2018 MTV VMA Awards

Brand and Audience Insights
August 2018

alphonso
The TV Data Company

Marketing Report:
2018 MTV VMA Awards

Brand and Audience Insights from the 2018 MTV VMA Awards

Airing: August 20, 9 PM ET to 11:30 PM ET

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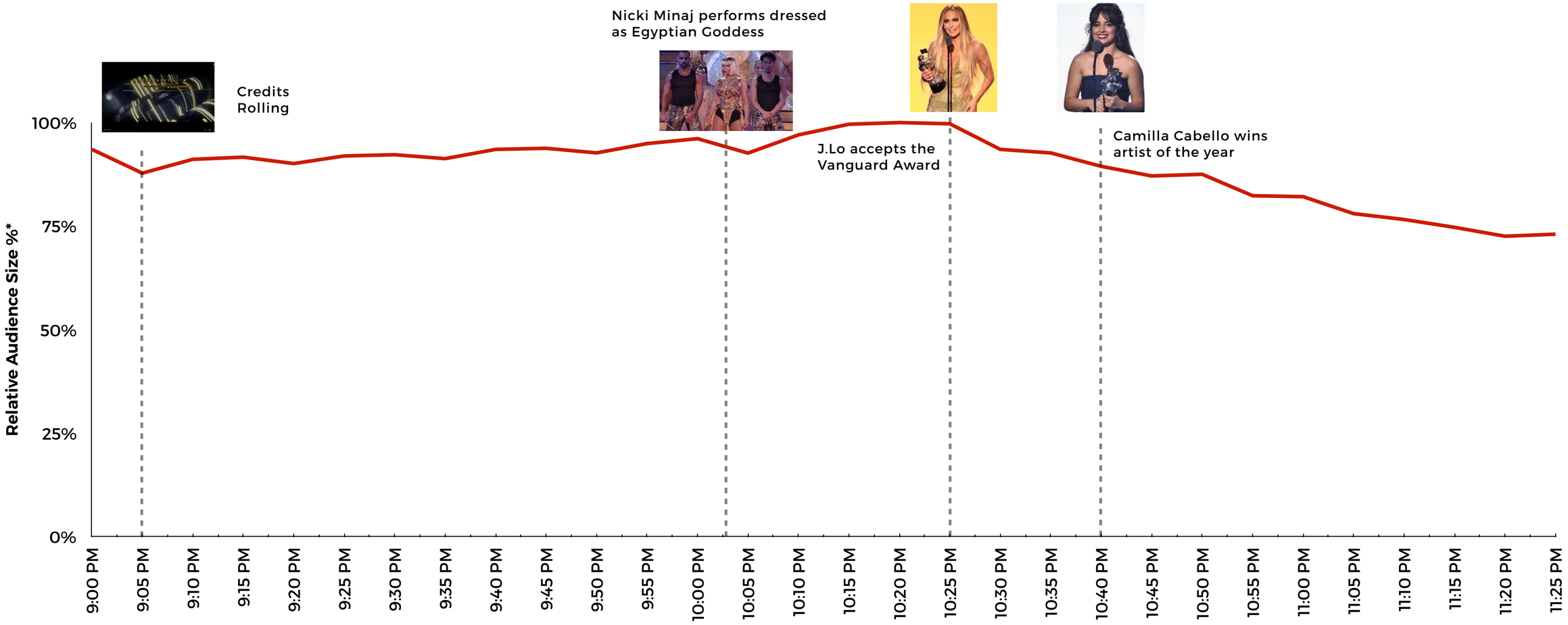
Audience Engagement for the 2018 MTV VMA Awards

Viewership for the show peaked halfway through, during the performance by Nicki Minaj and J. Lo's Vanguard Award.



