# Amplified Intelligence

The opportunity to see an ad, is clearly important.

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

This started when we stopped measuring outward and started measuring inward.

Human measurement versus metadata.

Natural behaviour we are trying to capture
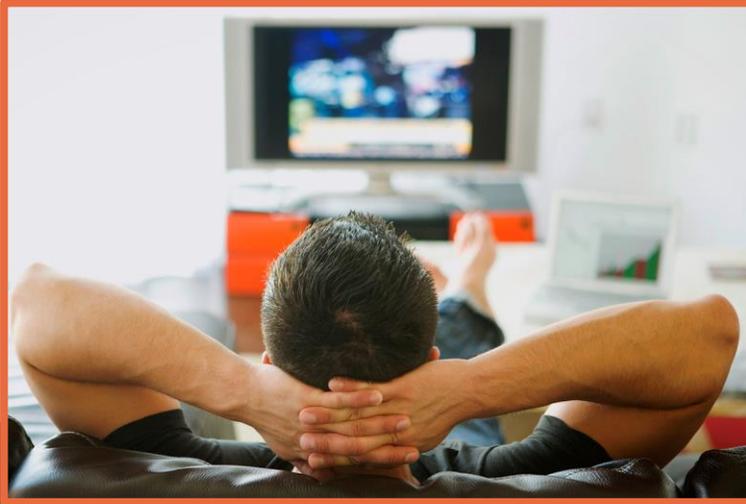
Active Attention

Looking directly at the ad

Passive Attention

Looking nearby the ad, but not on the ad
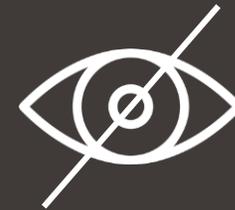
Non-Attention

Not near or looking at the ad

© Amplified Intelligence 2022

Definition Cheat Sheet - TV & Mobile

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

OBJECTIVES OF THE RESEARCH IN BELGIUM

- ✓ To measure cross-platform human gaze attention on YouTube, BVOD on mobile and Linear TV - a market first for Belgium.

- ✓ Active, Passive and Non-attention by:
  - Demographic and household make-up
  - Device variables
  - Platform
  - Formats
  - Time of day
  - Ad Unit
  - Position in break (TV only)

- ✓ Second by second analysis, number of faces detected.

- ✓ STAS analysis (YouTube & BVOD on Mobile only)

© Amplified Intelligence

Phase One:
BVOD + YouTube on Mobile

SAMPLE FRAME -
Phase One

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 Detected: 36 ads

Attention with gaze detection

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

How Intercepts Work

CLIENTS AD

Client supplies us
with AD
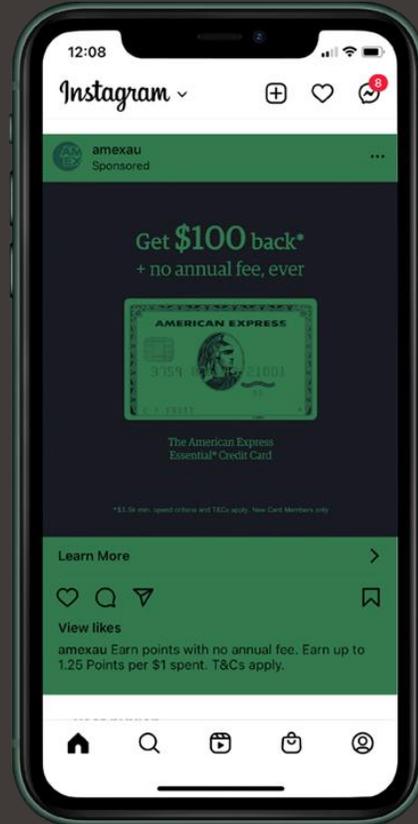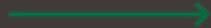
EXISTING AD

Existing AD is
detected and
intercepted
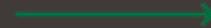
WHAT THEY SEE

Existing AD is
replaced with clients

© Amplified Intelligence

How does each platform perform, overall?
BVOD on Mobile is a consistent over performer.

