



Promo Mojo: HGTV Rocks Ranker with 'Rock the Block'

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HGTV's *Rock the Block* is this week's most-promoted show in the Promo Mojo ranking with nearly 246 million TV ad impressions.

Last week's chart-topper-Fox's *Friday Night SmackDown*- slips to fifth, but the network also grabbed second place to hype *The Masked Singer*, up from fourth last time. Rounding things out: promos for CBS's *Evil* in third and TBS's *The Misery Index* in fourth.

Notably, the *Rock the Block* promo earns this week's highest iSpot Attention Index (147) with 47 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 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. 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. 13.

- 1) *Rock the Block*, HGTV

Impressions: 245,936,706

Attention Score: 96.48

Attention Index: 147 (47% fewer interruptions than avg.)

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

In-network Value: \$1,817,302

Out-of-network Est. Spend: \$10,423

2) The Masked Singer, FOX

Impressions: 218,189,774

Attention Score: 86.25

Attention Index: 48 (52% more interruptions than avg.)

Imp. Types: National 85%, Local 13%, VOD/OTT 2%

In-network Value: \$2,350,409

Out-of-network Est. Spend: \$436,377

3) Evil, CBS

Impressions: 211,321,699

Attention Score: 92.56

Attention Index: 89 (11% more interruptions than avg.)

Imp. Types: National 95%, Local 3%, VOD/OTT 2%

In-network Value: \$3,946,598

Out-of-network Est. Spend: \$443,598

4) The Misery Index, TBS

Impressions: 211,236,243

Attention Score: 94.14

Attention Index: 111 (11% fewer interruptions than avg.)

Imp. Types: National 96%, Local 3%, VOD/OTT 1%

In-network Value: \$2,221,711

Out-of-network Est. Spend: \$0.00

5) Friday Night SmackDown, FOX

Impressions: 198,366,087

Attention Score: 83.57

Attention Index: 40 (60% more interruptions than avg.)

Imp. Types: National 91%, Local 8%, VOD/OTT 1%

In-network Value: \$1,986,090

Out-of-network Est. Spend: \$279,253

Data provided by iSpot.tv, TV Ad Measurement for Disruptive Brands

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).