



**Amplified
Intelligence**

Our proprietary models deliver 3 levels of attention



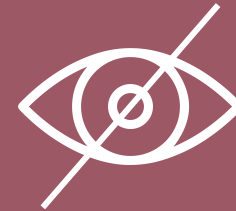
Active Attention

Looking directly at the ad
on the screen



Passive Attention

Eyes on screen, not on ad
(YT only)



Non-Attention

Eyes not on screen, not
on ad

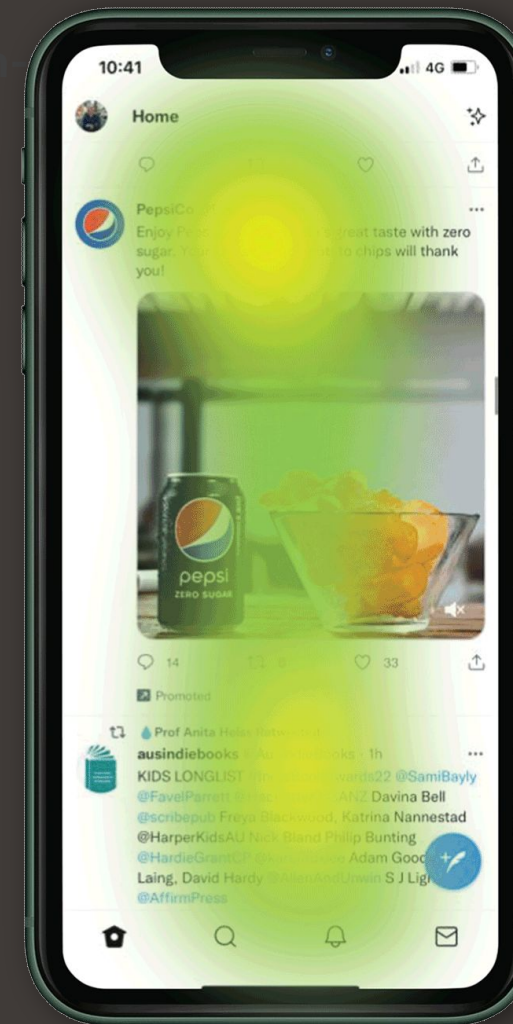
Active Attention (eyes-on-ad) matters the most to outcomes

Definition Cheat Sheet

Term / Measure	Definition	Calculation
Active Attention	Looking directly at the ad on the mobile screen	# of seconds eyes detected looking at screen, on advertising
Passive Attention	Looking at the mobile screen but not looking directly at the ad	# of seconds eyes detected looking at screen, not on advertising
Non Attention	Not looking at the mobile screen	# of seconds each no face/eyes detected
Active % To Ad Length	Active Attention as a proportion to Ad Length (Active Attention / Ad-Length)	Active Attention / Ad-Length Seconds

Attention with gaze detection

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



OBJECTIVES

- ✓ To measure cross-platform human gaze attention on YouTube and BVOD on mobile - a market first for Belgium.
- ✓ Attention seconds on a range of creative assets to set a baseline for Belgium for Active Attention and denote differences by:
 - Second by second attention (active, passive and non-attention)
 - Short Term Advertising Strength (STAS)
 - Platform attention benchmarking

SAMPLE & GROUPS DESIGN

- ✓ **BVOD on mobile (20 programs)**
300 households target sample recruited - 150 north, 150 south
STAS measured across 5 brands/sectors, in the context of 6 programs (3 per region, 1 view pp)
- ✓ **YouTube**
300 households target sample recruited - 150 north, 150 south
- ✓ **Sample universe: 18-64**
Fieldwork: August 19 to September 9 2022

SAMPLE FRAME

Country: Belgium	Non-Exposed Individuals: n=625	Exposed Individuals: n=529
Ad Views: 4,061 Total Views: 6,525	Brands Involved: 5 Brands	Individual Ads Tested: 36 ads

Data Collection Approach

attentionTRACE:

- Users download the attentionTRACE app directly to their personal device.
- After logging in, users initiate a session (BVOD on mobile or YouTube) and the device streams content while capturing facial footage.
- Facial footage parsed through machine learning pipeline to output human attention

YouTube:

- YouTube is initiated upon login with ads intercepted into naturally occurring fields

BVOD on mobile:

- Device loads pre-programmed content and the user watches directly through attentionTRACE app.
- STAS served on first view only, all remaining available programs (24 total) measure attention only.

