zapr Media](#)

The Technology Market, 5/31/19

Company Coverage (Sales Revenue, Price, Gross-margin, Main Products, etc.) Report 2019: IBM, Google, The Nielsen Company, Zapr Media, Alphonso, TVSQUARED, Amobee, Clarivoy, Tvbeat, BLIX, H-Tech, SambaTV, iSpot.tv, Admo.TV

AdAge

[O \(NO\) CANADA!: RAPTORS LIKELY TO TAKE A BITE OUT OF NBA FINALS RATINGS](#)

Ad Age, 5/30/19

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

O (NO) CANADA!: RAPTORS LIKELY TO TAKE A BITE OUT OF NBA FINALS RATINGS

Historic Toronto-Golden State matchup may cost ABC some ad impressions

By [Anthony Crupi](#). Published on May 30, 2019.



February 11, 2019 – Toronto Raptors forward Kawhi Leonard scores 30 points, including several clutch shots late to narrowly defeat the Brooklyn Nets 127-125 after a crazy fourth quarter. Credit: NBA on ESPN via YouTube

Per iSpot.tv data, the most visible advertisers in TNT's coverage of the Western Conference Finals were Progressive, AT&T, Google Phones, Kia, Samsung Mobile, American Express, Burger King, Geico and Corona. (AmEx and Kia are official NBA sponsors.)



[Summer Themes Dominate Most-Seen Auto Ads Chart](#)

Wards Auto, 5/30/19

Summer themes are featured in four of the five ads in **iSpot.tv's** latest ranking of the most-viewed automotive commercials... In first place for the week of May 20, and for the second week in a row, is Nissan's spot promoting special savings on '19 Rogue or Kicks models during its Summer of SUVs Sales Event.

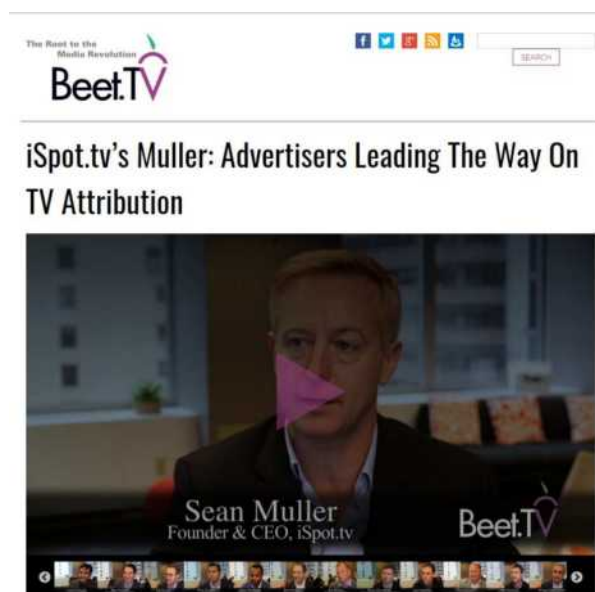


[iSpot.tv's Muller: Advertisers Leading The Way On TV Attribution](#)

Beet.TV, 5/29/19

Led by direct-to-consumer brands, marketers are ahead of the curve when it comes to attribution of television advertising spending. "The advertisers have actually been doing attribution for much longer than the media companies and the agencies," says **Sean Muller, Founder & CEO of iSpot.tv.**

iSpot.tv has spent the last seven years "reinventing measurement for TV," starting with the ability to do it in real time and at scale and then adding the capability to connect ad exposures to business outcomes.



Forbes

[Incremental Reach May Be OTT's Most Important Metric](#)

Forbes, 5/29/19

iSpot is then able to determine which viewers only saw ads on linear, which viewers only saw the ads on OTT and which viewers saw them on both. They are further able to determine when and where those viewers saw the ads...

Because iSpot and others can track when and where OTT ads were seen, they can also track the effect those ads had on sales. They can take the various conversion rate stats (e.g., visited the website, went to the store, bought the product or service) of viewers who only saw the ad via OTT and compare those stats to the conversion rates of similar audiences who only saw the ads on linear TV.

≡ Forbes

100 News | May 29, 2019, 09:40pm

Incremental Reach May Be OTT's Most Important Metric

 **Alan Wolk** Contributor ©
Hollywood & Entertainment
I cover the future of television, from broadcast to digital to social

f
t
in



Audience listens to the lecturer at the conference hall. ©ETTV



[HGTV Again Gives 'Christina on the Coast' TV's Biggest Promo Push](#)

Broadcasting & Cable, 5/29/19

Notably, Animal Kingdom earns the highest iSpot Attention Index (139) in our ranking, getting 39% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, FITBIT, GEICO AND MORE](#)

Ad Age, 5/29/19

“Get dad a gift that gets you together,” Samsung suggests in a spot for its Galaxy Watch (Father’s Day is June 16). The Geico Gecko, the Caveman and other characters from classic Geico commercials appear in one of the final installments of the ongoing “Best of Geico” campaign, along with a Florida woman named Kathleen who won the chance to appear in a Geico ad. And an instrumental version of “Private Idaho” by the The B-52’s serves as the soundtrack for a Fitbit spot with the tagline “Know your body better.”



[Promos Rise For Summer TV Series](#)

MediaPost, 5/28/19

Media value -- from TV networks own airwaves and paid advertising -- is at \$84.6 billion, yielding a total 75.9 billion impressions (65.3 billion coming from live impressions) for the month period between April 28 and May 27, according to **iSpot.tv**.

VARIETY

[‘The Secret Life of Pets 2’ Again Tops Studios’ TV Ad Spending](#)
Variety, 5/28/19

Notably, “Men in Black: International” has the best iSpot Attention Index (141) in the ranking, getting 41% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON FIRE TV, KITCHENAID, HELLOFRESH AND MORE](#)
Ad Age, 5/28/19

An armless zombie discovers how easy it is to use the Amazon Fire TV Cube with just his voice. HelloFresh promotes an \$80-off discount code for new customers who want to try its meal kits. And KitchenAid celebrates “creators, rule-breakers and risk-takers” in the kitchen.

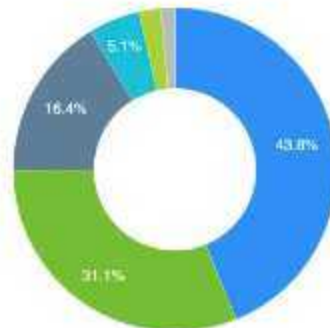
VentureBeat

[Mortal Kombat 11 spot helps Warner Bros. dominate TV ad impressions](#)
VentureBeat, 5/25/19

Overall, there were 1.4 billion TV ad impressions during the period measured, with 11 brands spending an estimated \$20.5 million on 32 spots that aired over 5,400 times.

Life & Entertainment: Video Games
Top Brands - Impressions: 04/16/2019 - 05/15/2019
Data provided by iSpot.tv

- Warner Bros. Games
- PlayStation
- Nintendo
- Focus Home Interactive
- Respawn Entertainment
- Other





[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 5/25/19

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.



[Summer Movies Screen Higher National TV Ad Spend](#)

MediaPost, 5/24/19

National TV spending is at \$219.2 million, according to iSpot.tv -- up 58% for the same month period leading into Memorial Day weekend in 2018, which is at \$139.8 million.



[WATCH THE NEWEST COMMERCIALS ON TV FROM MICHELOB, POSTMATES, DOLLAR SHAVE CLUB AND MORE](#)

Ad Age, 5/24/19

A certain iconic domestic diva helps Postmates hype itself as an alternative to cooking (Ad Age Creativity Editor Ann-Christine Diaz previewed the spot on Tuesday: "Martha Stewart has a solution for your dinnertime screw-ups in Postmates' first national campaign"). Dollar Shave Club celebrates the "dad bod." And Colombian singer-songwriter Maluma helps promote Michelob Ultra as a "superior light beer that goes with our rhythm."

AdAge

[ADS \(SADLY\) NOT REBOOTED FOR ABC'S 'ALL IN THE FAMILY,' 'JEFFERSONS' NOSTALGIA TRIP](#)

Ad Age, 5/23/19



According to **iSpot.tv** data, that leaves four consumer brands that regularly snapped up broadcast TV spots in the '70s—M&M's, Dr Pepper, McDonald's and Listerine—and a trio of film studios in Universal, Disney and Paramount.



[Nissan Boasts Most-Seen Auto Ad](#)

Wards Auto, 5/23/19

The summer-savings theme continues with Toyota's second-place spot offering interest-free financing for 60 months on the '19 Highlander, while GMC's No.3 commercial focuses on the Sierra pickup and its six-function MultiPro Tailgate. The latter ad has the best iSpot Attention Index (106) in the ranking, getting 6% fewer interruptions than the average auto ad.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MASTERCARD, FABFITFUN, SHOWTIME AND MORE](#)

Ad Age, 5/23/19

Savannah Chrisley of USA Network's "Chrisley Knows Best" and "Growing Up Chrisley" hypes a FabFitFun summer-edition subscription box filled with beauty products. An aspiring singer named Kris gets a Mastercard "Priceless Surprise": Blake Shelton invites her to take the stage of "The Voice." And Showtime promotes "City on a Hill," its new original series starring Kevin Bacon and Aldis Hodge.

Bloomberg

[Men Are Paying Sixfold Markups to Feel Cool About Buying Generic Viagra](#)

Bloomberg, 5/22/19

According to **iSpot**, Hims has launched 18 nationally aired TV ad campaigns and Roman has aired 11, in addition to aggressive targeted campaigns on social media platforms like Instagram.

Syndication: [Pocono Record](#), [Reading Eagle](#)...

Menu Search **Bloomberg** Sign In Subscribe

Prognosis

Men Are Paying Sixfold Markups to Feel Cool About Buying Generic Viagra

Hims, Roman and other online drug sellers offer customers modern marketing, slick packaging and discretion—for a cost.

By [Kristen V Brown](#), [Gerrit De Vynck](#), and [Robert Langreth](#)
May 22, 2019, 11:25 AM EDT



Hims Source: Hims



[Former Turner Executive Collins Heads To Fox News Media](#)

Media Post, 5/22/19

For the period May 2018 through May 2019, Fox News Channel pulled in \$1.1 billion in national TV advertising, according to **iSpot.tv**. It has been the top cable TV network in terms of total viewing in prime time and daytime ratings for several years.



[HGTV Gives 'Christina on the Coast' TV's Biggest Promo Push](#)

Broadcasting & Cable, 5/22/19

Notably, Animal Kingdom earns the highest **iSpot** Attention Index (140) in our ranking, getting 40% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, DOORDASH, GUCCI AND MORE](#)

Ad Age, 5/22/19

Google shows how you can “find your stride” with Google search in a marathon-themed commercial. Jared Leto and Lana Del Ray star in a fresh TV cut of a moody campaign for Gucci’s Guilty fragrance that debuted online in January. And DoorDash wants you to use its food-delivery app “wherever you are, whatever you’re craving and whenever you’re craving it.”

Forbes

[At Pay TV Show, The Changing Face Of Ad-Supported TV Was On Display](#)


Forbes, 5/21/19

With the ability to track the consumer journey from TV to digital to mobile comes new ways to understand the effectiveness of TV advertising. **iSpot's** Senior Director of Enterprise Strategy, Rob Tregenza gave some insights into how the company's multitouch attribution capabilities allows advertisers to track the consumer's journey throughout the sales funnel.


≡ **Forbes**

EDITOR'S PICK | 182 views | May 21, 2019, 12:15pm

At Pay TV Show, The Changing Face Of Ad-Supported TV Was On Display

 **Alan Wolk** Contributor ©
Media
I cover the future of television, from broadcast to digital to social

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in



Photocredit: Getty gerry

VARIETY

[‘The Secret Life of Pets 2’ Tops Studios’ TV Ad Spending](#)

Variety, 5/21/19

Ads placed for the animated film had an estimated media value of \$11.52 million through Sunday for 869 national ad airings on 41 networks. (Spend figures are based on estimates generated from May 13-19.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE NEST, CITI, AT&T AND MORE](#)

Ad Age, 5/21/19

Citi focuses on how its backing of Citi Bike in New York has helped transform the way people get around town. AT&T serves up another one of its comical ads with the tagline “Just OK is not OK”; this one focuses on rather pathetic sports memorabilia. And Google shows how you can use its Nest Hub to “get the door without getting up.”



MediaPost

[Less Spending For TV Ads Promoting Video Streaming](#)

MediaPost, 5/20/19

Since the first of the year, national TV advertising touting video streaming services saw much lower overall spending, partly due to Winter Olympics comparisons in 2018. At the same time, according to iSpot.tv, it has yielded comparable impressions from the same number of airings.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 5/20/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Four tech brands, two cars, and only one GEICO ad. Now that’s what I call ad-diversity.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MAZDA, FACEBOOK, ALLEGIANT AND MORE](#)

Ad Age, 5/20/19

Mazda serves up a dreamy, aspirational spot for its CX-5 that encourages us to “find inspiration in every mile.” Discount carrier Allegiant presents scenes of travel-related joy in a commercial with the tagline “Together we fly.” And Facebook says “Let’s find more that brings us together” in an ad that shows how Facebook Groups can help foster a sense of community.



[Amazon Fire TV Tops Roku In Users](#)

MediaPost, 5/16/19

From May 2018 to May 2019, Amazon Fire TV spent \$48.1 million in national TV advertising, pulling in 2.5 billion impressions, airing commercial 7,800 times, according to iSpot.tv.

TV (R)EV

[At Pay TV Show, Wait And See Is The Order Of The Day](#)

TVREV, 5/16/19

The first panel was an overview of the results of our TVREV special report on OTT advertising with commentary from iSpot’s Rob Tregenza, Beachfront’s Frank Sinton and MadHive’s Christiana Cacciapuoti, while the second was around the business of ad-supported OTT and featured Xumo’s Colin Petrie-Norris, Pluto’s Jeff Shultz, Cheddar’s Dan Schneider and a repeat appearance by Sinton.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, IBI, ESPN AND MORE](#)

Ad Age, 5/16/19

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by [iSpot.tv](#), the TV ad measurement and attribution company. The ads here ran on national TV for the first time on May 14.

TV (R)EV

[Upfronts 2019: WarnerMedia Sets Sail for Success with Sports, Xandr, Streaming](#)
TVREV, 5/16/19

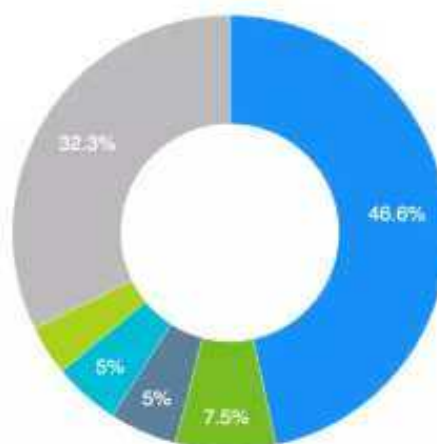
The split makes sense when just looking at how many impressions were generated by sports in the timeframe: 54.1% of all impressions (over 19.5 billion) on TNT came from the NBA and college basketball.

TNT

Top Shows - Impressions: 03/01/2019 - 05/15/2019

Data provided by iSpot.tv

- NBA Basketball
- 2019 NCAA Basketball Tournament
- Supernatural
- Charmed
- NCIS: New Orleans
- Other



Data via iSpot.tv (March 1 – May 15)

TV (R)EV

[Uber TV Ads Have All But Disappeared Amid IPO](#)
TVREV, 5/15/19

According to data from TV ad measurement company iSpot.tv, the Uber brand has spent \$0 on television since January 1 and a little over \$11 million on Uber Eats — all around the NCAA Tournament. They spent nothing before that event in 2019, and nothing since.

TV (R)EV

[Prep for The CW Upfront With These Advertiser and Viewer Insights](#)

TVREV, 5/15/19

Given that it's one of The CW's most popular shows, it's no surprise the network has already renewed *The Flash* for a sixth season. According to iSpot, some of the top-spending brands for the series include Emgality, Progressive, Sprint, T-Mobile and Subaru.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, GOOGLE, COKE AND MORE](#)

Ad Age, 5/15/19

An announcer says "Amazon has everything you need for your home, garden and more" in a whimsical spot with the tagline "Summer delivered." Google says you can "be in the know" with the Google Nest Hub, which can serve up interesting facts when you ask it things (like "How far away is the moon?"). And Coke wants you to "unlock a summer of surprises" with its labels that turn into wristbands.



[ABC Gives 'The Bachelorette' TV's Biggest Promo Push](#)

Broadcasting & Cable, 5/15/19

In between those two, cable networks promote their original series: home-reno show *Good Bones* ([HGTV](#)), crime drama *Animal Kingdom* ([TNT](#)) and crime comedy-drama *Claws* (also TNT). Notably, *Animal Kingdom* earns the highest iSpot Attention Index (140) in our ranking, getting 40% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Toyota No.1 in Most-Seen Auto Ads Ranking](#)

Wards Auto, 5/15/19

Fourth place goes to Kia with a spot featuring three '20 Kia Soul models: the GT-Line Turbo, X-Line and EX Designer. This ad has the best iSpot Attention Index (106) in the ranking, getting 6% fewer interruptions than the average auto ad.

TV (R) EV

[Prep for the CBS Upfront With These Advertiser and Viewer Insights](#)

TVREV, 5/14/19

Now in its 38th season, this reality competition series has been a mainstay for CBS. Per iSpot, top-spending brands since Sept. 1, 2018 (which include the 37th season, which ended Dec. 19, and season 38, which premiered Feb. 20, 2019) include Xeljanz, Portal from Facebook, GEICO, McDonald's and T-Mobile.



['John Wick: Chapter 3 – Parabellum' Again Tops Studios' TV Ad Spending](#)

Variety, 5/14/19

Notably, "A Dog's Journey" has the best iSpot Attention Index (108) in the ranking, getting 8% fewer interruptions than the average movie ad.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, GOOGLE NEST, NIKE AND MORE](#)

Ad Age, 5/14/19

Google Nest serves up scenes of domestic life that are alternately amusing and touching (and sometimes both) in a commercial that ends with the lines "You make a house a home. We make a home a nest." Nike says that "the craziest dream of all is the one that starts a million more." And a woman reading a series of texts breaks out into hysterical laughter in an Apple iPhone spot that's ultimately about iMessage encryption.



[U.S. casinos pledge responsible marketing rules for sports betting](#)

Reuters, 5/14/19

In the beginning of 2015's National Football League season, FanDuel and DraftKings battled for dominance in daily fantasy sports, drowning the airwaves with ads during games, to the annoyance of many fans.

Combined, they spent more than \$305 million on more than 80,000 ads that year, according to iSpot.tv.

Syndication: [Metro...](#)

billboard

[Revealed: Billboard's 2019 Branding Power Players](#)

Billboard, 5/13/19

He also placed neo-soul artist Davie on-screen in a Wild Turkey ad with Matthew McConaughey that logged 1 billion TV impressions in a year, according to iSpot.

FiercePharma

[How can Teva's migraine drug face off Amgen and Lilly? Put neurologists first, DTC last, executive says](#)

FiercePharma, 5/13/19

Lilly spent \$15.1 million on Emgality TV ads in April, bringing its total since the campaign launched in February to \$43.5 million, according to real-time ad tracker iSpot.TV, putting the brand among the [most-advertised](#) on television. And it appears to be working: On Lilly's first-quarter call, Lilly Bio-Medicines President Christi Shaw said Emgality had passed up Ajovy in new prescriptions and total prescriptions after reaching the market third. And Lilly expects Emgality to beat Aimovig in new prescriptions this quarter, she added.



[Days Gone Television Ads Cost Sony Nearly 8 Million In April](#)

The Gamer, 5/13/19

Sony's latest exclusive, Days Gone, cost the company \$7.9 million for television advertising during the month of April alone, according to information obtained through a collaboration between Gamesbeat and iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WARBY PARKER, KROGER, CHARLES SCHWAB AND MORE](#)

Ad Age, 5/13/19

A woman expresses heartfelt appreciation for her glasses in a “Dear Warby Parker” letter. PGA Tour caddie DJ Nelson offers insider tips on navigating the Colonial Country Club in a Charles Schwab spot with the tagline “Commit to your game plan.”

VentureBeat

[PlayStation accounts for one-quarter of game industry's \\$29.4 million TV ad spend in April](#)

Venture Beat, 5/11/19

PlayStation ramped up its marketing in April and ended the month accounting for 26.9% of all gaming-industry ad spend on national broadcast and cable TV. Meanwhile, ranking newcomer Peak Games beat out other big players to take second place.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HULU, GOOGLE PIXEL, MAXWELL HOUSE AND MORE](#)

Ad Age, 5/10/19

Isaiah Mustafa stars in what at first seems to be an Old Spice commercial, but turns out to be a Hulu commercial promoting its commercial-free streaming option. Google serves up a couple more spots featuring 2 Chainz and Awkwafina (see their earlier ad in yesterday's Hot Spots)—part of a continuing campaign for the new Pixel 3a smartphone. And Maxwell House says, “This Mother's Day, let your mom know that everything she does means everything.”

BUSINESS INSIDER

[Uber blew as much as \\$3.2 billion on advertising alone in 2018 on its way to one of the biggest US IPOs on record](#)

Business Insider, 5/10/19 -- [read article here](#)

As the company grows, it's diversifying its media spending, recently putting \$11.2 million toward Uber Eats on the NCAA tournament, for instance, per iSpot.

BUSINESS
INSIDER

TECH FINANCE POLITICS STRATEGY LIFE ALL

BI PRIME INTELLIGENCE

Uber blew as much as \$3.2 billion on advertising alone in 2018 on its way to one of the biggest US IPOs on record

Tanya Dua May 13, 2019, 9:34 AM



FiercePharma

[How can Teva's migraine drug face off Amgen and Lilly? Put neurologists first, DTC last, executive says](#)

FiercePharma, 5/13/19

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AP

[Juil's 'switch' campaign for smokers draws new scrutiny](#)

Associated Press, 5/9/19

Juil spent more than \$11.8 million on the TV ads over the first four months of the year, according to ad tracker iSpot.tv. The spots aired more than 2,800 times on cable channels including A&E, the Food Network and the Discovery Channel.

