



tvnz+





“

At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring other stimuli.

In advertising, easy to say harder to achieve.

Professor Karen Nelson-Field
Amplified Intelligence

**...because we live in a
constant state of 'busy'.**

**So attention to ads is not sustained and
certainly not undivided.**



A black and white photograph of a group of people sitting in a room, viewed from behind. They are looking towards a screen or whiteboard. The room has a brick wall and a whiteboard. The people are sitting on a couch and a chair. The text is overlaid on the image.

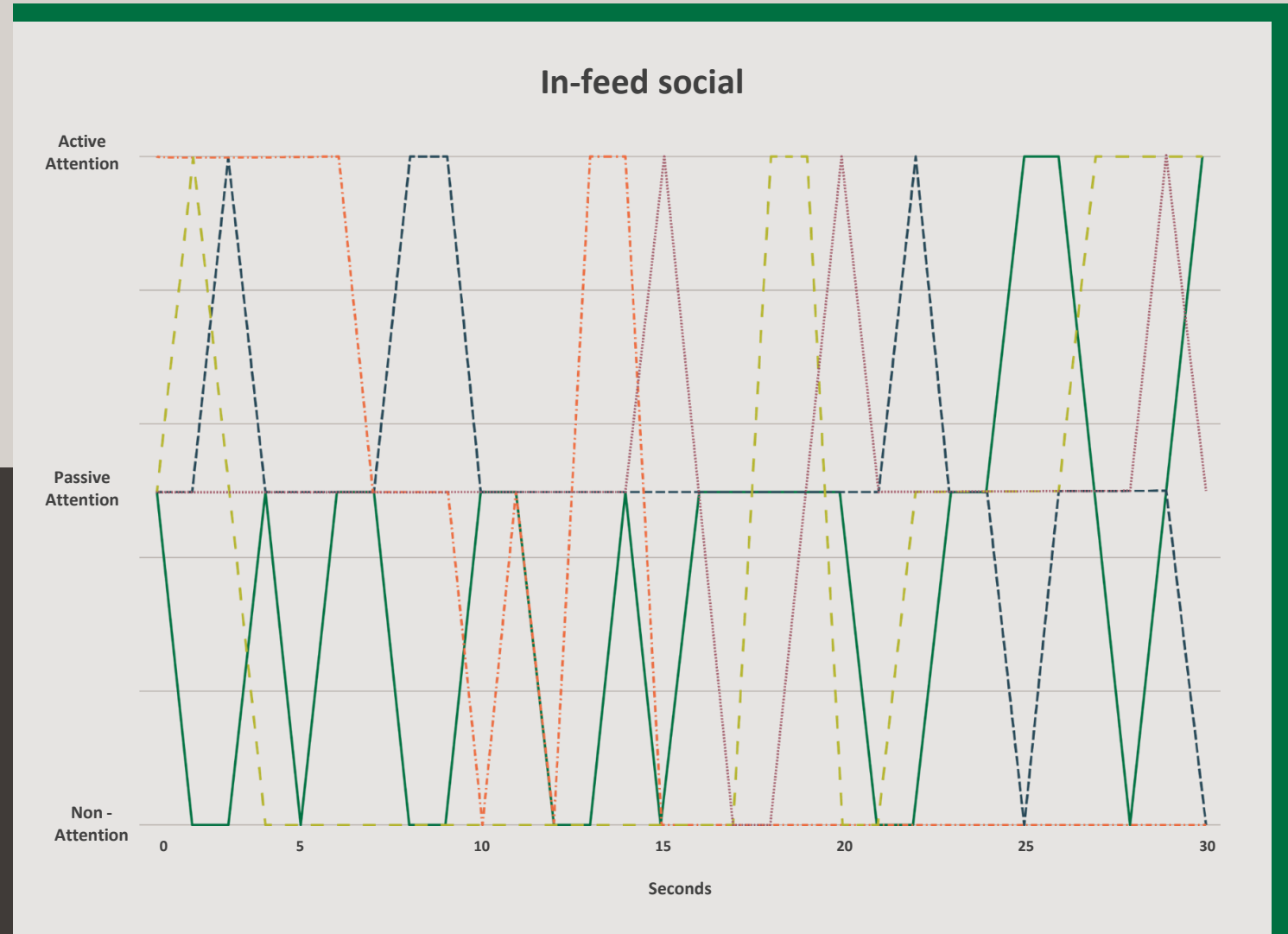
**The opportunity to see an ad,
is clearly important.**

