

iSpot.tv

**In The Media
2020**

fabric

Earned Media Placements in 2020

iSpot has appeared in over 525 unique publications, including Reuters, New York Times, Forbes, Adweek, and more...

The New York Times

THE WALL STREET JOURNAL. **BUSINESS INSIDER**

The Washington Post **ADWEEK** **AdAge**

Forbes **Bloomberg** **DIGIDAY**

VARIETY **AXIOS** **Digital TV** 

CNN BUSINESS **VentureBeat** **MARTECHSERIES**
Marketing Technology Insights

Sportico  **STREET & SMITH'S SportsBusiness DAILY** **RADIO+TELEVISION BUSINESS REPORT**
THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

Skift.  **BC** **Multichannel News**
Broadcasting + Cable

CYNOPSIS MEDIA **TVNewsCheck**
THE BUSINESS OF BROADCASTING

 **WARDS AUTO**™

iSpot in the Media

Broadcasting+Cable **ADWEEK DEADLINE**



Sean Muller, CEO

“What the industry needs is one simple system that can count all that across linear and streaming using the traditional age and gender system, but then connecting it to outcomes,” he said. “That’s what iSpot’s able to do that nobody else can do today.” (Sean Muller in [Broadcasting & Cable](#))

“In other words, they are following the same path as many brands that are new to advertising on TV. “They first look at it as performance medium to acquire customers,” Muller said, “but then realize it has a branding impact. That’s when the lightbulb goes on.” (Sean Muller in [Adweek](#))

“Advertisers also are learning to adapt in some positive ways, Muller said, and should see benefits longer-term after some short-term pain. Before the pandemic, he said, “a lot of advertisers were so you used to just setting a media plan at the beginning of the year, maybe making some tweaks once a quarter, and that was it. But with COVID-19, everybody was forced to make quick changes and decisions. And so I think the mindset is really change right now to ‘Wow, maybe we can be more nimble on TV and maybe we can optimize TV more rapidly and that can have really good results.’” (Sean Muller in [Deadline](#))

NEXT | **TV ADWEEK Forbes**

Stu Schwartzapfel, SVP Media Partnerships

“There is a fundamental shift that is occurring and has already occurred within the entertainment space,” said Stu Schwartzapfel, svp of media partnerships at iSpot.tv. “We’ve seen a complete flip-flop of where theatrical and the streaming categories were last year versus this year.” (Stu Schwartzapfel in [Adweek](#))

“As brands expand their ad buys to include more OTT, there’s a real need for them to understand the audiences they are reaching,” said Stu Schwartzapfel, SVP Media Partnerships at iSpot. “The ability to reach viewers who are not seeing your ads on linear, and thus gain incremental lift, varies widely from platform to platform, depending on the target you are trying to reach and the region you are trying to reach them in. And thanks to our new partnership with OpenAP, we’ll be able to provide that functionality to a wider range of companies, along with the ability to understand business outcomes.” (Stu Schwartzapfel in [Forbes](#))

“Unified measurement in and of itself is super innovative,” said Stuart Schwartzapfel, senior VP, media partnerships at iSpot.TV. “We’re doing this at great scale and we’re doing it in a very precise manner that meets the needs of Gamut’s regional and local advertisers.” (Stu Schwartzapfel in [Next TV](#))

The New York Times

In Hard Times, a Barrage of Ads Promises Peace of Mind



“Calm, a meditation and sleep app, spent an estimated \$15.6 million on TV commercials from March through August, up from \$3 million a year earlier, according to the research firm iSpot.TV.” ([The New York Times](#))

THE WALL STREET JOURNAL.

McDonald’s Adds Reggaeton Star J Balvin to Menu of Collaborators



“McDonald’s said it tapped a \$100 million marketing fund earmarked to help U.S. chains recover from the coronavirus pandemic to help pay for the promotion. It spent an estimated \$4 million on a Travis Scott ad that ran for 10 days on prime-time television, according to analytics firm iSpot.tv. Franchisees said they received a \$2 rebate on the cost of the meal to support the promotion.” ([The Wall Street Journal](#))

The New York Times

Fox News Host Tucker Carlson Loses More Advertisers



“So far this year, “Tucker Carlson Tonight” generated 16 percent of ad revenue for Fox News, according to iSpot.tv, the television ads measurement company. Out of \$75 million in total spending, more than a third came from a single advertiser: MyPillow, a pillow manufacturer in Minnesota run by Mike Lindell, a supporter of Mr. Trump who appeared at a White House Rose Garden news briefing in March.” ([The New York Times](#))

BUSINESS INSIDER

Meet 23 insiders from companies like Hershey, Disney, and NBCUniversal who are working to fix TV advertising



“Muller founded iSpot.TV in 2012 with the goal of speeding up how quickly marketers can pull data from TV campaigns and adjust budgets. He wants advertisers and networks to start buying and selling TV ads based on metrics like conversions and incremental lift. The firm is one of a handful of companies trying to solve measurement and attribution, which tracks ads to results like a sale or web visit, on linear and OTT commercials. iSpot.TV tracks all linear and streaming ads and pulls data straight from smart TVs.” ([Business Insider](#))

AdAge

HOW TV VIEWING CHANGED OVER 45 DAYS OF LOCKDOWN



“Looking at the 45-day period from March 12 (when live sports came off the air) through April 26, TV spending year over year is down an estimated 22 percent (to \$6.9 billion), according to iSpot. Automaker spending is down 54 percent, travel spend is hovering near nothing (save for opportunistic private jet companies), wireless is down 33 percent and movie studios are down 85 percent (from \$278 million to \$38 million).” ([Ad Age](#))

Earned Media Placements in 2020**UNIQUE ARTICLES GENERATED****1.8K****UNIQUE PUBLICATIONS****525**

Articles in: New York Times, Reuters, Forbes, Bloomberg, Business Insider, Adweek, AdAge, and more..

SOCIAL SHARES OF ARTICLES**269K****PAID IMPRESSIONS****12.4 Million****ESTIMATED AGGREGATE
READERSHIP/MEDIA VALUE****4.9 Billion/\$9.1 Million***


*According to Cision

iSpot on Social

iSpot.tv
4,127 followers
4d · 🌐

"In order for ad-supported streaming (#AVOD) to take off, advertisers need consistent measurement across linear and streaming that aligns with how they buy media (age and gender), and delivered with speed, accuracy and actionability. With iSpot Unified Measurement, brands can now measure audience reach, incrementality and conversions with speed and accuracy and thus allocate and optimize budgets cross-screen with confidence." - Sean Muller, iSpot CEO

Check out this great article from Alan Wolk out on Forbes about our new Unified Measurement offering: https://lnkd.in/g_EUHYy



Unified Cross Platform Measurement Will Make It Easy For Advertisers To Shift Budgets To Streaming
forbes.com · 5 min read

7

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Our CTO **Anthony Skinner** will be speaking on the Snowflake "Increase the ROI of your Ad Campaigns with Third-Party Data" Webinar November 19 at 10 a.m. PT alongside other industry experts from Ibotta, Inc. and Merkle to discuss how B2C advertisers are using first-party data with third-party data to create a 360-degree view of their customers, optimize campaigns, and measure the ROI of their ad spend.

Register here: <https://lnkd.in/gdQGwit>



THOMAS BENEDICT
VP, Data & Media,
Ibotta



MATTHEW MILLER
VP, Data Strategy,
Merkle



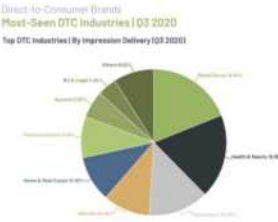
ANTHONY SKINNER
CTO, iSpot.tv

Increase the ROI of Your Ad Campaigns with Third-Party Data
snowflake.com · 1 min read

17

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As direct-to-consumer (DTC) brands keep growing in the U.S., many are fueling that expansion with TV advertising. Download iSpot's latest report highlighting new DTC advertisers, the most seen DTC industries, where on TV they were advertising and more:



Report: Ad Performance Breakdown of DTC Brands
iSpot.tv

[Download](#)

24

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This has been a transformative year for television — especially television advertising so far. Download our half year report to learn about the top trends, creative themes, rising industries and more as audiences are stuck at home like never before.




First Half Report: 2020 TV Advertising Trends So Far - iSpot.tv
iSpot.tv

[Download](#)

3

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Industry leaders know they need to break down silos and fill the gaping hole in the media mix that is #TV, all while approaching TV ad measurement and #attribution in an integrated, digital-like manner. ...see more



TV Ad Attribution Guide
www2.ispot.tv · 1 min read

10

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3w · 🌐

The top 10 (active) sitcoms for the 2019-20 TV season accounted for 16.4 billion ad impressions, and interestingly, more than 15% of those impressions did not come from live viewing. Interested in learning more about si...see more



Sitcom Report: TV Advertising Insights - iSpot.tv
iSpot.tv · 2 min read

7

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@ispottv

There's a better way to measure streaming and linear TV ad ROI. Learn more on ispot.tv/ads/unified-me...

There's a Better Way to Measure Streaming & Linear TV Ad ROI

[Learn More About Unified Measurement](#)

Unified Cross-screen TV Ad Measurement
ispot.tv

iSpot.tv @ispottv · Dec 4

The challenges facing #TVadvertising this year were not enough to thwart advertisers on #BlackFriday.

Check out our blog to learn which brands made the biggest splash with their Black Friday and #CyberMonday TV ads:

Which Brands Made a Splash With Black Friday/Cyber Monday TV Ads?
ispot.tv

iSpot.tv @ispottv · Nov 30

Enjoyed the new ad from @SIRIUSXM 'Getaway Soundtrack' featured recently on @adage. Nice job Denise Karkos, @dckarkos!

WATCH THE NEWEST COMMERCIALS ON TV FROM SIRIUSXM AND MORE
adage.com

Denise Karkos
@dckarkos

Replying to @ispottv @SIRIUSXM and @adage

Thank you!

3:04 PM · Nov 30, 2020 · Twitter for iPhone

iSpot.tv @ispottv

As the 2020 @NFL season progresses, iSpot will be providing insights around top brands and spots, plus key trends to keep an eye on. Visit our NFL Ad Center to download our Weekly #NFL Reports featuring these key TV Ad viewing metrics:

Visit our NFL Ad Center
ispot.tv

2:51 PM · Nov 16, 2020 · Twitter for Advertisers

View Tweet activity

1 Quote Tweet 1 Like

iSpot.tv Sponsored ·

Download our latest eBook to learn what common hurdles brands and agencies encounter when extending linear ...See More

FORM ON FACEBOOK
6 Hurdles To Effective Streaming TV Advertising

[DOWNLOAD](#)

Instagram

ispottv Sponsored

Top 10 Brands By Impression Delivery

Top 10 brands by impression delivery on every TV ad placement throughout Q3.

Brand	Impressions
Toyota	1,000,000,000
Hyundai	800,000,000
Chevrolet	700,000,000
Other	600,000,000
Other	500,000,000
Other	400,000,000
Other	300,000,000
Other	200,000,000
Other	100,000,000
Other	50,000,000

[Download](#)

ispottv #Toyota, #Hyundai and #Chevrolet had the most impressions on TV during Q3. Learn about oth... more

Sportico

SUPER BOWL SHUNNED BY MOVIE STUDIOS AS STREAMING FILLS AD BLOCKS

Sportico, 12/11/2020

That same interval coincides with the major film studios' gradual Super Bowl secession. Six years ago, NBC's broadcast of Super Bowl XLIX featured 10 trailers from five studios, a barrage that generated \$46.5 million in ad spend, per iSpot.tv estimates. And while NBC's corporate sibling Universal Pictures enjoyed a bit of a friends-and-family discount, the overall spend for the theatrical segment made it the No. 2 Super Bowl category behind only the behemoth that is automotive (\$105.6 million).



Suicide Squad? Warner Bros.' plan to shatter the theatrical window in 2021 makes HBO Max a prime candidate for a Super Bowl LV ad buy.

LIONEL HAHN/ABACA/SIPA USA



[Fox, Pepsi Partner In New Prime-Time Game Show 'Cherries Wild' Touting Pepsi Wild Cherry](#)

MediaPost, 12/16/2020

Over the last year -- December 2019 to December 2020 -- the Pepsi brand spent \$26.6 million on the Fox TV network, according to iSpot.tv, with the bulk of that spend going toward NFL Football programming.



[Discovery+ Drives Increase In Airings As Video Streamers' National TV Marketing Continues To Grow](#)

MediaPost, 12/14/2020

Amidst an already intensive and growing video-streaming market, national TV marketing for new and existing platforms continues to climb.

Over the last two-and-a-half-month period (September 1 through December 14) there were 166,677 airings of TV commercials and promos and 33.5 billion impressions, and a national TV media value of \$471.2 million, according to iSpot.tv.

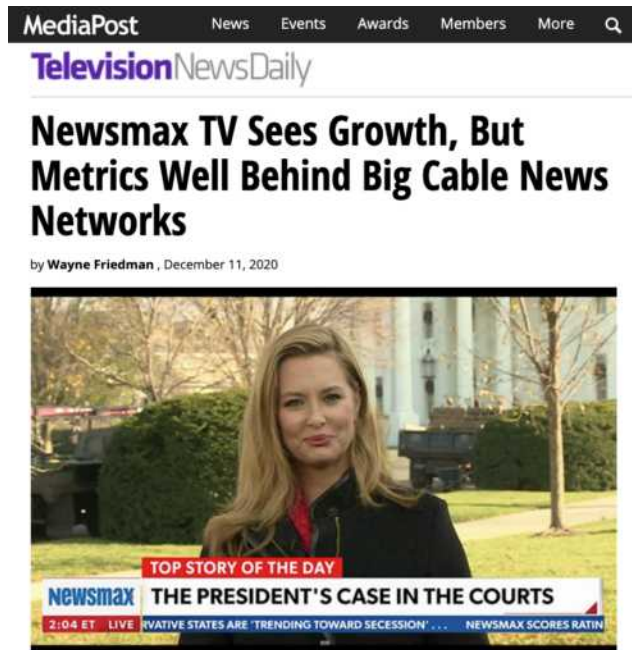




[Newsmax TV Sees Growth, But Metrics Well Behind Big Cable News Networks](#)

MediaPost, 12/11/2020

Since the start of December, Newsmax has seen 2,168 airings of TV commercials, amounting to \$598,000 in total advertising -- yielding 236 million impressions, according to iSpot.tv.



[Samsung Ads Combines Linear & Streaming Ad Outcome Measurement](#)

Beet.tv, 12/15/2020

It follows the announcements of both [Nielsen ONE](#) and [iSpot.tv's demographic upgrade](#) in December, after a year in which marketers grew interested in connected and advanced TV advertising, but wrung their hands over fragmentation and cross-screen measurement concerns.



[Wolk's Week in Review: Disney goes very, very big; measurement goes to impressions](#)

Fierce Video, 12/11/2020

iSpot's program, called iSpot Unified Measurement, also provides attribution metrics (iSpot is well known for their multitouch attribution capabilities) which allows brands to understand how well various networks and platforms are working for them so they can adjust their ad spend. Which they can do because Unified Management will deliver results in something close to real time--brands will have results current through midnight the day prior.

The final piece is that iSpot will have person-based measurement through a partnership with TVision, which provides panel-like data to determine who in the household is actually watching what show, to better help brands with their targeting efforts.



[MTV Gives 'The Challenge: Double Agents' TV's Biggest Promo Push](#)

Broadcasting + Cable, 12/16/2020 ([PromaxBDA](#))

On the strength of 261.9 million TV ad impressions, an [MTV](#) promo for reality competition The Challenge: Double Agents takes first place. The network also grabs third to promote Deliciousness.

[Last week's chart-topper](#), [Freeform](#)'s promo for its continuing 25 Days of Christmas movie marathon, slips to second, while [HGTV](#) gives some love to Celebrity IOU in fourth. Closing out the chart: [Fox](#), the sole traditional broadcaster in the mix, hypes College Football. Notably, the HGTV spot has the highest iSpot Attention Index (116) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



TV By the Numbers: Football Tops Week of Dec. 7

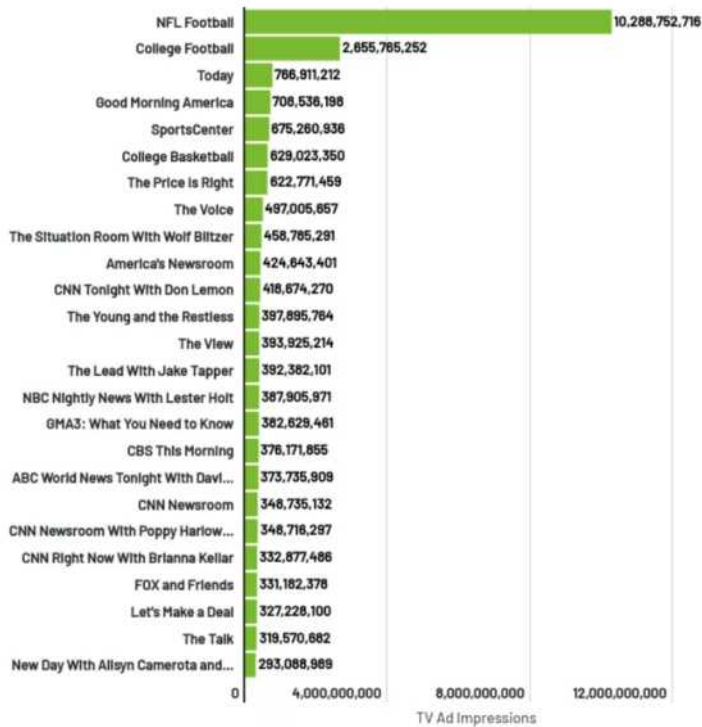
Broadcasting + Cable, 12/14/2020

One glance at the chart below and you can see how NFL games completely dwarf everything else on TV when it comes to ad impressions, racking up 10.3 billion for Dec. 7-13. College football was the only other program to surpass a billion impressions (2.7 billion), while morning shows took third and fourth places. While The Voice was again in the top 10, it had a 30.92% week-over-week decrease in impressions, down to 497 million.



Top Shows by TV Ad Impressions

Dec. 7-13, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, SHIFT, BASS PRO SHOPS AND MORE](#)

Ad Age, 12/15/2020

A few highlights: Bass Pro Shops says it offers “great gear” that can help make “memories that last forever.” Martin Starr (Gilfoyle from “Silicon Valley”) hypes Shift, the used car marketplace. (A [web version of this ad](#) debuted on YouTube on Nov. 25.) And the BTS song “Dynamite” serves as the soundtrack for a Samsung Galaxy spot.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NETFLIX, TOSTITOS, LOGITECH AND MORE](#)

Ad Age, 12/14/2020

A few highlights: Logitech serves up a fresh TV cut of a spot starring makeup artist Kimberley Margarita that [debuted online in October](#). Tostitos says that you can put Tostitos Avocado Salsa on “just about anything.” And Netflix hypes its Christmas movie lineup in a spot with the tagline “Here for the Holidays.”



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

We Are Social Media, 12/13/2020

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.



[iSpot Adds Demographics to Cross-Screen Measurement](#)

Broadcasting & Cable, 12/9/2020

“We’ve been doing unified cross-screen measurement for years,” said Muller. “Really what’s new right now is the introduction of person level measurement across both linear and streaming....”

“What the industry needs is one simple system that can count all that across linear and streaming using the traditional age and gender system, but then connecting it to outcomes,” he said. “That’s what iSpot’s able to do that nobody else can do today.”

iSpot Adds Demographics to Cross-Screen Measurement

By [Jon Lafayette](#) 7 hours ago

Person-level data measures delivery against ad buying currency in real time



iSpot CEO Sean Muller (Image credit: iSpot)

Forbes

[Unified Cross Platform Measurement Will Make It Easy For Advertisers To Shift Budgets To Streaming](#)

Forbes, 12/9/2020

“Streaming is being adopted at a rapid clip by consumers, presenting a massive opportunity for advertisers and publishers,” says Sean Muller, founder and CEO of iSpot. “In order for ad-supported streaming (AVOD) to take off, advertisers need consistent measurement across linear and streaming that aligns with how they buy media [age and gender], and delivered with speed, accuracy and actionability. With iSpot Unified Measurement, brands can now measure audience reach, incrementality and conversions with speed and accuracy and thus allocate and optimize budgets cross-screen with confidence.”

Forbes

Unified Cross Platform Measurement Will Make It Easy For Advertisers To Shift Budgets To Streaming



Alan Wolk Contributor 
Media

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



GETTY



[iSpot.tv's Demographic Upgrade Aligns TV & CTV](#)

Beet.tv [VIDEO], 12/10/2020



Cross-Screen Ad Measurement at Scale		iSpot.tv	
Offerings	Marketplace	iSpot.tv	
CTV Measurement	✓	✓	
Demo Ratings	✓	✓	
Incremental R/F	✓	✓	
Linear Overlap	✓	✓	
Reporting	6-8 Weeks	Next Day	
Publisher Level Detail & Overlap Reporting	✗	✓	
Real-time Dashboard	✗	✓	
Conversion Measurement	✗	✓	



[iSpot Extends Audience Measurement To 'Flexible' Person-Level Data](#)

MediaPost, 12/09/2020

This move is intended to position iSpot.tv as a more complete third-party data provider.

“We have always focused on impressions and [business] outcomes,” says Sean Muller, founder and chief executive officer of iSpot. “This straddles the old and the new. Marketers are still buying media on age and gender. They need all these things to be fully connected.”

Executives at iSpot say with its Unified Measurement, brands can now measure audience incremental and total reach.



[iSpot Enhances Unified Ad Management With Person-Level Data](#)

Video Nuze, 12/09/2020

TV ad measurement provider iSpot has [enhanced](#) its unified ad measurement capability allowing brands to more accurately gauge incremental reach and effectiveness of cross-screen campaigns. iSpot has integrated demographic data into its Unified Measurement platform to provide person-level cross-screen ad measurement in real time across linear TV and 300+ streaming services. This includes age, gender, household occupancy and co-viewing measurement.

The new granular measurement is based on household demographic data from Epsilon and person-level panel data from TVision Insights. Sean Muller, iSpot’s founder and CEO explained that these data sets are then combined with iSpot’s catalog of all ads, their airing dates and exclusive viewing data from 16 million smart TV Vizio smart TV viewers and de-duplicated and processed by the company after adjusting for U.S. household and CTV household census information.

CYNOPSIS MEDIA

[12/10/20: Nicolas Cage talks dirty for Netflix](#)

Cynopsis, 12/10/2020

iSpot is expanding its person-level measurement beyond standard traditional age and gender demographics to more flexible and granular age and gender segments for cross-platform campaigns. CTV and linear impressions on business outcomes will be available within 24 hours, with separate results for CTV and linear TV.

campaign^{US}

[Movers & Shakers: Noodles & Co., Facebook, Warner Bros., WNBA, DoorDash, Airbnb](#)

Campaign, 12/10/2020

iSpot launched a cross media TV measurement solution. And the IAB Tech Lab expanded its open measurement SDK to include online video.



Optimizing the News

AdExchanger Newsletter, 12/10/2020 (Article syndicated: [iSpot Adds Demographics to Cross-Screen Measurement](#))

But Wait, There's More!

- [How An Apple Search Engine Could Compete With Google](#) - Fast Company
- [Marketing People: Go Forth And Leave Fear Behind!](#) - Ad Age
- [Adelphic Partners With Killi](#) - release
- [TikTok Download Ban Is Blocked By Second Judge](#) - WSJ
- [Dentsu, SeeHer Report On Gender Finds Black Women 'Left Behind'](#) - MediaPost
- [With The Spike In Online Shopping Comes A Spike In Consumer Data. What Are Retailers Doing With It?](#) - NBC News
- [Facebook Gaming Starts Black Creator Program](#) - The Verge
- [Narrative And Safe-Reach Partner On Transaction-Based Cannabis Consumer Data](#) - release
- [iSpot Adds Demographics To Cross-Screen Measurement](#) - Next TV

AdAge

THE FASTEST-GROWING BRANDS OF 2020

Ad Age, 12/11/2020

But Roundup at No. 11 is a head-scratcher. Morning Consult had no ready explanation. Bayer last month did launch a new [Roundup PowerMax 3](#) variant targeted to farmers. But the biggest news for the brand came in June, when Bayer agreed, without acknowledging wrongdoing, to pay \$10.9 billion to settle 100,000 lawsuits alleging Roundup causes cancer. And **iSpot.tv** shows that the only national TV advertising mentioning Roundup in recent years came from trial lawyers recruiting plaintiffs. Last month, [a U.S. Environmental Protection Agency report](#) indicated Roundup threatens just about every endangered species.

THE FASTEST-GROWING BRANDS OF 2020

Zoom tops the list in Morning Consult study that also shows surprising newfound love among Gen Z for The New Yorker, Food Network, Nascar and Cetaphil

By [Jack Neff](#). Published on December 11, 2020.



Credit: Gabby Jones/Bloomberg



[Pharma TV spending jumps in November, with top brands scaling \\$200M](#)

Fierce Pharma, 12/10/2020

While digital ad spikes are getting the most attention during the pandemic, pharma companies are still driving big TV advertising gains. In November, the top 10 brands spent \$204 million, edging out the previous 2020 high of \$200 million in January, according to data from real-time TV ad tracker iSpot.tv.

That's well above typical November spending—last year, the top 10 spent \$157 million, and they put up a similar \$158 million in 2018.

TV (R)EV

[The Last Gasp Of The GRP](#)

TVREV, 12/10/2020

This week, both [iSpot](#) and [Nielsen](#) introduced new impressions-based cross-platform measurement systems, aimed at a television industry that's rapidly moving from linear to streaming and is never going back.

And yet in a parallel universe, there is much debate and discussion over the nightly GRP-based ratings of the various cable news shows in the post-Trump era.

Leaving those of us who cover the industry and/or live in it to shake our collective heads in surprise.

TV (R)EV

[ESPN's Business Doesn't Work as a TV App Only... Yet](#)

TVREV, 12/08/2020

As the FT piece points out, ESPN's been hemorrhaging viewers for years, to the point where former CEO Bob Iger considered moving some of its premium programming to the (currently rudderless) ESPN+ platform. Yet ESPN networks (or at least one of them) remain among TV's best for ad impressions. Through the end of November, ESPN had nearly 147 billion TV ad impressions on the year according to [iSpot.tv](#). That's seventh overall, despite the absence of live sports for months on end due to COVID.

ADWEEK

[Stephen Curry's Brand Could Usher In a New Era at Under Armour](#)

Adweek, 12/04/2020 (avoid paywall [here](#))

Competitors are spending heavily, too. So far this year, Nike's spent nearly \$15 million on television advertising, a majority of which during professional basketball and football games according to iSpot. Under Armour has spent about more than \$16.7 million during professional basketball and college basketball.

ADWEEK ≡ 🔍

DATA & INSIGHTS

Stephen Curry's Brand Could Usher In a New Era at Under Armour

The partnership with the NBA star could go a long ways toward repairing the company's image

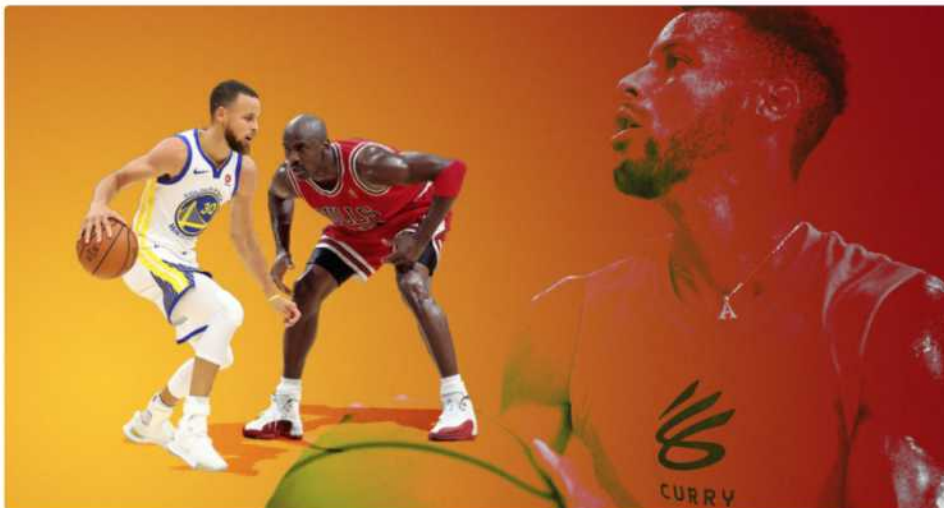


Photo Illustration: Trent Joaquin; Source: Getty Images, Under Armour

AdAge

MARKETERS OF THE YEAR NO.6: CALM

Ad Age, 12/07/2020

But Calm would not have been as prepared to make such a decision if it wasn't already leaning heavier into TV, a rising trend among direct-to-consumer brands. For the past year, the brand has been working with TV measurement agency Tatari to launch its first TV campaigns across linear and connected TV. In the month leading up to Election Night, Calm saw nearly 242 million TV ad impressions at an estimated media value of \$1.4 million, according to [iSpot.tv data](#). Ads instruct viewers to "Do nothing" for 15 or 30 seconds.

Special Report: Marketers of the Year →

MARKETERS OF THE YEAR NO.6: CALM

The meditation app delivers relief during the stressful election and ongoing pandemic

By [Ilyse Liffreing](#), Published on December 07, 2020.



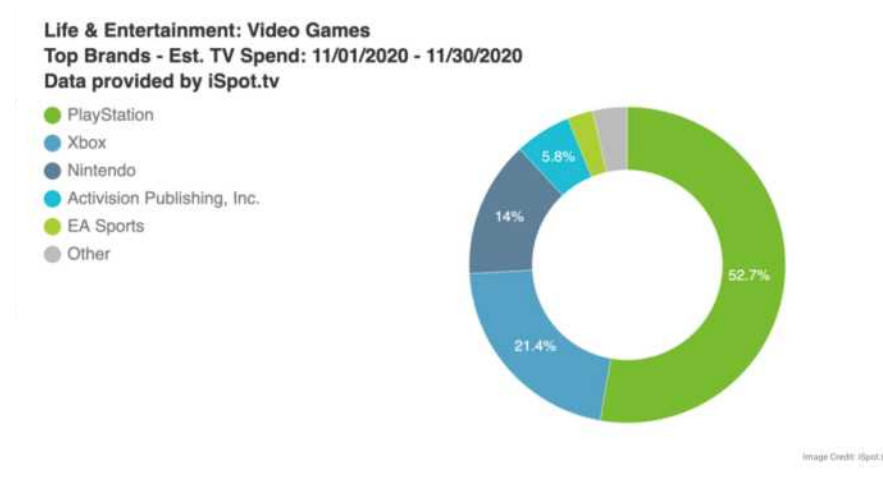
Credit: David Pierce via Twitter

VentureBeat

[Sony doubled TV ad spend for PlayStation 5 launch](#)

VentureBeat, 12/06/2020 (syndicated: [Yahoo](#))

Gaming brands have been revving up their TV ad spend just in time for the holidays: [November saw a 76.65% increase](#) in estimated outlay, up to \$49.7 million from October's \$28.1 million. Over half of that came from PlayStation's heavy promotion of the [PlayStation 5](#) and [Call of Duty: Black Ops — Cold War](#). In total, 14 brands aired 75 spots over 4,900 times, resulting in 1.9 billion TV ad impressions. Football continues to be a key driver of impressions for top brands. 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. The results below are for the top five gaming-industry brands in November, ranked by estimated national TV ad spend.



[Sony Spent Twice As Much As Microsoft for Playstation TV Advertisement](#)

Segment Next, 12/07/2020

The report comes from iSpot.tv and their partnership with [Gamesbeat](#). According to it, the TV ad spent went up by 76.65% during November. This all thanks to Xbox Series and Playstation 5 launch days in November. In numbers, that share is \$49.7 million.

SCREEN RANT

[Sony Outspent Microsoft By Double For PS5 Launch TV Ads](#)

ScreenRant, 12/07/2020

Sony tossed a little more dough towards TV advertisements than Microsoft, though. According to iSpot.tv, which partnered with [GamesBeat](#), Sony spent an estimated \$26.2 million on TV ads in November alone. That's over half of what the industry as a whole dropped on television spots throughout the 30-day period. The \$26.2 million figure covered 12 commercials, which played more than 1,400 times to rake in a total of 966.2 million ad impressions on TV. The report from iSpot.tv and GamesBeat further notes that an estimated \$5.6 million counts as the most Sony spent on a single advertisement, with the ad in question being "Launch: Play Has No Limits." Interestingly, Sony dedicated over 50 percent of its marketing spend in November to commercials that played during NFL games. College football games and SportsCenter were next in line in terms of where the PlayStation brand's TV marketing dollars wound up.



[Freeform Gives '25 Days of Christmas' TV's Biggest Promo Push](#)

Broadcasting + Cable, 12/09/2020 ([PromaxBDA](#))

On the strength of 335.1 million TV ad impressions, a [Freeform](#) promo for its continuing 25 Days of Christmas movie marathon takes first place.

[NBC](#), the sole traditional broadcaster in our ranking, grabs second to promote new medical drama *Nurses*, while [MTV](#) hypes reality competition *The Challenge: Double Agents* in third, plus the MTV Movie & TV Awards: Greatest of All Time in fourth. Finally, in fifth, [National Geographic](#) gives some love to *Trafficked*, a new documentary series hosted by investigative journalist Mariana van Zeller.

Notably, the Freeform spot has the highest **iSpot Attention Index** (115) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



TV By the Numbers: NFL, College Football Top Week of Nov. 30

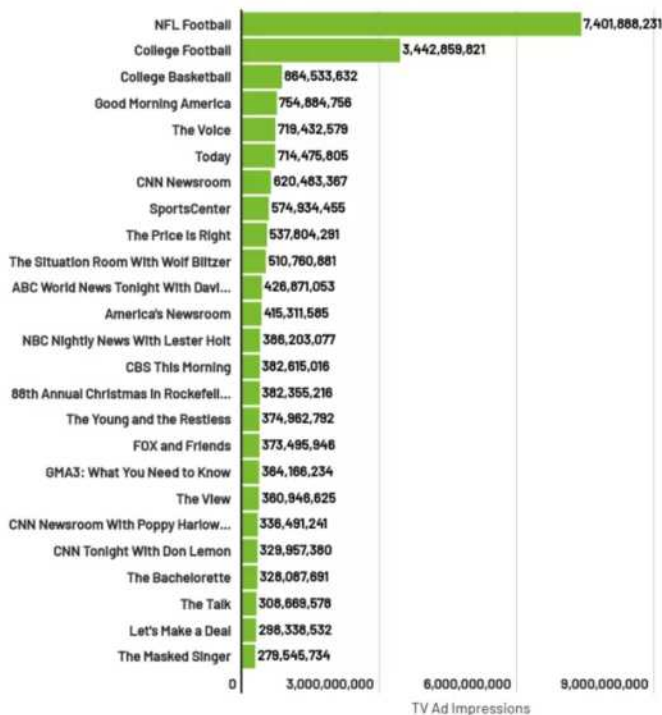
Broadcasting + Cable, 12/08/2020

NFL games continue to dominate for TV ad impressions, but there was a week-over-week decrease, down to 7.4 billion from the previous 10.2 billion. College football also had a slightly lower count, 3.44 billion impressions vs. 3.87 billion last time. Meanwhile, college basketball jumped into third place with 864.5 million TV ad impressions and notably The Voice snagged fifth place (719.4 million impressions). Other non-news/sports programming in the top 25 included The Price Is Right, 88th Annual Christmas in Rockefeller Center, The Bachelorette, Let's Make a Deal and The Masked Singer.



Top Shows by TV Ad Impressions

Nov. 30-Dec. 6, new episodes only





[Nissan Rogue Spot Tops Most-Seen Auto Ads Chart](#)

WardsAuto, 12/09/2020

A Nissan spot for the '21 Rogue claims first place in iSpot.tv's latest ranking of the most-viewed automotive commercials, generating the highest number of impressions across national broadcast and cable TV airings.

AdAge

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

Ad Age, 12/10/2020

A few highlights: Lil Nas X teams up with Postmates to promote its [#BetterThanSanta giveaway](#). Pandora hypes its Holiday Hits streaming radio station. And Progressive serves up another installment of its continuing series of comical ads titled "At Home With Baker Mayfield"; this time Mayfield faces unexpected company at his "home."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ROCKET MORTGAGE, PIZZA HUT, MICROSOFT AND MORE](#)

Ad Age, 12/09/2020

A few highlights: Microsoft want you to "find your joy" this holiday season—even if you're a dog. (Ad Age's Alexandra Jardine has the backstory: ["A dog experiences Minecraft, Teams calls, Halo and more in Microsoft's holiday ad."](#)) Pizza Hut hypes its Triple Treat Box. And Rocket Mortgage explains how "with just a few taps you can turn your home's equity into cash."

AdAge

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

Ad Age, 12/08/2020

A few highlights: Burger King promotes its limited-time 2-for-\$5 Whopper deal. A family bonds over playing “Minecraft” on the Nintendo Switch. (A web version of this spot debuted on Nov. 23.) And Duracell hypes its Optimum batteries.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CAMPBELL'S, SIRIUSXM, YVES SAINT LAURENT AND MORE](#)

Ad Age, 12/07/2020

A few highlights: A boy who is stuck inside enjoys the unexpected company of a snowman in an animated spot from Campbell's. SiriusXM wants you to know about its limited-time subscription offer that includes a free Echo Dot. And Lenny Kravitz helps hype Why Not, the Yves Saint Laurent fragrance, in a fresh 15-second TV cut of an ad that debuted online in [a 45-second version](#) in September.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM H&M, TARGET, BEST BUY AND MORE](#)

Ad Age, 12/04/2020

A few highlights: H&M wants to “bring on the future.” Target celebrates the joy of snow days. And in Best Buy's latest, an animated customer turns to an animated Best Buy associate for advice on buying a new laptop.



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

We Are Social Media, 12/06/2020

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.

DIGIDAY

[Why ad buyers \(and sellers\) need to pay more attention to viewer attention](#)

Digiday, 12/02/2020 (sponsored by TVISION) (avoid paywall [here](#))

Many premiere TV and advertising measurement companies, such as Oracle Data Cloud's Moat Reach, Xandr, VideoAmp and iSpot, have incorporated person-level attention data into their measurement programs. The industry is moving towards attention as an additional qualitative currency for ad buying and selling. The Attention Council, an industry group composed of leading advertisers at some of the biggest brands, along with next-generation measurement providers, is also focused on standardizing cross-platform attention measurement.





[Daytime TV is the New Primetime TV](#)

Morning Brew, 12/02/2020

My takeaway: Knowing TV viewership is increasing during daytime as a result of more WFH hours logged during 2020 gives you an edge. It means you can create ad spots for the multitasking or distracted viewer rather than the viewer who hasn't blinked in over an hour because they're so locked into *The Bachelorette*.

+1: Here's who is taking advantage of the newfound viewership already. **iSpot** shared the daytime brand spots that garnered the most TV ad impressions between September 1 and November 30 with Marketing Brew.



[Lexus Has Two of Five Most-Seen Auto Ads](#)

WardsAuto, 12/03/2020

Lexus claims first and third place in iSpot.tv's latest ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.



[Mckenna Grace and Kiernan Shipka Look Uncannily Similar — but Are They Related?](#)

Distractify, 12/03/2020

Mckenna's path to success wasn't all that dissimilar in this respect either. According to **iSpot**, she starred in ads for Nintendo, GoldieBlox, and others, while also furthering her career as an actress. Mckenna and her parents decided to relocate to the metropolis when she landed her first recurring role on a TV show.



Automotive TV Spending Continues To Rise

MediaPost, 12/03/2020

Automakers have advertised during football games for a very long time, said Stu Schwartzapfel, senior vice president, media partnerships at [iSpot.tv](https://www.ispot.tv).

“With attention back on the NFL and college football post-election, November ad spend data shows these brands getting back to normal -- even surpassing totals from last year at this time,” Schwartzapfel says. “Add in holiday sales creative pushes that typically hit TV too, and you’re seeing a very strong finish for auto brands in 2020, despite (understandable) mid-year questions.”

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 11/01/2020 - 11/30/2020
Data provided by iSpot.tv

- Ford
- Toyota
- Nissan
- Chevrolet
- Hyundai
- Other



**RADIO+TELEVISION
BUSINESS REPORT**
THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

What Brands Enjoyed Black Friday/Cyber Monday Ad Surge?

Radio + Television Business Report, 12/02/2020 (avoid paywall [here](#))

Thanks to data from iSpot.tv, one can now look at year-over-year television ad impressions for Thanksgiving Day through Cyber Monday for several key holiday shopping categories.

Here’s the sour news: four advertiser classifications saw ad impression dips, some of them significant. But, two companies enjoyed strong year-over-year impression boosts.



[ABC Again Gives 'Big Sky' TV's Biggest Promo Push](#)

Broadcasting + Cable, 12/02/2020 ([PromaxBDA](#))

On the strength of 249.4 million TV ad impressions, an [ABC](#) promo for [new drama Big Sky tops our chart](#).

The other traditional broadcaster in the ranking, [CBS](#), promotes its Monday-night lineup of shows, including *The Neighborhood* and *All Rise*, in fourth place. Meanwhile, cable networks also serve up multi-purpose spots: [Discovery](#) and its siblings (including *Animal Planet* and *Food Network*) promote a range of programming in second place, and [Freeform](#) hypes some of the movies that are part of its 25 Days of Christmas marathon in third.

Closing out the chart: [Hallmark](#), which gives some love to Hallmark original movie *If I Only Had Christmas*.

Notably, the Hallmark spot has the highest iSpot Attention Index (128) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[PS5: Absurdly high sums of money – that's how much Sony paid for console advertising](#)

DE24, 12/01/2020

The rush to the PS5 So this year was huge. The reason for this is likely not just the power of the Consoles but also in the marketing department of Sony lie justified. This apparently has a ridiculously generous quality Budget available and made great use of it. According to VentureBeat and iSpot.tv there was PlayStation in the period from October 16 to November 15, it looked like the rest of the gaming industry. This was the hot promotional period before Launch the PS5, but still you have to let this incredible dimension go through your head. One company was spending as much as the rest of it in what was by no means a small industry, despite the Xbox Series X's Release also in November celebrated.

TV(R)EV

[At Least TV Measurement Is Getting More Accurate](#)

TVREV, 12/01/2020

As streaming continues its rapid growth and ad budgets are booming, advertisers are now demanding something more than just blind faith. (As one executive told me “when we’re spending ten million dollars we have very different standards than when we’re spending two hundred thousand.”)

The solution has been to attach pixels to the streaming ads, which can be read by third party measurement services like iSpot that use ACR to track what viewers are watching and what ads they’ve seen.



[It's Time For Major Sports Leagues, Platforms To Seek New Audiences](#)

MediaPost, 12/02/2020

In the recent two-week period, NFL games pulled in women viewers representing 42% of its total audience, according to iSpot.tv. For the last two months of its regular and post season, Major League Baseball, pulled in 40% of its total viewers from women.



TV By the Numbers: Viewers Devour Football, Macy's Thanksgiving Day Parade

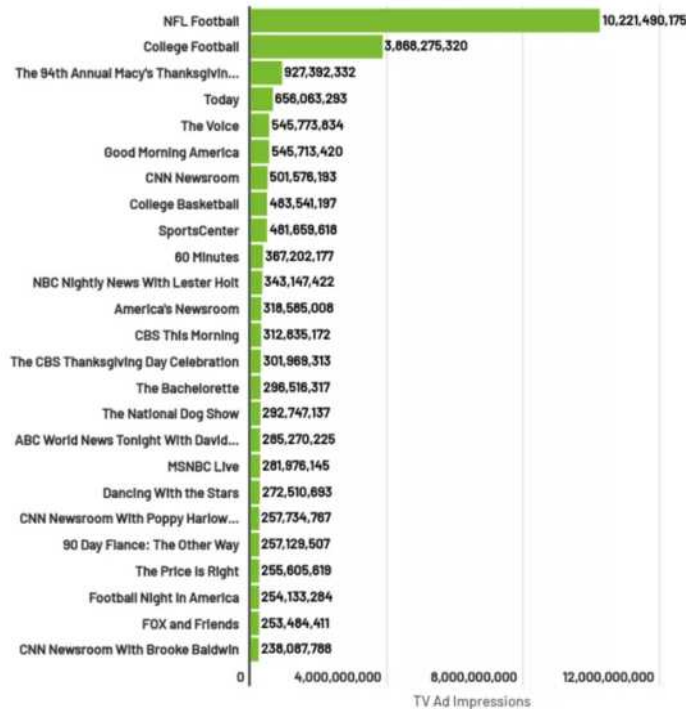
Broadcasting + Cable, 12/01/2020

TV ad impressions during NFL games were once again on the rise, up to 10.2 billion, a 31.13% increase from the previous week. College football was the only other program to surpass 1 billion impressions (3.87 billion), while the Macy's Thanksgiving Day Parade generated 927.4 million impressions. Dancing with the Stars jumped into the top 25 ranking with 272.5 million impressions, a 14.91% increase from the previous week, as did 90 Day Fiance: The Other Way (257.1 million, a slight 3.64% week-over-week increase).



Top Shows by TV Ad Impressions

Nov. 23-29, new episodes only



Sportico

FOX'S THANKSGIVING NFL GAME DELIVERS SEASON-BEST 30 MILLION VIEWERS

Sportico, 12/01/2020 (syndicated: [Yahoo](#))

Ad spend for both games was consistent with last season's figures, which translates to about a \$75 million windfall for each network. According to iSpot.tv estimates, the top spenders in the Fox broadcast included Ford, Verizon, GMC, Walmart, T-Mobile, USAA, Geico and Taco Bell, while among CBS's biggest holiday backers were Bristol Myers Squibb's Opdivo, Verizon, Bud Light, Walmart, State Farm, Geico, Ford and Audi.

HOME / BUSINESS / MEDIA

FOX'S THANKSGIVING NFL GAME DELIVERS SEASON-BEST 30 MILLION VIEWERS

BY ANTHONY CRUPI December 1, 2020 11:37am

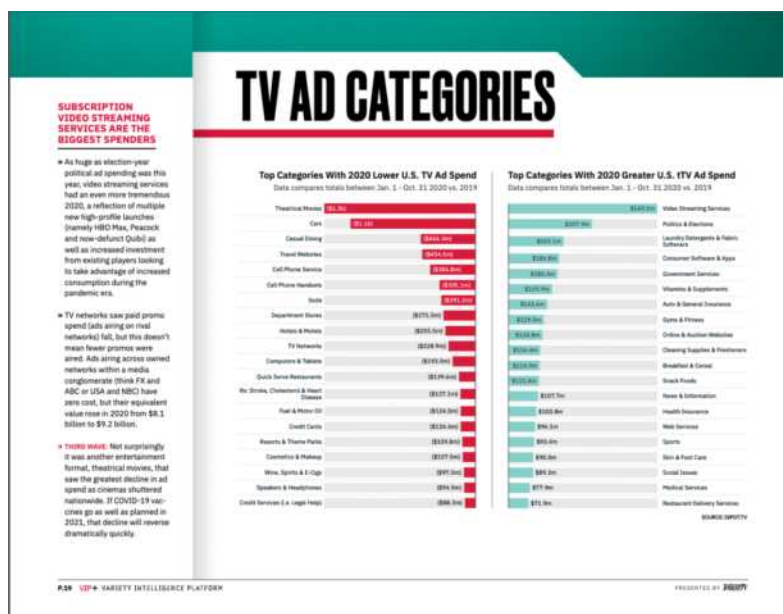
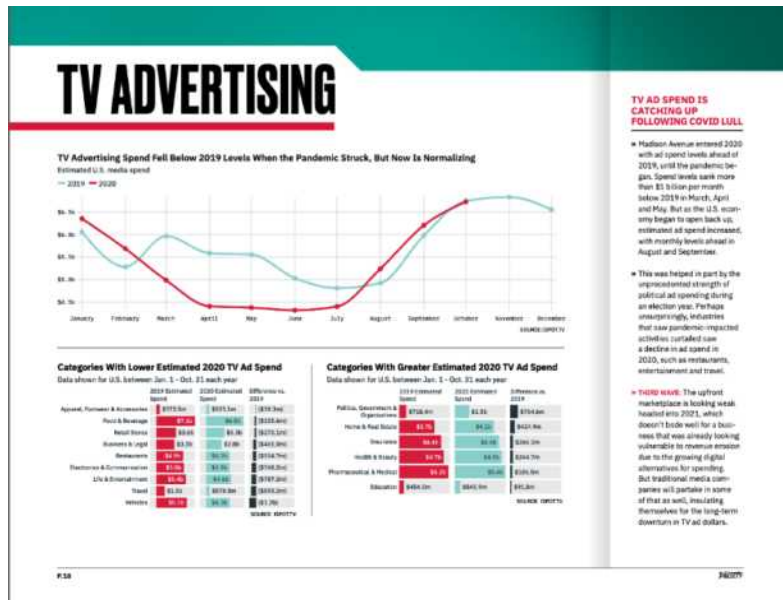
Thursday afternoon's game out-delivered every non-NFL sports broadcast going back to Nov. 2, 2016.

Ask Me Anything

VARIETY

RIDING THE THIRD WAVE: COVID-19'S IMPACT ON MEDIA & ENTERTAINMENT

Variety, 12/01/2020



DEADLINE

['The Croods: A New Age' Opens To \\$14M+ 5-Day Domestic, \\$35M+ WW During Pandemic Thanksgiving Stretch – Update](#)

Deadline, 11/29/2020

Typically, wide releases of late have had marketing spends in the \$1M-\$10M range, and **iSpot** shows that around \$27M was spent in US TV ads for Croods 2 by Uni. Marketing spend here for Croods 2 is weighted differently than the typical theatrical release due to the pic's PVID release on the horizon.



DEADLINE

['The Croods: A New Age' Opening Day Near \\$2M; DreamWorks Animation Sequel Boosted By Promo Partners Vizio, Chime, Burger King & More](#)

Deadline, 11/25/2020

While the marketing spend on domestic wide releases has been in the single-digit range recently, especially with cinemas in ad hubs like New York City and Los Angeles still closed, **iSpot** reports that Universal has spent around \$26.5 million on *Croods: A New Age* TV spots to date. The depressed ticket sales we've seen lately stem from the low amounts of money distributors are expending to promote their films. Hopefully exhibition and the overall domestic box office will reap the upside of Uni's financial commitment to P&A this weekend.



TVNewsCheck

THE BUSINESS OF BROADCASTING

Syndies Weather The Pandemic With Viewers Down, Ads Steady

TVNewsCheck, 11/30/2020

The top 10 most advertised-in first-run syndicated shows during the first eight weeks of the new season have garnered a cumulative \$140 million in ad dollars, according to iSpot.tv data.

The most-advertised-in syndicated shows from Sept. 14 through Nov. 8 based on iSpot.tv data are Wheel of Fortune (\$30.5 million); Family Feud (\$18.7 million); Hot Bench (\$14.4 million); Dr. Phil (\$13.3 million); Daily Mail TV (\$13.3 million); Entertainment Tonight (\$13 million); TMZ (\$9.6 million); The Doctors (\$9.2 million); Jeopardy (\$9 million); 25 Words or Less (\$8.9 million); and Judge Judy (\$8.4 million).

TVN FOCUS ON PROGRAMMING

Syndies Weather The Pandemic With Viewers Down, Ads Steady



TV (R)EV

[Lackluster Thanksgiving TV Slate May Test NFL's Dominion Over Holiday](#)

TVREV, 11/25/2020

That's not great news for brands, who've benefited from TV ad impressions on par with a full Sunday of games during recent Thanksgivings, according to [iSpot.tv](#). Going back to 2017, here's what impressions have looked like each year for live NFL games on Thanksgiving:

- 2017: 4.76 billion
- 2018: 5.94 billion
- 2019: 7.11 billion

In a matter of three years, impressions nearly doubled.



[PlayStation Spent Almost As Much As Rest Of Entire Industry On TV Ads In October-November Period](#)

Gaming Bolt, 11/24/2020

As [reported](#) by VentureBeat and iSpot.tv, PlayStation spent almost as much as the entire gaming industry in the period between October 16th to November 15th. That was the prime spot before the PS5 launch, which released in select regions the 12th of November and 19th worldwide. It racked up 701 million TV ad impressions from ten TV spots that aired over 892 times with their biggest most seen commercial being the Play Has No Limits launch trailer. Their main networks were the sports-based ones such as ESPN, ABC and CBS.

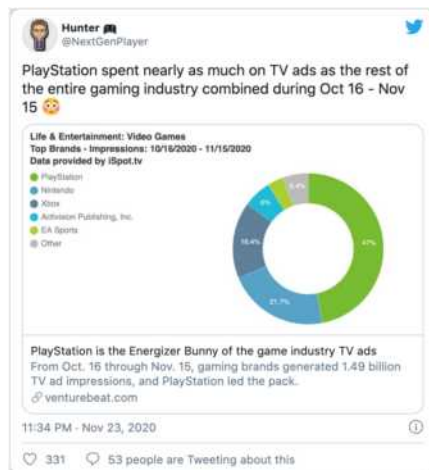




[PlayStation Spent Almost As Much As The Entire Games Industry Combined On TV Ads For PS5 Launch](#)

The Gamer, 11/24/2020

As for which of the three companies pushed hardest when it comes to its recent ad campaigns, that award goes to PlayStation, and it wasn't even close. According to data gathered by iSpot.tv, 47% of ad impressions in the gaming industry made between October 16, 2020, and November 15, 2020, came courtesy of PlayStation.



[Sony's PS5 US TV ads were seen three times more than Xbox](#)

VG247, 11/24/2020

That's according to data from iSpot.tv over [on VentureBeat](#), which shows that Sony's adverts racked up a huge 701m impressions on US TV between October 16 and November 15. Its most-viewed ad was the PlayStation 5 launch trailer, Play Has No Limits, which was seen 258.4m times.



TV By the Numbers: Viewers Feast on 'Yellowstone,' Christmas Movies

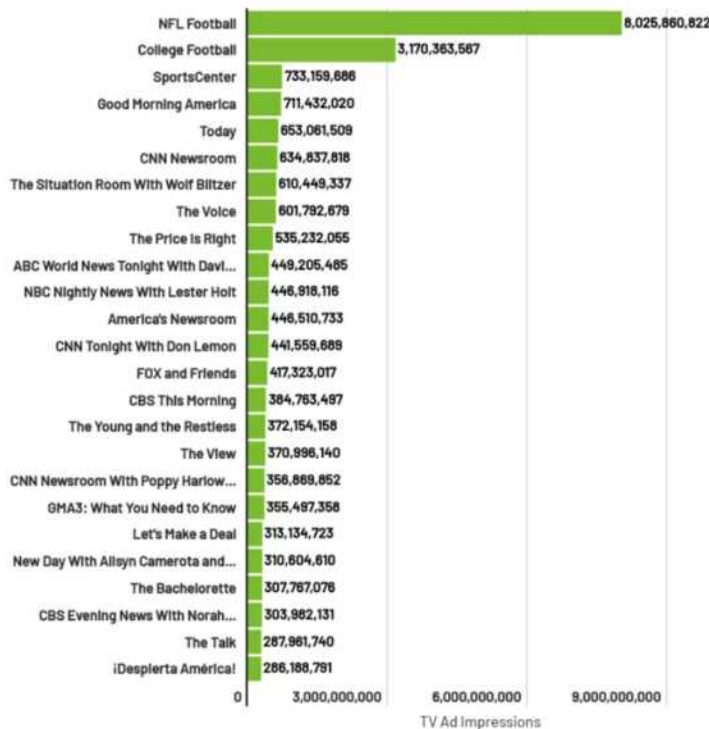
Broadcasting + Cable, 11/23/2020

Commercials during NFL games generated over 8 billion TV ad impressions, a 13.63% week-over-week increase. College football had a nearly identical week-over-week increase as NFL games (13.64%); its 3.2 billion impressions put it solidly in second place. One notable new addition to the ranking is the new season of CBS' The Price Is Right, which racked up 535.2 million TV ad impressions to secure ninth place. It's also worth pointing out that the holiday advertising season is officially in full force: At least one of the most-seen spots for many of the top programs were Black Friday or holiday-related.



Top Shows by TV Ad Impressions

Nov. 16-22, new episodes only





[Calming Heat and Spurtles: Everything You Need to Know About Infomercials in 2020](#)

Morning Brew, 11/23/2020

And as for those products you saw during election week? During the week of November 3 to November 7 on CNN, MSNBC and Fox News, per iSpot data shared with Marketing Brew...

Calming Heat, the Sharper Image-owned heating pad, didn't have any airings on linear TV election coverage during election week. But it did garner about 6,000 impressions on DVR/VOD during CNN's Countdown to Election Day.

- With cord-cutting accelerating, perhaps connected TV could be the new hot spot for highly targeted infomercials.

-

The Spurtle, a suite of kitchen utensils, saw 6.2 million TV ad impressions across its series of 10 minute Graveyard Slots. Some might say it got lucky with higher viewership numbers than usual.

Looking ahead: Evolving analytics capabilities could make infomercial data more helpful than ever before. "There is a correlation between the uptick of performance-based TV advertising and the transparent data systems that make TV function more like digital marketing," Sean Mueller, founder and CEO of iSpot, told Marketing Brew.





[T-Mobile Ramps Up National TV Marketing Amid Packaging Changes, Cable TV Network Disputes](#)

MediaPost, 11/23/2020

Over a two-week period, since November 10, TVision has had 28 TV commercial airings, with \$3.35 million in total national TV spend, according to iSpot.tv.

TelevisionNewsDaily

T-Mobile Ramps Up National TV Marketing Amid Packaging Changes, Cable TV Network Disputes

by Wayne Friedman, Yesterday



AdAge

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

Ad Age, 12/03/2020

A few highlights: Ford presents the “Running of the Santas” to hype its Built for the Holidays Sales Event. Colonel Snowman tragically melts away after bringing a family a “piping hot” \$20 KFC Fill Up meal. And Paco Rabanne serves up a holiday version of its long-running commercial for 1 Million, a fragrance for men.

AdAge

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

Ad Age, 12/02/2020

A few highlights: Cadillac declares, “We are luxury. We are the ultimate vibe.” TikTok serves up a montage of holiday-themed TikToks in a spot with the tagline “Sounds like joy.” And QVC wants you to know about Easy Pay, its pay-over-time option.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GREENIES, HERSHEY’S, OCULUS AND MORE](#)

Ad Age, 12/01/2020

A few highlights: An announcer says that Greenies Dental Treats are “something better for your dog to chew on” (vs., say, a hapless snowman’s arm). A father-daughter holiday baking session gets an assist from Hershey’s Kisses. And Facebook’s Oculus hypes the Quest 2 VR gaming system.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CRICKET WIRELESS, FITBIT, SAMBUCOL AND MORE](#)

Ad Age, 11/30/2020

A few highlights: Cricket Wireless says it offers “5G you can afford for the moments you can’t afford to miss.” Fitbit wants you to give the gift of good health this holiday season. And Sambucol hypes the “immunity berry” in its black elderberry supplement.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SUBARU, HEADSPACE, SIRIUSXM AND MORE](#)

Ad Age, 11/27/2020

A few highlights: Subaru wants you to know that it plans to donate more than \$24 million to charities this year as part of its Share the Love Event. Headspace, the meditation app, promotes a free trial offer. And SiriusXM also promotes a free trial (available through Dec. 1).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PAYPAL, NINTENDO, LIBERTY MUTUAL AND MORE](#)

Ad Age, 11/25/2020

A few highlights: A doting father uses PayPal to shop for his daughter as she rehearses for a performance of "The Nutcracker." Brie Larson plays some of her favorite Nintendo Switch games. And Liberty Mutual serves up a (faux) nostalgic holiday spot.



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

We Are Social Media, 11/29/2020

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



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

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VentureBeat

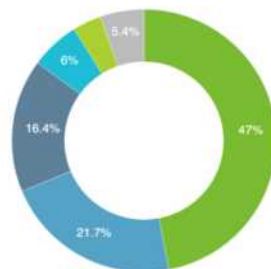
[PlayStation is the Energizer Bunny of the game industry TV ads](#)

Venture Beat, 11/21/2020

GamesBeat has partnered with iSpot.tv, the always-on TV ad measurement and attribution company, to bring you a monthly report on TV advertising by the gaming industry. These are the ads, and by extension the games, that game marketers have been putting major muscle behind. Below are the top five most-seen gaming industry TV advertisers from the period measured.

Life & Entertainment: Video Games
Top Brands - Impressions: 10/16/2020 - 11/15/2020
Data provided by iSpot.tv

- PlayStation
- Nintendo
- Xbox
- Activision Publishing, Inc.
- EA Sports
- Other



DEADLINE

[‘Freaky’ Leads & Jackie Chan’s ‘Vanguard’ Tries To Throw A Punch During A Truly Depressed Box Office Weekend](#)

Deadline, 11/22/2020

Because of these dynamics, studios have cut down their spending to promote their movies. According to iSpot TV spending of late, Universal spent roughly \$8M on Freaky and Focus Features’ Let Him Go, respectively, as of Thursday. However, I’m told and iSpot even shows that Uni has shelled out \$19M+ for its Wednesday release of [The Croods: A New Age](#), which is a 30-day play before Christmas PVID drop. Even with that type of financial commitment, which is low by normal marketplace standards, what can anyone expect with a majority of the country’s theaters closed down?

Newsweek

[Tucker Carlson Advertiser Mike Lindell, CEO of MyPillow, Helps Bail Out Kyle Rittenhouse](#)

Newsweek, 11/21/2020

After Fox News host [Tucker Carlson](#) made controversial remarks about the Black Lives Matter movement in June, many of Carlson's advertisers stopped sponsoring his program. Lindell, however, continued to run MyPillow commercials on Carlson's show. According to the television tracking firm **iSpot**, 37.8 percent of the advertising shown on Carlson's program between January 1 and June 30, 2020 were MyPillow ads.

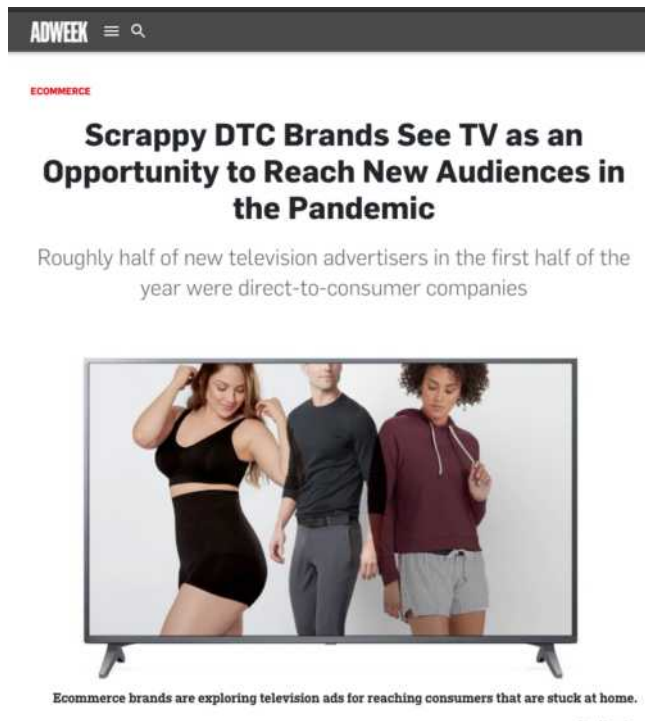
ADWEEK

[Scrappy DTC Brands See TV as an Opportunity to Reach New Audiences in the Pandemic](#)

Adweek, 11/16/2020 (avoid paywall [here](#))

More than 1,200 DTC brands this year to date, beginning in March, are new to television and are in full experimentation mode, according to Sean Muller, CEO and founder of TV ad measurement firm iSpot.tv. In fact, more than any other TV advertising category, “the whole direct-to-consumer sector continues to show growth,” including in fourth-quarter holiday-themed spending, said Peter Olsen, evp of ad sales at A+E Networks.

Some companies that began airing ads include men’s apparel brand [Mack Weldon](#), shapewear marketplace [Shapermint](#) and athleisure brand [Vuori](#). According to iSpot.tv, Mack Weldon has spent \$1.87 million on TV this year, Shapermint has spent \$1.2 million and Vuori, which started TV advertising most recently, has spent \$310,000.



The image is a screenshot of a web article from Adweek. At the top left, the Adweek logo is visible. Below it, the word 'ECOMMERCE' is written in red. The main headline reads 'Scrappy DTC Brands See TV as an Opportunity to Reach New Audiences in the Pandemic'. Below the headline, a sub-headline states: 'Roughly half of new television advertisers in the first half of the year were direct-to-consumer companies'. The central part of the screenshot features a photograph of three models (two women and one man) wearing athletic and shapewear clothing, displayed on a television set. Below the photo, a caption reads: 'Ecommerce brands are exploring television ads for reaching consumers that are stuck at home.'

AdAge

TRUMP'S POST-LOSS DATA PLAY, AND GM'S NEW DATA-DRIVEN CAR INSURANCE: DATACENTER WEEKLY

Ad Age, 11/20/2020

Roomba vacuums up TV ad inventory

We recently kicked off a regular look at marketers that have been betting big on TV. The subject of today's close-up, with TV ad spend shared exclusively with Datacenter Weekly by [iSpot.tv](#), is iRobot, the maker of the robot vacuum Roomba. To wit:

- iRobot lately has been gearing up for the holiday season, following a relative dearth of TV advertising through much of the year. From Oct. 30 through Nov. 12, iRobot racked up nearly 1.7 billion TV ad impressions.

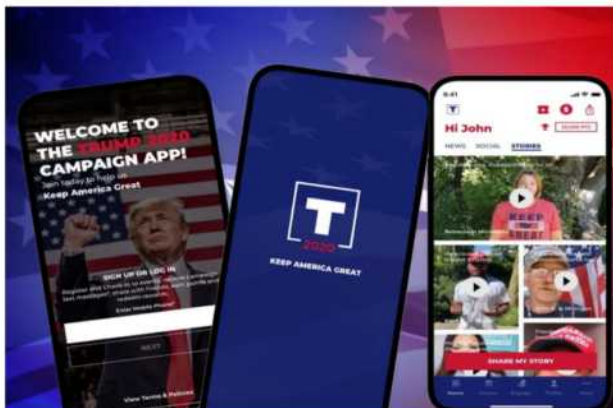
Also: Facebook votes for TV

Separately, [iSpot](#) tells Datacenter Weekly that [this](#) commercial from Facebook, plugging its Voting Information Center, racked up 2 billion TV ad impressions leading up to Election Day—the most of any get-out-the-vote effort by any marketer.

Campaign Trail

TRUMP'S POST-LOSS DATA PLAY, AND GM'S NEW DATA-DRIVEN CAR INSURANCE: DATACENTER WEEKLY

Published on November 20, 2020.





[Attribution & Analytic Models - Incredible! But Only As Good As The Plethora Of Databases Involved](#)

MediaPost, 11/19/2020

David reviewed, “Combining real-time TV tracking and mixed models to double TV ROI” with **Mark Myers, senior vice president, customer success, iSpot.tv**. K12 combined real-time TV tracking data (iSpot.tv) with traditional marketing mix models to measure varying and long-term TV ad effectiveness. The team was up against varying coefficients, massive volumes of data, and challenging complexity. They ultimately doubled the ROI of national TV advertising. It should be noted that iSpot.tv measures viewable impressions – content rendered to a screen and not audience “viewing.” This was a data relevance concern that was raised in yesterday’s session.



[TVision Launches Solution For Drilling Down To Person-Level TV Ad Measurement](#)

AdExchanger, 11/16/2020

ODC measures OTT campaigns through existing Moat integrations, and also partners with both TVision and iSpot so that it can match a household with a digital impression and then create person-level reach and frequency tools that help customers with cross-platform measurement.



[Team Coco Leaves TBS For HBO Max: What's Left For Late Night?](#)

MediaPost, 11/19/2020

Looking at the top TV network shows speak volumes -- sans jokes.

NBC’s “The Tonight Show with Jimmy Fallon” pulled in \$417.5 million in advertising revenue, according to iSpot.tv, from November 2019 to November 2020. CBS’ “Late Show with Stephen Colbert” nabbed \$378.6 million and ABC’s “Jimmy Kimmel Live” saw \$310.5 million.

NEXT TV | THE BUSINESS OF STREAMING VIDEO

[TVision Launches Person-Based Advanced Audience Projections](#)

NextTV, 11/16/2020

"Person-level data is a key component to measuring ad performance as we work to help advertisers understand true reach, and attention for their TV ads. With TVision AAP we are able to add a deeper layer of insights to our already robust measurement offering," said Robert Bareuther, senior VP, business development at iSpot.tv.

