iSPOT: WORLD SERIES AD SPEND DOWN 9.1% TO $194M

MLB PLAYOFF SPENDING AT $329.1M, DOWN 7.1%

Advertisers spent an estimated $194.4 million on commercials during the World Series on Fox, down 9.1% from last year’s fall classic, according to new figures from iSpot.tv.

This year’s World Series, with the Houston Astros beating the Philadelphia Phillies, went the same six games as last year’s series, but viewership was down, with the broadcasts delivering a total of 5.87 billion impressions, down 7.7% from last year.

There were 731 commercials during the 2022 World Series, nearly the same as in the 2021 series.

The top World Series advertisers were Samsung Mobile, which spent $7.7 million and aired 36 more spots than a year ago. Other top advertisers included GEICO, T-Mobile, Indeed, Chevrolet, Capital One Credit Cards and Pfizer, a new World Series sponsor, spending about $5 million.

The most seen spots were from Samsung Mobile, Chevrolet and Pfizer's Comirnaty.

Over the course of all of the Major League Baseball playoffs, advertisers spent about $329.1 million, down 7.1% from last season. In addition to Fox, games aired on Warner Bros. Discovery’s TBS.

Impressions were down 6.4%, despite more teams being in this year’s playoffs.

The top spenders on postseason baseball were GEICO at $12.3 million, T-Mobile at $10.3 million, Samsung Mobile at $8.7 million, Indeed at $8.7 million and Taco Bell at $7.8 million.

SPANISH-LANGUAGE WORLD CUP ADS GOING FAST

Commercials in Spanish-language coverage of the World Cup are nearly sold out, NBCUniversal Ad Sales and Partnerships President Mark Marshall said.

NBCU will be broadcasting 64 World Cup matches live from Qatar on Telemundo and streaming them on Peacock, with early round matches available free to viewers, while later games will be available to paying subscribers.

Marshall said national and local ad sales are pacing well

ADVERTISER NEWS

Walgreens Boots Alliance is reported to be close to making a $9 billion deal to merge its Village Practice Management business with Summit Health. Village Practice Management operates VillageMD clinics inside Walgreens stores and as standalone locations. Summit Health operates more than 370 doctor offices as well as CityMD urgent-care centers...

Amazon.com said electric delivery vans have helped to deliver more than 5 million packages to customers since being rolled out in July. The vans are operating in nearly two-dozen cities. “We’re always excited for the holiday season, but making deliveries to customers across the country with our new zero-emission vehicles for the first time makes this year unique,” said Udit Madan, VP of Amazon Transportation… Sweetgreen is rolling out its answer to Rice Krispie Treats. The restaurant chain debuted its Crisp Rice Treat, which is made with organic brown rice, quinoa, millet and honey-date caramel. The treat has 190 calories and includes six grams of sugar. Sweetgreen chief concept officer Nicolas Jammet said the chain sees opportunities to expand into desserts...

The formal opening of an Ocado-automated “spoke” facility in Oklahoma City has extended Kroger's reach to 36 states, now including Oklahoma. Kroger said the 50,000-square-foot spoke site recently hosted an associate celebration and ribbon-cutting event. Announced in February, the new facility supports a 350,000-square-foot, Ocado-driven customer fulfillment center in Dallas...

Some 4.8 million Americans played pickleball last year, according to a recent report, and the sport’s surging popularity is driving demand for pickleball apparel from brands including Fila and Adidas. Sales of footwear and apparel for the sport have grown 9.4% this year and are on track to hit $680.3 million by 2026, according to Technavio... BP plans to establish the BP Pulse Gigahub network, a series of large, electric vehicle (EV) fast charging hubs designed to serve ride-hail and taxi fleets near U.S. airports and other high-demand locations across the nation. The first location is expected to be...
ABC has solidified its midseason schedule. The network will launch a new Tuesday block featuring The Rookie and its Feds spinoff starting Jan. 3 with a crossover between both shows. The Ramon Rodriguez procedural Will Trent will launch out of The Rookie pairing at 10 PM. New episodes of Abbott Elementary are back Jan. 4. The Mayim Bialik-hosted Celebrity Jeopardy will debut Jan. 5, with the Zach Shallcross-led season of The Bachelor back Jan. 23. Gina Rodriguez’s Not Dead Yet is due Feb. 8, backed by the final season of A Million Little Things. Milo Ventimiglia’s The Company You Keep launches Feb. 19, when it will be paired with America’s Funniest Home Videos and American Idol on Sundays. The winter premiere of Grey’s Anatomy is set for Feb. 23 alongside the return of Hilary Swank newspaper drama Alaska Daily… Meanwhile, The Wonder Years has been bumped to summer. The second-year comedy was left off of ABC’s midseason schedule and will not air until a date to be determined in summer 2023… NBC has set a midseason lineup that includes Magnum P.I., which NBC picked up after a somewhat surprising cancellation at CBS. The revived show has a two-season order and will make its NBC debut Feb. 19 as part of an all-drama lineup on Sunday nights. It will be joined on Sunday by missing-persons drama Found, and, a week later, The Blacklist. The latter is moving to Sundays from Friday nights. NBC will also open a second comedy block on Tuesdays starting Jan. 17 with a two-episode premiere for Night Court, an update of the 1984-92 series. Season 2 of American Auto follows Jan. 24. Medical drama New Amsterdam will end its six-season run with a two-hour series finale Jan. 17. La Brea will return from hiatus with two episodes on Jan. 31. NBC’s other midseason newcomer is America’s Got Talent: All Stars. It premieres Jan. 2 and will fill the 8-10 PM slot on Mondays between cycles of The Voice, which begins its spring run — the farewell season for Blake Shelton — on March 6. That’s My Jam will open Season 2 on March 7… Fox will make some significant changes to its schedule for midseason, unveiling eight new and returning series and moving veteran 911: Lone Star away from its previous Monday night home. The network will also use the NFL to launch a few shows, including the missing-persons drama Alert on Jan. 8 and a post-Super Bowl premiere for Next Level Chef on Feb. 12. The courtroom anthology Accused, which debuts Jan. 22. The other newcomers are unscripted series Special Forces: World’s Toughest Test (Jan. 4) and Animal Control (Feb. 16), Fox’s first wholly owned live-action comedy. Fantasy Island opens Season 2 on Jan. 2, and 911: Lone Star will anchor Tuesday nights starting Jan. 17 — the show has mostly aired on Mondays in the past. Celebrity Name That Tune will join Special Forces on Jan. 11, keeping Wednesday an all-unscripted night, while The Masked Singer takes its usual winter break. 911 will also go on hiatus until spring… And Jimmy Kimmel will return to host the Oscars for a third time. Kimmel previously helmed the ceremony in 2017 and 2018. The 95th Academy Awards will be televised live on ABC on Sunday, March 12.

