Promo Mojo: TLC Tops Rankings With 'This Is Life Live'

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For the fourth week in a row, cable networks sweep the Promo Mojo top-five ranker. The new number one: TLC, which racked up 222.8 million TV ad impressions with its promos for the return of This Is Life Live, which began its new four-night run with an episode focused on survivors of the Route 91 Harvest Festival mass shooting in Las Vegas.

Last week's chart-topper, a multi-series promo for HGTV, slips to number three, but the network also grabs fourth place for Love It or List It. TNT crime drama Animal Kingdom, which landed at fourth place last time, moves up to number two, while Discovery closes out the top five with new episodes of Battlebots.

Notably, Love It or List It scores the highest iSpot Attention Index (146) in our ranking, with its promos getting 46% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

Daily Brief by PromaxBDA has partnered with Broadcasting & Cable and attention and conversion analytics company iSpot.tv on weekly chart Promo Mojo, offering data revealing the week's top-five TV promos ranked by TV ad impressions. These are the shows networks have been promoting most heavily

to drive tune-in. This week's data covers the seven-day period through May 13.

1) This Is Life Live, TLC Channel

Impressions: 222,810,570

Attention Score: 93.66

Attention Index: 114 (14% fewer interruptions than avg.)

Imp. Types: National 86%, Local 13%, VOD/OTT 1%

In-network Value: $861,256

Out-of-network Est. Spend: $672,601

2) Animal Kingdom, TNT

Impressions: 164,148,841

Attention Score: 95.56

Attention Index: 140 (40% fewer interruptions than avg.)

Imp. Types: National 98%, Local 1%, VOD/OTT 1%

In-network Value: $2,556,084

Out-of-network Est. Spend: $0.00

3) HGTV, HGTV

Impressions: 162,478,820

Attention Score: 93.82

Attention Index: 116 (16% fewer interruptions than avg.)

Imp. Types: National 98%, Local 1%, VOD/OTT 1%

In-network Value: $1,634,461

Out-of-network Est. Spend: $0.00

4) Love It or List It, HGTV

Impressions: 157,904,868

Attention Score: 96.03

Attention Index: 146 (46% fewer interruptions than avg.)

Imp. Types: National 98%, Local 1%, VOD/OTT 1%

In-network Value: $1,017,644

Out-of-network Est. Spend: $278,405

5) Battlebots, Discovery Channel

Impressions: 137,691,506

Attention Score: 92.07

Attention Index: 93 (7% more interruptions than avg.)

Imp. Types: National 95%, Local 4%, VOD/OTT 1%

In-network Value: $1,080,968

Out-of-network Est. Spend: $11,495

Data provided by iSpot.tv, Attention and Conversion Analytics for TV Ads

Impressions - The total impressions within all US households including National Linear (Live & Time-shifted), VOD+OTT, and Local.

Attention Score - Measures the propensity of consumers to interrupt an ad play on TV. The higher the score, the more complete views. Actions that interrupt an ad play include changing the channel, pulling up the guide, fast-forwarding or turning off the TV.

Attention Index - Represents the Attention of a specific creative or program placement vs the average. The average is represented by a score of 100, and the total index range is from 0 through 200. For example, an attention index of 125 means that there are 25% fewer interrupted ad plays compared to the average.

Imp. Types - Impression types tracked include National (Live + Time-shifted), Local, VOD & OTT. See below for further details.

In-network Value - Estimated media value of in-network promos.

Out-of-network Spend - The estimated amount spent on TV airing time for this

promo's spots during a given date range.

National: Live - A national promo which was viewed during live linear television broadcast or same day, via DVR or on-demand.

Local - A promo that was aired during a local ad break slot.

VOD - This includes promos that run in on-demand content past three days (i.e. do not contain the linear promo load)

OTT - On-demand streaming content (i.e. Hulu, Roku, Fire TV Stick, Chromecast).