Syndication: [Business Insider](#), [Washington Post](#), [ABC News](#), [Seattle Times](#), [SF Gate](#), [Daily Mail](#) and over 100 more publications..

abc NEWS

VIDEO

LIVE

SHOWS

⋮

🔍

Juil's 'switch' campaign for smokers draws new scrutiny

By MATTHEW PERRONE, AP HEALTH WRITER WASHINGTON — May 9, 2019, 4:24 PM ET

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🐦 Tweet



Seeking Alpha α

[TV ad disclosures to affect small group of drug makers](#)

Seeking Alpha, 5/9/19

Occupying the top spot is Pfizer (PFE), responsible for more than half of TV drug ads seen by customers during the most recent 12 months. According to iSpot, it paid more than \$600M for 37 unique ads over the past year, including nine for nerve med Lyrica.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE PIXEL, ESPN, METRO BY T-MOBILE AND MORE](#)

Ad Age, 5/9/19

ESPN serves up another is a series of commercials for streaming service ESPN+ starring Boston sports superfan “The Rick” (Mike O’Malley). A couple adorable young foxes (the animal kind) “talk” about the free phones available from Metro by T-Mobile. And 2 Chainz and Awkwafina help Google hype its new Pixel 3a smartphone.



[Nissan Again No.1 on Most-Seen Auto Ads Chart](#)

Wards Auto, 5/9/19

Mazda’s third-place spot is a whimsical ode to the ’19 Mazda3 Hatchback set to Haley Reinhart’s cover of “Dreams” by The Cranberries. This ad has the best iSpot Attention Index (121) in the ranking, getting 21% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[What to Know Ahead of Disney’s Upfront](#)

Broadcasting Cable, 5/8/19

GEICO, Liberty Mutual, Lexus, Little Caesars Pizza and Subaru are among the top-spending brands for [National Geographic](#), per iSpot.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, M&M'S, PROGRESSIVE AND MORE](#)

Ad Age, 5/8/19

“Hokey Pokey” serves as the soundtrack for an exuberant Apple Watch Series 4 commercial. The Hazelnut Spread M&M’s spokescandy gets murdered in an apparent case of cannibalism. (Are we OK with this?) And a motaur—a half-man, half-motorcycle guy—stars in Progressive’s latest.

GIZMODO

[Pharma Companies Will Soon Be Required to List Drug Prices in TV Ads](#)

Gizmodo, 5/8/19 (iSpot.tv in caption of image)

Johnson & Johnson even announced [in February](#) that it would voluntarily include pricing information on TV for some of its drugs, starting with the popular blood thinner [Xarelto](#).

GIZMODO

HEALTH

Pharma Companies Will Soon Be Required to List Drug Prices in TV Ads



Matt Novak
Yesterday 10:15am

The screenshot shows a TV advertisement for Xarelto (rivaroxaban tablets). At the top, it says "Xarelto rivaroxaban tablets". Below that, it says "To learn more about cost and how Janssen can help, visit XARELTO.com". The ad features three price points: "\$0" (with a diamond icon), "\$47" (with a diamond icon), and "\$448". Below the "\$0" and "\$47" prices, it says "MOST PATIENTS PAY BETWEEN \$0 AND \$47 PER MONTH". To the right of the "\$448" price, it says "MAINTENANCE DOSE LIST PRICE PER MONTH". At the bottom, there is a small disclaimer: "Actual costs may vary based on dosing, site of care, insurance coverage and your eligibility for support programs. Estimates from N260™ clinical data (11/2017-10/2018). All rights reserved." At the very bottom, it says "© Janssen Pharmaceutica, Inc. 05/19 19-075204 1-800-646-1234".

Pricing disclosure information that was recently introduced at the end of TV ads voluntarily by Johnson & Johnson for its drug Xarelto.

Screenshot: Johnson & Johnson/iSpotTV

VARIETY

[‘John Wick: Chapter 3 – Parabellum’ Tops Studios’ TV Ad Spending](#)

Variety, 5/7/19

In this week’s edition of the Variety Movie Commercial Tracker, powered by TV ad measurement and attribution company iSpot.tv, Lionsgate claims the top spot in spending with “John Wick: Chapter 3 – Parabellum.”



[McDonald’s Spent \\$50 Million on TV Advertising in April](#)

Skift Table, 5/8/19

McDonald’s competitors Taco Bell, Burger King, Wendy’s, and Domino’s rounded out the top five, spending on average \$18 million less over the period, according to iSpot.TV data.

Syndication: [Yahoo](#)

TOP SPENDING BY BRANDS

Brand	Airings	Primetime Airings	Estimated Spend	Industry
McDonald's	19698	3343	\$50,611,793	Quick Serve
Taco Bell	16647	2969	\$36,062,552	Quick Serve
Burger King	19853	3427	\$33,774,641	Quick Serve
Domino's	20148	4638	\$32,269,200	Pizza
Wendy's	10062	1850	\$26,856,300	Quick Serve
Olive Garden	10235	1951	\$19,633,034	Casual Dining
Arby's	5430	1231	\$18,768,430	Quick Serve
Little Caesars Pizza	13003	2378	\$18,660,348	Pizza
Subway	5763	1174	\$18,309,729	Quick Serve
Pizza Hut	6519	1175	\$15,578,220	Pizza

Information is provided by TV advertising attention analytics company iSpot.tv.



[NBC Gives Billboard Music Awards TV's Biggest Promo Push](#)

Broadcasting & Cable, 5/8/19

Notably, Bargain Mansions earns the highest iSpot Attention Index (137), getting 37% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

1) 2019 Billboard Music Awards, NBC



Impressions: 199,317,703

Attention Score: 77.98

Attention Index: 36 (64% more interruptions than avg.)

Imp. Types: National 94%, Local 5%, VOD/OTT 1%

In-network Value: \$1,330,845

Out-of-network Est. Spend: \$673,705

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GE, TARGET, WENDY'S AND MORE](#)

Ad Age, 5/7/19

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by [iSpot.tv](#), the TV ad measurement and attribution company. The ads here ran on national TV for the first time over the weekend (May 3-5).

FiercePharma

[New Biktarvy spot puts Gilead in top TV-spending ranks, right behind AbbVie and Pfizer](#)

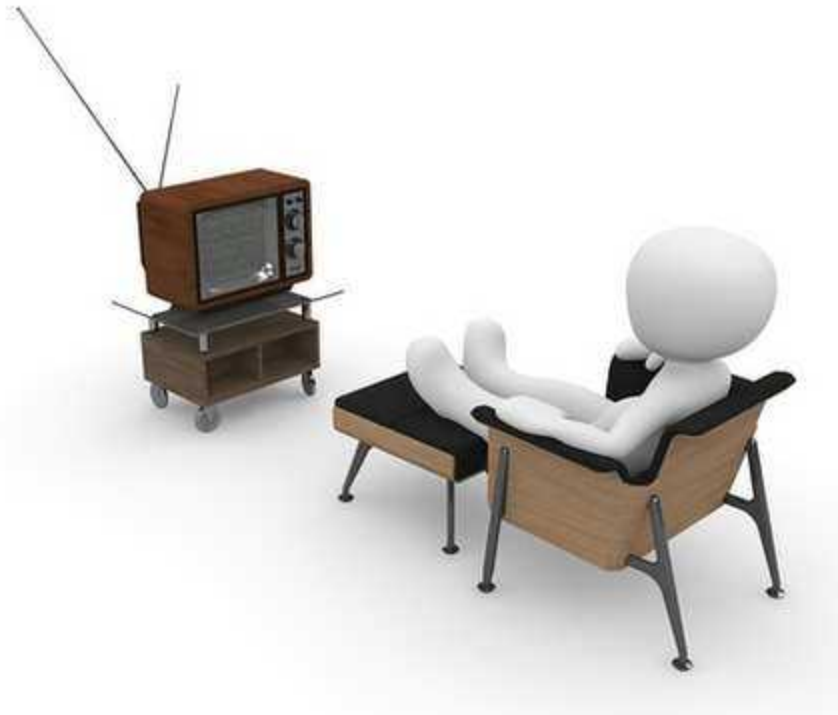
FiercePharma, 5/7/19

April was an impressive show of pharma TV ad strength even for long-standing top spender Humira. The AbbVie immunology med and megablockbuster topped the list in a big way this month with more than \$45 million in national TV buys, according to data from real-time TV ad tracker iSpot.tv.

FiercePharma

MANUFACTURING MARKETING PHARMA VACCINES

Marketing

New Biktarvy spot puts Gilead in top TV-spending ranks, right behind AbbVie and Pfizerby [Both Snyder-Bush](#) | May 7, 2019 9:27am

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ETSY, CHEVY, BASKIN-ROBBINS AND MORE](#)

Ad Age, 5/6/19

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by iSpot.tv, the TV ad measurement and attribution company. The ads here ran on national TV for the first time on May 2.



[What to Know Ahead of NBCUniversal's Upfronts](#)

Broadcasting & Cable, 5/3/19

Today's deep dive covers [NBCUniversal](#), with a specific focus on its cable properties USA Network, Bravo, Syfy, MSNBC and NBC Sports. Below are topline ad and viewership trends from TV ad measurement and attribution company [iSpot](#), and [Inscope](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs. The data here covers Jan. 1 through April 26.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, VERIZON, HEINEKEN AND MORE](#)

Ad Age, 5/3/19

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by iSpot.tv, the TV ad measurement and attribution company. The ads here ran on national TV for the first time on May 1.

AdAge

[NBA playoffs ratings slide as LeBron sits out the postseason](#)

Ad Age, 5/2/19

Since the playoffs began in mid-April, the biggest spenders have included representatives of the beer, insurance, wireless, quick-service restaurants and auto categories. Per [iSpot.tv](#) data, Corona has been particularly active, especially during ABC's broadcasts, while [official NBA wireless sponsor](#) (and TNT parent company) AT&T also has been particularly visible throughout the playoffs. Other top backers include Progressive, Geico, Kia, Burger King and American Express.

AdAge

NewFronts live

Walmart's ad network

CBD-infused snacks

Hulu binge-TV ads

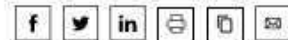
The J

Media

NBA PLAYOFFS RATINGS SLIDE AS LEBRON SITS OUT THE POSTSEASON

Dubs are doing their part to pump up the TV numbers

By [Anthony Crupi](#). Published on May 02, 2019.



Credit: Thearon W. Henderson/Getty-Images

Most Popular



Leo Burnett Worldwide
executive chairman and
CCO to exit



Spotify debuts voice-
enabled audio ads with
Unilever



Say goodbye to Facebook
blue: Social network
wants a new look and
fresh start

AdAge

[Watch the newest commercials on TV from Coke, Hims, CarMax and more](#)

Ad Age, 5/2/19

Coke says that Coca-Cola Zero Sugar is “not magic... it just tastes like it.” Hims, the company that sells treatments for hair loss and erectile dysfunction online, serves up a simple branding spot that features exuberant dance action in a New York City subway station. And CarMax says that “helping people is what CarMax people are all about.”

AdAge

[Watch The Newest Commercials On TV From Walgreens, Chilly Cow, Little Caesars And More](#)
Ad Age, 5/1/19

Various people shed mournful tears because they're eating ice cream that's not, well, Chilly Cow, 5 "the creamiest, lower-calorie, protein-packed ice cream made with ultra-filtered milk." A Little Caesars 5-Meat Feast pizza causes an epidemic of fainting. And Walgreens promotes its Red Nose charitable initiative, through which you can "help a child live a healthier life."

VARIETY

['Avengers: Endgame' Again Tops Studios' TV Ad Spending](#)
Variety, 4/30/19

Notably, "A Dog's Journey" has the best iSpot Attention Index (109) in the ranking, getting 9% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



The image is a screenshot of a web article from Variety. At the top, the Variety logo is on the left, and navigation links for FILM, TV, MUSIC, TECH, GAMING, THEATER, and REALITY are on the right. Below the logo, the breadcrumb "HOME > DIGITAL > NEWS" and the date "APRIL 30, 2019 11:23PM PT" are visible. The main headline reads "'Avengers: Endgame' Again Tops Studios' TV Ad Spending". Below the headline, it says "By ISPOT.TV" and there are social media sharing icons for Facebook, Twitter, YouTube, Email, and a plus sign. The main image shows a character in a dark, futuristic suit with glowing orange lights, looking upwards with a concerned expression. At the bottom right of the image, there is a small credit line: "CREDIT: COURTESY OF MARVEL".



[TLC Gives '90 Day Fiancé: Happily Ever After?' TV's Biggest Promo Push](#)

Broadcasting & Cable, 5/1/19

Notably, Bargain Mansions earns the highest iSpot Attention Index (138), getting 38% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[Watch the newest commercials on TV from Etsy, Delta, Kia and more](#)

Ad Age, 4/30/19

Kia calls the 2020 Kia Telluride both “down-to-earth” and “a work of art.” Etsy shows off some of the handcrafted goods—including pendant necklaces and personalized pet bowls—it sells. And Delta says it “isn’t flying just to bring us together, but to show we were never that far apart.”

AdAge

[Watch The Newest Commercials On TV From Expedia, Pepsi, Subway And More](#)
Ad Age, 4/29/19

Actor-comedian John Leguizamo gulps Pepsi right before taking the stage for a stand-up set. Expedia says that “Sometimes a little downtime can lift you right up.”



[Legal gambling from your phone could be a \\$150 billion industry, but making it happen will be tough](#)
CNBC, 4/28/19

During one week in November 2015, DraftKings outspent [every other company on the planet](#) in weekly TV advertising. It had a valuation of about \$1 billion at the time. FanDuel wasn't far behind, spending more money on TV advertising in 2015 than it had in total [2014 sales](#), according to estimates by research firm iSpot.tv.

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

Legal gambling from your phone could be a \$150 billion industry, but making it happen will be tough

PUBLISHED SAT, APR 27 2019 • 9:59 AM EDT | UPDATED SAT, APR 27 2019 • 11:56 AM EDT

Alex Sherman
@SHERMAN4949

SHARE f t in e ...

KEY POINTS

- FanDuel and DraftKings have 83% market share in sports betting in New Jersey, but they may not be the dominant players in every state as online wagering is legalized.
- Each U.S. state has its own set of rules and regulations, leading to a “wild west” situation as companies position themselves to operate online sportsbooks.
- FanDuel and DraftKings are both positioning for a potential initial public offering in the next year or two.

TRENDING NOW

Boeing waited until after Lion Air crash to tell Southwest safety alert was turned off on 737 Max

Don't make this 'huge mistake' with your 401(k), says one expert

© iSpot.tv



['Endgame' Hits Massive Box Office Records, With Modest TV Ad Spend](#)

MediaPost, 4/28/19

Massive box-office spending for Marvel Studios' "Avengers: Endgame" -- setting all kinds of records -- was supported by modest national TV advertising.

"Endgame" is estimated to have spent \$20.7 million for the entire run of its national TV advertising campaign so far -- posting some 2,791 airings of its commercials, according to iSpot.tv.



[Warner Media Exec Lynn Whitney Heads to Lionsgate](#)

MediaPost, 4/24/19

From April 2018 through April 2019, iSpot.tv says Lionsgate spent \$162.5 million in national TV spend for its theatrical movies -- with the biggest spend over that period for "Robin Hood" at \$25.4 million, which opened in November 2018.



TelevisionNewsDaily

Warner Media Exec Lynn Whitney Heads To Lionsgate

by Wayne Friedman , Yesterday



THE ST. LOUIS AMERICAN

[Tiger beat continues with soaring TV ratings, revenues and - hopefully - minority participation in golf](#)

St. Louis American, 4/24/19

According to ratings tracker, [iSpot.tv](#), Masters advertising revenue event on CBS (Saturday and Sunday) and ESPN (Thursday and Friday) rose an estimated 40 percent over the year before, with \$34.1 million.

AdAge

[Watch The Newest Commercials On TV From Reebok, Samsung, Geico And More](#)

Ad Age, 4/24/19

Time moves backwards in a dreamy Reebok ad that ends with the tagline “Sport the unexpected.” An office worker who’s nervous about buying a new house really overdoes it with the stress balls in Geico’s latest. And Samsung calls attention to the “notch-free display” (take that, Apple) on its Galaxy S10+.

VARIETY

[‘Avengers: Endgame’ Tops Studios’ TV Ad Spending](#)

Variety, 4/23/19

Notably, “[The Hustle](#)” has the best iSpot Attention Index (128) in the ranking, getting 28% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).





[Viacom's Gearing Up for the NewFronts -- Here's What You Should Know](#)

Broadcasting & Cable, 4/23/19

In advance of the media giant's presentation, we're taking a look at the four key Viacom TV properties — [BET](#), [Comedy Central](#), [MTV](#) and [Nickelodeon](#) — that will likely factor into Viacom's NewFronts in some way. We've put together topline ad and viewership trends from TV ad measurement and attribution company [iSpot](#), and [Inscope](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs. The data here covers Jan. 1 through April 15.



[Home](#) > [News](#) > [Business](#) > [Advertising](#)

Viacom's Gearing Up for the NewFronts — Here's What You Should Know

Insights from four of its biggest networks courtesy of iSpot and Inscope

Eleanor Semeraro, Analyst and Contributor, TV[R]EV · 16 hours ago



Are you focusing on the NewFronts yet? We are — and leading up to the presentations in New York next week, we're taking a look at some of the major players set to take the stage.

First up: [Viacom](#), which will share what it has planned for digital. Last spring, the company announced digital-first programming and talent deals, including Nickelodeon's partnership with rising YouTube star Annie LeBlanc.





[Cadillac No.1 on Most-Seen Auto Ads Chart](#)

Wards Auto, 4/23/19

Subaru closes out the rankings with a spot for the '19 Ascent that focuses on its three rows of seating. This ad has the best iSpot Attention Index (153) in the ranking, getting 53% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[ABC Again Gives 'Bless This Mess' TV's Biggest Promo Push](#)

Broadcasting & Cable, 4/24/19

New to our top five: [HGTV](#)'s promo for Bargain Mansions in third. Notably, it earns the highest iSpot Attention Index (140) in our ranking, getting 40% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



VARIETY

[Songs for Screens: Extra Gum Follows Gold-Certified Synch Smash With Campaign Featuring Jacob Banks](#)

Variety, 4/23/19

Reinhart's romantic, vocals-and-piano version of the Elvis Presley classic was certified gold a year after the campaign's initial release, and in turn helped the spot create such a strong following among consumers that it aired on U.S. television and in other mediums for more than three years. In fact, "Sarah & Juan" was still running as recently as April 7, and to date has received more than 66,000 airings, with an estimated ad spend of \$90.7 million, according to marketing analytics firm iSpot.TV



HOME > BIZ > NEWS

APRIL 23, 2019 8:35AM PT

Songs for Screens: Extra Gum Follows Gold-Certified Synch Smash With Campaign Featuring Jacob Banks

By [ANDREW HAMPP](#)



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TACO BELL, GILLETTE, LITTLE CAESARS AND MORE](#)

Ad Age, 4/23/19

A few highlights: A firefighter with sensitive skin offers a testimonial for the Gillette SkinGuard razor. Innocent little children learn about one of the horrors of adulthood—specifically, mortgage payments—in a fresh TV cut of one of Halo Top’s new ads (part of a campaign that Ad Age’s Jessica Wohl previewed last month: [“Even ‘The Bachelor’ needs a lot of ice cream in Halo Top’s first TV ad”](#)). And yes, the gangs in Taco Bell’s “Warriors”/“Bad”-inspired spot are dance-fighting.

FiercePharma

[Amgen tones down TV ad for Repatha with disco music and wedding revelry](#)

FiercePharma, 4/22/19

Amgen didn’t say why it created the new commercial. The two other ads in the ambulance worker campaign, which began last April, recently stopped running, according to data from real-time TV ad tracker [iSpot.tv](#).

VARIETY

[‘Missing Link’ Again Tops Studios’ TV Ad Spending](#)

Variety, 4/19/19

Notably, [“Penguins”](#) has the best iSpot Attention Index (115) in the ranking, getting 15% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 4/20/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

VentureBeat

[Nintendo gets nearly a quarter of gaming's 1.5 million TV ad impressions between March 16 and April 15](#)

VentureBeat, 4/20/19

In all, there were nearly 1.5 billion TV ad impressions during the period measured, with 19 brands spending an estimated \$25 million on 64 spots that aired over 8,400 times.

TV (R)EV

[Why Open AP Won't Close \(Just Yet\)](#)

TVREV, 4/21/19

Brands now have always-on ad measurement and attribution from companies like [iSpot.tv](#) and can come to networks knowing what day-parts, segments and shows are delivering foot traffic and sales flow. They already know exposure rates of TV ads against websites, they know where customers are and aren't and where the deals are and aren't and they are being told by these platforms where to buy.

AdAge

[Watch The Newest Commercials On TV From Vans, Apple, Bridgestone And More](#)

Ad Age, 4/19/19

A few highlights: Apple serves up the latest in its continuing series of "Shot on iPhone" ads (Ad Age's I-Hsien Sherwood previewed the campaign yesterday: ["Mother Nature shows a savage side in Apple's Earth Day spot"](#)). A dad gives Bridgestone tires a real-world test during a rocky ride to his son's youth camp. And Vans wants you to "Keep it comfy" with a little help from its new ComfyCush soles.

GeekWire

[EY reveals Pacific Northwest finalists for 2019 Entrepreneur of the Year](#)

Geekwire, 4/18/19

Last year's [EY Pacific Northwest winners](#) included Auth0 CEO Eugenio Pace; iSpot.tv CEO Sean Muller; Snap! Raise CEO Cole Morgan; and others.



[Ancestry is pulling ad with apparent slavery-era theme](#)

CNBC, 4/18/19

As of press time, the ad had been pulled from YouTube. According to iSpot, the estimated media spend on the spot topped \$250,000.

Syndication: [Mayfield Recorder](#), [Finance Daily](#)...

AdAge

[Watch The Newest Commercials On TV From Snapchat, Kia, Grey Goose And More](#)

Ad Age, 4/18/19

Snapchat serves up an animated spot starring the Android robot and the Snapchat ghost to call attention to “the new, faster Snapchat, rebuilt just for Android.” Grey Goose advises you to “Live like you’re the special occasion,” “Live like every day is your birthday,” “Live like your song just came on” and more. And Kia sends its cars speeding across an otherworldly landscape in a commercial with the tagline “The new species of soul.”



[Mazda Floats to Top Spot Among Most-Seen Auto Ads](#)

Wards Auto, 4/18/19

Last week’s fourth-place spot, in which Chevrolet calls its Silverado “the official truck of calloused hands” and more, moves up to third place. Our previous No. 1, a romantic Toyota ad for the RAV4, slips to No.4 while scoring the best iSpot Attention Index (131) in the ranking, getting 31% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

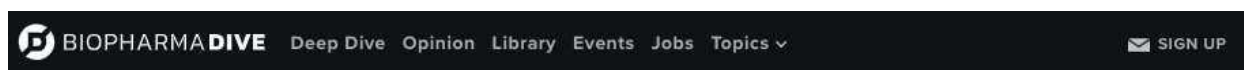




[PhRMA's DTC defense rolls out on airwaves and online](#)

BioPharmaDive, 4/17/19

After a review of recently ran ads compiled by commercial tracker iSpot.tv, no other drugmaker has appeared to run an ad that actually includes the list price or average out-of-pocket costs for their products.



