



Promo Mojo: Food Network's *Me or the Menu* is Week's Top Dish

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Food Network's new reality series *Me or the Menu* tops the Promo Mojo ranker for the week ended June 26, making it TV's most promoted show. *Me or the Menu*, which premieres Thursday, June 30 at 10 p.m. ET/PT on Food Network and will stream on Discovery Plus, follows married couples who are opening restaurants - two activities that are statistically destined to fail.

Cable networks dominate the list overall, with Food Network joined by TNT, with the final season of crime drama *Animal Kingdom* in second place, and HGTV, with the new seasons of *No Demo Reno* and *Bargain Block* in third and fifth, respectively.

The sole traditional broadcast network in the mix is CBS in fourth place for *The Challenge: USA*, which draws its contestants from other CBS reality shows, including *Big Brother* and *Survivor*.

Notably, *The Challenge: USA* scores the week's highest iSpot Attention Index (111), meaning viewers were on average highly likely to watch its promos all the way through (vs. interrupting viewing 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 most-promoted programming ranked by TV ad impressions.

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.

[Images courtesy of Food Network, CBS]

1) Me or the Menu, Food Network

Impressions: 210,250,779

Interruption Rate: 1.94%

Attention Index: 81 (19% more interruptions than avg.)

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

In-network Value: \$611,402

Out-of-network Est. Spend: \$388,675

2) Animal Kingdom, TNT

Impressions: 201,062,808

Interruption Rate: 1.78%

Attention Index: 87 (13% more interruptions than avg.)

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

In-network Value: \$544,422

Out-of-network Est. Spend: \$622,796

3) No Demo Reno, HGTV

Impressions: 179,455,642

Interruption Rate: 1.40%

Attention Index: 88 (12% more interruptions than avg.)

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

In-network Value: \$469,961

Out-of-network Est. Spend: \$229,112

4) The Challenge: USA, CBS

Impressions: 171,071,513

Interruption Rate: 1.48%

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

In-network Value: \$1,065,972

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

5) Bargain Block, HGTV

Impressions: 161,851,032

Interruption Rate: 1.45%

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

In-network Value: \$548,955

Out-of-network Est. Spend: \$107,437

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).