

AdSphere™



POWERED BY





THIS IS ADSPHERE

AdSphere is the first competitive media-research system to focus on the brand-direct and direct response television (DRTV) industry. Intelligent and automated technology analyzes the digital attributes of every commercial and program to find new DRTV spots and infomercials. AdSphere monitors commercial-grade signals on more than 125 national cable and broadcast networks allowing for the monitoring of spots running inside of both national and local ad breaks. The technology also monitors all creative lengths including spot, 5-minute, and 28.5-minute formats. With breakthroughs such as same-day competitive intelligence, the days of waiting 6-8 weeks for competitive media research are over.

FORWARD

In my near 30 years in the industry, I have witnessed DRTV's explosive growth. With so many advertisers eliciting consumer response in their television advertising, our industry finds itself in an identity crisis. How do we define the DRTV industry? How large is the industry? Even these simple and important questions have eluded us. AdSphere was created to answer these important questions and to usher in a new era of transparency. To date, AdSphere has proven that the DRTV industry is 3-4 times larger than reported by mainstream television-research companies. Their definition of DRTV doesn't include the vast majority of the multi-billion dollar lead-generation and brand/DR classifications that have exploded over the past decade.

The advertising industry has become increasingly concerned with attribution and measuring ROI, which have long been the modus operandi of the DRTV industry. As television begins to embrace "programmatic" models of consumer targeting, attribution and ROI measurement, the language of DRTV is becoming part of the mainstream-advertising vernacular.

Once advertisers begin to demand accountability, it's not long before they discover the science of DRTV and how to use consumer response to better measure the effectiveness of their creative and media executions. AdSphere was created to detect and track television commercials that elicit consumer response in order to deliver actionable business intelligence to the TV industry.

AdSphere has made it possible to quantify the size and scope of the industry like never before. Each Spring we recognize best-of-class advertisers across four industry classifications including short-form products, lead generation, brand/direct, and 28.5-minute infomercials. DRMetrix's AdSphere Awards are the most inclusive ever for the industry.

Since these are merit-based awards, recipients have achieved the highest level of television exposure and overall media schedule valuation for a specific AdSphere industry classification or category. Performance-based campaigns achieving this level of scale demonstrate consumer popularity and also best-in-class creative and media execution. Please join us as we honor this year's AdSphere Award recipients. They truly represent the future of our industry, and we are proud of their accomplishments.

Joseph Gray, Founder/CEO

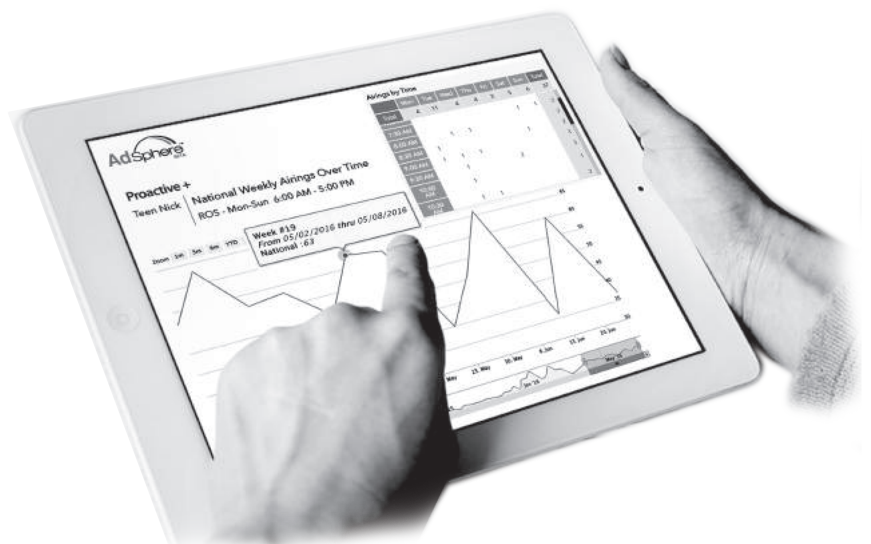


INTRODUCTION

DRMetrix monitors over 125 of the top national cable and broadcast networks. Our platform is unique for a number of reasons including:

- Automatic recognition of new DRTV spots and infomercials.
- Detection and segmentation of national and local DPI ad breaks on the networks to properly value spots.
- Ability to track each airing of registered spots and infomercials at accuracy levels that rival encoding based ad detection.

Monitoring both rated and unrated national cable and broadcast networks on behalf of the industry has allowed DRMetrix to surpass other competitive media research systems that focus solely on the monitoring of rated networks







ADSPHERE STATISTICS

As of end of Feb. 2019 media month



Million

Lifetime airings detected



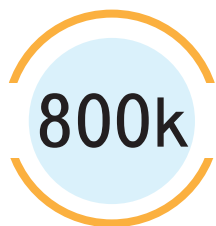
Creatives

All creative formats including 2-5m and 28.5 minute



DRTV
Brands

Categorized across 165 industry categories & 5,400 advertisers



Additional
airings

Database continues to grow by an average of 800K additional airings a month. Hundreds of new brands and advertisers detected every month.



