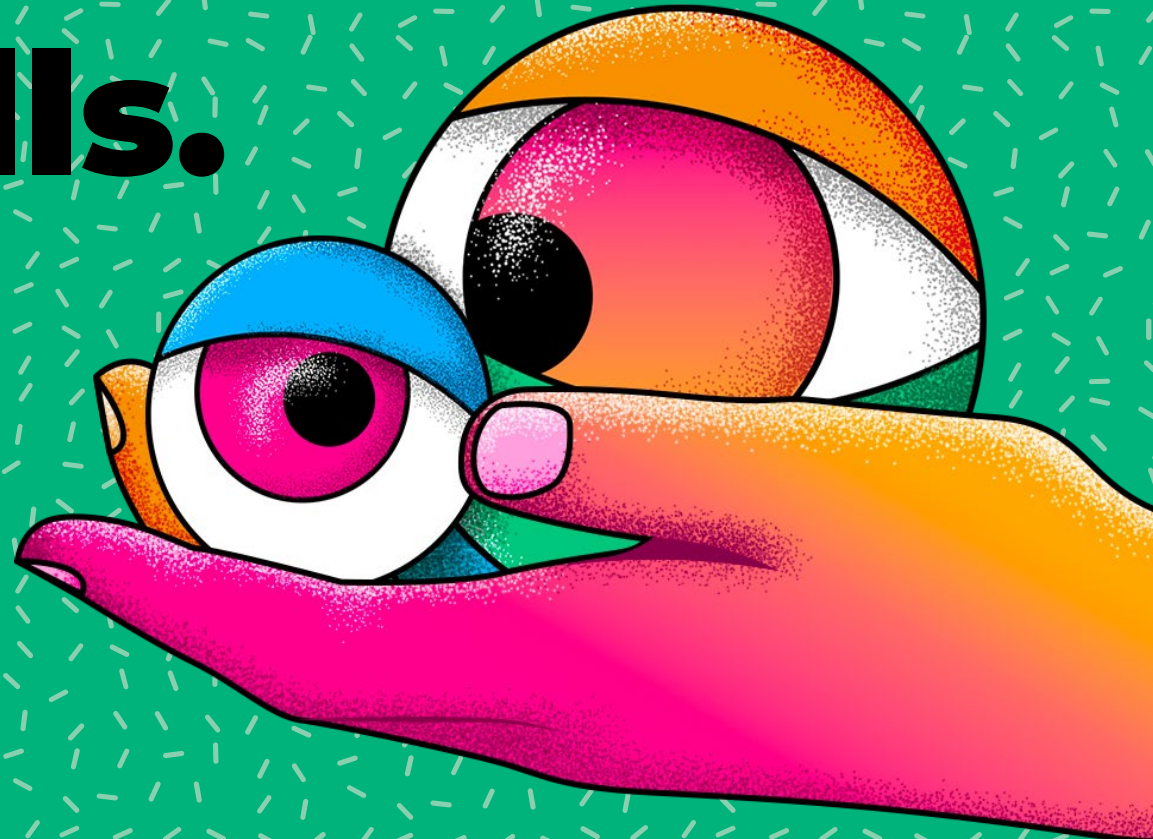




Grab your audience by the eyeballs.

**The attention habits of consumers
by platform, screen and demo.**



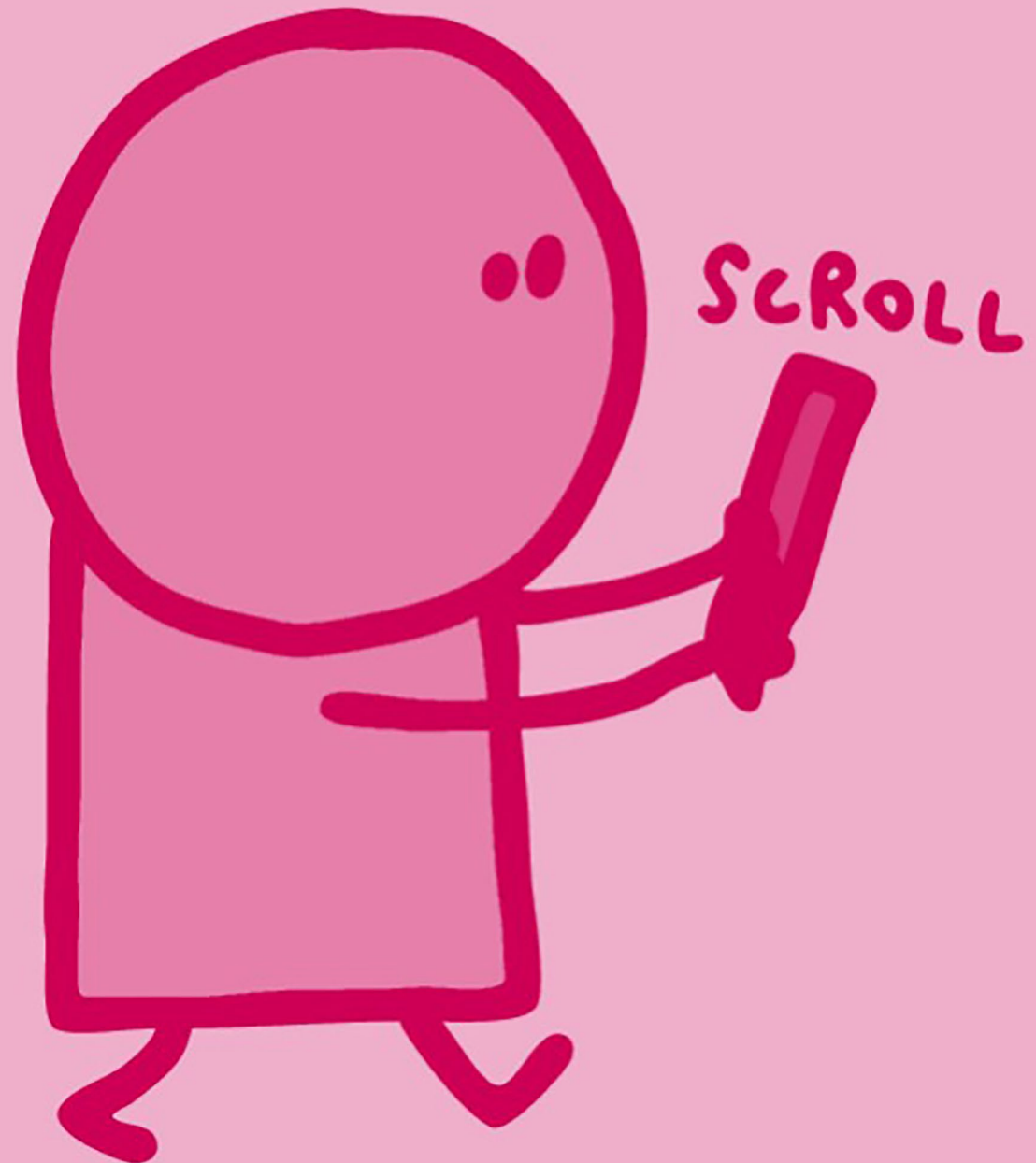
- **Ad attention** is a more important metric for assessing advertising effectiveness than **time spent** on platform.



