



# TiVo Post-Game Report 2017

## TOP 10 MOST ENGAGING COMMERCIALS

1

**Bai Brand:**  
*BaiBaiBai*

2

**Kia:**  
*Hero's Journey*

3

**It's a 10 Haircare:**  
*It's a 10 Haircare*

4

**T-Mobile:**  
*It's All That and More*

5

**Honda:**  
*Yearbooks*

6

**Anheuser-Busch:**  
*Born the Hard Way*

7

**Paramount:**  
*Transformers: The Last Knight*

8

**General Motors:**  
*If That's a Buick*

9

**Disney:**  
*Pirates of the Caribbean: Dead Men Tell No Tales*

10

**Wonderful Company:**  
*Ernie Gets Physical*

## TOP 3 GAME MOMENTS



### NEW ENGLAND PATRIOTS

At second and goal from the 2-yard line in overtime, Brady tosses the ball to James White, who scores a touchdown for the Patriots' victory.



### NEW ENGLAND PATRIOTS

With three seconds left in regulation time, Brady hands off to Dion Lewis, who goes out of bounds at the New England 48-yard line, leading to the first overtime in NFL Championship history.



### NEW ENGLAND PATRIOTS

At the 1-yard line, Brady hands off to James White, who crosses the goal line for a touchdown. After the 2-point conversion, the game is tied at 28-28 with less than a minute remaining in the game.

