

iSpot.tv

**In The Media
2021**

fabric

Earned Media Placements in 2021

iSpot has appeared in over 2,539 articles and 1,138 unique publications like WSJ, The New York Times, The Washington Post, Ad Age, Adweek, CNN and more...

THE WALL STREET JOURNAL.

The New York Times 

The Washington Post BUSINESS INSIDER

ADWEEK AdAge Forbes

NEXT | TV DIGIDAY 

 MORNING BREW eMarketer

VARIETY DEADLINE 

 MediaPost  Sportico

 STREET & SMITH'S SportsBusiness 

CYNOPSIS

Earned Media Placements in 2021

**Data according to [Cision](#)*

UNIQUE ARTICLES GENERATED

2,539

SOCIAL SHARES OF ARTICLES

370K

ESTIMATED AGGREGATE READERSHIP/MEDIA VALUE

6.7 Billion /\$12.6 Million

YEAR OVER YEAR GROWTH

- 36.8%** increase in mentions
- 38.6%** increase in social share of press
- 5.8%** increase in ad equivalency
- 4.6%** increase in estimated readership

iSpot.tv in the Media

BUSINESS INSIDER **ADWEEK** NEXT | **TV** eMarketer **TVNewsCheck**
THE BUSINESS OF BROADCASTING



“...The struggles there reinforce the importance of smart TV-delivered ACR data. Only screen level verification can span broadband and cable homes. At iSpot, we invested in smart TV data years ago and have supplemented that with millions of set-top devices and other data to get a solid view of households, business and brand impacts and more.” ([TVNewsCheck](#))

“iSpot is constantly investing in the development and acquisition of technologies required to accurately measure the TV advertising of tomorrow,” said iSpot.tv CEO and founder Sean Muller, in a statement. “DRMetrix has developed unique and real-time measurement capabilities around creative versioning and dynamic advertising that will become increasingly important as the TV ad market evolves.” ([Adweek](#))

“There’s only two reasons why brands invest in advertising: To drive business results [or] to build brand awareness and impact,” Muller said. “We’ve had the business impact, and Ace Metrix allows us to now measure the brand impact.” ([Business Insider](#))

“We’re an independent measurement company and I think some industry body should be there to ensure that measurement companies are doing what they say they’re doing,” Muller said. The MRC process is laborious, lengthy and costly. “Maybe some innovations are needed there as well,” he said. ([NextTV](#))

“It doesn’t matter if the data science is good and if you’ve got some fancy interfaces that output analytics—because if the inputs aren’t accurate and it’s not fast, it’s just not actionable,” said Sean Muller, founder and CEO at TV ad measurement company iSpot.tv. “The hardest piece of all of this is, at scale, getting user-level data that’s accurate, that’s modeled up to US census where you remove all the skews and the biases, and then do it all in real time.” ([eMarketer](#))

Currency in TV Ad Measurement

THE WALL STREET JOURNAL.

Nielsen's Grip Over TV Ratings Loosens Amid Streaming Boom



“Other companies that measure traditional and streaming TV viewership include Reston, Va.-based [Comscore](#) Inc., which uses data from millions of cable set-top boxes for its metrics as opposed to focusing on a panel of households, as well as startups such as VideoAmp, 605, iSpot.tv and Samba TV.” ([Wall Street Journal](#))

Broadcasting+Cable

Another Nielsen Critic: iSpot Says Ad Ratings Rose During COVID



“Despite the many disruptions during the pandemic, iSpot’s system did just that. And the results run counter to a prevailing narrative. While TV viewership for programming diminished, the amount of chances brands had to reach households actually increased,” Schwartzapfel said. ([Broadcasting + Cable](#))



NBCU Highlights Three Measurement Providers As Alternatives To Nielsen

“Last month, NBCU issued an RFP to more than 50 measurement companies – including Comscore, Nielsen, VideoAmp and iSpot – to advance measurement alternatives that can provide a unified look at viewership across streaming, mobile, desktop and linear. NBCU said it’s reviewing more than 80 responses.” ([AdExchanger](#))

THE WALL STREET JOURNAL.

CMO TODAY

The Magic Number

\$2.3 billion

National ad spending in traditional U.S. TV on WarnerMedia and Discovery from January through April, or 15.7% of the total for national linear TV, according to estimates by iSpot.tv

Broadcasting+Cable

Discovery Using iSpot To Measure Cross-Platform Ad Campaigns

“The technologies are now in place, and mature enough, so that TV ad performance doesn’t have to be a guessing game based on program ratings.” said Stu Swartzapfel, senior VP of media partnerships at iSpot.tv. “

([Broadcasting + Cable](#))

Growing Business Development

BUSINESS INSIDER

Tech firm iSpot's CEO explains how its first acquisition will help big brands like Procter & Gamble understand how their TV ads perform



"Marketers are increasingly looking for ways to measure TV ads like digital ads

and track metrics like sales and lead generations, and iSpot founder and CEO Sean Muller said that the acquisition would let iSpot help marketers better understand how their TV ads perform."

"There's only two reasons why brands invest in advertising: To drive business results [or] to build brand awareness and impact," Muller said. "We've had the business impact, and Ace Metrix allows us to now measure the brand impact." ([BI](#))

ADWEEK

iSpot.tv Acquires DRMetrix to Boost DTC and Addressable Advertising Capabilities

"iSpot is constantly investing in the development and acquisition of technologies required to accurately measure the TV advertising of tomorrow," said iSpot.tv CEO and founder Sean Muller, in a statement. "DRMetrix has developed unique and real-time measurement capabilities around creative versioning and dynamic advertising that will become increasingly important as the TV ad market evolves." ([Adweek](#))

ADWEEK

iSpot Integrates Data From 20 Million Smart TVs In Deal With LG Ads Solutions



"We continue to invest heavily in our data and measurement infrastructure for the benefit of our clients," said Sean Muller, founder and CEO at iSpot. "We believe that smart TVs represent the present and future of measurement, and our unique ability to verify ad play on the TV screen enables a TV ecosystem that's increasingly becoming addressable and cross-screen." ([Adweek](#))

Broadcasting+Cable

Vevo Taps iSpot for CTV Audience Measurement



"iSpot will play a key role in Vevo's data-driven decision-making around its sales and monetization strategy for CTV, and we're excited to deepen our relationship in the months and years ahead" said Stuart Schwatzapfel, senior VP, media partnerships, iSpot." ([B&C](#))

Broadcasting+Cable

iSpot.tv Using Blockgraph To Access More Identity Data



"Blockgraph's approach to audience data doesn't just supplement iSpot's attribution and impression reporting, it will help brands and media companies better understand and utilize addressable TV ad inventory in the context of their holistic TV campaigns," said Robert Bareuther, senior VP of business development, iSpot." ([B&C](#))

Broadcasting+Cable

Gamut Using iSpot Data To Measure OTT Campaign Foot Traffic Increases



“Businesses want the ability to see how many people their ads reach, how often their messages are seen and the net impact that has on their opportunities to speak to customers,” said Stu Schwartzapfel, senior VP of media partnerships at iSpot.” ([B&C](#))

Broadcasting+Cable

Viant Integrates iSpot.TV Data Into Adelphic Software



“The integration of iSpot’s Unified Measurement product into the Adelphic DSP is part of an initiative to bring independent measurement closer to the point of activation so brands can move from insight to action quickly on the platform of their choice,” said Robert Bareuther, senior VP, business development, iSpot.” ([B&C](#))

Voice in Cultural Conversation



Sharp decline in ads for Covid-19 vaccines, as the number of 'persuadable' Americans diminishes



“Research from iSpot showed that the ads were more persuasive and likeable with Democrats than they were with Republicans, Libertarians, and independents and non-voters. Republicans more often found the ads either “dishonest or incredulous,” according to Sammi Scharninghausen, a brand analyst with iSpot.”
([CNN](#))

THE WALL STREET JOURNAL.

MyPillow CEO Mike Lindell Expects Ads to Appear on Fox News Again



MyPillow spent almost \$50 million on Fox News last year, and as of July it had shelled out about \$19 million for ad time on the network, Mr. Lindell previously said. MyPillow is one of the network’s biggest advertisers this year, alongside supplement company Balance of Nature and weight-loss products provider Nutrisystem, according to ad-measurement firm iSpot.tv. ([WSJ](#))

The New York Times

The N.F.L.'s New Play: Embrace Betting Ads, Watch the Money Pour In



“Through Sept. 9 this year, DraftKings’ spending on national television advertising is up 98 percent compared with the same period a year earlier, while FanDuel’s spending has more than doubled, according to estimates from the research firm iSpot.TV.” ([The New York Times](#))

The Washington Post

How Tucker Carlson became the voice of White grievance



“The show’s most frequent advertiser is MyPillow, which accounted for 19.4 percent of advertising minutes this year aside from Fox promotions, according to TV ad measurement company iSpot.tv.” ([The Washington Post](#))

AdAge

OPINION: HOW TV ADVERTISING CHANGED DURING THE PANDEMIC

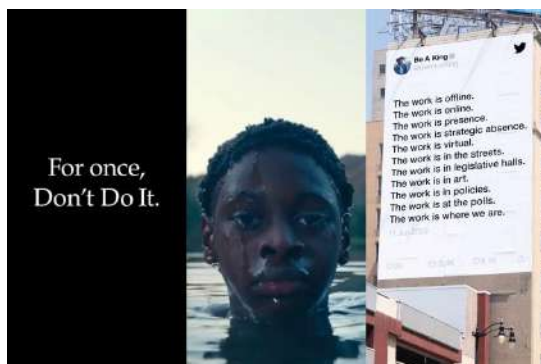


In a matter of days last year, a good chunk of TV advertising looked or felt obsolete as the country went into lockdown. Within the first few months of the pandemic, 11% of all TV ads featured some degree of COVID-related focus.

Brands also grew more cautious about striking the right tone. In February 2020, nearly 32% of ads on TV were described as “funny” by iSpot Ace Metrix survey respondents. That number declined to less than 15% in May. Funny ads, [as Ad Age recently reported](#), have only recently begun to rebound. ([Ad Age](#), by Sean Muller)

AdAge

ONE YEAR ON FROM THE DEATH OF GEORGE FLOYD, A LOOK BACK AT 8 RESONATING BRAND CAMPAIGNS



In the past year, more than 80 different ads have appeared on TV with messaging around social justice or Black Lives Matter, with 30 of those ads appearing in 2021, according to TV analytics platform Ace Metrix. Of course, even more appeared across social and digital channels. Even with the COVID-19 pandemic, brands like Uber and Twitter utilized out-of-home campaigns to their advantage. ([Ad Age](#))

Tackling Industry Verticals

ADWEEK

CPG Manufacturers Are Spending Less on National TV Ads



“CPG manufacturers, excluding alcohol brands, spent an estimated \$4.6 billion on national linear TV ads between Jan. 1 and Aug. 31, a 6.1% decrease compared to the same period in 2020, according to a new report from TV ad measurement and analytics company iSpot.tv.” ([Adweek](#))

Los Angeles Times

Why acclaimed ‘In the Heights’ fell short at the box office



It’s safe to guess that marketing and reviews, usually the first stop for the blame train with any given flop, aren’t the problem. According to iSpot.tv data cited by MediaPost, Warner Bros. has spent \$23.3 million in national TV ads since the beginning of the year, and \$9.6 million in the last month, the most of any theatrical movie over the time span. ([LA Times](#))

VARIETY

U.S. MOVIE TRAILER SPEND UP BUT STILL FAR FROM PRE-PANDEMIC LEVELS

Estimated Weekly U.S. TV Ad Spend for Theatrical Movies

Chart is interactive; point mouse over a week to see estimated spend figure.

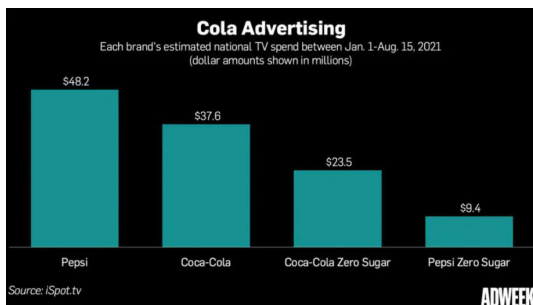


According to data from advertising analytics firm iSpot, weekly TV spend is up significantly from the same period last year, when there were periods of zero ad dollars, or close to, as the country was in lockdown. Spend levels for June 7-13 were \$15.1 million, the second highest week in 2021, with only the week of April 19, featuring the Oscars, seeing more (\$18.5 million). ([Variety](#))

FOR MORE DATA, VISIT [iSpot](#)
SOURCE: ISPOT, VARIETY INTELLIGENCE PLATFORM ANALYSIS • EMBED • DOWNLOAD IMAGE

ADWEEK

Pepsi Wonders Why You'd Start Going Out Now, Just as Football Season Is Kicking Off



“So far this year, Pepsi (\$48.2 million) has outspent Coca-Cola (\$37.6 million) on national television advertising, according to estimates from TV ad measurement and analytics company iSpot.tv. Yet Coke has dedicated more funds to Coca-Cola Zero Sugar (\$23.5 million) than parent company PepsiCo has to Pepsi Zero Sugar (\$9.4 million).” ([Adweek](#))

THE WALL STREET JOURNAL.

Covid-19 Drugmakers Take On Your Favorite TV Shows to Tackle Vaccine Hesitancy



Lilly and Pfizer declined to say how much they have spent on Covid-19 advertising. One of Pfizer's commercials showing a baby announcement as a reason to be vaccinated, iSpot said, was seen 8.3 million times and had \$78,000 in national TV ad spend. ([WSJ](#))

THE WALL STREET JOURNAL.

Gambling Ads Become the New Normal for American Sports



"In the month between Sept. 9 and Oct. 17, FanDuel, DraftKings and Caesars Entertainment Inc. CZR -3.82% have each spent more than \$15 million on national advertising, according to tracer iSpot.tv. Ads include offers like "risk-free" bets and free money for new accounts." ([WSJ](#))

RetailWire

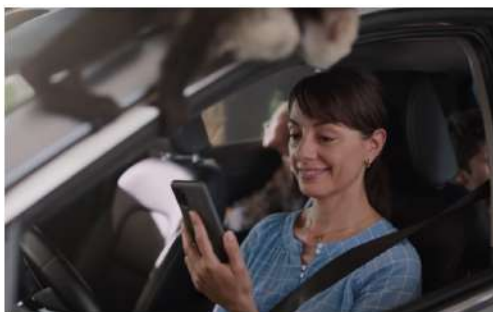
Who will win the first RetailWire Christmas Commercial Challenge?



Walmart spent \$56 million placing holiday commercials on national television between Oct. 1 and Nov. 28, according to figures provided by iSpot.tv to RetailWire. Amazon.com spent more than \$33 million during the same period. Target spent \$20.8 million, followed by Macy's (\$17.7 million) and Kohl's (\$13 million), to round out the top five national TV advertisers through Cyber Monday. ([Retail Wire](#))

MediaPost

Domino's Dominates Ad Impressions, While Arby's Is Fastest Rising



And while QSR ads almost always feature close-ups of food, Spot says they are landing differently with consumers this year. QSR ads are eliciting more "yummy" and "value" reactions from viewers this year. Using Ace Metric Creative Assessment says 85% of the ads earned the "yummy" factor, which iSpot says is a significant increase, up from 67% in 2020. ([MediaPost](#))

2021 Coverage

BUSINESS INSIDER

[The 21 hottest adtech companies of 2021](#)

Business Insider, 12/09/2021 (see PDF attached)

iSpot.tv: Wants to measure TV ads in real time

Star to know: Anthony Skinner, CTO

2021 revenue: \$75 million

Total funding to date: \$58 million, according to PitchBook

Comment: iSpot.TV wants to rival Nielsen's dominance in how TV ads are measured. The startup helps advertisers who have long relied on Nielsen's ratings transition to new metrics that can measure what someone does after seeing an ad, like whether they looked up more information about the product or actually bought it. iSpot tracks linear, streaming, and on-demand TV ads and claims to be used by half of the top 100 brands like Jeep and H&R Block.

As more advertisers look for alternatives for how TV ads are measured, iSpot's staff has grown from 190 full-time staffers to 275 people this year.

iSpot currently reaches 19 million smart TVs and also has partnerships with TV adtech firms like TVision, TiVo, and BlockGraph.

And iSpot has bolstered its ambitions in TV measurement with aggressive acquisitions this year: [Ace Metrix](#) and DRMetrix. Both companies work with brands to measure TV ads.

Skinner had the key role of leading the technical integrations between iSpot and those new companies.

And his integration work goes beyond these acquisitions. Skinner has plugged iSpot's technology into the tech stacks of other adtech companies like Oracle's Moat, Neustar, and Google's demand-side platform to help advertisers measure TV ads.

Skinner is also pushing iSpot's technology into new territory. He has worked to create a new type of currency for advertisers to buy TV ads off of, a big move to steal share from Nielsen. And he led the development of a cookieless and pexeless measurement system to help brands measure ads across platforms.

iSpot.tv: Wants to measure TV ads in real time

iSpot.tv

B+C
Broadcasting+Cable[iSpot Grows Footprint With LG Data From 20 Million Smart TVs](#)

B+C, 12/15/2021

iSpot previously got most of its viewing data from Vizio's Inscape unit. It now has an opted-in panel of 39 million connected TVs from seven different manufacturers, which it said is the largest footprint of licensed smart TV data in the measurement business.

"It's not the only thing, but scale matters. Speed matters. Accuracy matters. Cross-screen matters. Actionability matters," iSpot CEO Sean Muller told Broadcasting+Cable.

iSpot Grows Footprint With LG Data From 20 Million Smart TVs

By Jon Lafayette published about 11 hours ago

Long-term deals give measurement company access to viewing on 39 million sets



Sean Muller (Image credit: iSpot)

ADWEEK[®]

[iSpot Integrates Data From 20 Million Smart TVs In Deal With LG Ads Solutions](#)

Adweek, 12/15/2021

“We continue to invest heavily in our data and measurement infrastructure for the benefit of our clients,” said Sean Muller, founder and CEO at iSpot. “We believe that smart TVs represent the present and future of measurement, and our unique ability to verify ad play on the TV screen enables a TV ecosystem that’s increasingly becoming addressable and cross-screen.”

“This is a critical time for the development and adoption of new currencies in TV. The team here at LG Ads Solutions believes we have an obligation to help support better, more accurate measurement of activity for all forms of TV,” said CEO, Raghu Kodige. “That’s why we are pleased to put our opt-in data in the hands of a measurement pioneer like iSpot that has established deep trust and daily usage with brands and networks. Together we can ensure TV and streaming get the credit they deserve for driving awareness and business outcomes.”

iSpot Integrates Data From 20 Million Smart TVs In Deal With LG Ads Solutions

Real-Time Measurement Company Now Utilizes Data From 39 Million Smart TVs Across Seven TV Makers to Provide Granular Cross-Platform Metrics for TV Ads and Programming



RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[LG x iSpot Deal Bumps A TV Measurement Panel](#)

RBR, 12/15/2021

The deal gives iSpot access to LG on-the-glass program and ad data from more than 20 million opted-in smart TVs from a broad range of TV makers in addition to LG.

It could put iSpot in a position to compete against Comscore and Nielsen in the space, or at the very least augment what they have to share to marketers and broadcast and digital media executives.



[iSpot.tv, In Deal With LG Ads, Adds 20 Million Smart TV Homes To Its Panel](#)

MediaPost, 12/15/2021

In a licensing data deal with LG Ads, TV-cross platform measurement company iSpot.tv has significantly boosted the panel for its real-time TV advertising and programming data by 20 million smart TV homes.

The four-and-a-half-year deal with LG Ads, the advertising/electronics arm of LG Electronics, now brings iSpot.tv's total panel size to just over 50 million TV homes -- of which 19 million come from Vizio smart TVs and 12 million from set-top boxes.

CYNOPSIS MEDIA

[12/15/21: Airdate set for Michelle Obama's "Blackish" debut](#)

Cynopsis, 12/15/2021

Real-time cross-platform TV ad measurement company iSpot announced a 4.5-year licensing deal for all smart TV data from LG Ad Solutions. It gives iSpot access to LG on-the-glass program and ad data from over 20 million opted-in Smart TVs from a broad range of makers in addition to LG.

ADVANCED TELEVISION

[iSpot, LG Ads Solutions smart TV data deal](#)

Advanced Television, 12/15/2021

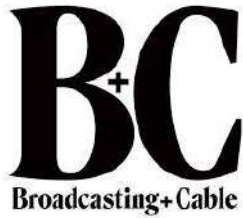
"We continue to invest heavily in our data and measurement infrastructure for the benefit of our clients," stated Sean Muller, founder and CEO at iSpot. "We believe that smart TVs represent the present and future of measurement, and our unique ability to verify ad play on the TV screen enables a TV ecosystem that's increasingly becoming addressable and cross-screen."

MediaPost

[Golden Globes Is A No-Go For NBCU In 2022 - But The \\$43M Loss May Be A Good Thing](#)

MediaPost, 12/15/2021

NBC pulls in sizable advertising revenues from the Globes show. In 2021, it took in an estimated \$42.6 million in national TV advertising from the event, according to iSpot.tv



[TV By the Numbers: Holiday Movies Fuel Freeform's Watch-Time Windfall](#)

B+C, 12/14/2021

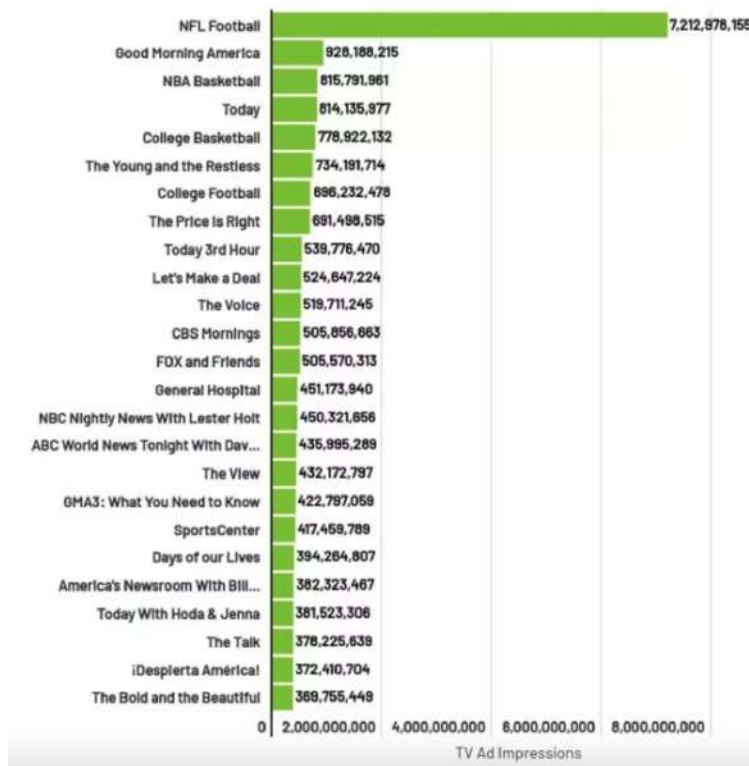
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

NFL games continue to outpace the rest of TV, delivering over 7.2 billion ad impressions from December 6-12 — nearly eight times the next-highest programming (Good Morning America).



Top Shows by TV Ad Impressions

Dec. 6-12, new episodes only



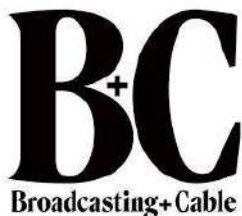
AdAge

[WATCH THE NEWEST COMMERCIALS FROM CHEVY, RING, VISA AND MORE](#)

Ad Age, 12/14/2021

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. (Scroll down to watch them all.)

A few highlights: Santa Claus schools one of his elves on the fact that Ring, the video doorbell company, offers an alarm system. Visa says, “Wherever your passion takes you, pay online with confidence.” And Chevrolet serves up a 60-second TV cut of “Holiday Ride,” a short film about a widower whose daughter secretly gets his late wife’s 1966 Chevy Impala restored as a Christmas gift. We’ve also embedded the four-minute web version of “Holiday Ride” below.



[Dolan Measurement Company 605 Jumps Into Currency Competition](#)

B+C, 12/14/2021

Observers see a half dozen companies vying to provide currency along with Nielsen, including Comscore, iSpot.tv, VideoAmp and 605.



[Spielberg's 'West Side Story' Starts At Modest \\$10.5 Million, Leading All Movies](#)

MediaPost, 12/13/2021

Twentieth Century Studios spent an estimated \$21.5 million in national TV advertising for “West Side Story,” according to iSpot.tv -- taking in 1.2 billion impressions over the entire run of the campaign.

DEADLINE

['West Side Story' Isn't Kicking Up With \\$10M+ Opening: What That Means Right Now During Another Pandemic Holiday – Sunday Update](#)

Deadline, 12/12/2021

iSpot reports that close to \$10M in TV ads have been spent on No Way Home so far that started in late November, this compared to Disney shelling out \$21M for West Side Story, which began dropping ads in mid-November.



[OpenAP Launches XPm, TV's Cross-Platform Measurement Framework Powered by OpenID](#)

Talk CMO, 12/10/2021

Participating XPm measurement companies include Comscore, iSpot, Nielsen, VideoAmp and 605, with Innovid offering enhancements to digital measurement for use in XPm reporting. GroupM, dentsu and Horizon Media have also joined as the first agencies to pilot the framework for XPm reporting insights.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM VUORI, PAPA JOHNS, JARED AND MORE](#)

Ad Age, 12/13/2021

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. (Scroll down to watch them all.)

A few highlights: Papa Johns serves up a fresh 15-second TV cut of an ad promoting its Triple Bacon Pizza—a variation on a [bacon-focused campaign](#) it kicked off last month. (ICYMI: [“Papa Johns updates logo and restaurant design.”](#) from Ad Age’s Jon Springer, Nov. 16.) Athletic apparel brand Vuori calls its Ponto Pant “the softest performance pant on the planet.” And Jared updates “Sisterhood,” a recent ad featuring two sisters, to plug its 20%-off sale on fashion jewelry—now through Dec. 19.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AIRBNB, STIR, GUITAR CENTER AND MORE](#)

Ad Age, 12/10/2021

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. (Scroll down to watch them all.)

A few highlights: Seemingly strange creatures chill out at an Airbnb rental in a spot with the tagline “Strangers aren’t that strange.” If you’re a single parent, [Stir](#) wants you to try its dating app. And Anthony Ramos explains why he makes music in the latest from Guitar Center.

AdAge

[THE 10 BIGGEST BRAND ADVERTISERS ON TV IN 2021](#)

Ad Age, 12/08/2021 (avoid paywall [here](#))

Does it seem sometimes like you see TV spots for the same brand over and over? Well, you are not imagining things.

Here are the most-seen brand advertisers on TV this year, according to analytics firm [iSpot.tv](#)—as measured by total national broadcast and cable TV ad impressions, from Jan. 1 through Dec. 1, 2021*. (We’ve also included a key 2021 ad from each brand, along with links to additional coverage.)

THE 10 BIGGEST BRAND ADVERTISERS ON TV IN 2021

Liberty Mutual, Geico and Domino’s lead the list

By [Ad Age and Creativity Staff](#). Published on December 08, 2021.



A scene from a Liberty Mutual commercial. Credit: Liberty Mutual

The logo for TVREV features a red square icon with a white TV screen and a signal tower on the left, followed by the text "TVREV" in a bold, red, sans-serif font.

[Hot Takes: What's On Tap For 2022? — TVREV](#)

TVREV, 12/10/2021

Emily Wood, VP of Business Development at [iSpot](#) is thinking 2022 will be the year we see deeper adoption of new ad measurement currencies...and a return to weekly appointment TV.

New currencies for cross platform TV and CTV ad measurement won't just be implemented by networks, but integrated into the edges of activation platforms and bespoke agency planning tools. And more streaming companies will learn from Coach Lasso and revert to once a week episodes. Gen Z will think it's a new network strategy.

The MediaPost logo consists of a stylized "M" icon made of three vertical bars in red, orange, and yellow, followed by the text "MediaPost" in a bold, black, sans-serif font.

[Automotive TV Spending Down 8.8% In November](#)

MediaPost, 12/07/2021

Automakers' estimated TV spending was down 8.8% in November compared to a year ago, while impressions fell 29.4%, per iSpot.tv.

...

While automakers' national TV ad spend may be down year-over-year, there's a deeper story around how some brands just spent more in late 2020 to make up for a lack of live sports earlier in the year, says Stuart Schwartzapfel, SVP, Media Partnerships at iSpot.

...

Over 78% of Ford's November national TV ad spend was related to football -- NFL games, college football and FOX NFL Sunday, among other related programs, per iSpot. Toyota's emphasis was even more football-focused, with nearly 90% of the month's TV ad spend dedicated to NFL and college football games.

The biggest spend increases among top 15 brands by spend, Nov. 2021 vs. Nov. 2020, were Honda, up 74.5%, followed closely by GMC (+68.6%), Ram Trucks (+45.7%), Mercedes-Benz (+20.6%) and Kia (+13.2%).

Vehicles: Auto Makers
Top Brands - Est. National TV Spend: 11/01/2021 - 11/30/2021
Data provided by iSpot.tv



Street & Smith's



[Dr Pepper tops ad spending during CFB championship weekend](#)

SBJ, 12/07/2021

Dr Pepper, an official sponsor of the College Football Playoff, Big Ten, Big-12, Pac-12 and the SEC, spent \$1.39 million advertising during college football conference championship games telecasts last weekend, the most of any brand, according to an analysis of iSpot.tv data by SBJ's David Broughton. The soda maker aired four different spots a total of 33 times during 9 of the 10 championship games. They did not advertise during the Mountain West Conference finale.

CFP sponsor Allstate spent \$866,000 during the championship games after shelling out \$14.9 million [during the regular season](#).

Top TV advertisers during FBS conference championship games			
BRAND	ESTIMATED AD SPEND	SPOTS	GAMES
Dr Pepper^	\$1.39 million	33	9
State Farm	\$1.05 million	22	7
Allstate^	\$886,000	27	9
Geico*	\$818,000	14	5
T-Mobile	\$792,000	19	9
Progressive	\$756,000	24	9
AT&T Wireless*^	\$685,000	24	10
Nissan*	\$660,000	28	10
The Home Depot	\$603,000	7	4
GMC	\$562,000	10	3



[Allstate leads college football ad spenders with nearly \\$15M](#)

SBJ, 12/03/2021

Insurance companies, car brands and quick-serve restaurants made up one-third of the \$509M spent by brands this season advertising during college football telecasts on national TV networks, according to an analysis of iSpot.tv data.



[OpenAP Unveils Cross-Platform Measurement Framework for 2022 Broadcast Season](#)

Adweek, 12/09/2021

The framework is not meant to serve as a measurement alternative on its own, but instead serves as the connecting tissue from networks to measurement companies. Companies like Comscore, iSpot, Nielsen, VideoAmp and 605 will be integrated into the framework and will report based on the data coming in.



[OpenAP Launches Cross-Platform Measurement Framework For TV](#)

MediaPost, 12/09/2021

Measurement companies working with XPM include Comscore, iSpot, Nielsen, VideoAmp and 605. Another company, Innovid, will offer enhancements to digital measurement for use in XPM reporting.

[OpenAP's New XPM Brings Cross-Platform Deduplication To TV, CEO Levy Says](#) (video)

BeetTV, 12/09/2021

[TV Networks Back New OpenAP Technology to Measure Audiences Across Screens](#)

Variety, 12/09/2021

Participating XPM measurement companies include Comscore, iSpot, [Nielsen](#), VideoAmp and 605, with Innovid offering enhancements to digital measurement for use in XPM reporting.

Broadcasting+Cable

[OpenAP's XPM Providing Cross-Platform Metrics With Multiple Measurement Companies](#)
B+C, 12/09/2021

Measurement companies Comscore, iSpot, Nielsen, VideoAmp and 605 are working with OpenAP, along with Innovid, which is offering enhancements to digital measurement for use in XPM reporting.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[OpenAP Launches Cross-Platform Measurement For TV](#)
RBR, 12/10/2021

Participating XPM measurement companies include Comscore, iSpot, Nielsen, VideoAmp and 605, with Innovid offering enhancements to digital measurement for use in XPM reporting. GroupM, dentsu and Horizon Media have also joined as the first agencies to pilot the framework for XPM reporting insights.

campaign^{US}

[OpenAP enables cross-platform TV measurement](#)
Campaign US, 12/09/2021

XPM supports a variety of third-party measurement solutions including Nielsen, Comscore, iSpot, VideoAmp and 605 to enable choice and spark innovation in the space, Levy said.

FIERCE Pharma

[November sees Sanofi-Regeneron dethroned after 6-month rule over TV ad spender list](#)
Fierce Pharma, 12/06/2021

Total spend in November from these top 10 was \$107.1 million, a drop of \$47.1 million from last October's estimation.



[Top Syndie Shows Outdrawing Primetime](#)

TV News Check, 12/06/2021

According to iSpot.tv data through mid-November, advertisers had placed \$24.5 million on Family Feud for the first nine weeks of the new syndication season, while \$20.7 million was placed in Wheel of Fortune.

...

Dr. Phil, on in syndication for 18 years, is averaging 2.5 million viewers and taking in \$11.3 million in ad dollars for the nine weeks ending Nov. 14., according to iSpot.tv. While The Ellen DeGeneres Show, in its final season after 18 years in syndication, is averaging 1.4 million viewers and has taken in \$3.4 million in ad dollars. Relative newcomer The Kelly Clarkson Show is averaging 1.3 million viewers and has gotten \$4.9 million in ad dollars through mid-November.



[Video Streamers Raise National TV Marketing Spend 40% In Q3 12/09/2021](#)

MediaPost, 12/10/2021

Over the last three months, video streaming companies have sharply raised TV marketing efforts -- now up 40% to \$672.2 million in total estimated TV spend and media value versus the same period a year ago, according to iSpot.tv.



[National TV Airings For Theatrical Movies Down 23% Sept.-Dec. Vs. 2019, Impressions Down 36%](#)

MediaPost, 12/05/2021

National TV airings are down 23% -- from Sept. 4 through Dec. 4 -- to 78,809 versus 102,978 in 2019, according to iSpot.tv. This has resulted in 26.2 billion impressions, down 36% (versus 40.9 billion in 2019).



[Subaru Makes an 'Impact' With Corporate Giving Campaign](#)

Wards Auto, 12/09/2021

Subaru makes the biggest impression on car shoppers with two TV commercials that highlight the manufacturer's corporate giving efforts.

The ranking of the most-viewed automotive spots on TV -- those generating the highest number of impressions across national broadcast and cable TV airings from Nov. 29 to Dec. 5 -- comes from [iSpot.tv](#), the always-on TV ad measurement and attribution company.

Broadcasting+ Cable

[Hallmark Channel Gives 'Sister Swap: A Hometown Holiday' TV's Biggest Promo Push](#)

B+C, 12/09/2021

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. Our data covers the seven-day period through Dec. 5.

A [Hallmark Channel](#) spot for its original movie *Sister Swap: A Hometown Holiday* is No. 1, while [Freeform](#) takes second place to promote its 25 Days of Christmas programming marathon.



[Promo Mojo: Hallmark, Freeform Light Up List with Christmas Programs](#)

Promax, 12/08/2021

Notably, the Freeform spot has the week's highest iSpot Attention Index (131), 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.

Broadcasting+ Cable

[TV By the Numbers: College Championships Propel CBS Impressions, Watch-Time Wins](#)

B+C, 12/09/2021

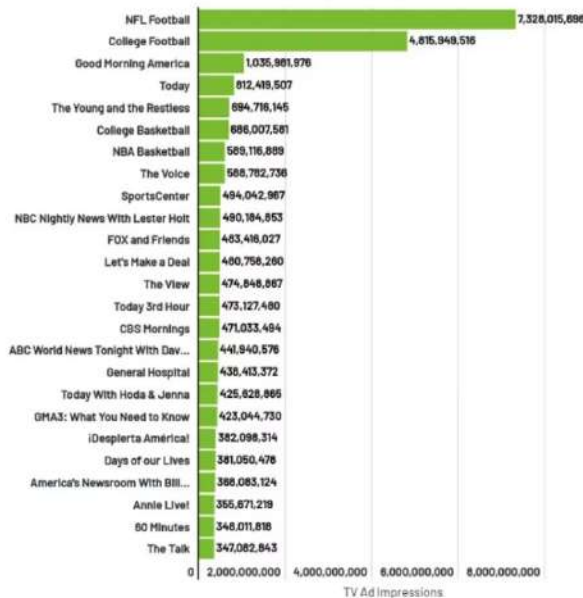
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

While NFL TV ad impressions are understandably down compared to the week of Thanksgiving, the league's live games still lead all programs by about 2.5 billion from Nov. 29-Dec. 5.



Top Shows by TV Ad Impressions

Nov. 29-Dec. 5, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS FROM JBL, SIRIUSXM, JACK IN THE BOX AND MORE](#)

Ad Age, 12/09/2021

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. (Scroll down to watch them all.)

A few highlights: SiriusXM serves up another installment of its continuing “Everything you want to hear lives here” campaign. (See: [“Kevin Hart, Dave Grohl, LL Cool J and Bella Poarch live under the same roof in SiriusXM’s biggest-ever brand campaign.”](#) from Ad Age in September.) JBL teases its upcoming “JBL x Giannis” collaboration with NBA star Giannis Antetokounmpo. And Jack in the Box introduces “shoulder patties” in a comically retro ad that first dropped during ABC’s “Live in Front of a Studio Audience.” (Ad Age’s Jon Springer has the

backstory—and more retro ads from other brands: [“Watch 6 throwback ads from ’80s-themed Jimmy Kimmel special.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AMAZON PRIME VIDEO, STATE FARM, DISNEY+ AND MORE](#)

Ad Age, 12/08/2021

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. (Scroll down to watch them all.)

A few highlights: Disney+ serves up a fresh installment of its continuing campaign starring Dave Bautista in support of [The Disney Bundle](#). (Ad Age’s Parker Herren wrote about the original ad back in July: [“Meet Dave Bautista in his latest Disney role: The Streamer.”](#)) A gamer complains about the cost of in-game purchases in the latest from State Farm. And Amazon Prime Video shows how you can use its X-Ray feature to shop the fashions you see in some of its streaming shows and movies.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM APPLE, THE HOME DEPOT, SEPHORA AND MORE](#)

Ad Age, 12/07/2021

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. (Scroll down to watch them all.)

A few highlights: Apple hypes its 3rd-generation AirPods with Spatial Audio in a retro “iPod silhouette”-style spot set to the song “777” by Silk Sonic. The Home Depot says, “Make the holidays yours with a little help from The Home Depot.” And Sephora wants you to know that you can get 20% off at its Beauty for All Event through Dec. 12.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM UPWORK, FRESH STEP, UNDER ARMOUR AND MORE](#)

Ad Age, 12/06/2021

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. (Scroll down to watch them all.)

A few highlights: Fresh Step, the kitty litter brand, suggests that you should “be more like your cat.” (A web version of this ad debuted online in October.) Steph Curry stars in a spot for Curry Brand from Under Armour. And Upwork, the marketplace for freelance talent, says, “When the world is your workforce, finding the perfect project manager, designer, developer or whomever you may need, tends to fall right into place.”

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SKILLSHARE, H&M, LIBERTY MUTUAL AND MORE](#)

Ad Age, 12/03/2021

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. (Scroll down to watch them all.)

A few highlights: “Sharing is always in season,” H&M says in a spot that encourages the recycling of its fashions. Skillshare wants you to know that when you join its learning platform, you’ll get one month free. And a bull rider stars in the latest from Liberty Mutual.



[TV Measurement Standard Remains Firmly In Flux](#)

TV News Check, 11/24/2021

“We have a lot of respect for what Nielsen can do as a measurement company overall,” says Sean Muller, CEO, iSpotTV, a Nielsen measurement alternative. “But they do struggle with granular, second by second cross-screen ad measurement in particular. And it’s no secret they have a lot of work to do to modernize and pivot their infrastructure. They are a panel-led company, which makes it hard to capture cross-screen ad and content measurement.

“The problem with BBO-based measurement will only get harder as consumer behaviors shift,” he says. “What we don’t know is how many boxes will be used in the future, [but] we do know TVs will be the best primary source of viewership validation and verification, because [they are] screen level. The struggles there reinforce the importance of smart TV-delivered ACR data. Only screen level verification can span broadband and cable homes. At iSpot, we invested in

smart TV data years ago and have supplemented that with millions of set-top devices and other data to get a solid view of households, business and brand impacts and more.”

BUSINESS INSIDER

[6 TV advertising firms that experts say are prime acquisition targets in 2022](#)

Business Insider, 11/22/2021

iSpot.TV

iSpot.TV wants to challenge Nielsen and change how TV ads and programs are measured.

The firm sells software that uses viewing data across 19 million smart TVs to track what commercials and programs people watch. Advertisers use the data to plan and measure streaming and linear TV ad buys. iSpot has acquired two companies in the past year to grow its relationships with brands: DRMetrix and [Ace Metrix](#).



iSpot.TV CEO Sean Muller iSpot.tv

RetailWire

[Who will win the first RetailWire Christmas Commercial Challenge?](#)

Retail Wire, 11/30/2021

Walmart spent \$56 million placing holiday commercials on national television between Oct. 1 and Nov. 28, according to figures provided by iSpot.tv to RetailWire. Amazon.com spent more than \$33 million during the same period. Target spent \$20.8 million, followed by Macy's (\$17.7 million) and Kohl's (\$13 million), to round out the top five national TV advertisers through Cyber Monday.

The next five on iSpot's list of retailers spending big on national advertising were Old Navy (\$9.9 million), Etsy (\$8.6 million), Lowe's (\$7.5 million), Home Depot (\$7.1 million) and Duluth Trading (\$6.8 million).

BUSINESS INSIDER

[20 rising stars of brand marketing who are shaking things up at companies from Netflix to Sephora](#)

Business Insider, 11/30/2021 (avoid paywall [here](#))

Sheppard also was instrumental to Chipotle's first Super Bowl ad that featured a boy asking "Can a Burrito Change the World?," and touted its positive environmental impact. The 2021 spot had the second-highest online engagement rate among Super Bowl ads leading up to the game, according to TV measurement company iSpot.

AdAge

[THE 5 MOST-SEEN TV COMMERCIAL STARS REVEALED: DATACENTER WEEKLY](#)

Ad Age, 11/19/2021

At Ad Age Datacenter Weekly's request, TV ad tracking service [iSpot.tv](#) pulled together a short list of the most-seen commercial actors, as measured by the total TV ad impressions of the ads they star in. Here's the exclusive list, based on commercial airings data (national broadcast and cable) collected from Jan. 1 through Oct. 24:

AdAge

[NIELSEN WILL MEASURE INDIVIDUAL ADS AS IT OVERHAULS ITS RATINGS SYSTEM](#)

Ad Age, 11/22/2021

Nielsen-owned Gracenote is one of two companies—along with Inscope—that license automated content recognition (ACR) technology to log commercials shown on smart TVs, a technology also used by many Nielsen competitors such as VideoAmp, Comscore and iSpot.tv.

DEADLINE

[The Sobering Reality Of Thanksgiving Box Office During Pandemic With 'Encanto' Sans 'Top Gun 2': Adults Return For 'House Of Gucci', 'Licorice Pizza'](#)

Deadline, 11/27/2021

iSpot reports that Disney spent \$14M in U.S. TV ads for Encanto, a campaign that generated 1.26 billion impressions. Top TV networks running Encanto spots were Disney Channel (12.1%), ABC (11.0%), Hallmark (8.0%), Nick (7.6%) and FOX (7.0%) across such shows as NFL games, Big City Greens, Miraculous: Tales of Ladybug and Cat Noir, SpongeBob SquarePants and college football.

...

iSpot says UAR spent \$12.8M on TV spots for House of Gucci on such networks as NBC, Fox, CBS, the Paramount Network and Lifetime, on such shows as NFL games, Friends reruns, Yellowstone, The Voice, and the World Series.



[SBJ Unpacks: Allstate jumps to top of college football ad spenders](#) (newsletter)

SBJ, 12/03/2021

Insurance companies, car brands and quick-serve restaurants made up one-third of the \$509 million spent by brands this season advertising during college football telecasts on national TV networks, according to an analysis of iSpot.tv data by SBJ's David Broughton.

Twelve of the 25 biggest advertisers were a corporate partner of the CFP or NCAA -- or in the case of AT&T and Capital One, both.

AT&T was the top spender in 2019 (pre-pandemic) with \$20.5 million.

Overall this season, the \$508.3 million spent was down 31% from 2019's \$737.8 million. One reason why? The number of prime time ads from 2019 dropped by 14% this year, per Broughton.

Spending across the pandemic-affected 2020 season was \$326.6 million.

Top ad spenders during 2021 college football regular season across national TV networks				
BRAND	SPOTS	AIRINGS	PRIMETIME AIRINGS	TV AD SPEND
Allstate*	9	2488	518	\$14,876,086
State Farm	17	1841	230	\$12,529,563
Nissan*	20	951	213	\$12,005,243
Dr Pepper*	6	2549	423	\$11,717,040
Geico^	24	2046	268	\$11,216,917
AT&T Wireless**	12	1222	313	\$10,608,816
DirecTV Stream	2	456	128	\$10,403,225
Progressive	17	535	114	\$10,117,577
T-Mobile	27	1239	242	\$9,616,080
The Home Depot	20	468	100	\$9,133,760
Wendy's^	12	1420	320	\$8,974,308
Ram Trucks*	18	800	134	\$7,382,732
Google (phones)	6	261	71	\$7,094,339
Aflac^	3	401	92	\$6,606,677
Taco Bell*	18	960	207	\$6,601,555
Rocket Mortgage	12	659	106	\$5,990,545
Domino's	17	816	245	\$5,551,154
Liberty Mutual	7	1227	162	\$5,400,895
Mercedes-Benz*	10	407	76	\$4,573,643
Jersey Mike's	11	320	55	\$4,542,704
Coca-Cola^	4	193	34	\$4,371,878
Apple iPhone	3	250	78	\$4,366,105
Capital One**	4	848	124	\$4,121,113
Cadillac	5	346	56	\$4,098,718
Lexus	22	773	171	\$4,059,301

NOTES: * = CFP sponsor. ^ = NCAA corporate partner



[Hallmark Channel Leads 'Turkey Five' Retail TV Ad Surge](#)

TVREV, 12/01/2021

According to data from [iSpot.tv](#), retail brands spent nearly \$132 million on national TV ads during the “Turkey Five” (Thanksgiving through Cyber Monday) — a 9% increase over last year’s figures and a 19% jump from 2019. Walmart’s led the way by far this year, with over \$21.5 million put toward TV spots during the five-day stretch (over \$6 million more than Amazon). In all, 21 different retail brands spent at least \$1 million on TV in the window.

IndieWire

[What Were the Number-One Movies and TV Shows of 2021? We May Never Find Out.](#)

Indie Wire, 12/02/2021

To figure out what that system could be, NBCUniversal put out a call for proposals from data and analytics firms and received more than 100 responses. “We thought we knew the measurement landscape, but once we put out a call for RFP, we did not expect the level of response we received,” the company’s EVP of measurement and impact, Kelly Abcarian, told the companies in a memo. Usual suspects like Nielsen and Comscore are in play, but so are newer companies like Oracle’s Moat and **iSpot.TV**, as well as Adobe and Vizio.



[A Strong Ad Start To The TV Season May Slow In 2022](#)

MediaPost, 12/02/2021

Major retailers -- brick and mortar, ecommerce -- spent nicely, according to iSpot.tv: Walmart, with \$21.5 million; Amazon, \$15.1 million; Target, \$13.0 million; and Kohl’s, \$9.6 million.

But other industries are not as positive. National TV automotive spending, for example, for the last two weeks of November was \$185 million, down from \$195 million a year ago, according to iSpot.tv. Continued shortage of computer chips has hit that industry -- and other businesses.



[CIMM Developing Guide To Converged TV Measurement Providers](#)

MediaPost, 12/01/2021

Among the companies being researched: Nielsen, Comscore, iSpot.TV, Moat, Six Zero Live, TVSquared and Videoamp.



[Hallmark Channel Takes Top Holiday Theme Ad Impressions For 2021, Walmart, Amazon Big TV Spenders](#)

MediaPost, 11/23/2021

Heavy holiday-themed content, especially Christmas-themed movies, has boosted Hallmark Channel to again take a leading share of holiday-themed TV ad impressions, according to iSpot.tv.

...

Walmart and Amazon -- two big retailers -- are the dominant marketers for estimated holiday-themed national TV ad spend -- up significantly, according to iSpot.tv, from a year ago.

So far, Walmart is at \$39.8 billion and Amazon, \$30 billion. Farther down the list are two other major retailers: Target (\$14.4 million) and Macy's (\$13.5 million), followed by Ram Trucks (\$13 million); Peloton (\$8.8 million); Kohl's (\$8.2 million); Lowe's (\$7.4 million); Starbucks (\$6.9 million); and Samsung Mobile (\$6.3 million).

A year ago, per iSpot.tv, Peloton spent virtually nothing on national TV holiday-themed advertising.

CYNOPSIS MEDIA

[11/24/21: NBCUniversal International Studios Rebrands](#)

Cynopsis, 11/24/2021

Holiday shopping is already on the move, and that includes TV ad spending. It's down slightly from last year, according to iSpot data. For the days between October 1-November 18, brands spent more than \$319 million on holiday-related TV spots, down from \$328 million in 2020. Leading all networks, over 10% of all holiday-related TV ad impressions appeared on Hallmark (with another 2.8% on Hallmark Movies & Mysteries). On the retail front, Walmart spending is up 70% and Amazon in up 49%, while other retail brands have seen more modest increases (or none at all).



[Major League Baseball Lockouts Haunt TV Marketers](#)

MediaPost, 12/03/2021

Major League Baseball still brings in around \$450 million in national TV advertising, according to estimates from iSpot.tv, for a number of TV networks. There is a lot more advertising that goes into local TV baseball efforts. For the league itself, MLB will begin a seven-year, \$5.1 billion broadcasting deal with Fox next year.



[CNN Suspends Prime-Time Host Chris Cuomo 'Indefinitely'](#)

MediaPost, 12/01/2021

Projections from iSpot.tv show “Cuomo Prime Time” pulled in \$30.6 million in national TV advertising, resulting in 8.5 billion impressions, from November 29, 2020 to November 29, 2021.



[Theatrical Movie Revenues Grow Over Thanksgiving Weekend](#)

MediaPost, 11/28/2021

Disney spent heavily on TV advertising over the last two weeks in for “Encanto” -- getting an estimated 1.03 billion impressions from 2,752 equivalized 30-second spots, with a paid advertising/TV promotion advertising value estimate of \$8.9 million, according to iSpot.tv.



[Adult-Themed, Less-Action Movies May Not Need Theatrical Releases](#)

MediaPost, 11/26/2021

Yet according to iSpot.tv, Warner Bros. efforts made a strong promo effort for the movie.

Total TV airings for the movie, virtually all national TV commercials, were at 851 for the most recent two weeks ending Nov. 21 and 1,584 for the lifetime of the campaign, yielding 911 million impressions. By way of comparison, “Ghostbusters” has been estimated at 4,429 airings overall and 2,843 for the most recent two weeks, pulling in 1.3 billion impressions.



[NBC Ramps Up Beijing Olympics Marketing Amidst Rising Political Concerns In China](#)

MediaPost, 11/29/2021

Starting this month, much of the marketing has been around TV promotional spots -- some 1,529 spots on NBCUniversal channels and networks -- yielding 386.3 million impressions, with media value of an estimated \$11.1 million, according to iSpot.tv.

Over 88% of those TV impressions have come from national TV networks, Nielsen live program-plus-same-day viewing. Another 5.6% of those impressions come from local TV stations, with 3.4% from Nielsen-measured, three-day time-shifted viewing.



[NBCUniversal Scores Premier League's Soccer In Multi-Year Billion-Dollar Deal](#)

MediaPost, 11/22/2021

From all NBCU's games, shows and content, Premier League collectively earned an estimated \$17 million in national advertising revenue from November 2020 to November 2021, according to iSpot.tv.

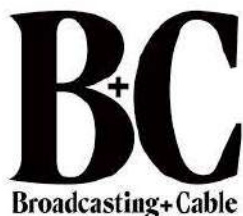


['Ghostbusters: Afterlife' Screens \\$44M At Opening Weekend. 'King Richard' Underwhelms](#)

MediaPost, 11/21/2021

Sony Pictures spent about half of its estimated \$16.5 million in national TV advertising on "Ghostbusters" during the last two weeks before its debut for 2,836 airings, according to iSpot.tv.

The only other movie to debut this past week, Warner Bros. "King Richard," pulled in an underwhelming \$5.7 million. Versus "Ghostbusters," Warner Bros. spent more on "King Richard" in national TV advertising -- an estimated \$17.5 million -- over its entire campaign, according to iSpot.tv.

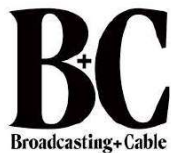


[Fox Gives College Football TV's Biggest Promo Push](#)

Broadcasting + Cable, 12/01/2021

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. Our data covers the seven-day period through Nov. 28.

A [Fox](#) spot for College Football is No. 1, though last week's chart-topper, [Hallmark Channel](#), still makes a strong showing: The Christmas-obsessed network grabs third place and fourth to promote, respectively, The Christmas Contest and Christmas at Castle Hart — both Hallmark Channel original movies.

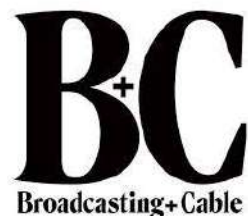


[Hallmark Channel Gave 'A Kiss Before Christmas' TV's Biggest Promo Push](#)

Broadcasting + Cable, 11/24/2021

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. Our data covers the seven-day period through Nov. 21.

[Hallmark Channel](#) dominates our ranking, grabbing first place to promote its original movie A Kiss Before Christmas, plus fourth for The Christmas Contest and fifth for A Christmas Together With You.



[TV By the Numbers: Thanksgiving Parade Floats Near Impressions, Watch-Time Leads](#)

Broadcasting + Cable, 11/30/2021

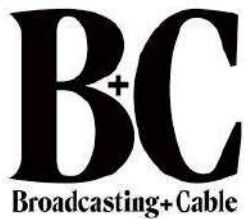
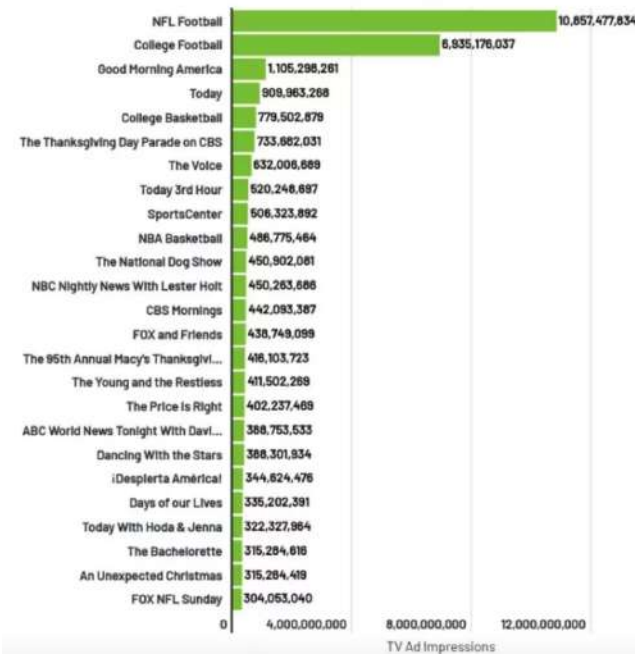
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

The NFL hoards TV ad impressions once more, with over 10.9 billion from Nov. 22-28 (an increase of about 3 billion compared to the previous week).



Top Shows by TV Ad Impressions

Nov. 22-28, new episodes only



[TV By the Numbers: Fox and Football Nab TV Watch-Time Lead](#)

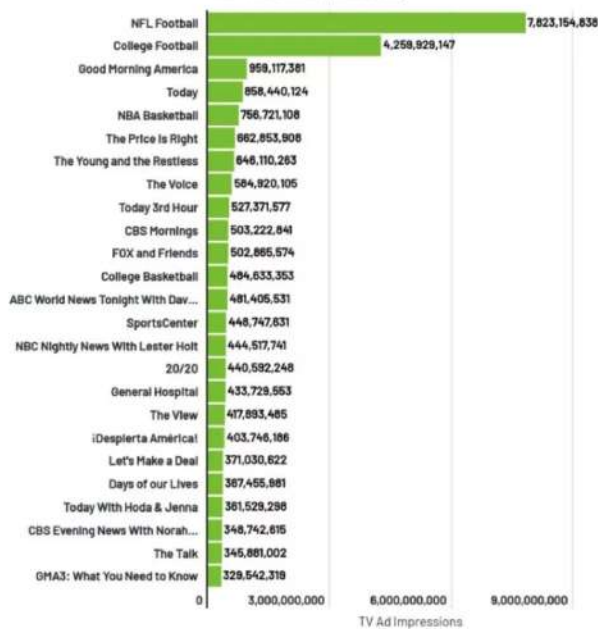
Broadcasting + Cable, 11/24/2021

Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

The NFL rakes in TV ad impressions yet again, with over 7.8 billion from Nov. 15-21— over 3.5 billion impressions more than the No. 2 programming for the week, college football.

Top Shows by TV Ad Impressions

Nov. 15-21, new episodes only


WARDSAUTO_™
[Honda Reclaims Top Spot on Most-Viewed Auto Ads List](#)

Wards Auto, 12/03/2021

Honda returns to first place 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.

The week of Nov. 22 saw Honda's spot, titled "The Origin of Determination," overtake the previous week's leader by about 6 million impressions. Although clocking in at a full minute, the ad still kept viewers engaged, according to iSpot's [Ace Metrix](#) survey data, scoring 12% higher than the industry norm for "attention."


WARDSAUTO_™
[Lincoln Gets 'Unexpected' Boost to Top Auto Ad of the Week](#)

Wards Auto, 11/24/2021

Lincoln returns with the most-viewed automotive commercial for Nov. 15-21 with its new “Wish List Event: Unexpected” ad showcasing the electric Aviator and featuring the song “It’s a Most Unusual Day” by Beverly Kenney.

The ranking of automotive spots is compiled by [iSpot.tv](#), the always-on TV ad measurement and attribution company, which tracks the ads generating the highest number of impressions across national broadcast and cable TV airings.

ENDPOINTS NEWS

[MarketingRx roundup: AbbVie’s Humira TV turns focus to HS skin condition; Sanofi amps parenting policy](#)

Endpoints News, 12/01/2021

While the ads likely won’t drop the big dollars of Humira, exact spending data on the ads was not available through national TV ad tracker iSpot.tv. That may be because the ads are only running locally or on connected TV.



[TV Ads Turn Up The Volume, Risk Turning Off Viewers In Sports Betting Markets](#)

PlayUSA, 11/30/2021

It’s more noticeable, interestingly, than the insurance commercials that continue to dominate the ad buys during sporting events, according to information available at [iSpot.tv](#). Even though no sportsbook has been among the top 10 spenders this NFL season, the general public seems to have become desensitized to emus, Jake and Flo, while becoming annoyed with Roman rulers and [various jock pitchmen](#).

...

According to iSpot.tv, DraftKings and FanDuel bought 63,122 television ads for their daily fantasy product heading into the 2015 National Football League season, a 177% increase from the previous year, before the pastime mushroomed nationally. Viewers felt “inundated,” and they [despised the ads](#).



[PRIVACY’S THREE-BODY PROBLEM; META STILL TRACKING TEENS; WARNERMEDIA’S NIELSEN COMPETITOR](#)

Ad Monsters, 11/26/2021

[WarnerMedia is speaking](#) with a handful of competing Nielsen vendors about a potential partnership down the line. They include: Comscore, iSpot, TVSquared, 605 and VideoAmp.

NICKI SWIFT

[Here's Why The Song In The Kohl's 'Family Fun' Commercial Is So Familiar](#)

Nicki Swift, 12/01/2021

It appears they've used it 38 times to be exact, per the list of the songs used in Kohl's commercials from iSpot.tv.



[AGA Boss Describes US Sports Betting Ads Blitz as 'Unsustainable Arms Race'](#)

Vegas Slots Online, 12/03/2021

Since this year's NFL season began, [US sportsbooks have gone all-out for market share via aggressive marketing strategies](#). Live sports dominated ad impressions and primetime broadcast spend increased 16% compared to 2019. Last month, market tracker iSpot.tv reported that between September 9 and October 17, rival sportsbooks Caesars, DraftKings, and FanDuel each spent over \$15m on US advertising.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM DISCOVERY+, AMAZON, PLANTERS AND MORE](#)

Ad Age, 12/02/2021

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. (Scroll down to watch them all.)

A few highlights: Amazon tells the story of the Peñas, a young couple that one-ups the whole ugly sweater trend with ugly mittens. Discovery+ says "there's something for everyone" to stream on its platform. And Planters serves up a fresh 30-second TV cut of its current retro

campaign. (Ad Age's Jon Springer has the backstory—and the 94-second version of the ad: [“Planters taps Reginald VelJohnson in ‘Nutstalgic’ musical holiday spot.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM DIRECTV, GEICO, AHA AND MORE](#)

Ad Age, 12/01/2021

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. (Scroll down to watch them all.)

A few highlights: A frustrated robot (that is trying to prove it's not a robot) stars in the latest from Geico. DirecTV hypes [DirecTV Stream](#) with a little help from Serena Williams and “The Matrix.” And Aha, the sparkling water brand from The Coca-Cola Company, presents a festive (and, sadly, doomed) group of caroling Aha cans.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM BEST BUY, WALGREENS, PIZZA HUT AND MORE](#)

Ad Age, 11/30/2021

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. (Scroll down to watch them all.)

A few highlights: Craig Robinson hypes the return of Pizza Hut's Triple Treat Box. Walgreens wants you to know you can now get same-day delivery (in as little as one hour) of holiday decorations. And Best Buy shows how its same-day delivery service helped save the holidays for one forgetful shopper.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM E-TRADE, SUBWAY, SWAROVSKI AND MORE](#)

Ad Age, 11/23/2021

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. (Scroll down to watch them all.)

A few highlights: A weary astronaut contemplates retirement in the latest from E-Trade.

Jacksonville Jaguars quarterback Trevor Lawrence hypes Subway's Baja Chicken & Bacon sub sandwich in a faux shampoo commercial. (See also: "[Tom Brady does a hero turn for Subway with zero-carb bread.](#)" from Ad Age's Jon Springer.) And Swarovski encourages you to "give the gift of wonder" this holiday season.

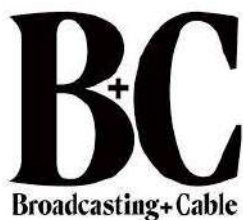
AdAge

[WATCH THE NEWEST COMMERCIALS FROM BROOKLINEN, UPS, DOWNY AND MORE](#)

Ad Age, 11/19/2021

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. (Scroll down to watch them all.)

A few highlights: UPS says, "You could get a job offer in under 30 minutes"—and invites viewers to apply at [UPSjobs.com](#) as it staffs up for the holiday season. Brooklinen hypes its early Black Friday sale, on now through Cyber Monday. And Downy Unstoppables serves up a retro, disco-inspired commercial with the tagline "A fresh too feisty to quit."



[iSpot.TV Using Blockgraph To Access More Identity Data](#)

Broadcasting + Cable, 11/17/2021

iSpot will use Blockgraph's Identity Operating System to tap into Blockgraph's identity layer. With additional insights about viewers, iSpot will be able to provide better analytics about the impression delivery and the impact of advertising campaigns. The new arrangement will also help measure addressable advertising and other advanced advertising techniques.

"Blockgraph's approach to audience data doesn't just supplement iSpot's attribution and impression reporting, it will help brands and media companies better understand and utilize addressable TV ad inventory in the context of their holistic TV campaigns," said Robert Bareuther, senior VP of business development, iSpot.

iSpot.tv Using Blockgraph To Access More Identity Data

By Jon Lafayette 7 days ago

Company to offer more granular real-time TV ad impression verification and reporting



(Image credit: iSpot.tv)

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[An Integration Intent on Addressable TV Capability Growth](#)

RBR, 11/17/2021

“This integration will help iSpot’s roster of brand and network clients more accurately measure and validate impressions derived from addressable campaigns executed or facilitated by MVPDs and associate business outcomes that happen as a result,” iSpot says.

eMarketer.

[US Connected TV Advertising 2021 - Insider Intelligence Trends, Forecasts & Statistics](#)

eMarketer, 11/18/2021 (full report PDF to be sent at EOD)

For Q4 2021, TV CPMs averaged \$10, up from \$6 in Q3, according to [iSpot.tv](#). These figures are broad averages that don’t take into account tentpole events and also include small cable networks, which have lower ad prices than broadcast stations. TV ad prices still vary widely by daypart. Primetime TV CPMs were \$15 for Q4, while daytime CPMs were \$6 and overnight CPMs were just \$4.

VARIETY

[WarnerMedia Plans to Launch Nielsen Measurement Alternative in 2022](#)

Variety, 11/18/2021

The company intends for advertisers to be able to compare its measurement system to that of others. Among the measurement companies WarnerMedia is in talks with are Comscore, iSpot, TVSquared, 605 and VideoAmp.



[ATT Is A Level Setter; Private Click Measurement Comes To Safari](#)

Adexchanger, 11/18/2021

Measurement company iSpot is building out its data sources through an integration with Blockgraph, the data consortium from Comcast, Charter and Viacom. [[Broadcasting & Cable](#)]

TVNewsCheck

THE BUSINESS OF BROADCASTING

[NBCU Considering 100+ RFPs For New TV Measurement Methodology](#)

TV News Check, 11/19/2021

More than 100 companies have raised their hands and submitted requests for proposals (RFPs) to be a part of NBCUniversal's Measurement Innovation process, NBCU said today. Those companies include Comscore, iSpot.TV, Kantar, Nielsen, TVSquared, VideoAmp and many more across several categories of measurement.

tvtech

[Gamut to Measure Impact of Local OTT and TV Ads on Foot Traffic](#)

TV Tech, 11/12/2021

"Businesses want the ability to see how many people their ads reach, how often their messages are seen and the net impact that has on their opportunities to speak to customers," says Stu Schwartzapfel, senior vice president of media partnerships at iSpot. "Gamut is leaning into that ability to give customers what they want, and in doing so is lowering the barriers to entry for local and regional businesses and brands that want to optimize their spend using Gamut's products."

Gamut's attribution offering leverages a massive database of verified TV ad airings provided by iSpot's real-time catalogue which is correlated with PlacelQ's location information generated from millions of opted-in devices and venues throughout the U.S.

SEATTLEINNO

[26 Washington state companies make Deloitte Technology Fast 500 list](#)
Business Journal, 11/18/2021

489. iSpot.tv
HQ: Bellevue
CEO: Sean Muller
Growth: 222%



Sean Muller is the founder and CEO of [iSpot.tv](#).

CYNOPSIS MEDIA

[11/15/21: Cynopsis Media Tech Update](#)
Cynopsis, 11/15/2021

Gamut is expanding its measurement capabilities via a partnership with iSpot. Gamut, which recently integrated iSpot's unified, cross-platform measurement featuring location data from PlacelQ, can now measure the ability of local OTT and linear TV campaigns to drive visits to retail locations. "Showing advertisers the unique reach and additional exposures we provide, coupled with actual data showing how often these ad exposures resulted in foot traffic, enables our clients to invest confidently in locally targeted OTT," said Soo Jin Oh, President at Gamut. "We now have the technology to run hyper-local targeting and personalized messaging at massive scale."



[NBCU Devises Framework For New Metrics Efforts](#)

MediaPost, 11/18/2021

At the top of the list -- under audience measurement -- are what NBC calls “currency contenders.” They include Nielsen, Comscore, Moat, iSpot.tv, TVSquared, VideoAmp and 605.

NBCU Devises Framework For New Metrics Efforts

by Wayne Friedman , November 18, 2021



DEADLINE

[Smart TV Measurement Firm Samba TV Files To Go Public](#)

Deadline, 11/16/2021

[Measurement](#), long the province of Nielsen in the traditional TV world, has become a more hotly competitive space in recent years. ComScore has taken a run at TV and film, after acquiring Rentrak, and firms like iSpot have joined Samba and others aiming to capture multi-platform viewership.



[Paramount+ Adds A Record 1 Million Subscribers In A Week](#)

MediaPost, 11/17/2021

Since October 29, the network ran 3,145 promo and advertising airings for “Yellowstone” -- \$4.1 million in estimated national TV ad spend and \$2.9 million in estimated media value from Viacom TV networks, grabbing 782 million impressions, according to iSpot.tv.



[Video-Game October Revenues Rise For Sixth Straight Month](#)

MediaPost, 11/15/2021

Through 10-1/2 months of 2021, national TV advertising for the video-gaming industry is at \$99.8 million, with 43,517 commercial airings and 8.4 billion impressions, according to iSpot.tv. A year ago, it was \$100.9 million with 50,784 airings and 9.9 billion impressions.

Video-Game October Revenues Rise For Sixth Straight Month

by Wayne Friedman, November 15, 2021



[Crypto.com Takes Over Naming Rights From LA's Staples Center](#)

MediaPost, 11/17/2021

Crypto.com started up an aggressive TV campaign featuring Damon at the beginning of November. National TV advertising spending to date has been estimated at \$9.0 million, coming from 188 commercial airings that produced 172.9 million impressions, according to iSpot.tv.



[When It Comes To Modeling, Are We Still Doing Precise Things With Imprecise Data?](#)

MediaPost, 11/16/2021

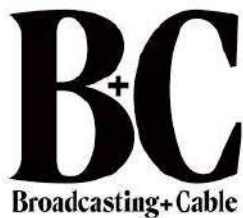
Wayfair moved its entire TV/video operation and MTA modeling in-house several years ago. It relies on iSpot.tv impressions data to help it understand the effects of linear and digital TV in combination, based on both short- and longer-term value to the brand.



['Eternals' Remains Top Movie For Second Week, 'Venom' Hits \\$202M](#)

MediaPost, 11/14/2021

What it comes to national TV marketing, for the most recent two-week period -- October 31 through November 13 -- "Eternals" continues to lead all movies in key national TV advertising metrics -- with \$7.2 million in estimated spend, 1,589.5 equivalent 30-second commercials, and 791.1 million impressions, according to iSpot.tv.



[CBS Gave Its Adele Special TV's Biggest Promo Push](#)

B+C, 11/16/2021

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. Our data covers the seven-day period through Nov. 14.

A [CBS](#) promo for its Adele One Night Only special, which aired Nov. 14, is No. 1.

Another traditional broadcaster, [ABC](#), lands in third place with its promo for the 2021 CMA Awards, which aired Nov. 10.

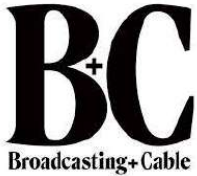


[Promo Mojo: Adele Lifts CBS to the Top](#)

Promax, 11/16/2021

Notably, ABC's 2021 CMA Awards spot has the week's highest iSpot Attention Index (121), 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.



[TV By the Numbers: Holidays Heating Up on Hallmark B+C, 11/16/2021](#)

Data from iSpot, the always-on TV ad measurement and attribution company, shows advertisers are already all-in on both Hallmark and Hallmark Movies & Mysteries to try and catch holiday audiences in a shopping mood.

Since Nov. 1, retailers have swarmed both cable channels with holiday ads. Retail brands made up nearly 20% of all TV ad impressions across both networks, compared to about 17% for the same time period in 2020. For some advertisers, Hallmark programming is a key part of their TV ad strategy this holiday season. Christmas tree brand Balsam Hill, for example, has nearly 50% of its November TV ad impressions so far (and 56% of its 2021 impressions to date) coming from Hallmark and Hallmark Movies & Mysteries.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM DURACELL, COKE, CHEWY AND MORE](#)
Ad Age, 11/17/2021

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. (Scroll down to watch them all.)

A few highlights: Coca-Cola serves up a fresh 30-second TV cut of its current holiday commercial. (Ad Age's Alexandra Jardine has the backstory—and the two-and-a-half-minute version of the spot: "[Coke's 'Real Magic' holiday ad is all about community.](#)") A family's pets all join in on the holiday cheer in the latest from Chewy. And Duracell says, "Your gifts deserve Duracell."

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SAMSUNG, INSTACART, TACO BELL AND MORE](#)
Ad Age, 11/16/2021

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. (Scroll down to watch them all.)

A few highlights: The Backstreet Boys classic "I Want It That Way" serves as the soundtrack for a Samsung ad that shows off the Galaxy Z Flip 3 smartphone, the Galaxy Watch 4 and Galaxy Buds 2. Instacart imagines what would happen if your mom had her own restaurant. And Taco Bell hypes its new Double Steak Grilled Cheese Burrito.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM MACY'S, DOLLAR GENERAL, FITBIT AND MORE](#)

Ad Age, 11/15/2021

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. (Scroll down to watch them all.)

A few highlights: Macy's promotes its Gift Finder (macys.com/giftfinder). Dollar General wants you to know that it's now on DoorDash. And Fitbit serves up another installment of its new "What's strong with you?" campaign—this one focused on a rock climber. (See an earlier "What's strong with you?" ad [here](#).)

AdAge

[WATCH THE NEWEST COMMERCIALS FROM NINTENDO, JOCKEY, INTERNATIONAL DELIGHT AND MORE](#)

Ad Age, 11/12/2021

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. (Scroll down to watch them all.)

A few highlights: Pop star Christina Aguilera and her kids star in Nintendo's latest ad for the Switch. Country star Luke Bryan promotes Jockey's Made in America T-shirt—"premium cotton grown and sewn in America." And International Delight, the coffee creamer brand, hypes its Buddy the Elf Peppermint Mocha flavor.

AdAge

[CRITICS CALL STATE FARM A 'BAD NEIGHBOR' FOR STICKING BY AARON RODGERS](#)

Ad Age, 11/08/2021

Despite State Farm's stated support, the insurer appears to be pulling back from airing spots featuring Rodgers, including a recent game show-style ad. That Rodgers ad aired only three times on Sunday; in comparison, a State Farm spot featuring spokesman Patrick Mahomes, whose Kansas City Chiefs were playing the Packers (without Rodgers), ran 33 times Sunday, according to iSpot tracking data.

B+C

Broadcasting+Cable

[Gamut Using iSpot Data To Measure OTT Campaign Foot Traffic Increases](#)

Broadcasting + Cable, 11/11/2021

iSpot's strategy has been to move beyond its ability to identify which ads are airing and who is watching them to [providing attribution analytics](#) for buy side and sell side platforms, as well as individual advertisers.

"Businesses want the ability to see how many people their ads reach, how often their messages are seen and the net impact that has on their opportunities to speak to customers," said Stu Schwartzapfel, senior VP of media partnerships at iSpot. "Gamut is leaning into that ability to give customers what they want, and in doing so is lowering the barriers to entry for local and regional businesses and brands that want to optimize their spend using Gamut's products."

Gamut Using iSpot Data To Measure OTT Campaign Foot Traffic Increases

By [Jon Lafayette](#) 1 day ago

Results reflect hyper-local targeting and personalized messaging



(Image credit: iSpot.tv)

ADVANCED TELEVISION

[Gamut expands measurement capability with iSpot |](#)

Advanced Television, 11/12/2021

“Showing advertisers the unique reach and additional exposures we provide, coupled with actual data showing how often these ad exposures resulted in foot traffic, enables our clients to invest confidently in locally targeted OTT,” said Soo Jin Oh, President at Gamut. “We now have the technology to run hyper-local targeting and personalized messaging at massive scale. This can create a more authentic connection with consumers and a greater likelihood of desired outcomes.”

“Businesses want the ability to see how many people their ads reach, how often their messages are seen and the net impact that has on their opportunities to speak to customers,” says Stu Schwartzapel, SVP of Media Partnerships at iSpot. “Gamut is leaning into that ability to give customers what they want, and in doing so is lowering the barriers to entry for local and regional businesses and brands that want to optimize their spend using Gamut’s products.”



[The Fate Of IMDb TV: And Maybe Let's All Chill About The Supply-Chain Stuff?](#)

AdExchanger, 11/12/2021

Gamut, Cox Media Group’s local OTT company, taps iSpot for foot-traffic attribution. [[B&C](#)]

CYNOPSIS

[11/12/21: "Jeopardy" wises up; Biden FCC nominee has surprising champion; Love keeps going "a little too far" on TLC](#)

Cynopsis, 11/12/2021

Gamut is expanding its measurement capabilities via a partnership with iSpot. Gamut, which recently integrated iSpot’s unified, cross-platform measurement featuring location data from PlacelQ, can now measure the ability of local OTT and linear TV campaigns to drive visits to retail locations. “Showing advertisers the unique reach and additional exposures we provide, coupled with actual data showing how often these ad exposures resulted in foot traffic, enables our clients to invest confidently in locally targeted OTT,” said Soo Jin Oh, President at Gamut. “We now have the technology to run hyper-local targeting and personalized messaging at massive scale.”

AdAge

[WHAT STATE FARM IS SAYING ABOUT AARON RODGERS' ENDORSEMENT STATUS AMID COVID VACCINE CONTROVERSY](#)

Ad Age, 11/05/2021

As of Friday morning, State Farm ads featuring Rodgers were still running, according to iSpot tracking. One on air depicts him as a host for a game show touting the marketer's low insurance rates.

WHAT STATE FARM IS SAYING ABOUT AARON RODGERS' ENDORSEMENT STATUS AMID COVID VACCINE CONTROVERSY

Insurer plans to air a spot starring Terry Bradshaw during this weekend's NFL games

By [Adrienne Pasquarelli](#), Published on November 05, 2021.



Sportico

The Business of Sports

[STATE FARM BACKS RODGERS AMID VACCINE STORM AS ADS LEAN ON MAHOMES](#)

Sportico, 11/09/2021 (avoid paywall [here](#))

According to iSpot.tv data, not one of Rodgers' three current State Farm spots aired yesterday during the NFL's 12 national and regional windows. That marks an about-face from the previous Sunday, when Rodgers' faux-Jeopardy! and "aspiring musician" commercials aired 10 times. Since the season began on Sept. 9, the Rodgers spots have appeared in no fewer than 165 NFL ad breaks, giving him a bit of a leg up on fellow State Farm spokesQB [Patrick Mahomes](#) (131).

...

Insurance is one of the two most lucrative categories for the NFL's network partners (the other is automotive); per iSpot, the brands that have spent the most on NFL air time through the first nine weeks of the season are Geico (\$91 million) and Progressive (\$87.9 million).



[Why State Farm Probably Sticks With Aaron Rodgers On TV](#)

TVREV, 11/08/2021

Data from [iSpot](#) shows that just 3.1% of State Farm's national linear TV ad airings from Nov. 5-7 included Rodgers, and none of those appeared during NFL games.

...

Data from iSpot's Ace Metrix Creative Assessment shows that "[Aspiring Musician](#)" was 13.7% more effective than the insurance ad norm over the last 30 days, while "Game Show" was 6.8% more effective than the norm for the industry. The characters in the ads -- Rodgers, primarily -- were the Single Best Thing about the ad in both cases.

AdAge

[CTV ANALYTICS WILL BE REVOLUTIONIZED—AND OTHER 2022 PREDICTIONS](#)

Ad Age, 11/10/2021

In 2021, alternative impression-based currencies started to gain traction with broadcasters, as evidenced by moves such as CBSViacom partnering with [VideoAmp](#). In addition, other capable measurement upstarts including iSpot and TVSquared are making noise and grabbing headlines. It's time for the old guard to get disrupted and replaced. It's time for GRP to die. This won't happen overnight but look for GRP to at least fall deathly ill in 2022.

DEADLINE

[‘Eternals’ Strikes Lightning With \\$100M Promo Partner Campaign; Best For MCU During Pandemic](#)

Deadline, 11/05/2021

Already, iSpot estimates that Eternals \$15.5M TV spend campaign has had a reach of 1.21 billion impressions, besting the ad spend and reach of Shang-Chi and the Legend of the Ten Rings, respectively \$10.9M and 1.18 billion, and the 1 billion audience impressions drawn by Black Widow.

...

And while Disney has run TV spots for Eternals during NFL (11.8%), MLB (6.6%) and college football (2.1%) according to iSpot, they squarely made the [L.A. Rams](#) a Marvel team player.

‘Eternals’ Strikes Lightning With \$100M Promo Partner Campaign; Best For MCU During Pandemic



By [Anthony D'Alessandro](#)
November 5, 2021 12:11pm



[ViacomCBS, Twitter Cut New Long-Term Deal, Add Watch Parties For Big Events](#)

MediaPost, 11/10/2021

Twitter and ViacomCBS recently teamed for the 2021 MTV Video Music Awards and "BET Awards." The VMA award show on September 15 pulled in \$18.3 million in national TV advertising, garnering 262.1 million impressions, according to iSpot.tv.



[Premium Streamers Employ Their TV Networks For Promotion, Advertising](#)

MediaPost, 11/05/2021

Through November 4 of this year, Discovery+ has run 420,485 national TV airings of promotional/advertising content, with much of it on Discovery-owned TV networks -- \$260.9 million in media value, according to iSpot.tv.



[Marvel's 'Eternals' Has 5th-Best Movie Opening In Pandemic Era](#)

MediaPost, 11/08/2021

For its entire national TV advertising campaign -- which ramped up in earnest beginning on October 3 -- \$17.3 million was spent, according to iSpot.tv. The bulk of the advertising -- in terms of resulting impressions -- was with NFL Football (141.7 million) and Major League Baseball (72.4 million)

...

The biggest studio spenders through 10 months of this year, according to iSpot.tv, are Warner Bros. at \$140.4 million, followed by Universal Pictures at \$85.4 million; Marvel with \$45.92 million; 20th Century Studios at \$45.89 million; MGM with \$42.9 million; Columbia Pictures at \$35.4 million; and Walt Disney Pictures with \$32.1 million.



[State Farm Puts Out Statement After Recent Controversy With Aaron Rodgers](#)

Total Sports Pro, 11/07/2021

More from the report:

As of Friday morning, State Farm ads featuring Rodgers were still running, according to iSpot tracking. One on air depicts him as a host for a game show touting the marketer's low insurance rates."



[What State Farm Has Reportedly Said About Aaron Rodgers](#)

The Spun, 11/07/2021

AdAge [had more details](#) on the situation:

"As of Friday morning, State Farm ads featuring Rodgers were still running, according to iSpot tracking. One on air depicts him as a host for a game show touting the marketer's low insurance rates"



[Regeneron and Novo Nordisk hold tight at the top spots on October list of biggest TV ad spenders](#)

Fierce Pharma, 11/09/2021

The more things change, the more they stay the same. September's top two TV ad spenders stayed put in October. But down the list, there was some shifting, a few dropouts and some reappearances, according to data from real-time TV ad tracker iSpot.tv.

Sanofi and Regeneron retained their place at the top of the leaderboard, spending almost double on anti-inflammatory therapy Dupixent compared to what runner-up Novo Nordisk spent on its diabetes drug Rybelsus.

Regeneron and Novo Nordisk hold tight at the top spots on October list of biggest TV ad spenders

by Sharon Klahr Coey | Nov 9, 2021 3:35pm

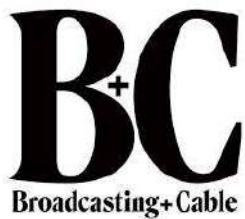


[College Football Delivers TV Impressions for Auto Ads](#)

Wards Auto, 11/10/2021

Five ads are all new to iSpot.tv's latest ranking of the automotive commercials that have generated the highest number of impressions across national broadcast and cable TV airings.

Leading the pack is Nissan's "From Dealer to Driveway" spot, edging out Ram Trucks' "The Nice List" for the most-viewed ad by only 740,000 impressions. College football dominated Nissan's strategy, delivering nearly 33 million views, or 18.5% of total impressions. Ram actually generated more views from college football programming, at over 45 million – nearly 26% of its total impressions – but fell just short on overall views.



[Paramount Network Gives 'Yellowstone' TV's Biggest Promo Push](#)

Broadcasting + Cable, 11/11/2021

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. Our data covers the seven-day period through Nov. 7.

A Paramount Network [promo for the fourth season of Yellowstone](#) is No. 1.



[Promo Mojo: Paramount Network's 'Yellowstone' Prevails](#)

Promax, 11/0/2021

Notably, the Christmas Cookie Challenge spot has the week's highest iSpot Attention Index (107), 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.

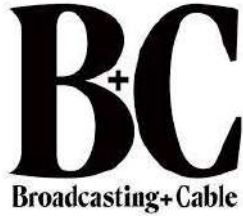


[WATCH THE NEWEST COMMERCIALS FROM YOUTUBE, INDEED, NORDICTRACK AND MORE](#)

Ad Age, 11/11/2021

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. (Scroll down to watch them all.)

A few highlights: NordicTrack wants you to know that its Black Friday sale is on now. YouTube highlights entrepreneurs who got started with some basic YouTube search queries (e.g., "how to make allergy free soap," "how to smoke brisket"). And Indeed says, "We help the former military get jobs" in a spot timed to Veterans Day.



[TV By the Numbers: Yellowstone Makes TV Watch-Time Land Grab](#)
 B+C, 11/10/2021

The NFL reigns supreme yet again with nearly 7.0 billion TV ad impressions for the week of Nov. 1-7. Despite just one game (the Braves' game six win) appearing on TV during the week, the World Series still places third, with nearly 1.6 billion impressions.

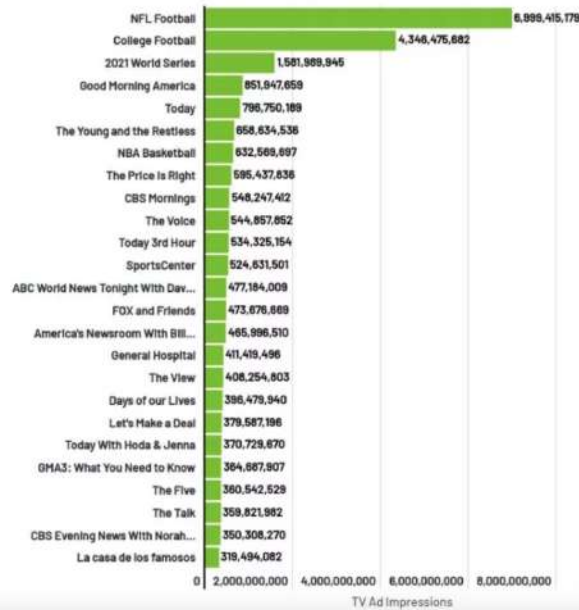
More data about the top programs by TV ad impressions during the week:

- A weekend full of ranked upsets led to college football TV ad impressions increasing to 4.3 billion on the week (No. 2 among all programming).
- La Casa de los Famosos continues to be a hit on [Telemundo](#), as the Spanish-language Celebrity Big Brother is No. 25 by impressions on the week, with over 319 million.
- Live National Basketball Association games move up from No. 9 to No. 7 by impressions—one of four sports programs among the top seven.
- On the week, three different [Fox News](#) shows appear in the top 25: Fox & Friends (No. 14), America's Newsroom With Bill Hemmer & Dana Perino (No. 15) and The Five (No. 22).



Top Shows by TV Ad Impressions

Nov. 1-7, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS FROM GOOGLE, OREO, VISIBLE AND MORE](#)

Ad Age, 11/10/2021

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. (Scroll down to watch them all.)

A few highlights: Google shows how the price-tracking function (“Get alerts when the price drops”) works in Google Shopping. Santa puts in a bulk order for Oreos in the latest Oreo “Stay playful” ad. And Visible Wireless wants you to know that it offers “family plan savings without the family drama.”

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SUNOCO, NYC & COMPANY, DICK'S SPORTING GOODS AND MORE](#)

Ad Age, 11/09/2021

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. (Scroll down to watch them all.)

A few highlights: Dick's Sporting Goods wants you to “give a gift that lasts forever” in a nostalgic ad that focuses on a family's beloved ping ping table. Non-profit tourism marketing organization [NYC & Company](#) says, “It's time for the holidays in NYC.” And Sunoco hypes its Go Rewards program with the help of a group of paramedics and a gracious guy in a neck brace.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM UBER EATS, NEOM, STELLA ARTOIS AND MORE](#)

Ad Age, 11/08/2021

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. (Scroll down to watch them all.)

A few highlights: Matt Damon stars in a Stella Artois ad that calls attention to the brand's support of [Water.org](#). (Ad Age's Alexandra Jardine has the backstory on the campaign, which includes a dramatic out-of-home component: “[Stella Artois takes over NYC rooftop to highlight water safety.](#)”) Saudi Arabia's Public Investment Fund hypes Neom, a planned sustainable city (and future tourist magnet, if all goes well) in an epic spot with the tagline “Made to change.” (Background: “[What Is Neom? Saudi Arabia Starts Building Futuristic Linear City.](#)” from Bloomberg News.) And sportscaster Erin Andrews stars in the latest from Uber Eats.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM CHIME, LOWE'S, MACY'S AND MORE](#)

Ad Age, 11/05/2021

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. (Scroll down to watch them all.)

A few highlights: Boban Marjanović helps Chime hype its banking app. Macy's serves up a fresh 30-second TV cut of an animated ad that tells the story of Tiptoe, a reindeer who was scared to fly. (Ad Age's Adrienne Pasquarelli has the backstory—and the 90-second version of the ad: ["Macy's holiday ad debuts reindeer character that will be in Thanksgiving Day parade."](#)) And Lowe's says, "Make more holiday together." (Pasquarelli also has the backstory on that campaign: ["Watch: Lowe's reveals holiday spot."](#))



[Domino's Dominates Ad Impressions, While Arby's Is Fastest Rising](#)

MediaPost, 11/02/2021

QSR brands have poured plenty of cash into TV advertising this year, with iSpot reporting an 18% increase in spending.

...

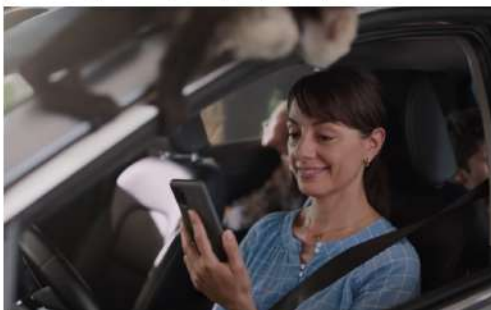
Overall, iSpot says QSR brands spent \$1.9 billion through the end of September. While that represents an increase of nearly 20% from \$1.6 billion in the comparable period of last year, the number of impressions created by that spending rose just 4% in the first three quarters, reaching 357 billion.