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

TVision Launches Person-Based Advanced Audience Projections

By [Jon Lafayette](#) an hour ago

Oracle, Xandr, VideoAmp, iSpot are early adopters





[TVision Launches Solution For Drilling Down To Person-Level TV Ad Measurement](#)

AdExchanger, 11/16/2020

ODC measures OTT campaigns through existing Moat integrations, and also partners with both TVision and iSpot so that it can match a household with a digital impression and then create person-level reach and frequency tools that help customers with cross-platform measurement.



[Team Coco Leaves TBS For HBO Max: What's Left For Late Night?](#)

MediaPost, 11/19/2020

Looking at the top TV network shows speak volumes -- sans jokes.

NBC's "The Tonight Show with Jimmy Fallon" pulled in \$417.5 million in advertising revenue, according to iSpot.tv, from November 2019 to November 2020. CBS' "Late Show with Stephen Colbert" nabbed \$378.6 million and ABC's "Jimmy Kimmel Live" saw \$310.5 million.



[Eye-Tracking TV Technology Company TVision Adds Person-Level Data](#)

MediaPost, 11/16/2020

TVision, the eye-tracking TV technology company, has added person-level measurement data now being used by ad technology and media-measurement companies Xandr, Oracle Moat, VideoAmp and iSpot.

MARTECHSERIES

Marketing Technology Insights

TVision's Advanced Audience Projections Powers Person-Level Ad Measurement

MarTech Series, 11/16/2020

“Person-level data is a key component to measuring ad performance as we work to help advertisers understand true reach, and attention for their TV ads. With TVision AAP we are able to add a deeper layer of insights to our already robust measurement offering.” – [Robert Bareuther](#), SVP Business Development at iSpot.tv

MediaPost

Industry to Establish Ad Metadata Standards

MediaPost, 11/15/2020

Called AMSI, Advertising Metadata Standards Initiative, if achieved this would provide an Ad specifications database building block to the industry for analysis of cross-media measurement plus campaigns based on attribution and ROI. According to CIMM this initiative is a collaboration between media industry associations and companies to standardize nomenclature, metadata fields and file formats. They include the ARF, the 4A's, 9th Decimal, Ad-ID, CIMM, Comscore, IAB/Tech Lab, Innovid, IRI, **iSpot**, Kantar, LiveRamp, Nielsen, and SMI.

Broadcasting+Cable

ABC Gives 'Big Sky' TV's Biggest Promo Push

Broadcasting + Cable, 11/18/2020 ([PromaxBDA](#))

Notably, the Jersey Shore spot has the highest iSpot Attention Index (117) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



TV By the Numbers: College Football Tops NFL in Week of Nov. 9

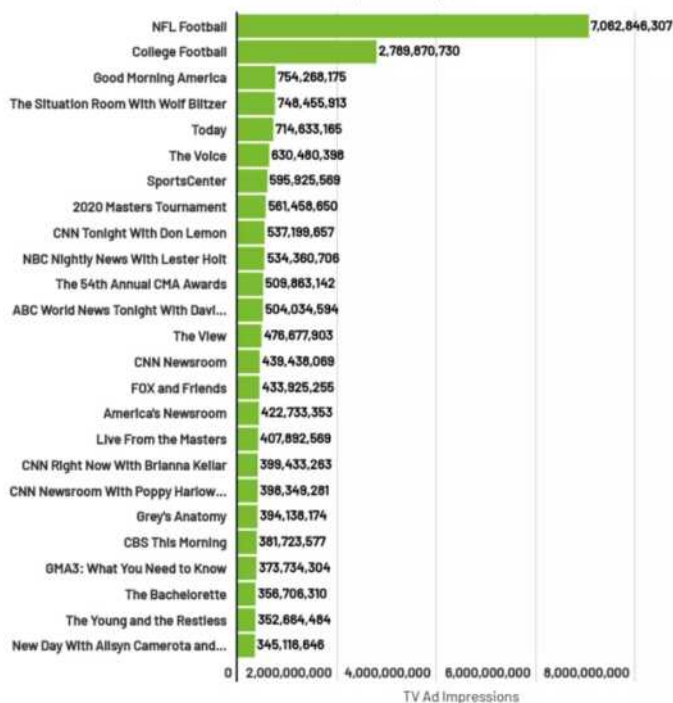
Broadcasting + Cable, 11/16/2020

The NFL is still the champ when it comes to TV ad impressions, but it's seen slight declines in the past few weeks. For Nov. 9-15, games generated nearly 7.1 billion impressions, down from 7.3 billion the previous week; the week before that, games delivered 7.8 billion. College football took No. 2 with 2.8 billion impressions, followed by Good Morning America (754.3 million). The Voice jumped up the ranking, generating 630.5 million impressions, an increase from the previous week's 402.1 million. The season 17 premiere of Grey's Anatomy also made the top 25, coming in with 394.1 million — ahead of The Bachelorette (356.7 million).



Top Shows by TV Ad Impressions

Nov. 9-15, new episodes only





[Mazda Boasts Most-Seen Auto Ad](#)

WardsAuto, 11/19/2020

Mazda claims first place in [iSpot.tv](#)'s latest ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM THE HOME DEPOT, RING, RAKUTEN AND MORE](#)

Ad Age, 11/19/2020

A few highlights: The Home Depot says it's offering Black Friday prices through December. Carrie Underwood helps Ring celebrate what it calls "doorbell season." And Rakuten wants you to "feel the joy of cash back."

AdAge

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

Ad Age, 11/18/2020

A few highlights: A mob "family" learns about the health benefits of eating Cheerios for breakfast. IBM says that "the world loves a hybrid" in an ad for its hybrid cloud computing solutions. And AT&T wants you to know that its technology is helping students and teachers "stay connected to learning."

AdAge

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

Ad Age, 11/17/2020

A few highlights: Ally, the financial services company, wants you to “invest smarter with Ally’s intuitive investing platform.” Rashida Jones helps T-Mobile hype its TVision live TV bundle. (This is a fresh 30-second commercial cut of a campaign that debuted online as [a two-minute video](#) on Nov. 1.) And home security provider ADT suggests that you should “sleep soundly tonight with peace of mind from the brand that more families trust for superior quality and timeless protection.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VISTAPRINT, FACEBOOK, REALTOR.COM AND MORE](#)

Ad Age, 11/16/2020

A few highlights: Vistaprint wants you to “Make it unregiftable” this holiday season by giving custom photo gifts. Rebel Wilson helps hype Facebook’s Portal with a streaming baking lesson that goes a bit off the rails. And Realtor.com thinks you deserve a bigger house with room for an actual home office.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DULUTH TRADING COMPANY, CAPITAL ONE, MACY'S AND MORE](#)

Ad Age, 11/13/2020

A few highlights: Duluth Trading Company pays tribute to Mrs. Claus. Samuel L. Jackson has some advice for Mr. Claus in the latest from Capital One. And in a fanciful Macy's commercial, a daughter figures out exactly what to get her father. (Ad Age's Adrienne Pasquarelli has the backstory on the campaign: ["A girl steps into her dad's shoes in Macy's holiday ad."](#))



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

We Are Social Media, 11/15/2020

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

LOOKING BACK AT ALEX TREBEK'S LEGACY IN ADVERTISING

Ad Age, 11/09/2020

And while many of his Colonial Penn ads have been retired, some are still going strong, with Trebek's "Three P's" commercial—his most popular, with nearly 19,000 individual airings—running on TV as recently as this morning, according to data from iSpot.tv.

In all, Trebek's Colonial Penn spots have netted 12.8 billion impressions from roughly 50,000 airings on national linear television, the ad measurement company says.

News →

LOOKING BACK AT ALEX TREBEK'S LEGACY IN ADVERTISING

The long-time 'Jeopardy!' host has also been a mainstay in Colonial Penn commercials

By [Ethan Jakob Craft](#). Published on November 09, 2020.



Credit: Wheat Thins, Nabisco

The Tech Tribune.

[2021 Best Tech Startups in Bellevue](#)

The Tech Tribune, 11/12/2020

7. [iSpot.tv](#)

Founded: 2012

Also honored in:

- [2020 Best Tech Startups in Bellevue](#)
- [2019 Best Tech Startups in Bellevue](#)
- [2018 Best Tech Startups in Bellevue](#)

“iSpot.tv is the leader in real-time TV ad data and analytics. The attention and conversion analytics company measures TV ad activity at scale and directly from 7.3+ million smart TV screens. The proprietary platform measures TV ad impressions in a digital-like manner across linear (national & local), OTT, VOD and DVR environments and across all operators and zip codes.

iSpot’s attention analytics measure viewer retention and tune-out while ads are playing on the screen. Every ad’s attention is measured and benchmarked against industry standards and over time to quickly detect creative wear.”





[Sony PlayStation And Microsoft Xbox New Consoles To Launch This Year](#)

MediaPost, 11/12/2020

Over the last six months, Sony PlayStation continues to outspend competitors in major national TV advertising -- \$75.7 million from mid-May through mid-November of this year, according to iSpot.tv.

TelevisionNewsDaily

Sony PlayStation And Microsoft Xbox New Consoles To Launch This Year

by Wayne Friedman , Yesterday



Sony's PlayStation 5

TV[R]EV

[Expanded NFL Playoffs Could Mean Extra \\$270 Million or More in TV Media Value for Ads](#)

TVREV, 11/12/2020

As [ESPN's Chris Mortenson notes above](#), this 16-team playoff (eight teams in each conference) is an option should the league lose a week of games (so down to 15 instead of 16). With a smaller number of games, adding two extra teams to the postseason potentially counteracts the missed chances for franchises to play their way in. It could also add over \$270 million in estimated media value, according to [iSpot.tv](#).

Utilizing iSpot data from last year's playoffs, the old 12-team format accounted for \$1.27 billion in media value — how much ads from brands and network partners are worth — in the three rounds before the Super Bowl. The four-game wildcard round was \$277 million, or \$69.25 million per game.



VentureBeat

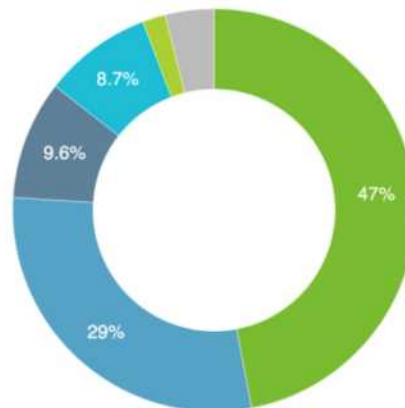
[Game industry TV ad spend drops nearly 30% from September to October](#)

VentureBeat, 11/07/2020

Gaming brands spent an estimated \$28.1 million on TV advertising in October — [a 28.73% decrease from September's outlay of \\$39.5 million](#) and a 53.32% decrease from October 2019. Together, PlayStation and Nintendo made up over 75% of the industry's total spend. Overall, 11 brands aired 54 spots over 5,200 times, generating 1.2 billion TV ad impressions. Sports, particularly football, remained a key driver of impressions for gaming brands. 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. The results below are for the top five gaming-industry brands in October, ranked by estimated national TV ad spend.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 10/01/2020 - 10/31/2020
Data provided by iSpot.tv

- PlayStation
- Nintendo
- EA Sports
- Xbox
- Activision Publishing, Inc.
- Other





[CNN Gives Its Political Podcasts TV's Biggest Promo Push](#)

Broadcasting + Cable, 11/11/2020 ([PromaxBDA](#))

On the strength of 813.5 million TV ad impressions, a CNN promo for its political podcasts is No. 1. In second place, Fox News also plugs a digital companion product by encouraging viewers to download the Fox News app.

Traditional broadcast networks offer some distraction from the relentless news cycle, as ABC promotes new drama *Big Sky* in third place, and Fox hypes *The Masked Singer* in fourth. And finally, Discovery and its siblings — including Animal Planet, HGTV and Food Network — get a general promo for their wide range of lifestyle programming (“Whatever you’re into, it’s on the Discovery family of networks”) in fifth.

Notably, the CNN spot has the highest iSpot Attention Index (116) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Beachfront hops into cable's VoD ad Canoe](#)

LightReading, 11/12/2020

Variety recently reported a 30% year-to-year jump in video-on-demand viewing, according to data from Comscore. This trend is converging with a dramatic increase in new brands entering the TV advertising market for the first time. Ad Age also reported a nearly 26% increase in brands -- 1,247 total -- that were advertising on TV in April 2020 versus the year prior, according to data from **iSpot.tv**.



TV By the Numbers: Election Coverage Dominates Week of Nov. 2

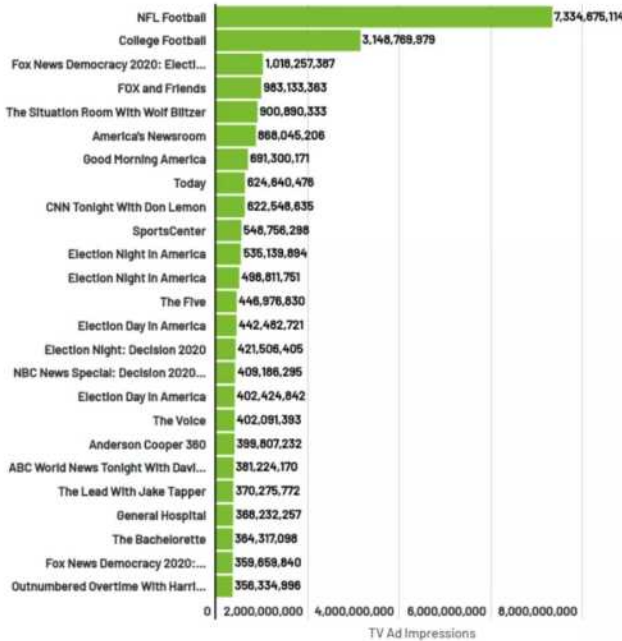
Broadcasting + Cable, 11/09/2020

NFL games were once again the biggest driver of TV ad impressions (7.3 billion, a decrease from the previous week's 7.8 billion), followed by college football (3.1 billion). Nearly every other program on the ranking was related to news and 2020 election coverage, unsurprising since the ballot counting dragged out for five days until Joe Biden was declared the President-elect on Nov. 7. That being said, *The Voice* and *The Bachelorette* still scored spots in the top 25, with 402.1 million and 364.3 million impressions, respectively.



Top Shows by TV Ad Impressions

Nov. 2-8, new episodes only





MORNING BREW

[Headspace: The Calm Key Race Alert Partnership Wasn't a One-Off](#)

Morning Brew, 11/06/2020

For those of you who haven't seen a meme about it yet, meditation app Calm sponsored CNN's Key Race Alerts on Election Night. Per iSpot data shared with Marketing Brew, \$93,000 in paid TV ad spend went towards the CNN sponsorship.



WARDSAUTO™

[Larson's Star Power Behind '21 Rogue Marketing Drive](#)

WardsAuto, 11/11/2020

Larson, who starred in a Nissan Sentra ad that has ranked among iSpot.tv's most-viewed car commercials this year, has a cameo role in the latest Rogue spot (below): An adventuresome family drives their Rogue across different terrains in several drive modes including snow and off-road before stopping at a drive-in, where Larson pulls up alongside them in her own '21 Rogue.



WARDSAUTO™

[Chevrolet Dominates Most-Seen Auto Ads Chart](#)

WardsAuto, 11/12/2020

Chevrolet claims first, second and fourth place on [iSpot.tv](#)'s latest ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

The No.1 commercial for the week of Nov. 2 highlights a variety of the brand's models being used by people from all walks of life. This spot performed 10% better than the norm for auto ads when it came to holding viewer attention.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHEWY, BMW, CHIME AND MORE](#)

Ad Age, 11/11/2020

A few highlights: Chewy reminds you to get your favorite pets gifts this holiday. BMW promotes its Road Home Sales Event. And rapper 21 Savage explains that he's teamed up with Chime on [a scholarship program for high school students](#).

AdAge

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

Ad Age, 11/10/2020

A few highlights: A mother tells her daughter to refuse to compromise in a Nissan commercial that hypes the Sentra. A clueless baby has an uninformed thought about the year 2020 in Shutterfly's latest. And Julia Roberts stars in a festive spot for the Lancôme fragrance La Vie Est Belle.

AdAge

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

Ad Age, 11/09/2020

A few highlights: Chrysler wants you to know about its Pacifica Family Pricing offer. Command, the 3M adhesive product line, promotes itself as a go-to holiday decorating solution. And Sonic hypes its new Espresso Shakes.



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

We Are Social Media, 11/08/2020

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.


Sportico

[BIDEN ADS FLOOD THE NFL ZONE AS CAMPAIGN OUTSPENDS TRUMP ACROSS SPORTS](#)

Sportico, 11/03/2020 (syndicated: [Yahoo](#))

Per iSpot.tv estimates, since Major League Baseball became the first top-tier sport to [resume play](#) on July 23, Biden for President has spent \$102.7 million on coast-to-coast TV spots, of which \$45.7 million was earmarked for sports. The Biden camp's commitment to national TV inventory is about three times that of Donald J. Trump for President (\$33.5 million), while the former VP's sports spend is more than four times greater than the other side's \$10.8 million outlay.

The bulk of Biden's sports investment has landed in [NFL](#) broadcasts, so much so that through Monday night, the campaign was the league's tenth biggest-spending advertiser. Since the season began, Biden's people have parted with \$35.8 million in exchange for 119 in-game spots, a deep dive that delivered some 543.7 million impressions. Per iSpot, the average unit cost of the campaign's NFL investment worked out to \$193,508 per 30-second increment.




The Business of Sports

[Newsletter](#)

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BIDEN ADS FLOOD THE NFL ZONE AS CAMPAIGN OUTSPENDS TRUMP ACROSS SPORTS



BY ANTHONY CRUPI


November 3, 2020 9:25am

[f](#) [t](#) [t](#) [p](#) [+](#)



Through Monday night, the Biden campaign spent enough to be the NFL's tenth biggest-spending advertiser. It also spent five times as much as the Trump campaign on Saturday college football spots.

BY PHOTOCORIS, SHUTTER, POCAL



AdAge

THE CALM APP'S ELECTION DAY TV AD BLITZ BY THE NUMBERS: DATACENTER WEEKLY

Ad Age, 11/04/2020

[Lifreing serves up stats](#) on Calm's Election Day social media chatter courtesy of analytics company [Talkwalker](#), and now we've also got fresh data on the driver of that buzz—the Calm TV ad blitz itself. Ad-tracking platform [iSpot.tv](#) has shared the following data exclusively with Datacenter Weekly:

- Calm's actually been building up to Election Day with a sustained campaign. It racked up 66 million TV ad impressions from Oct. 31 through Nov. 3—with just 11 million of the 66 million coming on Election Day.
- Over the last 30 days, Calm has run up 241.7 million TV ad impressions with an estimated media value of \$1.4 million, per iSpot.

Datacenter ↗

THE CALM APP'S ELECTION DAY TV AD BLITZ BY THE NUMBERS: DATACENTER WEEKLY

Plus: 'Should We End the Data Economy?'

Published on November 04, 2020.



Credit: Calm

DEADLINE

[‘Wonder Woman 1984’: Exhibition Awaiting Another Release Date Change; Shortened Theatrical Window Not In The Cards](#)

Deadline, 11/02/2020 (syndicated: [Yahoo](#), [MyStyleNews](#), [Head Topics](#))

Add in \$6.4M in TV spot ads that already aired per iSpot (there haven't been any since Aug. 25, per the agency), and two online trailer drops (which never are organic eyeball views, all studios pay for the view boost), which is expected to be in the seven-figure spend range. On YouTube, I hear that paid views often go for \$250K per a 10 million-view yield. RelishMix tells us that studios often shoot for 1 million views an hour during daylight streaming times on YouTube. Just on the Warner Bros. U.S. YouTube channels alone, both WW84 trailers have racked up 56M views.

The screenshot shows the Deadline.com website interface. At the top, the 'DEADLINE' logo is prominent, with the tagline 'Breaking Hollywood News Since 2006' and social media icons for Facebook, Twitter, YouTube, and Instagram. A navigation bar includes links for TV, Film, Awardsline, Box Office, Business, International, Broadway, Video, and News Alerts. A red banner for State Farm is visible. The main article title is '‘Wonder Woman 1984’: Exhibition Awaiting Another Release Date Change; Shortened Theatrical Window Not In The Cards', written by Anthony D'Alessandro on November 2, 2020. Below the title is a video player showing a scene from the movie. To the right of the video is a 'Sponsored Video' advertisement for an 'Advertising Partner' with a 'See More' button. A comments section on the left shows 9 comments and social media sharing options for Facebook, Twitter, and Email.

TC TechCrunch

[Calm's hilarious CNN ad campaign sent the meditation app flying up App Store charts](#)

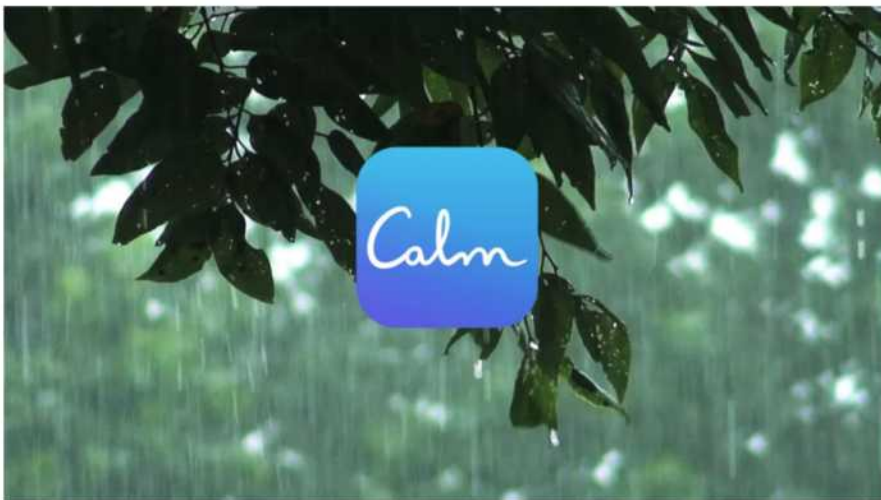
Tech Crunch, 11/05/2020

According to data from iSpot.tv, [reported by AdAge](#), Calm's app saw 66 million total impressions from October 31 through November 3, with 11 million on Election Day alone. And over the last 30 days, Calm saw 241.7 million TV ad impressions, valued at \$1.4 million.

Calm's hilarious CNN ad campaign sent the meditation app flying up App Store charts

Sarah Perez @sarahintampa / 11:08 AM EST • November 5, 2020

[Comment](#)



TV (R)EV

Election Night 2020: TV Ads and Viewer Insights

TVREV, 11/04/2020

As many expected heading into Election Day 2020, the winner of the U.S. presidential election was not decided night of, and has stretched out into Wednesday as ballots are still being counted in various states. Still, election night is a major television event — which attracted big advertisers and audiences alike.

First, using data from [iSpot.tv](https://www.ispot.tv), we can measure which brands advertised during national election night coverage (up to midnight ET on Wednesday, November 4) across all networks. Ranked by impressions:

1. Progressive (118.2 million)
2. Liberty Mutual (73.9 million)
3. T-Mobile (45.9 million)
4. Pray, Inc. (43.0 million)
5. Therabreath (41.2 million)
6. SimpliSafe (38.6 million)
7. Rocket Mortgage (38.3 million)
8. National Realty Investment Advisors (34.0 million)
9. Ancestry (33.2 million)
10. GEICO (32.1 million)



NFL Down 8% In Average Game Viewership Due To Sports TV Overload

MediaPost, 11/04/2020

In 2019, through eight games, the NFL averaged 15.8 million -- up 6% versus the similar period during the 2018 season.

Through two months of the 2020 NFL season, iSpot.tv estimates national TV advertising spend is at \$2.1 billion -- virtually the same as a year ago. iSpot.tv estimates that total NFL impressions are down 61.3 billion from 77.9 billion in 2019.

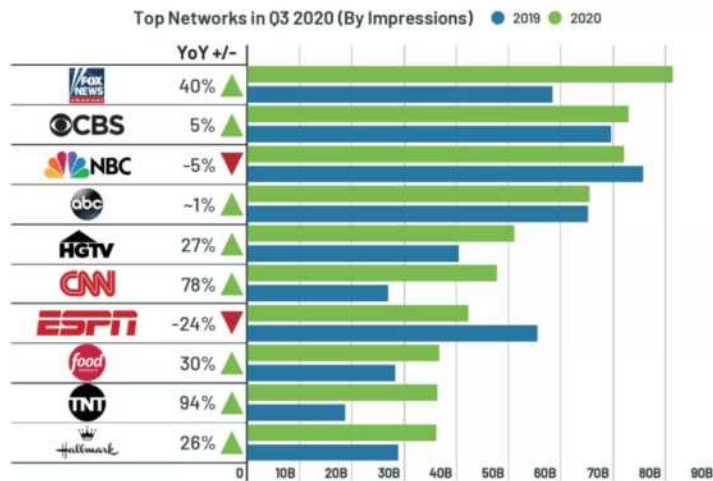
NEXT TV THE BUSINESS OF STREAMING VIDEO

Sports, 2020 Election News Are Driving TV Ad Impressions in Q3

NextTV, 10/30/2020

As the COVID-19 pandemic has continued, many U.S. TV viewers remained stuck indoors. However, with live sports returning, there was more premium inventory to watch. [iSpot](#), the always-on TV ad measurement and attribution company, [dug into advertising trends during Q3](#), and one thing was made very clear: Despite 2020 being an abnormal year, some long-standing truths remain — namely, that sports and politics/election coverage are huge drivers of impressions.

iSpot looked at the top networks by Q3 TV ad impressions compared to the same period in 2019 and found that of the top 10, eight increased impressions year-over-year, and nine of the top 10 shows increased impressions. That group of programs included both NBA and NHL games, which typically don't air in Q3, as well as NFL and MLB games.



(Image credit: iSpot)



[Toyota, Ford, Chevrolet Tops In Automotive TV Spending](#)

MediaPost, 11/04/2020

“The return of sports has helped TV ad spending normalize for automakers, but it’s also ushered in the return of typical creative too,” says Stu Schwartzapfel, senior vice president, media partnerships at [iSpot.tv](#). “While early in the pandemic, you saw automaker messaging focused on supporting communities and helping deal with the risks around COVID-19, recent ads have refocused on feature- and pricing-centric ads made to move vehicles as we get toward the end of 2020.”

InsideHook

[The Biden Campaign Spent Big on Sports, Especially the NFL](#)

Inside Hook, 11/04/2020

Since the NFL season began in September, Biden’s camp has spent \$35.8 million in exchange for 119 in-game spots, enough money to make the campaign the league’s 10th biggest advertiser, [according to Sportico](#). The average unit cost of the campaign’s NFL investment, which delivered some 543.7 million impressions, worked out to \$193,508 per 30-second increment, Per iSpot.



[Neustar Launches Second-Party Data Marketplace Powered by Fabrick™ to Improve Targeting and Measurement Across Addressable Media Channels](#)

Ad Tech Daily, 11/02/2020

“The future of effective omnichannel marketing will not be determined by cookies, MAIDs, or third-party data, and Neustar really understands that,” said Sean Muller, Chief Executive Officer of iSpot.tv, which is powering linear and connected TV advertising measurement in the Neustar Second Party Data Marketplace. “Neustar’s latest iSpot integration adds another strong dimension to our relationship and furthers our joint mission of enabling brands to optimize the business impact of advertising with fast, accurate, and actionable insights.”

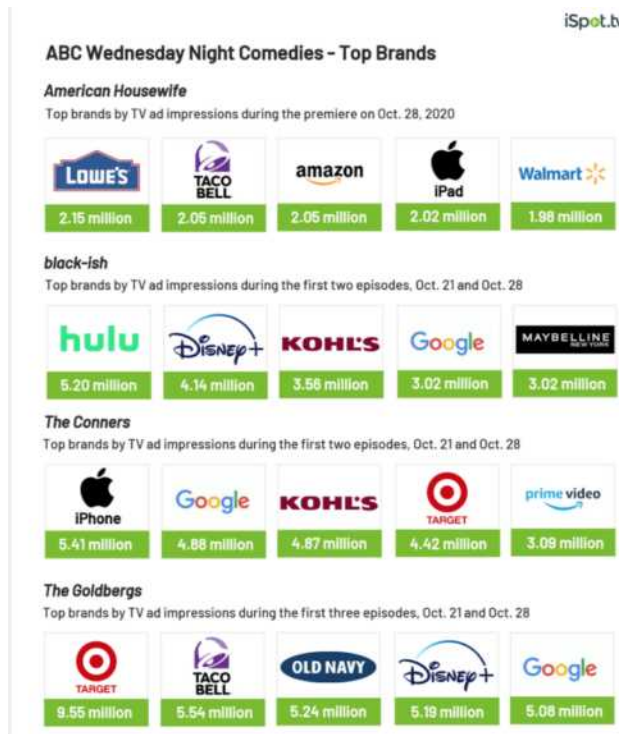
TV (R)EV

Viewership & Ad Insights for ABC's Wednesday Night Comedies

TVREV, 10/30/2020

On the advertising side of things, 64 brands have aired ads across the four shows since they kicked off their seasons, resulting in 288.8 million TV ad impressions. The Goldbergs had the highest impression-count so far, 106.1 million — although it's aired three episodes compared to two each from The Conners (82.6 million) and black-ish (68.2 million). American Housewife, with only one airing so far, has the fewest impressions (32.1 million).

Google is the only brand that's aired ads during all four of the shows thus far; its eight airings have resulted in 14.7 million TV ad impressions, making it the most-seen brand across the series. The bulk of Google's impressions (12 million) came from "[Search Near Me](#)," which was the most-seen spot across the shows.





TV By the Numbers: NFL, World Series Dominate Week of Oct. 26

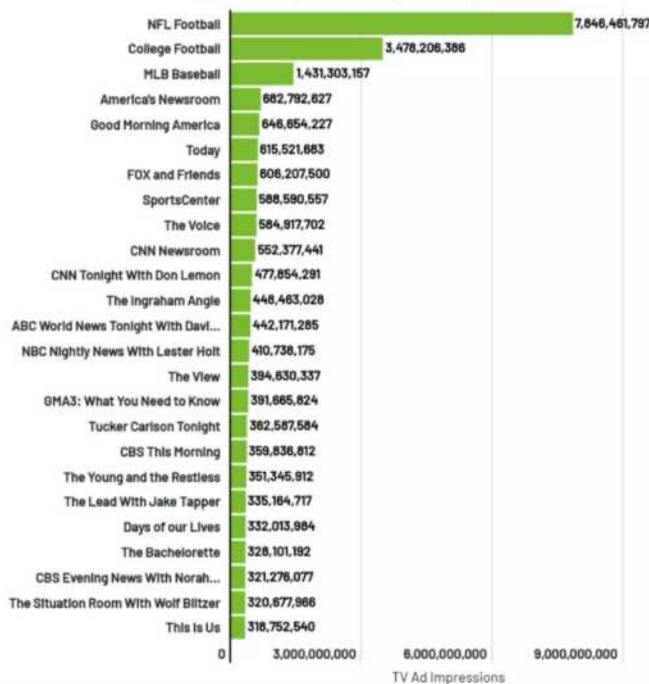
Broadcasting + Cable, 11/02/2020

NFL led with 7.8 billion TV ad impressions, a 6.6% decrease from the previous week. College football, on the other hand, saw an 8.9% increase in impressions week-over-week, up to 3.5 billion. MLB rounded out the top three with 1.4 billion impressions. While the majority of the ranking was made up of the various news programs we see each week, a few other popular shows made the list: The Voice took ninth place with 584.9 million impressions (a 25.41% decrease from the previous week), The Bachelorette delivered 328.1 million (nearly identical to the previous week) and This Is Us returned for its fifth season, racking up 318.8 million impressions with its two episodes that aired back-to-back.



Top Shows by TV Ad Impressions

Oct. 26 through Nov. 1, new episodes only





[Fox News Gives Its Election Coverage TV's Biggest Promo Push](#)

Broadcasting + Cable, 11/04/2020 ([PromaxBDA](#))

Traditional broadcast networks are entirely absent from our ranking, as [Comedy Central](#) promotes The Daily Show With Trevor Noah in second place, [HGTV](#) hypes Fixer to Fabulous in third, [Food Network](#) gives some love to Holiday Wars in fourth, and Discovery and its siblings (including, yes, HGTV and Food Network) get a general promo for their wide range of lifestyle programming (“Whatever you’re into, it’s on the Discovery family of networks”) in fifth. Notably, the Comedy Central spot has the highest iSpot Attention Index (115) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

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

Fox News Gives Its Election Coverage TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 2 hours ago

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily



(Image credit: Fox News)

AdAge

[FACEBOOK MAKES FINAL ELECTION PREPARATIONS AND HERSHEY LOOKS FOR NEW MEDIA TEAM: TUESDAY WAKE-UP CALL](#)

Ad Age, 11/03/2020

[TikTok TV spot](#)

In another weekly installment of “Hot Spots,” Ad Age and iSpot run down five of the most popular TV commercials. This week, TikTok, the Chinese-based social video juggernaut, sits at No. 4 on the list.



[Cadillac, Regina King Top Most-Seen Auto Ads Chart](#)

WardsAuto, 11/05/2020

A Cadillac ad for the '21 Escalade ranks as iSpot.tv's most-viewed automotive commercial, generating the highest number of impressions across national broadcast and cable TV airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPECTRUM MOBILE, ETSY, PANERA AND MORE](#)

Ad Age, 11/04/2020

A few highlights: Spectrum Mobile hypes its 5G wireless plan with a little help from an improbably excited scientist. Etsy says “Gift like you mean it” in its current holiday shopping ad. And Panera wants you to try one of its new flatbread pizzas.

AdAge

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

Ad Age, 11/03/2020

A few highlights: Citi says it's "working across our business to make home ownership a reality for more Black Americans." A casting producer at a digital ad agency explains how she found her job through Indeed. And QVC hypes itself as a holiday shopping destination.

AdAge

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

Ad Age, 11/02/2020

A few highlights: TikTok serves up a variation on its continuing "It starts on TikTok" campaign that's focused on learning; a version of the spot debuted online. (Background from Ad Age's Garrett Sloane: "[Here's TikTok's new ad campaign: A love letter to its community as it faces attacks.](#)" from August.) "No matter how you wash," a dad declares, "it's got to be Tide." And Progresssive serves up another in its long-running series of comical "At Home With Baker Mayfield" spots.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LITTLE CAESARS, DELL, APPLE AND MORE](#)

Ad Age, 10/30/2020

A few highlights: Apple hypes the new iPad Air in a fresh TV cut of a spot that debuted online. Dell Technologies says that in the quest for innovation, “We’ll stop at nothing.” And Little Caesars promotes its limited-time \$6 Hot-N-Ready Slices-N-Stix special.



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

We Are Social Media, 11/01/2020

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.

Bloomberg

[Fall Ad Spending Creeps Back in Spite of Scary Covid Conditions](#)

Bloomberg, 10/30/2020 (syndicated [here](#))

Streaming video services – including Disney+, Peacock and HBO Max – have tripled the value of their TV advertising this year compared with last, according to iSpot.TV. DoorDash, a delivery service catering to the large numbers of people avoiding restaurants, has increased its TV ad spending this year by 14%. With more people working from home, Microsoft Office has spent \$174 million on TV ads this year after not spending anything in 2019, according to iSpot.TV.

Bloomberg

Keep track of the 2020 elections with updates from Bloomberg.



ScreenTime

Fall Ad Spending Creeps Back in Spite of Scary Covid Conditions



[Biden Making Stronger Ad Push During College Football Than Trump](#)

Front Office Sports, 10/30/2020

But television ads from the Trump campaign have remained largely absent from college football games this season, according to data from iSpot.TV. In fact, Biden's presidential campaign has purchased more ads during college football games that have yielded much farther reach than Trump's.

Since Sept. 1, Biden's campaign has aired ads during national college football broadcasts that yielded more than 15 million impressions, or views, while Trump's campaign ads have yielded only about four million impressions, iSpot.TV data shows.

During the weeks of Oct. 17 and Oct. 24, neither have purchased any local ads, which iSpot.TV counts as those aired on ACC Network, Longhorn Network, and regional sports networks.

COLLEGE ATHLETICS

Biden Making Stronger Ad Push During College Football Than Trump

► Since Sept. 1, Joe Biden's campaign has aired ads during national college football broadcasts that yielded more than 15 million views, while Trump's have yielded only 4 million.


► College football games, especially those that include teams based in swing states, are ripe for political ad campaigns, according to one expert.



[NBA TO SAVE CHRISTMAS GAMES WHILE MOVIE-STARVED NETWORKS SEEK SOLACE IN ALCOHOL](#)

Sportico, 10/26/2020 (syndicated: [Yahoo](#))

With all those eyeballs comes a good deal of marketing loot. The ad tracker iSpot.tv estimates that ABC/ESPN raked in some \$24.2 million over the course of their most recent Christmas marathon, during which the networks delivered 2.56 billion commercial impressions. As has been the case for the last eleven years running, the top draw in 2019 featured [LeBron James](#), who established himself as the top dog of Dec. 25 shortly after the Shaq-Kobe feud made Xmas hoops compulsory viewing in 2004 and 2005.




The Business of Sports


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NBA TO SAVE CHRISTMAS GAMES WHILE MOVIE-STARVED NETWORKS SEEK SOLACE IN ALCOHOL




BY ANTHONY CRUPI  October 26, 2020 5:15pm

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For a big man, Santa is light on his feet. And while it's not quite a slam dunk, Adam Silver's bid to save the NBA's Christmas games puts him on St. Nick's "Nice" list.

M/MICHAEL DWYER



Sportico IMMERSIVE
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The Road Ahead

[SBJ Unpacks: NFL Pushes Back On Super Bowl Capacity Report](#)

Sports Business Journal, 10/28/2020

T-MOBILE TOPS BRAND ADVERTISER SPEND DURING WORLD SERIES

- SBJ's David Broughton crunched the numbers from iSpot.tv on the top brand advertisers during the World Series, with T-Mobile leading the way at \$12.8 million.

TOP BRAND ADVERTISERS DURING WORLD SERIES	
BRAND	ESTIMATED AD SPEND
T-Mobile	\$12.8 million
Geico	\$10.9 million
Chevrolet	\$9.8 million
Ford	\$9.6 million
Indeed	\$8.9 million
Allstate	\$8.6 million
Verizon	\$8.5 million
GMC	\$7.8 million
Progressive	\$6.7 million
IBM	\$6.2 million



[Behind Neustar Second-Party Marketplace That Taps iSpot, Scanbuy, Foursquare Data](#)

MediaPost, 10/26/2020

The marketing solutions arm of Neustar's recently partnered with iSpot, Scanbuy, and Foursquare to launch a second-party data marketplace powered by Fabric, open-source development software.

The marketplace gives partners more transparency and control of data, allowing them to build cost-efficient, custom audiences with second-party data compared with third-party data. It's a way to provide brands with household and customer data, based on a licensing fee. Essentially, first-party data from iSpot, Scanbuy, and Foursquare is collected from consenting consumers. By the time it gets to Neustar, it becomes the company's second-party data.



Lights, Camera, Not Much Action: Movie Ad Spending, Box Office Still Down Sharply

MediaPost, 10/26/2020

A two-month period, starting from before the big traditional Labor Day weekend August 26-October 25, was down 82% to a collective \$60.3 million in national TV advertising spending, from the total of \$347 million for the same period a year before, according to iSpot.tv.



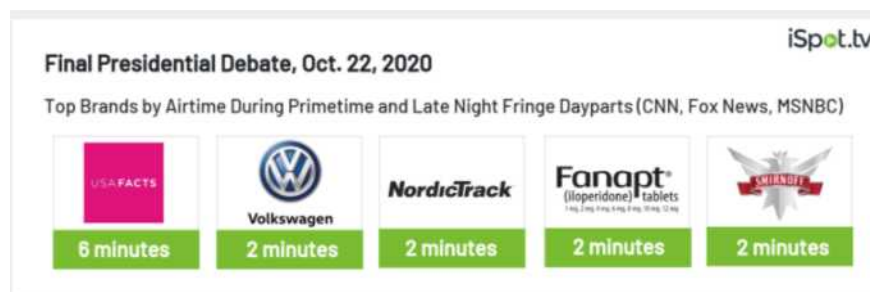
These Are the Brands Who Aren't Shying Away From Politics

TVREV, 10/28/2020

We were curious about which brands and industries capitalized on the live viewership of these nationally-televised events, so we turned to [iSpot](#), the always-on TV ad measurement and attribution company, to find out.

USAFacts Had Most Airtime Around the Debates

Looking at the first presidential debate on Sept. 29, within the primetime and late night fringe dayparts, 64 advertisers aired spots across CNN, Fox News and MSNBC. Non-profit organizations, investment services, automakers and video streaming services accounted for the most minutes of ads across all industries, with the top brands (not counting network promos) by air time including USAFacts, Volkswagen, NordicTrack, Principal Financial Group and RYBELSUS.



MARTECHSERIES

Marketing Technology Insights

[Gamut Selects iSpot for Unified TV Ad Measurement](#)

MarTech Series, 10/25/2020 (syndicated press release)

[Gamut](#) announced the selection of [iSpot](#), the leading real-time TV ad measurement and attribution company as its exclusive always-on connected TV (CTV) ACR measurement provider. Gamut, with its best-in-class OTT product, Gamut TOTAL®, helps advertisers find, target, and engage with local OTT audiences at scale, in every DMA. Gamut will utilize iSpot's unified cross-platform TV ad measurement capabilities to prove the true incremental reach of their local OTT advertising campaigns.

VentureBeat

[NFL sacks all comers as video games' best source of ad impressions](#)

VentureBeat, 10/25/2020

Gaming industry TV ads generated over 1.54 billion impressions from September 16 to October 15, nearly identical to the amount [in the previous 30-day period](#). Just under 75% of impressions came from PlayStation and Nintendo. Of the top five programs that delivered impressions, only one — SpongeBob SquarePants — wasn't sports-related. The NFL led for impressions (247.8 million), delivering over 100 million more than the NBA playoffs (131.6 million), at No. 2.

GamesBeat has partnered with [iSpot.tv](#), the always-on TV ad measurement and attribution company, to bring you a monthly report on TV advertising by the gaming industry. These are the ads, and by extension the games, that game marketers have been putting major muscle behind.





Roku's Winning as Streamers Compete

The Motley Fool, 10/28/2020 (syndicated: [NASDAQ](#))

Disney recently reorganized its media business to put a greater focus on streaming content. That should come with a bigger marketing budget for its streaming services as well. Heading into Disney+'s launch, Morgan Stanley analysts estimated the company would spend \$350 million on marketing the streaming service in 2020, ramping up to \$700 million in 2024. But with broader appeal and more content coming to Disney+, those numbers could be well below Disney's actual plans going forward. Disney will spend an estimated \$135 million on U.S. TV ads alone this year, according to iSpot.tv.



STREAMERS, THE AMAZING NEW BIG TV ADVERTISERS

Señal News, 10/23/2020

According to a research report conducted by TV measurement company [iSpot.tv](#) and released by [Emarketer](#), streaming services have recently been spending more than ever on marketing strategies despite the spending hesitations on behalf of countless advertisers. In H1 2020, streaming services ran an estimated USD 1 billion worth of TV advertising. The comparison between the current figures and that of H1 2019, streaming services ran USD 328 million on TV ads. Between January and August 2020, video streaming services increased their TV ad spending more than any other category tracked in the report.

TV (R)EV

[Gamut Explains How Unified Measurement Works](#)

[\[VIDEO\]](#)

TVREV, 10/29/2020

[Gamut](#) Co-Chief Operating Officer Soo Jin Oh explains more about how unified measurement works in the video below. The company [recently announced iSpot.tv](#) as its ACR measurement provider to prove the true incremental reach of their local OTT advertising campaigns.





TV By the Numbers: Oct. 19-25

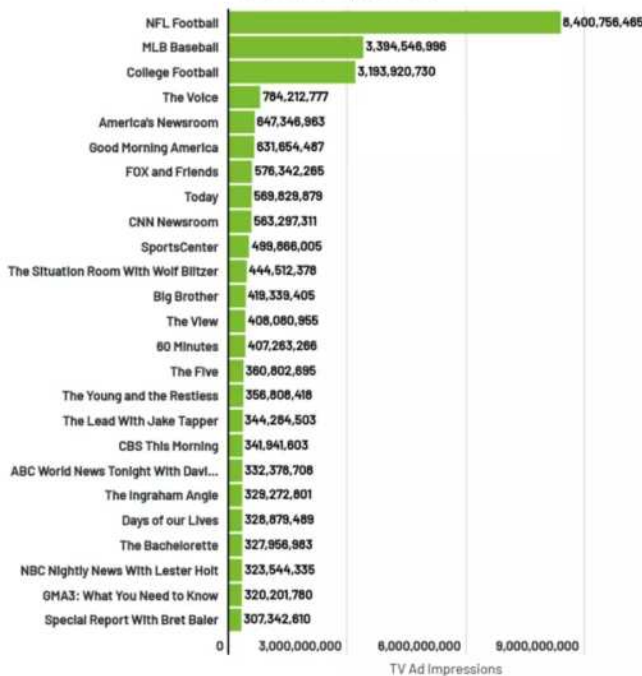
Broadcasting + Cable, 10/26/2020

TV ad impressions for NFL games jumped up 26.83% week-over-week, to 8.4 billion. MLB (3.4 billion) and college football (3.2 billion) maintained their second and third places, respectively. NBC's The Voice, which kicked off its 19th season last week, snagged fourth place with 784.2 million TV ad impressions, nearly 110 million more than the No. 5 program (America's Newsroom).



Top Shows by TV Ad Impressions

Oct. 19-25, new episodes only





[Discovery Gives 'Gold Rush' TV's Biggest Promo Push](#)

Broadcasting + Cable, 10/28/2020 ([PromaxBDA](#))

On the strength of 286 million TV ad impressions, a promo for [Discovery's](#) Gold Rush is No. 1. Among traditional broadcasters, Fox grabs two spots — second place to promote the 2020 World Series and fifth for College Football — while [NBC](#) hypes the new season of The Voice in third place.

[Disney Channel](#) rounds out the ranking with a general network promo in fourth place that doubles as a pandemic-era PSA (“Don’t forget: Wash your hands”). Notably, the Disney spot has the highest iSpot Attention Index (117) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Quibi: Did Celebrity Influencers Kill the App?](#)

Morning Brew, 10/23/2020

By the numbers

Hear me out. Quibi followed a tried-and-tested traditional TV marketing plan that should have worked, until it placed all its bets on Hollywood talent.

- Quibi spent \$63.7 million on linear TV advertising this year, generating a whopping 2.76 billion total impressions, per data iSpot shared with Marketing Brew.
- The app’s top impressions came from its early "intro to Quibi"-type spots on high-viewership programs such as the NBA, the Oscars, Super Bowl LIV, and the Super Bowl LIV Postgame.



[NFL Helps Lift Honda to Top of Auto Ads Chart](#)

WardsAuto, 10/29/2020

Thanks in part to a big presence during NFL games, Honda takes first place in iSpot.tv's latest ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

The Honda spot, which racked up 547.3 million TV ad impressions during the week of Oct. 19, reminds viewers that “underneath every surface that carries a Honda badge, there has always been the capacity to amaze.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ROCKET MORTGAGE, DIRECTV, AT&T AND MORE](#)

Ad Age, 10/29/2020

A few highlights: Arizona Cardinals wide receiver Larry Fitzgerald encourages a dad to buy a more spacious home for his kids—and to use Rocket Mortgage to finance said home. DirecTV invites you to “watch pro and college football games in 4K HDR.” And AT&T hypes the new iPhone 12 Pro, which works on AT&T's 5G wireless network, with a little help from old-fashioned word-of-mouth advertising.

AdAge

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

Ad Age, 10/28/2020

A few highlights: Taco Bell wants you to know that today (Wednesday, Oct. 28) you can score free Doritos Locos Tacos thanks to its “[Steal a Base. Steal a Taco](#)” promotion. Crest says that “for a smile that’s always camera-ready,” you should use Crest 3D White toothpaste. And Subway reminds you that during what it calls Footlong Season, you can get contactless curbside pickup when ordering online.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM T-MOBILE, JACK IN THE BOX, PELOTON AND MORE](#)

Ad Age, 10/27/2020

T-Mobile calls attention to its support for Little League through the [T-Mobile Little League Call Up Grant Program](#). Jack in the Box hypes its \$3 Sauced & Loaded Fries. And former Division 1 college football player Gus Mustakas explains how he's using Peloton to try to stay healthy.

AdAge

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

Ad Age, 10/26/2020

A few highlights: Spotify promotes its family plan. George Clooney says, "With every cup, we cultivate some of the finest coffee in the world" in the latest from Nespresso. And Amazon shows how you can easily rewind a scene in a Fire TV stream by using voice control.

AdAge

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

Ad Age, 10/23/2020

A few highlights: Jeep hypes its 80th Anniversary Limited Edition line of vehicles. Apple serves up a TV cut of another in a series of spots for the iPhone 12 that first appeared online. And Jägermeister wants you to “Kick up your beer with a deer.”



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

We Are Social Media, 10/25/2020

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.



[Apollo's Gamut to Use iSpot Unified Measurement](#)

Broadcasting + Cable, 10/21/2020 (syndicated release: [Yahoo Finance](#), [Stockhouse](#), [KPVI](#), [Monterey County Weekly](#))

“We chose iSpot because we play in the local space and a lot of competing solutions using ACR technology we built for national. A lot of them don’t have the scale to do small markets,” she said.

“Unified measurement in and of itself is super innovative,” said Stuart Schwartzapfel, senior VP, media partnerships at iSpot.TV. “We’re doing this at great scale and we’re doing it in a very precise manner that meets the needs of Gamut’s regional and local advertisers.”

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

Apollo's Gamut to Use iSpot Unified Measurement

By Jon Lafayette 38 minutes ago

Advanced ad unit computing incremental reach of OTT campaigns



(Image credit: iSpot.tv)

ADWEEK

[Streaming Surges Past Studios in Ad Spend Role Reversal](#)

Adweek, 10/21/2020 (avoid paywall [here](#))

Theatrical ad spend, normally a top staple for TV advertisers as studios promote their upcoming and current films, is down by two-thirds this year compared to 2019, according to data from the measurement and analytics firm iSpot.tv. However, streaming television ad spend is increasingly filling the void.

“There is a fundamental shift that is occurring and has already occurred within the entertainment space,” said Stu Schwartzapfel, svp of media partnerships at iSpot.tv. “We’ve seen a complete flip-flop of where theatrical and the streaming categories were last year versus this year.”

Streaming Surges Past Studios in Ad Spend Role Reversal

Theatrical advertising plummeted 66% from 2019 due to pandemic



As traditional movie studio advertising dries up on TV, streaming services are increasingly filling the void.

ADWEEK

[Connected TV's Growing But Unclear Role in Political Advertising](#)

Adweek, 10/22/2020 (avoid paywall [here](#))

"[Political advertisers] want to know as quickly and accurately as possible: What did my linear investment deliver, and then what did my OTT deliver as being incremental to that, and how can I optimize my creative based on what I'm hearing around reach and frequency as not to oversaturate and dilute the message," said Stuart Schwartzapfel, svp of media partnerships at measurement company iSpot.TV.



Ad tracking firms say political spend on CTV isn't publicly available yet.

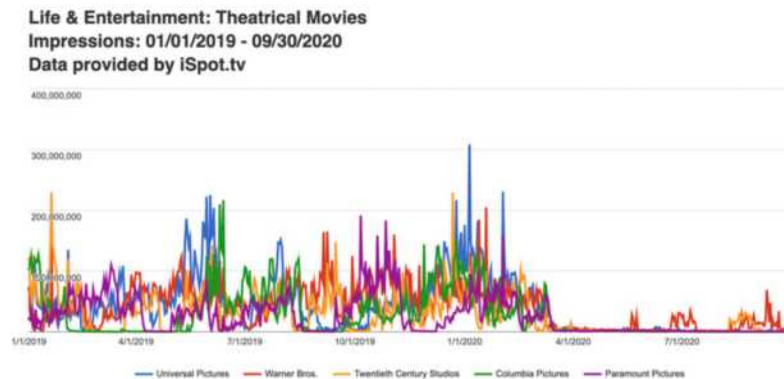
Getty Images

MARKETS INSIDER

[Gamut Selects iSpot for Unified TV Ad Measurement](#)

Market Insider (Business Insider), 10/21/2020

Gamut today announced the selection of iSpot, the leading real-time TV ad measurement and attribution company as its exclusive always-on connected TV (CTV) ACR measurement provider. Gamut, with its best-in-class OTT product, Gamut TOTAL®, helps advertisers find, target, and engage with local OTT audiences at scale, in every DMA. Gamut will utilize iSpot's unified cross-platform TV ad measurement capabilities to prove the true incremental reach of their local OTT advertising campaigns.



MARTECHSERIES

Marketing Technology Insights

[Neustar Launches Second-Party Data Marketplace Powered by Fabrick to Improve Targeting and Measurement](#)

MarTech Series, 10/23/2020

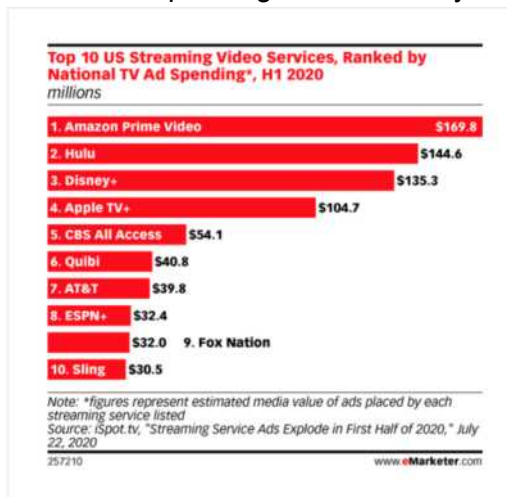
“The future of effective [omnichannel marketing](#) will not be determined by cookies, MAIDs, or third-party data, and Neustar really understands that,” said Sean Muller, Chief Executive Officer of iSpot.tv, which is powering linear and connected TV advertising measurement in the Neustar Second Party Data Marketplace. “Neustar’s latest iSpot integration adds another strong dimension to our relationship and furthers our joint mission of enabling brands to optimize the business impact of advertising with fast, accurate, and actionable insights.”



Streaming Services Spend Heavily on Marketing amid Pandemic

eMarketer, 10/21/2020

In H1 2020, streaming services ran an estimated \$1 billion worth of TV advertising, according to TV ad measurement company iSpot.tv. For comparison, in H1 2019, streaming services ran \$328 million on TV ads. Between January and August 2020, video streaming services increased their TV ad spending more than any other category that iSpot.tv tracked.



TV(R)EV

TV Town Halls: What the Data Says About Trump vs. Biden's Debate Replacements

TVREV, 10/19/2020

Using data from [iSpot.tv](https://www.ispot.tv), the cross-platform ad measurement and attribution company, we got our hands on a complete list of brands that advertised during both events.

- Including network promos, 11 brands advertised during the Trump town hall across NBC/MSNBC/CNBC, while 34 brands advertised during Biden's town hall (which was a two-hour broadcast vs. Trump's one-hour show).
- SimpliSafe and Norton are the only brands that advertised on both specials.
- There was [one ad that aired during the Biden town hall from Donald J. Trump for President](#).

TV (R)EV

'The Voice' Returns: Quick Viewership & Ad Insights

TVREV, 10/22/2020

On the advertising side of things, the first two episodes of season 19 of The Voice generated 709.7 million TV ad impressions, a 4.73% increase from the two-night season 18 premiere in February, according to iSpot.

Target was the most-seen brand across both nights, airing four spots seven times that resulted in 38.2 million impressions. Other top brands included Walmart (31.1 million), Pepsi (29.5 million), TJX Companies (22.6 million) and GMC (21.1 million). The most-seen spot over the course of both evenings was Pepsi's "[Satisfied](#)," with 29.5 million impressions from its six airings. It's also worth mentioning that overall, ads during The Voice premiere performed 16% above the norm when it came to viewer attention.



Biden Thumps Trump In Head-To-Head Town Halls

MediaPost, 10/17/2020

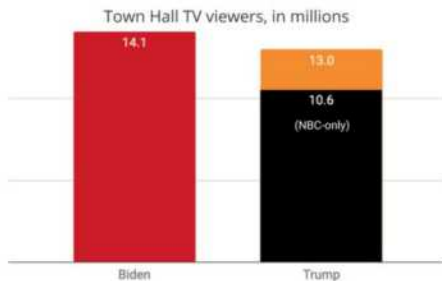
For ABC's event, "The Vice President and the People -- A Special Edition of 20/20," top paid advertisers, according to iSpot, were Nature's Bounty, Gold Bond, Maybelline, Carfax, Rachael Ray Nutrish, Garnier, T-Mobile, and AT&T Wireless, as well as pharmaceutical brands Rybelsus, Apoquel, and Vraylar.



TelevisionNewsDaily

Biden Thumps Trump In Head-To-Head Town Halls

by Wayne Friedman, Yesterday



Source: Nielsen, Oct. 15. Biden base = ABC telecast only. Trump = triplecast of NBC, MSNBC and CNBC.



[Russia Is Meddling In The Presidential Election - Again. What New Tricks Can We Expect?](#)

MediaPost, 10/20/2020

CNN over the last 60 days (August 19 through October 19) saw \$188.1 million in advertising spending, according to iSpot.tv. Fox News Channel hit \$162 million and MSNBC hit \$51.1 million. A year ago over the same period, Fox News Channel hit \$156.4 million, while CNN came in at \$165.4 million and MSNBC at \$33.1 million.



[Amazon Prime Video Is H1 Top Streamer Marketer At \\$170M, Quibi At \\$41M](#)

MediaPost, 10/22/2020

Estimates of advertising spend for the first half of 2020 come from iSpot.tv. which adds that data came from its half-year 2020 report.

In the first half of 2020, an estimated \$1 billion worth of TV advertising was spent, according to iSpot.tv -- up threefold from the same period in the year before, at \$328 million.



[Quibi Now On Apple TV, Amazon Fire TV, Google TV - But Is The End Near?](#)

MediaPost, 10/21/2020

The company has spent at least \$58.5 million in national TV advertising to promote Quibi subscriptions since its launch, according to iSpot.tv.



[A Guide to Using 'The Bachelorette' in Your Marketing Strategy](#)

Morning Brew (Marketing Brew), 10/19/2020

Who's watching?

"What's this super-targeted audience you speak of?" I'm glad you asked.

According to Inscope and iSpot.tv data cited by [TVRev](#), Tuesday's Bachelorette premiere audience was...

- 91.2% female
- 45.4% millennial—between the ages of 25 and 34
- 81.4% U.S.-based, primarily from the West and Southeast

Also, growing: TV ad impressions rose 8% between the season 15 and 16 premieres.



[Discovery Gives 'Street Outlaws' TV's Biggest Promo Push](#)

Broadcasting + Cable, 10/21/2020 ([PromaxBDA](#))

On the strength of just under 273 million TV ad impressions, a promo for [Discovery's](#) Street Outlaws is No. 1. The series about street racing sets a competitive tone for our ranking, continued by promos for game show [Supermarket Sweep \(ABC\)](#) in second place, the 2020 CMT Music Awards ([CMT](#)) in third and The Voice ([NBC](#)) in fourth.

[Disney Channel](#) closes out the list with a general network promo celebrating Disney princesses. Notably, the Disney spot has the highest iSpot Attention Index (117) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



TV By the Numbers: Oct. 12-18

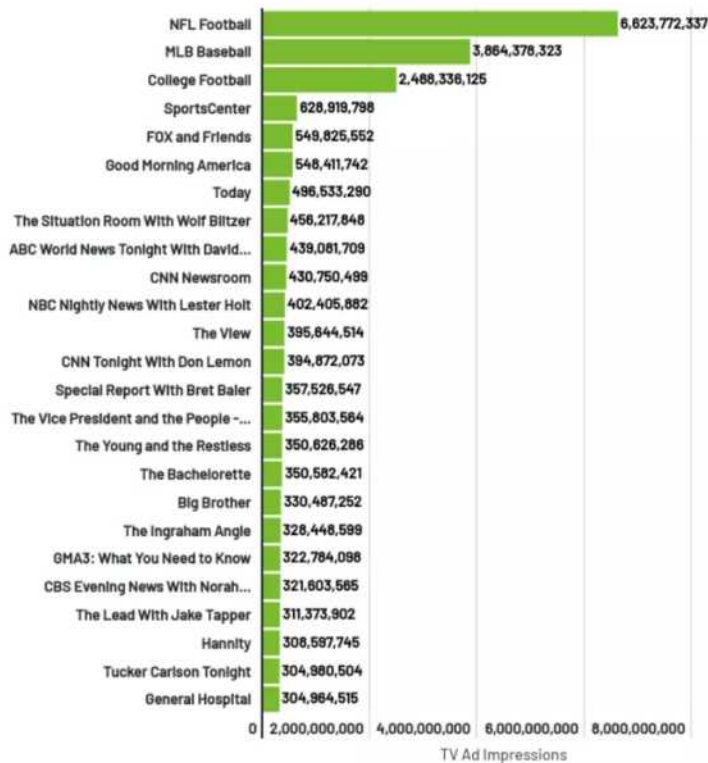
Broadcasting + Cable, 10/20/2020

Another week, another rankings win for the NFL, with games delivering over 6.62 billion TV ad impressions — although that represented an 18.98% decrease in impressions from the previous week. The MLB moved into second place with 3.9 billion impressions (a 95.47% week-over-week increase) while college football took No. 3 (2.5 billion impressions, a 28.57% decrease). Only four non sports/news programs made the top 25: The Young and the Restless, The Bachelorette (which just returned for its 16th season), Big Brother and General Hospital.



Top Shows by TV Ad Impressions

Oct. 12-18, new episodes only





[4 AbbVie brands land on pharma's top TV spenders list for September](#)

FiercePharma, 10/19/2020

The top 10 brands spent \$182 million, the highest monthly total since January, according to data from real-time TV ad tracker iSpot.tv. AbbVie's Humira led the way as usual, but with an even bigger budget of \$57.7 million, an increase of 45% over what the Illinois drugmaker spent on the product in August.



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

WardsAuto, 10/22/2020

Honda takes first place in iSpot.tv's latest ranking of the most-viewed automotive commercials — the ads that have tallied the highest number of impressions across national broadcast and cable TV airings.



[WATCH THE NEWEST COMMERCIALS ON TV FROM AMAZON, DOORDASH, PAPA MURPHY'S AND MORE](#)

Ad Age, 10/22/2020

A few highlights: Amazon thinks you should get your holiday shopping done early (by buying stuff on Amazon right now, of course). DoorDash wants you to know that you can now order from Taco Bell on the DoorDash app and website. And Papa Murphy's invites you to "chow down" on its Hog Heaven pizza (\$13 for a large, for a limited time).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, NUTRI-GRAIN, MODELO AND MORE](#)

Ad Age, 10/21/2020

A few highlights: Walmart serves up another in a series of spots promoting “a new kind of membership”: Walmart+, for “free unlimited delivery on groceries & more.” A mom breaks a healthy-snack standoff with her son thanks to a Nutri-Grain Soft Baked Breakfast Bar. And Modelo says that “If it’s worth fighting for, it’s worth voting for” in a get-out-the-vote ad.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PARTY CITY, CITI, VASELINE AND MORE](#)

Ad Age, 10/20/2020

A few highlights: Party City says “You boo you” in a spot hyping its Halloween costumes. Citi wants you to know that its Citi Foundation has teamed up with Girl Scouts to help “empower young leaders through civic education.” And Vaseline says it’s “working towards equity in skincare.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM STATE FARM, XBOX, ROMAN AND MORE](#)

Ad Age, 10/19/2020

A few highlights: Jake from State Farm (Kevin Mimms), Aaron Rodgers and Patrick Mahomes dine out and talk about insurance rates (though Mahomes kind of tunes out). Xbox serves up a fresh 15-second TV cut of its epic Series X/S launch trailer that debuted in [a 68-second version](#) online on Oct. 9. And [Roman](#) wants you to know that it can connect you “with healthcare professionals online to get convenient ED [erectile dysfunction] treatment from the comfort of home.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MOVIES ANYWHERE, THE HOME DEPOT, SUBWAY AND MORE](#)

Ad Age, 10/19/2020

A few highlights: Disney's Movies Anywhere promotes its Screen Pass, which lets you share eligible titles in your digital movie collection with "your favorite people." The Home Depot shows how the Image Search feature of its app works. And NFL legend Deion Sanders hypes Subway to unsuspecting fans.

AdAge

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

Ad Age, 10/16/2020

A few highlights: T-Mobile wants you to know about its support of Little League. Target says, "We believe in always taking care." And PetSmart gives thanks to its associates.



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

We Are Social Media, 10/19/2020

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ADWEEK

[Even Without Live Sports, State Farm Stuck With TV During the Pandemic](#)

Adweek, 10/13/2020

If a brand can afford it, there's no place better to catch those eyeballs than sports. During the first four weeks of the NFL, insurance companies made up three of the top four brands among TV ad impressions (Geico was place, with Progressive in third and State Farm in fourth) earning 620 million impressions, according to iSpot, which tracks national TV ads.

ADWEEK ≡ 🔍

MARKETING INNOVATION

Even Without Live Sports, State Farm Stuck With TV During the Pandemic

The insurance giant's CMO on finding unique opportunities with networks



Jake from State Farm has been a fixture on television in the last six months. - Credit by State Farm



GM to launch Hummer EV with splashy World Series and social media ad blitz next week

CNBC, 10/14/2020

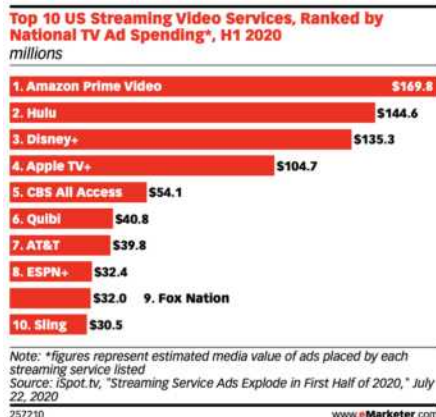
The World Series last year generated \$302 million in TV advertising over the course of seven games. A 30-second spot costs from \$275,000 to 400,000 depending on time, placement and other factors, according to analysts for iSpot.tv. The Voice premiere last year in September commanded about \$190,000 per 30 second spot.



Q3 2020 Digital Video Trends

eMarketer, 10/9/2020 (Read full report [here](#))

Most advertisers have pulled back their spending, but streaming services are marketing themselves as heavily as ever. In H1 2020, streaming services ran an estimated \$1 billion worth of TV advertising, according to TV ad measurement company iSpot.tv. For comparison, in H1 2019, streaming services ran \$328 million on TV ads. Between January and August 2020, video streaming services increased their TV ad spending more than any other category that iSpot.tv tracked.



TV (R)EV

'The Bachelorette' Is Back: Quick Viewership and Ad Insights

TVREV, 10/14/2020

On the advertising side of things, the season 16 premiere of The Bachelorette generated 280.3 million TV ad impressions, an 8% increase from the season 15 premiere in May 2019. Target was the most-seen brand during the premiere, with its spot "[Always Taking Care](#)" delivering 11.2 million impressions from three airings. Other top brands included Disney+ (8.3 million), Hulu (8 million), Cologuard (7.6 million) and Little Caesars Pizza (7.5 million). Target was the only brand in the top five for both this season's premiere and the season 15 premiere, and it saw a 38.26% increase in impressions for this one vs. 2019.



Presidential ad spend reaches \$41.1 million

Sports Business Daily, 10/12/2020

President Donald Trump and challenger Joe Biden have purchased 2,801 ads totaling more than \$41.1 million to air during sports telecasts from Aug. 17 (the first day of the 2020 Democratic National Convention) to election day on Nov. 3. That total is based on Sports Business Journal's analysis of two data sources: thousands of Federal Communications Commission documents filed by ABC, CBS, NBC and Fox affiliates in 22 "battleground" markets, and iSpot.tv data detailing how much each candidate paid the parent networks to advertise nationally during sportscasts.

Breaking down national TV advertising

The two candidates have spent nearly \$25 million advertising during national sportscasts, according to data from [iSpot.tv](#).

	Total spend in national broadcasts	No. of ads	Duration
TRUMP	\$5,241,046	44	22 minutes
BIDEN	\$19,688,549	101	1 hour 4 minutes 30 seconds
TOTAL	\$24,929,595	145	1 hour 26 minutes 30 seconds

Source: [iSpot.tv](#) • [Get the data](#) • Created with [Datawrapper](#)

AdAge

[NATE SILVER & CO.'S CURRENT TAKE ON THE PRESIDENTIAL RACE, PLUS APPLE'S LATEST TV AD BLITZ: DATACENTER WEEKLY](#)

Ad Age, 10/09/2020

So far in 2020, Apple Watch commercials have racked up 1.3 billion TV ad impressions—and more than half (573.8 million) of that total came from Sept. 18 through Oct. 7. Per iSpot, 62% of Apple's TV commercial outlay for the year so far (an estimated \$25.6 million out of \$41.1 million) was spent during that time frame.