BRIEF

PhRMA's DTC defense rolls out on airwaves and online

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BEATS, BUDWEISER, FACEBOOK PORTAL AND MORE](#)

Ad Age, 4/17/19

A few highlights: Neil Patrick Harris and his mom (and a few other moms of celebrities) help hype Facebook's Portal device. Budweiser serves up a spot for its limited-edition Discovery Reserve American Red Lager. (Ad Age's E.J. Schultz wrote about the campaign yesterday: "Budweiser and craft brew Schlafly both launch moon-landing beers.") And LeBron James, Serena Williams, Simone Biles and other sports greats star in a Beats ad for its new Powerbeats Pro wireless earphones.



[Masters Earns Strong Ratings, Higher Ad Revenues With Tiger Woods' Win](#)

MediaPost, 4/16/19

TV advertising revenue for the entire event on CBS and ESPN was estimated to have risen 40% over the year before, with \$34.1 million, according to iSpot.tv. CBS got the lion's share of dollars airing, due to airing the higher viewed later rounds.

MediaPost

Television NewsDaily

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Masters Earns Strong Ratings, Higher Ad Revenues With Tiger Woods' Win

by Wayne Friedman, Yesterday



FiercePharma

[Marketing Gilead's first big TV push for triple combo Biktarvy showcases HIV diversity](#)

FiercePharma, 4/17/19

The Biktarvy TV ad began running in mid-March but has already tallied almost \$18 million in TV media spending, according to real-time TV ad tracker iSpot.tv. Gilead said the ad is also running on online platforms including the Biktarvy.com website.



[ABC Gives 'Bless This Mess' TV's Biggest Promo Push](#)

Broadcasting & Cable, 4/17/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (135) in our ranking, getting 35% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[In Making History, Tiger Woods Spins A Wild TV Ratings Story](#)

Ad Age, 4/16/19

This bonus coverage proved to be a boon for sponsors Mercedes-Benz, AT&T and IBM, which as in years past served as the lone national advertisers, an arrangement that remains unique to the Masters. According to [iSpot.tv](#) estimates, the two broadcasts delivered some 486.3 million real-time commercial impressions.

AdAge Sections Latest Editor's Picks Most Popular

IN MAKING HISTORY, TIGER WOODS SPINS A WILD TV RATINGS STORY

Early start puts a damper on deliveries, but an encore claws back some lost impressions

By [Anthony Crupi](#), Published on April 16, 2019.



FiercePharma

[Gilead's first big TV push for triple combo Biktarvy showcases HIV diversity](#)

FiercePharma, 4/17/19

The Biktarvy TV ad began running in mid-March but has already tallied almost \$18 million in TV media spending, according to real-time TV ad tracker iSpot.tv. Gilead said the ad is also running on online platforms including the Biktarvy.com website.

AdAge

[Watch The Newest Commercials On TV From Monster, Sling, Toyota And More](#)

Ad Age, 4/16/19

A few highlights: Sling TV serves up another in a series of commercials starring Nick Offerman and Megan Mullally as very enthusiastic "Slingers." Toyota hypes its 2020 Corolla by giving the vehicle a slow, sensual bath (er, car wash). And Monster lets us listen in on an incredibly grim little father-son talk about what it's like to have a job (the wrong job, that is).

MediaPost

[U.S. Box-Office Revenues Down 16%, 'Captain Marvel' Earns Best Results](#)

MediaPost, 4/15/19

The decline in box-office revenue follows movie studio marketing. Three months into 2019, U.S. theatrical film spending on national TV is well under levels of a year ago -- down 18% to \$489.4 million, according to iSpot.tv.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TARGET, MODELO, METRO BY T-MOBILE AND MORE](#)

Ad Age, 4/15/19

A few highlights: Modelo celebrates the accomplishments of war veteran and triathlete Melissa Stockwell in a spot with the tagline “Brewed for those with a fighting spirit.” NBA star Giannis Antetokounmpo helps hype Metro by T-Mobile’s Unlimited LTE rate plan. And Target wants you to have “more thrill,” “more skill” and “more chill” in your life.

TV (R)EV

[NCAA Tournament a Slam Dunk for Brands in 2019](#)

TVREV, 4/12/19

According to TV ad measurement company [iSpot.tv](#), 155 brands appeared during the entire NCAA Tournament — excluding network partners and NCAA spots. Those brands accounted for 363 unique ads, 5,252 airings and 8,688 minutes of ad time. The estimated spend was \$932.7 million across all of the live games, with nearly 24.2 billion total impressions.

2019 NCAA Basketball Tournament
Impressions by Age Range: 03/18/2019 - 04/08/2019
Data provided by iSpot.tv



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, SPRINT, AT&T AND MORE](#)

Ad Age, 4/12/19

A few highlights: Sprint spokesman Paul Marcarelli talks up the wireless carrier’s new “100% Total Satisfaction Guarantee.” The makers of 5-Hour Energy hype spin-off product 5-Hour Tea, which delivers a caffeine boost derived from green tea leaves. And Auston Matthews of the Toronto Maple Leafs films his teammate Mitch Marner in Apple’s latest “Shot on iPhone” ad. (Ad Age’s Ann-Christine Diaz previewed the spot and served up the backstory on the campaign [yesterday](#).)



[HBO's Marketing For 'Game Of Thrones' Ramps Up](#)

MediaPost, 4/11/19

Since April 7, "Thrones" has seen 21 commercials run on TV networks, the most going to ESPN, nine airings, according to iSpot.tv. AMC has seen five airings, BBC America, three; Comedy Central, two; and ABC, one.

THE WALL STREET JOURNAL. CMO TODAY

[Enquirer Is for Sale: Now North Face Is Stiff-Arming Vest Buyers: Patagonia Sues AB InBev](#)

CMO Today Newsletter, Wall Street Journal, 4/11/19

The Magic Number

13%

The amount tax-prep services increased their TV ad spend in 2019 over a year earlier, led by TurboTax, [whose spending rose 43%](#), according to iSpot.tv

AdAge

[Watch The Newest Commercials On TV From H&M, AT&T, Trolli And More](#)

Ad Age, 4/11/19

A few highlights: Trolli serves up a delightfully weird animated spot to hype its Trolli Sour Brite Crawlers (bags of sugary gummy worms). AT&T imagines what it would be like to hire “OK” movers in another in a series of ads with the tagline “Just OK is not OK.” And Rosario Dawson and friends help promote H&M’s Conscious Collection by laughing, crying, frolicking in fields and so on.

AdAge

[Watch The Newest Commercials On TV From Taco Bell, Bank Of America, Nintendo And More](#)

Ad Age, 4/10/19

A few highlights: Bank of America’s investing and wealth-management division Merrill (formerly Merrill Lynch) asks “What would you like the power to do?” New Orleans Saints quarterback Drew Brees helps promote UNTUCKit shirts in a spot in which he makes a wry reference to an infamous blown call (see this [Times-Picayune article](#) for background). And Taco Bell hypes its \$1 grilled breakfast burritos in a commercial with the tagline “Value beyond belief.”

FiercePharma

[March on: AbbVie, Pfizer hold their places atop pharma's TV ad spender list](#)

FiercePharma, 4/10/19

A new Humira commercial for the drug's psoriasis indication helped push it to the top again. The TV ad, touting the drug's new citrate-free formulation, was its single biggest ad spend at \$11 million for the month, according to iSpot.



AdAge

[NCAA HOOPS FINAL SLUMPS ON CBS](#)

Ad Age, 4/10/19

Per [iSpot.tv](#) estimates, CBS sold some \$113.5 million worth of in-game ad inventory, with NCAA Corporate Champions AT&T, Capital One and Coca-Cola accounting for 15 percent of the night's overall spend. In addition to those big boosters, official NCAA partners such as Google, Infiniti, Buick, Geico and [Buffalo Wild Wings](#) were also visible during Monday night's broadcast.

ADWEEK

[NCAA Championship Game Averages 19.6 Million Viewers; Tournament Tops \\$933 Million in Ad Revenue](#)

Adweek, 4/9/19

The entire tournament was an ad revenue windfall for both CBS and Turner. The tournament attracted an estimated \$933 million in ad revenue, according to estimates from ad measurement firm iSpot.tv. Approximately 12% of that overall ad spend, or \$114 million, came from Monday's national championship game alone.

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NCAA Championship Game Averages 19.6 Million Viewers; Tournament Tops \$933 Million in Ad Revenue

Monday's final generated an estimated \$114 million in ad spend

By Sara Jerde | 17 hours ago



Overall, tournament ratings averaged 10.5 million viewers across TBS, CBS, TNT and truTV. Getty Images



[CBS Gives the ACM Awards TV's Biggest Promo Push](#)

Broadcasting & Cable, 4/9/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (147) in our ranking, getting 47% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



['Missing Link' Tops Studios' TV Ad Spending](#)

Variety, 4/9/19

Notably, "Missing Link" and "[Long Shot](#)" are tied for the best iSpot Attention Index (104) in the ranking, getting 4% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

VARIETY

FILM TV MUSIC TECH GAMING THEATER REAL ESTATE AWARDS

HOME > DIGITAL > NEWS APRIL 9, 2019 8:49PM PT

'Missing Link' Tops Studios' TV Ad Spending

By iSPOT.TV

f t r e +

CREDIT: LAIKA STUDIOS/UNIVERSAL PICTURES



[Overtime Virginia Hoops Win Draws \\$113.5M in Ad Sales](#)

Broadcasting & Cable, 4/9/19

There was a total of \$933 million in TV advertiser spending on the March Madness tournament, according to iSpot.TV's estimates.

AdAge

[Watch The Newest Commercials On TV From Amazon, Google, Grubhub And More](#)

Ad Age, 4/9/19

A few highlights: Google calls attention to Google Cloud's partnership with the NCAA in the latest of a series of spots with the tagline "Know what your data knows." A young mom enjoys a brief Amazon shopping-related reverie set to Whitesnake's "Is This Love" before reality (a crying baby) intrudes. And Avocados From Mexico imagines what a Cinco de Mayo celebration in the Arctic might be like.

AdAge

[Watch The Newest Commercials On TV From Samsung, Coke, Oreo And More](#)

Ad Age, 4/8/19

A few highlights: Oreo hypes its limited-edition "Game of Thrones" cookies, which go on sale today. (Ad Age's Olivia Raimonde previewed the campaign last Tuesday: "Oreo remakes 'Games of Thrones' opening titles with cookies.") Coca-Cola presents a mini Western (complete with a barroom brawl) to help promote Orange Vanilla Coke. And Samsung shows off the PowerShare feature of the Galaxy S10+.



[This Week: The 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 4/7/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

VentureBeat

[Xbox TV maintains lead for game industry ad spend in March](#)

VentureBeat, 4/7/19

GamesBeat has partnered with iSpot.tv, the TV ad measurement and attribution company, to bring you a monthly report on how gaming brands are spending. The results below are for the top five gaming-industry brands in March, ranked by estimated national TV ad spend. Overall industry spend on TV commercials fell in March, down to an estimated \$36.6 million from February's \$41.6 million.

Seeking Alpha α

[MannKind - Afrezza Scripts Jump To Close Out Quarter](#)

Seeking Alpha, 4/6/19

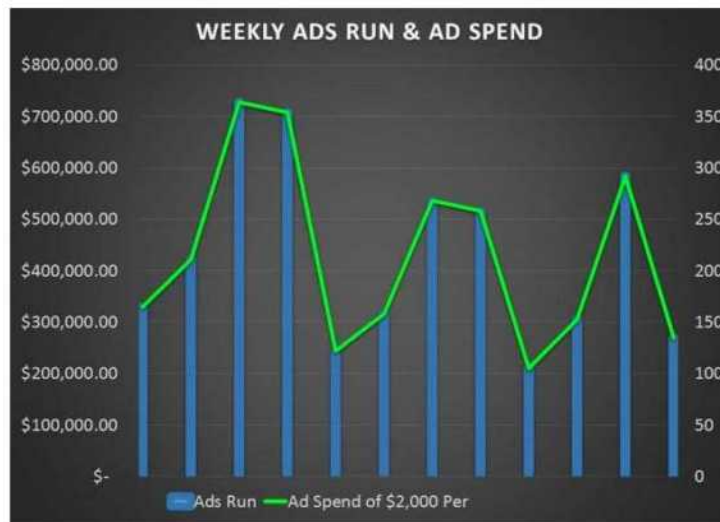


Chart Source - Spencer Osborne (based in part on iSpot.tv data)

AdAge

[Watch The Newest Commercials On TV From Geico, Hulu, State Farm And More](#)
Ad Age, 4/5/19

A few highlights: Giannis Antetokounmpo helps Hulu hype the fact that it streams live sports. State Farm enlists Terry Crews and his peccs (!) to help promote its life insurance offerings. And Geico introduces “Smartdogs” (but not really) to help fight distracted driving.

THE WALL STREET JOURNAL.

[Apple Music Overtakes Spotify in US Subscribers](#)
WallStreet Journal, 4/5/19

It has used its marketing muscle to accelerate subscriptions, spending twice as much as Spotify on TV ads in the U.S. since 2016, with spots during National Football League games, awards shows and other big events, according to ad measurement firm iSpot.tv.

Alan Walk ▾

THE WALL STREET JOURNAL.

U.S. Edition ▾ | April 5, 2019 | Print Edition | Video

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TECH

Apple Music Overtakes Spotify in U.S. Subscribers

Tech giant's subscription service trails Swedish rival's globally but is growing faster



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MANSION GLOBAL

ONLY THE EXCEPTIONAL

DISCOVER YOUR NEXT PROPERTY

VARIETY

[‘Shazam!’ Tops Studios’ TV Ad Spending](#)

Variety, 4/4/19

Notably, “[Hellboy](#)” has the best iSpot Attention Index (133) in the ranking, getting 33% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Uber Eats Gets Bang For Its Advertising Buck During the NCAA Tournament](#)

Skift Table, 4/5/19

With the tourney heading into its final weekend, chains and third parties have shelled out more than \$700 million for ads run during March Madness telecasts to date, according to iSpot.tv.

TOP SPENDING BY BRANDS

Brand	Airings	Primetime Airings	Estimated Spend	Industry
Taco Bell	14508	2925	\$46,275,531	Quick Serve
McDonald's	9245	1376	\$39,693,723	Quick Serve
Domino's	23121	5239	\$34,261,381	Pizza
Burger King	21247	3570	\$30,641,709	Quick Serve
Wendy's	9635	1753	\$26,096,014	Quick Serve
Sonic Drive-In	16485	2701	\$22,692,212	Quick Serve
Pizza Hut	7651	1409	\$22,166,071	Pizza
Buffalo Wild Wings	1567	324	\$20,683,122	Casual Dining
Subway	7401	1438	\$20,619,062	Quick Serve
KFC	8130	1359	\$18,345,538	Quick Serve

Information is provided by TV advertising attention analytics company [iSpot.tv](#).



[McCann TV Commercials For Microsoft And Verizon Named #1 And #2 'Breakthrough' Creative Work In Q1 2019](#)

Cision PR Newswire, 4/5/19

At the time, McCann's work for Verizon and Microsoft scored #1 and #2, respectively, in the digital conversation about TV commercials run during Super Bowl LIII, according to metrics from Advertising Age and iSpot.tv, the real-time TV ad measurement company.

AdAge

[Watch The Newest Commercials On TV From AT&T, Whole Foods, Planters And More](#)

Ad Age, 4/4/19

A few highlights: An office worker is a little too enthusiastic about winning a "Game of Thrones"-style throne in an AT&T spot that calls attention to its partnership with the HBO hit. Planters NUT-rition stages a stunt to call attention to the pay gap between men and women. And Amazon-owned Whole Foods Market wants you to know that it just lowered its prices on lots of grocery items, including asparagus.

AdAge

[Watch The Newest Commercials On TV From Honda, Budweiser, Zillow And More](#)

Ad Age, 4/3/19

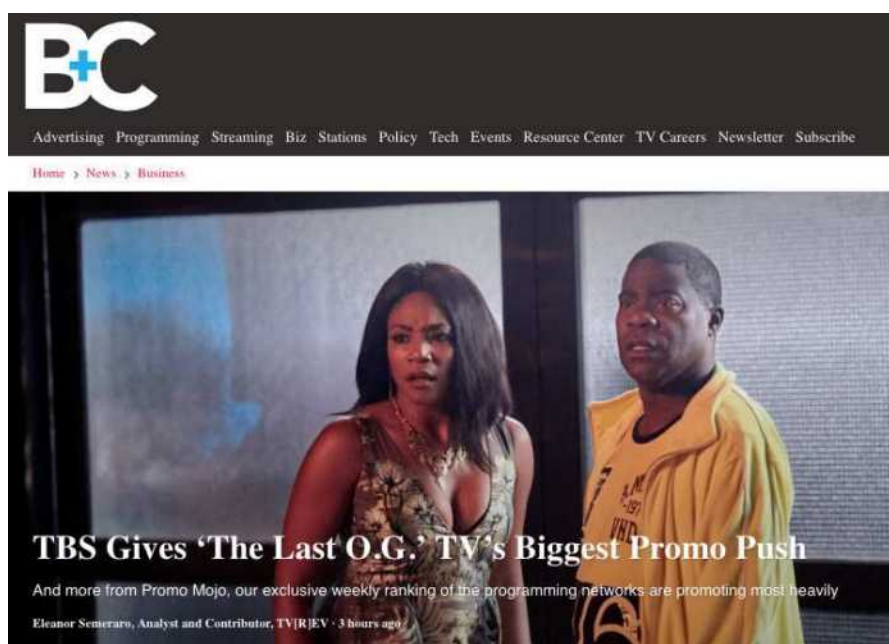
A few highlights: Andra Day's anthemic "Rise Up" serves as the soundtrack for a Budweiser spot that pays tribute to baseball legend and civil rights icon Jackie Robinson. Zillow says it's "reimagining how people buy, sell and rent homes." And Honda says "Whatever your dream, just keep chasing it" (preferably in the 2019 Honda CR-V).



[TBS Gives 'The Last O.G.' TV's Biggest Promo Push](#)

Broadcasting & Cable, 4/3/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (138) in our ranking, getting 38% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[NCAA's March Madness Has Higher Viewing, But Flat Ad Revenues](#)

MediaPost, 4/2/19

Total viewer impressions are 24.1 billion so far versus 19.3 billion a year ago, according to iSpot.tv. Data includes national linear, time-shifted, local, video-on-demand (VOD), and over-the-top (OTT) platforms.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PROGRESSIVE, SEATGEEK, BUBLY AND MORE](#)

Ad Age, 4/2/19

A few highlights: Sparkling water brand Bubly serves up a fresh installment of its playful continuing campaign that shows off its colorful cans in action. Tide says "For the hardest workers, we've designed the hardest-working Tide"—new Tide Heavy Duty. And sadly, Progressive still can't protect you from becoming your parents.

AdAge

[Watch The Newest Commercials On TV From Google, Uber Eats, Dell And More](#)

Ad Age, 4/1/19

A few highlights: Uber Eats presents another installment in a series of ads starring "Randy Watkins, Man of Delivery" (actor Robert Powell III); this time he talks about all the affectionate nicknames his regular customers have bestowed on him. Google leverages a viral video of a (seemingly) embarrassed dog to show how easy it is to search for something like "dog training classes" in another ad that uses The Beatles' "Help!" as its soundtrack. And once again actor Jeffrey Wright stars in a Dell Technologies spot; this time he talks about how Dell's VMware AI is being deployed to fight malaria.



[NBCU Drives 'Shop With Golf' With Golf Channel](#)

MediaPost, 3/28/19

Over the last year, from March 2018 to March 2019, the Golf Channel pulled in \$403.8 million in national TV advertising, according to iSpot.tv.

[DFS Ad Saturation a Lesson in Era of Legal Sports Betting](#)

Gambling.com, 3/29/19

The 2015 deluge was verifiable. Ad tracker iSpot.tv reported that the competitors subsidized a national television ad the equivalent of every 90 for three consecutive weeks heading into the National Football League season, with DraftKings pumping \$131.6 million into 41,064 spots and FanDuel spending \$75.4 million on 22,058 through that period.



[This Week: The 10 Most Talked About TV Ads On Social We Are Social Media, 3/31/19](#)

Welcome to the new edition of our 10 most talked about TV ads on social media. Apple surfs on the privacy wave, State Farm is still here with 'Helium' and March Madness is growing strong among advertisers. This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, BODYARMOR, BANK OF AMERICA AND MORE](#)
Ad Age, 3/29/19

A few highlights: Bank of America says it is "proud to support women in their journeys on and off the course" in a golf-themed spot that calls attention to its partnership with the Augusta National Women's Amateur. The Beatles' "Help!" serves as the soundtrack for a Google ad. And Indianapolis Colts quarterback Andrew Luck and Angels' center fielder Mike Trout engage in, no kidding, a disco battle for Bodyarmor.

Forbes

[Why Viewership And Streaming Numbers Are Up So Far In The NCAA Tournament](#)
Forbes, 3/28/19

According to iSpot.tv, there were 5,140 airings of TV ads on CBS, TNT, TBS and truTV, totaling \$409.3 million in national TV revenue spent, during the first week of the tournament. In 2018, those figures were \$428.4 million for 5,347 spots. It will be interesting to see if the ratings enable CBS and Turner Broadcasting to charge more for ads next year. Their contract with the NCAA to broadcast March Madness runs through 2032.



[Humorous GMC Sierra MultiPro Tailgate Ad Seeing Success With Viewers](#)

GM Authority, 3/28/19

Additionally, iSpotTV found that the ad had the highest ranking in its "iSpot Attention Index", which determines the ads that had the least amount of people change the channel, fast forward or turn the TV off while it was on the screen.