...

And while QSR ads almost always feature close-ups of food, Spot says they are landing differently with consumers this year. QSR ads are eliciting more "yummy" and "value" reactions from viewers this year. Using Ace Metric Creative Assessment says 85% of the ads earned the "yummy" factor, which iSpot says is a significant increase, up from 67% in 2020.

Domino's Dominates Ad Impressions, While Arby's Is Fastest Rising

by Sarah Mahoney, Staff Writer @mahoney_sarah, November 2, 2021



Street & Smith's

[SBJ Unpacks: Repairing NWSL's bruised image a formidable task for Marla Messing](#)

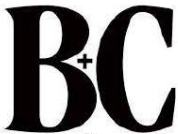
(newsletter)

SBJ, 11/04/2021

SBJ Atlas data shows that there are five team-level deals with crypto platforms: Chiliz (Stars, Devils, Capitals); Algorand (Bruins); and Crypto.com (Canadiens). Through Nov. 4, no blockchain companies have advertised during a nationally televised NHL game this season on TNT or ESPN, per data from iSpot.TV.

...

Chipotle has already had a presence during NHL national telecasts this season. The brand's 15-second "[Seasoned, Smoked, Seared](#)" spot from Venables Bell & Partners has run 21 times through Nov. 3, according to SBJ research director David Broughton's analysis of iSpot.tv data.



Broadcasting+Cable

[Fox Gives the World Series TV's Biggest Promo Push](#)

Broadcasting +Cable, 11/05/2021

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. Our data covers the seven-day period through Oct. 31.

A [Fox](#) spot for the 2021 World Series is No. 1. Fox also takes second place to promote the Fox Weather app — the mobile home of [the new Fox Weather streaming service](#) — and fourth place to generate excitement for 9-1-1.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM FITBIT, RAM TRUCKS, CRICKET WIRELESS AND MORE](#)

Ad Age, 11/04/2021

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A few highlights: Fitbit kicks off its "What's strong with you?" campaign. Ram Trucks says, "Celebrate all the good you've done this year with the lineup of Ram Trucks." And Cricket Wireless wants you to know that it offers 5G on all its plans, starting at \$25 per line with four lines.



[Big Tech television ads paint a rosy picture of a problematic industry](#)

CNN, 11/03/2021

The majority of the ad impressions for both of Facebook's recent commercials have come on Fox News, [according to iSpot](#), a company that measures the performance of TV ads.

...

According to data from iSpot, Amazon's "Meet Ernesto" ad ranks as the second highest spend of any individual TV commercial and the fifth most seen spot since its debut on August 30. Amazon has, according to iSpot, paid \$43.4 million to run "Meet Ernesto," which has garnered 3.33 billion impressions.

Big Tech television ads paint a rosy picture of a problematic industry

By Kerry Flynn, CNN Business

Updated 12:48 PM ET, Tue November 2, 2021



lendingtree

Mortgage Personal Loans Credit Cards

Loan Type	Rate	APR
30-yr Fixed	2.13%	2.50%
15-yr Fixed	1.75%	2.07%
5/1 ARM	2.25%	2.58%
Loan Amount	APR	Payment
\$225,000 (5/1 ARM)	2.58%	\$800.05/mo
\$350,000 (5/1 ARM)	2.44%	\$1,250.35/mo

calculate payment



REUTERS

[Drugmakers pushed aggressive diabetes therapy. Patients paid the price.](#)

Reuters, 11/04/2021

And so far this year, seven of the top 10 diabetes TV commercials in terms of dollars spent promote the drug's ability to lower A1c to less than 7%, according to a Reuters review of ads compiled by research firm iSpot.tv.

The Washington Post

[Drug industry lobbies aggressively to shape Democrats' spending bill](#)

Washington Post, 11/5/2021

Pro-industry advertising ran during opinion shows on Fox News, CNN and MSNBC, as well as during college football games, according to the advertising data firm iSpot.tv.

Pharmaceutical industry likely to shatter its lobbying record as it works to shape Democrats' spending bill

A years-long battle over prescription drug prices reaches its apex as the industry spends tens of millions to alter the plan.

 **Listen to article** 12 min



[SPECIAL REPORT-Drugmakers pushed aggressive diabetes therapy. Patients paid the price.](#)

Nasdaq, 11/04/2021

And so far this year, seven of the top 10 diabetes TV commercials in terms of dollars spent promote the drug's ability to lower A1c to less than 7%, according to a Reuters review of ads compiled by research firm iSpot.tv.

ADWEEK

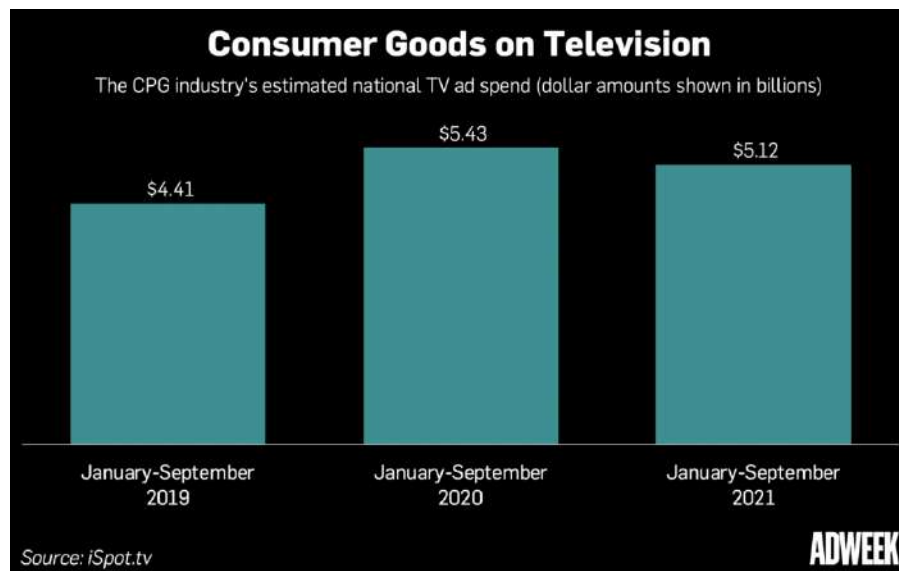
[Like Pac-Man, Digital Keeps Gobbling Up More CPG Ad Dollars](#)

Adweek, 11/01/2021 (avoid paywall [here](#))

Despite declining ratings and rising prices, CPG companies continue to run commercials on linear television. Throughout the first nine months of 2021, the CPG industry (excluding alcohol brands) spent \$5.12 billion on national TV ads in the U.S., according to TV ad measurement and analytics company iSpot.tv.

...

“With everyone stuck at home in 2020, Americans relied upon CPG brands even more than normal, and TV ads reflected that demand,” said Samantha Scharninghausen, an analyst at iSpot.tv. “Plus, with a greater concern around virus and bacteria spread, cleaning products surged to become some of TV’s top brands—a shift we’ve still seen lingering effects of in 2021.”



The Information

[FanDuel, DraftKings are Among Bidders for The Athletic](#)

The Information, 11/01/2021 (avoid paywall [here](#))

While The Athletic is losing money, it has an avid fan base which could be attractive to a betting company. FanDuel and DraftKings [have lately been spending](#) hundred of millions of dollars on marketing, including TV ad campaigns to attract customers. Just this year the two companies have spent \$89.3 million on national television advertising, compared to \$53.8 million for the same period last year, according to research firm iSpot. Acquiring The Athletic could help FanDuel or DraftKings reduce their marketing spending.

AdAge

[HALLOWEEN MARKETING BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 10/29/2021

Meanwhile, a few insights about ad spending by candy and gum marketers, shared with Datacenter Weekly by TV ad analytics firm [iSpot.tv](#):

- Ad spending by candy and gum marketers on national broadcast and cable TV is down an estimated 13% year-to-date vs. the same period in 2020.



[Automaker TV Spending, Impressions Fall In October](#)

MediaPost, 11/04/2021

“With the fall TV schedule back to ‘normal,’ you saw a return to ‘normal’ for automaker ad spend and creative approaches on TV as well this October,” said Stuart Schwartzapfel, SVP, Media Partnerships at iSpot.tv. “Between college and pro football, the MLB Playoffs and fall primetime TV lineups, the month presented numerous options to get in front of large, predictable audiences, and these brands were eager to deliver new 2022 vehicle messaging.”

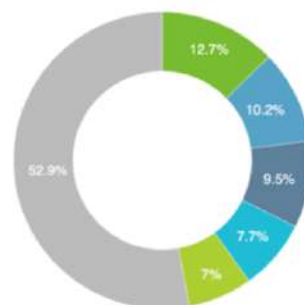
AUTOMOTIVE

Automaker TV Spending, Impressions Fall In October

by **Tanya Gazdik**, 7 hours ago

Vehicles: Auto Makers
Top Brands - Est. National TV Spend: 10/01/2021 - 10/31/2021
Data provided by iSpot.tv

- Toyota
- Ford
- Hyundai
- GMC
- Chevrolet
- Other



Street & Smith's



[Tech-savvy NHL fans showing affinity for crypto products](#)

SBJ, 11/04/2021

SBJ Atlas data shows that there are five team-level deals with crypto platforms: Chiliz (Stars, Devils, Capitals); Algorand (Bruins); and Crypto.com (Canadiens). Through Nov. 4, no blockchain companies have advertised during a nationally televised NHL game this season on TNT or ESPN, per data from iSpot.TV.

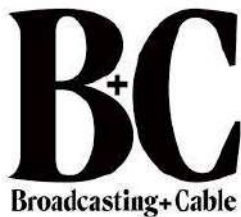
Sportico

The Business of Sports

[TIKTOK, CRYPTO WORLD SERIES ADS CUSHION STEEP FALL IN AUTO SPEND](#)

Sportico, 11/03/2021 (avoid paywall [here](#))

According to iSpot.tv estimates, TikTok ponied up approximately \$4.57 million for the in-game commercial buy, making it the No. 11 spender in the Fall Classic, putting the brand in the company of October baseball perennials like T-Mobile and Taco Bell.



[Vevo Campaign for Credit Karma Wins Advanced Advertising Innovation Award](#)

Broadcasting + Cable, 11/02/2021

For attribution and post campaign analysis, Vevo and Credit Karma worked with iSpot to measure incremental reach on CTV and Disquo to gauge brand lift. Those metrics were important to show that Credit Karma was finding new customers for its checking account product.

According to iSpot, 36% of Vevo's connected TV campaign audience was unduplicated with traditional linear TV. That means about 4 million unique viewers who never saw the Credit Karma Money campaign on linear TV were exposed only through Vevo.

B+C

Broadcasting+Cable

[Wolk: TV Measurement Reaches the Crossroads](#)

Broadcasting + Cable, 11/02/2021

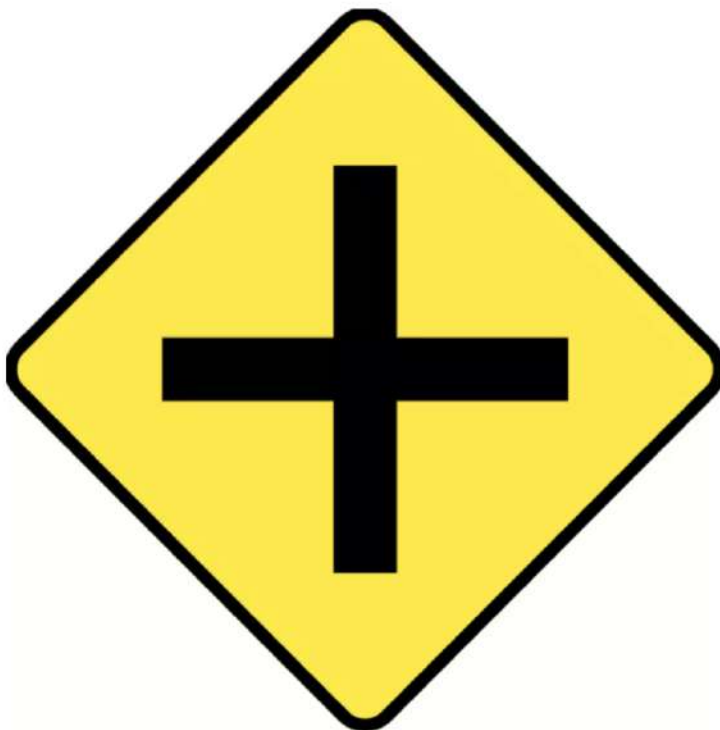
Speaking of which, attribution was no doubt a key factor in Viant's decision to partner with iSpot, another prominent member of the new breed of measurement companies.

iSpot, whose focus is on real-time ad attribution and measurement, will be providing reach, frequency and business outcome/attribution insights for Viant's Adelphic DSP (demand side platform) on linear and CTV campaigns, including second-by-second viewership data for commercials.

Wolk: TV Measurement Reaches the Crossroads

By Alan Wolk 22 days ago

People are watching more video in more places than ever. For the brands and agencies that service them, this has created a conundrum



Street & Smith's

[Data shows MLB fans still slow to adopt cryptocurrencies](#)

SBJ, 11/02/2021

While FTX and MLB [signed their pact in June](#), the crypto platform did not start airing national ads until the fall. An SBJ analysis of iSpot.tv data shows 45% of FTX's \$12.6 million TV ad spend since then has been earmarked for MLB programming. The brand's "[Big Papi Is In](#)" spot has generated 44 million TV impressions since its Oct. 26 debut

[October Cable TV News Viewing Records Declines](#)

MediaPost, 11/02/2021

National TV advertising revenues from January through October 2021 were estimated to be \$809.6 million for Fox News Channel (195.7 billion impressions); \$366 million for MSNBC (127 billion impressions); and \$371.7 million for CNN (122 billion impressions), per iSpot.tv.

SmartBrief

[Domino's leads TV ad spending](#)

SmartBrief, 11/04/2021

Domino's has spent about \$257.8 million on TV advertising in 2021, more than any other quickservice brand, according to iSpot. Subway, Taco Bell, McDonald's and Wendy's round out the top five spenders, and Arby's has boosted ad impressions the most year over year.

[Test Automation University, the World's Largest Online Software Testing Education Platform, Celebrates 100,000 Students](#)

AITHORITY, 10/31/2021

Confirmed speakers include:

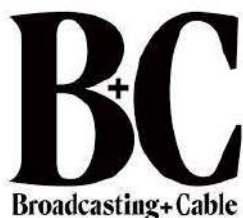
- Mike Clark, QA Engineering Manager at iSpot.tv

mashed

[Nearly 20% Of People Agree This Brand Has The Worst Salsa](#)

Mashed, 10/29/2021

While their commercials might encourage consumers to "grab the Southwest by the bottle" (as seen on ispot.tv), it appears that 19.90% of Mashed respondents agree that the brand Pace is not worth grabbing at all, as it was rated the worst salsa in a recent survey.



[Fox Gives the World Series TV's Biggest Promo Push](#)

Broadcasting + Cable, 11/04/2021

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. Our data covers the seven-day period through Oct. 31.

A [Fox](#) spot for the 2021 World Series is No. 1. Fox also takes second place to promote the Fox Weather app — the mobile home of [the new Fox Weather streaming service](#) — and fourth place to generate excitement for 9-1-1.



[Promo Mojo: Fox Hits It Out of Park with World Series Spot](#)

Promax, 11/03/2021

Notably, the Queens spot has the week's highest iSpot Attention Index (113), 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.

BC

Broadcasting+ Cable

[TV By the Numbers: Live Sports Are a Home Run for Fox](#)
Broadcasting + Cable, 11/04/2021

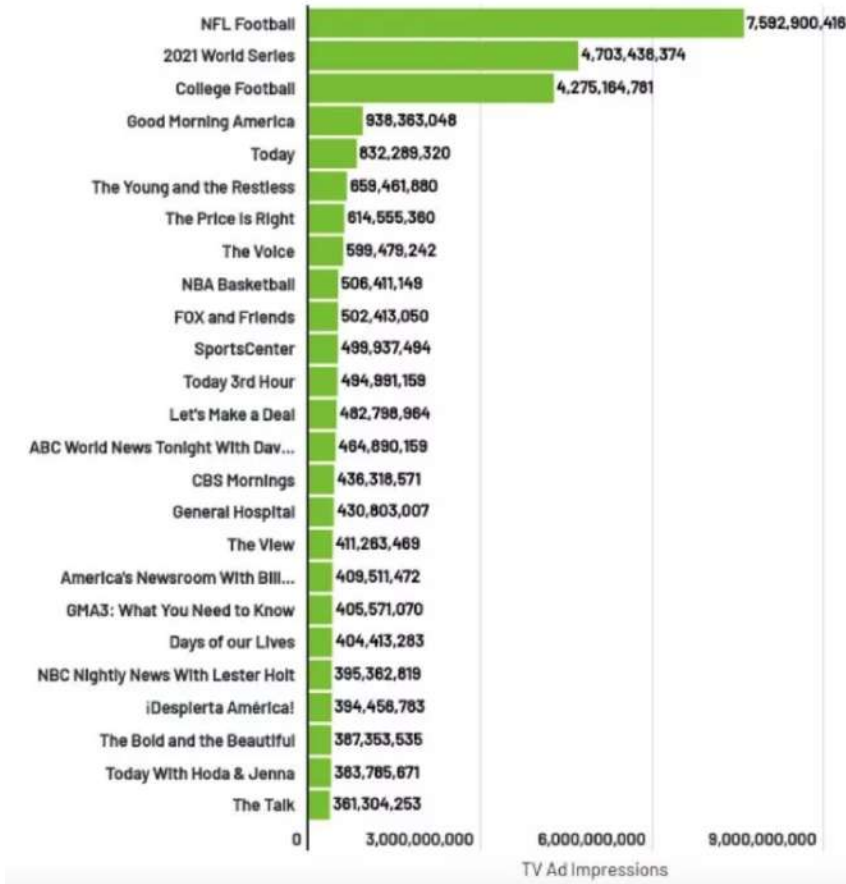
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Live sports are usually a boost for TV ad impressions, and that remains the case right now with the NFL and college football in full swing, and the World Series continuing between the Atlanta Braves and Houston Astros. While the NFL leads the way with nearly 7.6 billion impressions, Major League Baseball has over 4.7 billion (No. 2 on the week) courtesy of the World Series.



Top Shows by TV Ad Impressions

Oct. 25-31, new episodes only



AdAge

[Watch the newest commercials from Fitbit, Ram Trucks, Cricket Wireless and more](#)

Ad Age, 11/04/2021

A few highlights: Fitbit kicks off its “What’s strong with you?” campaign. Ram Trucks says, “Celebrate all the good you’ve done this year with the lineup of Ram Trucks.” And Cricket Wireless wants you to know that it offers 5G on all its plans, starting at \$25 per line with four lines.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM GOOGLE PIXEL, FACEBOOK PORTAL, ETSY AND MORE](#)

Ad Age, 11/03/2021

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A few highlights: Google says its Pixel 6 smartphone is “for all you are.” Facebook wants you to “give the gift of a deeper connection” with Facebook Portal. And Etsy, meanwhile, wants you to “give more than a gift.”

AdAge

[WATCH THE NEWEST COMMERCIALS FROM OLD NAVY, IHOP, ZELLE AND MORE](#)

Ad Age, 11/02/2021

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. (Scroll down to watch them all.)

A few highlights: Keke Palmer says, “How ever you jingle, we got your jammies” in the latest from Old Navy. “We could all use a pancake,” IHOP says in a holiday-themed spot. And a couple gives a toast to friends, family and Zelle, the financial payments network, over a festive dinner.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM NINTENDO, KETEL ONE, HYUNDAI AND MORE](#)

Ad Age, 11/01/2021

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. (Scroll down to watch them all.)

Hyundai wants you to know that it's "in progress to achieve carbon neutrality by 2045." ([A slightly longer web version of this ad](#) debuted on YouTube on Oct. 5.) Ketel One calls its Ketel One Botanical line of vodkas "a purely delightful choice." And in a holiday-themed spot, Nintendo positions the Nintendo Switch as a gaming platform that can bring "the entire family together."

AdAge

[WATCH THE NEWEST COMMERCIALS FROM LOWE'S, TIKTOK, HALLMARK GOLD CROWN AND MORE](#)

Ad Age, 10/29/2021

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. (Scroll down to watch them all.)

A few highlights: Hallmark Gold Crown wants you to "Share more merry"—and buy a bunch of Hallmark Keepsake Ornaments at its stores. Allen Iverson and Tyronn Lue make cameo appearances in a TikTok spot calling attention to one of its creators, [Khaby Lame](#). (Ad Age's Alexandra Jardine has the backstory: "[TikTok says 'you have to see it' in global campaign from Le Truc.](#)") And Lowe's wants you to know that it's got Christmas lights starting at \$2.98 and pre-lit artificial Christmas trees for \$99 and up.

THE WALL STREET JOURNAL.

[Gambling Ads Become the New Normal for American Sports](#)

The Wall Street Journal, 10/22/2021

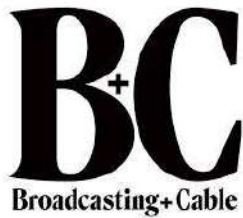
In the month between Sept. 9 and Oct. 17, FanDuel, DraftKings and [Caesars Entertainment Inc. CZR +0.61%](#) have each spent more than \$15 million on national advertising, according to tracer iSpot.tv.

Gambling Ads Become the New Normal for American Sports

Some regulators and industry watchdogs express concern, while sports-betting companies say advertising is done responsibly



The National Football League season that started in September was a kickoff for sports-betting companies to increase ads.



[Viant Integrates iSpot.TV Data Into Adelphic Software](#)

Broadcasting +Cable, 10/27/2021

[Viant](#) Technologies said it made a deal to integrate [iSpot.tv](#)'s real-time TV ad measurement and attribution data into Viant's Adelphic advertising software.

The arrangement will enable Viant users to measure, optimize and analyze the outcomes of campaigns using linear TV and over-the-top, connected TV.

Viant Integrates iSpot.TV Data Into Adelphic Software

By Jon Lafayette October 27, 2021

Deal enables measurement of OTT campaign frequency and outcomes



(Image credit: iSpot.tv)



[Viant Integrates ISpot's Measurement Solution](#)

TV Tech, 10/27/2021

“CTV represents a massive opportunity for advertisers who typically reach customers on linear platforms and want to extend the reach of their campaigns to the fast-growing CTV arena,” said Jon Schulz, chief marketing officer. “Our partnership with iSpot brings a leading, independent measurement company into the fold, empowering brands to identify opportunities for more effective reach and allowing for true cross-channel optimization and improved ROI.”

ADVANCED TELEVISION

[Viant, iSpot partnership](#)

Advanced Television, 10/27/2021

Leveraging the iSpot.tv integration, Viant's brands and agencies can:

- Utilize a real-time ad measurement offering that combines second-by-second ad viewership with verified impressions for linear and CTV inventory
- Optimize campaigns in-flight based on incremental reach and the conversions delivered across screens and publishers
- Analyze how cross-screen campaigns within the Adelphic DSP perform for specific target audiences

MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[Viant Advances TV Ad Offerings Through iSpot Partnership](#)

MarTech Series, 10/27/2021

“CTV represents a massive opportunity for advertisers who typically reach customers on linear platforms and want to extend the reach of their campaigns to the fast-growing CTV arena,” said Jon Schulz, Chief Marketing Officer, Viant. “Our partnership with iSpot brings a leading, independent measurement company into the fold, empowering brands to identify opportunities for more effective reach and allowing for true cross-channel optimization and improved ROI.

Viant Advances TV Ad Offerings Through iSpot Partnership

By **Business Wire**

TV ADVERTISING CUSTOMER EXPERIENCE MANAGEMENT TECHNOLOGY

— On **Oct 27, 2021**



ADWEEK[®]

[Americans Love Paper Towels. Critics Warn the Relationship Isn't Sustainable](#)

Adweek, 10/26/2021

Various versions of the spot, created by ad agency Saatchi & Saatchi, aired on linear television from April through September, generating more than 2 billion impressions, according to TV ad measurement and analytics company iSpot.tv. The creative is still running on OTT, digital and social.

DIGIDAY

[Future of TV Briefing: How agency executives are making sense of today's measurement mishmash](#)

Digiday, 10/27/2021

Not only do advertisers, agencies, TV networks, streaming services and connected TV platforms need to assess the various measurement options — which include the likes of Comscore, iSpot, Samba TV and VideoAmp — but also advertisers need to be implementing them in order to accrue enough historical data to give advertisers confidence in using them as the currency on which ad deals are done.

Forbes

[Amazon Prime's Rapunzel Commercial Is Exactly The Fairy Tale Every Girl Needs](#)

Forbes, 10/27/2021 (avoid paywall [here](#))

The 'Prime Changes Everything' ad campaign which has been running on Facebook, Instagram and web since August according to Ispot.TV, just began to make waves in the social media metaverse with influencers like Demetria Lucas lauding the ads execution via Instagram.

...

According to AboutAmazon.com, the commercial was shot by Erik Messerschmidt, who in April 2021 won the Academy Award for Best Cinematography for Mank, and directed by Wayne McClammy, whose credits include an Emmy-nominated ad for Amazon Alexa. Joint London Creative Agency, and Hungry Man Production Company also worked on the project according to Ispot.TV

Amazon Prime's Rapunzel Commercial Is Exactly The Fairy Tale Every Girl Needs



RaVal Davis Former Contributor

Diversity, Equity & Inclusion

I cover the intersections of race, gender and entertainment alongside body positivity and wellness.

Follow



Listen to article 4 minutes





[Sanofi's €10B sales target for Dupixent? The 'megabrand' is more than halfway there, exec says](#)

Fierce Pharma, 10/27/2021

Regeneron and Sanofi have also put tens of millions in [consumer advertising](#) behind the brand, recently displacing AbbVie's giant, Humira, at the top of the list for spending on TV ads, according to the real-time television ad tracker iSpot.tv.



[QSR brand ad spend jumps in 2021](#)

QSR, 10/27/2021

QSR brands are spending an estimated \$1.8 billion on national television advertisements, an 18% increase over 2020, according to a iSpot.tv report.

The figure amounts to 357 billion TV ad impressions, a 4% increase over 2020.



[NFL Season 6 Weeks In: National TV Revenues, Viewing Up](#)

MediaPost, 10/22/2021

Through six weeks of NFL season so far, national TV revenues are up 11% over a year ago -- to \$1.75 billion, according to estimates from iSpot.tv. TV viewership, per Nielsen, is 12% higher per game.

NFL Season 6 Weeks In: National TV Revenues, Viewing Up

by Wayne Friedman , October 22, 2021



[US Regulatory Spotlight Falls on Sports Betting Ads as Rival Operators Blitz Market](#)
Vegas Slots Online, 10/25/2021

In its Q3 2021 report, iSpot said it analyzed “every second” of TV advertising across hundreds of sources. [iSpot analyst Sammi Scharninghausen reportedly noted](#): “Live sports dominated ad impressions and primetime broadcast spend was up 16% compared to 2019.”

The US’s leading betting firms are spending big on ads during live sports. According to iSpot, more than 80% of FanDuel’s 2021 TV ads took place during sports-related programming. DraftKings, meanwhile, reported revenue of almost \$620m for the first half of 2021.



[Postseason Baseball Draws Viewers. Nearly \\$109M In TV Ad Spend](#)
MediaPost, 10/27/2021

National TV advertising revenue estimates for the postseason so far are \$108.6 million, according to iSpot.tv -- coming from 8,362 commercial TV airings, resulting 11.9 billion total impression for all postseason games, not including the World Series.

This verses an estimated \$131.5 million in 2019 postseason national TV ad spend -- 7,278 airings and 10.2 billion impressions.

Postseason Baseball Draws Viewers, Nearly \$109M In TV Ad Spend

by Wayne Friedman , October 27, 2021





[Fox Weather - Come Rain, Shine Or Climate Change?](#)

MediaPost, 10/27/2021

For a month or so before launch, there was plenty of in-house promotion for other Fox streaming businesses: Fox television network, Fox News Channel, Fox Nation, Fox Bet, Fox Soul and Fox Sports 1, according to iSpot.tv.



[Is Sportsbook Advertising Becoming a Problem?](#)

Sportsbook Review, 10/27/2021

Market tracker iSpot.tv has been able to identify just how much sportsbooks have spent on advertising since the NFL season started. “Caesars Entertainment, DraftKings, and FanDuel each spent over \$15 million” from Sept. 9 to Oct. 17, according to their report.

...

Sportsbooks’ advertising campaigns have been targeting sports-betting audiences. About 80 percent of FanDuel’s advertising takes place during broadcasts of sporting events, according to the iSpot report.



[Despite Big Spenders, Lincoln Still No.1 in Auto Ad Impressions](#)

Wards Auto, 10/26/2021

Two new ads make their debut on [iSpot.tv](#)’s list of the automotive commercials that have generated the highest number of impressions across national broadcast and cable TV airings.



[Promo Mojo: ABC’s ‘Queens’ Rule for Third Straight Week](#)

Promax, 10/27/2021

ABC’s Queens tops the [Promo Mojo](#) ranker for the week ended Oct. 24, marking the third week in a row the new musical drama is TV’s most-promoted show.

CBS once again takes second place for The Equalizer — as well as third place for Ghosts.

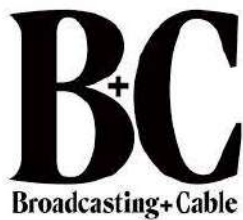


['Dune' Tops \\$40M At Box Office, \\$15.8M TV Ad Spend For Theatrical/HBO Max Debut](#)
MediaPost, 10/24/2021

Warner Bros. spent \$15.8 million in national TV advertising beginning September 10, to promote both its theatrical and HBO Max debut of the movie, according to iSpot.tv.

'Dune' Tops \$40M At Box Office, \$15.8M TV Ad Spend For Theatrical/HBO Max Debut

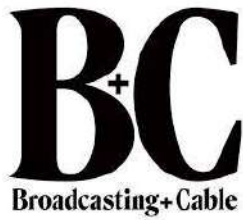
by Wayne Friedman , October 24, 2021



[ABC Gives 'Queens' TV's Biggest Promo Push Three Weeks in a Row](#)
Broadcasting +Cable, 10/27/2021

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. Our data covers the seven-day period through Oct. 24.

A promo for ABC's new musical drama Queens tops the chart, [marking the third week in a row at No 1](#).



[TV By the Numbers: MLB Playoffs a Hit for Cable Networks TBS & FS1](#)
Broadcasting +Cable, 10/26/2021

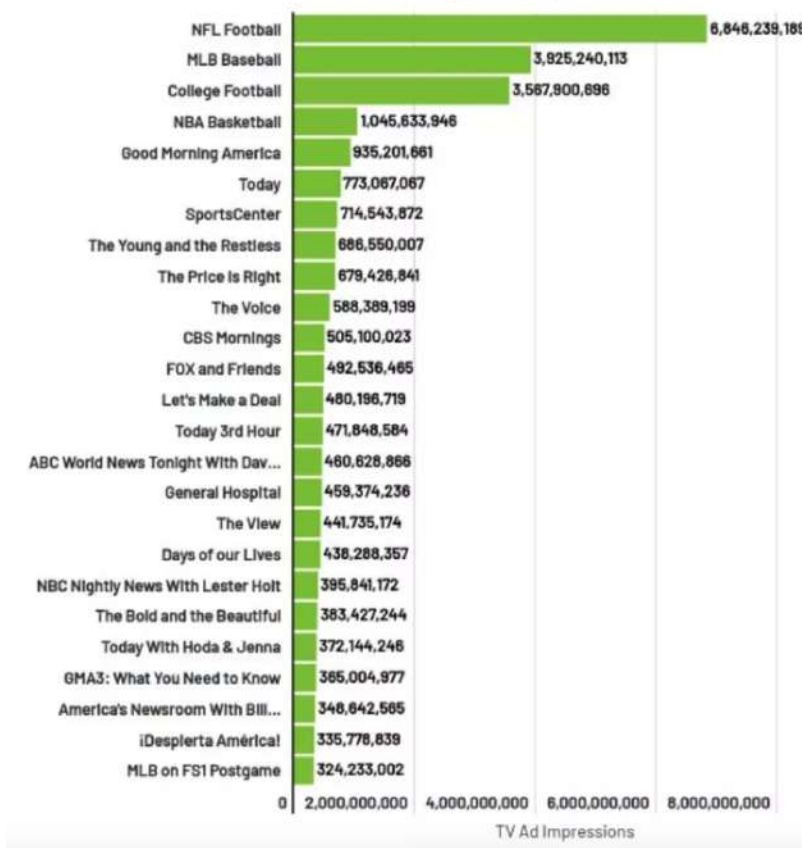
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Week-seven NFL action serves up the most TV ad impressions, with 6.8 billion delivered from Oct. 18-24, despite sports fans getting pulled in a lot of different directions with so many live games on TV right now.



Top Shows by TV Ad Impressions

Oct. 18-24, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS FROM SUBWAY, GAP, IKEA AND MORE](#)

Ad Age, 10/27/2021

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. (Scroll down to watch them all.)

A few highlights: Katy Perry covers The Beatles' "All You Need Is Love" for Gap. (Ad Age's Adrienne Pasquarelli has the backstory: ["Katy Perry stars in Gap's holiday campaign."](#)) Marshawn Lynch helps hype Subway's Baja Steak & Jack sandwich. And Ikea says, "Every home should be a haven" in a spot starring a couple of muscle-bound teddy bears; the ad first rolled out in the UK earlier this month. (Ad Age's Alexandra Jardine has the backstory: ["Brawny teddies transform a home in Ikea's delightful new ad."](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM ROCKET MORTGAGE, RAM TRUCKS, WALMART AND MORE](#)

Ad Age, 10/26/2021

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. (Scroll down to watch them all.)

A few highlights: ESPN's Marty Smith says that "Ram's ready to party" in the latest installment of Ram Trucks' continuing "Built for Tailgating" campaign. "This holiday there's no halfway," says Walmart in an exuberantly festive ad. "No holding back." And Arizona Cardinals quarterback Kyler Murray stars in the latest from Rocket Mortgage.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM GMC, APPLE, UBER EATS AND MORE](#)

Ad Age, 10/25/2021

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. (Scroll down to watch them all.)

A few highlights: Apple serves up a fresh 30-second TV cut of a spot for iPhone 13 titled "Everyday Hero." (A [105-second web version of this ad](#) debuted on YouTube last month.)

Queen's "We Will Rock You" serves as the soundtrack for a spirited GMC Sierra spot. And Lil Nas X stars (solo) in the latest from Uber Eats. (Previously: ["Elton John and Lil Nas X are Uber Eats' newest celebrity duo."](#) from Ad Age, Sept. 9.)

AdAge

[THE BIGGEST TRENDS IN TV ADVERTISING REVEALED: DATACENTER WEEKLY](#)

Ad Age, 10/22/2021

Q3 TV advertising trends revealed

TV advertising analytics company [iSpot.tv](#) gave Datacenter Weekly a first look at its [“Q3 TV Advertising Report.”](#) Some key insights:

Primetime bounced back: “Primetime broadcast ad impressions were up 17% YoY [year-over-year] in Q3 ... with spend up even more—39.5% compared to Q3 last year,” per iSpot’s report. “As the fall TV schedule gets back on track too, broadcast spend in primetime is also up over 16% compared to the last ‘normal’ year back in 2019.”





[New Lincoln Commercial Asks 'Where Does the Stress Go'](#)

The News Wheel, 10/22/2021

The question of where the stress goes has been put in front of a lot of viewers lately. [According to WardsAuto](#), iSpot.tv ranks "Where Does the Stress Go" No. 1 on its list of car commercials in terms of impressions.

Helping that cause is what Wards says is the highest ad spend of any commercial at around \$5.4 million, around half of which goes toward airings during NFL games. Per iSpot.tv's data, the new Lincoln commercial had more than 427 million impressions for the week of Oct. 4 alone.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SKITTLES, DISCOVERY+, UNDER ARMOUR AND MORE](#)

Ad Age, 10/22/2021

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. (Scroll down to watch them all.)

A few highlights: Discovery+ promotes its streaming offerings, including "Destination Fear" and "Mythbusters." Pro athletes DK Metcalf, Georgia Ellenwood, Loren Gabel, Jonathan Taylor and Tyasha Harris star in the latest installment of Under Armour's continuing "The Only Way Is Through" campaign. And a houseplant seeks revenge against its would-be murderer in a spooky "Bite Size Halloween" ad from Skittles.



[Media Research Vet Gopalakrishnan Moves To iSpot.tv](#)
MediaPost, 10/20/2021

Veteran media research executive Vijoy Gopalakrishnan has joined iSpot.tv as chief research officer -- largely to further the media research company's "currency" initiatives.

Gopalakrishnan -- a former Nielsen and IRI executive, who has spent 20 years in the business -- said in a press release that iSpot.tv, which is now working with almost all U.S. TV networks, "puts us in a position to collaborate industry wide on a new set of metrics for transacting on TV."

Media Research Vet Gopalakrishnan Moves To iSpot.tv

by Wayne Friedman, October 20, 2021



[iSpot.tv Hires Media Measurement Vet Vijoy Gopalakrishnan As Chief Research Officer](#)
TV News Check, 10/21/2021

iSpot.tv, the real-time platform for measuring the business and brand impact of TV advertising, has named Vijoy Gopalakrishnan chief research officer. With almost 20 years of experience in TV ad measurement, research and analytics, Gopalakrishnan brings to iSpot "deep knowledge of both qualitative and quantitative media and brand measurement," the company said.

The measurement veteran joins iSpot at a time of massive transformation surrounding how TV is consumed, measured and valued. "We are at an inflection point where granular second by second TV ad measurement and the ability to evaluate business outcomes and the brand impact in real time is empowering brands and networks to treat TV as a performance channel," Gopalakrishnan says.

campaign^{US}

[Movers & Shakers: Popeyes, Amazon, Facebook, Fisher-Price and more](#)
Campaign US, 10/22/2021

On the Move

iSpot tapped former Nielsen and IRI executive Vijoy Gopalakrishnan as chief research officer.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM OLD NAVY, POPEYES, DOORDASH AND MORE](#)
Ad Age, 10/21/2021

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. (Scroll down to watch them all.)

A few highlights: Megan Thee Stallion hypes her Hottie Sauce, a new menu offering at Popeyes that's billed as a "Popeyes x Megan Thee Stallion" collaboration. Kristen Wiig stars in an Old Navy spot that calls attention to the retailer's plan to have zero plastic shopping bags in its stores by 2023. And a dad explains what it takes to be the GOOAT (Greatest Order Of All Time) in the latest from DoorDash.



[Google's Slow March To Privacy Protection: PayPal Eyes Pinterest](#)
Adexchanger, 10/21/2021

You're Hired

Vijoy Gopalakrishnan joins iSpot.tv as chief research officer. [[release](#)]

Daily Research News Online

[iSpot.tv Hires Chief Research Officer](#)

Daily Research News, 10/20/2021

US-based real-time TV ad measurement company iSpot.tv has appointed Vijoy Gopalakrishnan as Chief Research Officer, managing the Data Science and Advanced Analytics departments.

In January this year iSpot acquired TV and video ad measurement specialist [Ace Metrix](#) for an undisclosed sum, with the goal of providing a cross-screen platform for tracking the business outcomes and brand impact of both TV and video advertising.



[ABC/ESPN Boosts NHL's Sponsors List](#)

MediaPost, 10/20/2021

Last year on the NBCUniversal TV networks (NBCSN; NBC Television Network, USA Network, and CNBC), and the NHL channel, the NHL pulled in \$240.5 million in total national TV advertising for regular/postseason ad inventory, according to iSpot.tv estimates.



[Subaru Claims Top Spot on Most-Seen Car Ads Ranking](#)

Wards Auto, 10/21/2021

Subaru moves up from No.3 to No.1 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.



[WATCH THE NEWEST COMMERCIALS FROM CARMAX, TIKTOK, PETCO AND MORE](#)

Ad Age, 10/20/2021

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. (Scroll down to watch them all.)

A few highlights: Martha Stewart makes a cameo appearance in a TikTok spot focused on the viral "Mystery Apartment Girl" video. (Ad Age's Alexandra Jardine has the backstory: ["TikTok says 'you have to see it' in global campaign from Le Truc."](#)) An alpaca goes shopping for a Ford Explorer in the latest from CarMax. And a self-described "squeak connoisseur" (a human playing a dog) stars in a holiday ad for Petco.

Broadcasting+Cable

[iSpot Hires Vijoy Gopalakrishnan as Chief Research Officer](#)

B+C, 10/20/2021

Gopalakrishnan joins iSpot at a time when [the media industry is actively looking for alternatives to traditional measurement](#) approaches and Nielsen's dominance over the ratings business.

iSpot Hires Vijoy Gopalakrishnan as Chief Research Officer

By Jon Lafayette October 20, 2021

Measurement exec was previously with IRI, Nielsen



iSpot.tv, one of the measurement companies looking to take a bigger role in providing currency for buying and selling commercials, said it appointed Vijoy Gopalakrishnan as chief research officer, a new post.



Vijoy Gopalakrishnan
(Image credit: iSpot.tv)

Gopalakrishnan previously worked at IRI and Nielsen. In his new role, he will manage iSpot's data science and advanced analytics departments.

He will work with iSpot's Mike Bardaro to continue to advance the company's data science practices and methodologies, and with Darby Greenwell to continue to scale its advanced analytics business.

Gopalakrishnan joins iSpot at a time when [the media industry is actively looking for alternatives to traditional measurement](#) approaches and Nielsen's dominance over the ratings business.

AITHORITY
AI TECHNOLOGY INSIGHTS

[iSpot.tv Hires Media Measurement Veteran Vijoy Gopalakrishnan as Chief Research Officer](#)

AiThORITY, 10/20/2021

The measurement veteran joins iSpot at a time of massive transformation surrounding how TV is consumed, measured and valued. "We are at an inflection point where granular second by second TV ad measurement and the ability to evaluate business outcomes and the brand impact in real time is empowering brands and networks to treat TV as a performance channel," says Gopalakrishnan.

MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[VAB Releases Report Showcasing How Today's Innovative Marketers Are Using Streaming to Drive Brand Success](#)

MarTech Series, 10/20/2021

The [Video Advertising Bureau](#) (VAB), the voice of the video advertising industry, released *Stream On: 23 Real-World Case Studies Highlighting How Video Streaming Drives Brand Success*.

Spanning across an assortment of product categories, the featured case studies were supplied by AMC Networks, Ampersand, DeepIntent, Effectv, Hulu, Innovid, iSpot.tv, NBCUniversal, ViacomCBS' Pluto TV, Simulmedia, Spectrum Reach, TVSquared, VideoAmp and Xperi.

tvtech

[VAB Releases Case Studies in Streaming Video Ad Campaigns](#)

TV Tech, 10/19/2021

"With nearly all Americans now streaming, marketers across a variety of categories, investment levels and life stages are experiencing firsthand unprecedented opportunities for brand growth," said Danielle DeLauro, executive vice president of the VAB, whose members include many of the major programmers and national TV networks. "Our collection of over 20 case studies represents a cross-section of premium publishers, distributors and measurement providers, and answers marketers' most frequently asked questions—such as how to use streaming to boost sales and extend reach."

Spanning across an assortment of product categories, the featured case studies were supplied by AMC Networks, Ampersand, DeepIntent, Effectv, Hulu, Innovid, iSpot.tv, NBCUniversal, ViacomCBS' PlutoTV, Simulmedia, Spectrum Reach, TVSquared, VideoAmp and Xperi.

VAB Releases Case Studies in Streaming Video Ad Campaigns

By George Willshaw | October 19, 2021

A new VAB report features case studies from Hulu, NBCUniversal, ViacomCBS, AMC Networks, Spectrum Reach, iSpot and TVSquared showing how streaming drove successful campaigns





[Google Extends NBA Playoff Sponsorship For Google Pixel On ESPN](#)

MediaPost, 10/19/2021

Last season -- across ABC, ESPN, and TNT for NBA Playoffs and NBA Finals -- YouTube TV spent an estimated \$15.1 million in national TV advertising revenue on 70 equivalized 30-second spots from May 22 through July 22, according to estimates from iSpot.tv.

...

Overall, the NBA Playoffs and NBA Finals collectively took in \$745.2 million in national TV advertising revenue across all networks, according to iSpot.tv estimates.



[Lincoln 'Where Does The Stress Go?' Ad Is Quite Popular: Video](#)

Ford Authority, 10/20/2021

The clip is clearly resonating with consumers, as [Wards Auto](#) recently reported that “Where Does the Stress Go?” has dominated iSpot.tv’s most-viewed automotive commercials list for weeks now, recording a total of 427,214,727 impressions. Lincoln has also boosted the ad in a big way by giving it the highest estimated national spend, which recently increased to \$5.4 million – more than double any other current auto advert.

Broadcasting+ Cable

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

Broadcasting + Cable, 10/20/2021

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. Our data covers the 7-day period through Oct. 17.

A promo for [ABC's new musical drama Queens](#) tops the chart, marking [the second week in a row at No 1](#).

Broadcasting+Cable

[TV By the Numbers: MLB Playoffs a Home Run for TBS; CBS Rides Football Doubleheaders to TV Ad Impressions Win](#)
 B+C, 10/19/2021

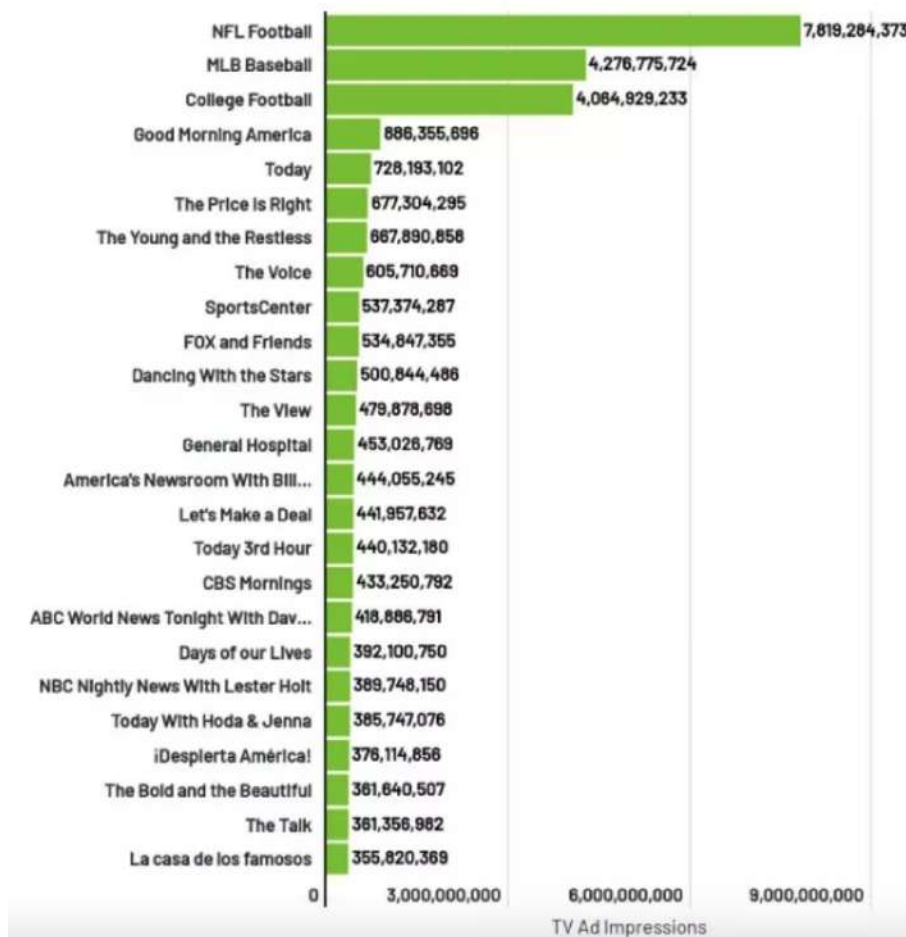
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Live NFL games keep serving up the most TV ad impressions, with over 7.8 billion delivered from Oct. 11-17 (up about 8% from the previous week).



Top Shows by TV Ad Impressions

Oct. 11-17, new episodes only



PROMAX

[Promo Mojo: 'Queens' Reign for Second Week](#)

Promax, 10/20/2021

ABC's *Queens* tops the Promo Mojo ranker for the week ended Oct. 17, marking the second week in a row the new musical drama is number one. *Queens* premiered Tuesday, Oct. 19 at 10 p.m. ET/PT on ABC.

CBS once again makes a strong showing, taking second place to promote Queen Latifah-starrer *The Equalizer*, up from third last time, and third place for limited-series *CSI: Vegas*, up from fifth.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM UBER EATS, GOOGLE, AT&T AND MORE](#)

Ad Age, 10/19/2021

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. (Scroll down to watch them all.)

A few highlights: Cooper Manning stars in the latest installment of Uber Eats' continuing "Tonight, I'll be eating ..." campaign. Google suggests that you to "shop with your camera" by using its Google Lens app. And AT&T wants you to know that right now it's "giving everyone our best deals on every iPhone—including the iPhone 13 Pro."

GAMBLING NEWS

[Sportsbooks Lose Enthusiasm for NFL Ad Purchases](#)

Gambling News, 10/19/2021

According to iSpot.tv, FanDuel had purchased an average of 41 ad units a week in the first month of the NFL season. Now, it's down to ten. Overall, 30 units were purchased by the books in Week 4, with the figure dropping to 14 in Week 5. FanDuel is still the spending champ, controlling 45% of the spending with its \$28 million since the first kickoff. DraftKings has only spent \$15.33 million, but saw the biggest drop in Week 5. Instead of the \$7.29 million it spent in Week 1, it only spent \$460,000 to appear during this past Sunday's games.

DIGIDAY

[‘It really comes down to reach and frequency’: TV execs sound off at Advertising Week on audience fragmentation](#)

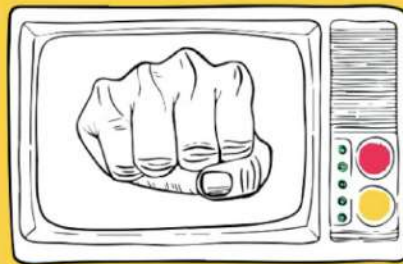
Digiday, 10/19/2021

“Once you reach a certain scale, and once you work with enough Fortune 500 advertisers, they will demand that you lower those walls,” Stuart Schwartzapfel, svp of media partnerships at iSpot.tv said on a panel TV performance fragmentation.

ADVERTISING WEEK
‘It really comes down to reach and frequency’: TV execs sound off at Advertising Week on audience fragmentation



PRESENTED BY **ROKU**



[Regeneron, Novo Nordisk, Lilly and AbbVie stake claims on September's list of top TV ad spenders](#)

Fierce Pharma, 10/18/2021

Once again, Regeneron and Sanofi claimed the lead in ad spending for the month as they continuing pumping up ads for Dupixent in eczema and asthma, according to research from real-time TV ad tracker iSpot.tv. And, once again, AbbVie's trio of blockbusters for conditions such as rheumatoid arthritis and psoriasis all made an appearance—this time to the tune of \$38.3 million all together.

CYNOPSIS MEDIA

[10/18/21: Cynopsis Media Tech Update](#)

Cynopsis, 10/18/2021

iSpot.tv has acquired TV ad measurement company DRMetrix, in a bid to boost DTC and addressable advertising capabilities. DRMetrix has a system for monitoring all TV ad formats as well as addressable advertising, and can detect locally based advertising inventory sold by local pay TV providers such as cable systems that sell inventory to D2C and DR marketers.



MARKETING BREW

[“Getting closer to ‘normal’ again”: iSpot analyzes TV ad trends for Q3](#)

Morning Brew, 10/18/2021

If you're part of Gen Z, this may shock you: People still watch traditional TV. That's according to measurement firm iSpot, which recently shared some info with us about what happened across both linear and connected TV (CTV) during the third quarter of 2021. The firm said it measured “every second” of TV advertising across linear and hundreds of CTV sources for the report.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM BUD LIGHT SELTZER, HEWLETT PACKARD ENTERPRISE, DOLBY AND MORE](#)

Ad Age, 10/18/2021

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. (Scroll down to watch them all.)

A few highlights: Hewlett Packard Enterprise promotes its HPE GreenLake Edge-to-Cloud Platform. Comedian Drew “Druski” Desbordes and actress Maya Murillo help Budweiser hype its Bud Light Seltzer Retro Tie Dye Pack flavors. And Justin Bieber says that Dolby Atmos technology “creates an immersive experience where the listener feels like they're literally at the center of the song.” (Dolby released a short film titled [“Experience Justin Bieber Like Never Before in Dolby Atmos.”](#) with a 3:41 runtime, on YouTube on Sept. 12; the new 30-second spot draws from the longer piece.)



[The Rise Of The Walled Gardens Around ACR Tech In Smart TVs](#)

Adexchanger, 10/18/2021

The tech is hardly new. Companies such as VideoAmp and iSpot use ACR to measure audiences and advance alternative currencies, ACR is integrated into most smart TVs, and it is used to enable novel forms of targeting, like showing an ad on CTV to someone unexposed to the same ad on linear TV.

...

VIZIO still lists VideoAmp, iSpot, Data Plus Math, Nielsen and Comscore among its measurement partners. Because of those partnerships, VIZIO's Norcross resists classification as a walled garden.

DIGIDAY

[Media Buying Briefing: A look at the big topics at the Media Buying Summit this week](#)

Digiday, 10/18/2021

Color by numbers

With third-quarter 2021 in the books and the all-important holiday season upon us, TV ad measurement firm iSpot.TV noted a few recent advertiser trends on TV.

- For one, consumer packaged goods spending declined 8.8% year-over-year from Q3 2020, but rose 17% over that period in 2019, while retail advertising also rose 10% over 2019.
- More significantly, theatrical ads roared back in Q3 thanks to the reopening of movie theaters and release of big-budget films again. TV ad impressions for movie ads were up more than 5 times over 2020, and ad spending up 7 times — albeit both low bars to hurdle. That said, both impressions and spend in Q3 were still down at least 10% compared to Q3 2019, indicating that the category remains in flux.

**Media Buying Briefing: A look at the big topics at the
Media Buying Summit this week**



BY SA

DEADLINE

[‘Halloween Kills’ Grabs Best Horror & R-Rated Opening Records During Pandemic With \\$50.4M, Even With Peacock Day & Date](#)

Deadline, 10/18/2021

iSpot shows that Disney shelled out \$15.2M on U.S. TV spots for Last Duel across CBS, NBC, Fox, ESPN and ABC, which isn't that far from what the studio paid to release their 20th acquisition Ad Astra in the fall of 2019, those spots being valued at \$16.5M. Disney also launch Last Duel at the Venice Film Festival. In fact, iSpot shows Disney outspending Universal on their TV spots for Halloween Kills, valued at \$10M.

‘Halloween Kills’ Grabs Best Horror & R-Rated Opening Records During Pandemic With \$50.4M, Even With Peacock Day & Date



By [Anthony D'Alessandro](#)
October 17, 2021 8:15am

61
COMMENTS



[‘Halloween Kills’ Scares Up \\$50M In Theaters, While Streaming On Peacock](#)

MediaPost, 10/17/2021

Universal spent a total of \$11.2 million on national TV advertising on “Kills” for its entire run so far, according to estimates from iSpot.tv. This would be well under a typical \$25 million average for a widescreen release. “Kills” started in a healthy 3,705 theater locations.

VIDEOWEEK

[The WIR: TF1 Trials an SVOD Service, Finecast Suspends Three Staffers After Whistleblower Tip-Off, and Google Countersues Epic Games](#)

Videoweeek, 10/15/2021

iSpot Acquires DRMetrix

iSpot, a cross-platform TV measurement platform has acquired DRMetrix for an undisclosed fee.. The deal will expand iSpot's ability to measure emerging formats for addressable advertising. In January, iSpot acquired Ace Metrix, making this latest acquisition the second purchase of a real-time ad measurement company this year. DRMetrix specialises in products for direct-to-consumer and direct-response TV advertisers. Acquiring the company brings iSpot to 450 annual brand subscriptions, representing 95 percent of TV networks in North America.



[Modelo brings 'Fighting Spirit' campaign to the CFP as new official beer sponsor](#)

SBJ, 10/18/2021

Modelo's advertising spend on college football this season is about three times what it was a season ago, growing from about \$300,000 to about \$925,000 through Oct. 9, according to a Sports Business Journal analysis of iSpot.tv data.



[Sportsbooks Scale Back NFL Game Ad Buys](#)

Barrett Sports Media, 10/15/2021

[According to iSpot.tv data](#), DraftKings, and FanDuel slowed their ad buys significantly in Week 5. Going from 30 units in Week 4 to just 14 this past Sunday. FanDuel really slowed up, running just ten units last week after averaging nearly 41 per week over the first month of the season.

...

According to iSpot, movie studios gobbled up 143 units since the season began — shelling out \$44.3 million for the space.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM FACEBOOK, MINT MOBILE, SIX FLAGS AND MORE](#)

Ad Age, 10/15/2021

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. (Scroll down to watch them all.)

A few highlights: Facebook has “an open conversation on privacy” with an employee named Rochelle, who works on the social network’s privacy team. Ryan Reynolds wants you to know that you can get a copy of his movie “Free Guy” for free when you sign up for Mint Mobile at Best Buy. And Six Flags hypes the Six Flags Fright Fest.

Sportico

The Business of Sports

[SPORTSBOOK NFL AD BUYS DOWN AS LEGACY BRANDS HOARD SCATTER UNITS](#)

Sportico, 10/15/2021

According to iSpot.tv data, spendthrift brands FanDuel and DraftKings have, for the moment, largely dispensed with the televised ballyhoo, slashing their combined in-game investments from 30 units in Week 4 to just 14 in Week 5. That 53% drop in frequency wasn’t hard to spot from the comfort of your BarcaLounger; FanDuel was a particularly jarring no-show, as the 10 units it aired last week were practically a rounding error when compared to the 163 spots it ran during the previous four weeks of NFL action.

...

Longtime partners that were shut out of the market during the worst stages of the pandemic are in many cases being prioritized. For example, the theatrical studios sidelined in 2020 are getting their fill of in-game inventory; per iSpot, moviemakers have scarfed up 143 units since the season began, paying some \$44.3 million for the privilege.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM WAYFAIR, UNCOMMON GOODS, MASSMUTUAL AND MORE](#)

Ad Age, 10/14/2021

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. (Scroll down to watch them all.)

A few highlights: A widower hosts a holiday gathering for family in a quietly emotional spot from Wayfair. [Uncommon Goods](#) wants you to know it offers “handpicked gifts for every occasion.” (Ad Age’s Adrienne Pasquarelli has the backstory: [“Retailer is trading Facebook for TV following measurement issues.”](#)) And the NHL’s Alexander Ovechkin and Nicklas Bäckström star in the latest from MassMutual.

AdAge

[CHANEL MOVES \\$500 MILLION GLOBAL MEDIA ACCOUNT TO OMNICOM FROM WPP](#)

Ad Age, 10/13/2021

The prestige fragrance and luxury fashion marketer spent \$106 million on U.S. media last year and \$49 million through the first six months of 2021, according to Kantar. TV spending for the Chanel brand was up 12% for the 12 months ended Oct. 12 to \$36 million, according to iSpot, as the beauty market rebounded from the pandemic.

CHANEL MOVES \$500 MILLION GLOBAL MEDIA ACCOUNT TO OMNICOM FROM WPP

Shift comes as beauty and fashion marketer rebounds from pandemic

By [Jack Neff](#), Published on October 13, 2021.



CYNOPSIS MEDIA

[10/14/21: "Black-ish" co-showrunner Kenny Smith jumps to NBCU; Netflix renews "You" for season four; Facebook to begin removing "severe sexualizing content"](#)

Cynopsis, 10/14/2021

IN THE NEWS

Primetime TV is back, according to a study of TV ad trends from iSpot.tv. A 3Q21 wrap-up showed broadcast TV ad impressions increased 39.5% compared to 2020 and were up 16% compared to 2019. Theatrical releases began bouncing back in Q3 with ad impressions up 5x and spend up 7x (though both impressions and spend are still down 10% compared to the same time in 2019).



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

NextTV, 10/13/2021

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. Our data covers the 7-day period through Oct. 10.

A promo for [ABC's](#) new musical drama *Queens* is No. 1, relegating the previous chart-topper, a promo for [NBC's](#) sinkhole [drama *La Brea*, to second place.](#)



[Lincoln Still Stress-Free Atop Most-Watched Ads List](#)

Wards Auto, 10/13/2021

Lincoln remains No.1 in iSpot.tv's weekly ranking of the most-viewed automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

Three new ads make their debut on the list for the week of Oct. 4, with Nissan, BMW and Cadillac all adding fresh creative.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AUTOTRADER, TIDE, GEICO AND MORE](#)

Ad Age, 10/13/2021

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. (Scroll down to watch them all.)

A few highlights: Gordon Ramsay helps Ice-T, “Stone Cold” Steve Austin and Matty Ice hype Tide Hygienic Clean as part of the continuing “Cold Callers” campaign. The Geico Gecko contemplates eternal life in a Geico cross-promotion with Marvel Studios’ “Eternals,” in theaters Nov. 5. And Kenan Thompson has a conversation with his smart appliances about car shopping in the latest from Autotrader.



[Automaker TV Spending Increases In September](#)
MediaPost, 10/12/2021

Automakers spent almost \$12 million more this September on national television ads compared to a year ago but impressions were down, according to iSpot.tv.

...

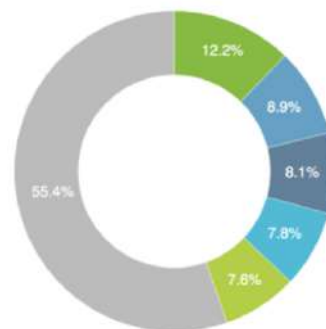
Football season is traditionally a peak time for automaker advertising, and that remained the case this fall, says Stuart Schwartzapfel, senior vice president, media partnerships at iSpot.tv. "Brands were eager to get in front of the largest live TV audience around to present 2022 vehicle inventory," Schwartzapfel says.

Automaker TV Spending Increases In September

by Tanya Gazdik , October 12, 2021

Vehicles: Auto Makers
Top Brands - Est. National TV Spend: 09/01/2021 - 09/30/2021
Data provided by iSpot.tv

- Toyota
- Chevrolet
- Hyundai
- Kia
- Ford
- Other



[Promo Mojo: ABC's 'Queens' Ascends to the Throne](#)
Promax, 10/13/2021

Notably, the La Brea spot has this week's highest iSpot Attention Index (123), 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).

WSJ PRO VENTURE CAPITAL

[VC Daily: Is It All or Nothing for Founders?](#)

WSJ Venture Capital Today Newsletter, 10/12/2021 (avoid paywall [here](#))

Exits

iSpot.tv, which analyzes the television ad market, acquired DRMetrix, a TV ad measurement company specializing in products for direct-to-consumer and direct-response TV advertisers, for an undisclosed amount. Bellevue, Wash.-based iSpot is backed by investors including Insight Partners and Madrona Venture Group.

ADWEEK Network

[iSpot.tv Acquires DRMetrix to Boost DTC, Addressable Advertising Capabilities](#)

Adweek Network, 10/12/2021

TV ad measurement and analytics vendor iSpot.tv has acquired DRMetrix, in an effort to expand its ability to measure emerging formats for addressable advertising. ([Adweek](#))

The company said the addition of DRMetrix expands iSpot.tv's measurement of emerging formats for addressable advertising and enhances its ability to track rotating calls-to-actions, including website URLs, text messaging (SMS) and toll-free numbers. ([Variety](#))

RADIO+TELEVISION BUSINESS REPORT

[A Deal Designed to Boost Addressable Advertising Options](#)

Radio + Television Business Report, 10/12/2021

“This capability — coupled with iSpot’s ability to track distinct creatives at scale and correlate ad exposures to conversion events such as digital actions and in-store traffic — gives brands of all sizes the expanded ability to measure the business impact of complex and dynamic ad buys across platforms,” iSpot notes.

Daily Research News Online

[iSpot.tv Buys TV Ad Measurement Firm DRMetrix](#)

Daily Research News Online, 10/12/2021

Sean Muller, founder and CEO of iSpot, says this capability - combined with the company's ability to track creatives at scale and correlate ad exposures to conversion events such as digital actions and in-store traffic - gives brands the ability to measure the business impact of complex and dynamic ad buys across platforms. Joseph Gray (pictured), founder and CEO of DRMetrix, adds: 'In iSpot, we've found a home for our innovations to thrive and a vehicle to accelerate our shared goals of making all TV ad measurement more transparent, more actionable and easier'.

CYNOPSIS MEDIA

[10/12/21: CBS hands full-season order to "NCIS: Hawai'i"](#)

Cynopsis, 10/12/2021

TECH TALK

Spot.tv has acquired TV ad measurement company DRMetrix, in a bid to boost DTC and addressable advertising capabilities. DRMetrix has a system for monitoring all TVAs well as addressable advertising, and can detect advertising inventory sold by local pay TV provider ad formats such as cable systems that sell inventory to D2C and DR marketers. "iSpot is constantly investing in the development and acquisition of technologies required to accurately measure the TV advertising of tomorrow," said iSpot founder and CEO Sean Muller. "DRMetrix has developed unique and real-time measurement capabilities around creative versioning and dynamic advertising that will become increasingly important as the TV ad market evolves."



[Blockbusters are back?: The Atlantic wants a stable of newsletter writers](#)

Adexchanger, 10/12/2021

But Wait, There's More!

DRMetrix acquired by iSpot to expand DTC TV ad capabilities. [[release](#)]

CMO TODAY

[DoorDash Introduces Search-Page Ads for Restaurants; Amazon Rethinks Office Return; Alan Horn Leaves Disney](#)

CMO Today, 10/12/2021

Ad-measurement firm iSpot.tv bought DRMetrix, a TV-measurement company focused on direct-response and direct-to-consumer advertisers. ([GeekWire](#))

THE WALL STREET JOURNAL.

Ad-measurement firm iSpot.tv bought DRMetrix, a TV-measurement company focused on direct-response and direct-to-consumer advertisers. ([GeekWire](#))



[iSpot.tv Buys DRMetrix, With Focus On Tracking Addressable Ads, New Formats](#)

MediaPost, 10/11/2021

Anticipating a continued surge in direct-to-consumer and direct-response marketers' activity on national legacy TV platforms, iSpot.tv has acquired DRMetrix, a real-time TV ad measurement company focused on D2C and direct-response advertisers. Terms were not disclosed.

The deal will expand tracking for new formats, such as addressable ad creative, which can link ad exposures to digital consumer actions and in-store traffic across platforms, for iSpot.tv, a real-time TV/cross platform measurement service for brands.

iSpot.tv Buys DRMetrix, With Focus On Tracking Addressable Ads, New Formats

by [Wayne Friedman](#), October 11, 2021



ADVANCED TELEVISION

[iSpot acquires DRMetrix](#)

Advanced Television, 10/11/2021

iSpot.tv, the real-time platform for measuring the business and brand impact of cross-platform TV advertising, has announced the acquisition of DRMetrix, a real-time TV ad measurement company specialising in products for direct-to-consumer and direct-response TV advertisers.

The deal expands iSpot's measurement of emerging formats for addressable advertising and enhances its ability to track rotating calls-to-actions, including website URLs, SMS and toll-free numbers. This capability – coupled with iSpot's ability to track distinct creatives at scale and correlate ad exposures to conversion events such as digital actions and in-store traffic – gives brands of all sizes the expanded ability to measure the business impact of complex and dynamic ad buys across platforms.



[iSpot buys DRMetrix, makes another acquisition to fuel growth of TV ad measurement platform](#)

Geek Wire, 10/11/2021

Seattle-area startup [iSpot](#) has acquired [DRMetrix](#), a Southern California-based company that specializes in measuring TV ad performance for direct-to-consumer TV advertisers.

DRMetrix has eight employees who will join iSpot, which now has 278 employees across Bellevue, Wash., New York City, and Los Angeles — nearly double its headcount at the end of last year.

The SciMark Report

[Industry News: iSpot Acquires DRMetrix](#)

The SciMark Report, 10/11/2021

Readers of this blog will be quite familiar with DRMetrix as it is the service that delivers the industry's preferred weekly ranking of DRTV spending. Its technology is also the source of my monthly True Top 10 charts as well as my annual True Top 50 reports.

On the other hand, many may only know iSpot.tv as a useful place to find and watch commercials. The company clearly has much larger ambitions. It seems the service intends to be the one place its clients can go to measure all aspects of their television advertising campaigns

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SLACK, SUBWAY, SONIC AND MORE](#)

Ad Age, 10/11/2021

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. (Scroll down to watch them all.)

A few highlights: Seattle Seahawks quarterback Russell Wilson helps hype Subway's Italian B.M.T. sandwich. Slack says you should use its platform to "work faster with everyone you work with, together in one place." (Before it got a TV budget, [a web version of this ad](#) debuted online on YouTube on Sept. 23.) And Sonic explains the origins of the "dad bod."



[Cover Ups? Acquisition of DRMetrix Means iSpot.tv Measures Them Too](#)

NextTV, 10/11/2021

iSpot.tv, which measure advertising impressions and impact in real time, said it acquired DRMetrix, which specializes in direct-to-consumer and direct response advertising.

Cover Ups? Acquisition of DRMetrix Means iSpot.tv Measures Them Too

By Jon Lafayette October 11, 2021

Deal bolsters DTC, direct response and addressable advertising capabilities



SEATTLEINNO

[iSpot.tv acquires California firm to boost reach of its ad measurement technology](#)

Seattle Inno, 10/11/2021

Bellevue-based TV ad measurement firm iSpot.tv on Monday announced it has acquired DRMetrix, an ad measurement firm headquartered in Temecula, California.

ADWEEK

[iSpot.tv Acquires DRMetrix to Boost DTC and Addressable Advertising Capabilities](#)

Adweek, 10/10/2021

TV ad measurement and analytics vendor [iSpot.tv](#) has acquired DRMetrix, in an effort to expand its ability to measure emerging formats for addressable advertising.

Top Line

TV ad measurement company DRMetrix, which specializes in products for [direct-to-consumer](#) and direct-response TV advertisers, is capable of tracking rotating calls-to-actions, including website URLs, SMS and toll-free numbers. By combining that with iSpot's ability to track distinct creatives and correlate ad exposures to conversion events, the company hopes to give brands an expanded ability to measure the impact of dynamic ad buys across platforms.

iSpot.tv Acquires DRMetrix to Boost DTC and Addressable Advertising Capabilities

The deal will expand its measurement of emerging formats



DRMetrix specializes in DTC and direct-response products for TV advertisers. iSpot, DRMetrix

VARIETY

[TV Ad-Measurement Firm iSpot Acquires DRMetrix to Boost DTC, Direct Response Capabilities](#)

Variety, 10/11/2021

Real-time TV ad measurement platform [iSpot.tv](#) has acquired [DRMetrix](#), which specializes in products for direct-to-consumer and direct-response TV advertisers.

The company said the addition of DRMetrix expands iSpot's measurement of emerging formats for addressable advertising and enhances its ability to track rotating calls-to-actions, including website URLs, text messaging (SMS) and toll-free numbers. That will give brands an enhanced ability to measure business outcomes of cross-platform ad campaigns, according to the company.

TV Ad-Measurement Firm iSpot Acquires DRMetrix to Boost DTC, Direct Response Capabilities

By Todd Spangler ▾



Courtesy of iSpot.tv

Sportico

The Business of Sports

[WILDER-FURY III PROMOTION FINDS BOXING FIGHTING ITS NICHE STATUS](#)

Sportico, 10/09/2021 (avoid paywall [here](#))

But according to iSpot.tv data, it hasn't matched the unprecedented promotion given to the rematch in February 2020; iSpot's numbers show Wilder-Fury III promos received about 600 million fewer linear impressions on around 1,500 fewer airings than the previous fight.

...

Fox noted the only difference was that they had higher profile events through which they could promote the fight the last time around (see: NFC Championship Game, Super Bowl). To that point, excluding the two Super Bowl spots (which tallied 164 million impressions), iSpot.tv data showed the Fox promos delivered only about 8 million fewer impressions (175.6 million vs. 167.1 million III) for this fight. The ESPN+ promos saw impressions fall from 40.1 million to 20.9 million.



[MLB Wild Card games see audience uptick](#)

SBJ, 10/08/2021 (newsletter)

Used iSpot data for top MLB Wildcard advertisers section



['No Time To Die' Underwhelms On Opening Weekend At \\$56M, Higher TV Ad Spend](#)

MediaPost, 10/10/2021

In the crucial two-week period before the movie's opening, MGM spent an estimated \$9 million in national TV advertising -- with 2,151 airings -- according to iSpot.tv. Overall, the TV research company said the entire movie campaign spent \$25 million on national TV for 4,295 airings.



[College Football National TV Ad Revenue Up Vs. 2020 To \\$122.8 Million](#)

MediaPost, 10/08/2021

Five full weeks of college football has brought in \$122.8 million in national TV advertising revenue this year -- across some 16 TV networks, according to iSpot.tv.

DEADLINE

[‘No Time To Die’, Daniel Craig’s Final Bond Film, Opens To \\$56M At Domestic Box Office – Sunday Update](#)

Deadline, 10/08/2021

Now, UAR has been marketing Bond for quite some time: The first trailer dropped on Dec. 4, 2019, and there was a Super Bowl ad thereafter before the pandemic lockdown. iSpot estimates that stateside, \$22M was spent in TV ads, yielding 1.5 billion impressions. I’ve heard global P&A, which started and stopped, is (revised) in the \$175M range. iSpot says that NBC, Fox, ESPN, CBS and Telemundo were the top networks advertising No Time to Die, on such programs as NFL, Super Bowl LIV, the Tokyo Summer Olympics, college football, and SportsCenter.

‘No Time To Die’ Now Seeing \$60M+ Over 4-Day Holiday – Monday Update



By [Anthony D'Alessandro](#)
October 11, 2021 9:21am

102
COMMENTS



AdAge

[WATCH THE NEWEST COMMERCIALS FROM CHIME, CAREERBUILDER, FABLETICS AND MORE](#)

Ad Age, 10/08/2021

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. (Scroll down to watch them all.)

A few highlights: Chime says, “You deserve some credit” in a spot that promotes its Chime Credit Builder credit card. Kevin and Eniko Hart hype the Hart Collection at Fabletics. And CareerBuilder offers “a prayer for Doug” in an ad with the tagline “Let’s job it up.”

Sportico

The Business of Sports

[WILDER-FURY III PROMOTION FINDS BOXING FIGHTING ITS NICHE STATUS](#)

Sportico, 10/08/2021 (avoid paywall [here](#))

But according to iSpot.tv data, it hasn't matched the unprecedented promotion given to the rematch in February 2020; iSpot's numbers show Wilder-Fury III promos received about 600 million fewer linear impressions on around 1,500 fewer airings than the previous fight.

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TVREV

[Apple's Playing A Different Game Than Everyone Else On TV](#)

TVREV, 10/07/2021

Data from [iSpot](#) shows that NFL games have made up over 27% of Apple iPhone national TV ad spend this year (through Oct. 4) and was nearly 45% last year in the same timeframe. Apple's already been invested in fans seeing its products alongside NFL content. Doing so in a Sunday Ticket environment wouldn't make them bat an eye.

PROMAX

[Promo Mojo: NBC's 'La Brea' Leads for Second Week](#)

Promax, 10/06/2021

Notably, the Big Sky spot has this week's highest iSpot Attention Index (109), 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.

Broadcasting+Cable

[NBC Again Gives 'La Brea' TV's Biggest Promo Push](#)

Broadcasting + Cable, 10/07/2021

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. Our data covers the 7-day period through Oct. 3.

An [NBC](#) promo for [La Brea](#) is No. 1 for a second week in a row. [ABC](#) dominates the chart overall, though, grabbing second place for [Big Sky](#), third for Grey's Anatomy and Station 19 (a joint promo for a “crossover premiere event”), and fourth for [The Wonder Years](#) reboot.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM T-MOBILE, 23ANDME, ROKU AND MORE](#)

Ad Age, 10/07/2021

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. (Scroll down to watch them all.)

A few highlights: T-Mobile says it has “four times more 5G coverage than Verizon.” 23andMe wants you to know that 80% of its customers get “genetically meaningful health info” from their 23andMe DNA reports. And Roku says its smart TVs “have America’s favorite streaming built-in.” (See also, from Ad Age’s Brian Bonilla: [“Roku’s biggest-ever campaign takes viewers on a trip through history.”](#))

DEADLINE

[‘No Time To Die’ Eyes \\$150M+ Global Box Office Weekend; U.S. Overperformance Hinges On Older Adults – Preview](#)

Deadline, 10/06/2021

No Time to Die, similar to Black Widow, is one of the most highly anticipated movies that was held during the pandemic. Seriously, who doesn’t know that this movie is coming out? iSpot estimates that UAR already shelled out an estimated \$22.1M in TV ads, including a 2020 Super Bowl spot, overall yielding 1.5 billion impressions. Global P&A estimates are around \$150M.

BUSINESS INSIDER

[Ad agencies are becoming increasingly emboldened to slam Facebook](#)
Business Insider, 10/07/2021

Here are Fox News' biggest spending advertisers in the year to Wednesday, according to the TV ad-measurement firm iSpot.tv (with [a hat tip to Ad Age](#), which ran the data earlier this year.)

Sportico

The Business of Sports

[JETS OT WIN SETS OFF STRANGER THINGS: AD-FREE FOOTBALL ON CBS](#)
Sportico, 10/07/2021 (avoid paywall [here](#))

Randy Bullock's kick sailed wide left just as the quarter was running out in Green Bay. Thus, viewers in the home markets encountered their very first ad break of the afternoon during the interval between the end of the first quarter and the start of the second quarter. (The ad pod led off with the seemingly ubiquitous Verizon "Every Sister" spot, featuring Kate McKinnon. According to iSpot.tv, that spot aired 99 times last Sunday, a bombardment that included no fewer than 27 in-game NFL airings.)



[Aviator Soars to Top of Most-Watched Auto Ads List](#)
Wards Auto, 10/07/2021

After topping iSpot.tv's list of most-watched auto ads for over a month, Jeep steps aside to make room for a new frontrunner: Lincoln's "Where Does The Stress Go" spot for the 2022 Aviator.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM PROGRESSIVE, ROKU, DUNKIN' AND MORE](#)

Ad Age, 10/06/2021

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. (Scroll down to watch them all.)

A few highlights: Progressive serves up a Halloween-themed ad that's part of its continuing "At Home With Baker Mayfield" campaign. Rapunzel (of Brothers Grimm fairy tale fame) declines to let down her hair for her suitor, a traveling prince, because she's happy being at home in her tower enjoying her Dunkin' coffee. And Roku says it's "streaming made easy" in a spot centered around the word "OK." (Ad Age's Brian Bonilla has the backstory: ["Roku's biggest-ever campaign takes viewers on a trip through history."](#))

Broadcasting+Cable

[TV By the Numbers: NBC Teams with Football To Win Network Watch-Time Battle; CBS, Alabama Football and the NFL Take Ad Impressions Title](#)

Broadcasting + Cable, 10/06/2021

Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

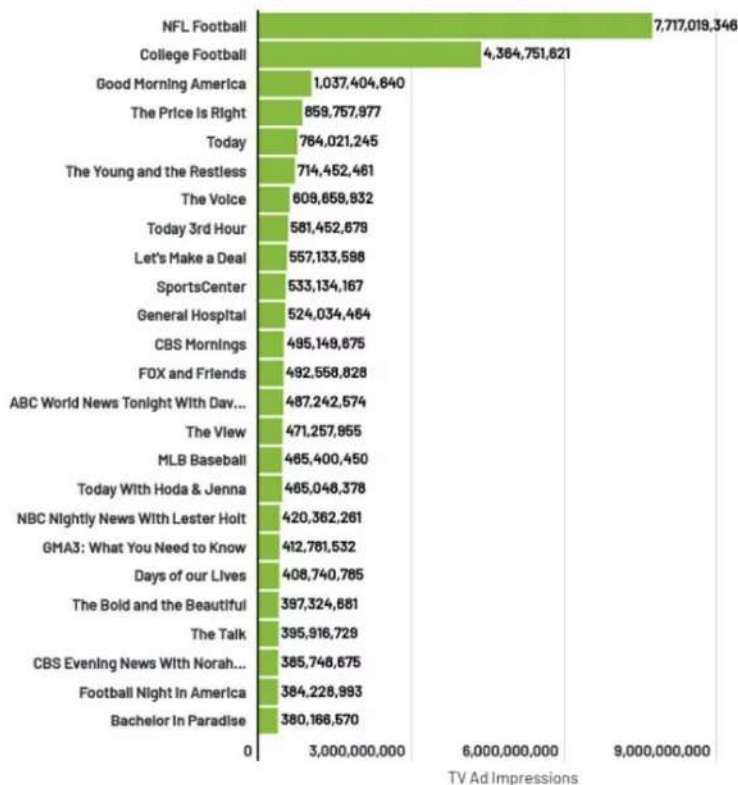
The NFL serves up the most TV ad impressions once again, with over 7.7 billion from Sept. 27-Oct. 3.



The Ad Measurement for Streaming Brands

Top Shows by TV Ad Impressions

Sept. 27-Oct. 3, new episodes only



ADWEEK

[Nielsen's National TV Service Is No Longer Accredited. What Happens Now?](#)

Adweek, 10/05/2021

Other contenders are vying for more market space behind the scenes and are looking to ingratiate themselves further with broadcasters—and some firms that broadcasters already rely upon for additional measurement include DataPlusMath, Conviva, Truthset and iSpot, according to one person at a major broadcast network.

Nielsen's National TV Service Is No Longer Accredited. What Happens Now?

Measurement firm races to reinstate accreditation while competitors look to capitalize



Media buyers still rely on Nielsen figures for certain functions, but competitors are looking to gain ground. Photo Illustration: Trent Joaquin; Getty Images, Nielsen

MARKETING DIVE

[Will Nielsen's MRC troubles be a turning point for cross-channel ratings?](#)

Marketing Dive, 10/04/2021

However, the competition [sees opportunity](#) in Nielsen's troubles, which could undermine the company's standing in a quickly evolving space. [VideoAmp](#) and iSpot, which approach measurement from a digital-first perspective, are already in the market.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM WAGONEER, PANDORA, I LOVE NEW YORK AND MORE](#)

Ad Age, 10/05/2021

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. (Scroll down to watch them all.)

A few highlights: “Don’t forget about all the wonder that awaits you in New York,” an announcer says in a spot from I [Heart] New York, the tourism marketing initiative of the New York State Department of Economic Development. Wagoneer explains why its SUVs are badged with an American flag that looks like its backwards. And dancer Donté Colley, pop star Charli XCX and other young stars help hype the Pandora Me jewelry collection.



[Sony's 'Venom' Earns \\$90M At Box Office In Opening Weekend, Tops In TV Ad Spend](#)

MediaPost, 10/03/2021

The last two weeks of movie studio national TV marketing spend -- in terms of impressions gained -- followed top two films' U.S. box-office results: “Venom” had an estimated 785 million impressions (\$7.2 million in TV spending, 2,433 airings of commercials) followed by “Addams Family 2,” with 596.8 million impressions (\$3.9 million, 2,365 airings), per iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AMC+, FISHER-PRICE, NETGEAR AND MORE](#)

Ad Age, 10/02/2021

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. (Scroll down to watch them all.)

“Let’s be kids,” Fisher-Price says in a Pixar-ish animated spot. Netgear serves up a fresh 15-second TV cut of an ad hyping its Orbi Wi-Fi router. (Before getting a TV budget, [the ad debuted on YouTube](#) in July.) And streaming service AMC+ hypes its latest programming.



[Amid Headwinds, General Mills Leverages 'Connected Commerce'](#)
MediaPost, 10/02/2021

Nonetheless, in terms of total ad impressions served, General Mills had two of the top 10 brands—Blue Buffalo pet foods (#2) and Cheerios (#5)—from January through August of this year, according to iSpot.tv.

Moreover, over the same eight months, Blue Buffalo ranked 9th for ad creative effectiveness with one of its commercials, as measured by iSpot's Ace Metrix platform. The brand spent \$62.1 million in ads and generated 11.6 billion impressions, according to iSpot.

Amid Headwinds, General Mills Leverages 'Connected Commerce'

by Steve Ellwanger, October 1, 2021



[A New MyPillow Ad Featuring Mike Lindell Appears on Fox News Thursday](#)
TV Newser (Adweek), 09/30/2021

Many Americans wouldn't know about MyPillow if not for the commercials on Fox News, but the brand has also given the network a lot of money over the years. Lindell told the Wall Street Journal at the time when he pulled his ads that MyPillow had spent nearly \$50 million on Fox News in 2020 and around \$19 million in 2021. MyPillow had been one of the network's top advertisers, according to data from iSpot.tv, airing nearly 1,000 spots in the network's primetime lineup in 2021, more than any other brand up until it pulled the ads.



[New Jeep Spot Most-Watched Automotive Ad](#)

Wards Auto, 10/01/2021

A Jeep spot debuts at No.1 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.



INDUSTRY NEWS

New Jeep Spot Most-Watched Automotive Ad

Jeep focused ad spending

AdAge

[WATCH THE NEWEST COMMERCIALS FROM XFINITY MOBILE, WELLS FARGO, FIDELITY AND MORE](#)

Ad Age, 09/30/2021

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. (Scroll down to watch them all.)

A few highlights: Fidelity tells the story of a man named Ben who is “feeling totally zen” because he trusts Fidelity to help him prepare for retirement. Xfinity wants you to know that you can get \$300 off the new iPhone 13 Pro and iPhone 13 when you switch to Xfinity Mobile. And Regina King helps Wells Fargo hype its new Active Cash Visa Card.

The Philadelphia Inquirer

[A big builder in Philly advertises huge investor returns on radio and Fox News. Now the FBI and SEC are tuning in.](#)

Philadelphia Inquirer, 09/29/2021 (avoid paywall [here](#))

NRIA's ads have been its most noticeable way of soliciting cash. The company has spent an estimated \$9 million on TV ads since the start of 2019, \$4 million of that in 2021 alone, according to ad-tracker iSpot. Nearly all of that cash went to Fox News for ads that mostly ran on the Tucker Carlson Tonight and Hannity shows.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM MARSHALLS, GEICO, RALPH LAUREN AND MORE](#)

Ad Age, 09/29/2021

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. (Scroll down to watch them all.)

Ralph Lauren serves up a fresh TV cut of a stylish black-and-white ad for Ralph's Club Eau de Parfum starring models Gigi Hadid, Luka Sabbat and Lucky Blue Smith. (A [web version of this ad](#) debuted on YouTube back in June.) Off-price retailer Marshalls wants you to "Give it extra," per the tagline of its new ad. And Animal from Sesame Street stars in the latest from Geico.

yahoo!sports

[Why ESPN Can Afford to Sit Out the Sportsbook Ad Frenzy](#)

Yahoo! Sports (syndicated from *Sportico*), 09/28/2021

According to the commercial-tracking service iSpot.tv, the three broadcast networks have all but maxed out on gambling spots, with each booking the league-mandated maximum of six sportsbook ads per game. Under the terms of the NFL's new policy, the TV outlets are allowed to air one gambling unit in each quarter, as well as a single spot during the pregame and halftime shows.

That it is. Per iSpot estimates, [sports gambling](#) is the NFL's sixth-biggest ad category behind insurance (\$103.4 million), automotive (\$93.9 million), streaming services (\$65.9 million), fast food (\$63.4 million) and wireless (\$58.6 million). The new revenue stream is currently pumping more cash into the TV ecosystem than are a number of perennial sports backers, including beer, movie studios, soft drinks and financial services.

Broadcasting+Cable

[TV By the Numbers: NBC Takes Weekly Watch-Time, While CBS Wins Impressions Battle](#)
Broadcasting +Cable, 09/29/2021

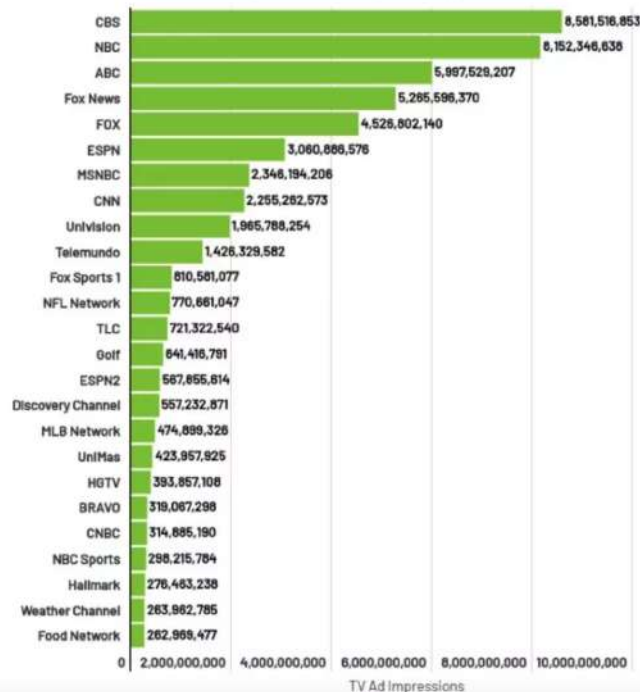
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Live NFL games served up more than 5.9 billion TV ad impressions for the week of Sept. 20-26, once again surpassing all other programming. College football is second once again during the timeframe, with 4.2 billion. The 2020 Ryder Cup (delayed a year due to the pandemic) is No. 3 (1.4 billion TV ad impressions), followed by Good Morning America (835 million) and The Price Is Right (796 million).



Top Networks by TV Ad Impressions

Sept. 20 -26, new episodes only





[ESPN Passing On In Game Ads For Sportsbook Licensing Deal](#)

Barrett Sports Media, 09/28/2021

Among those cashing in have been ESPN's competitors CBS, Fox, and NBC while ESPN has been slow to jump into the action.

According [to the commercial-tracking service iSpot.tv](#), the three broadcast networks have all but maxed out on gambling spots, with each booking the league-mandated maximum of six sportsbook ads per game.