*Audience size% is relative to the slot with the most viewers

Source : Alphonso TV Audience data 20th August to 21st August, 2018

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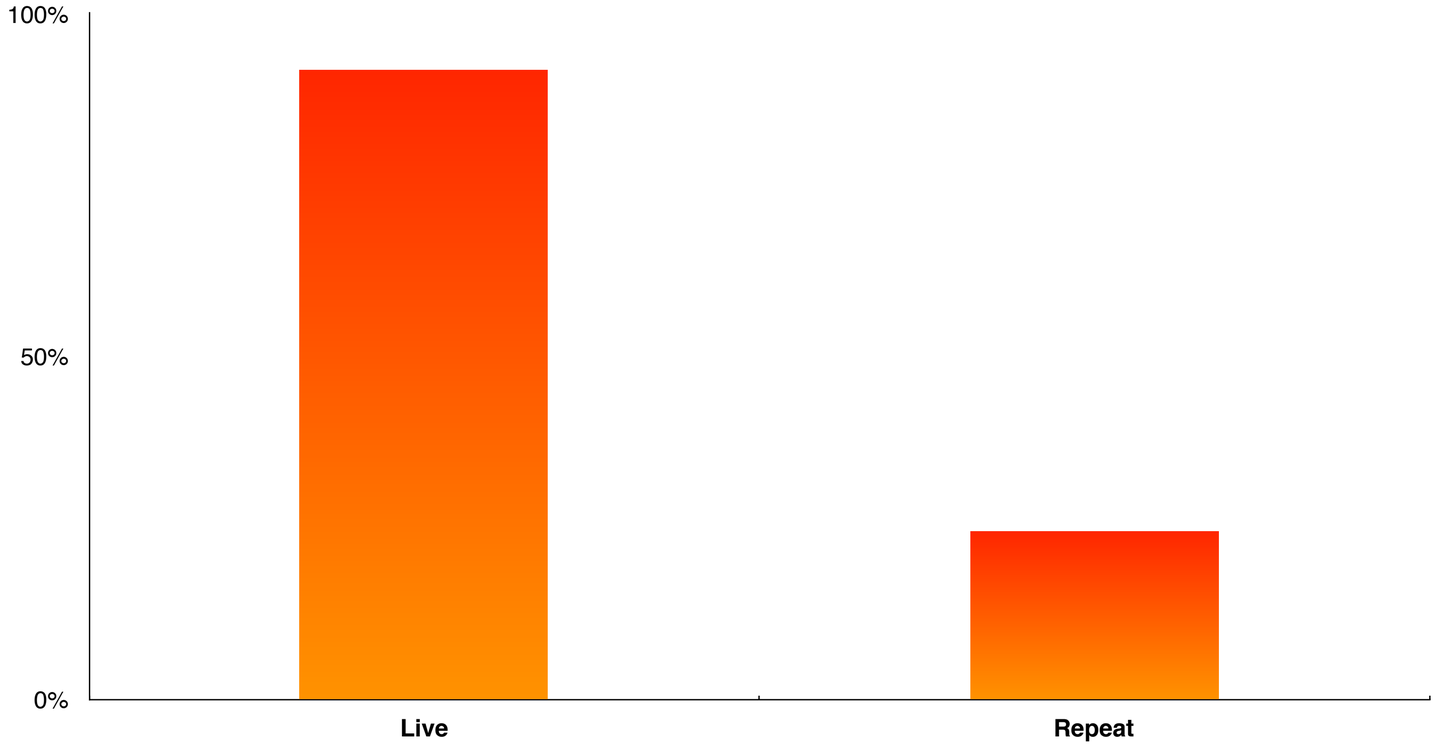
Viewership comparison for the 2018 MTV VMA Awards

The comparison between Live and Repeat Viewers out of Overall Viewers*.



