

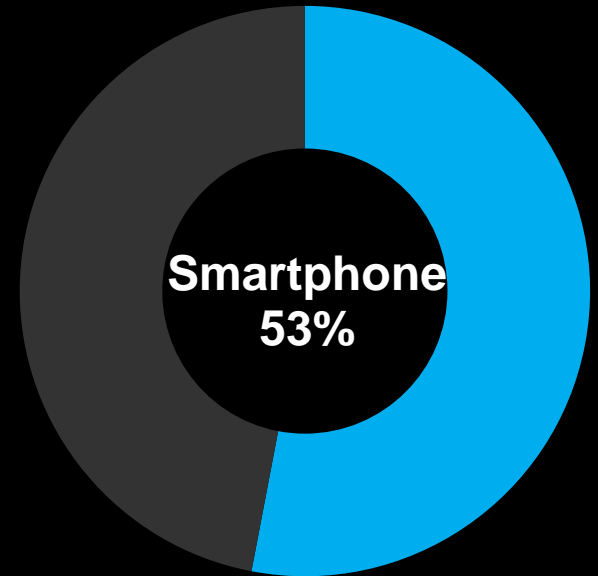
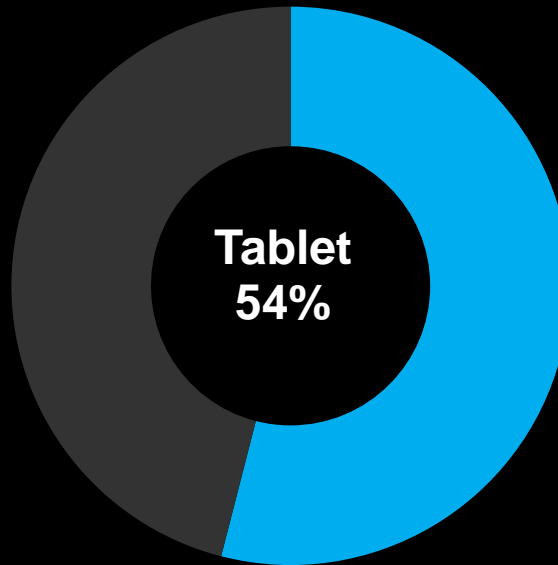
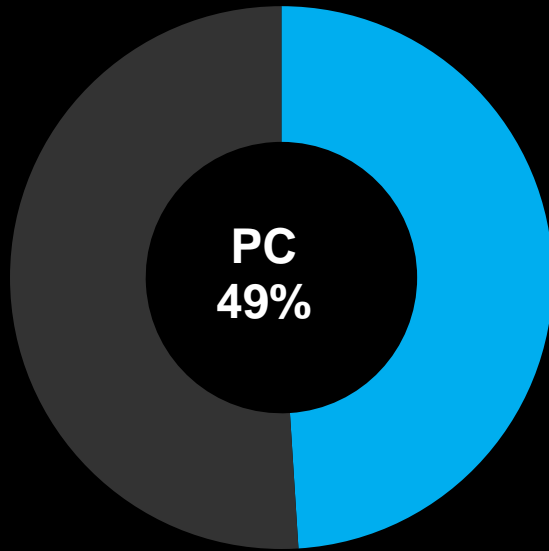
ATTENTION