Broadcasting+Cable

[NBC Gives 'La Brea' TV's Biggest Promo Push](#)

Broadcasting + Cable, 09/29/2021

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. Our data covers the 7-day period through Sept. 26.

An [NBC](#) spot for new [fantasy/sci-fi drama La Brea](#) is No. 1. Our previous chart-topper, a promo for NBC's [new parallel-lives drama Ordinary Joe](#), slips to third place.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM T-MOBILE, RAM TRUCKS, ADOBE AND MORE](#)

Ad Age, 09/28/2021

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. (Scroll down to watch them all.)

A few highlights: ESPN's Marty Smith says Ram Trucks are "built for tailgating." T-Mobile hypes the iPhone 13 Pro in an ad focused on its ["Upgrade Forever" offer](#). And Adobe says you can "target the right person every time" with Adobe Experience Cloud.

Sportico

The Business of Sports

[WHY ESPN CAN AFFORD TO SIT OUT THE SPORTSBOOK AD FRENZY](#)

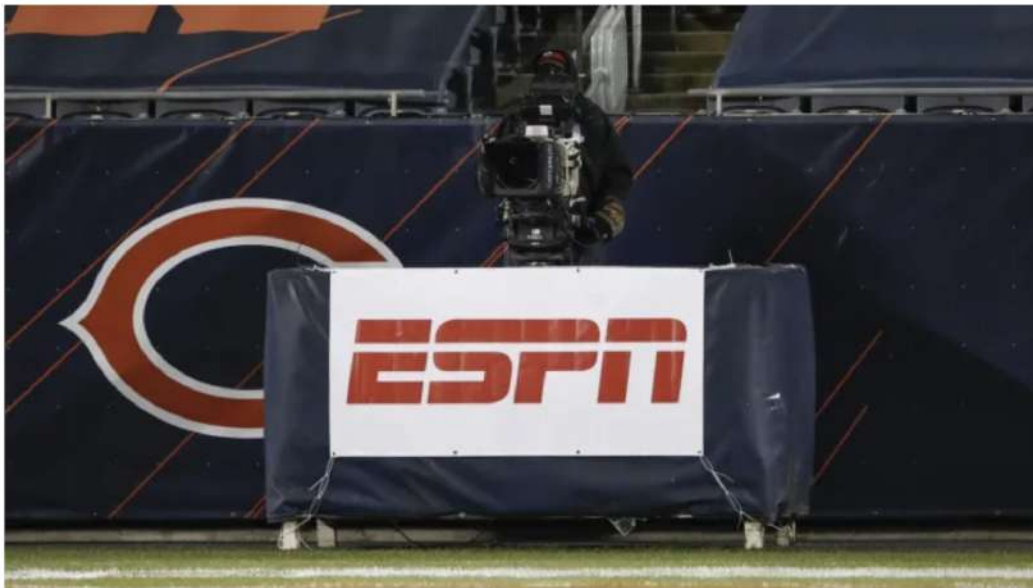
Sportico, 09/28/2021

According to the commercial-tracking service iSpot.tv, the three broadcast networks have all but maxed out on gambling spots, with each booking the league-mandated maximum of six sportsbook ads per game. Under the terms of the NFL's new policy, the TV outlets are allowed to air one gambling unit in each quarter, as well as a single spot during the pregame and halftime shows.

That it is. Per iSpot estimates, [sports gambling](#) is the NFL's sixth-biggest ad category behind insurance (\$103.4 million), automotive (\$93.9 million), streaming services (\$65.9 million), fast food (\$63.4 million) and wireless (\$58.6 million). The new revenue stream is currently pumping more cash into the TV ecosystem than are a number of perennial sports backers, including beer, movie studios, soft drinks and financial services.

WHY ESPN CAN AFFORD TO SIT OUT THE SPORTSBOOK AD FRENZY

BY ANTHONY CRUPI September 28, 2021 12:01am



ESPN and ABC can play the long game when it comes to gambling ads during NFL telecasts.

Broadcasting+Cable

[ViacomCBS Turns to VideoAmp as Ad Currency Alternative to Nielsen](#)

Broadcasting + Cable, 09/28/2021

The VAB, the Association of National Advertisers and NBCUniversal have all initiated processes aimed at creating new measurement options. Companies including VideoAmp, Comscore and iSpot.TV are developing metrics for impressions (who saw a commercial) and outcomes (what did people who saw an ad do) that could be used as currency for buying and selling ads.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SPECTRUM, GAP, SOFI AND MORE'](#)

Ad Age, 09/27/2021

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. (Scroll down to watch them all.)

A few highlights: SoFi, the online personal finance company, wants you to “Move to SoFi and feel what it’s like to get your money right.” Gap serves up a montage of its fall “Individuals Anthem” campaign, including excerpts from spots starring JaShaun St. John ([her own 15-second ad](#) was released on YouTube on Sept. 7) and Angus Cloud ([his own 15-second ad](#) was also released on YouTube on Sept. 7). And Spectrum hypes its easy-to-use Spectrum Guide, which “puts all your favorite streaming apps in one place.”



['Shang-Chi' Is Top U.S. Movie For 2021, But Holiday Titles Coming](#)

MediaPost, 09/26/2021

This year, season-to-date, national TV spending on theatrical movies -- also spurring many of those same movies on streaming services, debuted at, or around, the same time -- hit \$448.7 million, according to estimates from iSpot.tv. (Warner Bros. is the biggest spender so far -- \$113.1 million.)

THE WALL STREET JOURNAL.

[MyPillow CEO Mike Lindell Expects Ads to Appear on Fox News Again](#)

Wall Street Journal, 09/24/2021

MyPillow spent almost \$50 million on Fox News last year, and as of July it had shelled out about \$19 million for ad time on the network, Mr. Lindell previously said. MyPillow is one of the network's biggest advertisers this year, alongside supplement company Balance of Nature and weight-loss products provider Nutrisystem, according to ad-measurement firm iSpot.tv.

MyPillow CEO Mike Lindell Expects Ads to Appear on Fox News Again

Company had pulled its ads after network declined to air commercial linked to Mr. Lindell's efforts to claim the 2020 election was rigged



MyPillow founder and CEO Mike Lindell has spread unproven claims that the 2020 election was fraudulently stolen from former President Donald Trump.

DEADLINE

[‘Shang-Chi’ Is The Highest-Grossing Pic At Pandemic Domestic B.O.; ‘Dear Evan Hansen’ Still Weeping With \\$7.5M – Sunday Update](#)

Deadline, 09/26/2021

iSpot estimates that before Dear Evan Hansen's opening, Universal spent \$3M in TV spots which drew 236.4M impressions with ads booked on NBC, FX, CBS, Freeform and USA, and during shows such as America's Got Talent, Big Brother, Law & Order SVU, Bachelor in Paradise, and re-runs of Friends.

...

Diversity breakdown was 76% Caucasian, 9% Latino and Hispanic, 10% Black, & 5% Asian/other. In its limited launch last weekend, iSpot estimates that Searchlight spent around \$1M for TV spots that aired on MSNBC, CNN, Food Network, ABC and NBC pulling in 168M impressions and during shows such as Good Morning America, Today, Diners, Drive-Ins & Dives, The Rachel Maddow Show and Don Lemon Tonight.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM DIOR, 14 HANDS WINERY, BURGER KING AND MORE](#)

Ad Age, 09/24/2021

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. (Scroll down to watch them all.)

A few highlights: Dior serves up a fresh 30-second TV cut of an ad for its fragrance Sauvage; Johnny Depp, the longtime face of Dior Sauvage, stars. (A [43-second online version](#) debuted on YouTube on Sept. 11.) 14 Hands Winery says, "Find your wild." And Cornell Haynes Jr., aka Nelly, hypes the Cornell Haynes Jr. Meal as part of Burger King's continuing "Keep It Real Meal" promotion. (Ad Age's Moyo Adeolu has the backstory: ["Burger King introduces celebrity 'Keep It Real Meal.'"](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM APPLE, TOYOTA, PIZZA HUT AND MORE](#)

Ad Age, 09/21/2021

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. (Scroll down to watch them all.)

A few highlights: Apple serves up a fresh 30-second TV cut of one of its "Hollywood in your pocket" ads for the iPhone 13 Pro. (Ad Age's Ann-Christine Diaz has the backstory—and the longer versions of the various ads in this campaign: ["Apple goes full Hollywood to promote iPhone 13 lineup."](#)) Toyota hypes the 2022 Tundra with a high-energy spot set to a Chris Avantgarde remix of Nina Simone's "Feeling Good." And ESPN's Kirk Herbstreit starts his day off right with some pepperoni pizza from Pizza Hut.

Forbes

[What Will The Future Of Audience Measurement Be: Executives From Ad Tech Providers Respond](#)

Forbes, 09/21/2021 (avoid paywall [here](#))

Stu Schwartzapfel, SVP, Media Partnerships, [iSpot](#)

iSpot is able to verify an ad impression made on the glass of a TV for a panel of 19 million+ TVs— and do so for every kind of ad, for every type of programming, for every second of ad play, no matter what kind of service brings the ad to that TV glass. That is a huge improvement to the state of ratings established during a broadcast era and a more dependable system for brands to understand how their investments are yielding reach. We can then take all those impressions and map the ad exposures to business activities and outcomes, again, at scale, giving brands a true view into performance of TV and streaming. While so much of the TV marketplace traditionally has been about measuring the performance of TV shows and estimating ad viewership by proxy – often weeks later, we’re taking an ads first approach to TV and doing so in real time. This kind of granularity and precision allows brands and industries to develop their own KPIs and invest in TV based on that, and it gives networks a new shared set of trusted benchmarks to transact on, and that is what we’re seeing and where it’s all headed.

What Will The Future Of Audience Measurement Be: Executives From Ad Tech Providers Respond



Brad Adgate Contributor

Media

Brad Adgate is an Independent Media Consultant

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[NBCU Highlights Three Measurement Providers As Alternatives To Nielsen](#)
AdExchanger, 09/23/2021

Last month, NBCU issued an RFP to more than 50 measurement companies – including Comscore, Nielsen, [VideoAmp](#) and iSpot – to advance measurement alternatives that can provide a unified look at viewership across streaming, mobile, desktop and linear. NBCU said it's reviewing more than 80 responses.

Forbes

[Why Interactive Broadcasts Promise To Be The Sports Industry's New MVPs](#)
Forbes, 09/24/2021 (avoid paywall [here](#))

While there are no stats on how much money fans are betting on sports, we can look at the amount of money the big fantasy sports and sports betting players are spending on TV advertising alone to get a sense of how popular these activities have become.

And as per a recent report from iSpot, the answer is “very.”

The NFL has stated that there will be six sports betting/fantasy sports ads per game during the 2021 season — an increase from about one per game last year [according to data from iSpot](#). That trend is further amplified by looking at the ad spends from major players in the field: FanDuel more than doubled their 2020 spend, going from \$5MM to \$11.1MM. Competitor DraftKings' year-over-year national TV ad spend is up 98%, while TV ad impressions are up 34%.

Why Interactive Broadcasts Promise To Be The Sports Industry's New MVPs



Alan Wolk Contributor ID
Media

Cover the future of television, from broadcast to digital to social

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Listen to article 5 minutes





['Emmys' Sees Surprising Viewership Growth - Up 16% Vs. 2020](#)

MediaPost, 09/20/2021

The average cost per 30-second unit ranged roughly from \$360,000 to \$680,000, according to iSpot.tv.

In terms of the top individual brands' spend, Kia came in at \$7.8 million, followed by Eliquis with \$3.2 million, Rybelsus, (\$2.7 million); Amazon Prime Video (\$2.7 million); and Samsung Mobile (\$2.6 million).

The biggest categories were automakers (\$9.7 million); video streaming services (\$6.9 million); pharmaceuticals - diabetes/blood disorders (\$6.4 million); pharmaceuticals - cancer (\$3.6 million); and credit cards (\$3.5 million).

Looking at entertainment advertising, TV networks (including on-air CBS promos) had a combined paid TV spend/media value of \$12.6 million (14 spots, 32 airings); streaming services: \$9.2 million (seven spots, 13 airings); and theatrical movies: \$2.5 million (three spots, six airings).



[DirecTV Ramps Up National TV Ad Spend With New Streaming Service 09/24/2021](#)

MediaPost, 09/24/2021

As national TV spending sharply climbs for video streaming marketers, the space is becoming increasingly crowded with new players -- especially with the start of the new TV season.

In the last 30 days, one of the newest -- DirecTV Stream, a new internet-based live TV/on-demand streaming service from satellite pay TV provider DirecTV -- has spent an estimated \$32.7 million in national TV advertising, from 5,203 airings yielding 1.6 billion impressions, according to iSpot.tv.



[Top Box-Office Revs, High TV Ad Spend For 'Shang-Chi'](#)

MediaPost, 09/19/2021

"Shang-Chi" pulled in \$21.7 million in box-office results, with Disney spending an estimated \$1.2 million in national TV advertising -- 412 airings (318.5 equivalent 30-second units), resulting in 139.5 million impressions, according to iSpot.tv.



[Three Newcomers Debut on Most-Watched Auto Ads List](#)

WardsAuto, 09/23/2021

“Wildly Civilized” continues to resonate with viewers, according to iSpot’s [Ace Metrix](#) survey data, scoring 7% above the industry norm for attention, 7.8% above for likeability and 7.5% above for desire.

Overall, the estimated spend among the top five most-viewed ads fell to an estimated \$10.54 million from \$13.7 million for the previous week’s top five. However, the overall automotive sector increased its spending to an estimated \$72.3 million for over 23,000 ads aired during the time period vs. an estimated \$63.7 million for 19,000 airings the week prior.

thejapan times

[NFL’s new play: Embrace betting ads, watch the money pour in](#)

The Japan Times(syndicated from *NYT*), 09/18/2021

Through Sept. 9 this year, DraftKings’ spending on national television advertising is up 98% compared with the same period a year earlier, while FanDuel’s spending has more than doubled, according to estimates from the research firm iSpot.TV.



[Chevrolet’s Dog-Like Cat Debuts Among Most-Viewed Auto Ads](#)

Wards Auto, 09/17/2021

The ads featured in this week’s list of iSpot.tv’s most-viewed automotive commercials are largely the same as those reported in previous weeks, with one notable exception. But the numbers behind them are much different.

The estimated national spend among the five ads racking up the most impressions skyrocketed week-over-week to \$13.7 million for the week of Sept. 6 from a collective \$8 million the previous week.



[NBC Gives 'Ordinary Joe' TV's Biggest Promo Push](#)
B+C, 09/22/2021

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. Our data covers the 7-day period through Sept. 19.

An [NBC](#) promo for [new fall drama Ordinary Joe](#) is No. 1.

AdAge

[Watch new commercials from Wayfair, Walmart, Clover](#)
Ad Age, 09/23/2021

A few highlights: Kelly Clarkson presents testimonials from real Wayfair customers. Walmart says, “We’re focused on regeneration today so we can all live better tomorrow.” And point-of-sale network/platform Clover shows off some of the services it provides to businesses, including multi-store reporting and social media marketing.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM KOHLER, STITCH FIX, PRADA AND MORE](#)
Ad Age, 09/22/2021

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. (Scroll down to watch them all.)

A few highlights: Fashion purveyor Stitch Fix hypes Stitch Fix Freestyle, “your personalized store.” Prada serves up a fresh 30-second TV cut of a spot for fragrance Luna Rossa Ocean starring Jake Gyllenhaal. (A [52-second online version of the ad](#) debuted on YouTube in August.) And Kohler wants you to “Be bold, be original, be you”—and “make a lasting expression.



[TV By the Numbers: Football Scores Again for Watch-Time, Impressions](#)
 B+C, 09/23/2021

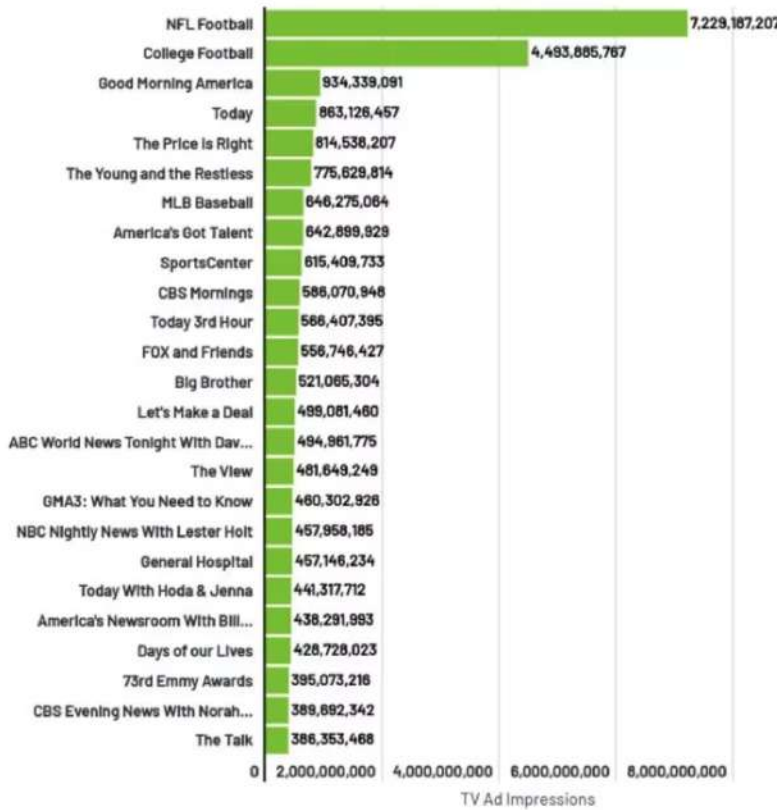
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

For the week of Sept. 13-19, the NFL picks up right where it left off the previous week, once again serving up more TV ad impressions than any other programming. Live NFL games delivered over 7.2 billion impressions on the week.



Top Shows by TV Ad Impressions

Sept. 13-19, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS FROM PLAYSTATION, TARGET, ADIDAS AND MORE](#)

Ad Age, 09/20/2021

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. (Scroll down to watch them all.)

A few highlights: Target wants you to know that you can help support “hundreds of diverse entrepreneurs nationwide” when you shop at its stores and website. Adidas athletes including Patrick Mahomes and Derrick Rose celebrate WBNA star Candace “Ace” Parker as part of the continuing “Impossible Is Nothing” campaign. And retired European footballers Robin Van Persie, Iker Casillas and Cafu help PlayStation hype EA Sports’ “FIFA 22,” set for release on Oct. 1.



[Mike Lindell is begging Fox News to start airing his ads again — but the network refuses](#)

Salon, 09/16/2021

That money also serves to prop up Fox provocateur Tucker Carlson — with MyPillow making up at least 20% of the advertising on Carlson’s primetime show in 2020, according to market research firm iSpot. That’s more than 10 times the next largest advertiser.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM MCDONALD’S, DELTA AIR LINES, HILTON AND MORE](#)

Ad Age, 09/16/2021

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. (Scroll down to watch them all.)

A few highlights: Delta Air Lines says it’s “committed to becoming the world’s first carbon-neutral airline on a global basis.” McDonald’s wants you to know its Happy Meals currently include Disney character toys to mark Disney World’s 50th anniversary. And Hilton says that “confirmed connecting rooms means you can all stay together.”

The New York Times

[The N.F.L.'s New Play: Embrace Betting Ads, Watch the Money Pour In](#)

New York Times, 09/16/2021

Through Sept. 9 this year, DraftKings' spending on national television advertising is up 98 percent compared with the same period a year earlier, while FanDuel's spending has more than doubled, according to estimates from the research firm iSpot.TV.

Overall, gambling companies spent \$7.4 million on advertisements during the first week of prime time games, 9 percent more than they did during last year's opening games on Thursday, Sunday and Monday nights, according to estimates from EDO, a TV ad measurement platform.

The N.F.L.'s New Play: Embrace Betting Ads, Watch the Money Pour In

The placement of gambling ads during football game broadcasts shows how much the N.F.L. has changed in its approach toward gambling.



Broadcasting+Cable

[Ampersand Offers Buyers A Total TV Measurement Solution](#)

Broadcasting + Cable, 09/16/2021

Ampersand will be working with Nielsen and other data providers, including iSpot,TV, but it also needed to build its own platform to secure the unique data assets that it has and be able to use them while protecting consumers privacy, Ward said.



[Apple TV+ Ups TV Marketing, Content Spend Should Follow](#)

MediaPost, 09/15/2021

According to iSpot.tv, Apple TV+ spent an estimated \$119.3 million in national TV advertising over the last 12 months (September to September). Netflix spent \$66.7 million over that period.



[ViacomCBS Exec Changes: Nevins Adds Paramount TV Studios, Robbins Heads Paramount Pictures](#)

MediaPost, 09/14/2021

In the second quarter of this year, ViacomCBS said Paramount+ added 6.5 million subscribers, now totaling 42 million globally. Since the first of this year, Paramount+ estimated national TV media spend and media value from advertising placed on ViacomCBS networks has been \$108.6 million, according to iSpot.tv.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SAMSUNG, MUGLER, HEFTY AND MORE](#)

Ad Age, 09/15/2021

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. (Scroll down to watch them all.)

A few highlights: Samsung hypes the Galaxy Z Fold 3 5G in a fantastical, CGI-packed spot. Willow Smith stars in a fresh 30-second TV cut of dreamy commercial for Mugler's Alien Goddess fragrance. (A [48-second online version](#) debuted on YouTube on Aug. 29.) And John Cena promotes Fabuloso-scented Hefty Ultra Strong trash bags—with a little help from a singing trash can.

Broadcasting+Cable

[TV By the Numbers: Week One NFL Action Touts Watch-Time, Impressions Leads](#)
Broadcasting + Cable, 09/16/2021

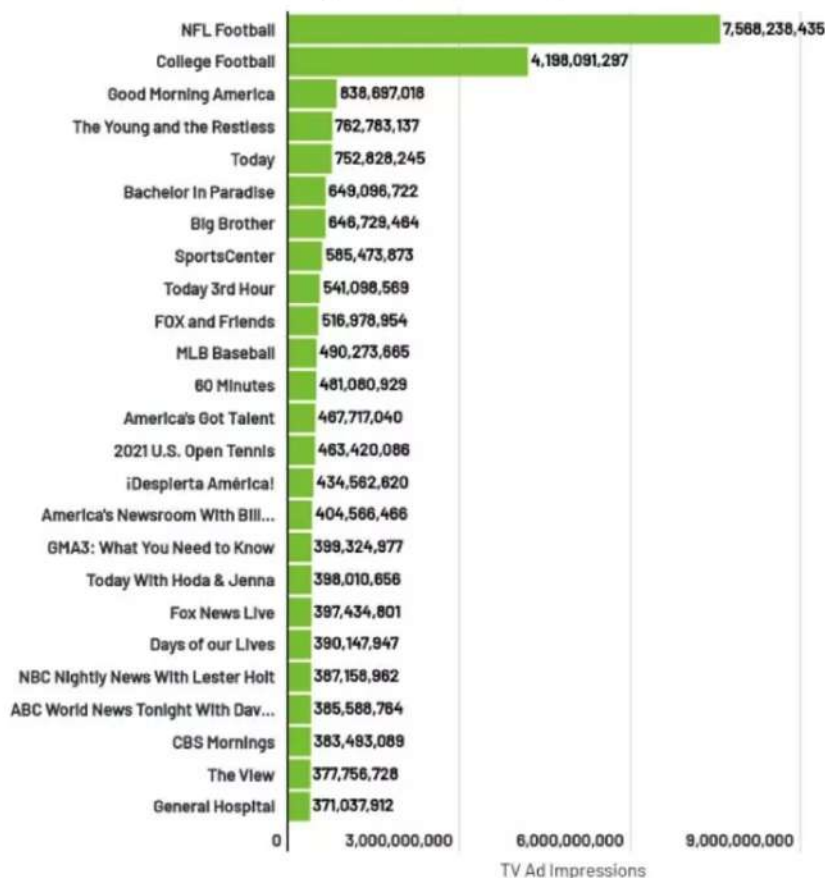
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

The hope of a new season brings TV ad impressions in droves for NFL games. During the week of Sept. 6-12, the NFL delivered almost 7.6 billion impressions between the Thursday night game and Sunday's slate (an average of nearly 507 million TV ad impressions per live).



Top Shows by TV Ad Impressions

Sept. 6-12, new episodes only



ADWEEK

[CPG Manufacturers Are Spending Less on National TV Ads](#)

Adweek, 09/13/2021

CPG manufacturers, excluding alcohol brands, spent an estimated \$4.6 billion on national linear TV ads between Jan. 1 and Aug. 31, a 6.1% decrease compared to the same period in 2020, according to a [new report](#) from TV ad measurement and analytics company iSpot.tv.

...

The drop in TV ad spend correlates with a downturn in impressions, which iSpot.tv captures for linear, streaming, addressable and local television via 23 million smart TVs and set-top boxes across the U.S. The numbers suggest people are getting outside more or finding other hobbies to pass the time.



iSpot.tv

AdAge

[WATCH THE NEWEST COMMERCIALS FROM MICROSOFT, UBER EATS, SUBWAY AND MORE](#)

Ad Age, 09/13/2021

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. (Scroll down to watch them all.)

A few highlights: Tom Brady stars in a spot for faux fragrance brand Bready; it's actually a Subway ad. (Ad Age's E.J. Schultz previewed the spot—and explained the conceit—in the Sept. 10 edition of ["Marketing winners and losers of the week."](#)) Uber Eats serves up two pop stars in one commercial. (Ad Age's Ann-Christine Diaz has the backstory: ["Elton John and Lil Nas X are Uber Eats' latest celebrity duo."](#)) And Microsoft says that Windows 11 "brings you closer to what you love." (Schultz, once again, has the backstory: ["See how Microsoft is marketing Windows 11."](#))



[NFL Kickoff 2021: Opening Game Up 19% To 24M Viewers](#)

MediaPost, 09/10/2021

TV advertising research companies EDO and iSpot.tv both said the game pulled in an estimated \$60 million in national TV advertising.

...

The top advertisers for this year's game, according to iSpot.tv: Toyota Motor, (9 airings of commercials); Hyundai (7 airings); T-Mobile (6 airings); Bud Light, USAA and DraftKings (4 airings each); Buffalo Wild Wings, Progressive, and FanDuel (3 airings); Hulu, FTX, Warner Bros. Chevrolet, McDonalds, Samsung Mobile and Target (each with 2 airings).

AdAge

[GEICO'S 'SCOOP! THERE IT IS!' IS NOW A REAL ICE CREAM](#)

Ad Age, 09/13/2021

"Whoomp" was previously featured in a [2015 Geico commercial](#) (Tag Team wasn't shown) as well as in ads for brands including Outback Steakhouse, Walmart and Gain detergent, according to iSpot. None of those ads featuring the tune caught on like Geico's newer take.

DAYTIME

CONFIDENTIAL

[Nielsen Loses Seal of Approval From Media Ratings Council](#)

Daytime Confidential, 09/10/2021

One company jockeying for position is iSpot.TV. CEO Sean Muller said: The only thing we know for sure is how dissatisfied a lot of the networks are and how serious they are about advancing measurement.

AdAge

[THE LATEST NUMBERS ON APPLEBEE'S VIRAL 'FANCY LIKE' CAMPAIGN: DATACENTER WEEKLY](#)

Ad Age, 09/10/2021

Applebee's has also been giving a major TV push to the "Fancy Like" campaign, according to TV advertising analytics company [iSpot.tv](#). So far, the fast-casual dining chain has racked up just over 1 billion TV ad impressions for the 30-second commercial version of "Fancy Like" that debuted on national TV on Aug. 23—with about 10% of those impressions delivered by Fox News and another 10% by CNN.

...

As Adeolu notes in her story, "One version of the ad peaked with 223 national airings on Aug. 29 and in the last several days is still running more than 100 times a day," per [iSpot](#).

AdAge

[WATCH THE NEWEST COMMERCIALS FROM BEST BUY, PETSMART, DAIRY QUEEN AND MORE](#)

Ad Age, 09/10/2021

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. (Scroll down to watch them all.)

A few highlights: Best Buy says that now that the NFL is back, you should "bring the game home with a new big-screen TV from Best Buy." PetSmart promotes its pet services, including grooming, boarding, training and doggie day camp. And Dairy Queen hypes its fall Blizzard flavors, including pumpkin pie and pecan pie.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM GODADDY, GAP, BUD LIGHT SELTZER AND MORE](#)

Ad Age, 09/09/2021

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. (Scroll down to watch them all.)

A few highlights: GoDaddy wants you to use its e-commerce tools to (as the tagline puts it) "Sell Anything. Anywhere." Actress Helena Howard stars in the latest from Gap. And Budweiser wants you to know there's no beer in Bud Light Seltzer.



[College Football Go-To Vehicle for Most-Viewed Auto Ads](#)

Wards Auto, 09/09/2021

College football programming was the favored advertising vehicle for four of the five brands on iSpot.tv’s latest ranking of the most-viewed automotive commercials – the ads generating the highest number of impressions across national broadcast and cable TV airings.

Leading the pack for the week of Aug. 30 was Jeep’s “Wildly Civilized” spot, which ranked No.1 for the third week in a row and was backed again by the highest estimated spend among national automotive TV ads.



[Automakers' August TV Spending Up 13% Year-Over-Year](#)

MediaPost, 09/08/2021

Automakers spent 13% more on national TV in 2021 vs. 2020, but TV ad impressions dipped slightly, per iSpot.tv.

August 2021 spending increased \$13.7 million to \$121.9 million compared to \$108.2 million in 2020. August 2021 TV ad impressions registered at 25.4 billion, down from 26.9 billion in 2020.

...
Automakers flocked to the Olympics in August to get in front of a nationwide audience tuning in to the Games across a variety of NBCUniversal-owned networks and platforms, said Stuart Schwartzapfel, senior vice president, media partnerships at iSpot.tv.

"The emphasis on tentpole events like the Olympics and NFL preseason didn't mean a departure from local ads, though, with auto brands actually increasing share of local impressions compared to July as they look to move inventory in specific markets," Schwartzapfel tells Marketing Daily.

Vehicles: Auto Makers
Top Brands - Est. National TV Spend: 08/01/2021 - 08/31/2021
Data provided by iSpot.tv

- Toyota
- Jeep
- Nissan
- Chevrolet
- Ford
- Other



ADWEEK

[Pepsi and Dapper Dan Blend Fashion and Sports With Capsule Collection](#)

Adweek, 09/09/2021

From the [start of this year until Aug. 15](#), Pepsi outspent its competitor Coca-Cola on national television advertising (\$48.2 million vs. \$37.6 million), according to TV ad measurement and analytics company iSpot.tv. PepsiCo [spent nearly \\$40 million](#) in ads during the 2020 Super Bowl.

Pepsi and Dapper Dan Blend Fashion and Sports With Capsule Collection

The release furthers soft drink giant's efforts to connect with youth culture



Designer Dapper Dan and Pepsi's collection crosses streetwear with football apparel. Pepsi

NEXT | TV

[Ad Industry Seeks Alternatives After Nielsen Loses Seal of Approval](#)

NextTV, 09/08/2021

“The only thing we know for sure is how dissatisfied a lot of the networks are and how serious they are about advancing measurement,” said Sean Muller, CEO of [iSpot.TV](#), one of the companies hoping to move into any void created by Nielsen’s issues.

...

Even as Nielsen was losing accreditation, rivals were stepping up to get the MRC’s checkmark. Comscore said it was working with the MRC to accelerate the start of the process that could lead to accreditation. iSpot’s Muller said his company is in the pre-assessment phase of the MRC’s accreditations process.

“We’re an independent measurement company and I think some industry body should be there to ensure that measurement companies are doing what they say they’re doing,” Muller said. The MRC process is laborious, lengthy and costly. “Maybe some innovations are needed there as well,” he said.

Ad Industry Seeks Alternatives After Nielsen Loses Seal of Approval

By Jon Lafayette September 08, 2021

A multiverse of measurement options might emerge



AdAge

[WATCH THE NEWEST COMMERCIALS FROM SIRIUSXM, MARSHALL'S, PROGRESSIVE AND MORE](#)

Ad Age, 09/08/2021

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. (Scroll down to watch them all.)

A few highlights: A woman takes a runway-style strut through a supermarket's frozen food aisle to show off the designer coat she got at Marshall's. SiriusXM brings out the stars in support of its current campaign with the tagline "Everything you want to hear lives here." (Ad Age's I-Hsien Sherwood has the backstory: "[Kevin Hart, Dave Grohl, LL Cool J and Bella Poarch live under the same roof in SiriusXM's biggest-ever brand campaign.](#)") And Progressive serves up an animated ad—complete with an animated Flo—in a marketing tie-in with "The Addams Family 2," in theaters and available to stream on Oct. 1.



[MTV Again Gives the 2021 VMAs TV's Biggest Promo Push](#)

NextTV, 09/08/2021

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. Our data covers the 7-day period through Sept. 5.

An [MTV](#) promo for the 2021 MTV Video Music Awards — set to air Sunday, Sept. 12 — is No. 1. This marks the second week in a row in the top spot for the venerable tentpole show.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM JERSEY MIKE'S, ROCKET MORTGAGE, QUAKER AND MORE](#)

Ad Age, 09/07/2021

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. (Scroll down to watch them all.)

A few highlights: Quaker Oats calls itself "a supertrusted superfood" in an ad that focuses on Quaker Apples & Cinnamon Instant Oatmeal. ESPN's Kirk Herbstreit helps a homeowner "visualize all the possibilities" in a Rocket Mortgage spot. And Jersey Mike's wants you to know that it's offering free delivery on Saturdays when you order with the Jersey Mike's app (through Nov. 27).



[TV By the Numbers: College Football Scores Watch-Time, Impressions Wins for Week One](#)
 NextTV, 09/08/2021

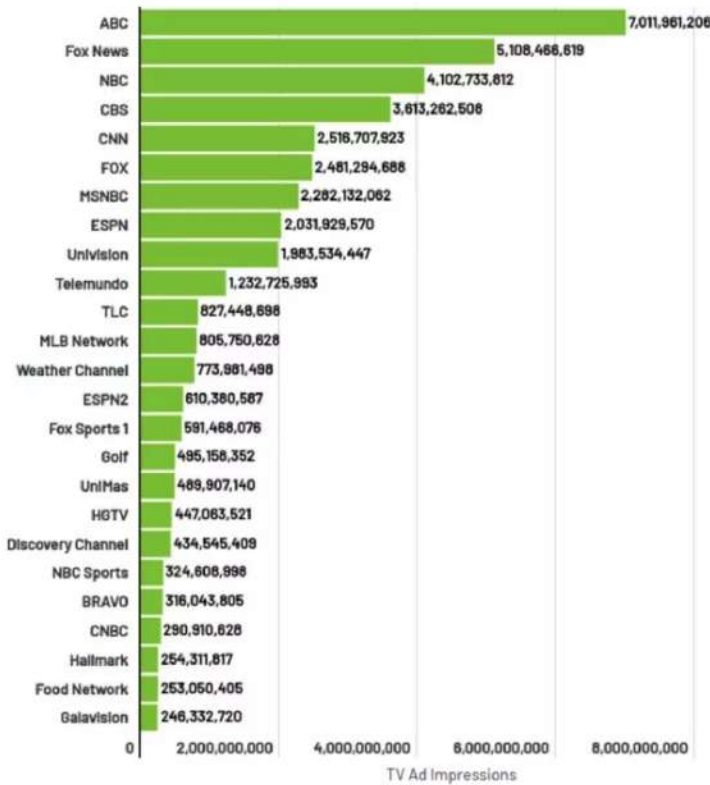
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

College football scored big-time in terms of TV ad impressions for the week of Aug. 30-Sept. 5. With games airing across numerous networks over the course of the holiday weekend, college football delivered nearly 5.7 billion impressions in the timeframe, which is more than five times the next-highest figure for any other programming.



Top Networks by TV Ad Impressions

Aug. 30-Sept. 5, new episodes only



Street & Smith's



[SBJ College: Allstate takes early lead on football TV ad spend](#)

SBJ Newsletter, 09/07/2021

Allstate has spent nearly \$1.3 million on CFB TV ads thus far

Allstate spent an estimated \$1.3 million advertising during nationally televised college football games since the season began, tops among any brands, according to an analysis of iSpot.tv data by SBJ's David Broughton. The insurer, which is an official CFP sponsor, had five different spots that ran a total of 419 times across the 13 networks monitored by iSpot (ABC, ESPN, ESPN2, ESPNU, Fox, FS1, FS2, Fox Deportes, BTN, SEC Network, CBS Sports Network, Pac-12 Networks and NFL Network). Overall, 615 brands have spent \$34.4 million, filling 11,398 total ad spots.

Coming in at No. 2 is Dr Pepper, another CFP sponsor that took advantage of new NIL rules to feature Clemson QB D.J. Uiagalelei in its latest "Fansville" spot. Dr Pepper has spent around \$1.2 million on national TV ads. NCAA partners currently ranking in the top 10 are AT&T (also a CFP sponsor) and Nissan.

The spot starring Uiagalelei leads all brands in terms of ad impressions with 120.8 million thus far. That's ahead of DirecTV's "Get Your TV Together" spot with 101.6 million, followed by Allstate's "Marching Band" spot with 94 million.

How does 2021 compare historically? The start of the 2016 season saw brands generate \$72.7 million in advertising across 11 TV networks. There were 565 different brands producing 990 unique ads and 8,761 total airings. Dr Pepper had the most spots to open 2016, running its two commercials a total of 203 times, and Nissan's seven spots ran 74 times. Allstate that year was No. 12 on opening weekend, with 154 airings drawing around \$1.2 million.

Top brands on college football TV ad spend to date			
BRAND	UNIQUE SPOTS	AIRINGS (IN PRIMETIME)	ESTIMATED AD SPEND
Allstate**	5	419 (68)	\$1,294,092
Dr Pepper**	2	378 (62)	\$1,164,480
AT&T Wireless^	4	80 (29)	\$842,677
Nissan*	5	46 (16)	\$774,434
DirecTV	1	46 (19)	\$762,796
Verizon	5	105 (31)	\$746,888
State Farm	8	111 (23)	\$707,627
T-Mobile	8	116 (31)	\$685,303
Sling TV	3	16 (7)	\$672,663
Ram Trucks	6	84 (22)	\$618,218

NOTES: * = Sponsor of the NCAA, ** = Sponsor of the CFP. ^ = Sponsor of both NCAA and CFP.

AdAge

[WALKER HAYES EXPLAINS HIS VIRAL APPLEBEE'S AD, 'FANCY LIKE'](#)

Ad Age, 09/08/2021

Walker Hayes—father, husband and American country singer—is now an Applebee's Tik Tok sensation thanks to a song he wrote about the chain that has gone viral.

After years of dining at Applebee's with his wife Laney, Walker had always envisioned creating a song about his love for the restaurant. He did so via an album released in June that includes the "Fancy Like" single that drove massive attention to the chain, which seized on it in August with an ad from WPP's Grey that keeps growing in popularity.

WALKER HAYES EXPLAINS HIS VIRAL APPLEBEE'S AD, 'FANCY LIKE'

The country music star shares the backstory of the viral hit—and what is next

By [Moyo Adeolu](#). Published on September 08, 2021.



THE WALL STREET JOURNAL.

[Nielsen's Grip Over TV Ratings Loosens Amid Streaming Boom](#)

Wall Street Journal, 09/07/2021

Other companies that measure traditional and streaming TV viewership include Reston, Va.-based [Comscore](#) Inc., which uses data from millions of cable set-top boxes for its metrics as opposed to focusing on a panel of households, as well as startups such as VideoAmp, 605, iSpot.tv and Samba TV.

OpenAP, a platform created in 2017 by large TV networks that is meant to help advertisers use data to identify the right programming for their ads, is exploring partnerships with vendors such as 605 and iSpot.tv that can help measure ad campaigns, according to a person familiar with the matter. Comscore and Nielsen are both offered as options for setting ratings goals and measuring campaigns on OpenAP.

Nielsen's Grip Over TV Ratings Loosens Amid Streaming Boom

Company faces a double whammy: challenges in its legacy products and customers looking for alternative ways to measure streaming viewership



Nielsen faces competition in measuring streaming viewership, a field where it is just one of many players.



[Disney's 'Shang-Chi' Rings Labor Day Box-Office Bell, With Modest TV Ad Spend](#)

MediaPost, 09/06/2021

Disney-Marvel spent a modest \$11.2 million in national TV advertising on “Shang-Chi” since May 3, with 4,685 airings resulting in 1.3 billion impressions, according to an estimate from iSpot.tv. Typical wide-release movies can see national TV spend of more than \$20 million.

...

For the 30-day period August 4 through September 2, Hulu, Discovery+, Disney+, Paramount+ and Peacock TV have placed TV spots amounting to 15 billion impressions -- up 56% over a year ago, according to estimates from iSpot.

DEADLINE

[‘Shang-Chi’ To The Moon: Marvel Asian American Superhero Movie Hitting \\$90M+ Record-Breaking Labor Day Weekend – Update](#)

Deadline, 09/06/2021

iSpot reports that since the start of Shang-Chi’s campaign, Disney spent close to \$11M in TV ads that generated 1.18 billion impressions. Of the top networks the studio advertised on: NBC (15%), ABC (12%), Disney Channel (6.3%), Freeform (5.5%) and ESPN (4.1%). The top shows that aired Shang-Chi spots (based on TV ad impressions) were the Tokyo Olympics (11.1%), Bachelor in Paradise (2%), America’s Got Talent (1.8%), MLB games (1.7%) and SportsCenter (1.6%).



[Premium Streamers Boost National Marketing For Pre-TV Season](#)

MediaPost, 09/03/2021

For the 30-day period August 4 through September 2, Hulu, Discovery+, Disney+, Paramount+ and Peacock TV have placed TV spots amounting to 15 billion impressions -- up 56% over a year ago, according to estimates from iSpot.

Forbes

[For Nielsen Ratings Complaints And Potential Competitors Is Nothing New](#)

Forbes, 09/01/2021 (avoid paywall [here](#))

In August, NBCU, seeking to establish a more reliable, accurate and precise yardsticks for TV and video advertisers, sent a request for proposal to 54 audience measurement providers (and have received over 70 responses), including ComScore, LiveRamp's Data Plus Math, iSpot, Truthset, Conviva and VideoAmp as well as Nielsen.

For Nielsen Ratings Complaints And Potential Competitors Is Nothing New



Brad Adgate Contributor

Media

Brad Adgate is an Independent Media Consultant

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AdAge

[WATCH THE NEWEST COMMERCIALS FROM NIKE, IBM, CHASE AND MORE](#)

Ad Age, 09/03/2021

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. (Scroll down to watch them all.)

A few highlights: Serena Williams talks about finding balance in life in the latest "Play New" ad from Nike. IBM takes a creative approach to illustrating how businesses "can automate IT processes across clouds." And Chase says, "With the Chase mobile app, you can ace your money moves" in an animated, tennis-themed spot timed to the U.S. Open.



[MRC Strips Nielsen Of Its National, Local TV Accreditation](#)

AdExchanger, 09/01/2021

Many said that the industry also can't wait for Nielsen One to launch when rivals like Comscore and digital-first players such as VideoAmp and iSpot are in-market already.

...

"The majority of the industry will continue to transact off of Nielsen's metrics regardless of the current MRC status – it is too engrained into the buying systems," iSpot CEO Sean Muller said. "However, the MRC is doing its job with these moves. What's important to recognize is that as things shift to streaming more rapidly, there is a great need for a new currency or set of currencies."



[The FTC's Revised Facebook Suit: Legal Analyst Says Platform Should Be Regulated Like Big Tobacco](#)

AdExchanger, 09/02/2021

NBCUniversal is calling for the end of a single [measurement currency](#) in TV, and for the industry to embrace alternatives, such as Comscore, Data Plus Math, iSpot, LiveRamp and VideoAmp – not to mention NBCU's proprietary products. Discovery CEO David Zaslav scorched Nielsen in his [recent earnings report](#).

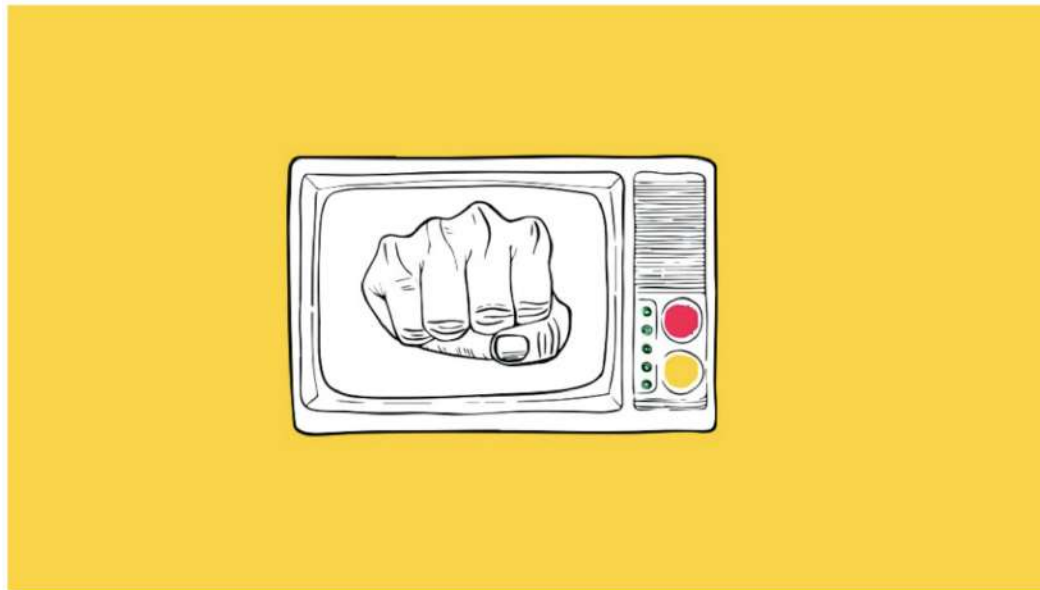
DIGIDAY

[How 40 years of music videos on TV taught marketers about context and nuance](#)

Digiday, 08/30/2021

iSpot helps marketers answer how all the elements of a hybrid TV/CTV plan work together. It puts CTV and traditional TV delivery into context, measuring how a given campaign contributes to a client's overall audience delivery. What we've found is encouraging. Even against the broad and saturated linear TV campaigns, at least 40% of Vevo's media, for example, has been incremental to those efforts, in every instance. This is but one insight to support diversified planning in today's market.

How 40 years of music videos on TV taught marketers about context and nuance



[CBS' Strong Upfront, Early NFL Deal-Making Yields Solid Advertising Position](#)

MediaPost, 09/01/2021

Last season, at-home focused NFL TV advertisers (or those steering more messaging in that direction) included: Amazon, Apple, Postmates, Google, Pizza Hut, Domino's, Microsoft Teams, Disney+, Apple TV+, Hulu, Uber Eats and Amazon Fire TV, according to iSpot.tv.



[Sports Betting Ops Ramp Up National TV Messaging As NFL Season Kicks Off](#)
MediaPost, 08/30/2021

Major sports booking operations have been ramping up national TV marketing efforts -- paid-advertising and promotional -- in August, largely to promote sportsbook operations for the fall.

In total, some \$2.8 million in national TV advertising was spent from July 31 through August 29 by the casino/gambling category, according to iSpot.tv.

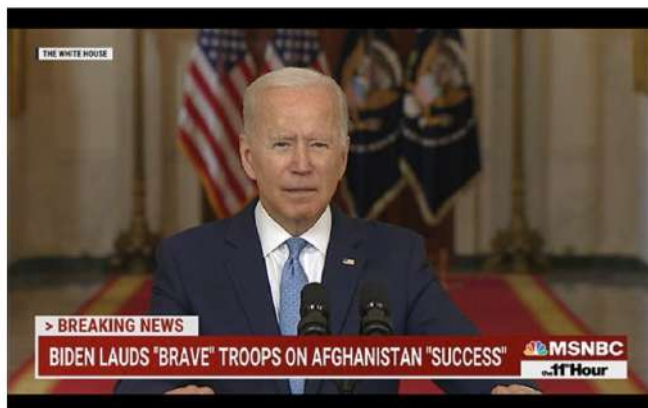


[MSNBC, CNN See Slight Viewing Declines in August, Fox News Channel Grows By Double Digits](#)
MediaPost, 09/01/2021

Top-paying Fox prime-time advertisers for August, according to iSpot.tv, include Balance of Nature, Liberty Mutual, NewDay USA, Verizon, Relief Factor, Nutrisystem, Golden Corral, USAA, Indeed and Safelite Auto Glass.

MSNBC, CNN See Slight Viewing Declines In August, Fox News Channel Grows By Double Digits

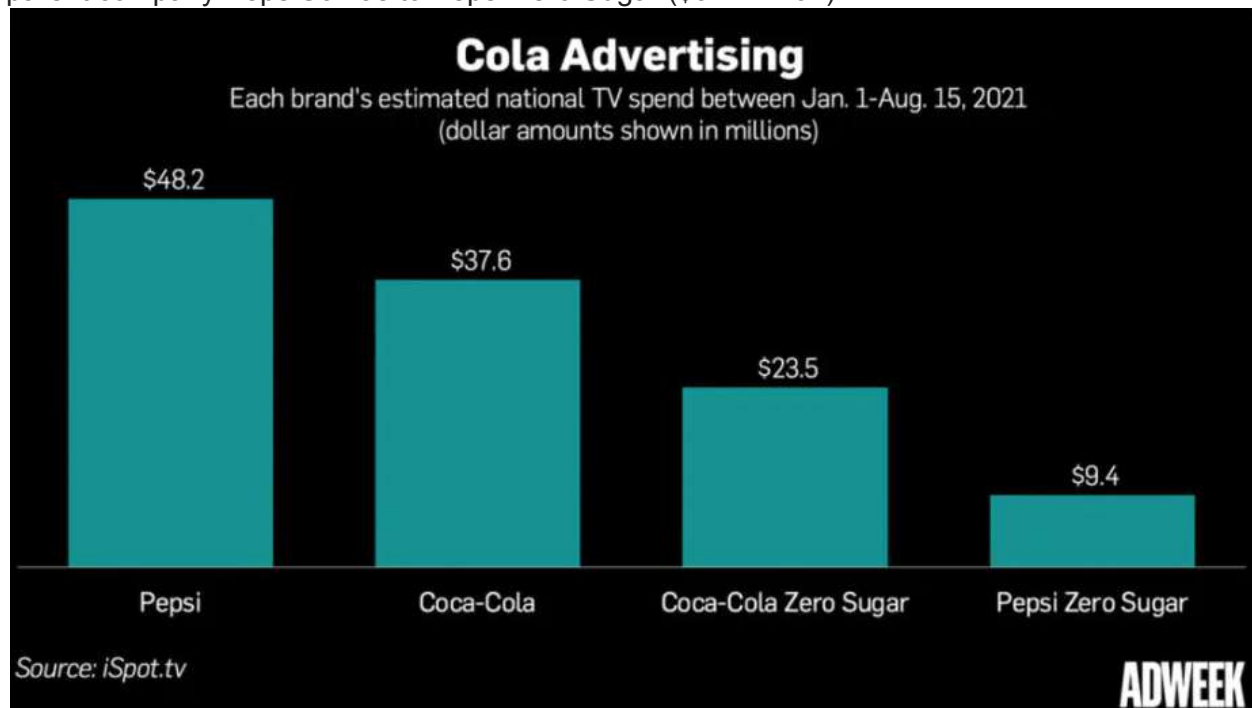
by **Wayne Friedman**, September 1, 2021



ADWEEK

[Pepsi Wonders Why You'd Start Going Out Now, Just as Football Season Is Kicking Off](#)
Adweek, 08/24/2021 (avoid paywall [here](#))

So far this year, Pepsi (\$48.2 million) has outspent Coca-Cola (\$37.6 million) on national television advertising, according to estimates from TV ad measurement and analytics company iSpot.tv. Yet Coke has dedicated more funds to Coca-Cola Zero Sugar (\$23.5 million) than parent company PepsiCo has to Pepsi Zero Sugar (\$9.4 million).



AdAge

[TIKTOK'S 'ASTRONOMICALLY HIGH' ENGAGEMENT REVEALED: DATACENTER WEEKLY](#)
Ad Age, 08/27/2021 (avoid paywall [here](#))

+49.2%

That's the increase in estimated spending on national linear TV ads by beer marketers in 2021 so far (Jan. 1-Aug. 15) compared to the same period in 2020, according to TV advertising analytics firm [iSpot.tv](#). A big part of that jump comes courtesy of Mexican beer brands Modelo and Corona, which upped their year-over-year TV ad spend (again, Jan. 1-Aug. 15) by, respectively, an estimated \$30 million and \$25 million, an iSpot spokesperson tells Datacenter Weekly.

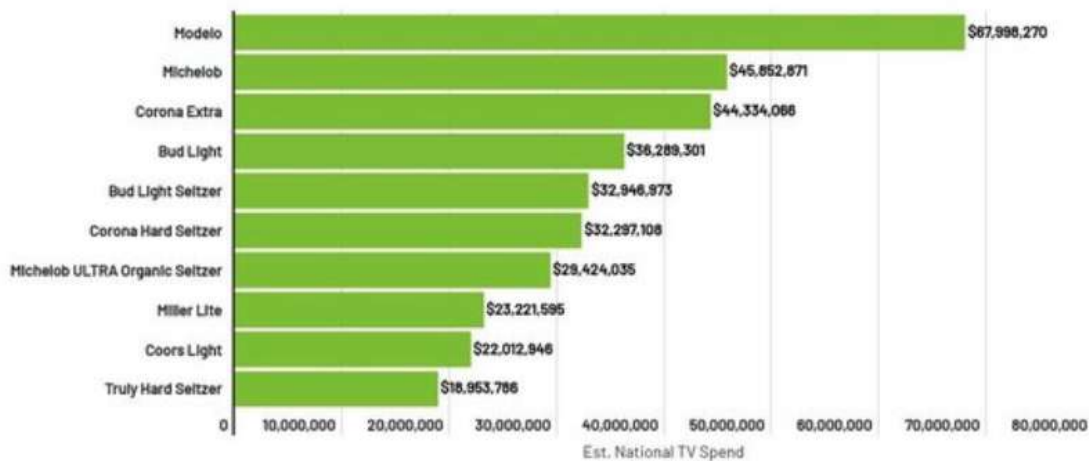


[TV Beer Spending Soars Nearly 50% YOY](#)
MediaPost, 08/23/2021

Beer advertising on linear TV in 2021 has risen 49% year-over-year through Aug. 15, with spending estimated at \$525.8 million, according to data from iSpot.tv. The researcher attributed the surge largely to the return of live sports, with 56% of the spend so far this year coming in such events as NFL, NBA and college basketball games.



Top Beer Brands by National TV Ad Spend Jan. 1-Aug. 15, 2021



AdAge

[THIS WEEK'S MARKETING WINNERS AND LOSERS](#)
Ad Age, 08/20/2021

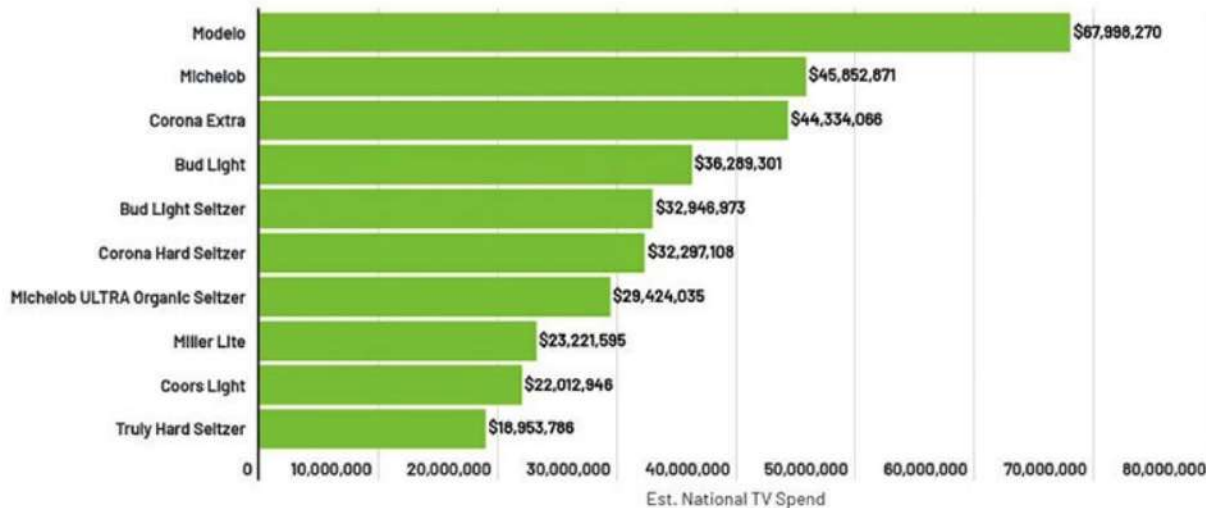
NUMBER OF THE WEEK:

50%: The increase in ad spending on beer year-to-date, according to iSpot.tv, which reports that brands spent \$525.8 million on national linear TV ads Jan. 1-Aug. 15. The return of a somewhat normal live sports schedule is playing a role.



[These 10 Giant Beer Brands Have Already Spent Half A Billion Dollars On TV Ads This Year](#)
Vine Pair, 08/23/2021

A recent [report](#) from iSpot.tv claims that the nation's ten largest beer brands have spent nearly \$525.8 million on TV ads so far in 2021. This was a 49 percent increase from 2020, when spending came out to just \$352.4 million.



[More Firms Ask To Join NBCU's Measurement Business Review](#)
NextTV, 08/27/2021

Among the new companies interested in submitting proposals are IBM with Watson AI, Thinking Right, Reelgood, EntTelligence and RelishMix, NBCU said.

The companies originally participating include Comscore, VideoAmp, iSpot, Conviva, Truthset and TVSquared.



[NBCUniversal Calls for New Media Measurement System](#)
The Hollywood Reporter, 08/23/2021

To that end, NBCU has sent an RFP to 50 measurement companies, including Nielsen; other established players including ComScore and LiveRamp's Data Plus Math; and streaming focused providers including iSpot, Truthset, Conviva and VideoAmp.

VARIETY

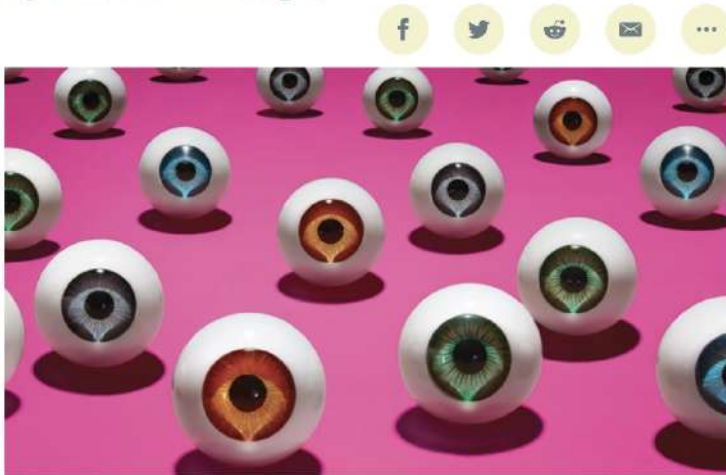
[NBCU Expects to Find New Measurement Plan Partners by September](#)

Variety, 08/24/2021

NBCU has issued requests for proposals to 54 different companies, including Nielsen, ComScore and DataPlusMath, as well as entities such as Conviva, Truthset, VideoAmp and iSpot that are focused on streaming.

NBCU Expects to Find New Measurement Plan Partners by September

By **Brian Steinberg** ▾



eMarketer.

[What NBCUniversal's declaration of independence means for the future of TV measurement](#)

Emarketer, 08/25/2021

By choosing to partner with multiple measurement firms—NBCUniversal reportedly requested proposals from Nielsen, Comscore, Conviva, iSpot, and others, per Nexttv—it can reassure advertisers its data is credible.



[NBCU Calls For “Measurement Independence”: IAB Tech Lab Teams With The OAAA Ad Exchanger](#), 08/24/2021

The Nielsen One cross-channel currency is expected to launch late next year, but rivals like Comscore and digital-first players such as VideoAmp and iSpot are in-market already.

THE WRAP

[NBCU Exec Calls for Industry to ‘Declare Measurement Independence’ From Nielsen](#)
The Wrap, 08/24/2021

In that spirit, NBCUniversal sent an RFP (request for proposal) to more than 50 potential measurement partners, including ComScore, Nielsen, DataPlusMath, Conviva, Truthset, VideoAmp, iSpot, and yes, Nielsen.



[NBCU Seeks Nielsen 'Independence.' Sends RFPs To 50+ Potential Suppliers](#)
MediaPost, 08/23/2021

NBC has sent out a “request for proposal” to more than 50 of its measurement partners, including Nielsen, Comscore, Data Plus Math, Conviva, Truthset, VideoAmp and iSpot, regarding future “measurement yardsticks” for marketers in a streaming and addressable advertising world.



[Comscore Seizes On Nielsen Debacle. Expedites MRC TV Audit](#)
MediaPost, 08/25/2021

NBC sent a request for proposal to more than 50 of its measurement partners — including Nielsen and Comscore — plus Data Plus Math, Conviva, Truthset, VideoAmp and iSpot, regarding future “measurement yardsticks” for marketers in a streaming and addressable advertising world.

NEXT | TV

[NBCU Seeks Solutions to 'Outdated' Measurement as Nielsen Accreditation Decision Looms](#)
NextTV, 08/23/2021

NBCU has been working to create its own measurement systems, both to count audiences for events like the Olympics and evaluate the impact of the advertising it sells. It has been working with companies including iSpot.tv, Snowflake and VideoAmp on measurement systems and building what it calls its audience insights hub. It also rolled out its own identity system to help target advertising.

NBCU Seeks Solutions to 'Outdated' Measurement as Nielsen Accreditation Decision Looms

By Jon Lafayette August 23, 2021

Media company seeks innovative proposals from Nielsen and other and measurement providers



campaign^{US}

[NBCUniversal launches measurement RFP, calls for 'measurement independence'](#)
The Campaign US, 08/23/2021

As a result, the media company sent the RFP to more than 50 measurement partners, including Nielsen, ComScore and DataPlusMath, as well as streaming-oriented companies such as Conviva, Truthset, VideoAmp and iSpot.

CYNOPSIS

[08/24/21: Mayim Bialik steps in \(for now\) for there-and-then-he's-not "Jeopardy!" host Mike Richards](#)

Cynopsis, 08/24/2021

"Advertising measurement is outdated," wrote Kelly Abcarian, EVP, Measurement & Impact, NBCUniversal, Advertising and Partnerships, in a call to the industry. "We can construct a better, more transparent future. And we need all our industry's builders—including Nielsen—to architect an entirely new blueprint. It's time for us to declare measurement independence, and build solutions that will serve all consumers, advertisers, publishers, and platforms for the next century." NBC has sent out a "request for proposal" to more than 50 of its measurement partners, including Nielsen, Comscore, Data Plus Math and iSpot, regarding future "measurement yardsticks."



[Serena Williams Morphs Into Wonder Woman for Action-Packed DirecTV Ad](#)

CBR, 08/27/2021

Vince Torres, DirecTV's chief marketing officer, said the company will spend more on this ad campaign than on any other since 2015. Media company iSpot.TV says DirecTV spent \$1.92 million on television advertising in 2020, but spent \$164.6 million in 2015 for ads featuring celebrities and athletes. Williams, who has won 23 Grand Slam singles titles, makes \$34 million in endorsements. Citing an injury, she withdrew this week from the 2021 U.S. Open.



[SERENA WILLIAMS GOES OVER THE TOP AS WONDER WOMAN IN DIRECTV PUSH](#)

Sportico, 08/26/2021

Torres said the Williams-DirecTV Stream campaign will be the company's priciest push since 2015. According to iSpot.tv estimates, DirecTV that year spent \$164.6 million on national TV inventory, with much of that outlay devoted to airing a series of spots starring the likes of Peyton Manning, Tony Romo, Hannah Davis, Rob Lowe and Andrew Luck. By way of contrast to those deep-pocketed days, DirecTV's 2020 TV budget was just \$1.92 million, per iSpot.

VARIETY

[Specialty Exhibition Fights for Its Life In Current Market](#)

Variety, 08/20/2021

According to TV ad measurement/attribution outfit iSpot.tv, independent distributors spent \$338 million in “media value” in 2019 (the most recent normalized year) in marketing costs to support indie theatrical releases. On the other hand, the major studios shelled out \$1.122 billion in comparable media value for their movies the same year, providing greater marketing muscle

Specialty Exhibition Fights for Its Life In Current Market

By Robert Marich ▾



MediaPost

[Networks Ramp Up Promos For New Fall Shows](#)

MediaPost, 08/20/2021

Over the last two weeks (August 6 through August 19), CBS has been airing heavy messaging for new series, including comedy “Ghosts” (79 airings); “CSI: Vegas” (66 airings, the return of the crime procedural show); and another NCIS edition, “NCIS: Hawai’i” (45 airings), according to iSpot.tv.

During this period, CBS promos aired with a media value of \$12.6 million, amassing 2.6 billion impressions. Data here include current summer TV series, new and returning TV shows for the fall.



[Summer Theatrical Business Slowly Improves, 'Free Guy' Tops For Second Week](#)
MediaPost, 08/22/2021

So far this summer, movies' marketing spend for national TV advertising has come to an estimated \$203.5 million, according to iSpot.tv. It was \$252.4 million over a similar time period in 2019.

Summer Theatrical Business Slowly Improves, 'Free Guy' Tops For Second Week

by Wayne Friedman , August 22, 2021



[Major Events Boost TV News Viewership, Advertising Follows](#)
MediaPost, 08/24/2021

Top marketers on MSNBC in terms of impressions over the past two weeks, according to iSpot.tv, were: Liberty Mutual, Citi, Verizon, Progressive, Amazon Web Services, Allstate, Jeep, Abbott, USAA and Angi.

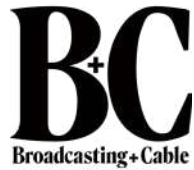
The top three overall paid ad categories: insurance, autos, banking/legal.



[Neustar Partners With Dynata To Offer First-Party Survey Data](#)
MediaPost, 08/24/2021

The Second-Party Data Marketplace utilizes Fabric, Neustar's data connectivity platform, to provide the following types of second-party data:

- iSpot advertising exposure data across a panel of 16 million smart TV viewers.



[AMC Gives the Return of 'The Walking Dead' TV's Biggest Promo Push](#)
Broadcasting + Cable, 08/25/2021

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. Our data covers the 7-day period through Aug. 22.

An [AMC](#) promo for [the return of The Walking Dead](#) tops our Promo Mojo ranker for the week ended Aug. 22.



WARDSAUTO™

[Jeep Retakes Lead in Most-Watched Auto Ad Ranking](#)
Wards Auto, 08/26/2021

Jeep reclaims first place 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 FROM LOWE'S, PARAMOUNT+, DANNON AND MORE](#)
Ad Age, 08/21/2021

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. (Scroll down to watch them all.)

A few highlights: Lowe's says that "Labor Day values" are now available in-store and online. Paramount+ wants you to know that it's got "A Quiet Place"—both the original and the sequel. And Dannon promotes its 80-calorie Light + Fit Greek Yogurt as an everyday treat.



[TV By the Numbers: Football and Fox News Score TV Watch-Time Wins](#)
Broadcasting + Cable, 08/24/2021

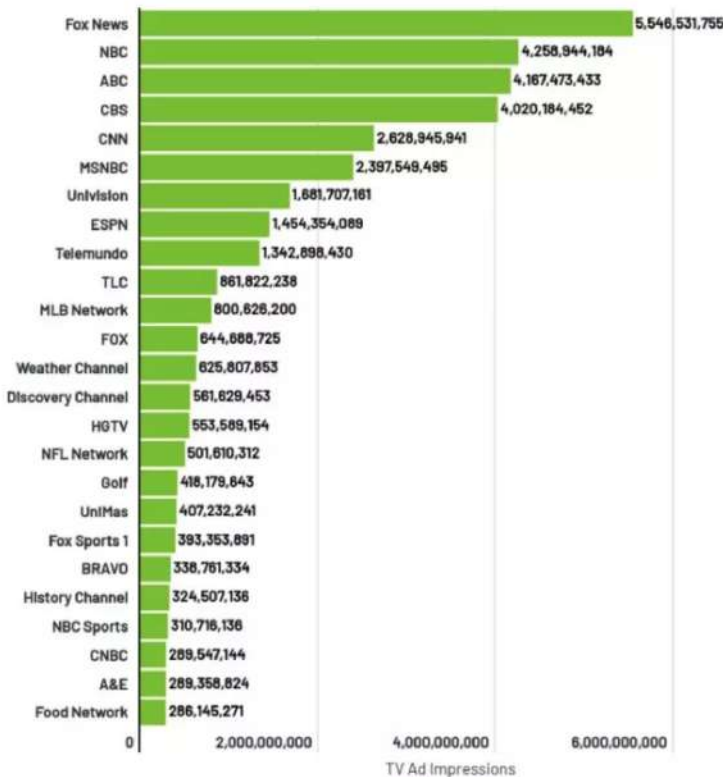
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

News programs continue to deliver a massive number of TV ad impressions as audiences focus on Afghanistan coverage and shows geared toward eliciting reactions around that coverage. But during the week of Aug. 16-22, news shows with a generally lighter story mix still managed to serve the most impressions, with Good Morning America sitting at No. 1 again with 1.01 billion. Fellow morning show Today also retains its second-place spot with 864 billion TV ad impressions.



Top Networks by TV Ad Impressions

Aug. 16-22, new episodes only



AdAge

[Watch the newest commercials from Native, Mercedes-Benz, The Zebra and more](#)

Ad Age, 08/26/2021

A few highlights: Twin eyewear designers Coco and Breezy (Corianna and Brianna Dotson) promote Native's aluminum-free deodorant with a little song and dance. The updated "Cinderella" romantic musical comedy starring Camila Cabello that's coming to Amazon Prime Video on Sept. 3 gets cross-promoted in a Mercedes-Benz commercial. (A [slightly longer online version of this ad](#) debuted on YouTube on Aug. 2.) And a man named Wendell who lives in a bounce house uses The Zebra's app so he doesn't have to "bounce around the internet to find car insurance."

AdAge

[WATCH THE NEWEST COMMERCIALS FROM LITTLE CAESARS, PROGRESSIVE, SIRIUSXM AND MORE](#)

Ad Age, 08/25/2021

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A few highlights: Progressive's Flo brings back the "Flocus Group" to get consumers' reactions to a Progressive commercial. (This ad is titled "Flocus Group 2"—a very belated follow-up to [the original "Flocus Group" ad](#), with the same cast of characters, that was released in 2019.) SiriusXM says that "Everything you want to hear, lives here." And Little Caesars hypes its new Crazy Calzony with a little help from the jealous competitors at "Big Pizza" and their Pizzabot.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM ALLBIRDS, OLD NAVY, TACO BELL AND MORE](#)

Ad Age, 08/24/2021

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. (Scroll down to watch them all.)

A few highlights: Lil Nas X helps hype Taco Bell's Toasted Breakfast Burritos. (Ad Age's Ethan Jakob Craft has the backstory: ["Taco Bell hires Lil Nas X as its first 'chief impact officer.'"](#)) Allbirds promotes its Natural Run Collection of activewear in an ad with the tagline "Nature is making a comeback." ([An online version of this ad](#), with the same cast of characters but a different edit and voiceover, debuted on YouTube on Aug. 17.) And Aidy Bryant dances (kinda) in the latest from Old Navy. (Ad Age's Moyo Adeolu has the backstory: ["Old Navy's 'Bodequality' campaign pushes inclusive range of sizes."](#))

BUSINESS INSIDER

[TV ratings giant Nielsen has lost the media industry's backing. These 6 companies could replace it.](#)

Business Insider, 08/16/2021 (avoid paywall [here](#))

iSpot.tv

Claimed reach: 19 million smart TVs

iSpot.TV has positioned itself [as a faster alternative](#) than Nielsen for tracking TV audiences. The firm sells technology that marketers use to plan and measure streaming TV ads and can help advertisers track if ads drove someone to take an action like online purchase.

Simulmedia's Morgan said that iSpot.TV has established itself for providing fast turnarounds on data and has insight into linear TV viewing but said it does not measure households that watch ads over broadcast signal.



iSpot.TV CEO Sean Muller iSpot.TV



[Nielsen's Shaky MRC Accreditation Could Accelerate Use Of Alt Currencies](#)

Ad Exchanger, 08/18/2021

“This does open up greater acceptance of new forms of measurement,” said Jane Clarke, CEO and managing director of CIMM, a coalition for media measurement, adding that Nielsen has been slow to innovate. “I think the networks are losing confidence that they want to wait another year for Nielsen to even launch the first phase [of Nielsen ONE] and many of these tools. And on top of it, now the basic panel that they're building everything on is flawed. Meanwhile, there's other companies out there that are making more progress faster.”

That would include companies such as VideoAmp, Comscore, **iSpot**, 605, and TVSquared, she added. These players use census, smart TV, set-top box, ACR, first-party data and panel sources other than Nielsen to build cross-screen measurement capabilities as alternatives to legacy TV currency.

...

In addition to Nielsen, NBCU is also working with Comscore, **iSpot** and Data Plus Math – all focused on measurement and addressable solutions in streaming.





[Media Measurement Market Fragmenting Just Like Media Consumption 08/19/2021](#)
 MediaPost, 08/19/2021 [by [DAVE MORGAN](#), CEO, founder, Simulmedia]

Many emerging measurement companies are going to pick up a lot of new business. There are many digital-born players with media measurement products in line with where media consumption and ad spend are going. iSpot.tv has been a leader in TV and video ad campaign and outcome measurement for years, with massive reach across U.S. households. TVSquared has been a leader in conversion tracking. Samba TV and VideoAmp are bringing even more real-time TV measurement to the market.

DEADLINE

[How Ryan Reynolds & Shawn Levy's 'Free Guy' Triumphed At The Weekend Pandemic B.O. With A Great \\$28M+](#)
 Deadline, 08/15/2021

iSpot only shows Sony spending \$4.6M on TV ads, which generated over 562M impressions to Disney's \$10.3M on Free Guy, which reached 942M+ impressions); and it's a result that isn't that far from Screen Gems' mid-August 2018 Slender Man, which did a \$4.8M opening day and \$11.3M opening weekend.

...

iSpot estimates that the TV campaign spend for Free Guy is at \$10.3M, including airings on Disney-owned networks, triggering ad impressions of 942.2M. The top networks who booked ads were NBC (16.2%), Hallmark (9.9%), ABC (8.6%), USA Network (4.6%), ESPN (4.4%). Free Guy had ads on the Olympics (20.6%), NBA games, (5.1%), the sitcom Mom (2.1%), NFL (1.8%), and ESPN SportsCenter (1.8%).

How Ryan Reynolds & Shawn Levy's 'Free Guy' Triumphed At The Weekend Pandemic B.O. With A Great \$28M+



By [Anthony D'Alessandro](#)
 August 15, 2021 8:25am

94
 COMMENTS



Sportico

The Business of Sports

[NFL Christmas Games Threaten to Scrooge NBA's Holiday Pageant](#)

Sportico, 08/19/2021

As much as the two NFL games will make for a tougher sell, the NBA's Christmas marathon should still generate a nice chunk of change for the Disney networks. According to iSpot.tv estimates, last year's quintuple-header brought in around \$40.2 million in ad sales revenue, thanks to heavy spend by wireless providers, quick-service restaurants, automakers and brewers/distillers. The beer and booze brands really stepped up in 2020, upping their collective spend by 46% versus the previous year, pouring a total of \$3.47 million into ABC and ESPN's coffers.

...

While theatrical movie spend understandably was far from robust—in the face of a pandemic that had shuttered the nation's multiplexes, film studios spent 55% less Christmas cash than they did in 2019—streaming dollars helped stabilize the losses. The combined investment by the studios and streamers added up to some \$4.58 million, per iSpot, effectively flat when compared to the previous year.

Sportico

The Business of Sports

[MLB Field of Dreams Stunt Delivers Biggest TV Audience Since 2005](#)

Sportico, 08/13/2021

Fox made a tidy bundle on the Iowa outing, taking in some \$5.24 million in ad sales revenue, per iSpot.tv estimates, or around three times what the network usually generates with its Saturday night MLB coverage.



MediaPost

[Disney's Theater-Exclusive 'Free Guy' Hits \\$28M On Opening Weekend](#)

MediaPost, 08/15/2021

In estimated national TV spending, "Free Guy" saw \$11.2 million coming from 3,132 airings, for the entire ad campaign run so far -- which began in earnest on July 11 -- producing 1.1 billion impressions, according to iSpot.tv. A typical movie TV campaign runs four to six weeks before debuting.



WARDSAUTO™

[Auto Industry Dominates Olympic Advertising Impressions](#)

WardsAuto, 08/19/2021

Olympic Games programming was the dominant target for much of the auto industry's advertising activity in recent weeks. According to iSpot.tv, automotive had the most ad impressions during the 2021 Olympics among all advertisers, after ranking second as an industry in the 2016 Games.

With that event now behind us, Nissan's "Return To Rugged" spot returns to the top position on iSpot's ranking of the most-viewed automotive commercials for the week of Aug. 9. The Weather Channel, SYFY and Hallmark provided the most views. The spot overperformed in every category among viewers surveyed by iSpot's [Ace Metrix](#), who found it 9.9% more likable and 10.2% more desirable than the industry average.



[Biosimilars versus biologics: Is marketing madness on the way as biosimilar approvals balloon?](#)

Fierce Pharma, 08/17/2021

Amgen spent \$5.7 million on Neulasta TV ads so far in 2021—two years after a raft of biosimilars were approved to compete with the bone marrow stimulant used post-chemotherapy. That's not nearly as much as the \$24.6 million it spent during the same time period in 2018, according to data from ad tracker iSpot.tv, but Amgen is still putting dollars down.

Biosimilars versus biologics: Is marketing madness on the way as biosimilar approvals balloon?

by Beth Snyder Bullik | Aug 16, 2021 4:17pm





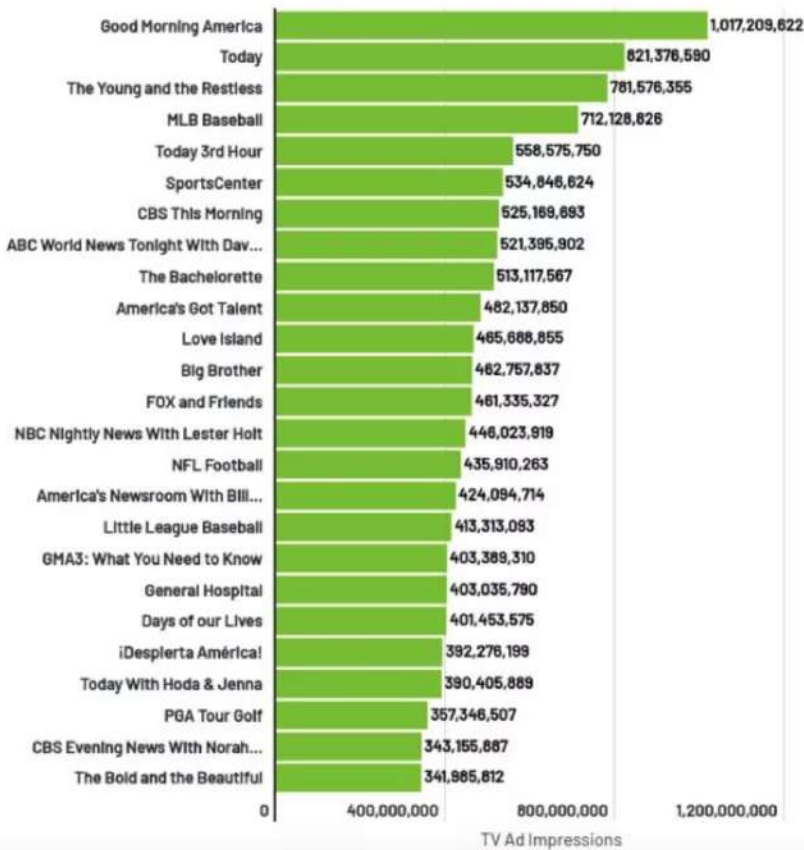
[TV By the Numbers: Preseason NFL Games Score Watch-Time Win on TV](#)
 Broadcasting + Cable, 08/18/2021

With [the Olympics wrapped up](#), TV audiences have turned the page to the next major sporting event on the calendar: fall football. While it's still just preseason for the [NFL](#), the league already leads the way in terms of minutes watched on TV. For the week of Aug. 9-15, NFL games claim the top spot among all programming, with 1.66% of watch-time.



Top Shows by TV Ad Impressions

Aug. 9-15, new episodes only





[NBC Gives 'Family Game Fight' TV's Biggest Promo Push](#)
Broadcasting + Cable, 08/18/2021

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. Our data covers the 7-day period through Aug. 15.

[An NBC promo for Family Game Fight](#), starring Kristen Bell and Dax Shepard, tops our ranking. Two other traditional broadcasters promote similarly light primetime fare: [ABC](#) and [Fox](#) hype, respectively, [Bachelor in Paradise](#) in third place and [Fantasy Island](#) in fourth.

AdAge

[Watch new commercials from Pilot, Match, Quest Nutrition](#)
Ad Age, 08/19/2021

A few highlights: Pilot offers a "Science FriXion" class to promote its FriXion erasable-ink pens. Match shows us what a "casual, after-work, first-match date" looks like as a part of Match's new "Adults date better" campaign. (Ad Age's E.J. Schultz has the backstory: "[Why Match's 'Adults date better' campaign is personal for the founder of the agency that created it.](#)") And WNBA rookie DiDi Richards helps hype Quest Nutrition's Gooley Caramel Candy Bar.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM WENDY'S, ROCKET MORTGAGE, PROGRESSIVE AND MORE](#)
Ad Age, 08/17/2021

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. (Scroll down to watch them all.)

A few highlights: NFL legend Reggie Bush stars in another of a series of Wendy's ads hyping its breakfast offerings; this one promotes its current \$1.99 offer on select breakfast croissants. A couple decides to move to get away from a crazy cat lady in the latest from Rocket Mortgage. And Larry of Lucky Larry's Landscaping endures a bit of vehicle-related bad luck in a Progressive spot.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM LEGALZOOM, EXPEDIA, GLADE AND MORE](#)

Ad Age, 08/16/2021

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. (Scroll down to watch them all.)

A few highlights: “This is for the dreamers,” LegalZoom says in a spot aimed at entrepreneurs looking to formally establish their small businesses. Expedia wants you to know that when you book a trip using one of its apps, “we will help get a COVID vaccine to someone, somewhere who needs it most.” And Glade promotes what it calls its “consciously crafted fragrances.”

AdAge

[WATCH THE NEWEST COMMERCIALS FROM HYUNDAI, SAMSUNG, WALMART AND MORE](#)

Ad Age, 08/13/2021

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. (Scroll down to watch them all.)

A few highlights: Hyundai hypes the 2022 Santa Cruz in a fresh 15-second TV cut of a spot titled “Firsts.” (A [45-second online version of this ad](#) debuted on YouTube on July 22.) Samsung shows off the new Galaxy Z Fold3. And Walmart wants to remind you that it offers free same-day delivery on “fresh groceries and more” with a Walmart+ membership.

AdAge

[Watch the newest commercials from DirecTV, Liberty Mutual, Dodge and more | Ad Age](#)

Ad Age, 08/09/2021

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. (Scroll down to watch them all.)

The character Reese Bobby (Gary Cole) from “Talladega Nights: The Ballad of Ricky Bobby” once again pops up in a Dodge ad to impart a few life lessons to his boys. A dog owner with an uncanny resemblance to his dog stars in the latest from Liberty Mutual. And Dallas Cowboys quarterback Dak Prescott helps hype DirecTV’s NFL Sunday Ticket package.

DEADLINE

[‘The Suicide Squad’ Posts Best R-Rated Opening During Pandemic With \\$26.5M, But Worst For Franchise: Here’s Why](#)

Deadline, 08/06/2021

According to iSpot, Warner Bros. and Disney essentially spent the same amount of money in U.S. TV spend respectively on Suicide Squad and Jungle Cruise, \$18.8M and \$18.3M. Suicide’s spend includes \$7.7M in HBO Max promos that included the DC bad guy ensemble. The Suicide Squad TV campaign generated 930.1 million impressions to Jungle Cruise’s 1.81 billion. Top network runs for Suicide Squad ads were NBC (16.4%), ABC (10.8%), TBS (8.7%), TNT (6.3%) and Univision (4.8%). The Margot Robbie-Idris Elba trailer also aired during the Olympics, NBA, College basketball, re-runs of The Big Bang Theory and Family Guy.

‘The Suicide Squad’ Posts Best R-Rated Opening During Pandemic With \$26.5M, But Worst For Franchise: Here’s Why



By Anthony D'Alessandro
August 8, 2021 8:32am

146
COMMENTS



DEADLINE

[Ryan Reynolds’ ‘Free Guy’ Scores \\$2.2M In Thursday Night Previews](#)

Deadline, 08/13/2021

That’s not the case for Free Guy: It’s respecting a theatrical window. The reason why Disney kept Free Guy theatrical was due to a previous pay one TV window commitment the production had with HBO under its original contract terms at 20th Century Fox. Nonetheless, Disney is giving a big push for the Ryan Reynolds film this weekend. The previous Fox brass who hatched Free Guy were excited about this film, and it’s clear in Disney’s push for the film, they are too. iSpot estimates that the TV campaign spend for Free Guy is at \$10.3M, including airings on Disney-owned networks, triggering ad impressions of 942.2M. The top networks who booked ads were NBC (16.2%), Hallmark (9.9%), ABC (8.6%), USA Network (4.6%), ESPN (4.4%). Free Guy had ads on the Olympics (20.6%), NBA games, (5.1%), the sitcom Mom (2.1%), NFL (1.8%), and ESPN SportsCenter (1.8%).

Daily Mail

[Number of views for COVID-19 vaccine ads fell by 80% over the summer as demand for the shots dropped across the US](#)

Daily Mail, 08/06/2021

iSpot, a New York-based ad analytics company, performed the analysis for [CNN](#) and gathered data from May 2021 through July 2021 on pro-vaccine advertisements.

The company found that impressions on pro-vaccine television ads dropped by 80 percent over the summer.

...

iSpot found that vaccine ad impressions reached their peak in May, with 3.5 billion impressions.

...

According to iSpot, which gathered around 500 people for a focus group on the ads and their effectiveness, called these 'emotional' ads the highest-rated among Republicans and Libertarians.



[PlayStation takes shot at NBA playoffs as TV ad budgets spike in July](#)

Venture Beat, 08/08/2021

According to TV ad measurement and attribution company [iSpot.tv](#), PlayStation spent an estimated \$4.4 million on TV in July alone. That's more than double the estimated \$1.8 million it spent for the entire first half of the year, and 68.8% of the total ad spend for the entire gaming category.



[Did NBC Earn Promo Value From Tokyo Olympics?](#)

MediaPost, 08/11/2021

Beyond the usual, typical hype, what did NBC get from all those NBC TV program and movie promos during the Tokyo Summer Olympics? We have yet to see the concrete results.

The best results so far came from a one-minute long, overarching, sensitive-looking NBC promo touting new and old prime-time shows. It pulled in 362.9 million impressions, airing 309 times over the two-week period of the event, according to iSpot.tv.



[Automakers Spend Big On Olympics TV Ads](#)

MediaPost, 08/10/2021

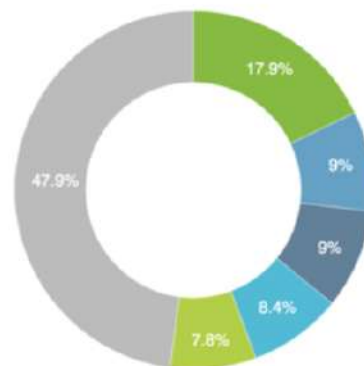
"With so much live sports on TV in July, automakers took full advantage of those tentpole events to get new messaging in front of large audiences," Stuart Schwartzapfel, senior vice president, media partnerships at iSpot.tv, tells Marketing Daily. "At this point in the calendar, these brands are both trying to move 2021 inventory and pivoting to 2022 vehicle stock, so what better place to pursue those goals than major events like the Stanley Cup Final, NBA Finals and Olympics?"

Vehicles: Auto Makers

Top Brands - Est. National TV Spend: 07/01/2021 - 07/31/2021

Data provided by iSpot.tv

- Toyota
- Nissan
- Kia
- Chevrolet
- Jeep
- Other



[Movie Studios Continue To Ramp Up National TV Spending, 'Suicide Squad' Underwhelms In Box Office](#)

MediaPost, 08/09/2021

From July 7 through August 7, movie studios spent \$89 million on national TV advertising, according to iSpot.tv. This was up from the previous month-long period, when the total was \$75.0 million.

...

Warner Bros.' "The Suicide Squad," which opened this past weekend, pulled in a underwhelming \$26.6 million, according to Comscore.

According to iSpot.tv, Warner Bros.' estimated national TV spend for the movie was \$11.7 million.



[Wolk's Week In Review: Peacock's Olympics coverage ruffles feathers; Nielsen still under attack, responds with wearables](#)

Fierce Video, 08/06/2021

The good news for Nielsen is that there doesn't seem to be a widely accepted Plan B in place and the last thing that brands want is for networks to all come up with their own ways of measuring things. There are plenty of heirs apparent in the wings, everyone from iSpot and Comscore to the smart TV OEMs, but until the industry comes together and says "yes, this is how we're all measuring things nowadays" there will be anger and confusion.



WARDS AUTO™

[Toyota Spending Pays Off With Most TV Auto Ad Impressions](#)

Wards Auto, 08/12/2021

Toyota's National Sales Event TV ad takes over the top position for the week of Aug. 2, bolstered by the highest estimated national TV spend and a wide range of programming targets. The commercial aired most on SportsCenter, CBS This Morning and reruns of Friends and The Golden Girls.

According to [Ace Metrix Creative Assessment](#) survey data from iSpot, viewers found the spot 6% more watchable than the norm for automakers in the past 90 days, and 4.8% more likeable.