A screenshot of a web page snippet. At the top left is the GM Authority logo. To its right is the text "Sponsored Links". Below this is a horizontal menu with buttons for "CHEVROLET", "BUICK", "GMC", "CADILLAC", "OPEL", "HOLDEN", "ONSTAR", "REVIEWS", and "RUI". Below the menu are two buttons: "VIDEO" and "2018 MODELS". The main content area features the article title "Humorous GMC Sierra MultiPro Tailgate Ad Seeing Success With Viewers" in a large, grey font. Below the title is the author "BY SAN MCEACHERN" and the date "MAR 28, 2019". To the right of the date is a green share icon. Below the text is a video player thumbnail showing a man in a suit holding a large, curved object, with the title "2019 GMC Sierra Anthem TV Commercial" and a play button in the center.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM JC PENNEY, MCDONALD'S, DELL AND MORE](#)

Ad Age, 3/28/19

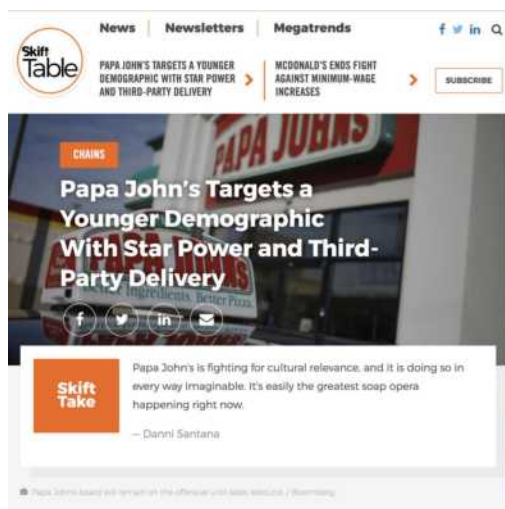
A few highlights: McDonald's says that "joy" is included with its \$1 soft drinks. JC Penney hypes a Friends & Family Sale running today through Sunday. And Dell Technologies offers an optimistic meditation on "the infinite possibilities of the power of data flowing through our world."



[Papa John's Targets a Younger Demographic With Star Power and Third-Party Delivery](#)

Skift Table, 3/28/19

The pizza chain additionally told BTIG that it will begin to deviate from marketing exclusively during sports telecasts, which works well for reaching older customers, but the company needs “a new approach that resonates with younger and minority consumers,” analysts wrote. Papa John’s shelled out \$10.6 million in television [advertising last month](#), according to [iSpot.TV](#).



[GMC Claims Top Spot on Most-Seen Auto Ads Chart](#)

Wards Auto, 3/28/19

The No.1 spot for the week of March 18 highlights the Sierra’s six-function MultiPro tailgate that transforms into steps to make loading easier. This commercial has the best iSpot Attention Index (110) in the ranking, getting 10% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[Watch the newest commercials on TV from Finish Line, Ford, Macy's and more](#)

Ad Age, 3/27/18

A few highlights: Macy's promotes its Spring Style Sale with a series of moody scenes of stylish women working, commuting, lounging around and more. Ford says its rather big new Expedition is "built to be a better big." And athletic retailer Finish Line celebrates Air Max Day (a, uh, holiday introduced by Nike in 2014) with an elaborate music-video-esque extravaganza set in a bodega.

VARIETY

['Missing Link' Tops Studios' TV Ad Spending](#)

Variety, 3/26/19

Notably, "[Avengers: Endgame](#)" has the best iSpot Attention Index (140) in the ranking, getting 40% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

BC+

[CBS Gives 'Million Dollar Mile' TV's Biggest Promo Push](#)

Broadcasting & Cable, 3/27/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (139) in our ranking, getting 39% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

[25 Questions About Apple's TV and News Announcements](#)

TVREV, 3/25/19

Apple's announcement today left more questions than answers which is not really all that surprising, given the services are still months away from launch.

4. If the former, why would HBO or CBS do that? Do they assume they can just get the data from iSpot down the road?

AdAge

[Despite A Glaring Lack Of Hoopla, March Madness Ratings Soar](#)

Ad Age, 3/26/19

According to [iSpot.tv](#) estimates, NCAA partners Geico, Infiniti, Buick, Lowe's, Buffalo Wild Wings and Wendy's are among the biggest spenders in the spring hoops showcase, which as in years past has generated the bulk of its ad revenue from automotive, insurance, quick-service restaurants, wireless providers and beer brands.

☰

AdAge

Don't Miss
Papa Shaq
Snack attack
Snap pays creators
Restaurant wars
2019 A

Experian is the only primary data source for all three. [LEARN MORE](#)

DESPITE A GLARING LACK OF HOOPLA, MARCH MADNESS RATINGS SOAR

Duke wunderkind Zion Williamson makes up for a dearth of buzzer beaters

🐦
f
in
📺
📄

By [Anthony Crupi](#). Published on March 26, 2019.





[5 Days Of March Madness: Higher TV Ratings, Lower TV Ad Spend](#)

MediaPost, 3/26/19

There have been 5,140 airings of TV ads on CBS, TNT, TBA and truTV, totaling \$409.3 million in national TV revenue spent, according to iSpot.tv.



[7-Eleven, BodyArmor team up on AR loyalty push for March Madness](#)

Mobile Marketer, 3/26/19

The tie-in with the NCAA college men's basketball comes as brands spend heavily to reach audiences that get swept up in following their favorite teams or predicting results with tournament brackets. Ratings for the first five days of the tournament rose 8% from a year earlier, although TV ad spending is slightly down, [per iSpot.tv data cited by MediaPost](#). The lower spending may signal that brands are shifting their budgets away from traditional platforms to social media, where the NCAA March Madness so far has seen 56% more engagements than a year earlier.

AdAge

[Watch The Newest Commercials On TV From KFC, Uber Eats, Bud Light And More](#)
Ad Age, 3/25/19

A few highlights: Bud Light serves up two more ads that are part of its current beer-ingredients-obsessed campaign.



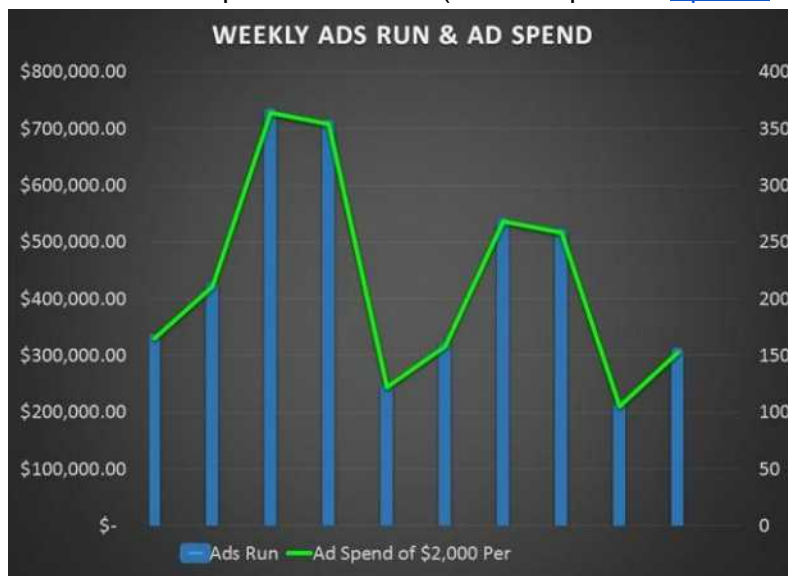
[This Week: The 10 Most Talked About TV Ads On Social](#)
We Are Social Media, 3/24/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Apple takes the lead this week, but GEICO places 4 spots in the top 10, again. What a reference!

Seeking Alpha ^α

[MannKind - Afrezza Scripts Still Flat Despite Advertising](#)
Seeking Alpha, 3/23/19

Chart Source - Spencer Osborne (based in part on [ispot.tv](#) data)



AdAge

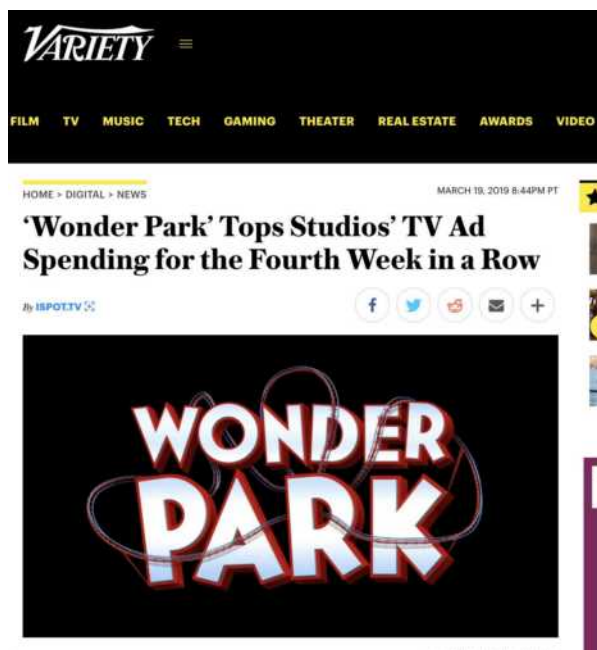
[Watch The Newest Commercials On TV From BodyArmor, Michelob, Bud Light And More](#)
Ad Age, 3/22/19

A few highlights: Michelob Ultra serves up another ad that makes gentle fun of AI-powered virtual assistants (see yesterday's Hot Spots for the previous spot in the campaign) before an announcer declares that "There's enough artificial in the world" and notes that Michelob Ultra contains "no artificial colors or flavors." Donovan Mitchell and James Harden help hype Bodyarmor in a spot that characterizes Gatorade as "an outdated sports drink." And if you want some background on the Miller Lite and Bud Light ads in today's line-up, check out E.J. Schultz's report from Wednesday, "Miller Lite co-opts Bud Light's 'Dilly Dilly' world in attack ads," and Jessica Wohl's report from Thursday, "MillerCoors sues AB InBev over corn syrup campaign."

VARIETY

['Wonder Park' Tops Studios' TV Ad Spending for the Fourth Week in a Row](#)
Variety, 3/19/19

Notably, "[Pet Sematary](#)" has the best iSpot Attention Index (139) in the ranking, getting 39% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).





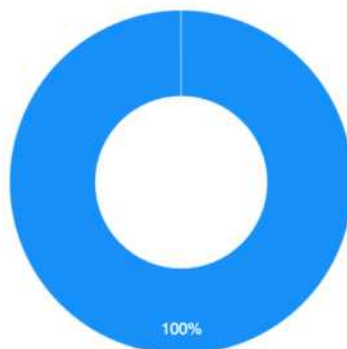
[NCAA Tournament Selection Show Finds Better Ad Success in One Fewer Hour](#)

Broadcasting & Cable, 3/19/19

It was not only a win for fans, but for advertisers as well, according to real-time TV advertising measurement company [iSpot.tv](#). According to iSpot, the 2019 edition of the show had over 164 million TV impressions over the course of the hour — nearly 50 million more than the two-hour version on [TBS](#) in 2018.

NCAA Basketball Championship Selection Show
Impressions by Type: 03/04/2019 - 03/17/2019
 Data provided by iSpot.tv

- National: Live + Same Day
- National: 3 Day Time-shifted (DVR or VOD)



[ABC Gives 'The Fix' TV's Biggest Promo Push](#)

Broadcasting & Cable, 3/20/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (137) in our ranking, getting 37% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[Watch The Newest Commercials On TV From Walmart, Wendy's, Microsoft And More](#)
Ad Age, 3/19/19

A few highlights: Microsoft serves up an ad that features Birgitte Skadhauge, VP of the Carlsberg Research Laboratory, explaining how her company is deploying Microsoft AI to "develop better beers faster." Wendy's hypes its \$5 Biggie Bag combo meal. And Pharrell Williams' "Freedom" serves as the soundtrack for a Walmart ad with the tagline "We dress America."

AdAge

[Watch the newest commercials on TV from Google, Capital One, Kohl's and more](#)
Ad Age, 3/18/19

A few highlights: Google plays up its Google Cloud partnership with the NCAA "to find new ways to measure college basketball" throughout March Madness. Buffalo Wild Wings suggests you use the commercial break during overtime to "order up more wings and pints for the boys." And Kohl's promotes "back-to-work styles" for mothers returning to the office after maternity leave.



[Fox's 'Tucker Carlson Tonight': Less Brand Advertising, More In-House Promos](#)
MediaPost, 3/15/19

From a recent four-month period -- between November 14, 2018 and February 10, 2019 -- the number of paid advertiser airings for "Carlson" dropped to 3,513 (coming from 348 brands) from 4,935 (376 brands), according to iSpot.tv.



[This Week: The 10 Most Talked About TV Ads On Social](#)
We Are Social Media, 3/17/19

This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.



[McDonald's Spent \\$48 Million to Push Bacon in February](#)

Skift Table, 3/15/19

Information is provided by TV advertising attention analytics company [iSpot.tv](#).

TOP SPENDING BY BRANDS

Brand	Airings	Primetime Airings	Estimated Spend	Industry
McDonald's	8075	1358	\$48,045,095	Quick Serve
Taco Bell	18978	3664	\$37,834,884	Quick Serve
Domino's	19734	4252	\$31,816,185	Pizza
Burger King	16129	2858	\$30,266,012	Quick Serve
Pizza Hut	6366	1164	\$24,003,927	Pizza
Arby's	4986	1082	\$18,601,014	Quick Serve
Little Caesars Pizza	11939	2222	\$17,421,320	Pizza
KFC	8392	1437	\$16,673,463	Quick Serve
Wendy's	10959	1911	\$16,030,562	Quick Serve
Subway	5980	1212	\$12,887,690	Quick Serve

AdAge

[Watch The Newest Commercials On TV From Pepsi, H&R Block, Priceline And More](#)

Ad Age, 3/14/19

A few highlights: Priceline serves up comical scenes from something called "The Travel Deal Delegation." H&R Block calls its Tax Pro Go "the easiest way to get your taxes done for you." And soccer superstars Lionel Messi and Mohamed Salah battle over the last can of Pepsi (the ad debuted online in February).

ADWEEK

[Fox News Stands With Tucker Carlson and Jeanine Pirro Amid Controversies as Some Advertisers Flee](#)

Adweek, 3/13/19

Carlson has been under fire this week since controversial remarks concerning women he made nearly a decade ago were discovered by Media Matters, which has been parceling out additional audio segments all week. Some advertisers have said they are pulling out of his program as a result, including Sheex bedding company, which was the show's third largest advertiser, according to data from iSpot.tv.



[By the Numbers: Advertiser and Viewer Insights for 'Tucker Carlson Tonight'](#)

Broadcasting & Cable, 3/12/19

Overall, Tucker Carlson Tonight generated 2.18 billion TV ad impressions for Fox News from Jan. 1 through March 9, and 95% of the ad impressions came as live linear (vs. time-shifted). As a primetime show, Tucker Carlson Tonight is second on the network in terms of ad revenue generation, with an estimated \$28 million earned year-to-date (approximately 14% of the network's total).



[McConaughey Lincoln Spot Most-Seen Car Ad – Again](#)

Wards Auto, 3/13/19

At No.3, Chevrolet features real owners (not actors) talking about switching to Chevy; “value,” “family” and “power” are a few of the reasons they cite. This commercial has the best iSpot Attention Index (144) in the ranking, getting 44% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[Watch The Newest Commercials On Tv From Modcloth, Kohl's, Universal Orlando Resort And More](#)

Ad Age, 3/13/19

A few highlights: Singer-songwriter Halsey helps promote online women's clothing retailer ModCloth in a dramatic, dreamlike commercial with the tagline "Dress against the current, live against the current." Halo Top serves up another spot in its new campaign with the tagline/jingle "Ice cream for adults, because adults need a lot of ice cream." (As we noted in [yesterday's Hot Spots](#), Ad Age's Jessica Wohl previewed the campaign last week: "[Even 'The Bachelor' needs a lot of ice cream in Halo Top's first TV ad.](#)") And Kohl's promises "epic deals" on everything from pillows to Nike and Adidas shoes—"no coupons needed."

VARIETY

['Wonder Park' Once Again Tops Studios' TV Ad Spending](#)

Variety, 3/12/19

Notably, "[Us](#)" and "[Five Feet Apart](#)" are tied for the best iSpot Attention Index (118) in the ranking, getting 18% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).





[HGTV Gives 'Restored by the Fords' TV's Biggest Promo Push](#)

Broadcasting & Cable, 3/13/19

Notably, the Restored by the Fords promo earns the highest iSpot Attention Index (138) in our ranking, getting 38% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[CBS Takes Full Control Of Cabler Pop](#)

MediaPost, 3/12/19

National TV advertising on Pop -- with programming coming from mostly comedy and drama reruns -- from March 2018 to March 2019 was \$268.7 million, according to iSpot.tv. It was \$230.8 million in the same period the year before.

Forbes

[Boycotting Tucker Carlson's Advertisers Isn't A Good Idea](#)

Forbes, 3/13/19

According to iSpot TV, Tucker Carlson Tonight generated advertising revenue of \$193.9 million last year.



[Fox News advertisers hit pause on Jeanine Pirro, Tucker Carlson spots](#)

NBC News, 3/13/19

MyPillow is the largest advertiser on the show in 2019, according to iSpot.tv, an ad measurement firm. The company estimates that Carlson's show earned \$28 million of advertising revenue so far in 2019.



[Acura, influencers dare March Madness fans to show off their skills on social](#)

Marketing Dive, 3/12/19

Last year, March Madness TV advertising rose 5.4% to an estimated \$1 billion despite culminating in a championship game whose audience slumped 28% to 16.5 million viewers, [per iSpot.tv data cited by MediaPost](#).

 **MediaPost**

[TV Spend For Theatrical Movies Down 18% In Q1](#)

MediaPost, 3/11/19

Three months into 2019, U.S. theatrical film spending on national TV is well under levels of a year ago -- down 18% to \$489.4 million, according to iSpot.tv. This is trending similar to low levels of U.S. box office revenue.

FiercePharma

[Sun Pharma joins super-crowded next-generation psoriasis treatments on TV airwaves](#)

FiercePharma, 3/11/19

Overall, in 2018, psoriasis brands spent almost \$375 million on national TV buys, according to data from real-time TV ad tracker iSpot.tv. For comparison, cancer drugs on TV topped \$340 million and rheumatoid arthritis was more than \$585 million in 2018.

AdAge

[Watch The Newest Commercials On Tv From Macy's, T-mobile, Target And More](#)

Ad Age, 3/11/19

A few highlights: Target serves up another one of its signature music video-esque ads; this one offers encouragement to "play," "soirée," "fly away" and "partay." Ancestry presents a heartwarming story about a couple that decides to adopt after learning about their shared heritage. And Macy's offers a moody meditation on the meaning of the word "beautiful."

VentureBeat

[Xbox ousts PlayStation to dominate game industry TV spend in February](#)

VentureBeat, 3/10/19

After a general lull in January, spending picked up in February with an estimated total of \$41.6 million spent on TV commercials by gaming brands. Overall, 19 brands ran 54 spots more than 11,300 times, generating over 2.4 billion TV ad impressions.



[TV On-Air Promos Dip Slightly Year-On-Year](#)

MediaPost, 3/8/19

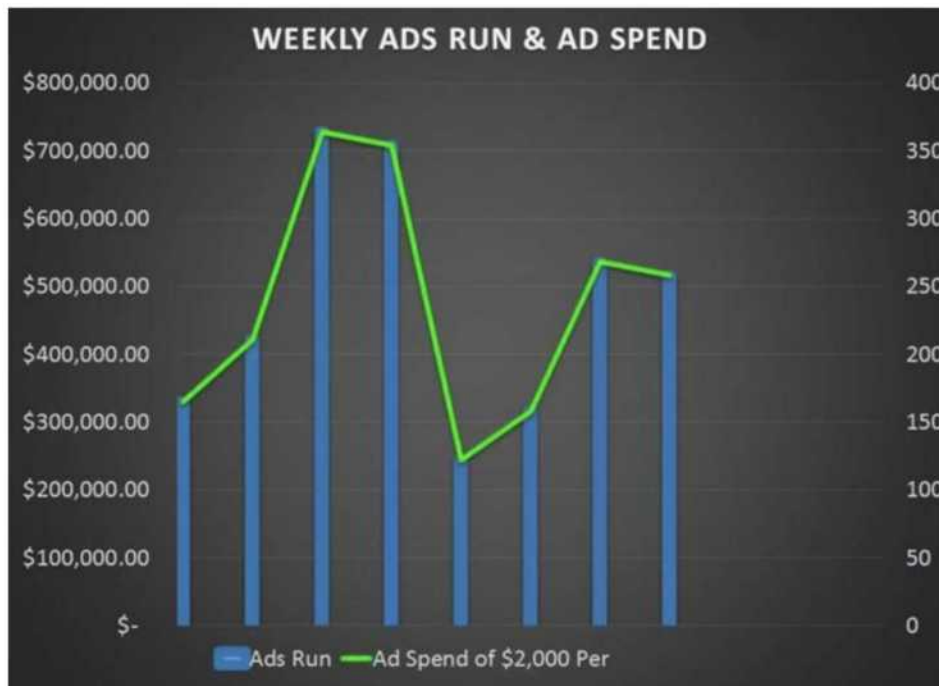
From January 1 through March 7, a total of 914,618 TV network promos aired, pulling in 187.1 billion impressions. That is in comparison to a year ago, when 935,720 promos took in 197.2 billion impressions, according to iSpot.tv.

Seeking Alpha α

[MannKind - Afrezza Scripts Showing Slow Growth Despite Advertising](#)

Seeking Alpha, 3/8/19

Chart Source - Spencer Osborne (based in part on iSpot.tv data)

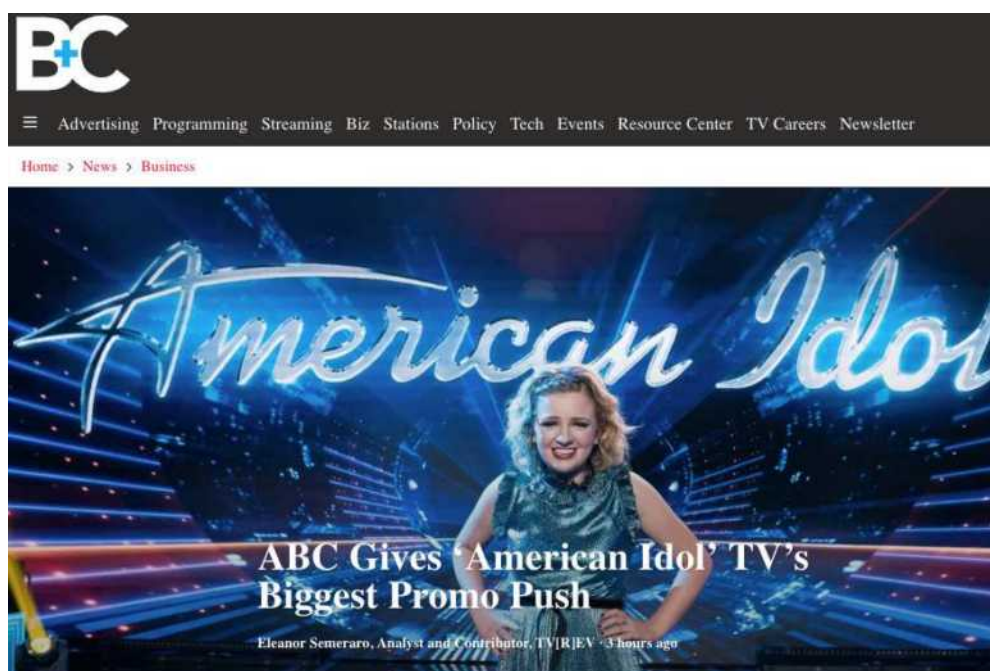




[ABC Gives 'American Idol' TV's Biggest Promo Push](#)

Broadcasting & Cable, 3/6/19

Notably, the Naked and Afraid promo earns the highest iSpot Attention Index (124) in our ranking, getting 24% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



['Wonder Park' Again Tops Studios' TV Ad Spending](#)

Variety, 3/5/19

Notably, "Us" has the best iSpot Attention Index (139) in the ranking, getting 39% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

FiercePharma

[AbbVie and Pfizer return to the top of pharma's TV spending list for February](#)

FiercePharma, 3/6/19

Pfizer has been spending more heavily to tout Xeljanz' indication for ulcerative colitis with a TV ad that launched in December. It has spent more than \$80 million in national TV media buys on that commercial since it began, according to iSpot data.



