ADVERTISER SPENDING ON PRIMETIME NEWS THROUGHOUT THE CORONAVIRUS PANDEMIC: APPENDIX

Shown are the top five healthcare advertisers per network over time, using the definition from the main report:

**Spending Over Time for Top 5 Primetime News Healthcare Advertisers on All Networks**

Data from Kantar Media/CMAG compiled by the Center for Media Engagement

**HEALTH ADVERTISERS: STRICT DEFINITION**

We also evaluated health-related advertising in two additional ways to examine any changes that resulted. First, we used a strict definition that only included advertisers with a direct tie to the COVID-19 pandemic, such as government organizations involved in public health, public service announcements about coronavirus or vaccines, vaccine manufacturers, or advocacy groups encouraging vaccination, mask-wearing, or other coronavirus-related public health measures.¹
Healthcare Advertisers (Strict Definition) Spending Over Time on Primetime News

Data from Kantar Media/CMAG compiled by the Center for Media Engagement

Top Five Healthcare Advertisers (Strict Definition) on Primetime News by Network

From JAN-2020 to JUN-2021
Health Provider 1 Only

Data from Kantar Media/CMAG compiled by the Center for Media Engagement
Top Five Healthcare Advertisers (Strict Definition) on Primetime News by Network

Data from Kantar Media/CMAG compiled by the Center for Media Engagement
HEALTH ADVERTISERS: LOOSE DEFINITION

Next, we used a loose definition of health advertisers which captured all advertisers that could be related to human health and medicine, regardless of their connection to COVID-19 or investment in public health.²

Data from Kantar Media/CMAG compiled by the Center for Media Engagement
Top Five Healthcare Advertisers (Loose Definition) on Primetime News by Network

Data from Kantar Media/CMAG compiled by the Center for Media Engagement
Top Five Healthcare Advertisers (Loose Definition) on Primetime News by Network

Data from Kantar Media/CMAG compiled by the Center for Media Engagement
ENDNOTES

1 Two coders evaluated 20% of the advertisers in the dataset to obtain reliability (Krippendorff’s alpha = 0.93).

2 Two coders evaluated 20% of the advertisers in the dataset to obtain reliability (Krippendorff’s alpha = 0.90).