[NBC Gives Its 'Games' \(Not the Olympics\) TV's Biggest Promo Push](#)

Broadcasting + Cable, 08/11/2021

[An NBC promo encouraging viewers](#) to keep tuning in post-Olympics tops our ranking. "After the closing ceremony, the games don't stop on [NBC](#)," the spot declares while serving up clips from Family Game Fight, America's Got Talent, American Ninja Warrior and The Wall. Meanwhile, an NBCUniversal promo for the Tokyo Summer Olympics drops from first place to third.

Rounding out the top 5: [Fox](#) hypes its [Fantasy Island reboot](#) in second, and fellow traditional broadcaster CBS promotes its summer reality fare: [Love Island](#) in fourth and Big Brother in fifth.



[TV By the Numbers: NBC, Olympics Run Away With Impressions, Watch-Time Lead](#)
 Broadcasting+Cable, 08/10/2021

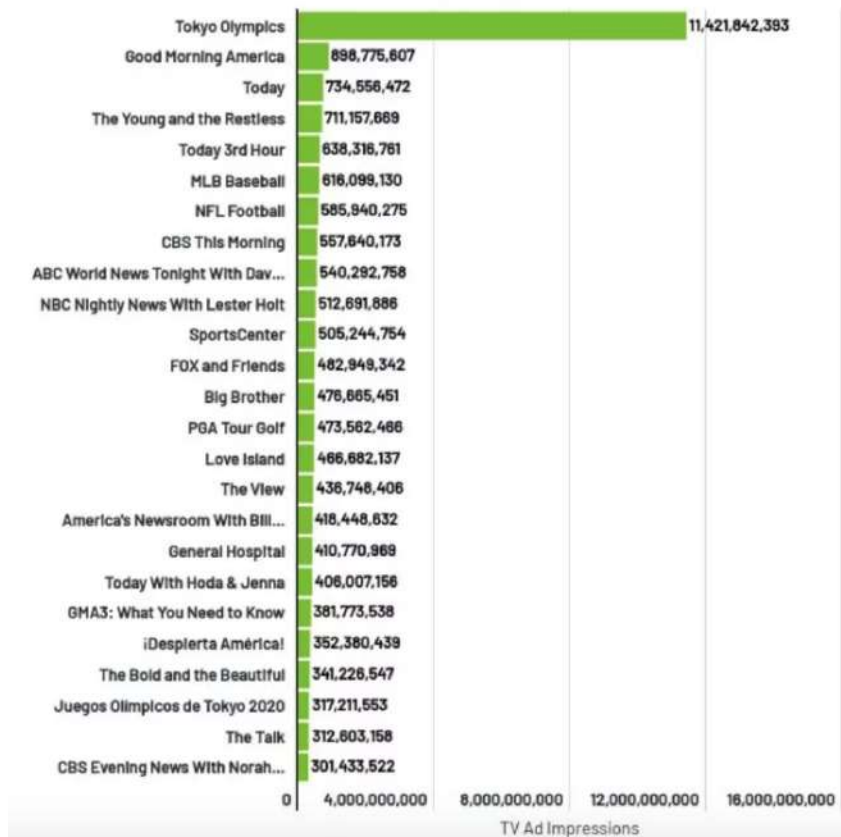
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

The Olympics conclude with the most TV ad impressions for yet another week. From Aug. 2-8, the [Tokyo Games](#) led all programming with 11.4 billion impressions, which is nearly 13 times more than the impressions of No. 2 show Good Morning America (899 million).



Top Shows by TV Ad Impressions

Aug. 2-8, new episodes only



THE REPORTER

[PLANNING AHEAD: Ask 'what if' in 'time for a change' planning \[Column\]](#)

The Reporter, 08/10/2021

As described by [iSpot.tv](#), the commercial goes something like this:

AdAge

[Watch new commercials from 9 Elements, Zelle, McDonald's](#)

Ad Age, 08/12/2021

Procter & Gamble brand 9 Elements says that using the “vinegar-powered clean” of its laundry detergent and softener “is like detoxifying your clothes.” For no apparent reason, a mother tells her daughter that “Zelle is a great way to send money to friends and family, even if they bank somewhere different than you do.” And McDonald’s promotes its current buy-one-get-one-for-\$1 deal on its McChicken, Hot ‘n Spicy McChicken and McDouble sandwiches.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM PROGRESSIVE, LEMONADE, MCDONALD'S AND MORE](#)

Ad Age, 08/11/2021

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. (Scroll down to watch them all.)

Progressive wants you to know about its Homeandautobundlextravafestasaveathon. Lemonade serves up visualizations of what its \$5-per-month renters insurance plan can cover. And McDonald’s hypes its latest celebrity collaboration. (Ad Age’s Jessica Wohl has the backstory: [“See Saweetie play with her food in McDonald’s newest commercial.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM XBOX, NIKE, TARGET AND MORE](#)

Ad Age, 08/10/2021

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. (Scroll down to watch them all.)

A student in Nike’s latest calls the USA Basketball Women’s National Team “the greatest dynasty ever.” (Nike launched an online version of this ad on Twitter and Instagram right after the team triumphed at the Olympics in Tokyo.) Bug Bunny hypes “Space Jam: A New Legacy—The Game” for Xbox. And Me & the Bees Lemonade founder Mikaila Ulmer stars in a Target spot highlighting entrepreneurship.

AdAge

[Watch the newest commercials from DirecTV, Liberty Mutual, Dodge and more | Ad Age](#)

Ad Age, 08/09/2021

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. (Scroll down to watch them all.)

The character Reese Bobby (Gary Cole) from “Talladega Nights: The Ballad of Ricky Bobby” once again pops up in a Dodge ad to impart a few life lessons to his boys. A dog owner with an uncanny resemblance to his dog stars in the latest from Liberty Mutual. And Dallas Cowboys quarterback Dak Prescott helps hype DirecTV’s NFL Sunday Ticket package.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM PANTENE, PARAMOUNT+, SEPHORA AND MORE](#)

Ad Age, 08/06/2021

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. (Scroll down to watch them all.)

Sephora celebrates Black beauty. (Ad Age’s I-Hsien Sherwood has the backstory on the campaign: [“Sephora pays tribute to trendsetting Black beauty pioneers.”](#)) Paramount+ hypes the programming that it’s streaming this month. And Olympian Allyson Felix stars in a P&G/Pantene spot titled “Fair Play.” (See also: [“Track star Allyson Felix wins Olympic medal in her own shoe line.”](#) from Bloomberg News via Ad Age.)



[TV ads persuading people to get the Covid-19 vaccine dropped off right when people needed to hear the message](#)

CNN, 08/06/2021

In January there were more than 512 million ad impressions for Covid-19 vaccine-related spots, according to the analysis performed for CNN by [iSpot](#), a company that measures impressions and performance of all TV ads. The company tracks viewership on over 18 million smart TVs across the US, then factors in US Census data to get a national picture of who is seeing the ads

...

Ad impressions are just one metric. For the analysis, iSpot also recruits panels of at least 500 US consumers with quotas for different demographics. The respondents answer questions about how much they liked an ad, how much it made them feel, and how persuaded they were. Those answers are quantified into additional data.

...

Research from iSpot showed that the ads were more persuasive and likeable with Democrats than they were with Republicans, Libertarians, and independents and non-voters. Republicans more often found the ads either "dishonest or incredulous," according to Sammi Scharninghausen, a brand analyst with iSpot.

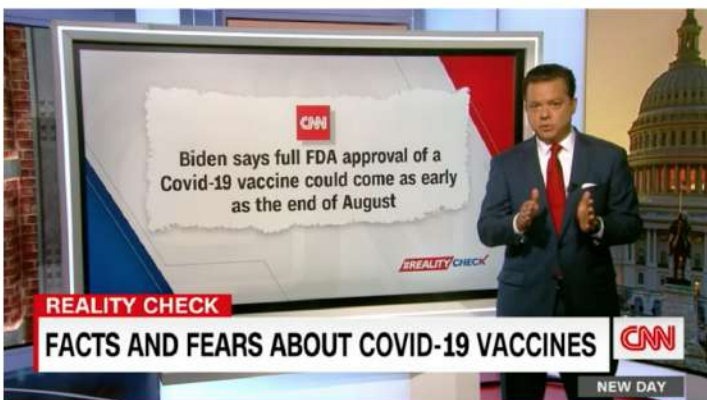
"You know, like a little hard to believe, skeptical, with very little, kind of, inspiring or heartfelt reaction," Scharninghausen said. "It kind of echoes what we see with the persuasion scores."

Sharp decline in ads for Covid-19 vaccines, as the number of 'persuadable' Americans diminishes



By Jen Christensen, CNN

Updated 7:00 AM ET, Fri August 6, 2021



Source: CNN

More from CNN



Jennifer Aniston
A lot of opinions



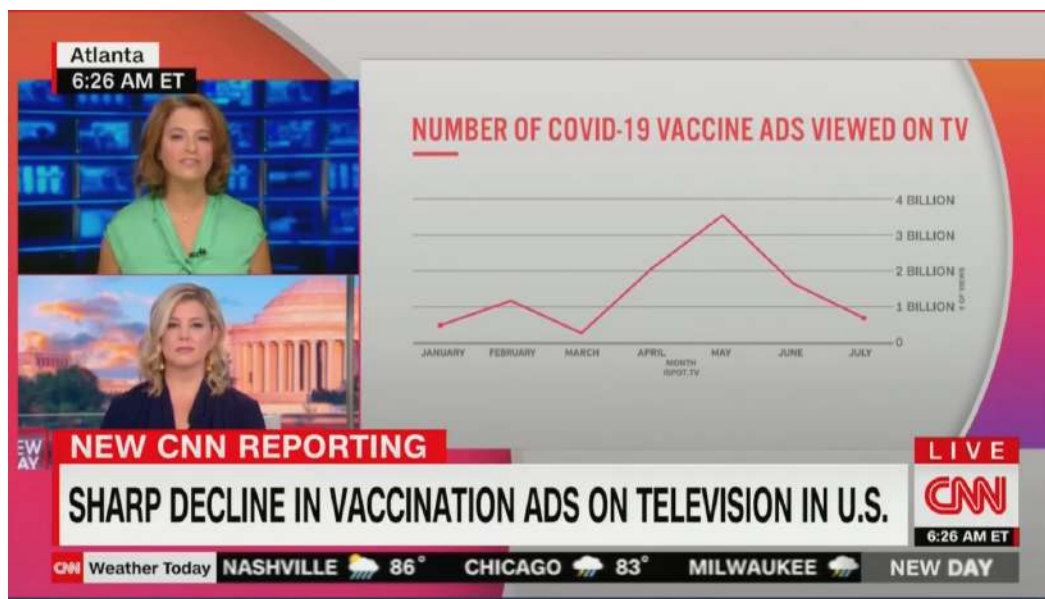
MyPillow magnat
Lindell's latest ele
conspiracy...





[CNN Links Vaccine Hesitancy to Sharp Decline in Vaccination Television Ads](#)
Mediaite, 08/06/2021 [video of newscast]

Appearing on CNN's New Day Friday morning, Cohen cited data from [iSpot](#) that tracks commercials across the broad spectrum of broadcast and cable television. "With nearly a third of Americans opting not to get vaccinated, you would hope the ads would increase, educating people, letting people know the correct information rather than all the misinformation that's circulating on social media," she told Brianna Keilar.



VentureBeat

[Nintendo and Sony are playing different games when it comes to TV advertising](#)
Venture Beat, 08/02/2021 (Guest Author)

Nintendo rules the year so far, with 68% of total ad impressions. The company commands 12 of the top 20 individual spots of the year to date and every one of the top five. And it paid for it, too. According to [iSpot data](#), Nintendo is solely responsible for nearly half (47.7%) of gaming's overall TV ad spend for the year.

AdAge

[BEYOND MYPILLOW: THE OTHER BIGGEST BRAND ADVERTISERS ON FOX NEWS REVEALED](#)

Ad Age, 07/30/2021 (avoid paywall [here](#))

From the point of view of estimated spend, iSpot data suggests that MyPillow is the second biggest-spending advertiser year-to-date on Fox News, just behind Balance of Nature. Though MyPillow is No. 6 in terms of ad impressions, iSpot's tracking shows that MyPillow has been buying proportionately more air time in Fox News' primetime shows—which of course command higher ad rates—than Balance of Nature and other Fox News advertisers. From Jan. 1 through July 29, MyPillow was the most ubiquitous primetime advertiser on Fox News, per iSpot data, racking up 1.4 million ad impressions during that daypart, with Balance of Nature just behind it at 1.1 million.

BEYOND MYPILLOW: THE OTHER BIGGEST BRAND ADVERTISERS ON FOX NEWS REVEALED

Balance of Nature, Liberty Mutual, USAA and Indeed are among the most-seen advertisers on the network

By [Simon Dumenco](#), Published on July 30, 2021.



ADWEEK

[MyPillow Says It Will Pull All Fox News Ads Due to Election Fraud Spot Dispute](#)
Adweek, 08/01/2021

If Lindell goes through with the move, and indeed takes his ads off the network, it could be a big blow to Fox News' bottom line. MyPillow is one of the network's top advertisers, according to data from iSpot.tv, airing 993 spots in the network's primetime lineup this year, more than any other brand.

MyPillow Says It Will Pull All Fox News Ads Due to Election Fraud Spot Dispute

The top network sponsor unsuccessfully tried to run an ad tied to unproven claims



TV(R)EV

[Week In Review: Peacock's Olympic Coverage Still Ruffling Feathers, Nielsen Still Under Attack, Responds With Wearables](#)

TVREV, 08/05/2021

The good news for Nielsen is that there doesn't seem to be a widely accepted Plan B in place and the last thing that brands want is for networks to all come up with their own ways of measuring things. There are plenty of heirs apparent in the wings, everyone from iSpot and Comscore to the smart TV OEMs, but until the industry comes together and says "yes, this is how we're all measuring things nowadays" there will be anger and confusion.



[Square could broaden digital pay options in sports with Afterpay acquisition](#)

Sports Business Journal, 08/03/2021(newsletter)

But out of \$5.7 million that Square has spent advertising on national TV over the last year, only 24% was earmarked for sports programming, according to an SBJ analysis of iSpot.tv data.



['Back to normal' ads don't feel so normal after revised CDC guidance](#)

Morning Brew, 08/04/2021

It's not just Walmart + Molson Coors: We're seeing a lot of this upbeat messaging. Per iSpot data, Dos Equis' "[PreGame](#)" and Extra Gum's "[For When It's Time](#)" were running on TV as recently as last week.



[NBC Gives the Tokyo Olympics TV's Biggest Promo Push Three Weeks in a Row](#)

Broadcasting+Cable, 08/04/2021

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. Our data covers the 7-day period through Aug. 1.

A promo for the Tokyo Summer Olympics, airing across the networks of NBCUniversal, is No. 1 — the [third week in a row the Games top Promo Mojo](#).



WARDSAUTO™

[Nissan Overtakes Jeep in Most-Seen Auto Ads Race](#)

WardsAuto, 08/05/2021

Nissan bumps Jeep out of first place in iSpot.tv's ranking of the most-viewed automotive commercials – the ads that have generated the most impressions across national broadcast and cable TV airings.

For the week of July 26, Nissan breaks out of its second-place position to take the lead. Nissan's "Return to Rugged" spot took the top spot based on the performance of its placement, getting plenty of airtime in such popular sitcoms as Two And A Half Men and King of Queens (in syndication), as well as Young Sheldon.

According to [Ace Metrix Creative Assessment](#) survey data from iSpot, viewers in the past 90 days found the product the single best thing about the ad at 23% of those surveyed, with the visuals second at 19%.



INDUSTRY NEWS

Nissan Overtakes Jeep in Most-Seen Auto Ads Race



[TV By the Numbers: NBC & Olympics Atop Podium for Watch-Time, TV Ad Impressions](#)
Broadcasting+Cable, 08/03/2021

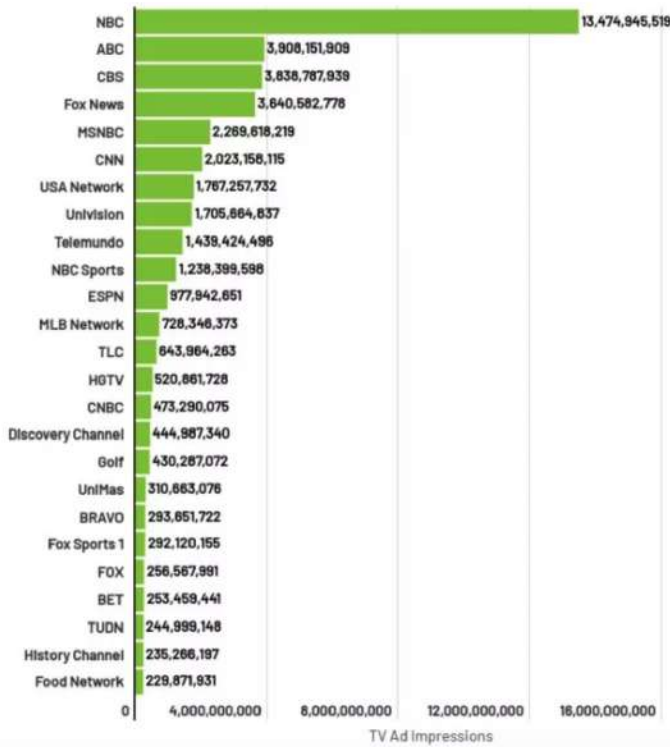
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

With so many viewers tuning into the Olympics, it's no surprise that the Games would also serve the most TV ad impressions. From July 26 to Aug. 1, the Olympics led all programming with 14.1 billion impressions, which was more than 14 times the impressions of No. 2 Today (969 million)



Top Networks by TV Ad Impressions

July 26-Aug. 1, new episodes only



MY NINTENDO NEWS

[VentureBeat: "Nintendo dominated video game national TV advertising for the first half of 2021"](#)

My Nintendo News, 08/01/2021

The first half of 2021 is done, so VentureBeat and TV ad measurement and attribution company iSpot.tv have published the latest data on how the year has gone so far for video game national TV advertising in the United States. According to VentureBeat, "[Nintendo](#) flat-out dominated video game national TV advertising for the first half of 2021. But depending on your programming of choice, you may not have noticed."



[Who Is Mike Fleiss, Creator Of 'The Bachelor'?](#)

The Things, 07/30/2021

Given the show's steady five to six million viewers per episode, it is thought to command high advertising revenue. According to iSpot, the franchise attracts top advertising from companies such as Samsung, Target, and GEICO. iSpot estimated advertiser revenue for the first four episodes of season 25 at \$19 million.

NintendoReporters

[VentureBeat – Nintendo dominated national TV advertising in first half of 2021](#)

NintendoReporters, 08/05/2021

Nintendo rules the year so far, with 68% of total ad impressions. The company commands 12 of the top 20 individual spots of the year to date and every one of the top five. And it paid for it, too. According to iSpot data, Nintendo is solely responsible for nearly half (47.7%) of gaming's overall TV ad spend for the year



[Who Is The Good Luck Charlie Actress Popping Into Commercials?](#)

Looper, 08/03/2021

Outside of her impressive work on "Good Luck Charlie" and in a variety of commercials for companies including Pepsi and Subaru (check them out over on iSpot.tv)

NICKI SWIFT

[This Is The Song In Allstate's 'Everything's Alright' Commercial](#)

Nicki Swift, 08/03/2021

Per iSpot.tv, the popular insurance company also called in the big guns to provide the narration for the new advertisement.



[What Is The Song In The Allstate 'Everything's Alright' Commercial?](#)

Looper, 08/02/2021

In the commercial, which was created by agency Droga5 (via iSpot.tv) and is narrated by singer Alicia Keys, a woman driving her convertible switches on the radio and musicians suddenly appear in the car with her, playing along to the song.

AdAge

[Watch the newest commercials from Kia, Sling, LendingTree and more](#)

Ad Age, 08/05/2021

Kia wants you to know that the all-electric 2021 Kia Niro can go up to 239 miles on a single charge. Sling says you can “get the live TV you love for just \$35 a month.” And LendingTree hypes its cash out refinancing option for homeowners.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM NISSAN, Groupon, AMAZON AND MORE](#)

Ad Age, 08/04/2021

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. (Scroll down to watch them all.)

An updated Rapunzel helps hype one-day delivery from Amazon Prime. (Ad Age’s Alexandra Jardine has the backstory on the campaign: [“Amazon imagines if Cleopatra and Rapunzel had Prime accounts.”](#)) Groupon wants you to “Grab life by the Groupon,” per its new tagline. And Brie Larson stars in another iteration of Nissan’s continuing “The New Nissan” campaign; this one is titled “60 Years in 30 Seconds.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM KOHL'S, VISA, UBER EATS AND MORE](#)

Ad Age, 08/03/2021

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. (Scroll down to watch them all.)

A few highlights: The Zombies' "This Will Be Our Year" serves as the soundtrack of a back-to-school ad from Kohl's. Running legend Madeline Manning Mims, a gold medalist at the 1968 Summer Olympics in Mexico, stars in a Visa spot with the tagline "A network working for everyone." And Tony Hawk helps hype Uber Eats. (Hawk also makes a brief appearance in a separate 60-second spot for the main Uber brand that first aired on July 23; Ad Age's Ann-Christine Diaz has that ad and the campaign backstory here: "[Tony Hawk stars in Uber's Olympics ad debut.](#)")

AdAge

[WATCH THE NEWEST COMMERCIALS FROM NIKE, MICROSOFT, DODGE AND MORE](#)

Ad Age, 08/02/2021

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. (Scroll down to watch them all.)

A few highlights: The Billie Eilish song "Oxytocin" serves as the soundtrack for an intense, cinematic Dodge commercial with the tagline "Domestic. Not Domesticated." Microsoft says "Where there's a team, there's a way" in a spot for Microsoft Teams that focuses on a Tokyo cat café. ([An online version of this ad](#) debuted on YouTube on July 20.) And Nike serves up another installment of its continuing "Play New" campaign—this one focused on mental health in sports.

THE WALL STREET JOURNAL.

[MyPillow to Pull Ads From Fox News in Disagreement With Network](#)

The Wall Street Journal, 07/29/2021 (avoid paywall [here](#))

MyPillow is among Fox News's major advertisers, alongside supplement company Balance of Nature and weight-loss products provider Nutrisystem, according to advertising analytics firm iSpot.tv.

THE WALL STREET JOURNAL

Alan Walk

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

MyPillow to Pull Ads From Fox News in Disagreement With Network

Mike Lindell, CEO of MyPillow, says Fox News refused to run ad promoting an event linked to claims of widespread election fraud



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GET STARTED

Fidelity

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MyPillow CEO Mike Lindell has emerged as one of the most prominent proponents of unproven theories that the 2020 election was stolen from Donald Trump through widespread fraud.

PHOTO: MANUEL BALCE CENETA/ASSOCIATED PRESS

AdAge

[MyPillow plans to pull ads from Fox News](#)

Ad Age, 07/30/2021 (avoid paywall [here](#))

MyPillow is Fox News' second-biggest brand advertiser so far this year, according to analytics firm iSpot.tv. It has spent an estimated \$40 million through July 28, according to iSpot, which accounts for 7.7% of the network's estimated \$514.3 million haul during that time.

MYPILLOW PLANS TO PULL ADS FROM FOX NEWS

Move comes after Fox News refuses to air ads promoting claims of voter fraud

By [Jeanine Poggi](#). Published on July 29, 2021.





[Spotted: An iSpot report on DTC ad spend](#)

Marketing Brew, 07/28/2021 (article and newsletter)

TV analytics firm iSpot recently released [a report](#) about direct to consumer (DTC) TV advertising trends, and we're not going to bury the lede: The funniest part is that it lists Ancestry.com as a DTC brand.

Anyway, its latest report looks at how much brands like DoorDash, Smile Direct Club, and Freshly have spent on TV advertising over the past eighteen months. The company said it analyzed ads from 192 DTC brands across linear and cable, and more than 300 OTT publishers and CTV platforms.

...

Looking ahead: iSpot's VP of business development, Emily Wood, told Marketing Brew it's "safe to say, the more TV resembles digital, the more you'll see these brands integrate television into their models. The process is just getting started, so we'd expect their presence to grow even more in the coming years." 🐾🐾🐾🐾—PB

Spotted: An iSpot report on DTC ad spend



Chewy

TV analytics firm iSpot recently released [a report](#) about direct to consumer (DTC) TV advertising trends, and we're not going to bury the lede: The funniest part is that it lists Ancestry.com as a DTC brand.

AdAge

[Why Sha'Carri Richardson, ousted from the Olympics, is marketing gold: Datacenter Weekly Ad Age, 07/30/2021](#) (avoid paywall [here](#))

- Richardson is currently starring in the latest campaign from Beats by Dre, an Apple subsidiary. In a stirring, cinematic spot, the track and field sprinter wears Beats Studio Buds and helps hype new music from Kanye West. (Ad Age's Ann-Christine Diaz has the ad and the backstory: ["Sha'Carri Richardson fronts Beats by Dre ad promoting new Kanye West album."](#)) The spot debuted on July 20 during the NBA Finals, and according to TV ad-tracking company [iSpot.tv](#), it's the No. 1 Beats ad across the past 30 days in terms of exposure; it's racked up 9.8 million TV ad impressions to date.
- Richardson is also one of the athletes featured in Nike's current ["Best Day Ever"](#) ad, which has garnered 52 million views since its release on YouTube on July 11, and has racked up more than 150 million TV ad impressions, per iSpot.

WHY SHA'CARRI RICHARDSON, OUSTED FROM THE OLYMPICS, IS MARKETING GOLD: DATACENTER WEEKLY

Plus: Robinhood's marketing strategies, jobless claims in context, how to find out what data Apple has on you and more

Published on July 30, 2021.



Credit: Beats

DAILY BEAST

[‘Shame on Fox News!’: MyPillow Pulling Ads From Network Over Rejected Election-Fraud Commercial](#)

The Daily Beast, 07/30/2021

The pillow salesman added that he spent over \$50 million on Fox News ads last year and has dropped another \$19 million so far this year. According to the advertising analysis site iSpot.tv, MyPillow ranks among the network’s top five advertisers.

salon

[Mike Lindell says he's pulling MyPillow ads from Fox News after they ignored his "cyber symposium"](#)

Salon, 07/30/2021

MyPillow commercials have been a staple on Fox News for years — indeed, the company was one of the network’s largest sponsors last year, according to advertising data from market research firm iSpot.tv.



MediaPost

[3 Days Of Olympics Earns \\$135 Million In National Ad Spend, Impressions Higher](#)

MediaPost, 07/26/2021

Opening weekend of the Tokyo Summer Olympics has brought in an estimated \$135.6 million in national TV advertising spend across all NBCUniversal TV networks, according to iSpot.tv.

National TV ad spend is down slightly from the first three days of the 2016 Rio Olympics, which earned \$150.8 million in estimated ad spend, according to iSpot.tv.

ADWEEK[®]

[A Cookie-less Future Could Serve as a 'Back-to-Basics for all Marketers'](#)

Adweek, 07/27/2021 (avoid paywall [here](#))

[interview with Michael Ribero, Washington Post's Chief Subscription Officer]

“Additionally, I must mention the rise of internet-delivered TV such as OTT and CTV. It's interesting to see the convergence of the best qualities of linear TV and digital come together. I'm a big fan of how measurement has evolved with vendors like iSpot.”

A Cookie-less Future Could Serve as a 'Back-to-Basics for all Marketers'

The Washington Post's new chief subscription officer Michael Ribero talks the future of targeting



VIDEOWEEK

[The WIR: Peacock Plans to Launch in Europe, Teads Postpones its IPO, and YouTube Ad Revenues Grow 84 Percent](#)

Video Week, 07/30/2021

Opening Weekend of the Olympics Brings in \$135 Million in National Ad Spend

Three days of the Olympics has brought in over \$135 million in national ad spend across all NBCUniversal TV networks. These figures come from iSpot.TV who report that the figure is down slightly from the 2016 Rio Olympics, which generated over \$150 million in the first three days of the competition. Compared to the 2016 Olympics, there are many more ads with 3,982 airings of commercials versus 2,169 in 2016. Impressions are also higher, 5.5 billion this year, compared to 4.7 billion for the Rio games



[Video-Game Revenues Slow, Fewer Airings For National TV Marketers](#)

MediaPost, 07/26/2021

At the same time, the number of national TV ads for video games dropped to 13,114 national TV airings (resulting in 2.0 billion impressions) from 18,199 airings producing 2.8 billion impressions, according to iSpot.tv.



[Jeep Ad Gets Top Viewer Response for Third Straight Week](#)

Wards Auto, 07/29/2021

A Jeep ad notches its third straight week atop 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.

The No.1 ad for the week of July 19, Jeep's "Wildly Civilized" spot, was rated 4.4% more watchable than the norm for auto brands in the past 90 days, and 6.3% more relevant.



[NBC Again Gives the Tokyo Summer Olympics TV's Biggest Promo Push](#)
Broadcasting + Cable, 07/28/2021

It's no surprise that a promo for the Tokyo Summer Olympics, airing across the networks of [NBCUniversal](#), tops our Promo Mojo ranker [for a second week in a row](#) — this time racking up more than 668 million TV ad impressions in the week ended July 25.

NBC Again Gives the Tokyo Summer Olympics TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV July 28, 2021

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





[TV By the Numbers: Olympics Win Gold for Watch-Time, TV Ad Impressions](#)
Broadcasting + Cable, 07/28/2021

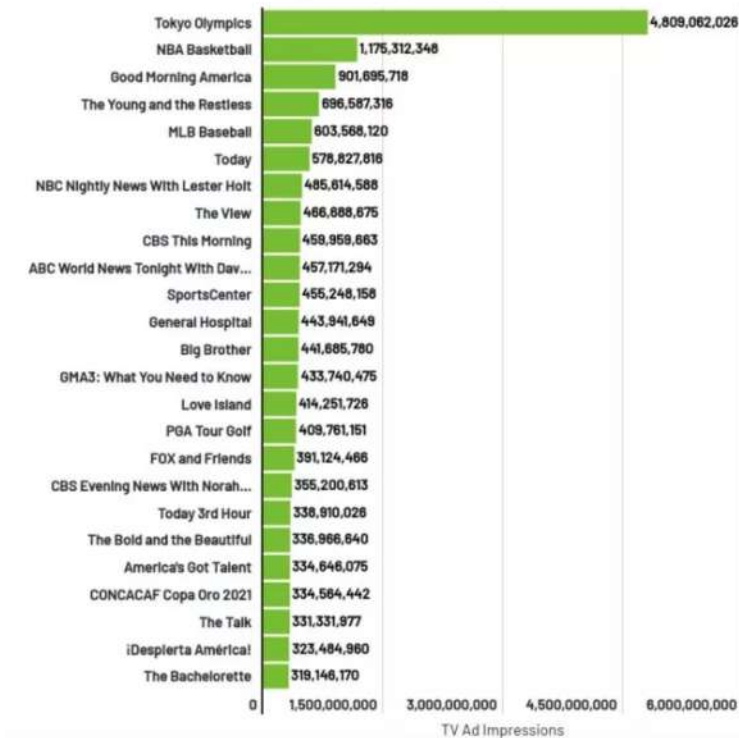
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

It shouldn't surprise that the Olympics deliver the most TV ad impressions on the week, with 4.8 billion — all coming between Friday, July 23 and Sunday, July 25. The NBA Finals is second with 1.18 billion TV ad impressions, followed by Good Morning America (902 million), The Young and the Restless (697 million) and MLB baseball (604 million).



Top Shows by TV Ad Impressions

July 19-25, new episodes only





[Cat Named Walter Steals The Show In New Chevy Silverado Ad: Video](#)

GM Authority, 07/26/2021

This advertisement has a much more humorous and fun-loving tone than most Chevy Silverado advertisements, and it seems viewers are responding positively to it. The ad, which first aired during coverage for the Tokyo Summer Olympics, generated 25.3 million TV impressions between July 23rd and July 26th, according to iSpot.tv. It has also generated more than 130,000 views on the Chevy YouTube channel, with the video boasting 2,200 Likes and just 22 Dislikes as of this writing.



[The New Toyota Commercial That Has The Internet Choking Back Tears](#)

Looper, 07/29/2021

The commercial, which according to iSpot.tv was produced by media agency Saatchi & Saatchi, is uncommonly well-made for a TV ad in terms of its visuals and storytelling.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM UBER, GAP, OLAY AND MORE](#)

Ad Age, 07/29/2021

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 July 27. (Scroll down to watch them all.)

A few highlights: Retired Olympic gold medal gymnast Aly Raisman says “Never underestimate the power of a dream” in the latest from Olay. Students from Hickory Ridge Elementary School in Memphis, and their teacher, viral sensation David “The Dope Educator” Jamison, star in a Gap Kids back-to-school spot. (Background via Memphis CBS affiliate WREG News Channel 3: [“Memphis students, teacher featured in new Gap Kids campaign.”](#)) And Uber promotes car rental service [Uber Rent](#) in an Olympics-themed spot.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SKILLSHARE, GOOGLE, FACEBOOK AND MORE](#)

Ad Age, 07/28/2021

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. (Scroll down to watch them all.)

A few highlights: Online learning platform Skillshare says you “were born to create” in a spot with the tagline “Explore your creativity.” Google wants you to “switch to an easier way” by buying a Chromebook. And Facebook serves up another in a series of ads with the tagline “We change the game when we find each other.”

AdAge

[WATCH THE NEWEST COMMERCIALS FROM CHEVY, UBER, GEICO AND MORE](#)

Ad Age, 07/27/2021

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. (Scroll down to watch them.)

A few highlights: A Chevy owner and his trusty dog-like cat Walter help hype the 2021 Silverado’s Multi-Flex Tailgate. “Even if you had to miss your quince, there’s always your quince plus one,” says Uber in a quinceañera-themed spot with the tagline “Go anywhere.” And Geico rails against the gratuitous proliferation of acronyms (LOL).

BC

[VAB Tells Members Nielsen Isn't The Only Viewer Data Source](#)
Broadcasting + Cable, 07/23/2021

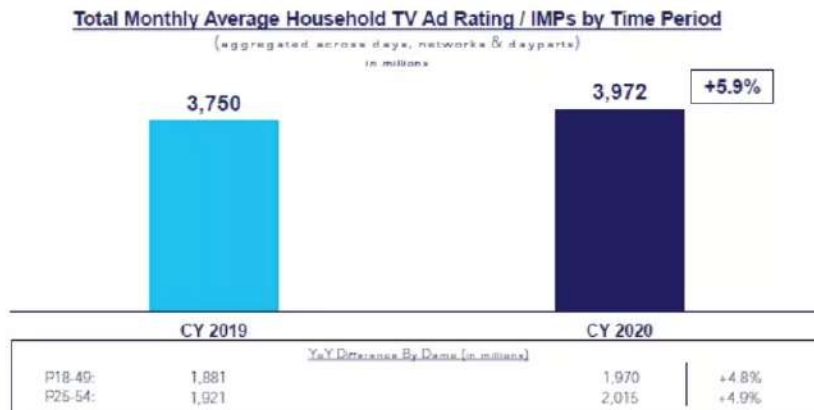
With Nielsen data being questioned, the VAB put out a report highlighting iSpot's system for measuring TV audiences. It also reports that iSpot's data shows that the number of chances brands had to reach households increased during the year of the pandemic by 6% year over year.

iSpot's data also shows that viewers spent time watching TV in more dayparts and discovered and embraced new genres of programming and innovative formats that they might not have typically watched previously.

VAB Tells Members Nielsen Isn't The Only Viewer Data Source

By Jon Lafayette about 1 hour ago

Report highlights iSpot audience information



iSpot data shows increase in ad impressions during the pandemic (Image credit: VAB iSpot)

Sportico

The Business of Sports

[NBC PREPS OLYMPIAN AD LOAD AS TOKYO SPONSORS STAY PUT](#)

Sportico, 07/21/2021 (avoid paywall [here](#))

According to iSpot.tv data, NBCU aired no fewer than 3,066 in-house plugs during the first 12 days of its 2016 Olympics coverage, a promotional blitz that included 364 primetime spots. Teasers for programming on the broadcast network alone aired 1,490 times, of which 231, or 16%, ran in primetime.

NBC PREPS OLYMPIAN AD LOAD AS TOKYO SPONSORS STAY PUT



BY ANTHONY CRUPI

July 22, 2021 9:00am



In the weeks leading up to Tokyo, the NBC networks have aired \$50 million in promos for the Games, per iSpot estimates.

AP PHOTO/JAE HONG, FILE



Sportico

Newsletter

Breaking News

DEADLINE

[‘Snake Eyes’ & M. Night Shyamalan’s ‘Old’ In Cage Match At Weekend Box Office](#)

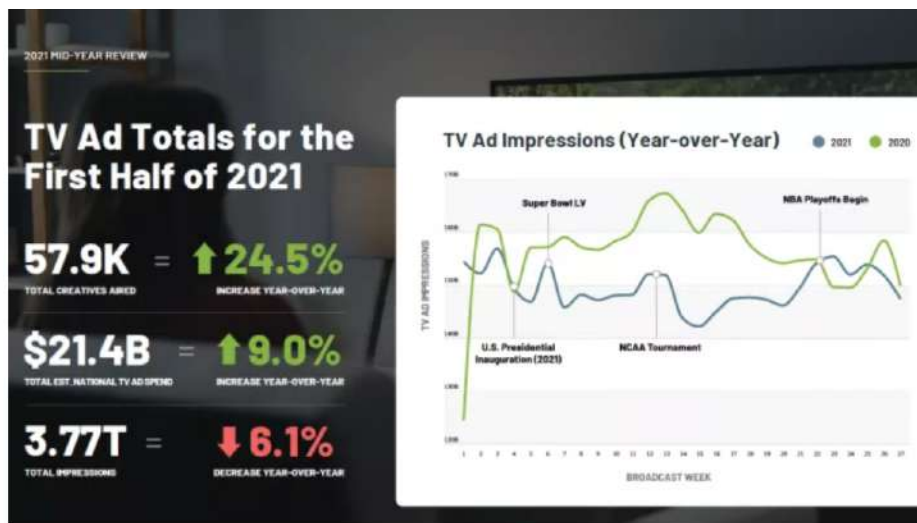
Deadline, 07/21/2021

Back on July 8, iSpot observed that the campaign TV spend at that point in time was \$8.5M for Old yielding 267.2 million impressions and \$3.08M for Snake Eyes at 207.4M impressions.

BC

[First-Half Ad Spending Up 9% Despite Impressions Drop: iSpot Broadcasting+Cable, 07/16/2021](#) (from last week)

“Successful vaccine rollouts early in 2021 spurred newfound optimism for consumers and TV advertisers alike. With programming and audience predictability getting back to normal, brands were able to embrace business-as-usual messaging and leave masks behind in their creative. The shift in tone was apparent by the time,” the iSpot report said.



(Image credit: iSpot.tv)

TV (R)EV

[Week In Review: Nielsen Under Attack, Netflix's New Numbers](#)
TVREV, 07/22/2021

They evolved slightly—electronic People Meters replaced handwritten diaries—but mostly there was no reason for them to evolve: they had no real competition and both agencies and networks were happy with the status quo: viewership was massive and everyone was making money.

Streaming was/is of course an issue—Nielsen never was able to figure out a way to replicate its linear success on streaming, and measurement from players like Comscore, iSpot and Videoamp seemed much more in line with streaming's superior data collection capabilities.

DEADLINE

[‘Space Jam: A New Legacy’ Steals Ball Away From ‘Black Widow’ With \\$31M+ Opening, Best For Family Pic & WB During Pandemic](#)

Deadline, 07/18/2021

Spot shows that Warner Bros spent \$15.2M in TV spots on the Looney Tunes live-action animation hybrid movie (since April 3, yielding 993.6M impressions), which is more than what other studios have been spending on family pics during Covid-19, i.e. Sony with Peter Rabbit 2: The Runaway (\$8.7M), and Universal with The Boss Baby: Family Business (\$13.4M). Warner’s spend here on Space Jam 2 is also less than the \$22.5M they forked over for TV ads on In the Heights.



[Insights: Netflix Looks To An Immersive Future With Gaming Initiative](#)

Tubefilter, 07/23/2021

It’s tempting to think of that sort of traveling experience as simply a marketing extension, another part of Netflix efforts to build a narrative universe that’s already [spawned a prequel and a spinoff](#).

After all, Netflix spent an estimated \$879,000 on TV advertising for the show, and generated more than 51 million impressions, according to estimates from iSpot.TV.



[Brands Excited About Olympics: Viewers A Bit Less So](#)

TVREV, 07/19/2021

It’s all happening amid [a broader resurgence for ad revenues across linear TV](#), according to iSpot.TV. All told, linear TV ad revenues jumped 9 percent in the first half of 2021, to an estimated \$21.4 billion, iSpot said. The jump is a bit of a surprise but a welcome one, given the absence of political ads like those that plumped up local cable and broadcast revenues in 2020.

...

It’s also worth noting that the iSpot study found some reasons for concern among those big linear ad revenue numbers. Turns out impressions for all those ads were down 6.1 percent, a trend that suggests it may be difficult to continue extracting record revenues from linear TV for years to come.



[NBCU's Summer Olympics' Marketing: \\$51 Million Promo Value](#)
MediaPost, 07/21/2021

TV promos on NBCU networks had a total media value of \$49.9 million -- mostly on its sports-related TV channels and programming, according to iSpot.tv.



[NBCUniversal has placed \\$51 million worth of Olympic ads and promos since November, including 1,208 on broadcast NBC](#)
MSN, 07/20/2021

TV promos on NBCU networks had a total media value of \$49.9 million — mostly on its sports-related TV channels and programming, according to iSpot.tv.

NBC also bought national advertising time for the Olympics totaling \$1.2 million.

The bulk of the airings for its Tokyo Summer Olympics promo spot were on the Olympic Channel, at which NBC is a minority partner: 18,396; NBCSN, 5,834; The Golf Channel, 1,832; USA Network, 1,336; and NBC Television Network, 1,208.



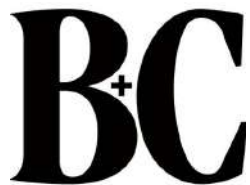
[Streamer CNN+ To Launch First-Quarter 2022](#)
MediaPost, 07/19/2021

Yearly national TV advertising revenues (July 2020 to July 2021) for CNN totaled \$599.2 million, according to estimates from iSpot.tv.

TelevisionNewsDaily

Streamer CNN+ To Launch First-Quarter 2022

by Wayne Friedman · July 19, 2021



[NBC Gives the Tokyo Summer Olympics TV's Biggest Promo Push](#)
Broadcasting+Cable, 07/21/2021

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. Our data covers the 7-day period through July 18.

NBC tops our ranking with a promo for [the Tokyo Summer Olympics](#) that racked up more than half a billion TV ad impressions. Fellow traditional broadcasters CBS and ABC follow in second and third place to promote, respectively, Love Island and [the 2021 NBA Finals](#).

B+C

[TV By the Numbers: British Open, NBA Finals Vie for Watch Time, Ad Impressions](#)
Broadcasting + Cable, 07/20/2021

Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

The NBA Finals deliver the most TV ad impressions yet again, with over 1.6 billion from July 12-18. Also topping the 1 billion impressions mark are both the 2021 Open Championship (1.4 billion) and Major League Baseball (1.1 billion). Good Morning America (872 million TV ad impressions) and Today (661 million) round out the top five.

...
ABC stays on top of the week's ad-impressions-by-network ranking, with over 6.2 billion from June 12-18. While ABC is airing the NBA Finals, NBC just completed the Open Championship and will be launching into Summer Olympics coverage shortly. NBC is No. 2 for the week, with 4.6 billion TV ad impressions.



[Jeep Has Most-Watched Auto Ad for Third Straight Week](#)

Wards Auto, 07/21/2021

For the third week in a row, Jeep retains the pole position among iSpot.tv's ranking of the most-watched automotive commercials – the ads that have generated the highest number of impressions across national broadcast and cable TV airings.

The No.1 ad for the week of July 12, entitled “Wildly Civilized,” promotes the Jeep Grand Cherokee midsize SUV. The ad also leads the pack in estimated TV spend, at \$2.5 million. According to [Ace Metrix Creative Assessment](#) survey data from iSpot, the commercial's creative elements elevated viewer attention to 6.2% above the norm for auto ads in the last 90 days, and proved 6.4% more likeable.



[Jeep Grand Cherokee Featured in Most-Seen Auto Ad](#)

Wards Auto, 07/19/2021

Jeep is No.1 for a second consecutive week 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 from Hotwire, Manscaped, Instagram and more](#)

Ad Age, 07/22/2021

A few highlights: Facebook's Instagram serves up clips of skaters executing—and talking about—the “no comply,” a classic skateboarding trick. Team USA triathlete Kevin McDowell, who will be competing in the Tokyo Summer Olympics, stars in the latest from Manscaped. And Hotwire serves up another in a series of ads with the tagline “Book beyond your wildest means”; this one features a man luxuriating in his hotel's terry cloth robe. ([An online version of this spot](#) debuted in June on YouTube.)

AdAge

[WATCH THE NEWEST COMMERCIALS FROM RITZ, YELP, BEATS AND MORE](#)

Ad Age, 07/21/2021

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.

A few highlights: Paralympian Melissa Stockwell stars in a Ritz Crackers commercial with the tagline “Greatness inspires us all.” Yelp says that “97% of people make a purchase after visiting Yelp” (according to a recent SurveyMonkey survey of Yelp users). And track star Sha’Carri Richardson wears Beats Studio Buds—and helps hype new music from Kanye West—in the latest spot from Beats. (Ad Age’s Ann-Christine Diaz has the backstory: [“Sha’Carri Richardson fronts Beats by Dre ad promoting new Kanye West album.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS FROM CITI, SMARTWATER, PROGRESSIVE AND MORE](#)

Ad Age, 07/20/2021

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.

A few highlights: Pete Davidson helps hype Smartwater while getting some of his tattoos removed in a fresh 30-second TV cut of a continuing campaign. ([A longer, 60-second web version of this ad](#) debuted on YouTube on July 5.) Progressive’s Dr. Rick helps “new homeowners who have become their parents” navigate the airport. And Paralympic swimming champ Gustavo Sánchez Martínez stars in the latest from Citi.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM WALGREENS, TARGET, AT&T AND MORE](#)

Ad Age, 07/19/2021

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.

A few highlights: Walgreens explains how it can help you navigate “the new normal.” Target suggests you make it “your first stop” for back-to-school season. And AT&T wants you to know that new and existing customers can now get the best deals on all smartphones.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM TRAVELOCITY, CARMAX, COIN CLOUD AND MORE](#)

Ad Age, 07/16/2021

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.

A few highlights: CarMax pits “the fastest man on Earth” against CarMax Instant Offers in a spot starring retired Olympic sprinter Usain Bolt. Spike Lee hypes Coin Cloud. (Ad Age’s Ilyse Liffreing has the backstory: [“Why Spike Lee’s new crypto ad is drawing backlash.”](#)) And Travelocity serves up another installment of its continuing “Seize Your Someday” campaign. (Previously: [“Watch the newest commercials from Spectrum Mobile, Travelocity, Nissan and more.”](#))

The Washington Post

[How Tucker Carlson became the voice of White grievance](#)
Washington Post, 07/14/2021 (avoid paywall [here](#))

The show's most frequent advertiser is MyPillow, which accounted for 19.4 percent of advertising minutes this year aside from Fox promotions, according to TV ad measurement company iSpot.tv. MyPillow CEO Mike Lindell, who continues to push an effort supporting the baseless claim that Trump won the election, said in an interview that his ad placement has nothing to do with Carlson's show. He said he only runs ads where they are effective, adding, "I don't watch anything on Fox" because "they aren't reporting the news about election fraud."

VARIETY

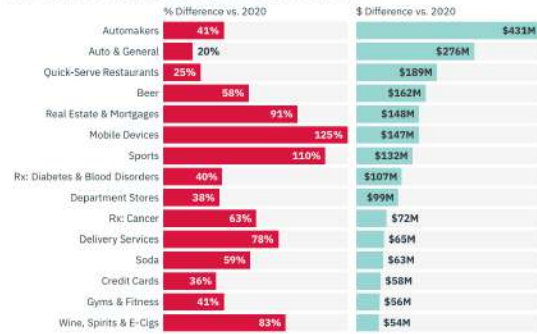
TV AD SPEND BOUNCES BACK IN EARLY 2021 DESPITE RATINGS EROSION

Variety, 07/15/2021 (avoid paywall [here](#))

Per leading TV ad data and analytics firm iSpot, the first half of 2021 saw an estimated \$20.1 billion spent on TV ads, up by 6.9% (or \$1.3 billion) from 2020, which itself was up from 2019. This may come as a surprise considering that, Nielsen's pandemic issues aside, TV audiences continue to trend downward, but it is a sign that advertisers still trust the reach TV brings in an increasingly splintered viewing world.

Industry Sectors With Greatest 2021 \$ Increase in TV Ad Spend

Estimated for Jan 1.-Jun. 30, 2020, vs. same period in 2021

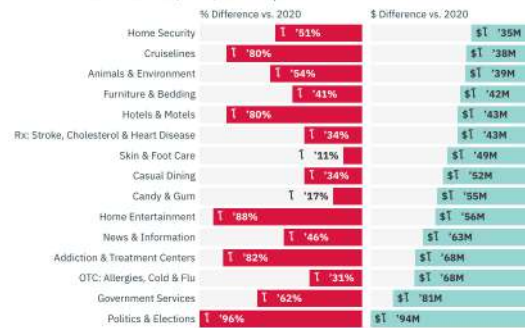


FOR MORE DATA, VISIT [VPE+](#)

SOURCE: [ISPOT](#); VARIETY INTELLIGENCE PLATFORM ANALYSIS

Industry Sectors With Greatest 2021 \$ Decrease in TV Ad Spend

Estimated for Jan 1.-June 30, 2020, vs. same period in 2021

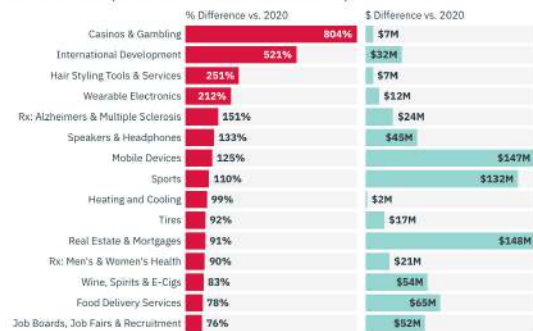


FOR MORE DATA, VISIT [VPE+](#)

SOURCE: [ISPOT](#); VARIETY INTELLIGENCE PLATFORM ANALYSIS

Industry Sectors with Greatest 2021 % Increase in TV Ad Spend

Estimated TV ad spend for Jan 1. - Jun. 30 2020 vs. same period in 2021



FOR MORE DATA, VISIT [VPE+](#)

SOURCE: [ISPOT](#); VARIETY INTELLIGENCE PLATFORM ANALYSIS

DEADLINE

[Disney Claims \\$215M+ WW Victory At The B.O. & Disney+ Premier With 'Black Widow' Weekend: Will Distrib Model Endanger A Movie's Life Cycle? – Update](#)

Deadline, 07/11/2021

I understand Disney was slightly underspending heading into the week by as much as 25%-35% on TV spots, but then ratcheted it up on Thursday with a big blast. iSpot estimates that before Friday, Disney spent \$19.3M on Black Widow TV spots, which yielded a billion ad impressions. Compare this to the \$23.2M which Universal spent to beat the drum on TV for F9 per iSpot.

TV(R)EV

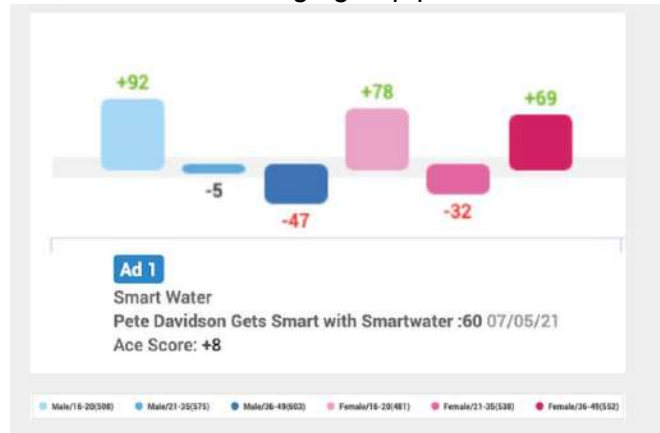
[Pete Davidson Proves a 'Smart' Spokesperson](#)

TVREV, 07/15/2021

Flagship TV ads

According to TV-ad measurement firm iSpot.tv, Davidson's broadcast TV spots resonated "particularly well" with audiences aged 16-20, citing the campaigns' "unusual storytelling" as effectively capturing their attention.

iSpot's data below shows how the 16-20 age group had the best positive response rates to the ads, while the 36-49 age group proved less enthusiastic.



MediaPost

[U.S. Movies Earned First \\$100M+ Box-Office Weekend In Pandemic Era](#)

MediaPost, 07/12/2021

Over the last 30 days (June 11-July 10), national TV spending for theatrical movies was estimated to total \$70.3 million, according to iSpot.tv. Two years ago, pre-pandemic, the same-month period witnessed \$68.7 million in estimated national TV ad spend.



[National Linear TV Ads Up 9% in 1H 2021, Impressions 6% Lower](#)

MediaPost, 07/16/2021

While national TV linear advertising rose 9% in the first six months of the year versus a year ago, to an estimated \$21.4 billion, impressions headed the other direction, down 6.1% to 3.8 trillion, according to iSpot.tv.

...

A resurgence of the marketplace -- slowly returning to normal after a long nine-month pandemic-disruption period of 2020 -- fueled more advertising growth. iSpot.tv says there was a 25% gain in total creatives airing in the first six months of 2021 versus a year ago -- 57,900 pieces of advertising creative content.



[Streaming Music Playing Second-Fiddle To Video In TV Advertising](#)

TVREV, 07/09/2021

Amazon, Apple, and YouTube spent a collective \$1.16 billion advertising for their respective streaming video services on national TV from 2018 through the first half of 2021, according to data measured by [iSpot.tv](#). During the same timeframe, they spent only \$88 million advertising their music services.



[Jeep Rides to Top of Most-Seen Auto Ad Ranking](#)

Wards Auto, 07/09/2021

Jeep's Independence Day-themed ad sits at the top of iSpot.tv's ranking of the most-viewed automotive commercials -- the ads that have generated the most impressions across national broadcast and cable TV airings.

The No.1 ad for the week of June 28 focuses on the various landscapes of the U.S. -- and how consumers can explore them while driving a "wildly civilized" Jeep Grand Cherokee. According to Ace Metrix Creative Assessment survey data from iSpot, the ad was 4.9% more watchable than the norm for auto brands over the past 90 days. It also was 7.6% more likeable than the norm in that timeframe.



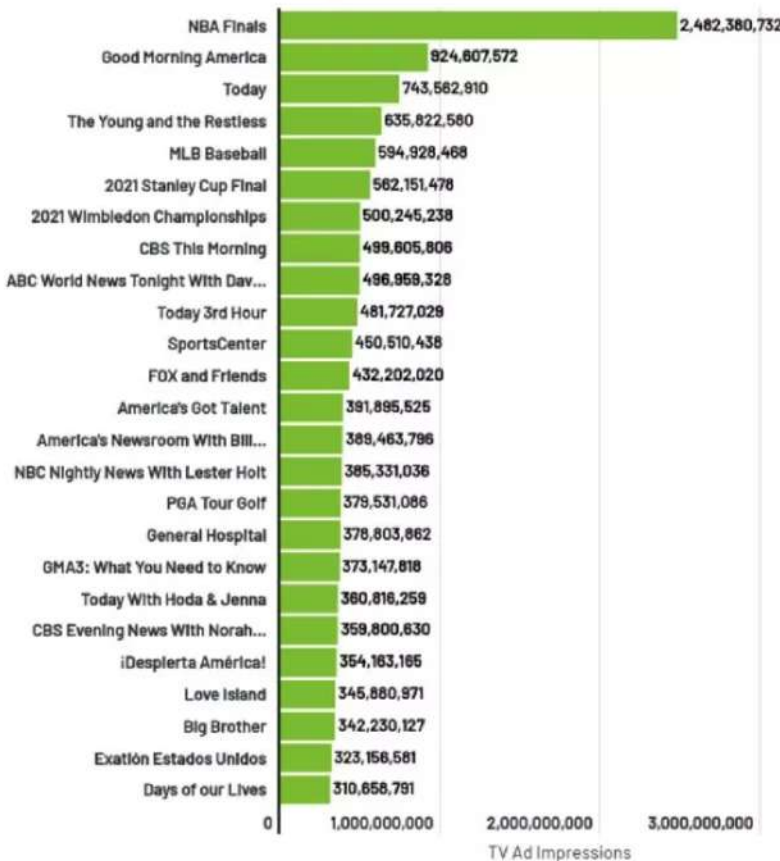
[TV By the Numbers: NBA Finals Fly High Atop Watch-Time, TV Ad Impressions Rankings B+C, 07/15/2021](#)

As one would expect, the NBA Finals deliver the most TV ad impressions, keeping the NBA atop this list once again. The Finals had nearly 2.5 billion TV ad impressions from July 5-11 — almost 1.6 billion more than the No. 2 show, Good Morning America (925 million on the week). Today remains in third with 744 million TV ad impressions, followed by The Young and the Restless (636 million) and Major League Baseball games (595 million) to close out the top five.



Top Shows by TV Ad Impressions

July 5-11, new episodes only





[Discovery Gives Shark Week TV's Biggest Promo Push](#)
B+C, 07/14/2021

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. Our data covers the 7-day period through July 11.

On the strength of 385.5 million TV ad impressions, a [Discovery promo for Shark Week](#) tops our chart.

Traditional broadcasters sweep the next three spots: CBS [gives some love to Love Island](#) in second, NBC [sets the stage for the Tokyo Summer Olympics](#) in third, and ABC [promotes the NBA Finals](#) in fourth.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AMAZON, ETSY, DUNKIN' AND MORE](#)
Ad Age, 07/14/2021

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.

A few highlights: Etsy says you can “Find greatness in the making,” per the tagline of its current campaign. (Ad Age’s Adrienne Pasquarelli has the backstory: [“Etsy taps into Olympics fever with new TV spot—without mentioning the Games.”](#)) A kid contemplates the power of first impressions in an Amazon back-to-school commercial. And Santa Claus overstays his welcome in the latest from Dunkin.’ ([A web version of this spot](#) debuted on YouTube on June 24.)

AdAge

[WATCH THE NEWEST COMMERCIALS FROM APPLE, OLD NAVY, KIT KAT AND MORE](#)
Ad Age, 07/13/2021

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.

A few highlights: Old Navy promotes its fashions for kids in a back-to-school spot. YG’s “In the Dark” serves as the soundtrack for an Apple spot that shows how easy it is to take selfies in the dark with iPhone 12. And Kit Kat wants you to “prepare your taste buds” for two Kit Kat Duos flavors: mint + dark chocolate and mocha + chocolate.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM ACURA, GOOGLE, EQUINOX AND MORE](#)

Ad Age, 07/12/2021

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.

A few highlights: Acura hypes its TLX Type S sports sedan. Google positions itself as the place to go when you're wondering "how to start a new career," "how to start a new business," "how to start a new job" and more. And Equinox serves up another installment of its continuing "Welcome Forward" campaign; this one stars Olympic fencer Miles Chamley-Watson.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM CAESARS, NORTON, IBM AND MORE](#)

Ad Age, 07/09/2021

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.

A few highlights: Caesars, the casino and hotel company, hypes the Caesars Rewards loyalty program available across its 50+ properties. Norton invites you to "opt-in to cyber safety" in a spot for Norton 360 with LifeLock Identity Theft Protection. And tennis legend John McEnroe helps IBM promote its hybrid cloud computing platform for business.



[Dish Media taps Oracle for household targeted ads](#)

Fierce Video, 07/07/2021

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. The platform includes interface that displays unified people-based metrics for audience reach and frequency across all types of media. Oracle said marketers will be able to measure audiences based on custom or first-party segments as well as analyze key demographics like age, gender and household composition through each channel.

Forbes

[Is A \\$40 Million Fine Enough For JUUL To Quit The Teen Vaping Industry?](#)

Forbes, 07/09/2021 (avoid paywall [here](#))

The FDA warned Juul in 2019 with a warning letter, which focused on testimony alleging company representatives promoted their vaping devices as less harmful than cigarettes in school presentations. Just like tobacco companies, e-cig creators like JUUL have been known to target minorities, according to the National Health Interview Survey. Ad measurement company iSpot found that Juul had spent more than \$29 million on [more than 8,700 tv spots](#) in the U.S. in January of 2019.

Is A \$40 Million Fine Enough For JUUL To Quit The Teen Vaping Industry?



Kori Hale Contributor

Personal Finance

I'm the CEO of CultureBanx, redefining business news for minorities.

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[Veterans slam USAA for something it hasn't done in two years](#)

KENS 5, 07/08/2021

Hours after Tucker Carlson called the nation's top military officer a "pig," veterans demanded USAA pull advertising from the Fox News host's time slot.

But data from commercial-tracking company iSpot.TV indicates the company hasn't run an ad during Carlson's show since Sept. 2019.

 **MediaPost**

[Summer TV: NBC's 'America's Got Talent' Maintains Lead; ABC Grabs 12 Of Top 20-Rated Shows](#)

MediaPost, 07/09/2021

This year, "Talent" -- from June 1 through July 6 -- has pulled in \$32 million in national TV ad spending getting to a total 2.3 billion impressions, according to estimates from iSpot.tv. YoY produced \$41.4 million and 3.2 billion impressions.

TelevisionNewsDaily

Summer TV: NBC's 'America's Got Talent' Maintains Lead; ABC Grabs 12 Of Top 20-Rated Shows

by Wayne Friedman, over 1 hour ago



'America's Got Talent'

 **FIERCE**
Pharma

[Humira's reign as TV ad king is over as AbbVie shifts spending to Rinvoq and Skyrizi](#)

Fierce Pharma, 07/08/2021

AbbVie had been ratcheting back the brand's TV budget over the past few months, but, in May, it stopped spending in arthritis and psoriasis altogether. That left \$13 million in ads for Crohn's disease and ulcerative colitis, only big enough for fourth place, according to data from real-time TV ad tracker iSpot.tv.



[Streamers Ramp Up National TV Marketing For Summer, Disney+ Tops Rivals](#)

MediaPost, 07/07/2021

Estimates from iSpot.tv show there was \$109.2 million in paid national TV advertising and TV promo advertising for shows and movies in the last 30 days: \$52.6 million in national TV paid ads and \$56.6 million in TV network promos value.

This produced 15.3 billion impressions -- up 50% over a year ago.

...

"Luca" has gained 1.4 billion impressions, coming from \$10 million in media value (paid national TV advertising and national TV promo value) and 4,220 airings, according to iSpot.tv. "Loki" is next with 647.3 impressions, \$3.94 million in media value, and 1,677 airings. "Benedict" came in at 597.5 million impressions, \$3.1 million in media value, and 1,184 airings.

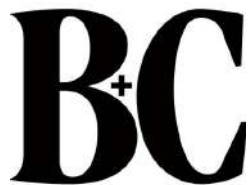


[2021 NBA Playoffs Ad Spend Rises, Viewing Recovers Vs. 2020, Down From 2019](#)

MediaPost, 07/02/2021

The 2021 NBA playoffs have seen viewer interest recovering from a year ago, along with sharply improved national TV advertising dollars.

With just one or two games remaining before the NBA Finals are set to begin, the playoffs so far (May 22 through July 1) have yielded an estimated \$481 million in national TV advertising spend across three networks: TNT, ESPN, and ABC, according to iSpot.tv.



[HGTV Gives 'Celebrity IOU' TV's Biggest Promo Push](#)

Broadcasting + Cable, 07/07/2021

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. Our data covers the 7-day period through July 4.

On the strength of 269.8 million TV ad impressions, an [HGTV](#) promo for Celebrity IOU tops our chart. The network also grabs second and fifth to hype, respectively, Good Bones and Christina on the Coast.

BC

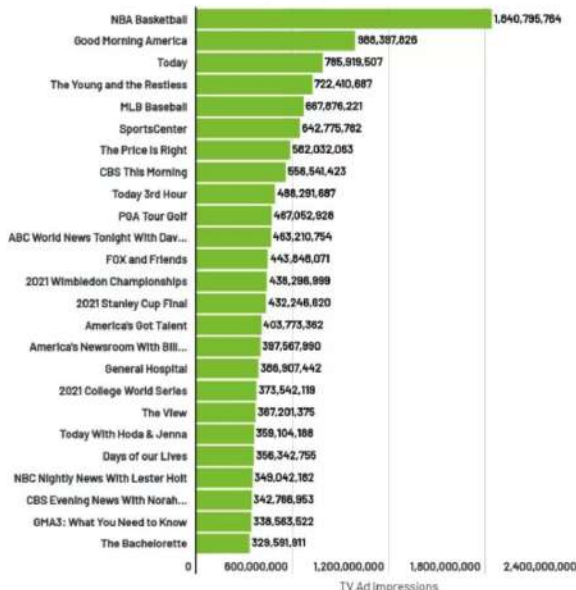
[TV By the Numbers: NBA Playoffs Rule Watch-Time, TV Ad Impressions Once Again](#) *Broadcasting + Cable, 07/09/2021*

The NBA's conference finals concluded by delivering the most TV ad impressions once again. NBA Playoff games had over 1.84 billion TV ad impressions from June 28-July 4, which is nearly two times the total for the No. 2 show: Good Morning America (988 million on the week). Today sits in third with 786 million TV ad impressions, followed by The Young and the Restless (722 million) and Major League Baseball games (668 million) to round out the top five.

iSpot.tv

Top Shows by TV Ad Impressions

June 28-July 4, new episodes only



[Toyota Moves to Top Spot in Most-Seen Auto Ad Ranking](#) *Wards Auto, 07/02/2021*

The No.1 ad for the week of June 21 is Toyota's adventurous SUV commercial, which collected 26% of its TV ad impressions appearing during NBA Playoff games. According to [Ace Metrix Creative Assessment](#) survey data from iSpot, the ad generated 7.2% more attention than the norm for automotive ads in June. It was also found to be 10.5% more likeable than the norm as well, while 25% of survey respondents found the visual scenes to be the single best thing about the spot.

AdAge

[Watch the newest commercials from Caesars, Norton, IBM and more](#)

Ad Age, 07/09/2021

A few highlights: Caesars, the casino and hotel company, hypes the Caesars Rewards loyalty program available across its 50+ properties. Norton invites you to “opt-in to cyber safety” in a spot for Norton 360 with LifeLock Identity Theft Protection. And tennis legend John McEnroe helps IBM promote its hybrid cloud computing platform for business.

AdAge

[Watch the newest commercials from McDonald's, YouTube TV, Fruit of the Loom and more](#)

Ad Age, 07/07/2021

A few highlights: Fruit of the Loom explains what it means to be “Made True,” per its tagline. YouTube points out that you can stream the NBA Finals on YouTube TV. And McDonald’s wants everyone to know that “Space Jam: A New Legacy” toys are now available in Happy Meals.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM SPECTRUM MOBILE, TRAVELOCITY, NISSAN AND MORE](#)

Ad Age, 07/06/2021

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.

A few highlights: A father and son bond (sort of) during a road trip in a **Nissan** Pathfinder. **Travelocity** says, “Seize your someday.” (Ad Age’s Sydney Gold has the backstory: “**Travelocity** debuts first ads from new AOR Doner amid travel surge.”) And **Spectrum Mobile** helps save the day when a few unprepared friends get lost in the woods.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM AMERICAN EXPRESS, WHIRLPOOL, JCPENNEY AND MORE](#)

Ad Age, 07/02/2021

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.

A few highlights: **American Express** explains how one (fictional*) small business executive uses her American Express Business Card to earn Membership Rewards points. **Whirlpool** wants you to know that its washers equipped with a Load & Go Dispenser can hold enough detergent for up to 20 loads. And **JCPenney** hypes its Fourth of July Sale.



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

WERSM, 07/04/2021

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 FROM KOHL'S, I LOVE NY, MASTERCARD AND MORE](#)

Ad Age, 06/30/2021

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.

A few highlights: Kohl's hypes its current "epic deals" on T-shirts, tank tops, kitchen electrics and more. An announcer for I Love NY, the tourism marketing initiative of the New York Department of Economic Development, says, "It's time to get out and explore New York State" in a fresh TV cut of its latest spot. ([A web version of this ad](#) debuted on YouTube on June 14.) And Mastercard says that "getting closer and closer together" as the pandemic subsides is "Priceless."

NEXT | TV

[NBC Gives 'College Bowl' TV's Biggest Promo Push](#)

NextTV, 06/29/2021

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. Our data covers the 7-day period through June 27.

On the strength of 231.2 million TV ad impressions, [NBC's](#) promo for Peyton Manning-hosted (and [Capital One-sponsored](#)) game show College Bowl takes first place.

AdAge

[WATCH THE NEWEST COMMERCIALS FROM GEICO, CITI, TOYOTA AND MORE](#)

Ad Age, 06/30/2021

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.

A few highlights: Geico promotes its motorcycle insurance with a little help from a couple of newlywed riders. "We're always stronger together," an announcer declares in a Toyota spot that focuses on a family teaming up to rehab a home. And Dan Levy stars in another in a series of Citi ads hyping the Citi Custom Cash Card.



[Still Slow Going For Most U.S. Theatrical Movies. TV Ad Spend](#)

MediaPost, 06/28/2021

For example, in the last two months, an estimated \$107.1 million was spent by all movie studios in national TV advertising, according to iSpot.tv -- producing some 12.8 billion impressions for 45,634 airings.

NEXT | TV

[TV By the Numbers: NBA Playoffs, Olympic Trials Set Pace for Watch-Time, TV Ad Impressions](#)
 NextTV, 06/29/2021

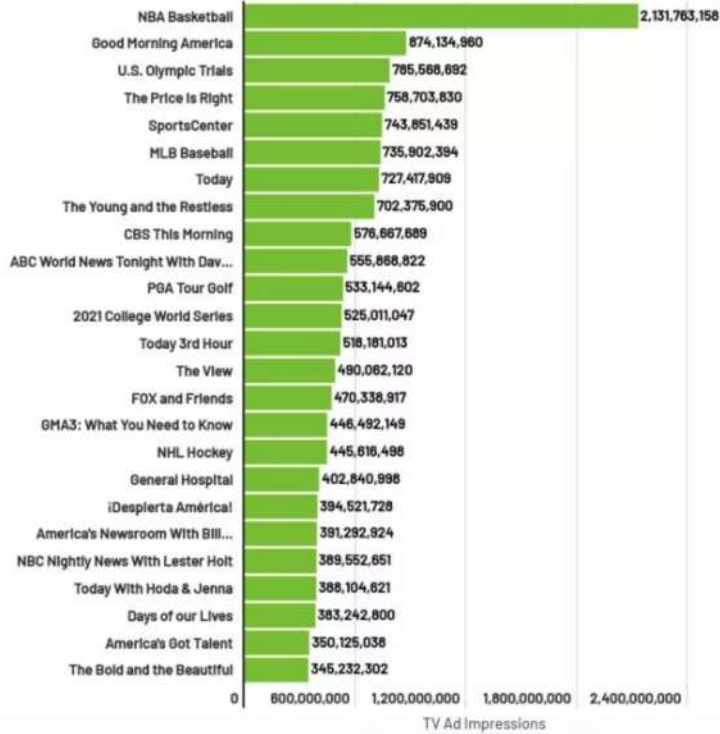
Via iSpot.tv, the always-on TV ad measurement and attribution company. Rankings are by TV ad impressions, for new episodes only.

Early conference finals games in the NBA Playoffs delivered plenty of TV ad impressions, keeping the league on top of these rankings once again. There were over 2.1 million TV ad impressions during the NBA Playoffs from June 21-27 — 2.4 times the total for No. 2 show Good Morning America. U.S. Olympic Trials had the third-most TV ad impressions (786 million), followed by The Price Is Right (759 million) and SportsCenter (744 million) to round out the top five for the week.



Top Shows by TV Ad Impressions

June 21-27, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS FROM GMC, MARRIOTT, YELLOWSTONE SELECT BOURBON AND MORE](#)

Ad Age, 06/28/2021

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.

“Travel has the power to shape our world,” an announcer says in an ad for Marriott Bonvoy, the Marriott International loyalty program. GMC hypes its “premium and capable” AT4 lineup. And Yellowstone Select Bourbon encourages us to “reacquaint ourselves with the places we’ve forgotten—and the people we haven’t.”



[Expedia's Brand Do-Overs Include Orbitz Putting Greater Focus on LGBTQ Market](#)

Skift, 06/28/2021

When it came to TV advertising in June, though, Expedia Group's priorities were with Expedia.com, Hotels.com, and Vrbo, according to [iSpot.tv](#). In addition to these three brands, Booking Holdings' Priceline, and also Airbnb, ranked among the top five online travel websites in advertising spend — Orbitz wasn't among them. Orbitz didn't publicize potential spend through other channels, nor the overall cost of the campaign.



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

Wersm, 06/27/2021

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 FROM WAYFAIR, PAYCOM, GRUBHUB AND MORE](#)
Ad Age, 06/25/2021

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.

A few highlights: Wayfair invites you to “make your home everything you need it to be” (by shopping Wayfair, of course). Paycom wants you to know that its HR and payroll software can help streamline vacation requests. And as part of its continuing “We serve restaurants” campaign, Grubhub delivers a fresh 15-second spot that focuses on noodle houses and more.

AdAge

[FACEBOOK'S PRIDE MONTH DIGITAL VIDEO PUSH BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 06/25/2021 (avoid paywall [here](#))

Some of that video content has been adapted for national TV commercials, including [“Take on Anything”](#) (video via TV ad analytics company [iSpot.tv](#)), featuring Laverne Cox.

AlterNet

[USAA members call on company to drop Tucker Carlson Tonight ads after Fox host disparages military leaders](#)

Alternet, 06/26/2021

Though Tucker Carlson Tonight is a ratings behemoth, its advertising numbers have dwindled considerably this year in the wake of a number of controversial segments. Statistics from the first financial quarter of 2021 show the number of advertisers on the program dropped from 73 in January to 58 in March, according to market research firm iSpot.

salon

[USAA pushed to drop ads on Tucker Carlson Tonight after Fox host disparages military leaders](#)

Salon, 06/26/2021

Though Tucker Carlson Tonight is a ratings behemoth, its advertising numbers have dwindled considerably this year in the wake of a number of controversial segments. Statistics from the first financial quarter of 2021 show the number of advertisers on the program dropped from 73 in January to 58 in March, [according to market research firm iSpot](#).

Forbes

[Billie Eilish, H.E.R. Concert Grabbed Most Amazon Prime Day Attention](#)

Forbes, 06/25/2021

TV advertising around the sales extravaganza was relatively muted too, according to data from iSpot, which tracks commercial spend by brands.

Amazon Prime ads around Prime Day have about 1.6 billion TV ad impressions since the start of June, against an estimated national linear TV ad spend of nearly \$8.7 million. [The spot](#) received the most impressions on Hallmark, History Channel and TBS during that period.

Billie Eilish, H.E.R. Concert Grabbed Most Amazon Prime Day Attention



David Bloom Senior Contributor

Media

I'm a media/tech/entertainment writer, podcaster, speaker and analyst

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DEADLINE

['Addams Family 2' Won't Be Haunted By 'Hotel Transylvania 4': Was Sony Release Date Change Wise?](#)

Deadline, 06/20/2021

Sony recently hop-scotched Peter Rabbit 2 around the summer calendar, and in the end didn't get stellar results with the younger-kid skewing IP posting a \$10.1M opening last weekend after a low TV spot spend of \$8.7M per iSpot.

DEADLINE

[‘Hitman’s Wife’s Bodyguard’ Hits \\$17M 5-day Debut In Dull Father’s Day Weekend \(Which Is Starving For A Pixar Movie\) – Update](#)

Deadline, 06/20/2021

August ISpot, which tracks studios’ TV spot spending, showed last weekend that Warner Bros. shelled out \$22.5M on In The Heights. The movie didn’t open to Crazy Rich Asians results, nor did it get eyeballs on Warner’s streaming service HBO Max.

‘Hitman’s Wife’s Bodyguard’ Hits \$17M 5-day Debut In Dull Father’s Day Weekend (Which Is Starving For A Pixar Movie) – Update



By Anthony D'Alessandro
June 20, 2021 8:48am

54
COMMENTS



AdAge

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

Ad Age, 06/18/2021

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.

A few highlights: Hotwire says, “Don’t book a cheap hotel. Book an expensive hotel for cheap on Hotwire.” In a Father’s Day spot, Crest says, “It’s not the gifts. It’s really the smiles that count.” And Snapple suggests that you “Do yourself a flavor,” per the tagline of its new campaign.



[How This Pharma Company Can Benefit From Its Competitors](#)

Nasdaq, 06/20/2021

On top of those strong first-quarter results and competitor delays, Sanofi is making the most of the FDA delays of competitors' products in an attempt to pull away from the pack. According to data from real-time TV ad tracker iSpot.tv, Dupixent took over the top spot in pharma TV ad spending during the month of May. During the month, Sanofi and Regeneron spent \$24 million on 10 spots, up from \$20 million in April. Of the 10 ad spots, six were dedicated to AD, while four were focused on asthma.



[Lexus Moves to Top of Most-Seen Auto Ads Chart](#)

Wards Auto, 06/17/2021

Lexus is No.1 in 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.

...

The first-place ad for the week of June 7 features the Lexus RX. The ad, which focuses on car buyers who strive to get more out of their lives, scored well for its "cinematic" aspects, according to [Ace Metrix Creative Assessment](#) survey data from iSpot.

VARIETY

[U.S. MOVIE TRAILER SPEND UP BUT STILL FAR FROM PRE-PANDEMIC LEVELS](#)

Variety, 06/16/2021 (avoid paywall [here](#))

According to data from advertising analytics firm iSpot, weekly TV spend is up significantly from the same period last year, when there were periods of zero ad dollars, or close to, as the country was in lockdown. Spend levels for June 7-13 were \$15.1 million, the second highest week in 2021, with only the week of April 19, featuring the Oscars, seeing more (\$18.5 million).

Estimated Weekly U.S. TV Ad Spend for Theatrical Movies

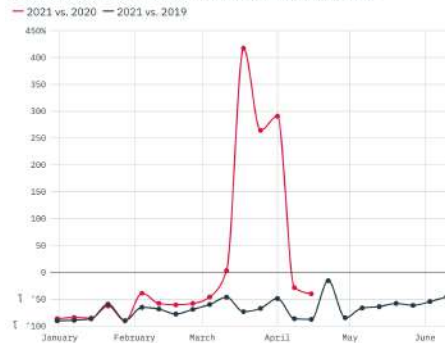
Chart is interactive; point mouse over a week to see estimated spend figure.



FOR MORE DATA, VISIT [VPI+](#)
SOURCE: [ISPOT](#), VARIETY INTELLIGENCE PLATFORM ANALYSIS • EMBED • DOWNLOAD IMAGE

Percentage Change for Theatrical Movies Weekly U.S. TV Ad Spend

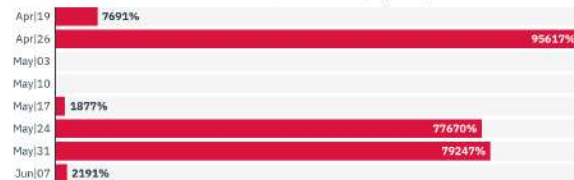
Chart is interactive; point mouse over a week to see estimated spend figure.



FOR MORE DATA, VISIT [VPI+](#)
SOURCE: [ISPOT](#), VARIETY INTELLIGENCE PLATFORM ANALYSIS • EMBED • DOWNLOAD IMAGE
DATA FOR 2021 VS. 2020 FROM MID-APRIL SHOWN ON SEPARATE CHART DUE TO SCALING.

Percentage Change for Theatrical Movies Weekly U.S. TV Ad Spend

Data shown for 2021 versus 2020 weeks unable to be displayed on previous chart.



FOR MORE DATA, VISIT [VPI+](#)
SOURCE: [ISPOT](#), VARIETY INTELLIGENCE PLATFORM ANALYSIS • EMBED • DOWNLOAD IMAGE
DATA FOR WEEKS OF MAY 3 AND MAY 10 UNABLE TO BE SHOWN AS 2020 SPEND WAS 0 IN THOSE WEEKS

Los Angeles Times

[Why acclaimed 'In the Heights' fell short at the box office](#)

LA Times, 06/15/2021

It's safe to guess that marketing and reviews, usually the first stop for the blame train with any given flop, aren't the problem. According to [iSpot.tv data cited by MediaPost](#), Warner Bros. has spent \$23.3 million in national TV ads since the beginning of the year, and \$9.6 million in the last month, the most of any theatrical movie over the time span.

AdAge

[COINFLIP ENLISTS NEIL PATRICK HARRIS AS CELEB-DRIVEN CRYPTO MARKETING LEVELS UP](#)

Ad Age, 06/15/2021 (avoid paywall [here](#))

Tyler Bobin, brand analyst at iSpot.tv., expects more celebrities to start appearing in crypto campaigns to normalize the new coinage use. "Cryptocurrency brands and brokerages are very new to TV, as is celebrity usage within crypto-related ads," he says. "While it's still early, cryptocurrency awareness is clearly growing rapidly, and you're seeing more outward celebrity investment which could spur both more crypto ads and more celebrity involvement with crypto-related ads on TV."

COINFLIP ENLISTS NEIL PATRICK HARRIS AS CELEB-DRIVEN CRYPTO MARKETING LEVELS UP

Bitcoin ATM operator goes for celebrity in first TV commercial—experts expect to see more

By [Ilyse Liffening](#), Published on June 15, 2021.



MediaPost

[Netflix Should Consider An Ad-Supported TV Service](#)

MediaPost, 06/16/2021

For example, for roughly the last six months, discovery+ has aired roughly half of the all video streaming national TV industry impressions -- 50.8 billion out of 98.8 billion, according to iSpot.tv -- in large part due to wall-to-wall on-air promotion for its discovery+ on its linear TV networks.



[WB's 'In The Heights' Movie Revenues Disappoint, But TV Ad Spend Is High](#)
MediaPost, 06/14/2021

The movie studio spent \$23.3 million in national TV spending since the beginning of the year, and \$9.6 million in the last 30 days. That is the most of any theatrical movie over the time span, according to iSpot.tv.

...

Over the last 30 days, "In the Heights" spent the most in national TV spending (\$9.6 million) of any U.S. theatrical release, according to iSpot.



[Live, Linear TV Viewing Erosion Impacts Promo Spend](#)
MediaPost, 06/11/2021

For example, total impressions generated for TV's promotional and advertising activities slipped 29% to 100.8 billion from 141.2 billion, according to iSpot.tv, for the most recent month-and-a-half period from May 1 through June 10.

...

As a result, the total media value of TV networks -- promotional spend on TV networks' own airwaves and paid TV spending -- has been declining, to \$530.9 million over that period versus \$744.5 million, according to iSpot.tv.

Live, Linear TV Viewing Erosion Impacts Promo Spend

by **Wayne Friedman**, June 11, 2021





[Sanofi and Regeneron's high-flying Dupixent tops May pharma TV spending, trading places with AbbVie's Humira](#)

Fierce Pharma, 06/17/2021

Sanofi and Regeneron's asthma and eczema drug climbed back to No. 1 in May, while AbbVie's blockbuster anti-inflammatory dropped again to second, according to data from real-time TV ad tracker iSpot.tv.

...

Every brand in the top 10 spent at least \$10 million in national media in May, according to iSpot. The total spending for the top 10 pharma TV advertisers was \$140 million, down slightly from the \$147 million and \$148 million totals for April and March, respectively.

TV(R)EV

[Loki 'Most Watched' Disney+ Series Premiere. Was It Most-Promoted?](#)

TVREV, 06/16/2021

According to data from [iSpot](#), from April 1 through June 13, Disney+ ads featuring Loki delivered nearly 612 million TV ad impressions. Nearly 529 million of those came via the [standalone Loki spot](#), and overall, the approach around Loki leaned heavily on Disney-owned networks.



[Vevo Partners Up To Make IP The New Prime-Time: Christensen](#)

Beet TV, 06/15/2021

Vevo has turned to iSpot.tv to help it distinguish connected TV audiences from those viewing and other platforms to authenticate a campaign's incremental reach.



[What Is The Song In The Coors Light Commercial?](#)

Looper, 06/14/2021

And it uses TVision, which has an opted-in panel of users throughout the country, to measure attention for content as well as advertising.

Via iSpot.TV, the ad showed a man walking through his apartment, which was full of evidence that many attempted hobbies had quickly become forgotten during quarantine.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MICHELOB, XBOX, JACK IN THE BOX AND MORE](#)

Ad Age, 06/17/2021

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.

A few highlights: Jack from Jack in the Box says his new Roost Fries “could be my biggest hit yet.” Actor and stuntman Simu Liu offers a love letter to gaming in the latest from Xbox. And Michelob Ultra Organic Seltzer promotes a vacation giveaway.

AdAge

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

Ad Age, 06/15/2021

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.

A few highlights: Rashida Jones stars in an Expedia spot set to the '70s soft rock standard “All by Myself.” Apple hypes the spatial audio technology available on Apple Music. And Grubhub pays tribute to its partners in a commercial with the tagline “We serve restaurants.”

AdAge

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

Ad Age, 06/14/2021

(avoid paywall [here](#))

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.

In a spot keyed to the Olympics and Paralympics, Toyota encourages us all to “Start your impossible,” per the tagline. H&M hypes its summer 2021 sustainable swimwear collection. And Abbott, the medical device and healthcare company, wants you to “get together with confidence” by using its BinaxNOW COVID-19 self-test.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BUD LIGHT SELTZER, RAM TRUCKS, LIPTON AND MORE](#)

Ad Age, 06/11/2021

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.

A few highlights: Country musician Hailey Whitters performs a snippet of “Brave is Beautiful” for Ram Trucks in a spot with the tagline “Brave is the voice that lifts us all.” Bud Light Seltzer says “Hello, summer” in an ad that hypes Bud Light Seltzer Lemonade. And Lipton wants you to “stop chuggin” and “start sippin.”



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

WERSM, 06/13/2021

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.



[Ford, Subaru Lead Automakers In TV Spending, Up 56% In May](#)
MediaPost, 6/09/2021

In May 2021, automakers spent an estimated \$145 million according to iSpot.tv -- an increase of over 56% year over year. Impressions were up nearly 43%, to 26.6 billion, compared to May 2020.

...

“May 2020 was still full of uncertainty for TV advertisers, and many automaker brands pulled back spend without the typical slate of prime-time programming and live sports,” **said Stu Schwartzapfel, senior vice president, media partnerships at iSpot.tv.** “This May, however, auto ad spend surged during prime time (up 47%) and weekend afternoon (up 135%), dayparts that are key to getting messaging in front of big audiences.”

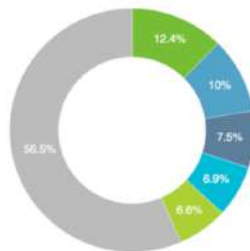
AUTOMOTIVE

Ford, Subaru Lead Automakers In TV Spending, Up 56% In May

by Tanya Gazdik, Yesterday

Vehicles: Auto Makers
Top Brands - Est. National TV Spend: 05/01/2021 - 05/31/2021
Data provided by iSpot.tv

- Ford
- Subaru
- Lexus
- Nissan
- Ram Trucks
- Other



NEXT | TV

[How Did HBO Max Promote Tune-In for the 'Friends' Reunion?](#)
NextTV, 06/07/2021

iSpot data shows that HBO Max has aired three different promo spots for [the reunion special](#) since May 1, equating to 93.7 million TV ad impressions — over 20% of the service’s impressions in the timeframe. Interestingly, nearly all of those TV ad impressions came from WarnerMedia-owned networks. And (as [noted by Marketing Brew](#) earlier in the promo cycle), over 54% of those impressions came during airings of ... Friends.



[Airbnb Edges Expedia Brand in Online Travel's Top TV Ad Spenders so Far in 2021](#)

Skift, 06/07/2021 (avoid paywall [here](#))

Having pledged to [reduce its reliance on Google Search](#) advertising, Airbnb has been the largest online travel company spender in U.S. national television advertising so far in 2021 with an estimated \$29.4 million allocated.

In so doing, Airbnb edged out the Expedia brand, which spent about \$6 million less at \$23.1 million, according to year-to-date statistics through June 3 from TV analytics firm [iSpot.tv](#). See the chart below for more data.

Brand	Spend	Percentage
Airbnb	\$29.4 million	30.40%
Expedia	\$23.1 million	23.90%
Priceline	\$11.4 million	11.40%
Hotels.com	\$9.7 million	10.10%
Vrbo	\$9.5 million	9.80%
Other	\$13.5 million	14%

Source: [iSpot.tv](#)

AdAge

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

Ad Age, 06/07/2021

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.

AdAge

[FRITO-LAY'S IN-HOUSE SHOP IS A FULL-SERVICE OPERATION THAT RIVALS THE BIG AGENCIES](#)

Ad Age, 06/07/2021 (avoid paywall [here](#))

A [coronavirus spot](#) that emphasized people, not product, got the company's best-ever response to an ad, according to its consumer relations team, and in April 2020 was named the most empowering ad so far that year by **Ace Metrix**. After airing in the U.S., it ran in Europe, Mexico and South America.

FRITO-LAY'S IN-HOUSE SHOP IS A FULL-SERVICE OPERATION THAT RIVALS THE BIG AGENCIES

Frito-Lay is the In-House Agency of the Year

By [Jessica Wohl](#), Published on June 07, 2021.



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

Wersm, 06/06/2021

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.



[Discovery Inc. Sells Off Great American Country Network To Investor Group](#)
MediaPost, 06/07/2021

The GAC cable network earned an estimated \$37.5 million in national TV advertising spending in the June 2020 to June 2021 period, according to iSpot.tv. Top paid TV advertisers in the period include: Geico, Blue Buffalo, Home Depot, Dominos, Vraylar, Ram Trucks, and Walgreens.



[Nissan Reigns Atop Most-Seen Auto Ad Ranking](#)
Wards Auto, 06/10/2021

The Nissan spot prescribing exactly the sort of car people deserve was No.1 for the week of May 31, holding the top spot for a third straight week and six of the past seven. [Ace Metrix Creative Assessment](#) data from iSpot shows that since May 1, the commercial was deemed 12.1% more effective by survey respondents than the norm for automotive ads.

...

