**PlayStation is Top Gaming TV Ad Spender in December**

PlayStation TV advertisements constituted 42.1% of gaming brands' TV ads in December, as the company invested $38.1 million in 13 commercials that drove 1.8 billion impressions, iSpot.tv and GamesBeat report. Xbox and Nintendo were the next-highest TV ad spenders, with 11.9% and 11.6% shares, respectively.

***VentureBeat 1/13/19***

<https://venturebeat.com/2019/01/13/playstation-dominated-gaming-industry-tv-spend-in-december/>