**However, current media measurement
does not provide clarity on whether a
human is **actually watching.****

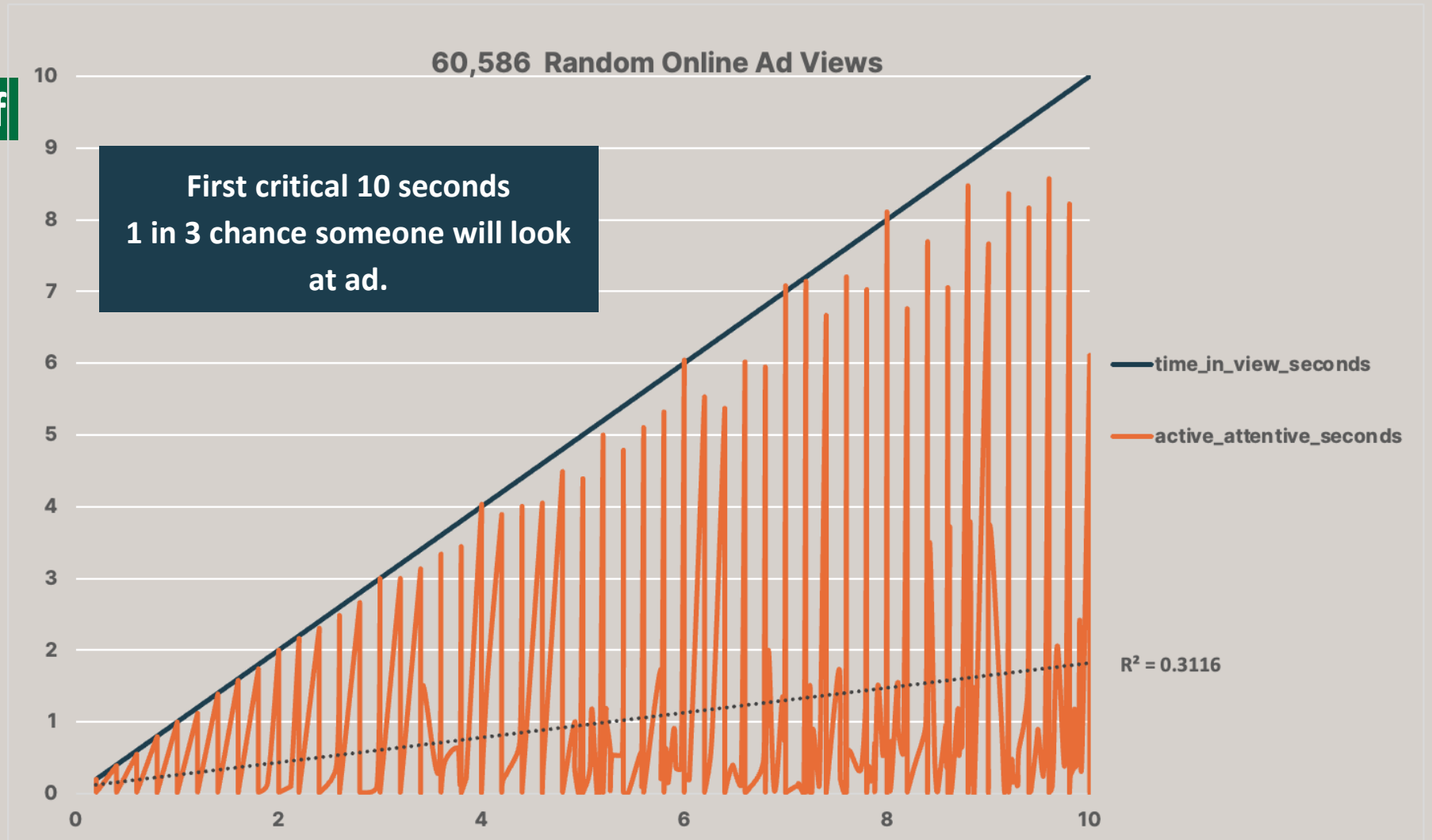
Humans view differently to time in view, or time on screen.