The second Subaru spot is focused on the brand's pet adoption events and its related donations. Over 20.3% of TV ad impressions for the ad came during movies, according to iSpot, while 19.9% were during reality TV programming and another 13.2% were during drama and action shows.



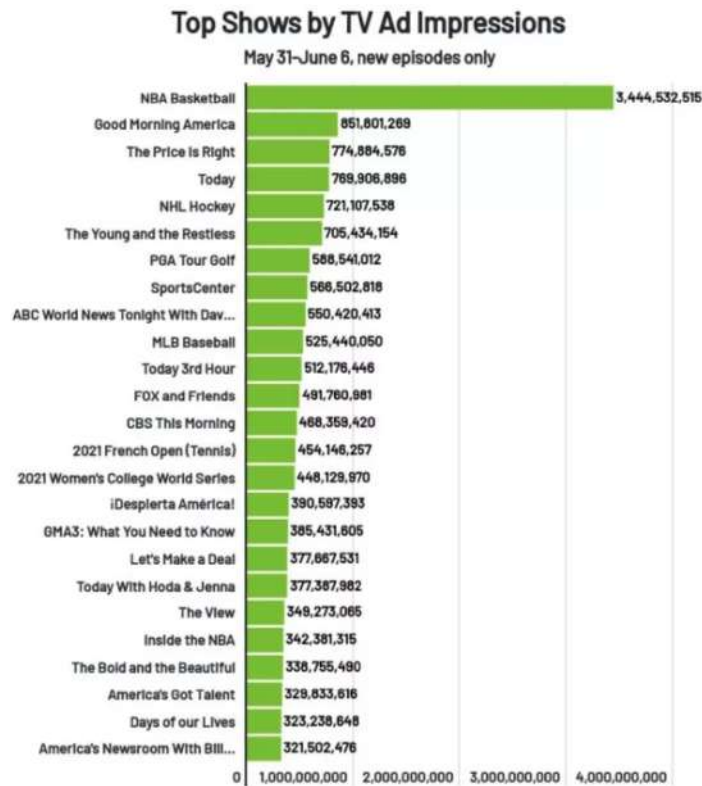
[NBC Gives 'America's Got Talent' TV's Biggest Promo Push for the Second Week in a Row](#)
Broadcasting + Cable, 06/09/2021 ([PromaxBDA](#))

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. Our data covers the 7-day period through June 6. On the strength of 299.2 million TV ad impressions, [NBC's](#) promo for the summer return of America's Got Talent takes first place — the [second week in a row the show tops our chart](#).



[TV By the Numbers: NBA Playoffs Pay Off With Ad Impressions, Watch Time](#)
Broadcasting + Cable, 06/08/2021

The NBA Playoffs continued, and so did the league's place at the top of these rankings. From May 31-June 6, the NBA Playoffs delivered over 3.4 billion TV ad impressions. Good Morning America stayed in second, with 852 million TV ad impressions, followed by The Price Is Right (775 million), Today (770 million) and the NHL (721 million).



ThinkAdvisor

[HealthCare.gov Still Has \\$46M in Ad Money: Pathmatics](#)
Think Advisor, 06/07/2021

A review of [iSpot.tv](#), a TV ad tracking service, suggests that HealthCare.gov managers have run few or no TV ads.

AdAge

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

Ad Age, 06/10/2021

A few highlights: Dwyane Wade and Gabrielle Union star in a Merck PSA that encourages parents to make sure their preteens get their recommended vaccinations. Amazon hypes Prime Day (June 21-22). And Volvo wants you to know that the Insurance Institute for Highway Safety has awarded an IIHS Top Safety Pick+ designation to all 2021 Volvo models.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HYUNDAI, CAPITAL ONE, JACK IN THE BOX AND MORE](#)

Ad Age, 06/09/2021

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.

A few highlights: Anthony Anderson, Marcus Scribner and other celebs pose more thought-provoking questions in the latest installment of Hyundai's continuing "Question Everything" campaign. Eugene Levy's daughter Sarah schools him on how the Capital One Auto Navigator works. And Jason Derulo helps hype Jack in the Box's Roost Fries.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SPECTRUM MOBILE, STATE FARM, 3M AND MORE](#)

Ad Age, 06/08/2021

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.

A few highlights: Spectrum Mobile says it offers "no surprises—no added taxes, no hidden fees and no contracts." Sabrina Ionescu and Chris Paul star in the latest rather meta State Farm commercial, along with cardboard cutouts of themselves—plus, of course, Jake from State Farm. And a father talks about the reassurance of knowing that his daughter, a nurse, is protected by 3M PPE. ([A YouTube version of this spot](#) debuted in May.)

AdAge

[HOW PERNOD RICARD IS BACKING ITS SEA-AGED 'OCEAN' BOURBON](#)

Ad Age, 06/02/2021 (avoid paywall [here](#))

The new creative from Tombras employs a bolder tone for Jefferson's Ocean than its previous campaigns have, though some elements in its advertising have proven to be constant. The ship Oearch and its founder Chris Fischer, for example, featured prominently in a [2018 spot](#) for the sea-aged bourbon brand, according to iSpot.TV.

HOW PERNOD RICARD IS BACKING ITS SEA-AGED 'OCEAN' BOURBON

The nautical creative push for Jefferson's Ocean highlights the whiskey's maturation process aboard oceangoing vessels

By [Ethan Jakob Craft](#), Published on June 02, 2021.



MORNING BREW

[Hot dogs, the underdog of plant-based meat](#)

Morning Brew, 05/28/2021

Lightlife gets more national attention, having spent ~\$10.6 million on television advertising since the start of 2019, according to iSpot, behind Morningstar Farms, the biggest plant-based ad spender (~\$34 million). Impossible and Beyond came in third and fourth, respectively.

VARIETY

[STREAMING SERVICES' SUBSCRIBER CHURN: NEW DATA INSIGHTS](#)

Variety, 06/02/2021 (avoid paywall [here](#))

Getting new subscribers is expensive. SVODs are constantly airing ads on traditional TV in order to attract new subscribers or inform current subs of new content. Advertising analytics firm iSpot shared data with VIP+ for the estimated monthly spend across SVOD services. The first 24 days of May saw an estimated total value of \$56.9 million for SVOD ads. But that's far below the \$160.4 million seen in December 2020, the month with the highest spend in the last year.



[WarnerMedia To Launch A CNN+ Streaming Service Next Year](#)
MediaPost, 06/02/2021

Yearly national TV advertising revenues (May 2020 to May 2021) for CNN totaled \$630.4 million, according to iSpot.tv.

TV[R]EV

[Is Netflix's Lack of Momentum \(vs. Streaming Competitors\) Worrisome?](#)
TVREV, 06/02/2021

Don't think they did much TV advertising (though Netflix doesn't in general — they were the 16th-most-seen streaming service by TV ad impressions last year, per iSpot).

MARKETING

[New name unveiled post merger of WarnerMedia and Discovery Marketing Interactive](#), Date not Italicized 06/02/2021

Separately, in May this year, Discovery announced its partnership with television ad-measurement company iSpot.tv to deliver advertisers information about the effectiveness of their advertising across its streaming footprint in the United States. Through the use television conversions and unified measurement offerings from iSpot, the agreement allows Discovery to offer its advertisers the ability to attribute ad exposures generated from its networks and streaming properties to sales activities that occur as a result.



[Paramount's 'Quiet Place Part II' Makes Big Splash Over Memorial Day Weekend](#) 06/01/2021
MediaPost, 06/01/2021

Paramount spent \$7.7 million on national TV advertising since February 2 on the movie (1,622 airings/412 million impressions), according to estimates from iSpot.tv. Walt Disney came in at \$11.8 million in national TV spend since March 1 this year for "Cruella" (with 4,146 airings/1.09 billion impressions).

[MediaDailyNews](#)

Paramount's 'Quiet Place Part II' Makes Big Splash Over Memorial Day Weekend

by Wayne Friedman, 6 hours ago





[Amazon Fire TV Spends Big In National TV, Roku Less So 06/01/2021](#)
MediaPost, 05/28/2021

Over the past year, May 2020 to May 2021, Amazon Fire TV has spent \$57 million in national TV advertising from among 6,711 airings, according to iSpot.tv. By comparison, Roku spent a tiny fraction of that amount -- \$54,453 over the period from 574 airings.



[A Few Stats That Show How Incredibly Popular Saturday Night Live Is On Social Media](#)
Cinema Blend, 05/28/2021

[Next TV](#) pulled together a pretty comprehensive report on **Saturday Night Live's performance with insights from [iSpot.TV](#) and [Tubular Labs](#)** during its most recent season, and the numbers in new media are quite impressive. SNL apparently uploaded 374 videos to YouTube from its most recent season. Those clips collectively generated 2.1B ad loads. **To put that into perspective, all of the Season 46 episodes collectively generated 3.1B ad impressions on conventional television.** That's a great sign that SNL is meeting people wherever they want to consume content, and the additional revenue stream should provide a very healthy path for the show to continue forward, even if more people continue ditching broadcast television.



WARDSAUTO™

[Nissan's Most-Viewed Auto Ad Resonates With Audiences](#)
WardsAuto, 06/04/2021

Nissan's Brie Larson campaign detailing the type of car people deserve (spoiler: not a dull one). [Ace Metrix Creative Assessment](#) data from iSpot shows that over the past 90 days, the spot was deemed 4.9% more watchable by survey respondents than the norm for automotive ads, perhaps explaining why Nissan's stuck with it.

CYNOPSIS

[06/04/21: FX sets summer slate](#)

Cynopsis, 06/04/2021

Measurement & Data Virtual Conference

[SESSION SPOTLIGHT](#) Why You're Wasting OTT Ad Dollars Without Unified Measurement
Learn how iSpot & Gamut have teamed up to offer advertisers a better way to analyze the performance of OTT ads. You'll learn how unified measurement helps advertisers uncover incremental reach generated from OTT ads and manage optimal frequency between linear & streaming. Hear from Stuart Schwartzapfel, SVP Media Partnerships for iSpot.tv and Jen Russell, VP/Head of East Sales for Gamut on June 15 at 2pm ET.

POLITIFACT

The Poynter Institute

[Lady Gaga and J.Lo sell 'well' building seal, but it's a payday, not a PSA](#)

Politifact, 06/01/2021 (syndicated from [The Daily Beast](#))

The cost is certainly substantial. Data from the ad-tracking firm iSpot.tv shows that the institute has spent nearly \$500,000 to air six ads.



[NBC Gives 'America's Got Talent' TV's Biggest Promo Push](#)

Broadcasting + Cable, 06/02/2021 ([PromaxBDA](#))

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. Our data covers the 7-day period through May 30.



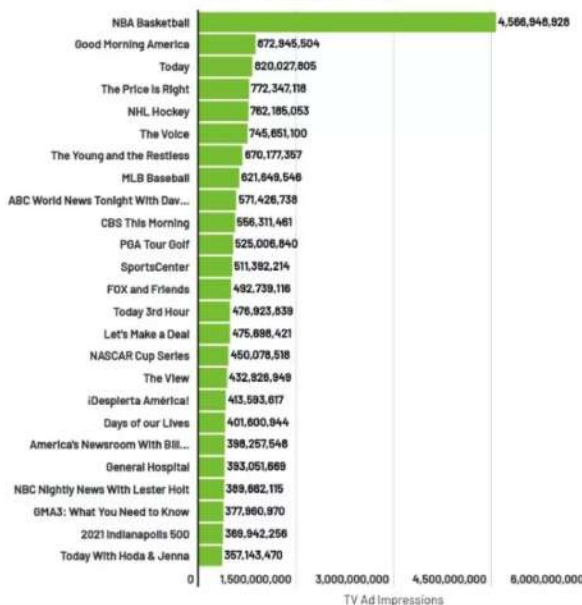
[TV By the Numbers: NBA Playoffs a Slam Dunk for Watch-Time, TV Ad Impressions](#)
Broadcasting + Cable, 06/01/2021

Now fully in the swing of the playoffs, NBA games reigned supreme again, delivering nearly 4.6 billion TV ad impressions from May 24-30 (a 49% jump from the previous week). *Good Morning America* moved up one spot to second, with 873 million TV ad impressions, followed by *Today* (820 million), *The Price Is Right* (772 million) and NHL hockey (762 million).



Top Shows by TV Ad Impressions

May 24-30, new episodes only



[What Is The Song In The Facebook Groups 'DeafHoops' Commercial?](#)
Looper, 06/01/2021

As iSpot.tv notes, this version is the original "It's Oh So Quiet," first released in 1951 by Betty Hutton. A sleeper hit, the song was originally a B-side to "Murder, He Says" — another dramatic number originally written for the 1943 musical "Happy Go Lucky," in which Hutton starred. Thanks in no small part to Bjork's '95 smash, "It's Oh So Quiet" has enjoyed a much longer life in the pop culture consciousness. Who'd have thought a tune from the age before color TV would go on to soundtrack a social media giant at the cutting edge of big tech 70 years later?

Looper

[What Is The Song In The 2022 Acura MDX Commercial?](#)

Looper, 05/31/2021

The ad, which, according to iSpot.tv, was created by the advertising agency MullenLowe, is called "Same DNA."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM IKEA, PETSMART, ADOBE AND MORE](#)

Ad Age, 06/01/2021

A few highlights: Adobe serves up a fresh 60-second TV cut of an ad that promotes the creative potential of its Adobe Premiere Pro software. (Ad Age's Alexandra Jardine has the backstory—and the 75-second version of the spot: "[A night at home becomes a magical adventure via Adobe's edit tool.](#)") Devoted humans serenade their beloved pets in a PetSmart commercial with the tagline "Anything for Pets." And an earnest, enthusiastic robot bent on saving the planet stars in the latest from Ikea.



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

WERSM, 05/30/2021

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.



[Ad-supported streaming steals the show at TV upfronts](#)

CNBC, 05/22/2021

The eMarketer study cited figures from iSpot.TV, which said nearly two-thirds of advertisers surveyed said their upfront commitments would be more flexible this year.

“It took a catastrophe like the pandemic to make them do it,” Nail explained. He previously said there had been few signs of change in the area of upfront commitments, but that TV companies had no choice but to adapt last year.

AdAge

[Discover, WarnerMedia top advertisers revealed: Datacenter Weekly](#)

Ad Age, 05/21/2021 (avoid paywall [here](#))

Much has been said about how a couple of Discovery’s family of networks were uniquely positioned to attract viewers during the pandemic. As consumers’ focus increasingly turned toward home and family, HGTV and Food Network were at the ready with quarantine-appropriate programming designed to be both comforting and inspiring. **iSpot data shows that HGTV’s total delivery of ad impressions rose 7.3% in 2020 vs. 2019, while Food Network was up 8.4%.**

AdAge

[One year on from the death of George Floyd, a look back at 8 resonating brand campaigns](#)
Ad Age, 05/25/2021 (avoid paywall [here](#))

In the past year, more than 80 different ads have appeared on TV with messaging around social justice or Black Lives Matter, with 30 of those ads appearing in 2021, according to TV analytics platform Ace Metrix. Of course, even more appeared across social and digital channels. Even with the COVID-19 pandemic, brands like Uber and Twitter utilized out-of-home campaigns to their advantage.

...

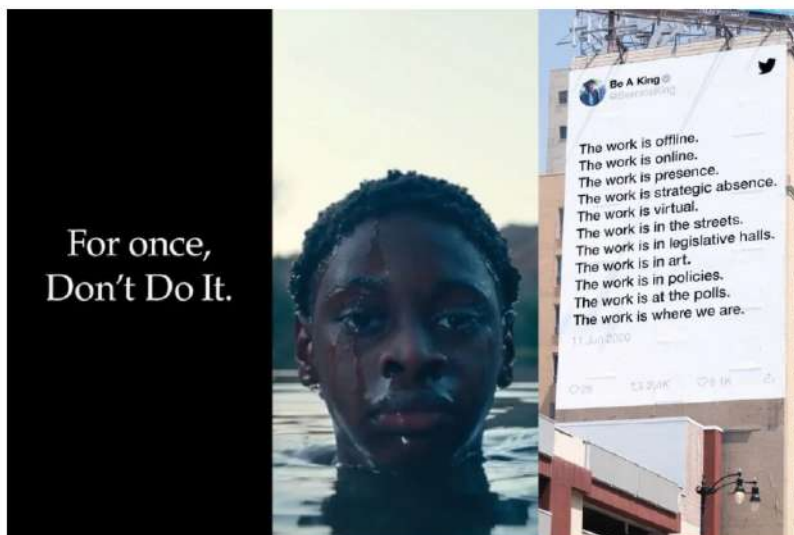
[Beats by Dre]

The spot garnered 53.5 million TV ad impressions with a \$2.1 million national TV ad spend, according to TV analytics platform iSpot, and saw a 6.5% higher attention rate than normal.

ONE YEAR ON FROM THE DEATH OF GEORGE FLOYD, A LOOK BACK AT 8 RESONATING BRAND CAMPAIGNS

Standout ads from the past year that made powerful statements about race and identity in today's America

By [Ilyse Liffreing](#). Published on May 25, 2021.



Credit: Nike, Beats by Dre, Twitter



MORNING BREW

['Friends' reunion: Here's why you haven't seen more TV advertising around it](#)
Morning Brew, 05/26/2021

- WarnerMedia (HBO Max's mom + dad) has only run TV ads to promote the special, airing tomorrow, on its own properties (think TBS and TNT), "spending" \$235K worth of media on two separate spots, per iSpot.
- According to iSpot, the ads have resulted in 40.7 million TV ad impressions. Nearly 28 million of those impressions came from TBS, with 20.5+ million occurring during Friends airings.



[Upfront TV and Digital Video 2021 - Insider Intelligence Trends, Forecasts & Statistics](#)
eMarketer, 05/21/2021

Do advertisers expect upfront transactions to become more flexible?

Nearly two-thirds of advertisers surveyed by iSpot.TV said their upfront commitments would be more flexible this year.

DAILY BEAST

[These Ads Starring Lady Gaga and J.Lo Only Look Like a PSA](#)
The Daily Beast, 05/26/2021 (syndicated to [Yahoo News](#))

The cost is certainly substantial. **Data from the ad-tracking firm iSpot.tv** shows that the institute has spent nearly \$500,000 to air six ads.



[SBJ Unpacks: Aaron Rodgers not people's choice for new era of "Jeopardy!"](#)

Sports Business Journal, 05/27/2021

Speed Reads:

- There were 92 brands that combined to spend an estimated \$11.4 million during PGA Championship telecasts last week, according to iSpot.tv data analyzed by SBJ's David Broughton. Overall, the 942 spots that ran on CBS and ESPN networks generated 1.4 billion TV impressions. Rolex, a first-year sponsor of the PGA of America, led all brands with an estimated TV outlay of \$1.12 million, covering three unique spots that aired 43 times during the tourney. At No. 2 was AIG, which spent an estimated \$1 million for four unique spots that aired 34 times.



[SBJ Unpacks: Geico, Lexus & Honda set pace for NHL ad spenders](#)

Sports Business Journal, 05/21/2021

Geico, Lexus & Honda set pace for NHL ad spenders

347 brands advertised at least once during a live, nationally televised NHL game during the regular season, according to iSpot.tv data crunched by SBJ's David Broughton, for an estimated combined spend of \$26.8 million.

Top spending brands on nationally televised NHL regular season games (per iSpot.tv)		
RANK	BRAND	SPEND
1	Geico*	\$1.3M
2	Lexus	\$1.3M
3	Honda*	\$1.3M
4	Discover Card*	\$1.2M
5	Liberty Mutual	\$859,000
6	Volkswagen	\$774,000
7	Progressive	\$755,000
8	New Amsterdam Spirits*	\$744,000
9	T-Mobile	\$687,000
10	Subway	\$663,000

Note: Totals have been rounded.

*Denotes official league sponsor



[Discovery/Warner Merger Makes Conglomerate With 150 Million Monthly Views In US](#)
Tubefilter, 05/27/2021

Less than 15% of WarnerMedia's April minutes watched in the U.S. across Facebook and YouTube came from audiences over 45 years old. Discovery's TV programming skews toward those same older audiences ([iSpot.tv](#) data shows that on the year, about 57% of TV ad impressions on Discovery Channel alone get in front of audiences 45 and older). Together, networks become complementary to one another to reach a wider total viewership across both TV and social video.



[TV Spending For Summer Movies Doubles YOY](#)
MediaPost, 05/25/2021

For the most recent two-month period (March 24-May 24), total industry wide national TV spend is estimated at \$83.2 million, producing 6.8 billion TV impressions, according to iSpot.tv.



TelevisionNewsDaily

TV Spending For Summer Movies Doubles YOY

by Wayne Friedman, Yesterday





[Redbox Inks Content Deal With Crackle](#)

MediaPost, 05/27/2021

From end of May 2020 until May 27, 2021, Redbox spent \$2.9 million on national TV advertising, according to iSpot.tv.



['Saturday Night Live': Advertising and Social Video Trends](#)

Broadcasting + Cable, 05/26/2021

In total, new episodes of Saturday Night Live generated 3.1 billion TV ad impressions this season, according to iSpot. While this represented a 12.4% increase from the previous season, it's worth keeping in mind season 45 was impacted by COVID-related shutdowns. By comparison, season 46 saw a 7.75% decrease in TV ad impressions compared to the last "normal" season, which was its 44th.



WARDSAUTO™

[Nissan Back in First Place on Most-Seen Auto Ads Chart](#)

WardsAuto, 05/26/2021

In the No.1 ad for the week of May 17, actress Brie Larson explains how audiences deserve a car that thrills them, while harkening back to a time when driving was fun. [Ace Metrix Creative Assessment](#) data from iSpot shows that over the past 90 days, the ad had 8.2% higher attention than the norm for automotive ads and was 7.8% more likeable as well.

One survey respondent noted in response to the ad: "I love Nissan. It's an amazing brand I drive every day. Love that you incorporated Brie Larson too."

BC

Broadcasting + Cable

[HGTV Gives 'Home Town Takeover' TV's Biggest Promo Push](#) *Broadcasting + Cable*, 05/26/2021 ([PromaxBDA](#))

Notably, the Best Baker in America spot has this week's highest iSpot Attention Index (116), 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).

HGTV Gives 'Home Town Takeover' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV about 1 hour ago

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



HGTV's 'Home Town Takeover' (Image credit: HGTV)



[This Week: The 10 Most Talked About TV Ads On Social Media](#) *WERSM*, 05/23/2021

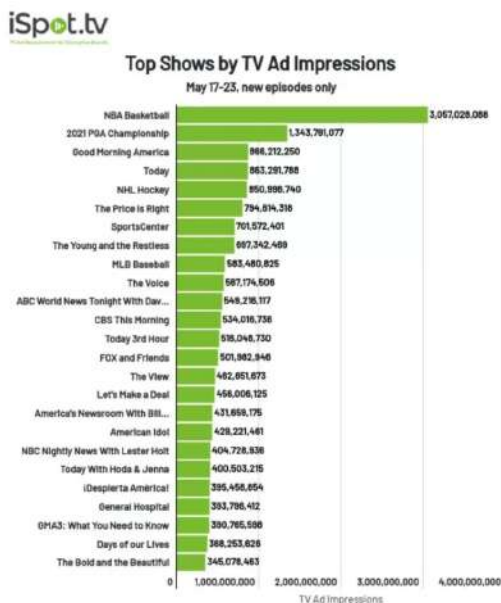
This top 10 is provided by [iSpot.tv](#), the leading real-time measurement tool for TV advertising. iSpot.tv aggregates all online video views, social actions, and search activity, to evaluate ad performance compared with its industry set.

BC

Broadcasting + Cable

[TV By the Numbers: NBA Is Tops in Watch-Time, Ad Impressions](#) Broadcasting + Cable, 05/25/2021

Between late regular season games, play-in contests and the start of playoff series over the weekend, NBA basketball was far and away the top source of TV ad impressions from May 17-23, with 3.06 billion (a 266% increase week over week). Second was the PGA Championship, with 1.34 billion TV ad impressions. Good Morning America was No. 3 with 866 million impressions -- a slight increase of a little over 3% compared to the week before.



AdAge

[Watch the newest commercials on TV from P&G, Taco Bell, Afterpay and more](#) Ad Age, 05/25/2021

A few highlights: Rebel Wilson helps explain how Afterpay works. (Ad Age's Adrienne Pasquarelli has the backstory: ["Afterpay chases market share with its biggest campaign yet."](#)) Taco Bell hypes the Naked Chicken Chalupa. (Ad Age's Jessica Wohl has the backstory: ["The chicken sandwich wars stay hot—as Burger King and Taco Bell enter the battle."](#)) And as part of its continuing "Lead With Love" campaign, P&G expresses support for Asian Americans and Pacific Islanders; members of the AAPI community sing along to the song "I Belong" by singer-songwriter MILCK in this spot.

THE WALL STREET JOURNAL.

[Covid-19 Drugmakers Take On Your Favorite TV Shows to Tackle Vaccine Hesitancy](#)

The Wall Street Journal, 05/16/2021 (avoid paywall [here](#))

Regeneron has spent about \$545,000 on national TV ads related to Covid-19 and its commercial have been seen 142.5 million times, **according to iSpot.tv Inc., a TV ad-measurement firm.** The company declined to comment.

...

Lilly and Pfizer declined to say how much they have spent on Covid-19 advertising. One of Pfizer's commercials showing a baby announcement as a reason to be vaccinated, **iSpot said**, was seen 8.3 million times and had \$78,000 in national TV ad spend.

THE WALL STREET JOURNAL.

[CMO Today - Newsletter](#)

The Wall Street Journal, 05/18/2021

The Magic Number

\$2.3 billion

National ad spending in traditional U.S. TV on WarnerMedia and Discovery from January through April, or 15.7% of the total for national linear TV, according to estimates by iSpot.tv

BC

Broadcasting + Cable

[Another Nielsen Critic: iSpot Says Ad Ratings Rose During COVID](#)
Broadcasting + Cable, 05/14/2021

But with iSpot's numbers indicating that commercial impressions were higher than reported, advertisers whose ad buys are based on Nielsen might have received make-good ads to compensate for shortfalls that didn't really happen.

...

In it, Stuart Schwartzapfel, senior VP, media partnerships at iSpot, said the current issues over "understated" audiences is "more than just cause for concern; for many, it has generated calls to action."

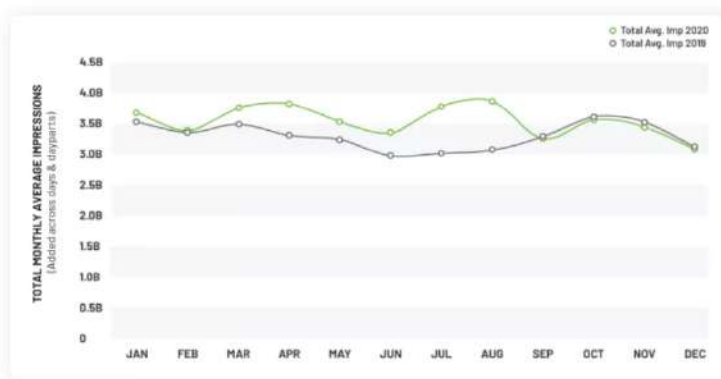
Advertisers want data that tracks their investment persistently and reliably, Schwartzapfel said.

"Despite the many disruptions during the pandemic, iSpot's system did just that. And the results run counter to a prevailing narrative. While TV viewership for programming diminished, the amount of chances brands had to reach households actually increased," Schwartzapfel said.

Another Nielsen Critic: iSpot Says Ad Ratings Rose During COVID

By Jon Lafayette 3 days ago

iSpot says TV usage was up 7.3%, contradicting declines reported by Nielsen



iSpot shows ad ratings up during the pandemic



[Discovery Using iSpot To Measure Cross-Platform Ad Campaigns](#)
Broadcasting + Cable, 05/18/2021

[Discovery](#) said it would use measurement company iSpot.tv to provide advertisers with information about the impact of commercials running across Discovery's linear and streaming properties in the United States.

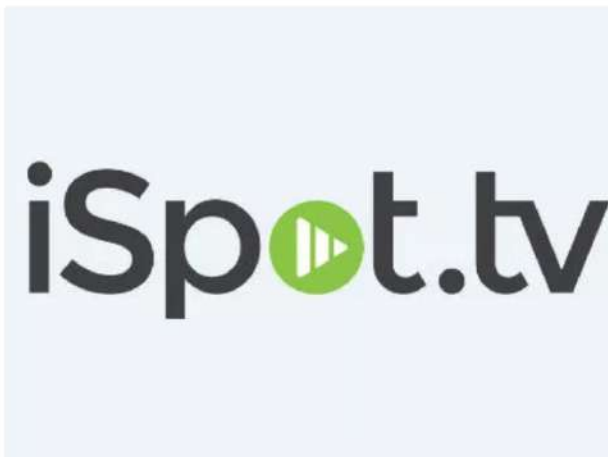
iSpot's TV Conversions and Unified Measurement offerings enable Discovery to offer advertisers the ability to attribute sales activities to ad exposures on its networks and streaming properties.

...
"The technologies are now in place, and mature enough, so that TV ad performance doesn't have to be a guessing game based on program ratings." said Stu Swartzapfel, senior VP of media partnerships at iSpot.tv.

Discovery Using iSpot To Measure Cross-Platform Ad Campaigns

By Jon Lafayette about 2 hours ago

Deal covers attribution of sales activities to media exposure



(Image credit: iSpot.tv)



[Discovery Upfront: Promotes More Content, Broader Audience Reach](#)

MediaPost, 05/18/2021

Amidst a move where TV network groups are looking to find more ways to connect their advertisers' messaging with business outcomes, Discovery Inc. also announced a deal with iSpot.tv for cross-platform measurement, web attribution and effectiveness.

Discovery says that through its TV Conversions and Unified Measurement platforms, iSpot can show the connection of ad exposures generated from its networks and streaming properties to sales activities.

MediaPost News Events Awards Members More

TelevisionNewsDaily

Discovery Upfront: Promotes More Content, Broader Audience Reach

by Wayne Friedman, 29 minutes ago



ADWEEK[®]

[After Stunning Merger News, Discovery Makes Upfront Pitch](#)
Adweek, 05/18/2021 (avoid paywall [here](#))

Jim Keller, evp, digital ad sales and advanced advertising, announced a partnership with TV ad-measurement company iSpot.tv to help deliver advertisers information about the effectiveness of their advertising across its linear and streaming footprint.

“Along with incremental reach, we can also deliver attribution on key KPIs like brand favorability, which soars when your ad campaign is viewed on multiple platforms, and purchase intent, which doubles,” said Keller.

DIGIDAY

[Future of TV Briefing: What Discovery-WarnerMedia signals about the streaming wars](#)

Digiday, 05/19/2021 (avoid paywall [here](#))

Discovery's advanced ad measurement

Discovery has struck a deal with TV ad measurement firm iSpot.tv to tie ad exposures across its linear TV networks and streaming properties to product sales. The companies will also provide advertisers with industry-specific insights into what types of programming correspond with higher likelihoods of someone seeing an ad and purchasing a product.



[WarnerMedia and Discovery Tout Landmark Merger Deal During Upfronts](#)

AdExchanger, 05/19/2021

If a combined Discovery and WarnerMedia entity had already existed during the first quarter of this year, it would have equaled just over 20% of all TV ad impressions between January and April and accounted for 15.7% of national linear TV ad spend in that stretch, **according to TV measurement provider iSpot.**

...

Discovery also partnered with iSpot that allows the network to provide third-party measurement to all clients who buy Discovery cross-platform.

Along with incremental reach, Keller said that Discovery can also deliver attribution on key KPIs, such as brand favorability and purchase intent.



[ViacomCBS Retains National TV Ad Dominance Despite Discovery/Warner Media Merger](#)

MediaPost, 05/18/2021

Through the first four months of this year, Discovery/WarnerMedia TV networks accounted for \$2.30 billion of national TV spend on TV -- a 15.7% share -- **according to iSpot.tv estimates.** This would rank second to ViacomCBS -- \$3.7 billion, and a 25% share.

After these two companies comes NBCU, \$2.0 billion (13.8% share) and Disney, \$1.9 billion (13.2% share).

AdAge

[Billie Eilish, social marketing genius, plus what consumers think of Hyundai's 'Question Everything' commercial: Datacenter Weekly](#)

Ad Age, 05/14/2021 (avoid paywall [here](#))

According to data shared exclusively with Datacenter Weekly by [iSpot's Ace Metrix](#)—which conducts in-depth consumer opinion surveys surrounding most major ad campaigns that get national TV exposure—the 60-second “Question Everything” spot rates 5% above the 90-day norm for “attention” among comparable automotive TV commercials, and 7% above the “likeability” 90-day norm. (“Comparable automotive TV commercials” in this case are ads in Ace’s non-luxury auto ad bucket.) That performance has earned “Question Everything” an Ace “Breakthrough” ad designation, meaning it broke through the clutter for survey respondents.



[SBJ Unpacks: State Farm tops NBA regular season ad spend](#)

Sports Business Journal, 05/20/2021 (newsletter)

624 brands advertised at least once during a live, nationally televised NBA game during the 2020-21 regular season, according to iSpot.tv data crunched by SBJ's David Broughton, for an estimated combined spend of \$209.8 million.

Top spending brands on nationally televised NBA regular season games (per iSpot.tv)		
RANK	BRAND	SPEND
1	State Farm*	\$7.6M
2	McDonald's	\$5.3M
3	T-Mobile	\$5.3M
4	Kia*	\$5.3M
5	Taco Bell*	\$4.7M
6	American Express*	\$4.5M
7	Geico	\$4.4M
8	CarMax*	\$3.7M
9	Verizon	\$3.7M
10	AT&T Wireless	\$3.6M

Note: Totals have been rounded.

*Denotes official league sponsor

Forbes

[With Subscriber Misses By Netflix, Disney, Should Streaming Bulls Worry?](#)

Forbes, 05/14/2021 (avoid paywall [here](#))


Separately, Disney+ commercials rank 76th among the most-seen advertisers on streaming and legacy TV networks since the beginning of 2021, with 5.69 billion TV ad impressions. Hulu is 129th at 4.06 billion, **according to statistics compiled by iSpot**. The most-seen TV spots, ranked by ad impressions, from the two streaming services since Jan. 1 are:


- Disney+: [WandaVision](#) (1.47 billion)
- Hulu: [Hulu Doesn't Just Have Live Sports](#) (1.42 billion)
- Disney+: [The Falcon and the Winter Soldier](#) (952 million)
- Hulu: [Time to Have Hulu](#) (814 million)
- Hulu: [The Handmaid's Tale](#) (580 million)

Forbes

ED: FUMS PICK | May 14, 2021, 03:40pm EDT | 576 views

With Subscriber Misses By Netflix, Disney, Should Streaming Bulls Worry?

 **David Bloom** Senior Contributor ©
Media
I'm a media/tech/entertainment writer, podcaster, speaker and analyst



Disneyland Resort reopens in Anaheim, Calif., earlier this month. (Jay L. Clendenin / Los Angeles ... [•] LOS ANGELES
TIMES VIA GETTY IMAGES

TV (R)EV

[By the Numbers: Discovery & WarnerMedia Combine for Huge Reach on TV, Social Video TVREV, 05/17/2021](#)

On the TV side, Warner/Discovery entity TBD would represent a huge vehicle for reaching audiences. According to [iSpot](#) data from Jan. 1-April 30 2021, the combed company would've accounted for:

- \$2.30 billion of spend on TV (15.7% of total)
- 427 billion TV ad impressions (20.4% of total)
- 2.5 million linear TV ad airings (18.2% of total)

#	Network	Airings	Est. National TV Spend	Media Value	Spend SOV	Impressions	Impressions SOV
1	TBS Equalized Units: 54,571.5	136,383	\$491,380,934 Avg. CPU: \$5,396	\$56,256,672	21.40%	49,012,998,561	11.48%
2	TNT Equalized Units: 84,562	120,121	\$306,660,713 Avg. CPU: \$3,626	\$34,116,536	13.35%	32,457,625,680	7.60%
3	HGTV Equalized Units: 84,344	113,083	\$262,157,736 Avg. CPU: \$3,088	\$36,127,345	11.42%	51,306,369,827	12.02%
4	Food Network Equalized Units: 83,624	118,793	\$228,770,126 Avg. CPU: \$2,755	\$24,089,854	9.95%	38,427,372,868	8.53%
5	CNN Equalized Units: 83,627.5	95,603	\$175,066,740 Avg. CPU: \$2,083	\$13,533,256	7.62%	59,504,726,174	13.94%
6	TLC Equalized Units: 89,358	128,018	\$127,769,826 Avg. CPU: \$1,429	\$30,994,284	5.56%	31,394,188,847	7.35%
7	Discovery Channel Equalized Units: 69,476.5	123,355	\$112,434,766 Avg. CPU: \$1,257	\$20,708,495	4.90%	23,220,023,744	5.44%
8	Investigation Discovery Equalized Units: 86,263	111,810	\$100,226,677 Avg. CPU: \$1,383	\$9,536,582	4.39%	30,119,898,504	7.06%
9	Animal Planet Equalized Units: 84,000.5	118,343	\$87,780,701 Avg. CPU: \$1,040	\$21,692,574	3.82%	21,180,852,863	4.96%
10	truTV Equalized Units: 70,790	104,500	\$85,657,543 Avg. CPU: \$1,210	\$8,602,235	3.73%	8,000,817,383	1.87%
11	Oprah Winfrey Network Equalized Units: 92,052	120,495	\$53,077,352 Avg. CPU: \$577	\$11,468,165	2.31%	14,445,849,203	3.38%




[State Farm, Coke, Goodyear Top Sponsors](#)

Sports Business Journal, 05/17/2021

State Farm's 10th year as an NBA partner resonated with the league's fans in 2020 more than ever, as nearly one-third of them correctly identified the brand as the league's official insurer. It marked an improvement of 11 percentage points over our study fielded in 2019, the biggest increase of any of the 73 brands tracked. The insurer's \$25.5 million in ad buys during the playoffs were 32% more than what it spent during the 2019 postseason, according to iSpot.TV data.

+ [Print Edition](#)

This subscriber-only preview of Sports Business Journal



PORTFOLIO SPONSOR BREAKTHROUGH

State Farm, Coke, Goodyear top sponsors

Longevity, advertising, creative direction key factors. BY DAVID BROUGHTON

THE MOST RECOGNIZED relationships in sports marketing are those that have been nurtured over many years, according to the eighth Sponsor Breakthrough studies fielded over the past six months by MarketCast for Sports Business Journal.

State Farm's 10th year as an NBA partner resonated with the league's fans in 2020 more than ever, as nearly one-third of them correctly identified the brand as the league's official insurer. It marked an improvement of 11 percentage points over our study fielded in 2019, the biggest increase of any of the 73 brands tracked. The insurer's \$25.5 million in ad buys during the playoffs were 32% more than what it spent during the 2019 postseason, according to iSpot.TV data.

State Farm's sponsored posts of archival footage during the shutdown on @NBA handles generated 106 million video views, a 58% increase from 2018-19, said Patty Morris, State Farm's assistant vice president of marketing. Morris also said the company's Nielsen PMI Brand Effects data showed sponsorship of ESPN's "The Last Dance" was, in terms of "brand memorability," its highest performing creative.

Coca-Cola's partnership with NASCAR enjoyed a year-over-year improvement of 11 percentage points. Sixty-two percent of fans were aware of the relationship, the highest level ever, making it, along with fellow NASCAR sponsor Goodyear, the most-recognized brand-property partnerships. Coke has sponsored NASCAR since 1998 and last year became title sponsor of the iRacing Series.

"It takes time and consistency to build and explain your presence in the sport," said Nikolay Panchev, MarketCast's senior vice president of sports and live events. "Brands that are patient and committed are generally most recognized."

MarketCast has tracked breakthrough metrics for SBJ since 2007 across the NFL, NBA, MLB, NHL, MLS, NASCAR, PGA Tour and NCAA.

Nissan promoted its Infiniti brand during NCAA basketball from 2011-19 with an awareness levels of 8% to 16%. In 2019, Nissan began activating namesake models and boosted its ad spend during telecasts causing a surge of nine points over our previous study, this year's third-biggest improvement.

CYNOPSIS

[05/19/21: ABC's "Big Sky" makes a big move](#)

Cynopsis, 05/19/2021

On the advertising front, Discovery, Inc. announced that it will partner with iSpot.tv to deliver advertisers information about the effectiveness of their advertising in the US. The agreement allows Discovery to offer its advertisers the ability to attribute ad exposures generated from its networks and streaming properties to sales activities that occur as a result. "Our advertisers know Discovery is an excellent vehicle for reaching highly engaged audiences with a brand message, but today we're taking more steps to ensure they have the proof that investing with Discovery works and the intelligence to know how to maximize their investments with us going forward," said Jim Keller, EVP, Digital Ad Sales and Advanced Advertising, Discovery, Inc.



WARDSAUTO™

[Lincoln Halts Nissan's Reign Atop Most-Seen Auto Ads Chart](#)

WardsAuto, 05/20/2021

The first-place ad for the week of May 10 promotes Lincoln's family of utility vehicles, which provide "comfort in the extreme," McConaughey says in voiceover. According to an [iSpot Ace Metrix](#) survey, this spot scored above the norm for auto industry commercials for watchability, with viewers considering it "soothing" and "cinematic."

Nissan's enduring commercial starring Larson slips to second place; the high-octane ad shows off various models in all types of terrains, with Larson proclaiming that viewers "deserve a car that thrills you." Per Ace Metrix, 32% of survey respondents said the visual scenes were the single best thing about the spot, with one viewer saying, "It was very exciting and not exactly new but fun. Full of action and I really like the brand."



[MTV Gives the 2021 MTV Movie & TV Awards TV's Biggest Promo Push Two Weeks in a Row](#)

Broadcasting + Cable, 05/19/2021 ([PromaxBDA](#))

Notably, the 90 Day Fiancé spot has this week's highest iSpot Attention Index (123), 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).

BECKER'S _____ HEALTH IT

[How drugmakers are reaching unvaccinated Americans through TV, social media](#)

Becker's Hospital Review, 05/17/2021

Pfizer has released digital ads featuring people spending time around those they had missed during the pandemic and using the tagline "Why will you get vaccinated?" One such commercial that featured an in-person baby announcement was seen 8.3 million times and had \$78,000 in national television ad spend, according to ad-measurement firm iSpot.tv.



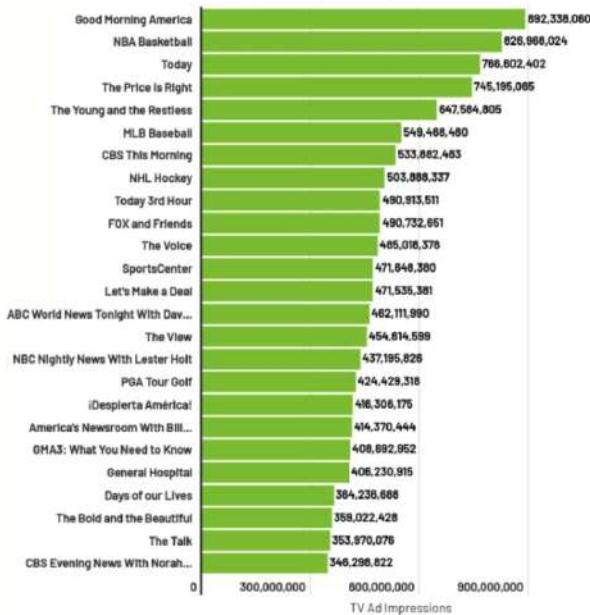
[TV By the Numbers: Watch-Time, Ad Impressions Jump for NHL Hockey](#)
 Broadcasting + Cable, 05/18/2021

For the second week in a row, Good Morning America was No. 1 for TV ad impressions, with its 892.3 million constituting a modest 5.67% week-over-week decrease in impressions. NBA basketball was also down. Its 827 million impressions represented an 8.55% decrease from the previous week. MLB baseball's 549.5 million impressions was a slight uptick from the previous week, while PGA Tour Golf had a 23.8% week-over-week decrease in impressions and NHL hockey rocketed into eighth place with 503.9 million TV ad impressions. The Voice — which aired two episodes — jumped up to No. 11 from No. 24 the previous week, with 485 million impressions.



Top Shows by TV Ad Impressions

May 10-16, new epslodes only



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
 WERSM, 05/16/2021

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 Defender™

CHILDREN'S HEALTH DEFENSE NEWS & VIEWS

[Eric Clapton 'Feared He Would Never Play Again' After AstraZeneca Vaccine, Says 'Propaganda' Overstated Safety](#)

Children's Health Defense, 05/17/2021 (syndicated: [LeCanadian](#))

One of Pfizer's commercials shows a baby announcement as a reason to be vaccinated. According to iSpot, it was viewed 8.3 million times and had \$78,000 in TV ad spend, the Wall Street Journal [reported](#).

...

Regeneron spent about \$545,000 on national TV ads related to COVID, and its commercial was seen 142.5 million times, according to [iSpot.tv Inc.](#), a TV ad-measurement firm.

AdAge

[Watch the newest commercials on TV from Kayak, Harry's, Stuffed Puffs and more](#)

Ad Age, 05/19/2021

A few highlights: Harry's promotes its range of deodorant protection for men—for light, medium and heavy sweaters. Stuffed Puffs says its chocolate-filled marshmallows are “fluffing delicious.” And Kayak wants you to know that it offers flexible cancellation on travel bookings.

AdAge

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

Ad Age, 05/18/2021

A few highlights: Baltimore Ravens quarterback Lamar Jackson promotes the Oakley Pro Shield visor in a spot with the tagline “Let's ball.” Ford hypes its F-150 Lightning “live reveal” streaming event scheduled for Wednesday at 9:30 p.m. ET at [Ford.com/F150-Lightning](#). And Craig Robinson stars in another in a series of ads for Pizza Hut's \$10 Tastemaker (a large pizza with your choice of three toppings).

AdAge

[Watch the newest commercials on TV from Netflix, Quip, Casper and more](#)

Ad Age, 05/17/2021

A few highlights: Netflix celebrates Asian Americans who work behind the camera, on camera and beyond. Quip says it can help “make better oral health simple, affordable and enjoyable.” And Casper hypes its Memorial Day Sale (now through May 31).

ESPN

[3-year evolution of American sports betting - From taboo to revenue](#)

ESPN, 05/14/2021

During a six-month span from Sept. 1, 2020, to March 31, 2021, a stretch that saw the return of mainstream sports from the pandemic shutdown, the top sports betting companies accounted for 10.61 billion TV ad impressions, according to ad measurement company iSpotTV.

"They're right below canned goods and soups," Tyler Bobin, brand analyst for iSpotTV.com, told ESPN.

3-year evolution of American sports betting: From taboo to revenue



David Purdum
ESPN Staff Writer

May 14, 2021



Sports betting signage can be found at just about any event these days.

Photo by David Becker/NHLI via Getty Images

AdAge

[NBC drops Golden Globes over its poor diversity record](#)

Ad Age, 05/10/2021 (avoid paywall [here](#))

Advertisers spent nearly \$159 million on the Golden Globes since 2018, according to [iSpot.tv](#). Below, the top 10 spenders:

1. Amazon Prime Video (\$7.2 million)
2. L'Oréal Paris Cosmetics (\$6.9 million)
3. Discover Card (\$6.3 million)
4. L'Oréal Paris Hair Care (\$6.3 million)
5. Verizon (\$5.3 million)
6. L'Oréal Paris Skin Care (\$4.4 million)
7. Xeljanz (\$4.3 million)
8. T-Mobile (\$4.2 million)
9. McDonald's (\$3.1 million)
10. Charles Schwab (\$3.1 million)

NBC DROPS GOLDEN GLOBES OVER ITS POOR DIVERSITY RECORD

In recent weeks, major studios and networks have refused to work with the Hollywood Foreign Press Association

Published on May 10, 2021.



Credit: Bloomberg LP



[Automaker TV Spending Increases 148% Year-Over-Year 05/11/2021](#)
 MediaPost, 05/10/2021

Given the fact that last April, the country was going into the pandemic, and this April, we're transitioning out, huge spend increases for many brands makes sense, says said Stu Schwartzapfel, senior vice president, media partnerships at iSpot.tv.

"Last April was a tumultuous time for most TV advertisers, as the climate around the pandemic demanded new creative, while a lack of tentpole programming left many prime-time and sports advertisers without their typical ad buys," Schwartzapfel tells Marketing Daily. "A year later, we're seeing much more optimism amid a perceived 'return to normal,' and that's created a lot of momentum for automakers to increase TV ad investments once again."

MarketingDaily

AUTOMOTIVE

Automaker TV Spending Increases 148% Year-Over-Year

by Tanya Gazdik, Yesterday

Vehicles: Auto Makers
 Top Brands - Est. National TV Spend: 04/01/2021 - 04/30/2021
 Data provided by iSpot.tv



+ Newsletter feature on 5/11:

Vehicles: Auto Makers
 Top Brands - Est. National TV Spend: 04/01/2021 - 04/30/2021
 Data provided by iSpot.tv



AUTOMOTIVE

Automaker TV Spending Increases 148% Year-Over-Year

by Tanya Gazdik

Sports made up six of top 10 shows by spend for auto brands in April, and nearly 40% of all spend for the month.

[Read the whole story](#)

GLOSSY

[Branded content studios adapt as advertising market shifts](#)

Glossy, 05/13/2021

On April 27, Neutrogena Studios premiered its first documentary film called “In The Sun” on Apple TV, Google Play and YouTube. Actress Kerry Washington narrates the 37-minute film. Rochweg said that Neutrogena came upon the idea for the film because, in the past, the brand had published public service announcements and tried more traditional advertising efforts around sun safety to no avail. **Neutrogena is a heavy linear television advertiser, having aired 5,255 commercials in the last 30 days, and ranks No. 63 in ad spend compared to all types of advertisers, according to [iSpot.tv](#), a TV ad measurement and attribution company.**

AdAge

[Ad industry employment by the numbers, plus internet providers' astonishingly brazen astroturfing campaign: Datacenter Weekly](#)

Ad Age, 05/07/2021 (avoid paywall [here](#))

According to data shared exclusively with Datacenter Weekly by iSpot's Ace Metrix—which conducts in-depth consumer opinion surveys surrounding most major ad campaigns that get national TV exposure—the 30-second “Impossible Is Nothing: Beyoncé” spot rates 4% above the 90-day norm for “attention” among comparable TV commercials, and 7% above the “likeability” 90-day norm. (“Comparable TV commercials” in this case are ads in Ace’s “corporate branding” bucket—meaning ads that don’t hype a specific product, but are meant to create a general aura around a brand.) That performance has earned “Impossible Is Nothing: Beyoncé” an Ace “Breakthrough” ad designation, meaning it broke through the clutter for survey respondents.

TV (R)EV

[Stuck In 'Messy Middle,' How Long Will Disney Disappointments Continue?](#)

TVREV, 05/13/2021

Separately, Disney+ commercials rank 76th among the most-seen advertisers on streaming and legacy TV networks since the beginning of 2021, with 5.69 billion TV ad impressions. Hulu is 129th at 4.06 billion, according to statistics compiled by iSpot. The most-seen TV spots, ranked by ad impressions, from the two streaming services since Jan. 1 are:

- Disney+: [WandaVision](#) (1.47 billion)
- Hulu: [Hulu Doesn't Just Have Live Sports](#) (1.42 billion)
- Disney+: [The Falcon and the Winter Soldier](#) (952 million)
- Hulu: [Time to Have Hulu](#) (814 million)
- Hulu: [The Handmaid's Tale](#) (580 million)

TV (R)EV

[TVREV - Newsletter](#)

TVREV, 05/14/2021

[After Nielsen confirmed](#) it undercounted viewers last year, it makes sense that Discovery and peers want more than just answers. The errors cost them millions of dollars during a time they were already struggling. And now, with upfronts upon them, part of the week will be focused on correcting the incorrect perceptions created by those numbers. An insurance policy for the next miscount, as iSpot details: [Accurate, impressions-based measurement](#) that verifies ad plays with on-screen detection.

DEADLINE

[Jason Statham & Guy Ritchie Reteam 'Wrath Of Man' Leads Weekend With \\$8M & A- CinemaScore As Exhibition Looks Forward To Summer – Update](#)

Deadline, 05/09/2021

Sony doesn't spend on these movies with iSpot showing the pic's TV spot spend was a paltry \$320K with ads that ran on 60 Minutes, Today, The Late Show With Stephen Colbert, SEAL Team and Haddish's Kids Say the Darndest Things.

Jason Statham & Guy Ritchie Reteam 'Wrath Of Man' Leads Weekend With \$8M & A- CinemaScore As Exhibition Looks Forward To Summer – Update



By Anthony D'Alessandro
May 9, 2021 8:00am

13
COMMENTS



Street & Smith's

SBJ SPORTS
BUSINESS
JOURNAL

[SBJ Unpacks: Anheuser-Busch kept sports spend going under outgoing CEO](#)

Sports Business Journal, 05/11/2021

Like many brands, A-B has also pivoted a large chunk of its national TV ad spend to sports amid the pandemic, according to data from iSpot.tv analyzed by SBJ's David Broughton. For the first four months of the year, A-B positioned 90.9% of its national TV ad spend on sports programming. That includes brands like Bud Light, Bud Light Seltzer, Bud Light-A-Rita, Budweiser, Budweiser Zero, Michelob, Michelob Ultra and the corporate A-B brand. That figure also is up from 74.3% in 2020, and up from 81.8% two years ago. Back in the 2016, the figure was 63.3%.



WARDSAUTO™

[Nissan, Brie Larson Top Most-Seen Auto Ads Chart – Again](#)
WardsAuto, 05/13/2021

The first-place ad for the week of May 3 features a selection of Nissan models driven through a variety of terrains, from city streets to rugged mountains. According to an [iSpot Ace Metrix](#) survey, this spot scored above the norm for the auto industry for attention, likability and consumer desire.



[Pharma TV Ad Spending Trends: Companies in the Top Ten this Week](#)
Xtalks, 05/13/2021

According to TV ad tracker [iSpot.tv](#), three of the top ten TV ad spenders last week (May 5 to May 12, 2021) were from pharma, coming in at the number four, eight and nine spots, among insurance giants and Domino's Pizza. While AbbVie's anti-inflammatory Humira has led pharma TV ad spending for a good part of the past year, the top pharma ads this week included diabetes drug ads from Eli Lilly and Novo Nordisk.

	GEICO \$7,398,332 Est. TV Spend	6,721 National Airings	Worlds Strongest Man Takes on the Record Top Campaign
	Progressive \$6,883,053 Est. TV Spend	3,394 National Airings	The Ad (Thee) Working (Thee)zers Top Campaign
	Domino's \$6,848,715 Est. TV Spend	7,302 National Airings	Return of the Hero Top Campaign
	RYBELSUS \$5,982,997 Est. TV Spend	763 National Airings	How Up to Possibilities Top Campaign
	Liberty Mutual \$5,264,906 Est. TV Spend	6,205 National Airings	Liberty Mutual: Doing Nothing Out Top Campaign
	Allstate \$5,221,139 Est. TV Spend	3,961 National Airings	Over Top Campaign
	T-Mobile \$5,078,883 Est. TV Spend	3,385 National Airings	The Power of Progress Top Campaign
	Dupixent (Asthma) \$4,363,182 Est. TV Spend	1,196 National Airings	Take Breathing Top Campaign
	Trulicity \$4,088,838 Est. TV Spend	763 National Airings	Don't Shame Top Campaign
	Samsung Mobile \$4,023,778 Est. TV Spend	3,287 National Airings	Real You, Not Top Campaign

Top 10 TV ads by expenditure (May 5 to May 12, 2021). Source: iSpot.tv



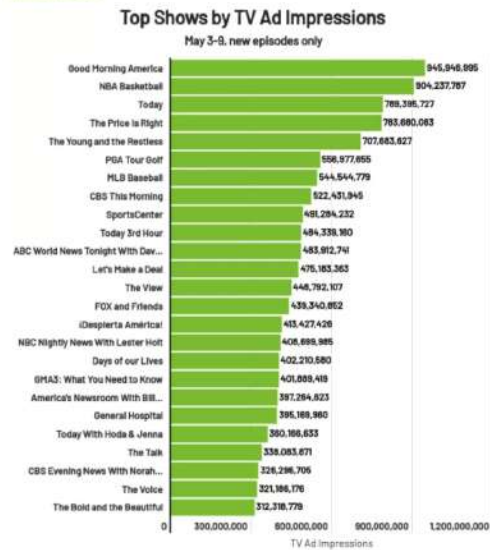
[MTV Gives the 2021 MTV Movie & TV Awards TV's Biggest Promo Push](#)
Broadcasting + Cable, 05/12/2021 ([PromaxBDA](#))

Notably, Univision's spot has this week's highest iSpot Attention Index (111), 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: NBA Basketball Scores for Watch-Time](#)
Broadcasting + Cable, 05/11/2021

Good Morning America took first place for TV ad impressions, with its 945.9 million representing a 13.73% increase from the previous week. NBA basketball also saw a week-over-week increase, up 33% to 904.2 million impressions. Both PGA Tour Golf and MLB baseball made the top 10, at sixth and seventh places, respectively. The Voice had a decrease in impressions from the previous week, down 25.72% to 321.2 million TV ad impressions.



Looper

[What Is The Song In The GEICO 'Karl' Commercial?](#)

Looper, 05/07/2021

GEICO sure does know how to make a great commercial, even if they use the same song repeatedly. This happened once again in their new "Karl" commercial (**via iSpot**), where a man is daydreaming about him flying down the freeway on a motorcycle. The man is seen tapping his foot, carving corners, and singing his heart out while on the open road.

AdAge

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

Ad Age, 05/13/2021

A few highlights: Starbucks hypes its new Strawberry Funnel Cake Frappuccino. Verizon says that "Nobody builds 5G like Verizon builds 5G." And PlayStation wants you to "find a new challenge" with PlayStation Plus.

AdAge

[Watch the newest commercials on TV from New Balance, Geico, Realtor.com and more](#)

Ad Age, 05/12/2021

A few highlights: A family of cacti find their dream home in the desert with a little help from Realtor.com. Yogi Bear and his sidekick Boo-Boo crash a BBQ in a Geico spot. And Jaden Smith says that "impatience is a virtue" in the latest from New Balance.

AdAge

[Watch the newest commercials on TV from Ram Trucks, Etsy, YouTube and more](#)

Ad Age, 05/11/2021

A few highlights: Dave Grohl narrates (and makes a cameo appearance in) a Ram Trucks ad with the tagline "There's a rock star in all of us." Etsy says, "The beautifully made is out there. Why buy boring?" And YouTube says "Get back to what you love" in another in a series of COVID-19 vaccination PSAs.

AdAge

[Watch the newest commercials on TV from Corona Extra, Target, USAA and more](#)

Ad Age, 05/10/2021

Snoop Dogg stars in another in a series of super chill spots for Corona Extra; in this installment he ponders the saying “Time is money.” Target encourages you to visit [target.com](#) to schedule your COVID-19 vaccine with CVS Pharmacy at Target. And insurer USAA says it’s focused on “making it easy to make things right.”

AdAge

[Watch the newest commercials on TV from LL Flooring, Target, Skillshare and more](#)

Ad Age, 05/07/2021

A few highlights: LL Flooring, as Lumber Liquidators wants to be known now, shows off the [Picture It Floor Visualizer](#) tool on its website. Interior designer and Instagram-famous plant enthusiast Hilton Carter promotes his [limited-time greenery collection](#) of faux and live plants and accessories, coming to Target on May 14. And Skillshare wants you to “explore your creativity” with a little help from its library of online educational videos.



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

WERSM, 05/09/2021

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

[JetBlue parts ways with MullenLowe, ending 11-year relationship](#)

Ad Age, 05/04/2021 (avoid paywall [here](#))

JetBlue, like most travel brands, curtailed ad spending during the pandemic. The airline has not run a national TV ad since late 2019, **according to ad-tracking firm iSpot.tv.**

JETBLUE PARTS WAYS WITH MULLENLOWE, ENDING 11-YEAR RELATIONSHIP

The airline resets its agency roster after pandemic challenges

By [Adrienne Pasquarelli](#) and [E.J. Schultz](#). Published on May 03, 2021.



Credit: Christian Petersen/Getty Images via Bloomberg

NEXT | TV

[Discovery Plus Is the Most-Seen Brand on TV So Far This Year](#)

NextTV, 05/06/2021

Approaches vary by service: For the TV-network-owned “pluses,” it’s a no-brainer to hit traditional TV advertising hard, since they can advertise essentially for free on their own networks. Case in point: [Discovery Plus](#) is the No. 1 brand by TV ad impressions and airings so far in 2021, **according to iSpot.tv**. It’s racked up 44.1 billion TV ad impressions from over 294K ad airings this year — primarily on the Discovery family of networks.

Discovery Plus Is the Most-Seen Brand on TV So Far This Year

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 minutes ago

Plus a look at how streamers are using traditional TV ads and social video to woo subscribers



(Image credit: Discovery)



[SBJ Unpacks: Subway scores big in rookie season with NFL](#)

Sports Business Journal, 05/05/2021

The Milford, Conn.-based company signed with the league last July, [filling the void in the category](#) left by the exit of McDonald’s after the 2018 season. It teamed up to produce three spots with Patriots coach Bill Belichick and one with then-Texans DE J.J. Watt that generated 1.9 billion media impressions during “Footlong Season.” The campaign is an attempt to resurrect its successful value-based \$5 footlong special, which ended several years ago. Overall, the brand upped its TV ad spend to \$59 million during NFL programming, an increase of 78% over the 2019 season, **according to iSpot.tv data**.



[NFL Draft bucks trend of lower crown jewel audiences](#)

Sports Business Journal, 05/03/2021

Progressive was the most-seen ad (by impressions) during three days of TV coverage of the NFL

Draft across ABC, ESPN and NFL Network at 65 million, per data from **iSpot.tv**. The brand spent \$2.1 million on the first round alone, tops among any advertiser on Thursday night. IBM Cloud was No. 2 impressions with 56.6 million, spending \$1.9 million on the first round. The most-seen individual ad was "Vinyl" from Pizza Hut, which had 33.6 million impressions.



[SBJ Unpacks: NFL Draft attendance falls short of expectations](#)

Sports Business Journal, 04/30/2021

Anheuser-Busch has been a tour partner since 1994, longer than any other brand, per SBJ's David Broughton. Thirty-six percent of the fans in the study correctly identified Michelob Ultra as the tour's official sponsor, maintaining the all-time high level achieved in the 2019 study. A-B spent more than \$2 million advertising the brand during televised golf coverage last season, according to an SBJ analysis of **iSpot.tv data**.



[Crackle Plus To Bow Chicken Soup For The Soul AVOD Network](#)

MediaPost, 05/03/2021

In more than 60 campaigns **conducted with iSpot in Q4 2020**, there was virtually zero overlap when brands had similar exposure on linear and its networks during the same time periods, according to the company.



[AbbVie's Humira regains top pharma TV spender spot, while sibling brands Rinvoq and Skyrizi tag along](#)

Fierce Pharma, 05/05/2021

AbbVie's Humira drop didn't last long. While the blockbuster immunology med dropped out of the No. 1 pharma TV spending spot in March, it bounced right back in April.

AbbVie spent almost \$23 million on national media buys for Humira, according to real-time TV ad tracker iSpot.tv, which landed it squarely atop the list again—just as it has quite reliably over the past five years.



[10. Xarelto](#)

Fierce Pharma, 05/03/2021

Meanwhile, despite a modest uptick in Xarelto sales for the year, ad spending on the drug was down. J&J spent \$122 million on national TV media buys for Xarelto with six different commercials airing in 2019, according to data from real-time TV **ad tracker iSpot.tv**.

But spending plummeted in 2020, with only one commercial running—and even that was halted in June. J&J spent just \$21.5 million on TV ads in 2020 and \$0 so far in 2021, according to iSpot.

ONLINE POKER REPORT

[Even In The Digital Era, Online Gambling Companies Are Dropping Big Bucks On Good Old-Fashioned TV Ads](#)

Online Poker Report, 05/03/2021

For perspective on the TV spend, let's take a look at the top TV ad buyer.

Verizon was the No. 1 television advertiser during the past seven days, spending nearly \$22 million as of Tuesday, according to iSpot.tv. Overall, Verizon was the No. 3 TV ad purchaser. Additionally, during the past 30 days, it aired 10,540 commercials.



[These Are the Ad Types Millennials Trust the Most](#)

Marketing Charts, 05/03/2021

In the first months of the pandemic, **Ace Metrix research** found that [an extraordinary share of COVID-19 related ads scored on their Empowerment metric](#), which measures the positive impact of purpose-driven advertising, showing that early on COVID-related advertising was seen in a positive manner among consumers.



[HGTV Gives 'Home Town Takeover' TV's Biggest Promo Push](#)

Broadcasting + Cable, 05/05/2021 ([PromaxBDA](#))

On the strength of 187.3 million TV ad impressions, [HGTV's](#) spot for [Home Town Takeover tops our chart](#). Right behind it in second place: [Paramount Network's](#) promo for Bar Rescue, with 177.2 million impressions.

Two traditional broadcasters — [CBS](#), which [hypes Kids Say the Darndest Things](#), and [NBC](#), promoting the 2021 Kentucky Derby — take third and fourth place, respectively. And then another cable network, [FX](#), [gives some love to Pose](#) to close out the list.

Notably, the Home Town Takeover spot has the highest iSpot Attention Index (112) in this week's 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).

HGTV Gives 'Home Town Takeover' TV's Biggest Promo Push

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

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



Image credit: HGTV



WARDSAUTO™

[Nissan Holds Top Spot on Most-Seen Auto Ads Chart](#)

WardsAuto, 05/05/2021

The No.1 ad for the week of April 26 is an upbeat commercial starring actress Brie Larson. She professes that driving used to be fun and “an act of inspiration,” and Nissan wants to bring that feeling back with a wide array of models suited for all terrains and drivers.

According to an [iSpot Ace Metrix](#) survey, viewers thought this ad was “cinematic” and “exciting,” and 32% considered the visual scenes the single best thing about it.

AdAge

[Watch the newest commercials on TV from 7-Eleven, JC Penney, YouTube and more](#)

Ad Age, 04/30/2021

A few highlights: 7-Eleven hypes its 79-cent Big Gulp special (for 7Rewards members) in a spot with the tagline “Take it to Eleven.” (Ad Age’s Adrienne Pasquarelli has the backstory: [“7-Eleven serves itself a Big Gulp of TV amid renewed convenience store interest.”](#)) JC Penney wants you to “get ready for Mother’s Day” (May 9) by shopping its Friends & Family Sale. And YouTube serves up another in a series of COVID-19 vaccination PSAs; this one is titled “Because roller coasters.”



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

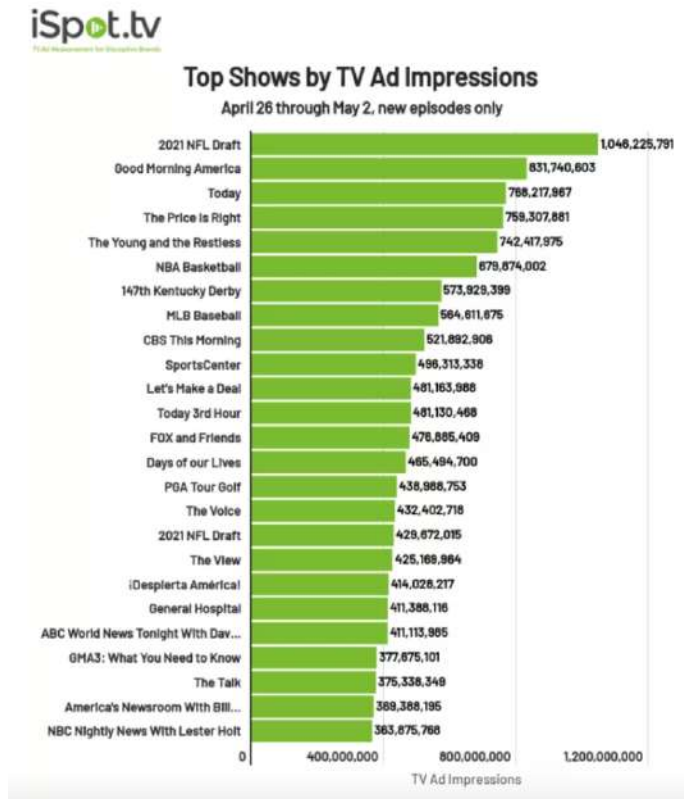
WERSM, 05/02/2021

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 By the Numbers: NFL Draft Dominates Watch-Time, Ad Impressions](#)
Broadcasting + Cable, 05/03/2021

The 2021 NFL Draft was the only program to generate over 1 billion TV ad impressions during the week, with the top count (615.4 million impressions) coming from ESPN. Both [NBA](#) basketball and [MLB](#) baseball slipped in the rankings: NBA was down from first place to No. 6 with a 45.8% week-over-week decrease in impressions, while MLB saw a 11.63% decrease, down to 564.6 million TV ad impressions. The 147th Kentucky Derby landed in the top 10 with 573.9 million impressions and PGA Tour Golf had an 11% week-over-week impression increase.



AdAge

[Watch the newest commercials on TV from Tylenol, Bodyarmor, AT&T and more](#)

Ad Age, 05/06/2021

A few highlights: AT&T wants you to know that its AT&T Fiber plans start at \$35/month. James Harden, Naomi Osaka and other star athletes make cameo appearances in the latest from Bodyarmor. And Tylenol says that “A mother’s care has no limits” in a spot timed to Mother’s Day (May 9).

AdAge

[Watch the newest commercials on TV from Hellmann’s, Mtn Dew, Mint Mobile and more](#)

Ad Age, 05/05/2021

A few highlights: Best Foods, aka Hellmann’s (as the mayonnaise brand is known east of the Rocky Mountains), says that when you’ve got “nothing to eat” in your fridge, you should use its mayo to make “nothing into something.” Mtn Dew (Mountain Dew) wants you to know that spicy chicken and Mtn Dew is “the perfect combo.” And Lucifer stars in a fresh 30-second TV cut of a comedic ad from Mint Mobile that debuted as an 82-second web video in April. (Ad Age’s I-Hsien Sherwood has the backstory—and the longer version—here: [“Ryan Reynolds brings back Match.com’s Satan in a crossover event with Mint Mobile.”](#) See also: [“Ryan Reynolds warns against drinking Aviation Gin while sexting on Mint Mobile in yet another crossover ad.”](#))

AdAge

[Watch the newest commercials on TV from Etsy, FedEx, H&M and more](#)

Ad Age, 05/03/2021

A few highlights: “A kid, yes, can change the future,” says a kid in an H&M spot. (Ad Age’s Alexandra Jardine has the backstory: [“Children are today’s ‘role models,’ says H&M’s new kids campaign.”](#)) Willie Nelson makes a cameo appearance in a FedEx commercial that calls attention to its corporate goal to be carbon neutral by 2040. And Etsy says, “When the uniquely handcrafted is out there, why buy boring?”

AdAge

[The \\$100 million deli explained, plus what consumers think of Bed Bath & Beyond's 'Home, Happier' campaign: Datacenter Weekly](#)

Ad Age, 04/23/2021 (avoid paywall [here](#))

According to data shared exclusively with Datacenter Weekly by [iSpot's Ace Metrix](#)—which conducts in-depth consumer opinion surveys surrounding most major ad campaigns that get national TV exposure—the debut 30-second “Home, Happier” spot that appears in Pasquarelli’s post rates 9% above the 90-day norm for “attention” among TV commercials from retail marketers, and 14% above the “likeability” 90-day norm for the same set of advertisers. That performance has earned “Home, Happier” an Ace “Breakthrough” ad designation, meaning it broke through the clutter for survey respondents.

THE \$100 MILLION DELI EXPLAINED, PLUS WHAT CONSUMERS THINK OF BED BATH & BEYOND'S 'HOME, HAPPIER' CAMPAIGN: DATACENTER WEEKLY

Also: The latest on the pandemic recession recovery

By [Simon Dumenco](#). Published on April 23, 2021.



DEADLINE

[Is Oscar Best Picture Winner's Record Low B.O. A Harbinger For Future Contenders?](#)

Deadline, 04/24/2021

Marketing campaigns for this year's Best Picture nominees were thrifty. Of the data observed by iSpot, which tracks TV ad spending, Focus shelled out an estimated \$6.3M since Dec. 7 on spots for Promising Young Woman, yielding 752.4M impressions across such channels as AMC, HGTV, Investigation Discovery, Lifetime and A&E. Warner Bros. has spent close to the same as Focus for a similar amount of eyeballs on their combined theatrical-HBO Max push for Judas and the Black Messiah, running ads on NBA Basketball, 9-1-1, Good Morning America, Today, and ABC World News Tonight With David Muir. Netflix has spent close to \$5M on TV spots for The Trial of the Chicago 7 since Sept. 13, which triggered close to 43M impressions, across NBC, CNN, MSNBC, and CBS.

Is Oscar Best Picture Winner's Record Low B.O. A Harbinger For Future Contenders?



By Anthony D'Alessandro
April 24, 2021 12:15pm

12
COMMENTS

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Searchlight's 'Nomadland' is bound to be the lowest-grossing Oscar Best Picture winner in history.
Searchlight



Deadline Cont



Center

DEADLINE

[‘Mortal Kombat’ Conquers ‘Demon Slayer’ After Intense Brawl For No. 1 As Moviegoing Rebounds From Pandemic](#)

Deadline, 04/25/2021

While iSpot saw over \$6M in TV spend by Warners for Mortal Kombat heading into the weekend, I’m told that number was really in the \$12M range. The studio ran spots on Telemundo, UniMas, Univision, Adult Swim, BET, MTV, Turner Sports, and the NBA, along with sponsorships on ESPN Deportes and Fox Deportes. Mortal Kombat spots, according to iSpot, aired on such shows on College and NBA basketball, Family Guy, Ridiculousness, and Rick and Morty.

‘Mortal Kombat’ Conquers ‘Demon Slayer’ After Intense Brawl For No. 1 As Moviegoing Rebounds From Pandemic



By Anthony D'Alessandro
April 25, 2021 8:24am

17
COMMENTS

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WB/Funimation



Deadline Contenders



Contenders Film

AdAge

[JOHNSON & JOHNSON MOVES U.S. BABY BRANDS TO DONER IN SEARCH OF REBOUND](#)

Ad Age, 04/28/2021 (avoid paywall [here](#))

Neither Johnson's nor Aveeno Baby has had TV ads on air since 2019, according to iSpot.tv, and Kantar reported overall spending on the baby brands at only \$6.4 million last year. But Johnson's Baby has been active in paid digital and social media recently, spending over \$216,000 just from April 5-13, according to Pathmatics.

JOHNSON & JOHNSON MOVES U.S. BABY BRANDS TO DONER IN SEARCH OF REBOUND

MDC shop will work with Stagwell's Code and Theory, as brands passed around several agencies in recent years get new caretakers

By [Jack Neff](#). Published on April 28, 2021.





[ABC Sees Slight Rise In Oscars Advertising, Viewing Down 58%](#)
MediaPost, 04/26/2021

The big entertainment award show had 70 advertising airings from 37 brands. A year ago, there were 72 airings from 35 brands, **according to iSpot.tv**.

...

Three of the movies up for best picture of the year -- "Mank," "Minari" and "The Sound of Metal" -- spent no money in national linear TV advertising, **according to iSpot.tv**.

TelevisionNewsDaily

ABC Sees Slight Rise In Oscars Advertising, Viewing Down 58%

by Wayne Friedman, 8 hours ago



Street & Smith's



[SBJ Unpacks: NFL Draft draws strong advertiser interest](#)
Sports Business Journal, 04/29/2021

Home Depot is the most-tenured corporate partner in the study, with a relationship that dates to 2008, per SBJ's David Broughton. But during the 2020 season, which included a four-month pause and a monthlong tournament at the ESPN Wide World of Sports Complex at Disney World, the company dramatically ramped up its advertising presence. After buying just six commercial slots -- none in prime time -- during the 2019 season, the company aired 14 different creatives a total of 412 times last season, **according to an SBJ analysis of iSpot.tv data**. Only Heineken had more ad time in 2020, running 496 spots.



[SBJ Unpacks: T-Mobile grows baseball network](#)
Sports Business Journal, 04/28/2021

T-Mobile has deals with two-thirds of the clubs and in 2019 began a 25-year naming-rights deal at the Mariners' ballpark. Also in 2019, the company extended its league deal through 2022, which will make the relationship a decade old. The telecom spent \$20.6 million to air 35 different ads during MLB telecasts last year, according to an **SBJ analysis of iSpot.tv data**. Geico, which has been the league's top ad spender all three seasons since it became an official league sponsor, was the only brand to spend more than T-Mobile.



[Is Netflix Spending Enough On Marketing?](#)
Motley Fool, 04/28/2021

Everybody but Netflix is spending more on marketing

Netflix's marketing expense dropped 16% in 2020 despite increased competition in the space. The line item was up less than 2% in the first quarter of 2021 versus a year ago.

Those numbers are reflected in U.S. TV ad impression numbers. Disney promoted Disney+ and Hulu heavily during the pandemic. Advertisements for those two streaming services were the most viewed in the U.S., **according to data from iSpot.tv**.



[Lagging rival Neurocrine. Teva preps ad campaign in tardive dyskinesia](#)
Fierce Pharma, 04/29/2021

Neurocrine [began](#) its unbranded effort in early 2019, more than a year after Ingrezza was approved. The "Talk About TD" campaign includes national TV ads, and it's spent more than \$27 million to date on commercial airings, according to data from real-time TV ad tracker iSpot.tv.



[Turner Sports, HBO Max Score NHL Games](#)

MediaPost, 04/27/2021

In the 2019-2020 TV season, NBCSN pulled in an estimated \$603 million in national TV advertising spend for all NHL games, **according to iSpot.tv**. Almost \$480 million came just from the playoffs and finals games.

TelevisionNewsDaily

Turner Sports, HBO Max Score NHL Games

by Wayne Friedman , Yesterday



[What's the Deal with that Clorox Ad?](#)

Marketing Brew, 04/26/2021

Zoom out: Companies don't message by accident. Drafts are written, revised, and sent to lawyers. Many people have their fingers in a commercial—especially when, according to **iSpot estimates**, Clorox has already spent more than \$1.7 million on airtime for this ad.



[Carriers invest in their brands as maelstrom of 2020 ends — Industry Voices: Moore](#)
Fierce Wireless, 04/27/2021

Verizon uses the Oscars to tout connectivity amid the pandemic

Verizon had been quiet in terms of TV advertising during April. Then came the Oscars. After not being in the top 10 in weekly U.S. national TV advertising, **per information from iSpot**, Verizon has suddenly zoomed to the number one spot among all advertisers, with spending over the past week in excess of \$20 million.



Powered by Phocuswright

[Airbnb's brand vs. Booking.com's performance marketing – is there a playbook for recovery?](#)
PhocusWire, 04/26/2021

In parallel, Airbnb launched in March a massive global TV campaign of an estimated value of \$9 million in its first week, according to iSpot.tv, signalling its determination to double down on the brand.



[Quick Viewership and Advertising Insights for the Oscars](#)
TVREV, 04/26/2021

During the 3+ hours of the broadcast, there were 39.75 minutes of ad time — a slight uptick from the 2020 show (39.25 minutes), per [iSpot](#). Cadillac had the most ad time, 3.5 minutes, followed by Hulu, Google, Verizon (with three minutes each) and Rolex, with 2 minutes. Notably, 26 advertisers that did not air ads in last year's Oscars telecast appeared in this year's.

VentureBeat

[Nintendo ads generate 9 out of 10 TV impressions in March-April](#)

VentureBeat, 04/24/2021

Nintendo aired 24 spots over 4,400 times, generating 553.6 million TV ad impressions. Its most-seen commercial was “My Way: Super Mario 3D World + Bowser’s Fury,” with 87.6 million impressions. According to an iSpot Ace Metrix survey, this spot performed above average across all industries for aspects including watchability, desire, and likeability. Viewers considered it “wholesome” and “nostalgic,” and 31% cited the product itself as the single best thing about the ad. Networks generating high impression-counts for Nintendo included Nick, Cartoon Network, and Disney Channel, while top shows included SpongeBob SquarePants, The Amazing World of Gumball, and The Loud House.

Life & Entertainment: Video Games

Top Brands - Impressions: 03/16/2021 - 04/15/2021

Data provided by iSpot.tv

- Nintendo
- PlayStation
- MLB Advanced Media (MLBAM)
- Video Games
- Milestone
- THQ Games
- Other

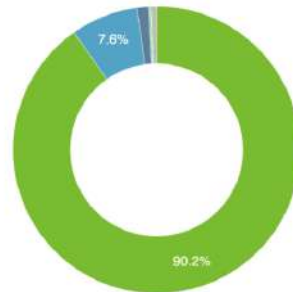


Image Credit: iSpot.tv



WARDSAUTO™

[Actress Brie Larson Featured in Nissan's Most-Seen Auto Ad](#)

WardsAuto, 04/28/2021

In the No.1 ad for the week of April 19, Larson shows off a variety of models, promising a return to the excitement and freedom that driving used to provide. **According to an [iSpot Ace Metrix](#) survey**, this spot scored above the automotive ad average for various aspects including attention and likability. Brand recognition for Nissan came in at 94% (meaning viewers overwhelmingly remembered it was a Nissan ad after watching it).

BC

Broadcasting+Cable

[ABC Gave the Oscars TV's Biggest Promo Push](#)
Broadcasting + Cable, 04/28/2021 ([PromaxBDA](#))

Notably, the *Deadliest Catch* spot has the highest iSpot Attention Index (112) in this week's 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).

ABC Gave the Oscars TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 43 minutes ago

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



(Image credit: AMPAS/ABC)



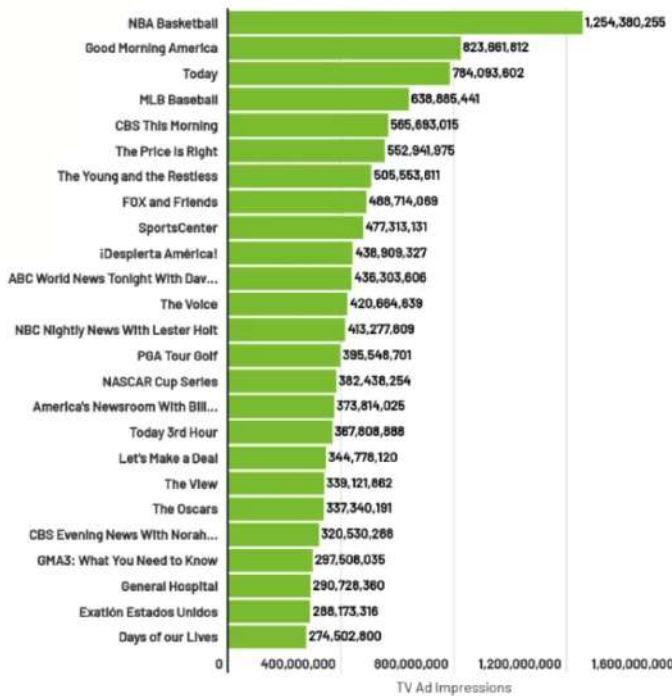
[TV By the Numbers: NBA Still King, Oscars Crack Top 20](#)
 Broadcasting + Cable, 04/27/2021

NBA basketball remains king of TV ad impressions, with games generating nearly 1.3 billion impressions during the week. MLB baseball moved up the ranking, with its 638.9 million impressions constituting a 6.78% week-over-week increase. Elsewhere in the sports world, PGA Tour Golf had an 18.3% decrease in impressions, while NASCAR Cup Series jumped into the ranking with 382.4 million impressions. The Oscars made the cut as well, coming in at No. 20 with 337.3 million TV ad impressions.



Top Shows by TV Ad Impressions

April 19-25, new episodes only



AdAge

[Watch the newest commercials on TV from Salesforce, YouTube, McDonald's and more](#)
Ad Age, 04/29/2021

A few highlights: Salesforce says, “We bring companies and customers together.” YouTube shows a dad adorably helping his infant daughter enjoy her first dance in a COVID-19 vaccination PSA with the tagline “Get back to what you love.” And McDonald’s promotes what it jokingly calls The Every McNugget Is Worth Fighting For Deal.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM UBER, SERVICENOW, DOVE AND MORE](#)
Ad Age, 04/28/2021

A few highlights: Spike Lee stars in Uber’s COVID-19 vaccination PSA. (Ad Age’s Alexandra Jardine has the backstory: [“Uber is donating rides for people to get their vaccines in campaign fronted by Spike Lee.”](#)) Willy Wonka decides to digitize his chocolate factory’s workflow with help from software giant ServiceNow. And Dove presents what it calls the “reverse selfie” in a new 30-second TV cut of an ad that debuted online in a 60-second version on April 20. (Ad Age’s Alexandra Jardine has the backstory and the longer version: [“Dove tackles toxic selfie culture in ad updating its ‘Evolution’ commercial.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM APPLE, ROLEX, ADIDAS AND MORE](#)
Ad Age, 04/26/2021

A few highlights: A farmer finds his lost iPhone in a (literal) haystack with a little help from his Apple Watch. Rolex asks, “What is a masterpiece?” And Adidas serves up a fresh 30-second TV cut of its “Impossible is Nothing” spot focused on Beyoncé. (A [60-second web version](#) debuted on YouTube on April 18.) All three aired during Sunday’s Oscars telecast.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CASPER, FITBIT, HALO TOP AND MORE](#)

Ad Age, 04/23/2021

A few highlights: “Saturday Night Live” alum Vanessa Bayer plays “Tomorrow” in a Casper spot for its new Cooling Collection. Fitbit wants you to “shift your patterns” and “shape a healthier life” with its new Fitbit Luxe fitness tracker. And Halo Top hypes new Halo Top Fruit Pops.



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

WERSM, 04/25/2021

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.

[Travel and Tourism Brands Boost Marketing and Tailor Messages](#)

The Wall Street Journal, 04/19/2021 (avoid paywall [here](#))

Expedia's campaign will not be alone: Airings of TV commercials promoting travel websites have more than doubled in the 50 days ended April 12, compared with the previous 50 days, according to media measurement firm iSpot.tv. Other travel and tourism marketers are also ramping up their marketing as the industry moves to reassert itself after a year of lockdowns and limits on movement.

THE WALL STREET JOURNAL.

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Alan Walk ▾


THE JOURNAL.

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CMO TODAY

Travel and Tourism Brands Boost Marketing and Tailor Messages

Expedia and Marriott are among the companies rethinking their marketing as consumers get vaccinated and travel and tourism demand grows



CONTENT FROM OUR SPONSOR

Deloitte.

CMO Insights and Analysis from Deloitte

Takeda Redoubles DE&I Efforts With Insight, Action

Two powerful forces—the COVID-19 pandemic and the widespread movement for racial justice and equity—offer a unique opportunity for biopharmaceutical companies to advance diversity, equity, and inclusion (DE&I) initiatives both internally and externally. Takeda's Ramona Sequeira and Javier Barrientos share insights about the multifaceted DE&I strategy the global biopharmaceutical company is implementing.

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

[More from Deloitte →](#)

A scene from Expedia's new ad campaign, part of a broader increase in marketing by the travel industry after a year of

MARTECHSERIES

Marketing Technology Insights

[MarTech Video Interview with Sean Muller, Founder & CEO, iSpot](#)
MarTech Series, 04/19/2021 [video]

Sean Muller, CEO at iSpot, a Unified Cross-Platform Ad Measurement Tool shares thoughts on why TV ad buys aren't limited to a linear-only or streaming-only approach anymore, and both brands and networks need unified, cross-platform measurement in real time to determine successful audience delivery. iSpot's unified measurement dashboard allows customers to measure ads at a person-grade demographic level — the same way they're buying and selling ads — across both streaming and linear. These capabilities help validate ad targeting and measure incremental reach against target demos, while also providing iSpot attribution customers with conversion benchmarks across linear and specific streaming platforms.



DEADLINE

[‘Demon Slayer’ Will Give ‘Mortal Kombat’ A Fight At The Weekend Box Office](#)

Deadline, 04/22/2021

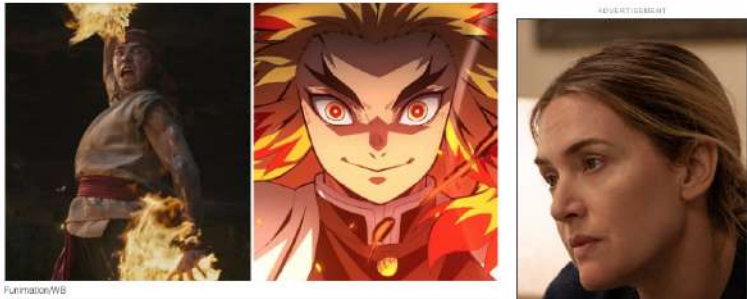
Logically, no, given that Warners has spent more in P&A and Funimation is relying on a well-oiled social media marketing connection with its fans. **Recent iSpot figures** show that WarnerMedia has spent over an estimated \$6M in TV ads to date for Mortal Kombat, yielding 470.4M impressions, versus Funimation’s under-\$100K spend for 5.3M ad impressions on Adult Swim during such shows as Rick and Morty, Family Guy, Boondocks, Birdgirl and Family Guy.

DEADLINE MENU READ NEXT: Ed Helms' 'Together Together' & 'The Sp... Got A Tip? Q

‘Demon Slayer’ Will Give ‘Mortal Kombat’ A Fight At The Weekend Box Office

By Anthony D'Alessandro
April 22, 2021 11:58am

13 COMMENTS



Funimation/WB

PUGET SOUND BUSINESS JOURNAL

[Here are Seattle's most notable midmarket tech deals of 2021 so far](#)

Puget Sound Business Journal, 04/23/2021 (avoid paywall [here](#))

iSpot.tv acquires Ace Metrix

Amount: Not disclosed

Details: iSpot.tv, a Bellevue-based TV ad measurement firm, [announced in January](#) it had acquired the Los Angeles-based Ace Metrix. iSpot founder and CEO [Sean Muller](#) said at the time the combined company now holds 300 corporate accounts.

