



Promo Mojo: NBC's 'La Brea' Sinks Competition

09.29.2021

NBC's new sinkhole drama *La Brea* shook the Promo Mojo chart in the week ended Sept. 26, knocking NBC's parallel-lives drama, *Ordinary Joe*, into third.Â

ABC took second with a spot for comedy reboot, *The Wonder Years*. And Fox took two slots with musical dramedy *The Big Leap* in fourth and family drama *Our Kind of People* in fifth.Â

Notably, *The Big Leap* spot has this week's highest iSpot Attention Index (138), 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.

1) *La Brea*, NBC

Impressions: 585,693,820

Interruption Rate: 1.61%

Attention Index: 92 (8% more interruptions than avg.)

Imp. Types: National 94%, Local 4%, VOD/OTT 2%

In-network Value: \$5,765,627

Out-of-network Est. Spend: \$1,856,417

2) The Wonder Years, ABC

Impressions: 433,204,594

Interruption Rate: 1.63%

Attention Index: 97 (3% more interruptions than avg.)

Imp. Types: National 94%, Local 5%, VOD/OTT 1%

In-network Value: \$1,724,743

Out-of-network Est. Spend: \$1,483,900

3) Ordinary Joe, NBC

Impressions: 355,032,234

Interruption Rate: 2.91%

Attention Index: 75 (25% more interruptions than avg.)

Imp. Types: National 88%, Local 10%, VOD/OTT 2%

In-network Value: \$2,865,931

Out-of-network Est. Spend: \$368,623

4) The Big Leap, Fox

Impressions: 265,352,849

Interruption Rate: 1.18%

Attention Index: 138 (38% fewer interruptions than avg.)

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

In-network Value: \$3,307,596

Out-of-network Est. Spend: \$524,873

5) Our Kind of People, Fox

Impressions: 263,305,181

Interruption Rate: 1.15%

Attention Index: 125 (25% fewer interruptions than avg.)

Imp. Types: National 89%, Local 9%, VOD/OTT 2%

In-network Value: \$2,792,464

Out-of-network Est. Spend: \$438,187

Data provided by iSpot.tv, The New Standard for TV Ad Measurement

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

Interruption Rate - The percentage of devices that were present at the beginning of your ad but did not complete watching the ad. Actions that interrupt ad play include changing the channel, pulling up the guide, fast-forwarding, or turning off the TV. The Interruption rate is measured on a scale of 0 to 100%.

Attention Index - A comparison of your ad's Interruption Rate against your specific media placement. The Attention Index is measured on a scale of 0 to 200, where 100 is the average and means your ad is performing as expected.

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).