We switch in and out of focus when we consume media.

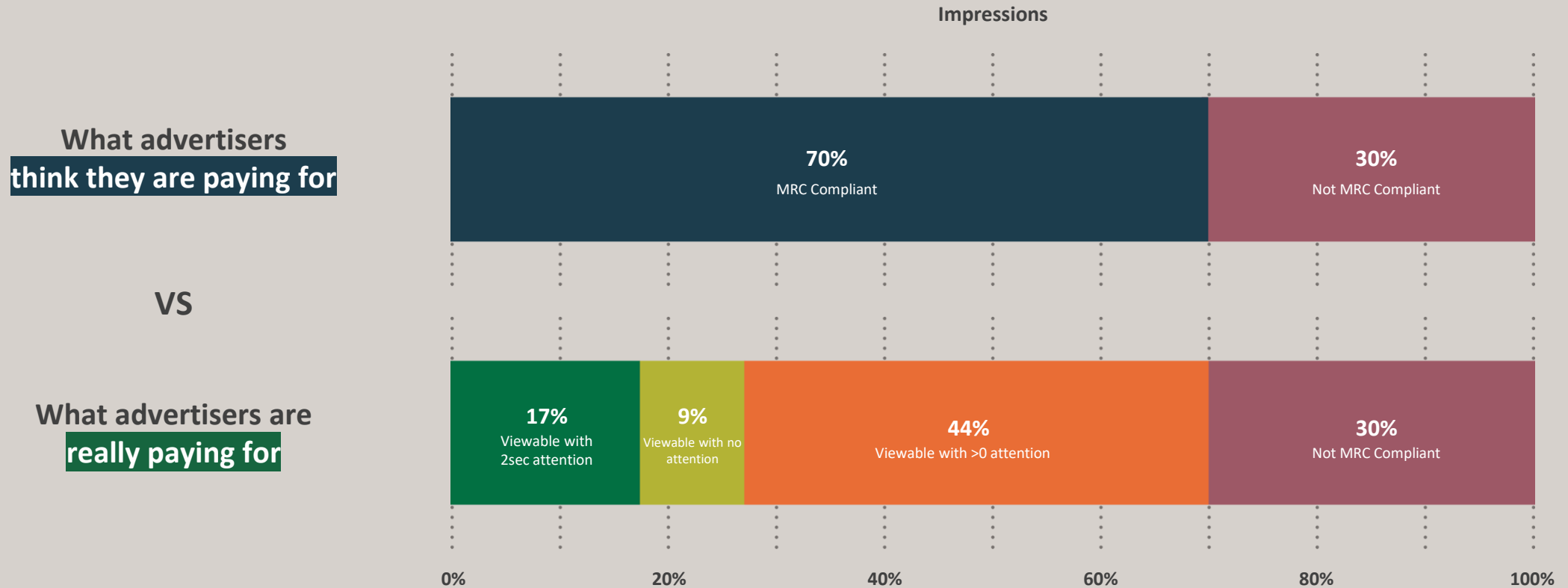
These 'Attention Gaps' are not accounted for by Time in View.



**Time-in-View is the
absolute inner core of
modern
measurement failure.**



This is why viewability measurement critically under performs.



