



Promo Mojo: ABC Clears Path for 'Big Sky'

11.18.2020

With nearly a half-billion TV ad impressions, ABC leads in the week ended Nov. 15 with a spot for its new David E. Kelley drama Big Sky.

ABC is the only traditional broadcaster to make an appearance in this week's top five, as CNN remains on the list and in second place to promote its political podcasts. In third, MTV hypes the new season of Jersey Shore: Family Vacation, Food Network serves up Kristin Chenoweth's new game show, Candy Land, in fourth, and E! gives some love to the 2020 E! People's Choice Awards in fifth.

Notably, the Jersey Shore spot has the highest iSpot Attention Index (117) in our ranking, 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 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. This is the programming networks have been promoting most heavily to drive tune-in. This week's data covers the seven-day period through Nov. 15.

1) Big Sky, ABC

Impressions: 491,646,009

Completion Rate: 98.31

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

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

In-network Value: \$6,286,479

Out-of-network Est. Spend: \$2,955,588

2) CNN political podcasts, CNN

Impressions: 365,506,685

Completion Rate: 97.36

Attention Index: 106 (6% fewer interruptions than avg.)

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

In-network Value: \$1,011,365

Out-of-network Est. Spend: \$8,797

3) Jersey Shore: Family Vacation, MTV

Impressions: 331,084,118

Completion Rate: 97.13

Attention Index: 117 (17% fewer interruptions than avg.)

Imp. Types: National 87%, Local 12%, VOD/OTT 1%

In-network Value: \$2,502,370

Out-of-network Est. Spend: \$466,040

4) Candy Land, Food Network

Impressions: 277,424,085

Completion Rate: 98.23

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

Imp. Types: National 90%, Local 9%, VOD/OTT 1%

In-network Value: \$867,357

Out-of-network Est. Spend: \$1,001,198

5) 2020 E! People's Choice Awards, Entertainment Network E!

Impressions: 261,979,728

Completion Rate: 98.28

Attention Index: 109 (9% fewer interruptions than avg.)

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

In-network Value: \$2,234,181

Out-of-network Est. Spend: \$1,459,663

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.

Completion Rate - The percentage of devices that were present at the beginning of an ad that made it all the way to the end of the ad.

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).