



# Super Bowl 2018 Ad Attribution Reports: TV Tune-In



# The Tonight Show with Jimmy Fallon : Live from the Super Bowl

Tune in Study



alphonso 



# The Tonight Show with Jimmy Fallon Tune-in : Summary

**94%** of The Tonight Show with Jimmy Fallon viewers also watched Super Bowl LII

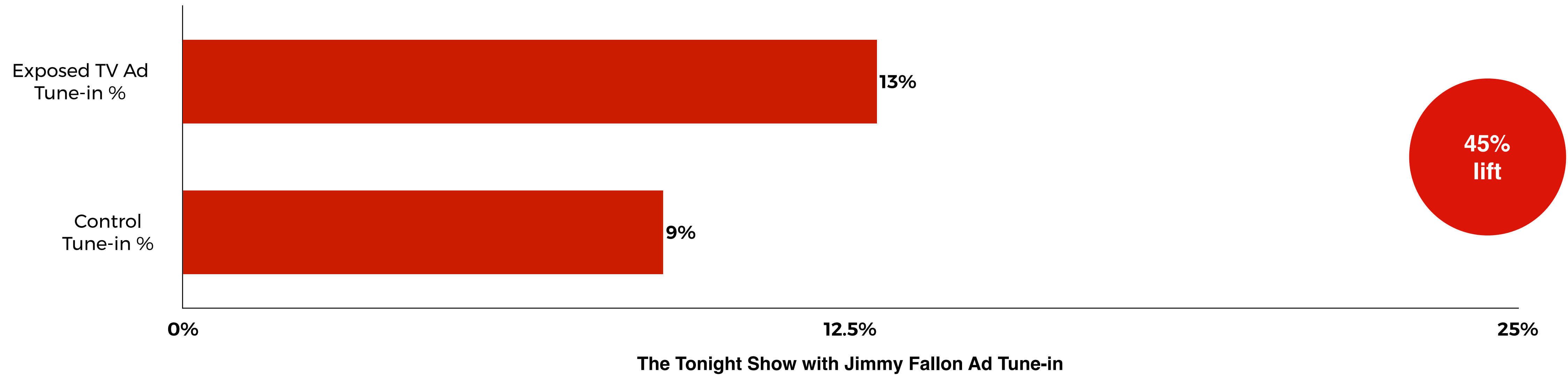


**70%** of The Tonight Show with Jimmy Fallon viewers were exposed to The Tonight Show with Jimmy Fallon TV ad spots before tuning in to the show



# The Tonight Show with Jimmy Fallon Tune-in : Lift

TV viewers who were exposed to The Tonight Show with Jimmy Fallon TV Ad contributed to a lift in tune-in of **45%**