BUSINESS INTELLIGENCE FROM ADSPHERE

Compare the spend level of different brands and advertisers

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index ▾	National %	Local %
1	Progressive	+ 20	Insurance	Progressive	50,811	100	89	11
2	Nutrisystem	+ 35	Health & Fitness	Nutrisystem	22,574	95.43	100	0
3	Humira	+ 10	Drug & Toiletry	AbbVie	17,193	81.77	100	0
4	Liberty Mutual	+ 26	Insurance	Liberty Mutual	38,173	81.08	97	3
5	Credit Karma	+ 29	Financial	Credit Karma	58,507	71.42	92	8
6	Geico	+ 11	Insurance	Government Employees Insura...	24,600	68.67	100	0
7	Turbo Tax	+ 13	Financial	Intuit	25,176	59.58	97	3
8	Proactiv+	+ 33	Beauty, Hygiene & Personal Care	The Proactiv Company	21,568	58.53	67	33
9	State Farm	+ 18	Insurance	State Farm Insurance	23,309	58.51	98	2
10	ASPCA	+ 21	Public Service	American Society for the Preven...	3,691	40.03	99	1

Discover the best performing brands for any advertiser

Rank	Advertiser	Brands	Airings	Spend Index ▾	National %	Local %
1	Idea Village Products	- 19	29,029	100	70	30

Brand Name	Excel	Creatives	Category	Airings	Spend Index ▾	National %	Local %
Spin Spa		+ 3	Beauty, Hygiene & Per...	4,051	19.33	78	22
Copper Fit Energy Socks		+ 2	Health & Fitness	2,587	14.48	75	25
Copper Fit Back Pro		+ 2	Health & Fitness	5,501	14.43	64	36
Pocket Racers		+ 2	Miscellaneous	2,751	13.41	81	19
MicroTouch Tough Blade		+ 6	Beauty, Hygiene & Per...	4,401	12.07	59	41
Copper Fit Pro Series		+ 1	Health & Fitness	2,742	8.5	68	32
Comfort Click Belt		+ 3	Miscellaneous	2,561	6.45	65	35
Copper Fit		+ 5	Health & Fitness	3,283	5.45	73	27



Determine best performing creatives for any brand.
Gauge the performance of over 47,000 creatives

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index ▾	National %	Local %
1	Proactiv+	19	Beauty, Hygiene & Personal Care ▾	The Proactiv Company	15,248	100	61	39
Creatives	Excel	Classification	Duration	Airings	Response Type	National %	Local %	First Aired
● Your Teenager, You Love Them M...		Product - DR	60 sec	4,871	🔗 🔗	30.45	69.55	12/26/16 06:19 AM
● You Don't Let Anything Hold You ...		Product - DR	60 sec	2,965	🔗 🔗	29.01	70.99	12/26/16 06:17 AM
● You Don't Let Anything Hold You ...		Product - DR	120 sec	2,094	🔗 🔗	100.00	0.00	12/26/16 06:43 AM
● Your Teenager, You Love Them M...		Product - DR	120 sec	1,387	🔗 🔗	97.48	2.52	12/26/16 08:37 AM
● Breakouts Got You Bummed		Product - DR	120 sec	923	🔗 🔗	99.24	0.76	03/10/17 09:35 AM
● You Don't Let Anything Hold You ...		Product - DR	60 sec	540	🔗 🔗	25.74	74.26	03/14/17 11:46 AM
● Your Teenager, You Love Them M...		Product - DR	120 sec	345	🔗 🔗	100.00	0.00	01/31/17 06:35 PM
● Bacne Is A Buzz Kill v3		Product - DR	120 sec	312	🔗 🔗	100.00	0.00	02/27/17 06:35 AM

Study media execution across 165 industry categories

All Categories
▶ Beauty, Hygiene & Personal Care
▶ Communications
▶ Drug & Toiletry
▶ Education
▶ Electronics & Software
▶ Entertainment Venues
▶ Financial
▶ Health & Fitness
▶ Home & Garden
▶ Housewares & Appliances
▼ Insurance
Automobile & Motorcycle
Business Insurance
Dental & Vision
Discount RX Plans
General
Health Insurance
Life
Medical & Dental
Personal & Homeowners
▶ Legal Services
▶ Miscellaneous

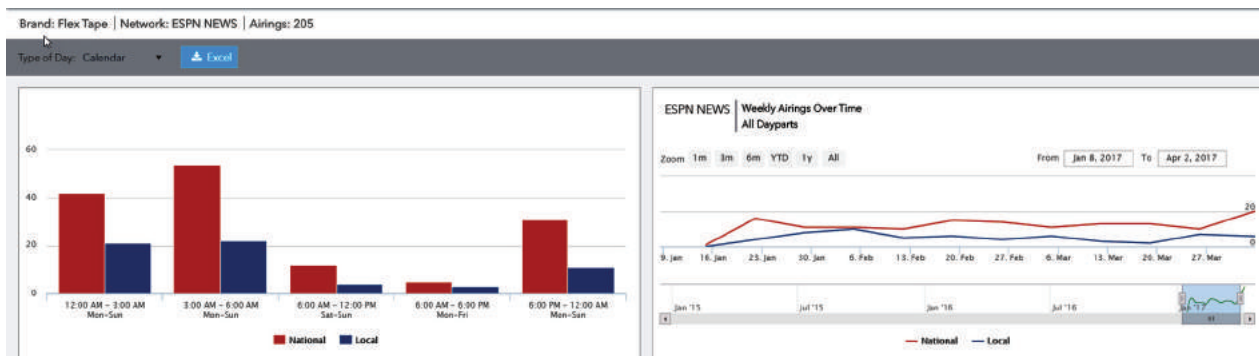
Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index ▾	National %	Local %	ASD	Weeks
1	Progressive	5	Insurance	Progressive	18,481	100	87	13	30 sec	119
2	Geico	5	Insurance	Government Employees Insu...	15,935	96.46	100	0	30 sec	111
4	The General Insurance	7	Insurance	Permanent General Compan...	11,829	30.07	99	1	27 sec	119
6	Liberty Mutual	9	Insurance	Liberty Mutual	5,318	27.41	98	2	23 sec	119
8	Select Quote	6	Insurance	SelectQuote Insurance Servi...	919	9.05	94	6	55 sec	119
9	United Healthcare	1	Insurance	United HealthCare Services	425	8.67	100	0	30 sec	56
10	Allstate	2	Insurance	Allstate	1,557	7.84	97	3	15 sec	119
12	State Farm	3	Insurance	State Farm Insurance	293	5.09	98	2	21 sec	119
13	CarShield	4	Insurance	NRRM LLC	554	4.28	99	1	110 sec	44
14	AARP Medicare Supplem...	2	Insurance	AARP	301	4.16	100	0	120 sec	77
15	Medicare Coverage Help...	1	Insurance	Togetherhealth Pap	2,883	3.74	34	66	60 sec	77
16	VSP Direct	7	Insurance	Vision Service Plan	989	3.64	70	30	44 sec	119
19	Cigna	1	Insurance	Cigna Health and Life Insura...	216	2.26	100	0	30 sec	38
20	Funeral Advantage	7	Insurance	London Insurance	461	1.78	44	56	69 sec	119
22	Good 2 Go Auto Insurance	2	Insurance	American Independent Com...	729	0.88	94	6	30 sec	119