FiercePharma

Marketing

AbbVie and Pfizer return to the top of pharma's TV spending list for February

by [Beth Snyder Bulik](#) | Mar 6, 2019 10:50am



Top spenders on pharma TV ads in February included AbbVie, Pfizer and Eli Lilly. (Xandr)

AdAge

[Watch The Newest Commercials On TV From Walgreens, Dos Equis, Old Spice And More](#)
Ad Age, 3/5/19

A few highlights: Deon Cole and friends compare notes about the cross-gender appeal of Old Spice Body Wash for Men. A tearful father offers a touching (?) toast to Dos Equis at a wedding. And Walgreens points out that it has pharmacists with cancer expertise in a spot with the tagline "Battle beautifully."

TV (R)EV

[Taking A Bite Out Of Data Confusion At RampUp](#)
TVREV, 3/4/19

iSpot's Muller was quick to point out that the biggest problem with TV data was that much of it was raw and had not been cleaned up. This, Muller explained, means that "it's very, very hard just to get a raw data set to be consistent and scalable."

AdAge

[Watch The Newest Commercials On TV From Bud Light, Doritos, Viceland And More](#)
Ad Age, 3/4/19

A few highlights: Chance the Rapper and Lionel Richie team up to promote Doritos Flamin' Hot Nacho flavor in a surreal music video-style ad. Vice's Viceland promotes its logowear (available at shop.vice.com). And Bud Light deploys actors—sorry, thespians—to "perform" beer ingredients to make a point about corn syrup.



[This Week: The 10 Most Talked About TV Ads On Social](#)
We Are Social Media, 3/1/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Nike leads this week's edition with #DreamCrazier, followed by new spots from Google and GEICO. This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

AdAge

[9 Vaguely Unsettling Thoughts About The Fedex Sameday Bot](#)

Ad Age, 2/28/19

As reported in [Wednesday's edition of Ad Age's Marketer's Brief](#), Pizza Hut intends to start testing something called the FedEx SameDay Bot to deliver pizza in Memphis starting this summer. But in "Meet the FedEx SameDay Bot," an ad that started airing on national TV last night (premiering in a 30-second version during "The Tonight Show Starring Jimmy Fallon," according to [iSpot.tv](#)), the autonomous delivery vehicle is supposed to be more than just a pizza delivery boy.

AdAge

The future of Fox

DSW's nail salons

Walmart fiasco

9 VAGUELY UNSETTLING THOUGHTS ABOUT THE FEDEX SAMEDAY BOT

For starters, it looks perilously top-heavy and your inner nine-year-old will want to try to knock it over

By [Simon Dumenco](#). Published on February 28, 2019.



AdAge

[The Pga Tour Lifts Liquor Tv Ad Ban And Will Take Gambling Sponsorships](#)

Ad Age, 2/28/19

The liquor policy does not extend to golf's four major pro tournaments—The Masters, U.S. Open, PGA Championship and British Open—which are overseen by outside entities. But some of those events already accept liquor TV ads. For instance, Crown Royal ran ads during the 2018 PGA Championship and Patron ran an ad during the 2018 U.S. Open, according to TV ad-tracking service iSpot. The Masters only allows limited number of TV ads. Last year, the slots were primarily filled by AT&T, Mercedes Benz and IBM, according to iSpot.

AdAge

The future of Fox

DSW's nail salons

Walmart fiasco

WW ne

THE PGA TOUR LIFTS LIQUOR TV AD BAN AND WILL TAKE GAMBLING SPONSORSHIPS

Booze and gambling sports marketing barriers keep falling



By [E.J. Schultz](#). Published on February 28, 2019.



Most Popular



AdAge

[Watch The Newest Commercials On Tv From Honda, Samuel Adams, Fedex And More](#)
Ad Age, 2/28/19

A few highlights: Culligan says you should get "Culligan water" at home if you want better coffee and cleaner dishes. FedEx shows off a prototype of a delivery robot it's calling the FedEx SameDay Bot. (See also: ["9 vaguely unsettling thoughts about the FedEx SameDay Bot."](#)) And Honda calls its 2019 Passport Elite a "passport to adventure."



[Lincoln Nabs Most-Viewed Car Ad Honors Again](#)
Wards Auto, 2/28/19

"Ultimate Control," a long-running Lincoln ad featuring Matthew McConaughey, controls first place in iSpot.tv's ranking of the most-viewed automotive commercials – the ads that have racked up the most impressions across national broadcast and cable TV airings.

AdAge

[Watch the newest commercials on TV from McDonald's, Shipt, Hershey's and more](#)
Ad Age, 2/27/19

A few highlights: Hershey's tells the story of a 94-year-old man named Bob likes to give away Hershey bars in another in a series of ads with the tagline "heartwarming the world." McDonald's hypes its addition of bacon to its menu classics, including the Big Mac. And Shipt explains how its professional shoppers will shop for everything from organic apple sauce to books to birthday cakes in a spot with the tagline "We bring the store to your door."



['Wonder Park' Tops Studios' TV Ad Spending](#)
Variety, 2/26/19

Notably, "Wonder Park" has the best iSpot Attention Index (114) in the ranking, getting 14% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

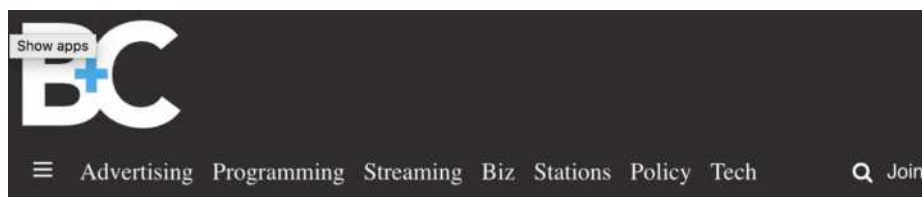


[ABC Gives 'Whiskey Cavalier' TV's Biggest Promo Push](#)

Broadcasting & Cable, 2/27/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (140) in our ranking, getting 40% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [promaxbda](#)



[Home](#) > [News](#) > [Business](#)



Credit: ABC/Larry D. Horricks

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily

AdAge

[Watch The Newest Commercials On Tv From Geico, Coke, Heineken And More](#)

Ad Age, 2/27/19

A few highlights: A barbershop quartet plays basketball in Geico's latest (because, well, no reason, really; it's a Geico ad). Coca-Cola serves up a new flavor with rather dramatic flair (Ad Age's E.J. Schultz previewed the campaign yesterday: "[Coke channels a 1970s-era car chase for new Orange Vanilla Coke ad](#)"). And Avocados From Mexico presents a sort of Avocado Bootcamp.

Seeking Alpha α

[MannKind - Afrezza Scripts Continue To Underwhelm](#)

Seeking Alpha, 2/23/19

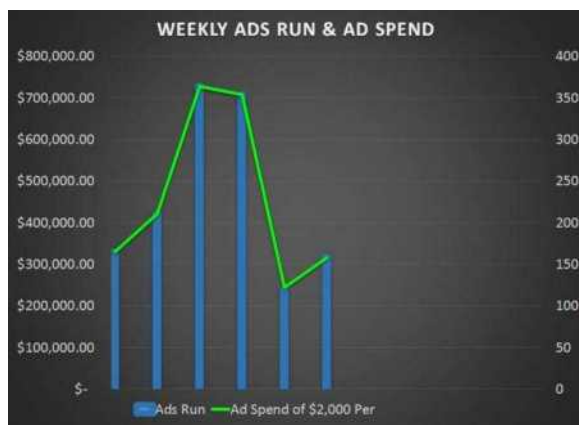


Chart Source - Spencer Osborne (based in part on ispot.tv data)

VentureBeat

[King dethrones PlayStation for game industry TV ad impressions](#)

VentureBeat, 2/24/19

There's a new leader in town when it comes to the most-seen commercials, as PlayStation has not only been knocked out of the No. 1 spot by King, it actually falls to last place on our ranking of most-seen gaming industry spots. Meanwhile, Square Enix and Xbox are nearly tied in second and third place, respectively.

TV (R)EV

[Measuring OTT Ads: Always On Attribution with iSpot CEO Sean Muller](#)

TVREV, 2/25/19

According to **iSpot CEO Sean Muller**, this is critical because CMOs are starting to look at television in terms of business outcomes. “When you’re able to measure business outcomes, you’re able to look at TV the same way you look at digital. They can plug their OTT TV campaigns into the marketing stack just like everything else. It’s a very different way of looking at ad spend, but we think companies that don’t start looking at TV that way are going to get left behind.”

+Spotlight sent as a [TVREV newsletter](#) blast



AdAge

[Watch The Newest Commercials On TV From Chipotle, Samsung, State Farm And More](#)

Ad Age, 2/22/19

A few highlights: Samsung hypes various features of the new Galaxy S10+, including Cinematic Infinity Display and Wireless PowerShare. Best Buy suggests that its sales associates are so tuned in to customers' needs that they're practically mind-readers. And Chipotle serves up another one in its series of "Behind the Foil" spots; this installment focuses on an employee named Chad who's an R&D chef for the restaurant chain.



[RAV4 in Spotlight on Most-Seen Auto Ads Chart](#)

Wards Auto, 2/21/19

Toyota's RAV4 is featured on two of iSpot.tv's latest ranking of the five most-viewed automotive commercials – the ads collecting the highest number of impressions across national broadcast and cable TV airings.

AdAge

[Watch The Newest Commercials On TV From E-Trade, Fanatics, Ross And More](#)

Ad Age, 2/20/19

A few highlights: Ross says it offers "everything your pet needs at 20 to 60 percent off specialty-store prices." Fanatics wants you to know that it sells officially licensed fan gear for more than 500 colleges. And an "emotional support snake" makes a cameo appearance in an E-Trade ad.

VARIETY

['How to Train Your Dragon: the Hidden World' Again Tops Studios' TV Ad Spending](#)

Variety, 2/20/19

Notably, "Captain Marvel" has the best iSpot Attention Index (111) in the ranking, getting 11% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Promaxbda](#)

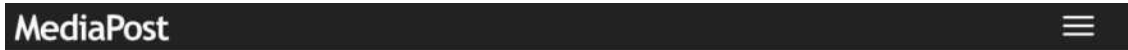




[Video Streaming Spend Hits \\$166M For National TV Ads](#)

MediaPost, 2/19/19

Over the last three months, total video streaming services have spent \$166.2 million on national TV advertising -- 49,020 airings of commercials, according to iSpot.tv.



TelevisionNewsDaily

Video Streaming Spend Hits \$166M For National TV Ads

by Wayne Friedman , Yesterday



Video streaming services continue to push spending on national linear TV advertising --



ports programming.



REUTERS

['Green Book' enjoys biggest Oscar nominations bounce at box office](#)

Reuters, 2/19/19

Backers of "Green Book" also plowed \$1.4 million into national television ads after the nominations through Monday, according to data measurement firm iSpot. That came in second among best-picture nominees to the \$2.2 million to advertise "Vice," a political satire from Annapurna Pictures.

Syndication" [WSAU](#)

FEBRUARY 19, 2019 / 1:25 PM / UPDATED 14 HOURS AGO

Lisa Richwine



LOS ANGELES (Reuters) - Oscar-nominated dramedy "Green Book" has turned Hollywood awards race publicity into more box-office gold than each of the seven other films in the best-picture contest.





[Fox Gives 'Proven Innocent' TV's Biggest Promo Push](#)

Broadcasting & Cable, 2/20/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (137) in our ranking, getting 37% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Promaxbda](#)

AdAge

[Watch The Newest Commercials On TV From Cottonelle, Progressive, Adidas And More](#)

Ad Age, 2/19/19

A few highlights: Adidas calls its Ultraboost 19 "the greatest running shoe ever." Progressive's Flo helps end a "lame" blind date. And Cottonelle offers some advice on "down there care" in a spot that features a guy who's just about to meet his boyfriend's parents for the first time.

FiercePharma

[Pfizer dethrones AbbVie as Xeljanz soars past Humira in January TV spending](#)

FiercePharma, 2/19/19

In January, Pfizer's Xeljanz topped AbbVie's Humira in a rare bypass of the usual No. 1, spending more than \$40 million on national TV time. That total was \$6 million more than Humira's, according to data from real-time TV ad tracker iSpot.tv.





[Who Needs A Big Ad Campaign? The Chatterbox-In-Chief](#)
MediaPost, 2/19/19

Donald Trump needs to start a full-fledged paid TV ad campaign. Because who's really listening now? We are not talking about the measly money spent on stuff so far -- like \$250,000 in national TV advertising time for a border security spot, according to iSpot.tv. We are talking big bucks. He's a billionaire, no?



[The Oscars: No Host, But Lots Of ABC On-Air Promos](#)
MediaPost, 2/19/19

With no host for ABC's Oscars -- and a week to go before the big event -- the network has been airing about the same number of TV show promos as a year ago, featuring primarily creatives focused on movies.

So far, ABC has run 691 promo airings, yielding 329.2 million impressions through February 18, according to iSpot.tv.

Seeking Alpha α

[MannKind - Scripts, Advertising, And Cash](#)
Seeking Alpha, 2/16/19

The recurring issue with MannKind boils down to dollars. While starting the year with \$70 million sounds good, it only gets the company to Q3, and that is without considering accelerated spending on marketing.



Chart Source - Spencer Osborne (based in part on iSpot.tv data)

Chart Source - Spencer Osborne (based in part on iSpot.tv data)



[Taco Bell Nearly Doubles Television Advertising Spend in January](#)
Skift Table, 2/15/19

Not to beat a dead horse, but restaurant chains remain consistent in advertising during sports telecasts to attract new customers — especially football games.

Information is provided by TV advertising attention analytics company [iSpot.tv](#).

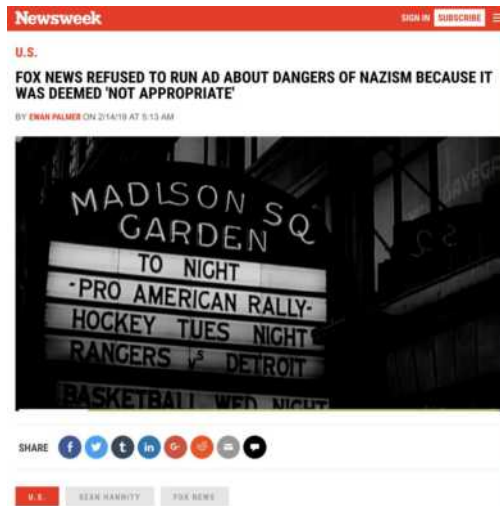
Brand	Airings	PrimeTime Airings	Estimated Spend	Industry
Taco Bell	75,162	3,197	\$84,089,856	Quick Service
McDonald's	11,086	1,709	\$52,948,918	Quick Service
Dominos	22,242	5,451	\$45,899,916	Pizza
Burger King	79,866	2,889	\$41,494,276	Quick Service
Schweby	8,708	1,421	\$30,076,588	Quick Service
Wendy's	11,870	2,242	\$27,841,881	Quick Service
Pizza Hut	6,865	1,299	\$24,989,543	Pizza
Older Garden	9,948	1,827	\$23,242,148	Casual Dining
Applebee's	4,991	797	\$22,471,797	Casual Dining
KFC	6,450	1,187	\$17,938,838	Quick Service

Newsweek

[Fox News Refused To Run Ad About Dangers Of Nazism Because It Was Deemed 'Not Appropriate'](#)

Newsweek, 2/14/19

The ad will still air locally in Los Angeles during Hannity on Thursday after the original ad was scrapped. The film's distributor is hoping to air the ad nationally on other cable networks, THR reports. As reported by Variety, no other national TV network has aired the advert as of the evening of February 13, according to iSpot TV data.



AdAge

[Watch the Newest Commercials on TV From VW, ADIDAS, Purina and More](#)

Ad Age, 2/14/19

A few highlights: Adidas invites you to "recode running" (i.e., help reinvent it) in a commercial for its Ultraboost 19 running shoes. Purina celebrates the "Best in Show" winner of the 2019 Westminster Kennel Club Dog Show. And Volkswagen serves up a thrill ride (spoiler: a literal roller coaster is involved) in a spot for the VW Atlas.

AdAge

[Watch The Newest Commercials on TV From From Pizza Hut, Dodge, Panera Bread, and More](#)

Ad Age, 2/15/19

A few highlights: Dodge presents a rather unexpected way to say "Happy Valentine's Day" (with a little help from burning rubber). Panera Bread wants you to "Enjoy 100% clean soup today." And Pizza Hut's Ultimate Cheesy Crust Pizza prompts an "Oh. My. God" reaction.

AdAge

[Budweiser Subs Out Bob Dylan And Gen Z Craves Diversity: Marketer's Brief](#)

Ad Age, 2/13/19

A spokeswoman confirmed that Anheuser-Busch InBev only secured rights for Dylan's version from Jan. 23, when the ad was released online, until Feb. On TV, the Dylan version only ran during the Super Bowl, on both CBS and ESPN Deportes, according to iSpot.

VARIETY

[Fox News Turns Down Ad That Contained Nazi Imagery](#)

Variety, 2/13/19

No national TV network has run the "Garden" as of Wednesday night, according to data from iSpot TV, a service that monitors ad spending and placement.

Syndication: [Yahoo Entertainment](#)



[Toyota Leads Most-Seen Auto Ads Ranking](#)

Wards Auto, 2/13/19

Excerpts from E.E. Cummings' "A Poet's Advice" are heard in Volvo's fourth-place commercial for the '19 S60. This spot also has the best iSpot Attention Index (147) in the ranking, getting 47% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

IndieWire

[Fox News Email Indicates CEO Suzanne Scott Nixed Ad for Anti-Nazi 'A Night at the Garden' Doc](#)

Indie Wire, 2/14/19

On January 28, an ad for the Simon Wiesenthal Center that featured swastikas and concentration camp footage aired during "Tucker Carlson Tonight," according to iSpot.tv, which tracks TV ad placement.

AdAge

[Watch The Newest Commercials On TV From Jeep, Google Pixel, Finish Line And More](#)

Ad Age, 2/13/19

A few highlights: NBA star Giannis Antetokounmp helps Metro by T-Mobile promote its Unlimited LTE plan. Google serves up another in a series of ads hyping the Childish Gambino Playmoji available on Pixel 3. And Jeep wants you to know that the Wrangler has been named the 2019 Motor Trend SUV of the Year.



[AMC Gives 'The Walking Dead' TV's Biggest Promo Push](#)

Broadcasting & Cable, 2/13/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (137) in our ranking, getting 37% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

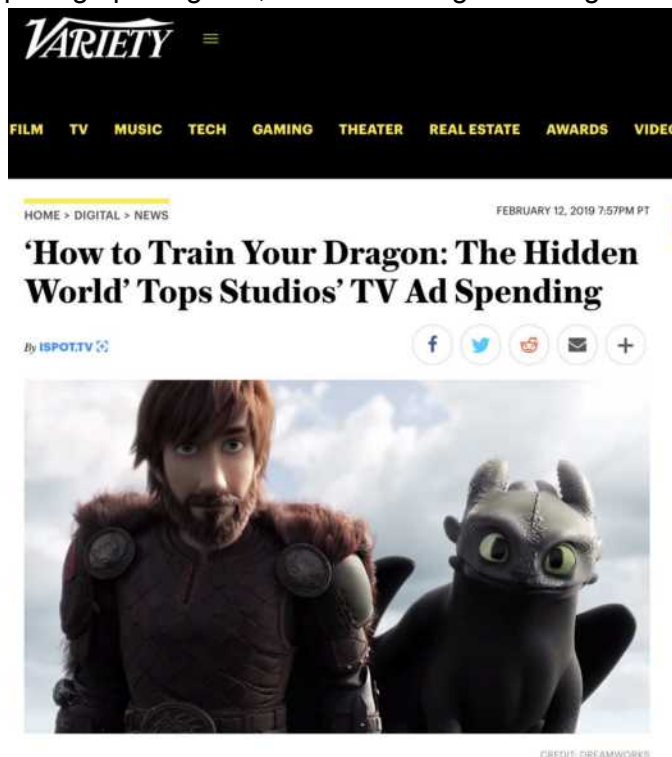
Syndication: [Promaxbda](#)

The logo for the publication 'Variety', featuring the word in a large, stylized, black serif font with a decorative flourish above the letters.

[How to Train Your Dragon: The Hidden World' Tops Studios' TV Ad Spending](#)

Variety, 2/12/19

Notably, “[Happy Death Day 2U](#)” has the best iSpot Attention Index (123) in the ranking, getting 23% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



AdAge

[Watch The Newest Commercials On TV From Chobani, Butterfinger, Ally Bank And More](#)
Ad Age, 2/12/19

A few highlights: Chobani points out that its Chobani Less Sugar Greek Yogurt has half the sugar of other yogurts in a spot that imagines what life might be like with less of other things—specifically tech gadgets. Ally Bank says "We're not just a bank, we're an ally." And Butterfinger enlists the help of an E.T.-ish alien to hype its new "better Butterfinger," which is made with an "improved recipe with high-quality jumbo peanuts."

ADWEEK

[LiveRamp Adds Connected TV Integration, Posts 35% Rise in Revenue](#)
Adweek, 2/12/19

LiveRamp, which was part of the same outfit as [Acxiom prior to its July 2018 sale to Interpublic Group](#), received \$2.3 billion from the sale of Acxiom. LiveRamp also forecast revenues of \$284 million for the full-year 2019—an increase of 29 percent year over year—with the company also announcing that recent LiveRamp TV client-wins included: Cox, Turner and iSpot.