THE NEW VIDEO METRIC



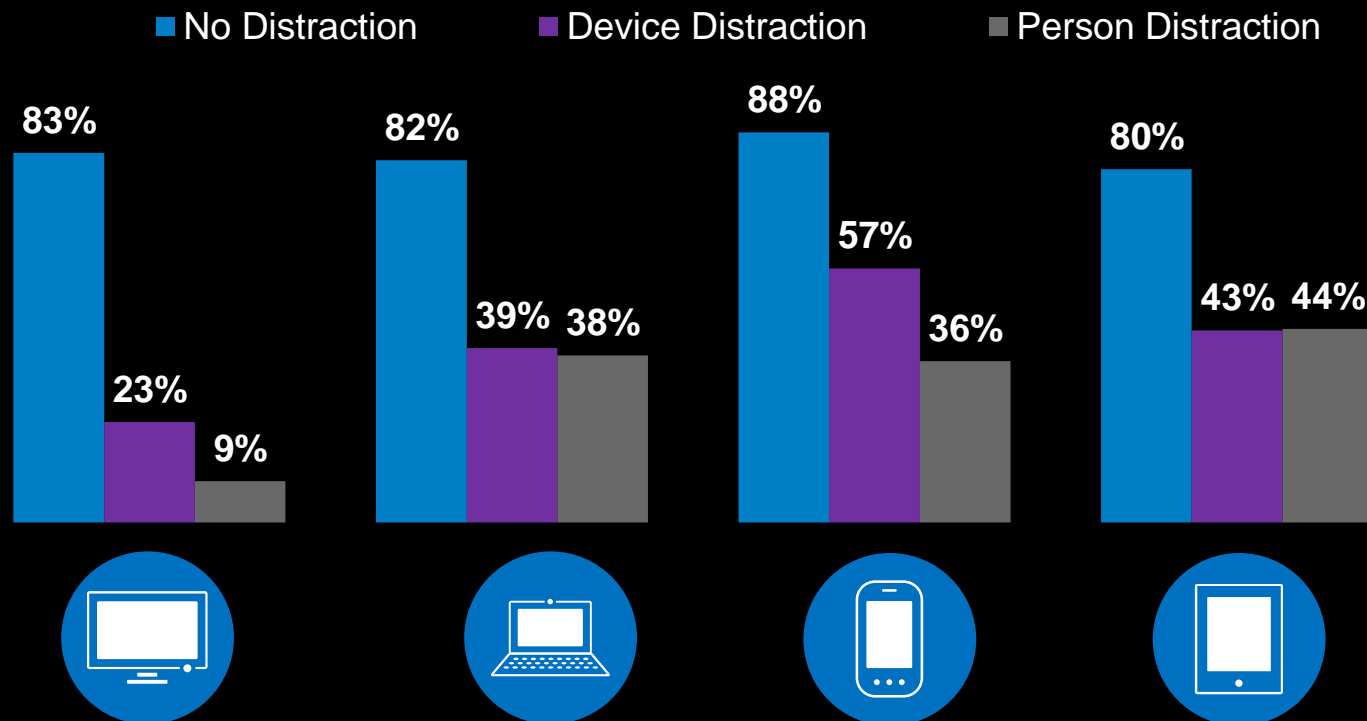
THE DEAL ON DISTRACTION

WHILE WATCHING TV, PEOPLE ALSO USE...



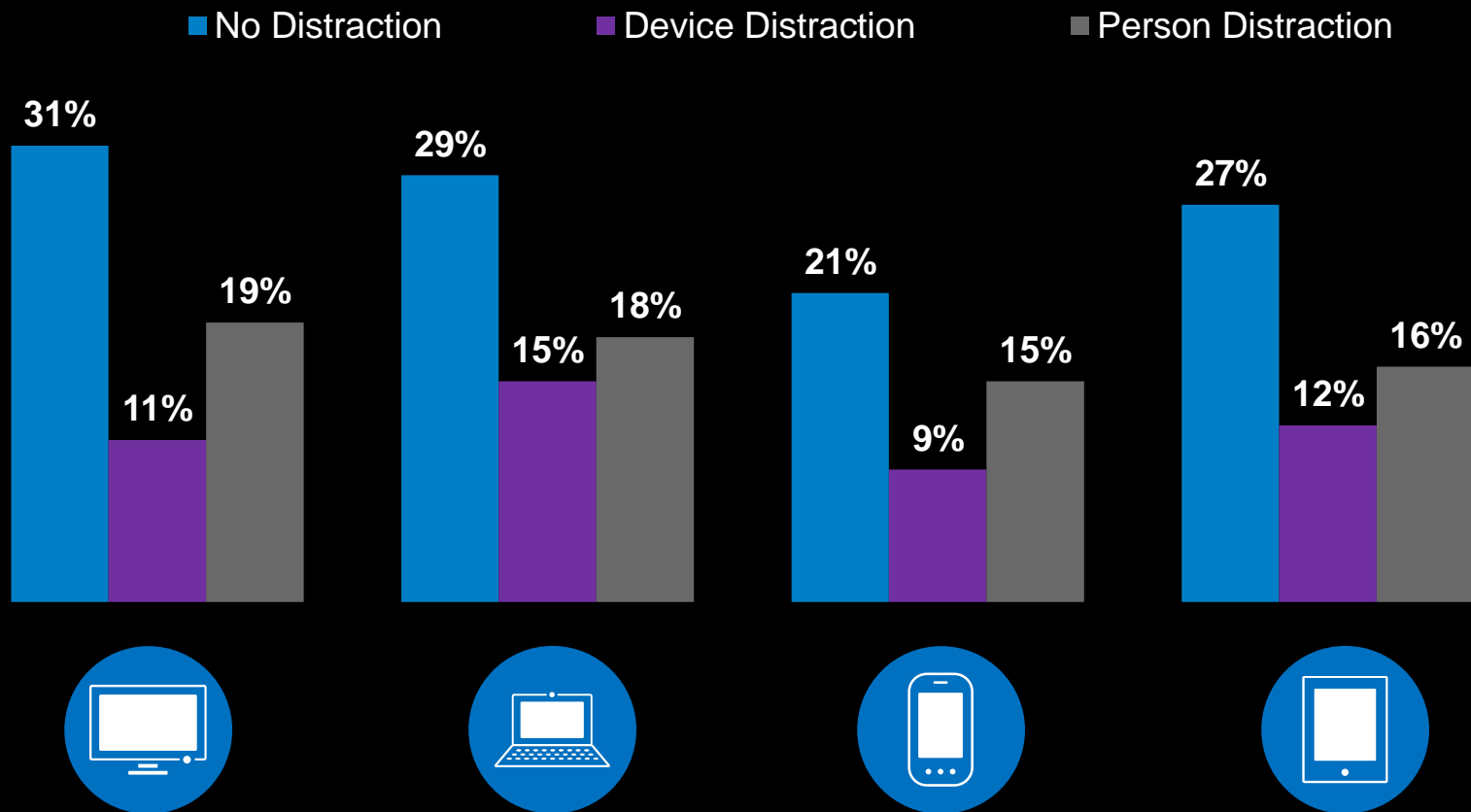
**For this study, we wanted
to quantify the impact
diverted attention has on
advertising**