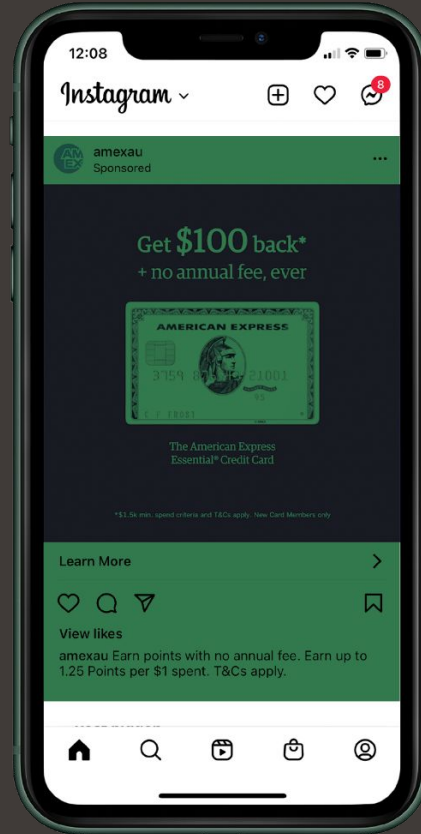


How Intercepts Work



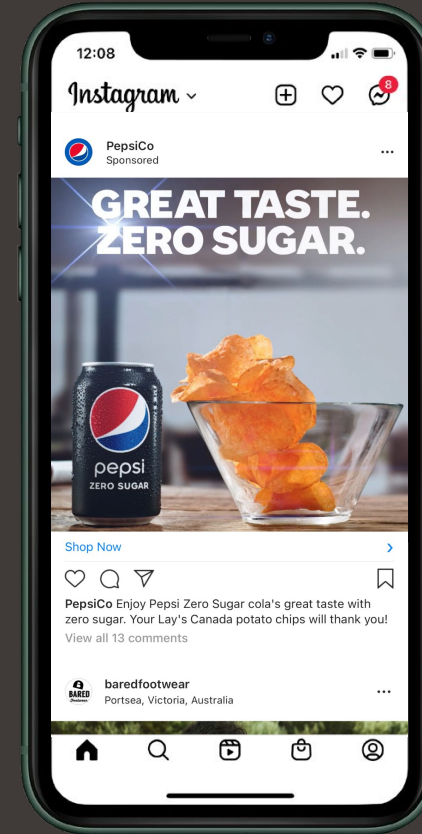
CLIENTS AD

Client supplies us with AD



EXISTING AD

Existing AD is detected and intercepted



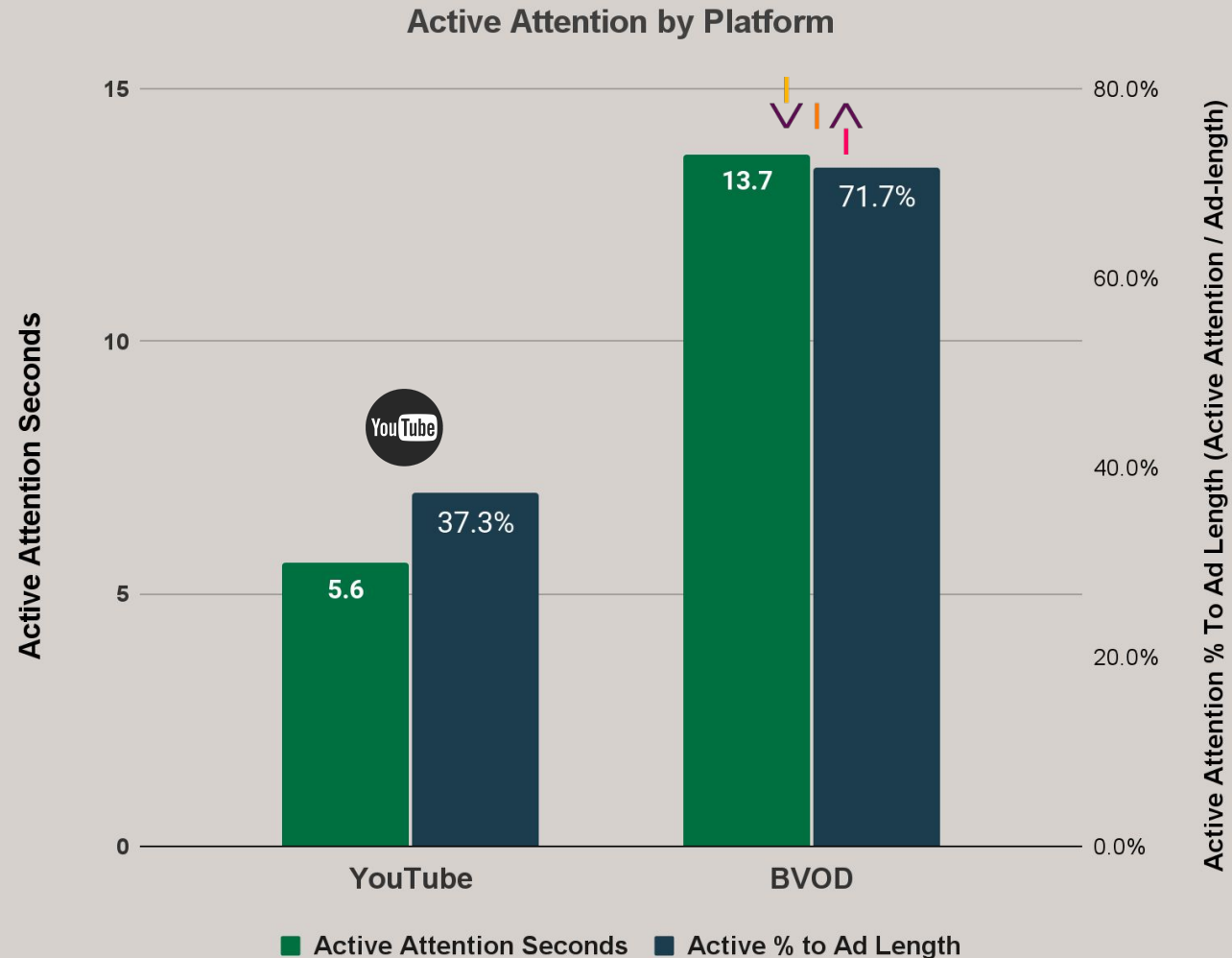
WHAT THEY SEE

Existing AD is replaced with clients



— General Results Platform

‘The platform drives the amount of attention that an ad can gain’

How does each platform perform, overall?



BVOD on Mobile **2x Attention Seconds** **2x Attention % to Ad Length**



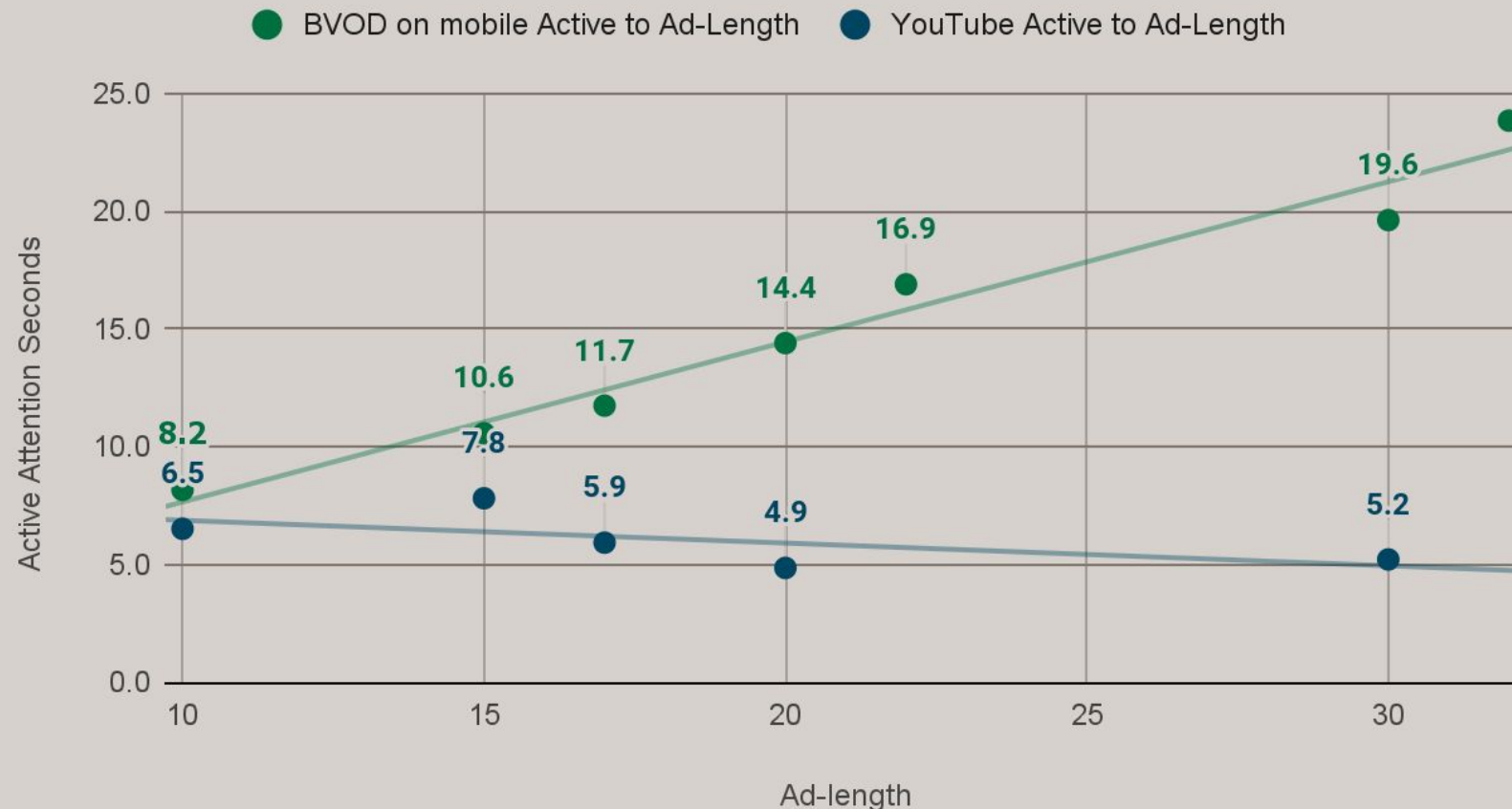
Platform	#	Active Attention	Passive Attention	Total Attention	Active% to Ad Length
YouTube	1,216	5.6	2.8	8.4	37%
BVOD on mobile	2,845	13.7	0.1	13.8	72%

- BVOD on mobile has high Active Attention relative to Ad-length in both seconds (13.7) and % of Ad watched (71.7%)
- YouTube has high levels of early attention, with a lower rate of Active Attention in both seconds (5.6) & % to Ad-length (37.3%)

What's expected

While **increasing eyes-on-screen attention for BVOD on mobile**, an increase in ad-length does not increase Attention for YouTube