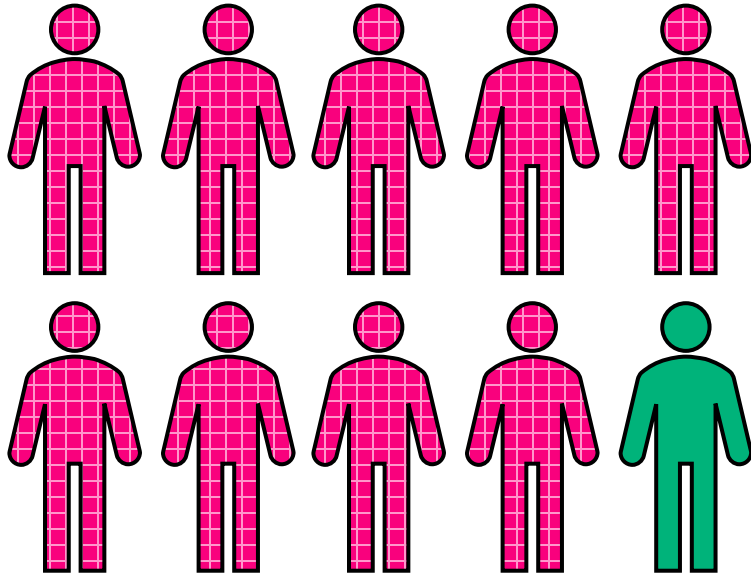
But a platform that's effective for one brand may not be effective for another. And a platform viewed on one screen may not generate the same level of attention as the same platform on another screen.

Attention, just like time spent, differs by demographic, and screen type.

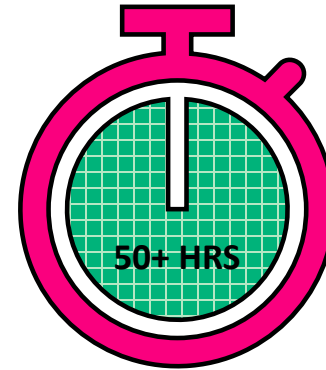
Paying attention to the attention habits of consumers will help drive your advertising dollars further.



■ There is no doubting the thirst for video content across screens.



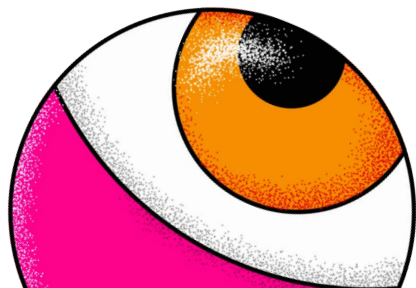
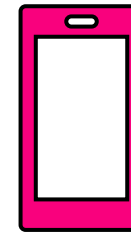
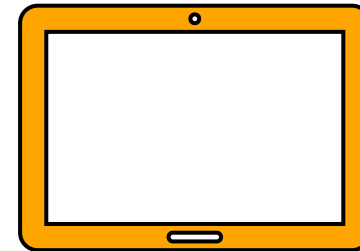
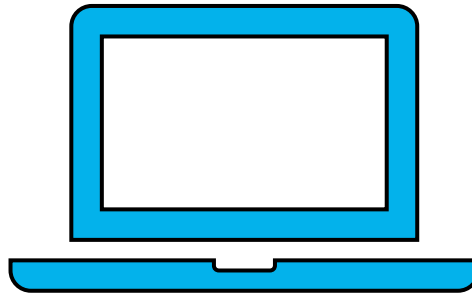
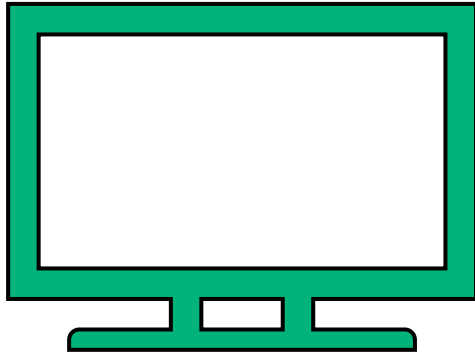
More than 9 in every 10
Australians stream video.



Irrespective of service, time
spent viewing video
exceeds 50 hours a month.

