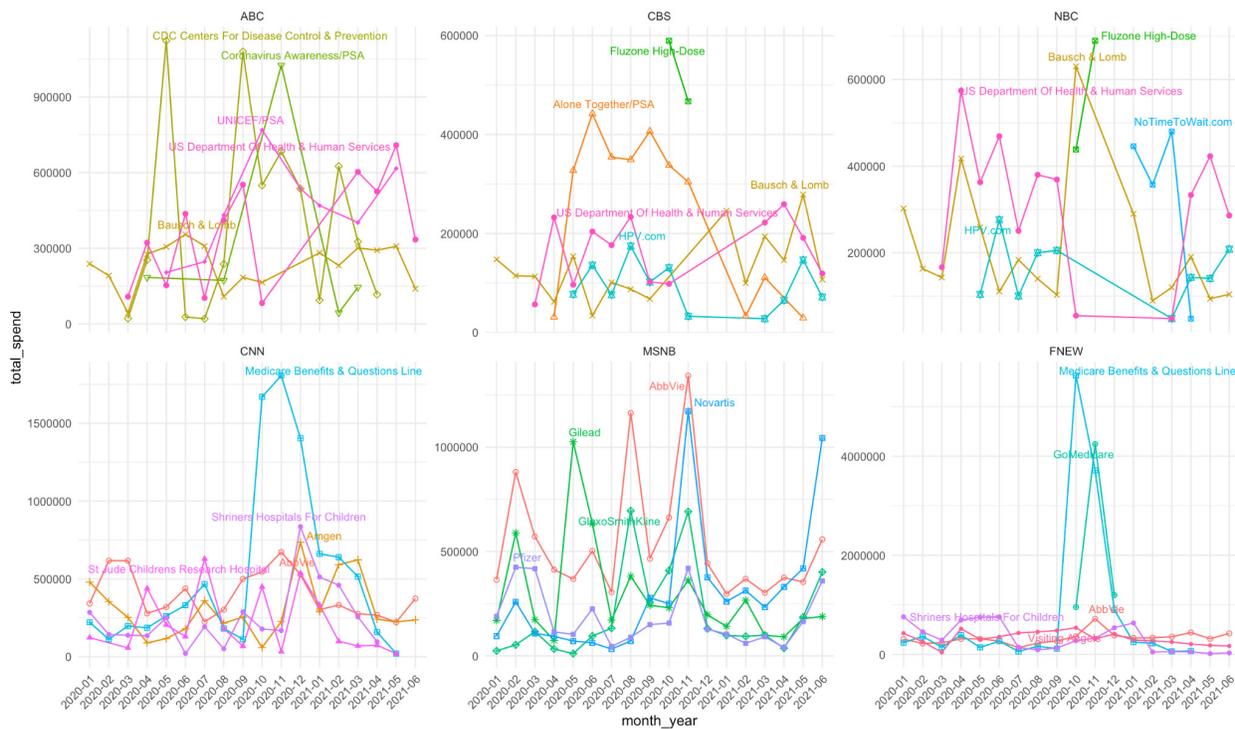


# ADVERTISER SPENDING ON PRIMETIME NEWS THROUGHOUT THE CORONAVIRUS PANDEMIC: APPENDIX

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

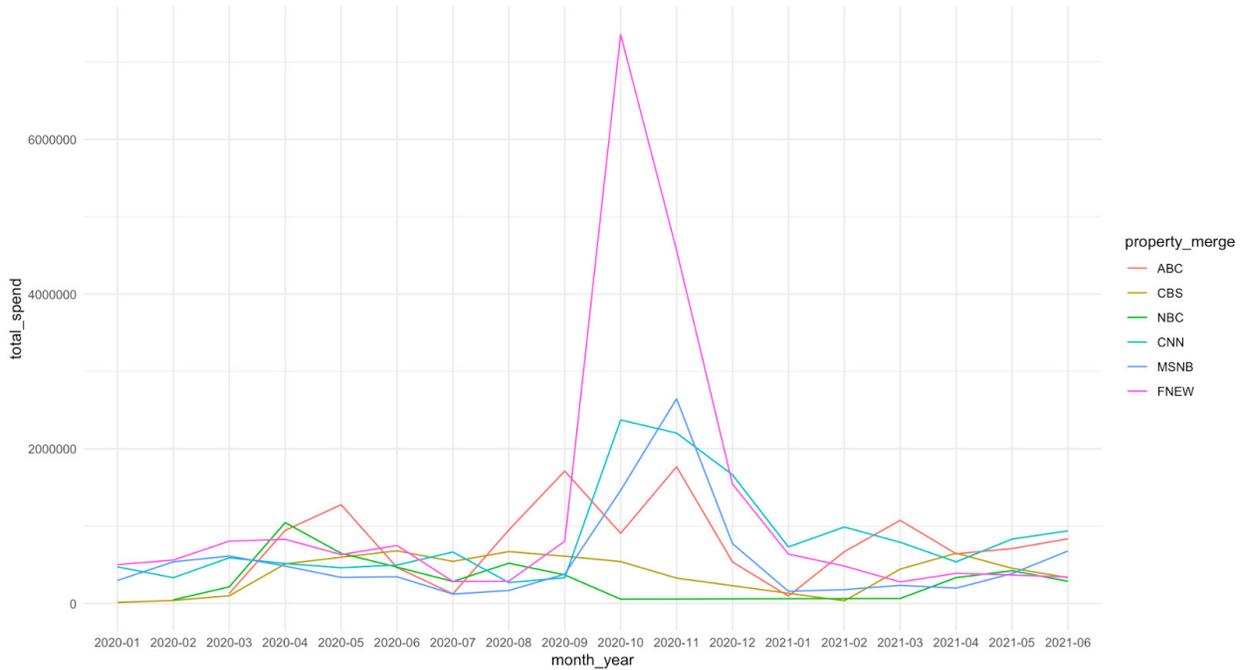