Identify top performing days of week, hours of day, and analyze historical weekly airing trends for any brand or creative.



Identify top performing ROS dayparts at the network level for any brand or creative.





Identify advertisers, brand, and creatives that are new on the air for the current week, last week, YTD, or for any historical time period.

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index ▾	National %	Local %
1	Flex Tape	+ 3	Miscellaneous	Swift Response	4,051	100	82	18
2	RainBrella	+ 1	Miscellaneous	Wipe New	1,344	50.09	97	3
3	Gotham Steel Crisper Tray	+ 3	Housewares & Appliances	E. Mishan & Sons	1,098	32.61	58	42
4	Clorox ScrubTastic	+ 3	Home & Garden	E. Mishan & Sons	1,689	29.36	52	48
5	Fuller Brush Roto Sweep	+ 2	Housewares & Appliances	SAS Group	544	24.09	84	16
6	ArmorAll Wipes	+ 2	Miscellaneous	The Armor ALL/STP Products...	656	19.45	80	20
7	Toppik	+ 6	Beauty, Hygiene & Personal Care	Church & Dwight Co	296	19.23	98	2
8	Metal Garden Hose	+ 3	Home & Garden	Harvest Direct	964	18.73	97	3
9	Westminster Mint	+ 2	Miscellaneous	Westminster Mint INC	171	7.35	68	32
10	Brooklyn Brownie Copper	+ 3	Housewares & Appliances	E. Mishan & Sons	95	4.88	96	4
11	Lo-Bak TRAX	+ 2	Health & Fitness	Allstar Products	20	2.4	85	15
13	Multi-Cut 3 in One	+ 1	Housewares & Appliances	Lenfest Media	39	1.59	92	8
17	Magnaflex	+ 1	Miscellaneous	WowWee Group	38	1.17	68	32
19	Wonder Purse	+ 2	Miscellaneous	Allstar Products	23	0.98	100	0
20	Beddie Bear	+ 1	Miscellaneous	National Express	8	0.98	100	0

Top 20 New 'Active' Short Form Product Brands YTD as of 4/8/17

Advanced Filters

- Choose to rank Advertisers or Brands
- Choose any date range
- Filter results across different brand classifications and creative durations

Brand Classification ✕

☒ Short Form ☐ All Short Form ☒ Short Form Products ☐ Lead Generation ☐ Brand/DR ☐ Retail Products

Creative Duration ☒ All

☒ 10s ☒ 15s ☒ 20s ☒ 30s ☒ 45s ☒ 60s ☒ 75s ☒ 90s ☒ 105s ☒ 120s

☒ 180s ☒ 240s ☒ 300s

☐ Long Form ☐ 28.5m Creative ☐ Retail Products



- Choose English or Spanish and also filter by Response Type (URL, SMS, Toll free Number, or Mobile App Response)

Creative - English

☒ English ☐ Spanish

Response Type - ☒ At least ☐ Only

☒ URL or ☒ SMS or ☒ TFN or ☒ MAR

- Choose ALL networks or filter for a specific network

Networks ☒ All (102)

Search a Network

All 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

<input type="radio"/> A&E	<input type="radio"/> AMC	<input type="radio"/> American Heros
<input type="radio"/> Animal Planet	<input type="radio"/> AXS TV	<input type="radio"/> BBC America
<input type="radio"/> BET	<input type="radio"/> BET Jams	<input type="radio"/> Bloomberg
<input type="radio"/> Bravo	<input type="radio"/> Cartoon Network	<input type="radio"/> Centric
<input type="radio"/> Chiller	<input type="radio"/> Cloo *Off Air 2/1/2017	<input type="radio"/> CMT Pure Country
<input type="radio"/> CNBC	<input type="radio"/> CNBC World	<input type="radio"/> CNN
<input type="radio"/> Comedy Central	<input type="radio"/> Cooking Channel	<input type="radio"/> Country Music Television

Cancel Apply

- Filter for new advertisers, brands, or creatives first detected during the chosen date range.

☒ New

☐ Advertisers ☒ Brands ☐ Creatives

Cancel Apply

With all of these powerful filters, the possibilities are endless!