**And why any model
or success metric
using 'completion'
fails.**



CPCV

2. Definitions

Our proprietary models deliver 3 levels of attention



Active Attention

Looking directly at the ad
on the TV screen



Passive Attention

TV: In the room but not
looking at the TV



Non-Attention

TV: TV is on but person
is not in the room

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

Definition Cheat Sheet - TV

Term / Measure	Definition	Calculation
Active Attention	Looking directly at the ad on the TV screen	# of seconds each face detected looking directly at the TV
Passive Attention	In the room but not looking at the TV	# of seconds each face detected is not looking directly at the TV
Non Attention	TV is on but person is not in the room	# of seconds each detected face is not in the room
Active % to Ad Length	Active Attention as a proportion to Ad Length	Active Attention / Ad Length Seconds
% PPL looked at TV (Engaged Viewers)	Proportion of people looking at the TV, excluding anyone who paid zero attention	# of viewers who view actively > 0 / total # of viewers
PPL looked at TV % Ad Length	Proportion of people looking at the TV against Ad Length of those only looking at the TV	# of viewers who view actively > 0 / # Ad Length of those whose active attention > 0
Max. faces detected	Maximum faces detected during the viewing	Max. # of faces detected during facial recording block

Natural Viewing



Measures of Natural Viewing

Those who watch TV, what % watch any time, and for how long, including passive viewing (second screening)

Engaged Viewing



Measures of Engaged Viewing

(% PPL Looked At TV)

Of those who watch more than 0 seconds Actively, what % watch at any time, and for how long?

Data Collection Approach - TV

attentionTRACE:

- Remote managed device (Apple iPod Touch) sent to opted-in users.
- Users initiate session and device streams content to TV while capturing facial footage.
- Facial footage parsed through machine learning pipeline to output human attention

Linear/Live TV:

- Audio fingerprinting used to match user sessions to programming

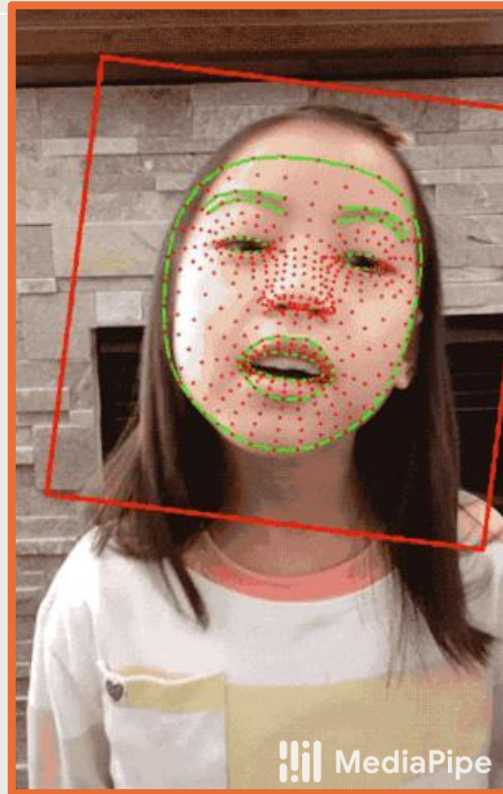
BVOD:

- Device streams pre-loaded content to the TV via the attentionTRACE app on the iPod.