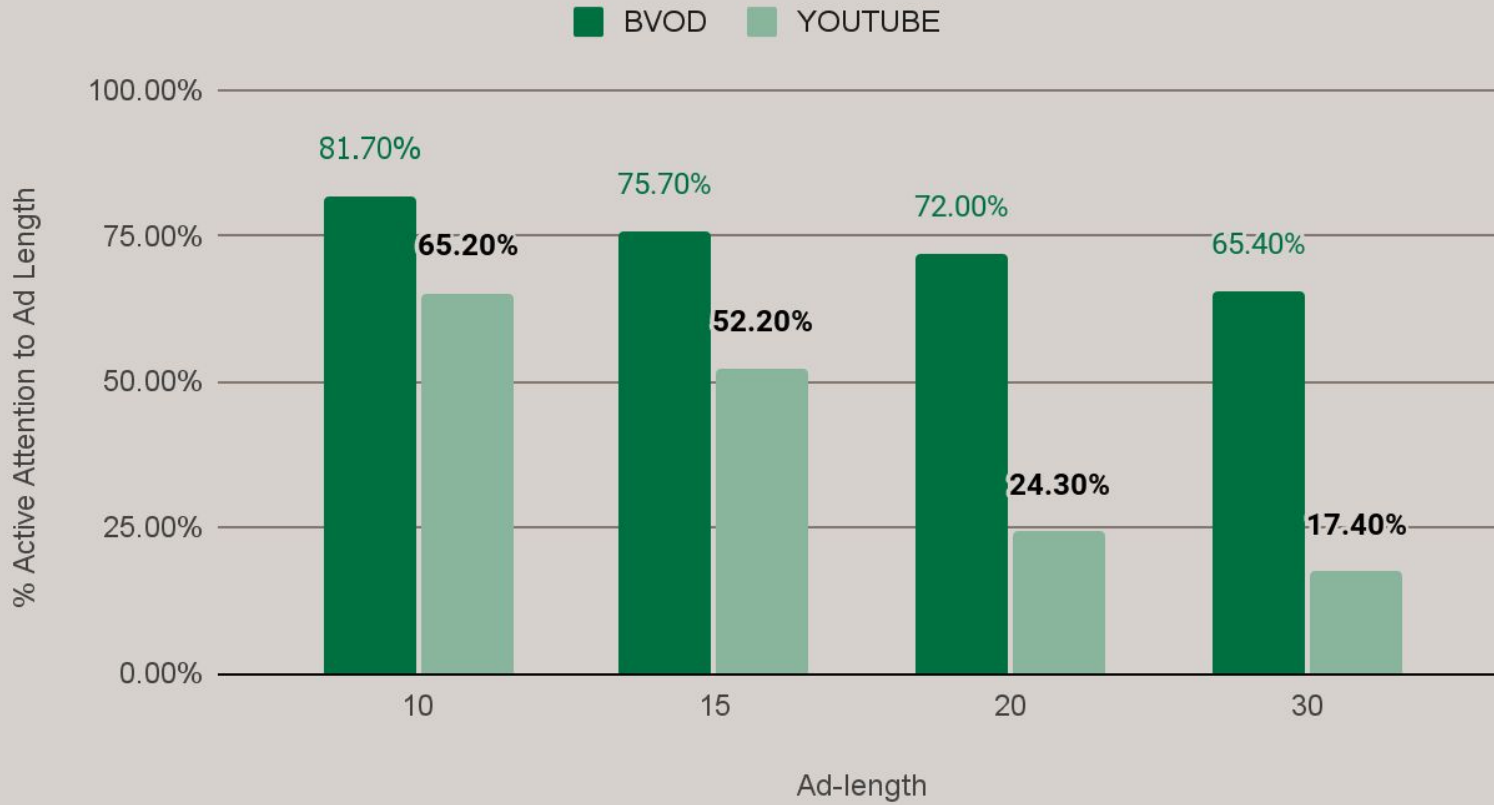
Ad-length and Active Attention



Takeaway:

Longer ads, on YouTube do not give you more Attention, but on BVOD on mobile they do

Ad-length and Active Attention - Youtube & BVOD

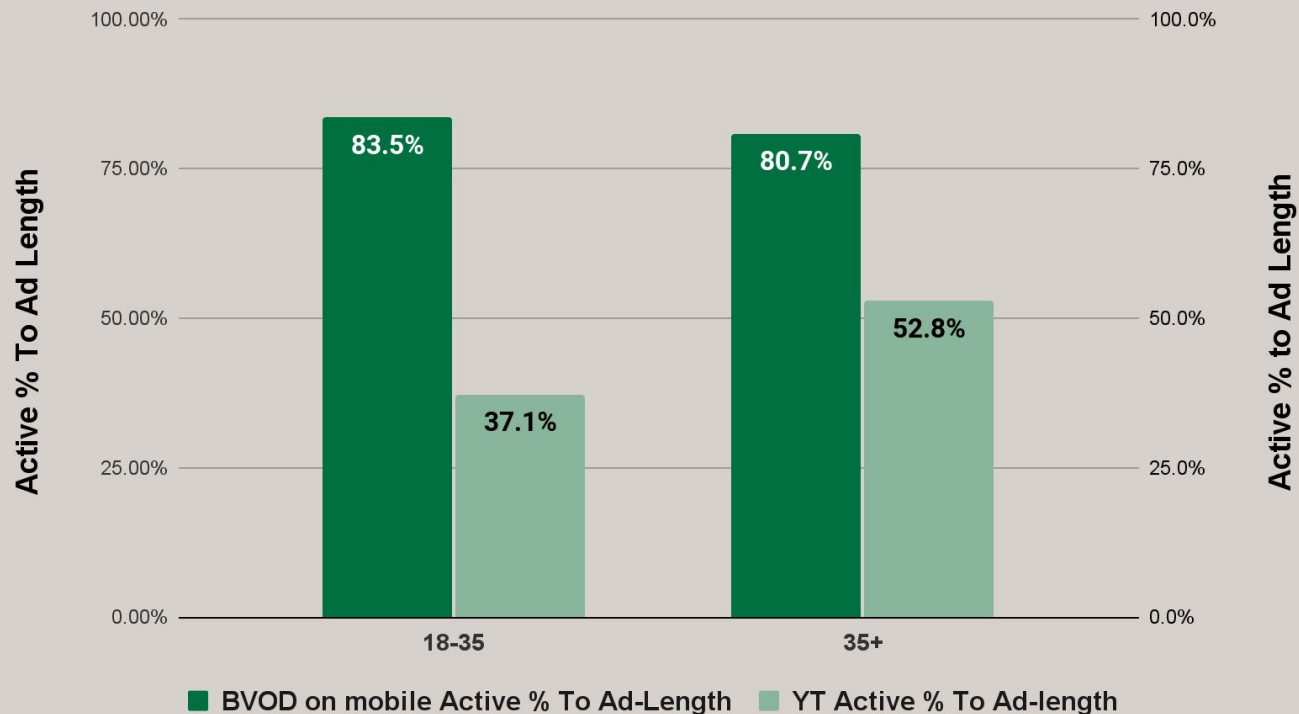


BVOD on mobile has more attention relative to ad-length than YouTube.

Unique Attributes about Age

An increase in age, **does change eyes-on-screen attention**

Active Attention to Ad-Length by Age Group



On a Mobile device, Attention differs by age-bracket but not to the degree of a TV in a living room.

The notable differences in Attention occur in 35+. This is expected, as the platform usage of YouTube skews younger, and familiarity with platforms fosters distraction.

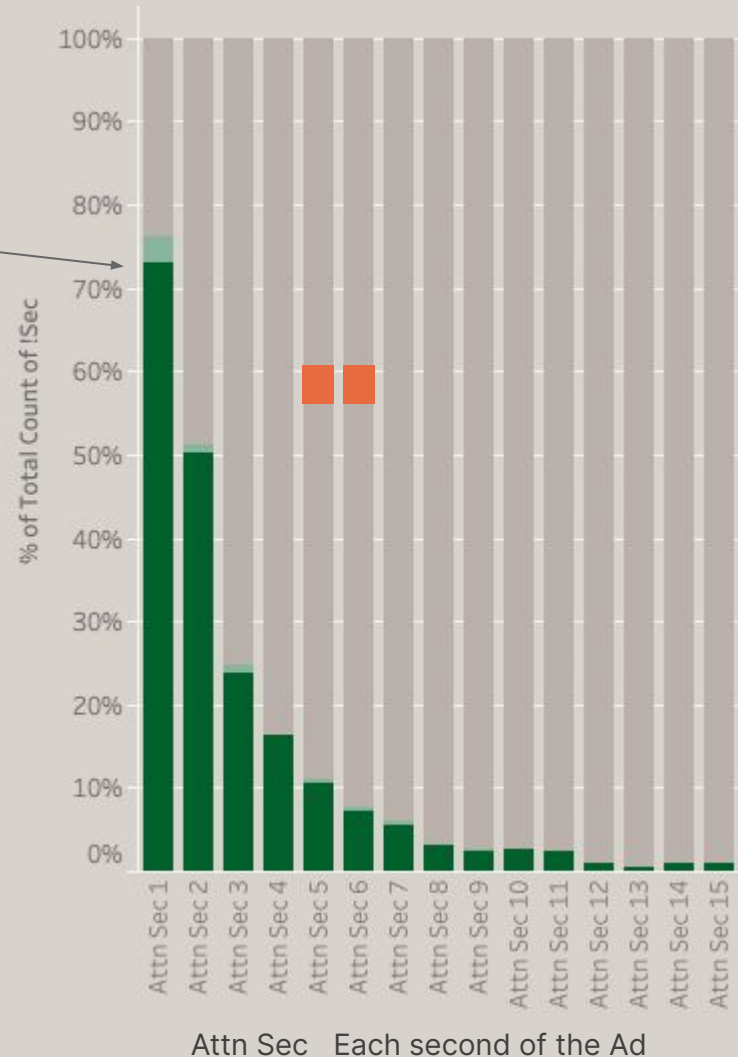
The more familiar a person is with a platform, the more likely they are to be distracted when advertising comes on.