Active Attention by Platform
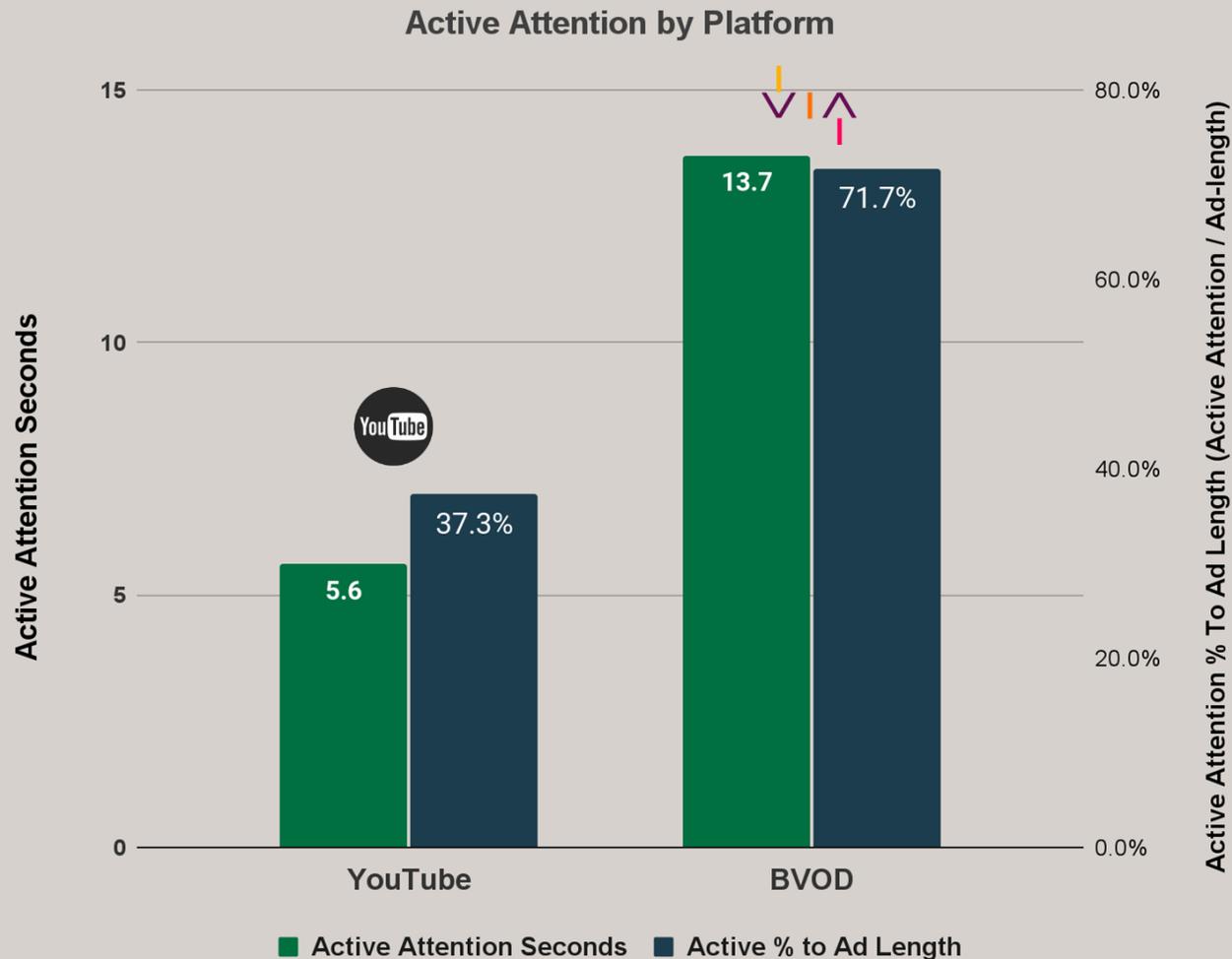
Takeaway:

TV outperforms YouTube in seconds by more than double.