Human data via software on a device

- Gaze Tracking
- Facial Detection
- Pose Estimation

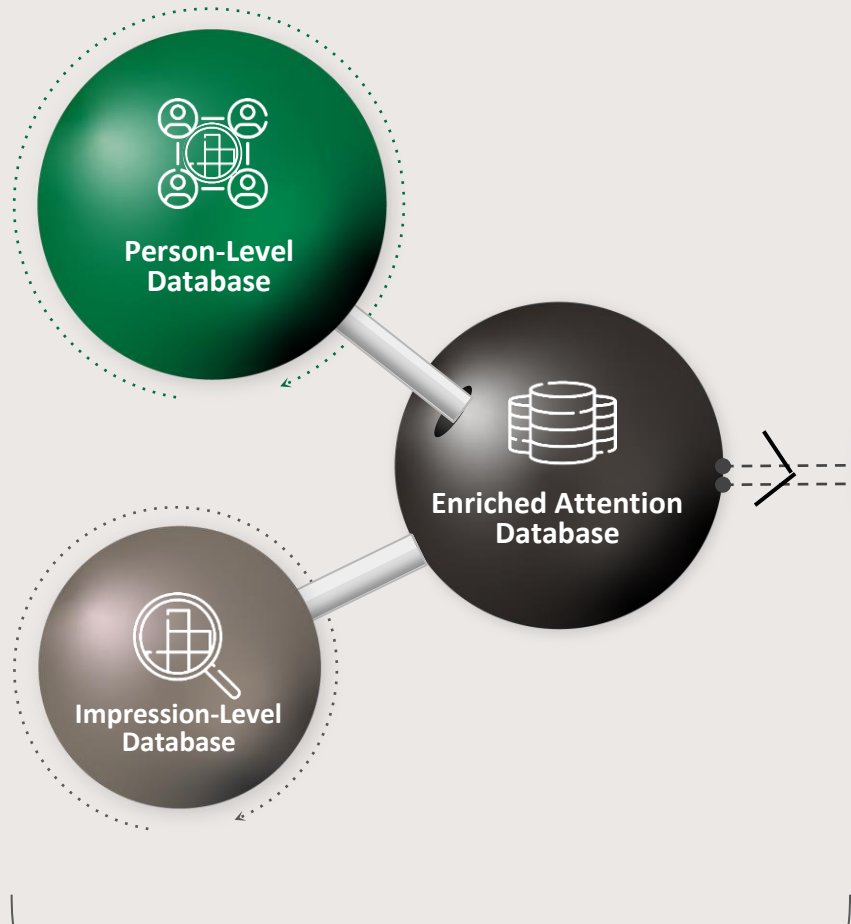


Non- Human device data

- How fast you scroll
- How loud is your volume
- How long was the ad on screen



Predictive power, and pattern recognition,
comes from a
combination of both.



Data Collection & Preparation

Ground Truth Data

(provable by observation)

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Inferred Data

(assumptions about truth)

=

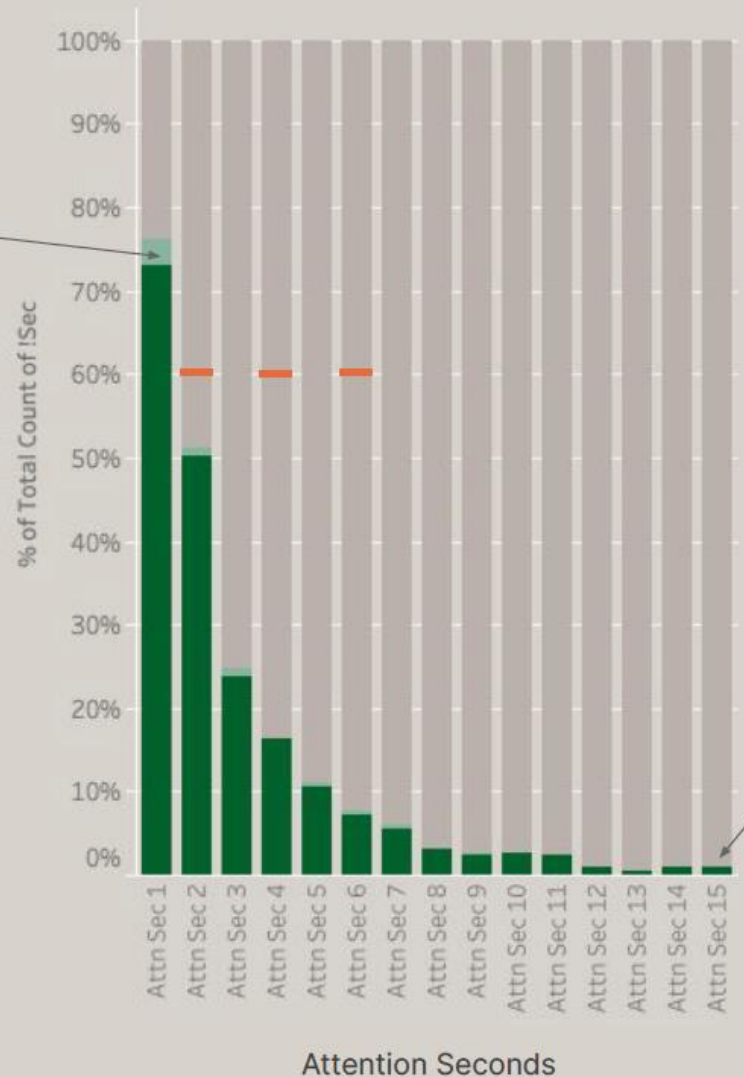
**Enriched Data for
Accurate Modeling**

(connected by contextual features)

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.