TVOT

[The Future of Streaming: Innovation and Disruption](#)

TVOT, 04/19/2021

As audiences shift from cable to streaming, innovation and disruption are at an all-time high in the ever-changing media landscape. The maturation of AVOD means further fragmentation of advertising channels, but also potentially new opportunities to engage viewers for advertisers. This session will explore how content in advertising is changing with fragmentation. Panelists include:

- [Alan Wolk](#), Lead Analyst, TV[R]EV (Moderator)
- [Emily Wood](#), VP of Business Development, iSpot
- [Laura Wu](#), Head of Strategy and Operations, Beachfront Media
- [Seven Volpone](#), Chairman, Subnation
- [Steven DeMain](#), VP of Engagement, VIZIO



[Wolk's Week in Review: VAB pushes Nielsen harder, Discovery+ now available via Amazon Channel Store](#)

Fierce Video, 04/16/2021

It's more than a bit telling that the VAB's complaint that field agents were not allowed into homes, only serves to point out how old school Nielsen's methodology is, especially at a time when most viewing can be tracked digitally.

That's why the industry needs to move to more cross-platform measurement, using ACR and set top box data. This is something Nielsen themselves are looking to make happen--their updated system is due to launch next year--**while other players, like iSpot**, have already put cross-platform measurement systems into place.

TV(R)EV

[Netflix Subscriber Numbers Aren't Cause for Alarm Yet](#)

TVREV, 04/21/2021

Looking at iSpot's TV ad impressions data, Sling, Tubi and fuboTV ads were among those seen more times than Netflix's spots. It's tough to maintain big growth numbers when the price of the service keeps climbing and there are fewer ads telling you what's coming to Netflix that makes you want to subscribe (or maintain your subscription).



WARDSAUTO™

[Subaru Again Leads Ranking of Most-Seen Auto Commercials](#)

WardsAuto, 04/22/2021

Subaru once again leads [iSpot.tv](#)'s ranking of the most-viewed automotive commercials – the ads that have generated the most impressions across national broadcast and cable TV airings.

The No.1 ad for the week of April 12 is Subaru's portrayal of one family's trip down memory lane in their Forester. According to an [iSpot Ace Metrix](#) survey, this spot scored above the average for automotive ads in terms of watchability, relevance and likability. Of the surveyed viewers, 16% considered the message the single best thing about the spot.



[CBS Gives the 2021 ACM Awards TV's Biggest Promo Push](#)

Broadcasting + Cable, 04/21/2021 ([PromaxBDA](#))

Notably, the Tournament spot has the highest **iSpot Attention Index** (134) in this week's 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).



[Humira \(special report\)](#)

Fierce Pharma, 04/19/2021

That longevity at the top of the spending list is notable: Drugs often drop on and off FiercePharma's monthly tally of TV ad spending, but Humira has been No. 1 or No. 2 on the list for every month of the five years FiercePharma has tracked it through **iSpot.tv's real-time ad data**.



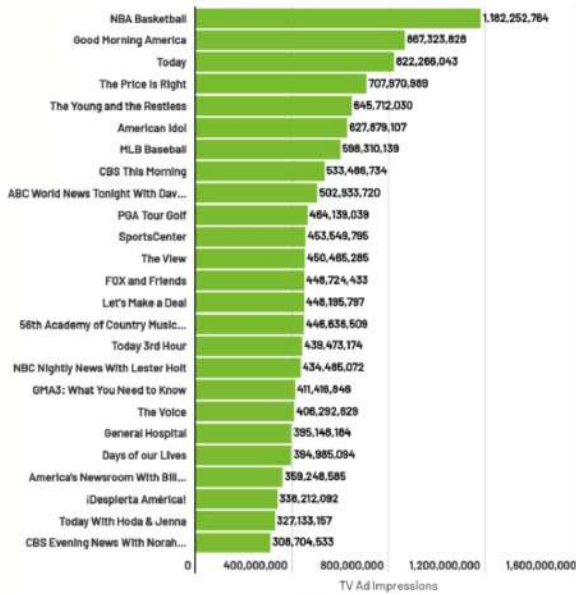
[TV By the Numbers: NBA Games Score, ACM Awards Make Top 20](#)
 Broadcasting + Cable, 04/20/2021

The only programming to surpass one billion TV ad impressions during the week was NBA basketball, with 1.2 billion. MLB baseball and PGA Tour Golf scored top marks, with MLB delivering 598.3 million TV ad impressions and PGA generating 464.1 million. American Idol rose from 10th to sixth place, with its 627.9 million TV ad impressions constituting a 5.66% increase from the previous week. The 56th Academy of Country Music Awards came in at No. 15 with 446.6 million TV ad impressions, while The Voice took No. 19 (406.3 million).



Top Shows by TV Ad Impressions

April 12-18, new episodes only



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
 WERSM, 04/18/2021

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 ADIDAS, PROGRESSIVE, UBER EATS AND MORE](#)

Ad Age, 04/21/2021

A few highlights: Damian Lillard stars in one of a series of new “Impossible Is Nothing” spots from Adidas. Members of NSYNC awkwardly pop up in Progressive’s “The Ad Where Nothing Happens.” And multiple versions of Leslie Jones get ready (kinda) to go on a virtual date in the latest from Uber Eats. (Previously: [“Uber Eats taps Leslie Jones—and Leslie Jones—for March Madness campaign.”](#) from Ad Age’s Ann-Christine Diaz.)

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WALGREENS, BED BATH & BEYOND, TACO BELL AND MORE](#)

Ad Age, 04/20/2021

A few highlights: Bed Bath & Beyond serves up another in a series of spots under its new “Home, Happier” campaign theme. (Ad Age’s Adrienne Pasquarelli has the backstory: [“Bed Bath & Beyond debuts first work from Muh-Tay-Zik/Hof-Fer.”](#)) “This is our shot at returning to the faces and places we love and miss,” John Legend says in the latest COVID-19 vaccination PSA from Walgreens. (Previously: [“Walgreens rolls out first COVID-19 vaccine campaign.”](#) also from Ad Age’s Adrienne Pasquarelli.) And Taco Bell hypes its \$1 Beefy Potato-rito.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SLACK, SILK, BOUNTY AND MORE](#)

Ad Age, 04/19/2021

A few highlights: Slack, the workplace collaboration platform, says that “This is our moment to build something new” in a fresh TV cut of its continuing “Invent the future” campaign. (A web version of this ad [debuted on YouTube](#) on March 22. See also: [“Watch: Slack CMO on next phase of pandemic marketing as offices reopen.”](#)) A children’s chorus delivers a ditty about Silk, the almond milk brand. (Ad Age’s Ann-Christine Diaz has the backstory: [“The ‘milk of the land’ comes from almonds in campaign for Danone’s Silk.”](#)) And Bounty comes to the rescue when an enthusiastic swipe on an online dating profile causes a messy spill.

AdAge

[VACCINE ADS ARE WORKING—PARTICULARLY AMONG DEMOCRATS](#)

Ad Age, 04/14/2021 (avoid paywall [here](#))

“As we saw last year with ads that leaned into pandemic themes, viewers see through just words. That’s why statements with action—as Budweiser did in donating Super Bowl advertising spend to help promote the vaccine—can have the most powerful impact on viewers,” said **Sammi Scharninghausen**, brand analyst for **Ace Metrix**, an iSpot.tv company.

VACCINE ADS ARE WORKING— PARTICULARLY AMONG DEMOCRATS

Research company finds the spots are persuasive, but there is still resistance among Republicans

By [Tony Case](#). Published on April 14, 2021.



Credit: Budweiser

AdAge

[ADVERTISING INSIGHTS FROM 4 TOP DTC SOCIAL MEDIA SPENDERS](#)

Ad Age, 04/13/2021 (avoid paywall [here](#))

According to iSpot, Imperfect Foods' full-year TV spend in 2020 was \$2.4 million, a massive increase from \$69,100 spent in this channel in 2019. Magellan reports that the company placed around 30 podcast ads over the last year and, and Pathmatics says Imperfect Foods spent around \$14.8 million on digital display ads in 2020, a little more than double the \$6.2 million spent in 2019.

TVOT

[TVOT Session Alert: Audience-Based Buying in Action](#)

TVOT, 04/14/2021

Part II: Focus on Measurement

This discussion will focus on measurement. We'll talk about how brands are measuring success and which key performance indicators (KPIs) they are optimizing against. Panelists include:

- [Chris Geraci](#), Chief Client Officer, AdCuratio
- [David Ernst](#), VP of Advanced Television and Digital Analytics, A+E Networks
- [Sean Cunningham](#), President and CEO, VAB (Moderator)
- [Stuart Schwartzapel](#), SVP of Media Partnerships, iSpot

Skift.

[Will Airbnb's Lackluster Ad Campaign Backfire as a Travel Recovery Picks Up Later This Year?](#)

Skift, 04/14/2021

TV analytics firm iSpot.tv estimates that Airbnb spent \$18.7 million just on U.S. TV ads in the nearly two months the spots have been running.

TV (R)EV

[Time for a Checkup: Viewership and Ad Trends for TV's Hit Medical Dramas](#)

TVREV, 04/14/2021

Crossover isn't just limited to viewership. According to iSpot, there are multiple brands that have advertised at least once during each of the most recent seasons of the above medical dramas: Allstate, Domino's, Geico, Kia, Kinder, State Farm and T-Mobile. Additionally, the wireless communication category was among the top five industries by TV ad impressions for each show.

...

The March 11 return of Grey's generated 132 million TV ad impressions. Facebook was the most-seen brand during the episode, with 6.7 million TV ad impressions of its spot "[House Plant Hobbyist](#)," promoting Facebook Groups. According to an [iSpot Ace Metrix](#) survey, 29% of respondents considered the music to be the single best thing about the ad.



WARDSAUTO™

[Subaru 1-2 in Most-Seen Auto Ads Chart](#)

WardsAuto, 04/14/2021

In Subaru's first-place spot for the Forester, time moves backward as the unpacking of a family's gear prompts a string of memories about how much life they've experienced with their vehicle over the years. Per an [iSpot Ace Metrix](#) survey, brand recognition for Subaru came in at 82% (meaning viewers overwhelmingly remembered it was a Subaru ad after watching it).



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

Broadcasting + Cable, 04/14/2021 ([PromaxBDA](#))

On the strength of 379.4 million TV ad impressions, an [ABC](#) promo for Rebel, a new drama starring Katey Sagal, tops our chart. It's [the second week in a row it's No. 1](#).

ABC also once again grabs third place to promote new comedy Home Economics, while fellow broadcast network [CBS](#) takes fourth to drum up excitement for the 2021 ACM Awards — the 56th Academy of Country Music Awards telecast set for Sunday, April 18, with Keith Urban and Mickey Guyton hosting.



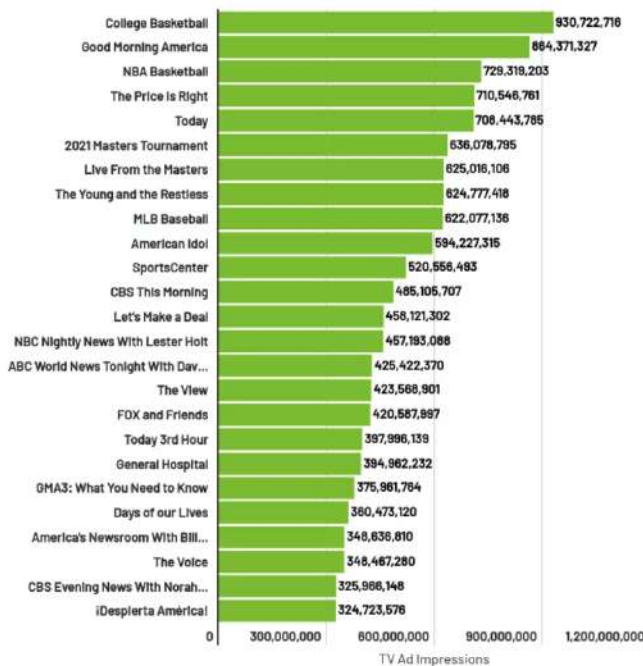
[TV By the Numbers: 2021 Masters Scores for Watch-Time](#)
Broadcasting + Cable, 04/13/2021

Once again, college basketball was No. 1 for TV ad impressions, 930.7 million, a 74.82% week-over-week decrease as March Madness and the NCAA tournament came to a close. NBA basketball took third place with 729.3 million impressions, a 55% increase from the previous week. The 2021 Masters Tournament and Live From the Masters were neck and neck with 636.1 million impressions vs. 625 million, respectively, and MLB baseball made the top 10 with 622 million impressions, a slight 5.6% week-over-week increase.



Top Shows by TV Ad Impressions

April 5-11, new episodes only



THE LEADER.
THE HEIGHTS • GARDEN OAKS • OAK FOREST • NORTH HOUSTON

[A ploy named Sue](#)
The Leader, 04/14/2021

Carlson's net worth is approximately \$30 million. **According to iSpot.TV**, an advertising metrics firm, Tucker Carlson Tonight sold \$108.3 million worth of commercials in 2020. However, that was a 45 percent decline from the previous year. iSpot TV figures that Tucker Carlson Tonight generates about 16 percent of Fox News' total ad revenue estimated at more than \$1 billion.

BACKSTAGE

[How To Create a Commercial Acting Résumé](#)

Backstage, 04/15/2021

These days it's easier to get a download off of YouTube or **iSpot.TV**, but just in case, ask the shiner if you can get a copy of the spot sent to you.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM VITAMINWATER, AIRBNB, BOUNTY AND MORE](#)

Ad Age, 04/13/2021

A few highlights: "I Got You Babe" serves as the soundtrack of the latest Airbnb "Made possible by Hosts" ad, which focuses on a family's stay at [a converted barn in Fowey, England](#). Vitaminwater hypes Vitaminwater Zero Sugar with lutein, an antioxidant carotenoid that's thought to improve eye health. And in a Bounty spot, a winning lottery ticket is saved from ruin by "The Quicker Picker Upper."

AdAge

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

Ad Age, 04/09/2021

A few highlights: NBA players Boban Marjanović and Tobias Harris star in another of a series of spots for Goldfish snack crackers. AT&T says it "keeps kids and teachers connected, so the learning never stops." And Fellowes wants you to know that its line of air purifiers capture 99.99% of airborne coronavirus.



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

WERSM, 04/11/2021

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

[HOW CONSUMERS ARE REACTING TO GMC'S HYPERDRAMATIC HUMMER EV TEASER COMMERCIALS: DATACENTER WEEKLY](#)

Ad Age, 04/02/2021

How's this approach working? According to data from [Ace Metrix](#) shared exclusively with Datacenter Weekly, it's working pretty well so far. Ace, the analytics company recently acquired by [iSpot.tv](#), conducts in-depth consumer opinion surveys surrounding most major ad campaigns that get national TV exposure. The company says the installment of the Hummer EV campaign linked above is one of its top 10 "Breakthrough" ads for March 25-April 1, meaning it broke through the clutter for survey respondents—most notably performing above auto-industry norms in terms of attention and likeability. Among the verbatim responses submitted by those surveyed:

"Tone and scene capture attention and keep me anticipating what it is, making me want to know more. Gives you just enough info to get intrigued and do your own research." —a female in the 21-35 age group

"The ad definitely grabbed my attention, first with the music, and then with the vivid visual scenes, similar to an alien invasion or something tremendously important impending." —a male 50+

"The ad starts off really ambiguous, which caught my attention. The music is very intense." —a male 21-35

"I liked the clever usage of a storm to show how powerful the electric car is. It was fun to watch and very memorable." —a female 21-35

"It gets your attention visually right away. ... It keeps your attention till the end." —a female 36-49

"I loved the music video look of the ad. I'm glad electric trucks are being sold as 'cool.'" —a female 50+

Datacenter

HOW CONSUMERS ARE REACTING TO GMC'S HYPERDRAMATIC HUMMER EV TEASER COMMERCIALS: DATACENTER WEEKLY

Plus: ad industry employment rebounds

By Simon Durance, Published on April 02, 2021.



Credit: GMC

theTradeDesk®

[Ford shifts to Connected TV](#) - Case Study
The Trade Desk, 04/05/2021 [video]



AdAge

[JUST HOW ANNOYING IS KIA'S 'STORYTELLING MACHINE'? : AD REVIEW](#)

Ad Age, 04/09/2021

But OK, yes, we know—the Kia campaign intends to exclude storytelling devices from its “world’s first” designation; the implicit suggestion is that the Sorento is an enabler of stories. **In one ubiquitous 30-second spot in the campaign—which racked up more than 170 million TV ad impressions in March alone, according to analytics firm [iSpot](#)**—an announcer tells us that the Sorento is “capable of finding the most unexpected of stories, in the most unexpected of places. Those stories are out there. And they’re yours to claim. And yours to share with the world.”

JUST HOW ANNOYING IS KIA'S 'STORYTELLING MACHINE'? : AD REVIEW

Spoiler: very

By [Simon Dumenco](#), Published on April 09, 2021.



Credit: Kia

AdAge

[AMAZON'S #PEEGATE, A SELF-INFLICTED PR DISASTER, EXPLAINED: MONDAY WAKE-UP CALL](#)

Ad Age, 04/05/2021

The Hummer EV SUV reveal was, to put it mildly, heavily hyped. Ad Age Datacenter Weekly has exclusive data, via iSpot Ace Metrix, on how the campaign has been received so far: [“How consumers are reacting to GMC’s hyperdramatic Hummer EV teaser commercials.”](#)



['Godzilla vs. Kong' Scores At Box Office, Heavy National TV Sports Advertising](#)
MediaPost, 04/05/2021

Over the last two weeks, Warner Bros. spent an estimated \$6.8 million on national TV advertising -- with a total of 1,611 airings of commercial messaging, according to iSpot.tv.

TV (R)EV

[Who's Still Advertising with Tucker Carlson at the End of Q1 2021?](#)
TVREV, 04/02/2021

Following January's coup attempt, we utilized data from [iSpot.tv](#) to take a [look at which brands were still advertising](#) during Fox News' Tucker Carlson Tonight. It's been awhile since then, though. And with the first quarter of 2021 closing and news [seemingly losing viewers across the board](#), it seemed like as good a time as any to see how advertisers have further shifted away from (or toward) the problematic program.

#	Brand	Airings
1	FOX News Channel	18
2	My Pillow	10
3	Relief Factor	6
4	Ark Encounter	6
5	Balance of Nature	6
6	Listen Lively	5
7	Hero Health	5
8	FOX Nation	5
9	Pure TalkUSA	5
10	Cuddly	4



[AbbVie drops Humira TV spend; Sanofi and Regeneron, Novo Nordisk step up on March pharma list](#)

Fierce Pharma, 04/05/2021

Overall spending may be normalizing after a spendy six months. Total spending for the top 10 pharma TV advertisers in March was \$148 million, down from the February total of \$165 million, but similar to last March's \$156 million and February's \$149 million, according to the iSpot.tv data.



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

Broadcasting + Cable, 04/07/2021 ([PromaxBDA](#))

On the strength of nearly 306 million TV ad impressions, an [ABC](#) promo for Rebel, a new drama starring Katey Sagal, tops our chart. ABC also grabs third place for new comedy Home Economics, while fellow traditional broadcaster [NBC](#) takes second to hype both Law & Order: SVU and new spin-off Law & Order: Organized Crime.

Cable networks round out the ranking, with [Disney Channel](#) giving some love to its mascot, Mickey Mouse, in a Mickey Mornings spot in fourth place, and [TBS](#) promoting new sitcom Chad in fifth.

Notably, the Home Economics spot has the highest iSpot Attention Index (125) in this week's chart, 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).



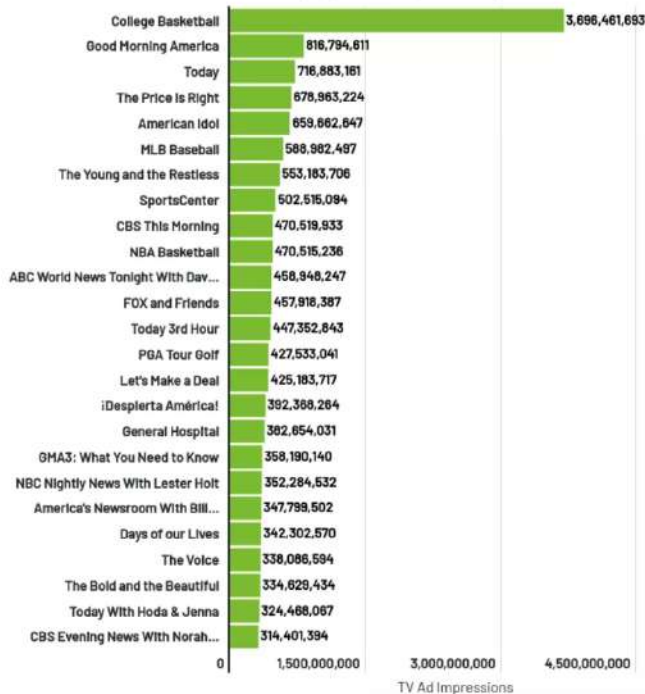
[TV By the Numbers: The March Madness Continues, MLB Pops Up](#)
Broadcasting + Cable, 04/06/2021

College basketball continued its domination, racking up 3.7 billion TV ad impressions during the week. American Idol broke into the top five with 659.7 million impressions, beating MLB games, which generated 589 million impressions. The Price Is Right and The Young and the Restless were the only other non-sports or news programs to make the top 10. NBA basketball, which was in fifth place for impressions the previous week, dropped to No. 10 (470.5 million impressions); PGA Tour golf also slipped down the ranking, from No. 2 to No. 14 (427.5 million impressions).



Top Shows by TV Ad Impressions

March 29 through April 4, new episodes only





WARDSAUTO™

[Subaru, Jeep Claim Four of Five Most-Seen Auto Ads](#)

WardsAuto, 04/08/2021

Hyundai has the third-ranked ad for the week of March 29, followed by two Jeep spots.

Subaru's first-place commercial takes a trip down memory lane as a family recounts the special moments they've enjoyed as Forester owners. **Per an [iSpot Ace Metrix survey](#)**, this ad performed above the norm for the auto industry in terms of watchability and likability, with viewers considering it "soothing" and "heartwarming."

AdAge

[Watch the newest commercials on TV from Impossible Foods, IBM, Zillow and more](#)

Ad Age, 04/08/2021

A few highlights: Impossible Foods serves up mouthwatering shots of sizzling burger patties (that are made from plants). IBM explains how manufacturers are using its hybrid cloud computing solutions. And Zillow presents two spots that are epic in very different ways. (Ad Age's Adrienne Pasquarelli has the backstory: "[Zillow says 'To move is to grow' in new brand campaign tapping into pandemic-fueled surge.](#)")

AdAge

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

Ad Age, 04/06/2021

A few highlights: Google imagines life post-pandemic. (Ad Age's Ann-Christine Diaz has the backstory on the campaign: "[Google's COVID-19 vaccine ad says farewell to 'virtual,' 'lockdown' and more.](#)") Brie Larson helps hype what Nissan is calling "The New Nissan." And Olympic gymnast Simone Biles rather dramatically demonstrates just how fast you can pay with a contactless Visa card.

AdAge

[Watch the newest commercials on TV from Overstock, Chevy, White Claw and more](#)
Ad Age, 04/05/2021

A few highlights: An Overstock customer gets emotional when she realizes she no longer has to “choose between quality and price.” Chevrolet celebrates the special place that baseball has in American life in a nostalgic spot titled “Field of Dreams.” And White Claw serves up a stylish, black-and-white spot with the tagline “Let’s White Claw.” (Ad Age’s E.J. Schultz has the backstory on the campaign: [“Why White Claw, which has grown without a lot of advertising, is now embracing it.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GOLDFISH, CISCO, ABBOTT AND MORE](#)
Ad Age, 04/02/2021

A few highlights: NBA stars Tobias Harris and Boban Marjanović team up to hype Goldfish snack crackers. Cisco shows shots of empty offices to make a point about how its technology “can bring us back together.” And Abbott calls attention to the range of diagnostic products it makes, including COVID-19 tests.



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
We Are Social Media, 04/04/2021

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.



[SBJ Unpacks: AT&T tops March Madness ad spend](#)
 SBJ Unpacks [newsletter], 03/26/2021

NCAA corporate partners made up six of the 10 biggest ad spenders during the first two rounds of the men's basketball tournament, but accounted for just three of the top ten during the women's tournament, according to an analysis of **iSpot.tv data** by SBJ's David Broughton.

Top TV ad spenders through Second Round of NCAA Tournament				
RANK	MEN'S EVENT (CBS, TBS, TNT, TRUTV)		WOMEN'S EVENT (ABC, ESPN, ESPN2, ESPNU)	
1	AT&T Wireless* (\$28.6 million)		Verizon (\$133K)	
2	Geico* (\$19.2 million)		Nissan* (\$118K)	
3	Capital One* (\$18.9 million)		Capital One* (\$111K)	
4	Samsung Mobile (\$15.2 million)		Geico* (\$109K)	
5	Progressive (\$14.9 million)		State Farm (\$101K)	
6	Nissan* (\$13.6 million)		McDonald's (\$73K)	
7	Allstate (\$13.5 million)		Mazda (\$58K)	
8	GMC (\$11.6 million)		Velveeta (\$54K)	
9	Buick* (\$11.5 million)		Daisy (\$53K)	
10	Lowe's* (\$10.7 million)		T-Mobile (\$53K)	

Most-seen TV ads during NCAA Tournament games (by ad impressions)				
RANK	MEN'S GAMES	AGENCY	WOMEN'S GAMES	AGENCY
1	H&R Block: File Virtually (156 million)	Publicis Groupe	State Farm: Anything Can Happen (6.0 million)	The Marketing Arm
2	Samsung: Galaxy S21 - Different (149 million)	MWWPR	New York Life: Love Takes Action (5.7 million)	Anomaly
3	Coke Zero Sugar*: Pinocchio (145 million)	Ogilvy	Mazda: More Power for Your Pursuit (5.3 million)	The Garage/Team Mazda
4	Rocket Mortgage: Certain is Better (139 million)	Interpublic Group	Mountain Dew: Gremlin (5.1 million)	BBDO
5	Taco Bell: It's Back - Hype (130 million)	Deutsch LA	Nissan*: Limitless Possibilities (4.9 million)	TBWA\Chiat\Day

NOTE = * NCAA corporate champion.



[For Premium Streamers TV, More Promo Marketing Value On Linear TV Vs. Paid TV Ads](#)
MediaPost, 03/29/2021

More than half of the total estimated TV marketing for premium TV streamers -- \$264.2 million of \$474.5 million, **according to iSpot.tv** -- comes from media value of TV promotional announcements on linear TV networks owned by legacy TV companies.



[SBJ College: Mississippi wants leg up in NIL race](#)
Sports Business Journal, 03/30/2021 (avoid paywall [here](#))

Few NCAA partners spend big on women's tourney

AT&T's ad spend on the opening two rounds of the men's tournament hit \$28.6 million, the most by a long shot, followed by Geico and Capital One. AT&T and Capital One are corporate champions, while GEICO is a partner. AT&T, however, was not among the top 10 buyers in the women's tournament. Verizon spent the most money on the women's first and second rounds, followed by Nissan, Capital One, Geico and State Farm.

The data, [pulled by SBJ's research guru David Broughton from iSpot.tv](#), speaks to something I've heard a lot in the past week. The NCAA's practice of selling the women's tournament as part of a package with other championships needs to be re-examined, as does the method of selling sponsorships essentially for the men's tournament.

Multichannel^{NEWS}

[Social Video Trends for 'Clarice', 'Rock the Block', 'Genius: Aretha'](#)
Multichannel News, 03/26/2021

In the cable world, HGTV has been putting major muscle behind season two of *Rock the Block*, which premiered March 8. It's appeared in **iSpot's** [Promo Mojo ranking each week so far this month](#).

According to **iSpot**, *Rock the Block* promos have racked up 686 million TV ad impressions in March alone, making it the No. 2 most-seen TV promo for the month overall.

campaign^{US}

[Ad Council and ad tech firms measure COVID-19 vaccine campaign effectiveness](#)

Campaign, 03/30/2021 (avoid paywall [here](#))

Ace Metrix (recently acquired by iSpot TV) is testing ads before they hit the market to understand which are most likely to capture people's attention. Kinetiq is measuring brand mentions online.

...

"For all of us to take a step back and contribute to the greater good here is important," said Peter Daboll, former CEO of Ace Metrix.



[Buyers.json And DemandChain Object Now Available For Public Comment; White Ops Becomes Human](#)

AdExchanger [daily newsletter], 03/31/2021

But Wait, There's More!

TVSquared, Upwave, Kinetiq, and **Ace Metrix** have teamed up to measure the reach and impact of linear TV and OTT ads running throughout the year as part of the Ad Council and COVID Collaborative's effort to educate the American public about COVID-19 vaccines.

[\[release\]](#)

CYNOPSIS

[03/31/21: Ariana Grande grabs a red chair on "The Voice"](#)

Cynopsis, 03/31/2021

TVSquared, Upwave, Kinetiq and **Ace Metrix** have joined forces to quantify the effectiveness of the Ad Council and COVID Collaborative's "It's Up to You" COVID-19 Vaccine Education Initiative, measuring the reach and impact of the linear TV and OTT ads. "The Ad Council has long said that success for this campaign relies on our ability to serve the right message to the right audience at the right time and frequency," said Anne Deo, SVP, Analytics at the Ad Council. "These partners have provided us with the technology and analytics needed to do just that, and we are excited to be working with them."

a.list

[Ad Tech Companies Measure Efficacy Of Ad Council's COVID-19 Vaccine Campaign](#)

A.List Daily, 04/01/2021

Now, a group of four ad tech companies has convened to measure the [reach](#) and impact of the campaign's linear TV and [out-of-home](#) (OOH) ads with the ultimate goal of maximizing effectiveness and informing TV strategies. TVSquared, Upwave, Kinetiq and **Ace Metrix** are measuring the "It's Up To You" campaign 24 hours a day to gather insights on delivery, awareness and performance, campaign-wide and by specific [audience](#) segments.



[Coronavirus Briefing: Coronavirus 101: What have we learned – and when do we graduate?](#)

Medical, Marketing & Media, 04/01/2021

- We've learned that people can't and shouldn't be shamed into getting vaccinated, and we're hoping that a dose of empathy for the undecided works best. We'll find out. [The Ad Council is partnering](#) with ad tech companies Kinetiq, TVSquared, Upwave and **Ace Metrix** to measure the reach and effectiveness of its \$50 million vaccine confidence campaign. Sabrina Sanchez has details in Campaign.



[Just How Much of a Slam Dunk Has March Madness Been on Live TV?](#)

NextTV, 03/31/2021

The top March Madness ad by impressions was Samsung's "[Different](#)," promoting the Galaxy S21, with 299.3 million impressions. Uber Eats also scored with a [March Madness-themed spot featuring Leslie Jones](#) (209.1 million impressions), which gave a nod to last year's canceled tournament. According to an [iSpot Ace Metrix survey](#), 29% of viewers considered the characters (i.e., Leslie Jones, playing two versions of herself) the single best thing about the ad.



WINSIGHT GROCERY BUSINESS

[Kroger's New Game Plan: Double Online Sales, Get Fresher](#)

Winsight Grocery Business, 03/31/2021

iSpot, a third party which measures customer engagement with ads, showed Kroger had bumped engagement scores from 4.1 prior to the campaign to as high as 9.8 for its viral “Lower than Low” ad—a score that beat an unnamed big-box Super Bowl ad, presumably Walmart’s. As previously reported, [a viral meme](#) launched from “Lower Than Low” swept social media channels like YouTube and TikTok early this year, earning Kroger 45 million new impressions, she said.



WARDSAUTO™

[Hyundai Again Tops Most-Seen Auto Ads Ranking](#)

WardsAuto, 04/01/2021

Hyundai’s first-place ad for the week of March 22 suggests it’s the perfect season for a new vehicle. During the brand’s Spring Upgrade Sales Event, special deals are available on models including the ’21 Santa Fe.

Second place goes to a Mazda spot for the ’21 CX-30 Turbo with all-wheel drive and Skyactiv-G technology. According to an [iSpot Ace Metrix](#) survey, viewers found the ad to be “cinematic” and “soothing,” with 37% of respondents considering the visual scenes the best thing about it.



[Giant lawn and flower monsters run amok in GlaxoSmithKline's latest OTC Flonase ad campaign](#)

Fierce Pharma, 04/02/2021

Like many of those meds, the Flonase OTC brand recognition has been driven by advertising and marketing campaigns. During the six years since its switch, GSK has run more than 20 different Flonase, Children’s Flonase and Flonase Sensimist TV commercials, spending more than \$350 million on national media buys, according to data from real-time TV ad tracker **iSpot.tv**.



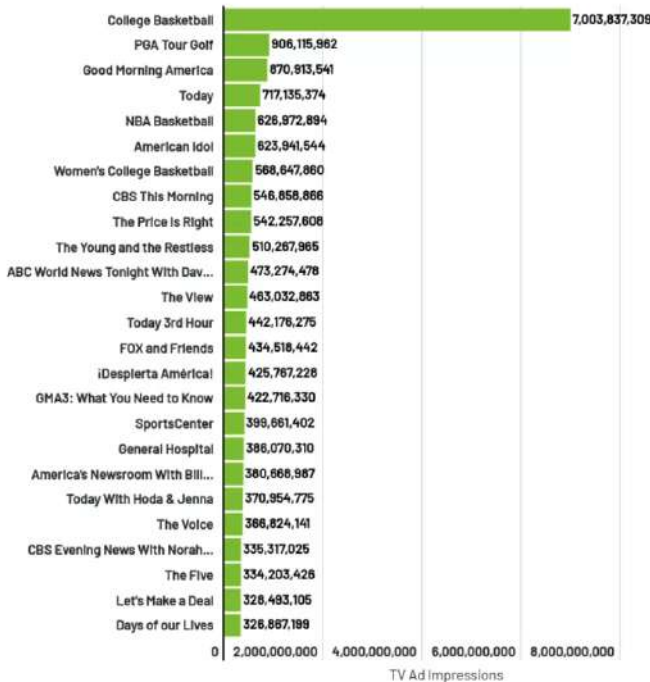
[TV By the Numbers: Basketball, Golf Tops for March 22-28](#)
Broadcasting + Cable, 03/29/2021

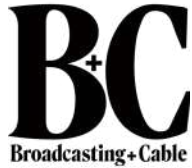
College basketball was the primary driver of impressions during the week, but its 7 billion was a 24.37% decrease from the previous week. PGA Tour golf and NBA basketball also made the top five shows by impressions, with 906.1 million and 627 million, respectively, while women's college basketball games came in at No. 7 (568.6 million). The top non-news or sports show by impressions was American Idol (623.9 million); others included The Price Is Right (542.3 million), The Young and the Restless (510.3 million), General Hospital (386.1 million), The Voice (366.8 million), Let's Make a Deal (328.5 million) and Days of our Lives (326.9 million).



Top Shows by TV Ad Impressions

March 22-28, new episodes only





[CBS Give 'United States of AI' TV's Biggest Promo Push](#)
Broadcasting + Cable, 03/31/2021 ([PromaxBDA](#))

Cable networks round out our ranking, with [HGTV](#) building excitement for home-reno competition *Rock the Block* in second, [Disney Channel](#) serving up a PSA-like general network promo titled "Use Your Voice" in third, and [TBS](#) hyping game show *Wipeout* in fifth.

Notably, the United States of AI spot has the highest iSpot Attention Index (121) in this week's 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).



[This Is The Song In The New Peloton Bike+ Commercial](#)
Nicki Swift, 03/31/2021

Per iSpot.tv, Peloton enlisted the musical duo's 2019 track "Purple Hat" in its new commercial for the highly coveted Peloton Bike+. Being that the duo is perhaps best known for their upbeat, fast-paced songs, partnering with Sofi Tukker is pretty much a no-brainer for a commercial touting a piece of cardio equipment.

THE *List.*

[Here's Where You Know The Song From Peloton's New Bike+ Commercial From](#)
The List, 04/01/2021

As per iSpot TV, the flashy new ad showcases several users getting the most out of their shiny new bikes within the confines of variously-sized homes. Happily sweating it out with big grins on their faces, each user is encouraged to push it to the limit by their peppy online instructors and finish their workout feeling great. The featured song, which suits the upbeat atmosphere, is "Purple Hat" by indie dance duo Sofi Tukker, AKA Sophie Hawley-Weld and Tucker Halpern. Speaking to *Entertainment Voice*, Halpern explained they were going for an old school vibe with the catchy track, "like the Studio 54 New York, kind of like weirdo, club kid kind of vibe."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM PETCO, LAY'S, TIDE AND MORE](#)

Ad Age, 04/01/2021

A few highlights: Ice-T, “Stone Cold” Steve Austin and Vanilla Ice help spread Tide’s “#TurnToCold” message. (Ad Age’s Jack Neff has the backstory: [“Tide wants consumers to wash clothes in cold water, making green pitch a key part of 10-year marketing plan.”](#)) Marshawn Lynch hypes Lay’s Kettle Cooked potato chips. And Petco wants you to know that it’s now positioning itself as “The Health and Wellness Company.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM GMC, AT&T, P&G AND MORE](#)

Ad Age, 03/30/2021

A few highlights: GMC hypes the big reveal of the Hummer EV SUV set for April 3. NBA legend David Robinson makes a cameo appearance in an AT&T spot to help make a point about network security. And P&G wants us to take in “the full picture of Black life.” (Ad Age’s Jack Neff has the backstory: [“Why Procter & Gamble is putting more money behind Black creators and media.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM MACY'S, H&M, U.S. BANK AND MORE](#)

Ad Age, 03/29/2021

A few highlights: Macy’s hypes its VIP Sale, with savings on select fashion, skincare, makeup and more through April 4. H&M wants you to know that “65% of all our materials are recycled, organic or sustainably sourced.” And pro golfer Collin Morikawa stars in the latest from U.S. Bank.



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

We Are Social Media, 03/28/2021

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

[MARCH MADNESS DAILY: SIDELINED IN 2020, TV ADVERTISERS ARE BACK IN FORCE](#)

Sportico, 03/25/2021

“We do have some attrition, but by and large most of them have come back, which is why we’re as tight as we are right now,” Bogusz said, before adding that the seismic upheaval in the movie business accounted for some of those rare no-shows. The studios that have been most conspicuous by their absence during the March Madness air breaks include Marvel, which through the first two rounds of the 2019 tourney had invested \$3.11 million on 29 in-game units, **per iSpot.tv data**. Also pulling a Claude Rains is Annapurna Pictures, which had spent \$1.62 million on 20 units that aired during the first week of the last pre-COVID tournament.



TV (R) EV

[How Disney+ Pushed Ads Promoting 'The Falcon and the Winter Soldier'](#)

TVREV, 03/25/2021

Since February 1, nearly 35% (over 672 million) of Disney+ TV ad impressions have come from promos around the show, according to [iSpot](#) — [including a Super Bowl spot](#) that served as the first round of extensive new teaser footage. From Mar. 1-24, [the main trailer](#) garnered over 500 million TV ad impressions, placing it just outside the top 100 most-seen spots on TV in the timeframe.

TV (R)EV

[True Crime and Police Procedurals Are TV's Ad Impression Powerhouses](#)

TVREV, 03/25/2021

Data from [iSpot.tv](#) reveals that true crime and police procedural shows are a huge driver of TV ad impressions, for both new episodes and syndicated reruns. In 2021 so far, counting both new episodes and reruns, Law & Order: Special Victims Unit alone has racked up over 15.4 billion TV ad impressions — making it the No. 1 non-sports program on TV in terms of ad delivery, responsible for 1.1% of all TV ad impressions YTD. That 1% may not sound like a lot, but when you factor in the thousands of other shows that air 24/7, it's not shabby at all (NFL football games, including the Super Bowl, accounted for about 3.4% of all TV ad impressions YTD).



[Disney Channel Tops the Latest Promo Mojo Chart](#)

Broadcasting + Cable, 03/24/2021 ([PromaxBDA](#))

On the strength of 273.9 million TV ad impressions, a two-minute episode of [Disney Channel's](#) comedy short series Random Rings — that doubles as a promo for Big City Greens — takes first place. Cable networks dominate our chart, with Disney joined by [National Geographic](#), which hypes its [Genius anthology series](#) in second place; Hallmark Movies & Mysteries, which gives some love to Mystery 101 in fourth; and [HGTV](#), which [builds excitement for Rock the Block](#) in fifth. [CBS](#), the sole traditional broadcaster in our ranking this time, promotes the 2021 NCAA Basketball Tournament in third place.

Notably, the Mystery 101 spot has the highest iSpot Attention Index (124) 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

[Nintendo keeps feasting on TV ad impressions](#)

VentureBeat, 03/20/2021 (syndicated: [Yahoo Entertainment](#))

Nintendo aired 25 spots over 3,400 times, generating 509.3 million TV ad impressions — a 65.7% increase from the previous 30-day period. The most-seen commercial, with 103.7 million impressions, was “Cat Prints: [Super Mario 3D World + Bowser’s Fury](#),” promoting the [Switch](#).

According to an iSpot Ace Metrix survey, this spot performed above average across all industries for aspects including watchability, likeability, relevance, and attention. Top emotional responses from surveyed viewers included “nostalgic,” “wholesome,” and “exciting.” Networks generating high impression-counts for Nintendo included Cartoon Network, Nick, and Disney Channel, while top programs included *SpongeBob SquarePants*, *The Amazing World of Gumball*, and *Teen Titans Go!*.

Life & Entertainment: Video Games

Top Brands - Impressions: 02/16/2021 - 03/15/2021

Data provided by iSpot.tv

- Nintendo
- PlayStation
- GameFly.com
- HandyGames
- MLB Advanced Media (MLBAM)
Video Games
- Other

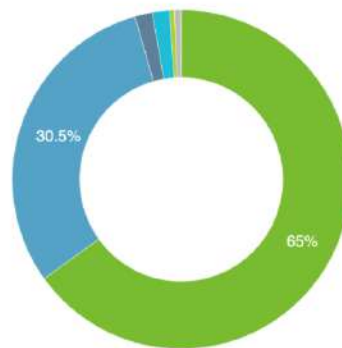


Image Credit: iSpot.tv



WARDSAUTO[™]

[Hyundai Springs to Top of Most-Seen Auto Ads Chart](#)

WardsAuto, 03/24/2021

At No.2: Nissan’s energetic commercial for the ’21 Kicks, featuring music by C.U.T. According to an [iSpot Ace Metrix](#) survey, this ad performed above the auto industry norm for attention, and 21% of viewers thought the music was the single best thing about it. Brand recognition for Nissan came in at 86% (meaning viewers overwhelmingly remembered it was a Nissan ad after watching it).

Looper

[What Is The Song In The Walmart 'Bring The Spring' Commercial?](#)

Looper, 03/25/2021

After a difficult winter in America — we don't have to get into why, you know what we mean — spring is finally here, bringing hope and warmth with it. Retail giant Walmart is celebrating the arrival of the season of renewal with a new advertisement called "Bring the Spring," **per iSpot.tv**.

MY NINTENDO NEWS

[US: Nintendo is #1 for TV advertising impressions once again](#)

My Nintendo News, 03/21/2021

VentureBeat and iSpot.tv have released the latest data on video gaming television advertising impressions. This data applies to the time period of February 16th through March 15th. Recently, [Nintendo](#) has had a surge of ad impressions, and that trend has continued once again as Nintendo is at #1 for the second time in a row.

AdAge

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

Ad Age, 03/25/2021

A few highlights: An accident-prone family uses Zocdoc to find a dentist, ophthalmologist and orthopedist in a hurry. Jason Derulo's "Take You Dancing" serves as the soundtrack for a Pepsi spot that hypes Pepsi Mango. And Kohler wants you to know about its Moxie showerhead/speaker with built-in Alexa.



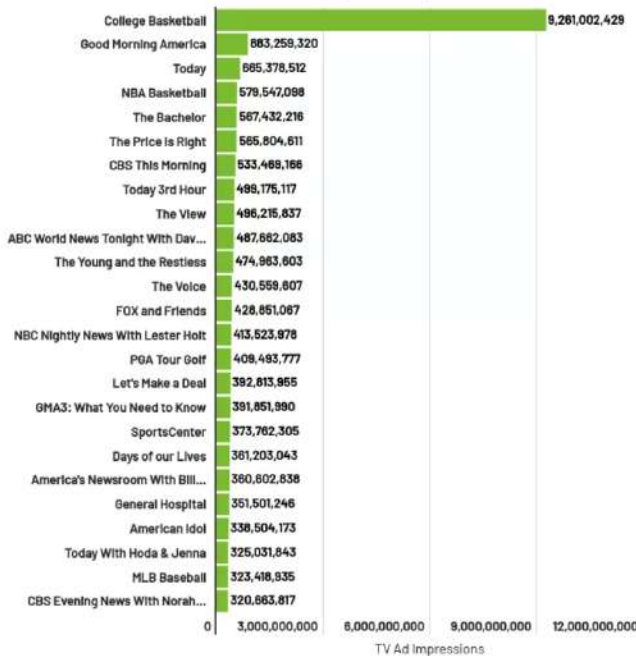
[TV By the Numbers: March Madness Is a Slam Dunk for Viewership, Ad Impressions](#)
Broadcasting + Cable, 03/22/2021

Thanks to March Madness, college basketball games generated an astounding 9.3 billion TV ad impressions — nearly as many as CBS had in total for new episodes (10.1 billion). It was the only programming to receive over a billion impressions for the week; Good Morning America took second place with 883.3 million, a 15.92% increase from the previous week. The Bachelor saw an 81.89% week-over-week increase in impressions, up to 567.4 million, while The Voice's 430.6 million impressions constituted a 26.76% decrease from the previous week.



Top Shows by TV Ad Impressions

March 15-21, new episodes only



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
We Are Social Media, 03/21/2021

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 POWERADE, HI-CHEW, CORONA AND MORE](#)

Ad Age, 03/24/2021

A few highlights: Zoe Saldana and Snoop Dogg once again team up to hype Corona Premier. (Previously: [“Corona’s Golden Globes ad starring Snoop Dogg, Bad Bunny and Zoe Saldana is like a beachy take on ‘Whassup.’”](#)) Hi-Chew, the Japanese candy brand, serves up a trippy animated tribute to... choosing Hi-Chew. And Powerade says “There’s power in numbers” in a March Madness-themed spot.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AIRBNB, RAM TRUCKS, INDEED AND MORE](#)

Ad Age, 03/23/2021

A few highlights: Indeed serves up a variation on its continuing “We help people get jobs” campaign; this version features the Little Brutes song [“Make Our Own Way.”](#) Ram Trucks tells the tale of a man who goes out of his way to be neighborly (with a little help from his trusty truck). And Airbnb serves up domestic scenes from Hill House Farms, a country home you can rent on its platform; an excerpt from a live performance of John Denver’s “Thank God I’m a Country Boy” serves as the soundtrack.

AdAge

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

Ad Age, 03/22/2021

A few highlights: NBA star Chris Paul pops up in yet another self-aware State Farm ad, along with (of course) Jake from State Farm. In a March Madness-themed spot, a pair of weirdly versatile foam hands help a prospective customer make a few key points about AT&T wireless service. And Apple hypes its Ceramic Shield for iPhone with a little help from a fumbling iPhone 12 user.

AdAge

[OPINION: HOW TV ADVERTISING CHANGED DURING THE PANDEMIC](#) [by Sean Muller]
Ad Age, 03/18/2021 (avoid paywall [here](#))

The great creative adjustment

In a matter of days last year, a good chunk of TV advertising looked or felt obsolete as the country went into lockdown. Within the first few months of the pandemic, 11% of all TV ads featured some degree of COVID-related focus.

Brands also grew more cautious about striking the right tone. In February 2020, nearly 32% of ads on TV were described as “funny” by iSpot Ace Metrix survey respondents. That number declined to less than 15% in May. Funny ads, [as Ad Age recently reported](#), have only recently begun to rebound.

Opinion →

OPINION: HOW TV ADVERTISING CHANGED DURING THE PANDEMIC

Marketers grew more nimble and became less reliant on tentpoles, for starters

By [Sean Muller](#), Published on March 18, 2021.



AdAge

[FUNNY TV ADS ARE ON THE RISE, AND HOW BRANDS ARE \(OR AREN'T\) PREPPING FOR THE COMING DATA LOCKDOWN: DATACENTER WEEKLY](#)

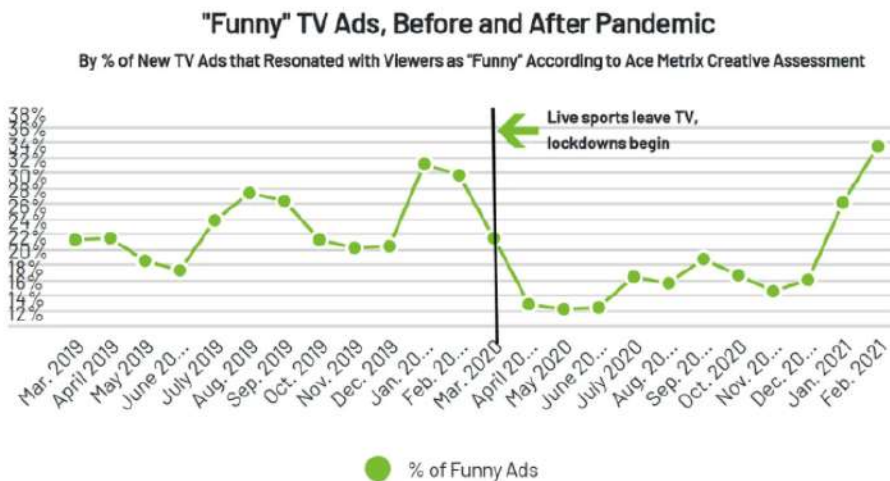
Ad Age, 03/12/2021

Funny TV ads are back in force

Remember when, during the depths of the COVID-19 pandemic, it seemed like every other ad you saw on TV was of the sad, earnest, “in these challenging times” variety? **New data from iSpot's Ace Metrix suggests** that grim is out and funny is back in.

Ace conducts nonstop viewer surveys surrounding most major TV ad campaigns. Right before the pandemic started to hit hard in the United States in March 2020, roughly one in five TV ads were flagged as being “funny” by survey respondents, as seen in the chart below. That percentage then cratered, lingering in the low- to mid-teens for months, before starting to recover by the fall of 2020. And lately the “funny” ad trend—spurred on, in part, by a critical mass of Super Bowl ads designed to tickle our funny bones—has been really surging.

Funny Ads Making a Comeback



Credit: Courtesy iSpot/Ace Metrix



[NFL BID TO EXPAND REGULAR SEASON COULD EARN NETWORKS \\$180 MILLION](#)

Sportico, 03/17/2021

According to **iSpot.tv** estimates, that San Francisco-Seattle showdown scared up nearly \$69 million in ad sales revenue before any make-good allowances were made.

While the final week of play does not feature a national broadcast window, some of those CBS and Fox games reach more than three-quarters of all U.S. TV markets. The more coverage a given matchup has among affiliates, or the closer it is to reaching a coast-to-coast audience, the higher the cost to advertise in that game. For example, CBS' late-afternoon Chiefs-Saints broadcast on Dec. 20 generated \$53 million in sales, **per iSpot data**. Exclusivity and reach helped inflate CBS' in-game unit costs; according to Nielsen, the Mahomes-Brees airshow was available in 98.6% of all U.S. media markets—because of certain NFL contractual agreements, the game was blacked out in Phoenix—and aired opposite just two late regional telecasts on Fox.

ADVANCED TELEVISION

[Report: US advertisers shift styles in pandemic](#)

Advanced Television, 03/16/2021

iSpot's report on US TV ads since the pandemic provides data around some of the biggest storylines of the last year. Among the major takeaways from the report:

- Empowering ads were up 8 per cent, while funny spots dipped by 5 per cent
- Number of advertisers on TV increased by 6.1 per cent
- Ad airings increased by 5.6 per cent
- TV ad impressions jumped by 3.4 per cent
- Minutes of ad time rose by 9.1 per cent

CYNOPSIS

[03/16/21: TLC picks up season three of "1,000-lb. Sisters"](#)

Cynopsis, 03/16/2021

How did advertising change during the pandemic? A new report from iSpot.tv provides data around some of the big takeaways of the last year, including:

- Empowering ads were up 8%, while funny spots dipped by 5%
- Number of advertisers on TV increased by 6.1%
- Ad airings increased by 5.6%
- TV ad impressions jumped by 3.4%
- Minutes of ad time rose by 9.1%

TV (R)EV

[What's the Point of Awards Season When What's 'New' Doesn't Matter Anymore?](#)

TVREV, 03/17/2021

Meanwhile, Friends and Law & Order: SVU were [top-five shows by TV ad impressions this past year, per iSpot](#). Disney+ had one new Star Wars or Marvel series for all of 2020, and largely leaned on archive content through its first 14 months. Peacock hopes everyone just keeps watching The Office [reruns on loop](#). There's a reason Netflix paid \$500 million for Seinfeld in 2019, and Peacock paid roughly the same amount for Friends.



[Walt Disney California Theme Parks To Open April 30](#)

MediaPost, 03/17/2021

Since the first of the year, DisneyWorld has aired 8,032 commercials totaling an estimated \$8.3 million in national TV spending, according to iSpot.tv. The year before period had 9,895 airings and \$16.3 million. Disneyland had 2,098 airings and \$3.6 million in national TV spending.

MediaPost News Events Awards Members More

Walt Disney California Theme Parks To Open April 30

by Wayne Friedman, Yesterday



['Grammy Awards' 2021 Earns \\$80-\\$82 Million In National TV Ad Revenue](#)

MediaPost, 03/16/2021

Nielsen's preliminary results on Monday for this year's Grammy awards telecast came in at 7.9 million viewers, with an early 1.9 rating result for the 18-49 demo. This year, Lincoln Motor was a top advertiser with 10 airings of commercials, according to iSpot.tv.

'Grammy Awards' 2021 Earns \$80-\$82 Million In National TV Ad Revenue

by Wayne Friedman, 67 minutes ago





[TV Networks Slowly Increase On-Air Promos](#)
MediaPost, 03/15/2021

U.S.-based TV networks from January through mid-March aired 1.1 million on-air promos, yielding 180.4 billion impressions, **according to iSpot.tv**. A year ago, over the same period, there was 1.2 million program airings, totaling 219 billion impressions.

MediaPost News Events Awards Members More

Television NewsDaily

TV Networks Slowly Increase On-Air Promos

by Wayne Friedman, Yesterday



CYNOPSIS

[03/17/21: BBC America's "Killing Eve" to wrap with season four](#)
Cynopsis, 03/17/2021

Viewership for this year's socially distant Grammys dropped by about half, to 9.2 million, but the telecast still earned CBS about \$80 million in national TV advertising, on par with last year's pre-pandemic event. Lincoln Motor had 10 spots during the show, according to iSpot.tv, followed by Progressive (6), Subway (5) and four each for Paramount+, Bacardi, Ford Motor, McDonald's, Warner Bros., Truly Hard Seltzer and Voltaren.



[FirstPartyCapital's Rich Ashton on Google's ID ban, Brave, and Gaming TV Ad Spend](#)
ExchangeWire [podcast], 03/12/2021

– The gaming industry experienced a boost last month after video game companies increased their TV ad spend 34%, according to a [report from VentureBeat and iSpot.tv](#). Nintendo led the pack in both spend and airings, accounting for 81.3% of the to USD \$16.6m (£11.9m) total and accruing 74.1% of all airings. The Super Mario creator shed an estimated USD \$13.5m (£9.7m) on 21 adverts that aired 3,334 times. 20% of the firm's budget was dedicated to a single airing during the Super Bowl Kickoff Show.



WARDSAUTO™

[Lincoln Tops Most-Seen Auto Ads List](#)
WardsAuto, 03/18/2021

According to an [iSpot Ace Metrix](#) survey, this spot scored above the norm across all industries in regard to information provided, and 17% of surveyed viewers considered the deal/offer to be the single best thing.

Honda's third-place spot focuses on the '21 Pilot, which is, the announcer states, "capable and equipped for family life" with three rows of seating. **Per Ace Metrix**, this ad scored above average across all industries for aspects including likability, desire and relevance. Of surveyed viewers, 23% considered the product to be the single best thing about the commercial, while 16% thought the brand itself was most appealing.



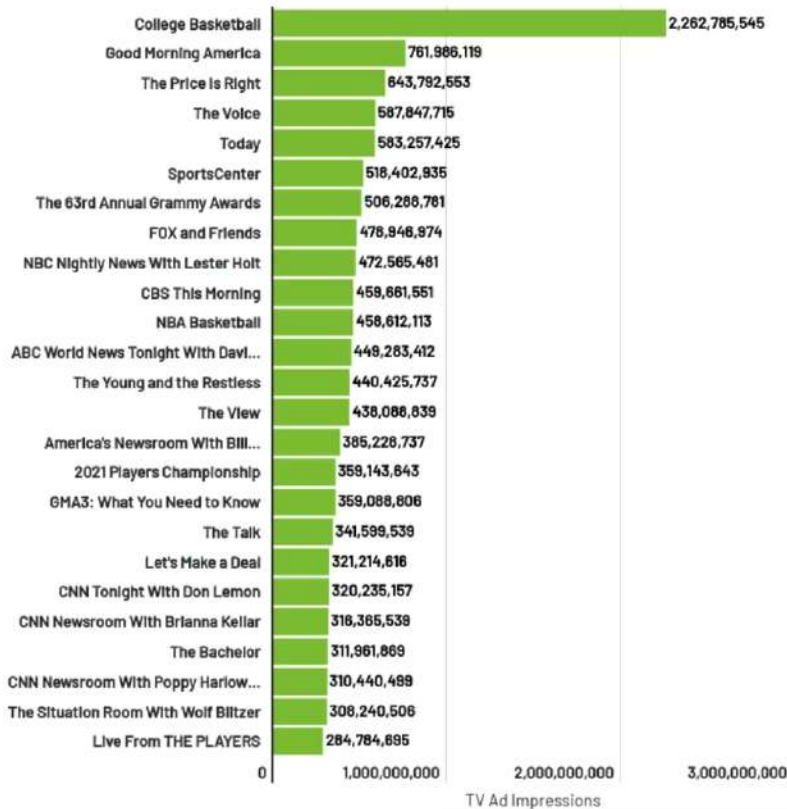
[TV by the Numbers: College Basketball, 2021 Players Championship Lead for Watch-Time](#)
Broadcasting + Cable, 03/16/2021

March Madness is approaching, and TV ad impressions for college basketball are going up: There was a 44.57% week-over-week increase, up to 2.3 billion, for games during the last week. The Voice rose up the ranking to fourth place with 587.8 million TV ad impressions, while the 63rd Annual Grammy Awards snagged seventh place with 506.3 million TV ad impressions. Impressions for The Bachelor edged up to 312 million, a 9.86% increase from the previous week.



Top Shows by TV Ad Impressions

March 8-14, new episodes only



BC

Broadcasting + Cable

[CBS Gave the Grammys TV's Biggest Promo Push](#)
Broadcasting + Cable, 03/18/2021

Rounding out the ranking: [HGTV](#) in third place, to [build excitement for Rock the Block](#); [Disney Channel](#) in fourth, with a general network spot titled “Use Your Voice” that tells the inspiring story of ballet dancer Misty Copeland; and [National Geographic](#) in fifth, to hype the latest edition of its Genius anthology series focusing on [the life of Aretha Franklin](#).

Notably, the Rock the Block promo has the highest iSpot Attention Index (121) 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).

PROMAX

[Promo Mojo: CBS Scores With Grammys](#)
PromaxBDA 03/17/2021

Rounding out the ranking: HGTV in third place builds excitement for Rock the Block; Disney Channel comes in fourth with a general network spot titled “Use Your Voice” that tells the inspiring story of ballet dancer Misty Copeland; and National Geographic takes fifth with its campaign for the third iteration of its Genius anthology series focusing on the life of Aretha Franklin.

Notably, HGTV’s Rock the Block promo has the highest iSpot Attention Index (121) in this week’s 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).

425 Business

[Epic Games Acquires Kirkland’s RAD Game Tools; More Tech News](#)
425Business, 03/15/2021

Bellevue’s iSpot.tv Adds Ace Metrix to Its Lineup

Bellevue-based [iSpot.tv](#), which measures the business and brand impact of TV advertising, has acquired California-based Ace Metrix, which measures the impact of video advertising, the companies announced.



[OTT Players and Looking to ATSC 3.0](#)

BIA Advisory Services, 03/17/2021

- According to iSpot, there 7.29 trillion addressable TV impressions in 2020, of which 142 billion less than 2% were targetable with ads. These impressions came from addressable linear and OTT platforms.

SmartBrief

[Insulet to continue TV campaign for insulin pump](#)

SmartBrief, 03/12/2021 (syndicating [Fierce Pharma](#))

Television commercials that touted Insulet's insulin pump received a positive response and the company will run them through 2021, according to Insulet CEO Shacey Petrovic. **TV tracker iSpot.tv** found Insulet began the spots in September and has spent \$14.7 million on national media since then.



[Why brands need research to gauge pandemic-fueled shifts in consumer habits](#)

Quirk's Media, 03/15/2021

Freemium tools such as SimilarWeb, Semrush, Moat, **iSpot.tv** and Follow.net can deliver a wealth of data about competitors' online behavior at a low cost. The tools provide competitors' web traffic and online advertising as well as online ad spend. More expensive options such as Numerator and Kantar Advertising Monitor offer both offline and online analysis.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DICK'S SPORTING GOODS, CHOBANI, RITZ CRACKERS AND MORE](#)

Ad Age, 03/18/2021

A few highlights: Dick's Sporting Goods CEO Lauren Hobart says that "It's our job to get more women to the top of their game." Chobani promotes Chobani Oat in its latest animated spot. (Previously: "[Chobani thinks outside the yogurt pot in a new animated campaign.](#)" from Ad Age's Jessica Wohl.) And Ritz Crackers salutes "those who impact the game without even playing" in a spot that highlights its partnership with the NCAA.

AdAge

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

Ad Age, 03/17/2021

A few highlights: Flo and her Progressive colleagues attempt to enjoy a beach day with “no insurance talk.” (Spoiler: It doesn’t go well.) Dua Lipa, Evian’s global ambassador, performs a snippet of her hit “Levitating” a cappella as part of the brand’s new “Drink True” campaign. (This is a 15-second TV cut of an ad that debuted on YouTube in [an 81-second version](#) on March 9.) And Anthony Davis and King Bach team up with a (lousy) daredevil to hype Flamin’ Hot BBQ Ruffles.

AdAge

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

Ad Age, 03/16/2021

A few highlights: Rapper Chika helps hype Facebook Groups. Jon Batiste supplies the music—and the dance—for a Lincoln spot. And Japanese jump rope phenomenon Kengo Sugino stars in the latest from Apple. (Ad Age’s Alexandra Jardine has the backstory: [“Apple goes double-dutch in a joyful AirPods Pro spot.”](#))

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HINT, AIR WICK, BASSETT AND MORE](#)

Ad Age, 03/15/2021

A few highlights: Some very bored firefighters help hype Hint, the flavored water brand. Air Wick wants you to know that it’s partnering with the World Wildlife Fund to help reseed one billion square feet of wildflower and grassland habitats; the spots below are 15- and 30-second TV cuts of an ad that debuted on YouTube in a 60-second version on March 10. (Ad Age’s I-Hsien Sherwood has [the backstory on the campaign](#).) And Bassett, the furniture maker, explains why a BenchMade table “is not just a table.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM AUDI, CHEVRON, MRS. MEYER'S AND MORE](#)

Ad Age, 03/12/2021

A few highlights: Mrs. Meyer's, the natural cleaning products brand, serves up another in a long-running series of whimsical animated ads; this one focuses on gardens as places "where goodness grows." Chevron wants you to know that it's investing in "lower-carbon technologies." And Audi says its family of SUVs can "add drama to every drive."



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

We Are Social Media, 03/14/2021

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.



[BetMGM. iSpot execs on year since shutdown](#)

Sports Business Daily, 03/11/2021 (avoid paywall [here](#))

iSpot Founder & CEO Sean Muller: "Sports leaving TV last March created both immediate and long-term effects for the industry as a whole. For example, the usual upfront market gave way to a more flexible exchange of ads and audiences. Buying cycles also tightened, so brands now use data to make decisions, and are moving from quarterly or bi-annual adjustment cycles to weekly evaluations. This kind of real-time optimization has incentivized marketers to be more agile to justify spending. Audiences that brands planned to reach via sports shifted to other types of programming and services, including streaming. So, we've seen more audience segment-based buying and increased demand for cross-platform measurement."



[Looking back — and ahead — 12 months at the pandemic's impact on the industry](#)
Sports Business Journal, 03/08/2021

Sean Muller

Founder and CEO, iSpot

"The pandemic and departure of live sports created something many wouldn't have predicted: 1,200 brands that were either first-time advertisers or those that returned to TV after a year or more off."

Looking back — and ahead — 12 months at the pandemic's impact on the industry

3.8.2021



— The Jazz-Thunder game on March 11 was the first to be postponed.
GETTY IMAGES



[HBO Max touts streaming portfolio with virtual SXSW installation](#)

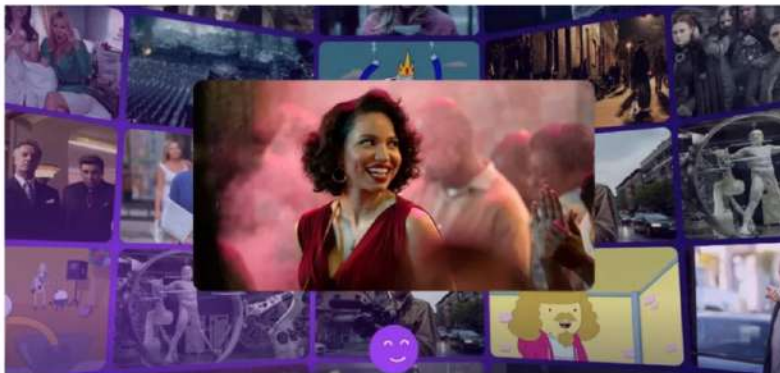
Marketing Dive, 03/12/2021

HBO Max also aims to stand out as the market for subscription video-on-demand (SVOD) services grows more crowded with Netflix, Disney+, Hulu, Apple TV+ and Amazon Prime Video all vying for limited attention. To reach viewers, streaming platforms tripled their ad spend from a year earlier to \$1 billion in the first half of 2020, [according to iSpot.TV data](#) cited by eMarketer. During that six-month period, Amazon Prime Video was the biggest spender at \$169.8 million, ahead of Hulu (\$144.6 million), Disney+ (\$135.3 million), Apple TV+ (\$104.7 million) and CBS All Access (\$54.1 million). HBO Max launched in May 2020, making it a late entrant for the period. Ad spending by the platforms is estimated to have grown in the past year [as they seek more subscribers](#) during the pandemic.

MARKETINGDIVE Deep Dive Library Events Topics

BRIEF

HBO Max touts streaming portfolio with virtual SXSW installation



Courtesy of HBO Max

BUSINESS INSIDER

[CBS booked an estimated \\$20 million in ads for Oprah's interview with Meghan Markle and Prince Harry](#)

Business Insider, 03/08/2021 (avoid paywall [here](#))

CBS aired 60 ad spots, featuring 56 commercials, including network promos, according to TV measurement firm iSpot.tv. Agency sources estimate that the network could have pocketed as much as \$19.5 million, based on a [Wall Street Journal report](#) that each 30-second ad sold for around \$325,000. CBS declined to comment.

Major advertisers in the show included Toyota and Procter & Gamble, which ran a corporate brand ad as well as spots for its products such as Tide and Bounce. ISpot.tv reports that other advertisers were Allstate, Cottonelle, Josh Cellars and a handful of streamers: Discovery+, AppleTV+, Paramount+, and Netflix.


☰ Q
INSIDER
Hello, Jason! 🔍

📈 DOW +0.44% | 📈 S&P 500 +1.53% | 📈 NASDAQ 100 +5.2%

Premium HOME > ADVERTISING

CBS booked an estimated \$20 million in ads for Oprah's interview with Meghan Markle and Prince Harry


Claire Atkinson · 17 hours ago f t v




Prince Harry and Meghan Markle. Phil Noble/Pool/Getty Images

How to strengthen the IT-marketing partnership.

Read now



POPULAR WITH SUBSCRIBERS



Goldman Sachs wants interns to have some in-office training

TV [R]EV

[New TV\[R\]EV & iSpot Special Report: Addressable TV Reach](#)

TVREV, 03/11/2021

This [Addressable TV Reach Report](#), prepared especially for TV[R]EV by our friends at [iSpot](#), shows which industries invested in addressable ads, and how they fueled a major increase in addressable impressions on TV — especially after March 2020.



MediaPost

[LA Movie Theaters To Open At 25% Capacity, Movie Marketing Spend Ramps Up](#)

MediaPost, 03/12/2021

Over the most recent 30-day period, February 9 through March 10, there have been 18,193 national TV airings for movies, according to **estimates from iSpot.tv**. Many of those commercials also touted streaming availability. This amounted to some 4.9 billion impressions.

LA Movie Theaters To Open At 25% Capacity, Movie Marketing Spend Ramps Up

by Wayne Friedman · 9 hours ago





MediaPost

[Disney TV Networks Land 7-Year NHL Deal](#)

MediaPost, 03/10/2021

In the 2019-2020 TV season, NBCSN pulled in an estimated \$603 million in national TV advertising spend for all NHL games, **according to iSpot.tv**. Almost \$480 million came just from the playoffs and finals.



MediaPost

[Automaker TV Spending, Impressions Decline In February](#)

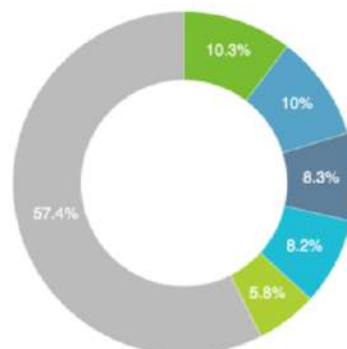
MediaPost, 03/09/2021

According to data from **iSpot's Ace Metrix**, the Chevrolet spot performed 6.8% better than the norm in terms of audience attention, and 10.7% higher by likeability.

Given the fact that fewer auto brands appeared during the Super Bowl, just 11 of the top 20 increased spend this February compared to last. General Motors spent \$13.1 million as an overarching brand after not doing so last February, while Land Rover led the way among returning advertisers with a 129% increase year-over-year. Acura also leapt 114%, Nissan was up 103% and Jeep saw a 55% jump.

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 02/01/2021 - 02/28/2021
Data provided by iSpot.tv

- Toyota
- Jeep
- Ford
- Subaru
- Hyundai
- Other





[CBS' Oprah Interview Strikes Gold: Meghan And Harry Special Draws 17.1M Viewers](#)
MediaPost, 03/09/2021

CBS pulled in an estimated \$5.6 million from the show, according to **iSpot.tv**. CBS aired some 177 promotional spots to tout the effort, which had a total media value of \$2.97 million, coming almost entirely from on-air promo placement on CBS, as well as some estimated off-network TV spend.

MediaPost News Events Awards Members More

TelevisionNewsDaily

CBS' Oprah Interview Strikes Gold: Meghan And Harry Special Draws 17.1M Viewers

by Wayne Friedman , Yesterday



BC

Broadcasting + Cable

[‘Oprah With Meghan and Harry’ Was the Top Live, Linear Program on Sunday](#)
Broadcasting + Cable, 03/08/2021

According to [iSpot](#), the always-on TV ad measurement and attribution company, 52 brands aired 56 spots 60 times during the interview. Most-seen brands (not counting network promos), included Kohl’s (20.4 million TV ad impressions), Vicks ZzzQuil (10.8 million), Realtor.com (10.7 million), Always (10.7 million) and H&R Block (10.7 million).

Home > News

‘Oprah With Meghan and Harry’ Was the Top Live, Linear Program on Sunday

By Eleanor Semeraro, Analyst and Contributor, TV|REV 18 hours ago

Viewership grew steadily during the two-hour interview, per Vizio’s Inscape



(Image credit: Joe Pugliese)

CYNOPSIS

[Cynopsis Media Tech Update: 03/08/21](#)

Cynopsis - Newsletter, 03/08/2021

Music video network Vevo announced it has selected **iSpot** as a TV ad measurement and attribution solution, enabling Vevo to distinguish CTV audiences from those viewing on other platforms to authenticate a campaign’s incremental reach. “Vevo can be bought like TV, and now, measured all the more like TV. However, unlike traditional TV, we provide brands with scaled access to younger, harder-to-reach audiences,” said Bryon Schafer, SVP, Research, Vevo. “Advertisers are increasingly coveting these audiences who are not linear cable subscribers and simply do not watch much ad-supported TV – and running campaigns on Vevo fills that void.”



[Insulet gives go-ahead for more TV ads, prepping for Omnipod 5 launch later this year](#)
Fierce Pharma, 03/11/2021

Insulet began running commercials in September and has spent \$14.7 million on national media since then, **according to data from real-time TV tracker iSpot.tv**. Core messages threading through the seven ads? Pump use means no more daily needles, and Insulet offers a 30-day free trial.

VentureBeat

[Nintendo fuels rebound in game industry TV ad spend in February](#)
VentureBeat, 03/06/2021

Nintendo spent an estimated total of \$13.5 million airing 21 commercials 3,334 times, and 20% of its budget went to a single airing during the Super Bowl Kickoff Show. "Cat Prints: [Super Mario 3D World + Bowser's Fury](#)" was the ad with the highest estimated outlay, \$4 million. According to an **iSpot Ace Metrix** survey, viewers thought this spot was "nostalgic" and "wholesome," and it performed above the norm across all industries for multiple aspects, including likeability, watchability, desire and relevance.

Life & Entertainment: Video Games
 Top Brands - Est. TV Spend: 02/01/2021 - 02/28/2021
 Data provided by iSpot.tv

- Nintendo
- PlayStation
- HandyGames
- GameFly.com
- 704Games
- Other

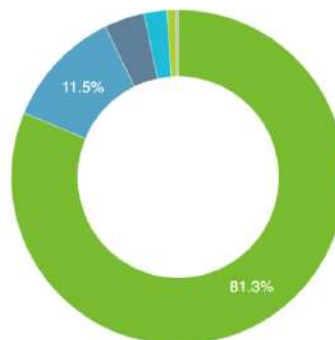


Image Credit: iSpot.tv



WARDSAUTO™

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

WardsAuto, 03/10/2021

The top-ranked spot for the week of March 1 advertises the '21 Kicks and features music by C.U.T. According to an [iSpot Ace Metrix](#) survey, this commercial scored above the norm across all industries for various aspects including attention, likeability and watchability. Surveyed viewers found the commercial “energetic” and “colorful,” with 27% considering the visual scenes to be the single best thing, while 21% thought the music was the best.



[NBC Again Gives 'Debris' TV's Biggest Promo Push](#)

Broadcasting + Cable, 03/10/2021 ([PromaxBDA](#))

Notably, the [Fox](#) spot has the highest iSpot Attention Index (158) 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).

NBC Again Gives 'Debris' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV an hour ago

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



Jonathan Tucker as Bryan Beneventi and Riann Steele as Finola Jones in NBC's 'Debris' (Image credit: James Dittiger/NBC)



[TV By the Numbers: 'The Voice' Premiere, 'Oprah With Meghan and Harry' Crack Top 15 Shows](#)

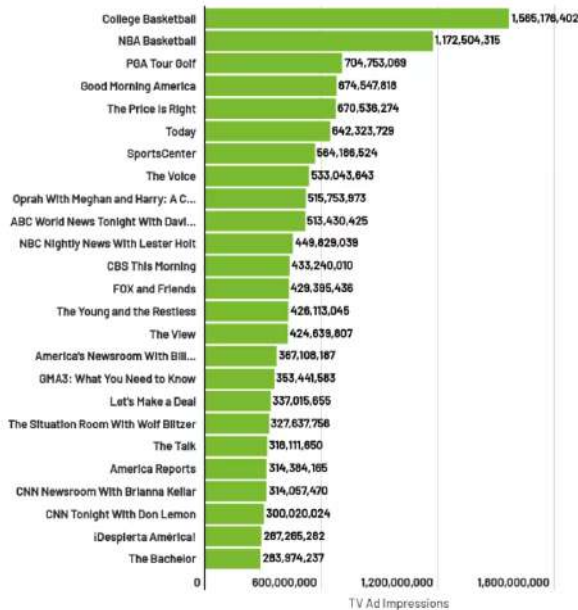
Broadcasting + Cable, 03/09/2021

College basketball games generated nearly 1.6 billion TV ad impressions during the week, while NBA games had 1.2 billion impressions. PGA Tour Golf came in third with 704.8 million impressions. The premiere of The Voice came in at No. 8 (533 million TV ad impressions), while Oprah With Meghan and Harry: A CBS Primetime Special took ninth (515.8 million impressions). The Bachelor squeaked into the top 25, with 284 million TV ad impressions, a 19.62% week-over-week decrease.



Top Shows by TV Ad Impressions

Mar. 1-7, new episodes only



[What Is The Song In The Kohl's 'Spring Into Action' Commercial?](#)

Looper, 03/10/2021

The ad was shot in a suburban neighborhood in Burbank, California, according to the blog Out of the Wilderness. The catchy commercial comes with the tagline "Spring with all You've Got," according to iSpot.TV, and the song which you will have trouble getting out of your head is titled "Sunny Side of the Street" by Jon Batiste.

AdAge

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

Ad Age, 03/11/2021

A few highlights: Wendy's issues a "Major Bag Alert" to hype its \$5 Biggie Bag combo deal. Modelo tells the story of DJ Citizen Jane's uncommon path to stardom. And Google celebrates Women's History Month.

AdAge

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

Ad Age, 03/09/2021

Soccer star Alex Morgan helps call attention to AT&T's "[She's Connected](#)" program in a fresh 30-second cut of a campaign that debuted online in February as [a 2:46 mini-doc video](#). Michelob says new Michelob Ultra Organic Seltzer is "a cut above." And Pro golfer Ian Poulter stars in a Mastercard ad that also promotes the Instacart app.

AdAge

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

Ad Age, 03/08/2021

A few highlights: Walmart says that "We're committing an additional \$350 billion to products made, grown or assembled in America" in a spot that focuses on Metrolina Greenhouses, a Walmart supplier based in North Carolina. Old Navy hypes its fleece fashions in a TikTok-style ad. And Samsung shows off the Intelligent Active Noise Cancellation technology in its Galaxy Buds Pro earbuds.



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

We Are Social Media, 03/07/2021

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.

BC

Broadcasting + Cable

[Vevo Taps iSpot for CTV Audience Measurement](#)
Broadcasting + Cable, 03/02/2021

CTV has been mushrooming and Vevo has been diving in, expanding its over-the-top distribution. [It added 10 new TV partners in 2020](#) and its CTV viewership grew by 58% in the U.S. and 30% globally.

“Vevo is the leading music video network across all platforms, reaching a billion daily views on average, making it an attractive destination for brands to leverage its cultural cachet,” said Stuart Schwatzapfel, senior VP, media partnerships, iSpot. “iSpot will play a key role in Vevo’s data-driven decision-making around its sales and monetization strategy for CTV, and we’re excited to deepen our relationship in the months and years ahead.”

Vevo Taps iSpot for CTV Audience Measurement

By Jon Lafayette 15 minutes ago

iSpot gauges incremental viewing for music videos



iSpot will measure audiences for Vevo music videos (Image credit: Vevo)



[Vevo Enlists iSpot for CTV Measurement](#)

VideoNuze, 03/02/2021

The iSpot relationship complements one that Vevo [formed](#) with TVision a little over a year ago, which Adam said focuses on content analytics, whereas iSpot focuses on campaign/audience measurement.

Adam said around 30% of Vevo's U.S. viewership now occurs on CTVs and that a big driver has been "virtual linear channels" that Vevo has created for a number of free, ad-supported streaming services. These channels are programmed by genre or decade for now. Vevo currently has these channels on Samsung TV+, Pluto and Xumo and intends to launch others

ADVANCED TELEVISION

[Vevo selects iSpot for audience measurement](#)

Advanced Television, 03/02/2021

"Vevo is the leading music video network across all platforms, reaching a billion daily views on average, making it an attractive destination for brands to leverage its cultural cachet," said Stuart Schwartzapfel, senior vice president, media partnerships, iSpot. "iSpot will play a key role in Vevo's data-driven decision-making around its sales and monetisation strategy for CTV, and we're excited to deepen our relationship in the months and years ahead."

CYNOPSIS

[03/03/21: Scripps gets real\(ity\) with new nets Doozy and Defy TV](#)

Cynopsis, 03/03/2021

Music video network Vevo announced it has selected iSpot as a TV ad measurement and attribution solution, enabling Vevo to distinguish CTV audiences from those viewing on other platforms to authenticate a campaign's incremental reach. "Vevo can be bought like TV, and now, measured all the more like TV. However, unlike traditional TV, we provide brands with scaled access to younger, harder-to-reach audiences," said Bryon Schafer, SVP, Research, Vevo.

MUSIC BUSINESS WORLDWIDE

[VEVO ADDS ISPOT TO HELP ADVERTISERS MEASURE THEIR REACH ON THE PLATFORM](#)

Music Business Worldwide, 03/02/2021

Stuart Schwartzapel, Senior Vice President, Media Partnerships, iSpot, added: “Vevo is the leading music video network across all platforms, reaching a billion daily views on average, making it an attractive destination for brands to leverage its cultural cachet.

“iSpot will play a key role in Vevo’s data-driven decision-making around its sales and monetization strategy for CTV, and we’re excited to deepen our relationship in the months and years ahead.”

VEVO ADDS ISPOT TO HELP ADVERTISERS MEASURE THEIR REACH ON THE PLATFORM



MARCH 2, 2021

BY DAVE ROBERTS





[Optimizing the News](#)

AdExchanger - Newsletter, 03/03/2021

But Wait, There's More!

[Eric Seufert's tweet](#): "If you thought Google's iOS 14 guidance was meager, behold ... Twitter's. [\[blog post\]](#)

Facebook's hardball move in Australia comes with risks. [\[WSJ\]](#)

Brands are betting big on marketing ahead of what's being described as the roaring '20s of consumerism as Americans move from 'hesitancy to hope.' [\[Ad Age\]](#)

Instagram boosts interaction with Live Rooms as the Facebook-owned network follows Twitter's launch of Spaces. [\[CampaignUS\]](#)

Twitter rolls out vaccine misinformation warning labels and a strike-based system for violations. [\[TechCrunch\]](#)

Tremor Video expands its full-service digital creative studio for brands and agencies. [\[release\]](#)

MiQ and BVA have announced a strategic partnership to aid ecommerce brands in their programmatic advertising journeys. [\[release\]](#)

Independent ad-tech duo MediaMath and LiveIntent are teaming up for an email-based "nonID" to power programmatic media buys after the decline of the third-party cookie. [\[Adweek\]](#)

Crackle Plus adds SpotX to monetize OTT inventory across new distribution channels. [\[release\]](#)

Shaquille O'Neal co-founds new ad agency focused on diversity. [\[WSJ\]](#)

Music video network Vevo will use iSpot to measure its CTV audience. [\[release\]](#)

Instacart has raised \$265 million at a \$39 billion valuation. [\[CNBC\]](#)

Sportico

[TURNER SELLS OUT NBA ALL-STAR GAME ADS DESPITE PLAYER INDIFFERENCE](#)

Sportico, 03/05/2021

As it happens, Fox's read on the league's motive for holding the All-Star Game in Atlanta this Sunday goes a long way toward explaining why advertisers were eager to invest in the Turner package. Per **iSpot.tv estimates**, the 2020 All-Star Game served up 727.5 million cumulative ad impressions, a barrage that included 230.6 million impressions among the key adults 18-34 demo. The Final Four represents the next chance that advertisers will have to reach as many younger consumers via national TV, and given the outsized impact of those CBS broadcasts, marketers are looking at around a \$950,000 unit cost in the primetime window.

Sportico

Menu

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TURNER SELLS OUT NBA ALL-STAR GAME ADS DESPITE PLAYER INDIFFERENCE



BY ANTHONY CRUPI

March 5, 2021 5:55am

f t



While LeBron James and several other NBA players don't have much enthusiasm for Sunday's contest, plenty of advertisers do.



MORE STORIES



AdAge

[GOLDEN GLOBE-WINNER 'QUEENS GAMBIT' KEEPS FUELING CHESS POPULARITY AND SALES](#)

Ad Age, 03/01/2021

Nevertheless, several brands have managed to ride the upswing of chess' popularity with campaigns that reference or revolve around the game, according to TV analytics platform iSpot.tv. Chanel, for instance, started and stopped its ["Chess" spot](#) featuring Keira Knightley before "The Queen's Gambit" aired and then resumed the campaign from December to January. The spot has received 682 million impressions from TV.

GOLDEN GLOBE-WINNER 'QUEENS GAMBIT' KEEPS FUELING CHESS POPULARITY AND SALES

The show took home best limited series and best actress, giving chess another pop culture bounce

By [Ilyse Liffreing](#). Published on March 01, 2021.



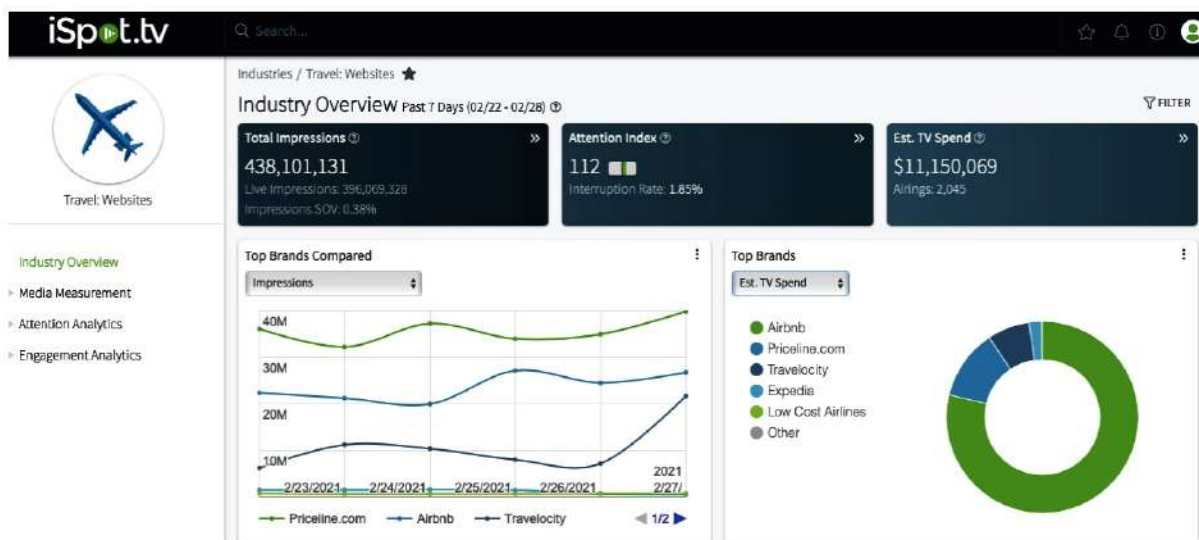
Credit: Netflix

Skift.

[Airbnb Spent \\$9 Million on U.S. TV Ads in First Week of New Campaign, Outpacing Online Rivals](#)

Skift, 03/01/2021

That estimate of Airbnb's Made Possible by Hosts Campaign, which kicked off on U.S. television nationwide February 22, according to data from TV analytics firm [iSpot.tv](#). During the February 22-28 period, Airbnb spent an estimated \$8.78 million on U.S. TV, accounting for 78.8 percent of travel website TV ad spending, according to iSpot.tv. The second largest spender was Priceline (\$1.32 million or 11.9 percent), followed by Travelocity and sister brand Expedia in a distant third and fourth, respectively.



AdAge

[HOW CREATIVITY IS FUELING FOOD DELIVERY BRAND BATTLES THROUGH THE PANDEMIC AND BEYOND](#)

Ad Age, 03/04/2021 (avoid paywall [here](#))

Uber Eats appears to be winning the most awareness from its Super Bowl campaign, variations of which continued to get TV airplay throughout February, according to ad-tracker iSpot.TV. The Ad Age-Harris Poll survey showed 43% of respondents reporting they'd seen the Wayne's World-themed spot from Uber Eats, while just 32% recalled seeing the Sesame Street-themed spot from DoorDash.

CMO Strategy

HOW CREATIVITY IS FUELING FOOD DELIVERY BRAND BATTLES THROUGH THE PANDEMIC AND BEYOND

DoorDash and Uber Eats made big bets with Super Bowl ads, which appear to be paying off according to an Ad Age-Harris Poll survey

By Ann-Christine Diaz and Jessica Wohl. Published on March 04, 2021.

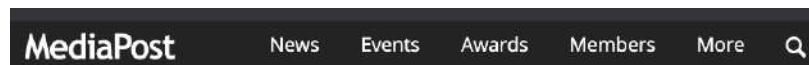


Credit: Door Dash, Popeyes, Postmates, TikTok and Uber Eats



[Video Streamers Record 47% Higher Paid Ads In Last 3 Months](#)
MediaPost, 03/01/2021

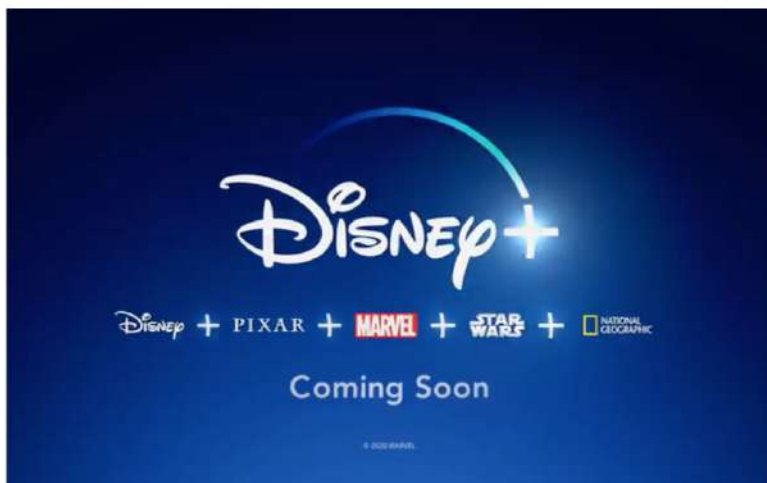
Nearly \$910 million in total estimated paid advertising and media value from promos on TV networks was placed from December through February, according to iSpot.tv.