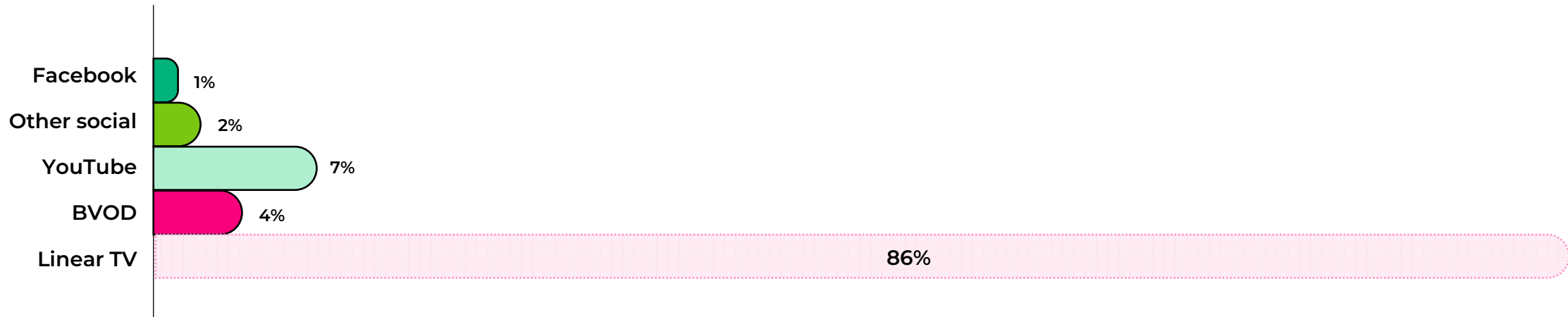
■ The Videoverse:

TV screen is central to video consumption, offering an increasing amount of ad-supported services.



■ Streamed content.

YouTube and BVOD dominate in-home consumption (time spent on platform).



Category examples

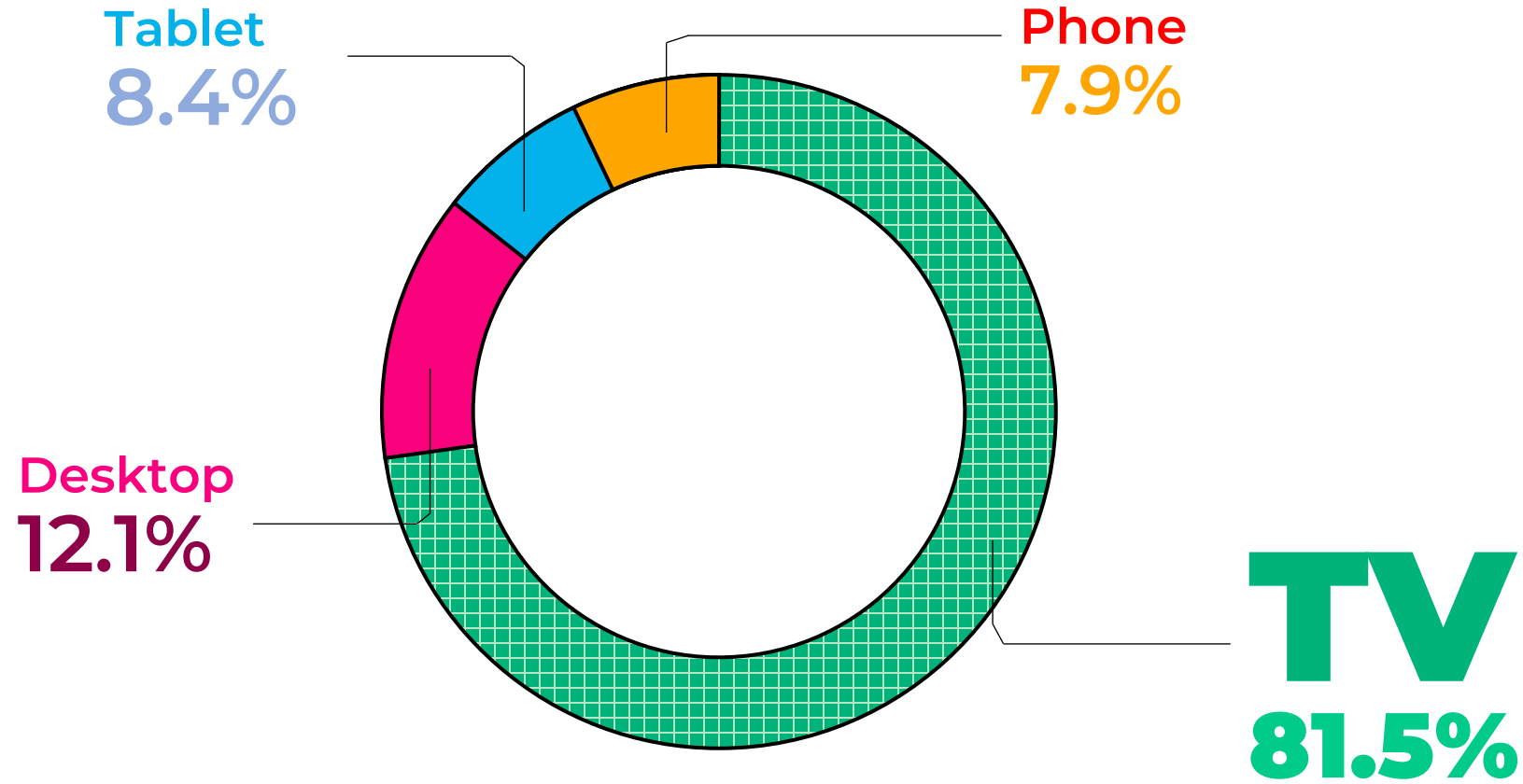
AVOD – Vimeo; TubiTV; BitTorrent Now; Dailymotion; PLEX

BVOD – ABC iView; 7plus; 9now; 10play; SBS On Demand; Foxtel Now

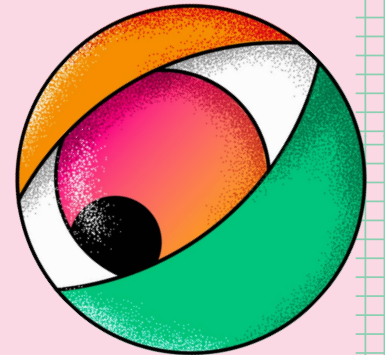
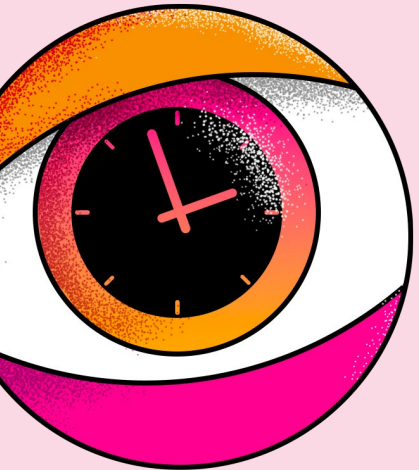
Social video – Facebook; YouTube; Instagram; TikTok; Snapchat; TwitchTV

■ Connected TV dominates BVOD consumption.