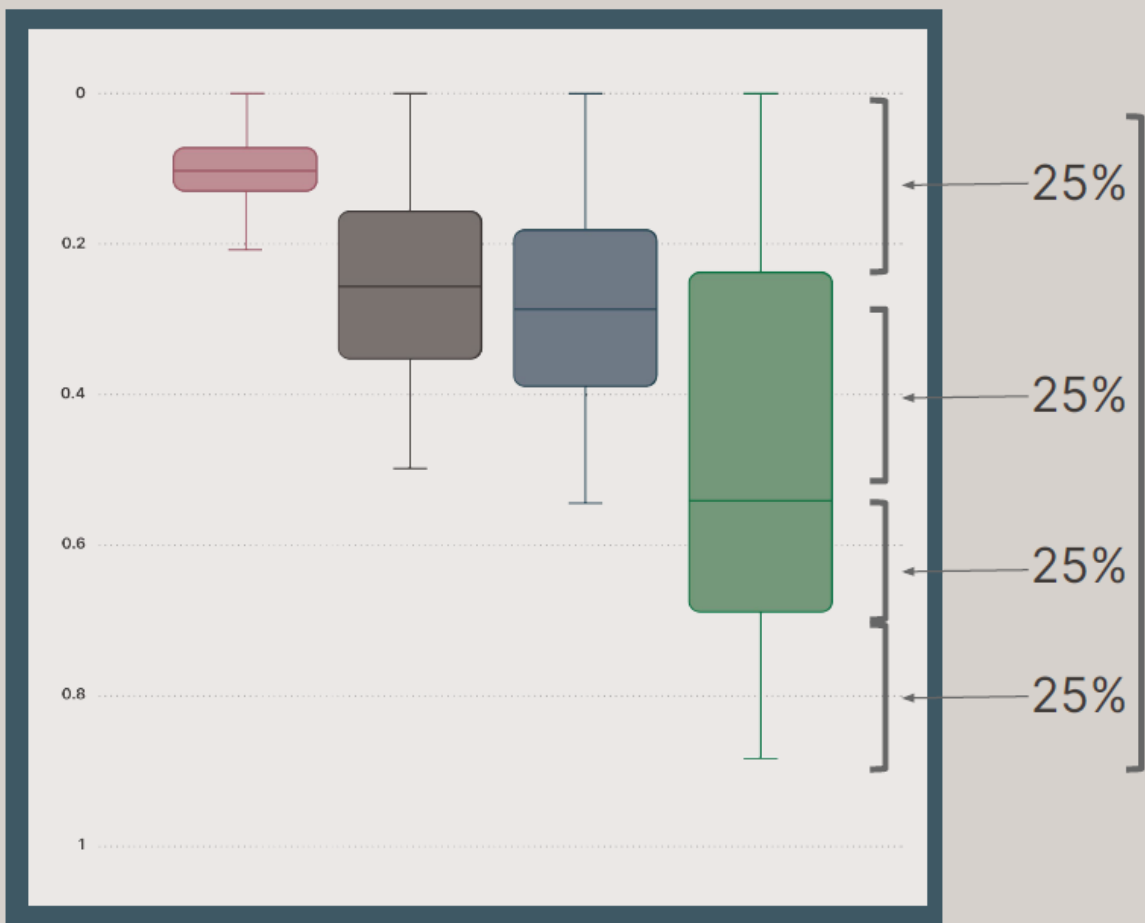
Branded Moment

Active Passive Inactive

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Source: Internal Amplified intelligence data - social formats