[LiveRamp Announces Third Quarter Results](#)

Business Wire, 2/12/19

Key Metrics and Business Highlights

- LiveRamp added 30 new direct customers during the quarter, bringing its total direct customer count to 640, an increase of 23% year-over-year. We now serve 19% of the Fortune 500 compared to 15% in the prior year period.
- LiveRamp has 42 clients whose subscription contracts exceed \$1 million in annual revenue, up from 31 in the prior year period.
- Dollar-based net retention was in excess of 115% for the tenth consecutive quarter.
- During the quarter, TV related revenue grew 38% year-over-year and addressable campaign volumes more than doubled. Recent LiveRamp TV wins included Cox, Turner and iSpot.



[By the Numbers: 61st Annual Grammy Awards on CBS](#)

Broadcasting & Cable, 2/11/19

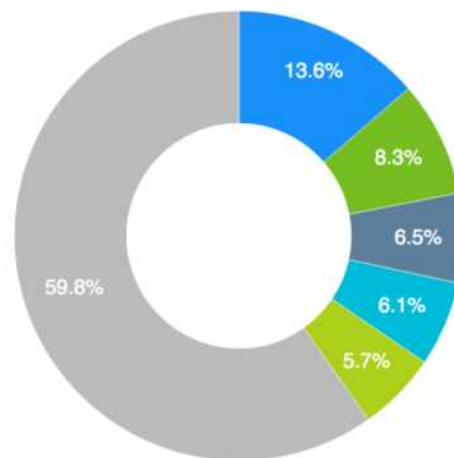
Live linear delivered 1.32 billion TV impressions on 94 airings, close to last year's 1.35 billion TV device impressions on 104 ad airings, according to real-time TV ad measurement company iSpot.

The 61st Annual Grammy Awards

Top Industries - Est. TV Spend: 02/10/2019 - 02/10/2019

Data provided by iSpot.tv

- Life & Entertainment: Theatrical Movies
- Electronics & Communication: Mobile Devices
- Restaurants: Quick Serve
- Vehicles: Auto Makers
- Business & Legal: Credit Cards
- Other



[Grammys Pulls 20 Million Viewers, \\$95 Million In National TV Advertising](#)

MediaPost, 2/11/19

Among paid TV advertisers on the three-hour-plus telecast, Walt Disney Pictures aired five commercial airings for a total of five minutes, according to iSpot.tv, while Google Phones had four airings, at four minutes, Apple Music had seven airings at 3.5 minutes and Lincoln Motor Co. had six airings, at 3.5 minutes.

AdAge

[Hello, Dolly! Grammys Ratings Hold Steady](#)

Ad Age, 2/11/19

Per iSpot.tv data, the 2019 Grammys served up 1.32 billion ad impressions on linear TV, on par with the year-ago 1.35 billion. Among the most visible advertisers in last night's Grammyscast were Walt Disney Pictures ("Dumbo" and—hoo boy—"Aladdin"), Lincoln Motor Co., Apple Music, Google Phones, Xeljanz, MasterCard, McDonald's, Pepsi, Intuit and Ford.



[Private Equity Co. To Buy Cox Enterprises For \\$3 Billion](#)

MediaPost, 2/11/19

Among paid TV advertisers on the three-hour-plus telecast, Walt Disney Pictures aired five commercial airings for a total of five minutes, according to iSpot.tv, while Google Phones had four airings, at four minutes, Apple Music had seven airings at 3.5 minutes and Lincoln Motor Co. had six airings, at 3.5 minutes.

AdAge

[Watch The Newest Commercials On TV From Mastercard, Google Pixel, Apple Music And More](#)

Ad Age, 2/11/19

A few highlights: Google deploys Childish Gambino to help introduce the Childish Gambino Playmoji on its Pixel 3 phone in a spot that appeared during the telecast of the 61st Annual Grammy Awards on CBS. In another Grammys ad, Khalid appears as a Memoji for Apple Music. And Camila Cabello helps Mastercard hype "Priceless Surprises."

DEADLINE

[Carmen Argenziano Dies: 'Stargate SG-1', 'Godfather 2' Actor Was 75](#)

Deadline, 2/11/19

Argenziano then offers that he's already taken the trash out, to which the wife says, "I know, and thank you so much for that" before suggesting a purchase of supplemental health care. According to iSpot.TV, the ad has aired more than 10,600 times since 2013.

VentureBeat

[PlayStation remains king of game industry ad spend as new players step up](#)

VentureBeat, 2/10/19

In general, January saw a big dip in game industry spend, down to an estimated \$29.7 million from December's \$90.5 million. That's no surprise, given the typical January slump following a big holiday season. In total, 21 brands aired 43 ads over 13,800 times, generating almost 2.3 billion TV ad impressions.

Life & Entertainment: Mobile Games & Video Games
Top Brands - Est. TV Spend: 01/01/2019 - 01/31/2019
Data provided by iSpot.tv

● PlayStation
● King
● Scopely
● Square Enix
● Seriously Digital Entertainment
● Other



AdAge

[Watch The Newest Commercials On TV From Taco Bell, Apple, Adobe And More](#)

Ad Age, 2/8/19

A few highlights: Apple demonstrates how the Depth Control camera feature works in the iPhone XS and XR. Adobe wants you to "PDF like a boss" by using Adobe Acrobat. And Taco Bell hypes its new delivery option (through a partnership with Grubhub) in a wry spot featuring various inspiring go-getters—along with one not-so-inspiring, uh, non-go-getter: Adam DeVine.



[NBCU Sells Its First Ever TV Ad Campaign Based On Business Outcomes](#)

AdExchanger, 2/8/19

NBCU evaluates the ultimate result using third-party measurement providers, such as Comscore, iSpot.tv and Data Plus Math, among others.



[J&J to disclose list prices in TV drug ads](#)

BioPharma Dive, 2/7/19

Notably, Xarelto is J&J's most frequently prescribed medicine and accounted for more than \$100 million in 2018 ad spending, according to TV analytics firm iSpot.tv.



[Around the World](#)

Financial Express, 2/8/19

Online viewing of related Super Bowl advertising content and commercials soared to reach a five-year high — mostly from unpaid earned media exposure — just five days before the big Super Bowl game. Approximately 36 brands released 108 pieces of Super Bowl ad creatives that garnered 110 million online views, according to iSpot.tv.

AdAge

[Watch the newest commercials on TV from Xbox, Experian, Embark DNA and more](#)

Ad Age, 2/7/19

A few highlights: Embark DNA promotes its Dog DNA Test, which owners can use to find out about their pup's breed mix, family tree, health and, yes, even to discover long-lost relatives. Experian advertises its free Dark Web Triple Scan service that checks if your social security number, email and phone number are on the dark web. And Xbox serves up a dramatic spot for soon-to-be-released "Metro Exodus," offering the post-apocalyptic game with an Xbox One X bundle.



[Super Bowl LIII Spotlight: Auto Makers](#)

Wards Auto, 2/7/19

According to iSpot, five automakers ran six ads during Super Bowl LIII. Toyota led the way for the most-seen auto ads with 164.8 million TV ad impressions. (Note: data below is based on estimates generated through 11 a.m. EST on Tuesday, Feb 5.)



[Super Bowl LIV Preview: Before and After the Big Game](#)

DMNews, 2/6/19

According to [iSpot.tv](#) pre-game data, 42 of the 64 brands ready to make their Super Bowl splash released 149 creative pieces in the pre-game leadup. Before kickoff, they generated 224.1 million online views, and an estimated 2.56 billion social reach from associated brand properties and pages. On the screen – again, before the game began – the ads generated 315 million TV impressions. Credit goes to Expensify, orchestrating top pre-game digital engagement with their “interactive expensing call to action,” the iSpot report concluded.

The iSpot study uses an overall metric – digital share of voice (or DSOV) – that is a weighted score taking into account views, shares, comments and other actions across major web properties. Expensify scored 10.08 percent, just beating Budweiser’s “Wind Never Felt Better” environmental message, at 9.77 percent DSOV. Budweiser achieved nearly three times as many online views (almost 22.6 million) than Expensify, leading up to the game, but Expensify won out with almost four times as many social impressions (191 million vs. 53 million, for Bud).



[How Does Digital Compete with TV-Like Numbers?](#)

TVREV, 2/6/19

Half a Billion Online Views: SBLIII advertisers generated 74 million online views across YouTube and Facebook for the 93 ads, 54 brands that appeared during the game. And then you factor in all the ads, pre-teasers, and campaigns advertisers generated close to half a billion online views (491.9 million); 250.3 million of which were organic on YouTube.



[Pretty Little Liars: The Perfectionists Trailer Opens With An Eerie Murder Mystery](#)

Geekspin, 2/6/19

According to TV spot tracker iSpot, a total of 93 ads aired during the Super Bowl LIII. While several of these ads were forgettable, there are few that made a mark and won the hearts of pop culture nerds.



[Fast & Furious Presents: Hobbs & Shaw' Tops Studios' TV Ad Spending](#)

Variety, 2/5/19

Notably, "Captain Marvel" has the best iSpot Attention Index (191) in the ranking, getting 91% fewer interruptions than the average movie ad.



[CBS Gives 'The World's Best' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 2/6/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (154) in our ranking, getting 54% fewer interruptions than the average promo.



[Streaming Services Came Out to Play During Super Bowl LIII](#)

TVREV, 2/5/19

According to iSpot.tv, the real-time TV ad measurement company, five streaming services — Amazon Prime Video, CBS All Access, Hulu, Netflix and YouTube TV) ran eight ads or teasers tied to Super Bowl LIII this year. Together, the services generated 566 million TV ad impressions, and nearly 327 social impressions around the big game. The ads generated 31.2 million online views, with 14.8 million of those on YouTube and iSpot.tv without any sponsor dollars attached.

BEAUMONT ENTERPRISE

[Broadcast audience for Super Bowl drops again](#)

Beaumont Enterprise, 2/5/19

iSpot.TV, which measures viewership and social interactions involving ads, said Marvel's "The Avengers" had the largest audience share on game day with 5.3 million online views and 334 million social impressions. Amazon's Alexa ad had the most online views at 15.1 million Sunday.



[5 Geekiest Commercials And Trailers From Super Bowl LIII](#)

GeekSpin, 2/5/19

According to TV spot tracker iSpot, a total of 93 ads aired during the Super Bowl LIII. While several of these ads were forgettable, there are few that made a mark and won the hearts of pop culture nerds. Below are five of the geekiest commercials from this year's Super Bowl.



[Super Bowl Still Commands Big Numbers, But Ad Engagement May Be Slipping](#)

MediaPost, 2/5/19

For example, Microsoft's Xbox pulled in 20.6 million earned media views, according to iSpot.tv, from the period January 1 through February 4. An Amazon tallied 19 million; a Budweiser spot, 18.4 million; a Walmart message, 18.0 million; and a Stella Artois commercial, 13.3 million.



[Super Bowl Drew 100.7M Viewers, Down 2.6 Percent](#)

TV Technology, 2/5/19

Data and analytics company iSpot.TV estimates that advertisers spent \$391 million on in-game spots on CBS during the Super Bowl.

AdAge

[Watch The Newest Commercials On TV From Geico, Sling, Toyota And More](#)

Ad Age, 2/5/19

A few highlights: Toyota shows off some of the features of the new RAV4, including Alexa integration. Sling serves up a fresh 15-second TV cut of a campaign starring relationship expert Dr. Ruth that debuted online last August. And for some reason a man does some hibachi grilling (and is insanely good at it) in Geico's latest.



[Wayfair's Budding Paid Media Business; YouTube's Changing Homepage Ads](#)

AdExchanger, 2/5/19

Meanwhile, iSpot.tv, using digital share of voice (DSOV), had a completely different view from the top: Marvel (DSOV: 33.23%, 99% positive sentiment), Verizon (13.11%, 62% positive), Xbox (7.80%, 95% positive), Amazon (5.63%, 93% positive) and Budweiser (3.94%, 82% positive). Incidentally, the big game itself wasn't that great, with a Nielsen US household rating of 41.1, the lowest since 2005.

HOUSTON CHRONICLE

[Broadcast audience for Super Bowl drops again](#)

Houston Chronicle, 2/5/19

iSpot.TV, which measures viewership and social interactions involving ads, said Marvel's "The Avengers" had and the largest audience share on game day with 5.3 million online views and 334 million social impressions. Amazon's Alexa ad had the most online views at 15.1 million Sunday.

Syndication: [Beaumont Enterprise](#) **BEAUMONT ENTERPRISE**



[Bud Light, robots, AI dominate attention during Super Bowl](#)

Reuters, 2/4/19

The ad plugging the final season of the hit show garnered nearly **150 million social impressions** by halftime, or the estimated reach of the brand pages and ads across social media, according to **iSpot**, which provides TV ad measurements for marketers.

YAHOO! *The New York Times* *The Baltimore Post*



Syndication: [Yahoo!](#), [New York Times](#), [The Baltimore Post](#), [CompuServe](#), [This is Money](#), [iWired](#), [Into AI](#), [WSAU](#), [The Star](#)...

Bud Light, robots, AI dominate attention during Super Bowl

Sheila Dang

4 MIN READ



(Reuters) - Anheuser-Busch Inbev's Bud Light stole the show with a tie-up with HBO's "Game of Thrones," during the Super Bowl on Sunday, while robots and artificial intelligence were a big theme for several advertisers targeting what is expected to be the year's largest TV audience.



THE WALL STREET JOURNAL.

[Robots' Lead Role in Super Bowl Ads Hit at Tech Anxieties](#)

The Wall Street Journal, 2/4/19

The robo-centric Super Bowl ads didn't make that much of a stir on social media as they aired, however: Five commercials featuring robots and artificial intelligence, including ads from [PepsiCo](#) Inc.'s Pringles and [Skechers USA](#) Inc., accounted for only 2% of overall "digital share of voice" across [Twitter](#), [Facebook](#), YouTube and searches, according to ad-tracking company iSpot.tv.

+Featured in the [WSJ CMO Today newsletter](#)....

THE WALL STREET JOURNAL.

CMO TODAY

Robots' Lead Role in Super Bowl Ads Hint at Tech Anxieties

The people who make ads may be at least as worried as the rest of us



BUSINESS INSIDER

[The best and worst Super Bowl 2019 commercials](#)

Business Insider, 2/4/19

Despite 54 advertisers shelling out \$5.25 million for 30 seconds of screen time during the big game for a total of 93 Super Bowl ads, according to iSpot, most ads this year were a bit of a snoozefest.

BUSINESS INSIDER

[Here are the 10 buzziest commercials going into Super Bowl 2019](#)

Business Insider, 2/1/19

Business Insider crunched data from social media measurement company Brandwatch, **iSpot** and AI-powered measurement company Realeyes to get a sense of which ads were winning over the majority already and creating the most buzz leading up to Super Bowl Sunday this weekend. We looked at Brandwatch's tally of social mentions on Twitter, Facebook, Instagram and Reddit over the past two weeks; and **iSpot's earned media view metric** as well as digital share of voice metric, which measures the noise an ad made compared to others, factoring in likes, shares, views, comments, tweets and retweets on Facebook, YouTube, Twitter, and search. Stella Artois has more than **12 million online views and over 31 million social impressions according to iSpot.**

BUSINESS INSIDER TECH FINANCE POLITICS STRATEGY LIFE ALL PRIME INTELLIGENCE

Here are the 10 buzziest commercials going into Super Bowl 2019

Tanya Diaz Feb. 1, 2019, 1:58 PM



Cardi B in a still from Pepsi's commercial at Super Bowl 2019. PepsiCo.

VARIETY

[Whatever Happened to 'Budvertising'?](#)

Variety, 2/4/19

Four Bud Light ads generated more than 315 million impressions on TV devices, according to iSpot TV.

billboard

[Super Bowl Synch Report: Dylan, Queen Push Sony/ATV Ahead of Publisher Pack as Brands Place Fewer Ads](#)

Billboard, 2/4/19

Promos were in fact up significantly this year, according to iSpot.tv, which tracked 33 this year, compared to 19 in 2018.

Forbes

[Marvel's Teaser Ads Put The 'Super' In SBLIII's Social Metrics](#)

Forbes, 2/4/19

According to the metrics platform [iSpot.tv](#), Marvel's two 30 second trailers finished in the top 3 in whole-day share-of-voice on game day, with Endgame commanding a whopping 26%, or more than a quarter of all online activity, and Captain Marvel landing at 7.25%, just a shade behind Verizon's emotional tribute to first responders, The Team That Would Be Here(7.5%).

AdAge

[Super Bowl Alert: Big Game Delivers Boring Commercials, Low Viewership](#)

Ad Age, 2/4/19

In other rankings: Verizon's Super Bowl ad, "The Team That Wouldn't Be Here," was the most popular in terms of attention and conversion analytics metrics across Facebook, YouTube, Twitter and search engines, according to iSpot.tv. It was also the most-watched Super Bowl ad on YouTube through 10 p.m. ET on Sunday.

AdAge

[Top 10 Super Bowl Commercials By Digital Share Of Voice](#)
Ad Age, 2/4/19

Meanwhile, Ad Age has also partnered with [iSpot.tv](#), the real-time TV ad measurement company with attention and conversion analytics from more than 10 million smart TVs, to get the big picture on the digital activity across Facebook, YouTube, Twitter and search engines surrounding Super Bowl LIII ads. In other words, this is about what specifically resonated online/socially on Super Bowl Sunday. The ranking below gives particular weight to earned online views, social actions explicitly related to the ads and estimated reach, aka social impressions.

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

Game Day Totals



Top Ads by Digital Share of Voice

Excluding Movie Trailers & Show Promos

Verizon: The Team That Wouldn't Be Here

4th quarter, 09:20 PM EST, 30s



13.50%
Digital Share of Voice

Key Stats

TV Ad Impressions: **81,666,989**

Earned Online Views: **6,141,748**

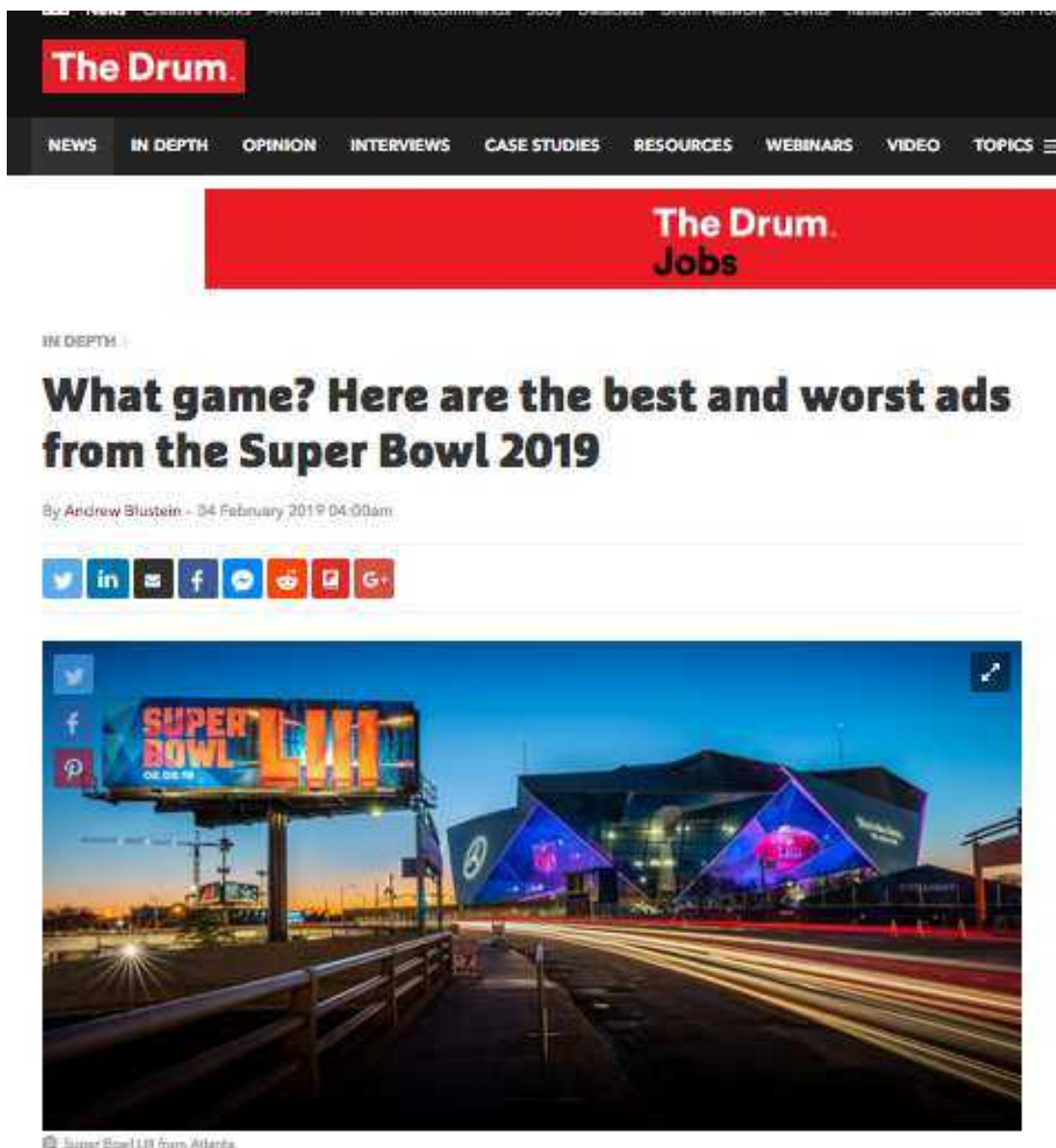
Social Impressions: **47,937,229**

THE DRUM

[What game? Here are the best and worst ads from the Super Bowl 2019](#)

The Drum, 2/4/19

Analytics from iSpot show that [Expensify's music video](#) teaser garnered serious online buzz with a digital share of voice of more than 6%, landing it in the top five of pregame chatter.



The Drum.

NEWS IN DEPTH OPINION INTERVIEWS CASE STUDIES RESOURCES WEBINARS VIDEO TOPICS


The Drum.
Jobs

IN DEPTH

What game? Here are the best and worst ads from the Super Bowl 2019

By Andrew Blustein - 04 February 2019 04:00am

Twitter LinkedIn Email Facebook Messenger Reddit Dribbble Google+



Super Bowl LVII from Atlanta



[With fewer ads in Super Bowl LIII, CBS had to air more promos](#)

Awful Announcing, 2/4/19

That gave CBS the opportunity to air more promos for its own content and platforms. iSpot.TV says the number of network promos increased 74% from last year on NBC. In fact, CBS aired 33 promos on Sunday compared to the 19 that NBC aired during Super Bowl LII.