*Overlap present between Live and Repeat Viewership

Source : Alphonso TV Audience data 20th August to 21st August, 2018

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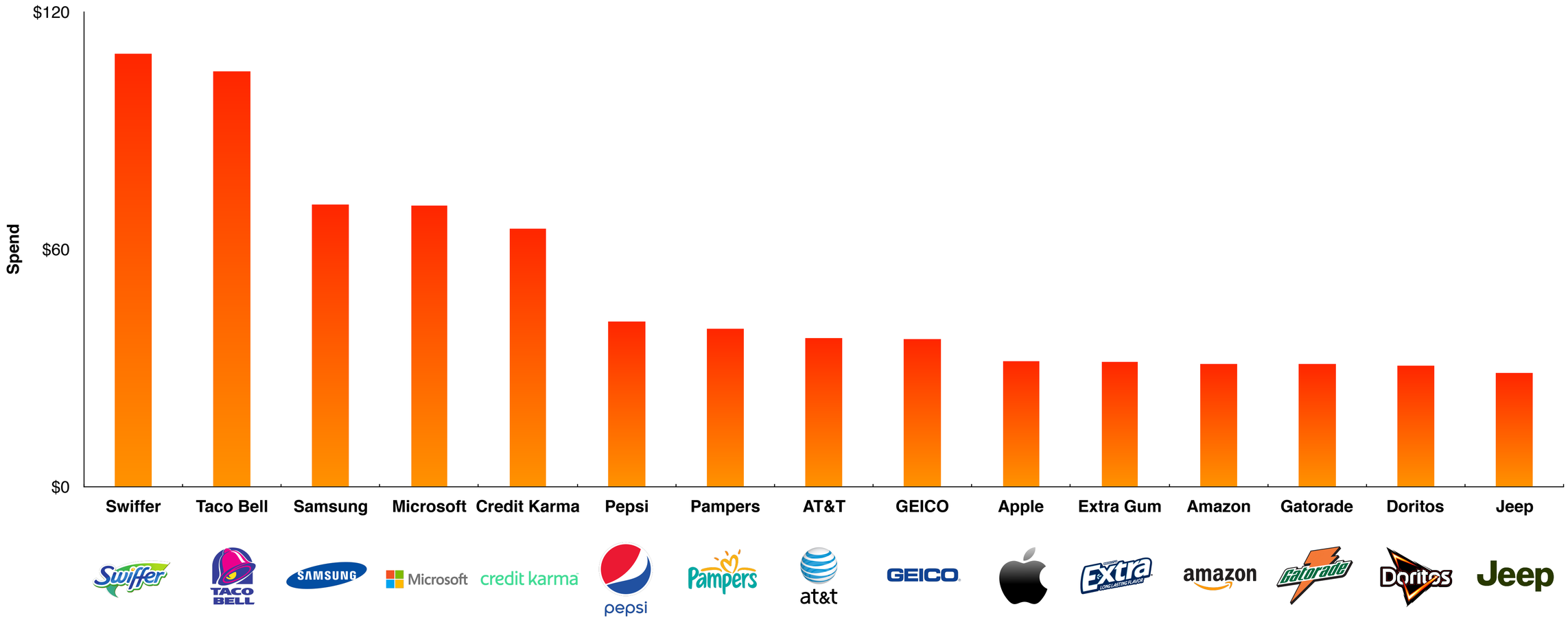
Top Brands By Spend During 2018 MTV VMA Awards

Swiffer led the way in the top brands by spend, outspending other brands such as Taco Bell, Samsung, and Microsoft.

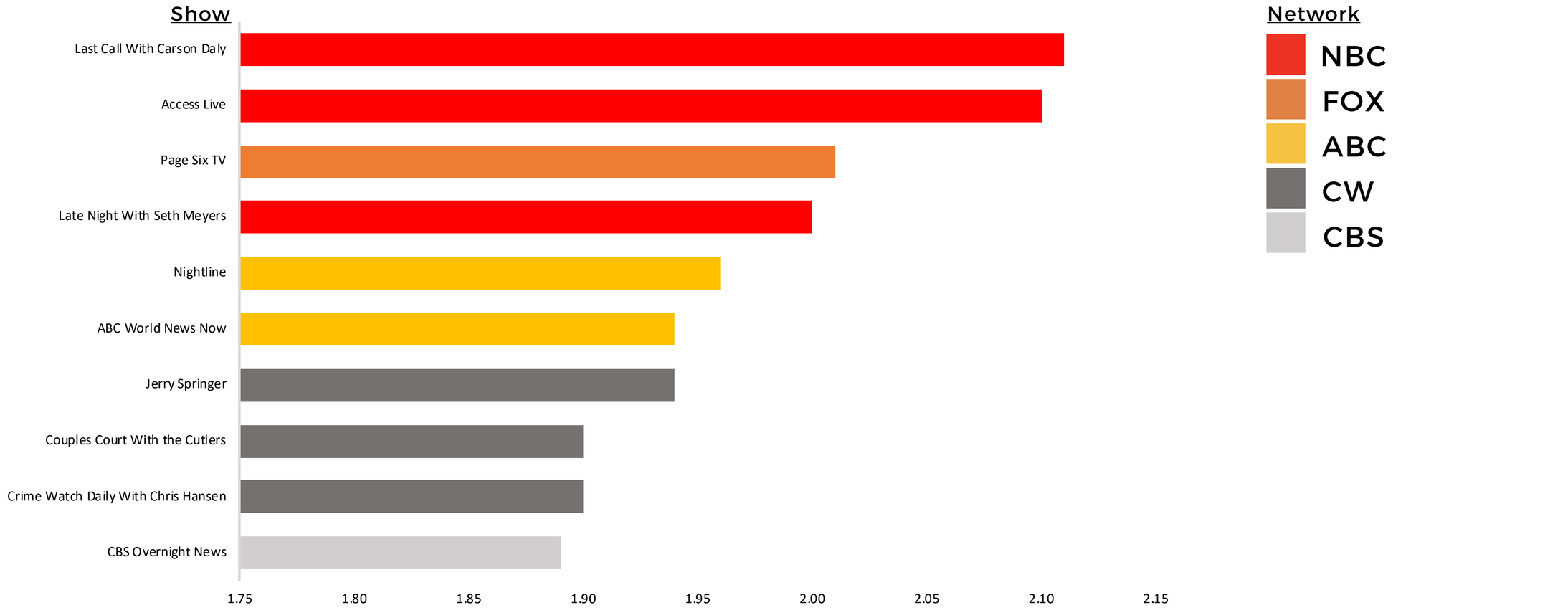


*Spend is in Thousands

Source : Alphonso TV Audience data 20th August to 21st August, 2018

Top Broadcast Shows Watched By 2018 MTV VMA Awards Audience Ranked By Alphonso Viewership Index*

Shows such as Last Call With Carson Daly, Access Live, Page Six TV, Late Night With Seth Meyers and Nightline are the most watched shows by this audience.