DISTRACTIONS CUT RECALL BY MORE THAN HALF, WITH THE BIGGEST IMPACT ON TV ✂



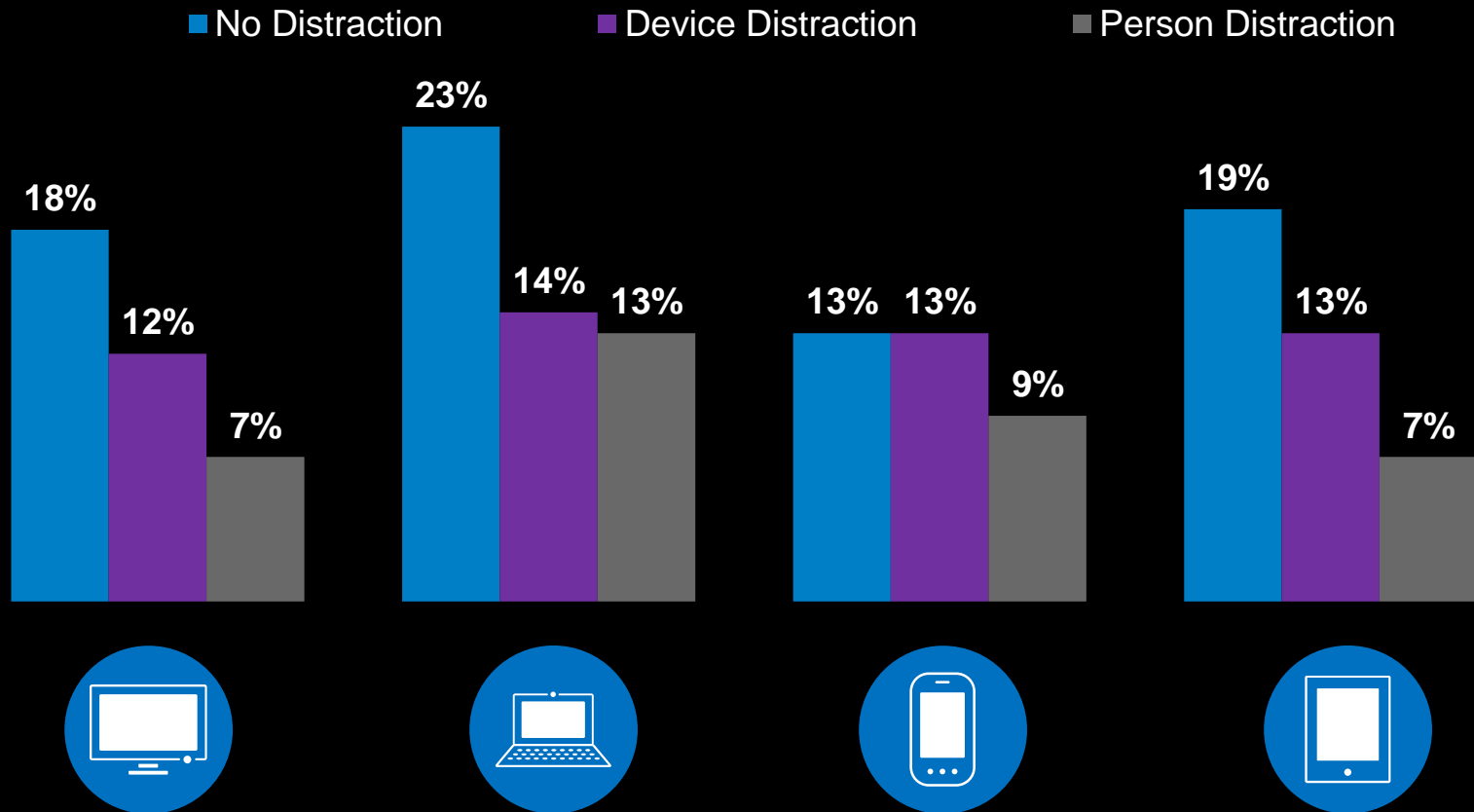
You may have mentioned this already, but did you notice advertisements for any of the following products or brands? (x=120 per cell)