While on BVOD on Mobile - attention differs slightly with a 3pp difference between the two groups.

How to Read Second by Second

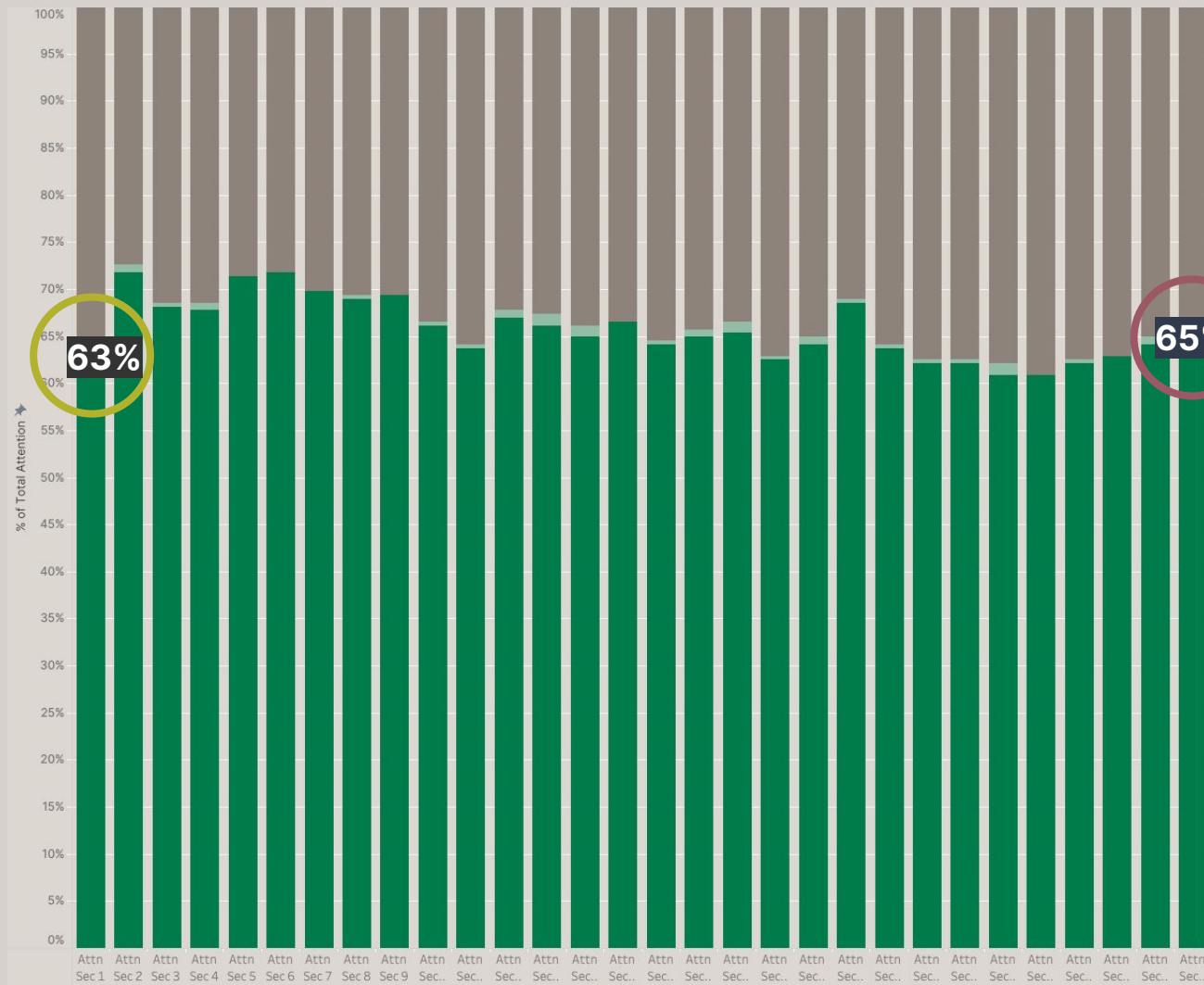
Proportion of user at each second is watching

Example - Attn Sec 1, 72% Active means 72% of the viewers are watching the ad directly at that second.



Conversely, Attn Sec 15 is 1% Active, which means 1% of the viewers are watching the ad directly at that second.

What BVOD on mobile **excels** at



■ Non %
■ Passive %
■ Active %

For BVOD on mobile the proportion of people watching the first second, is the almost the same as the last second.

1st second:
63% of the sample watching actively

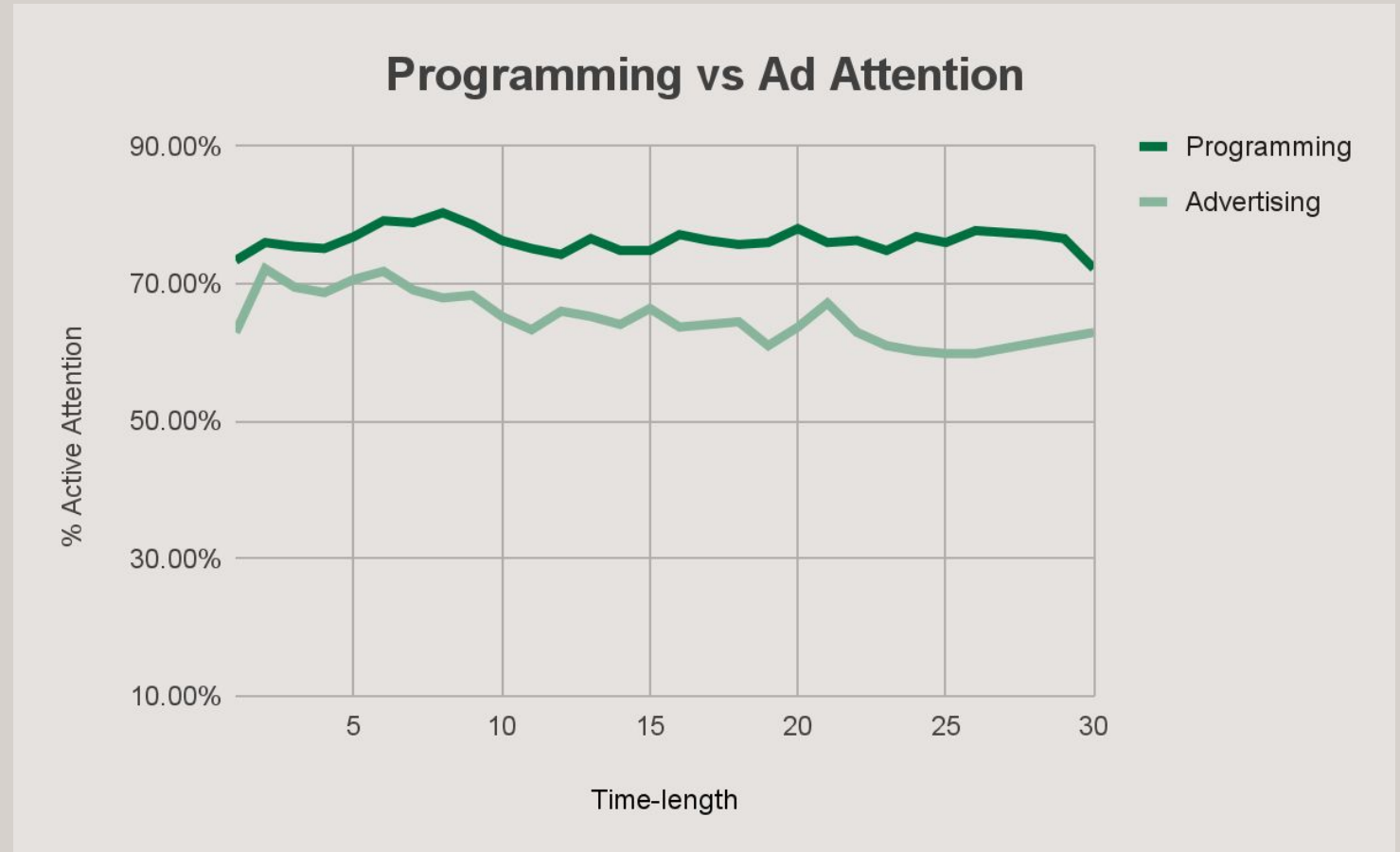
30th second:
65% of the sample watching actively