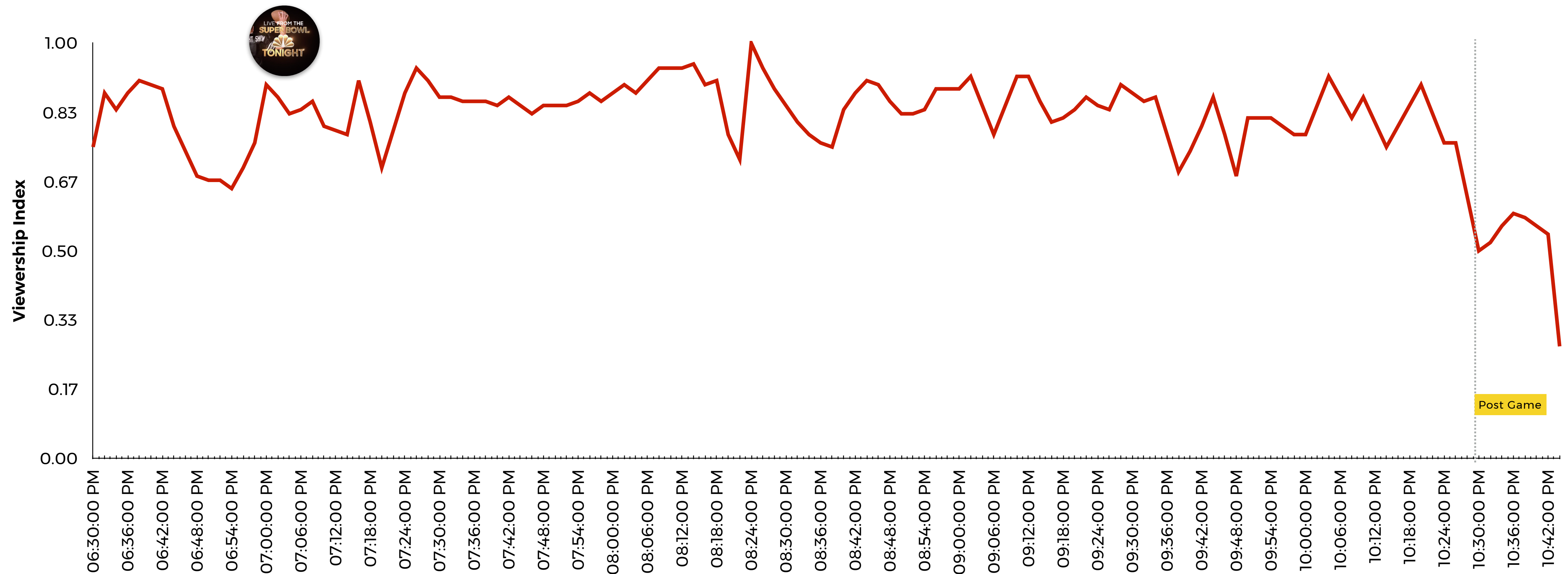


- Control Audience: Super Bowl Viewers who did not see The Tonight Show with Jimmy Fallon TV spot during the Super Bowl
- Exposed Audience: Super Bowl Viewers who saw the TV spot during the Super Bowl

# Audience Engagement of Super Bowl LII viewers (6.30PM to 10.45PM ET)

The Super Bowl had consistent viewership throughout the event

**The Tonight Show with Jimmy Fallon** ad aired during the first half of the game





# Winter Olympics: Opening Ceremony

# Tune-In Study



# Winter Olympics Opening Ceremony Tune-in : Summary

**75%** of Winter Olympics Opening Ceremony viewers also watched Super Bowl LII

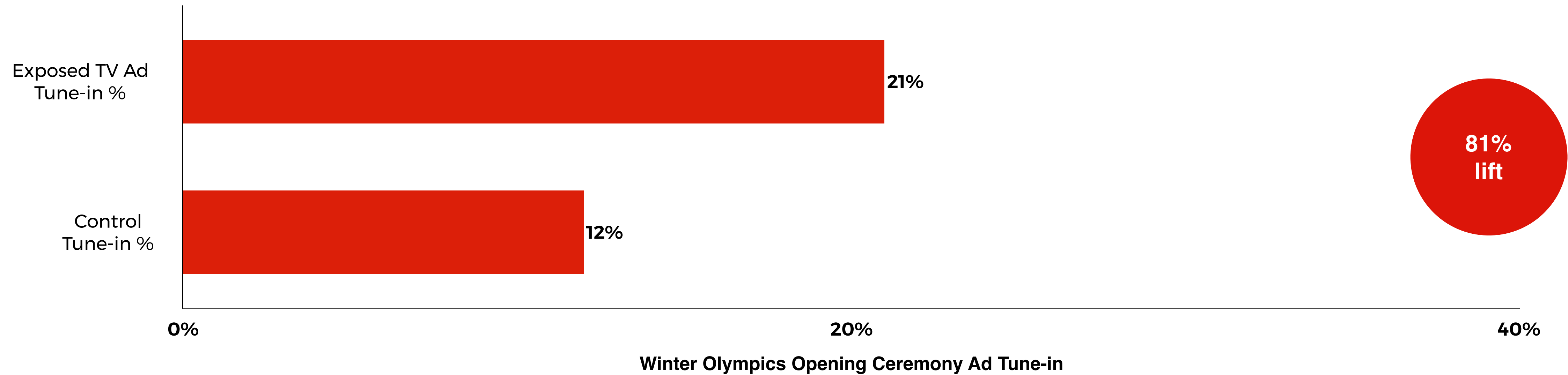


**69%** of Winter Olympics Opening Ceremony viewers were exposed to Super Bowl ads for the Winter Olympics Opening Ceremony



# Winter Olympics Opening Ceremony Tune-in : Lift

Viewers exposed to Super Bowl ads for the Opening Ceremony drove an **81% lift** in tune-in over viewers not exposed to the ads