BVOD screen share of consumption.



But time spent with a service differs to attention paid to advertising.



How do these services and screens **compare?**

■ Lab phase.

350 respondents

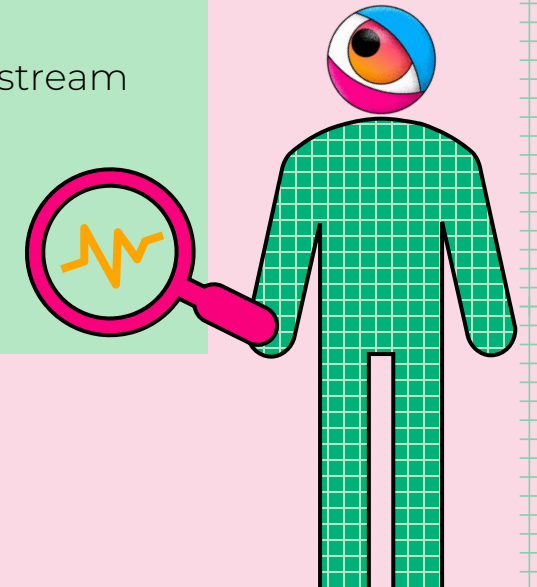
Measuring attention to media consumption activities using eye tracking, biometric and galvanic skin response.

Respondents allocated 1hr to freely engage with the platform.

BVOD, Facebook, YouTube, Digital News Mastheads, News-publisher websites (including general news and sector-specific such as sport, finance, lifestyle, entertainment).

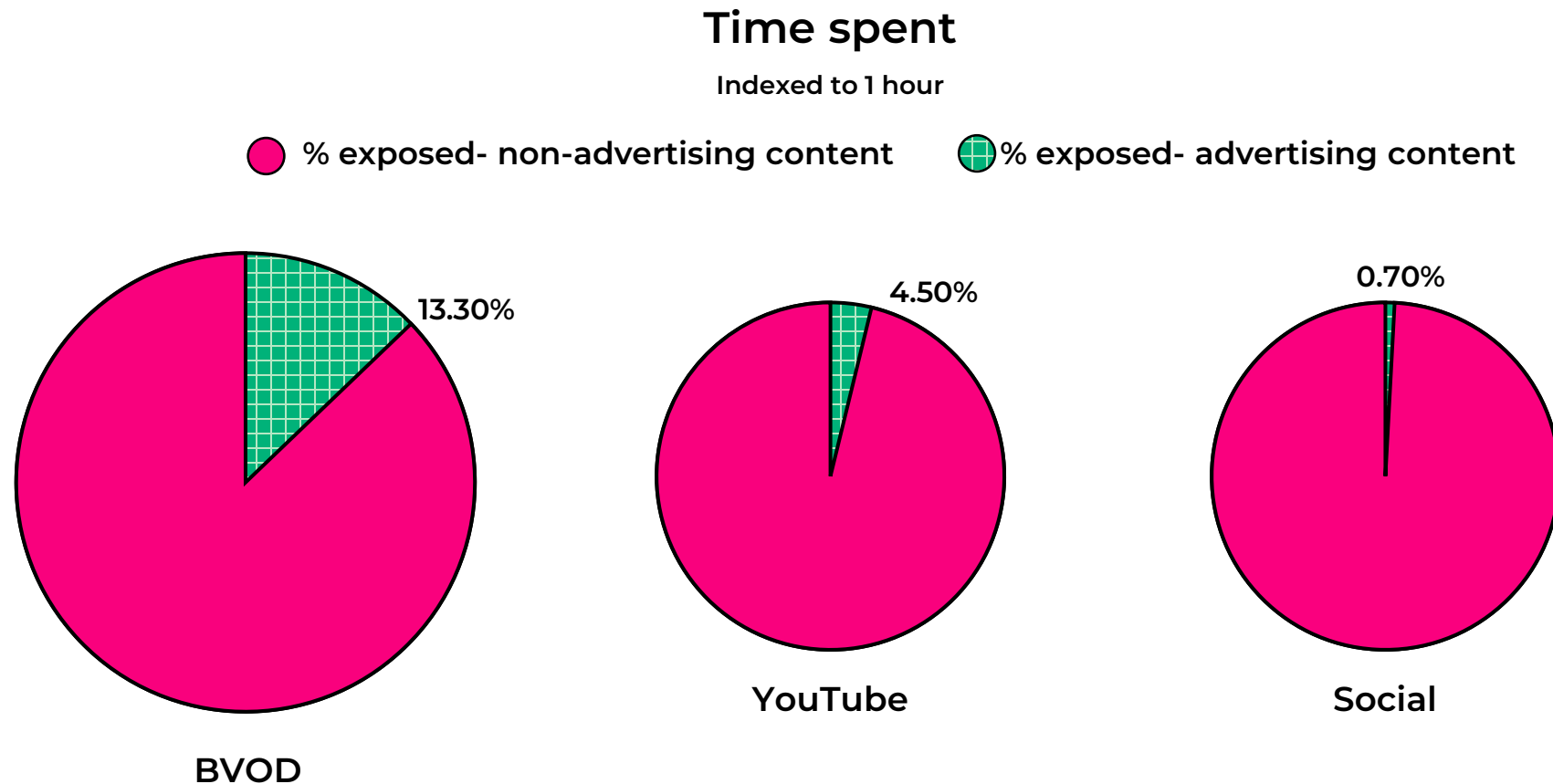
Inventory tested included:

- Facebook video/display/carousel within news feed for both PC and mobile; right-hand MEDREC display for PC; instant articles, stories, and in-stream video;
- YouTube Skippable and non-skippable in-stream video; mid-roll on longer format content
- BVOD Pre and mid-roll video
- News publisher digital video and display



