



## Promo Mojo: HGTV's 'Home Town Takeover' Again Takes Over Lead

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HGTV returns to the top of the Promo Mojo ranker in the week ended May 23 with Home Town Takeover racking up 272.7 million TV ad impressions, according to TV ad measurement and attribution firm iSpot.tv. Fellow cabler Hallmark Movies & Mysteries grabs fourth place for Morning Show Mysteries and Food Network hypes Best Baker in America in fifth.

But broadcasters make a decent showing too, with Fox whipping up excitement for Crime Scene Kitchen, hosted by Joel McHale, in second place, and CBS promoting Queen Latifah star vehicle The Equalizer in third.

Notably, the Best Baker in America spot has this week's highest iSpot Attention Index (116), 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 TV promos ranked by TV ad impressions. This is the programming networks have been

promoting most heavily to drive tune-in.

[Images of Home Town Takeover courtesy of HGTV]

1) Home Town Takeover, HGTV

Impressions: 272,712,193

Interruption Rate: 1.53%

Attention Index: 111 (11% fewer interruptions than avg.)

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

In-network Value: \$1,339,632

Out-of-network Est. Spend: \$8,852

2) Crime Scene Kitchen, Fox

Impressions: 194,896,294

Interruption Rate: 1.05%

Attention Index: 111 (11% fewer interruptions than avg.)

Imp. Types: National 92%, Local 6%, VOD/OTT 2%

In-network Value: \$495,509

Out-of-network Est. Spend: \$1,068,900

### 3) The Equalizer, CBS

Impressions: 192,203,921

Interruption Rate: 1.19%

Attention Index: 84 (16% more interruptions than avg.)

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

In-network Value: \$1,093,053

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

### 4) Morning Show Mysteries, Hallmark Movies & Mysteries

Impressions: 183,482,982

Interruption Rate: 4.90%

Attention Index: 100 (0% more interruptions than avg.)

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

In-network Value: \$1,049,095

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

## 5) Best Baker in America, Food Network

Impressions: 183,196,408

Interruption Rate: 1.14%

Attention Index: 116 (16% fewer interruptions than avg.)

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

In-network Value: \$641,810

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 - Definition: 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).