MediaPost

[83% Of AMC Entertainment Theaters Open, But Running Out Of Cash](#)

MediaPost, 10/13/2020

For the last two months (August 12 through October 12), national TV advertising spending for theatrical movies has totaled \$73.5 million, according to iSpot.tv -- down from \$297.9 million from the same period a year ago.



MediaDailyNews

83% Of AMC Entertainment Theaters Open, But Running Out Of Cash

by Wayne Friedman, Yesterday





[Quibi Still Searching For Buyer: Report](#)

MediaPost, 10/12/2020

Quibi, which drew \$1.75 billion in investments from companies including Walt Disney, NBCUniversal and WarnerMedia, has spent some \$58.5 million in national TV advertising since its launch according to iSpot.tv, was “on pace to miss its initial paid subscriber target by a large margin,” WSJ reported, based on a source.



[SBJ Unpacks: Baseball Welcomes Back Fans](#)

Sports Business Journal, 10/12/2020

YouTube TV was the biggest ad spender during the NBA Finals, according to iSpot.Tv data analyzed by SBJ's David Broughton. Google's OTT platform also served as the Finals' presenting sponsor for the third straight year. The top brands by estimated spend during the six games across ABC and ESPN Deportes are as following:

1. YouTube TV* (\$13.4 million)
2. Toyota (\$12.0 million)
3. Michelob Light* (\$8.1 million)
4. State Farm* (\$7.1 million)
5. Nissan (\$6.4 million)
6. Google* (\$5.7 million)
7. Gatorade* (\$4.8 million)
8. Taco Bell* (\$4.4 million)
9. AT&T Wireless* (\$4.4 million)
10. Biktarvy HIV medication (\$4.1 million)

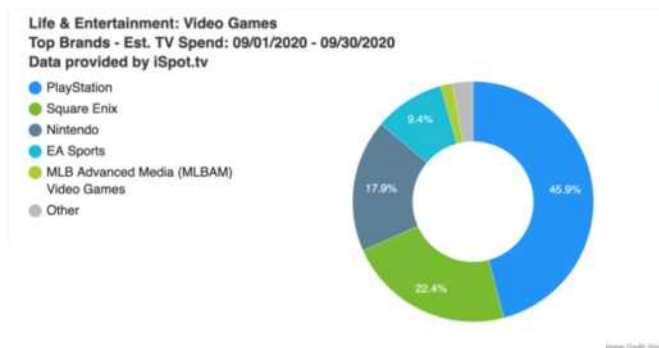
VentureBeat

September is 2020's biggest month so far for game industry TV ad spend

VentureBeat, 10/10/2020 (syndicated [here](#))

The TV advertising spree for gaming brands continued in September with a 76.35% increase in estimated spend, [up to \\$39.5 million from August's \\$22.4 million](#). This is the largest TV ad outlay we've seen from the industry in 2020 so far, although it represents a slight (- 0.65%) decline from gaming TV spend in September 2019.

PlayStation was back on top, commanding nearly 46% of the industry's budget. Overall, 13 brands aired 51 spots over 6,500 times, generating nearly 1.6 billion TV ad impressions. Sports, and in particular the NFL and NBA, were big drivers of impressions for gaming brands.



ThinkAdvisor

Medicare Advantage Plans May Have More Search Buzz

ThinkAdvisor, 10/15/2020

One force increasing interest in Medicare plans could be television ads and other forms of advertising.

A television ad tracking service, [iSpot.tv](#), shows on a promotional page that about 22 of the 24 health insurance ads it has spotted in the past day are Medicare plan ads.

PROMAX

The Entertainment Marketing Community

[Promo Mojo: ABC's 'Bachelorette' Charms Her Way to Top](#)

PromaxBDA, 10/14/2020

Notably, the Disney spot has the highest iSpot Attention Index (116) on the ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



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

WardsAuto, 10/15/2020

Lincoln claims the top spot in [iSpot.tv](#)'s ranking of the most-viewed automotive commercials — the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM KITCHENAID, TRACTOR SUPPLY CO., SIMPLISAFE AND MORE](#)

Ad Age, 10/14/2020

A few highlights: SimpliSafe's Robbert (a recurring character who is, well, a robber) shows how easy it is to set up the DIY home security system. Tractor Supply Co. wants you to "prepare for those shorter days and cooler nights, and sit back and warm up to more family time." And KitchenAid wants you to know that its latest dishwasher has "the largest third rack available."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHASE, JACK DANIEL'S, UBER EATS AND MORE](#)

Ad Age, 10/13/2020

A few highlights: "I've always wanted to do that," a bunch of people say (right after they do something they've always wanted to do) in Jack Daniel's latest. Kevin Hart wants you to know that you can get 3% cash back on dining, including takeout, with the Chase Freedom Unlimited card. And Uber Eats serves up another one of its Star Wars vs. Star Trek spots. (Creativity's Ann-Christine Diaz previewed the various installments in the campaign on Sept. 22: ["Mark Hamill and Sir Patrick Stewart face off over what's for dinner in Uber Eats saga."](#))

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AUDIBLE, CYBERPUNK 2077, POWER THE POLLS AND MORE](#)

Ad Age, 10/12/2020

A few highlights: Kevin Hart and Malcolm Gladwell want you to know that Audible offers more than just audiobooks. Keanu Reeves helps hype action role-playing game Cyberpunk 2077, due for release in November for Xbox (which teamed up with game publisher CD Projekt on this ad), as well as PlayStation, Windows and Stadia. And Issa Rae says that [Power the Polls](#) is in search of poll workers for Election Day.



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

We Are Social Media, 10/12/2020

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.

[McDonald's Adds Reggaeton Star J Balvin to Menu of Collaborators](#)

The Wall Street Journal, 10/05/2020 (avoid paywall [here](#))

McDonald's said it tapped a \$100 million marketing fund earmarked to help U.S. chains recover from the coronavirus pandemic to help pay for the promotion. It spent an estimated \$4 million on a Travis Scott ad that ran for 10 days on prime-time television, according to analytics firm iSpot.tv. Franchisees said they received a \$2 rebate on the cost of the meal to support the promotion. It was priced at about \$6, compared with a \$9 total cost for each item sold individually.


THE WALL STREET JOURNAL

Home World U.S. Politics Economy **Business** Tech Markets Opinion Life & Arts Real Estate WSJ Magazine


BUSINESS

McDonald's Adds Reggaeton Star J Balvin to Menu of Collaborators

Burger giant's recent partnership with rapper Travis Scott exceeded expectations, exec says



Reggaeton artist J Balvin is a major crossover star, with roughly 16.3 billion views on YouTube.
PHOTO: THAIS LLORCA/EPA/SHUTTERSTOCK



citizenverizon
Our plan for economic, environmental and social advancement.



[Automaker TV Spending Increases 54% From August](#)

MediaPost, 10/06/2020

With the return of NFL and college football in September, plus the continuation of the NBA, MLB and NHL seasons, sports were a huge driver of impressions for automakers, said Stu Schwartzapfel, senior vice president, media partnerships at iSpot.tv.

“Although the NHL season has wrapped up and the NBA Finals are ending, auto brands will still be able to reach sports-loving audiences through this fall,” Schwartzapfel tells Marketing Daily. “And given the slow start to the fall TV season due to COVID-related delays, sports will continue to be an important part of the marketing mix when it comes to capturing live viewer attention.”



MarketingDaily

AUTOMOTIVE

Automaker TV Spending Increases 54% From August

by Tanya Gazdik , Yesterday

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 09/01/2020 - 09/30/2020
Data provided by iSpot.tv

- Toyota
- Nissan
- Lexus
- Kia
- Chevrolet
- Other





[Biden Outspends Trump On National, Local TV Campaigns](#)

MediaPost, 10/08/2020

For September 24 through October 7, Biden placed 2,621 airings of commercials on national and regional TV (an estimated \$21.7 million) with Trump at 946 airings (\$6.5 million), according to iSpot.tv.



[Premium Video Streamers Amp Up National TV Spending For Fall, Winter Season](#)

MediaPost, 10/7/2020

Over the last two months (August 5 through October 4) premium streaming platforms have spent \$272.3 million, with a total 94,166 commercial airings and a collective 19.1 billion impressions, according to iSpot.tv.

In the previous two-month period, there was an estimated \$183.5 million in spending -- 100,101 airings and 22.3 billion impressions.



[The REVisionists: How VIZIO Is Changing What It Means To Be A Hardware Manufacturer](#)

TVREV, 10/07/2020

AW: How are you measuring the ads you're running?

MO: We'll work through our own Inscope data as it can help measure what's been viewed on the screen, regardless of whether it was linear or on demand. We also power a lot of third party partners like iSpot, or Data Plus Math, and we can leverage their measurement tools and their solutions to help manage outcomes for our advertisers.



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

Broadcast + Cable, 10/07/2020 ([PromaxBDA](#))

On the strength of 328.2 million TV ad impressions, a promo for [Fox's](#) Next (sometimes styled as neXt), a new AI-themed sci-fi drama starring John Slattery, is No. 1. Two other traditional broadcasters also make our list, with [ABC](#) promoting the 2020 NBA Finals in second place and [NBC](#) hyping Weakest Link in fourth.

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

Fox Gives 'Next' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 2 hours ago

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily



John Slattery in Fox's 'Next' (Image credit: Jean Whiteside/Fox)



TV By the Numbers: Sept. 28 - Oct. 5

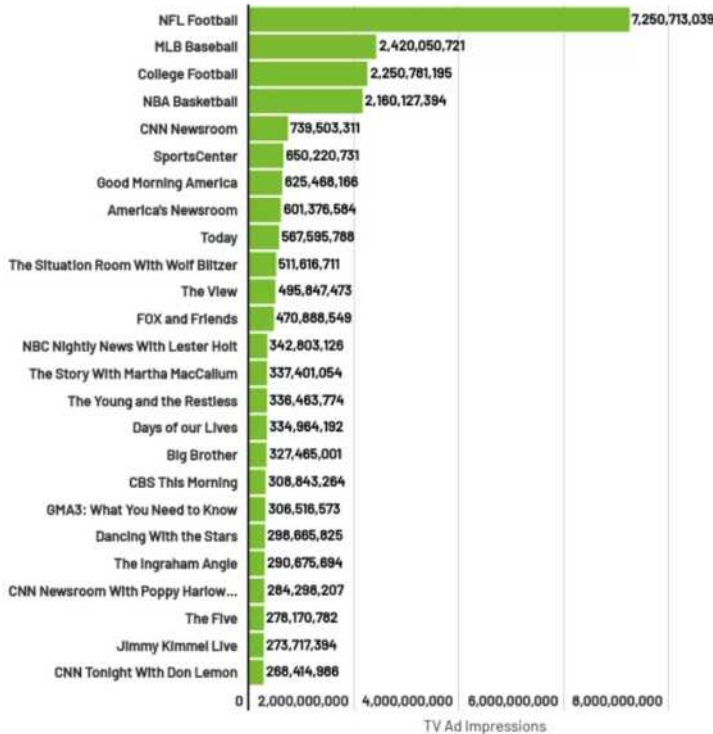
Broadcasting + Cable, 10/06/2020

Although the NFL remained in first place, impressions generated by games dropped to 7.25 billion in the last week vs. 8.1 billion previously. The MLB jumped up the ranking into second place, racking up 2.4 billion impressions, an impressive 525.1% increase from the previous week. College football and the NBA were close behind, while CNN Newsroom rounded out the top five with 739.5 million impressions. The Situation Room With Wolf Blitzer also experienced a notable increase in impressions, up 74.43% week-over-week.



Top Shows by TV Ad Impressions

Sept. 28 - Oct. 4, new episodes only





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

WardsAuto, 10/08/2020

Nissan once again captures first place in [iSpot.tv](#)'s ranking of the most-viewed automotive commercials — the ads that have made the highest number of impressions across national broadcast and cable TV airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TACO BELL, CADILLAC, CARL'S JR. AND MORE](#)

Ad Age, 10/08/2020

A few highlights: In Cadillac's latest, Oscar-winning actress Regina King says that "Success isn't just about where you want to get to, it's also about how you get there." (King talked about winning an Oscar in [a previous Cadillac ad](#) that aired in February.) Taco Bell hypes its Xbox Series X giveaway contest. And Carl's Jr. wants you to check out its new prime rib menu offerings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE MUSIC, WW, SPECTRUM MOBILE AND MORE](#)

Ad Age, 10/07/2020

A few highlights: Apple Music promotes "[BASE:LINE.](#)" the playlist of the NBA. Ciara helps hype the current membership offer from WW (formerly Weight Watchers). And Spectrum Mobile says it doesn't give you any flimflam (or balderdash or jibber-jabber) when you sign up for service.

AdAge

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

Ad Age, 10/06/2020

A few highlights: Zocdoc shows how you can use its app to book a video visit with an in-network doctor. Snapchat encourages us to “be pro-voting.” And in partnership with the Ad Council, ViacomCBS promotes [VoteForYourLife.com](#). (See also: [“How Netflix, Smirnoff and other brands are jumping on the presidential debates.”](#) from Ad Age on Sept. 29.)

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VALENTINO, MTN DEW, STARBUCKS AND MORE](#)

Ad Age, 10/05/2020

A few highlights: Lady Gaga helps hype Valentino’s new fragrance Voce Viva in a fresh 15-second TV cut of a campaign that debuted online (in [a 66-second version](#)) on Sept. 17. A couple of sweaty cowboys reveal a secret stash of ice-cold Mtn Dew. And Starbucks reminds you to use its app to rack up Starbucks Rewards stars with every purchase.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LIBERTY MUTUAL, VERIZON, DR PEPPER AND MORE](#)

Ad Age, 10/02/2020

A few highlights: The LiMu Emu once again proves to be a pretty lousy volleyball player in the latest Liberty Mutual spot. Verizon shows how it deploys thousands of field engineers to test its network in hyper-specific locations. And Dr Pepper serves up a fresh episode of “Fansville,” its football-themed mini dramedy.



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

We Are Social Media, 10/04/2020

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.



[TV Ads Around Presidential Debates To Grow](#)

MediaPost, 9/28/2020

The top six broadcast and cable TV networks -- ABC, CBS, NBC, CNN, Fox News Channel and MSNBC-- pulled in a collective \$15.5 million in national TV advertising revenues for the three Presidential debates, according to iSpot.tv -- yielding more than 410 million impressions.



[Disney To Lay Off 28,000 Theme Park Workers, Pandemic Issues Continue](#)

MediaPost, 9/30/2020

For the nine-month period this year — January through September — Disney World spent \$18.7 million in national TV advertising, according to iSpot.tv. A year ago, over the same time period, Disney World spent \$47.5 billion in TV advertising.

MediaPost News Events Awards Members More

DigitalNewsDaily

Disney To Lay Off 28,000 Theme Park Workers, Pandemic Issues Continue

by Wayne Friedman, Yesterday





[NBC Gives 'Weakest Link' TV's Strongest Promo Push](#)

Broadcasting + Cable, 9/30/2020 ([PromaxBDA](#))

Notably, the South Park spot has the highest iSpot Attention Index (116) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

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NBC Gives 'Weakest Link' TV's Strongest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV|R|E|V 3 hours ago

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily



Jane Lynch hosts NBC's 'Weakest Link' (Image credit: Chris Haston/NBC)



[Do Automakers Understand Digital Advertising, asks Kantar?](#)

MediaVillage, 10/1/2020

For now, that's probably effective. Automakers [such as Lincoln](#) were pivoting to that strategy even before COVID-19. And Land Rover scored heavily with an "Adventure is Calling" message in its latest Discovery ad. Spending \$3.5 million, the ad [made number one](#) on iSpot.tv with 325,681,472 impressions. Here's the spot:



TV By the Numbers: Sept. 21-27

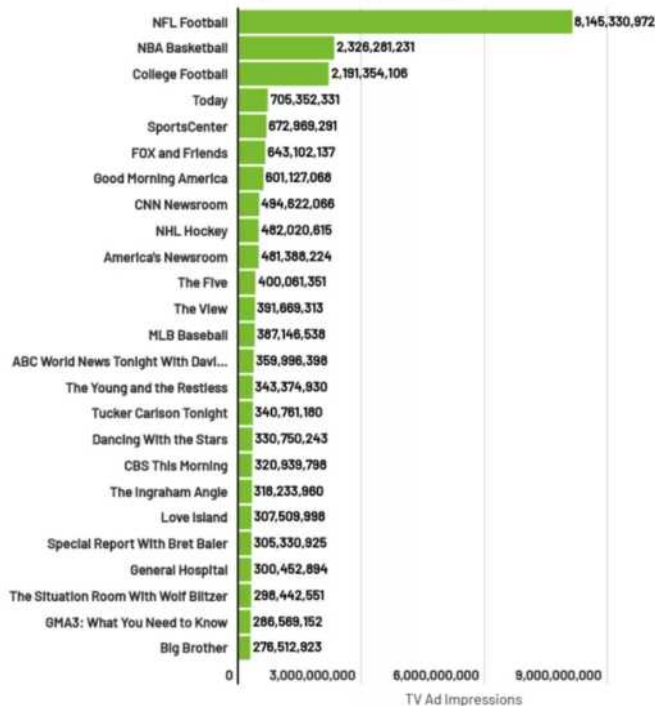
Broadcasting + Cable, 9/28/2020

NFL continues to reign supreme, this time racking up over 8.1 billion TV ad impressions, a 5.84% increase from the previous week. NBA games edged out college football by a slim margin, 2.3 billion impressions vs. 2.2 billion. Of the top 15 programs, only one was not sports or news-related: The Young and the Restless (343.4 million impressions). With four of the Stanley Cup final games occurring during the period measured, NHL rose in the ranking, up 25.84% compared to the previous week, with 482 million impressions.



Top Shows by TV Ad Impressions

Sept. 21-27, new episodes only





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

WardsAuto, 9/30/2020

A Land Rover spot that collected more than 325 million TV ad impressions leads iSpot.tv's latest ranking of the most-viewed automotive commercials — the ads that have generated the most impressions across national broadcast and cable TV airings.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GREEN GIANT, TACO BELL, BUD LIGHT SELTZER AND MORE](#)

Ad Age, 9/30/2020

A few highlights: Green Giant wants you to try its Riced Veggies line. Taco Bell hypes its \$5 Grande Stacker Box. And Bud Light Seltzer wants you to know about its “5-step filtration for great taste.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM LULULEMON'S MIRROR, SAMSUNG, GOOGLE AND MORE](#)

Ad Age, 9/29/2020

A few highlights: Lululemon promotes Mirror, its smart mirror product with built-in streaming fitness videos. Samsung hypes the Galaxy S20 FE, a special “fan edition” smartphone collab with boy band BTS. And Google wants you to “support the places near you”—like local barbershops.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FACEBOOK, MONDAY.COM, SMIRNOFF AND MORE](#)

Ad Age, 9/28/2020

A few highlights: Laverne Cox helps Smirnoff deliver its tongue-in-cheek “Don’t drink and debate” message just in time for the first of three Trump-Biden debates (on Tuesday, Sept. 29). Monday.com explains how its collaborative project-management platform works to “bring your team together.” And Facebook promotes its [Voting Information Center](#).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOOGLE, PANERA, HARRY’S AND MORE](#)

Ad Age, 9/25/2020

A few highlights: Panera Bread hypes its new Broccoli Cheddar Mac & Cheese. Harry’s says that “Some of us are not the same” in an ad that celebrates individuality (and Harry’s new razor). And Google wants you to know about the free tools it offers job seekers at google.com/grow.



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

We Are Social Media, 9/27/2020

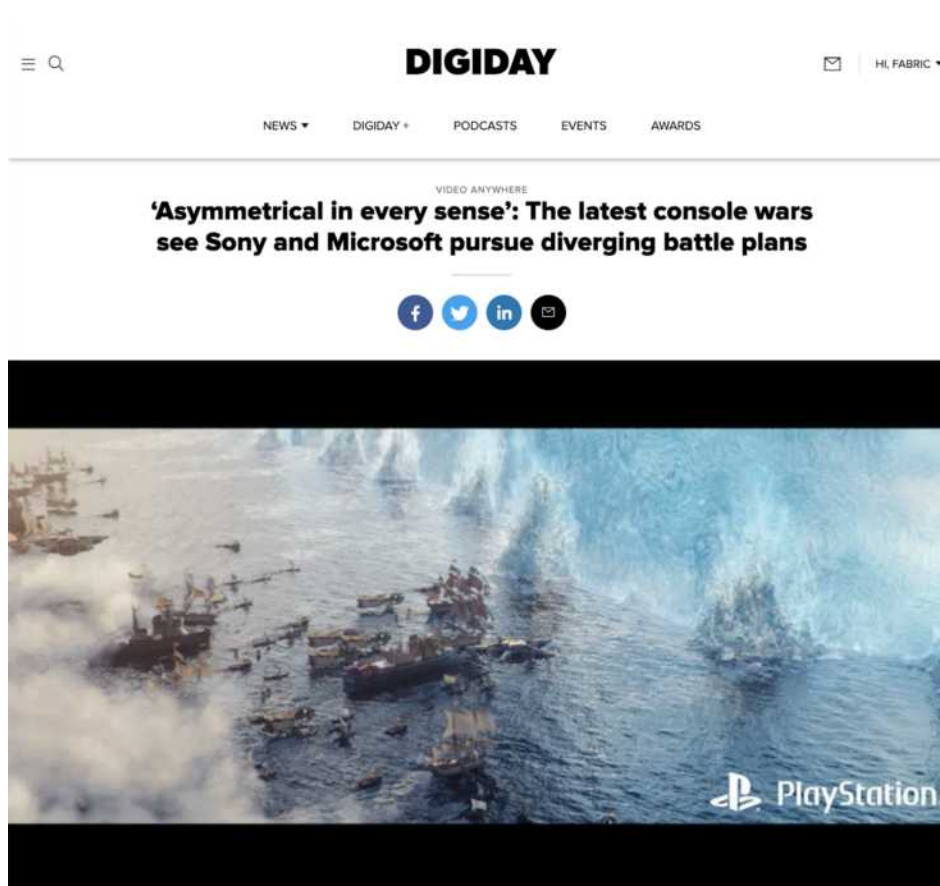
This top 10 is provided by iSpot.tv, the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

DIGIDAY

[‘Asymmetrical in every sense’: The latest console wars see Sony and Microsoft pursue diverging battle plans](#)

Digiday, 9/25/2020

Between Aug. 1 and Sept 21., PlayStation spent \$16.6 million on TV ads in the U.S., according to an analysis of iSpot.tv data, prepared for Digiday. Interestingly, none of those ads really focused on the PlayStation 5 console. Instead, the console manufacturer has chosen to draw attention to the fact that new PlayStation 4 titles like the Marvel’s Avengers game will also be available on the PlayStation 5.



☰ 🔍


DIGIDAY ✉️ HI, FABRIC ▾

NEWS ▾ DIGIDAY + PODCASTS EVENTS AWARDS

VIDEO ANYWHERE

‘Asymmetrical in every sense’: The latest console wars see Sony and Microsoft pursue diverging battle plans

f t in ✉️





[End of an Era: Viewership and Ad Insights for 'Keeping Up With the Kardashians'](#)

Broadcasting + Cable, 9/25/2020

Simply put, KUWTK is a powerhouse for E! — and the network obviously knows it, as it runs almost daily marathons. According to iSpot, the series is a primary driver of TV ad impressions for the network, with new and rerun episodes racking up 5 billion impressions so far this year. During the season 18 window (March 26 through April 30), the show delivered 1.7 billion TV ad impressions across new episodes and reruns — nearly four times as many impressions as there were during just new episodes in that timeframe (424.2 million).



[Two Weeks Of NFL Games Sink 7% In Viewership; Geico, Progressive, AT&T Top Advertisers](#)

MediaPost, 9/24/2020

Top ten national TV advertisers across all NFL networks -- NBC, Fox, CBS, ESPN, NFL Network, ABC, and ESPN2 -- for the first two weeks, according to iSpot.tv: Geico, Progressive Insurance, AT&T Wireless, Verizon, Apple iPhone, DraftKings, Toyota Motors, State Farm, the NFL, and T-Mobile.



[Nissan Back on Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 9/24/2020

A Nissan ad returns to the top spot in iSpot.tv's ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

AdAge

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

Ad Age, 9/22/2020

A few highlights: Manscaped hypes its Lawn Mower 3.0 personal grooming device with a little help from UFC announcer Bruce Buffer. Ford pays tribute to those “who put fear aside and run toward the flames” in a spot that shows Ford Super Duty trucks in use by first responders. And Apple wants you to know that “Kelsea Radio,” hosted by Kelsea Ballerini, is now streaming exclusively on Apple Music.

AdAge

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

Ad Age, 9/23/2020

A few highlights: PlayStation says “Play has no limits” in an epic, cinematic spot that pits a fisherman against the ocean abyss. Olay hypes its Regenerist Micro-Sculpting Cream. And Pittsburgh Steelers legend James Harrison tackles an unsuspecting FanDuel app user.

AdAge

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

Ad Age, 9/24/2020

A few highlights: Mark Ingram and Tim Tebow go birdwatching in a new installment of Nissan’s wry “Heisman House” series of commercials. (A web version of this spot debuted on Sept. 10.) Allstate vividly illustrates “the feeling of total protection.” (Ad Age’s Adrienne Pasquarelli has the backstory: “Allstate rolls out first work from Droga5—without any ‘Mayhem.’”) And Chevrolet shows off a 2021 Chevy Trailblazer that was customized by “Batman” fans at DC Fandome—although small print on-screen at the end of the ad reads: “Sorry, DC Styled Trailblazer Not Available For Sale.”



[ABC Gave the Emmys TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 9/23/2020

Notably, the [Discovery](#) spot has the highest iSpot Attention Index (105) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV(R)EV

[72nd Emmy Awards: Quick Viewership and Ad Insights](#)

TVREV, 9/22/2020

According to [iSpot](#), the always-on TV ad measurement and attribution company, there were 225.9 million TV ad impressions during the 72nd Emmy Awards — a 42.8% decrease from the 71st Emmy Awards in 2019 — with 42 brands airing 70 spots 79 times.

A screenshot of a web page from TV(R)EV. The page features a dark header with the TV(R)EV logo on the left and navigation links for Contributors, About, Services, and Reports on the right. Below the header is a dark navigation bar with links for TV(R)EV ORIGINAL, ADVERTISING, ANALYTICS, ALAN WOLK, VIDEO, SCREEN CONVERGENCE, PODCASTS, REVISIONISTS, and #CREATEDWITH. A light gray bar below the navigation bar contains a link for BACK TO POSTS. The main content area features a large image of three Emmy Awards trophies on a red carpet. Overlaid on the bottom of the image is a white text box with the title "72nd Emmy Awards: Quick Viewership and Ad Insights" and a smaller text box above it that reads "TV(R)EV ORIGINAL, ADVERTISING, ANALYTICS".

TV (R)EV

[How OpenAP's Ad Attribution Solution Can Enable The TV Industry \[VIDEO\]](#)

TVREV, 9/22/2020

In the video below, [OpenAP](#) CEO David Levy discusses the importance of consistent measurement, standardization and attribution solutions across TV campaigns, and how the advanced ad company is bringing brands simplicity and scale to audience-based campaigns through its new partnership with [iSpot.tv](#).





[Movies In Theaters Slump In Box-Office Dollars Upon Return](#)

MediaPost, 9/22/2020

Over a two-month period (July 20-September 20), Warner Bros. spent \$7.1 million in national TV advertising for “Tenet” and \$11.6 million overall, according to iSpot.tv.



[Quibi Mulls Options, Including A Sale: Reports](#)

MediaPost, 9/21/2020

Despite heavy marketing spending — including \$58.5 million in national TV advertising since its launch, according to iSpot.tv — Quibi is “on pace to miss its initial paid subscriber target by a large margin,” according to a WSJ source. Last month, Quibi changed media agencies, moving from Wieden + Kennedy to Universal McCann.

DigitalNewsDaily

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Quibi Mulls Options, Including A Sale: Reports

by **Karlene Lukovitz** @KLmarketdaily, September 21, 2020

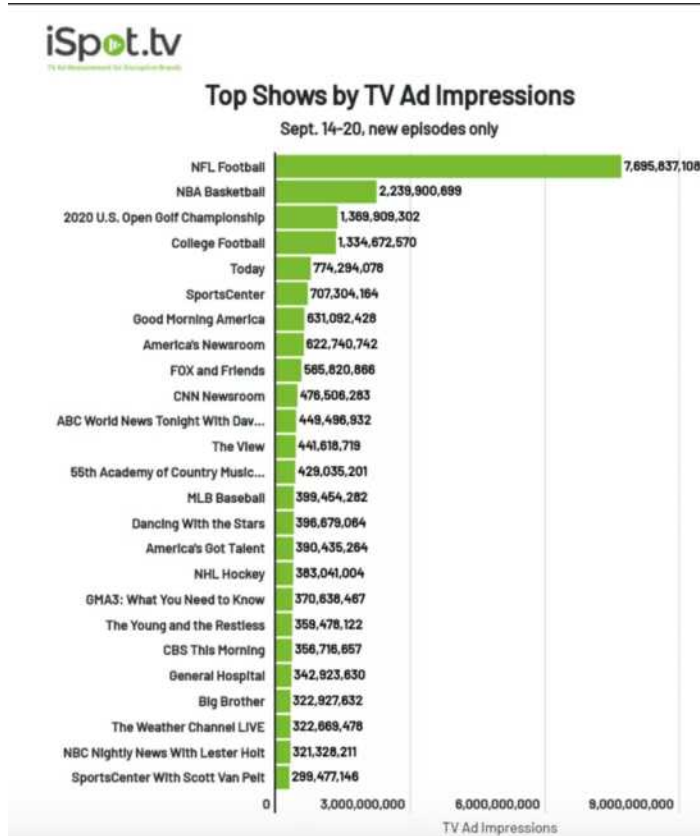




TV By the Numbers: Sept. 14-20

Broadcasting & Cable, 9/21/2020

Once again, NFL football games crushed the competition when it came to TV ad impressions, raking in nearly 7.7 billion — over three times as many as NBA games (2.2 billion). Notably, the 55th Academy of Country Music Awards beat out MLB games (429 million vs. 399.5 million impressions), while the season 29 premiere of Dancing With the Stars secured 15th place (396.7 million), slightly ahead of America’s Got Talent (390.4 million).



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SOUTHWEST AIRLINES, DOORDASH, WALMART AND MORE](#)

AdAge, 9/21/2020

A few highlights: Southwest Airlines hypes its “Wanna Get Away” fares starting at \$49 one-way. DoorDash wants you to know that you can now order Dunkin’ drinks and grub on its app (and website). And Walmart promotes its new membership program. (Ad Age’s Jack Neff has the backstory: [“Walmart launches biggest campaign of year from new agency Deutsch behind its answer to Amazon Prime.”](#))



[SBJ Media: Local Ratings Give Glimpse Of NFL Trends](#)

Sports Business Journal, 9/15/2020 (Behind Paywall, read [here](#))

State Farm led all brand advertisers during college football game telecasts this past weekend (Sept. 10-12) with \$1.2 million spent on TV spots, per an analysis of iSpot.tv data by SBJ's David Broughton. GEICO and DrPepper were second and third, respectively, spending \$1.0 million and \$911,000. Meanwhile, Home Depot's logo was prominent on three of the five most-watched CFB Twitter videos this weekend, according to data from Tubular.

AdAge

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

Ad Age, 9/16/2020

A few highlights: Saquon Barkley and Baker Mayfield want you to know that Hulu has live sports. Mayfield also pops up in a comical Progressive spot as part of its continuing “At Home With Baker Mayfield” series. And Chevrolet takes the new Trailblazer on a trip to “the middle of nowhere.”

OBSERVER

[Billions of Dollars Are at Stake as the NFL Returns With Mixed TV Ratings](#)

Observer, 9/17/2020

All told, the NFL is generating nearly \$8 billion in annual revenue from its TV deals alone. However, the advertising revenue generated by each network pales in comparison in some instances, according to [iSpot](#).

Fox (\$2.0 billion)

CBS (\$1.5 billion)

NBC (\$1.5 billion)

ESPN (\$500 million)



OBSERVER

Billions of Dollars Are at Stake as the NFL Returns With Mixed TV Ratings

By [Brandon Katz](#) · 09/17/20 10:24am



The NFL's TV ratings are down in Week 1. What does that mean for the league and the networks?

Jamie Squire/Getty Images

TV[R]EV

[Big Ten's Late October Return Should Mean Big Boost for TV](#)

TVREV, 9/16/2020

Obviously the more teams — especially in power conferences — that are playing, the more premium inventory there is for TV networks and advertisers to put in front of audiences. Last week (September 7-13), college football accounted for the third-most ad impressions of any show on TV, behind the NFL and NBA (according to [iSpot.tv](#)). Still, with fewer games airing than normal, these are far from complete weekends of college football. For reference, the same week (September 9-15) saw more than 2x more impressions — 4.7 billion last year vs. 1.8 billion this year — in part due to fewer games.



TV (R)EV

[NFL Dominates a Sports-Filled Weekend](#)

TVREV, 9/16/2020

Per [iSpot](#), the always-on TV ad measurement and attribution company, NFL games during Week 1 racked up 8.8 billion TV ad impressions (a -20.67% decrease from Week 1 in 2019), making it the No. 1 program by impressions for Sept. 10-14 by a long shot; college football came in second place with 1.7 billion impressions with NBA close behind (1.6 billion).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MINT MOBILE, BANANA REPUBLIC, LOWE'S AND MORE](#)

Ad Age, 9/15/2020

A few highlights: Ryan Reynolds and Avery Revere—an actual descendant of Paul Revere—hype Mint Mobile's new unlimited plan. Banana Republic wants you to know that it's donating over \$20 million worth of clothing "to help people get back to work." (A web version of this ad debuted on Sept. 3.) And Lowe's says "Bring on fall."

MediaPost

[CBS All Access To Be Rebranded As Paramount+](#)

MediaPost, 9/15/2020

ViacomCBS said for the first quarter, all streaming and digital video revenue for all platforms (which include Pluto TV) grew 51% to \$471 million.

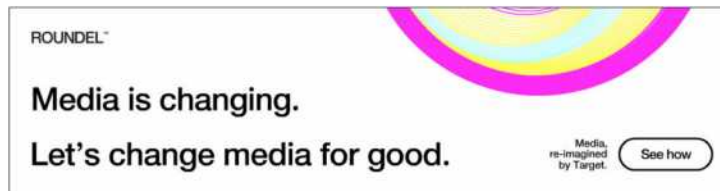
Since the start of this year -- an eight-and-a-half-month period -- iSpot.tv estimates CBS All Access has spent \$10 million in national/regional TV advertising.

AdAge

The USPS has a long history of addressing business challenges in its advertising

Ad Age, 9/14/20

The “Ballot” TV ad has aired more than 400 times in a little over a week since it has been live, garnering around 144 million TV impressions with an estimated spend of more than \$1.4 million, according to analytics firm iSpot.tv.



CMO Strategy

THE USPS HAS A LONG HISTORY OF ADDRESSING BUSINESS CHALLENGES IN ITS ADVERTISING

Move over, mail-in voting: From email to anthrax, the postal service has juggled multiple crises in recent history

By [Ilyse Liffman](#), Published on September 14, 2020.



AdAge

[Watch the newest commercials on TV from State Farm, Gap, McDonald's and more](#)

Ad Age, 9/14/2020

A few highlights: Kansas City Chiefs quarterback Patrick Mahomes helps promote State Farm's affordable insurance rates. Gap serves up an optimistic, inclusive message in a spot with the tagline "Stand United" that's set to a contemporary cover of The Youngbloods classic "Get Together." And Travis Scott (his voice, anyway) helps hype McDonald's \$6 Travis Scott Meal as part of a continuing campaign. (Ad Age's Ilyse Liffreing has the backstory: "McDonald's adds Travis Scott to its menu as part of month-long partnership.")

front office sports

[NBA, NHL Prime Time Games Drawing More Viewers](#)

Front Office Sports, 9/7/2020 (also [appeared in newsletter](#))

Advertisers have spent \$290.6 million on national NBA broadcasts halfway through the playoffs — that's on pace with the \$634.2 million spent across the playoffs last year, according to iSpot.tv.

≡ SECTIONS

FRONT OFFICE SPORTS

🔍 SEARCH



The New York Times

[‘Tenet’ Hits the Box Office. And ‘Fair’ Is As Good as It Gets.](#)

The New York Times, 9/6/2020

Warner Bros. supported “Tenet” with a marketing campaign that relied heavily on internet video and social media. In late May, for instance, the studio unveiled a trailer for the film inside Fortnite, the online video game. Traditional television commercials ran during CNN’s coverage of the Democratic National Convention, “The Late Show With Stephen Colbert” and ESPN’s basketball coverage, according to iSpot.tv, an ad measurement firm.



In a Big Box-Office Test, ‘Tenet’ Grosses \$20 Million

Normally, a Christopher Nolan film would bring in \$50 million in North America during an opening weekend. But moviegoing is not normal these days.



DEADLINE

[NFL Season Arrives To Help TV Advertising Get Back In The Game](#)

Deadline, 9/10/2020

The NBA restart on TNT, ESPN and ABC has been broadly considered a success. The league tackled the Black Lives Matter movement head-on, painting its name on the court in Orlando, FL, and allowing players to commemorate it with slogans on their jerseys. According to a report by ad tracking firm iSpot and Inscope, a subsidiary of smart-TV maker Vizio measuring viewing in 16 million households, several advertisers have embraced the protests in their creative messages. But most of the spots served to viewers — 24% of whom were watching NBA games in July and August — were down-the-middle plugs for Burger King, Gatorade and the like.

AdAge

[Tucker Carlson vs. John Oliver, what Twitter knows about you, and Nissan's big TV push: Datacenter Weekly](#)

Ad Age, 9/4/2020

Nissan drastically scaled back its TV commercial presence from April through mid-June. From July 1 through Sept. 2, though, Nissan has been back in a big way; over that time period, the brand's commercials have racked up 4.4 billion TV ad impressions.

Sportico

[NFL Ad Sales Market Is Running Hot Despite Coronavirus Uncertainty](#)

Sportico, 9/4/2020

As one might expect, there's a very close correlation between TV's most free-spending advertisers and the roster of brands that funnel the most cash into Sunday football broadcasts. According to iSpot.tv estimates, among the companies that snapped up the greatest number of in-game spots last season were Amazon, Verizon, Procter & Gamble, Geico, Apple, General Motors, Progressive and State Farm. The first three advertisers listed are also official NFL sponsors.

TV Show and Network Rankings: August 2020

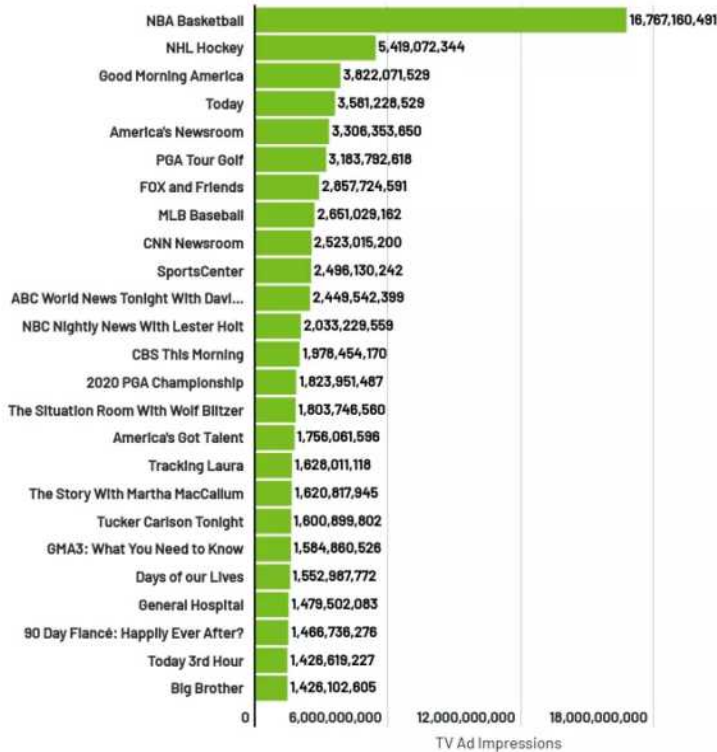
Next TV, 9/9/2020

Counting SportsCenter, five out of the top 10 programs were sports, with NBA basketball leading the charge with a whopping 16.8 billion impressions — over three times as many as the No. 2 program, NHL hockey. PGA Tour Golf took sixth place, while MLB baseball racked up 2.7 billion impressions, putting in at No. 8. America’s Got Talent was the top non-news/sports show with 1.8 billion impressions, putting it at No. 16, ahead of Hurricane Laura coverage (1.6 billion impressions).



Top Shows by TV Ad Impressions

August 1-31, new episodes only





[Summer TV Promos Grow, Uncertainty Around New Fall TV Shows Remains](#)

MediaPost, 9/4/2020

The top four broadcast networks ran 21% more TV show promos from August 5 through September 3 -- with 25,530 airings versus 21,020 in 2019, according to iSpot.tv.



[How Can TV Advertising Help Quibi's Uphill Battle?](#)

MediaPost, 9/10/2020

Since its launch, Quibi has spent \$58.5 million in national TV advertising, including Super Bowl and Oscar TV commercials, according to iSpot.tv. Overall it has tallied 2.8 billion impressions for those efforts.

NEXT | **TV** THE BUSINESS OF STREAMING VIDEO **promaxbda**

[Discovery Gives Its Family of Networks TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 9/9/2020

Notably, the Crimes Gone Viral spot has the highest iSpot Completion Rate (98.85) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

VentureBeat

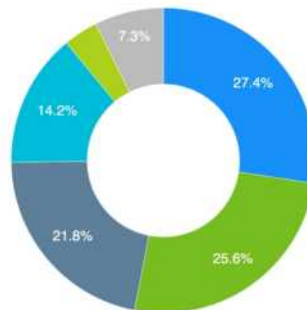
Activision edges out Sony and Nintendo in August's TV ad spend

VentureBeat, 9/6/2020

Gaming brands upped their outlay on TV advertising in August by 26.66% compared to July, for an estimated spend of \$22.5 million. There was almost a three-way tie for top-spending brands, with Activision edging out longtime chart leader PlayStation. In total, 11 brands aired 43 spots over 5,000 times, resulting in 1.1 billion TV ad impressions. Aside from Nintendo, each of the top brands targeted sports programming, especially NBA and MLB games, for ads during the month.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 08/01/2020 - 08/31/2020
Data provided by iSpot.tv

- Activision Publishing, Inc.
- PlayStation
- Nintendo
- Crystal Dynamics
- MLB Advanced Media (MLBAM) Video Games
- Other



NEXT | **TV** THE BUSINESS OF STREAMING VIDEO **promaxbda**

Discovery Gives Its Family of Networks TV's Biggest Promo Push

Next TV, [Promaxbda](#), 9/9/2020

Notably, the Crimes Gone Viral spot has the highest iSpot Completion Rate (98.85) in our ranking, meaning viewers were on average highly likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



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

Wards Auto, 9/11/2020

In Nissan's No.1 ad for the week of Aug. 31, Larson expertly maneuvers a '20 Sentra through a busy city to show off features such as rear automatic braking and Nissan Intelligent Mobility. It's the ad's fifth time to rank No.1 since mid-March. This spot also has the best iSpot Completion Rate in the ranking (97.76), meaning viewers were, on average, highly likely to watch it all the way through.

TV (R) EV

[MLB's New 'Film Room' Further Democratizes Sports](#)

[Video](#)

TVREV, 9/9/2020

Despite the narrative a certain U.S. president and right-wing media may be pushing right now, it's clear that fans remain very invested in the NBA's entertainment product no matter the platform it appears on. And regardless of "ratings," the NBA remains the hottest ticket on TV for ad impressions since its late July return (per iSpot.tv).

TV (R) EV

[Hello, Football! Viewership Trends for the NFL's Season](#)

[Opener](#)

TVREV, 9/11/2020

Want insights into the return of live sports this summer?

Our [latest report](#) is chock-full of data from Inscope as well as advertising highlights from always-on TV ad measurement and attribution company [iSpot.tv](#). In the report, you'll learn:

- Which sports TVs are most tuned into
- League viewing hotspots by DMA
- Top brand advertisers during sports' return
- What audiences are watching when sports aren't on
- How postponements will impact college football networks and advertisers
- Viable alternatives to capture sports audiences without access to playoff ad buys

TV(R)EV

[TVREV Summer TV Sports Report](#)

TVREV, 9/9/2020

This report utilizes exclusive information from VIZIO's Inscope, the TV data company with insights from a panel of more than 16 million smart TVs, as well as advertising highlights from always-on TV ad measurement and attribution company iSpot.tv.

TVREV Summer TV Sports Report



LEGALSPORTSREPORT

[Tired Of Sports Betting Ads Yet? Just Wait, As NFL Kiicks Off Thursday](#)

Legal Sports Report, 9/8/2020

According to data provided to LSR by ad tracking firm iSpot, FanDuel and DraftKings have generated more than 4.1 billion impressions from TV ads in 2020.

AdAge

[Watch the newest commercials on TV from IBM, Folgers, American Express and more](#)

Ad Age, 9/4/2020

A few highlights: American Express encourages you to “[Shop Small](#)” in support of small businesses. Folgers offers a wry take on a Zoom meeting, complete with a pantsless participant. And IBM wants you to know that its AI platform Watson is “serving up game insights from millions of data points” during the U.S. Open.

AdAge

[Watch the newest commercials on TV from Kia, Dyson, Subway and more](#)

Ad Age, 9/8/2020

A few highlights: Derek Watt, J.J. Watt and T.J. Watt help Subway promote “Footlong Season.” Dyson shows off the cutting-edge technology inside its V11 hand vacuum. And Kia hypes the new Turbocharged K5.

AdAge

[Watch the newest commercials on TV from Long John Silver's, Mastercard, TikTok and more](#)

Ad Age, 9/9/2020

A few highlights: TikTok says “If it’s in culture, it starts on TikTok” in the latest installment of a continuing campaign that spotlights its community of creators. Mastercard imagines family “trips” to (very) local destinations including Couch Cove and Mt. Staircase. And Long John Silver’s hypes its \$10 Sea-Shares platters.

AdAge

[Watch the newest commercials on TV from Grey Goose, USPS, Popeyes and more](#)

Ad Age, 9/10/2020

A few highlights: Grey Goose says that “It’s not a U.S. Open watch party without a Honey Deuce” (you can find the recipe on the Grey Goose website [here](#)). The United States Postal Service says it not only delivers your packages, but “the peace of mind of knowing that important things like your prescriptions and ballots are on their way.” And Popeyes wants you to know that for every 12-piece Family Meal you order in September, it will donate \$1 to [No Kid Hungry](#).



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

We Are Social Media, 9/6/2020

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

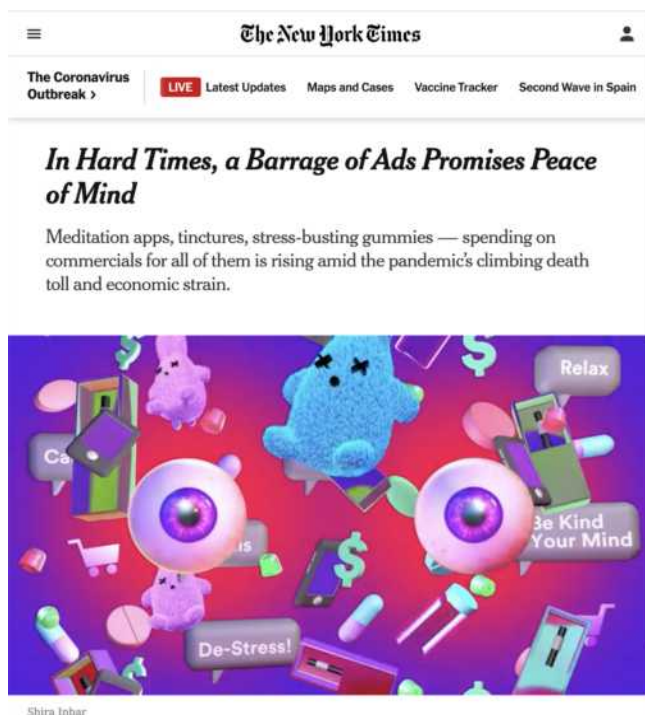
[In Hard Times, a Barrage of Ads Promises Peace of Mind](#)

The New York Times, 9/1/2020

Marketing budgets have expanded greatly for companies offering remote mental health counseling, according to data from iSpot.TV. A commercial for Talkspace, a therapy-by-text service that has faced concerns about client privacy, features the swimmer Michael Phelps. “It’s OK to not be OK,” he says, “and it’s OK to ask for help.” Ads in this area include new ones for Lemonaid Health, Plushcare and other therapy providers...

Calm, a meditation and sleep app, spent an estimated \$15.6 million on TV commercials from March through August, up from \$3 million a year earlier, according to the research firm iSpot.TV. The company’s spending on Facebook nearly tripled over the same period, according to estimates from the advertising analytics platform Pathmatics. In a Calm ad that has appeared on Instagram, the actress Eva Green reads a bedtime story, “The Magic Hotel,” by the “sleep story” author Christina Yang, in her breathy alto over the gentle strains of a piano...

Headspace, another meditation app, spent \$27.3 million on a recent television campaign that reached viewers an estimated 1.9 billion times, according to iSpot.TV. “This crisis is affecting all of us,” the narrator says on one commercial. “Our mental health is suffering, but most of us just don’t know how to deal with it. But we can try, with tools to help look after our mind.”



Forbes

[Why Fox News Pays A Price To Stick By Tucker Carlson](#)

Forbes, 8/29/2020

According to iSpot.TV, Tucker Carlson Tonight sold \$108.3 million worth of commercials in 2020, indicating that the show is on pace to match last year's totals. However, iSpot estimates Tucker Carlson Tonight made more than \$190 million in 2018 from advertisers, representing a 45 percent decline. The picture for Carlson, though, isn't entirely bleak.



[Coffee, donuts and Spic and Span: P&G finds new ways to plug products amid pandemic](#)

Reuters, 9/2/2020

P&G has spent more than \$65 million to advertise Mr. Clean on TV so far this year, and more than \$36 million on commercials for its home cleaner Microban, according to data from TV ad tracking firm iSpot.

Syndication: [WTVB](#)

BUSINESS INSIDER

[National TV ad spend from back-to-school advertisers is down](#)

Business Insider, 9/1/2020

The travel industry spent \$33.9 million on TV ads in July, a 77.8% decrease YoY, per iSpot.tv. Political ad spend will likely be one of the only bright spots for TV networks this year. In January, we forecast TV political ad spending would reach \$4.30 billion in 2020 and account for 6.1% of TV ad spending.



[SBJ Unpacks: The Road Ahead - NBA Puts A Bow On First Round](#)

Sports Business Journal, 9/3/2020

The NBA's restart has been a boon to advertisers, according to iSpot.tv's NBA restart report. The report shows that live games from July 30-Aug. 23 have generated the most ad impressions of any show on TV during that period, generating over 9% of all impressions, writes SBJ's John Lombardo.



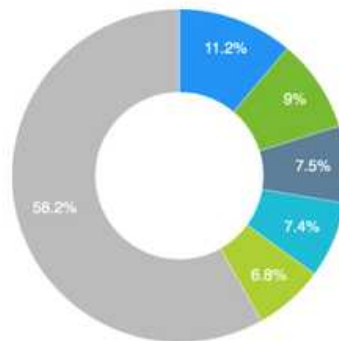
[Automaker TV Spending Almost At Pre-Pandemic Levels](#)

MediaPost, 9/1/2020

Automakers spent \$287.4 million on national, linear television advertising in August -- only a 1% decline year-over-year, according to iSpot.tv.

Vehicles: Auto Makers
 Top Brands - Est. TV Spend: 08/01/2020 - 08/31/2020
 Data provided by iSpot.tv

- Toyota
- Subaru
- Lexus
- Hyundai
- Kia
- Other





[NBA Playoffs: 38 Games Averaging 2 Million Viewers, National TV Ad Spend \\$290.6 Million](#)

MediaPost, 9/3/2020

Some \$290.6 million in national TV advertising spend has been spent halfway through the playoffs so far, according to iSpot.tv. This is comparable to a year ago, when the entire NBA playoffs -- 76 games a year ago -- pulled in \$634.2 million in national TV advertising.



[HHS bids out massive \\$250M ad campaign to put hopeful spin on coronavirus pandemic: report](#)

FiercePharma, 9/1/2020

The Centers for Disease Control and Prevention, for example, has spent \$93 million since mid-March on TV ads, according to data from real-time TV ad tracker iSpot.tv. Those public service-type ads center on the ways people can protect themselves and others during the pandemic. They direct consumers to its the CDC.gov website for more information.



[Novartis puts spokesceleb Cyndi Lauper in host chair for life-with-psoriasis podcast](#)

FiercePharma, 8/28/2020

During her tenure as spokesperson, the psoriasis market has not only become much more competitive, but so has the marketing. AbbVie's Skyrizi, for instance, is the latest category entrant, debuting with a splashy TV campaign and dropping \$144 million on six different commercials in the exactly one year since launch, according to data from iSpot.tv.



TV By the Numbers: Aug. 24-30

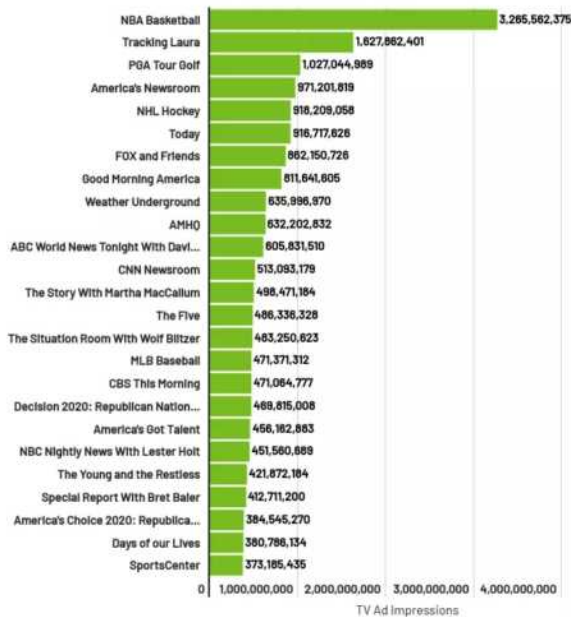
Broadcasting & Cable, 8/31/2020

Once again, NBA basketball leads TV ad impressions by a wide margin, with nearly 3.3 billion impressions last week. Second place goes to coverage of Hurricane Laura with 1.6 billion impressions, followed by PGA Tour Golf (1 billion) and America's Newsroom (971.2 million). Two programs dedicated to coverage of the 2020 Republican National Convention also made the top 25 ranking: MSNBC's Decision 2020: Republican National Convention and CNN's America's Choice 2020: Republican National Convention.



Top Shows by TV Ad Impressions

August 24-30, new episodes only





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

Wards Auto, 9/4/2020

The No. 4 ad from Hyundai touts the reliability of its Tucson SUV, which has an available 360-degree surround-view monitor and has earned a J.D. Power award for initial quality. This spot has the best iSpot Attention Score in the ranking (94.29), meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[MTV Gives the VMAs TV's Biggest Promo Push for Two Weeks Running](#)

Broadcasting & Cable, [Promaxbda](#), 9/2/2020

Notably, the Discovery family spot has the highest iSpot Attention Score (95.60) in our ranking, meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Republican National Convention: 18% of TVs Tuned Into 2020 RNC](#)

TVREV, 8/31/2020

Data from iSpot.tv shows the most-seen creatives across all networks for RNC coverage. Rocket Mortgage owns the top two spots, while movie ads take third and fourth places. Uber kept up its COVID-19 messaging, although its spot was a bit further down the list, at No. 7 with 15.6 million TV ad impressions.

AdAge

[Watch the newest commercials on TV from Verizon, Amazon, Facebook and more](#)

Ad Age, 8/28/2020

A few highlights: Facebook says, “When we support small businesses, we support our communities” in a plaintive spot that focuses on a New York City restaurant, Coogan’s, that permanently shut down during the pandemic. Amazon wants you to know that Amazon Web Services (AWS) powers Zoom, Peloton, Disney+, Blackboard, DoorDash and more. And Verizon engineers hype 5G Ultra Wideband.

AdAge

[Watch the newest commercials on TV from Neutrogena, Boar’s Head, Overstock and more](#)

Ad Age, 8/31/2020

A few highlights: Neutrogena suggests you use its makeup remover cleansing towelettes to wipe away “pore-clogging dirt” even if you’re “taking a break from makeup.” Boar’s Head wants you to use its deli meats “to make your back-to-school lunch easy, tasty and trusted.” And Overstock hypes its Labor Day sale.

AdAge

[Watch the newest commercials on TV from Huggies, Microsoft, Bud Light and more](#)

Ad Age, 9/1/2020

A few highlights: Bud Light deploys the Bud Light Zamboni to help hype [BudLight.com/delivery](https://www.budlight.com/delivery), which serves up a list of retailers near you that will deliver Bud Light right to your home. Microsoft says that its Microsoft Teams product offers “more ways to share ideas.” And Huggies wants you to know that its Pull-Ups New Leaf diapers are made with plant-based ingredients.

AdAge

[Watch the newest commercials on TV from Pandora, Jockey, Crystal Geyser and more](#)

Ad Age, 9/2/3030

A few highlights: Pandora, the jewelry brand, suggests you commemorate life's "memorable firsts"—from taking your first road trip to having your first child—with its charm bracelets. Country star Luke Bryan and his wife Caroline Boyer get ready(-ish) for his Jockey underwear shoot. And Crystal Geyser wants you to know it sources its bottled water from natural springs.

AdAge

[Watch the newest commercials on TV from Nissan, Chime, Pizza Hut and more](#)

Ad Age, 9/3/2020

A few highlights: Nissan hypes the "radically redesigned" Sentra. Rapper T.I., aka Tip, endorses the Chime mobile banking app. And in a wry infomercial-style spot, Pizza Hut promotes its \$10 Tastemaker (a large pizza with up to three toppings).



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

We Are Social Media, 8/30/2020

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.



[As Tucker Carlson justifies violence, Fox News is paying him \\$10 million a year](#)

CNN, 8/27/2020

According to iSpot.tv, "nearly half MyPillow's annual spend of \$75 million was spent on Carlson's show," twice its investment in 9 p.m. host Sean Hannity or 10 p.m. host Laura Ingraham.



Syndication: [WICZ](#)



Brian Stelter @brianstelter · 1h

Per @ispottv, Carlson "accounts for 16% of Fox News ad revenue," even though many sponsors avoid his show. His biggest advertiser by far is MyPillow. "Nearly half MyPillow's annual spend of \$75 million was spent on Carlson's show," twice its investment in Hannity or Ingraham.

24

88

155



VARIETY

[U.S. TV Ad Spend Down 9% in 2020 Due to COVID](#)

Variety, 8/24/2020 (Behind Paywall, read [here](#))

That's according to estimated ad spend data from ad analytics firm iSpot. The annual spend to date of \$37 billion is the lowest level seen since 2016.



The image is a screenshot of a news article header from Variety. At the top left is the Variety logo. To its right is a navigation bar with 'VIP+ VARIETY INTELLIGENCE PLATFORM', a search icon, and buttons for 'SUBSCRIBE' and 'LOGIN'. The main headline reads 'U.S. TV AD SPEND DOWN 9% IN 2020 DUE TO COVID'. Below the headline is the author's name 'By Gavin Bridge' and social media sharing icons for Facebook, Twitter, Tumblr, Pinterest, and a plus sign. The main visual is a photograph of a hand in a suit pointing to a red line graph on a whiteboard. The graph shows a sharp decline. To the right of the whiteboard, a large, dark, billowing plume of smoke rises from a pile of papers on the floor, symbolizing the impact of COVID-19 on the industry.

the **grio**

[CNN reporter's new book claims Fox News is paying Tucker Carlson millions](#)

The Grio, 8/28/2020

According to Stelter, despite the controversy, Carlson keeps his position because Fox News Channel sees itself as a bastion of right-wing truth. Also, he wrote, "Earlier this summer, the analytics firm iSpot.tv estimated that Carlson "accounts for 16 percent of Fox News ad revenue."

Syndication: [Yahoo News](#)

AdAge

[The coronavirus 'spending boom' in context, and Gatorade's thirst for live sports: Datacenter Weekly](#)

Ad Age, 8/21/2020

With the return of live sports, Gatorade has gotten back in the TV game in a big way. Among all the brands iSpot tracks, Gatorade has jumped into the ranks of the top 40 spenders from July 1 through Aug. 19.



[AVOD Challenger Crackle Plus Finds Differentiation Through Inspirational Content](#)

AdExchanger, 8/27/2020

We sell audiences as well as brand and product integrations. We're flexible in leveraging many vendors, including FreeWheel, SpotX and Telaria for programmatic sales, and Nielsen and iSpot TV for measurement.



TV By the Numbers: Aug. 17-23

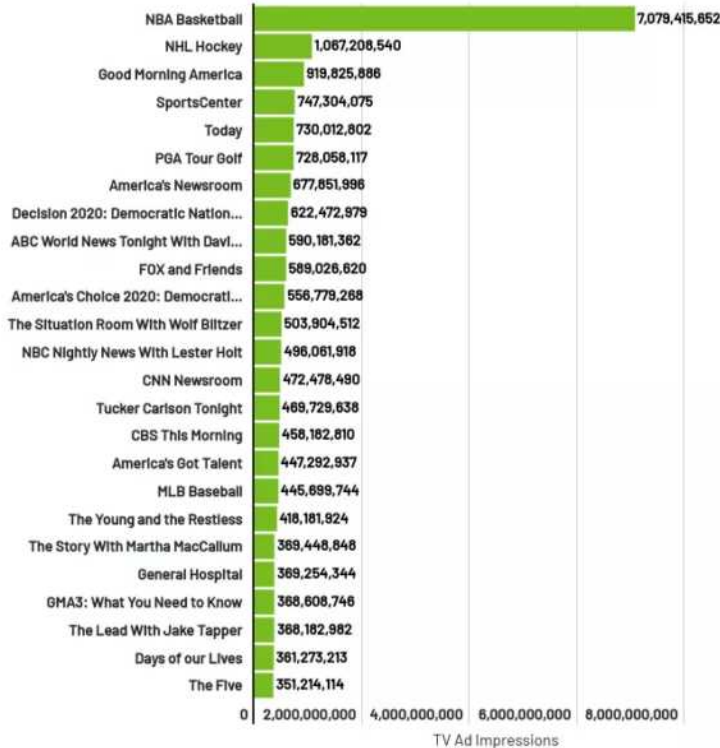
Broadcasting & Cable, 8/24/2020

NBA basketball blew all other programming out of the water, racking up over 7 billion TV ad impressions. NHL hockey took second place with 1.1 billion impressions, followed by Good Morning America (919.8 million). News coverage of the 2020 Democratic National Convention also ranked high, and non-news or sports programming on the top 25 list included America's Got Talent, The Young and the Restless, General Hospital and Days of our Lives.



Top Shows by TV Ad Impressions

August 17-23, new episodes only



VARIETY

[TV Needs Movie Ads to Return. Do The Movies Still Need TV?](#)

Variety, 8/27/20

That doesn't mean she has turned off TV. Warner Bros. has advertised "Tenet" on ESPN's NBA broadcasts and "SportsCenter," CNN's coverage of the Democratic National Convention, and CBS' "Late Show With Stephen Colbert," according to data from iSpotTV, a tracker of ad spending and ad placement. The company estimates Warner Brothers has spent around \$951,000 on such advertising. Some movie-studios see these figures as directional indicators rather than an absolute representation of actual ad spend.

Bloomberg Government

[Record Number of Ads Bombard States With Senate Majority in Flux](#)

Bloomberg Government, 8/27/2020

iSpot.tv, another firm that measures TV ads, said in a recent report that TV ad revenue was down nearly 10% in the first half of the year, even with viewership up sharply as people quarantined at home. As commercial ads dwindled, there was a 122% increase in airings of ads related to politics and government, including public service messages and campaign ads, the firm said.



[AbbVie keeps TV ad lead in July, Roche and Pfizer follow in mildly curbed pharma TV market](#)

FiercePharma, 8/24/2020

Spending among the top 10 pharma advertisers was \$136 million, down 5% from last July's \$144 million, according to real-time TV ad tracker iSpot.tv. That's a mild contraction compared with expert predictions of 20% or more. Ad buyers expect overall 2020 TV advertising spend to decline by one-fifth from last year because of COVID-19's economic impact, according to an IAB study in June.

VentureBeat

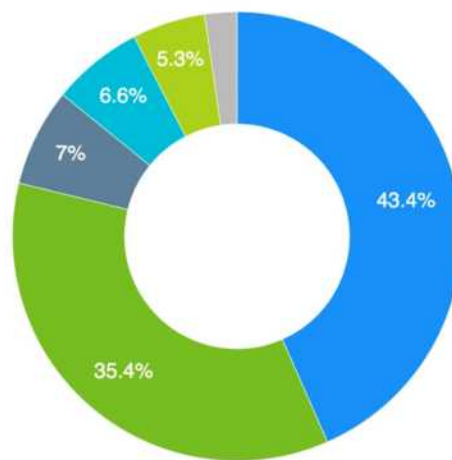
[PlayStation led game industry TV ad impressions again, but Nintendo nips at its heels](#)

VentureBeat, 8/22/2020

From mid-July to mid-August, the game industry showed a small uptick in TV ad impressions (3.8%) compared to the previous 30-day period, and a slight decrease (down 0.13%) in estimated spend as well. Overall, 11 gaming brands spent an estimated \$15.3 million airing 37 spots over 4,800 times, while generating 817.5 million ad impressions from July 16 through August 15.

Life & Entertainment: Video Games
Top Brands - Impressions: 07/16/2020 - 08/15/2020
 Data provided by iSpot.tv

- PlayStation
- Nintendo
- GameFly.com
- Activision Publishing, Inc.
- MLB Advanced Media (MLBAM) Video Games
- Other

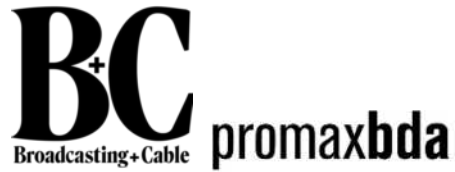


Digital TV Europe

[Direct-to-consumer brands take up TV ad slack](#)

Digital TV Europe, 8/24/2020

TV advertising by direct-to-consumer – or online – brands on TV by 146 leading companies totalled US\$1.2 billion for the first half of this year, according to a report by iSpot.tv.



[MTV Gives the 2020 VMAs TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 8/26/2020

Notably, the Dodgeball Thunderdome promo has the highest iSpot Attention Score (95.91) in our ranking, meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



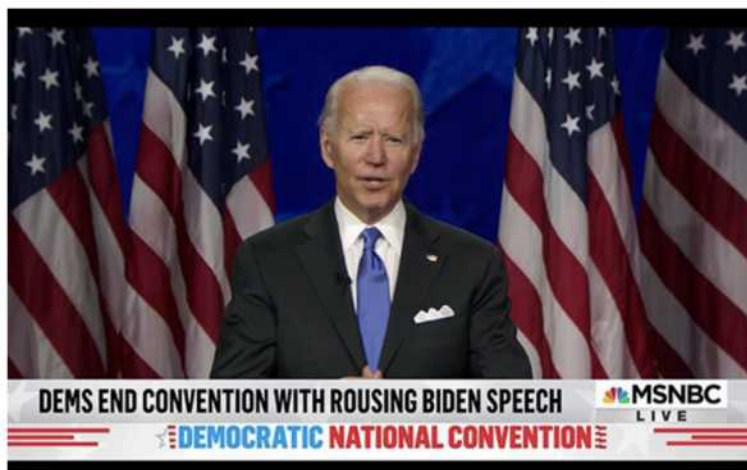
[Virtual DNC Fourth Night: 8% Viewer Gains To 24.9 Million, MSNBC Is Tops For Week](#)

MediaPost, 8/23/2020

Looking at paid TV advertising running around the entire event, Rocket Mortgage: "Rocket Can: Queen" led with 27.5 million impressions, according to iSpot.tv. After this came Uber's "Wear a Mask. Protect Each Other" (25.8 million); Rocket Mortgage: "Rocket Can: Together" (25.8 million); Searchlight Pictures: "The Personal History of David Copperfield" (24.7 million); and Safelite Auto Glass: "Auto Glass Damage" (23.7 million)

Virtual DNC Fourth Night: 8% Viewer Gains To 24.9 Million, MSNBC Is Tops For Week

by Wayne Friedman , August 22, 2020



TV (R)EV

[Democratic National Convention: 24% of TVs Tuned Into 2020 DNC](#)

TVREV, 8/21/2020

Data from iSpot.tv shows which creatives were most prevalent during the convention across all networks. Uber, in particular, leaned into COVID messaging. Meanwhile, Rocket Mortgage had two of the top three spots by impressions.