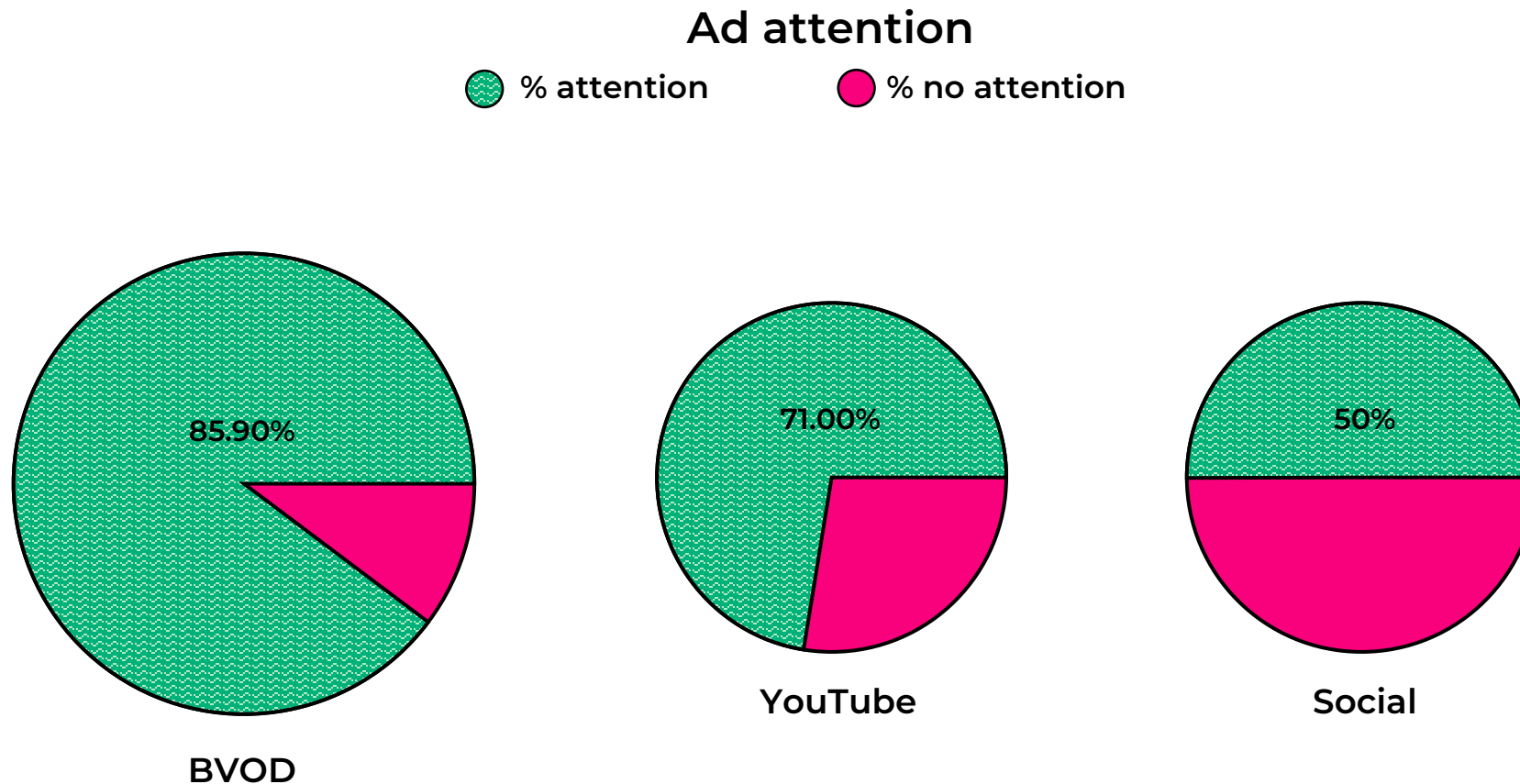
■ Time spent within an eco-system and its opportunity to see advertising.

The opportunity to see ads differs markedly by service.
Certain eco-systems create a greater volume of opportunity.



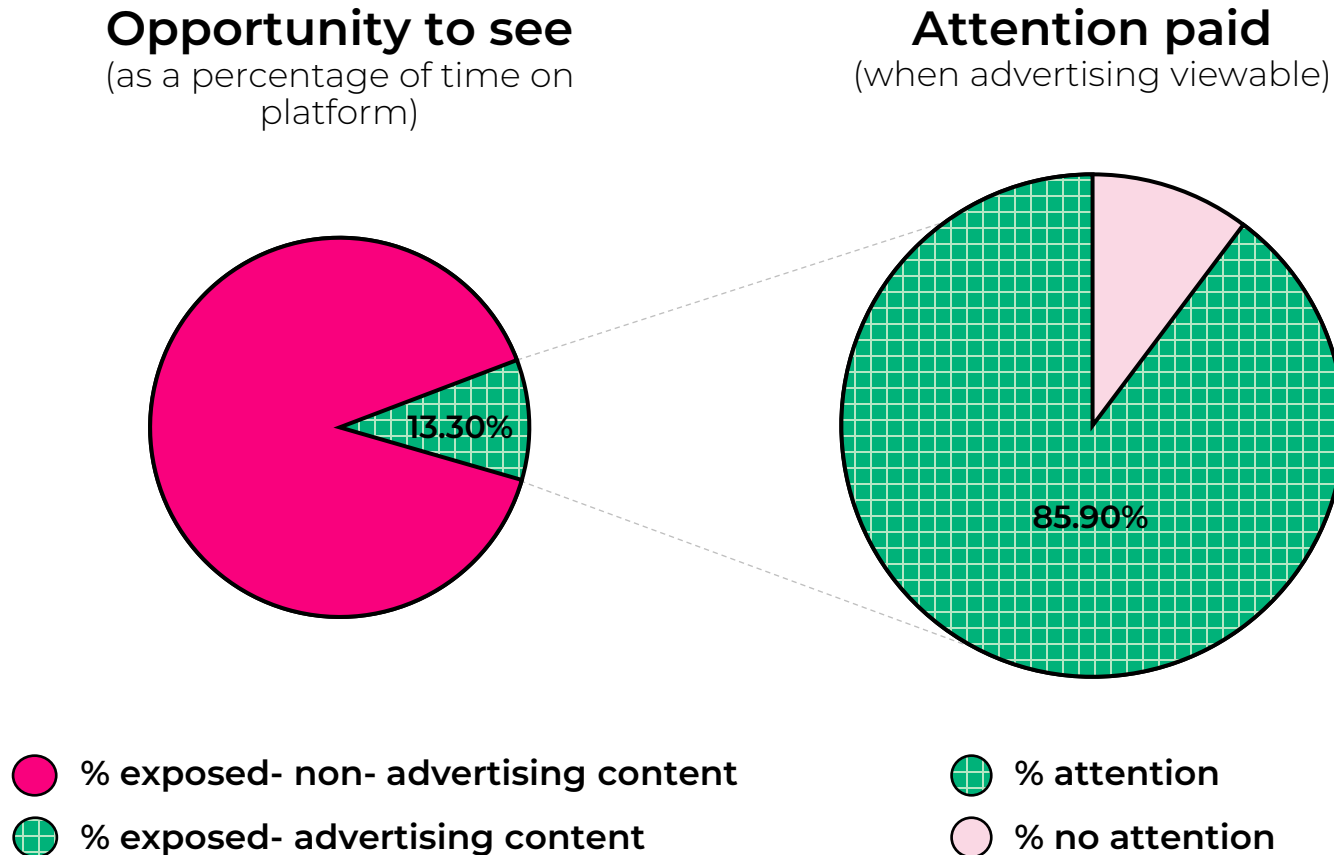
■ Eco-systems also vary in the attention their ad formats generate.

