



Promo Mojo: TNT Stays at Top With 'Claws'

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On the strength of 264 million TV ad impressions, TNT's crime drama *Claws*, well, claws its way to the top of this week's Promo Mojo chart.

The rest of the ranking is filled with fresh entrants: ABC's death-row docuseries *The Last Defense* takes second place, a new version of HGTV's multi-series promo grabs third, Food Network competition show *Wedding Cake Championship* lands at fourth, and Fox restaurant-rescue series *Gordon Ramsay's 24 Hours to Hell & Back* closes out the chart.

Wedding Cake Championship scores the highest iSpot Attention Index (148) in our ranking, with its promos getting 48 percent 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 June 10.

1) *Claws*, TNT

Impressions: 263,819,896

Attention Score: 90.15

Attention Index: 81 (19% more interruptions than avg.)

Imp. Types: National 91%, Local 7%, VOD/OTT 2%

In-network Value: \$2,507,084

Out-of-network Est. Spend: \$1,121,573

2) The Last Defense, ABC

Impressions: 182,548,039

Attention Score: 94.19

Attention Index: 127 (27% fewer interruptions than avg.)

Imp. Types: National 85%, Local 14%, VOD/OTT 1%

In-network Value: \$3,496,603

Out-of-network Est. Spend: \$7,903

3) HGTV, HGTV

Impressions: 178,490,554

Attention Score: 95.52

Attention Index: 144 (44% fewer interruptions than avg.)

Imp. Types: National 91%, Local 7%, VOD/OTT 2%

In-network Value: \$1,024,763

Out-of-network Est. Spend: \$219,818

4) Wedding Cake Championship, Food Network

Impressions: 174,999,192

Attention Score: 95.87

Attention Index: 148 (48% fewer interruptions than avg.)

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

In-network Value: \$219,651

Out-of-network Est. Spend: \$556,659

5) 24 Hours to Hell & Back, FOX

Impressions: 174,308,974

Attention Score: 81.01

Attention Index: 42 (58% more interruptions than avg.)

Imp. Types: National 90%, Local 8%, VOD/OTT 2%

In-network Value: \$1,462,214

Out-of-network Est. Spend: \$966,767

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).