MediaPost

[Movie Studios Slowly Ramp Up TV Spending On Theatrical Films](#)

MediaPost, 8/21/2020

During the most recent two-week period -- August 7 through August 20 -- \$10.5 million was spent on national TV networks for theatrical movies --some 2,219 total airings, yielding 762 million impressions, according to iSpot.tv.

MediaPost

[Theatrical Movies' Less Dramatic Return: 'Unhinged' Scores \\$4 Million In US Box Office](#)

MediaPost, 8/24/2020

National TV advertising for theatrical movies from January 1 through August 23 totaled \$505.9 million -- down 65% from \$1.46 billion for the same time period in 2019, according to iSpot.tv.

MediaPost

[NBA Playoffs Stopped On Wednesday After Blake Shooting, TNT Airings Cancelled](#)

MediaPost, 8/26/2020

Since the league's resumption of regular-season play starting July 30, the national TV networks' airings have pulled in \$321.6 million in TV advertising and 17.7 billion impressions, according to iSpot.tv.

Seeking Alpha α

[Direct-to-consumer brands see cheaper ads - and more bang for buck \(NYSE:CVNA\)](#)

Seeking Alpha, 8/23/2020

An analysis by iSpot.tv showed 146 DTC brands spent more than \$1.2B on ads in the first half, down 2.6% from the prior year. But for that, those advertisers generated 162.8B impressions - up 13.7%.

MARTECHSERIES

Marketing Technology Insights

[Advertising Campaigns With Messages Tied To Diversity & Inclusion Increase Business Outcomes](#)

MarTech Series, 8/24/2020

VAB utilized data from third-party measurement services such as iSpot.tv and Comscore, along with publicly-available company sales data for its analysis.

WARDS AUTO™

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

Wards Auto, 8/27/2020

Kia takes fourth place with an ad for the '21 Telluride that acknowledges the twists and turns life throws at us, such as a boy's search to find his runaway dog. This spot has the best iSpot Attention Score in the ranking (96.89), meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

[How is the TV Industry Transacting on iSpot as a Currency? \[VIDEO\]](#)

TVREV, 8/26/2020

Business outcomes have always been an important part of ad buying, but with a fractured media landscape, it's now more crucial than ever. Brands need to know what sort of return they'll be getting on a TV ad investment, while networks need data to showcase why they stand out as an ad buy for a given brand industry.



AUTO FINANCE NEWS

[Ally Financial pumps up Carvana partnership with \\$2B credit line](#)

Auto Finance News, 8/24/2020

Carvana, for one, has a noticeable presence on Hulu, with a new ad focused on how its platform allows consumers to take control of their financing at home. That ad has been aired 8,689 times since Jan. 31, according to data from iSpot.tv. Carvana's online inventory includes more than 25,000 vehicles.



[Present Life Launches; DTC Ad Impressions up 13.7%](#)

Fast Growth Brands, 8/24/2020

Television ad impressions for direct-to-consumer (DTC) brands in the United States have increased by 13.7% over the first half of 2020, according to a report published by iSpot.tv. Overall, DTC brand spend decreased by 2.6% year-over-year, indicating that such companies are finding greater efficiencies in their TV advertising efforts despite the ongoing uncertainty with COVID-19. Nearly a quarter of total ad impressions for DTCs were generated by five brands, namely Carvana; Wayfair; Grubhub; Peloton; and Noom, while health and beauty brands generated 21% of total impressions.

AdAge

[Watch the newest commercials on TV from SlimFast, Care.com, TikTok and more](#)

Ad Age, 8/21/2020

A few highlights: SlimFast says it can help you “get back to you again.” [Care.com](#) says that if you pay a tutor or sitter more than \$100 a week, you probably owe so-called nanny taxes—and its [HomePay](#) online tax and payroll services can help you manage. And TikTok celebrates its creators. (Ad Age’s Garrett Sloane has the backstory: [“Here’s TikTok’s new ad campaign: a love letter to its community as it faces attacks.”](#))

AdAge

[Watch the newest commercials on TV from Synder’s of Hanover, PNC Bank, Crest and more](#)

Ad Age, 8/24/2020

A few highlights: Crest serves up a fresh TV cut of an ad that first appeared online in June showing a dad multitasking by brushing his teeth while babysitting his burbling infant. Another dad in a Synder’s of Hanover commercial gets busted by his toddler for hogging the pretzels. And PNC Bank promotes its Virtual Wallet Checking Pro service.

AdAge

[Watch the newest commercials on TV from The Home Depot, McDonald's, Square and more](#)

Ad Age, 8/26/2020

A few highlights: The Home Depot promotes its Labor Day sale (yes, already). McDonald's hypes its current "Buy One, Get One for \$1" deal on select menu items. And Square has Nate Hybl, the owner of Atlanta restaurant chain Gusto, talk about the challenges of entrepreneurship during the pandemic as part of a series it's sharing at square.com/stories.

AdAge

[Watch the newest commercials on TV from Taco Bell, LG, Papa John's and more](#)

Ad Age, 8/27/2020

A few highlights: Taco Bell hypes its \$10 Taco & Burrito Cravings Pack. LG asks "What's your favorite thing?" in a spot promoting the new LG Velvet. And Papa John's wants you to think of eating pizza as a quarantine coping mechanism, apparently.



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

We Are Social Media, 8/23/2020

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.



[In the run-up to U.S. election, drilling lobby promotes natural gas as 'clean'](#)

Reuters, 8/18/2020

Meanwhile, API has spent an estimated \$3.1 million on TV ads between Jan. 1 and Aug. 16, according to data from analytics firm iSpot, an increase of 51% over the same period in 2019.

In the run-up to U.S. election, drilling lobby promotes natural gas as 'clean'

Valerie Volcovici, Andrew R.C. Marshall, Matthew Green

9 MIN READ



WASHINGTON/LONDON (Reuters) - America's biggest oil and gas lobby group is ramping up its advertising spending ahead of the November election to persuade voters that natural gas is a climate-friendly fuel, according to ad buying data.



Syndication: [The New York Times](#), [KFGO](#), [The Independent](#), [The OANN](#),

Forbes

[As Addressable TV Advertising Continues To Grow, Project OAR Is Poised To Grow Along With It](#)

Forbes, 8/20/2020

In addition to creating a set of common standards for linear addressable, Gaynor sees the growth of OAR as a great way to bring new advertisers onto TV. He cites a recent study from iSpot showing that there were 1200 more companies advertising on TV in spring 2020 than there were in spring 2019. “The easier it is for advertisers to have a consistent experience across screens and networks, OTT and linear, the easier it is for them to decide to commit budget to TV. Advertisers coming from digital, where deep metrics are the norm are going to be thrilled to find the same sort of metrics with addressable.”

As Addressable TV Advertising Continues To Grow, Project OAR Is Poised To Grow Along With It



Alan Wolk Contributor

Media

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



BUSINESS INSIDER

[Travel's TV ad spending has gradually increased in the summer months](#)

Business Insider, 8/21/2020

The US travel industry is seeing some signs of life this summer: In July, the US travel industry spent \$33.9 million on TV ads, more than double compared with the \$15.4 million spent in June, per iSpot.tv data cited by Skift. However, despite the month-over-month increase, TV ad spend was still down 77.8% from the year prior.



[DTC Brands Spend Less, Get More Impressions in First Half](#)

Broadcasting & Cable, 8/20/2020

With many consumers avoiding retail stores during the pandemic, direct-to-consumer brands were able to get more ad impressions during the first half while spending less, according to an analysis by iSpot.tv.

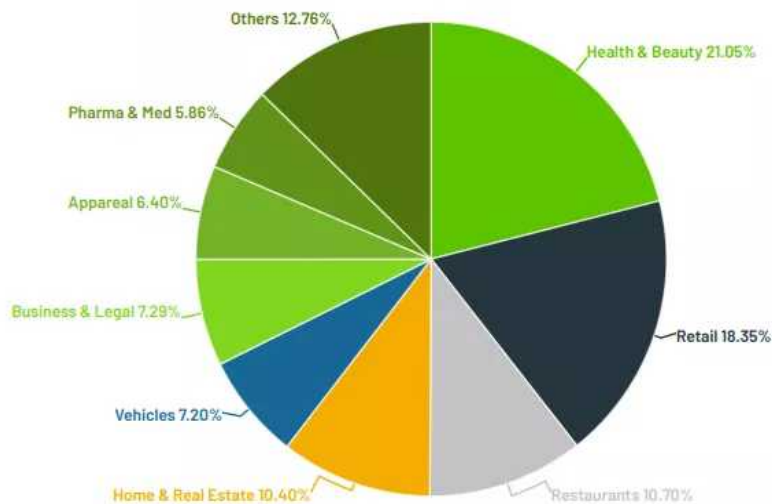
In the first half, 146 DTC brands spent more than \$1.2 billion on advertising, down 2.6% from a year ago, according to iSpot.tv. There were 23 new DTC brands in the half. They spent \$18.8 million on TV.

+ Newsletter: [Top Stories 8/21/2020](#)

Direct-to-Consumer Brands

Most-Seen DTC Industries | 1H 2020

Top DTC Industries | By Impression Delivery (1H 2020)





D2C Brands' 1H TV Ad Impressions Up 14%, Despite 3% Ad Spend Decrease

MediaPost, 8/19/2020

D2C brands' TV ad impressions rose 13.7% in this year's first half, despite the pandemic's squelching of tent-pole events on TV and a 2.6% decrease in these brands' ad spending during the period, reports iSpot.tv.

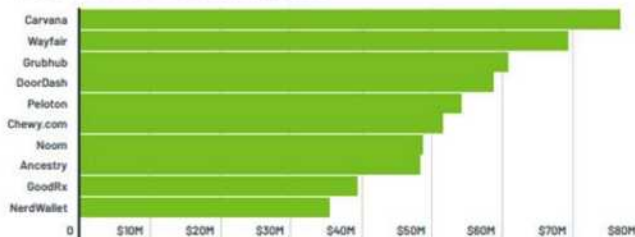
The 146 D2C brands tracked by the real-time TV ad measurement and attribution company spent more than \$1.2 billion on nearly 163 billion impressions during the six months.

Direct-to-Consumer Brands Industry Overview | 1H 2020



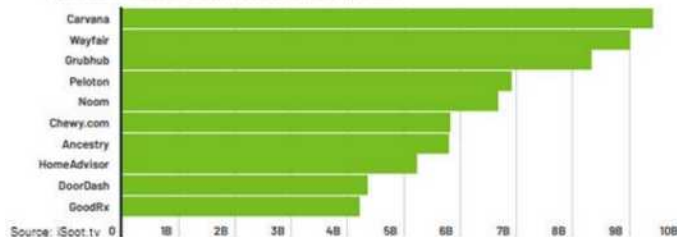
Top 10 Brands | By Est. Spend

*Top 10 brands combine to make up 43.47% of all industry spend



Top 10 Brands | By Impression Delivery

*Top 10 brands combine to make up 40.58% of all industry impressions



Source: iSpot.tv



TV By the Numbers: Aug. 10-16

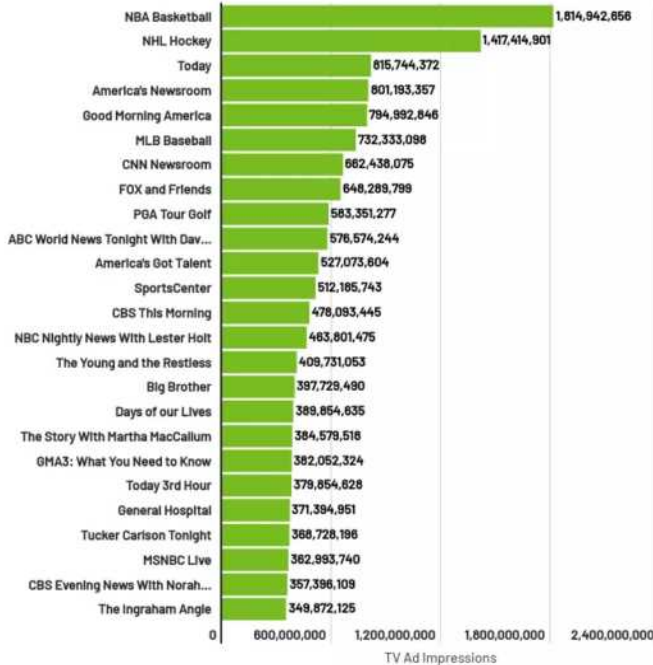
Broadcasting & Cable, 8/17/2020

NBA basketball remained atop the rankings, with 1.8 billion TV ad impressions on the week, followed by NHL hockey (1.4 billion), Today (816 million) and America’s Newsroom (801 million). Sports-related programming once again made its presence known among the top shows. Five of the top 12 by impressions were sports-related (NBA, NHL, plus MLB baseball at No. 6, PGA Tour golf in ninth and SportsCenter in 12th). But it was news that saw the biggest footprint on the rankings, with 15 of the top 25 spots.



Top Shows by TV Ad Impressions

August 10-16, new episodes only



STREET & SMITH'S
SBJ SBD SportsBusiness DAILY

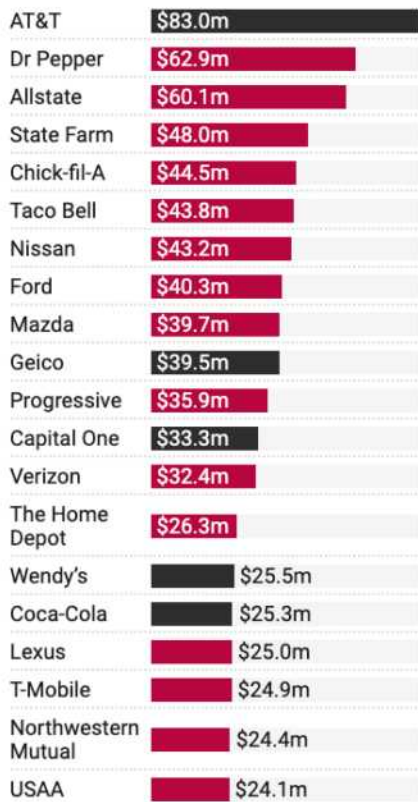
[Playbook changes again for advertising market](#)

Sports Business Daily, 8/17/2020

August is not usually a busy time for network ad sales departments despite the run-up to football season because most ad sales packages for highly rated football games are sold earlier in the year. Last week, though, TV network executives fielded numerous calls from advertisers looking into the possibility of moving their ad schedules from college into the NFL, several sources said.

Top college football advertisers last season

■ NCAA corporate partner



Source: [iSpot.tv](#) • [Get the data](#) •
 Created with [Datawrapper](#)



[SBJ Unpacks: League Leaders Talk Strategy During Turbulent Times](#)

Sports Business Journal, 8/19/2020

Top-spending brands during the NHL's qualifying round between Aug. 1-9 included Geico (\$4.4 million), Honda (\$4.3 million), Discover Card (\$2.9 million), Liberty Mutual (\$2.5 million) and Dunkin' (\$2.5 million), according to data provided by iSpot.tv to SBJ's Mark J. Burns. Overall, brand spend totaled \$79.6 million in the opening round of play from Edmonton and Toronto. The top advertisement based on impressions was Discover Card's 'official credit card of the NHL' spot, which netted 47.1 million impressions.



[Weather Channel Appoints Former Charter Exec Bucher As CMO And SVP](#)

MediaPost, 8/20/2020

For the most recent 12-month period --August 2019 to August 2020 -- the network pulled \$139.8 million in national TV advertising, according to iSpot.tv.



[MSNBC Tops DNC Virtual Event For Day 2, Biden, Trump Ramp Up National TV Buys](#)

MediaPost, 8/20/2020

Over the most recent three-day period -- August 17 through August 19 -- the Biden for President campaign had 188 national TV commercial airings, and a total of 145 million national TV impressions were gained from 29 TV networks, according to iSpot.tv.



[Summer TV Promo Airings See Skyrocketing Growth, Led By Cable Networks](#)

MediaPost, 8/17/2020

National TV networks' promo airings have climbed 32% to a total 1.13 million airings from 855,436 a year ago for the period from June 16 through August 16, according to iSpot.tv. This comes amid TV networks' uncertainties around production delays and schedules as a result of disruption caused by the COVID-19 pandemic.



[From August 17-19, during the Democratic convention, the Biden for President campaign had 188 national commercial airings](#)

Cynopsis, 8/21/2020

From August 17-19, during the Democratic convention, the Biden for President campaign had 188 national commercial airings, and a total of 145 million national TV impressions from 29 TV networks, reports iSpot.tv. The highest number of Biden impressions among networks were Fox News, CNN, CBS, ID, and TNT. The Donald J. Trump for President campaign ran 28 national TV commercial airings over that period, with 77.6 million national TV impressions.



[Jeep on Top of Most-Seen Auto Ads Ranking](#)

Wards Auto, 8/20/2020

At No.3, Buick shows off the available Alexa voice assistant built into the Encore GX. In fourth place, actress Brie Larson helps hype the Nissan Sentra's rear automatic braking and Nissan Intelligent Mobility. This spot has the best iSpot Attention Score in the ranking (95.87), meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

promaxbda

[Promo Mojo: Shark Week Swims Away with Lead for Second Straight Week](#)

Promaxbda, 8/19/2020

Notably, the Dodgeball Thunderdome spot has the highest iSpot Attention Score (96.07) in our ranking, meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

iPOLITICS

[The Drilldown: Merger leaves Calgary petroleum producer calling for payout](#)

iPolitics, 8/18/2020

Estimates by analytics firm iSpot show API spent close to \$3.1 million on TV ads between Jan. 1 and Aug. 16, a 51 per cent increase over what the institute spent last year. The ads promote API's "Energy for Progress" campaign. Until recently, API was touting natural gas as a "clean" fuel source, but, in the last two months, it started calling it a "cleaner" source, Reuters reports.

**PHARMACEUTICAL
TECHNOLOGY**

[Keytruda and Trulicity see highest quarterly increases in Q2](#)

Pharmaceutical Technology, 8/19/2020

Regarding television advertising, neither Keytruda nor Trulicity are among the top 10 spending pharmaceutical brands and rely more on DDA and print advertisements. Merck stopped mainstream TV spending in mid-2019, including Keytruda commercials, while Trulicity had a total estimated spend of \$11.5M in June, but insignificant spend in the previous months of the year [source: [ispot.tv](https://www.ispot.tv)].

AdAge

[Watch the newest commercials on TV from Uber Eats, Geico, Devour and more](#)

Ad Age, 8/14/2020

A few highlights: Devour, the Kraft Heinz line of frozen meals, wants you to “Eat like an animal,” per its tagline. John Stamos knits a scarf in Geico’s latest because, well, it’s a Geico commercial, so. And Uber Eats helpfully notes that you can order birthday cakes through its app.

AdAge

[Watch the newest commercials on TV from Hulu, GapKids, Talkspace and more](#)

Ad Age, 8/17/2020

A few highlights: Damian Lillard wants you to know that live sports are back on Hulu. GapKids serves up an anthem for activist young people in a campaign hashtagged #BeTheFuture. And Michael Phelps says that Talkspace online therapy is available to 40 million people through their health insurance or employer.

AdAge

[Watch the newest commercials on TV from Netflix, Oikos, Uber Eats and more](#)

Ad Age, 8/18/2020

A few highlights: Netflix says “Netflix is a joke” in a spot that highlights its comedic offerings. The New York Giants’ Saquon Barkley helps hype Oikos Triple Zero yogurt. (Ad Age’s Jessica Wohl has [the backstory on the campaign](#).) And Uber Eats wants you to know that you can order from Shake Shack on its app.

AdAge

[Watch the newest commercials on TV from Nintendo, Woodford Reserve, Bud Light and more](#)

Ad Age, 8/19/2020

A few highlights: A young couple gets drawn into quietly playing “Luigi’s Mansion 3” while their baby sleeps in the latest “My way to play” ad for the Nintendo Switch. “With over 200 flavor notes to discover, every sip of Woodford Reserve bourbon is a spectacle for the senses,” an announcer declares in a spot for the Brown-Forman liquor brand. And Bud Light promotes BudLight.com/delivery, which serves up a list of retailers near you that will deliver Bud Light right to your home.

AdAge

[Watch the newest commercials on TV from Boost Mobile, Progressive, Apple and more](#)

Ad Age, 8/20/2020

A few highlights: Pitbull helps hype Boost Mobile’s newly upgraded network. In Progressive’s latest, Flo’s parents enthusiastically embrace her colleague Jamie (spoiler: Flo’s none too happy about it). And Apple cranks its “Shot on iPhone” campaign up a notch. (Ad Age’s Ann-Christine Diaz has the backstory: [“Apple’s latest ‘Shot on iPhone’ ad highlights the device’s editing capabilities”](#)).



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

We Are Social Media, 8/16/2020

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

[Postponed College Football Games Could Disrupt \\$1 Billion in TV Ads](#)

The New York Times, 8/12/2020

For Fox last year, college football was responsible for nearly 6 percent of ad spending and nearly 10 percent of all TV ad impressions, or viewer exposure to ads, according to the ad measurement company iSpot.TV. ESPN drew 9.5 percent of its impressions from the sport. ABC, also owned by Disney, racked up 7.5 percent of its impressions thanks to college football.



Postponed College Football Games Could Disrupt \$1 Billion in TV Ads

Fox and Disney, which owns ESPN and ABC, prepare to take another hit from a pandemic that has already affected them with shutdowns and delays.



Syndication: [Chicago Business Journal](#)

NEXT TV THE BUSINESS OF STREAMING VIDEO

[Crackle Plus Using iSpot for CTV Ad Measurement](#)

Next TV, 8/12/2020

“The entertainment industry is experiencing a proliferation of free, ad-supported connected television viewing,” said Stuart Schwatzapfel, senior VP, media partnerships at iSpot. “Premium video catalogs like Crackle’s are winning the attention of audiences that are unreachable on traditional linear broadcasts, and now marketers can invest in Crackle with apples to apples measurement comparisons to linear broadcast and OTT streaming more broadly.”

NEXT TV THE BUSINESS OF STREAMING VIDEO

News Programming Business Blogs Newsletter Video

TRENDING HBO Max Quibi Peacock Disney+

Home > News

Crackle Plus Using iSpot for CTV Ad Measurement

By Jon Lafayette 2 hours ago

Sponsors get data on incremental reach

[f](#) [t](#) [m](#)



(Image credit: iSpot.tv)

CYNOPSIS MEDIA

[iSpot.tv has been selected to be the exclusive CTV measurement provider for Crackle Plus.](#)

Cynopsis, 8/13/2020

The Crackle Plus AVOD will utilize iSpot’s Unified cross-platform TV ad measurement system to prove the incremental audience reach Crackle delivers over linear. iSpot’s TV ad measurement platform will help Crackle Plus’ ad sales team package up audience-based buying opportunities for brands aiming to target “unreachables” who exclusively watch internet-delivered television.

BUSINESS INSIDER

[Quibi increased TV, digital marketing push in June, data shows](#)

Business Insider, 8/13/2020 (Behind Paywall, read [here](#))

Quibi recently inked a deal with a blogger network that's writing about its shows, as Business Insider previously reported. And it is spending more on TV ads for its shows, too, according to iSpot.tv, which estimates the media value of ads that air on national TV.

From July 1 to August 5, Quibi aired TV ads worth an estimated \$10 million, and generated 469 million impressions, according to iSpot.tv.

AdAge

[Your chances of getting COVID-19 from flying, how JC Penney is advertising amidst bankruptcy, and more: Datacenter Weekly](#)

Ad Age, 8/7/2020

After having a relatively minimal commercial presence on TV earlier this year—with the exception of brief spurts of spots in March and June—JC Penney has dramatically scaled up over the past couple of weeks. From July 22 through Aug. 4, JC Penney commercials racked up 1.16 billion TV ad impressions, or roughly 43 percent of the brand's total year-to-date.

Since July 22, JC Penney is No. 21 by TV brand impressions among all brands tracked by iSpot.



[Nets Look To Recoup Lost Sports Revenue](#)

TV News Check, 8/13/2020

The NFL brings in an ad revenue stream for networks CBS, NBC, Fox and ESPN to the tune of about \$5.2 billion a year for the regular season, according to iSpot.tv data. But once again, the networks' cumulative TV rights fees paid to the leagues top that at about \$7.5 billion a year.



[Pandemic Helps Deliver Profit Boost To Blue Apron](#)

MediaPost, 8/11/2020

According to ad-measurement provider iSpot, Blue Apron's last TV ad ran in February. Titled "Feed Your Soul," the pre-pandemic commercial promoted "breaking out of food ruts" and skipping "the stress of meal planning."

NEXT | **TV** THE BUSINESS OF STREAMING VIDEO

[OpenAP Building New Products as Advanced Ad Demand Grows](#)

Next TV, 8/10/2020

A recently completed deal with iSpot.TV has enhanced OpenAP's ability to provide attribution, which lets clients know the impact of their media investments.

Levy said OpenAP was already reporting unduplicated reach and frequency of campaigns. "We heard from a lot of brands that they want us to add to our offering a holistic attribution report that runs across all the networks," he said. "That's what the partnership with iSpot is really about."



[Hyundai Drives to Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 8/13/2020

The Tucson ad has been on the chart for weeks and has the best iSpot Attention Score in the ranking (96.82) and received 62% fewer interruptions than the average auto ad.

NEXT | **TV** promaxbda

[Discovery Gives Shark Week TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 8/12/2020

Notably, the Autopsy spot has the highest iSpot Attention Score (95.85) in our ranking, meaning viewers were on average more likely to watch it all the way through (vs. interrupting it by changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV By the Numbers: Aug. 3-9

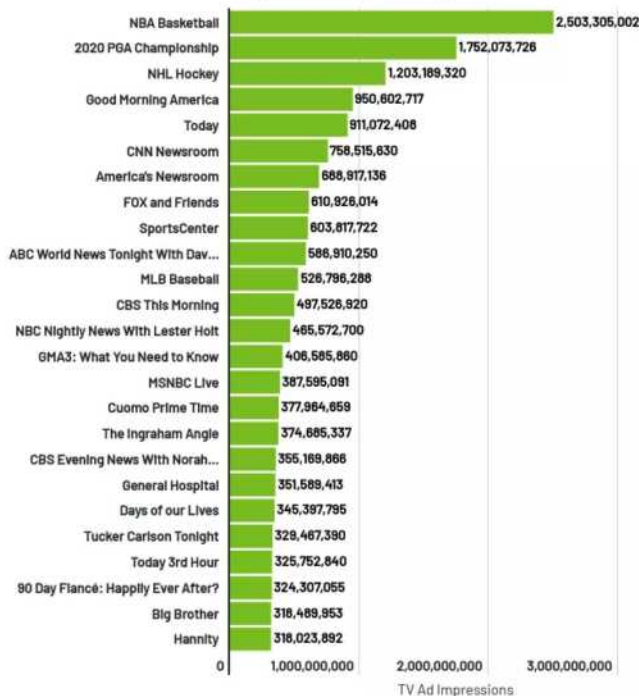
Next TV, 8/10/2020

Sports led the ranking, with NBA basketball taking first place with over 2.5 billion TV ad impressions, followed by the 2020 PGA Championship (1.8 billion) and NHL hockey (1.2 billion). Aside from SportsCenter at No. 9, the rest of the top 10 spots all go to news-related programming. Non-news, talk or sports programming to make the top 25 include General Hospital, Days of our Lives, 90 Day Fiancé: Happily Ever After? and Big Brother.



Top Shows by TV Ad Impressions

August 3-9, new episodes only



VentureBeat

[PlayStation just made a big TV commercial push for Ghost of Tsushima](#)

VentureBeat, 8/8/2020

Longtime chart leader PlayStation spent an estimated \$13.2 million, airing two spots over 2,000 times, resulting in 573.3 million TV ad impressions. Nearly all of that spend went to “A Storm Is Coming,” promoting Ghost of Tsushima. Three key networks that PlayStation prioritized were ESPN, Adult Swim, and Comedy Central, while top shows included South Park, SportsCenter, and Family Guy.

AdAge

[Watch the newest commercials on TV from Jackson Hewitt, Schick, Metro by T-Mobile and more](#)

Ad Age, 8/7/2020

A few highlights: Jackson Hewitt says it can help you “break free from the stress of tax debt.” Schick hypes the five “curve sensing” blades of its Hydro Silk razor. And Metro by T-Mobile wants you to know about the \$99.99 iPhone SE offer that’s currently available when you switch to one of its prepaid plans.

AdAge

[Watch the newest commercials on TV from Uncle Nearest, Kellogg’s Rice Krispies, Bass Pro Shops and more](#)

Ad Age, 8/10/2020

A few highlights: Bass Pro Shops and Cabela’s promote their Fall Hunting Classic sales event (through Aug. 26). Snap, Crackle and Pop, the Rice Krispies mascots, have a sort of boy-band moment in the latest from Kellogg’s. And Uncle Nearest calls itself as “the smoothest, most award-winning premium American whiskey.”

AdAge

[Watch the newest commercials on TV from SoFi, Samsung, Incogmeato and more](#)

Ad Age, 8/11/2020

A few highlights: SoFi customers explain how the company's personal loan program helped them pay for home improvements. Samsung calls its Galaxy Note20 Ultra 5G "not just a smartphone" but "the Powerphone" that "works like a computer." And MorningStar Farms hypes its Incogmeato plant-based burger patties.

AdAge

[Watch the newest commercials on TV from Walmart, Old Navy, Ram Trucks and more](#)

Ad Age, 8/12/2020

A few highlights: Walmart says it's working to "safely get you the essentials you need," both in-store and online. Old Navy declares that "gender norms are so passé" in a high-energy spot that hypes back-to-school fashions. And Ram calls its 1500 "a truck that's more than anyone thought was possible."



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

We Are Social Media, 8/9/2020

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.



[As live sports return to TV, so do DraftKings and FanDuel ads](#)

Yahoo Finance, 8/3/2020

FanDuel's new TV ads began airing on July 21 on ESPN, Fox Sports, NBC Sports and Golf Channel, TNT, and MLB Network. DraftKings returned to airwaves on July 25 and is running its ads on ESPN and TNT. FanDuel is the No. 3 advertiser during NBA games since the league returned on July 30, according to ad tracker iSpot. The firm also notes that after last NFL season, DraftKings and FanDuel ads left TV for the most part until very recently.



[More travel executives get their mission-critical industry news from Skift than any other source on the planet.](#)

Skift, 8/6/2020

Travel brands came back in force to U.S. national TV advertising in July. National TV advertising spending in the United States among airlines, cities/destinations, cruise lines, hotels, resorts/theme parks and travel websites more than doubled in July to \$38.8 million versus June, according to estimates from TV measure and attribution platform [iSpot.tv](#). Importantly, [TV ad impressions](#) rose an estimated 88.3 percent to 5.17 billion. Both categories, though, were still way down compared with a year ago.



[Automaker TV Spending Increases 18% In July](#)

MediaPost, 8/6/2020

“Though the auto industry has definitely scaled back spend compared to 2019, rising ad impressions numbers show an ability to continue finding where audiences are, even without live sports or other tentpole programming,” Stu Schwartzapfel, senior vice president, media partnerships at iSpot, tells Marketing Daily. “As those events return with consumers anxiously waiting to watch, many of the brands that spent less in recent months seem poised to jump right back into TV.”



[Eight New Shark Week Sponsors Include Jeep, Heineken, Nationwide, Burger King, Home Depot](#)

MediaPost, 8/3/2020

Last year, according to iSpot.tv, “Shark Week” accumulated 992.5 million prime-time TV ad impressions -- more than double the prime-time impressions in the seven days before the week-long real-life, unscripted programming event.



[Jeep Climbs to Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 8/6/2020

For the second week in a row, Hyundai owns the No.2 chart position. The ad touts the brand's numerous IIHS Top Safety awards and says feeling safe is better in a Tucson. This spot has the best iSpot Attention Score in the ranking (96.65) and received 63% fewer interruptions than the average auto ad.



[Etsy Inc \(ETSY\) Q2 2020 Earnings Call Transcript](#)

The Motley Fool, 8/5/2020

This is the first time we broke out the brand marketing dollars. And on the television spend we triangulate or even from nine or 10 different sources we will pull data to make sure that we're getting to the right place -- the right answer on ROI. So we use our own data, we use the data of our media company, we layer on brand tracker information, so we can get sort of testimony from both Etsy buyers and non-Etsy buyers and then we use panel data from iSpot to make sure that we're getting healthy return and we feel very, very good about the returns we've been getting on that spend.



[The XFL Bought By Dwayne Johnson Group For \\$15M, Avoids Bankruptcy](#)

MediaPost, 8/3/2020

The XFL aired on ABC, ESPN, Fox and Fox Sports 1, for several weeks in February and March before COVID-19 shut the league down. According to iSpot.tv it pulled in \$53.1 million in advertising revenues over five weeks of play. The biggest advertisers for the league are Geico, Progressive, Lexus, Red Bull, Subway, Liberty Mutual, Verizon, Carfax, Roman, and Wendy's.



[Quick TV Insights from July 2020](#)

TVREV, 8/6/2020

iSpot tracks six discrete travel marketer categories: Airlines, Cities & Destinations, Cruise Lines, Hotels & Motels, Resorts & Theme Parks and Travel Websites. Per iSpot:

- There was an 88.29% month-over-month increase in TV ad impressions, up to 5.2 billion in July vs. June's 2.8 billion.
- The Hotels & Motels category had the most-seen travel industry ads (1.9 billion impressions), with Choice Hotels as the main driver (1.7 billion impressions).
- Airlines are taking flight, with a 1,487.77% month-over-month increase in TV ad impressions (563.7 million) led by Southwest (478.8 million).

Want more insights from July? Broadcasting & Cable has the complete [TV show and network rankings](#) for the month, and Skift has a [full travel report](#) based on iSpot's data.



['GMA,' Fox News Channel lead for second month in a row](#)

Broadcasting & Cable, 8/4/2020

Looking at networks, cable news took top spots, led by Fox News with nearly 26 billion TV ad impressions and CNN with 16.5 billion, while MSNBC came in sixth place with 10.3 billion impressions. Three Spanish-language networks made the top 25 list: Univision in seventh place (6.8 billion impressions), Telemundo in ninth (3.8 billion) and UniMás at No. 24 (1.3 billion).



[Nickelodeon Gives a Black Lives Matter-Themed Spot TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 8/5/2020

Notably, the Build Me Up spot has the highest iSpot Attention Index (133) in our ranking, getting 33% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Multichannel News

[Sponsors Keep Biting at Discovery's Shark Week](#)

Multichannel News, 8/3/2020

Last year, Shark Week generated \$28 million in ad sales for Discovery, according to iSpot.tv. This year, in an environment where analysts are expecting ad revenues to be down as much as 30% for the second quarter, demand for Shark Week remains high, Discovery executive VP of national ad sales Scott Kohn said.

CYNOPSIS MEDIA

[08/03/20: Cynopsis Media Tech Update](#)

Cynopsis, 8/3/2020

OpenAP struck a deal with iSpot to give agencies and advertisers the ability to activate attribution and OTT measurement on any campaign in the OpenAP Market. Advertisers can deploy performance-based attribution reporting and measure incremental reach over linear TV on cross-publisher campaigns activated centrally with OpenAP. OpenAP clients, including those who are not currently iSpot customers, can measure campaigns activated on strategic audiences using iSpot's TV performance insights, receiving intelligence across web conversion, retail visits, box office sales and programming tune-in while measuring and analyzing OTT campaigns with linear TV buys.



[The WIR: AA/WARC Improves its Forecast for UK TV, The Trade Desk Rebuilds its Unified ID, and Australia Plans to Force Google and Facebook to Pay Publishers](#)

Video Ad News, 7/31/2020

OpenAP Partners with iSpot for Attribution

OpenAP, a US broadcaster coalition which seeks to standardise audience definitions across TV networks, has partnered with iSpot for attribution within OpenAP's advanced TV marketplace.

"The partnership with iSpot is an important first step toward making attribution and OTT reporting ubiquitous across all advanced advertising campaigns," said Ed Davis, chief product officer at OpenAP.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EXPERIAN, LEXUS, KELLOGG'S AND MORE](#)

Ad Age, 8/6/2020

A few highlights: Experian serves up another in a series of ads starring John Cena (and a purple cow) to promote its credit-score [Boost](#) service. Lexus hypes the 2021 LC 500 Convertible in an emotive spot that ends with the tagline "Keep the Light Alive." And Kellogg's Frosted Mini-Wheats says it's "made to help fill you up."

AdAge

[Watch The Newest Commercials On Tv From Uber Eats, Under Armour, Enterprise And More](#)

Ad Age, 8/5/2020

A few highlights: Uber Eats thinks maybe you want a Starbucks Cold Brew (which you can get delivered through the Uber Eats app). Under Armour serves up another in a series of ads with the tagline "The only way is through." And hockey legend Martin Brodeur stars in the latest from Enterprise.

AdAge

[Watch The Newest Commercials On Tv From Kia, Nike, 3m And More](#)

Ad Age, 8/4/2020

A few highlights: Nike serves up an inspirational 90-second spot that ends with a two-part tagline: “You can’t stop sport / You can’t stop us.” (Ad Age’s Ann-Christine Diaz has the backstory on the campaign: [“Nike merges the moves of athletes in rousing ad about the drive that unites them all.”](#)) In a Kia spot that introduces the 2021 Telluride Nightfall Edition, an announcer says that “Navigating the rocky moments is part of the adventure.” And 3M demonstrates real-world (and potentially life-saving) uses of its 3M Scotchlite reflective material.

AdAge

[Watch the newest commercials on TV from Uber Eats, Disney+, Allegra and more](#)

Ad Age, 8/3/2020

A few highlights: Uber Eats reminds you that you can order BBQ through its app in a spot with the tagline “Summer is on Uber Eats.” Disney+ hypes some of the programming it’s streaming in August. And Allegra wants you to know that it’s the “No. 1 allergist-recommended non-drowsy brand” of allergy relief.



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

We Are Social Media, 8/2/2020

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.

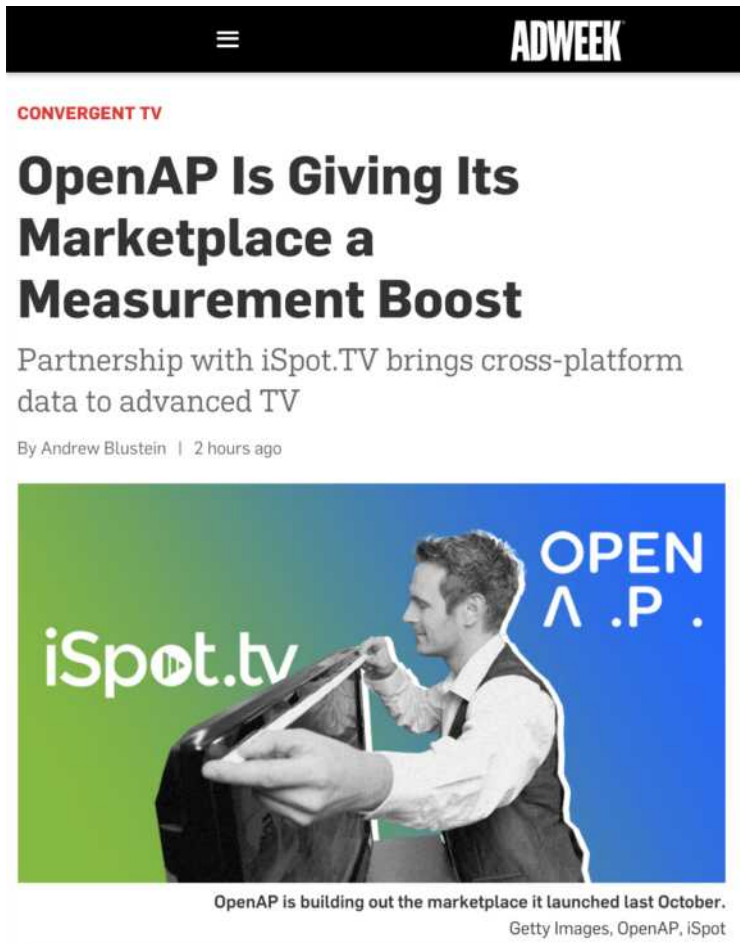
ADWEEK

[OpenAP Is Giving Marketers More Measurement Tools](#)

Adweek, 7/28/2020 (Behind Paywall, read [here](#))

OpenAP already operates a linear and digital marketplace where advertisers can find cross-publisher audience segments. Now, it's partnered with iSpot.TV to provide post-campaign reporting across all TV screens.

"[The partnership] helps marketers in these crazy times by adding a sense of transparency to all their media investments," said Stu Schwartzapel, svp of media partnerships at iSpot.TV.




ADWEEK

CONVERGENT TV

OpenAP Is Giving Its Marketplace a Measurement Boost

Partnership with iSpot.TV brings cross-platform data to advanced TV

By Andrew Blustein | 2 hours ago



OpenAP is building out the marketplace it launched last October.
Getty Images, OpenAP, iSpot

AXIOS

Over \$500 million in national TV ads at stake if baseball is canceled

Axios, 7/28/2020

Baseball might get canceled this season, putting TV networks and pay-TV providers in a position to lose as much as \$587 million in national TV ad dollars, according to a new report from iSpotTV, a TV ad measurement company.

+ Newsletter: [Axios Media Trends, 7/28/2020](#)

3. Over \$500 million of national TV ads at stake if baseball is canceled



Illustration: Aida Amer/Axios

Baseball might get canceled [this season](#), putting TV networks and pay-TV providers in a position to lose as much as \$587 million in national TV ad dollars, according to a new report from iSpotTV, a TV ad measurement company.

Why it matters: These figures are on top of mounting ad losses for the television industry. eMarketer [expects](#) television ad revenue to be down \$10 billion in the first half of the year, due mostly to the coronavirus.

Bloomberg

[ESPN Could Lose Millions With College Sports in Coronavirus Flux](#)

Bloomberg, 7/30/2020

Big sponsors including AT&T Inc., Dr Pepper, and State Farm depend on college football for billions of ad impressions a year, according to ISpot.tv. College GameDay, a program in which ESPN commentators travel from school to school each week, is a Saturday morning staple for many Americans. The network says it still plans to take that show on the road, though longtime host Lee Corso, who's 84, may appear from his house. Home Depot Inc., the main sponsor, says it will continue to be involved and looks at this as an "opportunity to engage with college football fans in new virtual ways."

Forbes

[OpenAP And ISpot Team Up To Make Cross Platform Measurement More Effective, Less Siloed](#)

Forbes, 7/30/2020

"As brands expand their ad buys to include more OTT, there's a real need for them to understand the audiences they are reaching," said Stu Schwartzapfel, SVP Media Partnerships at iSpot. "The ability to reach viewers who are not seeing your ads on linear, and thus gain incremental lift, varies widely from platform to platform, depending on the target you are trying to reach and the region you are trying to reach them in. And thanks to our new partnership with OpenAP, we'll be able to provide that functionality to a wider range of companies, along with the ability to understand business outcomes."



[OpenAP Expands Into Attribution With iSpot Partnership](#)

AdExchanger, 7/28/2020

OpenAP is enabling attribution within its advanced TV marketplace via an iSpot partnership.

OpenAP is a consortium of TV networks – AMC Networks, Fox, NBCUniversal, ViacomCBS, The Weather Channel and Univision – that allow advertisers to buy standardized audiences across all of them. Now, buyers purchasing inventory in the OpenAP Market can do a single, standardized attribution study using iSpot.

+ Newsletter: [Optimizing the News, 7/29/2020](#)



[OpenAP Marketplace Inks Deal With iSpot.tv For TV Measurement, Attribution](#)

MediaPost, 7/28/2020

With iSpot, marketers now measure incremental reach over linear TV on TV publisher campaigns through the OpenAP market.

Marketers can measure TV campaign performance through iSpot and can also receive research on web conversion, retail visits, box-office sales and programming tune-in while measuring and analyzing OTT campaigns with linear TV buys.

+ Newsletter: [Television News Daily, 7/28/2020](#)



[OpenAP Offers Campaign Attribution with iSpot](#)

Next TV, 7/28/2020

“By enabling iSpot services for advertisers in the OpenAP Market, we are making significant progress in bringing attribution and unified measurement to buyers across the largest scale of premium television media,” said Stu Schwartzapfel, senior VP, Media Partnerships, at iSpot. “The alliance between iSpot and OpenAP gets us one step closer to a world where this performance data becomes part of the fabric of campaign strategy, targeting and media planning. Together we’re removing barriers that have existed for media practitioners by enabling insights in an open, cross-publish and platform environment.”

+ Newsletter: [The Business of Streaming Video, 7/28/2020](#)

CYNOPSIS

[OpenAP struck a deal with iSpot](#)

Cynopsis, 7/29/2020

OpenAP struck a deal with iSpot to give agencies and advertisers the ability to activate attribution and OTT measurement on any campaign in the OpenAP Market. Advertisers can deploy performance-based attribution reporting and measure incremental reach over linear TV on cross-publisher campaigns activated centrally with OpenAP. OpenAP clients, including those who are not currently iSpot customers, can measure campaigns activated on strategic audiences using iSpot's TV performance insights, receiving intelligence across web conversion, retail visits, box office sales and programming tune-in while measuring and analyzing OTT campaigns with linear TV buys.



[OpenAP CEO David Levy Sees Improved Ad Tracking With iSpot.TV Partnership](#)

Beet.TV, 7/28/2020

In this environment, audience targeting platform OpenAP today announced a collaboration with measurement company iSpot.tv to give advertisers and media agencies greater insights into how their campaigns drive web conversion, retail visits, box office sales and programming tune-in — while measuring and analyzing over-the-top (OTT) campaigns alongside linear TV buys.

ADWEEK

[Readers' Choice: Best of Tech Awards Winners 2020](#)

Adweek, 7/26/2020

Moat continues to excel at making it easier for brands to discern who's seeing their ads: In May, it teamed up with iSpot.tv to debut Moat Reach, a tool that lets marketers measure impressions for relevant audiences across both TV and digital channels. "Integrating our capabilities really gives brands unprecedented visibility and newfound capabilities that will help make smarter decisions," Sean Muller, CEO of iSpot.tv, said in a statement.

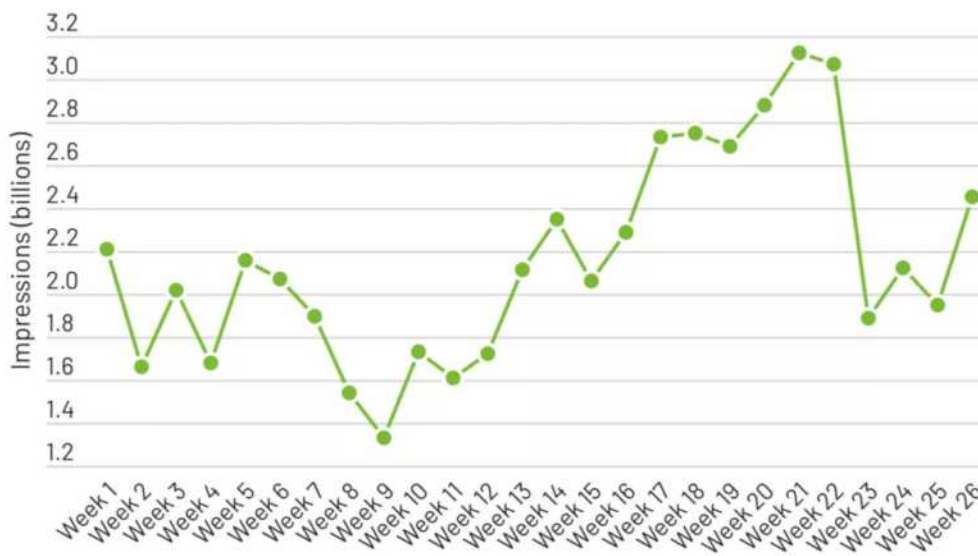


First Half of 2020 Advertising Report: Streaming Services Went Big with TV Ads

Broadcasting & Cable, 7/28/2020

iSpot.tv, the always-on TV ad measurement and attribution company, examined advertising trends for the first half of 2020, and one of the biggest highlights is how streaming services are stealing the show so far this year, with a 120.6% year-over-year increase in TV ad impressions and a 205% year-over-year increase in media value*.

Week-by-Week Streaming Service Ad Impressions, 1H 2020





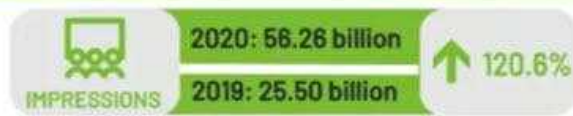
[TV Ad Impressions For Streaming Service Doubled In First Half: iSpot](#)

MediaPost, 7/29/2020

Impressions for TV ads promoting streaming services exploded in this year’s first half, rising 120.6% year-over-year, as existing and new services capitalized on the pandemic’s stay-at-home scenario to add subscribers.

Streamers’ TV ad minutes totaled 93,774 — up from 42,627 minutes in 1H 2019, according to a report from advertising measurement and attribution company iSpot.TV.

Streaming Services TV Advertising: 1H 2020



Top Brands by Impressions (% change from same period in 2019)



Source: iSpot.TV

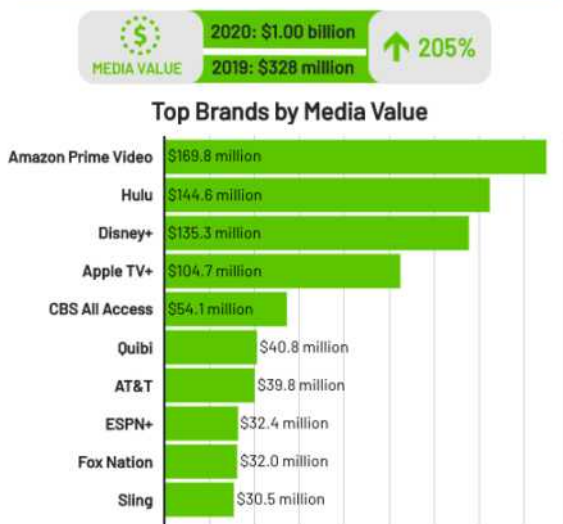
Seeking Alpha α

[AT&T: A Crucial Piece Of The Puzzle Many Are Missing](#)

Seeking Alpha, 7/29/2020

While Xandr is currently a bit of a backwater in AT&T's vast empire, the potential to capitalize on the company's 170 million strong consumer base is enormous. HBO Max increases the data available and is a medium for increased ad sales. As noted below, streaming services advertising revenue is set to more than triple this year.

Streaming Services TV Advertising: 1H 2020



iSpot.tv

HASHTAG SPORTS

[How Seattle's NHL Team Became the Kraken](#)

Hashtag Sports Newsletter, 7/28/2020

Fan Fact: According to iSpot.TV, Bud Light and Geico were the top two brands in ad spend during baseball's opening weekend, with each doling out \$1.2 million.

HASHTAG SPORTS

DAILY

PRESENTED WITH



July 28, 2020

Fan Fact:

According to iSpot.TV, Bud Light and Geico were the top two brands in ad spend during baseball's opening weekend, with each doling out \$1.2 million.



[Baseball Scores Big Opening Weekend For National TV, RSNs; Geico, Bud Light Top Advertisers](#)

MediaPost, 7/30/2020

The top ten national TV advertisers on baseball TV networks for the July 23-28 period, according to iSpot.tv -- Geico, a total of 87 airings of commercials (\$1.5 million estimated spend); Bud Light, 70 airings (\$1.3 million); T-Mobile, 85, (\$1.1 million); Toyota, 47 (\$980,052); and Hankook Tire, 53 (\$966,053).



[TV By the Numbers: July 20-26](#)

Broadcasting & Cable, 7/28/2020

According to iSpot.tv, the always-on TV ad measurement and attribution company, there were 504.8 million TV ad impressions for the Opening Day games, a 123.61% increase in impressions from Opening Day 2019 (March 28). ESPN was the top network for impressions (497.4 million with games also airing on ESPN Deportes, ESPN 2 and MLB Network).

NEXT | **TV** promaxbda

[Nickelodeon Gives 'Baby Shark's Big Week' TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 7/29/2020

Notably, the Vacation House Rules spot has 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

[\\$1 billion visualized as a road trip, The Lincoln Project's YouTube hit-making machine, and Old Navy's big TV push: Datacenter Weekly](#)

Ad Age, 7/24/2020

To put this all another way... If Old Navy ads have seemed omnipresent while you've watched TV recently, you're not imagining things. The brand lately accounts for a remarkable 64 percent of TV ad spend in the clothing/footwear category tracked by iSpot.

VentureBeat

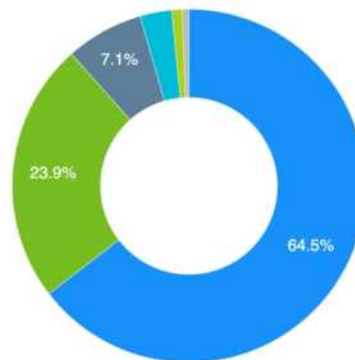
[Paper Mario: The Origami King can't dethrone The Last of Us: Part II when it comes to TV ads](#)

VentureBeat, 7/26/2020

From mid-June to mid-July, the gaming industry — largely propelled by PlayStation — had a modest 5.05% increase in TV ad impressions and a 0.83% increase in estimated spend compared to the previous 30-day period. Overall, 13 brands spent an estimated \$15.4 million airing 32 spots over 4,900 times, generating 779.5 million TV ad impressions from June 16 through July 15.

Life & Entertainment: Video Games
Top Brands - Impressions: 06/16/2020 - 07/15/2020
Data provided by iSpot.tv

- PlayStation
- Nintendo
- GameFly.com
- Adult Swim Games
- MLB Advanced Media (MLBAM) Video Games
- Other



[Netflix's Competitors Are Drastically Outspending It on TV Ads](#)

The Motley Fool, 7/26/2020

Amazon spent \$170 million through the first half of the year on U.S. TV advertisements for Prime original series, according to iSpot.tv. Disney spent even more, over \$300 million, across its family of streaming services. Disney picked up the pace after various states started issuing stay-at-home orders. From March 12 through June 30, Disney spent nearly \$200 million. For reference, Netflix's entire global marketing budget for the first six months of the year was \$938 million.

Syndication: [Yahoo News](#), [Nasdaq](#)

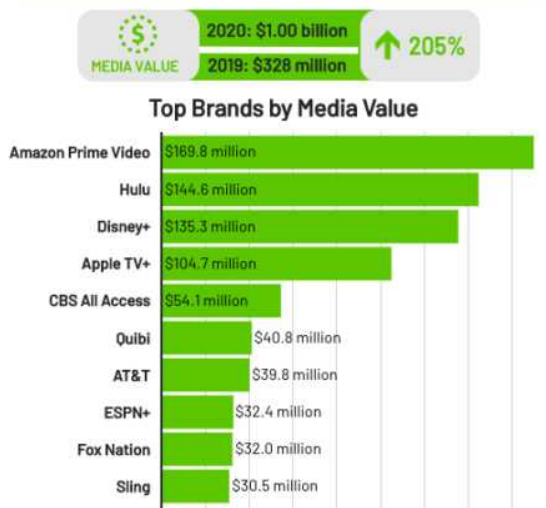
Seeking Alpha α

[Streaming Wars: A Tale Of Creative Destruction](#)

Seeking Alpha, 7/27/2020

Another fascinating data point is the fact that Netflix is not even in the top 10 streaming services in terms of TV advertising. While most streaming apps try to acquire new users aggressively via TV spots, it appears that Netflix is letting its content speak for itself.

Streaming Services TV Advertising: 1H 2020



iSpot.tv

MY NINTENDO NEWS

[US: Nintendo had 186.2 million TV ad impressions in mid-June to mid-July 2020](#)

My Nintendo News, 7/26/2020

Venture Beat and iSpot.tv have released their U.S TV advertising report from the video gaming sector during mid-June to mid-July 2020. The most heavily advertised game during this period is The Last of Us: Part II by Naughty Dog for PS4. Nintendo came in second for this period with a heavy emphasis on the recently released Paper Mario: The Origami King.

AdAge

[Watch the newest commercials on TV from Coca-Cola, Macy's, Post-it and more](#)

Ad Age, 7/29/2020

A few highlights: Coca-Cola says “Together tastes better” in a commercial that focuses on a family bonding as they stay home and get dinner delivered (pizza and, of course, Cokes). Macy’s says “No matter how we school, let’s be ready” in its back-to-school spot. (Ad Age’s Adrienne Pasquarelli has the backstory on the campaign: [“Macy’s banks on back-to-school success to revive lagging sales.”](#)) And “Wherever school happens,” Post-it Notes wants you to “Think Loud,” per the tagline in another back-to-school ad.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BURGER KING, WELLS FARGO, SKECHERS AND MORE](#)

Ad Age, 7/28/2020

A few highlights: Los Angeles Dodgers pitcher Clayton Kershaw endorses Skechers Stretch Fit shoes. Wells Fargo calls 2020 “the year of the unthinkable.” And Burger King inexplicably celebrates Christmas in July with a 2-for-\$5 deal on select menu items.

AdAge

[Watch the newest commercials on TV from PepsiCo, Peacock, IHOP and more](#)

Ad Age, 7/27/2020

A few highlights: PepsiCo hypes its cash-back [PepCoin](#) program for its specially-marked products including Mtn Dew, Doritos, Lay’s and, of course, Pepsi. Peacock promotes some of the children’s programming it’s currently streaming, including “Cleopatra in Space,” “Curious George” and “Where’s Waldo?” And IHOP wants you to know about its new BreakFEASTS menu offerings, which come with eggs, bacon, crêpes and more.

AdAge

[Watch the newest commercials on TV from Johnnie Walker, DoorDash, CarGurus and more](#)

Ad Age, 7/24/2020

A few highlights: Johnnie Walker says that “Taste buds are for tasting.” George Lopez, Mike Colter, Ming-Na Wen and other celebrities help DoorDash call attention to its partnership with the National Restaurant Association. And CarGurus says it shows cars from more dealers than any other car-shopping site.



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

We Are Social Media, 7/26/2020

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.

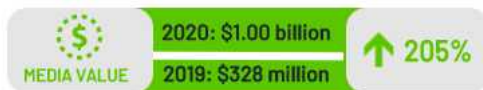
DEADLINE

[TV Ads For Streaming Services Soared 205% To Pass \\$1B In First Half Of 2020; Hulu Leads, Netflix Stays On Sidelines](#)

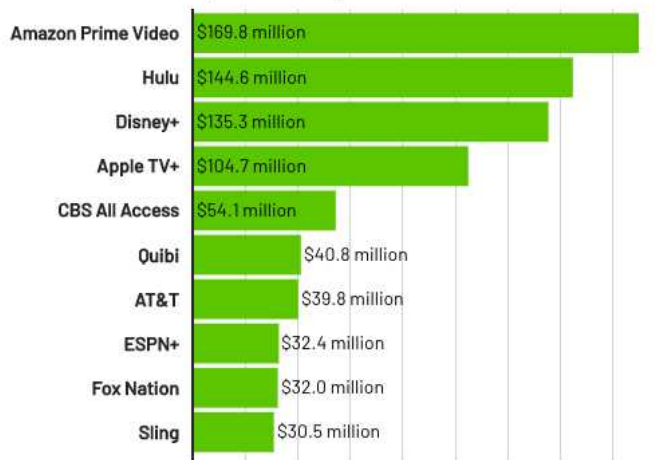
Deadline, 7/22/2020

Hulu racked up 8.76 billion impressions, up 200%, for everything from its live TV bundle to individual shows. Expanding the audience for Hulu and sub-brands like FX on Hulu has been a corporate priority for Disney after the merger with 21st Century Fox closed last year. Amazon spent the most of any service — \$169.8 million, iSpot said, while garnering 6.42 billion impressions. In the rankings of “media value,” a proxy for spending (see the top 10 below), Hulu, Disney+ and Apple TV+ took the respective second, third and fourth spots.

Streaming Services TV Advertising: 1H 2020



Top Brands by Media Value



BUSINESS INSIDER

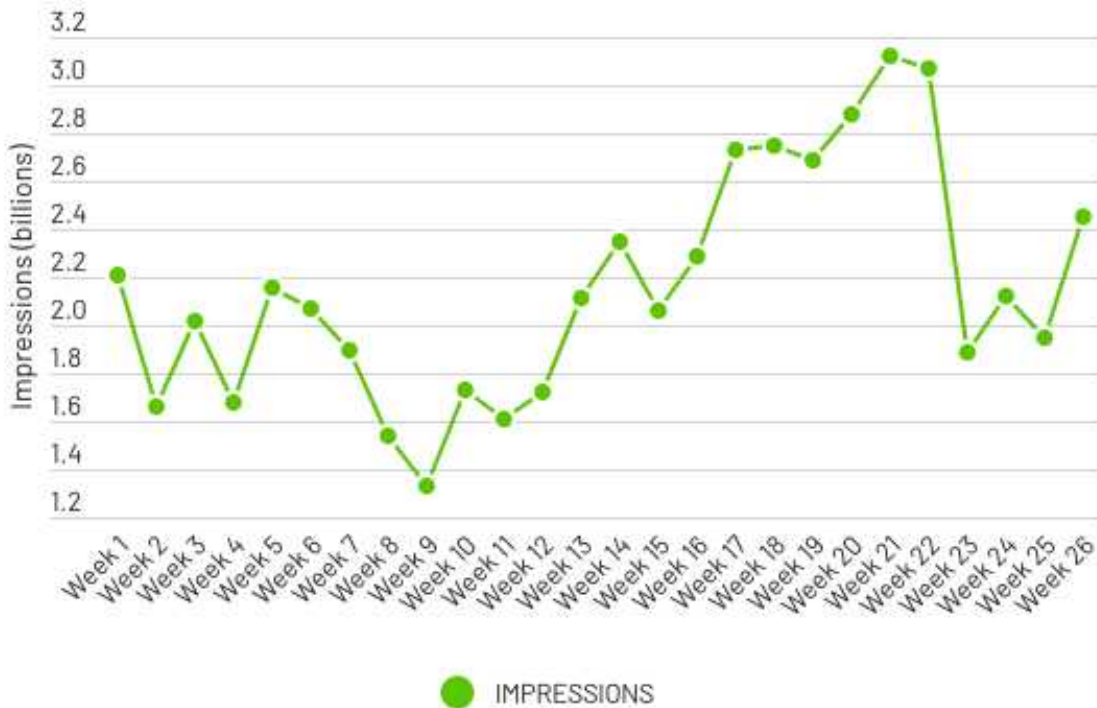
[Amazon Prime Video and Hulu have outpaced their rivals in buying TV ads in 2020, as they compete with new streaming services for subscribers](#)

Business Insider, 7/23/2020 (Behind Paywall, read [here](#))

Streaming incumbents including Amazon Prime Video and Hulu outpaced newer rivals in their attempts to lure TV viewers to streaming during the first half of 2020, according to a new report by TV-analytics firm iSpot.tv.

The value of TV ads by streaming-video services rose 205% year over year during the first half of 2020, as services pushed to get in front of viewers who were spending more time at home.

Streaming Service TV Ad Impressions: 2020 (So Far)



Bloomberg

[Amazon, Hulu Led Surge in Ads on TV to Exploit Loss of Sports](#)

Bloomberg, 7/22/2020

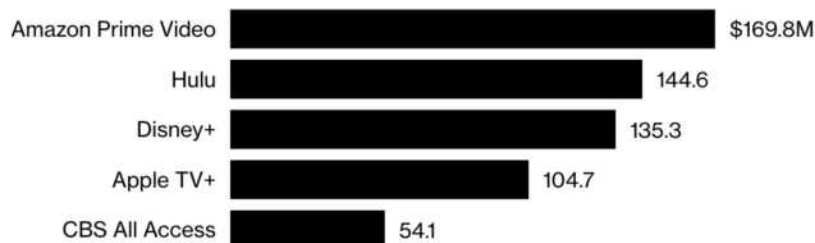
Amazon.com Inc. and Hulu led a surge in TV ads for streaming services in the first half of 2020, taking advantage of the absence of live sports during the Covid-19 shutdown to build their brands.

The value of streaming ads on TV more than tripled to an estimated \$1 billion in the first half of the year, according to a study released Wednesday by ISpot.tv Inc.

Streaming Spenders

With sports off the air, online video services ramped up TV ad spending

■ Value of first-half ad spending





[Fall without football would have long-term financial implications](#)

USA Today, 7/21/2020

According to estimates from advertising measurement firm iSpot, NFL broadcasters sold more than \$4.5 billion in ads during regular-season games last year alone. The absence of a season, therefore, could have dire consequences.

NCAAF

Fall without football would cost billions to colleges, NFL, TV networks, local economies

Steve Berkowitz and Tom Schad USA TODAY

Published 6:55 a.m. ET Jul. 21, 2020 | Updated 9:39 a.m. ET Jul. 21, 2020



CYNOPSIS

[Video streaming platforms spent \\$106.7 million in national TV marketing](#)

Cynopsis, 7/23/2020

From June 21-July 20, according to iSpot.tv, a huge jump from the \$16.1 million spent the same time last year. While Apple TV+, Disney+, HBO Max and Peacock have all launched since then, the biggest spender was Amazon Prime Video, which forked over \$33.1 million. NBC reeled in the biggest haul (\$13.9 million), followed by CBS (\$11.7 million), Fox (\$5.6 million), ESPN (\$5.2 million), TNT and TBS (\$5.0 million each), ABC (\$4.4 million), Discovery (\$4.2 million), Comedy Central(\$4.0 million) and USA Network (\$3.0 million).



[Amazon & Hulu increase ads to cover loss of live sports](#)

Business Upturn, 7/23/2020

Amazon & Hulu increase ads to cover loss of live sports. Amazon.com Inc. and Hulu led a surge in TV ads for streaming services in the first half of 2020. Taking advantage of the absence of live sports during the lockdown to build their brands.

The value of streaming ads on TV more than tripled to an estimated \$1 billion in the first half of the year, according to a study released by ISpot.tv Inc.



[National TV Spend Skyrockets For Premium Streamers](#)

MediaPost, 7/22/2020

From June 21 through July 20, video streamers spent \$106.7 million in national TV marketing spend versus \$16.1 million for the same period a year ago, according to iSpot.tv.

Over that year-long period, Disney+, Apple TV+, HBO Max and Peacock have launched premium video platforms.



TV By the Numbers: July 13-19

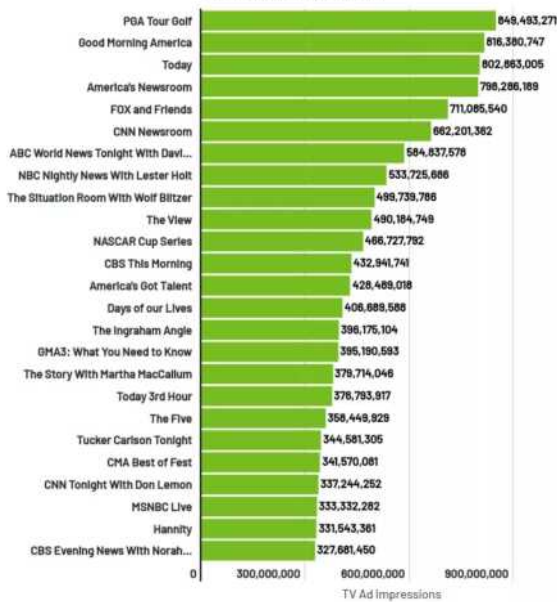
Broadcasting & Cable, 7/21/2020

Although the show ranking was mostly dominated by news and morning talk shows, sports programming makes an appearance — PGA Tour Golf was No. 1 by TV ad impressions (849.5 million), while NASCAR Cup Series was No. 11 with 466.7 million impressions. Meanwhile, America’s Got Talent and Days of our Lives both made the top 15; those two along with CMA Best of Fest were the only non-news or sports programming on the ranking.



Top Shows by TV Ad Impressions

July 13-19, new episodes only



Jeep Boasts Most-Seen Auto Ad

Wards Auto, 7/22/2020

The No.2 commercial from Hyundai touts the brand’s multiple 2020 IIHS Top Safety Awards and claims feeling safe “is better in a Hyundai Tucson.” This spot has the best iSpot Attention Score in the ranking (97.39) and received 71% fewer interruptions than the average auto ad.



[Nissan Has Most-Seen Auto Ad for Fourth Straight Week](#)

Wards Auto, 7/17/2020

Hyundai's third-place ad says it has more 2020 Insurance Institute for Highway Safety Top Safety awards than other brands, and puts the spotlight on the '20 Tucson, which can "help protect the ones you love – and the ones they love." This spot has the best iSpot Attention Score in the ranking (97.31) and recorded 61% fewer interruptions than the average auto ad.



[Impressions Up For F&B On TV, Despite Spending Dip](#)

Radio + Television Business Report, 7/20/2020

The food and dining industry was adversely impacted by the effects of COVID-19. Yet, many brands in the QSR, casual dining, delivery and pizza industries are finding ways to advertise through it.