Inventory within a BVOD eco-system generates the highest average when ads are available to be viewed.



■ Opportunity to see + attention.

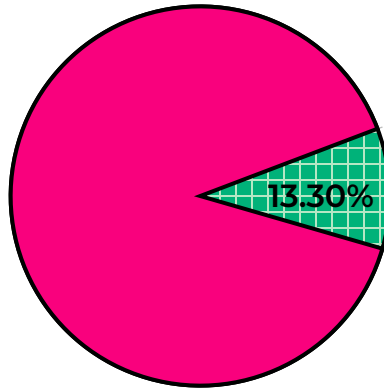
Attention overlaid against the eco-system's ad opportunity provides a comparable assessment of effectiveness.



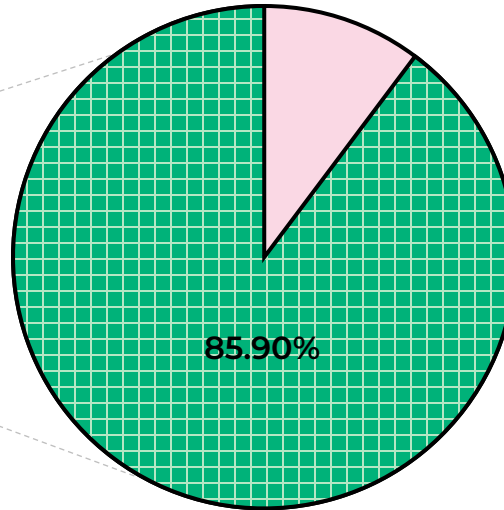
■ Opportunity to see + attention.

Attention overlaid against the eco-system's ad opportunity provides a comparable assessment of effectiveness.

Opportunity to see
(as a percentage of time on platform)



Attention paid
(when advertising viewable)



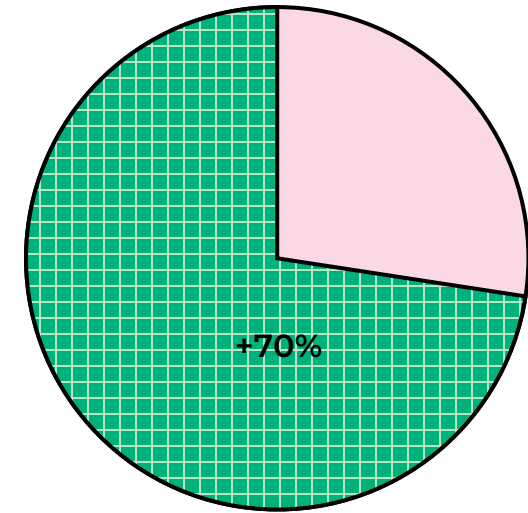
● % exposed- non- advertising content
● % exposed- advertising content

● % attention
● % no attention

11.4%

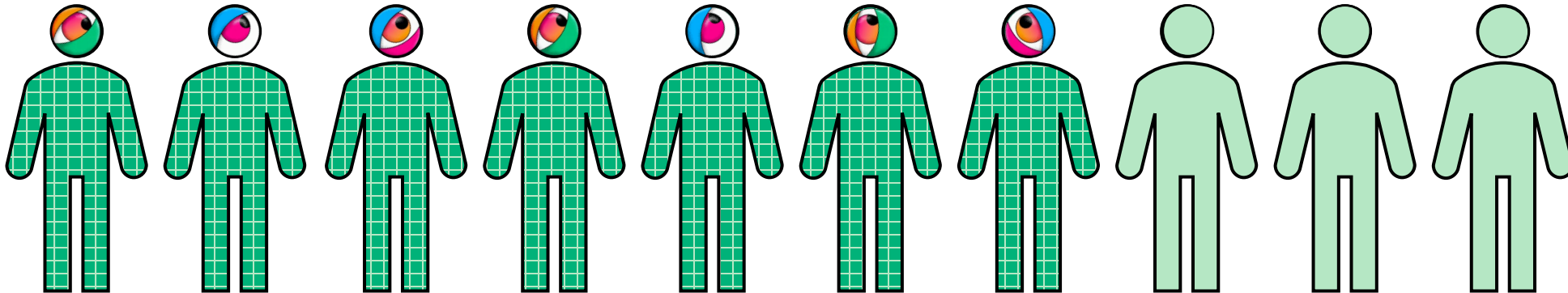
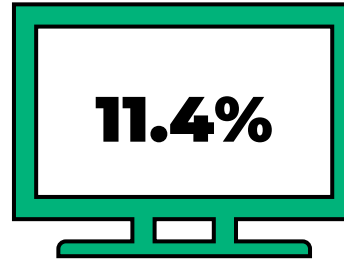


effective
attention



weekly
reach

■ **For every hour they view TV, 7 in 10 Australians will have around an 11% chance of paying attention to your advertising!**