BVOD on Mobile Ads & Programming, **viewed differently**

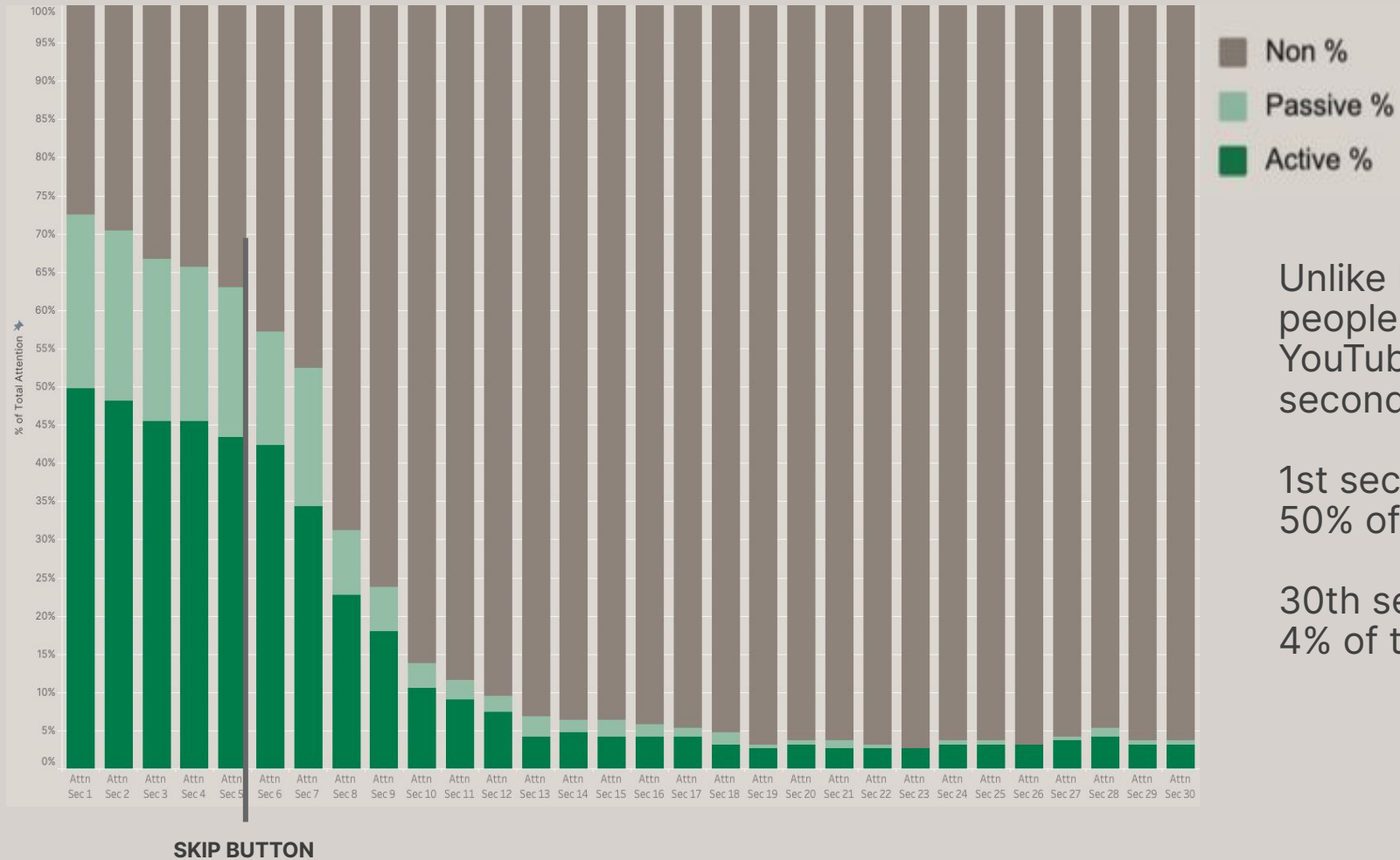
It is expected that viewers pay more attention to programming than ads.

10pp difference in Ads & Programming

This is similar to other BVOD collections



YouTube - Attention mediated by the skip button



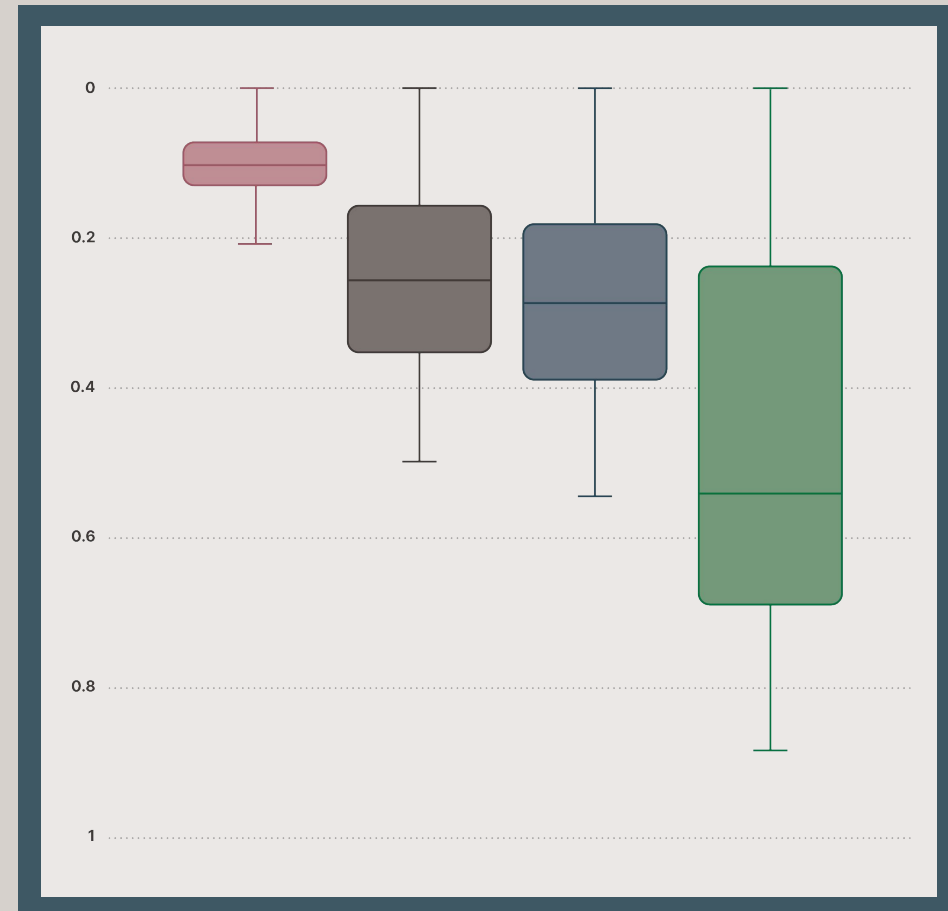
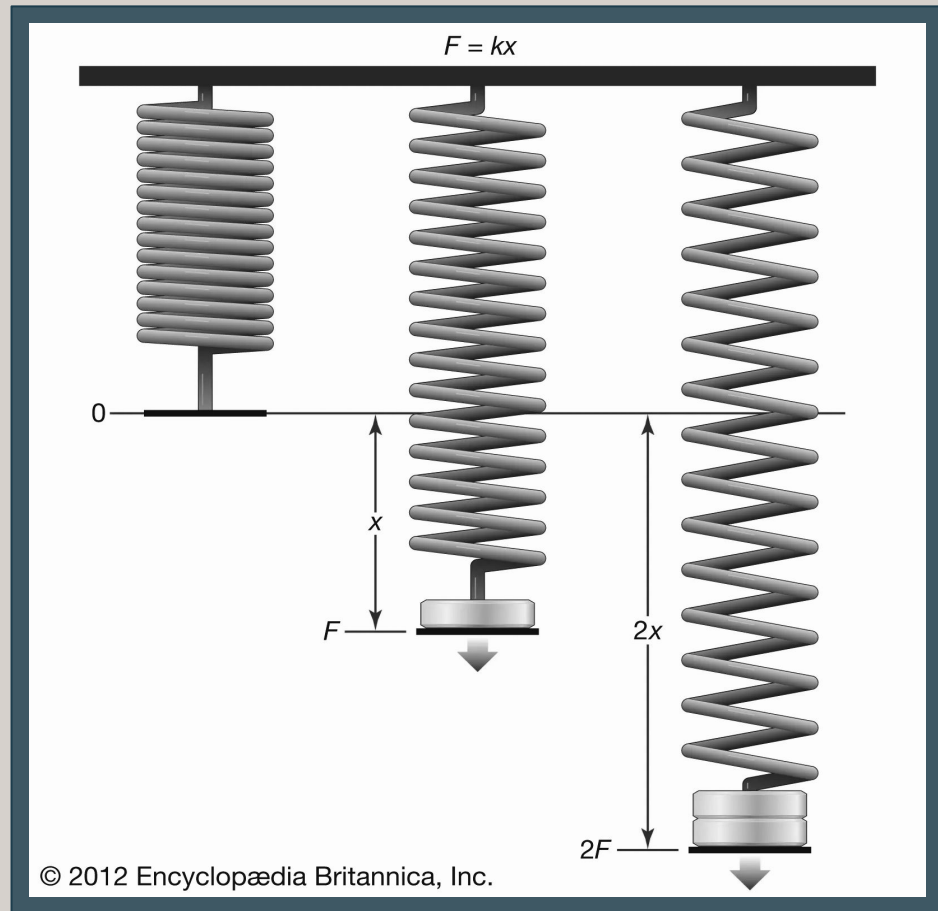
Unlike BVOD on mobile, the proportion of people watching the first second of YouTube, is not the same as the last second.