Here are some examples:

Filter to see top advertisers or brands for a particular network

Search Brands <input type="text"/>				Refine By		Network	A&E	New	All
Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index	National %	Local %	
1	Credit Karma	16	Financial	Credit Karma	1,605	100	82.43	17.57	
2	Geico	9	Insurance	Government Employees Ins...	381	77.92	100.00	0.00	
3	Progressive	11	Insurance	Progressive	450	66.98	85.11	14.89	
4	Turbo Tax	11	Financial	Intuit	565	66.75	98.94	1.06	
5	LifeLock	7	Online Services & Shopping	LifeLock	511	65.59	98.83	1.17	
6	Esurance	4	Insurance	Esurance Insurance Services	527	57.7	68.69	31.31	
7	BREO Ellipta	2	Drug & Toiletry	GlaxoSmithKline	244	55.8	69.26	30.74	
8	Humira	10	Drug & Toiletry	AbbVie	161	53.4	100.00	0.00	
9	Lyrica	9	Drug & Toiletry	Pfizer	157	51.56	100.00	0.00	
10	Trivago	13	Travel, Vacation and Hotel	trivago	449	49.73	92.43	7.57	

Top Brands running on A&E YTD as of 4/8/17

Filter “brand”, “28.5 creative length” and “new” to discover new 28.5 minute infomercial brands

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index	Weeks
1	Rock & Romance Collection	2	Music and Video	Direct Holdings Americas	158	100	14
2	Faith, Hope & Country	4	Music and Video	Direct Holdings Americas	130	76.03	14
3	Range Mate Professional	2	Housewares & Appliances	Windhorse LLC	59	47.93	10
4	Cue Vapor System	1	Miscellaneous	Digirettes INC	59	45.39	6
5	Volaire	2	Beauty, Hygiene & Personal Care	June Brands LLC	39	32.6	3
6	Veggie Bullet	2	Housewares & Appliances	Capbran Holdings	41	31.74	2
7	21 Day Fix Extreme	2	Health & Fitness	Beachbody	13	11.03	5
8	Invia	2	Health & Fitness	Memory Sciences LLC	21	8.59	10
10	BodyGym	2	Health & Fitness	BodyGym LLC	11	5.98	5
12	Activ5	1	Health & Fitness	ActivBody INC	8	4.23	2
14	Smart Money Secret	1	Miscellaneous	Info Up LLC	8	3.98	2
15	Classic Soul Ballads	1	Music and Video	Direct Holdings Americas	5	2.54	1

New Infomercial Brands YTD through 4/8/17



Filter by “300 second” creative length to see top advertisers or brands running 5 minute creative

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index ▾	National %	Local %	ASD
1	LifeLock	+ 2	Online Services & Shopping ▾	LifeLock	999	100	100	0	300 sec
2	Meaningful Beauty Ultra	+ 3	Beauty, Hygiene & Personal Care ▾	Guthy-Renker	598	92.12	100	0	300 sec
3	Nutrisystem	+ 3	Health & Fitness ▾	Nutrisystem	351	77.07	99	1	300 sec
4	ASPCA	+ 5	Public Service ▾	American Society for the Pre...	643	51.89	100	0	300 sec
5	Bye Bye Foundation - Bea...	+ 2	Beauty, Hygiene & Personal Care ▾	Favor Products	708	48.62	100	0	300 sec
6	Luminess Air	+ 1	Beauty, Hygiene & Personal Care ▾	Luminess Direct	696	37.95	100	0	300 sec
7	Christie Brinkley Authent...	+ 1	Beauty, Hygiene & Personal Care ▾	Christie Brinkley Skincare	732	25.98	100	0	300 sec
8	Cold Plasma Sub-D	+ 2	Beauty, Hygiene & Personal Care ▾	Guthy-Renker	180	23.06	100	0	300 sec
9	Shark Rocket Complete	+ 2	Housewares & Appliances ▾	SharkNinja Operating	538	22.39	100	0	300 sec
10	Hair Club	+ 1	Beauty, Hygiene & Personal Care ▾	Hair Club for Men	209	13.66	100	0	300 sec
11	Waterpik Flosser	+ 1	Beauty, Hygiene & Personal Care ▾	Water Pik	588	12.2	100	0	300 sec
12	Bosley	+ 1	Beauty, Hygiene & Personal Care ▾	Bosley	117	9.31	100	0	300 sec

Top brands using 5 minute creative YTD as of 4/8/17

Generate an excel output for any custom ranking report

(see next pages for the graphic)



Ranking Report For All Brands

Date Range - 2017 - 12/26/2016 thru 04/02/2017 | Brand Classification - Lead Generation (All Duration) | Creative - English | Response Type - URL or SMS or TTN or MAR | Categories - All | Network - All | New - All | Active/Inactive - All