This has seen some brands evolve their business models accordingly. A new iSpot report of the first half 2020 finds which brands are finding more impressions on TV than last year.

HASHTAG SPORTS

[Hashtag Sports Daily](#)

Hashtag Sports, 7/17/2020

Brand Fact:

Prior to its launch, Peacock had 6,469 commercial airings on 13 NBCUniversal-owned networks from May 13 through July 13 – yielding 1.9 billion impressions, according to iSpot.tv.

AdAge

[Watch the newest commercials on TV from Apple, BJ's Wholesale Club, Quibi and more](#)

Ad Age, 7/22/2020

A few highlights: Apple promotes “Greyhound,” an original film starring Tom Hanks that can only be streamed on Apple TV+. BJ’s Wholesale Club presents a cinéma vérité take on one couple’s heroic efforts to keep their young daughters happily fed. And Quibi promotes its action-comedy series “Die Hart,” starring Kevin Hart.

AdAge

[Watch the newest commercials on TV from Popeyes, CBS All Access, Glowforge and more](#)

Ad Age, 7/21/2020

A few highlights: Popeyes wants you to know that you can get its heavily hyped chicken sandwich (“Have you tried the sandwich yet?” an announcer asks) via delivery or drive-thru. CBS All Access promotes “Star Trek: Lower Decks,” its new animated comedy series premiering on Aug. 6. And Glowforge shows off its 3D laser printer.

AdAge

[Watch the newest commercials on TV from Peacock, Hulu, Subway and more](#)

Ad Age, 7/20/2020

A few highlights: NBCUniversal wants you to know that Peacock, its new streaming service, is free. Hulu hypes its [Hilarious Animated Hulu Awards](#) (HAHA) that are set to be announced on Thursday. And Subway serves up another in a series of spots starring Charlie Puth to promote its current \$5 Footlong special (when you buy two); Ad Age’s Luke Guillory has the backstory: [“Subway brings back the \\$5 Footlong—but not for long.”](#)

AdAge

[Watch the newest commercials on TV from Audi, Spotify, Burger King and more](#)

Ad Age, 7/17/2020

A few highlights: Burger King serves up a charming mini music video to call attention to one of its sustainability initiatives. (Ad Age's Jessica Wohl has the backstory: "[Burger King enlists Michel Gondry, the yodeling kid and lemongrass in eco-friendly push to reduce cow farts.](#)") Spotify promotes a premium account option with a little help from some cuddly characters. (Ad Age's Alexandra Jardine previewed the campaign on July 2: "[Adorable puppets voice real-life couples in Spotify's campaign for its Premium Duo package.](#)") And Audi says that "There's nothing more powerful than the urge to play outside."



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

We Are Social Media, 7/19/2020

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 Washington Post

[Tucker Carlson's biggest advertiser, the MyPillow guy, doesn't think Carlson needed to apologize for writer's hate speech](#)

Washington Post, 7/14/2020

Lindell's comments hold additional weight because of the outsize role his company plays in supporting Carlson's show. Over the past three months, ending June 30, MyPillow was responsible for nearly 40 percent of all paid advertising on Carlson's show, according to data from measurement company iSpot.tv. Just in the month of July, MyPillow has spent 44 percent of the nearly \$5 million in advertising that has aired on the prime-time show.



Media

Tucker Carlson's biggest advertiser, the MyPillow guy, doesn't think Carlson needed to apologize for writer's hate speech



THE **Hollywood** *REPORTER*

[Political 'Grocery Games': Trump, Biden Campaigns Target Swing Voters In TV Buys](#)

The Hollywood Reporter, 7/15/2020

According to the advertising tracking platform iSpot, Food Network made up 5.9 percent of the Trump campaign's share of voice (an advertising metric gauging a brand's visibility on specific platforms) through June 25, mostly on its popular competition shows like Chopped, Guy's Grocery Games and Beat Bobby Flay. A source familiar with the matter says that Discovery has received interest from both sides of the political aisle, with its reach of two out of every three female TV viewers an alluring proposition for campaigns.

MediaPost

[NBCU's Peacock Launch: Promos On 14 NBC Networks, Goal Of 30-35 Million Users](#)

MediaPost, 7/15/2020

Peacock had 6,469 commercial airings on 13 NBCUniversal-owned networks (and The Olympic Channel; where NBC has an equity stake) from May 13 through July 13 -- yielding 1.9 billion impressions, according to iSpot.tv.

NEXT | **TV** promaxbda

[TNT Gives 'The Alienist: Angel of Darkness' TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 7/15/2020

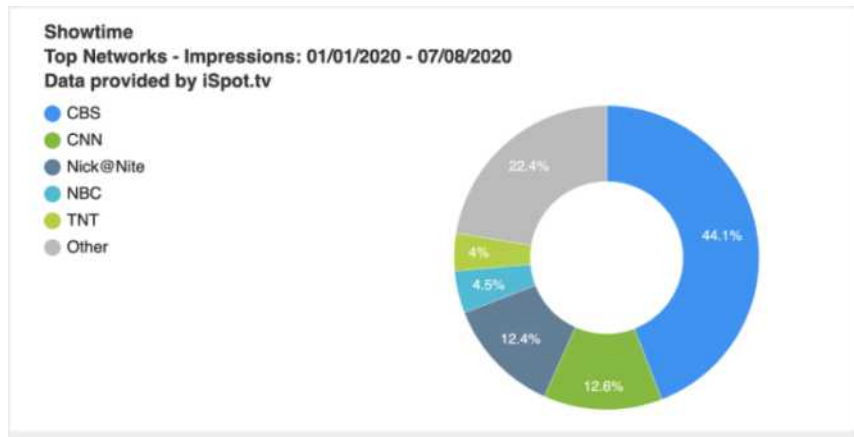
Notably, the Nick spot has the highest iSpot Attention Index (143) in our ranking, getting 43% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

TV (R)EV

[Network Deep Dive: Showtime](#)

TVREV, 7/14/2020

Aside from Showtime's own promos, ads don't run on the network — but it's been advertising its programming across other channels this year. According to iSpot.tv, the always-on TV ad measurement and attribution company, Showtime spots generated over 1.93 billion TV ad impressions Jan. 1 through July 8.



AdAge

[Watch the newest commercials on TV from Lincoln, Apple, Burger King and more](#)

Ad Age, 7/14/2020

A few highlights: Lincoln Motor Company says “Don’t just think about where you’re headed this summer, think about how you’ll get there.” In its latest “Behind the Mac” ad, Apple puts the spotlight on Tyler Mitchell, the first Black photographer to shoot the cover of U.S. Vogue. And Burger King hypes its \$1 Mini Shakes.

VARIETY

[Will NBCU Clip Peacock's Wings By Cooping Up Marketing?](#)

Variety, 7/14/2020 (Behind Paywall, read [here](#))

Exclusive VIP analysis of data from media and advertising measurement firm iSpot uncovered that while other streamers spent big on off-network promos, which pertains to spots that run on channels not owned by the company, NBCU barely spent anything at all. While Apple spent \$54 million in the three-month span before the launch of Apple TV+, NBCU spent just \$30,000 in the same time period.

The image is a screenshot of a web browser displaying a Variety article. At the top left is the Variety logo. To its right is a navigation bar with 'VIP+ VARIETY INTELLIGENCE PLATFORM' and a search icon. Further right are 'SUBSCRIBE' and 'LOGIN' buttons. Below the navigation bar, the article's breadcrumb trail reads 'VIP » DAILY COMMENTARY » STREAMING' and the date 'JULY 14, 2020 6:00AM PT'. The main headline is 'WILL NBCU CLIP PEACOCK'S WINGS BY COOPING UP MARKETING?' in large, bold, black letters. Below the headline, it says 'By Gavin Bridge' with a small red checkmark icon. To the right of the author name are social media sharing icons for Facebook, Twitter, Tumblr, Pinterest, and a plus sign. The main image of the article is a graphic on a light blue background. It features a large black dollar sign (\$) with a stylized peacock's head and neck integrated into the top curve of the 'S'. To the left of the dollar sign, there are seven colorful, curved lines (yellow, orange, red, pink, purple, blue, green) that resemble a peacock's tail feathers, all pointing towards the dollar sign.



TV By the Numbers: July 6-12

Broadcasting & Cable, 7/13/2020

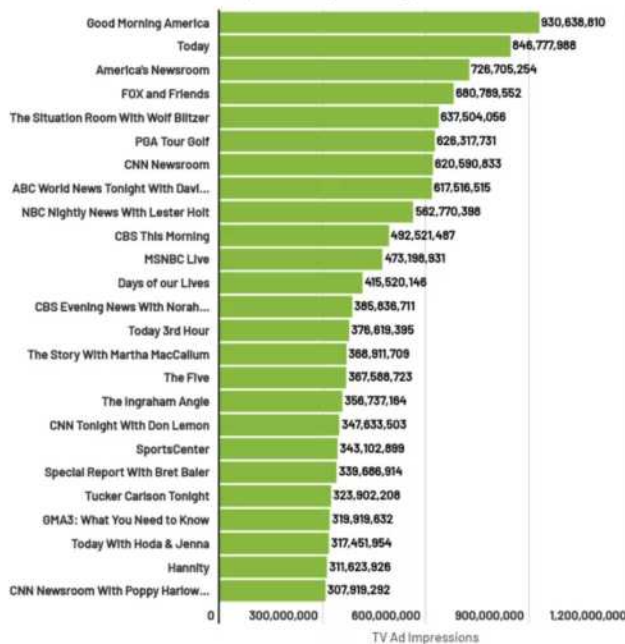
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Morning talk shows and other news programs dominated the top 25 list, with the sole two outliers being Days of Our Lives and SportsCenter. Good Morning America took first place with over 930.6 million TV ad impressions, followed by Today (846.8 million) and America's Newsroom (726.7 million).



Top Shows by TV Ad Impressions

July 6-12, new episodes only



AdAge

[What brands can learn from the Facebook boycott](#)

Ad Age, 7/13/20

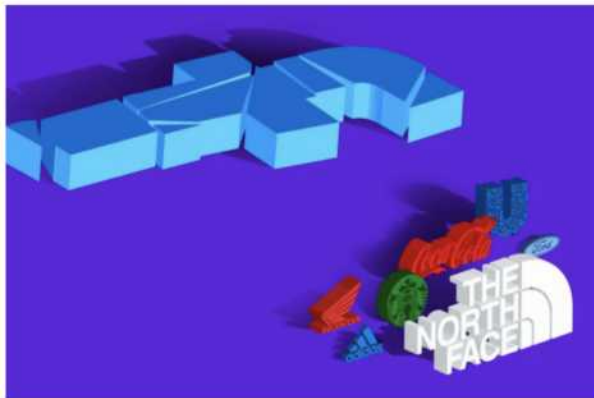
Over a longer period, leaving Facebook behind can work out just fine, too. A Fortune 50 giant that stopped Facebook advertising in early 2019 over brand safety and accountability issues saw growth of its consumer business accelerate to 5 percent last year from 3.6 percent in 2018 and its stock price rise almost 43 percent, ahead of industry peers. (A company executive declined to acknowledge its move out of Facebook publicly or say where it had redirected spending, but its withdrawal from Facebook platforms was verified by Ad Age.) One place the brand's spending clearly did move was TV, which went from close to zero before its Facebook boycott to more than \$80 million annually afterward, according to iSpot.tv data.

Brand Playbook

WHAT BRANDS CAN LEARN FROM THE FACEBOOK BOYCOTT

An early analysis of the July pullout shows participating marketers are not losing much

By [Jack Neff](#). Published on July 13, 2020.



Major brands are walking away from Facebook, at least temporarily, because they say it is not doing enough to stop hate speech.
Credit: Illustration by Tam Nguyen/Ad Age

Beyond the politics and posturing, the flight of hundreds of brand media budgets from Facebook has created a learning opportunity.



[National TV Political Advertising Up Sharply, Trump Campaign Spending Dominates](#)

MediaPost, 7/10/2020

The most recent month -- June 10 to July 9 -- pulled in \$5.2 million in total political advertising from all marketers -- with 1,979 airings and 1.7 billion impressions, according to iSpot.tv. Over the previous month period -- May 10 to June 9 -- \$1.95 million was spent for 599 airings, yielding 867 million impressions.



[Watch the newest commercials on TV from Walmart, Apple, Enterprise and more](#)

Ad Age, 7/10/2020

A few highlights: Walmart promotes its savings on back-to-school gear—whether for “the classroom or class in your room.” In its latest “Behind the Mac” ad, Apple shows Grammy-winning artist James Blake recording a song at his Los Angeles home (using Apple hardware and software, of course). And Enterprise wants you to know about its Complete Clean Pledge.



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

We Are Social Media, 7/12/2020

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

[Soaring TV ad impressions, Time's subtle data-viz cover, and Quibi questions: Datacenter Weekly](#)

Ad Age, 7/9/2020

According to data shared exclusively with Ad Age Datacenter Weekly by iSpot.tv, major marketers are taking to TV in a big way as the American economy continues to reopen (in fits and starts):

Brand commercial impressions—not counting network show promos—were up 16 percent week-over-week for June 29 through July 5 (vs. June 22-28).

Datacenter

SOARING TV AD IMPRESSIONS, TIME'S SUBTLE DATA-VIZ COVER, AND QUIBI QUESTIONS: DATACENTER WEEKLY

Plus, 1.3 million new unemployment claims now constitutes a good week, and more

By [Simon Dumenco](#), Published on July 09, 2020.



Look closely at this cover. Credit: Time

Welcome to **Ad Age Datacenter Weekly**, our data-obsessed newsletter for marketing and media professionals. Reading this online? Sign up to get it delivered to your inbox [here](#).

TV (R)EV

[Conference-Only College Football Season Could Have Numerous TV Effects](#)

TVREV, 7/9/2020

Removing three or four games from 123 schools' (total schools in the 10 FBS leagues, minus seven independents) could mean around 200-250 games are cancelled. Using data from iSpot.tv, the Washington Post's Ben Strauss noted last week just how much college football inventory means to networks like CBS, ESPN, FOX, NBC and ABC. However, where removing conference games would really hurt is for local regional sports networks (RSNs), beIN Sports, and digital partners like Facebook, Twitter and FloSports, which primarily wind up broadcasting less competitive non-conference games.

AdAge

[Watch the newest commercials on TV from Macy's, Toyota, Olive Garden and more](#)

Ad Age, 7/9/2020

A few highlights: Olive Garden wants you to know that you can order online and then "bring it all home with contactless carside pickup." Toyota hypes the Highlander Hybrid with a little help from a dramatic model rocket launch in the desert. And Macy's promotes its Black Friday in July Sale.

NEXT | TV promaxbda

[Nickelodeon Gives 'Kids, Race and Unity' TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 7/8/2020

Notably, the Nick spot has 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).

Skift.

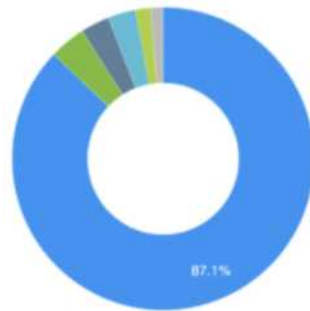
[Choice Hotels Won June on U.S. TV Among All Travel Advertisers](#)

Skift, 7/8/2020

Two travel categories had notable average iSpot Attention Scores: cities/destinations (Score: 95.93, with ads from this category receiving 37 percent fewer interruptions than average) and hotels (Score: 95.57, with 31 percent fewer interruptions).

Travel: Hotels & Motels
Top Brands - Impressions: 06/01/2020 - 06/30/2020
Data provided by iSpot.tv

- Choice Hotels
- Hard Rock Hotels & Casinos
- Caesars Palace
- Treasure Island Hotel & Casino
- Club Wyndham
- Other



[Nissan, Brie Larson Still Lead Auto Ads Ranking](#)

Wards Auto, 7/9/2020

In Nissan's No.1 commercial for the week of June 29, actress Brie Larson zooms through a city, showing off the '20 Sentra's rear automatic braking and Nissan Intelligent Mobility. This spot has the best iSpot Attention Score in the ranking (94.35) and recorded 26% fewer interruptions than the average auto ad.

AdAge

[Watch the newest commercials on TV from PlayStation, Uber, Ford and more](#)

Ad Age, 7/8/2020

A few highlights: PlayStation promotes the “Ghost of Tsushima” PS4 action-adventure game arriving on July 17. Ford hypes the big Bronco reveal coming up on July 13. (Ad Age’s EJ Schultz has the backstory: “Ford will take over Disney properties to reveal new Bronco” and “Ford plugs Bronco with new ‘Built Wild’ tagline.”) And Uber reminds passengers: “No mask. No ride.”



[Auto Ad Spend Soaring, but It's Selective and Focused](#)

MediaVillage, 7/8/2020

Without sports, March and April weren't great. U.S. auto spending on TV fell between 55 and 70 percent in late March and April, says iSpot, which tracks national TV ads.



[For TV networks missing sports, there's one unthinkable scenario: Losing the NFL season](#)

SWX Right Now, 7/4/2020

Data compiled by advertising measurement firm iSpot illustrates how valuable the league is in terms of ad dollars. Last football season, CBS raked in roughly \$1.5 billion in NFL advertising, which represents nearly 25 % of the network's total advertising haul for 2019 (not including the Super Bowl). NBC collected shy of \$1.5 billion, also more than 20 % of the network's ad dollars for last year.



[Analysis: Tucker Carlson's attempt to smear senator who lost both legs in Iraq War crosses the line](#)

CNN, 7/8/2020

Carlson's program is being propped up by My Pillow. As Stelter pointed out, Mike Lindell's firm is advertising on Carlson's show "nearly 10x more than the next-largest brand by spend," according to iSpot.tv. Major advertisers have all but abandoned his program over the years...

Syndication: [KITV4](#), [KIMT3 News](#)



Analysis: Tucker Carlson's attempt to smear senator who lost both legs in Iraq War crosses the line

Analysis By [Oliver Darcy](#), CNN Business

Updated 6:37 AM ET, Wed July 8, 2020



Washington Examiner

Thirty-eight percent of Tucker Carlson's advertising came from MyPillow in 2020, data firm estimates

Washington Examiner, 7/7/2020

CNN's Brian Stelter reported Monday that according to iSpot.tv, a firm that collects data on television advertising, MyPillow is advertising on Carlson's show "nearly 10 times more than the next-largest brand by spend." MyPillow also makes up about 15% of the advertising revenue for Sean Hannity's show, according to the same report.

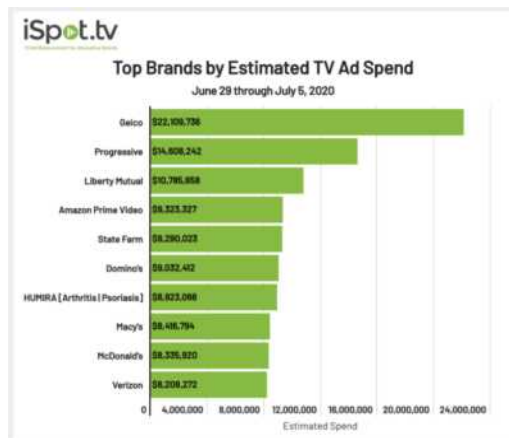
TV (R)EV

TV by the Numbers: June 29 through July 5

TVREV, 7/7/2020

Geico took first place for both estimated spend (\$22.1 million) and TV ad impressions (1.5 billion).

The most-seen spot was Burger King's "Reopening Procedures," with 854 million TV ad impressions.





[Disney+ Spends \\$8.2 Million In 'Hamilton' National TV Advertising, App Downloads Surge](#)

MediaPost, 7/6/2020

Since June 14, Disney placed a total \$8.2 million in TV spending over some 2,763 airings of the “Hamilton” commercial, according to iSpot.tv. From June 4 to July 4, “Hamilton” garnered 720.4 million impressions -- the biggest single TV commercial for a video streamer service over that period.

MediaPost

News

Events

Awards

Members

More



TelevisionNewsDaily

Disney+ Spends \$8.2 Million In 'Hamilton' National TV Advertising, App Downloads Surge

by Wayne Friedman , Yesterday





[Automotive TV Spending Down 37% Year-Over-Year In June, But Up From May](#)

MediaPost, 7/6/2020

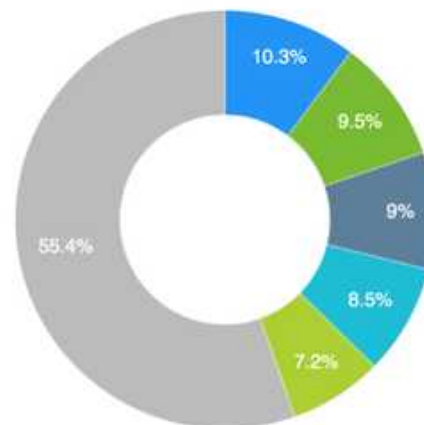
The estimated TV ad spend in June was \$225.2 million, down 37% year-over-year, per iSpot.tv. Impressions, at 24.40 billion, were down 29% from last year's 34.3 billion.

Vehicles: Auto Makers

Top Brands - Est. TV Spend: 06/01/2020 - 06/30/2020

Data provided by iSpot.tv

- Subaru
- Nissan
- Toyota
- Ford
- Lexus
- Other

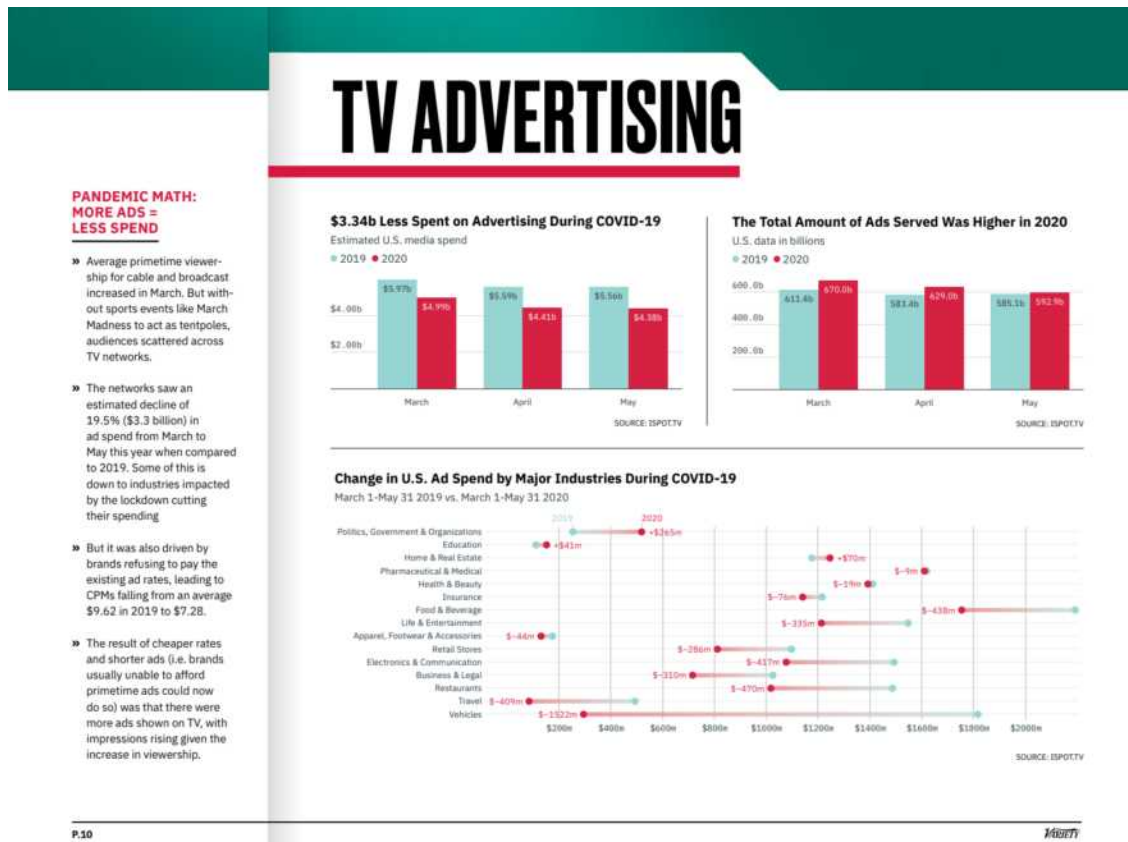


VARIETY

Industry Impact Report: The Toll COVID-19 Has Taken

Variety, 7/1/2020 (see report [here](#))

As the new 29-page Variety Intelligence Platform (VIP) special report “Industry Impact: COVID-19” examines, the first three months of the pandemic provide ample data for beginning to comprehend the impact across a broad array of key performance indicators in TV, film, streaming, audio and other sectors.



VentureBeat

[PlayStation's The Last of Us Part II campaign boosts game TV ad spending in June](#)

VentureBeat, 7/4/2020

Gaming industry TV ad spend jumped up to an estimated \$18.7 million in June, an 81% increase [from May's \\$10.3 million](#), with [PlayStation](#) serving as the main driver of that growth. Together with [Nintendo](#), the two brands have been the powerhouses of gaming industry TV spend so far in 2020. Looking at January 1 through June 30, Nintendo accounts for a greater share of spend (59.5%) versus PlayStation's 31.2%.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 06/01/2020 - 06/30/2020
Data provided by iSpot.tv

- PlayStation
- Nintendo
- GameFly.com
- Star Stable
- 704Games
- Other

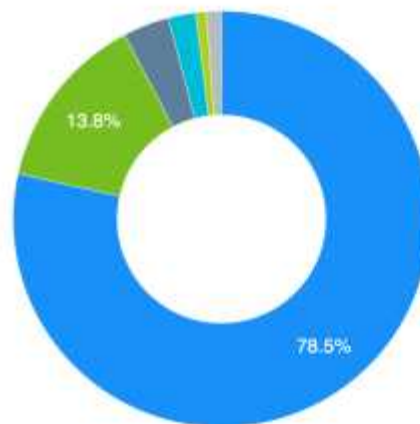


Image Credit: iSpot.tv



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

We Are Social Media, 7/5/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: Procter and Gamble brings back 'The Look' and Disney+ is promoting 'Black is King.' 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 Washington Post

[For TV networks, losing NFL season would be catastrophic](#)

The Washington Post, 7/2/2020

Data compiled by advertising measurement firm iSpot illustrates how valuable the league is in terms of ad dollars. Last football season, CBS raked in roughly \$1.5 billion in NFL advertising, which represents nearly 25 percent of the network's total advertising haul for 2019 (not including the Super Bowl). NBC collected shy of \$1.5 billion, also more than 20 percent of the network's ad dollars for last year.



Sports

For TV networks missing sports, there's one unthinkable scenario: Losing the NFL season



A "Monday Night Football" camera covers a game between the host Denver Broncos and the Kansas City Chiefs in 2018. (Jack Dempsey/AP)



[Disney Media Networks Strikes 'Product Reveal' Branded Content Deal With Ford Motor](#)

MediaPost, 7/2/2020

Ford Motor Company spent \$25 million on The ABC Television Network from June 2019 to June 2020, airing 439 commercial messages, according to iSpot.tv.



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

Wards Auto, 7/2/2020

Second place goes to Volkswagen with a commercial promoting six years of zero-percent APR financing for customers who buy a '20 model. This spot has the best iSpot Attention Score in the ranking (95.70) and received 50% fewer interruptions than the average auto ad.



[Watch the newest commercials on TV from Google, Qatar Airways, Michelob and more](#)

Ad Age, 7/1/2020

A few highlights: Qatar Airways calls itself “the world’s most experienced airline for passenger safety.” Google promotes its suite of “free tools to help millions of businesses adapt” at [g.co/smallbusiness](https://www.google.com/smallbusiness). And Michelob hypes Ultra Pure Gold, its organic light beer. (Some earlier context on the line extension from Ad Age’s E.J. Schultz in January: “Michelob Ultra pledges support for organic farming via Pure Gold Super Bowl spot.”)

AdAge

[Omelet sued by ex-employee who claims she was fired for refusing a Princess Cruises brief downplaying COVID-19 risk](#)

Ad Age, 6/30/2020

Princess Cruises has halted its global ship operations through the end of the 2020 summer season; many travelers already booked were given vouchers that they can use through May 2022. Princess has spent just \$2,200 on TV commercials in the past two weeks, according to data from iSpot. One current spot promotes a polka cruise taking place in January 2021.


Menu


AdAge

Don't Miss Ad Age Digital Edition Women to Watch 2020 Facebook boycott tracker Newest spots Ad Age retail cor

On Univision, "Hard To Find" Millennials Are Easy To Find.

#1 Network on all of TV among adults 18-34 for the fourth consecutive week.

[CLICK TO LEARN MORE](#)  Univision | America's Hispanic Superbrand




Agency News

OMELET SUED BY EX-EMPLOYEE WHO CLAIMS SHE WAS FIRED FOR REFUSING A PRINCESS CRUISES BRIEF DOWNPLAYING COVID-19 RISK

Tiffani Harcrow alleges in the suit that Chief Creative Officer Michael Wallen told her he wouldn't take his family on a cruise ship during the pandemic 'but it was our duty to our client to instruct the public to do so'

[f](#) [t](#) [in](#) [@](#) [v](#) [ss](#)

By [Lindsay Rittenhouse](#), Published on June 30, 2020.





[Big Streamers Have Upped National TV Spend 145% During Pandemic](#)

MediaPost, 6/30/2020

Video streaming services have increased their national TV ad spend by 145% during the pandemic, to reach a collective \$185 million, according to a new, previously internal VAB analysis of iSpot data.



[Paramount Network Again Gives 'Yellowstone' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 7/1/2020

Notably, the ID spot has 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).



[Watch the newest commercials on TV from Dell, Old Spice, Little Caesars and more](#)

Ad Age, 6/30/2020

A few highlights: Little Caesars hypes its new Stuffed Crazy Bread with Crazy Sauce. (Ad Age's Jessica Wohl has the backstory on the campaign: "Little Caesars introduces Nuts Von Crazy character to promote Stuffed Crazy Bread.") SpongeBob and Old Spice team up to promote Old Spice Ultra Smooth Face & Body Wash as well as "The SpongeBob Movie: Sponge on the Run." And Dell shows off its new XPS 13 laptop.

NEXT | TV

Reality TV Spotlight: MTV's 'Ridiculousness' Wins for Time Spent Watching in June

Next TV, 6/29/2020

On the advertising side of things, ads that aired during episodes of Ridiculousness racked up over 3.5 billion TV ad impressions in June, according to iSpot.tv, the always-on TV ad measurement and attribution company. Brands that had the highest impression-counts included Subway (82.8 million impressions), Hershey's (76.9 million), McDonald's (75.2 million), Wendy's (69 million) and Popeyes (61.6 million).

The average iSpot Attention Score* for the show was 94.42, with ads airing during episodes 13% less likely to be interrupted than average.

The screenshot shows a news article on the Broadcasting+Cable website. The article title is "Reality TV Spotlight: MTV's 'Ridiculousness' Wins for Time Spent Watching in June" by Eleanor Semeraro. It includes a photo of Rob Dyrdek in a red shirt and cap, with his arms raised in front of a "RIDICULOUSNESS" sign. To the right of the article is a newsletter sign-up form for "BROADCASTING & CABLE NEWSLETTER" and a "MOST READ" section with three articles: "YouTube Draws 100M People Per Month to TV Screens", "How the Video Industry Went OTT Gradually... Then Suddenly", and "Reddit and Twitch Drop Trump Channels".



[Global TV Market Spikes With Pandemic](#)

The Beachwood Reporter, 6/29/2020

One of the innovative firms, iSpot, is placing a TV banner in another domain: the potential to target and monitor advertiser-defined audience segments across the TV ecosystem as a whole.

Medium

[TV Commercials in the Time of Covid](#)

Medium, 6/30/2020

“On iSpot.tv last week [April 12], there were 289 spots around COVID- 19, and only one was pharma,” says Jeff Rothstein, chief executive officer and founding partner of CultHealth, a health care–focused agency. “We just created a [spot for Novo Nordisk](#) that promotes NovoCare, their patient assistance site for diabetes medicines. It went from client request to completion in just over a week, during which time there was intense discussion around the creative, what to show and say. We were reviewing directors and exploring how to shoot original footage in Los Angeles and New York, and got word that Los Angeles was prohibiting all nonessential outdoor work. So we immediately shifted to stock.”

AdAge

[Watch the newest commercials on TV from Lysol, Target, Jack in the Box and more](#)

Ad Age, 6/29/2020

A few highlights: Lysol reminds us all to engage in “healthy habits,” including mask-wearing in public, and cleaning and disinfecting “frequently touched surfaces daily.” Target wants you to take advantage of its contactless same-day delivery service. And Jack in the Box hypes its Southwest Cheddar Cheeseburger with the help of its animated Menutaur character.

AdAge

[Watch the newest commercials on TV from eBay, Love Has No Labels, Budweiser and more](#)

Ad Age, 6/29/2020

A few highlights: Love Has No Labels offers a message of support for Black Lives Matter. (Ad Age's I-Hsien Sherwood previewed the Ad Council campaign here.) EBay celebrates the small businesses that sell on its platform. And Budweiser promotes its limited-edition red, white and blue cans, just in time for the 4th of July.

TV (R)EV

[Boycotting Facebook? Time To Take Another Look At TV](#)

TVREV, 6/26/2020

Running ads on national prime time is expensive. But television offers many opportunities to run ads that won't break an advertiser's budget. OTT ads, on smaller platforms, running against targeted audiences, are very affordable and can be bought programmatically. Which is why a recent study from iSpot found that there were over 1200 more brands advertising on TV in March/April 2020 versus the same period in 2019, a boom that can't be solely attributed to the pandemic.

TV (R)EV

['Yellowstone' Season 3 Premiere: Viewership, Advertising & Social Video Insights](#)

TVREV, 6/26/2020

There were 59.8 million TV ad impressions served during the third season premiere of Yellowstone, representing a 169.38% increase from the season two premiere, per iSpot.tv, the always-on TV ad measurement and attribution company. Brands that had the highest impression-counts included Taco Bell (5.3 million impressions), Edelman Financial (5.1 million), Tide (5 million), M&M's (4.6 million) and Sonic Drive-In (4.4 million). Looking at specific spots, here are three that stood out in terms of impressions and viewer attention:

AdAge

[Reality show 'Introvert Island' goes viral \(kinda\), and Starbucks' TV advertising surges: Datacenter Weekly](#)

Ad Age, 6/26/2020

From March 20 through June 23, Starbucks spent an estimated \$19.8 million on TV advertising. The coffee chain has been placing a lot of its ads in entertainment programming on cable networks such as Bravo and E!, as well as the traditional broadcast networks' late-night talk shows, according to iSpot.

Datacenter ↗

REALITY SHOW 'INTROVERT ISLAND' GOES VIRAL (KINDA), AND STARBUCKS' TV ADVERTISING SURGES: DATACENTER WEEKLY

Plus, fresh data reinforces racial disparities in COVID-19 health outcomes, and Google tweaks its privacy policy

By [Simon Dumenco](#). Published on June 26, 2020.



Taco Bell's 'Introvert Island' ad has racked up millions of views on YouTube. Credit: Taco Bell

Welcome to **Ad Age Datacenter Weekly**, our data-obsessed newsletter for marketing and media professionals. Reading this online? Sign up to get it delivered to your inbox [here](#).

AdAge

[Watch the newest commercials on TV from Dr Pepper, H&M, REX and more](#)

Ad Age, 6/26/2020

A few highlights: REX (Real Estate Exchange, Inc.) says it offers “game-changing technology.” H&M wants you to know that “already more than half of our materials are recycled, organic or sustainably sourced.” (A web version of this ad debuted on YouTube on May 28.) And Dr Pepper serves up a mini music video for the non-hit song “Dr Pepper & Cream Soda Theme.”



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

We Are Social Media, 6/28/2020

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.



[Live Nation Entertainment's Stuart Austin on IDFA, Future Global Ad Spend, and Gaming Ads](#)

ExchangeWire, 6/26/2020

Covered in ExchangeWire earlier this week, a report by TV ad measurement and attribution firm iSpot.tv has found that gaming brands are struggling to reach audiences via TV advertising. Despite an increase in spend, impressions have consistently fallen, declining by 22.3% since mid-May. Whilst the finding strengthens concerns over the shape of linear TV viewership, it also raises questions about how gaming companies will approach advertising in the future – will they begin shifting spend to CTV and streaming in order to capture their audiences?



[Nissan Ranks First With Most-Seen Auto Ad](#)

Wards Auto, 6/26/2020

This ad has the best iSpot Attention Score in the ranking (95.02) and received 40% fewer interruptions than the average auto ad, according to iSpot.tv, the always-on TV ad measurement and attribution company.

MENU **WARDSAUTO.** SEARCH LOG IN REG

RECENT

INDUSTRY

Nissan Ranks First With Most-Seen Auto Ad

The commercial featuring actress Brie Larson generated the highest number of impressions across national broadcast and cable TV airings during the week of June 15-21.

AdAge

[Watch the newest commercials on TV from Geico, The Home Depot, Popeyes and more](#)

Ad Age, 6/25/2020

A few highlights: Popeyes wants you to know that you can score a free chicken sandwich with your first order on the Popeyes app. The Home Depot hypes the savings it's currently offering on appliances, including a refrigerator with a dedicated beverage drawer. And DJ Khaled serves as some random guy's motivational coach in the latest from Geico.



[Major League Baseball To Begin Shortened Season In Late July, National TV Ads To Sink](#)

MediaPost, 6/24/2020

According to iSpot.tv, TV network TBS pulled in \$100.3 million in national TV advertising from airing Major League Baseball games in 2019. Fox came in at \$87.3 million, followed by Fox Sports at \$77.8 million, ESPN with \$73.5 million and MLB Network at \$20.2 million.

TelevisionNewsDaily

Subscribe

Major League Baseball To Begin Shortened Season In Late July, National TV Ads To Sink

by Wayne Friedman , Yesterday





[SBJ Unpacks: The Road Ahead -- PGA Tour Stays The Course](#)

Sports Business Journal, 6/24/2020

KIA TOPS AD SPENDS FOR PREMIER LEAGUE'S RETURN

- Kia was the biggest advertiser during the EPL's return to action this past week, according to iSpot.tv, spending \$158,000 during coverage on NBC Sports, NBC, Telemundo and NBC Universo. Overall, 90 brands spent \$2.1 million and generated 148.4 million impressions from Wednesday-Sunday, per SBJ's David Broughton.

AdAge

[Watch the newest commercials on TV from Arby's, Starbucks, Frito Lay and more](#)

Ad Age, 6/24/2020

A few highlights: Arby's hypes its \$1 Barq's Root Beer Float and Coca-Cola Float. Starbucks wants you to know that its Nitro Cold Brew is available in a can. And Frito Lay says, "Let's summer!"

NEXT | **TV** promaxbda

[Paramount Network Gives 'Yellowstone' TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 6/24/2020

Notably, the Nick spot has the highest iSpot Attention Index (148) in our ranking, getting 48% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

CYNOPSIS

[06/24/20: Bleacher Report CEO Mittman is leaving the company](#)

Cynopsis, 6/24/2020

New data from iSpot focused on the Premier League's return this past week/weekend, estimating a total spend of \$2.1 million, that led to 148.4 million impressions for its return to the airwaves. In total, about 90 brands advertised during Premier League games this past week/weekend.

AdAge

[Watch the newest commercials on TV from Nationwide, Weber, Redfin and more](#)

Ad Age, 6/23/2020

A few highlights: Procter & Gamble serves up a broadcast TV cut of its new social justice campaign. (Background via Ad Age's Creativity: "P&G calls on the silent majority to be 'anti-racist.'") Redfin wants you to "start dreaming" about a new home with the Redfin app. And Weber hypes its new SmokeFire wood-fired pellet grill.



[How NBA 2K is introducing the next generation of sports fans \(and brands\) to ESPN](#)

We Are Social Media, 6/21/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: GEICO is (still) on FIRE, Lowe's is ready for summer and.. Corona is back (yes, really.) 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

[Watch the newest commercials on TV from GoDaddy, Macy's, The UPS Store and more](#)

Ad Age, 6/22/2020

A few highlights: The UPS Store asks “What makes a business ‘essential’?” Macy’s says “welcome back” to shoppers as it continues reopening stores. And GoDaddy notes that “Many entrepreneurs started businesses during hard times. They did it and so can you.”



[Most-Seen Auto Ads Feature Lincoln, Lexus, Land Rover](#)

Wards Auto, 6/18/2020

Fourth place goes to a Land Rover spot that’s been on and off the chart for weeks. In it, the ’20 Range Rover Sport completes famous driving challenges such as the Pikes Peak summit in Colorado, the Empty Quarter on the Arabian Peninsula, the Inferno in Switzerland and China’s Dragon Challenge. This spot has the best iSpot Attention Score in the ranking (94.04) and received 26% fewer interruptions than the average auto ad.

S&P Global

Market Intelligence

[Floyd protests loom over NFL ratings, advertising dollars](#)

SPGlobal, 6/18/2020

As the most-watched programming on linear TV, NFL games generate high demand among advertisers that want to reach these large audiences. For instance, regular-season games last year produced \$4.5 billion in ad sales for networks carriers, up 15.4% from \$3.9 billion in 2018, according to data from iSpot.TV.

AdAge

[The 'mindful' marketer that's dramatically increased its TV ad spend, the 'malicious' Chrome extension scare, and more: Datacenter Weekly](#)

Ad Age, 6/19/2020

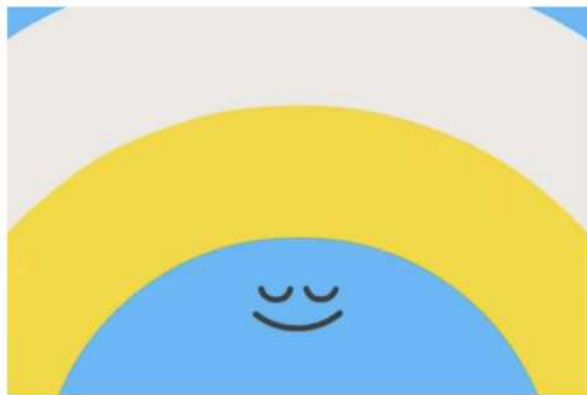
First up: Headspace. According to data from iSpot.tv shared exclusively with Datacenter Weekly:

- The self-described “guided meditation and mindfulness” provider (via iOS and Android apps and other platforms) abstained from advertising on TV for the first four-and-a-half months of 2020—but then began advertising so much that it's now surpassed 1 billion ad impressions year-to-date.

Datacenter

THE 'MINDFUL' MARKETER THAT'S DRAMATICALLY INCREASED ITS TV AD SPEND, THE 'MALICIOUS' CHROME EXTENSION SCARE, AND MORE: DATACENTER WEEKLY

Published on June 19, 2020.



Headspace is currently the 58th-ranked brand on TV by ad impressions.
Credit: Headspace

Welcome to **Ad Age Datacenter Weekly**, our data-obsessed newsletter for marketing and media professionals. Reading this online? Sign up to get it delivered to your inbox [here](#).

DIGIDAY

['Nothing typical about this year's political ad market': As crises continue forecasts predict higher than ever political ad spending](#)

Digiday, 6/17/2020

As Trump has increased spending on television again he is “playing to his base,” according to John Cassilo, data analyst for Fabric Media. Per iSpot data, Trump has garnered 789 million ad impressions since March 1 with 63% of impressions on national linear TV versus 33.5% on local TV. Biden has generated 395.3 million impressions with 26.2% on national live linear and 69.7% of impressions on local TV during the same time period.

≡ DIGIDAY

✉ HI, FABRIC

MARKETING ON PLATFORMS

'Nothing typical about this year's political ad market': As crises continue forecasts predict higher than ever political ad spending



NEXT | **TV** promaxbda

[OWN Gives 'OWN Spotlight: Where Do We Go From Here?' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 6/17/2020

Notably, the OWN promo has 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).

AdAge

[Watch the newest commercials on TV from The Home Depot, Disney+, AT&T and more](#)

Ad Age, 6/16/2020

A few highlights: The Home Depot reminds you that Father's Day is coming up (on June 21). Disney says that "Real people are connecting with Disney+." And AT&T focuses on how it can help businesses thrive in the era of social distancing.

CLEVELAND BUSINESS JOURNAL

[TV spending for the biggest sports advertisers is down 30%](#)

Cleveland Biz Journal, 6/16/2020 (Behind Paywall, read [here](#))

Advertising during televised sports programming is down 30% from the same time last year to \$1.45 billion, according to data provided to Sports Business Journal by iSpot.tv.

Geico, annually one of the top advertisers, spent \$138.4 million from the beginning of the year through June 7, the most of any brand.

That spend is 37% less than during the same time period in 2019. Nineteen of the other 25 biggest spenders also reduced their outlay by double digits.

Many corporate partners, including Coca-Cola, Pepsi, General Motors and AB InBev, announced reduced sports marketing efforts during the pandemic.

TV (R)EV

Network Deep Dive: A&E

TVREV, 6/16/2020

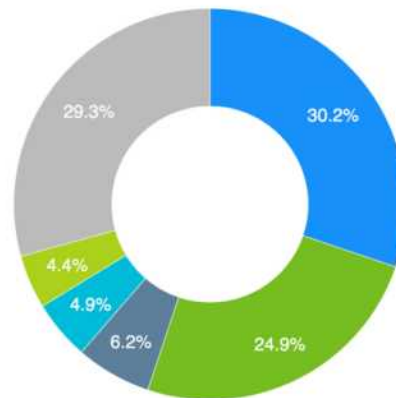
According to [iSpot.tv](https://www.ispot.tv), the always-on TV ad measurement and attribution company, there were 49.4 billion TV ad impressions served on A&E from Jan. 1 through June 2, representing a 16.99% increase from the same time period in 2019. A&E is ranked No. 12 for TV ad impressions so far this year (during the same time period in 2019, the network was ranked No. 14 for impressions).

A&E

Top Shows - Impressions: 01/01/2020 - 06/02/2020

Data provided by iSpot.tv

- Live PD
- The First 48
- Live PD: Police Patrol
- Live PD: Rewind
- Live PD Presents: PD Cam
- Other



TV (R)EV

Despite Current Stalemate, MLB's Postseason Still Proving to be Plenty Profitable

TVREV, 6/15/2020

Last season, MLB playoff games (including the World Series) featured an estimated \$474 million in TV ad spend, according to iSpot.tv. Turner-owned TBS accounted for less than 20% of that — it was spread across TBS, Fox, Fox Sports 1, MLB Network and ESPN — but a new deal would potentially help increase that share of revenues. Under the current postseason structure, 10 teams play in a maximum of 43 games. The proposed new postseason could mean as many as 59 games in a given year (and no fewer than 39). For Turner and the other broadcast partners, the opportunity to add that much live sports inventory is incredibly enticing.

STREET & SMITH'S
SBJ SBD SportsBusiness
DAILY

TV spend for biggest sports advertisers down 30%

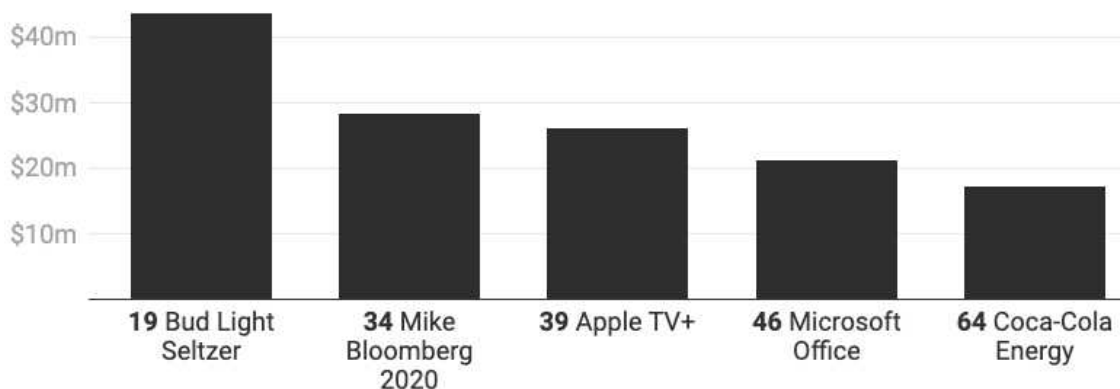
Sports Business Daily, 6/15/2020

Spending was down in all advertising categories, in part because of reduced inventory. Among the outliers, T-Mobile had already spent \$62.3 million (up 5%) before its biggest league asset, MLB, had started play.

Copper Fit, the copper-infused compression sleeves, went from a \$4.1 million spend a year ago to \$41.8 million so far, with the majority of that coming since the beginning of the U.S. quarantine.

Among big sports spenders, Gatorade and Coors Light registered drops of 73% and 66%. Commercials are measured by iSpot.tv during live, time-shifted network and cable programming, video on demand, over-the-top and local TV.

Of the top 100 sports advertisers by spend in 2020, there were five that did not make the list in 2019.



Note: Numbers have been rounded.

#Spending Jan. 1 through June 7, 2020 compared to Jan. 1 through June 7, 2019

Source: [iSpot.tv](#) • [Get the data](#) • Created with [Datavrapper](#)



[Advertisers Ditch Tucker Carlson's Show on Fox News over Black Lives Matter Comments](#)

Pulse Headlines, 6/13/2020

Data from iSpot.tv, an ad measurement firm, reveals that some few big advertisers still remain with the Tucker Carlson's Tonight show and these include MyPillow, Relaxium, Fox News itself, Fox Nation, Leaf Filter, Sandals, Tommie Copper, and Fisher Investments. Others are Norton and Proactiv, while those that have ad slots include the Trump re-election campaign, a beet powder company, a foot fungus treatment company, and several law firms.



[Tucker Carlson's ad boycott causes headaches for Fox News](#)

News Dio, 6/12/2020

Carlson's right-wing comments on immigration caused a pressure campaign by liberal activists and prompted many advertisers to withdraw in late 2018. At this point, the program has relatively few reputable advertisers, according to data from iSpot, an advertising measurement company.



[Tucker Carlson ad boycott causes headaches for Fox News](#)

CNN, 6/12/2020

At this point, the show has relatively few big-name advertisers, according to data from iSpot, an ad measurement firm.

Between June 1 and 10, Carlson's biggest sponsor by far was MyPillow, a brand closely aligned with Fox News as a whole. MyPillow ran 120 spots on Carlson's show, while the next biggest advertiser, Relaxium, ran 28 spots. The third most frequent advertiser was Fox News itself, with promos for other shows, followed by Fox Nation, with promos for the company's streaming service.

The New York Times

[Fox News Host Tucker Carlson Loses More Advertisers](#)

New York Times, 6/12/2020

But his show remains a linchpin of the Fox News lineup, drawing 4.8 million viewers last week. So far this year, “Tucker Carlson Tonight” generated 16 percent of ad revenue for Fox News, according to iSpot.tv, the television ads measurement company. Out of \$75 million in total spending, more than a third came from a single advertiser: MyPillow, a pillow manufacturer in Minnesota run by Mike Lindell, a supporter of Mr. Trump who appeared at a White House Rose Garden news briefing in March.



Fox News Host Tucker Carlson Loses More Advertisers

Disney, Papa John's, Poshmark and T-Mobile backed away from “Tucker Carlson Tonight” after the host's comments about Black Lives Matter protests.



Advertiser disavowals of Tucker Carlson's show, “Tucker Carlson Tonight,” have gained momentum. Richard Drew/Associated Press



[Which Movies Will Audiences Deem "Mask Worthy"? Studios Strategize as Theaters Plan to Reopen](#)

The Hollywood Reporter, 6/12/2020

"The entertainment landscape is going through an evolution because of COVID," says Stuart Schwartzapfel, iSpot's senior vp media partnerships. "This has never happened. Home entertainment used to be a tiny piece of the pie. Is PVOD here to stay? It's too early to say."



[Lincoln Boasts Another Most-Seen Auto Ad](#)

Wards Auto, 6/12/2020

At No.2, Land Rover's high-octane commercial shows its '20 Range Rover Sport tackling challenges such as the Pikes Peak summit, the Empty Quarter on the Arabian Peninsula, the Inferno in Switzerland and China's Dragon Challenge. This spot has the best iSpot Attention Score in the ranking (94.14) and received 35% fewer interruptions than the average auto ad.

Newsweek

[MyPillow CEO Says 'All Lives Matter,' Stands By Tucker Carlson Fox News Ads](#)

Newsweek, 6/12/2020

His company is a major advertiser on Carlson's show, with 45 airings between May 27 and June 9, according to iSpot.tv.

Contently

[State of Healthcare Content Marketing: 5 Trends Transforming the Industry](#)

Contently, 6/11/2020

Right now, TV commercials are the most visible (and expensive) form of healthcare marketing. Total ad spend on pharma commercials topped \$3.7 billion last year, according to ad tracker iSpot.tv, which is why it seems like the same drug clips play on a loop regardless of when or what you're watching. In some cases, pharma companies spent hundreds of millions of dollars in a single year to market their treatments. AbbVie topped the list by doling out \$465 million to promote Humira.

AdAge

[Watch the newest commercials on TV from Wix, Jeep, Stella Artois and more](#)

Ad Age, 6/11/2020

A few highlights: A Wix customer with a brick-and-mortar fashion shop explains how he used the web-development platform's e-commerce tools to go from "selling to my town to selling nationwide in one week." Jeep says that "If you think about the last few months, maybe it'll give us a new perspective." And Stella Artois promotes its new Solstice Lager.

AdAge

[Watch the newest commercials on TV from PlayStation, M&M's, Arby's and more](#)

Ad Age, 6/10/2020

A few highlights: PlayStation promotes action-adventure game "The Last of Us Part II," available on June 19. M&M's serves up an animated spot made with the help of "fans who colored this commercial while staying safe at home." And Arby's hypes its Pecan Chicken Salad Sandwich.



[Big Brands Pull Out Of Fox News' 'Tucker Carlson' Over Anti-BLM Remarks](#)

MediaPost, 6/11/2020

Over the last two weeks (May 27 through June 9), major advertisers on Carlson's show included My Pillow, with 45 airings; Sandals Resorts, with 16; Norton, with 16; Qunol, at 13; Tecovas, with 12; and Visiting Angels, with 10, according to iSpot.tv.

MediaPost News Events Awards Members More

LiveRamp Connect TV Ads to Business Outcomes
Learn How in this Guide to TV Measurement Strategies [Download Guide](#)

Television NewsDaily

Big Brands Pull Out Of Fox News' 'Tucker Carlson' Over Anti-BLM Remarks

by Wayne Friedman, 2 hours ago



Tucker Carlson
@TuckerCarlson

This is not a time to submit. Just tell the truth. Watch if you missed tonight's show.



Tucker: Black Lives Matter is now a political party And it may be the strongest political party in the United States. #FoxNews #Tucker Subscribe to Fox News! ...
[youtube.com](#)

9:16 PM · Jun 8, 2020 · Twitter for iPhone

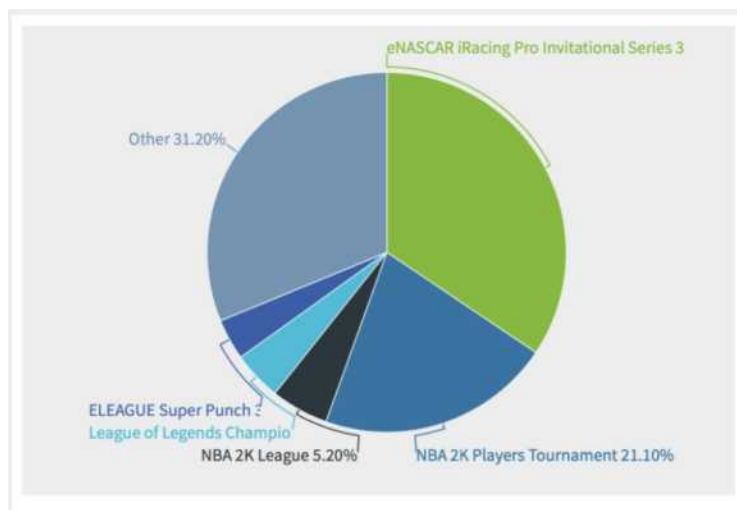
7.9K Retweets 25.6K Likes

TV(R)EV

[Esports Embraces Moment Without Traditional Sports on TV](#)

TVREV, 6/10/2020

iSpot, the always-on TV ad measurement and attribution company, released a report this week diving into esports on TV, including the top programs, brand advertisers and creative (among other notes). They found that eNASCAR had the most impressions by a wide margin, but also aired nearly twice as many ads as the nearest competitor.



AdAge

[Watch the newest commercials on TV from Amazon, the Census Bureau, PetSmart and more](#)

Ad Age, 6/9/2020

A few highlights: An Amazon warehouse worker named Ricardo speaks about his job and his family life in American Sign Language. The U.S. Census Bureau reminds those who still haven't filled out their census form that "your participation can help inform how billions in funding will go to healthcare, education and emergency services each year for the next 10 years." (Some context on the continuing campaign from Ad Age's Jeanine Poggi in January: "U.S. Census unveils 2020 ad campaign amid digital push.") And PetSmart thanks pets for "never running out of ways to show us love when we need it most."

NEXT | **TV** promaxbda[National Geographic Gives 'Gordon Ramsay: Uncharted' TV's Biggest Promo Push](#)

NextTV, [Promaxbda](#), 6/10/2020

Notably, the CNN promo has 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).

Broadcasting+Cable

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TRENDING Station Marketers and Coronavirus Upfronts Syndication Ratings

Home > News

National Geographic Gives 'Gordon Ramsay: Uncharted' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 hours ago

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily



Gordon Ramsay and Chef Shri Bala enjoy fresh coconut juice during an episode of National Geographic's "Gordon Ramsay: Uncharted". (Image credit: National Geographic/Ritam Banerjee)

AdAge

[Watch the newest commercials on TV from Nintendo, Hulu, HBO Max and more](#)

Ad Age, 6/8/2020

A few highlights: Nintendo wants you to enjoy family game time with the Nintendo Switch. Hulu promotes its new original series “Love, Victor.” And HBO Max wants you to know that you can “watch all your favorites in one place,” including the “South Park” back catalog and the 2019 psychological thriller “Joker.”



[Spotlight: iSpot powers TV audience measurement for Moat Reach](#)

Oracle Blog, 6/5/2020

The solution uses iSpot’s real-time impression verification to power the TV ad viewership portion of the tool. To dive deeper into this collaboration, we sat down with Robert Bareuther, SVP of Business Development, iSpot.tv, to learn more about what makes iSpot and Moat Reach the perfect match to address the market’s needs at this critical point in the industry.

MEASUREMENT, MEASUREMENT

June 5, 2020



Spotlight: iSpot powers TV audience measurement for Moat Reach



Glenn Bean
SENIOR DIRECTOR, PRODUCT MANAGEMENT



AdAge

[Watch the newest commercials on TV from Aspiration, Grubhub, Papa Murphy's and more](#)

Ad Age, 6/5/2020

A few highlights: Aspiration says that “the deposits in your Aspiration Spend & Save account are 100 percent fossil fuel-free.” Grubhub hypes its Perks rewards program. And Papa Murphy’s Pizza promotes its \$10 large chicken, bacon and artichoke pizza.



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

We Are Social Media, 6/7/2020

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.



[FCA Tops Most-Seen Auto Ads Chart; Subaru Follows](#)

Wards Auto, 6/4/2020

Honda rounds out the ranking, assuring customers they can enjoy the open road and get the most for their money with a new vehicle that will hold its value. This spot has the best iSpot Attention Score in the ranking (94.91) and received 52% fewer interruptions than the average auto ad.

TV (R)EV

[Data: CNN Surged During Weekend of Protests Against Racial Injustice](#)

TVREV, 6/4/2020

With audiences tuning into more news lately, ad impressions have also increased accordingly. This past weekend, impressions were up for both CNN and Fox News (and down slightly as part of a larger falling trend for MSNBC, according to iSpot.tv).

TV (R)EV

[As Sports Move to Return, Baseball is Looking Left Out](#)

TVREV, 6/4/2020

Assume the NHL and NBA both restart in late July, and same with MLS (which always plays in summer but doesn't necessarily compete with baseball given fan demographics and games once per week). Even if baseball does the same, they're now competing against the NHL and NBA Playoffs instead of (or really, along with) golf and tennis. Last year's NBA Playoffs made over \$800 million in TV ad revenues according to iSpot.tv (and that was without a quarantine creating more anticipation). The Stanley Cup Playoffs generated over \$450 million. MLB's postseason, by comparison, saw about \$475 million, but was also just up against football and had virtually no opposition during the week until the World Series had already started.

NEXT | TV promaxbda

[USA Network Gives 'Dirty John: The Betty Broderick Story' TV's Biggest Promo Push](#)

Next TV, [Promaxbda](#), 6/3/2020

Notably, the Nick promo has 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).



[Automaker TV Spending Down 60.5% In May](#)

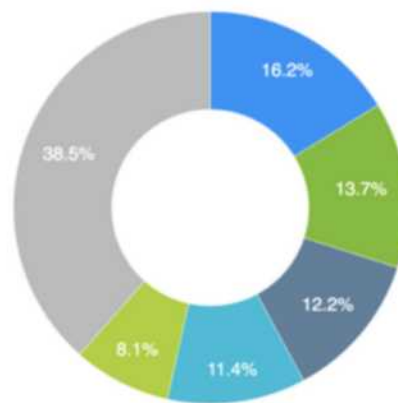
MediaPost, 6/2/2020

Automakers spent an estimated \$161.6 million in May 2020 compared to \$408.9 million in May 2019, according to iSpot. Impressions, at 18.9 billion, were down 46% from last year's 35.3 million.

In 2019, about 37% of auto maker ad spend in May came during sports-related programming, with the NHL and NBA Playoffs making up over two-thirds of that total, says Stu Schwartzapfel, senior vice president, media partnerships, at iSpot.

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 05/01/2020 - 05/31/2020
 Data provided by iSpot.tv

- Toyota
- Fiat Chrysler Automobiles
- Subaru
- Lexus
- Hyundai
- Other



[Fans Will Be Absent When Professional Sports Return, But Which Advertisers Will Show Up?](#)

MediaPost, 6/4/2020

To get a look at where things have been -- pre-COVID-19 -- analyze the activity for the NBA's top national TV marketers so far (October through mid-March), according to iSpot.tv:

State Farm (\$23 million); Taco Bell (\$13.3 million); Metro by T-Mobile (\$12.6 million); Toyota (\$11.7 million); and GEICO (\$11.6 million); Sony Playstation (\$10.1 million); Burger King (\$10.0 million); Mountain Dew (\$9.9 million) Nissan (\$9.0 million) and Cricket Wireless (\$8.9 million).



[FCA Tops Most-Seen Auto Ads Chart; Subaru Follows](#)

Wards Auto, 6/4/2020

Honda rounds out the ranking, assuring customers they can enjoy the open road and get the most for their money with a new vehicle that will hold its value. This spot has the best iSpot Attention Score in the ranking (94.91) and received 52% fewer interruptions than the average auto ad.



[NFL: Commercial Appeal](#)

Sports Business Journal, 6/2/2020

Since the NBA closed up shop on March 11, a number of free-spending categories have all but disappeared from the airwaves. According to iSpot.tv estimates, fast-food dollars across ABC, CBS, Fox, NBC and ESPN are down 50% versus the year-ago period, while auto ad spend is down 66% and beer is off by 59%. Shuttered movie theaters and scuttled release dates have practically wiped out all studio investment, and but for a few make-good units on ESPN, the airlines are grounded.

AdAge

[Watch the newest commercials on TV from Tyson, Comcast, Degree and more](#)

Ad Age, 6/2/2020

A few highlights: Tyson notes that it's been "feeding families" since 1935. Comcast calls attention to its Internet Essentials program, which is "connecting millions of people from low-income homes to the internet." And Degree wants you to know that it's "activated when you move, however you move."

The New York Times

[The TV Commercial, Once Advertising's Main Event, Suffers in the Pandemic](#)

The New York Times, 5/28/2020

The home improvement retailer spent more than \$1 million to promote a Memorial Day discount on washer-dryer sets last year, according to the ad measurement company iSpot.TV, releasing an elaborate commercial with multiple actors in multiple locations. This year, the company used a 15-second commercial — a bare-bones production set in a utility room — for its summertime kickoff promotion.

MEDIA The New York Times 

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ADVERTISING

The TV Commercial, Once Advertising's Main Event, Suffers in the Pandemic

People are watching more television these days. But companies are spending less time, effort and money on TV ads.



The minimalist commercials of the pandemic are a long way from elaborate productions like Coca-Cola's so-called Hilltop ad in 1971, featuring a rendition of the song "I'd Like to Teach the World to Sing." The Coca-Cola Company

AdAge

[Watch the newest commercials on TV from MassMutual, Audible, Ancestry and more](#)

Ad Age, 6/1/2020

A few highlights: Ancestry suggests that you “Find and honor your ancestors who served in World War II.” Kevin Hart promotes “The Decision,” his new audiobook available on Audible. And MassMutual wants you to know about HealthBridge, its free life insurance program for healthcare workers fighting COVID-19.

TV(R)EV

[Network Deep Dive: History Channel](#)

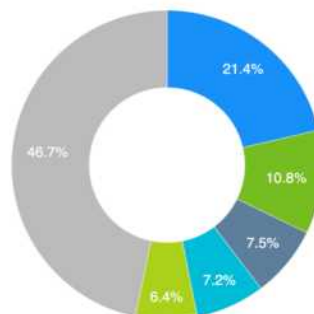
TVREV, 6/1/2020

According to [iSpot.tv](#), the always-on TV ad measurement and attribution company, there were 38 billion TV ad impressions served on History from Jan. 1 through May 27, representing a 10.43% increase from the same time period in 2019. History is ranked No. 17 for TV ad impressions so far this year (during the same time period in 2019, the network was ranked No. 20 for impressions).

Shows with the highest impression-counts on History include American Pickers (8.1 billion impressions), Ancient Aliens (4.1 billion), The Curse of Oak Island(2.8 billion), Pawn Stars (2.7 billion) and Swamp People (2.4 billion).

History Channel
Top Shows - Impressions: 01/01/2020 - 05/27/2020
 Data provided by iSpot.tv

- American Pickers
- Ancient Aliens
- The Curse of Oak Island
- Pawn Stars
- Swamp People
- Other



TV (R)EV

[For TV Audiences, Advertisers & Networks, 'Group Play' NBA Return Could be Best Bet](#)

TVREV, 5/29/2020

While the NBA Playoffs are normally a big draw for TV — according to iSpot spend estimates, the 2019 playoffs and Finals earned nearly \$800 million across all networks (in the U.S.) — and there's an even greater demand on watching the games this year given the extended absence, momentum could be lost quickly with a less interesting start to the playoffs.

	First Round	Second Round	Third Round	Finals	TOTAL
Group Play	80 games	28 games (max.)	14 games (max.)	7 games (max.)	Between 108 and 129 games
Standard Playoff	56 games (max.)	28 games (max.)	14 games (max.)	7 games (max.)	Between 60 and 115 games

AdAge

[Watch the newest commercials on TV from Progressive, Spotify, Mint Mobile and more](#)

Ad Age, 5/29/2020

A few highlights: A herd of motaurs (half-human, half-motorcycle creatures) help Progressive promote its motorcycle insurance. Spotify wants you to “listen your way” by getting Spotify Premium. And Ryan Reynolds hypes Mint Mobile, the mobile virtual network operator he has an ownership stake in.



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

We Are Social Media, 6/1/2020

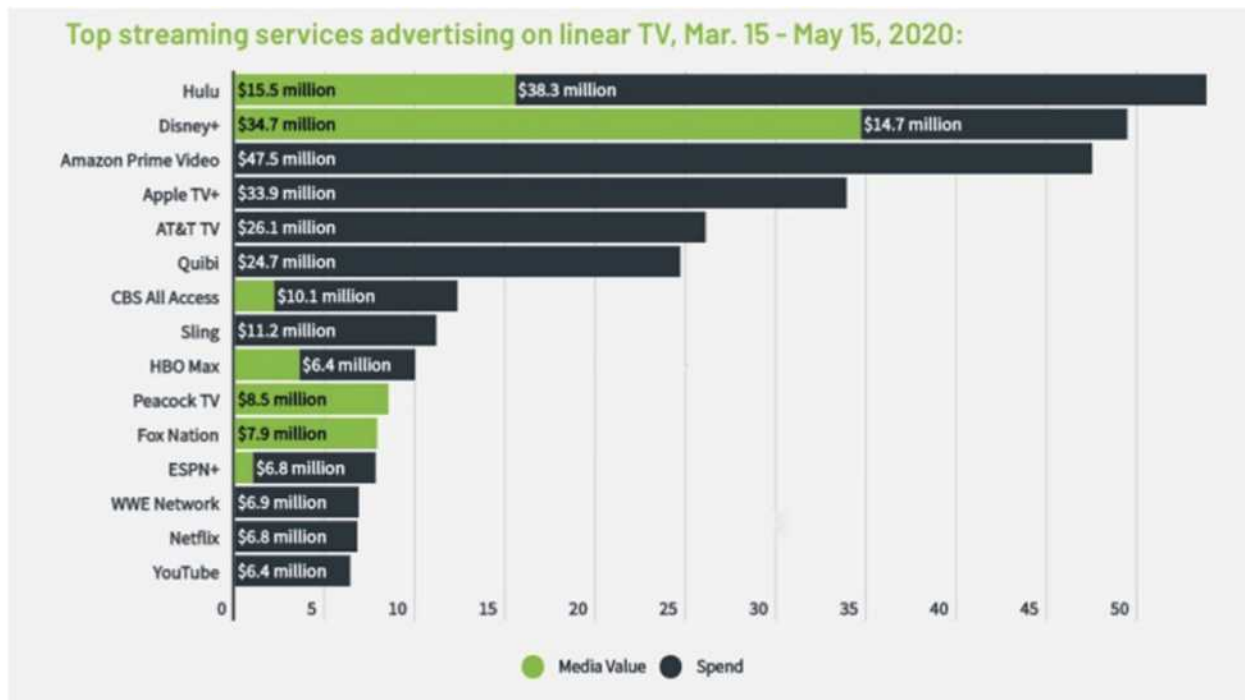
Welcome to the new edition of our 10 most talked-about TV ads on social media: It's time to look behind the mask, move past the quarantine, and “Find our together.”