1st second:
50% of the sample watching actively

30th second:
4% of the sample watching actively

This is why - Attention Elasticity

The range of attention seconds possible under the conditions of that platform or format.
When the attention elastic limit is small, the ability for creative to work outside the attention norm is low.



Skip rate on YouTube the same regardless of Ad-length

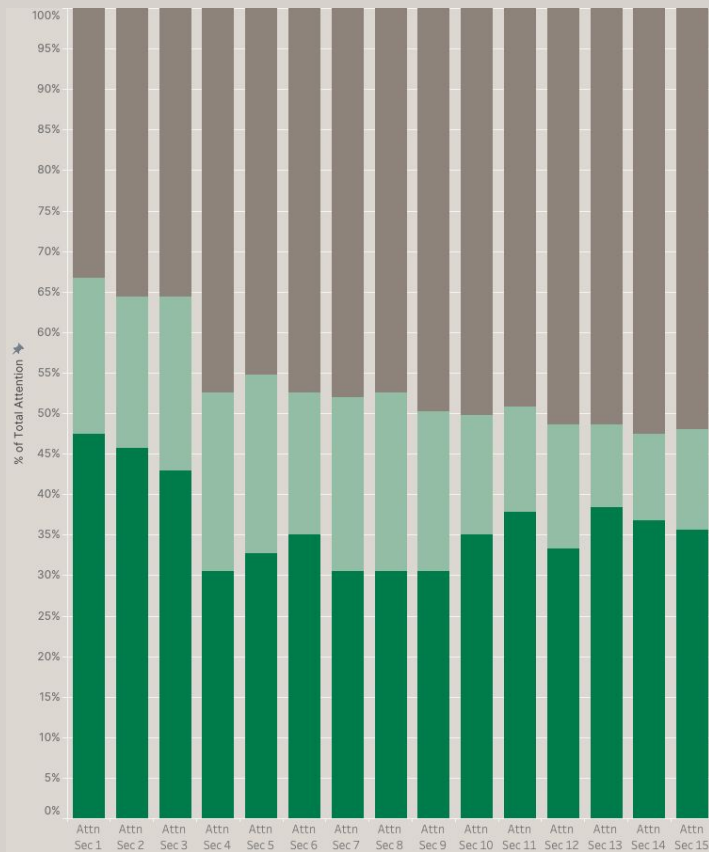
Skip rate on YouTube by Ad-length



YouTube

15 Second Ads (non-skip)

Active Attention: 7.8s



■ Active ■ Passive ■ Inactive

BVOD on mobile

15 Second Ads

Active Attention: 11.2s



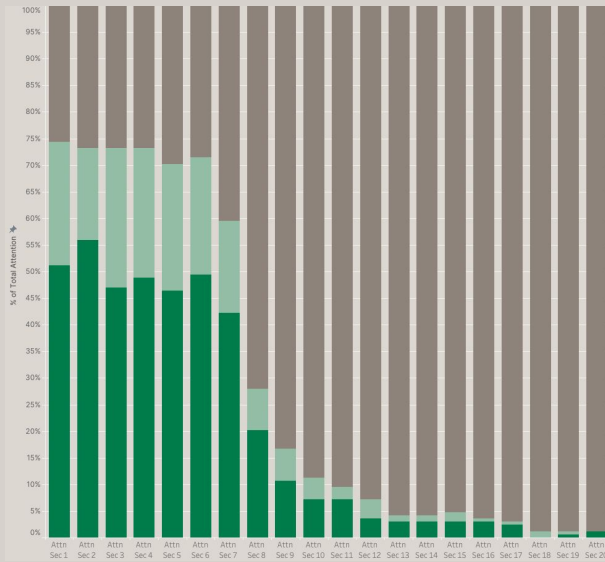
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Source:

YouTube

20 Second Ads
(skipped 71.3%)

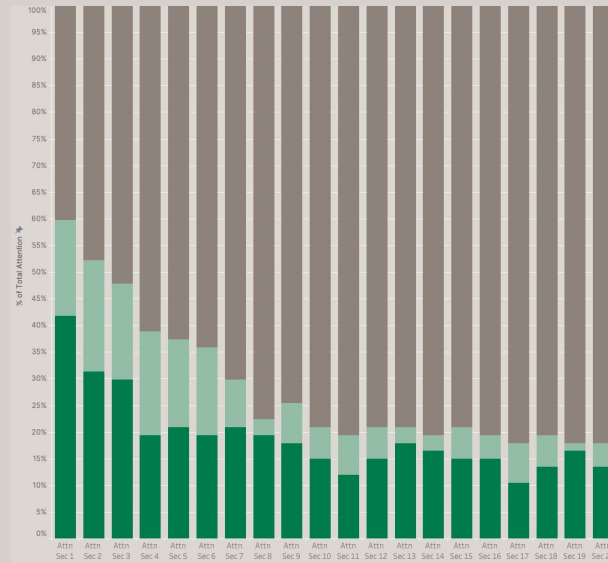
Active Attention: 4.7s



YouTube

20 Second Ads (not skipped
28.7%)

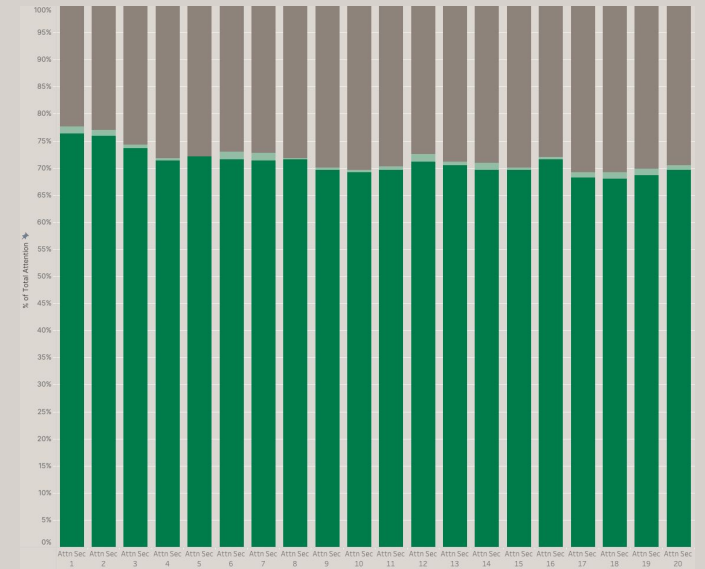
Active Attention: 5.5s



BVOD on mobile

20 Second Ads

Active Attention: 14.4s

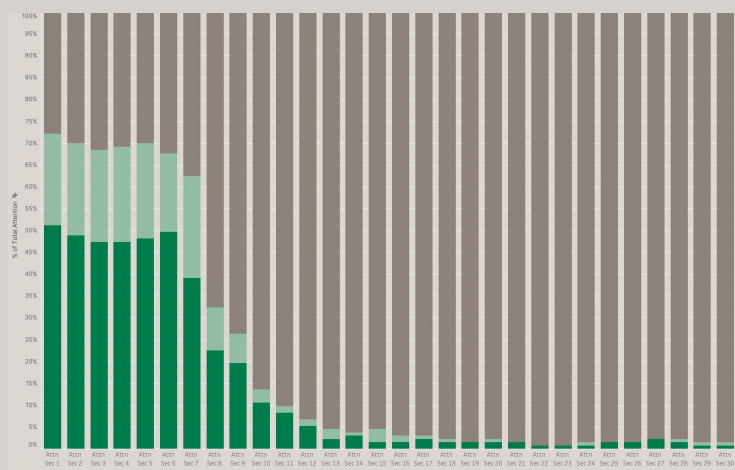


Active Passive Inactive

YouTube

30 Second Ads
(skipped 70.9%)

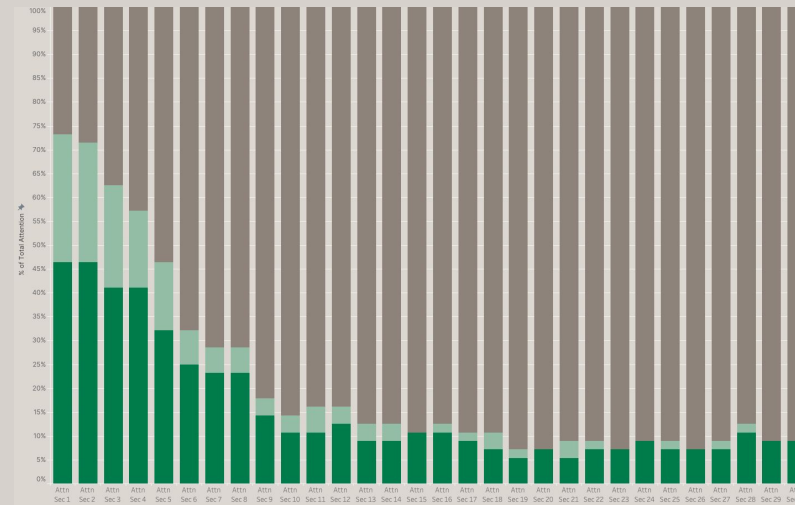
Active Attention: 5.1s



YouTube

30 Second Ads (not skipped
29.1%)

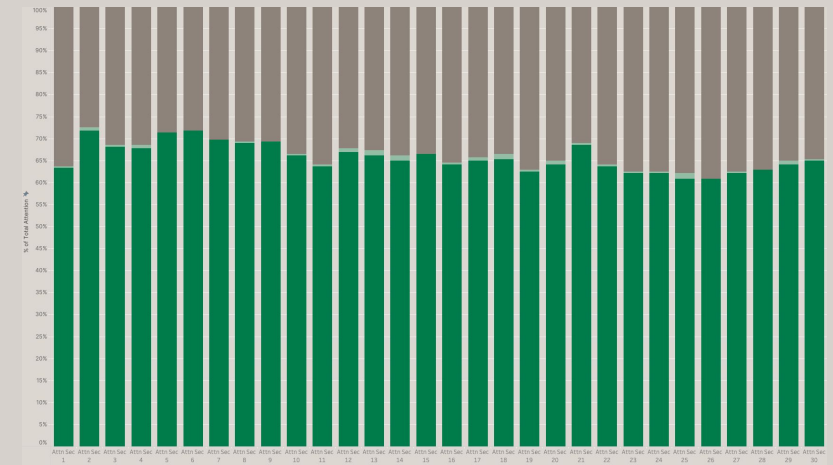
Active Attention: 5.6s



BVOD on mobile

30 Second Ads

Active Attention: 19.1s



Active Passive Inactive

Uplift Results STAS

Short-term advertising strength

Short. Term. Advertising. Strength

Index of Did Buy and Exposed / Did Buy and Not Exposed

	Not Exposed	Exposed
Did Buy	36	42
Did NOT Buy	64	58
Total	100	100
STAS	$42/36*100 = 117$	

Anything over **100** means the ad has done its job in nudging a choice. i.e., the exposed group is choosing the brand from the virtual store **17% more than the non exposed group.**