[Super Bowl's In-Game Ad Revenues Drop](#)

MediaPost, 2/4/19

According to iSpot.tv, its preliminary estimates showed CBS pulled in \$391 million in advertising for its Super Bowl LIII in-game programming on Sunday. Top-spending individual brands during the game were Bud Light at \$23.5 million; Verizon with \$20.4 million; T-Mobile at \$20 million; Toyota Motors with \$20 million; and Amazon at \$19.4 million.

Marketing Land

[Which Super Bowl advertisers won the digital game? Verizon, Bud Light, Pepsi](#)

Marketing Land, 2/4/19

Verizon won the video game. Verizon's "The Team That Wouldn't Be Here" ad topped both YouTube and iSpot.tv's list of most popular Super Bowl ads. YouTube had Verizon at number one for the Super Bowl ad with the most game-day views.



[Super Bowl ad recap: Bezos pushes Post message; T-Mobile offers freebies; Xbox and Alexa score big](#)

Geekwire, 2/4/19

The company said there were 93 Super Bowl LIII ads from 54 unique brands. The ads generated 48 million online views as of 11 p.m. Sunday. Top in-game advertising according to iSpot included the Verizon ad above; Marvel film trailers for "[Avengers: Endgame](#)" and "[Captain Marvel](#)"; the Alexa ad we saw [earlier in the week](#); and Microsoft's Xbox Adaptive Controller ad, which we [also covered earlier](#) in the week.



[Super Bowl Drew 100.7M Viewers, Down 2.6%](#)
Broadcasting & Cable, 2/4/19

Data and analytics company iSpot.TV estimates that advertisers spent \$391 million on in-game spots on CBS during the Super Bowl.



[Avocados From Mexico, One Of The TOP 10 Ads Mentioned Online During Super Bowl](#)
Abasto, 2/4/19

According to social media measurement company Brandwatch, Avocados From Mexico's ad, during the week leading up to the Super Bowl LIII game, had nearly 20,000 mentions, more than 40,000 online views and 340 million impressions, according to iSpot.



[Who Won the Super Bowl Speed Game? It Depends on Who You Ask](#)
Light Reading, 2/4/19

Verizon apparently wasn't scared off by that price tag though as the operator spent an estimated \$30 million, according to ad-tracking company iSpot, to promote [its offerings for public-safety users](#) (likely a response to AT&T's FirstNet-powered public-safety initiative, as well as its public black-eye from [throttling firefighters last year](#)).



[02/04/19: Breaking down analytics for the Super Bowl commercials](#)
Synopsis, 2/4/19

With the **Patriots** laying claim to the Super Bowl again on Sunday, the other battle of the day – the ad wars – saw multiple winners, depending on your point of view. **iSpot.tv** ran its annual tally of the spots that drew the most reaction (good and bad combined) in its tally, which saw the new trailer for Captain Marvel take the top spot as of press time.

DIGIDAY

[Brand winners and losers of Super Bowl LIII](#)

Digiday, 2/3/19

Easily one of the biggest wins this Super Bowl was Bud Light's "Jousting Match" ad, which cost an estimated \$9.4 million, according to **iSpot.tv**. The ad was a partnership with HBO's "Games of Thrones," promoting the upcoming season. While the ad may have been a Bud ad, dragons always win. HBO also insisted that Bud Light kill off its Bud Knight for the spot which saw 183,801,718 social impressions, according to iSpot.tv.

DIGIDAY

NEWS ▾

DIGIDAY +

PODCASTS

EVENTS

AWARDS

CAREERS

BRANDS IN CULTURE

Brand winners and losers of Super Bowl LIII

FEBRUARY 3, 2019 by [Ilyse Liffreing](#)



[CBS Sells Out Commercial Inventory for Super Bowl](#)

Broadcasting & Cable, 2/3/19

According to **iSpot.TV**, among the companies that are rolling out fresh creative for the big game are Microsoft, Amazon, Ram Trucks, Jeep, Mercedes Benz and Bumble. Advertisers have also spent \$3.2 million to promote that they have commercials that will appear in the Super Bowl, according to iSpot.TV.



[The Super Bowl is worth billions each year — Here's who makes what](#)
CNBC, 2/1/19

Advertisers will be shelling out close to \$500 million to air their commercials during the Super Bowl, but what returns can they expect? Measurement company iSpotTV, which tracked sales against ad spend in 2018, found that the cost per lead (CPL), or the amount of money spent to convert a viewer into a buyer was [between \\$27 and \\$100](#), on the day of the game. But the CPL went down significantly after a fortnight, to \$3.41 for one big game advertiser it tracked.



DEADLINE | HOLLYWOOD

[Super Bowl Ads: Brands Showing Fewer Cards And Spotighting Social Issues This Year](#)

Deadline, 2/1/19

Data compiled by ad tracking firm **iSpot** show that the activity level is slightly more muted this year, despite the fact that many brands are putting a lot of ammunition in their marketing cannons. As of Wednesday, 36 brands had put out 108 different ads across digital and social platforms, at the high end of the range over recent years. While collective online viewing of those ads is 111 million and counting, about 60.4 million of that is unpaid via YouTube. It's also markedly lower than in recent years — in 2016, for example, ads had piled up 201.8 million views.

Syndication: [Yahoo](#) **YAHOO!**

GeekWire

[Geek of the Week: iSpot.tv's Anthony Skinner tunes into shifting media landscape and which ads work](#)

GeekWire, 2/1/19

In the week leading up to and directly after this Sunday's Super Bowl, when millions will tune in and many more millions will be spent on ads, **iSpot.tv** puts in overtime [analyzing the performance](#) of ads from Budweiser, Amazon, T-Mobile, Jeep and many more. Skinner admits that he'll laugh along at ads like anyone else who is watching. So what's it take to go viral? "I'm not a genius," said our latest Geek of the Week. "But it seems like animals are always the key."



Anthony Skinner of iSpot.tv is an avid cyclist. (Photo courtesy of Anthony Skinner)



[Pizza Delivery Is the Real Competition Over Super Bowl Weekend](#)

Skift Table, 2/1/19

Domino's and Pizza Hut, along with rivals Little Caesar's and Papa John's (the latter [the NFL's former sponsor](#)) have made little noise about advertising plans ahead of the event. Overall, television ads for the Super Bowl have slowed down considerably as well this year, compared to the last five years, with fewer pre-releases or commercial teasers aired in the weeks leading up to the game, according to iSpot.tv.

Commercial Pre-Release and Teaser Spending by Brands

Year	Brands	Ads	Estimated Spend
2019	36	108	\$3,244,171
2018	32	68	\$8,369,418
2017	32	62	\$8,069,406
2016	39	67	\$8,776,048
2015	38	100	\$9,841,276
2014	27	37	\$3,654,641

The numbers provided above by iSpot.tv are current as of Jan. 30.



MediaPost

[Online Views Of Super Bowl Content Highest In 5 Years](#)

MediaPost, 1/31/19

Some 36 brands have released 108 pieces Super Bowl of ad creative that totaled 110 million online views -- with over 60.4 million of those coming from YouTube earned media views, according to iSpot.tv.

AdAge

[Watch the newest commercials on TV from Hyundai, ProFlowers, Lowe's and more](#)

Ad Age, 1/31/19

A few highlights: Edible Arrangements wants to remind you that Valentine's Day is approaching. Lowe's says "Do it right for less" in a spot meant to inspire you to remodel your bathroom. And Hyundai says "Do what you love" in an ad that spotlights the Kona and Kona Electric.

TWICE

[Super Bowl Commercials: What Can We Expect From Tech?](#)

Twice, 1/31/19

The first-ever Super Bowl ad by a home security company "deals with ways to confront and overcome feelings of anxiety," iSpot.tv said of the 30-second, first-quarter commercial.



HOUSTON★CHRONICLE

[Advertisers take a pass on outrage at this year's Super Bowl](#)

Houston Chronicle, 1/30/19

As of midweek, with about half of the Sunday ad inventory available via YouTube and other online sites, the most popular ad thus far was Budweiser's "Wind Never Felt Better" spot, with 20 million online views and 40 million online impressions, according to iSpot.TV.



Advertisers take a pass on outrage at this year's Super Bowl



David Barron, Houston Chronicle | Jan. 30, 2019 | Updated: Jan. 30, 2019 5:07 p.m.





[TNT Gives 'I Am the Night TV's Biggest Promo Push](#)

Broadcasting & Cable, 1/30/19

On the strength of 339.5 million TV ad impressions, TNT's promo for its crime-drama limited series I Am the Night takes first place. In second and third, two traditional broadcasters drum up interest in some high-profile programming: Rent Live! (Fox) and The World's Best (CBS).



[Motley Crue 'Kickstart' Planters Super Bowl Commercial](#)

Ultimate Classic Rock, 1/30/19

According to iSpot, the clip, called "Mr. Peanut Is Always There in Crunch Time," is expected to air at some point during the second quarter. In it, the company's monocled mascot is speeding in the Planters van as Motley Crue's hit starts. A disclaimer at the bottom reads, "Don't drive like a nut."



[NFL Super Bowl Commercial Cost Stagnant, 30-Second Ads \\$5M Each](#)

Casino.org, 1/30/19

Though the NFL has slowly begun embracing casinos and the gaming industry in the wake of the Supreme Court's repeal and expansion of sports betting into new states, viewers won't see an MGM Resorts or Caesars Entertainment ad during the Sunday evening broadcast. iSpotTV, an online database of television commercials, lists 41 confirmed advertisers for Super Bowl 53.

Marketing **DIVE**

[Brands hit brakes on pre-game Super Bowl marketing in 2019, analysis finds](#)

Marketing Dive, 1/30/19

Budweiser has managed to come out a leader in digital heading into Super Bowl week with its campaign, “Wind Never Felt Better,” which shows the brand’s commitment to brewing its beer with 100% renewable electricity from wind power and has racked up 3.5 million earned views, 8.36 million total online views, more than 10,000 social actions, along with 1.3 million TV impressions, earned through media coverage of the ad. The campaign accounted for 19.4% of all social activity for pre-releases as of Jan. 27, according to iSpot.


MARKETING DIVE Deep Dive Opinion Library Events Jobs

Tech Creative Social Media Video Analytics Executive News

EVERY YEAR, MILLIONS OF DOLLARS ARE SPENT ON CELEBRITY ENDORSEMENTS IN BIG GAME ADS. THIS YEAR, WE'RE DOING SOMETHING DIFFERENT.

Instead of handing checks to celebrities, we're launching The Great Unknowns Scholarship to help young people in need get a foothold in higher education.

HERE'S TO THE GREAT UNKNOWN'S

02/03/19 

BRIEF

Brands hit brakes on pre-game Super Bowl marketing in 2019, analysis finds



[Lincoln Has Most-Seen Auto Ad Three Weeks Running](#)

Wards Auto, 1/30/19

Volvo's No.4 commercial for the '19 S60 uses an excerpt from "A Poet's Advice" by e.e. cummings to suggest that drivers break from the pack. This spot also has the best iSpot Attention Index (154) in the ranking, getting 54% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

promaxbda

[Promo Mojo: TNT's 'I Am the Night' Shines Forth](#)

Promaxbda, 1/30/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (152) in our ranking, getting 52% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



['Alita: Battle Angel' Again Tops Studios' TV Ad Spending](#)

Variety, 1/29/19

Ads placed for the sci-fi thriller had an estimated media value of \$5.63 million through Sunday for 1,120 national ad airings on 35 networks. (Spend figures are based on estimates generated from Jan 21-27. Estimates may be updated after the chart is posted as new information becomes available.)

AdAge

[Watch The Newest Commercials On TV From Pizza Hut, Audible, Dunkin' And More](#)

Ad Age, 1/29/19

A few highlights: Audible asks, "Could listening to Audible help you find the secret to a stronger relationship?" in an ad that calls attention to its integration with Amazon's Echo devices.



[Forecast: Cord-Cutting TV Homes Climb To 40M By 2023](#)

MediaPost, 1/29/19

With a week to go before the big TV NFL event on February 3, twenty-four brands with 60 pieces of creative -- teasers and pre-release Super Bowl commercials -- have aired on TV through January 27, totaling \$2.9 million in TV spend, according to iSpot.tv, the media advertising research company.



[Reports ID what brands need to know about Super Bowl viewers](#)

BizReport, 1/29/19

First, iSpot notes that 24 brands have already leaked early peeks at their Super Bowl ads or are teasing the upcoming ads, hoping to expand the reach and life of those expensive spots. Their research shows that social views for Super Bowl ads have passed 28 million.



[AT&T's Ad Spending Surges Amid 5G Marketing Efforts](#)

Light Reading, 1/28/19

According to advertising-tracking company iSpot, AT&T spent an estimated \$73 million from January 19-21 to run 12 ads 4,902 times on national TV. The vast majority of this spend includes ads focusing on 5G E mentions, the firm noted.



[As Far As Ratings Are Concerned, 'Rent' Came Up Short](#)

Ad Age, 1/28/19

Per iSpot.tv data, among the advertisers that shelled out for "Rent" inventory, were Subaru, Truvada, Apple, Carnival Cruise Line, Metro by T-Mobile, Planet Fitness, Taco Bell, Buick and Walt Disney Pictures ("Dumbo"). Fox also dedicated a handful of units to promote new in-house efforts such as "The Masked Singer" and "The Passage" and the upcoming series "Proven Innocent" and "Mental Samurai."

AdAge

CVS' beauty mark

Super Bowl news

Super Bowl ad chart

AdAge Fact pack **NAVIGATING BRANDS IN A CHANGING MARKET** AI, blockchain, privacy, new business models. The (r)evolution of marketing Do

AS FAR AS RATINGS ARE CONCERNED, 'RENT' CAME UP SHORT

Fox's adaptation of the Broadway smash is TV's all-time lowest-rated musical

By [Anthony Crupi](#). Published on January 28, 2019.



MediaPost

[Super Bowl Brands Hold Back Pre-Ads/Message Content](#)

MediaPost, 1/28/19

With a week to go before the big TV NFL event on February 3, twenty-four brands with 60 pieces of creative -- teasers and pre-release Super Bowl commercials -- have aired on TV through January 27, totaling \$2.9 million in TV spend, according to iSpot.tv, the media advertising research company.

AdAge

[Watch The Newest Ads On TV From Lexus, Infiniti, Wells Fargo And More](#)

Ad Age, 1/28/19

A few highlights: Wells Fargo explains how one of its staffers with the title "Financial Health Banker" can help young customers save up for their first home. North Carolina Tar Heels Coach Roy Williams helps Infiniti hype the QX50. And Lexus serves up a fresh TV cut of a wry campaign it debuted online last week in which "national treasure" (and Fox Sports football analyst) Matt Leinart helps promote something called the Quarterback Safety System+.



[Super Bowl 54 Props: How Many Bud Light Commercials Will Feature the Bud Knight](#)

The Action Network, 1/28/19

Per [iSpot.tv](#), "Bud Light is returning to the Big Game with two spots from Wieden & Kennedy, which handles the brand's 'Dilly Dilly' campaign."

THE ACTION NETWORK

NFL | Fantasy Football Rankings | ATS Standings | Live Odds | Public Money | Sharp Report | Power Ratings | Future

Get Your Big Game Party Pack
40% off EDGE + free swag!

Super Bowl 53 Props: How Many Bud Light Commercials Will Feature the Bud Knight?

Mark Gallant

Jan 28, 2019
7:10 PM EST

NFL THE ACTION NETWORK

VentureBeat

[Can anyone beat PlayStation's TV ad impressions?](#)

VentureBeat, 1/27/19

With 29.2 percent of impressions for the entire industry, PlayStation was squarely in the lead. It aired 14 commercials over 3,700 times, resulting in nearly 1.4 billion impressions. "Journey Ahead" was the most-watched commercial with 367.7 million impressions.



GAMES GUEST

Can anyone beat PlayStation's TV ad impressions?

ELEANOR SEMERARO, ISPOT.TV JANUARY 27, 2019 6:00 AM



Above: Sony at E3.
Image Credit: Sony Interactive Entertainment

MOST READ



Soundings Trade Only Today

[The Challenge to Make Boating Grow Again](#)

Trade Only Today, 1/27/19

The naysayers who claim this industry doesn't have the money to advertise on national television should take a look at a 30-second Watercraft spot from The Florida Keys and Key West ([iSpot.tv](#), search "Florida Keys Watercraft"). If this one tourist destination can afford national television along with brands hawking pillows, car mats and sealing products, what's really stopping us?



[This Week: The 10 Most Talked About TV Ads On Social](#)
We Are Social Media, 1/27/19

Welcome to the new edition of our 10 most talked about TV ads on social media. Still a lot of GEICO this week, but also great new spots from Old Spice and Volkswagen.

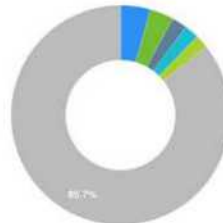


[Viewership Deep Dive: A Season-Long Look at 'The Conners'](#)
Broadcasting & Cable, 1/25/19

According to TV advertising attention analytics company iSpot.tv, 150 brands spent an estimated \$34.6 million advertising during the show, generating nearly 1.3 billion TV ad impressions. Kohl's, pharmaceutical brand Prevnar 13 and Kay Jewelers were three of the top spenders, while department stores, auto makers and movie studios were some of the industries that spent big.

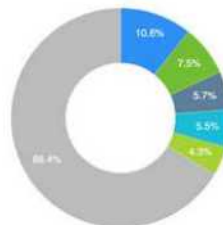
The Conners
Top Brands - Est. TV Spend: 10/16/2018 - 01/22/2019
Data provided by iSpot.tv

- Kohl's
- Prevnar 13
- Kay Jewelers
- Samsung Mobile
- Google Phones
- Other



The Conners
Top Industries - Est. TV Spend: 10/16/2018 - 01/22/2019
Data provided by iSpot.tv

- Retail Stores: Department Stores
- Vehicles: Auto Makers
- Life & Entertainment: Theatrical Movies
- Electronics & Communication: Mobile Devices
- Electronics & Communication: Wireless
- Other



Seeking Alpha α

[MannKind: Perspective On Marketing Efforts](#)

Seeking Alpha, 1/25/19

According to iSpot.tv, there have been 1,358 airings of the commercial. In the last 30 days, there have been 353 airings. Essentially the ad is being run about 11 times per day. Investors can see the obvious. The ad is being run with greater frequency than in the past. In simple terms, it ran about 1,000 times in all of 2018 and has run about 300 times in January alone. The average in 2018 was about 3 airings per day vs. 11 currently.

VARIETY

['Alita: Battle Angel' Tops Studios' TV Ad Spending](#)

Variety, 1/24/19

Notably, "John Wick" has the best iSpot Attention Index (141) in the ranking, getting 41% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[McConaughey, Lincoln Again Top Most-Seen Auto Ads Chart](#)

Wards Auto, 1/24/19

The Nautilus commercial not only was No.1 for the week of Jan. 14, but also had the best iSpot Attention Index (154) in the ranking, getting 54% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[Watch the newest commercials on TV from Diet Coke, Farmers, Hidden Valley and more](#)

Ad Age, 1/24/19

A few highlights: The New York Times promotes its Cooking vertical as a one-stop shop for recipes, advice and inspiration. A Hidden Valley Ranch fan drinks it straight from the bottle (well, with a straw). And a late-night driver (seemingly for Uber or Lyft, though neither is mentioned) powers through her shift with a little help from Diet Coke.

ADWEEK

[The Most Popular Super Bowl Ads of the Past 5 Years](#)

Adweek, 1/24/19

Many brands are [already showing off](#) their Super Bowl LIII commercials, so we decided to take a look back at some of the biggest ads from the most recent Super Bowls. With help from TV ad measurement service iSpot.tv, Adweek editorial director James Cooper and brand marketing reporter Katie Richards give us the rundown on the Big Game's big spenders.

ADWEEK

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The Most Popular Super Bowl Ads of the Past 5 Years

We count down the big hits and big spenders

By Chris Ariens | 4 hours ago



AdAge

[Watch the newest commercials on TV from BP, Casper, Florida's Natural and more](#)
Ad Age, 1/23/19

A few highlights: Neutrogena promotes its new single packs of makeup-remover cleansing towelettes. Mattress brand Casper wants you to experience "the magic of bedtime" through its 100-night trial program. And an ad from Florida's Natural, an orange juice brand owned by a cooperative of Florida farmers, disses "the corporate executives of Coke and Pepsi" and their competing OJ products (Simply Orange and Tropicana, respectively).



[CBS Gives 'Celebrity Big Brother' TV's Biggest Promo Push](#)
Broadcasting & Cable, 1/23/19

Notably, the Windy City Rehab promo earns the highest iSpot Attention Index (153) in our ranking, getting 53% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Promaxbda](#)

1) Celebrity Big Brother, CBS



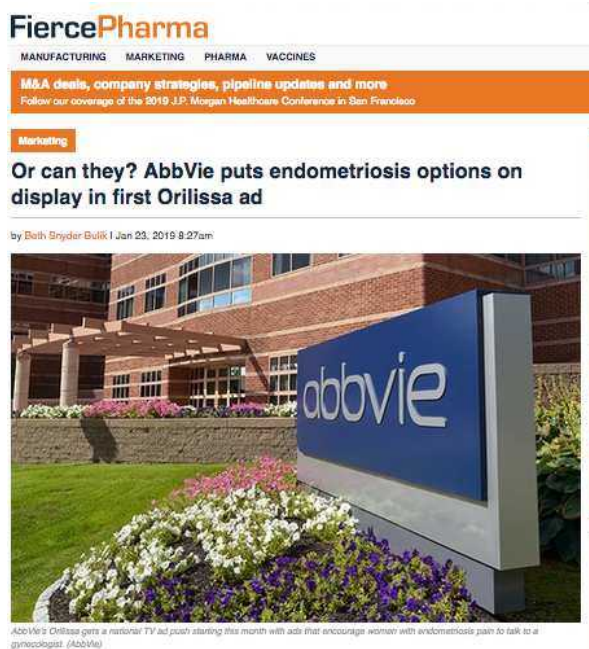
Impressions: 358,971,013
Attention Score: 85.21
Attention Index: 57 (43% more interruptions than avg.)
Imp. Types: National 93%, Local 6%, VOD/OTT 1%
In-network Value: \$8,144,611
Out-of-network Est. Spend: \$127,578

FiercePharma

[Or can they? AbbVie puts endometriosis options on display in first Orilissa ad](#)

FiercePharma, 1/23/19

AbbVie primed the new branded TV work with a yearlong endometriosis disease awareness campaign comprising two national commercials. The “Speak Endo” ads, which featured a young woman having difficulty being honest in speaking to her doctor about her endometriosis pain, began in January 2018 and ran through the end of that year. AbbVie spent \$63 million in national TV placements on the two spots, according to data from real-time TV ad tracker iSpot.tv. In 2017, the pharma [teamed](#) up for an online endometriosis awareness effort with “Dancing with the Stars” pro dancer and actress Julianne Hough.



