

Cable SpotTen® 2011 Totals

Jan 1, 2011 - Dec 31, 2011

Monitored data for the most aired spots in all US markets.

2010	2011	Account	Parent
2	1	Discovery Channel	Discovery Communications Inc
5	2	A&E Network	Disney-ABC - NBCUniv. - Hearst Corp.
4	3	Lifetime	Lifetime Entertainment Services LLC
1	4	TNT - Turner Network Television	Turner Broadcasting System Inc
6	5	USA Network	NBCUniversal Media LLC
8	6	GEICO	Berkshire Hathaway Inc
14	7	AT&T	AT&T Inc.
12	8	Progressive	Progressive Casualty Insurance Co
9	9	ESPN	Disney-ABC Television Group
13	10	Ford Lincoln Mercury	Ford Motor Company

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TV SpotTen® 2011 Totals

Jan 1, 2011 - Dec 31, 2011

Monitored data for the most aired spots in all US markets.

2010	2011	Account	Parent
2	1	ABC Television Network	Disney-ABC Television Group
1	2	NBC Television Network	NBCUniversal Media LLC
3	3	Ford Lincoln Mercury	Ford Motor Company
4	4	CBS Television Network	CBS Broadcasting Inc
7	5	McDonald's	McDonald's Corporation
6	6	Toyota	Toyota Motor Sales, U.S.A., Inc.
8	7	The CW Television Network	Time Warner Inc - CBS Corporation
5	8	Verizon	Verizon Communications, Inc.
14	9	Chrysler - Jeep - Dodge	Chrysler Group LLC
9	10	Fox Television Network	Fox Broadcasting Company

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Radio SpotTen® 2011 Totals

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Monitored data for the most aired spots in all US markets.

2010	2011	Account	Parent
1	1	GEICO	Berkshire Hathaway Inc
2	2	The Home Depot	The Home Depot Inc
3	3	McDonald's	McDonald's Corporation
7	4	Wal-Mart	Wal-Mart Stores Inc
6	5	AutoZone	AutoZone Inc
25	6	State Farm	State Farm Mutual Auto Insurance Co
5	7	HD Digital Radio Alliance	HD Digital Radio Alliance
4	8	Verizon	Verizon Communications, Inc.
21	9	Lowe's	Lowe's Companies Inc
19	10	Netflix	Netflix, Inc.

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