

An iSpot Insights Report

Facebook Advertising on TV

Jan 1, 2018 – Dec 9, 2018



iSpot.tv

TV Ad Measurement for Disruptive Brands

2018 Highlights

58

Ads

Ran **4927 times** so far in 2018

\$174M

Est. Spend

This represents an **1,348% increase** from 2017's spending during this period

5.7B

TV Ad Imp.

This represents a **1,018% increase** from 2017's spending during this period

Facebook promoted the Facebook platform, Facebook Watch, and portal from Facebook, as well as its apology after losing everyone's data.

82nd largest spender on TV advertising across all product lines during this period, with portal from Facebook making its debut as the **131st largest TV advertiser** so far in 2018. Facebook's platform was the **213th largest TV advertiser** during this period as well.

portal
from facebook

Facebook spent the most money advertising portal from Facebook in 2018, which accounted for 55.5% of the brand's TV advertising spend and nearly **60% of the brand's TV ad impressions.**

Top Networks	Top Shows
CBS	NFL Football
FOX	2018 World Series
ABC	College Football
NBC	The Big Bang Theory
The CW	The Voice

Year over Year

When comparing 2017's results to 2018, it's clear that Facebook has significantly increased the value it places on TV advertising. While jumping up over 1,000% in terms of generated TV ad impressions, from 511.6M to 5.7B, the brand climbed an even more impressive 1,348% in terms of spend, increasing from \$12M to \$174.5M spent during this period. The brand also increased its ads placed by 123%, and the airings its run by over 300%.

Metrics	2018	2017	% Change
Est. TV Ad Spend	\$174,527,417	\$12,054,291	1,348%
TV Ad Impressions	5,717,768,596	511,602,989	1,018%
Spots	58	26	123%
Airings	4,927	1226	302%

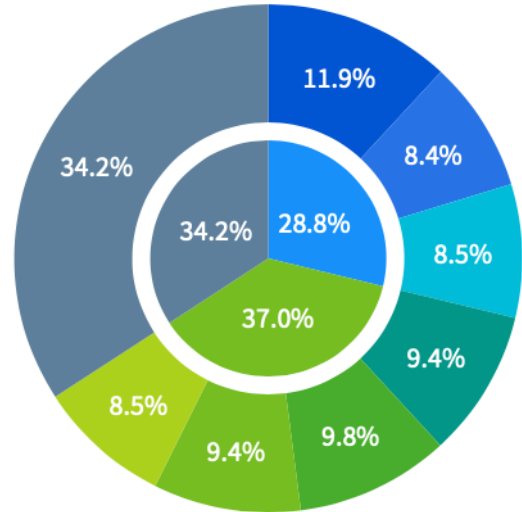
Audience

Portal from Facebook

Impressions by Age Range: 01/01/2018 - 12/09/2018

Data provided by iSpot.tv

- 18-34
- 18-24
- 25-29
- 30-34
- 35-54
- 35-39
- 40-44
- 45-49
- 50-54
- 55+

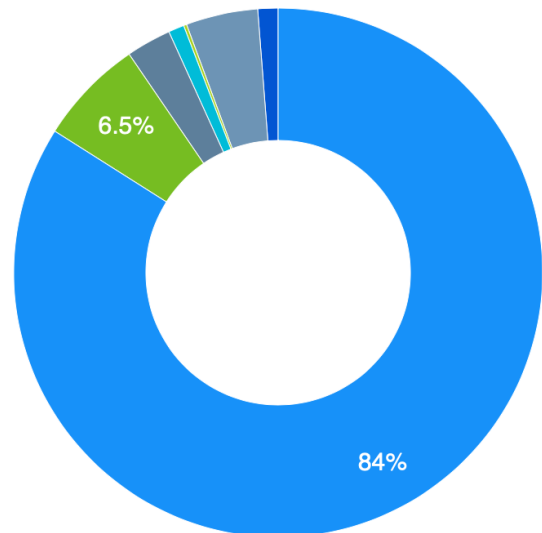


Portal from Facebook

Impressions by Type: 01/01/2018 - 12/09/2018

Data provided by iSpot.tv

- National: Live + Same Day
- National: 3 Day Time-shifted (DVR or VOD)
- National: 4-7 Day Time-shifted (DVR)
- National: 8+ Day Time-shifted (DVR)
- National: Other (Unsupported Networks)
- Local
- VOD + OTT



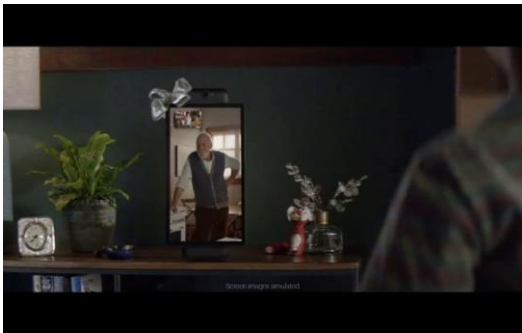
Standout Creatives



[portal from Facebook's 'Sisters'](#) was the best performing ad for portal in 2018. With an **Attention Score of 94.20**, this ad was **interrupted 40% less frequently** than average for the brand.



[portal from Facebook's 'Feel There'](#) delivered an **Attention Score of 93.00**, this ad was **interrupted 27% less frequently** than the industry average, even after generating over 856M TV Ad Impressions.



[portal from Facebook's 'Holidays'](#) delivered an **Attention Score of 92.08**, this ad was **interrupted 18% less frequently** than the industry average, generating over 38M TV Ad Impressions.



[portal from Facebook's 'Birthday'](#) delivered an **Attention Score of 90.63**, this ad was **interrupted 3% less frequently** than the industry average, while generating the brands strongest TV Ad Impressions with over 862M.



iSpot is a TV advertising measurement company that brings transparency, digital-like precision, and control to disruptive brands. The real-time platform empowers marketers with a complete view of advertising impressions, engagement, attention and conversion across all forms of TV, and connect those analytics to business outcomes.

[Request Demo](#)

[Learn more at iSpot.tv](#)