ADWEEK

[Disney+, Hulu Among Streamers Upping TV Ads During Pandemic](#)

Adweek, 5/28/2020

Those services' investment in TV advertising, etc measured by the television advertising measurement firm iSpot.TV, came as most Americans considerably increased their TV time, and it suggests that some streamers are looking to capitalize on time spent at home by getting in front of homebound Americans. The data shows a bump in both estimated spend and media value to account for advertisements that may have run as promotions or at discounted rates on companies' owned networks.



VARIETY

[Songs For Screens: How '80s Metal Band Ratt Landed a Geico Commercial](#)

Variety, 5/28/2020

The spot has amassed more than 8 million views on YouTube, and has aired north of 10,000 times since April 13, with an estimated media spend of \$21.1 million, according to iSpot.TV. It's also been aided in its popularity by being one of the first humorous spots from a major brand to debut post-quarantine, when the tone has shifted to more somber, united-together messaging.

AdAge

[Watch the newest commercials on TV from 3M, Mastercard, Starbucks and more](#)

Ad Age, 5/28/2020

A few highlights: A 3M technical director says that he's "committed to making a difference in people's lives" in a commercial that explains how 3M reflective technology is being deployed to help "more people get home safely." Mastercard salutes adorable WFH "coworkers" (spoiler: they're all dogs). And Starbucks says "We're ready to welcome you back."



[Subaru Snags Two Spots on the Most-Seen Auto Ads Chart](#)

Wards Auto, 5/28/2020

Land Rover puts its '20 Range Rover Sport to the ultimate driving tests in the fourth-place ad, including challenges such as the Pikes Peak summit in Colorado, the Empty Quarter on the Arabian Peninsula, the Inferno in Switzerland and China's Dragon Challenge.

This spot has the best iSpot Attention Score in the ranking (94.29) and received 41% fewer interruptions than the average auto ad.



[Video Streaming Services' Advertising Up Nearly 90%](#)

MediaPost, 5/27/2020

On digital media, HBO Max has run messaging on Snapchat, Yahoo, IMDB, and Forbes.

With regard to TV advertising, iSpot.tv says that over the last two weeks (May 13 through May 26), HBO Max has aired 1,381 spots.



TelevisionNewsDaily

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Video Streaming Services' Advertising Up Nearly 90%

by Wayne Friedman · Yesterday



NEXT TV promaxbda

TNT Gives 'The Match: Champions for Charity' TV's Biggest Promo Push

Next TV, [Promaxbda](#), 5/27/2020

Notably, the Nickelodeon promo has the highest iSpot Attention Index (146) in our ranking, getting 46% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

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TNT Gives 'The Match: Champions for Charity' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV a day ago

And more from Promo Mojo, our exclusive weekly ranking of the programming networks are promoting most heavily



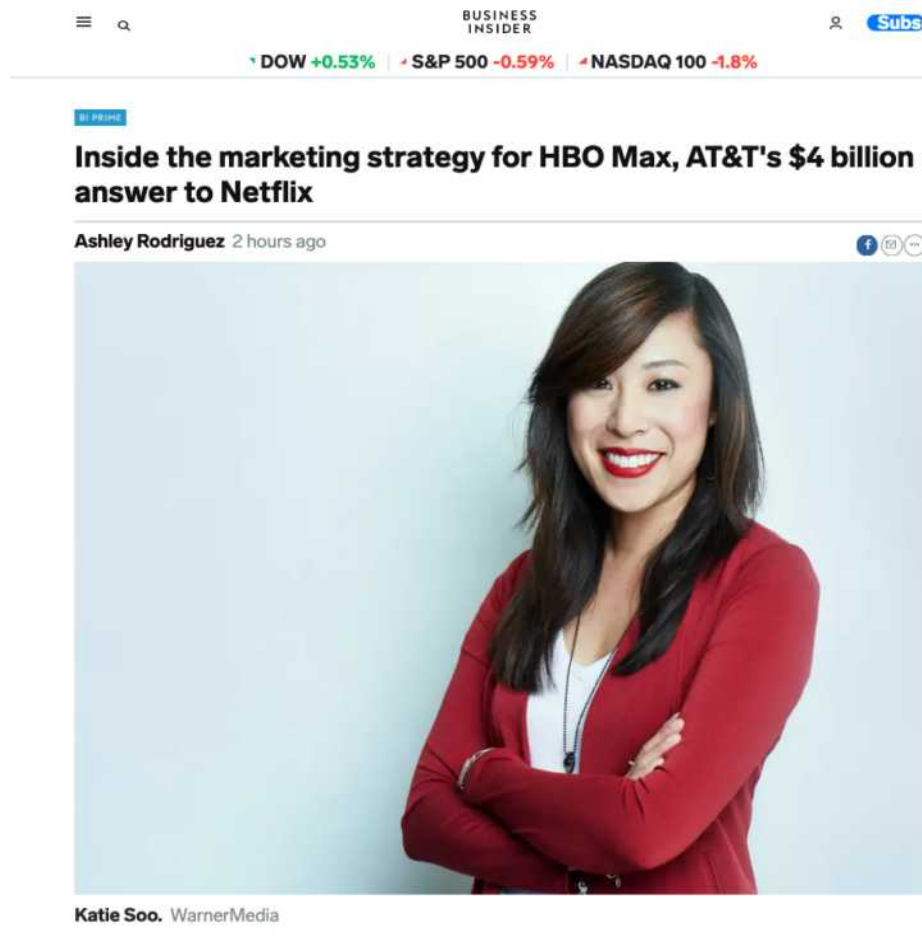
(Image credit: Mike Ehrmann/Getty Images for The Match)

BUSINESS INSIDER

[HBO Max marketing strategy explained: launch campaign, ad push, voice](#)

Business Insider, 5/27/2020 (Behind paywall, read [here](#))

To give a sense of scale, HBO Max had 602.7 million national TV-ad impressions during the 30 days ending May 25, estimated iSpot.tv, which tracks national TV ad airings. It aired roughly half as many ads as Disney Plus, which marked 1.22 billion impressions on national TV in the comparable 30 days leading up to its November launch.



Business Insider logo and market data: DOW +0.53%, S&P 500 -0.59%, NASDAQ 100 -1.8%

Inside the marketing strategy for HBO Max, AT&T's \$4 billion answer to Netflix

Ashley Rodriguez 2 hours ago

Katie Soo. WarnerMedia

NEXT | TV

[When Live Sports Return to TV: Viewership and Ad Insights for NASCAR and Golf](#)

Next TV, 5/26/2020

While Champions for Charity may have captured a larger share of TVs, with multiple races during the period measured, it's no surprise that NASCAR generated far more total TV ad impressions — 1.14 billion across Fox, Fox Sports 1 and Fox Sports 2, according to iSpot, making it the No. 6 program by impressions from May 16-24. The biggest impressions-generating day was May 17, with 505.1 million.

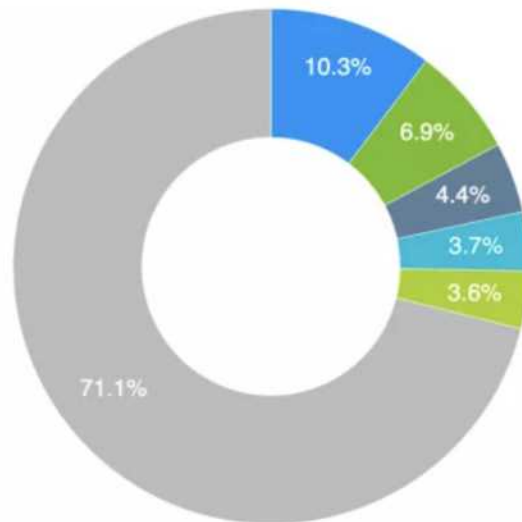
Aside from network promos, across the races and simulcasts, GEICO was the most-seen brand (78 million impressions), followed by Wendy's (50.5 million) and Subway (41.8 million).

NASCAR Cup Series

Top Brands - Impressions: 05/16/2020 - 05/25/2020

Data provided by iSpot.tv

- FOX
- GEICO
- Wendy's
- Subway
- USAA
- Other



TV (R)EV

[NHL Announces Return Plan with Major TV Potential](#)

TVREV, 5/26/2020

According to iSpot, national NHL broadcasts saw \$76.8 million in estimated TV ad spend for 2019-20 — an average of \$477,000 per day. If the regular season had been completed, it would've added another \$11.4 million at that pace. However, replacing the last 10-12 games of the season with a playoff including most of its largest markets (Los Angeles would be the most notable absence) potentially makes up for those lost TV ad revenues, even if not the arena gate receipts. Even prior the Stanley Cup Final in 2019, live national broadcasts of the playoffs generated over \$450 million in ad revenue, per iSpot, and that was for a typical 16-team event.



[Mark Zuckerberg goes ahead of Warren Buffett to become America's third wealthiest man](#)

Daily Mail, 5/26/2020

The company says that it used the names of Facebook employees on the posts out of privacy concerns.

Facebook paid an estimated \$6.5 million to reach nearly a quarter billion people with the ad, according to advertising analytics firm iSpot.tv.

AdAge

[Watch the newest commercials on TV from Little Caesars, Home Depot, Rocket Mortgage and more](#)

Ad Age, 5/26/2020

A few highlights: Little Caesars hypes its new \$7 Pepperoni Cheeser Cheeser pizza. Home Depot says that “every home has things it needs—things that need to be fixed or fixed up.” And Rocket Mortgage wants you to “join us in thanking our essential workers.”

DEADLINE

[Ad Buyers Take Cautious Approach In Unprecedented TV Upfront Market](#)

Deadline, 5/25/2020

Sean Muller, founder and CEO of ad tracking firm iSpot, told Deadline a number of top brands remain committed to TV ads in what he calls the “biggest buyer’s market on television in several decades.” Citing the example of one major insurer iSpot works with, he said advertisers interested in staying active “are getting inventory for pretty cheap, so they’re not pulling back. They’re actually they’re getting a lot more media for the same dollar.”



DEADLINE

Breaking Hollywood News Since 2006

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BREAKING NEWS

Behind The Cannes Virtual Market(s): Covid, Contracts & Agency Coalition



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TV Ad Buyers And Sellers Are Feeling Their Way Through Unprecedented Upfront

By [Dade Hayes](#)
May 25, 2020 9:00am

1
COMMENTS



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Coronavirus Crisis



TV Series/Pilot Shutdowns
List of small-screen productions that have been halted



Feature Film Shutdowns
List of movies that have halted or delayed production



Industry Cancellations



[A feel-good ad from Facebook boasts a coronavirus group. But it's not quite what it seems.](#)

NBC News, 5/24/2020

The advertisement is part of a push by Facebook to boost its brand as a beacon of positivity during the pandemic. The social media giant paid an estimated \$6.5 million to reach nearly a quarter billion people with the ad, according to advertising analytics firm iSpot.tv. It ran during popular programs including the Michael Jordan documentary series, "The Last Dance," on ESPN and has more than 9 million views on YouTube.

The screenshot shows the top of an NBC News article. The navigation bar includes links for NEWS, NBC NEWS NOW, NIGHTLY NEWS, MEET THE PRESS, DATELINE, MSNBC, and TODAY. The article title is "A feel-good ad from Facebook boasts a coronavirus group. But it's not quite what it seems." Below the title is a sub-headline: "coronavirus group. But it's not quite what it seems." The main text reads: "Facebook's coronavirus ads have primarily promoted groups, focused on feel-good subjects including cheering the frontline, or sewing face masks, or parenting under quarantine." The featured image is a Facebook post by Victoria Morales titled "Cheers For The Frontline!" showing a healthcare worker in blue scrubs and a face shield sitting on the floor with a white dog wearing a yellow vest. The text "double shifts" is overlaid on the image. Below the image, it says "Victoria Morales and 197 others" have liked the post.



[Facebook's ad celebrating frontline workers used fake posts](#)

Daily Mail, 5/26/2020

Facebook paid an estimated \$6.5 million to reach nearly a quarter billion people with the ad, according to advertising analytics firm iSpot.tv.

The ad aired during popular programs such as the ESPN Michael Jordan documentary series The Last Dance and has more than 9 million views on YouTube.

VentureBeat

[TV ad impressions drop nearly 27% for gaming brands](#)

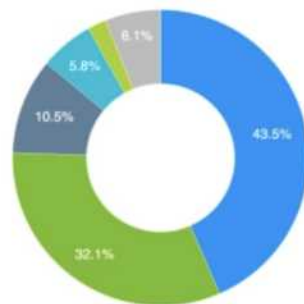
VentureBeat, 5/24/2020

Gaming brands overall reduced their TV marketing from mid-April to mid-May with a 26.67% decrease in total ad impressions vs. the previous 30-day period. Nintendo continues to lead, but PlayStation is gaining steam; together, the two brands account for over 75% of the industry's TV ad impressions.

GamesBeat has partnered with iSpot.tv, the always-on TV ad measurement and attribution company, to bring you a monthly report on TV advertising by the gaming industry. These are the ads, and by extension the games, that game marketers have been putting major muscle behind.

Life & Entertainment: Video Games
Top Brands - Impressions: 04/16/2020 - 05/15/2020
Data provided by iSpot.tv

- Nintendo
- PlayStation
- Focus Home Interactive
- GameFly.com
- Activision Publishing, Inc.
- Other



CYNOPSIS

[05/26/20: Cynopsis Media Tech Update](#)

Cynopsis, 5/26/2020

Oracle is expanding its Moat Measurement suite with Oracle Data Cloud to include Moat Reach, a tool that shows near real-time audience reach across digital, mobile, and TV. Moat Reach integrates Moat Analytics' digital impression data with second-by-second TV ad viewership data from iSpot.tv against the people and households in the Oracle ID Graph, allowing marketers to measure valid and viewable across TV and digital channels. "True cross-platform measurement — understanding which real people actually receive which ads across platforms — is one of the most foundational questions of advertising," said Kevin Whitcher, VP of product management at Oracle Data Cloud.



[Ahead of HBO Max Launch, Few Consumers Know What the Streaming Service Offers](#)

Morning Consult, 5/26/2020

A respective 95 percent and 91 percent of respondents correctly declined to select Walt Disney Co.'s "The Mandalorian" and Netflix Inc.'s "Stranger Things" as shows that would stream on HBO Max.

The survey has a margin of error of 2 percentage points.

According to data from TV advertising measurement company iSpot.tv, HBO Max's media value, a measure of how much a brand's advertising is worth, was \$10 million from March 15 to May 15, compared to \$49.4 million for Disney+ and \$53.8 million for Hulu during that time.



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

We Are Social Media, 5/24/2020

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.

DIGIDAY

Facing a fundraising squeeze, charities turn to TV ads

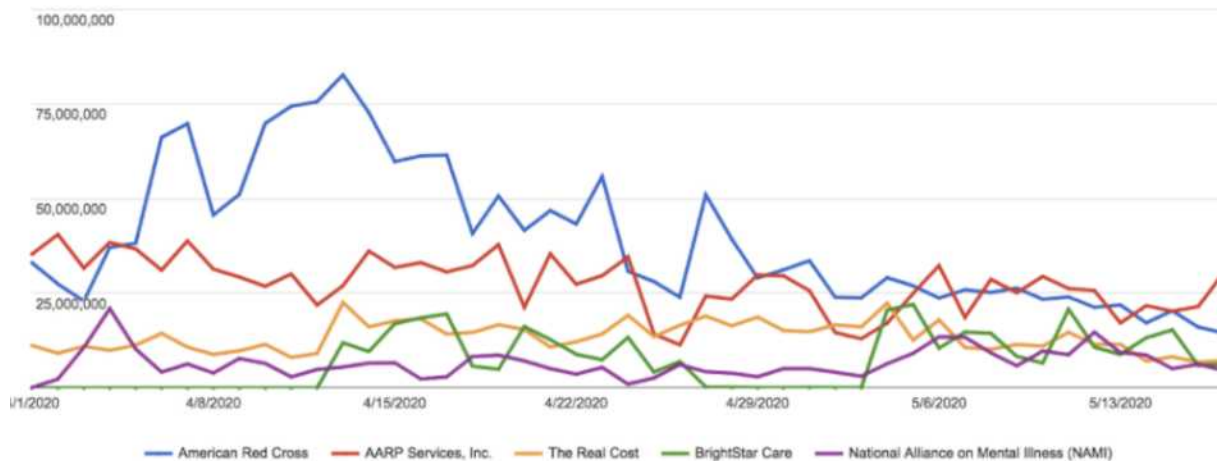
Digiday, 5/22/2020

According to iSpot.tv's data — which captures impressions on national and local TV, plus video-on-demand and over-the-top services — healthcare and awareness nonprofits increased TV ad impressions to 5.63 billion from April through May 17, 2020. That figure was up 155% on the same period in 2019 and included an increase in weekend day programming and primetime slots. Healthcare and awareness charities include organizations such as American Red Cross, AARP Services, The Real Cost and BrightStar Care.

Politics, Government & Organizations: Healthcare & Awareness

Impressions: 04/01/2020 - 05/17/2020

Data provided by iSpot.tv



TV (R)EV

[What is the Global Video Measurement Alliance? \[VIDEO\]](#)

TVREV, 5/21/2020

This Measure Up video is brought to you by iSpot.tv, the complete real-time TV ad measurement and attribution company trusted by America's leading brands and networks. Learn how iSpot is being used as a currency here.

CYNOPSIS

[05/22/20: ESPN will showcase a new docuseries about Tom Brady next year.](#)

Cynopsis, 5/22/2020

With sports returning in part this past weekend, data from ISpot and Inscope offered viewership insights, noting that the most popular live sports that were on TV this weekend by share of all TVs, auto racing (NASCAR) was tops (10.01%), followed by golf (7.31%), Saturday soccer (1.44%) and Sunday soccer (1.30%).

AdAge

[Watch the newest commercials on TV from Google, BMW, WW and more](#)

Ad Age, 5/21/2020

A few highlights: Google wants you to know that it's reengineered Google Meet "to be free and available for everyone." BMW says that "Our time to rejoin the road is finally here." And Oprah Winfrey makes a cameo appearance in the latest spot from WW (as Weight Watchers calls itself now).

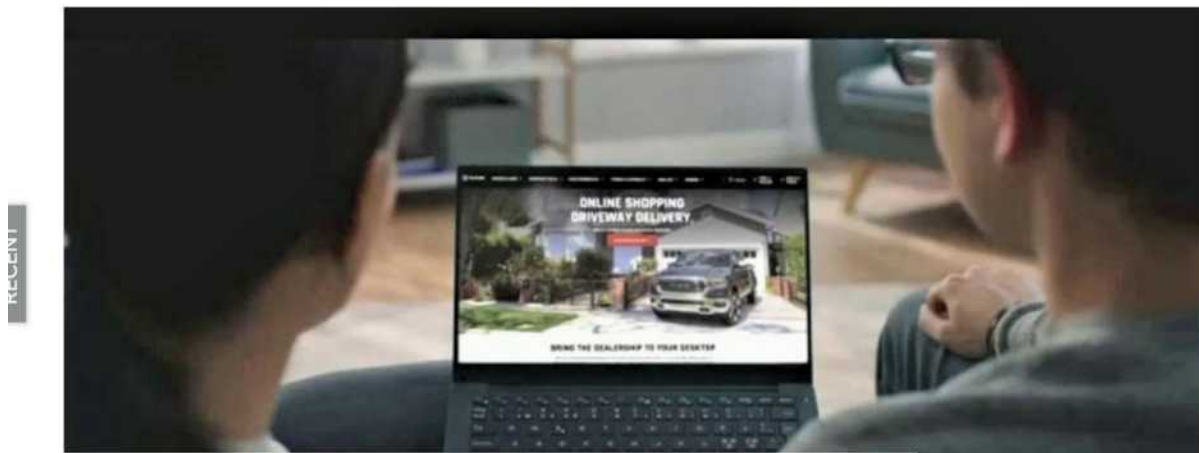
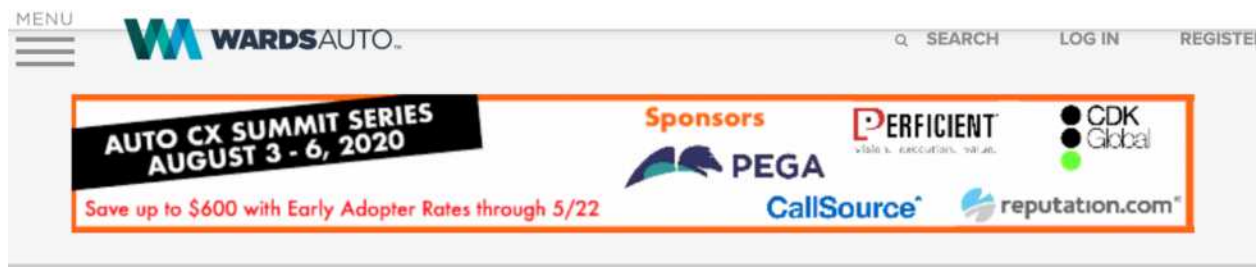


Most-Seen Auto Ads Tout Incentives, Remote Buying

Wards Auto, 5/21/2020

In the first-place ad for the week of May 11, FCA says it's "helping you drive forward" by offering zero-percent financing for 72 months with no monthly payments for 120 days on select '20 models, plus the ability to shop and buy online.

This spot has the best iSpot Attention Score in the ranking (96.67) and received 47% fewer interruptions than the average auto ad.



RECENT

INDUSTRY

Most-Seen Auto Ads Tout Incentives, Remote Buying

Most-seen FCA ad plugs

AdAge

Walmart cuts marketing and closes Jet as costs surge faster than sales

Ad Age, 5/19/2020

Despite a sales surge—up 8.6 percent globally with a 10-percent improvement in U.S. comparable-store sales—Walmart cut marketing spending by an unspecified amount, said Chief Financial Officer Brett Biggs on a Tuesday earnings call. Spending on TV was down 24 percent to \$70.6 million for the quarter ended April 30 compared to a year ago, according to iSpot.tv. Even so, Walmart operating income rose 3.9 percent in the U.S. and 6.6 percent globally.

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LOTAME PANORAMA

CMO Strategy

WALMART CUTS MARKETING AND CLOSES JET AS COSTS SURGE FASTER THAN SALES

Jet had been retailer's urban alternative, but CEO Doug McMillon sees enough strength in Walmart brand to shut it down

By [Jack Neff](#), Published on May 19, 2020.

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TV (R)EV

[Can Networks Create More Programming Like 'The Last Dance?'](#)

TVREV, 5/19/2020

Look at the positive audience reception for reboots and reunions in recent years. HBO Max believed so much in the appetite for a “Friends” reunion that it was going to bank part of its launch on that demand. Networks also need to know what time period the core audience is nostalgic for. “The Last Dance” called back to a late '90s time period that is looked at fondly by basketball fans and non-fans alike. iSpot.tv shows that 37.3% of ad impressions during the show’s run came from viewers age 35-54 — who would happen to be the ones that best remember Jordan’s career.

CYNOPSIS

[05/20/20: Greenleaf spin-off in the works at OWN](#)

Cynopsis, 5/20/2020

Oracle is expanding its Moat Measurement suite with Oracle Data Cloud to include Moat Reach, a tool that shows near real-time audience reach across digital, mobile, and TV. Moat Reach integrates Moat Analytics’ digital impression data with second-by-second TV ad viewership data from iSpot.tv against the people and households in the Oracle ID Graph. “True cross-platform measurement — understanding which real people actually receive which ads across platforms — is one of the most foundational questions of advertising,” said Kevin Witcher, VP of product management at Oracle Data Cloud.

AdAge

[Watch the newest commercials on TV from Facebook, Lincoln, MasterClass and more](#)

Ad Age, 5/19/2020

A few highlights: As part of a continuing feel-good campaign, Facebook puts the spotlight on a Facebook Groups community called 518 Rainbow Hunt. “Making your life a bit more effortless is the Lincoln way,” an announcer says in a Lincoln commercial. And MasterClass wants you to “learn from the world’s best minds.”

FierceVideo

[Oracle expands multi-platform audience reach metrics](#)

FierceVideo, 5/19/2020

Oracle Data Cloud is adding a new product, Moat Reach, to better measure audience reach across digital, mobile and television.

To power the TV measurement section on Moat, Oracle is iSpot's real-time impression verification and attention scoring, which uses 14 million opted-in TV devices to identify, extract, and catalog TV ads as they air.

FierceVideo

VIDEO CABLE

Tech

Oracle expands multi-platform audience reach metrics

by Ben Munson | May 19, 2020 12:16pm



Moat Reach integrates Moat Analytics' digital impression data with TV ad viewership data from iSpot against the people and households in the Oracle ID Graph. (Pixabay)



[Oracle's Moat to Use iSpot TV Ad Measurement](#)

Broadcasting & Cable, 5/19/2020

Oracle's Data Cloud will be using iSpot.tv's ad measurement for the TV portion of its Moat Reach product, according to an iSpot blog post.

Oracle will use iSpot's real-time impression verification and attention scoring for the TV portion of Moat Reach, the company said in a blog post.



[Oracle's Moat to Use iSpot TV Ad Measurement](#)

Next TV, 5/19/2020

The iSpot.tv platform verifies every time a video ad hits the screen of a TV and tells how long the impression lasted. Big brands use the iSpot.tv data to optimize TV investments and networks use it to sell in new and different ways.

iSpot.TV last month teamed up with Neustar to offer marketers multi-touch attribution across TV and digital campaigns.



[Moat Introduces New Reach Metric For Cross-Platform Digital Campaigns](#)

AdExchanger, 5/19/2020

Oracle Data Cloud has been working on Moat Reach for more than a year, said product management VP Kevin Witcher. It integrates Moat's analytics platform, the Oracle Data Cloud identity graph and ACR data from the TV ad measurement company iSpot TV, which has 14 million TV devices (smart TVs or OTT platforms with data licensing deals) in its measurement network.

+ Newsletter: [AdExchanger News For May 20, 2020](#)



[Oracle Helps Advertisers Reach the Right Result with Moat Reach](#)

Oracle Blog, 5/19/2020

Moat Reach integrates Moat Analytics' digital impression data with second-by-second TV ad viewership data from iSpot.tv against the people and households in the Oracle ID Graph, allowing marketers to measure valid and viewable impressions for the audiences that matter to them across TV and digital channels.



[TV Networks Up On-Air Promos During Pandemic, Impressions Higher](#)

MediaPost, 5/18/2020

U.S. broadcast and cable TV networks have aired 32% more promos, with 533,779 airings in the period from April 18 through May 17, compared to 23% higher in the previous 30-day period (March 18-April 17), which came in at 511,655, according to iSpot.tv.



AdAge

[Watch the newest commercials on TV from SiriusXM, Etsy, Facebook and more](#)

Ad Age, 5/18/2020

A few highlights: Facebook shows how people are using Facebook Groups to keep in touch and stay together even as they stay at home. Etsy wants you to “find things that bring you joy” on its online marketplace. And SiriusXM notes that you can stream its programming for free on the SXM app through May 31.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[RBR+TVBR Coronavirus INFOCUS Podcast: iSpot.TV](#)

Radio + Television Business Report, 5/18/2020

Quick-service restaurants (QSRs), casual dining establishments and food delivery brands represent some of the biggest and most steady advertisers on broadcast media. But, the novel coronavirus pandemic upended the industry, leading many brands to rapidly adjust how consumers could enjoy meals safely — in the comfort of their homes during quarantine. A ripple effect was seen with respect to year-over-year spending trends, and impressions. But, some interesting insights can be seen with respect to ad impressions. Stuart Schwartzapel, SVP of Media Partnerships at iSpot.tv, shares his company’s latest research in this fresh RBR+TVBR Coronavirus INFOCUS podcast hosted by Editor-in-Chief Adam R Jacobson.

TV (R)EV

[Week In Review: Everybody Loves Addressable Advertising, Peacock Will Have Some Originals After All](#)

TVREV, 5/18/2020

The measurement company iSpot recently [released a stat](#) that there were over 1200 new brands advertising on TV in March/April 2020 versus the same period in 2019. Many of those are presumed to be DTC brands, who already have TV commercial-like objects they created for Instagram and YouTube, and so the ability to run addressable TV campaigns that allow them to target the consumers they’re missing on their favorite digital platforms should mean that even more brands jump on the TV bandwagon in the year to come.

AdAge

[Coke ends 7-week TV ad hiatus for Nascar's return](#)


Ad Age, 5/15/2020

Coke's ad, called "For Everyone," shows various Coke packaging arranged in a way that represents people affected by the pandemic. For instance, one scene mentions "those living together" by showing a six-pack, followed by "for those living apart," represented by a single Coke in a mostly empty crate. The ad is an English-language remake of a Spanish-language spot from Mercado McCann in Argentina that was released earlier this month in Latin America and Spain. Coke's in-house creative team worked on the U.S. version.

Coke last ran a TV ad in the U.S. on March 30, according to ad tracker iSpot.tv.

AdAge

Ad Age Datacenter Restaurants' grim outlook TV Pivot takeaways Amazon's new game 2020 C











CMO Strategy

COKE ENDS 7-WEEK TV AD HIATUS FOR NASCAR'S RETURN

The brand, which had paused most paid advertising during the pandemic, returns to the airwaves on Sunday

By [E.J. Schulte](#), Published on May 15, 2020.



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

We are Social Media, 5/17/2020

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.

Skift.

[Theme Parks and Resorts Lead the Pack of Coronavirus-Tinged Travel TV Ad Spenders](#)

Skift, 5/14/2020

But within the travel vertical, as defined by U.S. TV analytics firm iSpot.tv, it was theme parks and resorts (40 percent of travel's spend), and then cities and destinations (37 percent) that led the way in the top two positions, respectively. Trailing were travel websites (8.7 percent), hotels and motels (8.36 percent), airlines (4.4 percent), and cruise lines (1.2 percent)

Syndication: [Yahoo News](#)

AdAge

[Watch the newest commercials on TV from Sonic, T-Mobile, Corona and more](#)

Ad Age, 5/14/2020

A few highlights: T-Mobile says "a new moment in wireless has begun" in a spot that promotes its merger with Sprint. Sonic hypes its limited-time-only Reese's Overload Blast. And Corona says that "We are each other's beach."

Forbes

[LiveRamp And Comscore Help Create More Scale For Addressable TV Advertising](#)

Forbes, 5/14/2020

When this news is considered against the backdrop of the recent deal between iSpot and Neustar which brings together cross platform TV ad measurement, digital attribution and identity management at scale, and the evolution of Oracle's MOAT, the pieces are now coming into place to give the industry a measurement infrastructure able to help addressable take off.

Forbes Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists

365 views | May 14, 2020, 05:05pm EDT

LiveRamp And Comscore Help Create More Scale For Addressable TV Advertising

Alan Wolk Contributor @Media
I cover the future of television, from broadcast to digital to social

f
t
in

GETTY

MARTECHSERIES

Marketing Technology Insights

[MarTech Video Interview with Stu Schwartzapfel - iSpot.tv](#)

MarTech Series, 5/14/2020

Stu Schwartzapfel is Senior Vice President of Media Partnerships at iSpot.tv, the measurement leader in bridging TV/OTT ad exposure with mission-critical business outcomes. In his role at iSpot, Stu leads a cross-functional team of modern media pros, who are in the exclusive service of TV and OTT networks, production companies, and media agencies. Long-standing client partners include WarnerMedia, CBS, NBCU, OMD, Sony TV, AMCN, Fox Corp, Disney, Scripps/Discovery, A+E Network, Cox, Spectrum, NCC, Comcast and more.


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Home > Insights > Interviews > MarTech Video Interview with Stu Schwartzapfel – iSpot.tv

MarTech Video Interview with Stu Schwartzapfel – iSpot.tv



By Sudipto Ghosh — Last updated May 14, 2020

INTERVIEWS



Share



81



0

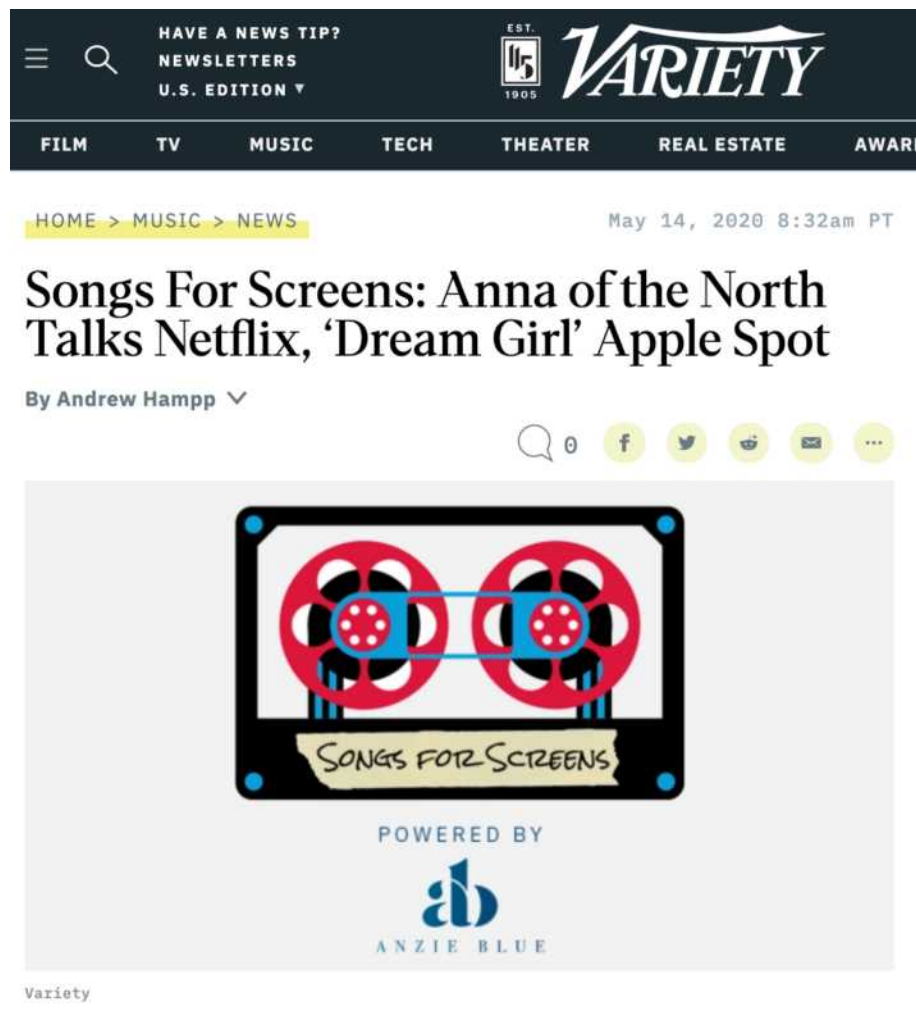


VARIETY

[Songs For Screens: Anna of the North Talks Netflix, 'Dream Girl' Apple Spot](#)

Variety, 5/14/2020

The latest benefactor? Norwegian pop singer-songwriter Anna Lotterud, a.k.a. Anna of the North, whose 2019 single "Dream Girl" has seen a surge in streaming activity since it began appearing as the score for Apple's iPad Pro campaign, "Float." The commercial has aired frequently on national prime-time and cable TV, totaling over \$10.9 million in estimated media spend and over 336 million TV impressions through May 13, according to iSpot.TV.




HOME > MUSIC > NEWS May 14, 2020 8:32am PT

Songs For Screens: Anna of the North Talks Netflix, 'Dream Girl' Apple Spot

By Andrew Hampp

SEARCH 0 f t r e ...



POWERED BY
ab
ANZIE BLUE

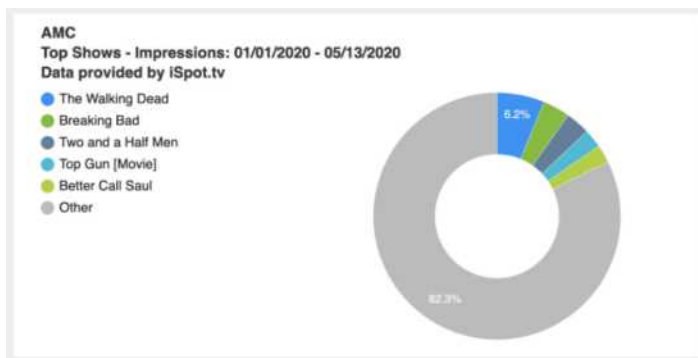
Variety

TV(R)EV

[Network Deep Dive: AMC](#)

TVREV, 5/14/2020

According to iSpot.tv, the always-on TV ad measurement and attribution company, there were 27.1 billion TV ad impressions served on AMC from Jan. 1 through May 13, representing a 12.74% increase from the same time period in 2019. AMC is ranked No. 25 for TV ad impressions so far this year (during the same time period in 2019, the network ranked No. 27 for impressions).



TV(R)EV

[Conviva's Nick Cicero Explains Streaming Measurement \[VIDEO\]](#)

TVREV, 5/15/2020

This Measure Up video is brought to you by iSpot.tv, the complete real-time TV ad measurement and attribution company trusted by America's leading brands and networks. Learn how iSpot is being used as a currency here.



[Trump Presidential Campaign Ramps Up National TV Ad Spend -- On Fox News, HGTV, Broadcast Nets](#)

MediaPost, 5/14/2020

The Donald J. Trump for President campaign has ramped up spending on national TV networks over the first two weeks in May -- on Fox News Channel, HGTV, and three big major TV broadcast networks.

Trump has spent around \$1.64 million for 11 spots which had 179 airings, yielding 170.8 million impressions, according to iSpot.tv.



[Report: US TV advertisers look to cut US\\$1.5bn from Q3 spending](#)

SportsPro Media, 5/14/2020

In 2019, brands parted with US\$4.48 billion on TV advertising during broadcasts of the NFL last regular season alone, according to iSpot.tv data quoted by the Broadcasting & Cable website.

SportsPro
SportsPro Insider Series OTT Summit OTT Summit USA OTT Summit Asia SportsPro Live Fan Conference Motorsport

News
Insights
SportsPro Magazine
Podcasts
Events
Shop

Report: US TV advertisers look to cut US\$1.5bn from Q3 spending

NFL sponsor Pepsi among brands looking to cancel up to 50% of spending.

Posted: May 14 2020 | By: Ed Dixon

Twitter
Facebook
LinkedIn
Email



Pepsi

AdAge

[Watch the newest commercials on TV from Domino's, IBM, Fiat Chrysler and more](#)

Ad Age, 5/13/2020

A few highlights: Fiat Chrysler says that “engines are restarting” and “park is shifting to drive” in a spot timed to the reopening of various state economies. Domino’s wants you to know that it’s “serious about food safety.” And IBM says that “businesses are adapting overnight” with help from the IBM Cloud.



[TNT Gives 'Snowpiercer' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 5/13/2020

Notably, the Bering Sea Gold promo earns the highest iSpot Attention Index (143) in our ranking, getting 43% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Saturday Night Live Season 45 in Review, with TV Ad Insights](#)

TVREV, 5/12/2020

And still, “SNL” managed three new episodes from home, tasking cast members with a different level of creativity than perhaps they’re accustomed to, while granting new solo opportunities for performers who’d been previously underutilized. The results may have been uneven at times, but that’s also par for the course given how comedy’s evolved around the show through nearly five decades. Audiences are still tuning in, though. And according to iSpot.tv, both impressions and estimated TV ad spend during this past Saturday’s season finale were among the highest for the show since late September.

AdAge

[Coke's top North American marketing exec is leaving](#)

Ad Age, 5/12/2020

Cottrill's exit from Coke comes as the company battles sales headwinds caused by the coronavirus. Global volume plummeted 25 percent in the first three weeks in April, the company reported last month, driven by steep declines in away-from-home channels, such as stadiums and other venues that have gone dark. Coke has paused most of its marketing globally, including in the U.S., where it has not aired a national TV ad since late March, according to iSpot.tv.

AdAge

LIVE: TV Pivot

Nielsen panels

Layoff tracker

Walgreen's review

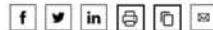
Bran resp



CMO Strategy

COKE'S TOP NORTH AMERICAN MARKETING EXEC IS LEAVING

Geoff Cottrill has held the VP of strategic marketing role since 2018 after joining from MullenLowe



By E.J. Schultz. Published on May 12, 2020.



Credit: Bloomberg

Geoff Cottrill, Coca-Cola top marketing executive in North America, is



[Coronavirus Still Out Front in Most-Seen Auto Ads](#)

Wards Auto, 5/13/2020

The first-place FCA commercial says “engines are restarting, and we’re shifting into drive,” with the brand offering zero-percent financing for 72 months with no monthly payments for 120 days on select '20 models. This spot has the best iSpot Attention Score in the ranking (97.41) and received 52% fewer interruptions than the average auto ad.

Automotive News

[5 trends shaping the auto industry's approach to a new normal](#)

Automotive News, 5/13/2020

For example, Hyundai had the No. 1 ad for the week of March 30, 2020, with a context-appropriate spot about Hyundai Assurance, a program that covers payments for up to six months if a buyer loses their job this year due to COVID-19 (iSpot.tv).

AdAge

[Watch the newest commercials on TV from M&M's, Advil, Vaseline and more](#)

Ad Age, 5/11/2020

A few highlights: The M&M's characters hype new Fudge Brownie M&M's. In a spot timed to Mother's Day, Advil serves up a warmly emotive black-and-white slide show of motherly caring. And Vaseline wants you to know that it's “donating to medical works on the frontlines.”

VentureBeat

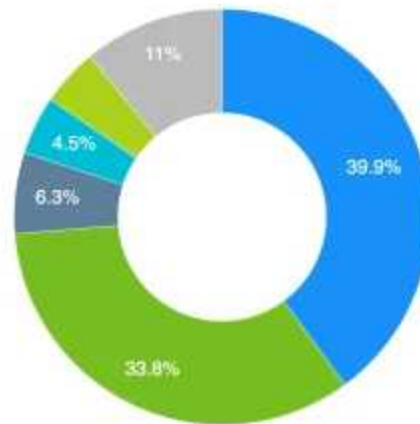
Nintendo and PlayStation lead as TV ad spend dips in April — even during pandemic

VentureBeat, 5/10/2020

The gaming industry's TV advertising spend saw an overall decrease in April compared to March, to an estimated \$16.3 million from \$17.3 million. Nintendo, [which accounted for over 84% of industry spend in March](#), drastically reduced its budget (although it kept its first-place position), while PlayStation burst back onto the ranking [after being absent in previous months](#).

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 04/01/2020 - 04/30/2020
Data provided by iSpot.tv

- Nintendo
- PlayStation
- Xbox
- GameFly.com
- Bethesda Softworks
- Other



Syndication: [Best Gaming Pro](#)



This Week: The 10 Most Talked About TV Ads On Social

We are Social Media, 5/10/2020

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.

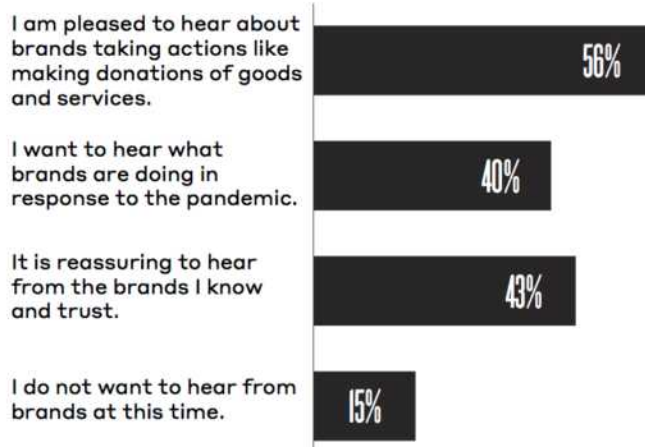
Agility | PR Solutions

Is brand messaging during COVID resonating with consumers—or more often backfiring?

Agility PR, 5/11/2020

“Consumers are quickly reacting to brands that are seen to be taking advantage of the situation and calling them out on social media. One of the more recent targets is McDonald’s in Brazil, which decided to separate its iconic arches to represent social distancing,” according to the report. “Social media instantly reacted, citing poor treatment of their workers, who are considered essential employees. Even Bernie Sanders chimed in, calling for paid sick leave for their workers.”

Consumer sentiment on brand communications during the COVID-19 pandemic



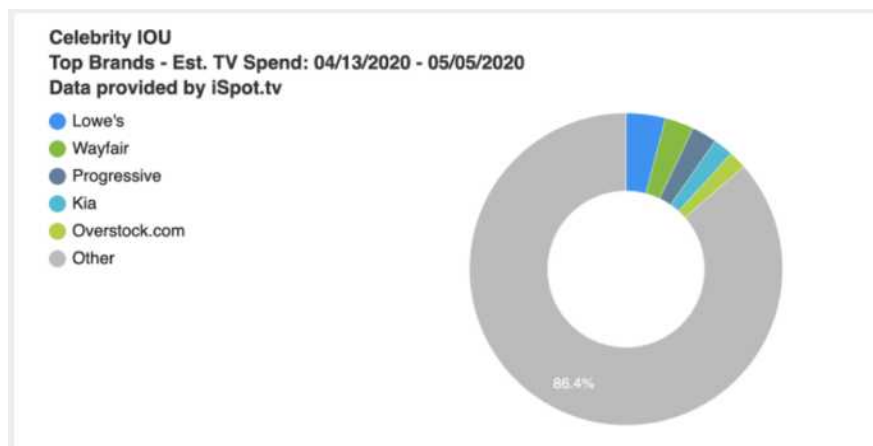
Some brands are using a bit more tact. “Hotels.com, a brand in one of the hardest hit categories, took the opportunity to support the idea of social distancing with their Capt. Obvious spokesperson and received a 97 percent positive sentiment score, according to iSpot.tv,” the report says.

TV (R)EV

['Celebrity IOU' Deep Dive: Viewership and Advertising Trends for HGTV's New Hit](#)

TVREV, 5/8/2020

According to iSpot.tv, the always-on TV ad measurement and attribution company, there have been 947 million TV ad impressions served up during Celebrity IOU so far (that number includes reruns of the first few episodes), and brands have spent an estimated \$8 million advertising during the show. Lowe's, Wayfair, Progressive, Kia and Overstock.com lead for brand spend. It's worth noting that Lowe's and Wayfair also lead for spend during recent episodes of Property Brothers: Forever Home.



AdAge

[Watch the newest commercials on TV from Verizon, P.F. Chang's, Progressive and more](#)

Ad Age, 5/7/2020

A few highlights: Verizon promotes its "Pay It Forward Live" weekly livestream concerts in support of small businesses. P.F. Chang's says that "Our chefs would be honored to serve you dinner tonight" in a spot noting that it currently offers free delivery and curbside pickup. And Progressive serves up another in a series of comical video conference-themed commercials starring recurring characters Jamie, Mara, Flo, Rodney, Lucy and Alan.

ADWEEK

[Without Sporting Events, Auto Industry's Ad Spend Plummets](#)

Adweek, 5/6/2020

As advertising budgets are slashed globally—especially within the travel industry, which saw ad spend in March drop by 90%—carmakers have been left with mostly idle factories. According to J.D. Power, car sales are down 40%, and a recession could curb new purchases on a longer-term basis.

“You have dealer lots with inventory piling up, and people are buying fewer cars because they’re quarantined and not going to dealerships,” said Stuart Schwartzapfel, an analyst at iSpot. “Despite the fact that they’re spending less money, automakers are using the money they can spend to drive-in market activity.”



AUTO

Without Sporting Events, Auto Industry's Ad Spend Plummets

Carmakers spent less than half in March and April compared to 2019

By Ryan Barwick | 19 hours ago



General Motors plans to reopen factories in the U.S. and Canada on May 18. Getty Images

TV (R)EV

[Potential NBA Plan to Return Could Create March Madness in Summer](#)

TVREV, 5/6/2020

Broadcasting the remainder of regular season games could have earned the league and its partners an estimated \$136 million in TV ad revenue, according to [iSpot.tv](#). Last year's playoffs (including the NBA Finals) earned over \$782 million from TV ads. While that money obviously goes into both players' and owners' pockets, it also impacts the league's salary cap going forward. Player salaries are determined as a percentage of basketball-related income. So without those games, players can't get paid as much, which creates a nightmare scenario for what's been a growing enterprise.



[Most-Seen Auto Ads All Have 'Here to Help' Themes](#)

Wards Auto, 5/7/2020

Fiat Chrysler's ad emphasizing solidarity in the face of the coronavirus pandemic once again is iSpot.tv's most-viewed automotive commercial, generating the highest number of impressions across national broadcast and cable TV airings.

AdAge

[Watch the newest commercials on TV from Progressive, Ancestry, Disney+ and more](#)

Ad Age, 5/6/2020

A few highlights: Mara, Flo and other members of the Progressive team attempt to videoconference. (Spoiler: It gets awkward.) Ancestry thinks that "the more you learn about your family history, the more you'll want to know." And Disney+ hypes its Star Wars collection.

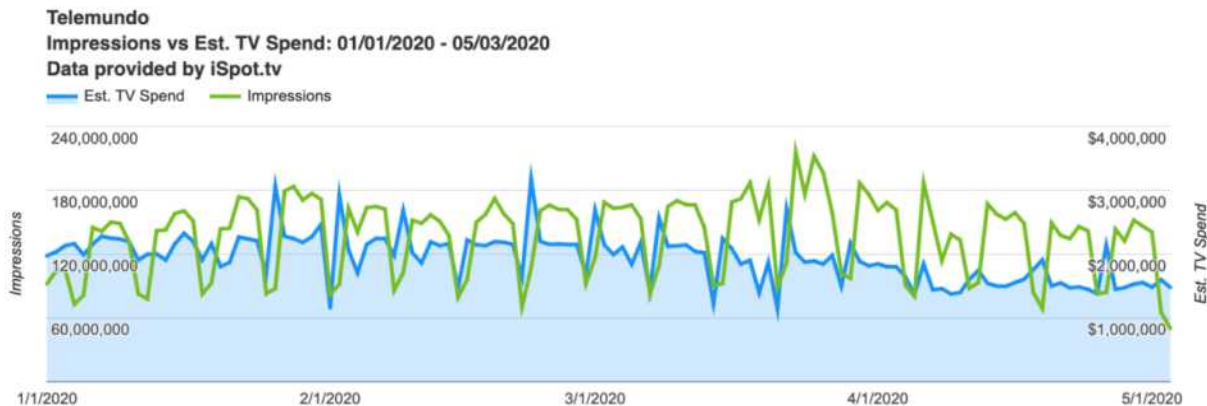


[Audience Deep Dive: Univision and Telemundo](#)

Broadcasting & Cable, 5/5/2020

According to iSpot.tv, the always-on TV ad measurement and attribution company, there were 30.9 billion TV ad impressions served on Univision from Jan. 1 through May 3, representing a 12.73% increase from the same time period in 2019. Univision is ranked No. 19 for TV ad impressions so far this year (during the same time period in 2019, the network ranked No. 24 for impressions).

This is what ad impressions look like so far in 2020 for Telemundo, with the vast majority of ad impressions (95.5%) occurring live or same-day:



[Fox News Again Gives Its Coronavirus Coverage TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 5/6/2020

Notably, the Celebrity IOU 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).

FiercePharma

[Novartis taps real-life Cosentyx patients to thank healthcare workers, pledge patient support](#)

FiercePharma, 5/6/2020

The narrator refers to the "extraordinary times" we're and in and adds: "If you have any questions at all, call us, email us, visit us online. We're here to help support you when you need us." The TV ad began running in late April and has aired most often during late-night talk shows, according to data from real-time TV ad tracker iSpot.tv.



[The pandemic ads are getting out of control By Shawn Cooke](#)

Mic, 5/5/2020

The advertisement still lives on the website iSpot.tv, which notes that its last national appearance was on April 24. After the opening quip, it continues with the company's adjusted services during the pandemic, which include waiving fees and resuming coverage without penalty. It's similar in shot composition and voiceover to the company's "Crisis" ad that's still active on YouTube and streaming services.



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

We Are Social Media, 5/3/2020

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. CMO TODAY

[CMO Today: IPG Eyes Phased Return](#)

CMO Today, 5/6/2020

The Magic Number

420

The number of brands that created TV commercials related to Covid-19 in March and April, according to iSpot.tv.

AdAge

[ShamWow gives away branded face masks in its dystopian infomercial](#)

Ad Age, 5/4/2020

The deal is being promoted in its latest infomercial, currently airing on channels like CNN, Grit TV and ESPN, according to iSpot.tv. The one-minute infomercial shows the energetic ShamWow spokesman Vince Offer talking up the cloths and then wearing the face mask and giving a big thumbs up.

CYNOPSIS

[05/05/20: Gary Busey: Pet Judge drops May 25. Seriously.](#)

Cynopsis, 5/5/2020

Automobile TV advertising spend dropped 71% in April versus the same period last year, according to iSpot, from \$495.8 million to \$148.4 million. Impressions fell from 36.3 million to 18.7 million. Lexus was the biggest auto spender (\$19.3 million), followed by Fiat Chrysler (\$17.2 million) and Hyundai (\$16.8 million).



[Auto TV Ad Spending Drops 71% In April](#)

MediaPost, 5/3/2020

Automaker TV ad spending dropped a staggering 71% in April compared to a year ago, and impressions were cut in half.

The estimated TV ad spending was \$148.4 million -- compared to \$495.8 million in April 2019, according to iSpot.



[Watch the newest commercials on TV from Hulu, KFC, Coors Light and more](#)

Ad Age, 5/1/2020

A few highlights: Coors Lights says "America #coulduseabeer." (E.J. Schultz has the backstory: "Coors Light plugs beer as a pandemic coping aid in ad voiced by Paul Giamatti.") KFC serves up some retro commercial footage to help hype its \$20 Fill Up combo meal as a Sunday dinner option. And Hulu promotes its original drama series "Normal People."

AdAge

HOW TV VIEWING CHANGED OVER 45 DAYS OF LOCKDOWN

Ad Age, 4/30/2020

Less and more

- Looking at the 45-day period from March 12 (when live sports came off the air) through April 26, TV spending year over year is down an estimated 22 percent (to \$6.9 billion), according to iSpot. Automaker spending is down 54 percent, travel spend is hovering near nothing (save for opportunistic private jet companies), wireless is down 33 percent and movie studios are down 85 percent (from \$278 million to \$38 million).



Media

HOW TV VIEWING CHANGED OVER 45 DAYS OF LOCKDOWN

A closer look at what the loss of live sports and more screen time means for networks and marketers



By [Jason Damata](#), Published on April 30, 2020.



ESPN's 'The Last Dance' was watched by 8 percent of smart TV households

TV(R)EV

Network Deep Dive: The Weather Channel

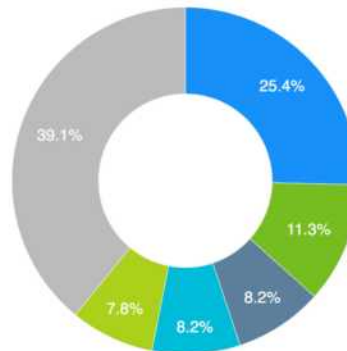
TVREV, 4/30/2020

Meanwhile, [iSpot.tv](https://www.ispot.tv), the always-on TV ad measurement and attribution company, can deliver minute-by-minute readings next day, as well as impression validation for every ad break and every ad, as well as attention analytics (Attention Index* and Attention Score**) for The Weather Channel advertisers.

From Jan. 1 through April 27, commercials on the network have generated 10 billion TV ad impressions — a 9.84% increase from the same time period in 2019 — putting it at No. 58 for TV ad impressions so far this year; last year it was No. 63. The top shows driving impressions include The Weather Channel LIVE (2.53 billion impressions), AMHQ (1.12 billion), Weekend Recharge (822.2 million), Weather Underground (818.2 million) and Highway Thru Hell (781.8 million).

Weather Channel
Top Shows - Impressions: 01/01/2020 - 04/27/2020
 Data provided by iSpot.tv

- The Weather Channel LIVE
- AMHQ
- Weekend Recharge
- Weather Underground
- Highway Thru Hell
- Other



DIGIDAY

[It's not just Coke - the entire soda sector has slashed ad spending](#)

Digiday, 5/1/2020

An analysis of 11 different brands in the U.S. soda sector by iSpot.tv, requested by Digiday, found that soda advertisers spent 78% less on national TV ads between Mar. 16 and Apr. 26 — down to \$22.5 million.



CORONAVIRUS FALLOUT

It's not just Coke — the entire soda sector has slashed ad spending

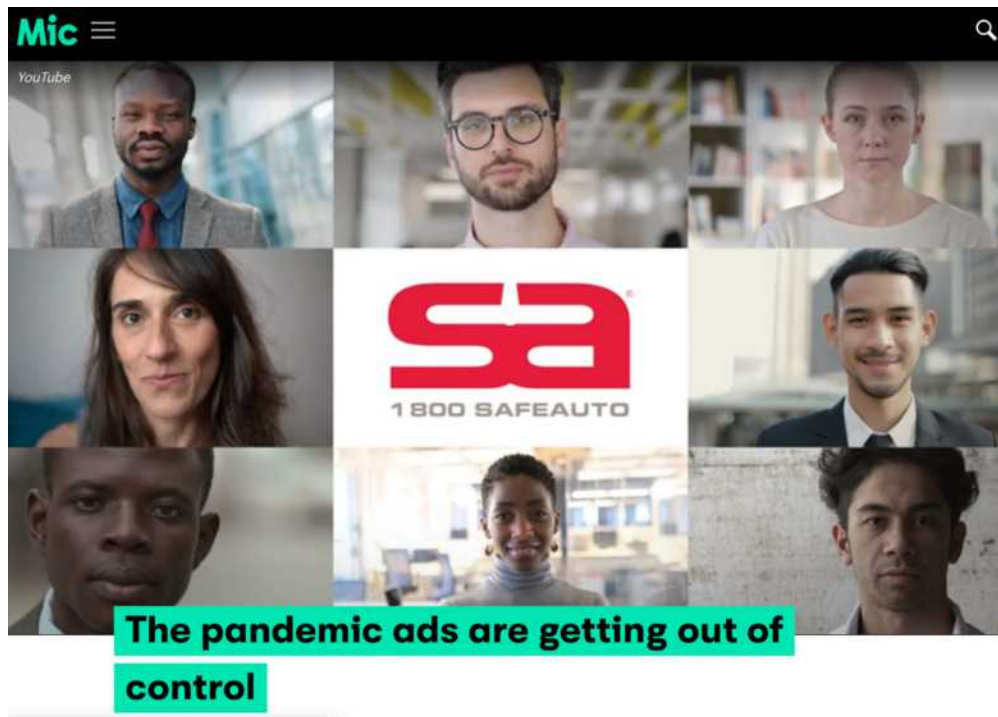


Mic

[The pandemic ads are getting out of control](#)

Mic, 4/30/2020

The advertisement still lives on the website iSpot.tv, which notes that its last national appearance was on April 24. After the opening quip, it continues with the company's adjusted services during the pandemic, which include waiving fees and resuming coverage without penalty. It's similar in shot composition and voiceover to the company's "Crisis" ad that's still active on YouTube and streaming services.



 **The Streamable**[NBCUniversal CEO Jeff Shell Says Early Reports on Peacock Are 'Very Encouraging'](#)

The Streamable, 4/30/2020

One of Peacock's rivals, HBO Max, launches May 27. According to iSpot.tv, both services are ramping up their marketing efforts. HBO Max has registered 884 airings of its creative, mostly on sister networks TNT, TBS, truTV, CNN and Adult Swim, pulling 328.6 million impressions. Peacock, with a somewhat longer lead time, posted 171.6 million impressions.

AdAge

[Why Coca-Cola has paused most paid marketing during the pandemic](#)

Ad Age, 5/1/2020

But as the coronavirus has ravaged the world, the drinks giant has been careful about using advertising spend to tout the company or its brands. Brand Coke has not run a national TV spot in the U.S. since late March, according to ad-tracking service iSpot.tv. This contrasts with countless other brands that have rushed coronavirus-themed ads to market, including some that have touted philanthropic efforts or consumer discounts.

[Most-Seen Auto Ads Have Coronavirus Subtext](#)

Wards Auto, 4/29/2020

The latter spot 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.)



[Video Streamers' National TV Spend Skyrocketing, HBO Max, Peacock Ramp Up Launches](#)

MediaPost, 4/30/2020

National TV marketing of video streaming platforms, driven by more at-home video viewing and previously committed higher spending from new platform launches, has witnessed sharply higher spending in April -- up nearly threefold.

Total spending has risen \$113.4 million for the period from March 30 through April 28 -- versus \$30.6 million over the same period a year ago, according to iSpot.tv.



Video Streamers' National TV Spend Skyrocketing, HBO Max, Peacock Ramp Up Launches

by Wayne Friedman , Yesterday



AdAge

[Watch the newest commercials on TV from Papa John's, Toyota, Feeding America and more](#)

Ad Age, 4/29/2020

A few highlights: Papa John's says that it "shows up" so that "families can stay home." Toyota hypes the "stunning detail" and "cutting-edge technology" of the 2020 Camry. And Feeding America wants you to know that during the current crisis, 1 in 12 seniors and 1 in 7 children "don't have access to nutritious food."



[Fox News Gives Its Coronavirus Coverage TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 4/29/2020

Notably, the Nickelodeon promo earns the highest iSpot Attention Index (143) in our ranking, getting 43% 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 Pizza Hut, Subaru, Taco Bell and more](#)

Ad Age, 4/28/2020

A few highlights: Taco Bell hypes its \$10 Cravings Pack that includes four Crunchy Tacos and four Beefy 5-Layer Burritos. Subaru highlights its partnership with Feeding America as part of its Subaru Loves to Help initiative. And a Pizza Hut "pizza guy" says "We do more than bring pizza to the door. We help make people feel connected. We bring a sense of normalcy."

BUSINESS INSIDER

[Sling TV is ramping up ad spending more than its skinny-bundle rivals as it looks to restart growth and gain market share](#)

Business Insider, 4/29/2020 (Behind Paywall, read [here](#))

From March 30 to April 26, Sling TV also spent about \$5.4 million on national-TV ads, estimated iSpot.tv, an ad-analytics firm that tracks national-TV ads. The sum was higher than most of Sling's peers, except Hulu, which aired an estimated \$20.4 million worth of ads during the period.

Business Insider

Sling TV is ramping up ad spending more than its skinny-bundle rivals as it looks to restart growth and gain market share

Ashley Rodriguez 2 hours ago

Sling TV has been running promotions that speak directly to people in lockdown. Beata Zawrzel/NurPhoto via Getty Images

DISH DISH

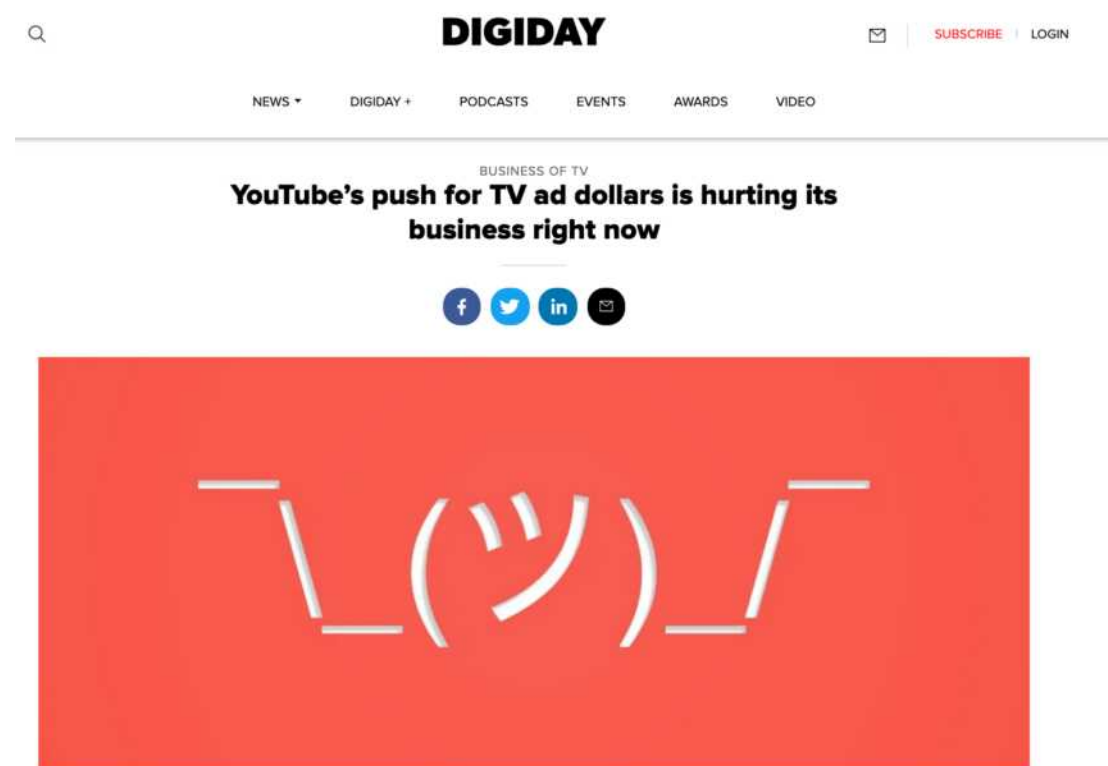
Syndication: [USA New News](#)

DIGIDAY

[YouTube's push for TV ad dollars is hurting its business right now](#)

Digiday, 4/29/2020

Nearly half of TV's top advertisers today were not among the top advertisers before the pandemic, according to research firm LightShed Partners' analysis of data from TV ad measurement firm iSpot.tv.



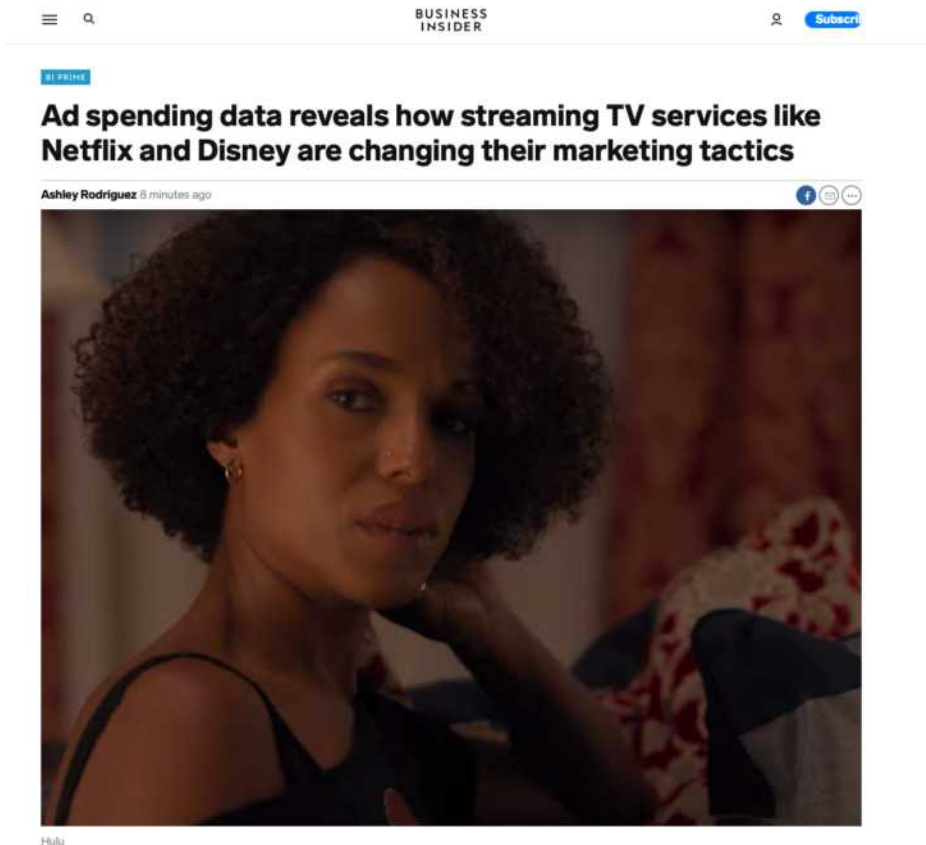
BUSINESS INSIDER

[Ad spending data reveals how streaming TV services like Netflix and Disney are changing their marketing tactics](#)

Business Insider, 4/24/2020 (Behind Paywall, Read [here](#))

"Streaming companies are seeing an opportunity in all of this chaos to complement the natural behavior for people to consume more video during the day," said Stuart Schwartzapfel, senior vice president of media partnerships at iSpot.tv.