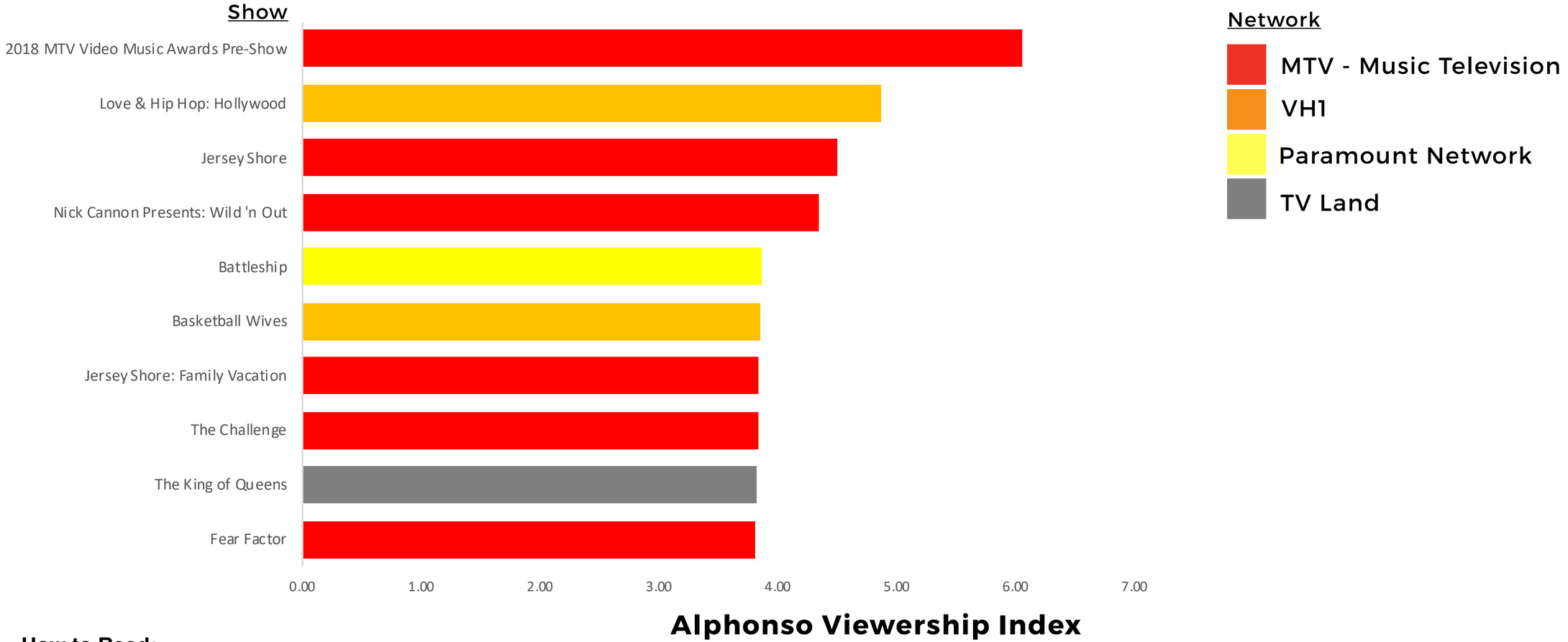


How to Read:
The Alphonso Viewership Index reports programs watched more by the exposed audience (over indexed) versus the average audience size. While audience size may not be large, indices represent the popularity of other programs among exposed viewers.

Source : Alphonso TV Audience data 20th August to 21st August, 2018

Top Cable Shows Watched By 2018 MTV VMA Awards Audience Ranked By Alphonso Viewership Index*

Shows including the 2018 MTV Video Awards Pre-Show, Love & Hip Hop: Hollywood, Jersey Shore, Nick Cannon Presents: Wild 'n Out, and Battleship are the most watched shows by this audience.