- Active Attention Seconds
- Active % to Ad Length

© Amplified Intelligence

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%)

© Amplified Intelligence

Ad-length and Active Attention - Youtube & BVOD

■ BVOD   ■ YOUTUBE

% Active Attention to Ad Length

100.00%

81.70%
75.00%   65.20%   75.70%
                             52.20%   72.00%

50.00%   24.30%   65.40%

25.00%   17.40%

0.00%
         10   15   20   30
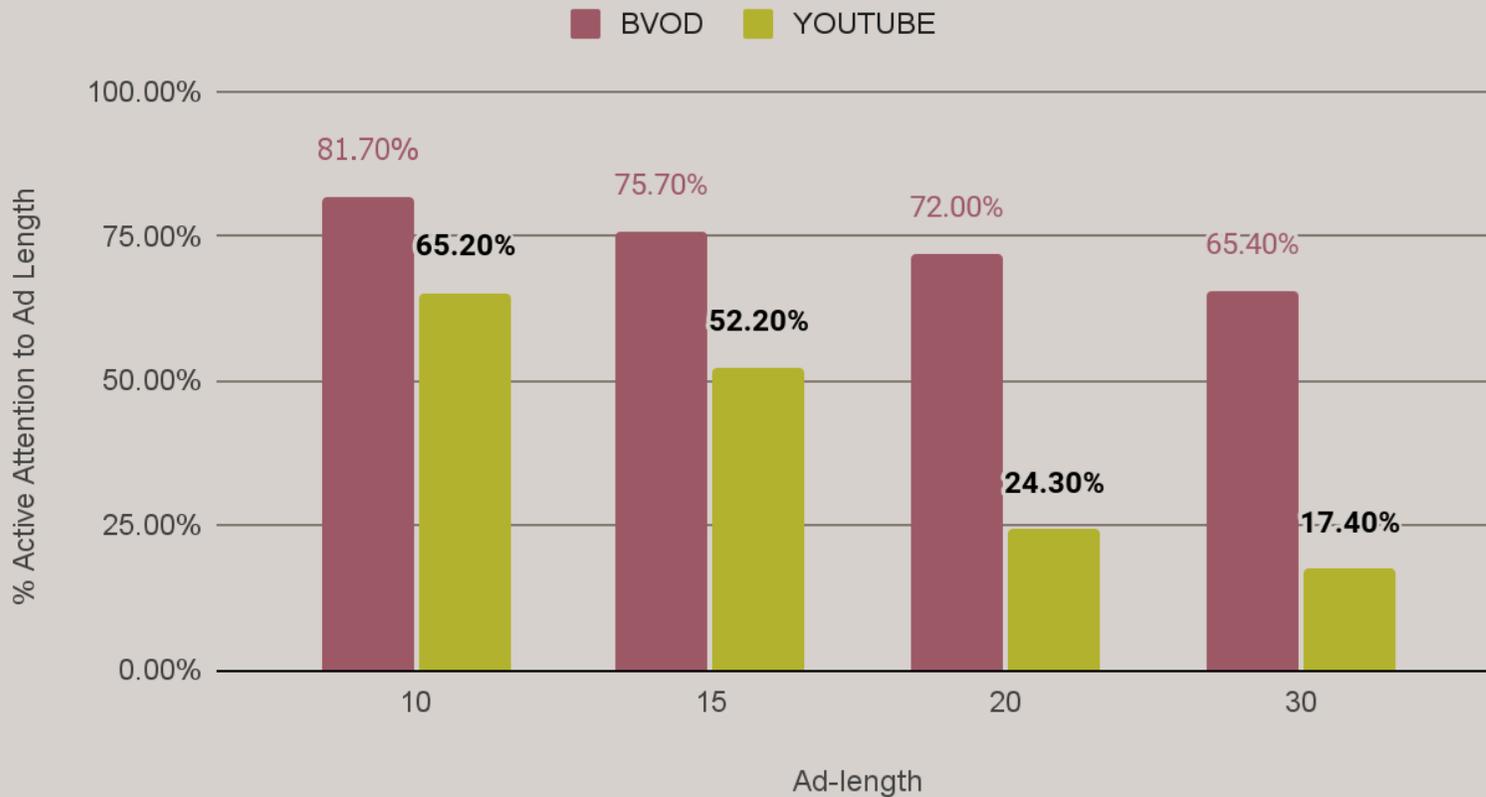
Ad-length