TelevisionNewsDaily

Video Streamers Record 47% Higher Paid Ads In Last 3 Months

by Wayne Friedman , Yesterday



CYNOPSIS

[03/02/21: Nat Geo goes big with "Genius: Aretha" debut](#)
Synopsis - Newsletter, 03/02/2021

Between new services and awards season, video streamers have upped paid ad spend by 47% over the last three months – hitting almost \$910 million in paid advertising (\$369.2 million) and media value (\$540.8 million) from promos on TV networks from December through February, **according to iSpot.tv**. Top spenders were Disney+ (\$72.8 million), Amazon Prime Video (\$58.6 million), Apple TV+ (\$56.5 million), Netflix (\$37.9 million), Hulu (\$19.6 million) and Discovery (\$15.6 million).



MARKETING BREW

[Vacation, All I Ever Wanted...](#)

Marketing Brew, 02/26/2021

Hosts with the most

Leading up to its inaugural public earnings call yesterday afternoon, Airbnb launched a sappy new campaign, "[Made Possible by Hosts.](#)"

- Costing more than \$5.7 million in the campaign's first week, according to iSpot, the commercials are running across YouTube, social media, digital display banners, and TV.

Airbnb CEO Brian Chesky said marketing is going to play a major role as the company aims to "educate" travelers on the importance of hosts, and recruit more hosts to the platform. But he also noted that Airbnb will never again spend as high a percentage of its revenue on marketing as it did in 2019.

TV (R) EV

[Quick Viewership & Advertising Insights for the Golden Globes](#)

TVREV, 03/02/2021

Another of L'Oreal's most-seen ads during the evening, and the No. 5 ad by impressions for the entire broadcast (not counting network promos) — was "[Don't Settle](#)," featuring Eva Longoria, with 4.7 million TV ad impressions. **According to an [iSpot Ace Metrix](#) survey**, 29% of viewers considered the product itself the single best thing about the ad, and brand recognition for L'Oreal clocked in at 81%. One survey respondent noted, "I like that the ad talks about specific ingredients that are beneficial to the skin."



FIERCE Pharma

[AbbVie and Sanofi, Regeneron lead pharma's lower TV spending in February](#)

Fierce Pharma, 03/04/2021

Humira aired only three commercials during February, spending \$23 million and retaining its top spot. But the number was only about half of Humira's \$43 million total in January, according to data from real-time TV ad tracker iSpot.tv

AbbVie made up for some of that decrease with re-upped spending on its next-generation contenders Skyrizi to treat psoriasis and Rinvoq for rheumatoid arthritis, with \$15 million and \$12 million, respectively.



[NBC Gives 'Debris' TV's Biggest Promo Push](#)

Broadcasting + Cable, 03/03/2021 ([PromaxBDA](#))

On the strength of nearly 315 million TV ad impressions, an NBC promo for [new sci-fi drama Debris](#) takes first place. The network also lands second place with [its 2021 Golden Globe Awards](#) promo. [MTV](#), the sole cable network in our ranking, grabs third [to hype Floribama Shore](#), while [CBS](#) and [ABC](#) take fourth and fifth to promote, respectively, [Clarice](#) and *Soul of a Nation*.

Notably, the Debris 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).



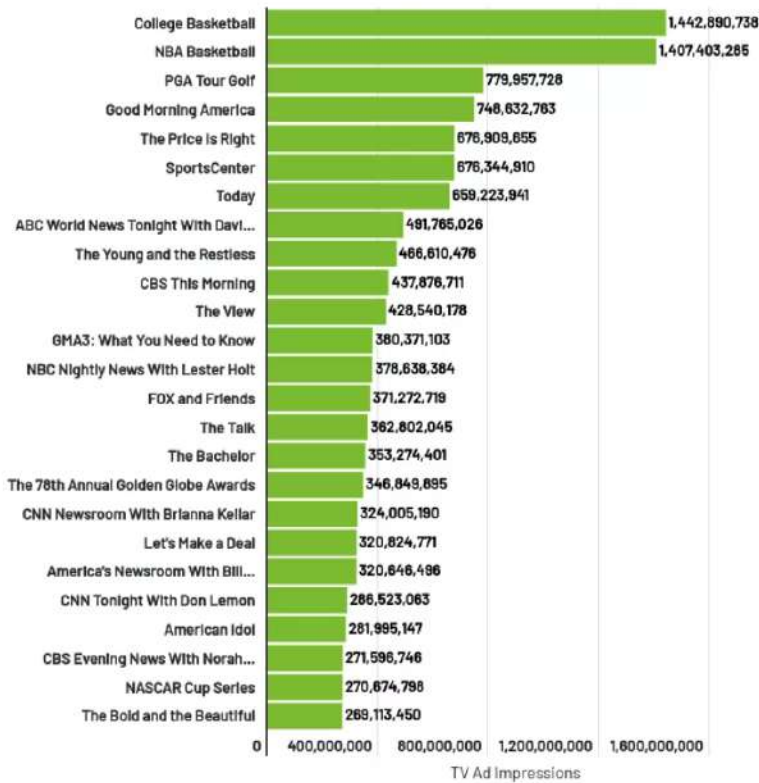
[TV By the Numbers: Basketball, Golf Continue to Rule](#)
Broadcasting + Cable, 03/05/2021

College basketball squeezed past the NBA to take first place for TV ad impressions, with games generating over 1.44 billion impressions vs. 1.41 billion. PGA Tour Golf took third place with 778 million impressions, a 50.12% week-over-week increase. The 78th Annual Golden Globe Awards generated 346.8 million TV ad impressions while American Idol, which aired at the same time, generated 282 million impressions.



Top Shows by TV Ad Impressions

Feb. 22-28, new episodes only



AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BUICK, ADOBE, BAILEYS AND MORE](#)
Ad Age, 03/04/2021

A few highlights: Buick calls the 2021 Envision an “S(YOU)V”—“an SUV built around you.” Adobe shows how the [Adobe Sign](#) e-signature solution works for one very busy (fictional) football club executive. And Baileys Irish Cream promotes its new Baileys Deliciously Light offering.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM EXPERIAN, PROGRESSIVE, WENDY'S AND MORE](#)
Ad Age, 03/03/2021

A few highlights: Reggie Miller helps hype the breakfast offerings at Wendy’s. Progressive’s Jamie (Jim Cashman) finds an incredibly annoying way to promote the insurer’s [Snapshot](#) discount program. And John Cena and his purple cow team up to compete on a faux game show for Experian.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM JEEP, KOHL'S, L'ORÉAL PARIS AND MORE](#)
Ad Age, 03/02/2021

A few highlights: Jeep hypes the Wrangler 4xe in an homage of sorts to “2001: A Space Odyssey” that features a chorus of wild animals. (Ad Age’s Alexandra Jardine has the backstory: [“Jeep’s Golden Globes ad takes the ‘Space Odyssey’ back down to earth.”](#)) “Self-worth is a journey, not a destination,” Viola Davis declares in a new 30-second TV cut of a continuing campaign from L’Oréal Paris that debuted last May with a two-minute video titled [“Lessons of Worth with Viola Davis.”](#) And Kohl’s says “Spring with all you’ve got” in a spot that playfully celebrates the coming season.

AdAge

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

Ad Age, 03/01/2021

A few highlights: The New York Times serves up a fresh installment of its continuing “The Truth Is Essential” campaign. Burger King hypes its Sourdough King sandwich. And Facebook says that “Personalized Ads help good ideas get found.” (The spot below is a 30-second TV edit of a 60-second version you can see here: [“Facebook’s new campaign, narrated by Grace Jones, celebrates ‘big ideas’ and personalized ads.”](#) via Ad Age’s Garrett Sloane.)



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

We Are Social Media, 02/28/2021

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

[AMAZON'S AD SPENDING DISSECTED, WHEN THE CEO'S TIME IS UP, AND KAY \[HEARTS\] ESPN: DATACENTER WEEKLY](#)

Ad Age, 02/19/2021

Every kiss begins with ...

Kay Jewelers was really loving TV advertising this year leading up to Valentine's Day, according to data shared exclusively with Datacenter Weekly by TV ad analytics firm [iSpot.tv](#). Key insights:

- Kay's TV ad impressions (tracked across national broadcast and cable) from Jan. 15 through Feb. 14 this year jumped 67.7% vs. the same period in 2020.
- iSpot estimates that Kay increased its ad spend nearly 21% during that same window, year-over-year.
- Amusingly, ESPN is the big winner here; the sports-focused cable network served up the most impressions—138.9 million (8.2% of the total)—of any network for Kay Jewelers TV commercials during our measurement window, with 45% of the impressions delivered during "SportsCenter."

AMAZON'S AD SPENDING DISSECTED, WHEN THE CEO'S TIME IS UP, AND KAY [HEARTS] ESPN: DATACENTER WEEKLY

Plus, lamenting the latest labor-market lows

By [Simon Dumenco](#), Published on February 19, 2021.



2020 marked only the fourth time Amazon has cut ad spending. Credit: Bloomberg

FORTUNE

[How much is Allbirds really worth?](#)

Fortune, 02/19/2021 (syndicated from [Bloomberg](#))

Allbirds is following the playbook of other DTC brands that have broadened their audience by moving from digital marketing and e-commerce into brick-and-mortar and traditional advertising. Just last month, Allbirds started spending on television ads for the first time with a focus on reruns of sitcoms with wide appeal such as *Friends* and *Two and a Half Men*, according to iSpot.tv, a TV measurement and analytics firm. The company has so far this year spent the most on marketing in the U.S. across digital, TV and print among the 175 DTC apparel and footwear brands tracked by MediaRadar, an advertising intelligence platform.

NEW YORK POST

[Gorilla Glue sales skyrocket after Tessica Brown hair saga](#)

New York Post, 02/19/2021

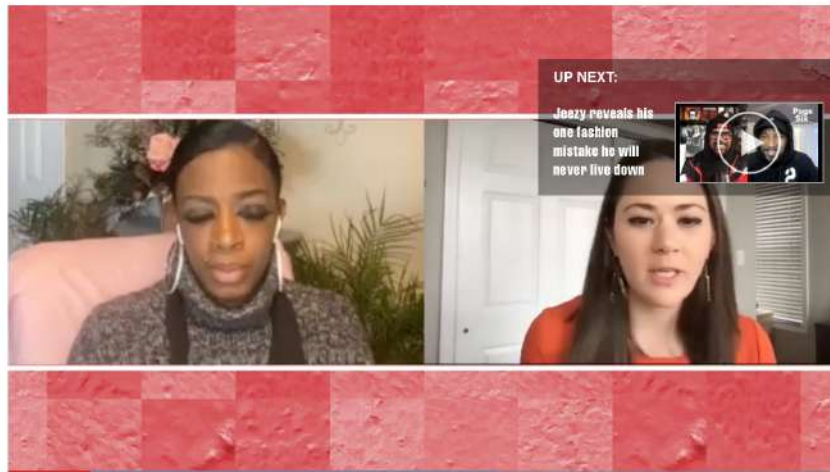
The brand shelled out just \$411 on TV in the first half of February, according to iSpot, while Pathmatics showed no digital spending by the company during the month, the mag reported.

Last year, the Cincinnati-based Gorilla Glue spent \$400,000 during the first two weeks of February as part of a \$14.4 million advertising effort, it added, citing data from iSpot.

Gorilla Glue sales skyrocket after Tessica Brown hair saga

By Yaron Steinbuch

February 19, 2021 | 10:29am | Updated



MARKETING MIND
UNIQUE | CREATIVE | GENIUS

['Gorilla Glue' Sales Shot Up By 129% After TikTok Video Went Viral](#)

Marketing Mind, 02/22/2021

Ironically, the brand had spent almost nothing on their marketing in the last few months. iSpot shows the brand spent only \$411 on TV in the first half of February. Pathmatics shows no digital spending for February.



[NFL Looking For Massive Hikes In TV Rights Fees](#)

MediaPost, 02/22/2021

NFL and ESPN representatives did not respond to inquiries by press time.

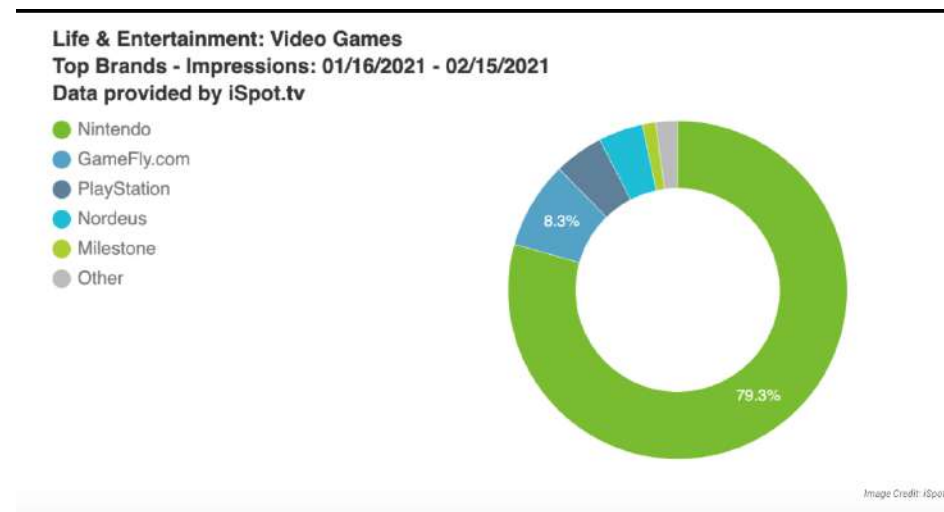
For the 2020 NFL season, national TV advertising revenues for all NFL TV games climbed 16% to \$5.2 billion from \$4.5 billion in 2019, according to iSpot.tv.

VentureBeat

[Nintendo knocks Sony off its TV ad impressions perch](#)

VentureBeat, 02/20/2021

Nintendo dethroned PlayStation this time with 307.3 million TV ad impressions generated by 15 commercials that ran over 1,700 times. “Cat Prints: [Super Mario 3D World + Bowser’s Fury](#),” promoting the new Switch game, was its most-seen spot, with 99.7 million TV ad impressions. According to an iSpot Ace Metrix survey, this spot performed above average across all industries, ranking high for likeability and watchability in particular. Top comments from viewers after watching the ad included “nostalgic” and “wholesome.” Networks generating high impression-counts for Nintendo included Nick, Cartoon Network, and CBS, while top programs included the Super Bowl Kickoff Show, SpongeBob SquarePants, and The Amazing World of Gumball.



MY NINTENDO NEWS

[US: Nintendo led gaming industry TV ad impressions over recent 30-day period](#)

My Nintendo News, 02/21/2021

Venture Beat and iSpot.TV are reporting that during the period of the 16th January-15th February [Nintendo](#) topped video gaming ad impressions in the United States. Nintendo adverts in the USA accounted for a rather hefty 79.3% of TV ad impressions for the video game industry. The Kyoto-based company had 307.3 million TV ad impressions which were generated by 15 commercials that ran over 1,700 times. The big game which was advertised was of course [Super Mario 3D World + Bowser's Fury](#) for the Nintendo Switch, which launched this month worldwide.

AdAge

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

Ad Age, 02/19/2021

A few highlights: Michael Bublé wants you to know that you can make Bubly sparkling water at home with SodaStream. (A web version of this ad debuted on YouTube in January.) Cadillac celebrates “the audacity of Blackness.” And Rebel Wilson helps hype Olly gummy vitamins.



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

We Are Social Media, 02/21/2021

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

[Can Allbirds Live Up to Its \\$1 Billion Valuation?](#)

Bloomberg, 02/19/2021 (avoid paywall [here](#))

Allbirds is following the playbook of other DTC brands that have broadened their audience by moving from digital marketing and e-commerce into brick-and-mortar and traditional advertising. Just last month, Allbirds started spending on television ads for the first time with a focus on reruns of sitcoms with wide appeal such as Friends and Two and a Half Men, according to iSpot.tv, a TV measurement and analytics firm. The company has so far this year spent the most on marketing in the U.S. across digital, TV and print among the 175 DTC apparel and footwear brands tracked by MediaRadar, an advertising intelligence platform

Bloomberg

Can Allbirds Live Up to Its \$1 Billion Valuation?

The wool sneaker brand aims to widen its appeal before a possible public offering, including opening a lot more stores.



© Dashier, a running shoe launched in May, is part of the company's plan to win over a broader audience.
Harris

ADWEEK[®]

[No Super Bowl Advertiser Did It Like Mountain Dew](#)
Adweek, 02/19/2021 (avoid paywall [here](#))

Early evidence also hints at a sales bump. Survey results found that Mountain Dew's Super Bowl commercial produced positive purchase intent among 56% of viewers, which is 5 percentage points higher than typical soda ads, according to advertising measurement platform iSpot.

ADWEEK  

CPG & GROCERY

No Super Bowl Advertiser Did It Like Mountain Dew

The beverage brand took a gamble with its Big Game sweepstakes. Here's why it paid off



No in-game Super Bowl advertiser generated more conversation on Twitter than Mountain Dew.

Mountain Dew

AdAge

[SAM'S CLUB NAMES VMLY&R ITS FIRST AGENCY OF RECORD AFTER REVIEW](#)

Ad Age, 02/18/2021

Rogers notes Sam's Club "in the U.S. alone is bumping up against \$60 billion in revenue, and globally it's \$75 billion," which would make it a Fortune 50 company on par with Disney or Starbucks as a standalone entity. But it's never been a major media spender, with most of its annual TV outlay in recent years coming from co-op ads backed by mattress supplier Serta, per iSpot.tv.

SAM'S CLUB NAMES VMLY&R ITS FIRST AGENCY OF RECORD AFTER REVIEW

Never a big spender and long in the shadow of sibling Walmart, Sam's 'blown away by caliber of competition'

By Zack Neff, Published on February 18, 2021.



Credits: Walmart

TV (R) EV

[Viewership Deep Dive: 'The Masked Dancer' and Other Musical Competition Shows](#)

TVREV, 02/18/2021

On the advertising side of things, according to [iSpot.tv](#), the always-on TV ad measurement and attribution company, the first season of The Masked Dancer generated 930.2 million TV ad impressions, with 152 brands airing 268 spots 520 times. Excluding network promos, the most-seen brands included:

- Geico (40.7 million TV ad impressions)
- Kleenex (19.7 million)
- Hyundai (19.1 million)
- Little Caesars Pizza (17.6 million)
- Downy (17.6 million)

AdAge

[GORILLA GLUE SALES SOAR FROM ENTIRELY UNSOLICITED SOCIAL MEDIA WINDFALL](#)

Ad Age, 02/18/2021

All this comes with Gorilla Glue saying very little itself on social media and spending almost nothing on paid media. iSpot shows the brand spent only \$411 on TV in the first half of February. Pathmatics shows no digital spending for February.

This is historically a slow time for Gorilla Glue in media anyway, with Pathmatics showing no digital spending last February either and iSpot showing it spent little between Thanksgiving and mid-February the past three years. But even at that, the brand in prior years had started ramping up TV spend by now, having spent \$400,000 during the first two weeks of February last year as part of an overall \$14.4 million outlay, according to iSpot. It tends to increase spending in the spring, which has in years past included branded tarp wraps at some Major League Baseball ballparks.



[Study: Advertisers favor CTV buys with established media outlets over streaming startups](#)
MarketingDive, 02/18/2021

The Advertiser Perceptions survey comes amid increased consolidation of the CTV advertising landscape. Magnite this month agreed to [buy rival SpotX](#) for \$1.17 billion in cash and stock, creating the biggest independent CTV and video advertising platform in the programmatic marketplace. ISpot.tv last month [acquired Ace Metrix](#) in a deal that combines the providers of complementary measurement services for TV advertising.



BRIEF

Study: Advertisers favor CTV buys with established media outlets over streaming startups



TV (R)EV

[Sports Media Rights: Current TV Deals and What's on the Horizon](#)
TVREV, 02/18/2021

Despite all of that, sports content remains lucrative — for both networks and the leagues, conferences and teams themselves. According to data from [iSpot](#), sports (NFL games, college football and NBA) were three of the top four shows on TV by ad impressions last year, and four of the top five shows in 2021 so far (the three aforementioned sports plus college basketball). It stands to reason that as the fight for viewers grows — on both linear and streaming TV — sports would remain the kingmaker. And coincidentally, a lot of sports media rights are up for grabs over the next few years, with negotiations already starting in several of these cases.



WARDSAUTO™

[Lincoln Returns to Top of Most-Seen Auto Ads Chart](#)

WardsAuto, 02/18/2021

According to an iSpot [Ace Metrix](#) survey, the Feeding America ad scored above the norm across all industries in multiple aspects, including likability, information and attention. When asked about the single best thing about the spot, over half (52%) of viewers cited the message, and one of the top emotional responses was “heartfelt.”



[Featured in February: 10 LA Tech Companies To Love](#)

BuiltInLA, 02/16/2021

Recently acquired: Ace Metrix was recently [acquired by iSpot.tv](#), a company that measures ad reach on TV and streaming platforms. With this new partnership, Ace Metrix’s tech will be used to help plan and evaluate TV advertising spots, ensuring each ad is impactful.

PROMAX

[Promo Mojo: ABC Nabs More Than Half-Billion Impressions for ‘Idol’](#)

PromaxBDA, 02/17/2021

Notably, the Cherries Wild 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).



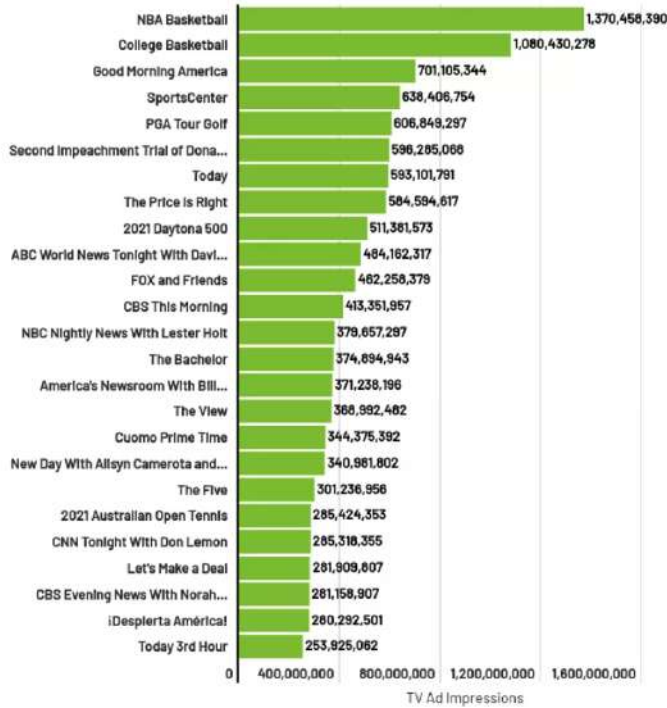
[TV By the Numbers: Impeachment Trial, Sports Rule Feb. 8-14](#)
Broadcasting + Cable, 02/16/2021

NBA games took first place for TV ad impressions with 1.4 billion, a slight 1.76% week-over-week decrease. College basketball followed closely behind with 1.1 billion impressions, a 10.74% decrease compared to the previous week. And while PGA Tour Golf had a 2.27% week-over-week decrease in impressions, it jumped up from 10th to fifth place compared to the previous week. The Daytona 500 just made the top 10, coming in at No. 9 with 511.4 million impressions, while The Bachelor jumped from No. 24 to No. 14 this time, with its 374.9 million impressions representing a 9.06% week-over-week increase.



Top Shows by TV Ad Impressions

Feb. 8-14, new episodes only



AdAge

[DUNKIN' PUTS ITS SPIN ON THE NHL BUBBLE AND SALES VERDICT STILL OUT ON THAT WEIRD OATLY SUPER BOWL AD: TRENDING](#)

Ad Age, 02/12/2021

The bottom line: AB InBev will just have to tweak a few lines of ad copy—including in this ad for [the drink](#), which has not aired since early Thursday morning, according to iSpot.

A representative for AB InBev in a statement to Ad Age said: “The truth matters. Michelob Ultra Organic Seltzer is the first USDA Certified Organic hard seltzer distributed nationally. The court’s order allows us to continue making this true statement.”

The Ultra Super Bowl spot, which is from FCB and includes Don Cheadle, has so far only aired once during the game, according to iSpot (on both CBS and ESPN Deportes during the game), even though it is unaffected by the ruling. But it is not uncommon for brands to run big celeb Super Bowl ads only once or a handful of times.

DUNKIN' PUTS ITS SPIN ON THE NHL BUBBLE AND SALES VERDICT STILL OUT ON THAT WEIRD OATLY SUPER BOWL AD: TRENDING

The week’s biggest moves, hits and misses

By [E.J. Schultz](#), Published on February 12, 2021.



●● | Marketing in the Age of Digital

[“A Sexy Body. A Sexy Alexa.” Amazon Super Bowl 2021 TV Commercial](#)

Marketing in the Age of Digital (Medium Blog), 02/15/2021

The popularity of this Commercial

[According to iSpot.tv](#), this ad's total Facebook views and earned online views from Youtube and iSpot.tv has reached 23,352,779 times. The percentage of earned digital activity generated by this commercial compared to others is 8.79%. The total tweets, shares, comments, likes on Twitter, Facebook, Youtube, and iSpot.tv is 72,079 times. These numbers show how successful it is and it has achieved earned media through social sharing. And this commercial is on the top 10 2021 Superbowl commercials' list.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ARBY'S, GARNIER, PEARLE VISION AND MORE](#)

Ad Age, 02/12/2021

A few highlights: Arby's wants you to know that its Crispy Fish Sandwich menu item is now a 2-for-\$6 Everyday Value option. Drew Barrymore helps hype the Garnier Whole Blends Sulfate-Free Remedy hair-care line. And Pearle Vision tells teachers and caregivers that “we're here for you.”



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

We Are Social Media, 02/14/2021

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.



[Ad Measurement and Revenue Attribution 2021](#)
eMarketer, 02/11/2021

[On data quality & infrastructure]

“It doesn't matter if the data science is good and if you've got some fancy interfaces that output analytics—because if the inputs aren't accurate and it's not fast, it's just not actionable,” said Sean Muller, founder and CEO at TV ad measurement company iSpot.tv. “The hardest piece of all of this is, at scale, getting user-level data that's accurate, that's modeled up to US census where you remove all the skews and the biases, and then do it all in real time.”



AdAge

[TOP 10 SUPER BOWL 2021 COMMERCIALS BY DIGITAL SHARE OF VOICE, ACCORDING TO ISPOT](#)

Ad Age, 02/08/2021

Before you dive into the chart below, a few quick notes: “Major Melon Bottle Count,” from Mtn Dew (as Mountain Dew styles its name) may be No. 1, but with a caveat. The whole point of the ad starring John Cena was to get you to tweet (your count or guess of the total number of bottles of Major Melon on view in the ad to try to win \$1 million)—i.e., the spot had a built-in social activation—so naturally that inflated social impressions. At No. 2: “Alexa’s Body,” for Amazon’s Echo device, which leveraged Michael B. Jordan’s star power, and has the most earned views (more than 8 million) online. And a lesson from the No. 3 ad, Jeep’s ‘The Middle’: Lots of social chatter doesn’t, of course, necessarily mean people loved the creative; the prevailing assessment of this ad was that it was “preachy,” iSpot tells us.

Game Day Totals

56 Advertisers	67 Spots	20 Show Promos
6,311,766,944 TV Ad Impressions	26,009,536 Earned Online Views	63,952,833,303 Social Impressions

THE WALL STREET JOURNAL.

[CMO Today - Newsletter](#)

The Wall Street Journal, 02/09/2021

57.4 minutes

Total ad time between kickoff at the Super Bowl and the final whistle, unchanged from last year's game on Fox, according to iSpot.tv. National brand advertising got 150 seconds more than last year, however, as CBS ran fewer regional commercials and network promos.

The Magic Number

57.4 minutes

Total ad time between kickoff at the Super Bowl and the final whistle, unchanged from last year's game on Fox, according to iSpot.tv. National brand advertising got 150 seconds more than last year, however, as CBS ran fewer regional commercials and network promos.

AdAge

[HOW SUPER BOWL COMMERCIALS SCORED ON DIGITAL AND SOCIAL MEDIA: TUESDAY WAKE-UP CALL](#)

Ad Age, 02/09/2021

According to iSpot.tv data, 56 advertisers and their 67 spots airing during Super Bowl LV brought in more than 6.3 billion TV ad impressions, 26 million earned online views and 64 billion social impressions. The brands with the highest digital share of voice include Mtn Dew's spot featuring John Cena, Amazon's Alexa spot with Michael B. Jordan and Jeep's "The Middle" with Bruce Springsteen.

HOW SUPER BOWL COMMERCIALS SCORED ON DIGITAL AND SOCIAL MEDIA: TUESDAY WAKE-UP CALL

Plus, what Big Game ads looked like in Canada

By [Ilyse Liffreing](#). Published on February 09, 2021.



AdAge

[THE 5 FUNNIEST SUPER BOWL COMMERCIALS, ACCORDING TO ACE METRIX CONSUMER SURVEYS](#)

Ad Age, 02/08/2021

[Ace Metrix](#), the advertising analytics company recently acquired by [iSpot.tv](#), has been busy asking consumers what they thought of all the Super Bowl LV commercials. Across last night and this morning, Ace showed each national Super Bowl ad to a unique panel of 500 people and then had the panelists fill out standardized surveys to gauge if they thought a given ad was likeable, informative, etc. (More on Ace methodology [here](#).)

As always, people seem to want to be either inspired by Super Bowl ads or made to laugh. So we asked Ace to rank what respondents thought were the five most empowering SB commercials as well as the five funniest. Indeed's "The Rising" (a commercial that earned 5 out of 5 stars in [Ad Age's Super Bowl 2021 ad review](#)) tops the empowering ranking, while Cheetos' "It Wasn't Me," starring Hollywood power couple Ashton Kutcher and Mila Kunis, earns the highest "funny" rating, just edging out Tide's "The Jason Alexander Hoodie." Scroll down for the rest.



[Here are the biggest Super Bowl advertisers of the last 11 years](#)
CNBC, 02/06/2021

Here are the nine Super Bowl advertisers who have run the most in-game spots from 2010 to 2020, according to data from ad measurement firm iSpot.tv:

...

The [Anheuser-Busch InBev](#) beer has aired 26 commercials in the last 11 years during the big game. It typically airs at least two in-game commercials. Between 2016 and 2020, Bud Light has spent \$61.4 million on Super Bowl airtime, according to estimates from iSpot.



Here are the biggest Super Bowl advertisers of the last 11 years

PUBLISHED SAT, FEB 6 2021-9:30 AM EST

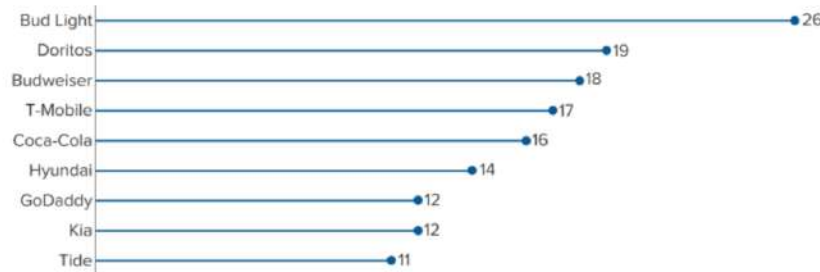


Amelia Lucas

SHARE [f](#) [t](#) [in](#) [✉](#)

Most frequent Super Bowl advertisers

Ads shown during Super Bowls, 2010-2020



SOURCE: iSpot.tv



F&B
nat
cor
Pak

TREI



Forbes


[The Very Worst Ads In Super Bowl LV](#)
Forbes, 02/10/2021 (avoid paywall [here](#))




This year's Super Bowl [saw many advertisers play it safe](#). While the consensus appears to be that most of this year's ads were well received. According to [iSpotty](#), 49% of the ads scored points for humor/funny, and these tended to score better than ads that did not use humor.


Forbes

Feb 9, 2021, 07:13pm EST | 644 views

The Very Worst Ads In Super Bowl LV

 **Charles Taylor** Senior Contributor @
CMO Network
I am a Professor looking for deep insights into marketing



While the Super Bowl LV telecast contained many good ads, some bombed as well.

MPI34/MEDIA PUNCH/MEDIA PUNCH/IPX



[NFL ad spend up 17% to \\$6.2B in pandemic year](#)

Sports Business Daily, 02/08/2021

Approximately 800 brands collectively spent \$6.2 billion on advertising during NFL telecasts during the 2020-21 season, an increase of 17% over the 2019-20 season, according to iSpot.tv. For the insurance category as a whole — a particularly competitive one, as the league has official deals with American Family Insurance, Geico and Nationwide — ad spending during NFL games made up 31% of its entire TV outlay this season, compared to 29.3% in the 2019 season. Overall, automakers and insurance companies made up the biggest share of ad spending, a trend that has stayed consistent over the past several years. Verizon (\$233.9 million) and Progressive (\$233.8 million) topped spending by brands for the season.

Top ad spenders during NFL telecasts during the 2020-21 season

Brand	Ad spend (in millions)	No. of airings
Verizon*	\$233.9	1,253
Progressive	\$233.8	810
Geico*	\$209.1	903
T-Mobile	\$152.1	523
Toyota	\$141.1	399
State Farm	\$133.6	579
Walmart	\$123.5	587
AT&T Wireless	\$115.1	442
Ford Truck*	\$114.0	471
USAA*	\$100.4	357
Hyundai	\$100.0	192
Amazon*	\$99.7	374
Apple iPhone	\$95.3	322
Chevrolet	\$92.9	195
Allstate	\$84.8	355
Lowe's*	\$78.9	408
Amazon Web Services*	\$77.8	267
Samsung Mobile	\$77.7	305
Burger King	\$76.1	637
Honda	\$72.7	319

+ Newsletter mentions 02/09/2021

Speed Reads

- Approximately [800 brands helped push NFL ad spending up 17% to \\$6.2 billion](#) during the 2020 season, according to an analysis of iSpot.tv data by SBJ's David Broughton. Automakers and insurance companies made up the biggest share once again. Verizon (\$233.9 million) and Progressive (\$233.8 million) topped spending by all brands for the season.



► UPFRONT



NFL ad spend up 17% to \$6.2B in pandemic year

APPROXIMATELY 800 BRANDS collectively spent \$6.2 billion on advertising during NFL telecasts during the 2020-21 season, an increase of 17% over the 2019-20 season, according to iSpot.tv. For the insurance category as a whole — a particularly competitive one, as the league has official deals with American Family Insurance, Geico and Nationwide — ad spending during NFL games made up 31% of its entire TV outlay this season, compared to 29.3% in the 2019 season. Overall, automakers and insurance companies made up the biggest share of ad spending, a trend that has stayed consistent over the past several years. Verizon (\$233.9 million) and Progressive (\$233.8 million) topped spending by brands for the season. — David Doughton

TOP AD SPENDERS DURING NFL TELECASTS DURING THE 2020-21 SEASON

Brand	AD SPEND (IN MILLIONS)	NO. OF AIRINGS
Verizon*	\$233.9	1,253
Progressive	\$233.8	810
Geico*	\$209.1	903
T-Mobile	\$162.1	823
Toyota	\$141.1	398
State Farm	\$133.8	679
Walmart	\$123.5	587
AT&T Wireless	\$116.1	442
Ford Truck*	\$114.0	471
USAA*	\$100.4	357
Hyundai	\$100.0	192
Amazon*	\$99.7	374
Apple iPhone	\$95.3	322
Chevrolet	\$92.9	195
Allstate	\$84.8	356
Lowe's*	\$78.9	408
Amazon Web Services*	\$77.8	267
Samsung Mobile	\$77.7	305
Burger King	\$76.1	637
Honda	\$72.7	319

* Official NFL corporate partner

TOP SPENDING BY INDUSTRY SEGMENT

Industry Segment	AD SPEND (IN MILLIONS)	CHANGE FROM 2019-2020 SEASON
Automakers	\$932.3	▲ 21.0%
Auto & General Insurance	\$801.4	▲ 25.0%
Wireless	\$547.0	▲ 18.6%
Quick Service Restaurants	\$436.6	▲ 51.2%
Beer	\$282.2	▲ 27.2%
Streaming Services	\$259.1	▼ 2.4%
Mobile Devices	\$210.0	▼ 1.5%
Department Stores	\$180.5	▲ 49.3%
Online & Auction Websites	\$169.9	▲ 37.9%
Enterprise & Cloud Services	\$148.6	▲ 34.0%
Computers & Tablets	\$123.9	▼ 24.2%
Pizza	\$119.9	▼ 21.5%
Home Improvement	\$112.5	▲ 70.4%
Soda	\$107.1	▲ 8.2%
Clothing	\$102.8	▲ 96.8%
Credit Cards	\$82.0	▼ 34.8%
Consumer Software	\$78.4	▲ 113.3%
Delivery Services	\$76.1	▲ 721.0%
Banking & Payments	\$67.2	▼ 2.8%
Tax Filing Services	\$66.0	▲ 32.6%

TOP AUTO & GENERAL INSURANCE BRANDS BY ESTIMATED NFL TV AD SPEND

Brand	AD SPEND (IN MILLIONS)	NO. OF AIRINGS
Progressive	\$233.8	810
Geico*	\$209.1	903
State Farm	\$133.8	679
USAA*	\$100.4	357
Allstate	\$84.8	356
Liberty Mutual	\$16.26	96
Farmers Insurance	\$16.70	128
Nationwide Insurance*	\$3.10	9

* Official NFL corporate partner

AD SPEND SHARE BY INDUSTRY SEGMENT





[SBJ Football: Most NFL TV Markets Lower For Super Bowl](#)

Sports Business Daily - Newsletter, 02/11/2021

Survey: Cheetos, M&M's Among "Breakthrough" Super Bowl Ads

Super Bowl ads from Cheetos, M&M's, Tide, DoorDash (Sesame Street) and WeatherTech scored highest on "breakthrough," according to a new Ace Metrix survey. The survey scored emotionality of the ads. Around half (49%) of ads scored points for humor/funny, which tended to do better than the overall slate of ads. Half (49%) of ads scored on quirky, and 48% scored for stoking curiosity. There were a high number of ads that didn't register strong emotions.

Cheetos topped initial leaderboards in terms of watchability, attention, likeability and humor. A pre-release of the ad gave Cheetos most of its successes, with 91% of its 1.06 million social views and the majority of explicit social actions coming before kickoff. M&M's scored No. 2 on likeability and watchability.

Data from iSpot.tv also shows that Super Bowl LV featured just over 57 minutes of ad time from kickoff to the final whistle, on par with last year. However, CBS shifted one minute from local to national and dedicated less time to promos, creating an extra 150 seconds of national ad time for brands. Overall, 87 total ads aired during the game, up from 85 last year.



[These 5 Super Bowl commercials have generated the most buzz... so far](#)

Newsday, 02/05/2021

Daboll says Ace Metrix — which has been measuring commercial effectiveness for a decade — recently deployed a new technology which allows the company to "extract an emotional signal" from 500 panelists who watch each Super Bowl ad — and extract not just one emotion but a total of 57. He says those range from generic "positive" emotions, all the way across the emotional spectrum to highly negative ones.

Some commercials, he says, elicit many emotions — occasionally negative and positive — but these five mostly got positive feedback, and buzz. They are also consistent with the tone of most of 2021 Super Bowl commercials: "We're seeing a lighter tone this year," Daboll says. "A lot of brands are going straight fun, and even if they are doing social causes, they are much less Preachy."

AdAge

[OATLY APPEARS TO BE JOINING THE FIRST-TIMERS CLUB WITH A SUPER BOWL COMMERCIAL](#)

Ad Age, 02/07/2021

Oatly did not immediately respond to requests for comment. The brand has not run TV commercials in the U.S., according to data available from iSpot. Last month, it released a [U.K. campaign](#) showing teens shaming their parents for their consumption of dairy milk.

OATLY APPEARS TO BE JOINING THE FIRST-TIMERS CLUB WITH A SUPER BOWL COMMERCIAL

'I totally hated that Oatly commercial,' reads a shirt on its site

By [Jessica Wohl](#), Published on February 07, 2021.



Credit: Via Oatly

TV (R) EV

[What's the Future of the Super Bowl as a TV Event?](#)

TVREV, 02/10/2021

On the NFL front, the fact that the league [could double its money on its upcoming media rights deal](#) shows that despite declining sports viewership across the board in 2020, it's still the most valuable inventory going. Now, the 2020 dip may be the start of a wider rebuke of sports as tentpole entertainment and the bulk of the cost of basic cable packages. Still, we don't yet know that. And even if it becomes the case, the NFL remains the top dog on TV to a staggering extent (for example: since the start of 2020, NFL games had more than 3x the TV ad impressions of the next show, per data from [iSpot.tv](#)).



[Dr. Squatch Soaps: Curiosity Spawns Searches, Ecommerce During Super Bowl](#)
MediaPost, 02/10/2021

Of the 57 brand ads — as opposed to movie and television promotions — during Super Bowl 2021, 48% triggered a “curiosity reaction” compared to 40% in 2014, according to iSpot.tv.

As recently as 2017, the figure was 33%.

Under iSpot.tv’s methodology, every ad is shown to a unique set of 500 respondents who complete standardized surveys, generating more than 12,000 data points for each ad.

“There were a high number of ads that didn’t register strong emotions,” iSpot.tv notes in a recap of Super Bowl LV. “Initial analysis indicates a lackluster year for emotional response.”

MediaPost News Events Awards Members More

Marketing Daily Top of the News

Dr. Squatch Soaps: Curiosity Spawns Searches, Ecommerce During Super Bowl

by Steve Ellwanger, 3 hours ago

SmartBrief

[Mountain Dew, Amazon Super Bowl ads got people talking](#)
SmartBrief, 02/09/2021 (syndicating [Ad Age](#) coverage)

The 56 advertisements in the 2021 Super Bowl generated 6.31 million television impressions, 26 million earned online views and 63.95 million social impressions, iSpot.tv and Ad Age research shows. Mountain Dew deliberately pursued social activity with a \$1 million Twitter guessing game, which propelled its ad to the top spot for engagement, while Amazon Echo's commercial with Michael Jordan came in second.

TV (R)EV

[Which Brands Drove Super Bowl Advertising for Autos?](#)

TVREV, 02/10/2021

Jeep: “The Middle”

Jeep’s “[The Middle](#)” was a two-minute spot with Bruce Springsteen, discussing polarization and what truly unites us. The ad performed 5% higher than the norm (for this year’s Super Bowl) from an attention standpoint, and 3% higher in terms of likeability. “Preachy” was the top emotion from survey respondents, with “heartfelt” close behind. The creative’s message was the Single Best Thing about it, according to 40% of respondents.

Including pre-game, in-game and post-game data, the spot was fifth in terms of digital share of voice, with 6.45% of the conversation, while generating over 102.3 million social impressions. It was Jeep’s fifth straight year as a Super Bowl advertiser. Last year, the brand utilized Bill Murray while paying homage to “[Groundhog Day](#).”

CYNOPSIS

[02/08/21: FOX’s Jamie Little talks about her historic assignment](#)

Cynopsis - Newsletter, 02/08/2021

SPONSORSHIP & PROMOTION

Who were the winners among Super Bowl ads? **iSpot.tv reports** (as of when the game ended) that the top Super Bowl LV commercials and see how they performed in terms of digital impact and creative effectiveness was led by the Mountain Dew sport “Major Melon Count” featuring John Cena, notching 34.88% of online activity, among other metrics. Second place went to the Bruce Springsteen-anchored spot for Jeep, “The Middle,” which landed 14.41% of online activity. Rounding out the top five are Paramount+’s “Expedition: Sweet Victory” at 8.51%, Cadillac LYRIQ’s “ScissorHandsFree” spot at 7.75%, and “Coming 2 America” from Amazon Prime Video, which clocked 7.46%.

OBSERVER

[The Super Bowl Ratings Hint at Larger Changes for the NFL Moving Forward](#)

The Observer, 02/09/2021

Yet the advertising revenue generated by the networks that host NFL games isn't exactly a continuous gold mine, according to [iSpot](#).

Fox (\$2.0 billion)

CBS (\$1.5 billion)

NBC (\$1.5 billion)

ESPN (\$500 million)



SBJ Marketing - Newsletter, 02/09/2021

SBJ Marketing - Newsletter, 02/09/2021 (syndicating [coverage](#))

Approximately [800 brands helped push NFL ad spending up 17% to \\$6.2 billion](#) during the 2020 season, according to an analysis of iSpot.tv data by SBJ's David Broughton. Automakers and insurance companies made up the biggest share once again. Verizon (\$233.9 million) and Progressive (\$233.8 million) topped spending by all brands for the season.

Speed Reads

- Approximately [800 brands helped push NFL ad spending up 17% to \\$6.2 billion](#) during the 2020 season, according to an analysis of iSpot.tv data by SBJ's David Broughton. Automakers and insurance companies made up the biggest share once again. Verizon (\$233.9 million) and Progressive (\$233.8 million) topped spending by all brands for the season.



[SBJ Media: Delay Of Game For Super Bowl Audience](#)
Sports Business Journal, 02/08/2021

CBS' Super Bowl LV broadcast had 57.4 minutes of ad time from kick off to final whistle, which was on par with last year, notes SBJ's David Broughton, who reviewed data from iSpot.tv. However, CBS shifted one minute from local to national and dedicated less time to promos, creating an extra 150 seconds of national ad time for brands. There were 87 total ads (85 in 2020), including 57 distinct advertisers (55 in 2020). There 23 ad pods for the game.

+ Newsletter mention:

Speed Reads

- It remains [all Tom Brady in the Boston media market](#). Beyond the strong TV number for the Super Bowl, of the 10 most-read stories on the Boston Globe site at presstime, five are on Brady. On the Boston Herald site, the three most popular stories are about Brady, and four out of the top 10 overall. Brady also was a dominant theme in Boston Sports radio today, as evinced by the topics covered on WBZ-FM's "Toucher & Rich" and "Zolak & Bertrand," as well as WEEI-FM's "The Greg Hill Show" and "Dale & Keefe."
- CBS' Super Bowl LV broadcast had 57.4 minutes of ad time from kick off to final whistle, which was on par with last year, notes SBJ's David Broughton, who reviewed data from iSpot.tv. However, CBS shifted one minute from local to national and dedicated less time to promos, creating an extra 150 seconds of national ad time for brands. There were 87 total ads (85 in 2020), including 57 distinct advertisers (55 in 2020). There 23 ad pods for the game.



Putting A Bow On Past Tampa Super Bowls

Sports Business Journal Unpacks - Newsletter, 02/05/2021 [for print edition 02/08/2021]

Automakers made up 15% of all advertising spend during NFL games this season, according to iSpot.tv (see Monday's print issue of SBJ for a more detailed breakdown), with insurance companies making up the second-biggest piece of the pie, with a 13% share of the spend.

Super Bowl Advertising Category Market Share						
YEAR	AUTO	FOOD/BEVERAGE	BEER	TECH	MEDIA	OTHER
2001	6.5%	15.3%	12.9%	17.7%	8.1%	39.5%
2009	14.1%	22.5%	12.7%	8.5%	19.7%	23.5%

TVOT

[Televisionation: Neustar's Allyson Dietz in Conversation with the iTV Doctor](#)

TVOT, 02/11/2021

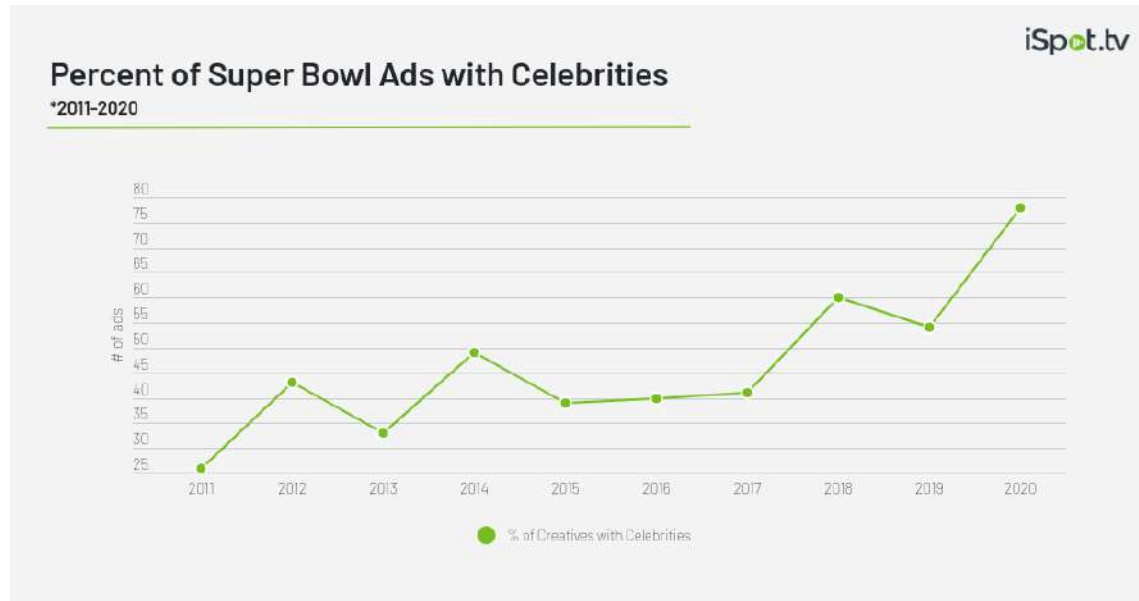
This week's Friday Fireside features Allyson Dietz, Director of Product Marketing for Neustar, Inc. Allyson discusses her time at Nielsen and her time running the analytics business at Neustar, to help clients measure the impact of their marketing spend. **She also helps the good doctor understand the concept of "Digital Arbitration," and explains the partnership with iSpot TV which allows Neustar to feed linear TV data into their analytics tool—essentially to "stitch together" touch points with the consumer: e.g. seeing an ad on Facebook, then an ad on Connected TV and finally on Linear TV.** That allows Neustar and their clients to see a "holistic view" of the consumer journey.

TV (R)EV

[Why the Hell Do Brands Buy Super Bowl Ads? And Why the Hell Don't They?](#)

TVREV, 02/05/2021

Over time, though, more and more brands have grasped the fact that the right celebrity presence in a Super Bowl ad can make the difference, as this iSpot analysis suggests:



Increasingly, the winners aren't just the brands that catch the moment on TV. They are the brands that leverage the creative elements combined with a distribution strategy that is on-trend digitally. This year, for instance, while [Verizon leverages the power of Fortnite](#) as an entertainment platform with an audience and cache with youth and parents, many will invest in the cultural king-maker status of TikTok — [Ad Age's marketer of the year](#). And likely, many will not.

WARC

[Measuring 2021's Super Bowl ads against the Creative Effectiveness Ladder](#)

WARC, 02/11/2021

A quick glance at the array of Super Bowl ad top ten lists doesn't really give us a strong indication of effectiveness. From the view of USA Today's Ad Meter panel; to System1's evaluation of emotional response; to Ad Age partnering with iSpot.tv to measure digital share of voice, there is no real agreed-upon framework to evaluate creative effectiveness at the Super Bowl. Instead of developing another top 10, I used the WARC/LIONS Creative Effectiveness Ladder to identify how some of the best work might be driving real business impact.



[Fox Business Drops 'Lou Dobbs Tonight,' Its Highest-Rated Show, Day After \\$2.7B Defamation Suit](#)

MediaPost, 02/07/2021

National TV advertising spend on the show totaled \$5.4 million from early February 2020 to February 2021, per iSpot.tv.

TelevisionNewsDaily

Fox Business Drops 'Lou Dobbs Tonight,' Its Highest-Rated Show, Day After \$2.7B Defamation Suit

by Wayne Friedman, Yesterday



[AbbVie, Novo Nordisk lead pharma TV advertisers into big-spending January](#)

Fierce Pharma, 02/10/2021

The highest spenders racked up \$216 million for the month after a robust \$217 million December, according to data from real-time TV ad tracker iSpot.tv.

Now, with the third month in a row of the top 10 clearing \$200 million, are pharma companies setting a new standard for TV spending?

Maybe. Five autoimmune disease treatments and three diabetes meds at the top of the list may point to increases in categories' competition. That could, in turn, foster hand-in-hand media buying increases to get TV mindshare.



[CBS Gives 'The Equalizer' TV's Biggest Promo Push](#)

Broadcasting + Cable, 02/10/2021 ([PromaxBDA](#))

Notably, the Top Gear America 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).

CBS Gives 'The Equalizer' 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



Queen Latifah as Robyn McCall in CBS's 'The Equalizer' (Image credit: Barbara Nitke/CBS)

MY NINTENDO NEWS

[US: Nintendo is No.5 for TV advertising spending in January 2021](#)

My Nintendo News, 02/06/2021

At #5 is [Nintendo](#). According to VentureBeat, “an estimated \$294,667 on three ads that aired once each, generating 19,600,000 million TV ad impressions. The brand spent the most (\$139,397) on ‘Akwafina Plays Mario Kart 8 Deluxe.’ According to an iSpot Ace Metrix survey, this spot scored above average across all industries, ranking especially high for attention, likeability, and watch-ability. Respondents cited ‘love it,’ ‘funny,’ and ‘authentic’ as the top three emotions, and 24% of viewers felt the product itself was the best thing about the ad, while 18% considered the characters the best part. In a departure from its normal family-friendly targeting, Nintendo only ran ads on ABC and NBC, and solely during The Bachelor, Shark Tank, and This Is Us”. A pie chart of the data is down below.

VentureBeat

[Game industry's TV ad spend drops in January](#)

VentureBeat, 02/06/2021

PlayStation spent an estimated \$9.5 million on five ads that ran 183 times, resulting in 280.2 million TV ad impressions. "New Worlds to Explore," promoting the PlayStation 5, had the biggest budget (est. \$4.4 million). According to an iSpot Ace Metrix survey, this spot performed above average across all industries, ranking high for attention, likeability and watchability in particular. When asked about the ad's "single best thing," 30% of survey respondents cited the visual scenes. Additionally, curiosity and excitement were the top two emotions stated by viewers. Top programming by spend for PlayStation overall included college football, the NFL, and the college football national championship; top networks included ESPN, ABC, and ESPN2.

Life & Entertainment: Video Games
Top Brands - Est. TV Spend: 01/01/2021 - 01/31/2021
Data provided by iSpot.tv

- PlayStation
- Nordeus
- GameFly.com
- Jackbox Games
- Nintendo
- Other

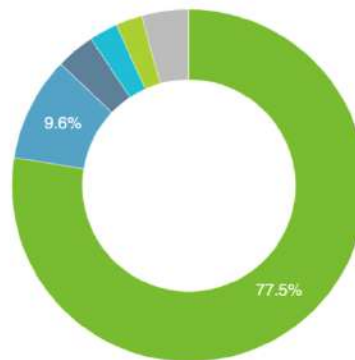


Image Credit: iSpot.tv



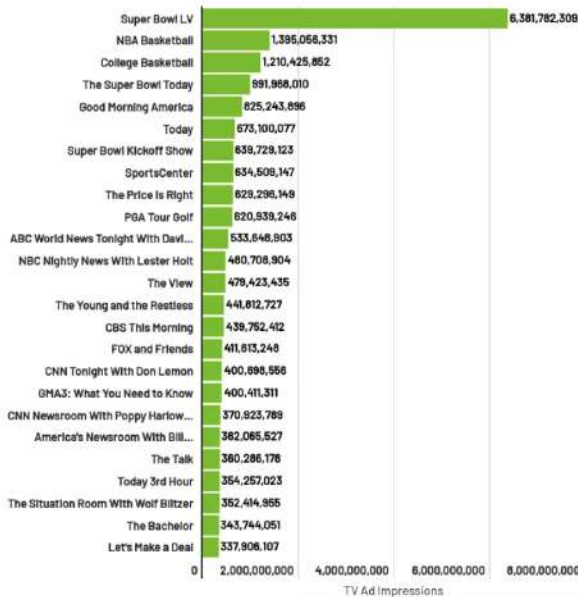
[TV By the Numbers: Super Bowl Dominates the Week of Feb. 1-7](#)
Broadcasting + Cable, 02/08/2021

Naturally, the Super Bowl was No. 1 for TV ad impressions, racking up 6.3 billion (down slightly from last year's 6.7 billion). The two pre-game shows from CBS also made the top 10: The Super Bowl Today generated 992 million TV ad impressions, while Super Bowl Kickoff Show had 639.7 million impressions. There were only four non-sports/news programs on the ranking this time, led by The Price Is Right, coming in at No. 9 with 629.3 million impressions, a 15.86% increase from the previous week.



Top Shows by TV Ad Impressions

Feb. 1-7, new episodes only





WARDSAUTO™

[Super Bowl LV Spotlight on Automaker Ads](#)

WardsAuto, 02/11/2021

Overall, there were 6.3 billion TV ad impressions during Super Bowl LV, and auto ads racked up over 226.4 million of those.

One of the buzziest auto ads was [Jeep's, featuring Bruce Springsteen](#). On game day, this spot earned a digital share of voice (out of all Super Bowl ads, measured across Facebook, Twitter and YouTube) of 10.65%, the highest among auto ads.

According to an iSpot [Ace Metrix](#) survey, its message of unity was considered the single best thing about the ad by 40% of viewers; that said, survey respondents seemed divided, with some calling it "preachy" and others "heartfelt."

AdAge

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

Ad Age, 02/11/2021

A few highlights: An Alexa-like assistant misunderstands what she's hearing during a hot-and-heavy hookup session in Trojan's latest spot. Pizza Hut hypes its new Detroit-Style Pizza menu offering. And McDonald's says that "Nothing delivers a smile like a McDonald's Happy Meal."

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FACEBOOK, AMAZON, HEAD & SHOULDERS AND MORE](#)

Ad Age, 02/10/2021

A few highlights: Amazon wants you to know that it's donated "over 7.1 million items for COVID-19 relief," among other charitable initiatives. "Here at Head & Shoulders, we take science up to 100," an announcer says in the latest spot for the Procter & Gamble anti-dandruff shampoo brand. And as part of a continuing campaign promoting Facebook Groups, Facebook calls attention to the "I Am Beautiful" community.



[Super Bowl ads aim to comfort and connect](#)

AP News, 02/05/2021

With big names such as Coke, Hyundai and Kia sitting it out this year, newcomers are rushing in. This year's Super Bowl will showcase more than 20 first-time advertisers — more than double the 8 from last year if you exclude campaign ads, according to a tally by research firm iSpot. Many are flush with cash thanks to changing consumer habits during the pandemic.

[syndication: **250+ sources as of 02/05** including [The Washington Post](#), [Fox Business](#), [The Daily Mail](#), [The Independent](#), [ABC News](#), and more]

The New York Times

[As Sports Gambling Grows, So Do Appetite-Whetting Sure Bets](#)

The New York Times, 02/02/2021

In 2015, the two sports books blanketed television with advertising, spending more than \$100 million each, consistently ranking among the top companies each week in airtime purchased. During the N.F.L.'s opening weekend alone, DraftKings and FanDuel spent more than \$27 million for about 8,000 television spots, according to [data from iSpot.tv](#), which measures national TV advertising.

The New York Times

As Sports Gambling Grows, So Do Appetite-Whetting Sure Bets

Online gambling sites are offering can't-lose propositions, giving away easy money to attract new customers to a nascent multibillion-dollar industry. These come-ons should reach a peak just ahead of the Super Bowl.



Alex Eben Meyer

campaign^{US}

[Advertisers aim to get the tone right at Super Bowl LV](#)

Campaign, 02/05/2021

Empowering messages strike a chord

Still, for some brands, acknowledging the events of the past year, or taking a more serious tone, makes sense.

[Indeed](#), for example, acknowledges the massive job losses in the U.S. during the pandemic, and highlights ways the platform can help. Liqueur brand Cointreau and beer brand [Guinness](#) acknowledge restaurant closings.

But inspiring Super Bowl ads aren't just a pandemic phenomenon, according to iSpot TV. iSpot tracked empowering ads using Ace Metric's Empower score, which measures positive cultural perception and indicates when viewers find an ad encouraging, inspiring or motivating. In 2010, just 2% of Super Bowl ads scored on Empower, but in the last three Super Bowls, between 24% and 25% of ads scored on the rating system.

Still, taking a more serious angle can be risky, said iSpot analyst Peter Daboll.

"It can really land flat," he said. "It can come across as preachy or disingenuous."

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Q

Advertisers aim to get the tone right at Super Bowl LV

by Mariah Cooper

Added 1 hour ago



AdAge

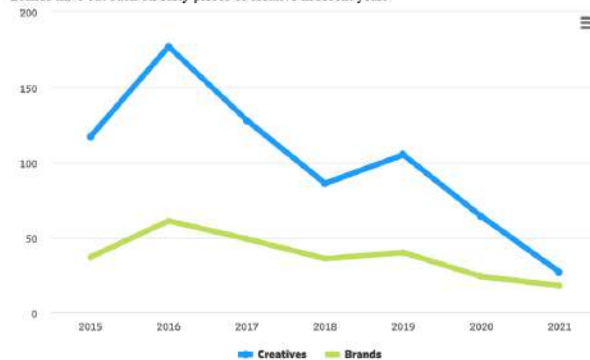
[THE ART OF THE SUPER BOWL TEASE: HOW BRANDS' PRE-GAME AD STRATEGIES ARE CHANGING](#)

Ad Age, 02/02/2021

In 2016, on the Monday morning before the Super Bowl, 61 different brands had released 177 unique pre-releases and ads. But at the same point in 2020, only 64 brands had released 24 unique creative pieces — and many of those pre-releases were from PepsiCo for its portfolio, according to data from iSpot. This year the number of brands and the amount of creative work dropped early is down yet again, with only 18 pre-releases from 27 brands in the same period.

Teasers and pre-released commercials as of Monday morning before the Super Bowl

Brands have cut back on early pieces of creative in recent years.



Source: iSpot

THE ART OF THE SUPER BOWL TEASE: HOW BRANDS' PRE-GAME AD STRATEGIES ARE CHANGING

Fewer brands are hyping fewer commercials for their commercials this year, but experts say they still work

By Jessica Wohl and Ann-Christine Diaz, Published on February 02, 2021.



ADWEEK®

[2021 Super Bowl Ads Are Funny, Festive and Full of Celebs. But Where Are the Face Masks?](#)
Adweek, 02/05/2021

“It appears most brands are opting for escapism with humor and other emotional signals that transcend the pandemic, such as empowerment,” observed Sammi Scharninghausen, brand analyst for ad analytics firm Ace Metrix. “Put simply: While face masks are a symbol of today’s reality, they haven’t fit the narrative or the tone being set in teasers so far.”

During the summer, Ace studied the role of face masks in advertising and found that, unless the spot in question was about actual masks, consumers tended to look past them. The recall of features including character, story line and even background music was stronger than the presence of masks. So it could well be that brands don’t want to disrupt ad aesthetics with a feature that few people will notice anyway.

ADWEEK ☰ 🔍

THE BIG GAME
PRESENTED BY

Roku

2021 Super Bowl Ads Are Funny, Festive and Full of Celebs. But Where Are the Face Masks?

The many and varied reasons marketers left their N95s in the
drawer



Masks are on faces across America, so why are they largely missing from Super Bowl ads?

Photo Illustration: Trent Joaquin

AdAge

[CELEBRITIES BRIGHTEN SUPER BOWL ADS AND WE TAKE YOU BEHIND THE BIG GAME TEASE: TUESDAY WAKE-UP CALL](#)

Ad Age, 02/02/2021

It's all part of the long-running Big Game conundrum: to tease or not to tease. Ad Age's Jessica Wohl and Ann-Christine Diaz [dig into](#) the reasoning behind brands' decision to give away part of their Big Game plays. As popular as it might seem though, brands are doing it less and less, according to iSpot data. Jim Nail, principal analyst on business-to-consumer marketing at Forrester, says the brands that do it right end up teasing their spots two to three weeks ahead of the game to capitalize on word-of-mouth and social media shares.

CELEBRITIES BRIGHTEN SUPER BOWL ADS AND WE TAKE YOU BEHIND THE BIG GAME TEASE: TUESDAY WAKE-UP CALL

Plus, we've invited Black industry leaders to act as guest editors sharing inspiring work during Black History Month

By [Ilyse Liffreing](#), Published on February 02, 2021.



BUSINESS INSIDER

[Here are the 10 Super Bowl commercials that have generated the most buzz online](#)
Business Insider, 02/04/2021 (avoid paywall [here](#))

Despite the changes, some Super Bowl ads have already begun to pick up steam online. TV ad measurement company, iSpot tracked engagement around the digital content put out by brands ahead of the Super Bowl and compiled a list of the top 10 brands getting the most buzz on social media.

Many of the commercials that have been trending on the internet focus on nostalgia, whether for old songs, NFL players, or 90's movies. Other brands captured people's attention with their focus on social responsibility, as companies like General Motors and Chipotle look to increase sustainability.

Here are some of the brands that have been creating the most buzz, according to iSpot's data.

The screenshot shows a webpage from Business Insider. At the top, there is a navigation bar with a hamburger menu icon, a search icon, the word "INSIDER" in the center, and a user profile icon. Below the navigation bar, there is a breadcrumb trail: "HOME | ADVERTISING". The main headline reads "Here are the 10 Super Bowl commercials that have generated the most buzz online". Below the headline, the author is listed as "Grace Kay" and the time as "1 hour ago". There are social media sharing icons for Facebook, Messenger, and Email. The article content is split into two columns. The left column features a video player showing a woman with long dark hair, wearing a grey cardigan over a white top, holding a bag of Cheetos and looking upwards. The right column features a red advertisement for Goli supplements, showing several bottles and the text "ONLY \$19 PER BOTTLE" and "SHOP NOW". At the bottom of the video player, there is a URL: "https://www.youtube.com/watch?v=o7vriDTtshw&feature=emb_title".

billboard

[Super Bowl Synch Report: UMPG Leads All Publishers With Halftime Show Assist](#)

Billboard, 02/04/2021 (avoid paywall [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."



[Pre-Super Bowl Ad Releases Hit A Low: Down 73% Vs. 2020](#)
MediaPost, 02/03/2021

Just a week or so before the Super Bowl game, there is a sharp 73% decline in online releases of new Super Bowl commercials or teasers of those commercials versus a year ago.

As of Sunday evening/Monday morning (January 31/February 1), there were 48 pieces of Super Bowl creative from 25 brands yielding a total of 19.8 million online views from all platforms, per data from **iSpot.tv**.

A year ago at this time, there were 182 creative pieces from 50 brands producing 46.4 million online views.

From 2015 through 2020, there have been an average of 171 creative online releases each year coming from an average of 49 brands, yielding an average 95 million online views. The best year was in 2016, with 246 creatives and 64 brands, tallying collective 226.9 million views.

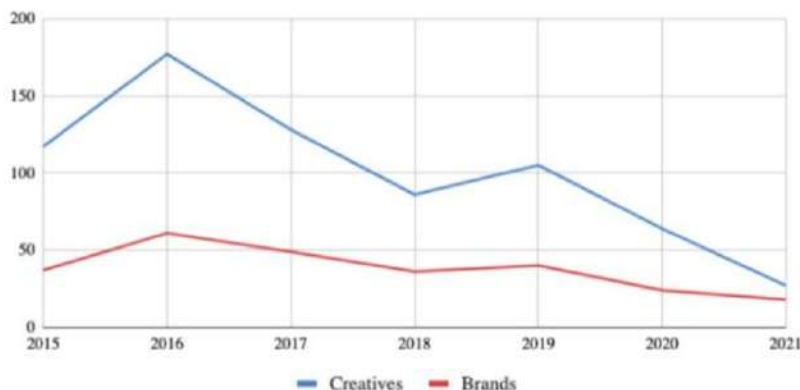
This lower pre-Super Bowl activity is largely due to the COVID-19 pandemic, a weakened economy, and an uncertain TV advertising marketplace.

Television NewsDaily

Pre-Super Bowl Ad Releases Hit A Low: Down 73% Vs. 2020

by Wayne Friedman , 2 hours ago

Super Bowl creatives, brands heading into the Big Game





Source: iSpot.tv.

ADWEEK

[WeatherTech Brings Made in America Message Back to the Super Bowl](#)
Adweek, 02/02/2021


Prior to unveiling the ads, WeatherTech ran a teaser for the Super Bowl under the theme “American Dream at Work.” According to TV ad measurement firm iSpot.tv, the commercial resonated particularly with viewers in the Northeast and the South, and tapped into the audience’s curiosity about what Super Bowl ads would consist of this year.

ADWEEK  

THE BIG GAME PRESENTED BY **Roku**

WeatherTech Brings Made in America Message Back to the Super Bowl

Appearing in its eighth Big Game, the company will have two 30-second spots



WeatherTech will have three ads total before and during the Big Game

AdAge

[SUPER BOWL ALERT: AD DUMP BRINGS SONG REMIXES AND NOSTALGIA](#)

Ad Age, 02/02/2021

Art of the tease

While there was a large dump of commercials today (see more below), It seems [fewer brands released teasers for their in-game spots](#) this year compared to prior years. In 2016, on the Monday morning before the Super Bowl, 61 different brands had released 177 unique pre-releases and ads. But at the same point in 2020, only 64 brands had released 24 unique creative pieces—and many of those pre-releases were from PepsiCo for its portfolio, according to data from iSpot. This year, the number of brands and the amount of creative work dropped early is down yet again, with only 18 pre-releases from 27 brands in the same period. Brands have been rethinking their teaser approaches, especially this year, with more brands adopting a less-is-more approach as they navigate the peculiar challenges brought by COVID and political strife, Ad Age's Jessica Wohl and Ann-Christine Diaz write.

Special Report: Super Bowl

SUPER BOWL ALERT: AD DUMP BRINGS SONG REMIXES AND NOSTALGIA

Plus, a look behind the scenes at the making of one of this year's commercials

By [Jeanine Poggi](#). Published on February 02, 2021.



Lil Nas X stars in Logitech's 60-second Super Bowl spot. Credit: Logitech

MediaPost

[GM Releases Celeb-Filled Spot Ahead Of Game](#)

MediaPost, 02/03/2021

Since the 2014 Super Bowl, “funny” ads have remained a staple. At least 53% of ads were viewed as funny in each of the past seven years and hit a high-water mark of 69% of spots during the 2020 game (68% in 2014), according to [iSpot.tv](#).

Also, the use of celebrities in ad creatives have continued to trend. Super Bowl LIV had a record number of celebs appearing in 78% of all ads last year compared to 31% during the 2010 game, per [iSpot.tv](#).

MediaPost

[Amid Fewer CPG Ads, PepsiCo Stands To Score Big At Super Bowl](#)

MediaPost, 02/02/2021

By this time last year, 15 CPG brands had released a combined 52 Super Bowl game and post-game spots, according to iSpot.tv.

As of today, nine CPG brands had released 18 spots. Notable absences from last year include Coca-Cola and Planters—the latter having “killed” its [Mr. Peanut](#) icon in what would what become a controversial move closely following the helicopter death of basketball legend Kobe Bryant.

...

According to iSpot.tv, Doritos ranked #2 behind Bud Light for the most ads aired during Super Bowl games between 2010 and 2020—at 19 compared to Bud Light’s 26.

MediaPost News Events Awards Members More 

MarketingDaily

CONSUMER PACKAGED GOODS

Amid Fewer CPG Ads, PepsiCo Stands To Score Big At Super Bowl

by Steve Ellwanger, Yesterday



TV (R)EV

[Frito-Lay Brands Aim For Star-Powered Laughs With Super Bowl Ads](#)

TVREV, 02/04/2021

According to [iSpot's Ace Metrix](#), since the 2014 Super Bowl, “funny” ads have been a staple; at least 53% of ads were viewed as funny each year, and hit a high-water mark of 69% of spots during the 2020 game. Female celebrities have yielded the funniest ads over the full timeframe from 2014-2020: 75% of Ace Metrix survey respondents found Super Bowl spots with female celebrities funny, while 56% of those featuring male celebrities were seen as funny.

Frito-Lay has been leaning into this trend with a variety of its brands. Doritos spots have regularly been among the most humorous Super Bowl ads, owning five of the 10 funniest ads since 2014, according to data from Ace Metrix — and three with perfect 10.0 scores:

- 2016: “[Ultrasound](#)”
- 2015: “[Middle Seat](#)”
- 2014: “[Time Machine](#)”

CYNOPSIS

[02/04/21: “The Crown” tops Golden Globes nominees](#)

Cynopsis - Newsletter, 02/04/2021

Speaking of, if it feels like you haven't seen as many previews of new Super Bowl ads ahead of the game as you have in past years, you're not mistaken. As of February 1, there was a 73% decrease in online releases of Super Bowl spots versus last year, **according to iSpot.tv**, with 48 pieces of creative from 25 brands generating 19.8 million views. In the same period last year, there were 182 creative pieces from twice as many brands, with 46.4 million views.

MARKETS INSIDER

[Pre-Super Bowl Ad Releases Hit A Low: Down 73% Vs. 2020](#)

Market Insider [syndicated [MediaPost](#) coverage], 02/03/2021

As of Sunday evening-Monday morning (Jan. 31/Feb. 1), there were 48 pieces of Super Bowl creative from 25 brands and 19.8 million online views from all platforms, says iSpot.tv, vs. a year ago, when there were 182 creative pieces from 50 brands and 46.4 million online views.

Read more on "[MediaPost.com](#)"



[Robinhood Records Rising National TV Ad Spend](#)

MediaPost, 01/30/2021

From January 2020 through January 2021, national TV spending for the brokerage company was \$32.3 million, according to iSpot.tv -- almost double its \$17.3 million level in the previous year period.

The biggest spending networks for Robinhood in the last 30 days are ESPN, CNN, Fox News Channel, TNT and MSNBC. Top-spending individual programs were NBA basketball and college football. The top overall program impressions from total Robinhood-bought ad inventory are "CNN Newsroom Live" and MSNBC's "The 11th hour with Brian Williams."

Over the last 30 days, Robinhood has spent \$3.2 million on national TV advertising, according to iSpot.tv. In the previous December period, it spent \$1 million.

TelevisionNewsDaily

Robinhood Records Rising National TV Ad Spend

by Wayne Friedman , Yesterday



TV(R)EV

[A Data Dose of NFL, Ahead of the Big Game](#)

TVREV, 02/03/2021

Turning to the advertising side of things, NFL games racked up 42 billion TV ad impressions last month, per iSpot, an 11.75% increase from January 2020. Top industries by impressions over the month included automakers, insurance, wireless communication and quick-serve restaurants. The most-seen spot (573.7 million impressions) during NFL games in January was State Farm's "[Barbershop](#)," featuring Patrick Mahomes II. (State Farm will also be advertising during the Super Bowl, and has already released multiple teasers, which [you can watch here](#).)

While some advertisers have benched themselves for the Big Game, others are putting their bucks behind ads with positive and/or philanthropic messages; [Michelob Ultra](#), [Chipotle](#), and [DoorDash](#) are among several brands that have appeared to forgo typical brand messaging. It's worth noting that, per [iSpot's Ace Metrix](#), surveyed viewers ranked the characters as the Single Best Thing about each of the ads below.



[The new announcement of the Apple Watch Series 6, focused on ECGs](#)

Tek Deeps, 02/04/2021

This announcement has not yet appeared on Apple's networks or on its YouTube channel. Yes, that is available on the platform [iSpot.tv](#) which ensures that the big apple has invested 4.7 million dollars and its launch is expected on Facebook, Twitter and Youtube.

THE *List.*

[Here's Where You Know The Song In The Michelob Ultra Super Bowl Commercial](#)

The List, 02/04/2021

What underscores this 30-second spot, however, is a hauntingly familiar, yet perhaps just of-so-slightly elusive bass line... where have we heard it before? iSpot supplies the answer: The commercial's soundtrack is "Can I Kick It?" by A Tribe Called Quest. If you're still thinking "wait, what, no, that's not it...", you're not entirely wrong, since the part that's played during the commercial was actually sampled from another song entirely.

THE *List.*

NEWS EXCLUSIVES FEATURES BEAUTY ENTERTAINMENT ROYAL

Here's Where You Know The Song In The Michelob Ultra Super Bowl Commercial



mashed

[The Real Reason Eli Manning Is Going To Douse TikTok Star David Dobrik In Hot Sauce](#)

Mashed, 02/04/2021

Older brother Peyton Manning has been comedy gold in ads for Nationwide insurance, Mastercard, and other products (via USA Today). Eli's turn with Frank's Red Hot has people wondering if he isn't the funnier brother after all (via Golf Digest). In the commercial, Eli spices up traditional retirement activities such as gardening and fishing by including Frank's Red Hot in everything he does. As he says at the end of the commercial, "I put that s*** on everything" (via iSpot.tv).



[DRAFTKINGS' SUPER BOWL ADS WILL PITCH COMPANY AS DFS, BETTING GIANT](#)
Play USA, 02/04/2021

According to commercial tracking service [iSpot.tv](#), DraftKings and FanDuel bought the equivalent of a national television spot every 90 seconds for 21 straight days preceding the 2015 National Football League season, with DraftKings purchasing 41,064 commercials for \$131.6 million and FanDuel 22,058 for \$75.4 million. They had combined to purchase around 22,000 total in 2014.



[As sports gambling grows, so do appetite-whetting sure bets](#)
The Baltimore Sun, 02/04/2021 (syndicated [NYT](#) coverage)

In 2015, the two sportsbooks blanketed television with advertising, spending more than \$100 million each, consistently ranking among the top companies each week in airtime purchased. During the NFL's opening weekend alone, DraftKings and FanDuel spent more than \$27 million for about 8,000 television spots, according to data from [iSpot.tv](#), which measures national TV advertising.



[As sports gambling grows, so do appetite-whetting sure bets](#)
Biz Journal, 02/03/2021 (syndicated [NYT](#) coverage)

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DAILY NEWS

MEDIA GROUP

[As sports gambling grows, so do appetite-whetting sure bets](#)

NY Daily News, 02/03/2021 (syndicated [NYT](#) coverage)

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IndustryWeek®

[Carmakers' Actions Contradict Splashy EV Goals](#)

Industry Week, 02/02/2021

Today's Strategy Is Gas-Powered

GM's future may very well be in electric vehicles, and I certainly hope that they succeed in moving away from gasoline. But what are they doing now? They're trying to sell as many gasoline trucks and SUVs as possible. [For example, according to ad tracking firm iSpot.tv, GM spent over \\$6 million this month on a single Chevy Silverado Trail Boss television advertisement.](#) Altogether, [GM sold fewer than 21,000 electric cars in the U.S. in 2020, while selling over 2.5 million gasoline and diesel cars, trucks, and SUVs](#) across the country. It's great that GM wants to move to an electric future, but in the time between now and the proposed introduction of these new models, millions of gasoline-burning vehicles will be sold, ensuring more air pollution and climate-changing emissions over the vehicles' 12-to-15-year average lifespan.



[Apple releases new Apple Watch Series 6 ad centered around ECG features](#)

IThinkDifferent, 01/29/2021

You can head on over to [AdAge](#) or [iSpot](#) to check out the ad featuring Apple Watch Series 6.

mashed

[Why The Voices In The Fudge Brownie M&M's Commercial Sound So Familiar](#)

Mashed, 01/29/2021

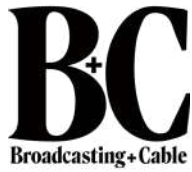
According to Grunge, Mars, the candy's parent company, recently featured Fudge Brownie M&M's in a commercial that starred everyone's favorite original Red M&M, Yellow Peanut M&M, and Ms. Brown M&M, also known as the original Brown M&M. The 30-second commercial begins with the three M&M's sitting in a living room ([via iSpot](#)).



[Syfy Gives 'Resident Alien' TV's Biggest Promo Push](#)

Broadcasting + Cable, 02/03/2021 ([PromaxBDA](#))

On the strength of 404.6 million TV ad impressions, a [Syfy](#) promo for sci-fi comedy-drama [Resident Alien](#) takes first place. [CBS](#), which grabs second and third place to promote, respectively, [The Equalizer](#) and [Clarice](#), is the only traditional broadcaster to make our top five. Rounding out the ranking are [Disney Channel](#) with a general network promo in fourth, and [Hallmark Channel](#), which gives some love to its new original movie Snowkissed in fifth. Notably, the Snowkissed spot has the highest iSpot Attention Index (113) 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).



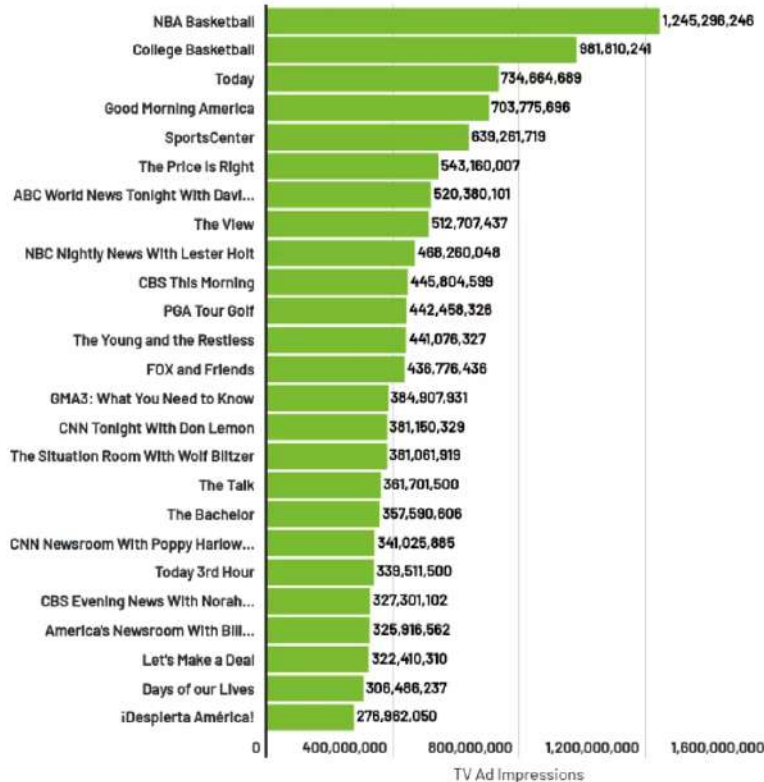
[TV By the Numbers: Basketball Scores, Many Shows Rise Up the Rankings](#)
Broadcasting + Cable, 02/01/2021

The only TV programming to snag more than a billion impressions last week was NBA basketball, with 1.2 billion. College basketball took second place (981.8 million impressions) followed by Today (734.7 million), Good Morning America (703.8 million) and SportsCenter (639.3 million). The Price Is Right jumped into sixth place with 543.2 million impressions, a 14.03% increase from the previous week. The Bachelor also saw a week-over-week increase in impressions, up 6.87% to 357.6 million. One new addition to the ranking was ¡Despierta América!, coming in at No. 25 with 277 million TV ad impressions.



Top Shows by TV Ad Impressions

Jan. 25-31, new episodes only





WARDSAUTO™

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

WardsAuto, 02/04/2021

A Lexus spot highlighting the new '21 IS sports sedan tops iSpot.tv's latest ranking of the most-viewed automotive commercials – the ads collecting the highest number of impressions across national broadcast and cable TV airings.

According to an iSpot [Ace Metrix](#) survey, the Lexus ad scored above the norm across all industries for likability and desire. Viewers considered the product itself to be the single best thing about the commercial, and brand recognition for Lexus registered at 84% of viewers.

AdAge

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

Ad Age, 02/03/2021

A few highlights: Cadillac promotes the “race-tested technology” in its newest Blackwing sedans. Pizza Hut hypes its \$10 Tastemaker pizza special with a little help from Craig Robinson (Darryl from “The Office”) and Pac-Man. And Macy's says that “The right gift can bring us closer.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM WENDY'S, QVC, IBM AND MORE](#)

Ad Age, 02/02/2021

A few highlights: Pro snowboarder Danny Davis wants you to know that Wendy's is the official breakfast sponsor of X Games Aspen. Chef Anne Burrell explains how IBM Hybrid Cloud computing helps her manage her restaurant's kitchen. (This is a fresh TV cut of a [slightly longer web version](#) of the same ad that debuted on YouTube in December.) And QVC wants you to know about its Easy Pay installment payment option.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ULTA BEAUTY, ECHELON FITNESS, COORS AND MORE](#)

Ad Age, 02/01/2021

A few highlights: Ulta Beauty “salutes you, your beauty and all you make possible.” Mario Lopez helps hype Echelon Fitness. And Coors encourages you to visit [CoorsBigGameDream.com](#) to experience “the Big Game commercial of your dreams.”

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM CARGURUS, SUNBASKET, COCA-COLA AND MORE](#)

Ad Age, 01/29/2021

A few highlights: CarGurus wants you to know that only 30% of the cars it lists earn its highest ratings. Sunbasket promotes its subscription meal kits with a little help from a hunky farmer. And Coca-Cola hypes “unbelievably delicious” Coca-Cola Zero Sugar in the middle of an alien invasion.



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

We Are Social Media, 01/31/2021

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.



[SBJ Unpacks: CBS Non-Committal On Displaying Super Bowl Branding](#)

Sports Business Journal, 01/28/2021

Postmates Spot Tops Brand TV Impressions Over NFL Season

Insurance brands were everywhere on TV during the NFL regular season, but it was a new league partner in a growing category -- Postmates/food delivery -- that led all brands in national TV impressions with its "Monday Night Football"-themed spot, notes SBJ's David Broughton, who broke down the top data from iSpot.tv.

Five of the seven most-seen spots that aired during NFL telecasts belonged to the insurance category -- including three from State Farm. The NFL splits its official auto/home/life insurance category between USAA (which ranked No. 2 overall) and Nationwide (which did not crack the top 10). Allstate had an ad that made the top 10.

Top TV Brand Impressions Over NFL Season (per iSpot.tv)			
RANK	BRAND (SPOT)		
1	Postmates* (MNF: Fan Feeds)	1.03 billion	Mother
2	USAA* (Made For This Season)	1.01 billion	Publicis
3	AT&T Wireless (Lily Excited: \$0 iPhone 12 Mini)	904.9 million	Omnicom Group; BBDO
4	State Farm (Patrick Price)	801.3 million	DDB; Foote, Cone & Belding
5	State Farm (Rodgers Rate)	763.5 million	DDB; Foote, Cone & Belding
6	Allstate (Smooth)	746.8 million	Druga5
7	State Farm (Barbershop)	671.5 million	DDB; Foote, Cone & Belding
8	Bud Light* (In the Fridge)	666.5 million	Wieden+Kennedy
9	Microsoft Teams* (More Ways to be a Team)	649.3 million	McCann New York
10	Verizon* (The 5G Frontier)	616.8 million	Wieden+Kennedy; AKQA

NOTE: * = Official NFL partner.

+ Newsletter mention

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[Halby's Morsels: Dan Patrick, The Alberts, Bill White, Remotcasts, Screeching voices and hard work](#)

Sports Broadcast Journal, 01/28/2021

Tough times- Listen to this:

Around \$40.25 million was spent by 69 different advertisers during College Football related programming on ESPN/ESPN2/ESPNU/ESPNews/SEC Network airing the Alabama-Ohio State national title game, down 55% from the \$89.4 million and 106 brands that ran ads in the 2020 LSU-Clemson matchup, according to an Sports Business Journal analysis of iSpot.tv data.

TV(R)EV

[Audience and Advertiser Data for 'Snowpiercer' As It Pulls Out of the Station for Season Two](#)
TVREV, 01/29/2021

On the advertising side of things, TNT has been giving Snowpiercer promos a big push — last week, the show promo topped [iSpot's ranking of the programming networks were promoting most heavily](#) with 317.6 million TV ad impressions.

There was a 29.67% decrease in TV ad impressions from the season one premiere vs. season two (19.7 million impressions vs. 13.9 million), and the top most-seen brands ranking was also a bit different. In 2020, top brands by impressions included Geico, Discover Card, Apartments.com, Kia and Wonderful Pistachios, while for the season two premiere, HBO Max, Subway, Garnier, Keebler and Maybelline New York topped the list. Of that list, only Subway and Garnier did not advertise at all during new episodes of the first season — and of the top five brands for season one, Kia is the only one that advertised during the season two premiere.

9To5Mac

APPLE INTELLIGENCE

[Apple airing fun new Apple Watch Series 6 ad showing ECG use in everyday life](#)

9To5Mac, 01/27/2021

This ad is part of Apple's "The Future of Health is on Your Wrist" campaign that they've been running highlighting different health features of the watch. AdAge notes that Apple has spent an estimated \$4.7M to air the ad on television. So far it hasn't popped up on Apple's YouTube channel but iSpot has noted that it's slated to be shared on Facebook, Twitter, and YouTube.



[Cross-Promotion For Streamers Benefits TV Universe](#)
MediaPost, 01/27/2021

This isn't to say that Netflix isn't using linear TV networks. The company spent an estimated \$91.8 million on national TV advertising in 2020, **according to iSpot.tv**, to promote TV shows and movies.

Obviously, price, content (and popularity of that content) are major considerations. Now, after the rush to feed more at-home workers/students in 2020, what value should we put on cross-promotional linear TV/VOD advertising for streamers this year?

appleinsider

[Apple debuts new Apple Watch Series 6 ad focusing on ECG features](#)
Apple Insider, 01/27/2021

The ad is set to run on Facebook, Twitter, and YouTube, and recently aired during an NFL game on Fox, [according](#) to AdAge. It can be [viewed](#) at iSpot.tv.