LOWER RECALL LEADS TO INABILITY TO SHIFT BRAND ATTITUDES



How do you feel about the following brands? (Conversion of Bottom 3 Box to Top 2 Box) (x=58-80 per cell)

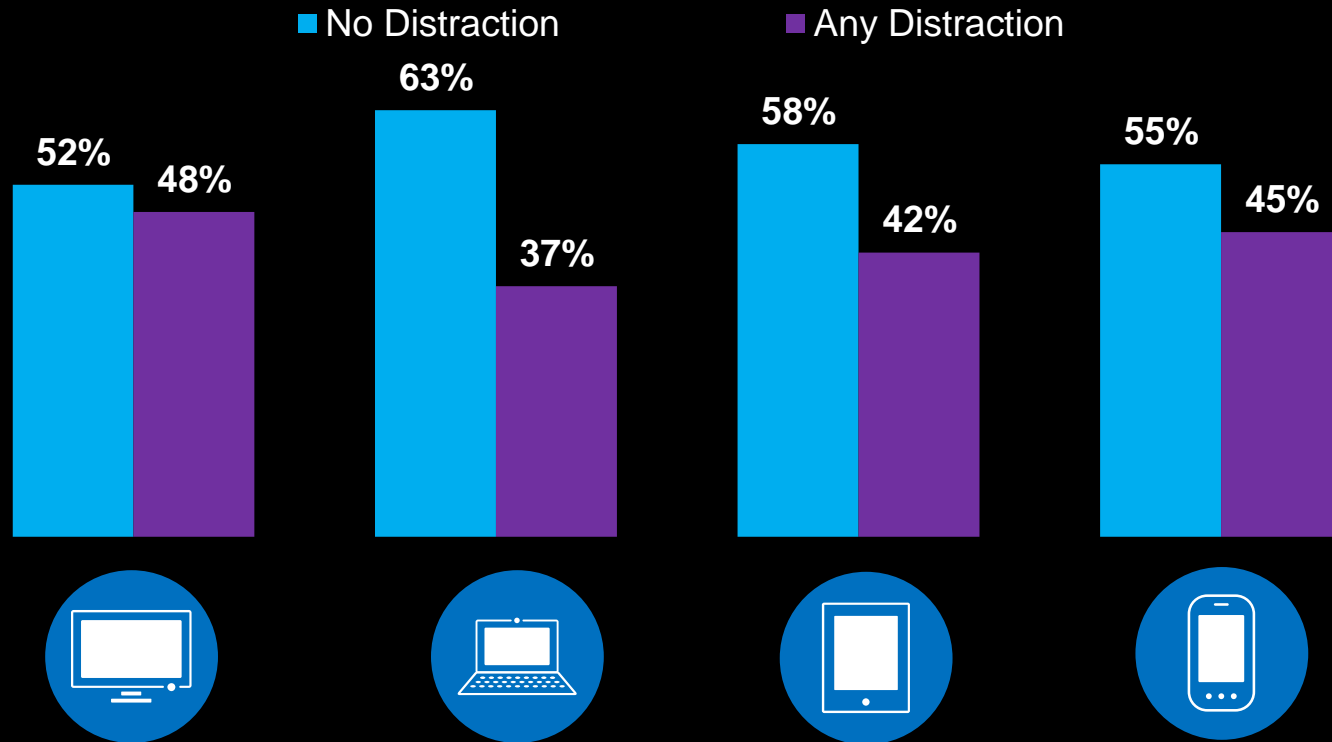
AND LESS ABILITY TO INFLUENCE PURCHASE DECISIONS



How likely are you to consider purchasing or using the following brands? (Conversion of Bottom 3 Box to Top 2 Box)(x=58-80 per cell)

DISTRACTED VIEWING IS LOWER ON DIGITAL DEVICES

Average Distracted Viewing by Device



TV ADS ARE THE MOST EFFECTED AND MOST DISTRACTED

A person is shown from the back, sitting in front of a television. The television screen displays a man in a police uniform, looking concerned. The person is holding a smartphone in their right hand, which shows a social media feed with a post about 'Eureka'. The overall scene illustrates the concept of distracted viewing.

