



ATTENTION

A KEY METRIC FOR
YOUR VIDEO PLAN



VIDEO (ADVERTISING) IS EVOLVING

LINEAR

INSTREAM

OUTSTREAM

**SHORT
FORM**

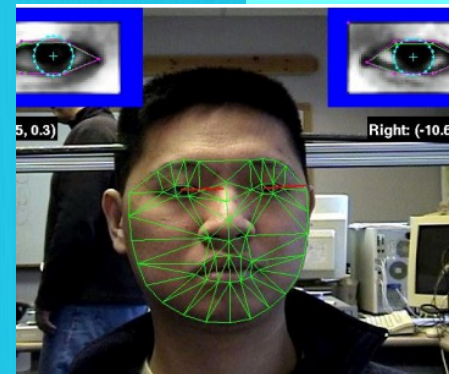
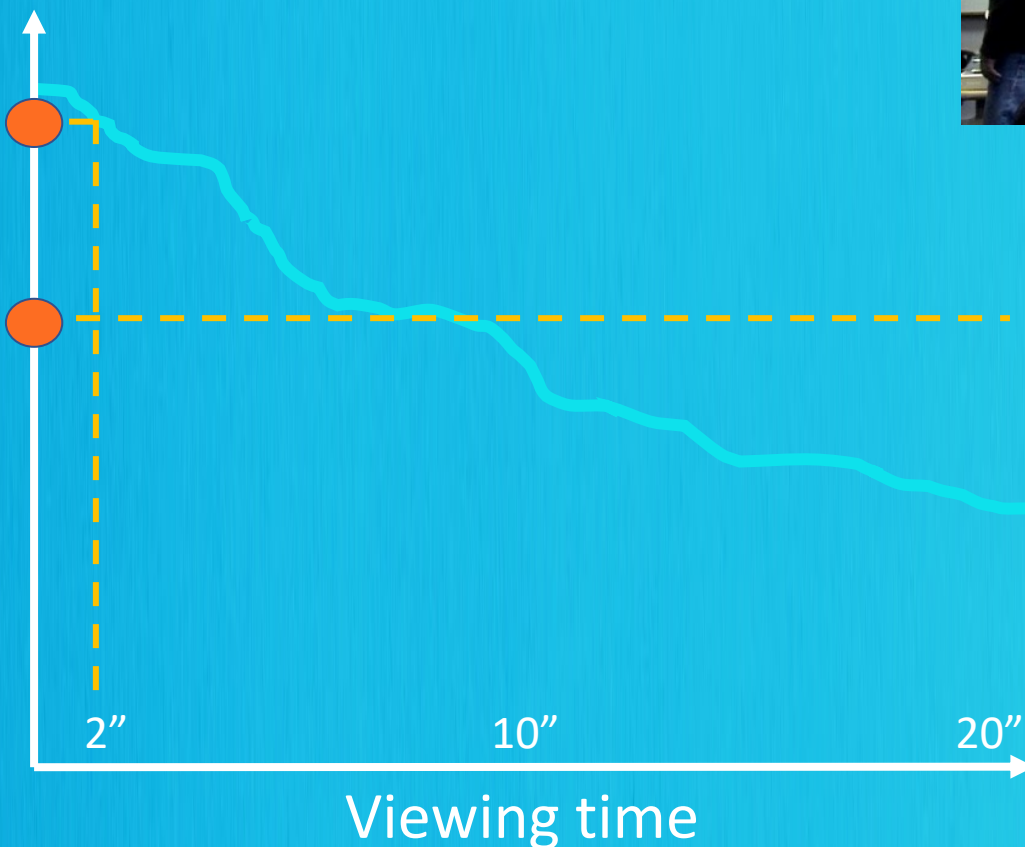
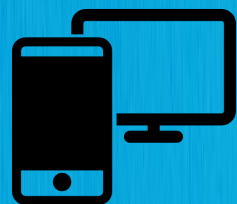
**LONG
FORM**