Data from Kantar Media/CMAG compiled by the Center for Media Engagement

## 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.<sup>1</sup>

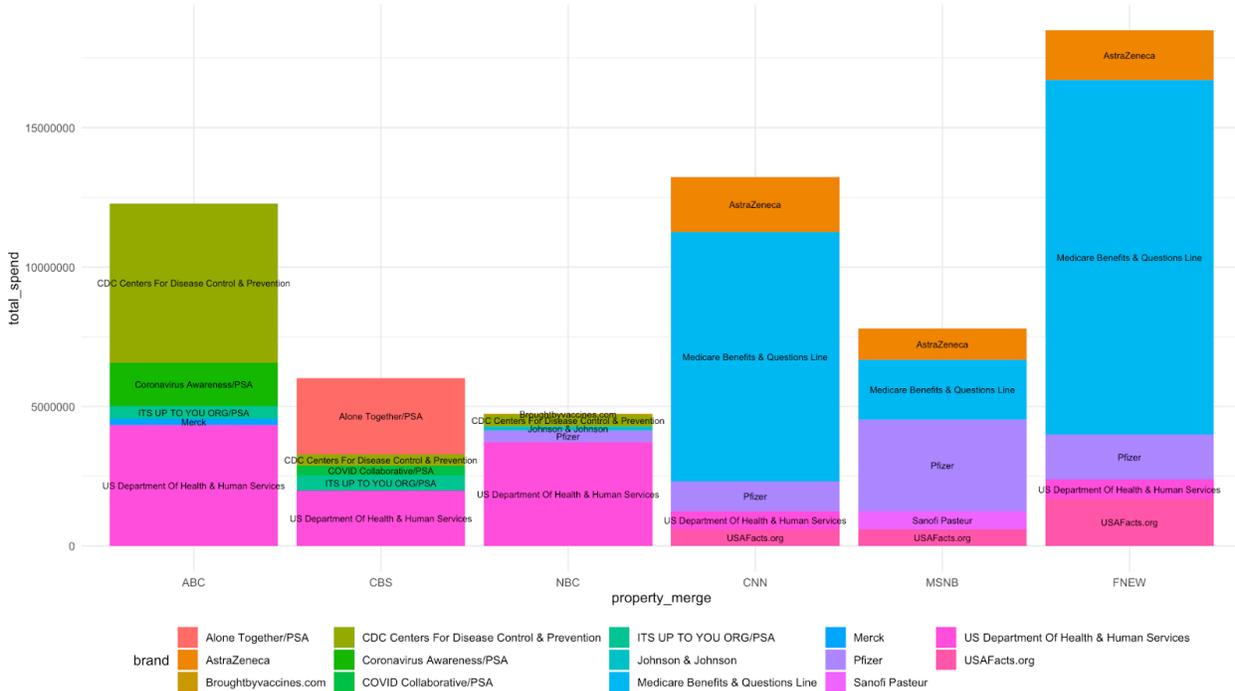
## Healthcare Advertisers (Strict Definition) Spending Over Time on Primetime News



