



Promo Mojo: NBC's 'The Titan Games' Fights Its Way to Top

01.09.2019

On the strength of 479 million TV ad impressions, NBC's promo for its new Dwayne Johnson-hosted reality competition The Titan Games lands in first place. Fox takes second for new drama The Passage (based on the Justin Cronin novel of the same name), while ESPN promotes the 2019 College Football National Championship in third.

Meanwhile, The Bachelor is back and ABC lands in fourth with a promo for it. And Food Network's Worst Cooks in America closes out this week's ranking.

Notably, Worst Cooks earns the highest iSpot Attention Index (124) in our ranking, getting 24% 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 Jan. 6.

1) The Titan Games, NBC

Impressions: 479,355,570

Attention Score: 86.20

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

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

In-network Value: \$3,888,890

Out-of-network Est. Spend: \$1,384,169

2) The Passage, FOX

Impressions: 392,093,436

Attention Score: 89.91

Attention Index: 83 (17% more interruptions than avg.)

Imp. Types: National 81%, Local 17%, VOD/OTT 2%

In-network Value: \$4,396,128

Out-of-network Est. Spend: \$1,721,619

3) 2019 College Football National Championship, ESPN

Impressions: 382,928,849

Attention Score: 93.20

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

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

In-network Value: \$4,857,390

Out-of-network Est. Spend: \$21,471

4) The Bachelor, ABC

Impressions: 336,465,170

Attention Score: 88.58

Attention Index: 73 (27% more interruptions than avg.)

Imp. Types: National 87%, Local 11%, VOD/OTT 2%

In-network Value: \$4,312,314

Out-of-network Est. Spend: \$895,230

5) Worst Cooks in America, Food Network

Impressions: 301,905,812

Attention Score: 93.64

Attention Index: 124 (24% fewer interruptions than avg.)

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

In-network Value: \$1,027,347

Out-of-network Est. Spend: \$563,959

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).