FREQUENCY

Distracted viewing is most common when people watch TV

IMPACT

TV ads are the most effected by distraction

BRANDS & PUBLISHERS SHOULD FACTOR IN CONSUMER ATTENTION

FREQUENCY + REACH + ATTENTION



**TO MEASURE THIS, WE
CREATED AN ATTENTION
METRIC**

HERE'S HOW IT WORKS

Due to pervasive multi-tasking and cross-device usage, television ads are no longer getting the attention they used to

100

Unique Impressions delivered in short
form video content



117

Unique Impressions delivered in
Primetime TV

When accounting for DVR and ad skipping, attention is even harder to obtain

100

Unique Impressions delivered in
short form content



180

Unique Impressions delivered in
Primetime TV

VALUE SHIFT GREATER FOR MILLENNIALS

Due to pervasive multi-tasking and cross-device usage, television ads are no longer getting the attention they used to

100

Unique Impressions delivered in short form video content



148

Unique Impressions delivered in Primetime TV

When accounting for DVR and ad skipping, attention is even harder to obtain

100

Unique Impressions delivered in short form content



220

Unique Impressions delivered in Primetime TV

...AND WOMEN

Due to pervasive multi-tasking and cross-device usage, television ads are no longer getting the attention they used to

100

Unique Impressions delivered in short
form video content



120

Unique Impressions delivered in
Primetime TV

When accounting for DVR and ad skipping, attention is even harder to obtain

100

Unique Impressions delivered in
short form content



228

Unique Impressions delivered in
Primetime TV

TECH/TELCO CASE STUDY

Telco client gave us their 2014 Jan-July Media Plan

Upon analysis of their media plan, we bucketed a majority of spend into:

- Cable Shows
- Cable Reality
- Live Sports

Used the A18-34 Demo in our tool to most closely mimic target

We then placed their impressions (accounting for DVR ad skipping and not) into our Attention Index Calculator to find the equivalent impressions they would have needed in Short Form OLV (computer) to have the same ad impact on recall and persuasion

OLV MUCH MORE EFFICIENT AT GARNERING AD IMPACT

	Actual Impressions in Live TV	Equivalent Impressions in Short OLV	Equivalent Impressions in Short OLV accounting for DVR	Index Short OLV to Live TV	Index Short OLV to DVR TV
Cable	1,025,786,442	669,909,336	333,455,059	65	33
Reality	525,432,500	340,704,018	178,466,076	65	34
Sports	649,707,481	401,948,230	NA	62	NA

Source: AOL/Nielsen Ad Attention Study Aug 2014

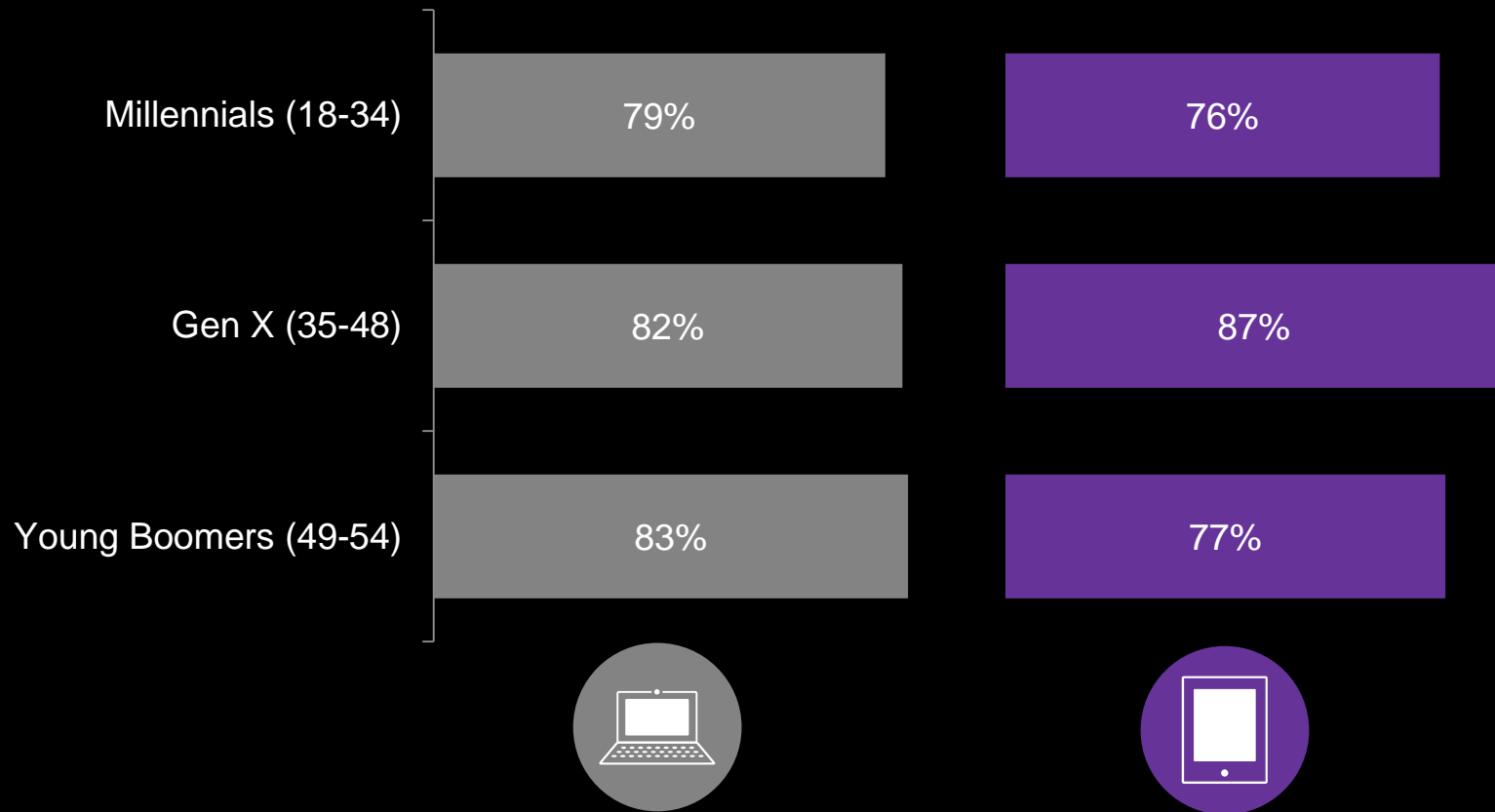
IMPLICATION:

Accelerate investment in mobile video to effectively communicate brand messages

MOBILE VIDEO: IN-HOME ENTERTAINMENT SYSTEM

MOBILE VIEWERS WATCH ACROSS DEVICES

weekly smartphone video viewers who also watch
videos at least weekly on other device



AND PRIORITIZE DEVICE CONVENIENCE OVER VIEWING EXPERIENCE

choose the device
**most convenient/
easily accessible**

36%

42%

45%

choose the device
for the **best viewing
experience**

19%

23%

12%

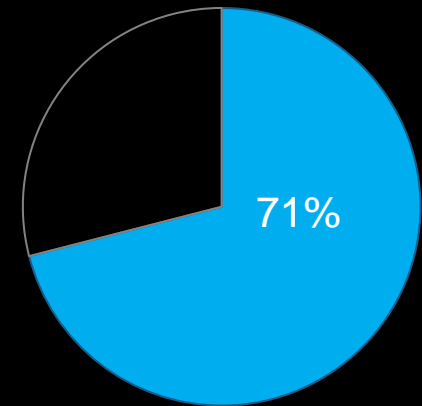
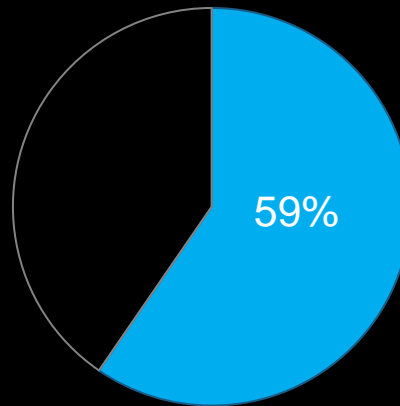
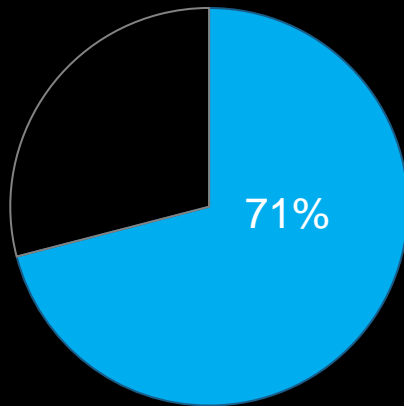


IMPLICATION:

Mobile viewers are cross-platform video viewers whose expectations “automatically calibrate” to the device

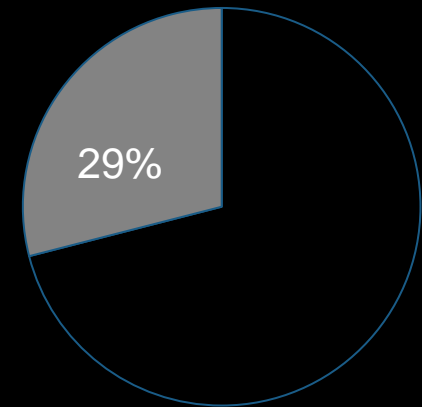
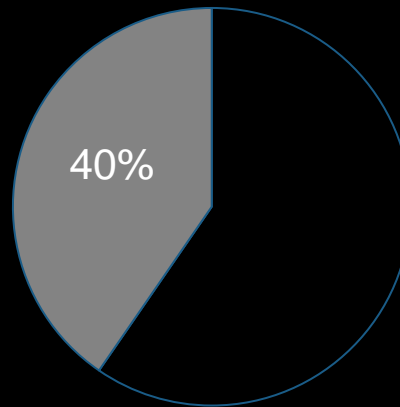
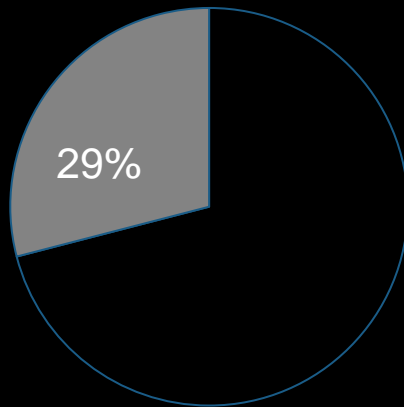
MOST OLV IS UNDER 1 HOUR IN LENGTH