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

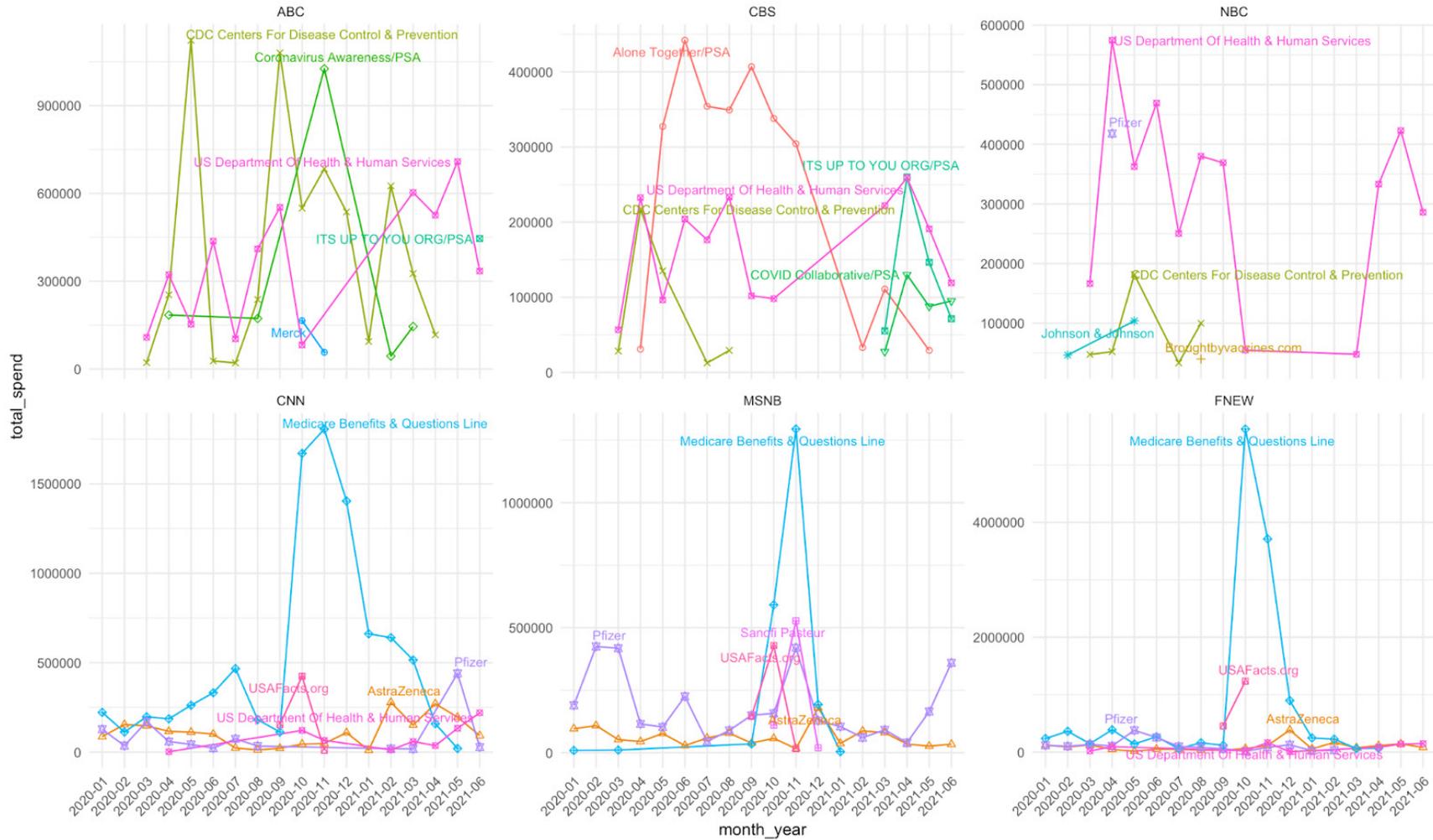
## Top Five Healthcare Advertisers (Strict Definition) on Primetime News by Network

