



Promo Mojo: Olympics Rule as Winter Games Get Started

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NBC and the 2022 Beijing Winter Olympics lead the Promo Mojo ranker for the week ended Feb. 6 (the example shown here focuses on star athletes including figure skater Nathan Chen and short track speed skater Maame Biney) - the fourth week in a row at number one for the Winter Games.

Among traditional broadcasters, NBC is joined by CBS, with the third season of *Celebrity Big Brother* in third place. The rest of the top five is rounded out by cable networks: Hallmark Channel, which gives some love to *The Wedding Veil* trilogy of romantic movies in second place; Hallmark Movies & Mysteries, which promotes new mystery movie *Cut, Color, Murder* in fourth place; and Food Network, which hypes *Guy's Chance of a Lifetime*, a new reality competition series from Guy Fieri.

Notably, the *The Wedding Veil* spot has the week's highest iSpot Attention Index (128), 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.Â

For more information about Promo Mojo - including the chart positions of promos beyond the top five - contact mediapartnerships@ispot.tv. Chart positions may be updated in iSpot's database as additional airings information becomes available.

1) 2022 Beijing Winter Olympics, NBC

Impressions: 645,536,383

Interruption Rate: 2.57%

Attention Index: 96 (4% more interruptions than avg.)

Imp. Types: National 93%, Local 6%, VOD/OTT 1%

In-network Value: \$9,115,266

Out-of-network Est. Spend: \$1,071,718

2) The Wedding Veil, Hallmark Channel

Impressions: 264,905,542

Interruption Rate: 4.17%

Attention Index: 128 (28% fewer interruptions than avg.)

Imp. Types: National 100%, Local 0%, VOD/OTT 0%

In-network Value: \$1,400,606

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

3) Celebrity Big Brother, CBS

Impressions: 198,165,607

Interruption Rate: 1.17%

Attention Index: 126 (26% fewer interruptions than avg.)

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

In-network Value: \$996,286

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

4) Cut, Color, Murder, Hallmark Movies & Mysteries

Impressions: 182,244,106

Interruption Rate: 2.89%

Attention Index: 110 (10% fewer interruptions than avg.)

Imp. Types: National 100%, Local 0%, VOD/OTT 0%

In-network Value: \$885,727

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

5) Guy's Chance of a Lifetime, Food Network

Impressions: 180,107,112

Interruption Rate: 1.49%

Attention Index: 103 (3% fewer interruptions than avg.)

Imp. Types: National 99%, Local 0%, VOD/OTT 1%

In-network Value: \$762,041

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

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).