How to read an elasticity



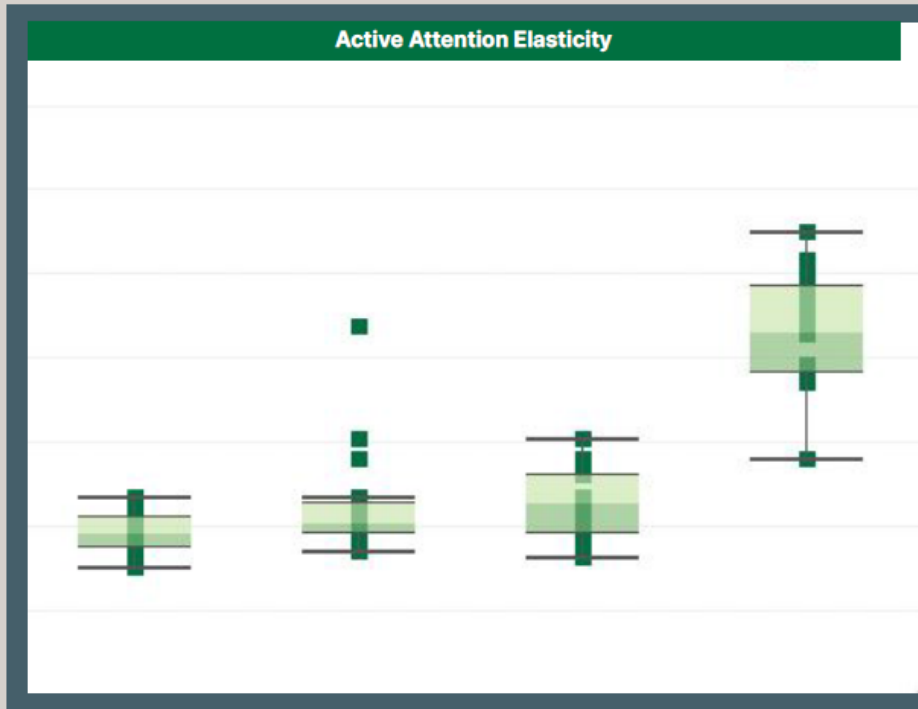
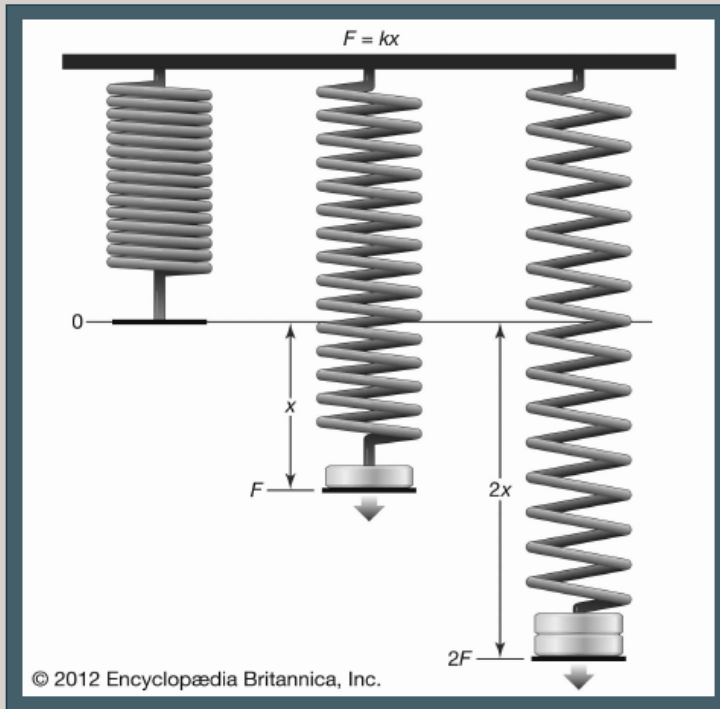
100%

**Each quartile
represents
25% of data**

What we already know - a generalisable fact

Attention sits between a range, this chart shows where the majority of the Active Attention data sits between, showing the spread of data between platforms.

Double Jeopardy effect: When active attention is low, the ability to work outside that norm is also low.



Platform	Elasticity +/- seconds	diff. seconds
A	6.4 - 1.9	4.5
B	3.9 - 1.6	2.2
C	2.8 - 1.5	1.3
D	2.1 - 1.4	0.7