% OF VIDEO MOMENTS UNDER ONE HOUR



BUT IT'S NOT ALL “SNACK-SIZED” VIEWING

% OF VIDEO MOMENTS OVER ONE HOUR

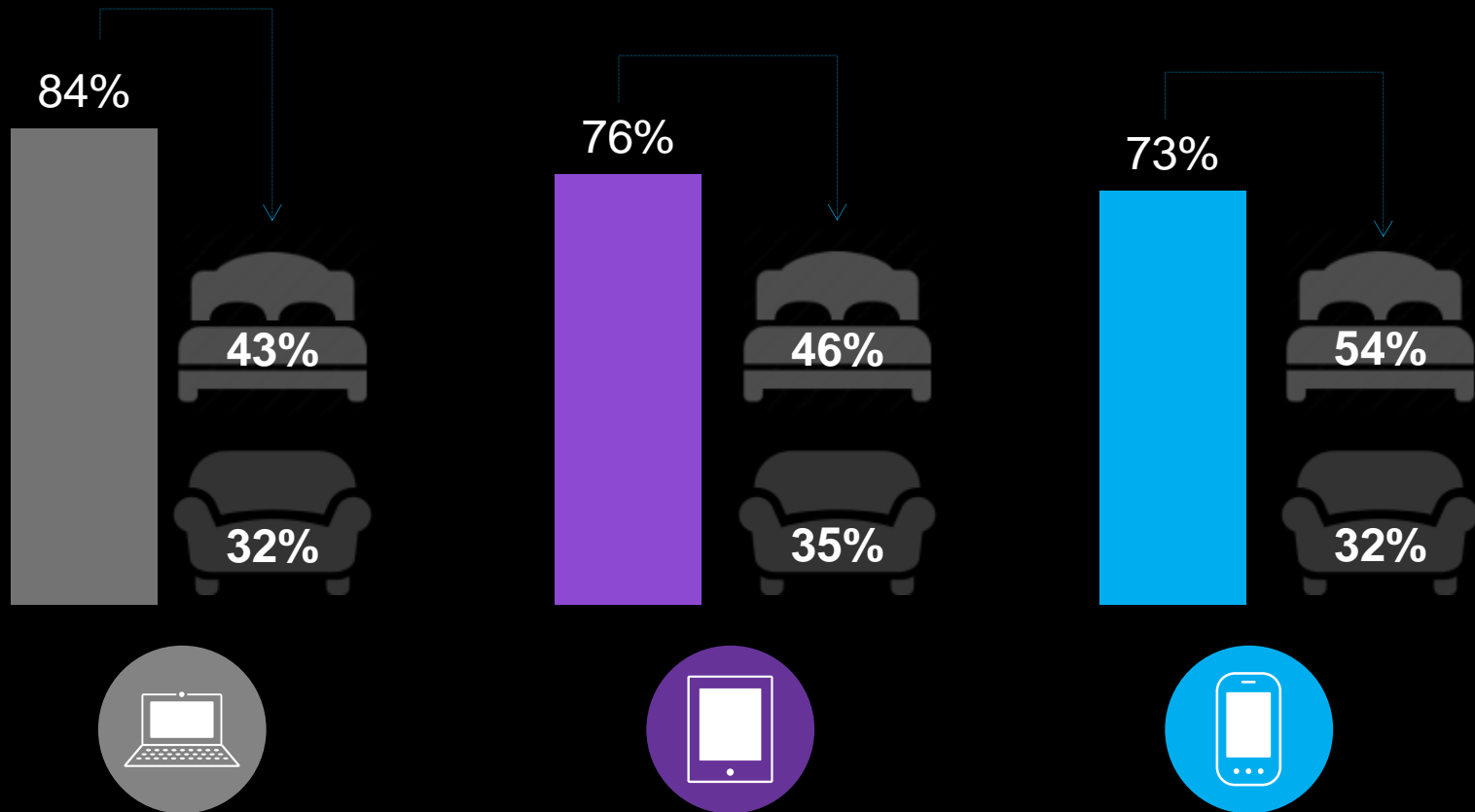


IMPLICATION:

*Video programming strategies **MUST** include short videos , but there are opportunities for longer and varied formats*

VIDEO IS LARGELY LEAN BACK IN HOME

% who watched at home

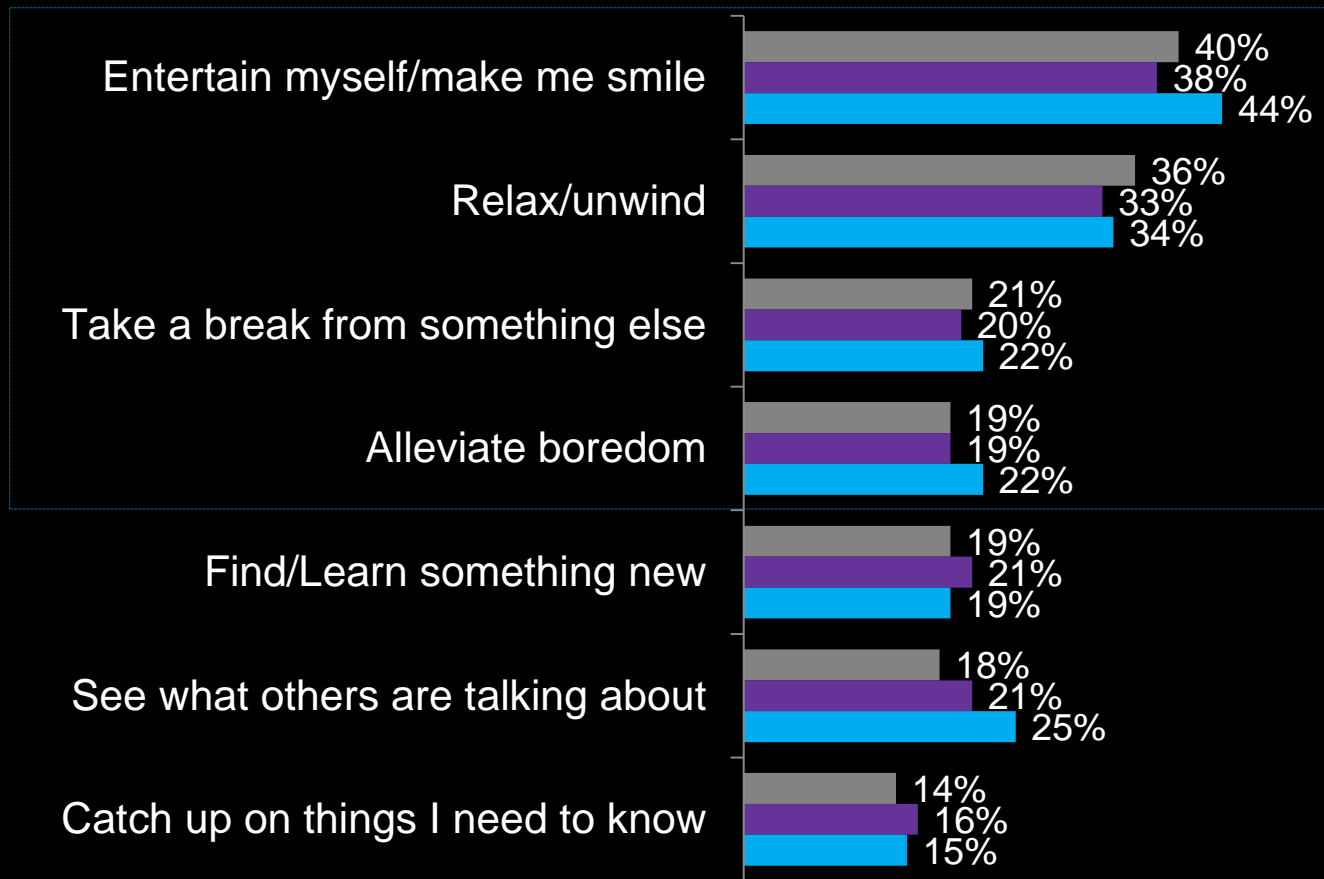


Q: Where were you when you started watching this video? Base: Diary Video Moments - Computer 1329, Tablet 710, Smartphone 1161

Q: Where were you at home? Base: Diary Video Moments at Home - Computer 1123, Tablet 540, Smartphone 845

VIDEO MOMENTS ARE DOMINATED BY “ME TIME”

Motivations for watching



ME TIME
73%

■ Computer
■ Tablet
■ Smartphone

Aol.

IMPLICATION:

If you're not aligning mobile video with At Home Me Time motivations you're missing the mark.

Questions?