ATAWAD



NOT 1 MEASUREMENT STANDARD

Advertising Audience



Controlled metrics : 100% viewable, 100% completion, 100% audibel

WE NEED TO PREPARE FOR AN EXTENDED ToVA



Scenario 1 Scenario 7 Scenario 8 Scenario 9 Scenario 10 Scenario 13 Scenario 15 Scenario 18 Scenario 20 Scenario 21 Scenario 23 Scenario 24 Scenario 25 X														
1/04/2022 - 30/04/2022 Campaign period 1/04/2022 - 30/04/2022														
Channel/dayparts	Medium	Buying demo	Plan C/GRP EQ	Base CPM EQ	GRP	Impressions Base	Budget	Budget%	Static	Reach%	Reach N	OTS	Eff factor	User grouping
North 16+: 18-54														
Commercial break														
Ads & Data TV PLAY Family: Mon-Sun 07-26	TV	North 16+	929	13,7	140,3	9.535.161	130.339	49,6	<input type="checkbox"/>	45,5	1.390.445	3,1	1,000	TV
Ads & Data TV Thematical: Mon-Sun 07-26	TV	North 16+	1.100	11,4	1,5	142.181	1.625	0,6	<input type="checkbox"/>	1,3	38.257	1,2	1,000	TV
DPG TV VTM Family: Mon-Sun 07-26	TV	North 16+	992	13,9	90,5	6.477.621	89.763	34,2	<input type="checkbox"/>	36,8	1.123.317	2,5	1,000	TV
DPG TV Longtail NL: Mon-Sun 07-26	TV	North 16+	1.198	15,7	6,4	490.089	7.717	2,9	<input type="checkbox"/>	5,1	156.967	1,3	1,000	TV
Transfer TV Thematical NL: Mon-Sun 07-26	TV	North 16+	1.299	17,4	5,3	396.788	6.905	2,6	<input type="checkbox"/>	4,0	123.526	1,3	1,000	TV
LF OLV on Ads & Data	Online	18-54	305	10,0	30,4	928.325	9.283	3,5	<input checked="" type="checkbox"/>	10,3	315.845	2,9	0,950	Online video broadcasters
LF OLV on VAR	Online	18-54	305	10,0	26,5	808.397	8.084	3,1	<input checked="" type="checkbox"/>	6,6	202.991	4,0	0,950	Online video broadcasters
LF OLV on DPG Media	Online	18-54	305	10,0	29,6	902.538	9.025	3,4	<input checked="" type="checkbox"/>	8,1	247.521	3,6	0,900	Online video broadcasters
SF OLV on Ads & Data	Online	18-54	538	10,0	0,0	0	0	0,0	<input checked="" type="checkbox"/>	0,0	0	0,0	0,850	Online video broadcasters
SF OLV on DPG Media NL	Online	18-54	486	10,0	0,0	0	0	0,0	<input checked="" type="checkbox"/>	0,0	0	0,0	0,850	Online video broadcasters
YouTube TrueView	Online	North 16+	396	10,0	0,0	0	0	0,0	<input checked="" type="checkbox"/>	0,0	0	0,0	0,350	YT
YouTube Unskippable Preroll	Online	North 16+	396	10,0	0,0	0	0	0,0	<input checked="" type="checkbox"/>	0,0	0	0,0	0,850	YT
# TOTAL PLAN #			795		330,5	19.681.100	262.741		<input checked="" type="checkbox"/>	66,9	2.042.617	4,9		