Effective attention comparison

Facebook

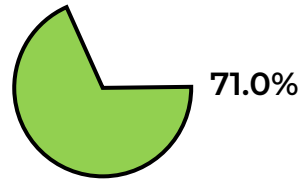
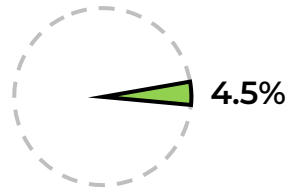
In-feed video fully viewed and exposed video in feed



16.6m

YouTube

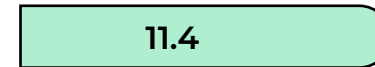
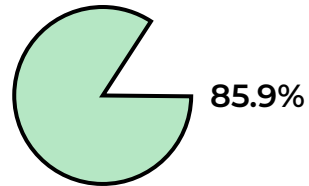
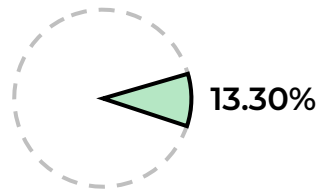
Unskippable pre-roll, skippable pre-roll and mid-roll in longer content



14.9m

BVOD

Pre-roll and mid-roll on roll-form content



17.5m

Viewing
opportunity

Attention

Effective
attention

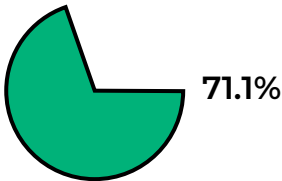
Reach

Facebook - Effective attention by screen

Mobile



0.8%

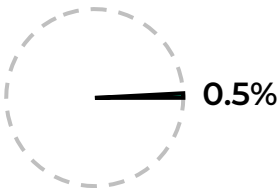


71.1%



0.57

Desktop



0.5%



28.2%



0.14

Connected TV

N/A

N/A

N/A

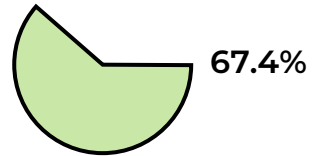
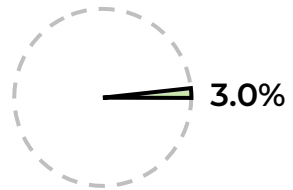
OTS

Attention

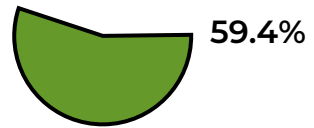
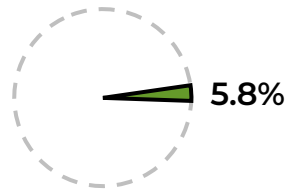
Effective
attention

YouTube - Effective attention by screen

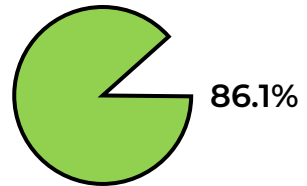
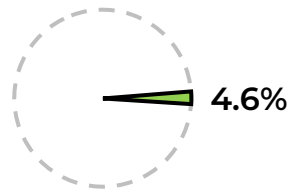
Mobile



Desktop



Connected TV



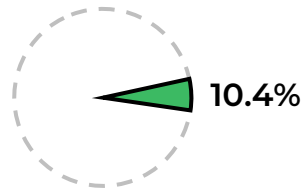
OTS

Attention

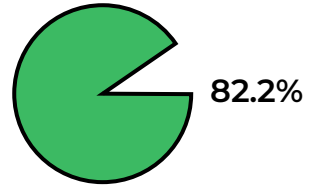
Effective
attention

BVOD - Effective attention by screen

Mobile



10.4%

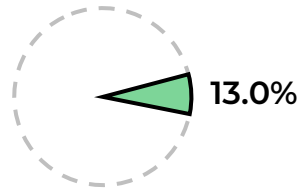


82.2%

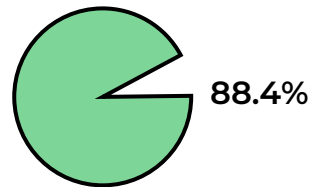


8.5

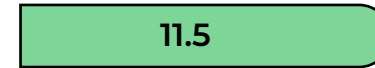
Desktop



13.0%

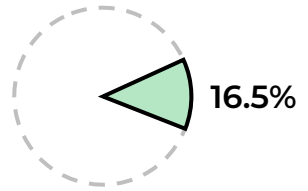


88.4%

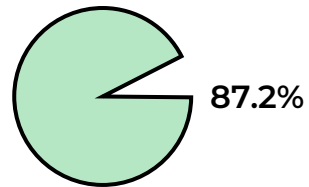


11.5

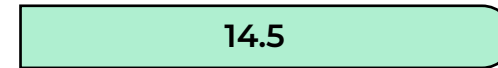
Connected TV



16.5%



87.2%



14.5

OTS

Attention

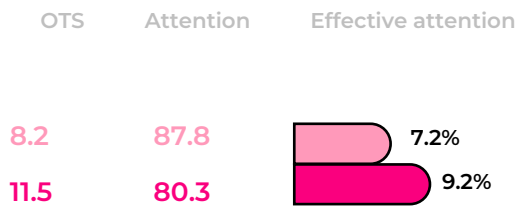
Effective
attention

Effective attention by age

BVOD

Mobile

- Over 40s
- Under 40s



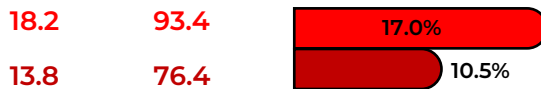
Desktop

- Over 40s
- Under 40s



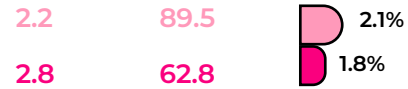
Connected TV

- Over 40s
- Under 40s



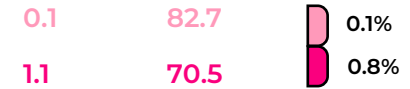
YouTube

OTS Attention Effective attention



Facebook

OTS Attention Effective attention



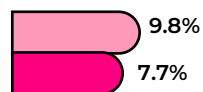
Effective attention by gender

BVOD

OTS Attention Effective attention

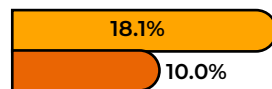
Mobile

- Male
- Female



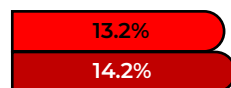
Desktop

- Male
- Female



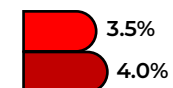
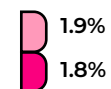
Connected TV