AdAge

[Watch the newest ads on TV from TurboTax, Audible, Verizon and more](#)

Ad Age, 1/22/19

A few highlights: A trucker is inspired to "start something new" in his life by listening to "Learn Spanish With Paul Noble" on Audible. A mom explains to her daughter that "some things you just can't take back"—like a questionable tattoo—unless you got it from Aldi, which offers a "Twice As Nice" money-back guarantee. And TurboTax Free really wants you to know it's free.



[NFL Playoffs Down 5% In Ad Revenues, Viewership Higher](#)

MediaPost, 1/21/19

To date, top advertisers for all pre-Super Bowl playoff game programming, according to iSpot.tv, were: Verizon, 62 airings of commercials (\$47.6 million); Progressive Insurance, 120 airings, (\$39.3 million); Ford Motor, 35, (\$38.1 million); AT&T Wireless, 33 (\$31.1 million); and Chevrolet 17, (30.5 million); GEICO, 50 (\$29.0 million); and Apple iPhone, 20, (\$28.5 million).



[Consumer Data, Privacy Initiatives As Dissected By Inscope, iSpot.tv, Nielsen Catalina](#)

Beet.TV, 1/18/19

Robert Bareuther of analytics and measurement firm iSpot.tv said the company gets “a tremendous amount of raw data from our valued partner VIZIO and we take that raw data and we decipher it into how households view content” and then measure business outcomes for advertisers. “We never see any private data, but it’s very important to us that rules are followed and you don’t breach anything. I think VIZIO’s done a spectacular job of making sure that everything’s on the up and up,” said Bareuther.





[Doritos Teases Super Bowl 2019 Commercial With Chance the Rapper, Backstreet Boys](#)
US Magazine, 1/17/19

This spot follows last year's hit Super Bowl commercial that featured [Peter Dinklage](#) and [Busta Rhymes](#) teaming up in a rap battle against Morgan Freeman and [Missy Elliott](#). That ad earned more than 10 million views online before the night was over, and was the most shared ad on social media according to ad-analytics company, iSpotTV.



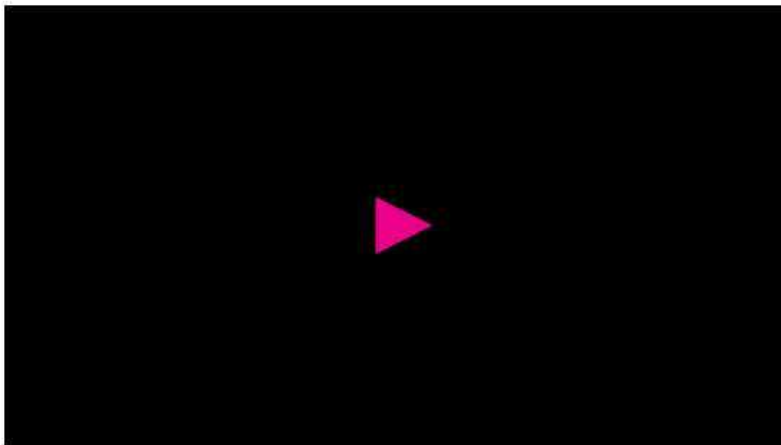
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SUPER BOWL

Doritos Teases Super Bowl 2019 Commercial With Chance the Rapper, Backstreet Boys

By [Samantha Leffler](#) January 17, 2019



THE BACHELOR
"The Bachelor" Recap: Demi Says Elyse Is 'So Brave' for Opening Up About Being 31 - Watch



[Inscap Monitors 10M Connected TV Devices](#)
MediaPost, 1/17/19

Media/advertiser researcher iSpot.tv uses Inscap's TV panel to provide measurements for major brands/advertiser across all categories. Inscap says it was key piece a recent deal iSpot.tv made with NBCUniversal for advertising and business outcome data.

AdAge

[Watch the newest TV commercials from TGI Fridays, Chase, Spectrum Mobile and more](#)
Ad Age, 1/17/19

A few highlights: HBO promotes "Brexit," a new film starring Benedict Cumberbatch that debuts on the network on Jan. 19 (and already aired in the U.K. on Channel 4 on Jan. 7). Spectrum Mobile hypes the iPhone XS and its "breakthrough dual-camera system." And TGI Fridays graciously offers you "zero judgment" if you've decided to forget about your New Year's resolutions.



[Fox Gives 'The Passage' TV's Biggest Promo Push](#)
Broadcasting & Cable, 1/16/19

Notably, the In Pursuit promo earns the highest iSpot Attention Index (142) in our ranking, getting 42% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

AdAge

[Watch The Newest Commercials on TV From Metro By T-Mobile, State Farm, Parsons Xtreme Golf And More](#)
Ad Age, 1/16/19

A few highlights: State Farm shows how family station wagon "Beige Betty" becomes a rite of passage when handed down to the next generation. Parsons Xtreme Golf promotes the "explosive power" of its 0811 GEN2 drivers in an operatic ad. And Metro by T-Mobile makes offers the stars of two new spots, with voiceovers imagining conversations between the cute animals on how much they've saved since switching to the phone network.

FiercePharma

[Merck bumps Keytruda credibility with real doctor appearance in latest “Tru” patient ads](#)

FiercePharma, 1/16/19

Merck is among several immunotherapy cancer drug makers who have taken their marketing messages to mainstream TV. Bristol-Myers Squibb launched a TV campaign in September 2015, but has since halted TV ads; none have aired since July 2018. BMS spent \$235 million on Opdivo TV ads in those three years, according to the iSpot.tv data.

Marketing Land

[Everything is e-commerce: Big takeaways from CES](#)

Marketing Land, 1/15/19

Guesswork, as you might assume, is dead. Impressions are a waste as brands need evidence of impact and some proof that audiences are paying attention to messages. (This move from impressions to evidence was a theme at CES with companies like iSpot delivering digital conversion measurement to TV).

AdAge

[NFL ratings rebound not a fluke](#)

Ad Age, 1/15/19

Naturally, marketing dollars have followed the eyeballs—per iSpot.tv estimates, ads in the eight playoff games have delivered some 21.2 billion impressions. Among the top spenders are the usual gang of wireless, insurance and automotive brands, a collection that includes Verizon, Ford, Geico, Progressive, AT&T, Chevrolet, Apple, State Farm, Bud Light and Hyundai.

AdAge

s Teflon Zuck H&M's whistleblower Big Game ad reviews

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OUR RESOURCE HUB IS FILLED WITH FREEBIES
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NFL RATINGS REBOUND NOT A FLUKE

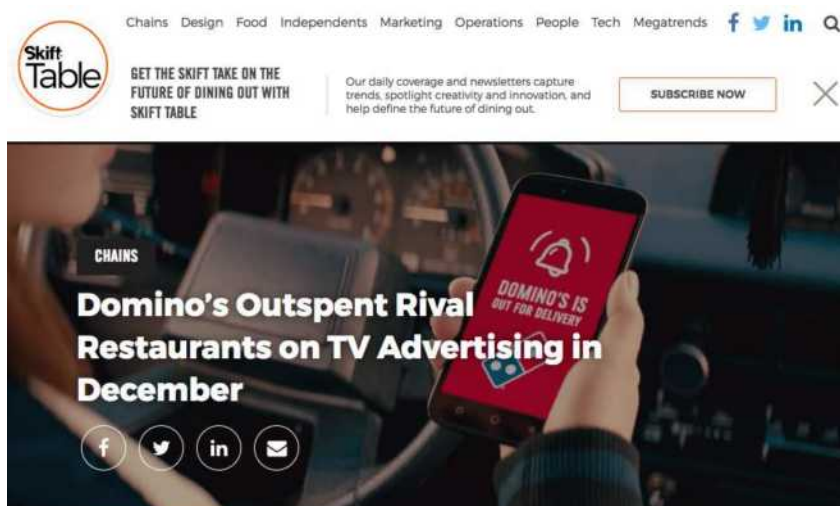
· Mentions 2019



[Domino's Outspent Rival Restaurants on TV Advertising in December](#)

Skift Table, 1/15/19

The pizza chain's parent company YUM! Brands dominated TV airwaves again in December. Each of its brands, including Taco Bell and KFC, were in the top 10. The restaurant group spent a combined \$75 million to predominantly target males aged 35 to 54, according to iSpot.tv data.



[TV Analytics Market Dynamic Development on Current Trends Till 2025 By 605, Clarivoy, TVbeat, Blix, DCMN, H-Tech, AnalyticOwl, Edgware AB, Realytics, Sorenson Media, FourthWall Media, Parrot Analytics, iSpot.tv, Admo.tv, Conviva, iQ Media, BrightLine](#)

Open PR, 1/15/19

Competitors/Players: Global TV Analytics Market

- iSpot.tv Inc.,

AdAge

[Watch The Newest Ads On TV From VW, Axe, Bud Light And More](#)

Ad Age, 1/14/19

A few highlights: A newly deceased (but fictional) "Uncle Edward" plays a recurring role in a family's plans to play hooky with the help of their Volkswagen Atlas. Axe hypes its new Ice Chill Body Spray with the tagline "You're hotter when you're chill." And the Bud Knight has some advice for none-too-bright archers who are just trying to follow the king's order regarding beer labels (E.J. Schultz has the backstory on the campaign: "Bud Light adds nutritional labeling to secondary packaging").



[Why Kevin Hart's Oscar Host Noise Didn't Upset 'The Upside' At B.O.: STX Posts First No. 1 Opener With \\$19.5M](#)

Deadline, 1/13/19

STXfilms kept their P&A reasonable at less than \$30M. They are not backstopping it, which earns them more of an upside in their distribution deal. iSpot backs this up, showing that the Burbank, CA-based media company shelled out less in TV spots at \$7M than its wide entry competition this weekend.

VentureBeat

[PlayStation dominated gaming industry TV spend in December](#)

VentureBeat, 1/13/19

Once again in first place, PlayStation led with \$38.1 million in estimated spend on 13 commercials that ran over 5,300 times, generating 1.8 billion impressions. "Journey Ahead" was the spot with the biggest budget (est. \$7.7 million). The company prioritized reaching a sports-loving audience, allocating spend across networks including ESPN, Fox, and Adult Swim, and during programming such as NFL Football, College Football, and NBA Basketball.



[Megyn Kelly walks away from NBC with the remainder of her \\$69M deal](#)

NBC News, 1/11/19

Despite the ratings issues, Jason Damata, an analyst for TVREV, an independent media consultancy, said Kelly's show "was considered premium inventory" for advertisers, which included Tide, Cheerios, WholeFoods, Walgreens and Neutrogena. The show generated \$188.7 million in 2018, according to an estimate from TV measurement firm [iSpot.tv](#).

Syndication: [Breaking Business News](#)



TV (R)EV

[Questions \(and Opportunities\) Around ESPN's College Football Megacast](#)

TVREV, 1/11/19

All of those linear broadcasts were able to sell advertising against them, and ESPN likely benefited plenty from that, according to real-time TV ad measurement company with attention and conversion analytics company iSpot.tv. Their estimates indicate the TV ad spend on the primary feed was over \$85 million for the event.

DEADLINE | HOLLYWOOD

[CBS And Nielsen Reach New Deal Ending Impasse](#)

Deadline, 1/11/19

Radha Subramanyam, who became EVP, Chief Research and Analytics Officer for CBS Television Network in 2017, attended CES in Las Vegas earlier this week and spent time with other measurement firms, including ad tracker iSpot.

DEADLINE

≡ MENU

READ NEXT: Acclaimed 'Slave Play' Headed To Broadw...

CBS And Nielsen Reach New Deal, Ending Impasse

By Dade Hayes 

January 11, 2019 5:27pm



[Super Bowl TV Sales Near Sell-Out Level](#)

MediaPost, 1/11/19

This year, regular-season NFL Football programming -- across all ad-supported networks -- pulled in \$3.91 billion in national and regional advertising, according to iSpot.tv.

Sports Betting Dime

[Bovada Expects 96 Commercials During 2019 Super Bowl](#)

Sports Betting Dime, 1/11/19

So here's what [iSpot.tv has archived](#) from kickoff until the end of the fourth quarter for Super Bowl LII.

Super Bowl 52 Commercial Breakdown

Time Frame	Number of Unique Commercials
First Quarter	18
Second Quarter	20
Halftime	10
Third Quarter	19
Fourth Quarter	13

That makes for a grand total of unique 80 commercials. 16 below Bovada's threshold, not counting re-air.

AdAge

[Watch the newest ads from Hardee's, Geico, Lowe's and more](#)

Ad Age, 1/11/19

A few highlights: The Geico Gecko holds a yard sale—but doesn't really want to get rid of any of his stuff. Lowe's serves up another installment in its series of "The moment when..." ads.

AdAge

[Watch the newest ads on TV from Pizza Hut, Macy's, DriveTime and more](#)

Ad Age, 1/10/19

A few highlights: The DriveTime app, designed for people shopping for a used car, notes that its commercial doesn't include a "phony focus group." Macy's hypes its latest sale (today through Sunday) on "the latest styles." And in two new Pizza Hut ads, Abe Lincoln wants us to "Behold the power of the \$5 bill!"

TV (R)EV

[CBS Has A Plan B, And Its Name Isn't Nielsen](#)

TVREV, 1/10/19

And they, (who, as far as we know, had not read our predictions) were talking about how companies like Inscope and iSpot will be part of the future of measurement, both at CBS and the industry at large.

TV (R)EVENUE

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ANALYTICS, ADVERTISING, TV[R]EV ORIGINAL

CBS Has A Plan B, And Its Name Isn't Nielsen



[Nissan Ends Holidays With Most-Seen Auto Ad](#)

Wards Auto, 1/10/19

Nissan closes out the holiday season atop iSpot.tv's ranking of the most-viewed automotive commercials – the ads with the highest number of impressions across national broadcast and cable TV airings.

AdAge

[Watch the newest ads on TV from GNC, Purple Mattress, Boost Mobile and more](#)

Ad Age, 1/9/19

A few highlights: A mattress from Purple inspires a rather disturbing family reunion. Boost Mobile serves up another in its series of ads using a giant physical switch to illustrate how easy it is to switch your cellular service to Boost. And GNC dreams up some truly personalized—in fact, hyperpersonalized—weight-loss programs.

Forbes

[Red Lobster Joining The Tucker Carlson Ad Boycott Isn't Good News](#)

Forbes, 1/9/19

The show generated advertising revenue of \$193.9 million last year, according to iSpot TV.



[NBC Gives 'The Titan Games' TV's Biggest Promo Push](#)

Broadcasting & Cable, 1/9/19

Notably, Worst Cooks earns the highest iSpot Attention Index (124) in our ranking, getting 24% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Syndication: [Promaxbda](#)



[No Nielsen? Here's How Networks Can Use Other Measurement Tools](#)

Broadcasting & Cable, 1/8/19

It can also use TV device impressions as a metric for those still buying based on reach. For example, CBS can easily discover that since Oct. 1, commercials on its network have generated nearly 111.9 billion TV ad impressions and ads have an **iSpot Attention Score** (a measure of the degree to which ads are viewed without an interruption such as channel-surfing or tuning out entirely) of 89.79.



['Glass' Tops Studios' TV Ad Spending](#)

Variety, 1/8/19

Notably, “The Kid Who Would Be King” has the best iSpot Attention Index (139) in the ranking, getting 39% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Trump TV Spot Hypes Border Security](#)

MediaPost, 1/8/19

In ramping up for a presidential speech on Tuesday night, a TV spot touting the need for border security -- including visuals of a “wall” -- has spent some \$220,654 in national TV advertising since January 5, according to iSpot.tv.



[Watch the newest ads on TV from Audi, Walmart, Chevy and more](#)

Ad Age, 1/8/19

A few highlights: Walmart continues to promote its curbside pickup service with the help of some iconic autos—in this case, the Batmobile.

AdAge

[Chicago Bears' dramatic loss helps boost playoff ratings by 12 percent](#)

Ad Age, 1/8/19

According to iSpot.tv data, the most active ad categories in the Wild Card round were the usual suspects: auto, insurance, wireless, quick-service restaurants and movies. Top brand spenders included Verizon—if you watched all four games, odds are you were subjected to [Thomas Middleditch's voice](#) more often than you heard a quarterback bark "Blue 80! Blue 80!" at the line of scrimmage—Geico, AT&T Wireless, Progressive, Chevrolet, State Farm, Ford, Apple's iPhone, Subway and Hyundai. All told, the networks raked in some \$205.2 million in playoff ad sales revenue, according to iSpot estimates, while the sponsors generated more than 10.2 billion impressions.

Skift

[American Airlines and Expedia Quietly Settle Trademark Lawsuit](#)

Skift, 1/7/19

In fact, according to TV analytics firm [iSpot.tv](#), Expedia spent an estimated \$2 million on Add-On Advantage U.S. national TV ads in English over the last two weeks, as well as \$200,000 in a Spanish version of the TV commercial. Expedia was still featuring a video about the program on its Facebook page Monday, and promoted the discount program on Expedia.com hotel pages.

AdAge

[Watch the newest ads on TV from Mercedes-Benz, Pepsi, Dunkin' and more](#)

Ad Age, 1/7/19

A few highlights: A couple of '70s-style crooners sing the praises of Dunkin' Go2s (e.g., two bacon, egg & cheese breakfast sandwiches for \$5). Mercedes-Benz serves up a bunch of advice, including "be fast" and "be on time," in an ad for its new 4-door GT coupe. And William H. Macy stars in an "Arrival"-themed Pepsi ad that debuted during the Golden Globes telecast.

TV (R)EV

[The Year Ahead. Our Fearless Predictions For 2019, Part 2 of 2](#)

TVREV, 1/6/19

PRO TIP: Watch for various forms of multi-touch attribution to make a splash at this year's upfronts. Companies like iSpot and Data+Math have done a great job of using ACR and other data to track consumer's voyages through the sales funnel, which allows brands to better gauge which creative is working and where.



[This Week: Ther 10 Most Talked About TV Ads On Social](#)

We Are Social Media, 1/6/19

This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set. This week's most engaging TV spots on social are 1. @Google with #YearInSearch 2. @Apple with the #iPhoneXR and 3. @GEICO, with the #BestOf GEICO

AdAge

[Watch The Newest Ads On TV From Lexus, Jeep, David's Bridal And More](#)

Ad Age, 1/4/19

A few highlights: Jeep has a really specific idea of what makes a "nice winter day." Lexus says the new UX was "crafted for a new era of progress." And David's Bridal offers its own take on the familiar wedding tradition/saying that goes "Something old, something new, something borrowed..."

FiercePharma

[AbbiVie's Humira holds on to TV ad crown in Dec. despite Pfizer's year-end Xeljanz push](#)

FiercePharma, 1/3/19

Why? It's all thanks to Xeljanz' new indication for ulcerative colitis. It got the nod in May, adding to its rheumatoid arthritis and psoriatic arthritis nods, but last month Pfizer unleashed a torrent of ad spending to back the new indication. It spent more than \$35 million on the introductory ulcerative colitis treatment commercial, according to data from real-time TV ad tracker iSpot.tv.

[a]list daily

[Facebook Wants To Conquer Voice; Pinterest IPO Probably Coming Early 2019](#)

AList Daily, 1/3/19

Last year, Amazon spent \$206 million on TV ads promoting Alexa and Echo—more than Google or Facebook. Amazon ran more than 25,450 airings using 56 spots according to data from iSpot. The data also showed Google spent \$90 million for all of 2018 on TV ads promoting voice-activated devices. Facebook spent a whopping \$131 million in TV ads boosting Portal—its video conferencing device—just in the fourth quarter.

AdAge

[Watch The Newest Ads On TV From Heineken, Walgreens, Daily Harvest And More](#)

Ad Age, 1/3/19

A few highlights: Daily Harvest CEO Rachel Drori explains the concept behind her company with an assist from a cheery announcer. Formula One racer Nico Rosberg helps Heineken deliver a message about drunk driving—"When you drive, never drink"—as part of a continuing campaign. And Walgreens says "We want you to keep doing you" in a spot targeted to customers with Medicare coverage.



[TV Film Marketing Flat In 2018, Box Office Higher](#)
MediaPost, 1/2/19

Theatrical movie TV advertising spending for 2018 was virtually the same versus the year before -- this against 7% more in U.S. box office revenue for movie studios. U.S. TV ad spending on theatrical movies last year totaled \$2.45 billion, according to iSpot.tv estimates -- nearly identical to 2017's estimate of \$2.5 billion. Some 472,172 national/regional airings of movie commercials ran last year. In 2017, 518,000 airings.

FiercePharma

[In another record year for pharma TV ads, spending soars to \\$3.7B in 2018](#)
FiercePharma, 1/2/19

AbbVie anti-inflammatory Humira continued to lead the pack with \$375 million spent on 18 commercials across the three conditions the company advertises against. That marked an increase of \$34 million over 2017's tally. By indication, Humira spent the most on arthritis TV ads (\$212 million), followed by Crohn's and colitis (\$115 million) and psoriasis (\$47 million), according to iSpot data.

FiercePharma

MANUFACTURING MARKETING PHARMA VACCINES

Marketing

In another record year for pharma TV ads, spending soars to \$3.7B in 2018

by [Beth Snyder Bulik](#) | Jan 2, 2019 9:53am



[CBS Keeps Playing Chicken With Nielsen; Facebook Spends Millions On Ads To Conquer Voice AdExchanger, 1/4/19](#)

Amazon spent the most over the year but Facebook was the most aggressive during the holidays, dropping \$131 million on commercials in December, more than Amazon and Google combined, after the launch of its Portal video device, according to data from iSpot.tv.

BUSINESS INSIDER

[Facebook is pouring millions into TV and outspending Amazon and Google in the race to dominate voice-activated devices -- but it may not be able to hold its ad-spending lead much longer](#)

Business Insider, 1/3/19

According to data from TV analytics vendor iSpot.tv, the three companies spent \$427 million on TV ads that promoted voice-activated devices in all of 2018. Amazon led the pack, spending \$206 million on TV ads promoting Echo and its Alexa voice assistant, running more than 25,450 airings using 56 spots. Facebook spent \$131 million on TV ads, all of it in the fourth quarter, compared to Google's \$90 million for all of 2018, according to iSpot.tv, which tracks national linear ad buys as well as placements in video-on-demand programs.