**Attention to advertising on
BVOD & YOUTUBE (on mobile)
TV (on TV screen)**





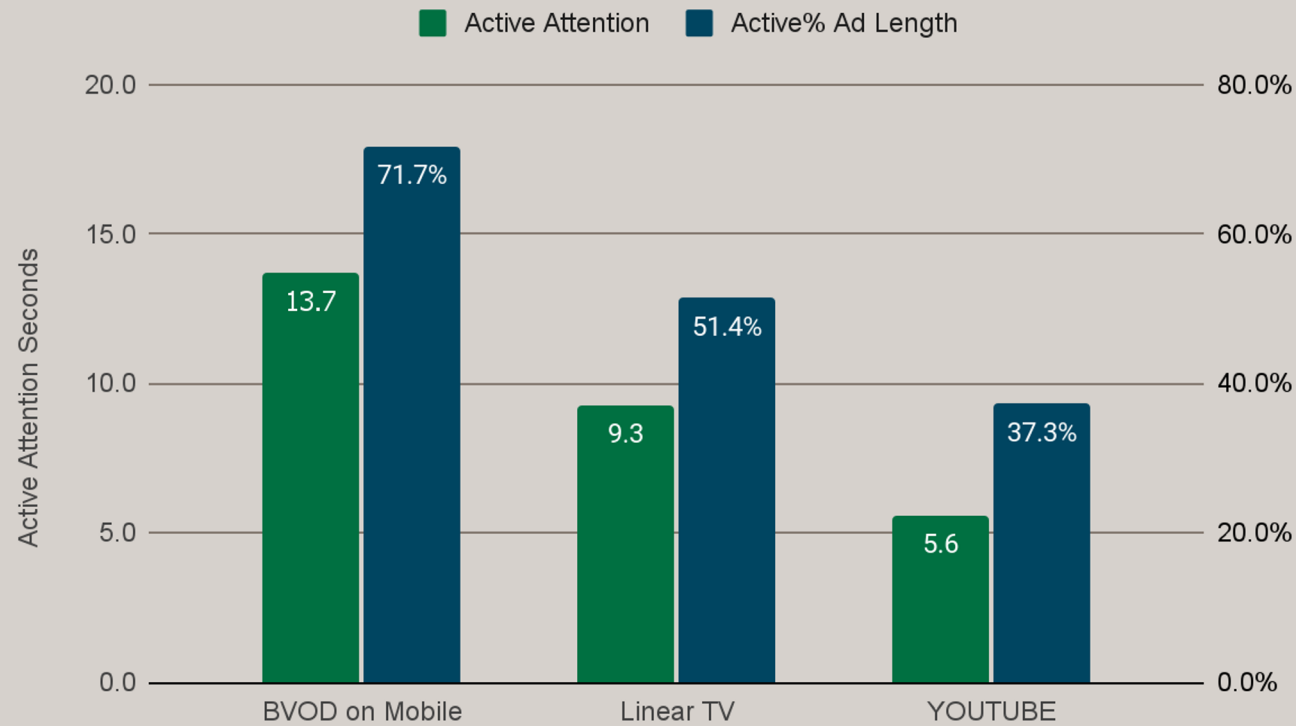
RESULTS

www.thinkvia.be



TV and BVOD on mobile are super strong on active seconds and active % to ad length

Active Attention by Platform

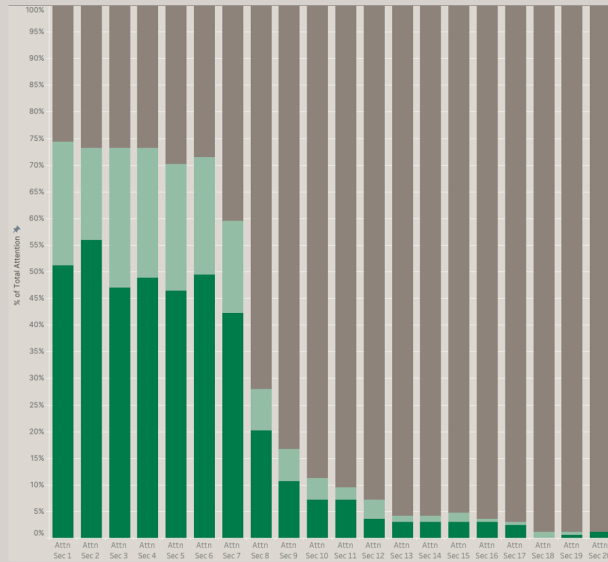


Platform	# ad views	Active Attn.	Passive Attn.	Total Attn.	Active% to Ad Length
BVOD on mobile	2,845	13.7	0.1	13.8	71.7%
Linear	4,462	9.3	6.6	15.9	51.4%
YouTube	1,216	5.6	2.8	8.4	37.3%