My bank called me because it received an alert for unusual activity. I was buying fruit.
LUXURY SHOPPERS TO SPEND FOR THE HOLIDAYS

Luxury shoppers aren’t letting higher prices get in the way of their holiday spending. Seventy-six percent of luxury shoppers expect to spend the same or more this holiday season than last year, according to a survey of luxury shoppers by Saks.

The total is down slightly from last year, when 79% reported the same.

The Saks Luxury Pulse survey found that 43% plan to shop mostly online with some in-store shopping this holiday season vs. 50% last year. The year-over-year decline translated to an increase in those who are planning to split holiday shopping equally between online and stores, with 24% this year vs. 17% last year, Saks noted.

When it comes to gifting, respondents said they want to give gift cards (69%), clothes (64%) and hobbies (e.g., books, handcrafted items, movies, etc.) (51%).

In other findings:
- 65% say they plan to start holiday shopping before Thanksgiving vs. 68% who planned to shop pre-Thanksgiving last year.
- Sixty-one percent say they will shop for new holiday attire, up significantly from 45% last year.
- When sharing what they wanted to receive as a gift, respondents chose clothes (48%), beauty and fragrance items (33%) and wine and spirits (33%).

‘KELLY CLARKSON’ RENEWED THROUGH 2025

The Kelly Clarkson Show will continue to sing through 2025. NBCUniversal has renewed the syndicated daytime talk show for two additional seasons, taking the series fronted by the former American Idol breakout through its sixth season in 2025.

In its fourth season, The Kelly Clarkson Show has its largest station lineup yet as it airs in all 211 local markets in premier time periods across the U.S.

The series is averaging 1.3 million viewers since its September return. That makes it the only syndicated talk show to grow in consecutive seasons — a feat not accomplished since 2014. The show is posting year-over-year double-digit gains in adults 25-54 in many top markets.

The renewal comes amid a new wave of syndicated talk shows entering the market following the departure of The Ellen DeGeneres Show. Another American Idol breakout, Jennifer Hudson, launched her show from Ellen producers Warner Bros. TV this season as the landscape also features programs fronted by Drew Barrymore, Karamo, Rachael Ray, Sherri Shepherd, Steve Wilkos and Tamron Hall.

THIS AND THAT

Nearly half of auto dealers plan to buy one or more dealerships in the next 12 months, while only 2% expect to sell in that time frame, according to a survey by dealership sell-sell firm Kerrigan Advisors. More than 600 dealers responded from July to September for the fourth annual survey, and though results trend positive, there are stark differences in expectations compared with last year’s survey. In 2021, for example, 77% of dealers said they planned to buy one or more dealerships in the coming year vs. 48% this year.

APPLE BUILDS AD NETWORK AHEAD OF MLS DEAL

Apple is strengthening its live TV segment as its media rights deal with Major League Soccer begins next year. The company, which inked the MLS pact earlier this year for at least $2.5 billion, is building an advertising network for live TV and is in discussions with MLS sponsors and ad partners, according to Bloomberg.

Apple’s ad unit currently generates roughly $4 billion each year. The company is reportedly looking to bump that to double digits by including ads in more apps and services.

The tech giant — which aims to produce pregame, in-game and postgame shows for every match — will run ads in the dedicated package, paid Apple TV+ subscriptions and the free TV app.

As part of the deal, Apple would air games in a new subscription service and on Apple TV+. Some games will be free through the Apple TV app. In March, Apple signed an agreement with Major League Baseball to stream a weekly doubleheader exclusively on Apple TV+. The deal is reportedly worth $85 million over seven years — $55 million in rights fees and $30 million worth of advertising.

ADVERTISER NEWS

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built near Los Angeles International Airport in collaboration with Hertz... Applebee’s Neighborhood Grill + Bar continues to test its pickup windows and parent Dine Brands Global will decide by next year what the future holds beyond the current 10 convenience-oriented options, says John Cywinski, president of the casual-dining brand... Pioneering meal kit provider Blue Apron is continuing to lose customers as pandemic-related demand for its meal kits keeps cooling off. In reporting Q3 earnings, the company withdrew its previously announced revenue growth target of 7% to 13% for fiscal 2022. Orders fell 12% on a year-over-year basis while the average order value rose 13.7% to $70.83.

SUNDAY NIELSEN RATINGS - LIVE + SAME DAY

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