Apple TV Plus, Hulu, and Quibi broke into the top 60 ad spenders in US TV during the period of March 20 to April 20, joining Amazon Prime Video, analysts at research firm LightShed Partners [wrote in an April 21 blog post](#), which also cited iSpot.tv data. Amazon Prime Video was the only streaming-video service in the ranking during the prior 12-month period.



The image is a screenshot of a Business Insider article. At the top, there is a navigation bar with a hamburger menu icon, a search icon, the text "BUSINESS INSIDER", a magnifying glass icon, and a "Subscribe" button. Below the navigation bar, there is a blue "PRIME" badge. The main headline reads "Ad spending data reveals how streaming TV services like Netflix and Disney are changing their marketing tactics". Below the headline, it says "Ashley Rodriguez 8 minutes ago" followed by social media sharing icons for Facebook, Twitter, and LinkedIn. The main content area features a large image of a woman with dark, curly hair, wearing a black top, looking slightly to the side. The image is from Hulu, as indicated by the "Hulu" text at the bottom left of the image.

gamesindustry.biz

[Animal Crossing: New Horizons US ad campaign dwarfs competitors](#)

GamesIndustry.biz, 4/27/2020

Gaming brands are spending more money on TV advertising during the COVID-19 lockdown, and impressions have nearly doubled in the US. That's according to data from [VentureBeat and iSpot.tv](#), which found that ad spending in the US reached \$19.2 million between March 16 and April 15, generating 1.29 billion impressions.

AdAge

[Watch the newest commercials on TV from Verizon, Target, Allstate and more](#)

Ad Age, 4/27/2020

A few highlights: Verizon says that it's "a partner that never quits" when it comes to serving the telecommunications needs of first responders. Target says that "We'll never stop helping those who are helping all of us." And Dennis Haysbert inadvertently helps hype Allstate Accident Forgiveness on the set of a movie.

VentureBeat

[Game industry doubles down on U.S. TV ads during pandemic](#)

VentureBeat, 4/26/2020

GamesBeat has partnered with iSpot.tv, the always-on TV ad measurement and attribution company, to bring you a monthly report on TV advertising by the gaming industry. These are the ads, and by extension the games, that game makers have been putting major muscle behind.

Syndication: [Best Gaming Pro](#), [Yahoo](#)

FiercePharma

[AbbVie, Lilly and Gilead stay on top of pharma ad spending list for March amid steady overall spending](#)

FiercePharma, 4/26/2020

While much of the world watched TV from home in March thanks to the COVID-19 pandemic, pharma companies kept up a typical pace of TV ad spending on drug brands. The top 10 brands spent \$156 million in March, according to real-time TV ad tracker iSpot.tv, a slight increase over February's \$149 million.

FiercePharma

MANUFACTURING MARKETING PHARMA VACCINES COVID-19 SPECIAL REPORTS

Register for the Fierce Coronavirus Virtual Series: Where are we now?

Join us the week of May 4th for a series of virtual updates and expert panels discussing the fight against COVID-19

Marketing

AbbVie, Lilly and Gilead stay on top of pharma ad spending list for March amid steady overall spending

by [Beth Snyder Bulik](#) | Apr 26, 2020 10:00pm



NEXT TV THE BUSINESS OF STREAMING VIDEO

[Wolk: The Lockdown Doesn't Explain All Those New TV Advertisers ... But This Might](#)

NextTV, 4/25/2020

While there are many unexpected findings in the [new report from iSpot](#) on the state of television advertising during the first weeks of the Covid-19 lockdowns, there is one stat that stands out from the rest: 25.6% more brands (1,247 of them) ran ads on TV in the four week period from March 14 - April 12, 2020 than in the same window during 2019.

AdAge

[Watch the newest commercials on TV from Arm & Hammer, Amazon, MakeSpace and more](#)

Ad Age, 4/24/2020

A few highlights: Arm & Hammer promotes its Complete Care toothpaste with help from a group of dental students. A little girl offers a sweet note of thanks to an Amazon delivery driver. And MakeSpace says it's "a better way to do storage."



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

We Are Social Media, 4/26/2020

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.



[White Paper Blast from MediaPost Advertisers](#)

MediaPost Newsletter, 4/23/20

iSpot's 20-page special report draws insights from measuring billions of TV ad impressions, millions of business outcome events and COVID-themed creative trends across Linear, VOD, and CTV to help you navigate the "new normal"

WHITE PAPERS FROM MEDIAPOST ADVERTISERS



Executive Insights: TV Advertising a Month Into Quarantine

Everyone knows that new and disruptive TV advertising and viewership behavior trends are emerging because of COVID. But getting a clear view and making decisions is impossible without reliable, timely information.



[3-Day '2020 NFL Draft' Pulls Double-Digit Hikes In Ad Revenue](#)

MediaPost, 4/24/20

The biggest TV advertisers a year ago, according to iSpot.tv, included GMC (36 airings, \$4.3 million); State Farm (31 airings, \$2.5 million); Lexus (31 airings, \$1.2 million); Courtyard (25 airings, \$2.9 million); Verizon (21 airings, \$1.5 million); Kay Jewelers (16 airings, \$1.7 million); and Lowe's (15 airings, \$1.8 million).

MediaPost

3-Day '2020 NFL Draft' Pulls Double-Digit Hikes In Ad Revenue

by Wayne Friedman , Yesterday





Advanced Advertising: Strategies for Smart Spending After Crisis Lifts

Broadcasting & Cable, 4/24/20

Sean Muller, founder and CEO of iSpot.TV, illustrated the ad impact of coronavirus with research showing that travel ad spending was down 99.4% in recent weeks compared with the same period a year ago, and that auto spending was down 53.4%. In contrast, insurance carriers were spending only about 14.8% less, and pizza restaurants' spending was about even, even though live sports were a big part of their buys and that programming has all but vanished.

Attribution: Measuring ROI and How Marketers Should Course Correct

Moderator:
 **Jon Lafayette**
 Business Editor
 Broadcasting + Cable

Panelists:

 **Dan Ackerman**
 Chief Revenue Officer
 Samba TV

 **Lisa Glaeser**
 Executive Vice President & Global
 Managing Director of Data
 Technology, Analytics & Insights
 Spark Foundry

 **Sean Muller**
 Founder & CEO
 iSpot.TV

 **Claudio Marcus**
 Vice President, Strategy
 Comcast Advertising

ADVANCED ADVERTISING VIRTUAL SUMMIT
 Sponsored by NEXT TV BC MultichannelNews



[Look What Happened to TV Advertising in the Past Month: One Word: S-C-A-R-Y](#)

Lightshed Partners, 4/21/20

As the COVID-19 global pandemic became “real” in the US and we all learned what sheltering-in-place meant, we utilized data from iSpotTV to showcase the top 60 brands advertising on TV over the prior 12 months (March 15, 2019-March 16, 2020) and highlighted the sectors that were most impacted during the 2008-2009 recession (link). With just over a month of sheltering-in-place, the TV advertising landscape has shifted dramatically.



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

Wards Auto, 4/23/2020

The spot has the best iSpot Attention Index (136) in the ranking, getting 36% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



INDUSTRY
Fiat Chrysler Leads Most-Seen Auto Ads Chart

AdAge

[Watch the newest commercials on TV from Samsung, USPS, Hershey's and more](#)

Ad Age, 4/22/2020

A few highlights: Samsung offers a familiar message of hope: “We’ll get through this, together.” Hershey’s says we’ve all been given the chance “to use this time we feel most alone, to come together.” And in a USPS ad that shows the Postal Service as an essential part of American life, an announcer says that “Every day, all across America, we deliver for you. And we always will.” (Some context: “USPS is hanging on by a thread,” via The Hill.)



[‘One World: Together at Home’ Scored TV’s Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 4/22/2020

Notably, the CNN 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).

1) One World: Together at Home, ABC, CBS and NBC



Impressions: 362,598,020

Attention Score: 85.47

Attention Index: 46 (54% more interruptions than avg.)

Imp. Types: National 95%, Local 4%, VOD/OTT 1%

In-network Value: \$1,225,466

Out-of-network Est. Spend: \$3,396,976



[HBO Max Set To Launch May 27, Light National TV Promotion So Far](#)

MediaPost, 4/21/2020

TBS has aired 92 promotional announcements for HBO Max, with truTV at 87 airings, followed by TNT with 72 airings, CNN with 46 airings and Headline News with 22 airings, according to iSpot.tv.

MediaPost

HBO Max Set To Launch May 27, Light National TV Promotion So Far

by **Wayne Friedman**, Yesterday



TV[R]EV

[All Eyes Shift to Disney's Streaming Services with Rest of Business on Hold](#)

TVREV, 4/21/2020

Looking across all streaming service ads, (Disney-owned) Hulu and Disney+ are top two brands, in terms of media value* from March 9-April 19 according to iSpot.tv. This past week alone, the two brands had a total media value of about \$12.5 million — 40% of the total for streaming service media ads.

TV[R]EV ORIGINAL ADVERTISING ANALYTICS ALAN WOLK VIDEO SCREEN CONVERGENCE PODCASTS REVISIONISTS
#CREATEDWITH

« BACK TO POSTS



All Eyes Shift to Disney's Streaming Services with Rest of Business on Hold

TV[R]EV

[SPECIAL \(FREE\) REPORT: US Viewing Trends 30 Days Into The Pandemic](#)

TVREV, 4/21/2020

With Americans quarantined at home during the lockdown, TV viewing habits are changing rapidly.

VIZIO Ads and Inscope compiled stats from the past few weeks to take a look at just what these changes look like, and that Special Report is now available for download, right here at TV[R]EV.

AdAge

[Watch the newest commercials on TV from Apple, P&G, Activia and more](#)

Ad Age, 4/21/2020

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by iSpot.tv, the always-on TV ad measurement and attribution company. The ads here ran on national TV for the first time over the weekend (April 17-19).

AXIOS

[Coronavirus drives an advocacy advertising avalanche for brands](#)

Axios, 4/21/2020

Between the lines: More brands are flocking to television than this time last year, owing to more people watching TV, according to data from iSpot TV.



[ESPN Earns Big Viewing With Jordan-Focused Documentary 'The Last Dance'](#)

MediaPost, 4/20/2020

Top advertisers on the premiere night, according to iSpot.tv, included State Farm (with 10 airings of its commercials); Reese's (8 airings); Facebook (4 airings); NBA (4 airings); Portal-Facebook (4 airings); Skyrizi (3 airings); and the NFL Network (2 airings).

MediaPost

ESPN Earns Big Viewing With Jordan-Focused Documentary 'The Last Dance'

by Wayne Friedman, Yesterday



[Viewership and Ad Insights for ESPN's 'The Last Dance'](#)

Broadcasting & Cable, 4/20/20

ESPN is taking a unique approach to advertising during the series, working with only a limited number of brands across both ESPN and ESPN2 -- and most of those are integrating directly into the program while providing limited interruptions to the content. According to always-on TV ad measurement and attribution company iSpot.tv, the first airings of episode one and two had only 21 minutes and 45 seconds of commercials across the full two hours.

AdAge

[More marketers are flocking to TV, the pandemic's data gap and Millennial misery: Datacenter Weekly](#)

Ad Age, 4/17/2020

Marketers [heart] TV

Data company iSpot.tv, which does always-on, real-time tracking of essentially every commercial that airs on U.S. national TV, has been conducting a detailed study of how marketers have been shifting their TV ad budgets both recently—as the coronavirus pandemic has escalated—and over time. The Bellevue, Washington-based company has given Datacenter an exclusive first look at its analysis, and here's one of the most striking findings: Nearly 26 percent more brands—1,247 more—are advertising on TV today vs. a year ago.

AdAge

Agency layoffs tracker Latest COVID-19 news Brands' pandemic responses 2020 Campaign Trail Agency

AdAge Deadline extended!
SMALL AGENCY AWARDS Complete your entry by May 7 at 5 p.m. ET **Enter now**

Datacenter

MORE MARKETERS ARE FLOCKING TO TV, THE PANDEMIC'S DATA GAP AND MILLENNIAL MISERY: DATACENTER WEEKLY

Nearly 26 percent more brands are advertising on TV today vs. a year ago

By [Simon Dumenco](#), Published on April 17, 2020.

f t in e p ss

AdAge Deadline extended!
SMALL AGENCY AWARDS Complete your entry by May 7 at 5 p.m. ET **Enter now**

Most Popular

As house sales plummet, real estate brands like Zillow are marketing the value of home

AdAge

[Facebook's new Portal TV ad targets quarantined families with emotional appeal](#)



Ad Age, 4/17/2020

Facebook has spent almost \$10 million on TV in the past month, according to iSpot.TV.

The new Portal commercial opens with the re-used line from The Muppets ads: "If you can't be there, feel there." Called "Closer," the ad was produced by Facebook's in-house creative team and has already aired close to 275 times, according to iSpot.TV, running in programs like "Friends" on TBS.

AdAge

Agency layoffs tracker Latest COVID-19 news Brands' pandemic responses 2020 Campaign Trail Agency A-List


The Visual Trends Report 2020
The free report includes the most important visual trends of 2020


Digital

FACEBOOK'S NEW PORTAL TV AD TARGETS QUARANTINED FAMILIES WITH EMOTIONAL APPEAL

Spot could give the product mainstream appeal, with more people adopting videoconferencing while stuck at home

By [Garett Sloane](#). Published on April 17, 2020.





The new commercial for Portal is called "Closer." Credit: Facebook



[Pharma TV Ad Impressions Grow, TV Ad Spending Remains Flat](#)

MediaPost, 4/17/2020

Some 46.4 billion viewing impressions were seen from March 9 through April 5 for pharmaceutical marketers -- up from 36.2 billion impressions over the same period in 2019, according to iSpot.tv.



[VAB's Cunningham: How Programmers and Advertisers Are Making the Most of Viewing Spike](#)

Beet.TV, 4/19/2020

According to a study by iSpot.tv, nearly 26% more brands, accounting for 1,247 more, are advertising on TV today in comparison to a year ago.

According to an AdAge article on these findings, this spike could be from two main factors.



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

We Are Social Media, 4/19/2020

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

[Watch the newest commercials on TV from AT&T, Keurig, Facebook and more](#)

Ad Age, 4/16/2020

A few highlights: AT&T wants you to know that it's launched a \$10 million fund to support distance learning tools, curriculum and resources to help educators and families keep school in session remotely. Keurig wants you to "brew the love" as you self-quarantine. And Facebook offers thanks "to all the frontline heroes leading this fight."



[Most-Seen Auto Ads Carry Coronavirus Themes](#)

Wards Auto, 4/15/2020

The FCA spot has the best iSpot Attention Index (166) in the ranking, getting 66% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[MarTech Minute: Pegasystems' new service offerings, YouTube releases Video Builder, more](#)

MarTech Today, 4/15/2020

WATCHED ANYTHING GOOD LATELY? ID resolution provider Neustar is partnering with iSpot.tv, a television ad measurement and attribution company. The deal brings iSpot's ad measurement data into Neustar's identity management, multi-touch attribution and unified marketing analytics platforms. The added data will give Neustar clients a more granular and complete view of their linear, addressable and OTT TV ad efforts



[CMO's top 8 martech stories for the week](#)

CMO, 4/16/2020

Neustar and iSpot.tv announce integration

Information services outfit, Neustar, has announced an integration with iSpot.tv, which includes ad measurement and attribution data in its platforms to provide a complete customer behavior view across linear, addressable, video-on-demand and connected TV platforms.

The iSpot database of TV ads has been integrated into Neustar's MTA and IDMP platform to provide joint customers with a comprehensive cross-platform view of ad exposures. The iSpot ad measurement data provides identity-based intelligence on consumers across multiple channels, including purchasing propensity to enable media measurement and attribution.



[High TV Ad Spend From Streamers and Quibi's Much-Anticipated Debut](#)

Extreme Reach, 4/15/2020

MediaPost reports that video streaming services have increased national television ad spend. According to ispot.tv, 28,787 national TV spots aired in the month of March, compared to only 17,926 at the same time last year. That volume is due to marketing support for new services launched in the last twelve months, namely Disney Plus, Apple TV Plus and AT&T TV, as well as messaging related to Covid-19.

AdAge

[Watch the newest commercials on TV from Geico, Fitbit, Farmers and more](#)

Ad Age, 4/15/2020

A few highlights: In Geico's latest, a couple loves their new home—except for the Ratt problem (which literally has to do with the band Ratt). Farmers wants you to know that it's reducing auto premiums by 25 percent, extending payment due dates and taking other measures in response to the coronavirus pandemic. And Fitbit salutes those of us turning “living rooms into gyms, getting creative in the kitchen” and more.

BUSINESS INSIDER

[This year was supposed to be a banner year for sports TV. Now advertisers are scrambling to figure out where to put their money as live events get scrapped or postponed.](#)

Business Insider, 4/14/2020 (Behind Paywall, Read [here](#))

The stakes are high for the networks, leagues, and the advertisers that pour money into sports programming. According to Kantar, advertisers spent [\\$910 million running TV ads](#) in last year's March Madness tournament. Data from analytics firm iSpot.TV found that the NFL's ad revenue during the 2019 regular season [hit \\$4.5 billion](#).



[HGTV Gives 'Celebrity IOU' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 4/15/2020

B&C has partnered with always-on TV ad measurement and attribution company iSpot.tv to bring you a weekly chart we call Promo Mojo: exclusive data showing the top five TV promos ranked by ad impressions. This is the programming the networks have been promoting most heavily to drive tune-in (our data covers the seven-day period through April 12).

BUSINESS INSIDER

[Ad giants Omnicom and Dentsu announced layoffs and other cost-cutting measures as the pandemic blunts ad spending](#)

Business Insider, 4/14/2020

No one wants to appear to be capitalizing on a crisis, but one obvious opportunity for some of those media companies is to pick up some of the millions of ad dollars that would [normally have gone to live sports audiences](#). NFL ad revenue alone in the 2019 regular season totalled \$4.5 billion, data from analytics firm iSpot.TV found. The problem for advertisers is replicating the size and composition of those live sports audiences elsewhere, as Lauren Johnson reported.



[Ten Big Brands On Board For NBCU's Peacock Launch This Week](#)

MediaPost, 4/14/2020

So far, NBCU has aired 107 promotional TV commercials for Peacock TV, amassing 138.5 million impressions -- virtually all on the NBC Television Network, with other airings on USA Network, Telemundo and NBCSN, NBCU's sports network, according to iSpot.tv.



[A Closer Look at a Fond Farewell: Viewership and Ad Insights for 'Modern Family'](#)

TVREV, 4/14/2020

In total, there were over 1.4 billion TV ad impressions during the eleventh season, with brands spending an estimated \$39.1 million on spots. Not counting network promos, the most-seen spot on Modern Family this season was Target's "[Deals and Surprises](#)" with 10.8 billion TV ad impressions, followed by Samsung Galaxy's "[Changes](#)" (10.5 billion impressions). AT&T's "[Get the Most of Your iPhone 11 Pro](#)," featuring Gordon Ramsay, was in third place with 10.4 billion impressions; this spot had an iSpot Attention Index* of 149, meaning it had 49% fewer interruptions than average.

AdAge

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

Ad Age, 4/14/2020

A few highlights: “Thank you for not riding with Uber,” an announcer says in a quarantine-themed Uber commercial. (Ann-Christine Diaz has [the backstory](#) on the campaign.) Paycom, the payroll and HR technology provider, says that “Soon, life will move forward.” And a FedEx driver says that “What we do here is very important to people’s lives every single day.”

RADIO+TELEVISION BUSINESS REPORT THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[TV and Digital Attribution 'Unified' Via Neustar, iSpot Pact](#)

Radio + Television Business Report, 4/14/2020

As of today, there’s a newly combined TV analytics tool designed to provide a comprehensive analysis of omnichannel marketing performance while giving advertisers access to “an enriched identity asset for advanced segmentation, audience planning, and multi-touch attribution.”

It’s thanks to a partnership inked last week between Neustar and real-time TV ad measurement and attribution operation iSpot.TV.

MediaPost

[Movie Theater TV Ads Come To Near Halt, 'Trolls' Continues To Spend](#)

MediaPost, 4/13/2020

For the most recent month period from March 12 to April 12, there were 8,555 airings of theatrical movies, estimated to have a value of \$24.2 million, according to iSpot.tv -- sharply down from the two previous month periods.



[ESPN Asks Talent For A 15% Pay Cut, Sees Lower Ad Revenues, Viewer Impressions](#)

MediaPost, 4/13/2020

Total impressions over the month-long period from March 12 through April 12 have dropped by two-thirds to 6.7 billion -- pulling in an estimated \$112.4 million in paid national TV advertising, according to iSpot.tv.



[Universal Claims 'Trolls World Tour' Set Record For Digital Movie Debut](#)

MediaPost, 4/14/2020

Much of that was spent in the week leading up to the debut, after the VOD launch decision had been made. Between March 12 and April 12, the movie's spots aired 5,600 times between March 12 and April 12, costing about \$19.7 million, per an iSpot.tv estimate.



[Multicultural Consumers Face Distinct Challenges During The COVID-19 Crisis](#)

Forbes, 4/10/2020

An analysis based on iSpot.TV data provided by Univision showed that while 117 brands from 22 industries developed COVID-19-related messages in the past three weeks, only 13 brands from 7 industries developed messages in Spanish.

VentureBeat

[Gaming industry TV ad spend is rising — blame Tom Nook](#)

VentureBeat, 4/12/2020

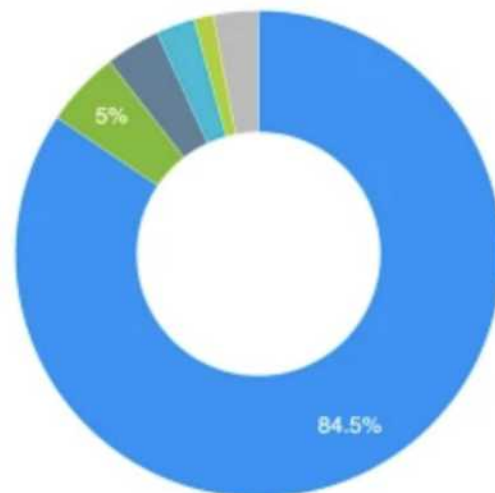
GamesBeat has partnered with iSpot.tv, the always-on TV ad measurement and attribution platform, to bring you a monthly report on how gaming brands are spending. The results below are for the top five gaming-industry brands in March, ranked by estimated national TV ad spend.

Life & Entertainment: Video Games

Top Brands - Est. TV Spend: 03/01/2020 - 03/31/2020

Data provided by iSpot.tv

- Nintendo
- Bethesda Softworks
- Xbox
- GameFly.com
- Activision Publishing, Inc.
- Other



MediaPost

[After Suspending Its Season, XFL Shuts Operations Completely](#)

MediaPost, 4/10/2020

Total national TV advertising spending for the league totaled \$53.1 million, according to iSpot.tv. The biggest advertisers include Geico, Progressive, Roman, Carfax, and 5-Hour Energy.

TV (R)EV

[TV Report: Top Networks, Shows & Binge Trends, April 6-9](#)

TVREV, 4/10/2020

Via iSpot.tv, the always-on TV ad measurement and attribution company

Fox News and CBS switched places from last week, with Fox News ahead by about 119 million TV ad impressions. CNN and MSNBC are also on the list again, and notably, MSNBC has a much lower estimated spend than the other networks, while NBC has the highest. HGTV and Food Network hold their standings from last week, in sixth and ninth place respectively, and USA Network rounds things out at No. 10.

PPC•LAND

[Neustar and iSpot.tv partner to unify digital and tv attribution](#)

PCC Land, 4/11/2020

iSpot.tv and Neustar this week announced a partnership, where iSpot's TV ad measurement data becomes available within Neustar's Identity Management (IDMP), Multi-Touch Attribution (MTA), and Unified Marketing Analytics platforms.



[Spending on video game TV ads is increasing, despite the economic downturn](#)

TechSpot, 4/13/2020

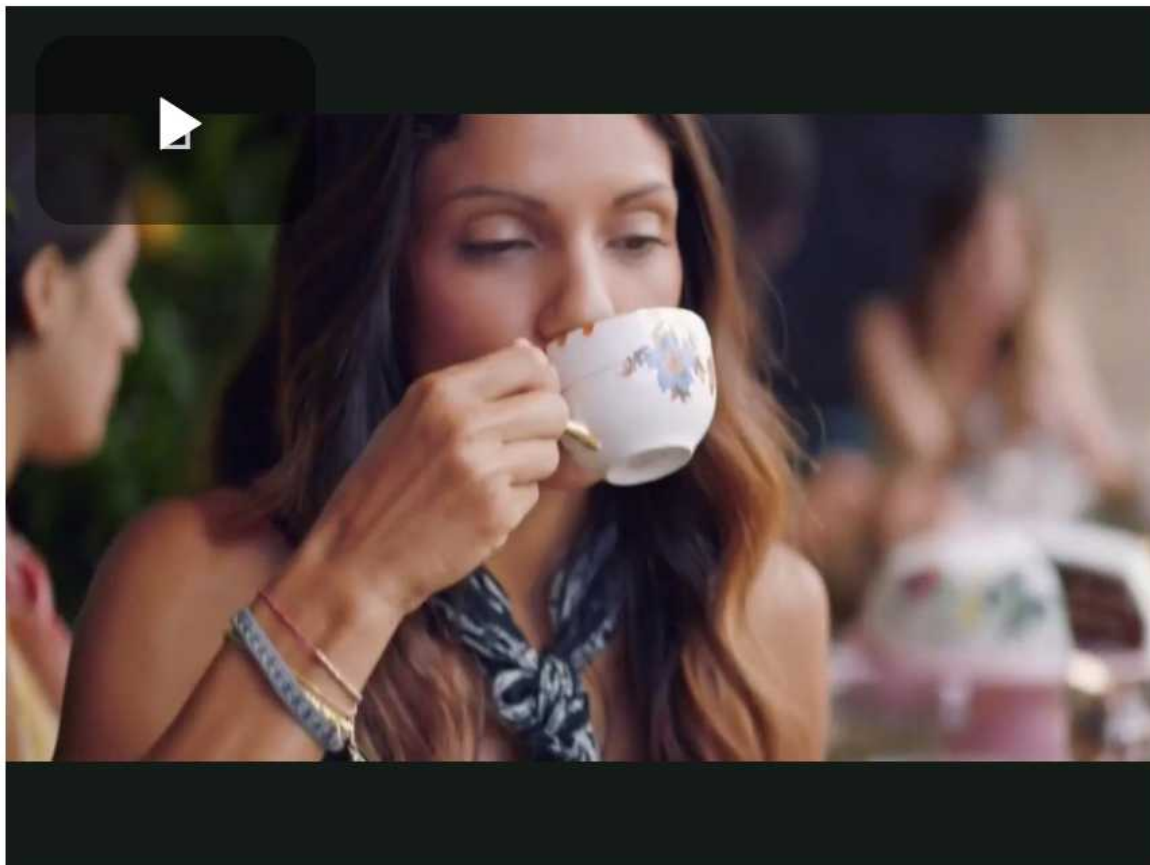
GamesBeat partnered with TV ad measurement and attribution platform iSpot.tv to reveal which gaming companies spent most on national television ads last month. The number one firm by a huge margin was Nintendo—the only one to spend over \$1 million in March. The Japanese giant's \$14.6 million spend, which was over \$3 million more than the previous month, paid for 20 ads that ran over 3,000 times, generating 793 million TV ad impressions. Not surprisingly, Animal Crossing: New Horizons was its most promoted product, with a placement budget of \$2.6 million.

AdAge

FASHION RETAIL ADVERTISING STILL WORKS, EVEN IF STORES ARE CLOSED, ACCORDING TO A NEW STUDY Retailers that increased

Ad Age, 4/10/2020

Old Navy is currently airing a 15-second TV spot promoting deep discounts of 50 percent on its products and urging customers to visit OldNavy.com. According to iSpot data, the commercial began running in late March. (But the scenes showing people sitting at a café seem out of place in the stay-at-home era, suggesting the ad was made a while ago.)



CYNOPSIS

[04/10/20: SNL will be back, remotely](#)

Cynopsis, 4/10/2020

Global information services and technology company Neustar and iSpot.tv, focused on real-time TV ad measurement and attribution, are partnering to make iSpot's TV ad measurement data available within Neustar's Identity Management, Multi-Touch Attribution and Unified Marketing Analytics platforms. The deal is meant to provide a granular and complete view of the full customer journey inclusive of linear, addressable, and OTT TV exposure. "This is a marketer's holy grail. We are excited to join forces to deliver on an integrated digital and television strategy," said Sean Muller, Founder & CEO of iSpot.tv.



[Neustar and iSpot.tv Partner to Unify TV and Digital Attribution](#)

Destination CRM, 4/9/2020

Neustar's integration of iSpot's TV ad measurement data into its IDMP Data Directory provides marketers identity-based intelligence that is pseudonymized and privacy-compliant. This intelligence enables marketers to build audience profiles that capture the propensity and characteristics of the omnichannel consumer. This integrated user-level data provides greater insight into the performance of all marketing experiences across the omnichannel journey.

ADVANCED TELEVISION

[Neustar, iSpot.tv partnership](#)

Advanced Television, 4/8/2020

Neustar, a global information services and technology company, and iSpot.tv, a specialist in real-time TV ad measurement and attribution, have announced a partnership in the US to make iSpot's TV ad measurement data available within Neustar's Identity Management (IDMP), Multi-Touch Attribution (MTA) and Unified Marketing Analytics platforms, providing a granular and complete view of the full customer journey inclusive of linear, addressable, and OTT TV exposure. This combined TV analytics solution aims to provide a more comprehensive analysis of omnichannel marketing performance while giving advertisers access to an enriched identity asset for advanced segmentation, audience planning, and multi-touch attribution.



[Neustar Integrates iSpot Data For Cross-Platform, MTA Attribution](#)

MediaPost, 4/9/2020

The inclusion of iSpot ad measurement data in Neustar's IDMP Data Directory enables privacy-compliant, identity-based intelligence for profiling omnichannel consumers, including purchasing propensity, and building media measurement and attribution models.

iSpot's catalog of TV ads, which includes automatic content recognition (ACR), has been integrated into Neustar's MTA and IDMP platform to provide joint customers with a comprehensive cross-platform view of ad exposures.



Neustar Integrates iSpot Data For Cross-Platform, MTA Attribution

by **Karlene Lukovitz** @KLmarketdaily, 3 hours ago





Sean Muller of iSpot Announces a Partnership with Neustar

MediaVillage, 4/8/2020

Sean Muller, founder and CEO, iSpot, just announced the partnership of his company with Neustar. The merging of efforts of these two companies has the potential to better consolidate and track the attribution journey of consumers. "Our partnership with Neustar is an incredible complement of platforms," said Robert Bareuther, senior vice president of Business Development at iSpot. "The partnership comes at a time when quality analytics can make or break the way forward for so many brands that don't have much room for trial and error anymore."

The screenshot shows a web page from MediaVillage. At the top left is the MediaVillage logo and tagline. To the right is a search bar. Below the logo are navigation links: KNOWLEDGE EXCHANGE, TV / VIDEO DOWNLOAD, THE MYERS REPORT, and INSIDER INSITES PODCASTS/VIDEOS. A red banner below the navigation reads "VirtualUpfront.com - Upfront/NewFront Calendar and Updates". The main content area has a header with "MEDIAINSIGHTS" and the KnowledgeExchange logo. The article title is "Sean Muller of iSpot Announces a Partnership with Neustar". On the left side of the article are social media sharing icons for Facebook, Twitter, LinkedIn, Email, and Print. The article features a photograph of two men in suits shaking hands from an overhead perspective. To the right of the photo, the author is identified as Charlene Weisler, the publish date is April 08, 2020, and the channel is Media Insights.



[Neustar and iSpot.tv Partner to Unify TV and Digital Attribution](#)

AiThORITY, 4/8/2020

“The Neustar and iSpot integration now sets the standard for cross-channel MTA. Both companies have measurement, modeling, and data science in their DNA with meaningful penetration amongst Fortune 500 brands. This is a marketer’s holy grail. We are excited to join forces to deliver on an integrated digital and television strategy,” said [Sean Muller](#), Founder & CEO of iSpot.tv.



[Daily AI Roundup: The Coolest Things on Earth Today](#)

AiThORITY, 4/8/2020

[Neustar and iSpot.tv Partner to Unify TV and Digital Attribution](#)

[Neustar](#), Inc., a global information services and technology company and leader in identity resolution and iSpot.tv, the leader in real-time TV ad measurement and attribution, announced a partnership to make iSpot’s TV ad measurement data available within Neustar’s Identity Management (IDMP), Multi-Touch Attribution (MTA) and Unified Marketing Analytics platforms.



[Neustar, iSpot.tv team to unify TV and digital attribution](#)

Rapid TV News, 4/8/2020

“The Neustar and iSpot integration now sets the standard for cross-channel MTA. Both companies have measurement, modelling, and data science in their DNA with meaningful penetration amongst Fortune 500 brands,” added [iSpot.tv](#) founder and CEO Sean Muller. “This is a marketer’s holy grail. We are excited to join forces to deliver on an integrated digital and television strategy.”



[Neustar And iSpot.tv Partner To Unify TV And Digital Attribution](#)

TVNewsCheck, 4/8/2020

The deal brings together Neustar's digital and unified attribution and identity management, with iSpot's real-time, always-on TV ad measurement and attribution. Together, the partnership connects all TV ad exposures to sales activities at scale across linear, VOD, and streaming environments. The integrated offering provides brand marketers with greater access, insight, and customization over their omnichannel marketing strategies inclusive of linear TV.

"The Neustar and iSpot integration now sets the standard for cross-channel MTA," said Sean Muller, founder-CEO of iSpot.tv. "Both companies have measurement, modeling, and data science in their DNA with meaningful penetration amongst Fortune 500 brands. This is a marketer's holy grail. We are excited to join forces to deliver on an integrated digital and television strategy."



[CNN Gives Its Coronavirus Coverage TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 4/8/2020

B&C has partnered with always-on TV ad measurement and attribution company iSpot.tv to bring you a weekly chart we call Promo Mojo: exclusive data showing the top five TV promos ranked by ad impressions. This is the programming the networks have been promoting most heavily to drive tune-in (our data covers the seven-day period through April 5).

TV (R)EV

[A Look at Quibi's Ad Blitz in the Lead-Up to Launch](#)

TVREV, 4/7/2020

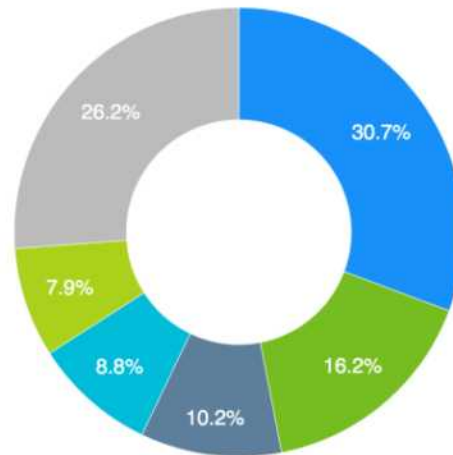
Since March 23, Quibi is just outside the top 30 ad spenders (32nd) on TV, while “[Coming to a Phone Near You](#)” was 23rd among all brand spots, at \$6.5 million in the timeframe. Quibi has been putting a good deal of spend behind big network — FOX, ABC, CBS, NBC — programming, with 57.6% going toward those four channels (during this time period). However, AMC's *The Walking Dead* had the highest spend of any show, at \$1.3 million.

Quibi

Top Networks - Est. TV Spend: 03/23/2020 - 04/06/2020

Data provided by iSpot.tv

- FOX
- AMC
- ABC
- CBS
- NBC
- Other



front office sports

[ESPN Prepares HORSE Reboot While NBA TV Partners Wait](#)

Front Office Sports, 4/9/20

The stoppage has likely hit both partners hard – if the NBA's 30 teams don't play another regular-season game this year, ESPN and TNT stand to lose \$136 million in advertising dollars, according to iSpot.TV.



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

We Are Social Media, 4/13/2020

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

[Watch the newest commercials on TV from Lexus, CarMax, Dunkin' and more](#)

Ad Age, 4/8/20

A few highlights: Dunkin' wants you to "enjoy the great taste of Dunkin' at home" with its packaged coffee products. Lexus says that "now, more than ever, you and your needs come first" in an ad calling attention to its current service options. And CarMax wants you to know that in response to the COVID-19 epidemic it's extending its 90-day warranty program and offering payment assistance.



[iSpot, Neustar Partner to Combine TV, Digital Attribution](#)

Broadcasting & Cable, 4/8/2020

"At a time when businesses are scrutinizing expenses across the board, the marketers' Holy Grail is a system that offers unified measurement that gives them attribution across all their channels in a single place," said Sean Muller CEO of iSpot.tv.

With TV fragmenting, iSpot measures traditional TV, over-the-top and connected TV viewing at the user level. Combining Neustar's expertise in digital and market mix modeling, gives clients the best of both worlds. "It's really really hard to do for one company and hence this partnership," Muller said.

BUSINESS INSIDER

[TV advertising is a mess — meet 23 industry insiders working to fix it](#)

Business Insider, 4/7/2020 (Behind Paywall, read [here](#))

Sean Muller, founder and CEO, iSpot.TV



iSpot.TV

How he's changing TV: He wants to make TV ads more measurable

Muller founded iSpot.TV in 2012 with the goal of speeding up how quickly marketers can pull data from TV campaigns and adjust budgets. He wants advertisers and networks to start buying and selling TV ads based on metrics like conversions and incremental lift.

The firm is one of a handful of companies trying to solve measurement and attribution, which tracks ads to results like a sale or web visit, on linear and OTT commercials. iSpot.TV tracks all linear and streaming ads and pulls data straight from smart TVs.

Advertisers and networks like Fox Corp. license the firm's technology to plan, target, and measure ads.

ADWEEK

[Neustar and iSpot.tv Partner to Connect Digital and Television Attribution](#)

Adweek, 4/8/2020 (Behind Paywall, read [here](#))

Neustar, which offers an identity product, and iSpot.tv, a TV measurement and attribution vendor, are integrating to give brands a broader view of multitouch attribution that spans digital and all forms of television.

“We’re as close as the industry has ever been for marketers to have a true cross-channel attribution solution that actually works,” said Sean Muller, CEO of iSpot.tv, in an interview with Adweek.

Forbes

[Multi-Touch Attribution Continues To Evolve At A Time When Accuracy Is Increasingly Critical](#)

Forbes, 4/8/2020

Hence the interest in the recent news that iSpot and Neustar, two of the leading measurement and analytics companies used by the world’s biggest brands, would be joining forces to share measurement data so that clients would be able to track digital and television campaigns simultaneously.

MediaPost

[QSRs Embrace TV To Boost Off-Premise Dining](#)

MediaPost, 4/8/2020

According to brand-level data from iSpot.tv, which has been tracking commercials related to COVID-19, Burger King ranks second in total impression volume behind the Centers for Disease Control and Prevention.

MARTECHSERIES

Marketing Technology Insights

[Neustar and iSpot.tv Partner to Unify TV and Digital Attribution](#)

MarTech Series, 4/8/2020

Neustar, Inc., a global information services and technology company and leader in identity resolution and iSpot.tv, the leader in real-time TV ad measurement and attribution, announced a partnership to make iSpot's TV ad measurement data available within Neustar's Identity Management (IDMP), Multi-Touch Attribution (MTA) and Unified Marketing Analytics platforms, providing a granular and complete view of the full customer journey inclusive of linear, addressable, and OTT TV exposure.



[Neustar and iSpot.tv Partner to Unify TV and Digital Attribution](#)

Business Wire, 4/8/2020

[Neustar](#), Inc., a global information services and technology company and leader in identity resolution and iSpot.tv, the leader in real-time TV ad measurement and attribution, today announced a partnership to make iSpot's TV ad measurement data available within Neustar's Identity Management (IDMP), Multi-Touch Attribution (MTA) and Unified Marketing Analytics platforms, providing a granular and complete view of the full customer journey inclusive of linear, addressable, and OTT TV exposure. This [combined TV analytics solution](#) provides a more comprehensive analysis of omnichannel marketing performance while giving advertisers access to an enriched identity asset for advanced segmentation, audience planning, and multi-touch attribution.

Syndication: [Yahoo Finance](#)



[Hyundai's Coronavirus-Aware Spot Is Most-Seen Auto Ad](#)

Wards Auto, 4/8/2020

Hyundai moves up from third to first place in iSpot.tv's ranking of the most-viewed automotive commercials – the ads generating the highest number of impressions across national broadcast and cable TV airings.

AdAge

[Watch the newest commercials on TV from Purina, Powerade, Walmart and more](#)

Ad Age, 4/8/2020

A few highlights: Purina says that every ingredient in its pet food is from “trusted sources.” Powerade hypes its new Power Water. And Walmart employees sing the soul standard “Lean On Me” in a spot the retailer says is a message “to America, from our associates.”

BUSINESS INSIDER

[A postponed NFL season would pose a threat to national TV ad spending](#)

Business Insider, 4/7/2020

Brands spent \$4.48 billion on TV advertising during broadcasts of the NFL's 2019 regular season, up 13.5% year-over-year (YoY), with top spending categories being automotive and telecom, per iSpot.tv analysis. That's not including spending during the playoffs (which generated \$928.6 million in TV spend in January 2019 alone, per iSpot.tv) and the Super Bowl, which generated another \$435 million in 2020, per Kantar estimates.



[Auto Ad Spending Dips 30% In March](#)

MediaPost, 4/7/2020

With no sporting events to sponsor and an ever-decreasing number of available vehicles to sell due to halted production, automakers spent about 30% less on TV ads last month vs. a year ago, according to iSpot.tv. But the good news is, impressions were up, for what it's worth.



[Quibi Launches In Middle Of Pandemic, But Long-Term Prospects Are Solid](#)

MediaPost, 4/7/2020

Quibi has spent \$9 million in national TV ads over the last two weeks (March 23 to April 5), and \$28.8 million since the beginning of the year, according to iSpot.tv. But a Morning Consult/Hollywood Reporter survey, March 19-21, found 68% of respondents have never heard of Quibi.



[Watch the newest commercials on TV from Sam Adams, YMCA, Facebook and more](#)

Ad Age, 4/6/2020

A few highlights: Sam Adams promotes the Restaurant Strong Fund in support of restaurant workers affected by the coronavirus pandemic. (E.J. Schultz has context on the campaign here: "How 7 brand leaders are responding to the pandemic.") The YMCA wants you to know that "right now Y's across the country are providing emergency child care, shelter, food programs and outreach to seniors." And Facebook says "We're never lost if we can find each other." (Ann-Christine Diaz has the backstory: "Facebook's poetic film introduces Community Help platform for coronavirus relief efforts.")

AdAge

[History shows marketers who keep spending during downturns fare much better](#)

Ad Age, 4/6/2020

TV spending data from iSpot.tv show a mixed bag. Ford and General Motors have changed messaging but continued spending, albeit at levels lower than a month or a year ago. Fiat Chrysler has ceased advertising on its individual brands—which include Jeep, Dodge and Ram—in favor of a single campaign touting online buying and zero-interest loans for new car purchases.

AdAge

Search

Cannes canceled

Marketers virus response

Coronavirus updates

Campaign Trail

2020 A-List update

CMO Strategy

HISTORY SHOWS MARKETERS WHO KEEP SPENDING DURING DOWNTURNS FARE MUCH BETTER

Things will get worse fast, but some marketers already are going after new opportunities

By Jack Neff, Published on April 06, 2020.



Credit: iStock

Consumer panic buying seems to have peaked, but the brand panic may have just begun. While many brands have slashed spending in the wake

Most Popular



A regularly updated list tracking marketers' response to coronavirus



Brands such as Nike, Gap are making masks for health care workers



Watch Ned Ryerson tease Jeep's 'Groundhog Day' Super Bowl ad



[Political Advertising Sees Slowdown, Digital Remains Stable](#)

MediaPost, 4/3/2020

For the month of March (March 4th through April 2), there were 475 national TV airings (an estimated \$2.26 million), according to iSpot.tv. This was sharply down from the same period in February -- 10,775 national TV airings for political advertising (\$76.8 million).

MediaPost

Political Advertising Sees Slowdown, Digital Remains Stable

by Wayne Friedman , April 3, 2020



TV(R)EV

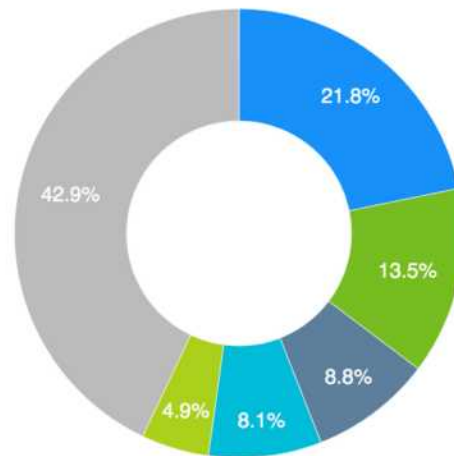
HOW THE GOVERNMENT AND MEDIA ARE APPROACHING "THE IDIOTS OUT THERE"

TVREV, 4/5/2020

According to TV ad measurement company iSpot.tv, between the U.S. Census and the CDC, Governmental Organizations accounted for 4.6 billion TV impressions over the last two weeks. Together they accounted for 1.6% of all TV ad deliveries.

Centers for Disease Control and Prevention
Top Networks - Impressions: 03/19/2020 - 04/01/2020
Data provided by iSpot.tv

- Fox News
- NBC
- ABC
- CBS
- TNT
- Other



TV(R)EV

TV Report: Top Networks, Shows & Binge Trends, Mar. 30 – Apr. 2

TVREV, 4/3/2020

Via [iSpot.tv](https://www.ispot.tv), the always-on TV ad measurement and attribution company CBS takes the lead for TV ad impressions, but Fox News is on its heels, and two other cable news networks are also in the top ten: CNN and MSNBC. Unsurprisingly, HGTV and Food Network are on the list, in sixth and ninth place respectively, and Univision rounds things out at No. 10.

Network	Est. Spend	TV Ad Impressions
1. CBS	\$45,438,447	4,216,353,600
2. Fox News	\$10,338,173	4,209,173,683
3. ABC	\$41,669,938	4,057,599,108
4. NBC	\$47,465,709	3,997,799,190
5. CNN	\$9,276,913	3,054,013,812
6. HGTV	\$19,607,015	2,088,689,707
7. TBS	\$12,524,881	1,712,785,694
8. MSNBC	\$2,050,220	1,473,482,575
9. Food Network	\$7,755,063	1,380,435,523
10. Univision	\$13,511,313	1,351,297,257

AdAge

[Watch the newest commercials on TV from Taco Bell, Jack in the Box, Fiat Chrysler and more](#)

Ad Age, 4/3/2020

Every weekday we bring you the Ad Age/iSpot Hot Spots, new commercials tracked by iSpot.tv, the always-on TV ad measurement and attribution company. The ads here ran on national TV for the first time on April 1.



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

We Are Social Media, 4/5/2020

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.



['In times like these': Carriers debut COVID-19 ad campaigns](#)

Light Reading, 3/31/2020

The ads, issued during the past week or so from providers including T-Mobile, Verizon, Sprint, AT&T, Cox Business and C Spire, have been aired thousands of times around the country, according to data from TV-advertisement tracking company iSpot. Wave7 Research – which closely monitors the US wireless industry – first reported on the trend.

AdAge

[THE MUST-SEE PANDEMIC AIR TRAVEL DATA VIZ, THE CDC'S TV AD BLITZ AND MORE: DATACENTER WEEKLY](#)

Ad Age, 4/2/2020

The CDC's ad blitz

From March 19 through April 1, PSA messaging from the Centers for Disease Control and Prevention (CDC) got more exposure on TV than advertising from any other brand, accounting for 2.96 billion ad impressions, or 1.04 percent of all TV ad deliveries during the period measured, according to iSpot.tv data shared exclusively with Datacenter Weekly. iSpot has been tracking CDC ad placements both nationally and locally. Some 16 percent of the CDC's impressions have been generated at the local-market level as it aims to customize messaging to different coronavirus hot spots.

The top networks for CDC PSA ad deliveries: NBC, ABC, CBS and TNT. Morning news shows, movies, dramas and reality programming are among the programming genres delivering the most ad impressions, per iSpot.

Looper

[The weirdest MyPillow commercial ever released](#)

Looper, 3/31/2020

Any way you slice it, MyPillow commercials are essentially unavoidable. Lindell has made a ton of them — there are at least 20 available to watch on iSpot.tv alone — and it seems there's never been a time since the infomercials first began that they haven't been airing consistently across various platforms. While the most common reactions to the MyPillow ads are either annoyance, irritation, or flat-out anger, there's one commercial that has left viewers feeling markedly creeped out.



[Measurement Needs Evolution, Not Revolution: iSpot.tv'S Muller](#)

Beet.TV, 3/29/2020

In the digital TV age, the old ways of measuring TV audiences often come under scrutiny. But should you throw the baby out with the bath water?

No, according to [iSpot.tv](#) CEO Sean Muller.

"Measurement is not broken per se," he says. "There's no reason to reinvent current age, and gender type of measurement.

"But there is a need for new measurement approach. There is a need to evolve the measurement and to modernise the measurement. Make it faster, more granular, connectable with audience segments, connectable with outcomes."

[iSpot.TV](#), which offers measurement, attribution and technical services, takes viewing data from Inscope, the subsidiary of TV maker Vizio that uses automated content recognition (ACR) to capture audiences' real viewing behavior.



[How Travel Brands Are Approaching TV Advertising Now](#)

Skift, 3/27/2020

Hotels.com is on pace to spend more on U.S. national TV in March than it did during March 2019, when it spent \$9.7 million, according to iSpot.tv estimates. It spent nearly \$3 million on TV ads, with the majority on reality TV and movies, from March 11-22.

Booking.com, which competes with Expedia and Hotels.com, appears to have suspended running U.S. national TV ads at the end of January, although it has [a new chief marketing officer](#) trying to improve its brand advertising so going off the air isn't necessarily totally coronavirus-related.



[Where Did NCAA Tournament Audiences Go Without March Madness to Watch?](#)

Broadcasting & Cable, 3/27/2020

[iSpot.tv](#) analyzed a segment of TV viewing households that watched at least four games during the 2019 [NCAA](#) Men's Basketball Tournament, and using its proprietary media measurement platform, can help us understand the networks and dayparts those same households are viewing during the third week of March 2020 (when the NCAA Tournament would've gotten started).



[CNN Gives Its New Coronavirus Podcast a Major Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 4/1/2020

Notably, CNN's 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).



[Coronavirus-Themed Spots Among Most-Seen Auto Ads](#)

WardsAuto, 4/2/2020

The VW spot has the best iSpot Attention Index (151) in the ranking, getting 51% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

FiercePharma

[AbbVie lands 3 brands in pharma's top 10 TV spenders for February](#)

FiercePharma, 3/29/2020

Pharma TV ad spending returned to its typical levels in February after an exceptionally robust January start for the year. February's top 10 brands spent \$149 million, down from more than \$200 million in January, according to data from real-time TV ad tracker iSpot.tv.

MediaPost

[Video Streamers Maintain High National TV Spend, New Launches](#)

MediaPost, 3/31/2020

For the entire month of March, there were 28,787 national TV airings; a year ago in March -- 17,926, according to iSpot.tv. Much of this gain has been due to new services that have launched since a year ago -- Disney+, Apple TV+, and virtual pay TV network service, AT&T TV -- as well as issues around COVID-19.

MediaPost

[U.S. Marketers Ramping Up COVID-19-Themed Commercials](#)

MediaPost, 3/31/2020

From Feb. 26 through March 26, over a quarter of 95 different COVID-themed creatives have aired -- with 26.5% from government agencies, 25.5% from automotive brands, 22% from restaurants, 19% from electronics/communications and 4% from life/entertainment marketers. The travel industry -- perhaps one of the hardest-hit industries -- is at a 3% share. Total COVID-19 impressions come to 4.3 billion to date, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM RAM TRUCKS, POLARIS, JEEP AND MORE](#)

Ad Age, 3/29/2020

As we've noted in recent editions of Hot Spots, marketers are increasingly starting to introduce ads that acknowledge the coronavirus pandemic. In this batch, for instance, Ram Trucks says that "better days will take some work," but for now it's offering buyers 0 percent financing for 84 months and no payments for 90 days. Corporate sibling Jeep (both Ram Trucks and Jeep are part of Fiat Chrysler) says that "better days are ahead" in a similar ad that offers the same financing and payment terms. Meanwhile, Polaris—a maker of motorcycles, snowmobiles and other vehicles—promotes its Heroes Advantage program for active military, reservists and veterans.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VERIZON, QUICKBOOKS, ANGEL SOFT AND MORE](#)

Ad Age, 3/31/2020

As we've noted in recent editions of Hot Spots, marketers are increasingly starting to introduce ads that acknowledge the coronavirus pandemic. In this batch, for instance, QuickBooks promotes its Small Business Relief Initiative (details at [QuickBooks.com/SmallBusinessHelp](https://www.quickbooks.com/smallbusinesshelp)). Verizon wants you to know about its weekly "Pay It Forward Live" livestream—every Thursday at 8 p.m. EST @verizon on Twitter—in support of coronavirus-affected communities and small businesses. And Angel Soft says its employees are "working night and day to get more toilet paper to your family."



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

We Are Social Media, 3/28/2020

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

TRADITIONAL TV'S HOT NEW DAYPARTS, AND WALMART'S HIRING SPREE VS. RECORD JOBLESS CLAIMS: DATACENTER WEEKLY

Ad Age, 3/26/2020

More TV, please

The prevailing media narrative is that shelter-in-place mandates will be great for streaming services such as Netflix—and we'll surely see that play out over the coming weeks and months. But according to [iSpot.tv](#) data, shared exclusively with Datacenter Weekly, traditional TV is also seeing big boosts in certain dayparts, from the perspective of ad deliveries. (An obvious caveat: TV has lost a lot of high-priced inventory due to the elimination of live sports during the pandemic. Delivering more eyeballs across lower-cost programming in cheaper dayparts is helpful, but obviously not a cure-all.)

AdAge

CAPTAIN OBVIOUS IS SOCIAL DISTANCING TOO IN A HOTELS.COM TV AD

Ad Age, 3/26/2020

In a new 15-second spot airing in the U.S. and Canada, Captain Obvious is seen rubbing on hand sanitizer before taking a kernel of popcorn from a large bowl and tossing it into his mouth. Copy then explains he is “going to be social distancing for a while,” and “you should too.”

Under the Hotels.com logo it then reads: “Just stay home.”

The spot began airing on March 23 during shows like HGTV's “Property Brothers” and reruns of “Friends” on TBS, according to iSpot.tv.

AdAge

[SAM'S CLUB HONORS 'RETAIL HEROES' IN RARE PRIMETIME AD FOR BRAND WEDNESDAY NIGHT](#)

Ad Age, 3/25/2020

For a sense of how rare Sam's TV advertising is, iSpot.tv shows only one other instance the past five years—an ad for the club store's Scan & Go self-checkout app featuring Usain Bolt, which ran in November with an estimated outlay of \$355,000. (Scan & Go is also a handy tool for making shopping as socially distant as possible, since it lets people bypass checkout lines and requires only two arms-length scans at the store exit. The spokeswoman says Sam's is now encouraging people to use it as much as possible.) The rest of the \$15 million total TV outlay iSpot estimates for Sam's over the past five years has been co-op advertising funded by Serta mattresses.

AdAge

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

Ad Age, 3/25/2020

As we've noted in recent editions of Hot Spots, marketers are increasingly starting to introduce ads that acknowledge the coronavirus pandemic. In this batch, for instance, Hyundai says that it will cover new buyers' monthly payments for up to six months "in the event you lose your job this year due to COVID-19." Burger King wants you to know about the contactless payment protocol it's instituted at its drive-thrus. And in a commercial focused on the hardships faced by restaurants right now, DoorDash says that "while the doors may be closed, the kitchens are open for delivery."

TV (R)EV

[TV Streaming on the Rise Along with Connected TV Ad Requests During Quarantine](#)

TVREV, 3/26/2020

Advertisers trending down include travel, movies, television and sports — none of which should shock after travel ad budgets (on national, live linear TV) have decreased by 63.8% month-over-month, according to recent data from [iSpot.tv](#).

FierceVideo

[iSpot.tv adds TiVo set-top data to its measurement platform](#)

FierceVideo, 3/25/2020

“TiVo is excited to have its deterministic data become part of iSpot’s innovative measurement and attribution offerings for brands and networks,” said Walt Horstman, senior vice president and general manager of TiVo’s Advanced Media and Advertising business unit, in a statement.

“The transformation of viewing data and the next-generation applications that are built on top of it create substantial value for the marketplace and help push the TV and advertising industry forward,” said iSpot CEO Sean Muller in a statement. “TiVo data gives us a broader pool of households for our industry leading applications to run on top of.”



[iSpot.tv Adds TiVo Data to Ad Measurement System](#)

NextTV, 3/25/2020

[iSpot.tv](#) is used by advertisers to verify how many impressions its ads reach, track attention, measure over-the-top delivery and do predictive analysis. The company is also providing attribution information to show the effect of ad impressions on website traffic, store traffic and product sales.

The addition of TiVo data adds to the scale of iSpot’s data, which is based on automatic content recognition generated viewing information from 13.7 million smart TVs made by [Vizio](#).



[Most-Seen Auto Ad Features Socially Distanced McConaughey](#)

Wards Auto, 3/25/2020

The spot 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).



[NFL presses toward massive new media deals, with formal negotiations near](#)

Sports Business Journal, 3/25/2020

Lost advertising revenue

Before their current seasons were suspended, NBA and NHL national telecasts were averaging \$4 million and \$477,000 per day, respectively, in advertising revenue according to TV ad measurement and attribution company iSpot.tv. Based on those averages, league broadcasters stand to lose out on \$136 million and \$11.4 million, respectively, in ad revenue if postponed regular-season dates are not rescheduled. Projected losses for other broadcasters of league games and events are based on advertising spend numbers during the most recently completed season or event.



[Fox News Gives 'America Vs. Virus' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#) 3/25/2020

Notably, the Motherland promo earns the highest iSpot Attention Index (113) in this week's ranking, getting 13 percent fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Advertisers Shift to Coronavirus-Aware Commercials](#)

TVREV, 3/25/2020

Below, we highlight TV advertising insights for these spots using data from [iSpot.tv](#), the always-on TV ad measurement and attribution company. Notably, the spots from Buick/GMC, Ford and Guinness all have an above-average iSpot Attention Index, meaning they received fewer interruptions.



[Even with Plants Closed, Automakers Keep Up Ad Campaigns](#)

The Detroit Bureau, 3/23/2020

Automakers spent an estimated \$184 million on TV alone between March 1–18, according to data from iSpotTV. That's not much off from the \$215 million they spent the year before. And even that modest decline in spending actually may be misleading. With restaurants and entertainment venues closed in much of the country and more and more stores closing, there is lower competition for the spots TV networks and other media have available. That translates into lower prices, especially for last-minute spot buys.

DIGIDAY

[Why auto ad spending is holding steady — and looks likely to remain so](#)

Digiday, 3/23/2020 (read [here](#))

Automakers spent an estimated \$184 million on 54,000 airings to reach 19.6 billion TV impressions from Mar. 1 to Mar. 18, according to data from iSpotTV. Actual spend is down on the same period last year. That is largely due to the cancelations of big ticket live sports events such as March Madness, which has led to networks shifting pre-booked campaigns to lower-cost inventory in other programming like news. However, the level of advertising activity is almost identical. Last year, automotive advertisers spent an estimated \$215 million on 54,000 airings to reach 18.2 billion TV screens, according to the iSpotTV data.

DIGIDAY

✉ HI, FABRIC ▾

NEWS ▾

DIGIDAY +

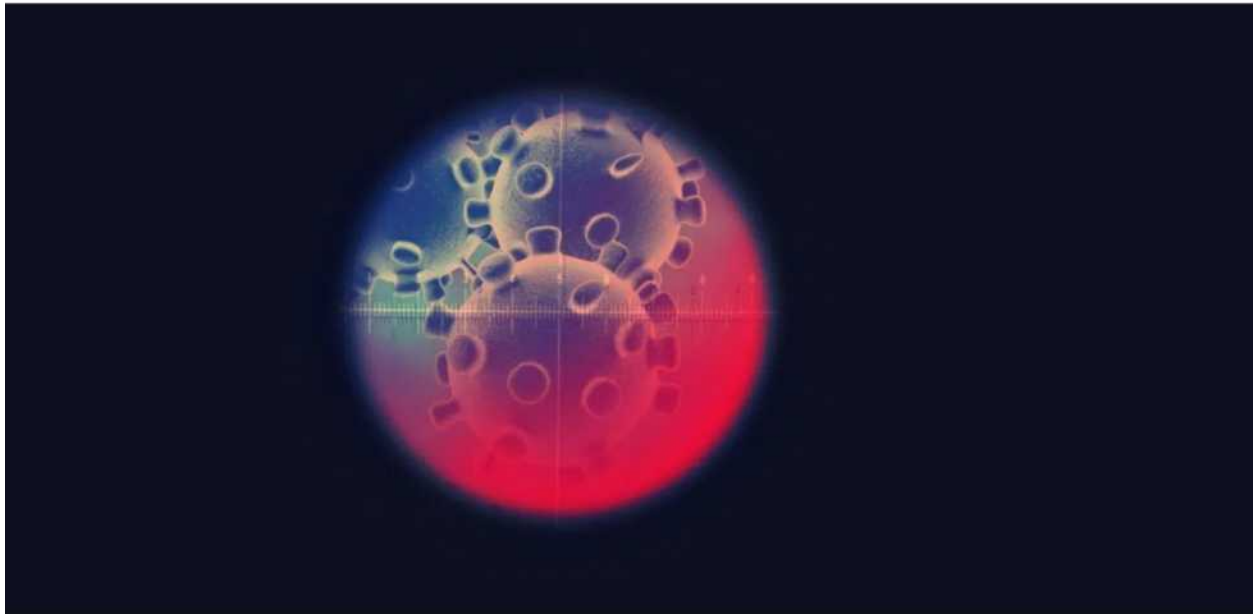
PODCASTS

EVENTS

AWARDS

Why auto ad spending is holding steady — and looks likely to remain so

MARCH 23, 2020 by [Lara O'Reilly](#)



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM KIA, CADILLAC, COLDWELL BANKER AND MORE](#)

Ad Age, 3/23/2020

As we've noted in recent editions of Hot Spots, it's been surreal to watch certain commercials as the U.S. continues to react to the coronavirus crisis. The Kia and Coldwell Banker spots below, for example, are obviously tonally pre-pandemic. But marketers are increasingly starting to introduce creative that acknowledges the new reality. For instance, Cadillac, in the commercial seen here, says that GM Financial is offering flexible payment arrangements and notes that customers interested in purchasing a new vehicle "may have the option of shopping online and taking delivery at home."

VentureBeat

[Nintendo ad buy shows it really wanted you to buy a Switch Lite before Animal Crossing dropped](#)

VentureBeat, 3/22/2020

Nintendo [crushed the competition for recent gaming industry TV advertising](#), with its ads accounting for over 77% of all impressions in the 30-day period ending March 15 — during a time when the coronavirus crisis was escalating, but before it fully transformed daily life in the United States.

MediaPost

[New Football League XFL Stops Its First Season](#)

MediaPost, 3/20/2020

Total national TV advertising spending for the league through that period totaled \$53.1 million, according to iSpot.tv. The biggest advertisers include Geico, Progressive, Roman, Carfax, and 5-Hour Energy.

FierceVideo

[Wolk's Week In Review: Ratings are unsurprisingly up, Fox buys Tubi](#)

FierceVideo, 3/20/2020

Advertisers are benefitting too as more people are actually seeing their ads. According to iSpot, ad reach is up almost across the board with huge gains in news networks, children's programming and places like weekday afternoons.

For advertisers this means there are opportunities to reach more viewers for less money, especially with sports off the boards.

TV(R)EV

[Week In Review: Ratings Are \(Unsurprisingly\) Up, Fox Buys Tubi](#)

TVREV, 3/22/2020

Advertisers are benefitting too as more people are actually seeing their ads. According to iSpot, ad reach is up almost across the board with huge gains in news networks, children's programming and places like weekday afternoons.



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

We Are Social Media, 3/22/2020

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

J.D. Power: U.S. Auto Sales Could Crater As Much As 41% In March.

Inside Radio, 3/20/2020

Citing data from iSpot.tv, Media Post says ad spending is down 18% compared with a year ago, but impressions and reach are holding steady and total airings are up.

“The absence of NCAA [basketball] and live sports is the major difference,” Stu Schwartzapel, iSpot.tv senior vice president of media, tells Marketing Daily. “Without the big-ticket items, [automakers] are finding reach elsewhere at a lower cost. They also have moved a few percentage points into local and connected TV year-over-year.”

AdAge

WATCH THE HOPEFUL NEW ‘VISIT LAS VEGAS’ COMMERCIAL THAT ADDRESSES THE CORONAVIRUS PANDEMIC

Ad Age, 3/19/2020

As we’ve noted in recent editions of Hot Spots, it’s been surreal to watch certain ads as the U.S. continues to react to the coronavirus pandemic—particularly those with scenes of happy people frolicking not only in public, but in close proximity. Marketers, though, are increasingly starting to swap in creative that acknowledges the global coronavirus pandemic, such as the Guinness commercial that appears in today’s batch (E.J. Schultz previewed the campaign on Friday: “[‘Don’t worry, we’ll march again,’](#) Guinness says in ad after St. Patrick’s Day parade suspensions”). Other spots, like the one from Red Robin, are tonally pre-pandemic (obviously, given the lack of social distancing), but at least it promotes a service, food delivery, that works in the current marketplace. And then there’s the ad from Visit Las Vegas, aka the Las Vegas Convention and Visitors Authority, that quietly acknowledges the pandemic without ever specifically mentioning it. An announcer speaks of a time when you’ll be able to return to the vacation destination: “We just want you to know that when you’re ready, we’ll be ready—and better than ever.”

AdAge

[WHAT DOES TV VIEWING LOOK LIKE FOR ADVERTISERS ON A WEEKEND IN MARCH WITH NO LIVE SPORTS?](#)

Ad Age, 3/18/2020

The total TV impressions delivered from March 14-15, 2020, across all TV measured by iSpot: 34.0 billion, with an estimated media value of \$361.8 million. The bottom line: Impressions were up incrementally year-over-year for comparable weekends, but overall revenue was down given the loss of high-priced live-sports inventory.



[Food Network Gives 'Buddy Vs. Duff 2' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 3/18/2020

Notably, the CNN primary promo earns the highest iSpot Attention Index (131) in our ranking, getting 31 percent fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Automakers Evaluate Ad Plans In Reaction To COVID-19](#)

MediaPost, 3/18/2020

“The absence of NCAA and live sports is the major difference,” Stu Schwartzapfel, iSpot.tv senior vice president of media, tells Marketing Daily. “Without the big-ticket items, [automakers] are finding reach elsewhere at a lower cost. They also have moved a few percentage points into local and connected TV year-over-year.”



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

Wards Auto, 3/18/2020

This spot has the best iSpot Attention Index (137) in the ranking, getting 37% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

BUSINESS INSIDER

[Companies are racing to compete with Google and snap up TV ad dollars. Here are 6 that could try to cash in, including Walmart and The Trade Desk.](#)

Business Insider, 3/16/2020 (Behind paywall, read [here](#))

Business Insider recently reported on companies that are [attractive acquisition targets this year](#), including GumGum and iSpot.TV. Driving the potential deals are changes to the TV ad business, the [death of third-party cookies](#), and laws like California's Consumer Privacy Act that are changing how marketers collect consumer data.



[Advertisers Want Unified OTT Measurement: iSpot.tv's Bareuther](#)

Beet.TV, 3/17/2020

“We built a company over seven years that in real time syndicated, basis tracks all national ads for all brands, shows, dayparts, network spend, et cetera,” Bareuther added, “to have this baseline of ad buying, and then measure business outcomes, measure various KPIs.”