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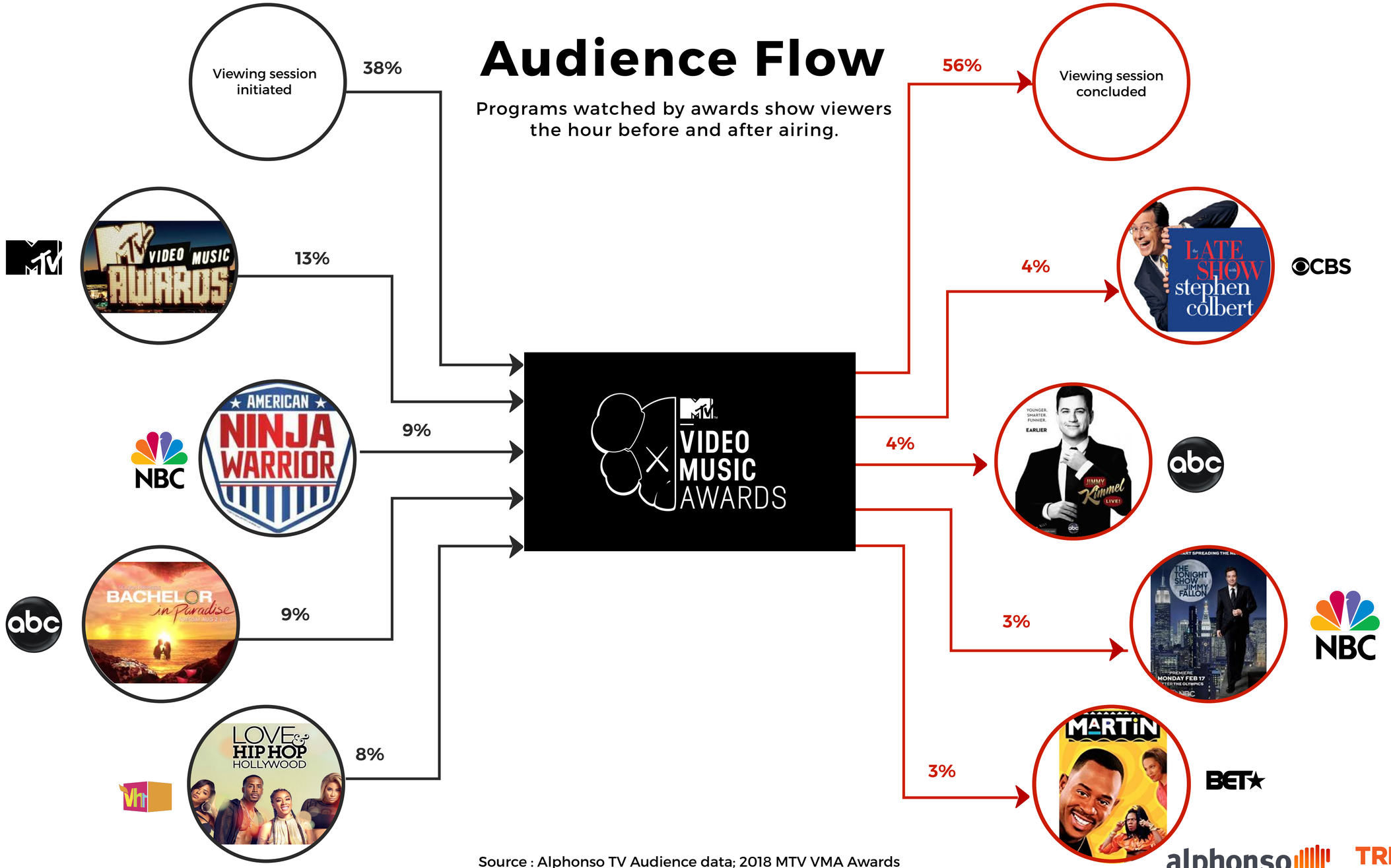
Audience Flow

Programs watched by awards show viewers the hour before and after airing.



Source : Alphonso TV Audience data; 2018 MTV VMA Awards

About Alphonso

Alphonso is a TV data company with the industry's largest TV viewership footprint. It is the market leader in providing brands and agencies with real-time, self-serve TV ad campaign measurement and attribution. The company enables its clients to reach and measure verified TV audiences across all screens. Brands work with Alphonso to amplify their TV spend on digital, and to connect the dots between TV ad exposures and real business results, such as foot traffic and sales, to better understand return on ad spend (ROAS).

With automatic content recognition (ACR) technology embedded in tens of millions of hardware and software products, including smart TVs, TV chipsets, mobile apps, and other connected living room devices, Alphonso understands what programming and advertising people watch on TV. Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time, to help its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

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