



## Promo Mojo: Fox's *Monarch* Rules for a Second Week

09.14.2022

Fox's *Monarch* - a new musical drama series starring Susan Sarandon and Trace Adkins - tops the Promo Mojo ranker for the week ended September 11, making it TV's most promoted show for a second week in a row. Fox also grabs third place to promote the second season of crime drama *The Cleaning Lady*.

For the first time in months, traditional broadcasters crowd out cable networks to sweep the chart, with Fox joined by NBC, which takes three places: second for its *Quantum Leap* revival, fourth for NFL Football and fifth for the Primetime Emmy Awards, which aired on Monday.

Notably, *Quantum Leap* scores the week's highest iSpot Attention Index (124), 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](mailto:mediapartnerships@ispot.tv). Chart positions and other data may be updated in iSpot's database as additional airings information becomes available.

[Images courtesy of Fox]

1) Monarch, Fox

Impressions: 529,391,836

Interruption Rate: 1.48%

Attention Index: 93 (7% more interruptions than avg.)

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

In-network Value: \$4,602,375

Out-of-network Est. Spend: \$2,431,484

2) Quantum Leap, NBC

Impressions: 308,261,132

Interruption Rate: 0.86%

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

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

In-network Value: \$3,921,328

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

### 3) The Cleaning Lady, Fox

Impressions: 306,101,792

Interruption Rate: 1.29%

Attention Index: 90 (10% more interruptions than avg.)

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

In-network Value: \$2,205,897

Out-of-network Est. Spend: \$1,626,514

### 4) NFL Football, NBC

Impressions: 226,732,284

Interruption Rate: 1.67%

Attention Index: 115 (15% fewer interruptions than avg.)

Imp. Types: National 95%, Local 4%, VOD/OTT 1%

In-network Value: \$1,795,890

Out-of-network Est. Spend: \$88,511

## 5) 2022 Primetime Emmy Awards, NBC

Impressions: 217,322,039

Interruption Rate: 1.94%

Attention Index: 107 (7% fewer interruptions than avg.)

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

In-network Value: \$2,536,397

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 - 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).