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

© Amplified Intelligence

Source: Via Belgium – BVOD on mobile & YouTube Mobile, all ad lengths included n=4,061 (intercepts only)

What's expected

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

Ad length by Platform & Attention Type

Active Attention Seconds (y-axis): 0.0, 5.0, 10.0, 15.0, 20.0, 25.0
Ad-length (x-axis): 10, 15, 20, 25, 30

BVOD on mobile data points: 8.2, 10.6, 11.7, 14.4, 16.9, 19.6, 23.8
YouTube data points: 6.5, 7.8, 5.9, 4.9, 5.2

Legend:
● BVOD on mobile Active to Ad-Length   ● YouTube Active Attention Seconds
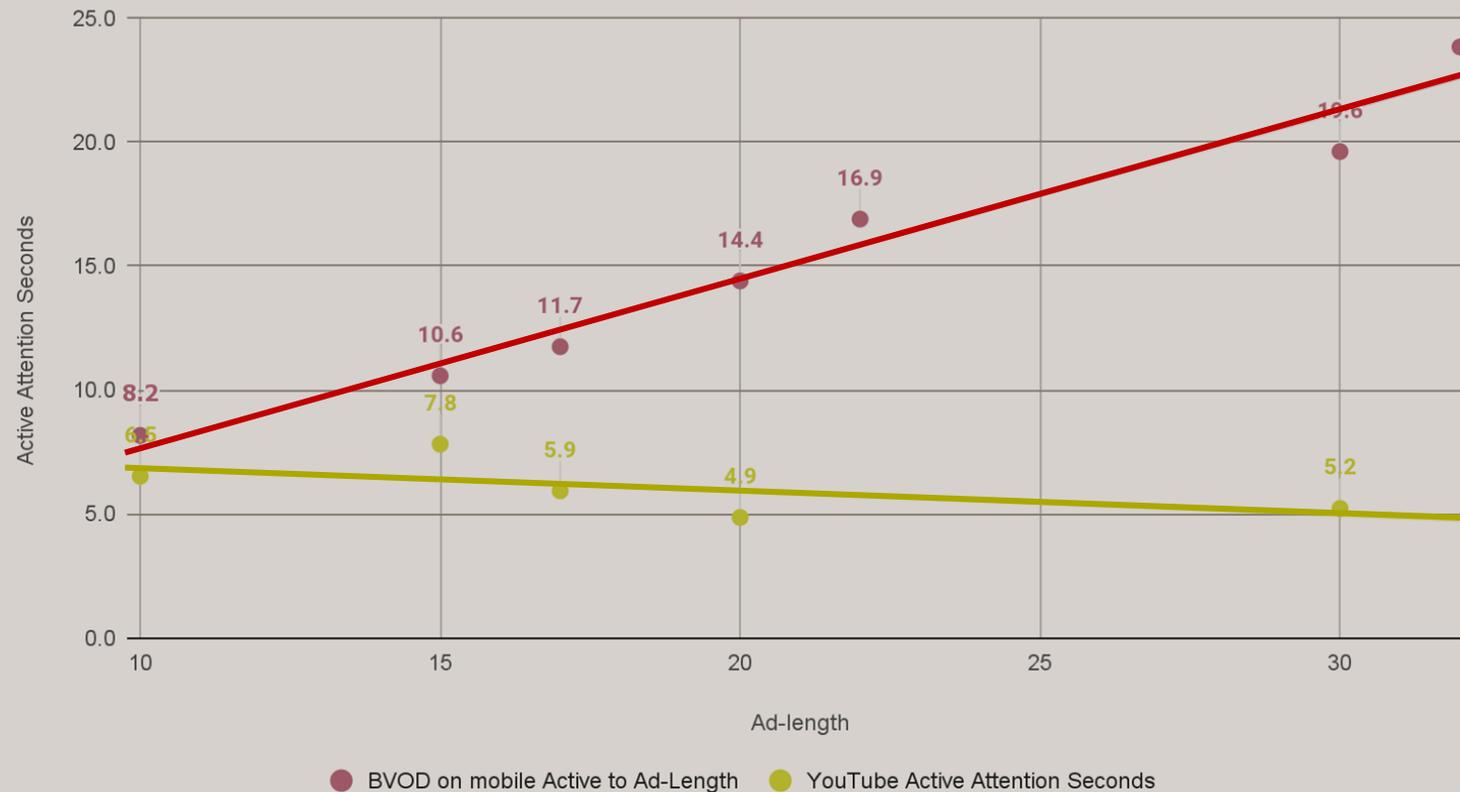
Takeaway:

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

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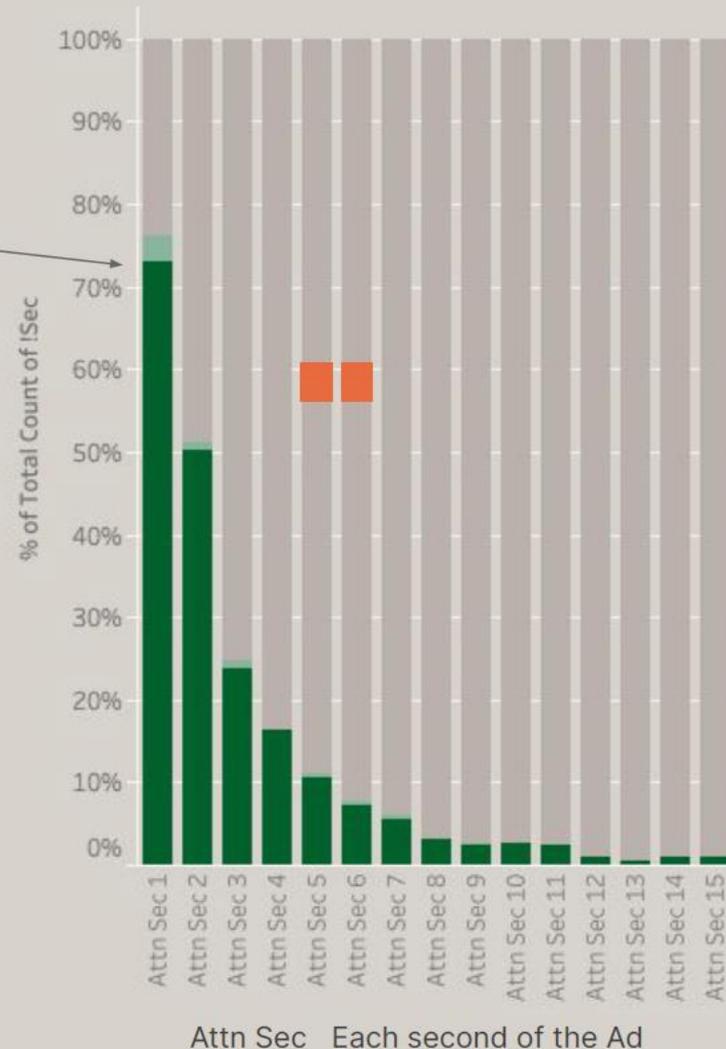
Conversely, Attn Sec 15 is 1% Active, which means 1% of the viewers are watching the ad directly at that second.

% of Total Count of ISec

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Attn Sec 1, Attn Sec 2, Attn Sec 3, Attn Sec 4, Attn Sec 5, Attn Sec 6, Attn Sec 7, Attn Sec 8, Attn Sec 9, Attn Sec 10, Attn Sec 11, Attn Sec 12, Attn Sec 13, Attn Sec 14, Attn Sec 15