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

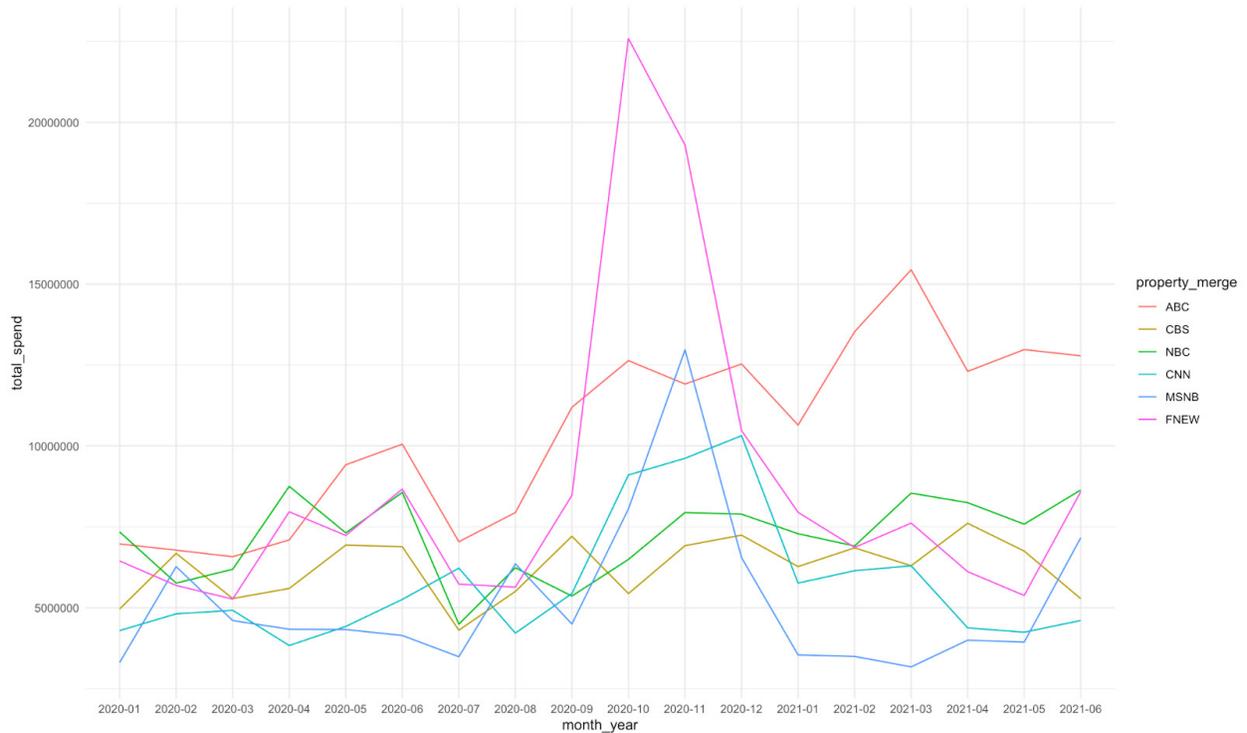


Data from Kantar Media/CMAG compiled by the Center for Media Engagement

## HEALTH ADVERTISERS: LOOSE DEFINITION

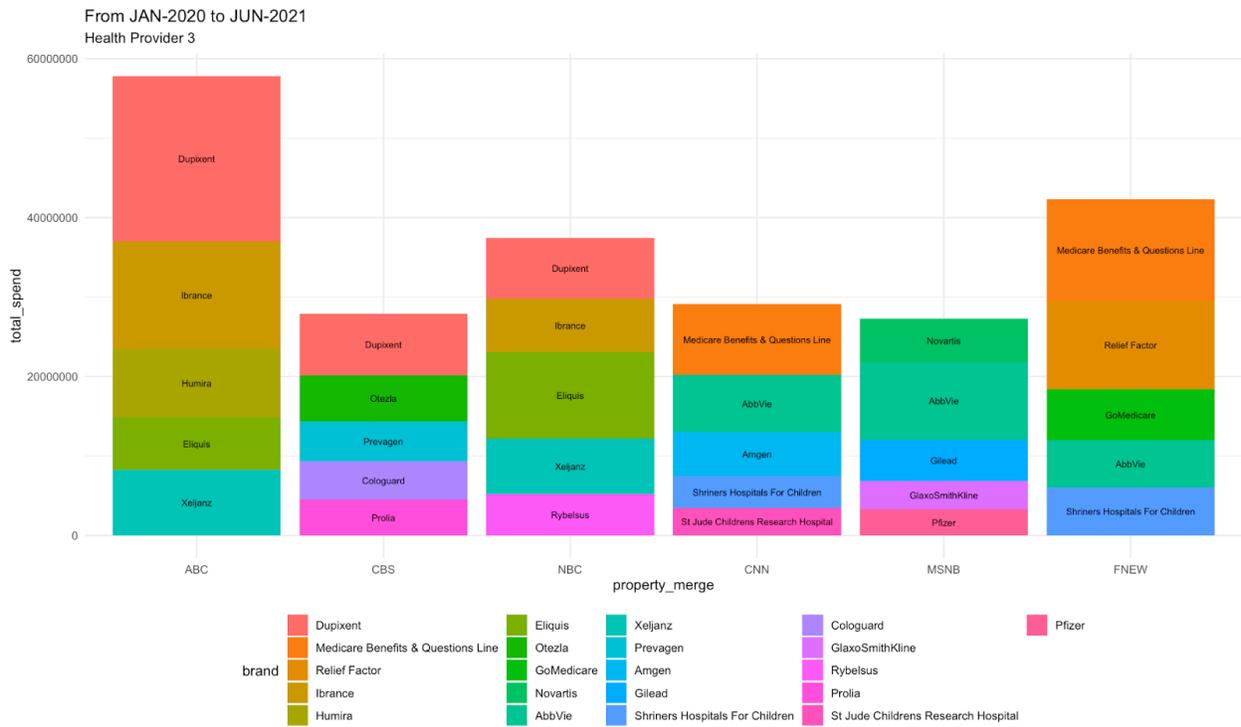
Next, we used a loose definition of health advertisers which captured all advertisers that could be related to human health and medicine, regardless of their connection to COVID-19 or investment in public health.<sup>2</sup>

**Healthcare Advertisers (Loose Definition) Spending Over Time on Primetime News**



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

<sup>1</sup> Two coders evaluated 20% of the advertisers in the dataset to obtain reliability (Krippendorff's alpha = 0.93).

<sup>2</sup> Two coders evaluated 20% of the advertisers in the dataset to obtain reliability (Krippendorff's alpha = 0.90).