5 Categories & Brands Tested



Duracell



Devos Lemmens



Lunestil

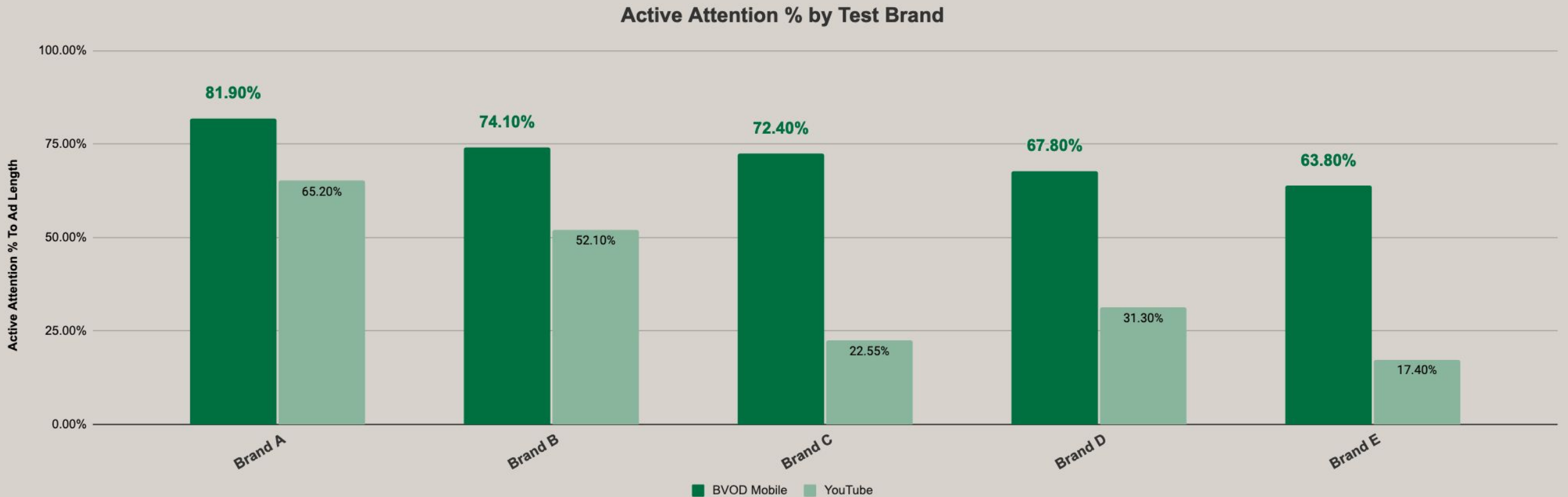


Tripel Karmeliet



Lotus

Across all Ads tested, BVOD on Mobile captures more Attention



Short-term Advertising Strength by Brand

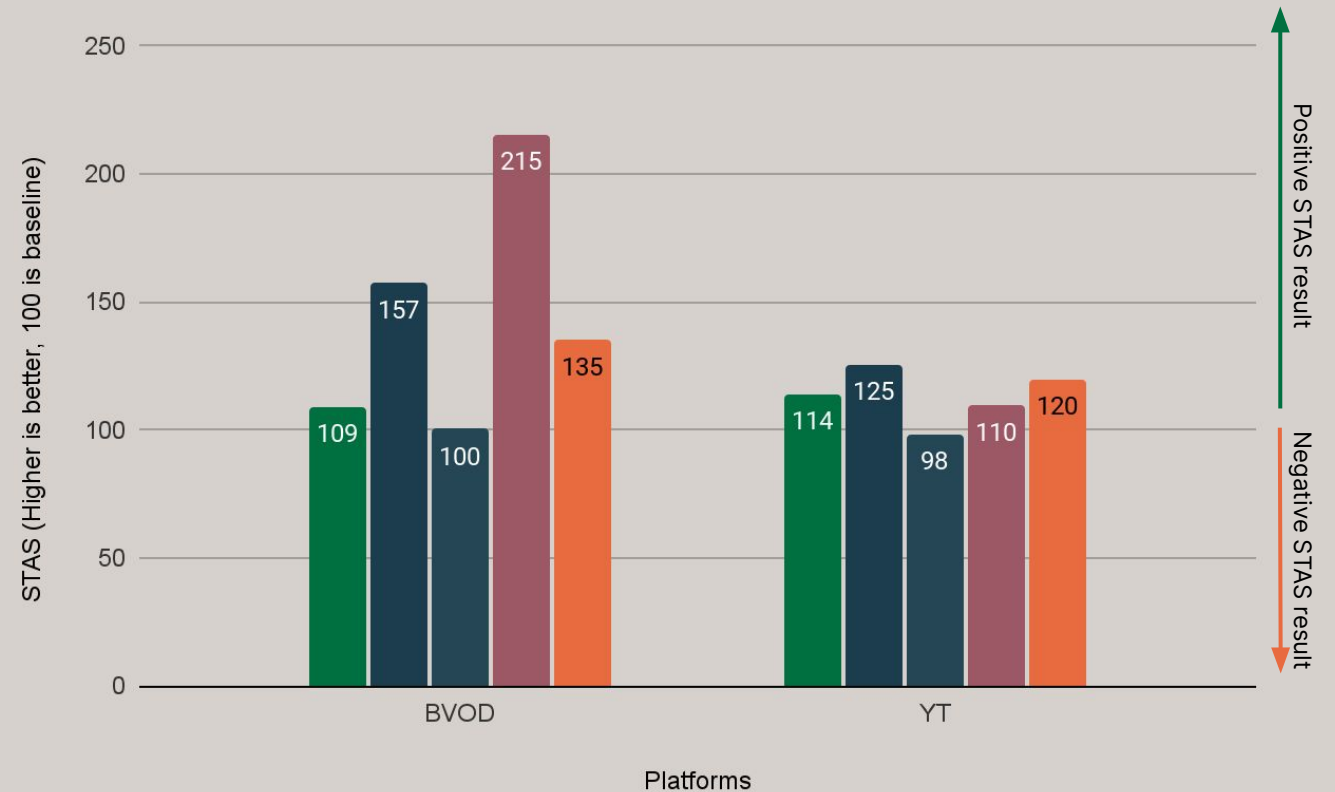
Outcomes by Brand

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

STAS by Platform

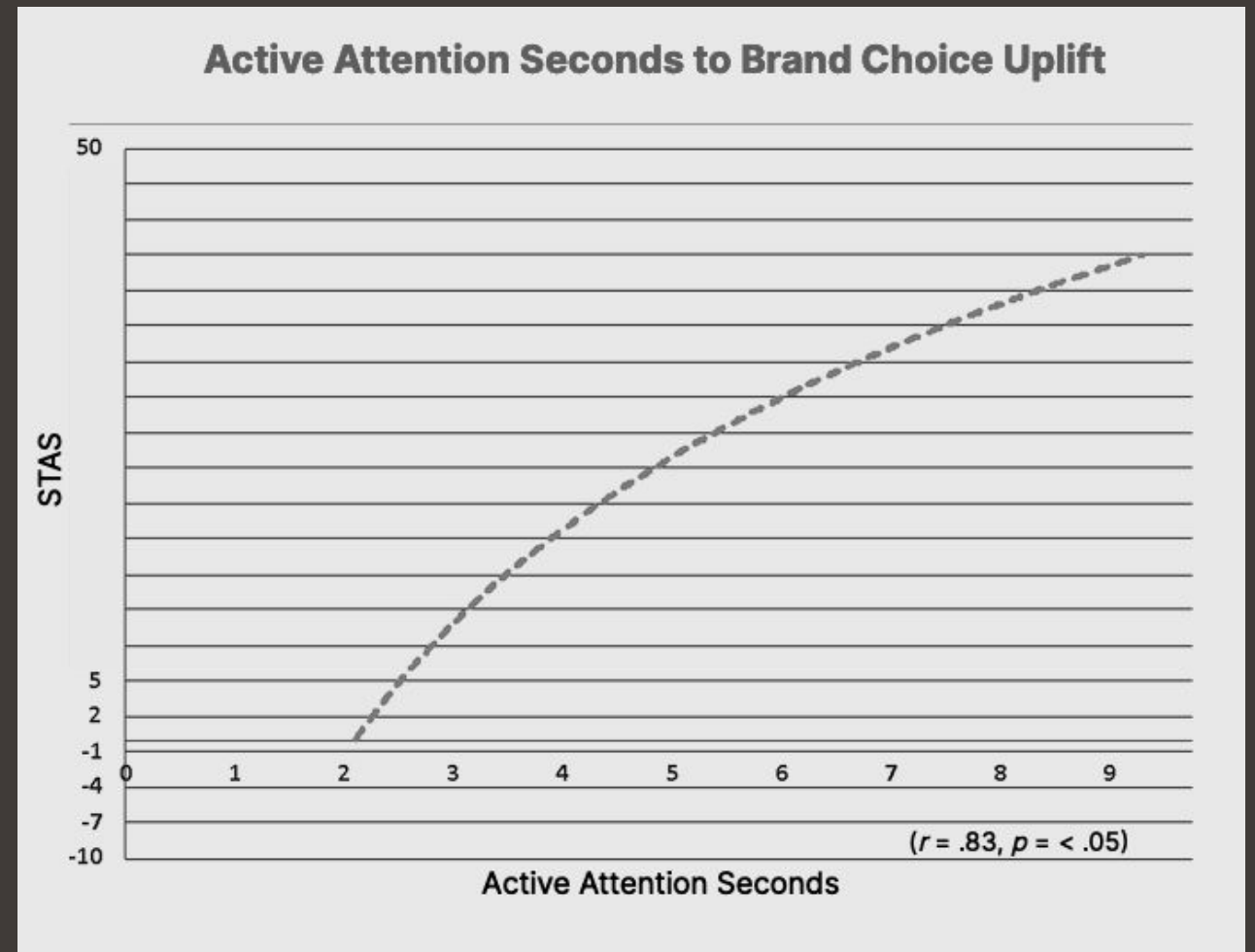


It means some platforms drive more brand choice than others.

Active Attention and brand choice uplift (STAS) is related = more seconds more uplift.

BVOD on mobile STAS for Belgium is 125

YouTube STAS for Belgium is 112



—
The platform drives the amount of attention that an ad can gain.

—
Observed STAS is 125 for BVOD versus 112 for YouTube.

—
Longer ads do not give you more attention on YouTube, but on BVOD they do.

—
Think about how attention (or lack of) effects your brand.

—
At YouTube, attention is mediated by the skip button. The observed skip rate is about 70% (regardless of ad length).

—
Remember procurement often holds the cards and must be part of the change. Help them understand the need to pay more for attention, when for the most part their remit is cost reduction.

Big Takeouts



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