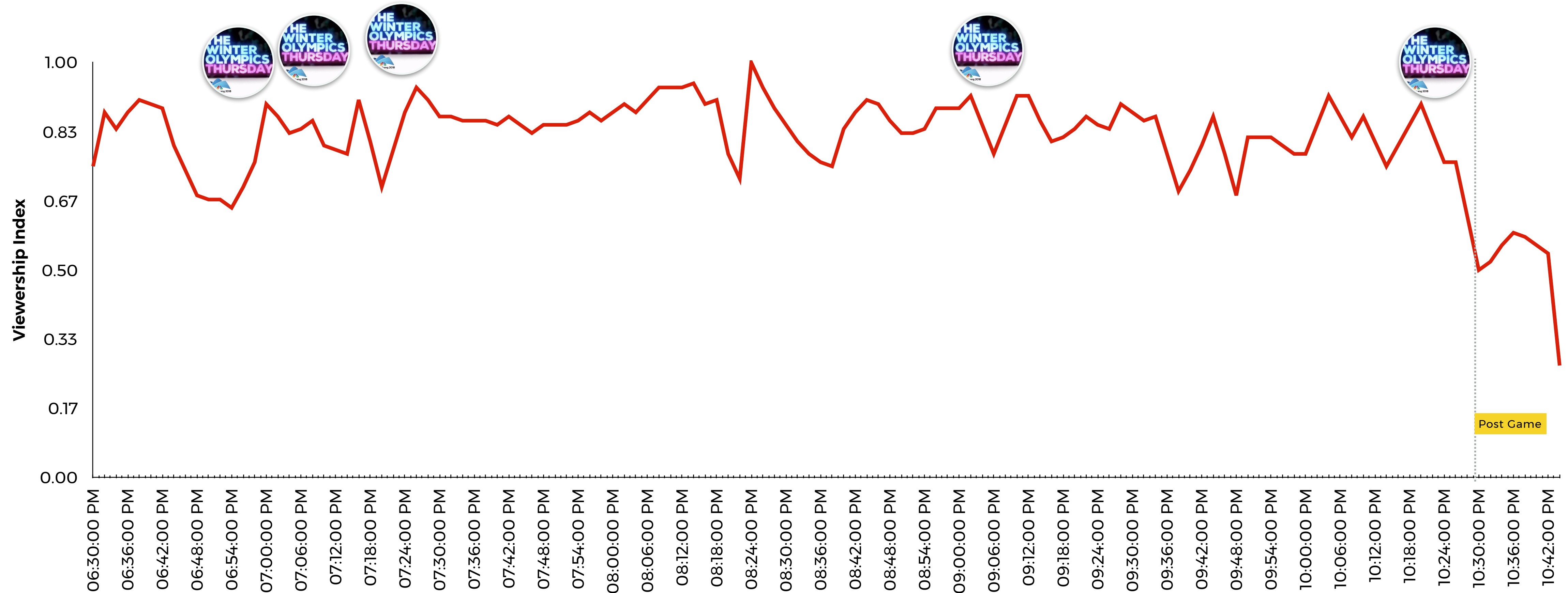
- Control Audience: Super Bowl viewers who did not see a Winter Olympics Opening Ceremony TV spot during the Super Bowl
- Exposed Audience: Super Bowl viewers who saw a Winter Olympics Opening Ceremony TV spot during the Super Bowl



# Audience Engagement for Super Bowl LII viewers (6.30PM to 10.45PM ET)

The Super Bowl had consistent viewership throughout the entire event

The **Winter Olympics Opening Ceremony** ads aired frequently during the first quarter of the game



Audience size% is relative to overall viewers in the slot

Source : Alphonso TV Audience data 4th Feb

# This is Us Tune-In Study



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THIS IS **US**

# This is Us Tune-in : Summary

This is Us aired immediately after the Super Bowl.