Rank	Brand Name	Creatives	Category	Advertiser	Alings	Spend Index	National %	Local %	ASD	Weeks
1	Nutrisystem	35 Health & Fitness		Nutrisystem	22574	100	100	0.71 sec	118	
2	ASPCA	19 Public Service		American Society for the Prevention of Cruelty to Animals	3548	41.19	99	1.156 sec	119	
3	St. Jude Children's Research Hospital	11 Public Service		St. Jude Children's Research Hospital	3312	32.01	97	3.119 sec	119	
4	My Pillow	10 Health & Fitness		My Pillow	6886	31.48	99	1.113 sec	119	
5	Lifelock	7 Online Services & Shopping		Lifelock	11591	25.17	95	5.08 sec	119	
6	Cancer Treatment Centers of America	28 Health & Fitness		CTCA	4228	18.3	97	3.60 sec	119	
7	Liberty Mutual	9 Insurance		Liberty Mutual	7156	17.44	96	4.30 sec	119	
8	The Addiction Network	21 Health & Fitness		Pro Media	36079	17.33	36	64.39 sec	77	
9	Consumer Cellular	24 Electronics & Software		Consumer Cellular	5438	14.32	91	9.67 sec	118	
10	New Day USA	10 Financial		NewDay Financial	2402	13.16	100	0.59 sec	119	
11	Shriners Hospitals for Children	38 Public Service		Shriners International	4692	12.79	99	1.114 sec	119	
12	Mesothelioma " MRHFH	9 Legal Services		Maune Raichle Hartley French & Mudd	12076	11.92	67	33.28 sec	119	
13	Quicken Loans	14 Financial		Quicken Loans	2220	10.23	95	5.104 sec	118	
14	Nugenix	4 Health & Fitness		Direct Digital	9780	9.93	41	59.57 sec	119	
15	Guaranteed Rate	9 Financial		Guaranteed Rate	12263	9.79	75	25.58 sec	117	
16	A Place For Mom	8 Health & Fitness		A Place For Mom	7282	9.75	54	46.47 sec	119	
17	Colonial Penn	15 Insurance		Colonial Penn Life Insurance	2684	9.62	85	15.100 sec	119	
18	AARP Medicare Supplement Plans	9 Insurance		UnitedHealthcare Services	2769	9.02	99	1.98 sec	119	
19	Zip Recruiter	2 Miscellaneous		ZipRecruiter	6541	8.94	45	55.25 sec	116	
20	Lear Capital	9 Financial		Lear Capital	557	8.9	100	0.60 sec	119	
21	Medicare Coverage Helpline	4 Insurance		TogetherHealth Pap	11354	8.28	37	63.60 sec	77	
22	Laser Spine Institute	11 Health & Fitness		Laser Spine Institute	2799	7.96	100	0.59 sec	119	
23	Bowlflex Max Trainer	5 Health & Fitness		Nautilus	6914	7.85	66	34.82 sec	118	
24	Home Advisor	4 Home & Garden		HomeAdvisor	8099	7.78	94	6.29 sec	119	
25	Gerber Life Insurance Company	8 Insurance		Gerber Life Insurance	7118	7.31	40	60.53 sec	119	
26	Select Quote	8 Insurance		SelectQuote Insurance Services	3074	7.29	75	25.58 sec	119	
27	Unicef	4 Public Service		United Nations Children's Fund	455	6.89	100	0.120 sec	113	
28	AAG - American Advisors Group	7 Financial		American Advisors	1199	6.7	99	1.107 sec	119	
29	AARP Medicare Supplement Plans - United Healthcare	6 Insurance		AARP	2141	6.64	68	32.68 sec	77	
30	Pain Relieving Knee Brace	6 Health & Fitness		Arttime Media	11822	6.51	40	60.57 sec	117	
31	Bath Fitter	4 Home & Garden		Distribution Bath Fitter	1911	6.47	97	3.30 sec	99	
32	Clear Choice Dental Implant Center	8 Health & Fitness		ClearChoice Management Services	1802	6.43	100	0.60 sec	119	
33	Acorn Stair Lift	4 Home & Garden		Acorn Stair Lifts	730	6.13	89	11.97 sec	119	
34	Smile Direct Club	3 Health & Fitness		SmileDirectClub LLC	3683	5.88	64	36.61 sec	15	
35	Keranique Hair System	5 Beauty, Hygiene & Personal Care		Keranique	3228	5.78	43	57.63 sec	119	
36	California Psychics	6 Miscellaneous		Outlook Amusements	2923	5.63	83	17.5 Columns: B	119	

As you can see from the header, these are rankings for Lead Generation Campaigns YTD through 4/8/17

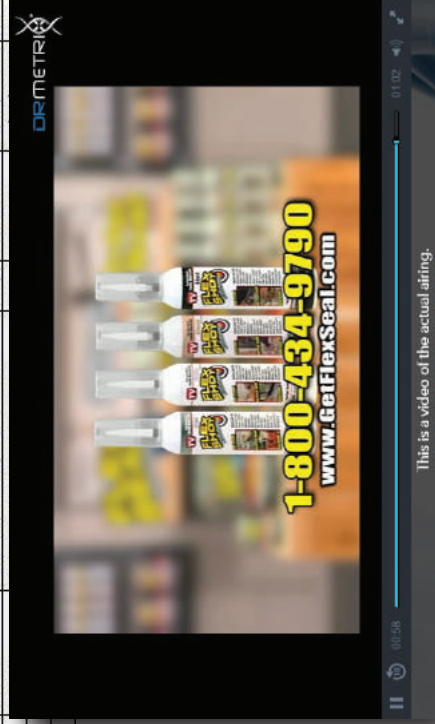
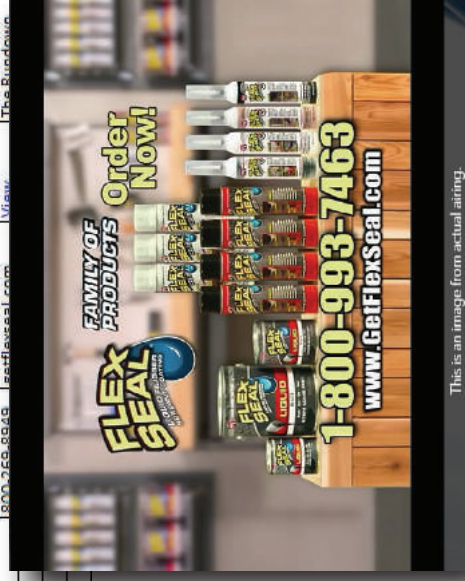
Summary and Airing Detail Exports

(AdSphere becomes first competitive media research system providing real time airings data)



Flex Seal Products - Airing Details Report Media Week 16 - 04/10/2017 thru 04/16/2017