YouTube

20 Second Ads (skipped 71.3%)

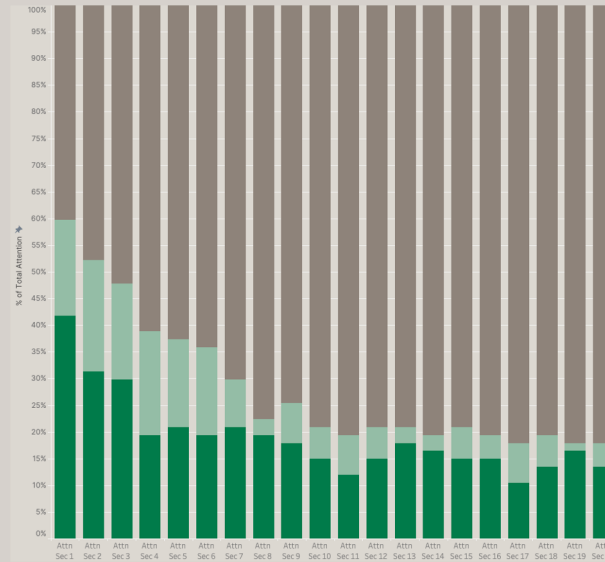
Active Attention: 4.7s



YouTube

20 Second Ads (not skipped 28.7%)

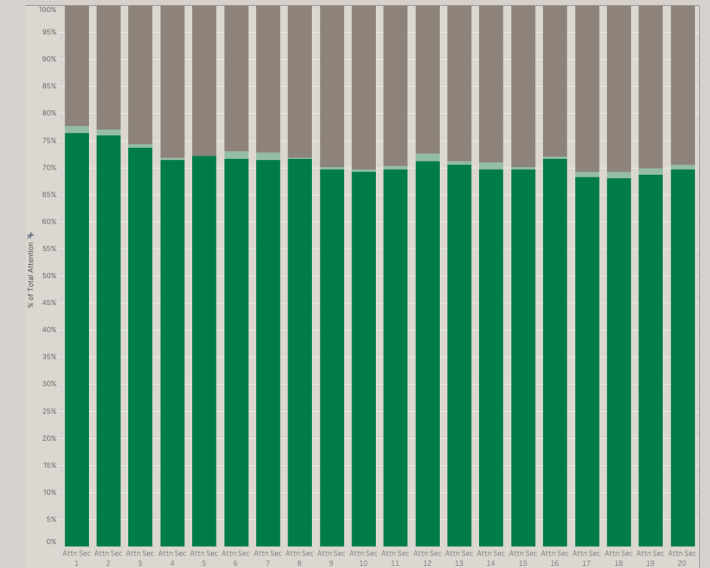
Active Attention: 5.5s



BVOD on mobile

20 Second Ads

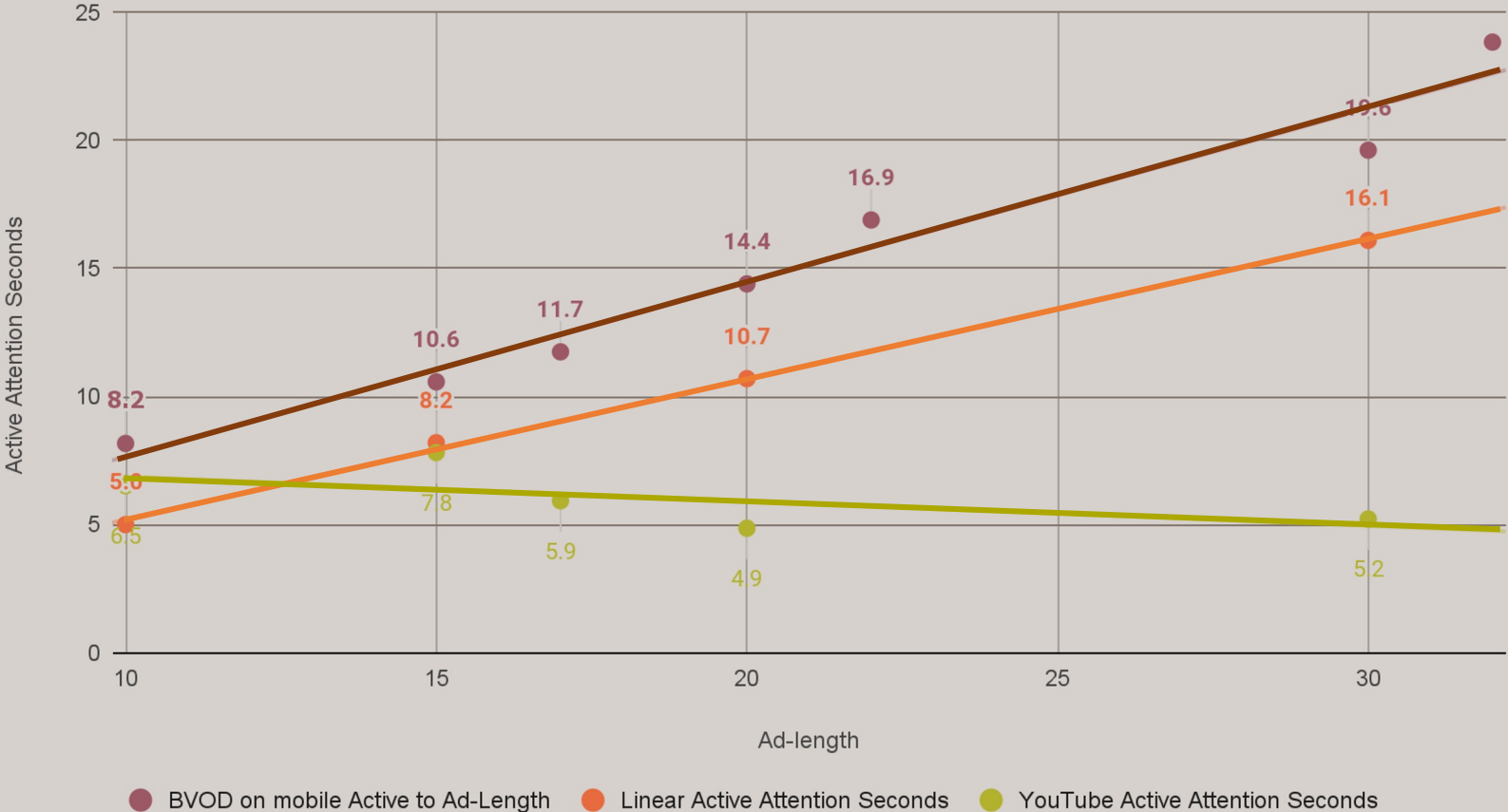
Active Attention: 14.4s



Active Passive Inactive

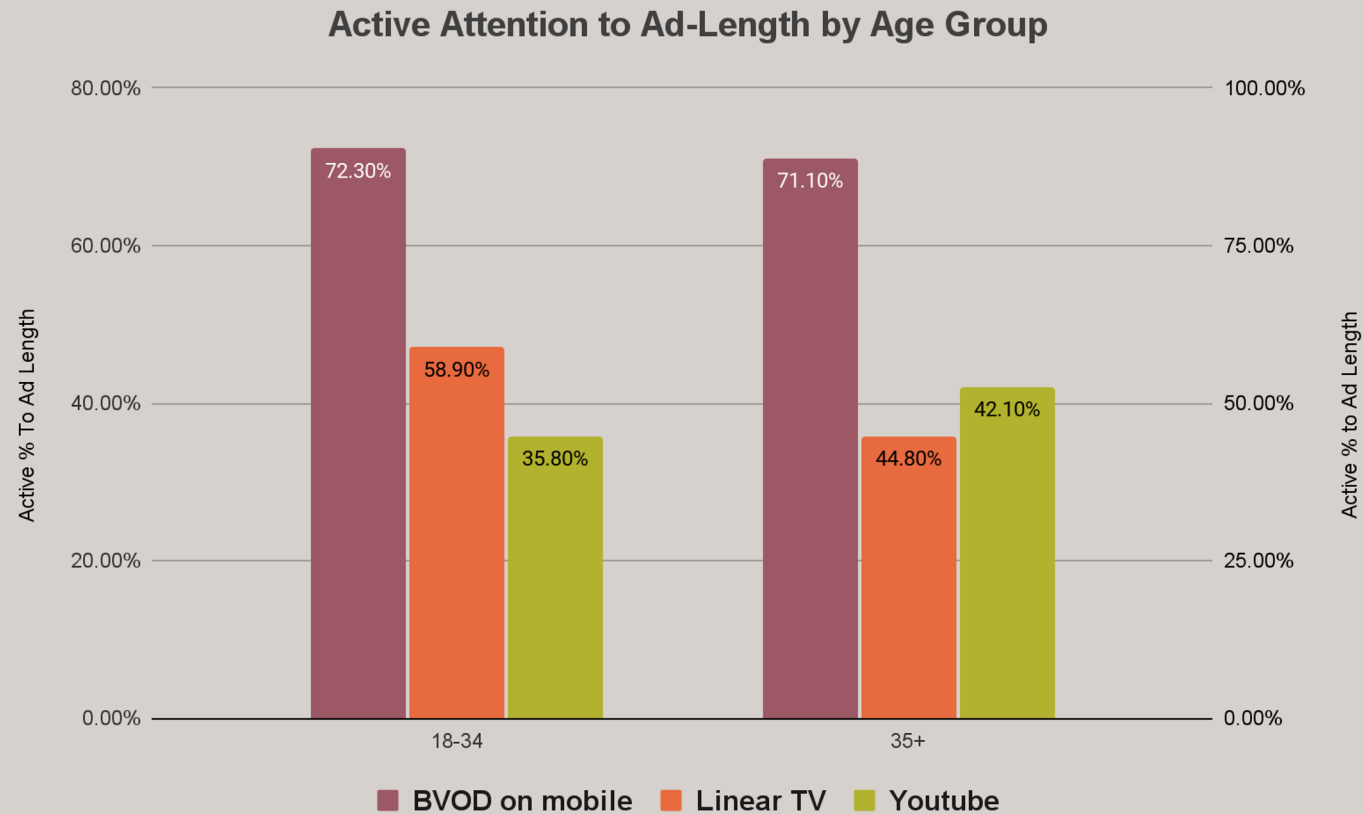
Longer ads on TV get more attention, due to flatter decay distributions.

Ad length by Platform & Attention Type



Takeaway:
Longer ads on YouTube do **not** give you more Attention, **but on BVOD on mobile and Linear TV they do**

Age matters – familiarity lowers attention



The more “familiar” a target is with a platform, the better this target is in ad-avoidance

- less attention with youngsters for Youtube
- less attention with older group for TV

Short-term Advertising Strength by Brand

Outcomes by Brand

Outcomes are not guaranteed, while 2.5 seconds of Active Attention is required to build memory, those seconds have to be branded strong enough to be attributed to YOU.

The brands in the collection use the Active Attention time well, branding strongly within the first 3 seconds and can attribute that brand to the advertiser.

