



Promo Mojo: Fox Takes First and Second Place with NFL, '9-1-1'

10.10.2018

On the strength of 318 million TV ad impressions, a spot for Thursday Night Football tops this week's chart. An announcer notes that the sportscast has "a new home on Fox" but that games are also available on NFL Network and via streaming on Amazon Prime Video.

Fox also pops up in second place to plug the second season of 9-1-1, while fellow traditional broadcasters ABC and NBC promote new offerings-A Million Little Things and New Amsterdam, respectively-in third and fifth. Meanwhile, AMC takes fourth place for the ninth season of The Walking Dead.

Notably, Thursday Night Football scores the highest iSpot Attention Index (135) in our ranking, getting 35% fewer interruptions than the average promo (interruptions include changing the channel, pulling up the guide, fast-forwarding or turning off the TV).

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 Oct. 7.

1) Thursday Night Football, FOX

Impressions: 318,269,329

Attention Score: 94.54

Attention Index: 135 (35% fewer interruptions than avg.)

Imp. Types: National 89%, Local 10%, VOD/OTT 1%

In-network Value: \$3,618,904

Out-of-network Est. Spend: \$306,344

2) 9-1-1, FOX

Impressions: 285,192,217

Attention Score: 93.03

Attention Index: 118 (18% fewer interruptions than avg.)

Imp. Types: National 93%, Local 5%, VOD/OTT 2%

In-network Value: \$3,036,437

Out-of-network Est. Spend: \$258,089

3) A Million Little Things, ABC

Impressions: 269,422,565

Attention Score: 90.87

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

Imp. Types: National 81%, Local 15%, VOD/OTT 4%

In-network Value: \$2,428,491

Out-of-network Est. Spend: \$396,958

4) The Walking Dead, AMC

Impressions: 251,673,839

Attention Score: 92.18

Attention Index: 108 (8% fewer interruptions than avg.)

Imp. Types: National 90%, Local 7%, VOD/OTT 3%

In-network Value: \$3,715,369

Out-of-network Est. Spend: \$1,571,554

5) New Amsterdam, NBC

Impressions: 217,150,792

Attention Score: 87.90

Attention Index: 70 (30% more interruptions than avg.)

Imp. Types: National 87%, Local 10%, VOD/OTT 3%

In-network Value: \$2,958,353

Out-of-network Est. Spend: \$313,864

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).