

Topic:

Getting 'their' attention. It's a constant battle but well worth the fight



Forecast Series



Our Forecast Series presents the results of comprehensive research undertaken by TVNZ and Colmar Brunton, and presented by Nigel Latta, to better understand what's at the heart of consumerism in NZ today.

Methodology: 4 stage research approach

Qualitative Observational Study



3 Households

- Observing natural multi-screening habits
- Home viewing context
- 105+ hrs of video journals



AP 18+

Quantitative Research



n= 595 Online Interviews

- Real time mobile survey
- Asking behaviour from last 30 mins



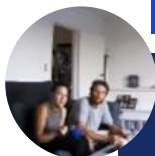
Desk Research

- Exploring the psychology of attention including perception, attention and memory



Ad Effect Consumer Case Studies

Identifying how media channels work together to deliver superior campaign results



Overview:

We found out **not to fear the device** and contrary to popular opinion multi-screener are **less likely to leave the room**. Which presents the **opportunity** for attention to be **retained or shift back to the TV**.



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Outtakes:

The 3 Key Roles TV plays in the lounge for multi screeners

TV - THE CORE REASON



1
“We’re sitting down to watch TV”

TV - THE HUB



2
“We’re spending time together watching TV”

TV - THE COMPANION



3
“TV is on whilst we do other things on devices”

3/4

of multi-screeners are watching TV/video content in an average prime-time half hour



Auditory cues are really important

21%

Of people heard something that made them look up

Audio plays a critical role to (re-)capture attention through:

Music



Verbal story-telling



Being different or unexpected



Cueing long-term memories



just 1/10

multi-screening occasions are related to TV content

This is an opportunity to create engaging, consistent advertising that travels across screens

We

are not passive recipients of the information we encounter. Even when our attention is divided we form conscious memories.

It’s moved on from leaving the room to put the kettle on during the ad break to picking up our device and staying in the room when the ads come on.



Critical Considerations

Multi-screening doesn’t mean less awareness, in fact in some circumstances it creates better conditions for getting attention.

Understanding the different role TV plays on different viewing occasions helps us better understand the influence of multi-screening

There have always been distractions for TV viewing attention. We are as distracted as we’ve ever been – just the distractions have changed.

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