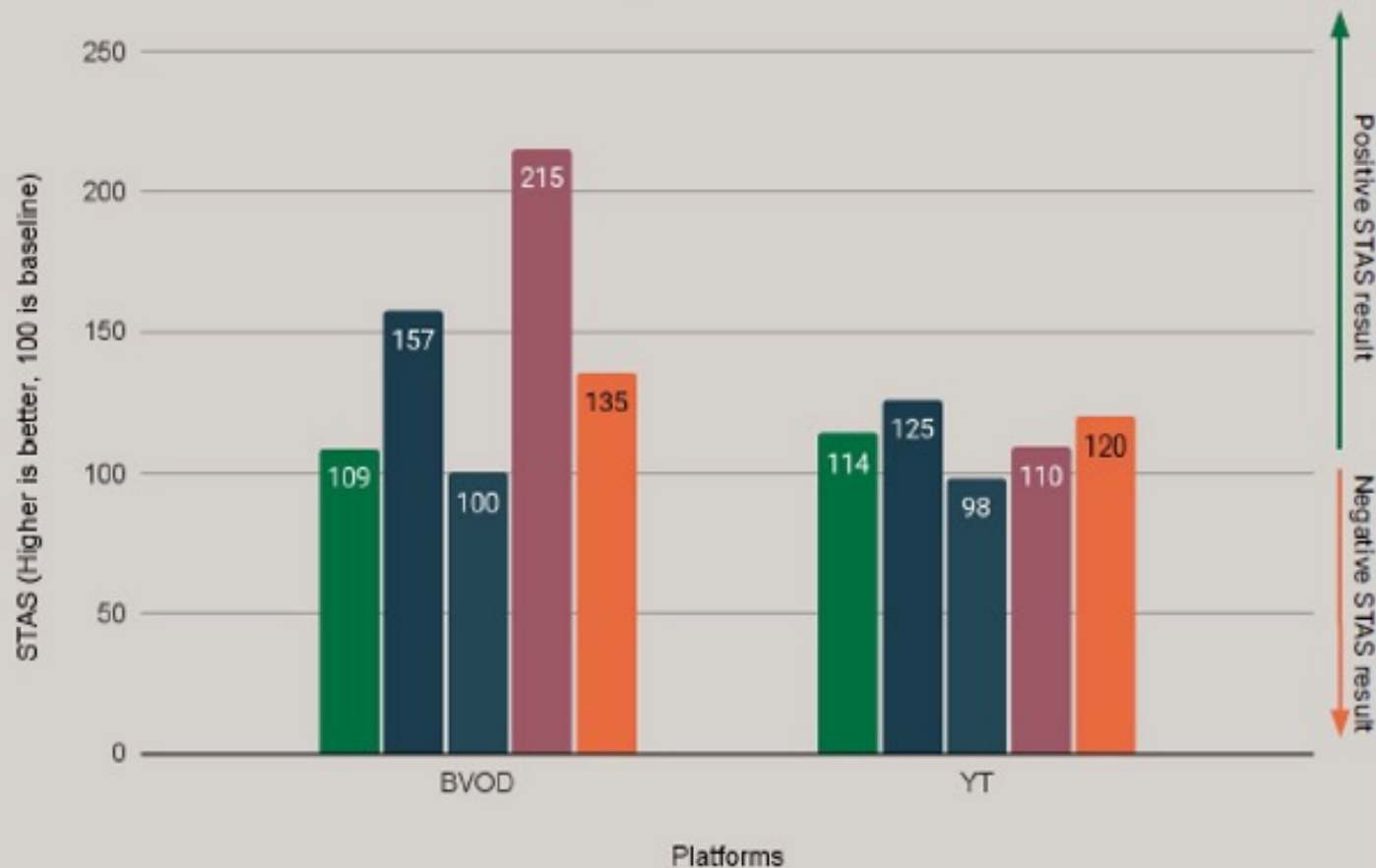
Brand	BVOD	YT
Brand A	215	110
Brand B	157	125
Brand C	135	120
Brand D	109	114
Brand E	100	98

TOTAL

125

112

STAS by Platform





RESEARCH DESIGN

Attention research is
not a walk in the park



Data Collection Approach

attentionTRACE:

- Remote managed device (Android streaming box) sent to opted-in users.
- Users initiate session and selects a channel from the specified options. The user watches TV while our device captures facial footage.
- Facial footage parsed through machine learning pipeline to output human attention
- Channels and footage and audio fingerprinted and matched via channel logs