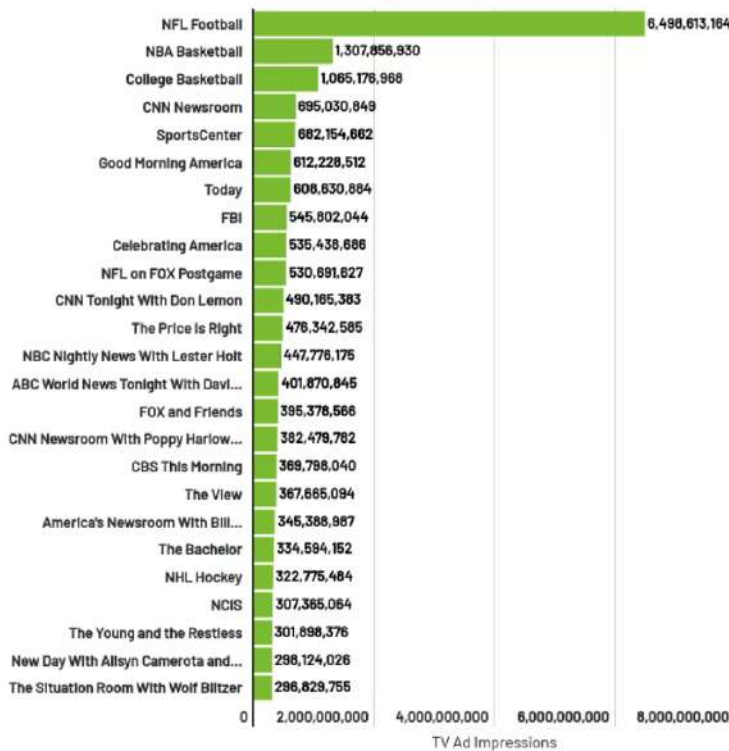
[TV By the Numbers, Jan. 18-24: Sports, Inauguration Coverage Win for Watch-Time](#)
Broadcasting + Cable, 01/27/2021

NFL football, NBA and college basketball led the ranking and were the only programs to generate over one billion TV ad impressions during the week. Although NFL games received fewer impressions than the previous week, both NBA and college basketball games upped their impressions week-over-week as the seasons heat up. Aside from the normal news programs that consistently make the top 25, a few notable shows this time include CBS' FBI, which was No. 8 with 545.8 million impressions — 10 million more than the inauguration special Celebrating America, which took ninth place. The Bachelor and NCIS also made the cut, at No. 20 and No. 22, respectively.



Top Shows by TV Ad Impressions

Jan. 18-24, new episodes only





[TNT Gives 'Snowpiercer' TV's Biggest Promo Push](#)

Broadcasting + Cable, 01/28/2021

On the strength of 317.6 million TV ad impressions, a [TNT](#) promo for Snowpiercer takes first place. Cable networks have the edge in our ranking this time, with TNT joined by [MTV](#), which hypes Teen Mom OG in second place, and [CNN](#), which promotes Lincoln: Divided We Stand in fourth.

Rounding out the ranking are traditional broadcasters [CBS](#), which gives some love to Clarice in third, and [Fox](#), which drums up interest in the new season of Prodigal Son in fifth.

Notably, the Prodigal Son spot has the highest iSpot Attention Index (148) 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).



WARDSAUTO™

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

WardsAuto, 01/28/2021

According to iSpot's [Ace Metrix](#), the Corsair ad scored above the norm across all industries, scoring high with viewers for attention, likability, watchability and desire. Viewers described it as "soothing" and "cinematic," and considered the visuals the best thing about the commercial. Brand recognition for Lincoln registered at 86% of viewers.

AdAge

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

Ad Age, 01/27/2021

A few highlights: TurboTax wants you to know about its TurboTax Live tax-prep experts. Apples says you can get an electrocardiogram "right here, right now," wherever you are, with the latest Apple Watch (Series 6). And DoorDash teases its Super Bowl ad. (Ad Age's Jessica Wohl has the backstory: "[DoorDash is the latest first-time Super Bowl ad buyer, and it's bringing Cookie Monster.](#)")



[10 Things You Didn't Know about Bill Glass](#)

TV Over Mind, 01/26/2021

4. Progressive Isn't The First Big Brand He's Done A Commercial For
Commercials aren't typically seen as glamorous opportunities, but they can actually be great for an actor's career. Bill's work with Progressive may be what he's best-known for, but it certainly isn't the first time he's gotten to be part of a commercial for a major brand. According to [iSpot](#), he has also worked with Toyota and Jack in the Box.

Sportico


[BRADY-RODGERS NFC CHAMPIONSHIP DELIVERS RATINGS WIN FOR FOX](#)

Sportico, 01/26/2021

Per iSpot.tv data, Allstate made the biggest splash in the NFC title tilt, generating 223.2 million impressions over the course of the Fox broadcast. With an average estimated unit cost of around \$2.2 million, Allstate's cost of reaching 1,000 viewers, or CPM, was a relatively frugal \$50.67—which is about half the calculated CPM (\$100.78) for the most recent episode of TV's top-rated scripted drama, This Is Us.

...

If the AFC title game was less suspenseful than the earlier matchup—the Chiefs scored three unanswered touchdowns in the second quarter, before tacking on another pair in the back half—the CBS advertisers still got an awful lot of mileage out of their in-game buys. Per iSpot, State Farm scared up 182.6 million impressions during the broadcast, thanks in large part to the on-field heroics of spokesman Mahomes





The Business of Sports

≡
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BRADY-RODGERS NFC CHAMPIONSHIP DELIVERS RATINGS WIN FOR FOX

 BY ANTHONY KRUPIS January 26, 2021 1:39pm



Tampa's 31-26 road win averaged 44.8 million viewers on Fox, the most in four years and outpacing the 41.8 million who watched the Chiefs defeat the Bills in the late game on CBS.

ANALYSIS

EXP
IN A PO

PROMAX

[Promo Mojo: TNT's 'Snowpiercer' Speeds Ahead with Season-2 Trailer](#)

PromaxBDA, 01/27/2021

Notably, Prodigal Son has the highest iSpot Attention Index (148) in this week's 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).

Brief by Promax has partnered with [Broadcasting & Cable](#) and always-on TV ad measurement and attribution company [iSpot.tv](#) on weekly chart Promo Mojo, offering data revealing the week's top-five TV promos ranked by TV ad impressions. This is the programming networks have been promoting most heavily to drive tune-in.

AdAge

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

Ad Age, 01/26/2021

A few highlights: NBA star Chris Paul suddenly finds himself starring in a State Farm commercial. (This has happened before.) Subaru says that together with its retailers, it donated 50 million meals to [Feeding America](#) in 2020—and has plans to donate another 100 million meals to those in need. And Amazon wants you to know that “A Madea Family Funeral,” “Yearly Departed,” “The Weekend” and “What Men Want” are now streaming on Prime Video.

AdAge

[HELLMANN'S BECOMES LATEST UNLIKELY ENTRANT INTO THE SUPER BOWL](#)

Ad Age, 01/26/2021

Though Heinz has been in the game previously with ketchup ads, the Super Bowl is a seemingly unlikely spot for Hellmann's if only because it's not often seen as a game-day food, and the \$5.5 million cost of a 30-second spot there is nearly a third of the \$16.9 million the brand spent overall on TV last year, per iSpot.tv.

AdAge

[WATCH THE LINCOLN PROJECT'S DATA-DRIVEN VIRAL VIDEO, PLUS A YOUNG POET'S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 01/22/2021

President Biden, brought to you by ... Gold Bond?

TV ad measurement company [iSpot.tv](#) kept track of all the advertising across national news and information shows on Inauguration Day, including broadcast network coverage and the wall-to-wall coverage from cable news networks. These are the top brands that were the most omnipresent during all that coverage, ranked by TV ad impressions:

1. Gold Bond (62.2 million impressions)
2. Geico (60.6 million impressions)
3. Liberty Mutual (60.4 million impressions)
4. Neutrogena (58.9 million impressions)
5. Warner Bros. (52.3 million impressions)

Campaign Trail

WATCH THE LINCOLN PROJECT'S DATA-DRIVEN VIRAL VIDEO, PLUS A YOUNG POET'S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY

Also, the most visible brands on TV during Inauguration Day coverage

By [Simon Durnenco](#). Published on January 22, 2021.



From the number of days spent golfing to the turnover rate of senior advisers ... Credit: The Lincoln Project

AdAge

[MORE SUPER BOWL ADVERTISERS LINE UP AS BUCS SET TO FACE CHIEFS, AND RIP LARRY KING: MONDAY WAKE-UP CALL](#)

Ad Age, 01/25/2021

[Inauguration by the numbers](#)

After all the excitement of last week's inauguration, Ad Age's Datacenter is out with some numbers to put it all into context. Among the findings, Simon Dumenco [reports](#) that videos of youth poet laureate Amanda Gorman's recitation have racked up more than 28.4 million views on Twitter alone, according to online video measurement platform [Tubular Labs](#). Her debut collection, "[The Hill We Climb: Poems.](#)" is currently the No. 1 best seller on Amazon, based on pre-orders, and, according to influencer marketing platform [CreatorIQ](#), she has gained more than 2.8 million followers on Instagram.

Elsewhere, TV ad measurement company [iSpot.tv](#) kept track of all the advertising across national news and information shows on Inauguration Day—and found that Gold Bond racked up the most ad impressions. Meanwhile, the Lincoln Project's latest video on "Trump's legacy" has clocked more than a million views.

News 🗞️

MORE SUPER BOWL ADVERTISERS LINE UP AS BUCS SET TO FACE CHIEFS, AND RIP LARRY KING: MONDAY WAKE-UP CALL

Plus, Bernie Sanders turns his meme into merch

By [Alexandra Sardine](#). Published on January 25, 2021.



Larry King died at age 87. Credit: Getty via Bloomberg

a.list

[COVID-19's Impact On Travel Ad Spending](#)

A.list Daily, 01/22/2021

A resurgence in spending occurred in the summer months when [travel's TV ad spend](#) gradually increased. For example, in July, [iSpot.tv data](#) cited by Skift showed that the US travel industry spent \$33.9 million on TV ads, more than double compared with the \$15.4 million spent in June. Despite the slight increase, travel TV ad spend was still down 77.8 percent from the year prior.

[INSIDE]

[Inside Meditation \(Jan 22nd, 2021\)](#)

Inside, 01/22/2021

According to iSpot, Calm had 241.7 million TV ad impressions from the beginning of September through Election Night, worth about [\\$1.4 million](#).

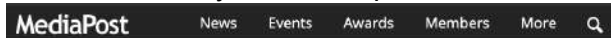


[NBCU To End Sports Net NBCSN At Year's End](#)

MediaPost, 01/22/2021

NBCSN, as well as other networks, has seen declining traditional pay TV subscribers due to cord-cutting. NBCSN is now under 80 million subscribers.

National TV advertising for NBCSN totaled \$674.6 million from January 2020 to January 2021. The total for the year-before period was \$739 million, according to iSpot.tv.



TelevisionNewsDaily

NBCU To End Sports Net NBCSN At Year's End

by Wayne Friedman, January 22, 2021



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

We Are Social Media, 01/24/2021

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

VentureBeat

[PlayStation starts 2021 as king of TV ad impressions](#)

VentureBeat, 01/23/2021

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 Dec. 16 through Jan. 15.

[PlayStation](#) aired seven spots 341 times, generating 425.7 million TV ad impressions. Its most-seen commercial (156.5 million impressions) was “New Worlds to Explore,” promoting the PlayStation 5. Over 30% of the brand’s impressions came from college football, while the NFL and NBA also delivered top impression-counts. Top networks by impressions included ESPN, ABC, and ESPNU.

Life & Entertainment: Video Games
Top Brands - Impressions: 12/16/2020 - 01/15/2021
Data provided by iSpot.tv

- PlayStation
- Xbox
- Nintendo
- Jackbox Games
- EA Sports
- Other

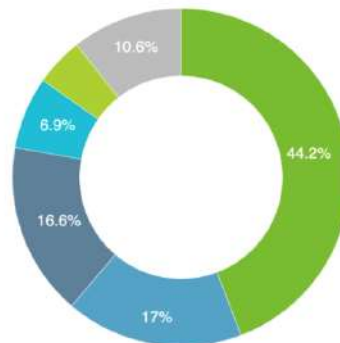


Image Credit: iSpot.

Skift.

[Vrbo and Expedia Dominate Online Travel TV Advertising in the U.S. So Far in 2021](#)

Skift, 01/21/2021 (avoid paywall [here](#))

Travel websites spent an estimated \$9.9 million on U.S. national TV advertising in more than 4,700 airings in the first 20 days of 2021, according to statistics from TV analytics firm [iSpot.tv](#). That represents an 81 percent plunge in estimated spending and a 79 percent decline in airings compared with January 1-20, 2020, when Covid-19 was little-known except for in China.



campaign^{US}

[Movers & Shakers: Apple, Coca-Cola, Google, Spotify and more](#)

Campaign US, 01/21/2021

Martech download

iSpot acquired analytics company Ace Metrix to track brand impact of TV and video advertising.

AdAge

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

Ad Age, 01/21/2021

A few highlights: Captain Ahab tries to help a woman find a parking spot in Geico's latest. (Spoiler: It doesn't go well.) In a Twizzlers spot, an astronaut wonders if she's packed enough socks for her trip. And a sign spinner's dad graciously fills in for him while he takes a brief break from promoting car insurance. (His sign reads, in all-caps, "DRIVERS WHO SAVE WITH PROGRESSIVE SAVE OVER \$750 ON AVG").



[Adthena buys Kantar's paid search business as marketing consolidation ramps up](#)
MarketingDive, 01/21/2021

Adthena's acquisition is another sign of consolidation in the marketing industry. After a slowdown in dealmaking during the onset of the pandemic, when [companies turned inward](#) to address the health crisis and its negative effects on the economy and ad spending, merger and acquisition activity has resumed in the past few months. Last week, [Martin Sorrell's S4 Capital](#) bought Shanghai-based creative agency Tomorrow with plans to merge the shop with its MediaMonks digital production group. **The same week, [iSpot.tv acquired Ace Metrix](#) in a deal to combine their measurement services for TV advertising.**



[NFL Post Season: Lower Viewership Per Game, Higher Ad Revenues](#)
MediaPost, 01/20/2021

Still, the NFL -- because of the extra wild-card games -- benefited in terms of higher advertising overall revenues -- up 40% to \$913.2 million in national TV spending, according to iSpot.tv, from \$653.9 million.

The biggest advertisers this year included Verizon, 80 airings (\$35.4 million estimated national TV spend); Progressive, 55 airings (\$32.8 million); TurboTax, 64 airings, \$28.5 million; State Farm, 48 airings, \$28.1 million); and Geico, 65 airings (25.3 million).

MediaPost [News](#) [Events](#) [Awards](#) [Members](#) [More](#) [Q](#)

TelevisionNewsDaily

NFL Post Season: Lower Viewership Per Game, Higher Ad Revenues

by [Wayne Friedman](#), 8 hours ago



BC

Broadcasting + Cable

[Fox Gives '9-1-1' and '9-1-1: Lone Star' TV's Biggest Promo Push](#)
Broadcasting + Cable, 01/20/2020

On the strength of 392.7 million TV ad impressions, a [Fox](#) promo for 9-1-1 and 9-1-1: Lone Star takes first place. Fox also pops up in an [NFL](#) promo — along with [NBC](#) and [CBS](#) — for NFL Football divisional playoff games in third.

CBS grabbing fourth place to hype The Equalizer means that traditional broadcast networks have the edge in our top 5. Rounding out the ranking: cable nets [CNN](#) and TNT, which promote, respectively, Lincoln: Divided We Stand in second and [Snowpiercer](#) 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).

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

Fox Gives '9-1-1' and '9-1-1: Lone Star' TV's Biggest Promo Push

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 11 hours ago

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



Rob Lowe in Fox's '9-1-1: Lone Star' (Image credit: Kevin Estrada/Fox)



WARDSAUTO™

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

WardsAuto, 01/21/2021

For the second straight week, a Subaru spot leads iSpot.tv's 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 PANERA, CHIPOTLE, SKECHERS AND MORE](#)

Ad Age, 01/20/2021

A few highlights: Skechers enlists “Dancing With the Stars” alum Brooke Burke to hype its Arch Fit footwear featuring “podiatrist-certified arch support.” Chipotle wants you to try its new Cilantro-Lime Cauliflower Rice. And Panera promotes its new Teriyaki Chicken & Broccoli Bowl.



[Bringing Back the Feels to Audience Measurement](#)

NextTV, 01/19/2021

Which is why it's very exciting to see that iSpot, a company that is busy redefining TV measurement in many ways, has now added the subjective to their arsenal with their [purchase of Ace Metrix](#), an established player whose survey-based metrics gauge how consumers feel after seeing an ad.

This is, in many ways, a much bigger deal than it may appear to be on the surface.

For years, TV was measured by Nielsen ratings which kept marketers apprised of which audiences had seen their ads. They then used a wide array of other methods—some legitimate, many specious—to understand consumers' subjective reactions to the campaigns.

That has been changing, though, as the shift to streaming provides a wealth of more specific data around viewership, and TV measurement companies, Nielsen included, are adding more data-driven digital style metrics.



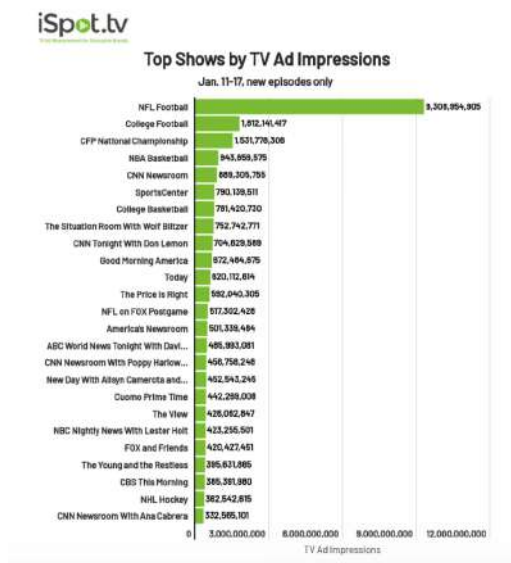
[Brace Pulled in \\$15.7M, Outer Raised \\$10.5M, and More LA Tech News](#)
BuiltInLA, 01/20/2021 [Newsletter]

[Ace Metrix acquired by iSpot.tv](#). El Segundo-based Ace Metrix offers a creative assessment tool geared toward TV and video ads. The goal of the acquisition is to provide a single-source solution for advertisers looking to accurately assess metrics like brand impact and audience reach. [MediaPost]



[TV By the Numbers: Sports, News Dominate Watch-Time for Jan. 11-17](#)
Broadcasting + Cable, 01/19/2021

Four out of the top five placements for TV ad impressions were sports-related, led by NFL games (9.3 billion impressions) and college football (1.8 billion). News programs were also prevalent throughout: CNN Newsroom took fifth place with 889.3 million TV ad impressions, a 39.97% week-over-week increase, while The Situation Room With Wolf Blitzer, CNN Tonight With Don Lemon and Good Morning America all made the top 10. The only non-sports or news-related programming in the top 25: The Young and the Restless and The Price Is Right.



PROMAX

[Promo Mojo: Fox Leads with '9-1-1,' '9-1-1: Lone Star'](#)

PromaxBDA, 01/20/2021

Notably, the CNN spot has the highest iSpot Attention Index (116) in 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).

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[TINA.ORG BRINGS WALMART'S DECEPTIVE MADE IN USA CLAIMS TO THE FTC. AGAIN](#)

Truth In Advertising, 01/19/2021

What Walmart says: Whereas the FTC distinguishes between unqualified and qualified U.S.-origin claims, Walmart's definition of "made" in the USA mashes them together. In a "Made in America" TV commercial that aired during the NFL playoffs over the weekend and that Walmart **has spent more than \$8 million on since it debuted last October according to ad-tracking firm iSpot**, Walmart falsely suggests that "made" in America means the same as "produced," "grown," "assembled" or "sourced" in the USA. (Of note, the FTC cautions against the use of general terms like "produced" in the USA, saying, "Words like these are unlikely to convey a message limited to a particular process. Additional qualification probably is necessary to describe a product that is not 'all or virtually all' made in the U.S.")

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM TOMMY JOHN, THE NEW YORK TIMES, DICK'S SPORTING GOODS AND MORE](#)

Ad Age, 01/19/2021

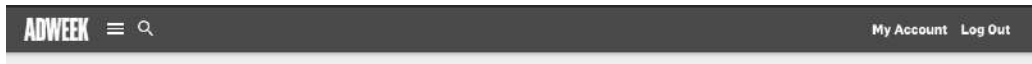
A few highlights: Tommy John wants you to know about its Hammock Pouch underwear for men. The New York Times promotes [Cooking](#), its print/online resource for foodies. And Dick's Sporting Goods offers a poetic tale about how one young baseball batter pursued greatness.

ADWEEK

[Changes Already in Motion for Brands a Year Ago Will Only Accelerate in 2021](#)
Adweek, 01/18/2021 (avoid paywall [here](#))

Where We're Going

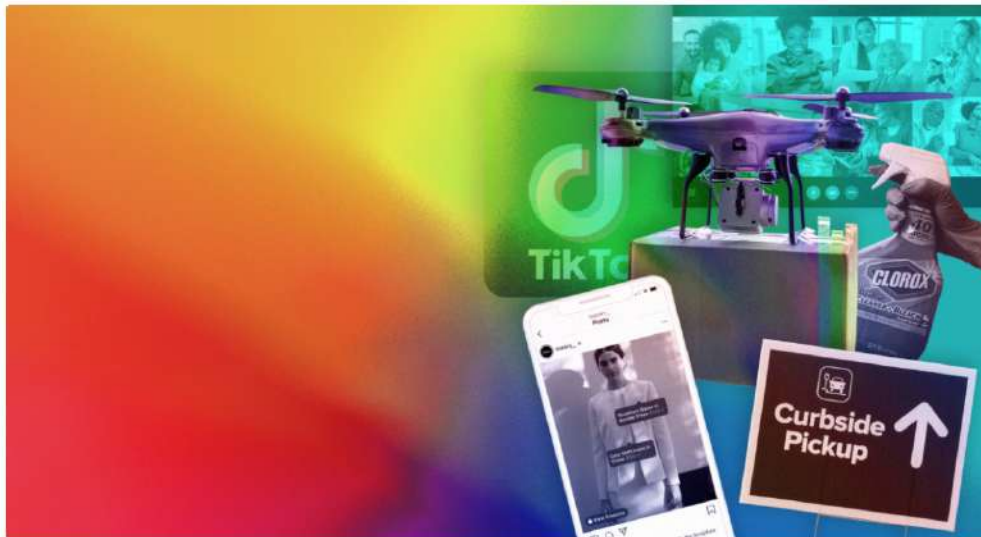
In 2021, brands will double down on the bets they made in 2020—rolling out new loyalty programs, like Walmart+; embracing new methods of getting goods in consumers' hands, like curbside pickup or launching new direct-to-consumer channels; and trying out new advertising platforms like TikTok or, for some brands, TV (**1,200 DTC brands ran TV ads for the first time in 2020, according to iSpot.tv**).



2021 OUTLOOK

Changes Already in Motion for Brands a Year Ago Will Only Accelerate in 2021

The future was much closer than anyone could have anticipated at the beginning of 2020



In 2021, brands will double down on the bets they made in 2020.

Trent Joaquin for Adweek

DIGIDAY

[Marketing Briefing: Marketers and agency execs are hoping for more optimism post-inauguration](#)

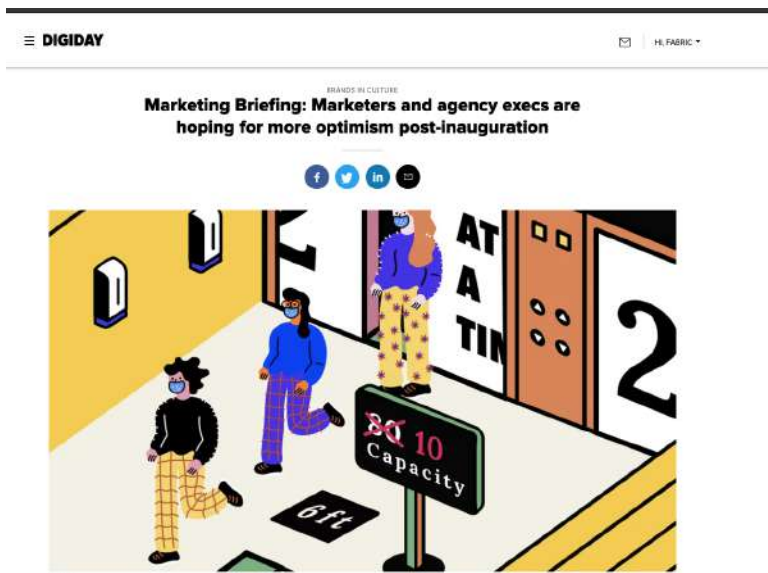
Digiday, 01/19/2021

By the numbers

Marketers increasingly have a lot of options to chase viewing audiences. Discovery+ may have only officially launched earlier this year on January 4, but the Discovery Channel's latest offering already has consumer attention on lock. **According to a new report from iSpot**, the service is the only one to garner billions of TV ad impressions. Since the launch of the streaming wars, services such as Disney+ and NBC's Peacock have been vying for viewer eyeballs. And while some streamers remain ad-free, the ad-supported streaming war may officially be kicking off this year.

Here's a breakdown:

- Discovery+ (5.2 billion TV ad impressions)
- Disney+ (864 million)
- Hulu (451 million)
- Peacock TV (372 million)
- AMC+ (194 million)
- Amazon Prime Video (172 million)
- ESPN+ (150 million)
- HBO Max (142 million)
- Sling (132 million)
- Apple TV+ (88 million) — *Kimeko McCoy*



TV (R)EV

[Inside Disney+'s 'WandaVision' Premiere Ad Push](#)

TVREV, 01/18/2021

As a place to watch TV, however, Disney+ also utilizes linear TV advertising quite a bit to drive tune-in. From Jan. 1-17, the ["WandaVision" trailer](#) was the 25th-most seen ad on TV by impressions (according to [iSpot](#)) with nearly 744 million. While plenty of those impressions were derived from Disney-owned channels like ABC (21.7%), ESPN (12.3%), Disney Channel (9.9%) and FX (5.6%), the tune-in push also stretched beyond those options as well. Nearly 10.5% of "WandaVision" ad impressions were on FOX, and another 6.4% came from HGTV.

Marvel/Disney also opted for popular programming to get tune-in messaging out there. More than 17% of TV ad impressions came during NFL games. Shows like "SportsCenter," "Good Morning America" and NBA games also had strong pushes.



[iSpot Acquires Ace Metrix](#)

AiThORITY, 01/18/2021

"We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives," says [Sean Muller](#), CEO and founder of iSpot.tv. "This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions."

BC

Broadcasting + Cable

[Can Anyone Top Nielsen in the Measurement Business?](#)

Broadcasting + Cable, 01/18/2021

Since COVID, Muller said that, since COVID, clients have been more sensitive about the creative messages they're putting into the market. Ace Metrix will enable iSpot to tell them what's helping their image as well as their sales.

iSpot will also be able to calculate how those two factors interact, making them more valuable to a broader range of client executives. "We're squarely focused on the media and analytics teams," Muller said. "Ace Metrix is squarely in the brand world. This makes us a more integral partner to the CMO and the entire marketing team."

Muller figures iSpot is already ahead of Nielsen and the rest of the industry in measuring viewing and outcomes in real time. "Now we're really bringing brands a complete solution."

Can Anyone Top Nielsen in the Measurement Business?

By Jon Lafayette 4 hours ago

Data and analytic rivals see opportunity as media business changes



SmartBrief

[iSpot.tv expands capabilities with Ace Metrix acquisition](#)

SmartBrief, 01/15/2021 (syndicated MobileMarketing coverage)

TV ad measurement platform iSpot.tv has purchased video advertising analytics firm Ace Metrix and will be integrating operations to offer brands "cohesive ad measurement at all stages of the advertising life cycle," says Ace CEO Peter Daboll. CEO Sean Muller says iSpot "plans to roll out specific brand impact [measurement for] every streaming platform and across linear."



MARKETING BREW

[1/15 Newsletter](#)

Morning Brew - Marketing Brew

WHAT ELSE IS BREWING

- [Dentsu](#) is merging agencies iProspect and Vizeum to create a full service media agency.
- [iSpot](#) is acquiring Ace Metrix to expand its linear TV and CTV analytics capabilities.
- [WPP](#) poached McCann's Rob Reilly as its new global CCO.
- [YouTube](#) is allowing creators to measure a video's performance over the first 24 hours.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HEALTHY CHOICE, AFLAC, PLANET FITNESS AND MORE](#)

Ad Age, 01/15/2021

A few highlights: Healthy Choice hypes its Adobo Chicken Wrap. The Aflac Duck competes with human children at a swim meet despite the objection of at least one parent. And Planet Fitness promotes its current membership offer—\$0 enrollment fee, \$10 per month—which ends today (Jan. 15).



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

We Are Social Media, 01/17/2021

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.

BUSINESS INSIDER

[Tech firm iSpot is acquiring Ace Metrix to get ahead in the race to fix TV ad measurement](#)
Business Insider, 01/14/2021 (avoid paywall [here](#))

"There's only two reasons why brands invest in advertising: To drive business results [or] to build brand awareness and impact," Muller said. "We've had the business impact, and Ace Metrix allows us to now measure the brand impact."

Premium HOME / ADVERTISING

Tech firm iSpot is acquiring Ace Metrix to get ahead in the race to fix TV ad measurement

Lauren Johnson 8 minutes ago



Sean Muller, CEO and founder of iSpot.tv. iSpot.TV

POPULAR WITH SUBSCRIBERS



McConnell considering vote to convict and permanently ban Trump, GOP sources

POPULAR WITH SUBSCRIBERS



Mitch McConnell...

GeekWire

[iSpot acquires Ace Metrix to bolster TV ad measurement tech](#)
GeekWire, 01/14/2021 (syndicated: [Tech Investor News](#))

“The integration of Ace into the iSpot ecosystem creates an ad measurement machine unlike anything out there today,” Peter Daboll, CEO of Ace Metrix, said in a statement.

...

The pandemic caused some brands to cut their advertising budgets, creating a headwind for a company such as iSpot. But CEO Sean Muller also called out some encouraging trends. He said companies are looking for more flexible and real-time options for TV ad measurement with compressed decision cycles and larger economic uncertainty, in addition to the disruption occurring in the TV industry.

iSpot plans to grow revenue by 50% in 2021 and increase investments in its technology while adding more employees.

GeekWire
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You Tube

iSpot acquires Ace Metrix to bolster TV ad measurement tech


BY **TAYLOR SOPER** on January 14, 2021 at 7:00 am

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Seattle-area startup **iSpot** is beefing up its technology platform that measures TV advertisement performance with the acquisition of Los Angeles-based **Ace Metrix**.

The two companies are similar, both offering software to help brands figure out the effectiveness of their TV ads. Ace Metrix focuses on analyzing consumer sentiment before and after an ad first airs.

“The integration of Ace into the iSpot ecosystem creates an ad measurement machine unlike anything out there today,” Peter Daboll, CEO of Ace Metrix, said in a statement.



iSpot CEO Sean Muller. (iSpot Photo)

Become a Geek


QX8

STARTIN

\$69,0

2021 QX80 SENSORY 4WD
\$83,30

▶ VIEW CHARLOTTE





[iSpot Acquires Ace Metrix, Broadens Ad Measurement](#)
Broadcasting + Cable, 01/14/2021

By bringing Ace Metrix into the fold, “we’re going to be the first platform that’s connecting the two things in any meaningful and significant way in real time and helping brands understand how one drives the other,” Muller said. “Our joint technologies and expertise empower brands to make better, faster and more confident decisions.”

...

Combining the companies will make iSpot more valuable to its clients’ marketing departments and chief marketing officers. “We’re squarely focused on media and analytic teams. Ace Metrix is in the brand world and the insights world,” Muller said. Now we’ve got the entire marketing team completely blanketed.”

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

iSpot Acquires Ace Metrix, Broadens Ad Measurement

By [Jon Lafayette](#) an hour ago

Company adds brand attributes to analytical portfolio



iSpot CEO Sean Muller (Image credit: iSpot)

PUGET SOUND BUSINESS JOURNAL

[iSpot.tv acquires LA-based firm, grows its footprint in Bellevue](#)
Puget Sound Business Journal, 01/14/2021 (avoid paywall [here](#))

"We're really for the first time putting together business outcome and brand impact together in real-time and in a syndicated manner to really give brands a full 360 view into their TV and video investments," Muller said. "[Ace Metrix] measures brand recall, purchase intent, likability, emotions. They're really good at understanding how each creative that's generated by every advertiser is ultimately going to drive these other results."

...

"The integration of Ace into the iSpot ecosystem creates an ad measurement machine unlike anything out there today," Daboll said in a statement. "We share so much DNA — from being the first real-time companies to disrupt TV advertising, to our always-on approach to measurement at scale, to our deep, long-lasting brand partnerships."

Technology

iSpot.tv acquires LA-based firm, grows its footprint in Bellevue

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Sean Muller is the founder and CEO of iSpot.tv.
ERNST & YOUNG



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[How to measure ROI in print advertising \(ebook\)](#)





[iSpot.tv Buys Ad Scoring Firm Ace Metrix To Measure Brand Impact](#)
AdExchanger, 01/14/2021

Advertisers can use this type of data to inform their TV planning and buying process, something that isn't being done today, said Sean Muller, iSpot's CEO and founder.

"No one has integrated how people feel, who saw the ad and what happened as a result," Muller said. "Now, for the first time, those things are coming together under a single platform."



iSpot.tv Buys Ad Scoring Firm Ace Metrix To Measure Brand Impact

by Anthony Riffiate // Thursday, January 14th, 2021 - 3:57 pm

Share:

TV ad measurement provider iSpot.tv has acquired Ace Metrix, a company that screens and scores video advertising using a survey-based methodology.

The deal will help iSpot track both business outcomes and the brand impact of ad creative and media in real-time, including persuasion, likeability, watchability, purchase intent, brand recall and emotional factors.

Advertisers can use this type of data to inform their TV planning and buying process, something that isn't being done today, said Sean Muller, iSpot's CEO and founder.



+ Optimizing the News [Newsletter - 01/15]

TODAY'S MUST READ

[iSpot.tv Buys Ad Scoring Firm Ace Metrix To Measure Brand Impact](#)
TV ad measurement provider iSpot.tv has acquired Ace Metrix, a company that screens and scores video advertising using a survey-based methodology. The deal will help iSpot track both business outcomes and the brand impact of ad creative and media in real-time, including persuasion, likeability, watchability, purchase intent, brand recall and emotional factors...[more](#)

TC TechCrunch

[iSpot expands its ad measurement platform by acquiring Ace Metrix](#)

TechCrunch, 01/14/2021

iSpot founder and CEO Sean Muller said that the companies have complementary solutions. After all, he said, “In simple terms, there are only two reasons why brands buy advertising — one is to deliver business results and the other is to build brand recognition, likability and impact.”

The existing iSpot platform excels in the first area, Muller said, measuring the reach and conversation rates of ads that run on both TV and streaming. Ace Metrix, on the other hand, measures how an ad affects consumer sentiment — so by bringing the two companies together, it can offer “a complete solution in one platform.”

...

“Brands are being forced to have a say in politics and all sorts of things,” he said.

“Understanding the way your messages are being perceived is crucially important ... When you invest in a piece of creative, it becomes even more important to ensure that your message is on point and triggers the right emotions.

iSpot expands its ad measurement platform by acquiring Ace Metrix

Anthony Ha @anthonyha / 2:54 PM EST • January 14, 2021

Comment



Image Credits: iSpot.tv



[iSpot buys Ace Metrix to expand analytics for TV and CTV ads](#)

MarketingDive, 01/15/2021

Ace Metrix and iSpot are a good fit for each other in providing more comprehensive, real-time measurement tools for marketers. Ace Metrix [examines how viewers feel](#) about what they see while iSpot [helps to measure](#) the reach and business outcomes for advertising. The complementary services can provide a more complete view of the effectiveness of TV advertising in real time so marketers can optimize their buys. Ace Metrix's measurements include brand recall, purchase intent and likeability, among other metrics.

"We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives," Sean Muller, founder and CEO of iSpot, said in a statement. "This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time."

+ [MarketingDive](#) [Newsletter]

iSpot buys Ace Metrix to expand analytics for TV and CTV ads

The deal addresses the need to measure both business outcomes and brand impact for ads amid a media marketplace fragmented between linear and streaming TV.



[iSpot.tv Acquires Ace Metrix To Combine Brand And Business Outcomes Measurement](#)
MediaPost, 01/15/2021

The combination will enable a single-source solution for tracking TV and video advertising business outcomes and brand impact — including a unified view of audience reach, consumer attention, brand impact and return on TV and connected TV ads, according to the announcement.

Brands frequently seek both to drive sales and brand equity with the same campaign/creative, noted Sean Muller, CEO and founder of iSpot.tv.

MediaPost News Events Awards Members More

DigitalNewsDaily

iSpot.tv Acquires Ace Metrix To Combine Brand And Business Outcomes Measurement

by Karlene Lukovitz @KLmarketdaily, 2 hours ago



+ DigitalNews Daily [MediaPost Newsletter] 01/15



iSpot.tv Acquires Ace Metrix To Combine Brand And Business Outcomes Measurement

by Karlene Lukovitz

iSpot, which measures advertising reach, conversion rates and lift across TV and streaming TV, will integrate Ace's infrastructure and technologies for attitudinal measurement of ... [Read the whole story](#)

ADVANCED TELEVISION

[iSpot acquires Ace Metrix](#)

Advanced Television, 01/15/2021

The combined capabilities of iSpot and Ace Metrix aims to provide brands a unified, granular understanding of audience reach, consumer attention, brand impact and return on TV and CTV advertising investments.

“We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives,” said Sean Muller, CEO and founder of iSpot.tv. “This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions.”



[iSpot.tv buys Ace Metrix in boost to ad outcome measurement](#)

Fierce Video, 01/14/2021

“We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives,” said iSpot.tv CEO Sean Muller in a statement. “This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions.”

TVNewsCheck

THE BUSINESS OF BROADCASTING

[iSpot.TV Acquires Ace Metrix](#)

TVNewsCheck, 01/14/2021

iSpot.tv has acquired Ace Metrix, a pioneer in attitudinal measurement for TV and video creatives. The deal delivers the marketplace a single-source solution for tracking the business outcomes and brand impact of TV and video advertising. The combined capabilities of iSpot and Ace Metrix provide brands a unified, granular understanding of audience reach, consumer attention, brand impact and return on TV and CTV advertising investments.

iSpot.TV Acquires Ace Metrix



The purchase creates a cross-screen platform for measuring brand impact and business outcomes for TV advertising in real time.

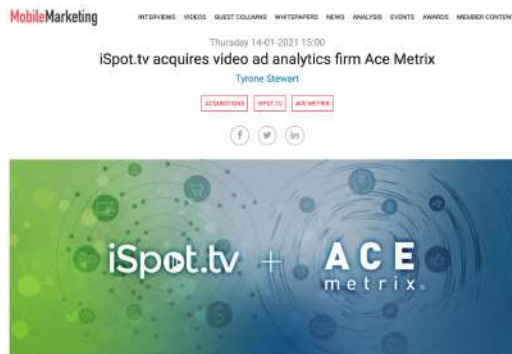
MobileMarketing

[iSpot.tv acquires video ad analytics firm Ace Metrix](#)

MobileMarketing Magazine, 01/14/2021

The acquisition increases iSpot's annual contract number to over 500, including more than 50 per cent of the brands in the Ad Age 100 and 96 per cent of the US' TV networks.

"We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives," said Sean Muller, CEO and Founder of iSpot.tv. "This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions."



MARTECHSERIES

Marketing Technology Insights

[iSpot Acquires Ace Metrix](#)

MarTech Series, 01/15/2021

"We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives," says Sean Muller, CEO and founder of iSpot.tv. "This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions."

iSpot will immediately work to integrate Ace Metrix technology and operations into its own. Ace CEO Peter Daboll will be joining the iSpot executive team as Chief Strategy Officer. The company joins iSpot as a profitable enterprise SaaS business. "The integration of Ace into the iSpot ecosystem creates an ad measurement machine unlike anything out there today," says Daboll. "We share so much DNA — from being the first real-time companies to disrupt TV advertising, to our always-on approach to measurement at scale, to our deep, long-lasting brand partnerships. This deal creates a one-of-a-kind opportunity for cohesive ad measurement at all stages of the advertising life cycle."



[iSpot Acquires Ace Metrix](#)

SalesTechStar, 01/15/2021

[iSpot.tv](#) has acquired Ace Metrix, a pioneer in attitudinal measurement for TV and video creatives. The deal delivers the marketplace a single-source solution for tracking the business outcomes and brand impact of TV and [video advertising](#). The combined capabilities of iSpot and Ace Metrix provide brands a unified, granular understanding of audience reach, consumer attention, brand impact and return on TV and CTV advertising investments.

CYNOPSIS

[01/15/21: OWN renews "Queen Sugar" for season 6, ahead of season 5 debut](#)

Cynopsis, 01/15/2021

iSpot.tv has acquired Ace Metrix, which gauges consumer sentiments towards ads, measuring brand recall, purchase intent and likeability. "We know that brands invest in TV and video advertising to drive sales and lasting brand equity with audiences, often in the same campaign and creatives," said Sean Muller, CEO and founder of iSpot.tv. "This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real time."

BUSINESS INSIDER

[Insider Advertising](#)

Business Insider [newsletter], 01/15/2021

More stories we're reading:

- [Lululemon has quietly snapped up an Uber and Headspace marketing vet as it pushes into e-commerce and connected fitness](#) (Business Insider)
- [Tech firm iSpot is acquiring Ace Metrix to get ahead in the race to fix TV ad measurement](#) (Business Insider)
- [Grubhub just hired a new head of corporate affairs to help the delivery app take on Uber and DoorDash](#) (Business Insider)
- [Signal downloads skyrocketed 4,200% after WhatsApp announced it would force users to share personal data with Facebook. It's top of both Google and Apple's app stores.](#) (Business Insider)
- [Axios wants to help companies write like its reporters—for \\$10,000 a year, or more](#) (Wall Street Journal)
- ['On a learning curve here': E-commerce platforms still struggling with hateful listings](#) (Digiday)

AgencySpy

[Thursday Stir](#)

AgencySpy - Adweek [newsletter], 01/14/2021

–[Ace Metrix snapped up by iSpot](#) to beef up TV ad measurement tech.

mrweb

[iSpot Buys TV and Video Ad Measurement Firm Ace Metrix](#)

Daily Research News Online, 01/14/2021

Sean Muller, CEO and founder of iSpot.tv, comments: 'This acquisition represents an industry-first solution for measuring both business outcomes and brand impact together and in real-time. We are excited to bring Ace into the iSpot family because our joint technologies and expertise empower brands to make better, faster and more confident decisions'.



The New York Times

[As Corporate America Flees Trump, MyPillow's C.E.O. Stands by Him](#)
The New York Times, 01/12/2021

MyPillow is a major supporter of conservative media. The brand appeared on 16 TV networks from Wednesday through Friday, with 44 percent of its spending going to Fox News, Fox Business and Fox Sports, according to data from MediaRadar. **From the day of the Washington riots until Monday, MyPillow spent tens of thousands of ad dollars on [Newsmax](#), according to estimates from iSpot.TV.** In the first three quarters of 2020, MyPillow spent more than \$62 million on television ads, nearly 99 percent of it going to cable channels such as Fox News, according to Nielsen Ad Intel.

As Corporate America Flees Trump, MyPillow's C.E.O. Stands by Him

Since the siege on the Capitol, Mike Lindell, a strong supporter of President Trump, has continued advertising heavily while repeating misinformation about the election and the attack.



Mike Lindell, the chief executive of MyPillow, at a 2019 rally for President Trump. His company has continued offering a discount code, "FightForTrump," on its website. Stephen Maturen/Getty Images

ADWEEK

[NBC Sports Group Helping Tokyo Olympics Marketers Create More Effective Ads](#)
Adweek, 01/13/2021 (avoid paywall [here](#))

So NBCUniversal Insights and Measurement team looked at 671 ads from the past two Olympics (PyeongChang in 2018 and Rio in 2016), tagging 897 ad elements and building 540 models. The company worked with Hive, iSpot.tv, Phoenix, and EDO to create the Olympics Ad Engine, which combines human curation and machine learning.



PROGRAMMING & PERFORMANCE

NBC Sports Group Helping Tokyo Olympics Marketers Create More Effective Ads

Olympics Ad Engine uses previous Games spots to maximize a brand's marketing objectives



The Olympics Ad Engine suggests how new sports can be modified to help achieve five different marketing objects.

NBC Olympics

AdAge

[NBCUNIVERSAL DEPLOYS AI TO HELP OLYMPICS MARKETERS SHAPE CREATIVE IN DIVISIVE TIME](#)

Ad Age, 01/13/2021

Announced in advance of the rescheduled 2020 Summer Olympics, which are due to take place in Tokyo in a matter of months, the OAE was created by NBCUniversal Insights and Measurement in conjunction with Hive, iSpot.tv, Phoenix and Edo.

NBCUNIVERSAL DEPLOYS AI TO HELP OLYMPICS MARKETERS SHAPE CREATIVE IN DIVISIVE TIME

The tool uses machine learning to examine the efficacy of nearly 700 past Olympic ads, offering suggestions to improve messaging

By [Ethan Jakob Craft](#). Published on January 13, 2021.



Credit: Toru Hanai/Bloomberg

ADWEEK

[OpenAP Debuts New Platform in Expanded TV Advertising Push](#)
Adweek, 01/11/2021 (avoid paywall [here](#))

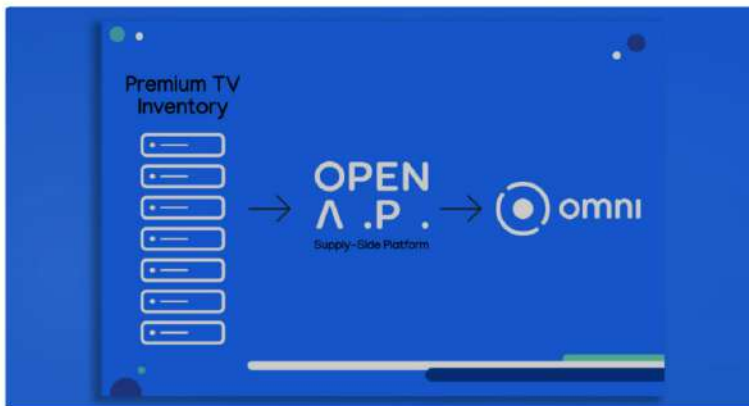
It's the latest push from OpenAP to fine-tune and continue streamlining advanced advertising as consumers push into streaming and as marketers demand more simplicity. **OpenAP struck a partnership with iSpot.TV in July** to add in more cross-platform measurement offerings and has been steadily [adding new members to its consortium](#) to cement its position as the largest advanced advertising platform in the U.S.

ADWEEK

PROGRAMMING & PERFORMANCE

OpenAP Debuts New Platform in Expanded TV Advertising Push

Consortium's buy-side offering finds first agency partner in Omnicom



A new supply-side platform will offer more automation and optimization into TV buying.

BUSINESS INSIDER AUSTRALIA

[MyPillow's CEO is standing by Trump after the deadly Capitol riots, and offering customers a discount with the code 'FightForTrump'](#)

Business Insider (Australia), 01/13/2021

MyPillow also spent tens of thousands of dollars on advertising on Newsmax, the pro-Trump network, between the day of the Capitol riots until Monday, according to estimates from iSpot.TV, which the Times cited.

BUSINESS INSIDER AUSTRALIA TECH MONEY & MARKETS BRIEFING IDEAS EXECUTIVE LIFE RESEARCH

MyPillow's CEO is standing by Trump after the deadly Capitol riots, and offering customers a discount with the code 'FightForTrump'

KATE DUFFY

JAN 14, 2021, 12:06 AM

f FACEBOOK t TWITTER ↑ REDDIT in LINKEDIN ✉ EMAIL



SAUL LOEB/AFP via Getty Images



[The Lizard King: Geico Tops NHL Ad Spenders During Last Season](#)
Sports Business Journal Daily, 01/13/2021

Geico, the NHL's official automotive insurance provider in the U.S. since '10, was the biggest ad spender during NHL-related telecasts last season, according to iSpot.tv data. The company spent an estimated \$31.4M, a 14% increase over its outlay during the '18-19 campaign. Additionally, Geico aired 10 different spots last season, the most creatives of any advertiser.

TOP AD SPENDERS DURING '19-20 NHL PROGRAMMING		
NO.	COMPANY	ESTIMATED AD SPEND
1)	Geico*	\$31.4M
2)	Honda*	\$28.9M
3)	Discover*	\$22M
4)	Lexus	\$20M
5)	Subway	\$15.8M
6)	New Amsterdam Spirits*	\$13.8M
7)	Progressive	\$13.1M
8)	Apple iPhone*	\$12.7M
9)	Enterprise*	\$12.1M
10)	Dunkin*	\$11.6M
11)	Liberty Mutual	\$10M
12)	Chick-fil-A	\$9.8M
13)	Jagermeister*	\$9.3M
14)	Navy Federal Credit Union*	\$9M
15)	Microsoft Office	\$9M
16)	Bud Light*	\$8.7M
17)	Domino's	\$8.5M
18)	Hyundai	\$8.2M
19)	Coors Light*	\$7.7M
20)	AT&T Wireless	\$7.6M











* NHL corporate marketing partner

TV(R)EV

[What's Left of Tucker Carlson's Advertisers \(So Far\) in 2021?](#)

TVREV, 01/13/2021

[As brands distance themselves](#) from candidates willing to support insurrection and/or a denial of free and fair election results in this country, those moves also extend to the media enterprises that most align with those candidates. Using data from [iSpot](#), we can see to what extent most advertisers have already left Carlson through nearly two weeks of 2021. While new episodes of his program air in primetime, you certainly wouldn't know it here (this list compiled from new airings only, from Jan. 1-12):

#	Brand	Airings (Ⓢ)	Equlv. Units (Ⓢ)	Est. TV Spend (Ⓢ)
1	 My Pillow	18	44	\$1,131,506 Avg. CPU: \$25,726
2	 AllveCor	5	10	\$257,256 Avg. CPU: \$25,726
3	 Relaxium	2	8	\$205,805 Avg. CPU: \$25,726
4	 Lear Capital	3	6	\$194,354 Avg. CPU: \$25,726
5	 Nutrystem	3	5	\$128,628 Avg. CPU: \$25,726
6	 Pure TalkUSA	6	8	\$114,336 Avg. CPU: \$14,292
7	 Granite Stone	1	4	\$102,902 Avg. CPU: \$25,726
8	 Relief Factor	3	6	\$85,752 Avg. CPU: \$14,292
9	 Coventry Direct	3	3	\$77,177 Avg. CPU: \$25,726
10	 Quinol	5	2.5	\$64,314 Avg. CPU: \$25,726

From [iSpot](#): Top advertisers by spend during new episodes of *Tucker Carlson Tonight*, Jan. 1-12, 2021



[Geico Pipes commercial featuring a bagpiper leaves netizens in splits](#)

Republic World, 01/13/2021

A report in [iSpot.tv](#) reveals that the Geico Bagpipes commercial has been created by The Martin Agency. This is the same agency that had created the Geico Hump Day commercial featuring a real camel. One of the actors who plays the wife in the new Geico commercial has been identified as actor Michelle Ortiz.

BC

Broadcasting + Cable

[NBC Gives 'Mr. Mayor' TV's Biggest Promo Push](#) *Broadcasting + Cable*, 01/13/2021 ([PromaxBDA](#))

On the strength of 351.7 million TV ad impressions, an [NBC](#) promo for the Ted Danson sitcom Mr. Mayor takes first place.

Traditional broadcast networks also grab the next three slots in our ranking, with [CBS](#) hyping [Clarice](#) in second and [Fox](#) promoting Prodigal Son in third as well as 9-1-1 and 9-1-1: Lone Star in fourth. Closing out the top 5: an [NFL](#) promo — in partnership with CBS, Fox, NBC and ESPN — for NFL Football.

Notably, the NFL spot has the highest iSpot Attention Index (138) 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](#)

NBC Gives 'Mr. Mayor' TV's Biggest Promo Push

By Eleanor Semerara, Analyst and Contributor, TV|REV 2 hours ago

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



(Image credit: NBC)



WARDSAUTO™

[Subaru Has Most-Seen Auto Ad](#) *WardsAuto*, 01/14/2021

Subaru tops 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.



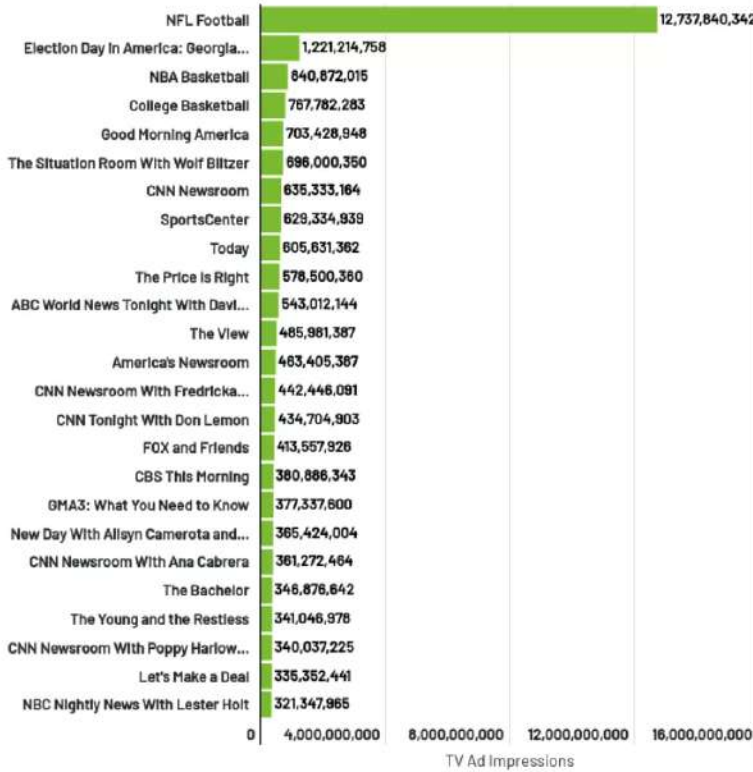
[TV By the Numbers: Wild Card Week, and a Wild Week for News](#)
 Broadcasting + Cable, 01/12/2021 (syndicated: [Active TV Media News](#))

TV ad impressions for NFL games were up 80% week-over-week to 12.7 billion, thanks to the Wild Card games, dwarfing other programs on the ranking. NBA and college basketball both made the top five, in third and fourth places, respectively. Multiple CNN programs made the ranking as well. Also notable: The season 25 premiere of The Bachelor on ABC, which generated 346.9 million impressions putting it at No. 21. There were only four non-sports or news programs in the ranking.



Top Shows by TV Ad Impressions

Jan. 4-10, new episodes only



AdAge

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

Ad Age, 01/14/2021

A few highlights: A woman “rescues” her dog (from his own laziness) in a spot for Dial Body Wash. GoDaddy shows how [She Moves Mountains](#)—an organization that offers “[women-specific rock climbing and backpacking clinics](#)”—has used GoDaddy’s site-building and e-commerce tools. And in a Wayfair commercial, Kelly Clarkson shows up unannounced in people’s homes and no one seems to have a problem with it.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM DOLE, BUD LIGHT SELTZER, GEICO AND MORE](#)

Ad Age, 01/13/2021

A few highlights: In a spot for Dole Fruit Bowls, a couple with kids attempt a “normal-ish” date night out. Another couple, in the latest punny ad from Geico, talk about the terrible problem they have with the pipes in their new home. And Budweiser hypes new Bud Light Seltzer Lemonade with a little help from a vindictive granny.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM T-MOBILE, DAVE, COORS LIGHT AND MORE](#)

Ad Age, 01/12/2021

A few highlights: Coors Light campaigns to get football legend Tom “The Iceman” Flores inducted into the Pro Football Hall of Fame. Dave says it offers “Banking for humans.” And T-Mobile wants you to know you can get the iPhone 12 “on us on every single plan.” (ICYMI, some news about the brand that broke on Monday: [“T-Mobile awards Initiative its \\$2 billion U.S. media business.”](#) from Ad Age.)

AdAge

[TV'S TOP ADVERTISERS REVEALED, PLUS TWO ASTOUNDING STATS ABOUT THE U.S. CAPITOL POLICE: DATACENTER WEEKLY](#)

Ad Age, 01/08/2021

Brands [heart] TV

In 2020, the top 25 brands that advertised on TV generated more than 825 billion ad impressions, according to [iSpot.tv](#). The Bellevue, Wash.-based measurement firm tells Ad Age Datacenter Weekly that insurance brands Geico, Liberty Mutual and Progressive were, in that order, the three most-seen brands of the year—repeating their performance from 2019. In fourth place in 2020: Domino's—followed in fifth by, yes, yet another insurance company: State Farm.

Remarkably, out of the 25 brands that iSpot tracked in 2020, 18 saw year-over-year increases in total TV ad impressions.

Essential context: More TV ad impressions doesn't necessarily translate to higher spending. With the loss of high-priced live sports inventory for a good chunk of 2020, some brands compensated by snatching up additional inventory in lower-priced programming.



[HBO Max To Stream "Sex and the City" Reboot](#)

MediaPost, 01/11/2021

Since 2019, it has aired on E! From January 2020 to January 2021, it earned \$32 million in national TV advertising revenue, according to iSpot.tv.

VentureBeat

[PlayStation accounts for over 40% of TV ad spend from gaming brands in 2020](#)

VentureBeat, 01/09/2021

PlayStation reigned supreme for gaming industry TV spend, shelling out over an estimated \$110.1 million in 2020, with much of that concentrated in the fourth quarter. The brand aired 33 spots over 12,000 times, resulting in 4.4 billion TV ad impressions. The top ad by spend (estimated at \$14.1 million) was “The Edge: Play Has No Limits.” Nearly 22% of PlayStation’s estimated outlay went to NFL games, followed by college football and the NBA . Top networks by spend included ESPN, ABC, and Adult Swim.

Life & Entertainment: Video Games

Top Brands - Est. TV Spend: 01/01/2020 - 12/31/2020

Data provided by iSpot.tv

- PlayStation
- Nintendo
- Xbox
- Square Enix
- EA Sports
- Other

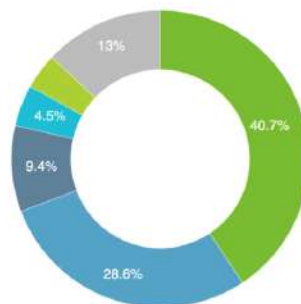


Image Credit: iSpot

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ALLBIRDS, ANYTASK, SNICKERS AND MORE](#)

Ad Age, 01/08/2021

A few highlights: Snickers hypes its new Peanut Brownie Squares. [AnyTask](#), a freelance marketplace, says it can help provide “any service for any business.” And Allbirds says its shoes are “light on your feet and the planet.”



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

WERSM, 01/10/2021

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.

Street & Smith's


[Domino's Spending Big Around Latest Denny Hamlin TV Spot](#)

Sports Business Daily (SBJ), 01/07/2021

iSpotTV data indicates that Domino's, through early this week, has spent an estimated \$59.4M airing it, including \$26M during sports programming. It has been aired 28,247 times during that span, 1,300 of which were during high-rated sports programming. That includes \$13.145M spent during NFL programming, \$8.176M during college football and around \$800,000 during "SportsCenter" airings.

DOMINO'S SPENDING FOR "PIZZA PIT STOP" AD	
SHOW	ESTIMATED SPEND
NFL	\$13,145,771
NCAA Football	\$8,176,469
Family Guy	\$967,905
SportsCenter	\$797,596
NCAA Basketball	\$782,466
American Dad	\$684,467
Ridiculousness	\$648,959
South Park	\$539,791
The First 48	\$461,508
Bob's Burgers	\$448,123
WWE Monday Night Raw	423,742
The Office	\$420,703
The Simpsons	\$411,170
TMZ	\$388,436
Chrisley Knows Best	\$370,575

TV(R)EV

['The Bachelor' is Back: Viewership and Ad Insights For the Premiere](#)

TVREV, 01/08/2021

On the advertising side of things, according to iSpot, The Bachelor premiere generated over 303 million TV ad impressions, with 53 brands airing 70 ads 80 times. The most-seen non-network promo spot was T-Mobile's "[Turning Up the Speed: 5G Network Anthem](#)," with 7.9 million impressions.

Top brands by impressions included:

1. T-Mobile (15.1 million impressions)
2. Olay (8 million)
3. Allstate (7.8 million)
4. WW (7.5 million)
5. Target (7.5 million)



[Automaker TV Spending Soars In December](#)

MediaPost, 01/07/2021

Automakers had more than a 40.3% increase year over year on TV ad spend in December, according to [iSpot.tv](#)

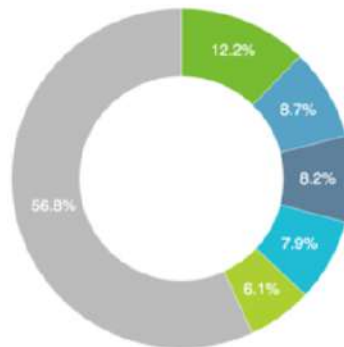
The estimated \$625.2 million in spending is also a 13.5% increase compared to November 2020.

However, impressions were actually down 5% this December.

The top five brands by spend are Toyota (\$76.6 million), Nissan (\$54.1 million), Ford (\$51.4 million), Hyundai (\$49.2 million) and Jeep (\$38.4 million), according to [iSpot.tv](#).

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 12/01/2020 - 12/31/2020
 Data provided by iSpot.tv

- Toyota
- Nissan
- Ford
- Hyundai
- Jeep
- Other



[TV News Networks Cut Ads During Nonstop Capitol Coverage](#)

MediaPost, 01/07/2021

Much of the nonstop news coverage began midday and went well into the evening for many networks. The siege of the Capitol began after a rally where President Trump spoke.

Due to nonstop airing of new coverage, MSNBC had no national commercial airings in prime time, according to [iSpot.tv](#). The previous day it had 53.



[Jeep Enters 2021 With Most-Seen Auto Ad](#)

WardsAuto, 01/06/2021

Jeep 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 TAXACT, RITZ CRACKERS, GLAD AND MORE](#)

Ad Age, 01/06/2021

A few highlights: TaxAct says its tax-prep service “costs 30% less than the big guys.” Sofia Vergara helps hype “bold and cheesy” Ritz Cheese Crispers. And in ad that’s labeled as being “Powered by Wired Brand Lab,” Angela Kinsey (Angela from “The Office”) gives a faux conference keynote address about the technology behind Glad ForceFlex Plus trash bags.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM HELLOFRESH, CAMPING WORLD, MCDONALD'S AND MORE](#)

Ad Age, 01/04/2021

A few highlights: HelloFresh hypes its current sign-up offer, which includes 10 free meals when you use the code TV10 at checkout. Camping World wants you to “pursue freedom in the great outdoors.” And McDonald’s promotes its current 2-for-\$6 offer on select menu items.

Sportico

The Business of Sports

[COLLEGE FOOTBALL PLAYOFF RATINGS HIT NEW YEAR'S DAY LOW](#)

Sportico, 01/05/2021

Per iSpot.tv estimates, ESPN's playoff telecasts raked in some \$117.7 million in ad sales revenue, which paid off in 3.2 billion commercial impressions. As has been the case since former ESPN sales guru Ed Erhardt began selling the playoff package back in 2014, this year's biggest in-game spenders were also official CFP sponsors. Among the brands that snapped up the most inventory in the Rose Bowl and Sugar Bowl: Allstate, Taco Bell, AT&T, Capital One, Chick-fil-A and Dr Pepper, all of which have served as official sponsors of the event since its inception. Dos Equis, which signed on as the official beer sponsor during the second year of the CFP era, was also a top 10 spender.

Sportico Menu READ NEXT: How the Second Stimulus...

COLLEGE FOOTBALL PLAYOFF RATINGS HIT NEW YEAR'S DAY LOW

BY ANTHONY CRUPI January 5, 2021 1:40pm f t




Ohio State's 49-28 win over Clemson drew 19.2 million viewers, a 9% decline compared to the game between the two teams in last year's Fiesta Bowl.

TV(R)EV

[The Year Ahead: Our Fearless Predictions For 2021](#)

TVREV, 01/05/2021

Addressable Goes Big Time. Addressable TV advertising has been buzzing around in the background for years, but this is the year it will take wings. There are three key factors driving this:

1. A new cross platform measurement system from **iSpot** that's available now, followed by one from Nielsen that's available in 2022 will help brands feel better about addressable on streaming and linear by providing them with a single consistent rating across both.



[CBS' Grammy Awards Rescheduled Due To COVID-19](#)

MediaPost, 01/05/2021

Major advertisers a year ago included Lincoln Motor Co. with six airings, at an estimated \$5.6 million, according to iSpot.tv; Facebook with two airings, at \$3.7 million; Google, with two airings, at \$3.7 million; Verizon, with four airings, at \$3.7 million; and McDonald's, with six airings, at \$2.8 million.



TelevisionNewsDaily

CBS' Grammy Awards Rescheduled Due To COVID-19

by Wayne Friedman , 11 hours ago



[Pharma TV ad spenders blow up December with spendiest month of 2020](#)

Fierce Pharma, 01/06/2021

December went out with a bang for pharma brands on TV as top advertisers shelled out \$217 million in the biggest spending month of the year.

From reliable TV advertiser AbbVie and Humira at more than \$45 million to a relative newcomer in Novo Nordisk's diabetes med Rybelsus at \$21 million, the top 10 pharma brands poured money into national TV ads in December, according to data from real-time TV ad tracker iSpot.tv.

TV (R)EV

[NFL's Next Media Rights Deal Can Define League, Network Futures](#)

TVREV, 01/06/2021

For all the “ratings decline” talk, NFL games still generated over 2.5x more TV ad impressions (164.4 billion) than any other show in 2020, per [iSpot.tv](#). It's the only U.S. pro sports league to largely keep its schedule intact while dealing with COVID-19. And with just eight regular season home games per team, the impact of losing in-person fans is potentially a lot lower than it is for the NBA and NHL (41 home games per team) or MLB (81 home games per team).



[VH1 Gives 'RuPaul's Drag Race' TV's Biggest Promo Push](#)

Broadcasting + Cable, 01/06/2021 ([PromaxBDA](#))

On the strength of 453.8 million TV ad impressions, a [VH1](#) promo for [RuPaul's Drag Race](#) takes first place.

Traditional broadcast networks grab the next three slots in our ranking, with [NBC](#) hyping Ted Danson vehicle Mr. Mayor in second, [Fox](#) promoting Mayim Bialik sitcom Call Me Kat in third, and [ABC](#) giving some love to The Bachelor in fourth. Closing out the top 5: a [TBS](#) promo for Go-Big Show, an unconventional talent competition featuring Snoop Dogg, Rosario Dawson, Jennifer Nettles and Cody Rhodes as judges.

Notably, the Kat spot has the highest iSpot Attention Index (121) 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).

AdAge

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

Ad Age, 01/05/2021

A few highlights: Oreo wants us to “stay playful” (per its ongoing campaign tagline) as we take on the new year. Allstate serves up scenes from a lunar joyride to make a point about how it rewards “smooth” drivers with discounts. And Ford says, “Whatever you wanna do out there, we’ve got the truck to get it done” in a spot that highlights the dependability of the Ford F-150.

Street & Smith's


[SBJ Unpacks: Taco Bell Orders Up New Year's Six Exposure](#)
Sports Business Journal, 01/04/2021 [newsletter]

Brands spent \$262.5 million in overall advertising during the New Year's Six bowl games telecasts across ESPN, ABC and ESPN Deportes from Dec. 28-Jan. 2, according to data from iSpot.tv analyzed by SBJ's David Broughton. AT&T, a CFP sponsor, led all brands with a \$10.2 million outlay.

Top 10 Brands By Ad Spend During New Year's Six Bowls On ESPN/ABC/Deportes (per iSpot.tv)			
RANK	BRAND		ESTIMATED SPEND
1	AT&T Wireless		\$10.2 million
2	Taco Bell		\$9.6 million
3	Dr Pepper		\$7.4 million
4	Capital One		\$6.2 million
5	Toyota		\$6.0 million
6	Ford		\$5.8 million
7	Apple (iPhone)		\$5.8 million
8	Chick-Fil-A		\$5.8 million
9	Gatorade (BOLT24)		\$4.9 million
10	Dos Equis		\$4.7 million

Most-Seen Spots During New Year's Six Bowls On ESPN/ABC/Deportes (per iSpot.tv)			
RANK	BRAND	AD	IMPRESSIONS
1	Taco Bell	"The Craving"	135.9 million
2	Apple (iPhone)	"Meet iPhone 12"	130.3 million
3	Allstate	"Smooth"	122.4 million
4	Dos Equis	"Touchbeer!"	117.6 million
5	Dos Equis	"Pour-by-Pour Commentator: Bubbles"	116.2 million
6	Dr Pepper	"Fansville: Courtroom Hi-Jinx"	84.4 million
7	Cheez-It	"Pregame Speech"	81.7 million
8	Goodyear	"Breakout"	78.3 million
9	Allstate	"Island"	75.5 million
10	AT&T Wireless	"Lily Excited: \$0 iPhone 12 Mini"	69.0 million



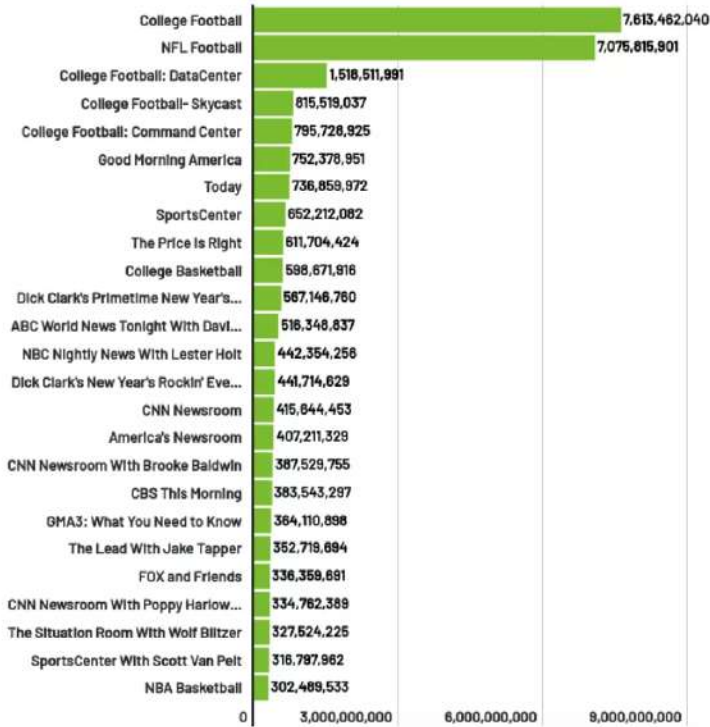
[TV By the Numbers: NFL, College Football Bowl Games Dominate Week of Dec. 28](#)
Broadcasting + Cable, 01/04/2021

[College football](#) squeaked past NFL games last week to snag the No. 1 spot for TV ad impressions, 7.6 billion vs. 7.1 billion. Three other college football-related programs rounded out the top five, pushing the usual suspects (morning news shows) down a notch for the week. The Price Is Right and Dick Clark’s New Year’s Rockin’ Eve telecasts were the only other non-sports or news programs in the top 25 — not surprising for a quiet holiday week with few of the regular staples airing new episodes.



Top Shows by TV Ad Impressions

Dec. 28, 2020 – Jan. 3, 2021, new episodes only



TV Ad Impressions

DEADLINE

['Wonder Woman 1984' Hits \\$16.7M At Domestic B.O. In Face Of HBO Max Release; Record For Pandemic, But 84% Lower Than First Pic's Opening](#)


Deadline, 12/27/2020

While no major studio is spending as much as they normally do during pre-pandemic times when NY and LA are open, to get to these types of weekend box office numbers, Warner had to spend something. As of last weekend, iSpot calculated that Warner shelled out \$17M in TV ads for WW84, which reached close to 800M impressions.







DEADLINE ≡ MENU READ NEXT: Focus Features Debuts 'Promising Young ... Got A Tip? Q


HOME / BOX OFFICE / BREAKING NEWS

'Wonder Woman 1984' Hits \$16.7M At Domestic B.O. In Face Of HBO Max Release; Record For Pandemic, But 84% Lower Than First Pic's Opening

By Anthony D'Alessandro  December 27, 2020 10:12am

21 COMMENTS

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Warner Bros.

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Coronavirus Crisis



[National TV Video-Game Spending Sinks, 'Cyberpunk 2077' Issues Remain](#)

MediaPost, 12/28/2020

Some \$30.9 million was spent, with 5,381 airings and generating 1.5 billion impressions, versus \$52.9 million spent with 8,686 airings and 2.7 billion impressions in December 2019, according to iSpot.tv.



[U.S. Movie Box-Office Revs Down 81% For 2020, Pullback On TV Ads](#)

MediaPost, 12/31/2020

Due to major theater closures, movie studios dramatically cut back on national TV advertising spending in 2020 -- an estimated \$682.9 million -- sharply down from \$2.3 billion in 2019, according to iSpot.tv.

Big studio spenders in 2020: Universal Pictures, \$130.4 million; Warner Bros.', \$95.8 million; DreamWorks Animation, \$78.0 million; Walt Disney (Marvel, Disney/Pixar, Walt Disney Studios), \$73.4 million; Paramount Pictures, \$66.4 million; Fox Corp, \$54.4 million (Twentieth Century Studios, Searchlight Pictures); and Columbia Pictures, \$50.5 million.



TelevisionNewsDaily

U.S. Movie Box-Office Revs Down 81% For 2020, Pullback On TV Ads

by Wayne Friedman, December 31, 2020





[Biggest TV Shows Should Count Airings, Ad Metrics](#)

MediaPost, 12/24/2020

There were 4.9% more TV advertising impressions this year than a year ago -- 7.45 trillion, according to iSpot.tv. At the same time, there's a downside. Factor in whatever wasteful impressions you can determine through frequency issues.

No matter. TV executives will continue to mine what works more efficiently for their platforms -- looking at what is expected to be a friendlier ad market in 2021 and beyond.



[TV Networks Add 20% More On-Air Program Promos In Q3](#)

MediaPost, 12/30/2020

Since the last half of September, when the 2020-2021 season began, through December 29, broadcast and cable networks placed 1.8 million program promo airings -- up 20% over the same period a year ago (1.5 million), according to **iSpot.tv**.

This year that amounted to 286 billion impressions, versus 305.6 billion impressions a year ago.



TelevisionNewsDaily

TV Networks Add 20% More On-Air Program Promos In Q3

by Wayne Friedman, Yesterday



VentureBeat

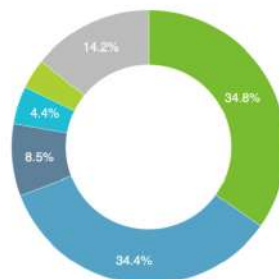
[PlayStation and Nintendo spent 2020 vying for TV game ad crown](#)
VentureBeat, 12/26/2020

[PlayStation and Nintendo](#) are consistently two of the biggest gaming-industry spenders on TV advertising, and as such are often the gaming brands [with the most ad impressions](#). That stayed true in 2020 and, remarkably, the two brands were nearly tied for impressions from January 1 through December 15: PlayStation had 4.22 billion impressions while Nintendo had 4.17 billion, per iSpot.tv.

In total, gaming brands generated 12.1 billion TV ad impressions this year, a 30.67% decline from the same period in 2019. NFL, college football, and SportsCenter were the top three programs for the year, with ESPN being the top impressions-generating network (2.27 billion impressions). And, thanks in part to Nintendo's unwavering commitment to SpongeBob SquarePants, the popular children's show was No. 4 in impression for the entire industry (441.9 million).

Life & Entertainment: Video Games
 Top Brands - Impressions: 01/01/2020 - 12/15/2020
 Data provided by iSpot.tv

- PlayStation
- Nintendo
- Xbox
- GameFly.com
- EA Sports
- Other



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
We Are Social Media, 01/03/2021

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



[This Week: The 10 Most Talked About TV Ads On Social Media](#)
We Are Social Media, 12/27/2020

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.



[Discovery Inc. Takes Bigger Stake In OWN, Winfrey Swaps Shares For Parent Co.](#)

MediaPost, 12/24/2020

National TV ad revenues were estimated to be \$190.3 million for the year-long period, December 2019 through December 2020, according to iSpot.tv.

MediaPost News Events Awards Members More

Television NewsDaily

Discovery Inc. Takes Bigger Stake In OWN, Winfrey Swaps Shares For Parent Co.

by Wayne Friedman, December 24, 2020



[Pandemic-Plagued NFL Viewing Is Down Vs. 2019](#)

MediaPost, 12/24/2020

Another TV measurement company, iSpot.tv, says that from September 1 through December 22, total NFL football programming pulled in 119 billion TV ad impressions -- down from 151.3 billion impressions in 2019.

MediaPost News Events Awards Members More

Television NewsDaily

Pandemic-Plagued NFL Viewing Is Down Vs. 2019

by Wayne Friedman, December 24, 2020



[INSIDE]

[Inside Streaming \(Dec 23rd, 2020\)](#)

Inside - Newsletter, 12/23/2020

According to ad-tracking firm iSpot, Disney+ and Hulu led streaming platforms in total TV advertising impressions in 2020. In order to qualify as an impression, an ad must air on a TV screen for at least three seconds.

More:

- Disney+ amassed 18.3 billion impressions through December 20, while Hulu came in with just under 15 billion impressions.
- Amazon, Peacock, and Apple TV+ rounded out the top 5.
- Netflix didn't even rank in the Top 15 on the list; it was even outpaced by the short-lived mobile-only platform Quibi, which ran high-profile ads during the Super Bowl and the Oscars.

AdAge

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

Ad Age, 12/31/2020

A few highlights: NerdWallet says that “Whatever your money goals, we know the smartest ways to make them happen.” Kia serves up another in a series of ads that dub the 2021 Sorento a “storytelling machine.” And Taco Bell hypes the return of its Nacho Fries.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM ALLY, JACK IN THE BOX, AFLAC AND MORE](#)

Ad Age, 12/30/2020

A few highlights: Ally, the financial services company, says, “Keep saving for what matters.” Jack in the Box hypes its new chicken sandwich with a TikTok-ready “chicken dance.” And football coach Nick Saban and a feathered friend star in another of a series of ads explaining what Aflac insurance is good for.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM NOOM, QATAR AIRWAYS, BLACK RIFLE COFFEE AND MORE](#)

Ad Age, 12/29/2020

A few highlights: Black Rifle Coffee wants you to know that it's available as a canned, ready-to-drink beverage. Qatar Airways says that "It's the details that make a journey perfect." (This is a fresh 30-second TV cut of a [60-second ad](#) that debuted online on Nov. 29.) And Noom hypes its psychology-driven weight-loss system.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM SAMSUNG, WISH, VITAL PROTEINS AND MORE](#)

Ad Age, 12/28/2020

A few highlights: The Justin Bieber and Benny Blanco song "Lonely" serves as the soundtrack for a Samsung Galaxy spot. Wish suggests that you find some new gear for stay-at-home activities on the Wish app. And Jennifer Aniston hypes the Vital Proteins line of collagen peptides.

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM FRITO-LAY, HEADSPACE, NEUTROGENA AND MORE](#)

Ad Age, 12/23/2020

A few highlights: Frito-Lay wants you to know that it's pledging \$570 million to advance racial equality, donating over \$60 million toward COVID relief efforts, and providing 14 million nutritious meals for at-risk students and families. Headspace says that if you're feeling "just not quite together," you should try its meditation app. And Neutrogena hypes its Neutrogena Skin Balancing Gel Cleanser, Skin Balancing Milky Cleanser and Skin Balancing Clay Cleanser.

DEADLINE

[Disney Leads Streaming Field In TV Ad Impressions In 2020, With Disney+ And Hulu In Top Two Spots](#)

Deadline, 12/22/2020

EXCLUSIVE: [Disney](#)'s flagship [streaming](#) service, Disney+, and its established sibling [Hulu](#) lead the list of streamers in total [TV advertising](#) impressions in 2020, according to ad tracking firm iSpot.

The rankings (see them in full below) define an impression as a verified playing of an ad on a TV screen for at least three seconds. While it isn't the most complete gauge of the marketing efforts behind all services, given the array of digital means of acquiring customers and viewers, TV remains the most important reach vehicle in the ad game.



hulu

Disney+



MARKETING BREW

[2020 TV Ad Impressions: A Year in Review](#)

Morning Brew, 12/23/2020

iSpot, which is basically the Zeus of TV advertising data, shared its 2020 TV ad impressions recap with Marketing Brew this week—and there's a ton every marketer can learn from it. TV was turned on its head in 2020. But despite broad calendar shifts (remember when sports just weren't a thing for awhile?), 18 of TV's top 25 brands actually increased impressions compared to 2019.

But before we get into that, some ground rules for reading the stats that follow:

- Impressions = any verified play of an ad on a TV screen for at least 3 seconds.
- That includes national linear, addressable (including streaming), and local channels, through December 6.

If you're a TV savant, here's [the full report](#)—but I'll fill you in on the juicy stuff below.



[Disney+ & Hulu Top 2020's TV Ad Impressions Streaming Chart](#)
What's On Disney Plus, 12/23/2020

Disney+ has had an incredible year of growth, with global subscriptions now in excess of 86 million subscribers and one way Disney has been able to achieve that is through advertising.

According to a report by ad tracking firm iSpot via [Deadline](#), Disney+ and Hulu have spent the most on TV advertising impressions in 2020.



[Pay TV Providers, Consumers Consider Future Needs](#)
MediaPost, 12/23/2020

We see how cable/communications companies that control some of these services are thinking about them, marketing-wise.

Sling TV, for example, perhaps the largest virtual pay TV provider, generated 20% fewer TV ad impressions -- 4.9 billion, according to iSpot.tv -- for its national TV advertising effort from January 1 through December 6.

AdAge

[ALLSTATE'S 'MAYHEM' AMONG THE BRAND CHARACTERS SIDELINED IN 2020](#)

Ad Age, 12/23/2020

In September, Allstate rolled out its first campaign from [new lead creative agency](#) Droga5. But something was missing.

While longtime spokesman Dennis Haysbert lends his voice to the [quirky spots](#), which illustrate the insurer's protective abilities for clients, one familiar face is not in sight. Mayhem, the decade-old character played by actor Dean Winters, has not appeared in an Allstate TV ad since early June, according to ad-tracking service iSpot.

Year in Review →

ALLSTATE'S 'MAYHEM' AMONG THE BRAND CHARACTERS SIDELINED IN 2020

There's no sign of Mayhem in Allstate's new ads

By [Adrienne Pasquarelli](#), Published on December 23, 2020.



Dean Winters, aka Mayhem. Credit: AllState via KLYoutube



[Nissan, Brie Larson Had Most-Seen Auto Ad of 2020](#)

WardsAuto, 12/23/2020

A Nissan spot is iSpot.tv's top car commercial of the year, ranked by TV ad impressions across national broadcast and cable TV airings.

Overall, automakers generated 350.5 billion TV ad impressions from Jan. 1 through Dec. 20 – the most of any industry that advertised on TV this year (excluding network promos). Sports were a key driver of impressions: NFL football led the way with 14.3 billion TV ad impressions, outdistancing college football (4.9 billion) and NBA basketball (4.5 billion).

AdAge

[WATCH THE NEWEST COMMERCIALS ON TV FROM BILLIE, CAPITAL ONE, TRISCUIT AND MORE](#)

Ad Age, 12/22/2020

A few highlights: Billie, the women's razor subscription brand, serves up some enthusiastic customer testimonials. Triscuit says it "brings whole grain nourishment" to your snack breaks. And David Collado, the co-owner and president of [Happy Howie's All Natural Dog Treats](#), helps Capital One promote its Spark card.



[2020 Box Office Falls 81% To \\$2.1B, Movie Ads Take The Hit](#)

MediaPost, 12/21/2020

Theatrical movie marketing on national TV over the most recent 30-day holiday period totaled \$64 million, according to iSpot.tv.



[Streaming Service Ad Impressions Rise 94%: iSpot](#)
Broadcasting + Cable, 12/22/2020

In an aggressive push to add streaming subscribers, TV impressions advertising direct-to-consumer video services nearly doubled, rising 93.5% in 2020, according to iSpot.tv.

The streaming industry became the No. 10 ad category ranked by impressions in 2020, up from 10th in 2020. The media value of those impressions rose more than 113%, making streaming the sixth biggest ad category category in terms of dollars, up from 10th in 2019.

Top 20 Most-Seen Streaming Services of 2020

Ranked by TV ad impressions, Jan. 1 through Dec. 6, 2020 (percentage indicates YoY change)



Forbes

[How To Overcome Media Blind Spots And Protect Privacy](#)


Forbes, 12/22/2020

Sean Muller, CEO of TV ad measurement company iSpot, framed the situation well at an industry conference recently hosted by my company. He described it as a paradigm shift where TV was becoming more measurable, more addressable and actually more privacy-compliant, while digital was running the risk of becoming less measurable, less addressable and less privacy-compliant. There's clearly a lot of work ahead of us to find the right balance.


Forbes

Dec 22, 2020, 07:20am EST | 13 views

How To Overcome Media Blind Spots And Protect Privacy

 **Michael Schoen** Forbes Councils Member
Forbes Communications Council COUNCIL POST | Membership (fee-based)
Leadership

Michael Schoen is SVP & GM, Marketing Solutions at Neustar.





DEADLINE

[‘Monster Hunter’ Takes In \\$2.2M Over Poor Pre-Christmas Pandemic Weekend Before ‘Wonder Woman 1984’ Shakes Up Theatrical Window – Sunday Final](#)

Deadline, 12/20/2020


Monster Hunter’s most potent grosses came out of Texas (21% marketshare), Florida (10%), Arizona (6%) and Georgia (close to 5%). Sony’s TV marketing campaign drew over 42M impression per iSpot (versus WW1984’s current 797M) with ads that ran on ESPN, USA, Fox, Comedy Central and ABC. Shows that aired Monster Hunter ads included NFL Football, College Football, The Masked Singer, NCIS and The Simpsons.



Got A Tip?

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‘Monster Hunter’ Takes In \$2.2M Over Poor Pre-Christmas Pandemic Weekend Before ‘Wonder Woman 1984’ Shakes Up Theatrical Window – Sunday Final

By [Anthony D'Alessandro](#)
December 20, 2020 8:34am

5 COMMENTS

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MediaPost

[Automotive TV Spending Down 21% In 2020](#)

MediaPost, 12/21/2020

Automakers were tested in 2020, but despite constant programming shifts and changing limitations for on-premise vehicle sales, brands still showed themselves adaptable on TV, said Stu Schwartzapel, senior vice president, media partnerships at iSpot.tv.

“Repeatedly altering creative to reflect both national and local guidelines, auto brands still found themselves embracing typical holiday sales messaging by year’s end to move remaining inventory, and prepare for what should be a more ‘normal’ 2021,” Schwartzapel tells DriveTime.

Vehicles: Auto Makers
Top Brands - Est. TV Spend: 01/01/2020 - 12/06/2020
Data provided by iSpot.tv

- Toyota
- Ford
- Hyundai
- Subaru
- Nissan
- Other



R. REPUBLICWORLD.COM

[Discover Card No Commercial: Who Are The Actors In The Advertisement?](#)

Republic World, 12/21/2020

Who are the Discover No commercial actors?

A report in **ispot.tv** reveals that the Discover card No Commercial was created by The Martin Agency, which is an advertisement firm. It is currently being played in the Super Bowl LIV 2020, 4th Quarter. Many fans came across the ad on Facebook, YouTube and Twitter as well.

AdAge

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

Ad Age, 12/18/2020

A few highlights: Rebel Wilson pops up in another of a series of Facebook ads that promote its Portal video-calling device. Haksoo Ha, the head of Hyundai’s Interior Design Center, talks about his design philosophy. And Grubhub hypes its Grubhub Perks rewards program.

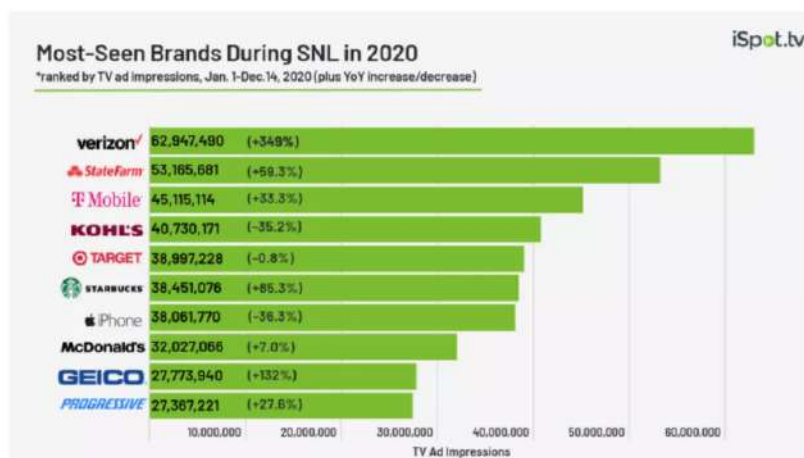
BC

Broadcasting + Cable

'SNL' Thrives in Politically Charged 2020

Broadcasting + Cable, 12/18/2020

Looking at live, new episodes only via [iSpot](#), estimated TV ad spend was up 102.8% during SNL in 2020 (for the period from Jan. 1 through Dec. 14), landing at \$107.1 million. TV ad impressions during the show were also up 18.5%, to 3.20 billion. The show was 13th by impressions among all shows on NBC in the timeframe, vs. 23rd in 2019.



This Week: The 10 Most Talked About TV Ads On Social Media

We Are Social Media, 12/20/2020

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.

BUSINESS INSIDER

[8 companies that experts say could be acquired as digital advertising firms grow hot again](#)
Business Insider, 12/18/2020 (avoid paywall [here](#))

Why it's an acquisition target: It wants to measure TV ads like digital

iSpot.TV pulls together TV viewing data to measure what commercials and programs people watch in real-time and licenses the data to advertisers and TV networks like NBCUniversal.

The firm claims that it can use such data to see if TV ads led consumers to take an action. The firm has notable deals with smart TV manufacturer Vizio and data firm Neustar.

One investment banker noted that while TV-tech firms are hot acquisition targets, iSpot.TV's reliance on a small handful of sources of data could be a concern for a buyer. Vizio is also building out a business selling ads within its properties and some ad-supported streaming apps. iSpot.TV declined to comment for this story.

iSpot.TV



iSpot.TV founder and CEO Sean Muller iSpot.TV



[Kia Claims Top Spot on Most-Seen Auto Ads Chart](#)

WardsAuto, 12/17/2020

Kia moves up to first place from third 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 STATE FARM, IBM, AIRBNB AND MORE](#)

Ad Age, 12/17/2020

A few highlights: Airbnb celebrates some of its 4 million hosts around the world in a cinematic spot built around the visual theme of ringing doorbells. Football coach and former player Mike Singletary helps IBM hype its hybrid cloud approach to business computing. And Janice Gray, a State Farm agent based in Memphis, talks about her support of the National Civil Rights Museum.