**97%** of This is Us viewers were watching Super Bowl LII before tuning in to the show

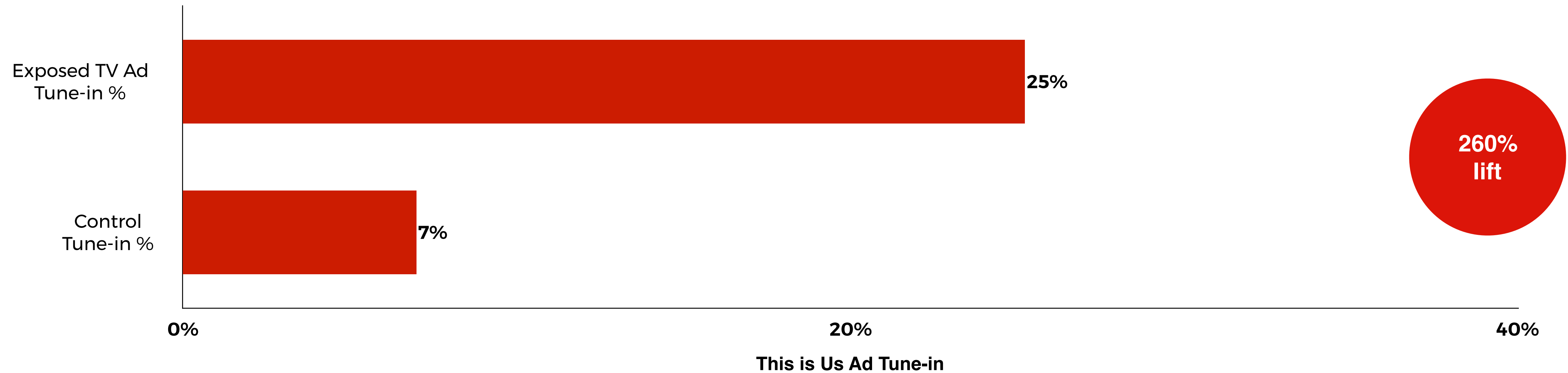


**92%** of This is Us viewers were exposed to This is Us TV Ad spots before tuning in to the show



# This is Us Tune-in : Lift

TV viewers who were exposed to a This is Us ad during the Super Bowl contributed to a lift in tune-in of **260%**

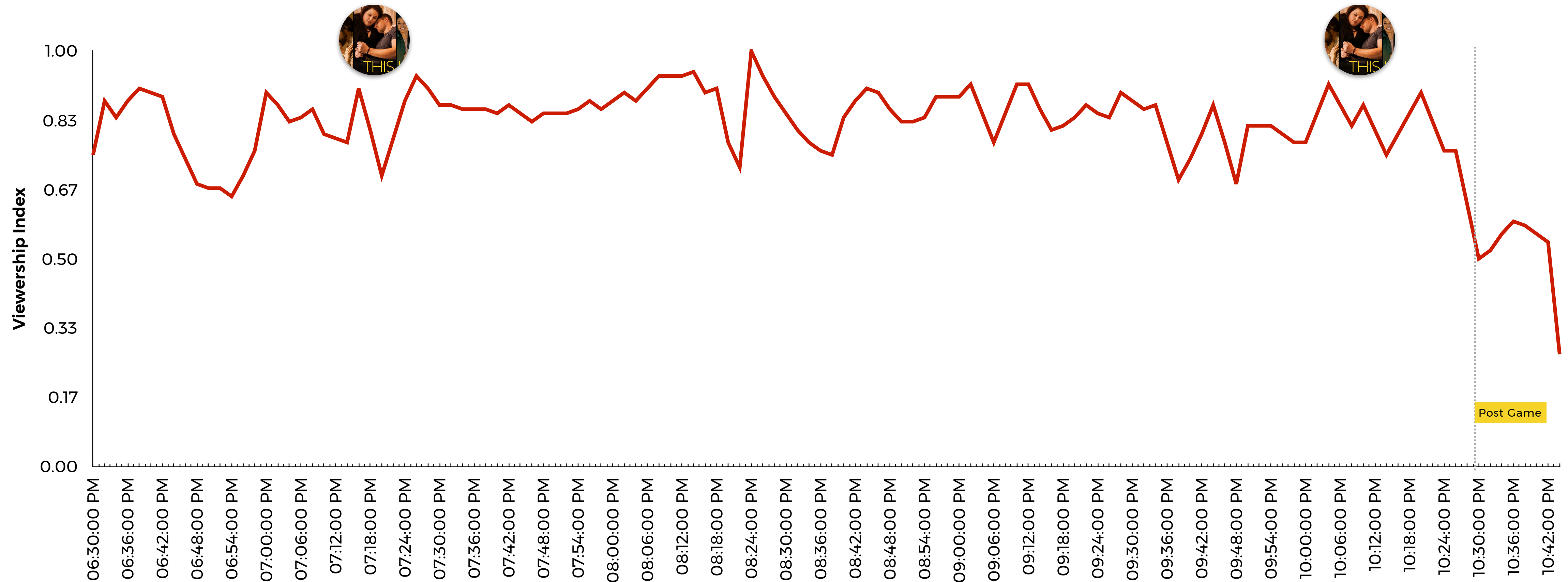


- Control Audience: Super Bowl Viewers who did not see a This is Us TV spot during the Super Bowl
- Exposed Audience: Super Bowl Viewers who saw a This is Us TV spot during the Super Bowl

# Audience Engagement of Super Bowl LII viewers (6.30PM to 10.45PM ET)

The Super Bowl had consistent viewership throughout the event

**This is Us** spots aired during the first and second half of the game



# Contact Us

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