Station Name	Station Code	Creative	Play	Start Time	Start Date	Brand	Length	Break Type	TFN	URL	Thumbnail	Program	rosDay	rosTime
Esquire	ESQUIRE	Phil Swift - Family Of Products	Play	23:30:25	En	Flex Seal Products	60 N		800-434-9790	getflexseal.com	View	Boundless	MTWTFSS	18:00:00-00:00:00
Bloomberg	BLOOM	Phil Swift - Family Of Products	Play	23:20:55	23:	Flex Seal Products	60 N		800-360-9760	getflexseal.com	View	Bloomberg Markets: Asia	MTWTFSS	23:00:00-02:00:00
Fusion	FUSION	Phil Swift - Family Of Products	Play	22:41:21	22:	Flex Seal Products	60 N		800-993-7463	getflexseal.com	View	Boundless	MTWTFSS	19:00:00-23:00:00
ESPN CLASSIC	ESPN	Phil Swift - Family Of Products	Play	22:25:27	22:	Flex Seal Products	60 N		800-483-6492	getflexseal.com	View	Boundless	MTWTFSS	18:00:00-00:00:00
CMT Pure Country	CMT	Phil Swift - Family Of Products	Play	22:00:34	22:	Flex Seal Products	60 L		800-208-0018	getflexseal.com	View	Bloomberg Markets: Asia	MTWTFSS	11:00:00-03:30:00
Science	SCICHN	Phil Swift - Family Of Products	Play	21:45:23	21:	Flex Seal Products	60 L		800-269-4079	getflexseal.com	View	The Traffickers	MTWTFSS	20:00:00-23:00:00
Bloomberg	BLOOM	Phil Swift - Family Of Products	Play	21:19:48	21:	Flex Seal Products	60 N		800-360-9760	getflexseal.com	View	The Fab Five	MTWTFSS	20:00:00-23:00:00
ESPN CLASSIC	ESPN	Phil Swift - Family Of Products	Play	21:16:40	21:	Flex Seal Products	60 L		800-483-6492	getflexseal.com	View	CMT Music	MTWTFSS	18:00:00-00:00:00
History Channel	HIST	Phil Swift - Family Of Products	Play	21:14:25	21:	Flex Seal Products	60 L		800-709-6287	getflexseal.com	View	MythBusters	MTWTFSS	20:00:00-00:00:00
CMT Pure Country	CMT	Phil Swift - Family Of Products	Play	20:54:34	20:	Flex Seal Products	60 N		800-208-0018	getflexseal.com	View	MythBusters	MTWTFSS	11:00:00-03:30:00
Bloomberg	BLOOM	Phil Swift - Family Of Products	Play	19:23:36	04/16/2017	Flex Seal Products	60 N		800-360-9760	getflexseal.com	View	Bloomberg Markets: Asia	MTWTFSS	20:00:00-23:00:00
Fusion	FUSION	Phil Swift - Family Of Products	Play	19:17:45	04/16/2017	Flex Seal Products	60 N		800-993-7463	getflexseal.com	View	30 for 30	MTWTFSS	19:00:00-23:00:00
Velocity	VEL	Phil Swift - Family Of Products	Play	18:52:27	04/16/2017	Flex Seal Products	60 L		800-290-9201	getflexseal.com	View	The Jesus Strand	MTWTFSS	20:00:00-23:00:00
WGN Superstation	WGN	Phil Swift - Family Of Products	Play	18:43:32	04/16/2017	Flex Seal Products	60 N		800-309-9853	getflexseal.com	View	Outlaw: Celebra	MTWTFSS	19:00:00-23:00:00
Fusion	FUSION	Phil Swift - Family Of Products	Play	18:36:39	04/16/2017	Flex Seal Products	60 L		800-993-7463	getflexseal.com	View	Bloomberg Daybreak	MTWTFSS	19:00:00-23:00:00
ESPN CLASSIC	ESPN	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-483-6492	getflexseal.com	View	The Wild Coast	MTWTFSS	18:00:00-00:00:00
Velocity	VEL	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-290-9201	getflexseal.com	View	The Wild Coast	MTWTFSS	18:00:00-00:00:00
WGN Superstation	WGN	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-309-9853	getflexseal.com	View	Blue Bloods	MTWTFSS	19:00:00-23:00:00
Hallmark Movies & Mysteries	HLMKM	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-269-2102	getflexseal.com	View	Monk	MTWTFSS	18:00:00-01:00:00
Bloomberg	BLOOM	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-360-9760	getflexseal.com	View	Bloomberg Daybreak: Asia	MTWTFSS	17:00:00-20:00:00
Fusion	FUSION	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-993-7463	getflexseal.com	View	Drug Wars	MTWTFSS	06:00:00-19:00:00
Hallmark Movies & Mysteries	HLMKM	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-269-2102	getflexseal.com	View	Monk	MTWTFSS	18:00:00-01:00:00
ESPN CLASSIC	ESPN	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-483-6492	getflexseal.com	View	The Bloodline	MTWTFSS	06:00:00-19:00:00
CNBC World	CNBCW	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-269-2102	getflexseal.com	View	Monk	MTWTFSS	06:00:00-19:00:00
Fusion	FUSION	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-309-9853	getflexseal.com	View	Monk	MTWTFSS	06:00:00-19:00:00
Centric	CENTRIC	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-269-2102	getflexseal.com	View	Monk	MTWTFSS	06:00:00-19:00:00
CMT Pure Country	CMT	Phil Swift - Family Of Products	Play	18:28:13	04/16/2017	Flex Seal Products	60 N		800-208-0018	getflexseal.com	View	Monk	MTWTFSS	11:00:00-03:30:00



This is an image from actual airing.

This is a video of the actual airing.

Output airings in either calendar or broadcast day. Historical airings data also available for any DRTV creative or brand.