- Male
- Female



YouTube

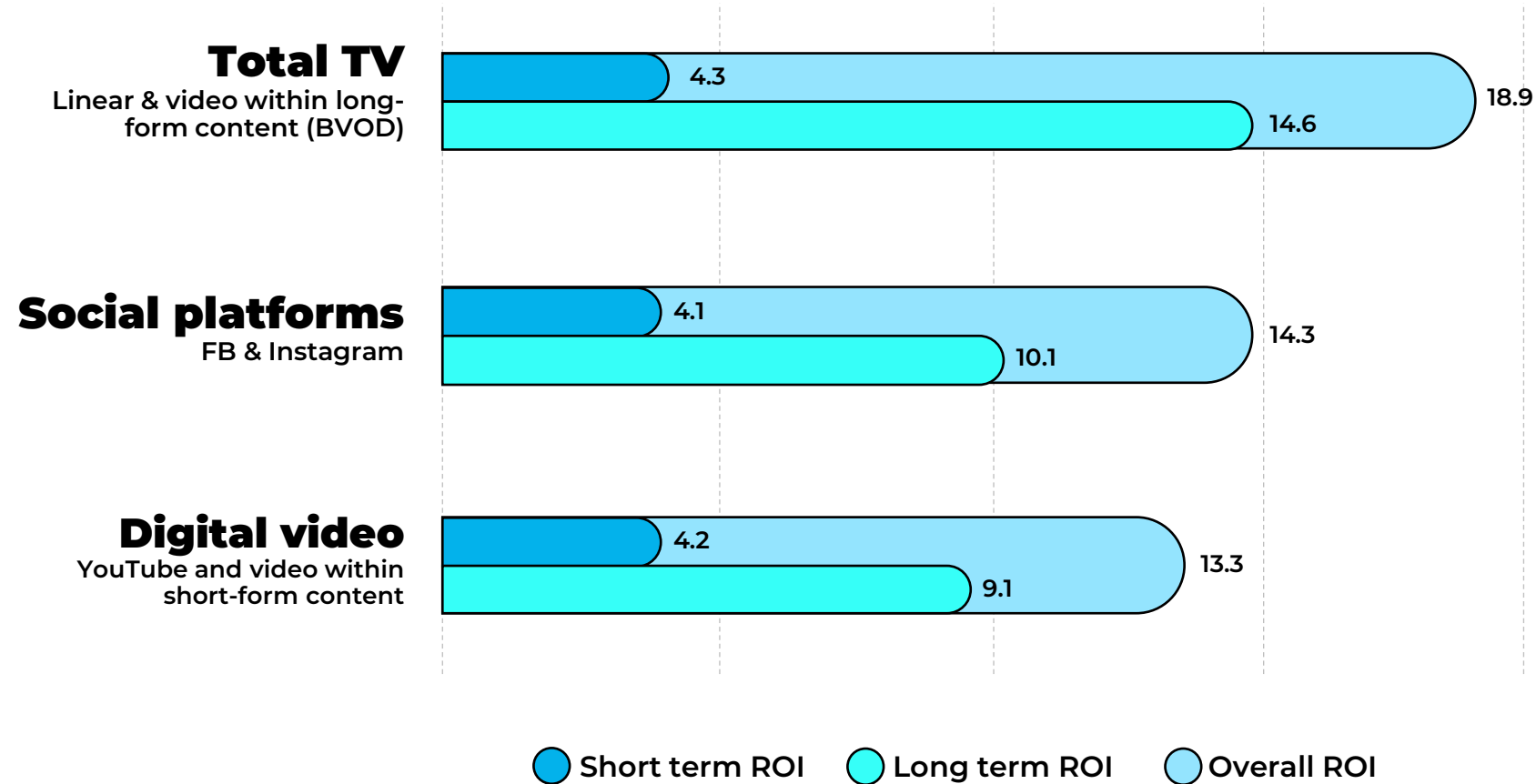
OTS Attention Effective attention



Facebook

OTS Attention Effective attention

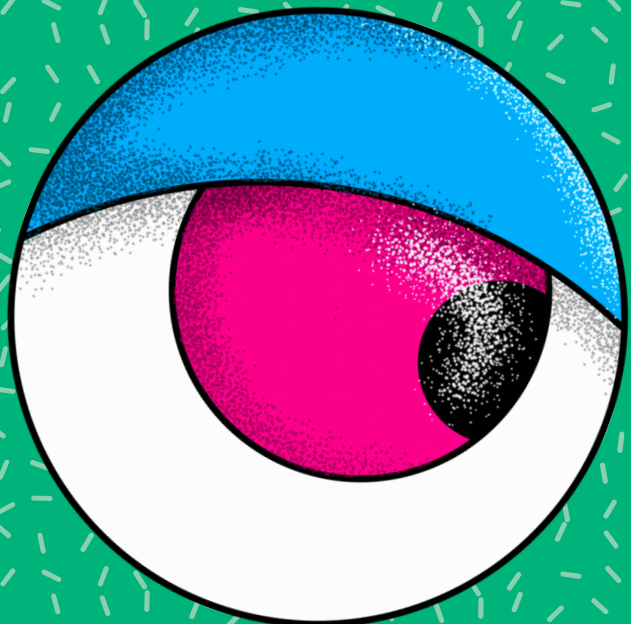
Return on investment aligns with results



Ad attention differs by platform, screen and demo.

Ensure your media choices have the best opportunity to generate business success.





think 