On March 18, iSpot.tv holds its “[Pre-fronts](#)”, an event at which brands, agencies, publishers and tech platforms will discuss the future of data-driven TV measurement.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GEICO, HORMEL, BETHESDA SOFTWARES AND MORE](#)

Ad Age, 3/17/2020

As we noted in the previous edition of Hot Spots, it's increasingly surreal to watch certain ads as the United States continues to react to the coronavirus pandemic—while other ads can seem oddly on-point. The Hormel Chili spot below, for instance, shows a couple not only eating in, but bending over backwards (literally) to entertain themselves at home. In the Geico spot, a woman's prompt for a high-five is rebuffed (though the social distancing at play is pre-coronavirus). And Bethesda Softworks' commercial for its "Doom Eternal" video game captures a certain ... let's just say timely mood.

AdAge

[AXE PUTS NEW AD SHOWING PANIC AT BASKETBALL GAME ON HIATUS](#)

Ad Age, 3/16/2020

The ad also was set to air on NCAA Tournament games, which were canceled the next day.

While the spot did run 29 times in all through March 13, also on Adult Swim and Comedy Network, per iSpot.tv, it's going on break now.



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

We Are Social Media, 3/16/2020

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

7 BRANDS' ADS UNFORTUNATELY TIMED TO THE CORONAVIRUS PANDEMIC

Ad Age, 3/16/2020

The ad is an optimistic spot showing people enjoying their cruise, with a tagline: "Feel free to feel more." It last aired on Wednesday, March 11, according to iSpot.tv. The cruise line's timing was unfortunate to say the least. The cruise industry has been [hit hard](#) with the onslaught of the coronavirus, and on Friday Norwegian Cruise line announced it would suspend trips until April 11. The company did not respond to a request for comment, or whether the ads have been pulled, in time for publication.



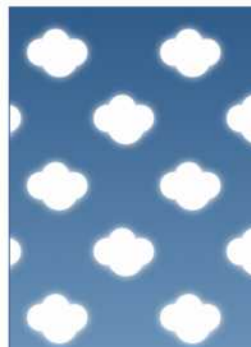
CMO Strategy

7 BRANDS' ADS UNFORTUNATELY TIMED TO THE CORONAVIRUS PANDEMIC

These ads have been pulled or are getting backlash



By [Ilyse Liffreing](#), Published on March 16, 2020.





[Networks Could Lose Millions In Sports Advertising, With Big Hits To NBA, NHL, NCAA](#)

MediaPost, 3/12/2020

For the NHL, national TV advertising on NBC, NBCSN and NHL networks is estimated to have pulled in around \$85.4 million so far this year, says iSpot.tv. Last year, national TV advertising from all NHL national TV exposure pulled \$559.8 million, per iSpot.tv, from all regular-season and playoff games.



[WATCH THE NEWEST COMMERCIALS ON TV FROM NISSAN, ROTHY'S, AT&T AND MORE](#)

Ad Age, 3/12/2020

A few highlights: Brie Larson helps Nissan hype the new Sentra in a fresh TV cut of an ad that debuted online last Friday. LeBron James tells his voice remote to “play basketball” in an AT&T spot (an unfortunately timed one, given that the NBA just suspended its season in response to the coronavirus pandemic). And Rothy’s calls its eco-conscious tote “a new kind of statement bag.”



[Lincoln Spot Most-Watched Auto Ad Fourth Straight Week](#)

Wards Auto, 3/12/2020

Rounding out the ranking is an Infiniti ad in which a group of friends ski down a mountain before hitting the road to surf in the ocean, all with some help from the '20 QX50. This spot 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 COKE, AT&T TV, ALLSTATE AND MORE](#)

Ad Age, 3/11/2020

A few highlights: A minotaur and other half-and-half creatures are confused focus group participants in a commercial for Cherry Vanilla Coke. Missy Elliot, Martha Stewart, LeBron James and other celebs help hype AT&T TV's voice remote. And Allstate spokesman Dennis Haysbert really enjoys Allstate commercials, it turns out.



[Linking TV and Digital Attribution: A True View of Cross-Channel Performance | Sponsored Content | Tech-Talk Webinar, Live Mar 25](#)

eMarketer, 3/11/2020

eMarketer is pleased to moderate a Tech-Talk Webinar featuring Marc Vermut, vice president of marketing solutions at Neustar, and Mark Myers, senior vice president of customer success at iSpot.tv. They will share an innovative way to look at measurement to solve omnichannel marketing problems and more, inclusive of TV.

AdAge

[AXE VEERS FROM THE CEREBRAL AND ADVISES GUYS 'DON'T OVERTHINK IT' IN NEW CAMPAIGN FROM MULLENLOWE](#)

Ad Age, 3/10/2020

The campaign, which kicked off with a 30-second spot on NBA games Monday, marks the brand's first U.S. TV support since August, per iSpot.tv estimates. Brand spending, at least on TV, has fallen for two straight years, totaling just under \$10 million the past 12 months vs. \$39 million the prior year and \$52 million the year before.

The New York Times

[Cruise Line Ads Get Caught in a Coronavirus News Cycle](#)

New York Times, 3/10/2020

In the past two weeks, nearly \$6 million in television ads from cruise companies have appeared during NBC's Super Tuesday coverage, CBS's debate programming, and shows like "The Voice" and "Law & Order: Special Victims Unit," according to the measurement company iSpot.TV.

The New York Times

Subscri

ADVERTISING

Cruise Line Ads Get Caught in a Coronavirus News Cycle

The growing epidemic is generating heavy news coverage, but companies are nervous about being associated with the outbreak.



A Norwegian Cruise Line ad. The cruise industry has been hit hard. Norwegian Cruise Lines



[HGTV Gives 'Flipping 101' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 3/11/2020

Notably, the Flipping 101 promo 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).



[Nintendo was the most-seen gaming brand on TV by far in February](#)

Nintendo Enthusiast, 3/9/2020

A recent report has shown that Nintendo was the most-seen gaming brand on TV in February 2020. The data comes from VentureBeat, who has teamed up with the always-on TV ad measurement platform iSpot.tv. The report shows the top five gaming brands ranked by their estimated national TV advertising spend.



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

Ad Age, 3/10/2020

A few highlights: Samsung hypes its Galaxy S20 series of phones. (If the clip of the happy kid diving into a pool looks familiar, it's because it previously appeared in a [mid-February Samsung commercial](#).) Verizon also helps hype Samsung—specifically, Samsung's Galaxy S20 Ultra 5G—in a spot that focuses on Verizon's 5G Ultra Wideband network. And Nintendo promotes "Animal Crossing: New Horizons," a game available for Nintendo Switch on March 20.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VW, T-MOBILE, 5-HOUR ENERGY AND MORE](#)

Ad Age, 3/9/2020

A few highlights: Paul Giamatti portrays a self-described “celebrity accountant” in a teaser for Volkswagen’s 2020 Atlas Cross Sport campaign. (Backstory via E.J. Schultz: “[Billions’ actor Paul Giamatti and Kieran Culkin of ‘Succession’ star in VW’s newest campaign.](#)”) T-Mobile helps Samsung Galaxy hype the S20 5G. And a group of firefighters power up on 5-Hour Energy before heading out on a call.

VentureBeat

[Nintendo dominates gaming industry TV advertising in February](#)

VentureBeat, 3/7/2020

Nintendo takes first place with an estimated spend of \$11.4 million on nine ads that ran over 1,200 times, generating 433 million TV ad impressions. “Switch My Way: Catching Up,” which aired during Super Bowl LIV, had the biggest outlay (est. \$5.7 million). Fox, Adult Swim, and Comedy Central were three of the networks with the biggest spend, while top programming included the Super Bowl, South Park, and American Dad.

FiercePharma

[AbbVie, Lilly, Pfizer lead pharma TV spending to roaring start in 2020](#)

FiercePharma, 3/8/2020

Pharma TV ad spending has started with a bang in 2020. Collectively topping \$200 million, the biggest 10 TV time buyers spent more than \$15 million each, with No. 1 Humira doling out more than \$40 million in the first 30 days of the new year, according to data from real-time TV ad tracker iSpot.tv.



[Film Marketers Brace Amidst Coronavirus Concerns, Box Office, National TV Marketing Remain Stable](#)

MediaPost, 3/6/2020

U.S. theatrical movie spending is slightly down: Through the most recent two-week period (February 21 through March 5), marketing spent is at estimated \$66.4 million in national TV marketing (14,001 airings of commercials). This compares with the previous two week period, \$76.7 million (16,429 airings), according to iSpot.tv.



[Advanced Advertising Panel To Look at ROI Guarantees](#)

Broadcasting & Cable, 3/6/2020

Lefkowitz's panel will include senior execs from Spark Foundry, FreeWheel, iSpot.TV and Samba TV.



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

We Are Social Media, 3/8/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: KFC Donuts, Burger King Croissan'wich, Jersey Mike's... do not watch if hungry!

BUSINESS INSIDER

[Here are 7 digital advertising companies that experts say could be snapped up in 2020](#)

Business Insider, 3/2/2020 (Behind Paywall, read [here](#))

Why it's an acquisition target: Bringing digital-like measurement to the TV industry is messy. Adtech startups trying to solve the decades-old challenge of TV measurement are hot acquisition targets.

iSpot.TV is one of several companies that helps brands crunch viewing data from TV commercials and has deals with smart TV manufacturers like Vizio to license data for networks like NBCUniversal and advertisers including Jeep.

While lots of companies want to fix TV advertising, iSpot stands out because it collects data from smart TVs and apps instead of set-top box data that tracks what programs consumers watch, said Elgin Thompson, managing director of technology investment banking at JMP Securities.

"What we've discovered is that set-top box data is incredibly messy — that feels like a space where you'll see some interesting activity," he said.



[Ethan Heftman Explains A+E's Precision + Performance With Guaranteed Clarity](#)

MediaVillage, 3/5/2020

What he's also saying, though, is that television has been overlooked as a driver of conversions and, as such, A+E is working with [attribution partners such as Data Plus Math](#) and iSpot who, according to Heftman, "are coming up with multitouch attribution models that, for the first time, fairly calculate the value of all of those different media touchpoints to create that conversion."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, LAY'S, PINE-SOL AND MORE](#)

Ad Age, 3/4/2020

A few highlights: Lady Gaga and her dancers are the subjects of Apple's latest "Shot on iPhone" ad. (See also: "[Apple finds Lady Gaga, Ava Duvernay and Marie Kondo behind their Macs in International Women's Day ad.](#)") Lay's hypes its new Cheddar Jalapeño chips. And for some reason Nicole Ari Parker and Boris Kodjoe star in a Pine-Sol ad.

FANBUZZ

COLLEGE AND PROFESSIONAL SPORTS NEWS

[Joe Namath's Pantyhose Commercial is Still Must-See TV](#)

FanBuzz, 3/4/2020

Joe Namath is still appearing in commercials and can still be seen in Skechers footwear and Medicare Coverage Helpline TV commercials. Check out iSpot.tv for more of these.

B+C Broadcasting+Cable **promaxbda**

[NBC Gives 'The Voice' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 3/4/2020

Notably, the Flipping 101 spot 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 STATE FARM, CALIA BY CARRIE UNDERWOOD AND MORE](#)

Ad Age, 3/3/2020

A few highlights: J. J. Watt, T. J. Watt and Derek Watt star in the latest from Subway. “To be the best in every role, I have to put myself first,” says Carrie Underwood in a spot for Calia, her line of fitness apparel sold exclusively at Dick’s Sporting Goods. And the character known as Jake from State Farm (Kevin Mimms) promotes the insurer’s Drive Safe & Save app.



[Disney Tops Ad Spending For 'Onward'](#)

The Blast, 3/1/2020

According to the TV ad measurement and attribution platform [iSpot.tv](#), Disney Pixar claims the top spot in spending for the second week in a row for the new film “[Onward](#).” In second place was “The Call of the Wild,” by Twentieth Century Fox followed by Universal Pictures’ “The Invisible Man”, Warner Bros.’ “The Way Back”, and Columbia Pictures’ “Bloodshot” Notably, “Onward” also had the best iSpot Attention Index, getting 31% fewer interruptions than the average ad for a new movie.

AdAge

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

Ad Age, 3/2/2020

A few highlights: Shipt illustrates how it’s “Over-delivering delivery,” per its new tagline. (Adrienne Pasquarelli has the background on the campaign: “[Shipt, Target’s delivery answer to Amazon, is getting a new look.](#)”) Sonic Drive-In serves up scenes of quirky car conversations among friends and family in a spot with the tagline “Wherever the conversation takes you, we’re here.” And Subway hypes its current buy-one-get-one-free offer on Footlong sandwiches when you order via app or online.



[Corona continues 'Coming Ashore' campaign amid coronavirus-related backlash](#)

Marketing Dive, 2/28/2020

The company said the advertising is consistent with campaigns of the past 30 years and is based on consumer sentiment toward the brand, CNBC reported. It also started running a TV spot for the hard seltzer that doesn't have the "coming ashore" wording, [per iSpot.tv](#).



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

We Are Social Media, 3/1/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: Black History Month, Starbucks, KFC donuts and sharing the love. 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.



[Corona will continue controversial promotion for hard seltzer amid coronavirus outbreak](#)

CNBC, 2/27/2020

“Our advertising with Corona is consistent with the campaign we have been running for the last 30 years and is based off strong consumer sentiment,” a spokeswoman said in an email to CNBC. “While we empathize with those who have been impacted by this virus and continue to monitor the situation, our consumers, by and large, understand there’s no linkage between the virus and our business.” Corona began running a television ad for hard seltzer earlier this week, [according to iSpot](#), but the commercial doesn’t include the “coming ashore” language.

VARIETY

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

Variety, 2/27/2020

Notably, “Onward” has the best iSpot Attention Index (131) in the ranking, getting 31% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

B+C

Broadcasting+Cable

[Viewership and Advertising Insights for the 10th Democratic Debate](#)

Broadcasting & Cable, 2/27/2020

Moving on to advertising insights, according to [iSpot.tv](#), the always-on TV ad measurement and attribution company, there were over 309.8 million TV ad impressions over the course of the debate, which was simulcast on CBS and BET. The most-seen brands included ADT, Vanda Pharmaceuticals, Twentieth Century Fox and Dupixent (CBS makes the top five list because of the network promos that were aired).

WARDS AUTO™

[Lincoln, McConaughey Again Lead Most-Seen Auto Ads Chart](#)

Wards Auto, 2/28/2020

The first-place spot for the week of Feb. 17 shows Oscar-winning actor Matthew McConaughey staying warm while ice fishing thanks to his '20 Aviator.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MCDONALD'S, DOOM ETERNAL, WW AND MORE](#)

Ad Age, 2/27/2020

A few highlights: McDonald's wants you to know that Happy Meals now come with a toy from Disney Pixar's "Onward." WW (as Weight Watchers has rechristened itself) quotes "real people, real posts" that endorse its weight-loss program. And Bethesda Softworks teams up with Xbox to hype Doom Eternal, a new first-person shooter video game set for release on March 20.

AdAge

[HOW LIQUID-PLUMR'S YOUTUBE INFLUENCER CAMPAIGN INCREASED SALES](#)

Ad Age, 2/26/2020

In July 2018, Liquid-Plumr was left with about half the marketing budget after putting nearly \$13 million behind TV alone for the prior campaign, according to iSpot.tv. Shifting to more cost-efficient digital marketing and [influencers](#) was in part borne of budgetary necessity, says Bryan Clurman, who works on brand engagement for Clorox.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EXPERIAN, SPRITE, HILTON AND MORE](#)

Ad Age, 2/26/2020

A few highlights: Experian promotes the Boost function of its app, which you can use to track and improve your credit score, as part of a continuing campaign starring John Cena. (See a previous ad in the series [here](#).) Amarr M. Wooten helps hype Sprite Ginger in a fresh TV cut of an ad that debuted online earlier this month. And Judy Greer really likes her breakfast omelet at Hilton Garden Inn.



[HGTV Gives 'Extreme Makeover: Home Edition' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 2/26/2020

Notably, the Flipping 101 spot earns the highest iSpot Attention Index (155) in our ranking, getting 55% 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 WENDY'S, BOOST MOBILE, HYUNDAI AND MORE](#)

Ad Age, 2/25/2020

A few highlights: A former corporate chef for McDonald's offers his hearty endorsement of the Wendy's Breakfast Baconator sandwich. (Background via Jessica Wohl last September: "[Wendy's plans nationwide breakfast launch for 2020.](#)") Boost Mobile promotes its four-line cellular plan for families that includes four new Samsung Galaxy A20 phones. And Hyundai calls its 2020 Sonata "a better way to see it all."



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

We Are Social Media, 2/23/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: Peloton is back and winning it! 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.

TV (R)EV

[Inscape's Zeev Neumeier Welcomes TV to the Age of the Impression \[VIDEO\]](#)

TVREV, 2/21/2020

This Measure Up video is brought to you by iSpot.tv, the complete real-time TV ad measurement and attribution company trusted by America's leading brands and networks. Learn how iSpot is being used as a currency here.

AdAge

[WHAT A NEW COLLECTIVE BARGAINING AGREEMENT MEANS FOR NFL FANS: SPORTS MEDIA BRIEF](#)

Ad Age, 2/22/2020

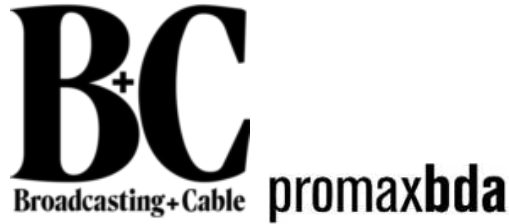
According to iSpot.tv data, the few in-game car ads that have popped up were sold by the Fox sales team; in addition to the [three Volkswagen spots that aired during Fox's opening weekend](#), Lexus bought three 30-second units in the network's Tampa-Seattle broadcast (Feb. 15). Cable sibling FS1 on Sunday marked its first XFL telecast with 11 15-second Lexus ads that ran over the course of its coverage of St. Louis vs. Houston.

VARIETY

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

Variety, 2/18/2020

Notably, "Onward" and "[The Way Back](#)" are tied for the best iSpot Attention Index (129) in the ranking, getting 29% 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 'American Idol' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 2/18/2020

Notably, the Extreme Makeover spot earns the highest iSpot Attention Index (145) in our ranking, getting 45% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Viewership and Advertising Insights for the Ninth Democratic Debate](#)

Broadcasting & Cable, 2/21/2020

Notably, three of these spots had high iSpot Attention Indices*: “Karate Kid: Live Bookkeeping” had an Attention Index of 179, meaning it received 79% fewer interruptions than average, “Travel & Leisure: World’s Best” had an Index of 125 (25% fewer interruptions) and “United Towns” had an Index of 124 (24% fewer interruptions). These were also the top three spots by TV ad impressions.

MotherJones

[TurboTax Is Still Tricking Customers With Tax Prep Ads That Misuse the Word “Free”](#)

Mother Jones, 2/20/2020

Alongside its online ad campaign, Intuit also has three active, national television advertisements for Free Edition that have aired more than 12,000 times since premiering in January 2019, according to metrics from iSpot.tv, a company that tracks TV advertisements. And on Facebook and Instagram, there are more than 500 active advertisements that mention the word “free” and redirect users to download the TurboTax app—in which users cannot access Free File—and to the Free Edition landing page.

CYNOPSIS

[02/19/20: Games on! NBC renews Ellen's Game of Games for a fourth season](#)

Cynopsis, 2/19/2020

Video streaming services are on pace to nearly double total advertising media value to \$2.3 billion in 2020, according to iSpot.tv. The media research company estimates that number could go even higher when counting Quibi's projections to spend \$400 million to \$500 million in 2020. Total advertising media value includes all advertising placement, notes ISpot.tv – paid-advertising spending and advertising placed by media companies that own TV networks. The latter would include video streaming platforms like CBS All Access, Disney+, ESPN+ and Peacock, among others.



[Lincoln, McConaughey Back on Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 2/18/2020

This spot 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).



[Premium Streamers To Double Ad 'Value' To \\$2.3B This Year](#)

MediaPost, 2/18/2020

Video streaming services are on pace to nearly double total advertising media value -- which includes paid advertising spending -- to \$2.3 billion in 2020, according to iSpot.tv.



[MSNBC/NBC Las Vegas Debate Scores Highest Democratic Presidential Debate Ratings](#)

MediaPost, 2/20/2020

The limited-TV advertising event had a combined 24 TV commercial airings -- on MSNBC/NBC from QuickBooks, Walmart, Verizon, Viking Cruises, Progressive, Otezla, Claritin, Ninja Cooking, Vroom, Rakuten, Amazon Prime Video, Warner Bros., 20th Century Fox, Home Advisor, Mazda, SoFi, and Tylenol, according to iSpot.tv.



[How To Successfully Attract Political-Year Ad Dollars](#)

Radio + Television Business Report, 2/17/2020

Obvious resources for this data include first-party research and third-party data like Nielsen, Kantar, iSpot and trade organizations.



[TurboTax Is Still Tricking Customers With Tax Prep Ads That Misuse the Word “Free”](#)

ProPublica, 2/18/2020

Alongside its online ad campaign, Intuit also has three active, national television advertisements for Free Edition that have aired more than 12,000 times since premiering in January 2019, according to metrics from iSpot.tv, a company that tracks TV advertisements. And on Facebook and Instagram, there are more than 500 active advertisements that mention the word “free” and redirect users to download the TurboTax app — in which users cannot access Free File — and to the Free Edition landing page.

**DIGITAL
DOUGHNUT**

[Lessons From Super Bowl 2020 Ads: Digital Share of Voice Drives Brand Strategies](#)

Digital Doughnut, 2/19/2020

iSpot TV, using digital share of voice, calculated that Jeep garnered almost 15% digital share of voice with nearly 75,000 total social actions. Although most eyeballs did not see this ad on TV, Jeep leveraged an active pre and post-game social and video strategy to amplify their Jeep Gladiator spot. They generated user engagement through the hashtag #jeepgroundhogday, and promote their star celebrity spokesperson Bill Murray well ahead of game time.

AdAge

[CBS, TURNER SELL OUT MARCH MADNESS IN RECORD TIME](#)

Ad Age, 2/19/2020

In addition to the top-spending auto category, the tournament's most ardent backers include insurance, telco, financial services and fast food brands. Among wireless carriers, AT&T runs the point as the presenting sponsor of the halftime show and, per iSpot.tv data, last year's biggest in-game ad spender. Along with its deep-pocketed commercial spend, Capital One's sponsorship of the studio/bridge show and the championship game's pregame show puts it head and shoulders above its financial services rivals.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHRYSLER, WHOLE FOODS, CHASE AND MORE](#)

Ad Age, 2/19/2020

A few highlights: Whole Foods Market says that it "supported organic before it was cool." Chrysler contrasts different parenting styles—Kathryn Hahn portrays two very different types of mothers—in a humorous spot for the Pacifica, which an announcer calls "the most-awarded minivan for any family." And Kevin Hart helps Chase hype the 1.5 percent cash back that Freedom Unlimited card users earn.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM RING, MACY'S, HONEY AND MORE](#)

Ad Age, 2/20/2020

A few highlights: NBA star Kawhi Leonard helps Honey hype its shopping-assistant browser plug-in. Macy's wants you to know about Star Rewards, its loyalty program. And Ring shows how people in one Dallas neighborhood banded together to use Ring's video monitoring to catch a porch pirate.



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

We Are Social Media, 2/16/2020

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.



[Video Streamers' National TV Ad Spend Continues To Rise Sharply](#)

MediaPost, 2/13/2020

Over the three-month period from Nov. 12 through Feb. 12, total national/regional TV advertising spending came to \$550.5 million, with 81,829 TV commercial airings -- yielding 26.3 billion impressions, according to iSpot.tv.



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

Wards Auto, 2/13/2020

This spot 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).



[Major League Baseball Considering New Made-for-TV Postseason Aspects](#)

TVREV, 2/13/2020

As noted, the proceedings do take on a Selection Sunday feel, to borrow from the NCAA Tournament's method of announcing the bracket before the event starts every March. For reference, that event [had over 164 million TV ad impressions](#) on CBS last year, per always-on TV ad measurement and attribution company [iSpot.tv](#). While the NCAA Tournament is incredibly popular, an event like this for Major League Baseball seems poised to draw even greater numbers.



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

Ad Age, 2/14/2020

A few highlights: Lincoln serves up a moody, impressionistic spot that intercuts scenes of a musician making music and him driving his Corsair through city streets at night. Samsung says that "in 2020, photography has a new chapter" thanks to the advanced camera system in the new Galaxy S20 Ultra 5G phone. And AT&T promotes the special offers available through the AT&T Thanks app.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHIPOTLE, BURGER KING, PAPA MURPHY'S AND MORE](#)

Ad Age, 2/13/2020

A few highlights: Christina, a Chipotle employee based in Webster, Texas, talks about just how fresh the chain's ingredients really are. Burger King hypes its 5-for-\$4 combo meals. And just in time for Valentine's Day, Papa Murphy's promotes its \$10 heart-shaped HeartBaker pizza.

VARIETY

['Sonic the Hedgehog' Tops Studios' TV Ad Spending](#)

Variety, 2/12/2020

Ads placed for the video game film adaptation had an estimated media value of \$4.27 million through Sunday for 1,126 national ad airings on 39 networks. (Spend figures are based on estimates generated from Feb. 3-9. Estimates may be updated after the chart is posted as new information becomes available.) Paramount prioritized spend across networks including Nick, Fox and Bravo, and during programming such as "SpongeBob SquarePants," "Ridiculousness" and "The Masked Singer."



[Gilead launches ad campaign for key HIV drug](#)

Bio Pharma Dive, 2/12/2020

The ad, which according to [marketing analytics provider iSpot.tv](#) has aired about 2,100 times since its debut, implores viewers to "step up, PrEP up" with Descovy and mentions it's the latest medication from the makers of Truvada.



[Video Streamers' National TV Ad Spend Continues To Rise Sharply](#)

MediaPost, 2/13/2020

Over the three-month period from Nov. 12 through Feb. 12, total national/regional TV advertising spending came to \$550.5 million, with 81,829 TV commercial airings -- yielding 26.3 billion impressions, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHOBANI, RACHAEL RAY NUTRISH, POPEYES AND MORE](#)

Ad Age, 2/12/2020

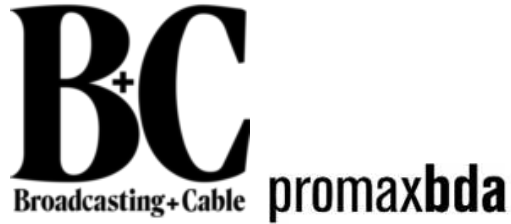
A few highlights: Chobani positions [Chopani Flip](#) as a healthy alternative to sugary junk food. A TV studio audience made up of dogs and cats gets worked up when Rachael Ray hypes her Nutrish line of pet food. And Popeyes promotes its \$6 Buttermilk Biscuit Shrimp meal.

AdAge

[BACK FROM THE DEAD, THE XFL ENJOYS A LIVELY OPENING WEEKEND](#)

Ad Age, 2/12/2020

According to iSpot.tv data, among the top XFL advertisers that bought time in the opening slate of games are Roman, the purveyor of erectile-dysfunction medication; insurance heavies Geico, Progressive and Liberty Mutual; fast-food outlets Wendy's, Pizza Hut and Taco Bell and the telecom/wireless services Verizon and Boost Mobile.



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

Broadcasting & Cable, [Promaxbda](#), 2/12/2020

Notably, the Extreme Makeover spot earns the highest iSpot Attention Index (145) in our ranking, getting 45% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[Still A Long Haul To Longevity For Restaurant Delivery Services](#)

MediaPost, 2/11/2020

Grubhub has poured lots of money into advertising, with more than 12,000 national TV commercial airings in the past 30 days, according to iSpot.tv. The most recent spot was in December for the Perks program, featuring singer Lizzo's tune "Good As Hell."



[NBA All Star Game Sells Out Early: Season Sees New Advertisers, Price Hikes](#)

MediaPost, 2/11/2020

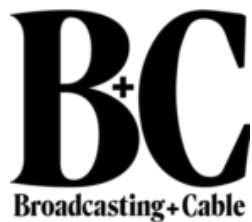
Major NBA advertisers on all TV networks this season include State Farm, Sony PlayStation, Taco Bell, Toyota Motors, T-Mobile, Nissan, Microsoft Xbox, Burger King, Geico, and Heineken, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CHOBANI, RACHAEL RAY NUTRISH, POPEYES AND MORE](#)

Ad Age, 2/12/2020

A few highlights: Chobani positions [Chopani Flip](#) as a healthy alternative to sugary junk food. A TV studio audience made up of dogs and cats gets worked up when Rachael Ray hypes her Nutrish line of pet food. And Popeyes promotes its \$6 Buttermilk Biscuit Shrimp meal.



[Advertising and Viewership Insights for the 2020 Oscars](#)

Broadcasting & Cable, 2/10/2020

According to iSpot's Attention Index*, [Norwegian Cruise Line owned the spot that was least likely to be interrupted with an Index of 160](#), meaning it received 60% fewer interruptions compared to the other ads during the Oscars broadcast. Other notable spots with high Attention Indices came from [The New York Times](#) (58% fewer interruptions) and [Apple iPhone](#) (56% fewer).



[It's Key To Study Existing TV Attribution Practices](#)

AdExchanger, 2/11/2020

Analyzing ad occurrence data from Hive, iSpot, Kantar and Nielsen and television exposure data from 605, Alphonso, Ampersand, Comscore, Nielsen, Samba, TVadSync, TVSquared and VideoAmp may not provide all of the answers that we are seeking. But it will be a good place to start to determine some best practices for attribution model television data inputs.

TV (R)EV

[Oscars Audience and Ad Trends: Top TV Takeaways from the 92nd Academy Awards](#)

TVREV, 2/10/2020

The South Korean film spent just \$424,000 on U.S. linear TV advertising, according to always-on TV ad measurement and attribution company [iSpot.tv](#). And trailers for the film failed to really generate much of a digital viewership either.

VentureBeat

[Gaming's TV ad spend drops nearly 88% in January](#)

VentureBeat, 2/9/2020

After a [big holiday season](#), the gaming industry took it easy on TV advertising in January, with an estimated total spend of a mere \$6.3 million, an 87.72% drop from December. Xbox accounted for nearly half of the total outlay, followed by Namco Bandai.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALMART, ROBINHOOD, GOLDEN CORRAL AND MORE](#)

Ad Age, 2/7/2020

A few highlights: Walmart serves up a LEGO-centric version of its Big Game debut as part of a continuing campaign. (Jack Neff has the backstory: "[Walmart's first Super Bowl ad counters Amazon's increasingly aggressive push](#).") Golden Corral hypes its Endless Sirloin + Seafood special in a high-energy spot. (Ad Age's Lindsay Rittenhouse has the backstory: "[In creative shift, Golden Corral suggests that people 'are what they eat'](#).") And Robinhood Financial says that "a new kind of investor is changing things up with an app that's changing the way we do money."

SUPER BOWL 2020 COVERAGE



Automakers' Ads Click With Super Bowl Viewers

Wards Auto, 2/5/2020

Notably, at least one celebrity was featured in nearly every auto ad that aired during the game; the only spot without a celebrity cameo was from Porsche, which opted for an elaborate car chase scene for its first Big Game spot since 1997. Genesis was the lone first-time Super Bowl advertiser of the group.



'No Time to Die' Tops Studios' TV Ad Spending

Variety, 2/5/2020

Notably, "[No Time to Die](#)" has the best iSpot Attention Index (194) in the ranking, getting 94% fewer interruptions than the average movie ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV). But it's also worth noting that all of the five movies here had higher-than-average Attention Indices, showing that when it comes to the Super Bowl, viewers in general are less likely to interrupt the ads.

THE WALL STREET JOURNAL.

[TikTok Eyes Larger Post-Super Bowl Marketing Push](#)

Wall Street Journal, 2/4/2020

TikTok has done very little TV advertising. It ran a commercial twice on TNT during National Basketball Association game coverage on Oct. 22, garnering 3.8 million TV impressions, according to TV measurement firm iSpot.tv Inc. But that was the exception last year.

THE WALL STREET JOURNAL.

CMO TODAY

CMO TODAY

TikTok Eyes Larger Post-Super Bowl Marketing Push

The mobile video platform is targeting March Madness and the Tokyo Olympics as part of a broader 2020 marketing push



Outdoor advertising for TikTok in Times Square in New York last month.

PHOTO: RICHARD B. LEVINE/ZUMA PRESS



[Fox Gives 'The Masked Singer' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 2/5/2020

Notably, the Extreme Makeover spot earns the highest iSpot Attention Index (150) in our ranking, getting 50% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

FAST COMPANY

[How Google, Facebook, Microsoft, and Amazon became the most manipulative advertisers on TV](#)

Fast Company, 2/4/2020

Microsoft was one of the biggest TV ad spenders in tech last year, shelling out half a billion dollars. On its Surface brand alone, the company boosted ad spending by almost 20%, to an estimated \$219.1 million, [according to measurement firm iSpot](#).



[Doritos takes top spot in Super Bowl ads, political commercials at bottom: polls](#)

Reuters, 2/3/2020

Google's ad was a hit and had an overwhelmingly positive reaction online, according to TV advertising measurement firm iSpot, which analyzes online comments and tweets.

Syndication : [Nasdaq](#), [US News](#)

BUSINESS INSIDER

[Here are the 10 buzziest commercials going into Super Bowl 2020](#)

Business Insider, 1/31/2020 (behind paywall, read [here](#))

Finally, iSpot tracked the ads' digital share of voice, factoring in likes, shares, views, comments, tweets and retweets on Facebook, YouTube, Twitter, and search.

Here are the 10 ads, in alphabetical order by marketer, that consistently scored the highest across those metrics, as of January 30:

DEADLINE

[Super Bowl Ads: Which Brands Made The Most Of Big-Game Spotlight?](#)

Deadline, 2/3/2020

The mini-reboot of the 1993 film, shot in Illinois barely a week before the Super Bowl, topped USA Today's Ad Meter and also finished third in YouTube's ranking of the ads viewed most during the telecast. According to ad-tracking firm iSpot, the commercial drove a digital "share of voice" of 14.6%, by far the most of any spot in the game. It was viewed 16.6 million times across Facebook, YouTube and iSpot's own platform.

billboard

[Super Bowl Synch Report: UMPG Leads All Publishers With Halftime Show Assist](#)

Billboard, 2/3/2020 (Behind Paywall, read [here](#))

The number of commercials spiked from 60 to 85 this year, according to iSpot TV, giving exposure to more songs than usual. One surprise before kick-off came from the [Foo Fighters](#), who authorized a rare advertising synch, "Walk," for a T-Mobile spot. "It's a large audience, it's high stakes, so you want that recognizability factor," says Davis, whose company represents band members and co-songwriters Nate Mendel and [Pat Smear](#). (Kobalt handles frontman [Dave Grohl](#).) "Just having the Foo Fighters was meaningful and it worked for the spot."

Forbes

[CMOs Behind The Super Bowl Ads Talk Strategy Ahead Of The Big Game](#)

Forbes, 1/31/2020

A little context: During the rest of the NFL season, 712 brands advertised during national games and spent a total \$4.5 billion on ads that were seen on TV screens more than 160 billion times, according to the TV ad measurement firm iSpot. Compared to 2018, the total number of brands advertising increased by 8% while revenues increased 13.5% and TV impressions increased 10.7%.

Forbes

[Who Won The Super Bowl Ad War? It Depends On How You Measure](#)

Forbes, 2/3/2020

[iSpot TV](#) measures overall social engagement, and their metrics showed there was a very clear winner on gameday. Stop me if you've heard this before, but Bill Murray's Jeep spot racked up a 14.58% digital share of voice on nearly 75,000 total social actions. That was nearly double the #2 ranked spot, Facebook Groups (featuring Sylvester Stalone and Chris Rock), which snagged an 8% digital share of voice on 32,800 social actions. Other buzzworthy spots according to iSpot's metrics were GMC, Disney+, Marvel's Black Widow, Google Assistant, and President Trump's re-election commercial on criminal justice reform.



[Top 3s and bottom 3s: what the industry thought of the Super Bowl ads](#)

The Drum, 2/3/2020

Jeep's ad with Bill Murray trended number one on Google, [USA Today's Ad Meter](#) and [iSpot.tv](#), while [Unruly](#)'s research found Google's 'Loretta' to be the most effective. Data, measurement and [analytics company Edo](#) ranked the Genesis ad with Chrissy Teigen and John Legend highest, finding it 27 times more effective at driving online search for the brand than the median Super Bowl ad.

CYNOPSIS

[02/03/20: Measuring the impact of the Super Bowl ads](#)

Cynopsis, 2/3/2020

According to iSpot.tv at press time at the end of the game, leading the pack in creating the most buzz on Sunday (scoring tops in digital share of voice generated by the commercial compared to all others, both good and bad) was Bill Murray's return to Groundhog Day in a spot for the 2020 Jeep Gladiator, landing 16.45% percent of the online activity, with 12,412,118 online views, and 49,058 social actions.

TV(R)EV

[Which Advertisers are Looking 'Super' on TV Before Sunday's Game?](#)

TVREV, 1/31/2020

Notably, the brand has only spent \$11.6 million on TV ads overall since Jan. 1, 2018, and the largest share of that has gone to The Late Show With Stephen Colbert (NFL football came in second). Since 30-second spots cost up to \$5.6 million during this year Super Bowl, it's basically half of what Porsche has spent on TV overall in over two years. The brand's "super" spot will be 60 seconds, meaning on Sunday they could be investing in one spot what they spent on TV in the last two years.

AdAge

[PUT ON YOUR PANTS, IT'S DOMINO'S: TUESDAY WAKE-UP CALL](#)

Ad Age, 2/4/2020

Coming in second was [Hyundai's "smart park" spot](#) from [Innocean](#), featuring a barrage of Boston accents that viewers rated a wicked pissah. Third was [Google Creative Lab's "Loretta."](#) a touching tribute to a widower using tech to remember as much as he can about his late wife. "Groundhog Day" also topped another [ranking by iSpot.TV](#) that tallies digital share of voice.

AdAge

[SUPER BOWL ALERT: BIG GAME ADS RECYCLE IDEAS, BORROW CHARACTERS](#)

Ad Age, 2/3/2020

In other rankings, Jeep also took home the top prize in terms of [digital share of voice](#) as measured by analytics firm iSpot.TV. The ranking measures digital activity across Facebook, YouTube, Twitter and search engines. Facebook, Hummer and Google also came out on top by those metrics.

AdAge

[THE TOP 10 SUPER BOWL 2020 COMMERCIALS BY DIGITAL SHARE OF VOICE](#)

Ad Age, 2/3/2020

Other than the Kansas City Chiefs, who won Super Bowl LIV? Everybody's got an opinion. For starters, check out [Ad Age Editor Brian Braiker's review of all the ads](#) (he was particularly fond of Microsoft's commercial celebrating Katie Sowers, the first female coach in the NFL, and SodaStream's Mars water commercial) and [USA Today's online-survey-driven Ad Meter](#) (Jeep's "Groundhog Day" homage starring Bill Murray tops that ranking).

Meanwhile, Ad Age has once again partnered with [iSpot.tv](#), the always-on TV ad measurement and attribution company, to get the big picture on digital activity across Facebook, YouTube, Twitter and search engines surrounding this year's Super Bowl ads. In other words, this is about what specifically resonated online/socially on Super Bowl Sunday.

+ [Ad Age Newsletter](#)

AdAge

[HOW TO GET THE MOST OUT OF YOUR SUPER BOWL BUY, EVEN AFTER IT'S OVER](#)

Ad Age, 1/29/2020

Yet once the game is over, many of those ads are quickly forgotten. About half of last year's Super Bowl ads were essentially one-shot deals that got few or no subsequent airings, according to iSpot.tv data. If that seems like a waste, that's because it usually is.



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

We Are Social Media, 2/2/2020

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.



[How Will 5G Play in Super Bowl](#)

Light Reading, 1/31/2020

Here's how Verizon's overall 5G Super Bowl efforts break down:

- Onsite 5G signals: Yes, in mmWave spectrum (good for speed but not coverage)
- 5G demos: [Several, including mobile games and streaming 8K video](#)
- 5G-specific services: Several, including route-finding services and augmented reality offerings
- 5G advertising: [According to ad-tracking company iSpot](#), Verizon will run a 60-second spot during the first half of Super Bowl LIV [that will focus in part on 5G](#)
- My totally arbitrary rating: Four touchdowns (comprehensive but not incredible)



[CIMM Launches TV Attribution Best Practices Study](#)

MediaPost, 1/30/2020

Factors studied will include what contributes to differences in the data that detect TV ad occurrences, how ad occurrences are currently missed or overcounted, how viewership estimates vary between the different “footprints” and technical limitations of ACR and STB data, and how the differences impact model lift estimates and marketers’ decisions.

CIMM and the 4A’s will work with Alphonso, Ampersand, Comscore, Hive, iSpot, Kantar, Nielsen, Samba, TVSquared, 605 and other companies.

CYNOPSIS

[CIMM Announces Launch of Attribution Study](#)

Cynopsis, 1/30/2020

Coalition for Innovative Media Measurement announced the launch of a new study with Janus Strategy and Insights and Sequent Partners exploring what drives the difference in attribution results from six national, linear television campaigns that aired in 2019. CIMM and the 4A’s will be working with Alphonso, Ampersand, Comscore, Hive, iSpot, Kantar, Nielsen, Samba, TVSquared..

CYNOPSIS

[01/31/20: Apple close to finalizing new Cecily](#)

[Strong-starring musical comedy](#)

Cynopsis, 1/31/2020

Coalition for Innovative Media Measurement launched a new study with Janus Strategy and Insights and Sequent Partners exploring what drives the difference in attribution results from six national, linear television campaigns that aired in 2019. CIMM and the 4A’s will be working with Alphonso, Ampersand, Comscore, Hive, iSpot, Kantar, Nielsen, Samba, TVSquared, 605 and more. Following the study, Janus Insights and Strategy and Sequent Partners will analyze the data to develop conclusions and recommendations from the results. For more, go here.

HOUSTON CHRONICLE

[Post Malone, Ellen among celebrity-rich ads for Super Bowl LIV](#)

Houston Chronicle, 1/30/2020

As of midweek, the advertising tracker iSpot.tv calculated that Amazon Echo, Porsche, Secret, Hyundai and Pringles were the leading brands in terms of digital “share of voice” penetration across all platforms.



WARDSAUTO™

[VW Atlas Spot NFL Football's Most-Seen Car Ad](#)

Wards Auto, 1/30/2020

Chevrolet rounds out the ranking with an ad thanking the “real people” who voted in the J.D. Power Quality Awards, earning Chevy more accolades across its cars, trucks and SUVs than any other brand over the past four years.

iSpot is tracking all Super Bowl LIV ads, including teasers and pre-releases from automakers, at <https://www.ispot.tv/events/super-bowl-commercials>.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ROCKET MORTGAGE, EXPERIAN, DORITOS AND MORE](#)

Ad Age, 1/29/2020

A few highlights: Doritos teases its Super Bowl ad featuring Lil Nas X. (See also: “Sam Elliott’s spoken-word ‘Old Town Road’ is the Doritos teaser you didn’t know you needed,” via Ad Age’s Jessica Wohl.) A stampeding John Cena helps Experian hype its Boost service that can raise your credit score. And Jason Momoa teases his Big Game ad for Rocket Mortgage from Quicken Loans. (Ad Age’s Adrienne Pasquarelli has the backstory: “Quicken Loans taps Jason Momoa for Super Bowl return.”)

AdAge

WALMART'S FIRST SUPER BOWL AD COUNTERS AMAZON'S INCREASINGLY AGGRESSIVE PUSH

Ad Age, 1/29/2020

Walmart outspent Amazon Prime by a two-to-one margin—\$105 million to \$52 million—since December, according to iSpot.tv data. But since Jan. 1, Amazon Prime, not counting other Amazon units, has outspent Walmart \$38.3 million to \$23.4 million.

AdAge

Super Bowl 2020

Kobe, master marketer

Opinion pages

Best Places to Work

Ad Age and

Tickets selling fast!

NEXT: HEALTH & WELLNESS

On Feb. 6, find out what's driving the \$4.2 trillion wellness market

Get tickets

Special Report: Super Bowl

WALMART'S FIRST SUPER BOWL AD COUNTERS AMAZON'S INCREASINGLY AGGRESSIVE PUSH

Retailer will also run second ad on national unity theme during game

By [Jack Neff](#), Published on January 29, 2020.



How LinkedIn helped PagerDuty target with success

[Learn more](#)



[Which Celebrities' Super Bowl Teasers Are Scoring The Most Engagement?](#)

Tubefilter, 1/29/2020

In recent years, the trend of teasing or prereleasing commercials has gained steam. According to [iSpot.tv](#), which is [tracking all Super Bowl LIV ads here](#), 34 brands have so far posted big game teasers or prereleases, and many of the celebrities featured have been promoting their spots across social media.



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Which Celebrities' Super Bowl Teasers Are Scoring The Most Engagement?

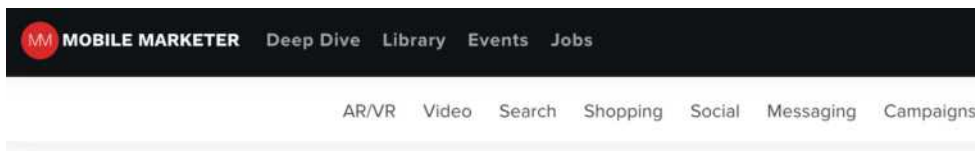




[Amazon leads in social media reaction to Super Bowl teasers](#)

Mobile Marketer, 1/29/2020

By releasing teaser ads before the Super Bowl, brands can leverage the publicity for the game and reach online audiences who watch linear TV less frequently. Overall, though, iSpot reports that fewer Super Bowl ad teasers have been released in advance of game day this year compared with previous years. Despite this, social actions such as sharing and commenting are up from 2019.



BRIEF

Amazon leads in social media reaction to Super Bowl teasers



Credit: [Amazon](#)

VARIETY

[‘The Photograph’ Tops Studios’ TV Ad Spending](#)

Variety, 1/29/2020

Notably, “The Photograph” 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).



HOME > BIZ > NEWS

JANUARY 29, 2020 11:19PM PT

‘The Photograph’ Tops Studios’ TV Ad Spending

By [ISPOT.TV](#)



CREDIT: UNIVERSAL PICTURES



[CBS Gave the Grammys TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 1/29/2020

Notably, the Extreme Makeover Home Edition spot earns the highest iSpot Attention Index (149) in our ranking, getting 49% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



[CNN, MSNBC Airing 90% Of Live Impeachment Trial: Fox, Not So Much](#)

MediaPost, 1/28/2020

MSNBC ran just 222 paid advertising/network promo prime-time airings for the Jan. 21 through Jan. 27 period -- the least of all three networks, according to iSpot.tv -- versus 628 airings from Jan. 14 through Jan. 20.



[WATCH THE NEWEST COMMERCIALS ON TV FROM ROCKET MORTGAGE, EXPERIAN, DORITOS AND MORE](#)

Ad Age, 1/28/2020

A few highlights: Doritos teases its Super Bowl ad featuring Lil Nas X. (See also: "[Sam Elliott's spoken-word 'Old Town Road' is the Doritos teaser you didn't know you needed](#)," via Ad Age's Jessica Wohl.) A stampeding John Cena helps Experian hype its Boost service that can raise your credit score. And Jason Momoa teases his Big Game ad for Rocket Mortgage from Quicken Loans. (Ad Age's Adrienne Pasquarelli has the backstory: "[Quicken Loans taps Jason Momoa for Super Bowl return](#).")



Super Bowl marketers holding back on pre-releasing spots

Fox Business, 1/27/2020

Just 24 brands have released commercials and/or ad teasers -- on platforms including YouTube and Facebook, according to data from iSpot.tv. That comes to about \$13.5 million in media spending. Looking at the year-ago period, 40 brands pre-released their ads worth \$18.7 million. Porsche and Doritos have had a large amount of online views getting 4 million and 1.8 million views, respectively. This iSpot research comes from online views of Facebook and YouTube.

Syndication: [Yahoo](#)

By Ken Martin | FOXBusiness

Super Bowl marketers holding back on pre-releasing spots

Commercials during this year's game were sold for \$5.6 million per 30 second spot

Markets

Quote Lookup

DOW JONES AVERAGES (I:DJ)
28,745.65
▲ 209.85 (+0.74%)

NASDAQ COMPOSITE INDEX (I:COMP)
9,233.97
▲ 94.66 (+1.04%)

S&P 500 (SP500)
3,272.72
▲ 29.09 (+0.90%)

Market Update sponsored by
Ameritrade We don't Nickel and Dime

Neutrogena
Hydro Boost Body Gel Cream
The new ultra-light gel cream formula

Miami business won't benefit from big game: Miami Gardens Chamber of Commerce president
Miami Gardens Chamber of Commerce President Andre Williams discusses how the Super Bowl is costing Florida residents.

AdAge

DESPITE RATINGS SLIP, KOBE-HAUNTED GRAMMYS PUTS UP BIG NUMBERS FOR CBS

Ad Age, 1/27/2020

Which is not to say that most of the clients didn't know the score before the curtain went up; according to iSpot.tv data, among the biggest spenders in Sunday's Grammyscast were Lincoln Motor Company, Google, McDonald's, Pepsi, Walt Disney Pictures and Ford, all of which invested heavily in the 2019 broadcast.

AdAge

Kobe in marketing and film Super Bowl 2020 advertisers Opinion pages Best Places to Work 2020 An Ad #

TRIBECA FILM FESTIVAL PRESENTED BY AT&T

CALLING ALL BRAND STORYTELLERS!

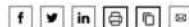
10% OFF SUBMISSION WITH CODE: **TFF20X**

Media

DESPITE RATINGS SLIP, KOBE-HAUNTED GRAMMYS PUTS UP BIG NUMBERS FOR CBS

Subdued celebration draws nearly 19 million viewers

By [Anthony Crupi](#), Published on January 27, 2020.



As a tribute to Kobe Bryant, Grammys host Alicia Keys performed "It's So Hard to Say Goodbye to Yesterday" with Boyz II Men. Credit: Kevork Djansezian/Getty Images

How LinkedIn helped PagerDuty target with success

[Learn more](#)



[Super Bowl Marketers Holding Back Pre-Releasing Messaging](#)

MediaPost, 1/27/2020

Just 24 brands have released Super Bowl messaging -- commercials and/or ad teasers -- on a variety of platforms, including YouTube and Facebook, according to iSpot.tv. This totals some \$13.5 million in media spend.

MediaPost

Super Bowl Marketers Holding Back Pre-Releasing Messaging

by Wayne Friedman, Yesterday





[CBS' 'Grammy' TV Viewing Down 6%, National Ad TV Revenues Up](#)

MediaPost, 1/27/2020

Google, IBM, Mastercard, Motorola, Royal Caribbean, Subway, Universal Pictures, Facebook, Ford Motor, Apple iPhone, AT&T Wireless, and Amazon Prime had 4 airings, according to iSpot.tv.

MediaPost

CBS' 'Grammy' TV Viewing Down 6%, National Ad TV Revenues Up

by Wayne Friedman, Yesterday



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FORD, OLD SPICE, AMERICAN EXPRESS AND MORE](#)

Ad Age, 1/27/2020

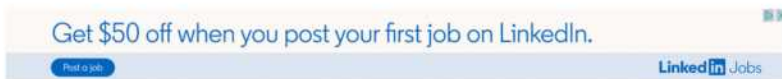
A few highlights: Ford promotes the technological advances of the “completely reimagined” 2020 Escape. The Man Your Man Could Smell Like is back in a fresh Old Spice campaign (Ad Age’s Jack Neff served up the backstory last Thursday: [“Old Spice Guy returns for 10th anniversary with new ads co-starring ‘son’ Keith Powers”](#)). (Bonus context: [“How Old Spice won the Super Bowl—without actually being in it.”](#) also from Jack.) And American Express promotes its [Jersey Assurance](#) program.

AdAge

ADVERTISERS SIT TIGHT AS THE GRAMMYS STRIKES A SOUR NOTE

Ad Age, 1/25/2020

And those impressions are significant. According to iSpot.tv estimates, last year's Grammyscast served up 1.67 billion impressions for the likes of Lincoln Motor Company, Walt Disney Pictures, Google, Apple, McDonald's, Pepsi and Ford. Although the show's demo deliveries have fallen in accordance with declining TV usage among younger consumers, the 7.18 million adults 18-49 CBS reached was more than six times the size of the demo served up by the average network scripted series.

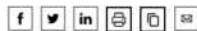


Media

ADVERTISERS SIT TIGHT AS THE GRAMMYS STRIKES A SOUR NOTE

Recording Academy controversy unlikely to impact CBS's broadcast

By [Anthony Crupi](#), Published on January 25, 2020.



Lizzo (eight nominations) and Billie Eilish (six) go head to head for Grammys supremacy on Sunday. Credit: The Recording Academy



Most Popular

Hyundai uses Boston theme for celebrity-filled Super Bowl ad

Kobe Bryant dies in helicopter crash in California

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DRAFTKINGS, BOOT BARN, HUNTINGTON NATIONAL BANK AND MORE](#)

Ad Age, 1/24/2020

A few highlights: World Champion pro rodeo cowboy Ty Murray stars in a quietly emotional ad for Boot Barn. Huntington National Bank explains how it built a digital cashflow calendar to help one heartland small-business customer. And DraftKings, the Official Daily Fantasy Partner of Super Bowl LIV, hypes its “technology that transforms Game Day forever.” (If you’re wondering why some of the big brands that you typically see in Hot Spots are absent lately, it’s because many major marketers are saving up their firepower for, yes, the Super Bowl.)



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

We Are Social Media, 1/26/2020

Welcome to the new edition of our 10 most talked-about TV ads on social media: GEICO wins first five spots, leaving only a few for Apple and co. 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.



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

Wards Auto, 1/23/2020

This spot has the best iSpot Attention Index (133) in the ranking, getting 33% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

THE WALL STREET JOURNAL. CMO TODAY

[Trump and Bloomberg Super Bowl Ads Won't Bump Up Against Brands' Spots; Kindred Raises Money for New Push](#)

WSJ CMO Today, 1/21/2020

The Magic Number - 37%

[Bud Light Seltzer's share](#) of beer ad spending on TV so far this year, according to ad-measurement firm iSpot.tv. The brand will get a Super Bowl spot on Feb. 2.

The Magic Number

37%

[Bud Light Seltzer's share](#) of beer ad spending on TV so far this year, according to ad-measurement firm iSpot.tv. The brand will get a Super Bowl spot on Feb. 2.

VARIETY

['Birds of Prey' Tops Studios' TV Ad Spending](#)

Variety, 1/22/2020

Notably, "[Onward](#)" 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).



[Investigation Discovery Gives ‘Aaron Hernandez: An ID Murder Mystery’ TV’s Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 1/22/2020

Notably, the Aaron Hernandez spot 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).



[WATCH THE NEWEST COMMERCIALS ON TV FROM DIRECTV, JACK IN THE BOX, MAGNUM AND MORE](#)

Ad Age, 1/22/2020

A few highlights: DirecTV suggests you watch the Big Game (never actually saying “Super Bowl,” but we figured it out) live in 4K HDR. Jack in the Box hypes its Tiny Tacos, which start at \$3 for 15. And Magnum (the ice cream, not the condom) wants you to try its new Ruby Cacao flavor.



[NFC, AFC Games Down From 2019, Remain Top TV Programs](#)

MediaPost, 1/21/2020

Big TV advertisers for the NFC/AFC Championship games this year -- Verizon (13 airings); Amazon Prime (7 airings); State Farm (12 airings); Progressive Insurance (12 airings), Bud Light Seltzer (8 airings); TurboTax (13 airings); Chevrolet (5 airings); Apple iPhone (9 airings); McDonald's (10 airings) and T-Mobile (11 airings), according to iSpot.tv.



[NFL Regular-Season Ad Unit Pricing Up Nearly 9%](#)

MediaPost, 1/21/2020

Another recent estimate shows that for the entire 2019 regular season -- Sept. 5 through Dec. 29 -- NFL TV networks pulled in a collective \$4.48 billion in TV advertising, according to iSpot.tv -- up 14% from the year before.



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

Ad Age, 1/21/2020

A few highlights: TurboTax says that "If you need expert help with something as important as taxes, we're here." GMC makes a spectacle of launching a series of hurricane-force projectiles—including a couch—at the Sierra's CarbonPro truck bed. And an adventurous snowboarder helps Apple hype the slofies (slow-motion selfies) you can shoot on iPhone 11.



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

We Are Social Media, 1/19/2020

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.

TV(R)EV

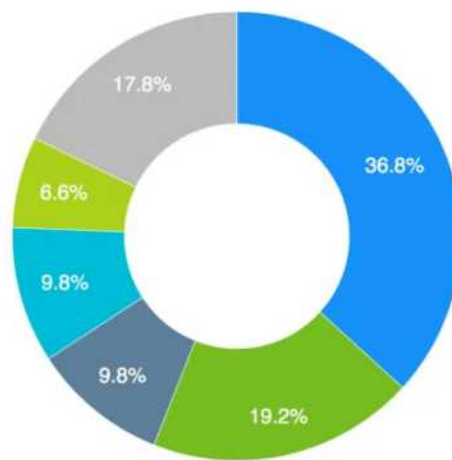
Bud Light Seltzer Bubbles to Top of Beer Industry Ad Spend

TVREV, 1/20/2020

Bud Light Seltzer is already among the beer industry ads with the highest attention scores, too. One spot, "[Teaser](#)," earned a 99.1 attention score — which measures the percentage of an ad that is played across the TV device. That mark was the second highest of all beer spots (with at least \$500,000 spent) in 2020. "[The Message](#)" wasn't too far behind at 97.1 (seventh in the industry).

Food & Beverage: Beer
Top Brands - Est. TV Spend: 01/01/2020 - 01/19/2020
Data provided by iSpot.tv

- Bud Light Seltzer
- Michelob
- Coors Light
- Miller Lite
- Heineken
- Other



VARIETY

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

Variety, 1/14/2020

Notably, “[Like a Boss](#)” 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).

☰ 🔍 VARIETY **Read Next: Christopher Nolan Doubles Down on Warner Bros.: ‘A Sign of Great Danger’ for Unions, Artisans**

‘Dolittle’ Tops Studios’ TV Ad Spending

By iSpot.tv ▾



Universal Pictures/EPK



[CBS Gives 'FBI: Most Wanted' TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 1/15/2020

Notably, the In Pursuit spot earns the highest iSpot Attention Index (146) in our ranking, getting 46% 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 PROGRESSIVE, AMAZON, TURBOTAX AND MORE](#)

Ad Age, 1/14/2020

A few highlights: Smash Mouth performs in the Progressive Commercial Halftime Show that lands in the middle of an otherwise unremarkable Progressive spot starring spokesperson Flo (Stephanie Courtney). Amazon stops time to promote its free two-hour Prime grocery delivery service, available in select cities. And TurboTax shows how you can use the photo feature of its app to easily upload forms (like W-2s) while doing your taxes.



[NFL Viewers Show Post-Season Gains; State Farm, Verizon, Geico, Progressive, TurboTax Big Ad Spenders](#)

MediaPost, 1/14/2020

Among the top paid advertising over the most recent weekend, TurboTax had 22 airings, 306.4 million impressions, and \$14.0 million in national TV advertising spend, according to iSpot.tv.



[NFL Regular Season Sees Increases in TV Ad Spend, Ad Airings and Impressions](#)

Broadcasting & Cable, 1/13/2020

Notably, wireless carriers received above-average lift in Q4 on NFL Network - 34.46%, vs. the average of 32.44% across all categories and networks measured. (The KPI measured: consumer visits to wireless carrier websites where consumers, for instance, research and compare plans or technology.)



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

Ad Age, 1/13/2020

A few highlights: Dole wants you to consider Dole Fruit Bowls as a healthy snack option. Verizon hypes its no-annual-contract Fios Mix & Match plan for TV and internet (backstory here: "[Verizon abandons video bundles in a bid to stem cord-cutting](#)"). And Apple promotes its Apple TV Plus original series "Little America."



[WATCH THE NEWEST COMMERCIALS ON TV FROM ROCKET MORTGAGE, BLUE APRON, DENNY'S AND MORE](#)

Ad Age, 1/10/2020

A few highlights: Denny's hypes its new \$7.99 Super Duper Slam breakfast special, which includes bacon, sausage, eggs, hash browns and all-you-can-eat pancakes. Blue Apron wants you to "skip the stress of meal-planning and just enjoy living a healthy lifestyle." And Rocket Mortgage promotes its Super Bowl Squares Sweepstakes.



[TCA: CBS Midseason Offers More Crime/Procedural Dramas Post-Viacom Merger](#)

MediaPost, 1/12/2020

Over the past month -- Dec. 13 through Jan. 11 -- CBS has devoted much on-the air TV program promotion to "FBI: Most Wanted," running 260 national spots, garnering 673 million impressions, according to iSpot.tv. "Evil," a first-year drama, has had 224 national TV spots, and 512 million impressions. Another first-year drama, "All Rise," has had 186 spots and 394 million impressions.

TelevisionNewsDaily

TCA: CBS Midseason Offers More Crime/Procedural Dramas Post-Viacom Merger

by Wayne Friedman , January 12, 2020



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

We Are Social Media, 1/12/2020

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.

VARIETY

[‘1917’ Tops Studios’ TV Ad Spending](#)

Variety, 1/7/2020

Notably, “Like a Boss” 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).



‘1917’ Tops Studios’ TV Ad Spending

By iSpot.tv ▾



Francois Duhamel/Universal Pictu



[NBC Gives the Golden Globes TV's Biggest Promo Push](#)

Broadcasting & Cable, [Promaxbda](#), 1/7/2020

On the strength of 341.6 million TV ad impressions, [NBC's Golden Globes](#) promo tops our chart; the network also grabs fifth place to hype the second-season premiere of Manifest — as well as an all-day marathon of the first season of the drama on sister network SyFy to help promote the show's return.



[Verizon Tops 5G Network Perception Survey](#)

Light Reading, 1/9/2020

Specifically, Verizon spent an estimated \$86 million in 2019 on TV ads with 5G in the title, [according to iSpot.tv](#), which tracks TV advertisements across the country. Verizon's overall spending on the campaign was undoubtedly far bigger, considering that it spanned billboards, magazines, online sites, radio and other advertising mediums.



[Our 5 Favorite Parts of This Bonkers 2020 Election Chess Set](#)

Rolling Stone, 1/9/2020

According to [iSpot.tv](#), an analytics company that tracks commercial ad buys, Telebrands Corp., the company that makes the chess set, has spent an estimated \$153,000 to run these ads between December 23 and today, generating approximately 17.6 million impressions. Since June 2019, the ad has run [292 times](#).



[Jeep Tops Year's First Most-Seen Ads Chart](#)

WardsAuto, 1/7/2020

In Chevrolet's fourth-place spot, spokesman Potsch Boyd quizzes "real kids (not actors)" about the safety features available in the '20 Equinox. This commercial has the best iSpot Attention Index (168) in the ranking, getting 68% fewer interruptions than the average auto ad (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).



INDUSTRY NEWS

Jeep Tops Year's First Most-Seen Ads Chart

Top-ranked Jeep spot proclaims, "Long live winter."



[RTL AdConnect inks measurement deal to lure US brands to Europe](#)

The Drum, 1/8/2020

TVSquared has similar deals with Comcast's Effectv, NBCUniversal and Ampersand. Fox and NBCU have deals with iSpot TV to measure business outcomes, too.

AdAge

'JEOPARDY! GOAT' TOURNEY GIVES ABC ITS BIGGEST AUDIENCE OF 2019-20

Ad Age, 1/8/2020

According to iSpot.tv data, GOAT served up 283.1 million ad impressions for the likes of Trulicity, Skyrizi, WW, Chick-fil-A and McDonald's. The average unit cost for a 30-second spot in the broadcast was north of \$215,000 a pop.

'JEOPARDY! GOAT' TOURNEY GIVES ABC ITS BIGGEST AUDIENCE OF 2019-20

I'll take 'We Told You So' for \$2000

By Anthony Crupi, Published on January 08, 2020.



Alex Trebek, James Holzhauer, Ken Jennings and Brad Rutter on 'Jeopardy! The Greatest of All Time.' Credit: ABC Disney

AdAge

WATCH THE NEWEST COMMERCIALS ON TV FROM PROGRESSIVE, MICROSOFT, PEPSI AND MORE

Ad Age, 1/7/2020

A few highlights: Katie Sowers, the offensive assistant coach for the San Francisco 49ers, explains how she uses Microsoft's Surface Pro on the job. A young sign-spinner's dad tries to be supportive in a rather meta Progressive ad-within-an-ad ad. And a dork in the crowd at a stadium gets his groove on (and a starring role on the jumbotron) with a little help from Pepsi.

Skift.

[How Much Did Big Travel Companies Spend on TV Ads in 2019?](#)

Skift, 1/6/2020

Hotels increased U.S. national TV spend nearly 32 percent to \$403.5 million in 2019 compared with the previous year. The bump amounted to almost \$100 million, and Marriott International, after finishing the integration of the Marriott and Starwood loyalty programs, increased its spend by some \$56 million.

Top 10 Hotels in U.S. National TV Spend 2019

Brand	Spots	Airings	Estimated Spend
1. Hilton Hotels	9	59362	\$103.7 million
2. Marriott	10	15543	\$90.4 million
3. Choice Hotels	14	42218	\$36.1 million
4. Best Western	5	25040	\$24.3 million
5. Wyndham Worldwide	10	5499	\$19.6 million
6. Holiday Inn Express	4	20035	\$16.3 million
7. Hampton Inn	5	5687	\$14.3 million
8. InterContinental Hotels	2	2876	\$12.2 million
9. La Quinta	7	7044	\$11.9 million
10. The Venetian	1	5442	\$6.6 million

Source: iSpot.tv



[Project OAR Specifies Measurement Standards](#)

Broadcasting & Cable, 1/6/2020

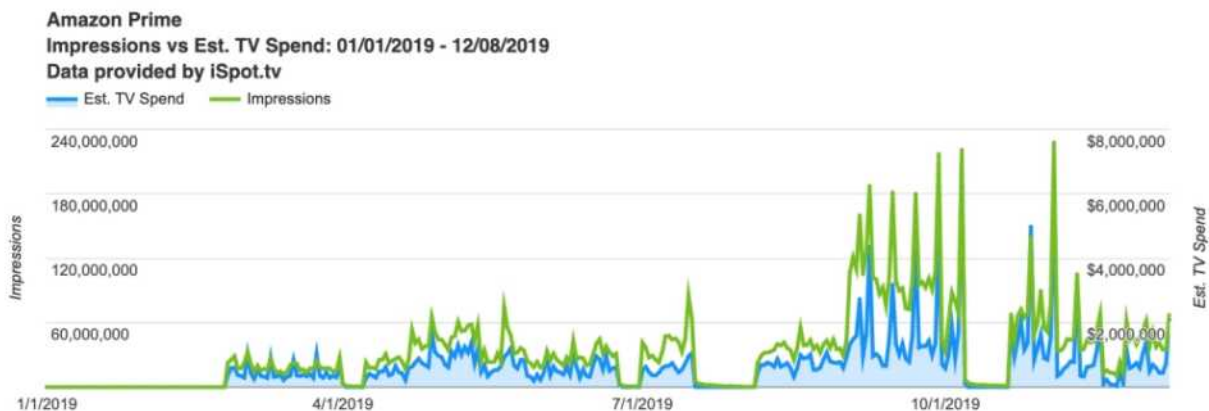
The standards have been conveyed to measurement companies including Nielsen, Comscore, iSpot.tv, Conviva and 605.

VentureBeat

[2019's U.S. TV advertising trends across Amazon, Apple, Google, Facebook, and Microsoft](#)

VentureBeat, 1/4/2020

One of the biggest tech spenders on TV advertising last year was Microsoft, specifically for its Surface brand. The company spent an estimated \$219.1 million on ads for the product, an 18.76% increase year over year. But that increase is modest compared to what we saw with Amazon Prime this year: The subscription service upped its spend on TV ads by an incredible 487.07%, although the total estimated spend still comes in under Surface at \$210.1 million.



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GNC, PEPSI, ANCESTRY AND MORE](#)

Ad Age, 1/3/2020

A few highlights: GNC says “Whatever you’re into, or wanna get into, we’ll help you get your goal on.” Pepsi hypes Pepsi Zero Sugar with the help of some artful ice cubes and new brand messaging (E.J. Schultz has the backstory: “[Pepsi adopts a new tagline, ‘That’s What I Like,’ and promises to stick with it](#)”). And Ancestry says “Turn questions you’ve always had into stories you can’t wait to share” by exploring your family history with the help of its genealogy research tools.



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

We Are Social Media, 1/5/2020

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