Attention with gaze detection

- Active attention (eyes-on-ad)
- Passive attention (eyes-nearby/feed)
- Non-Attention

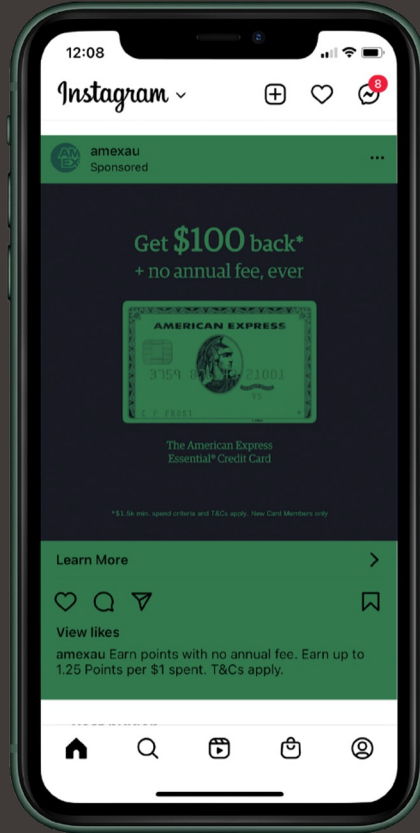


How Intercepts Work



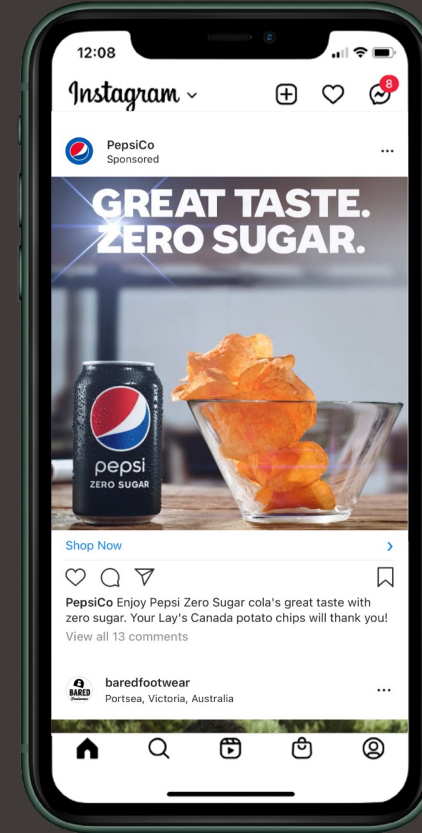
CLIENTS AD

Client supplies us with AD



EXISTING AD

Existing AD is detected and intercepted



WHAT THEY SEE

Existing AD is replaced with clients

Brand Choice Competitor Stills - STAS

VIA - Lunestil



Lunestil



Competitor 1: Promagnor



Competitor 2: Sleepyl



Competitor 3: Sediplus

SAMPLE & GROUPS DESIGN

- ✓ **BVOD on mobile (20 programs)**
300 households target sample recruited - 150 north, 150 south
STAS measured across 6 programs (3 per region, 1 view pp)
- ✓ **YouTube**
300 households target sample recruited - 150 north, 150 south
- ✓ **Linear TV**
100 households - 50 north, 50 south



WHY AMMA ?

Innovative
Accessible
Robust



Innovative ?

First on TV

First at this scale

First STAS

Insights on mobile viewing

It's a start



Accessible ?

www.thinkvia.be

Presentation of results

- Webinar 10/11/2022 (phase 1)
- Webinar 28/3/2023 (phase 2)

Attention for attention :

- Webinar 24/5/2022 (with Screenforce NL)
The state of the Attention Economy
- UBA & UMA Mediate support
- Expert community session on 19/10/2022 at UBA
- Global exposure with “focus on attention”
publication by Global TV Group – Feb2023



Robust ?

Amplified Intelligence is a world leader in attention research

- We used their proven Attention tracking technology
- We agreed on their sample design





THANK YOU

