



## Promo Mojo: Ted Danson's 'Mr. Mayor' Wins Ranker Race

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Ted Danson and his new NBC sitcom Mr. Mayor earned more than 351 million TV ad impressions in the week ended Jan. 10 to lead the Promo Mojo ranker.

Traditional broadcast networks also grab the next three slots, with CBS's Clarice in second and Fox's Prodigal Son in third as well as Fox's 9-1-1 and spin-off 9-1-1: Lone Star in fourth. Closing out the top five was an NFL promo - in partnership with CBS, Fox, NBC and ESPN - for NFL Football.

Notably, the NFL spot has the highest iSpot Attention Index (138) in the 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.

1) Mr. Mayor, NBC

Impressions: 351,683,038

Interruption Rate: 1.61%

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

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

In-network Value: \$3,538,887

Out-of-network Est. Spend: \$1,176,141

2) Clarice, CBS

Impressions: 336,808,128

Interruption Rate: 2.15%

Attention Index: 99 (1% more interruptions than avg.)

Imp. Types: National 97%, Local 2%, VOD/OTT 1%

In-network Value: \$7,615,717

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

### 3) Prodigal Son, Fox

Impressions: 292,033,094

Interruption Rate: 1.41%

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

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

In-network Value: \$2,365,088

Out-of-network Est. Spend: \$1,896,851

### 4) 9-1-1 | 9-1-1: Lone Star, Fox

Impressions: 256,059,209

Interruption Rate: 1.28%

Attention Index: 95 (5% more interruptions than avg.)

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

In-network Value: \$375,497

Out-of-network Est. Spend: \$3,140,350

## 5) NFL Football, NFL

Impressions: 255,337,553

Interruption Rate: 1.26%

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

Imp. Types: National 98%, Local 2%, VOD/OTT 0%

In-network Value: \$20,727

Out-of-network Est. Spend: \$10,645,172

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 rate at which the audience present at the beginning of your ad disengages with it before it ends.

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).