☒ Summary

☐ Airings Detail

Type of Day: Calendar
Calendar
Broadcast

☒ Selected Date Range

☐ Lifetime

Excel

New advertiser and brand summary reports with creative video links


(see next page for the graphic)





Brand - Proactiv+ 12-26-16 thru 04-02-17

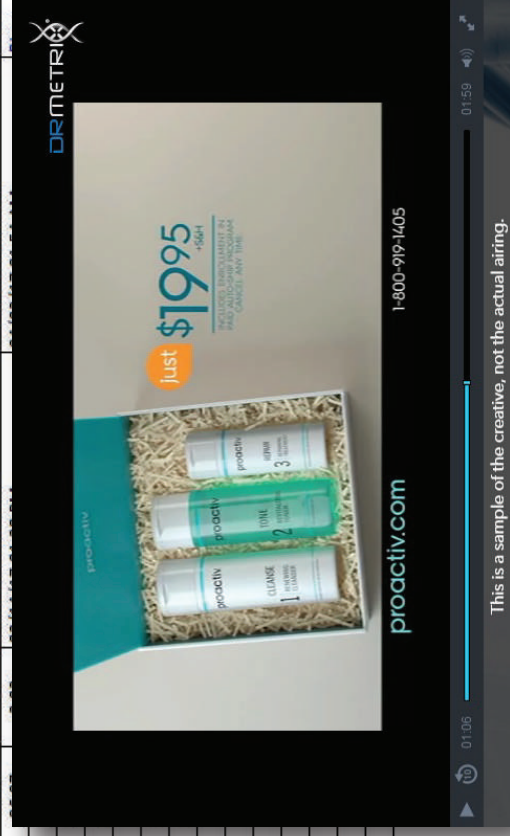
Creatives - 33 Category - Beauty, Hygiene & Personal Care Advertiser - The Proactiv Company Airings - 21,568 Spend Index - 58.53 National - 67 Local - 33 ASD - 79 sec Weeks - 119								
Creatives	Classification	Duration	Airings	National %	Local %	First Aired	Last Aired	Play
Your Teenager, You Love Them More Than Anything	Product - DR	60 sec	4871	30.45	69.55	12/26/16 06:19 AM	04/08/17 02:12 PM	Play
You Don't Let Anything Hold You Back (\$19.95)	Product - DR	60 sec	2965	29.01	70.99	12/26/16 06:17 AM	04/08/17 03:31 PM	Play
You Don't Let Anything Hold You Back (\$19.95)	Product - DR	120 sec	2094	100	0	12/26/16 06:43 AM	03/01/17 11:12 PM	Play
The Truth About Pimples	Lead Gen - BRAND DR	60 sec	1410	78.23	21.77	12/26/16 01:30 PM	03/10/17 01:14 AM	Play
Your Teenager, You Love Them More Than Anything	Product - DR	120 sec	1387	97.48	2.52	12/26/16 08:37 AM	03/26/17 09:18 PM	Play
Olivia Munn - Hold It!	Lead Gen - BRAND DR	60 sec	1212	96.53	3.47	12/26/16 12:02 PM	03/05/17 11:32 PM	Play
Breakouts Got You Bummed	Product - DR	120 sec	923	99.24	0.76	03/10/17 09:35 AM	04/03/17 05:14 AM	Play
Breakouts Got You Bummed	Product - BRAND DR	60 sec	778	38.82	61.18	03/10/17 12:15 PM	04/03/17 03:43 AM	Play
The Gift Of Clear Skin	Product - BRAND DR	60 sec	685	60.15	39.85	12/05/16 07:28 AM	02/06/17 12:46 AM	Play
You Don't Let Anything Hold You Back (\$9.95)	Product - DR	60 sec	540	25.74	74.26	03/14/17 11:46 AM	04/03/17 04:44 AM	Play
The Gift Of Clear Skin	Product - BRAND DR	120 sec	453	100	0	12/05/16 07:23 AM	01/23/17 12:27 PM	Play
How Hard Do You Work - Deep Cleansing Brush - v7	Product - DR	120 sec	427	100	0	10/16/16 12:23 AM	01/29/17 04:39 PM	Play
Julianne Hough - What's My Favorite Thing About Mornings	Lead Gen - BRAND DR	30 sec	352	99.43	0.57	12/26/16 03:08 PM	02/27/17 03:49 AM	Play
Your Teenager, You Love Them More Than Anything v2	Product - DR	120 sec	345	100	0	01/31/17 06:35 PM	04/08/17 03:46 PM	Play
Bacne Is A Buzz Kill v3	Product - DR	120 sec	312	100	0	02/27/17 06:35 AM	04/08/17 03:26 PM	Play
Your Teenager, You Love Them More Than Anything v3	Product - DR	120 sec	287	100	0	02/14/17 01:38 PM	04/08/17 11:43 AM	Play
If You're Struggling With Breakouts	Product - DR	120 sec	276	100	0	01/30/17 04:06 PM	03/09/17 05:51 PM	Play
The Truth About Pimples v2	Product - BRAND DR	60 sec	272	100	0	01/30/17 06:36 PM	03/21/17 09:39 AM	Play
Your Teenager, You Love Them More Than Anything	Product - DR	120 sec	253	100	0	12/27/16 12:20 AM	03/10/17 01:19 AM	Play
Your Teenager, You Love Them More Than Anything \$9.95	Product - DR	120 sec	231					
The Gift Of Clear Skin	Product - BRAND DR	30 sec	225					
Olivia Munn - Hold It!	Lead Gen - BRAND DR	30 sec	219					
How Hard Do You Work - Deep Cleansing Brush - v8	Product - DR	60 sec	199					
Your Teenager, You Love Them More Than Anything \$9.95 v2	Product - DR	120 sec	185					
Bacne Is A Buzz Kill v3	Product - DR	60 sec	155					
Your Teenager, You Love Them More Than Anything \$9.95	Product - DR	60 sec	151					
You Don't Let Anything Hold You Back (\$9.95)	Product - DR	120 sec	130					
You Don't Let Anything Hold You Back v2 (\$19.95)	Product - DR	60 sec	68					
Olivia Munn - Hold It! v2	Lead Gen - DR	60 sec	50					
Breakouts Got You Bummed v2	Product - DR	30 sec	48					
You Don't Let Anything Hold You Back v2 (\$19.95)	Product - DR	120 sec	27					
Your Teenager, You Love Them More Than Anything \$9.95 v2	Lead Gen - DR	60 sec	23					
Bacne Is A Buzz Kill	Product - DR	60 sec	15					



DRMETRIX

just **\$19.95** /month

INCLUDES EVERYTHING AS SHOWN. NO CANCELS ANY TIME.



This is a sample of the creative, not the actual airing.



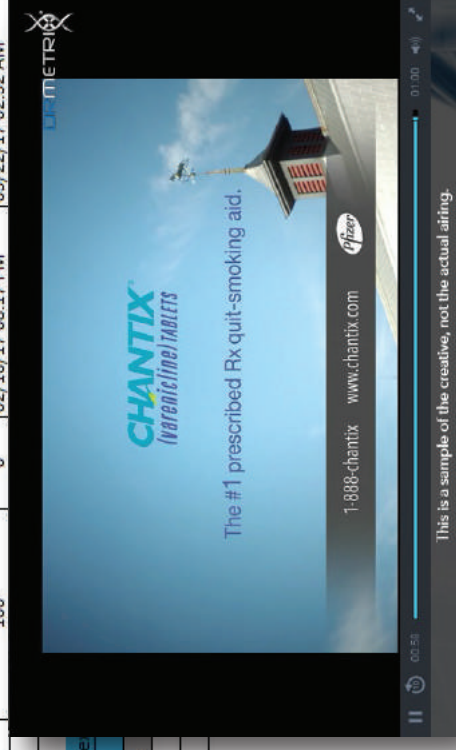
Advertiser - Pfizer 12-26-16 thru 04-02-17

Brand/s - 7 | Airings - 11,669 | Spend Index - 71.65 | National - 100 | Local - 0 | ASD - 51 sec

Brand Name	Creatives	Category	Airings	Spend Index	National %	Local %	ASD	Weeks
Chantix	6	Drug & Toiletry	2818	19.87	100	0	60 sec	101
	Creatives	Classification	Duration	Airings	National %	Local %	First Aired	Last Aired
	Thomas Quit Smoking v3	Lead Gen - BRAND DR	60 sec	1295	99.69	0.31	12/05/16 07:18 AM	04/08/17 03:52 PM
	Claudine v4	Lead Gen - BRAND DR	60 sec	750	99.87	0.13	12/05/16 01:29 PM	02/20/17 05:36 AM
	Thomas Quit Smoking v2	Lead Gen - BRAND DR	60 sec	408	99.75	0.25	10/10/16 02:43 PM	02/20/17 04:31 AM
	Thomas Quit Smoking	Lead Gen - BRAND DR	60 sec	209	99.04	0.96	10/10/16 05:13 AM	04/08/17 01:58 PM
	Claudine v5	Lead Gen - BRAND DR	60 sec	155	99.35	0.65	02/20/17 09:34 PM	04/08/17 12:10 PM
	Billy Quit Smoking v2	Lead Gen - BRAND DR	60 sec	1	100	0	05/16/16 01:21 PM	12/27/16 11:58 PM

Brand Name	Creatives	Category	Airings	Spend Index	National %	Local %	ASD	Weeks
Lyrica	9	Drug & Toiletry	2994	17.52	100	0	55 sec	117
	Creatives	Classification	Duration	Airings	National %	Local %	First Aired	Last Aired
	Before Fibromyalgia I Was Active	Lead Gen - BRAND DR	60 sec	910	99.89	0.11	05/17/16 10:39 AM	04/08/17 03:48 PM
	Before Fibromyalgia I Was A Doer (Male VO)	Lead Gen - BRAND DR	60 sec	463	100	0	02/13/17 01:14 PM	03/26/17 07:38 PM
	These Feet Kicked Off A Lot Of High School Games v2	Lead Gen - BRAND DR	60 sec	444	99.77	0.23	01/02/17 07:38 PM	04/08/17 03:12 PM
	These Feet Kicked Off A Lot Of High School Games v3	Lead Gen - BRAND DR	45 sec	306	100	0	01/02/17 03:55 PM	04/08/17 05:24 AM
	Before Fibromyalgia I Was A Doer (Female VO)	Lead Gen - BRAND DR	60 sec	273	100	0	03/22/17 06:16 AM	04/08/17 03:58 PM
	These Feet Jumped Into City Life	Lead Gen - BRAND DR	60 sec	240	99.58	0.42	01/16/17 08:15 PM	03/20/17 01:27 AM
	These Feet Jumped Into City Life	Lead Gen - BRAND DR	45 sec	178	100	0	01/17/17 09:49 PM	04/08/17 10:24 AM
	Before Fibromyalgia I Was Active v2	Lead Gen - BRAND DR	60 sec	136	100	0	02/16/17 08:17 PM	03/22/17 02:32 AM
	These Feet Jumped Into City Life v2	Lead Gen - BRAND DR	60 sec	44				Play

Brand Name	Creatives	Category	Airings	Spend Index
Xeljanz	2	Drug & Toiletry	1575	13.31
	Creatives	Classification	Duration	Airings
	Your Body Was Made For Better Things - Opening Curtains	Lead Gen - BRAND DR	60 sec	827
	Your Body Was Made For Better Things - Puppy	Lead Gen - BRAND DR	60 sec	748



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