Attn Sec   Each second of the Ad

■ Active ■ Passive ■ Inactive ▬ Branded Moment

© Amplified Intelligence 2022

Source: Internal Amplified intelligence data - social formats

What BVOD on mobile **excels** at

Legend:
- Non %
- Passive %
- Active %

63%

65%
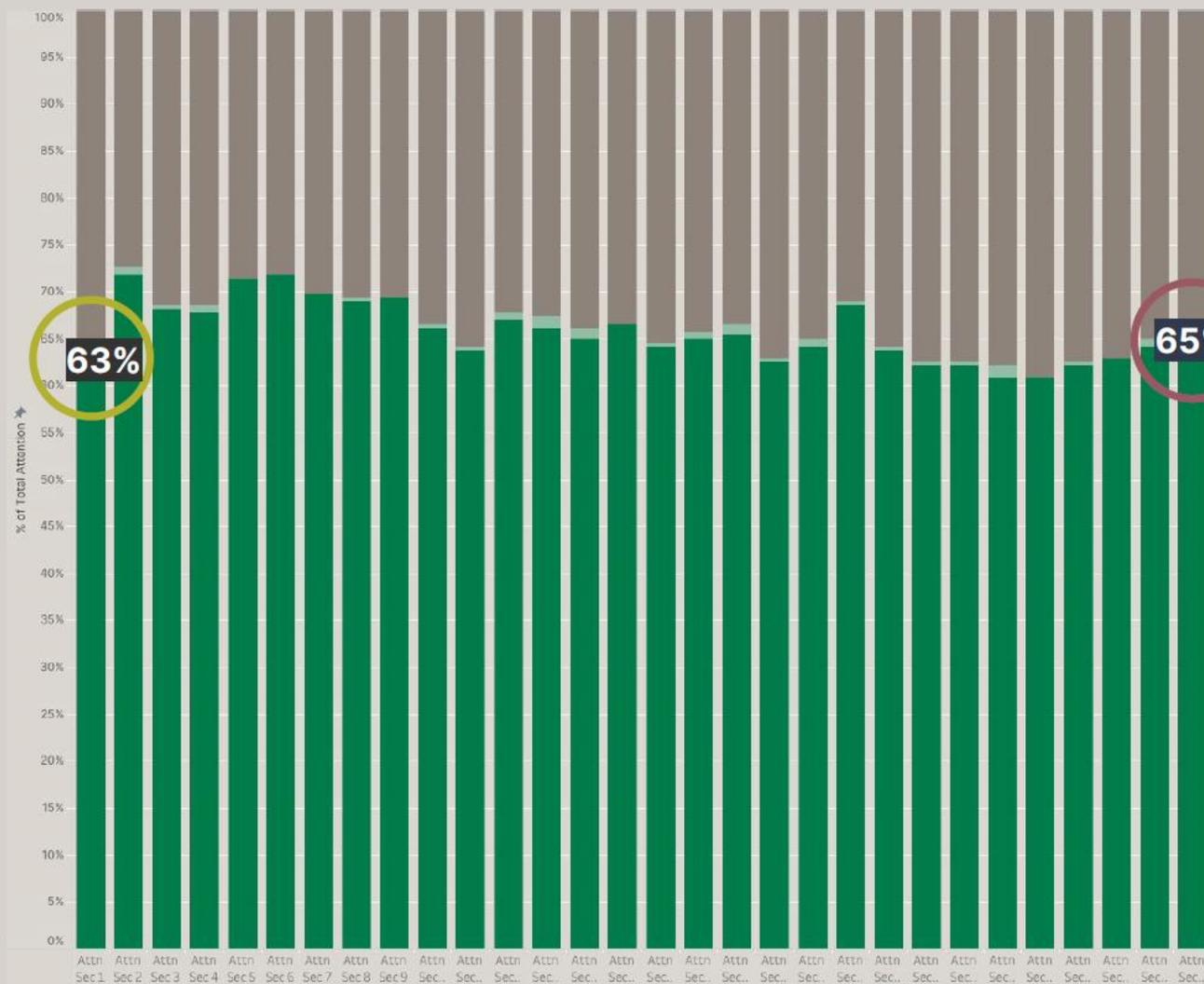
For BVOD on mobile the proportion of people watching the first second, is the almost the same as the last second.

1st second:
63% of the sample watching actively

30th second:
65% of the sample watching actively

Source: VIA BVOD on mobile

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

Programming vs Ad Attention

Legend:
- Programming
- Advertising

Y-axis: % Active Attention (10.00%, 30.00%, 50.00%, 70.00%, 90.00%)
X-axis: Time-length (5, 10, 15, 20, 25, 30)

© Amplified Intelligence 2022
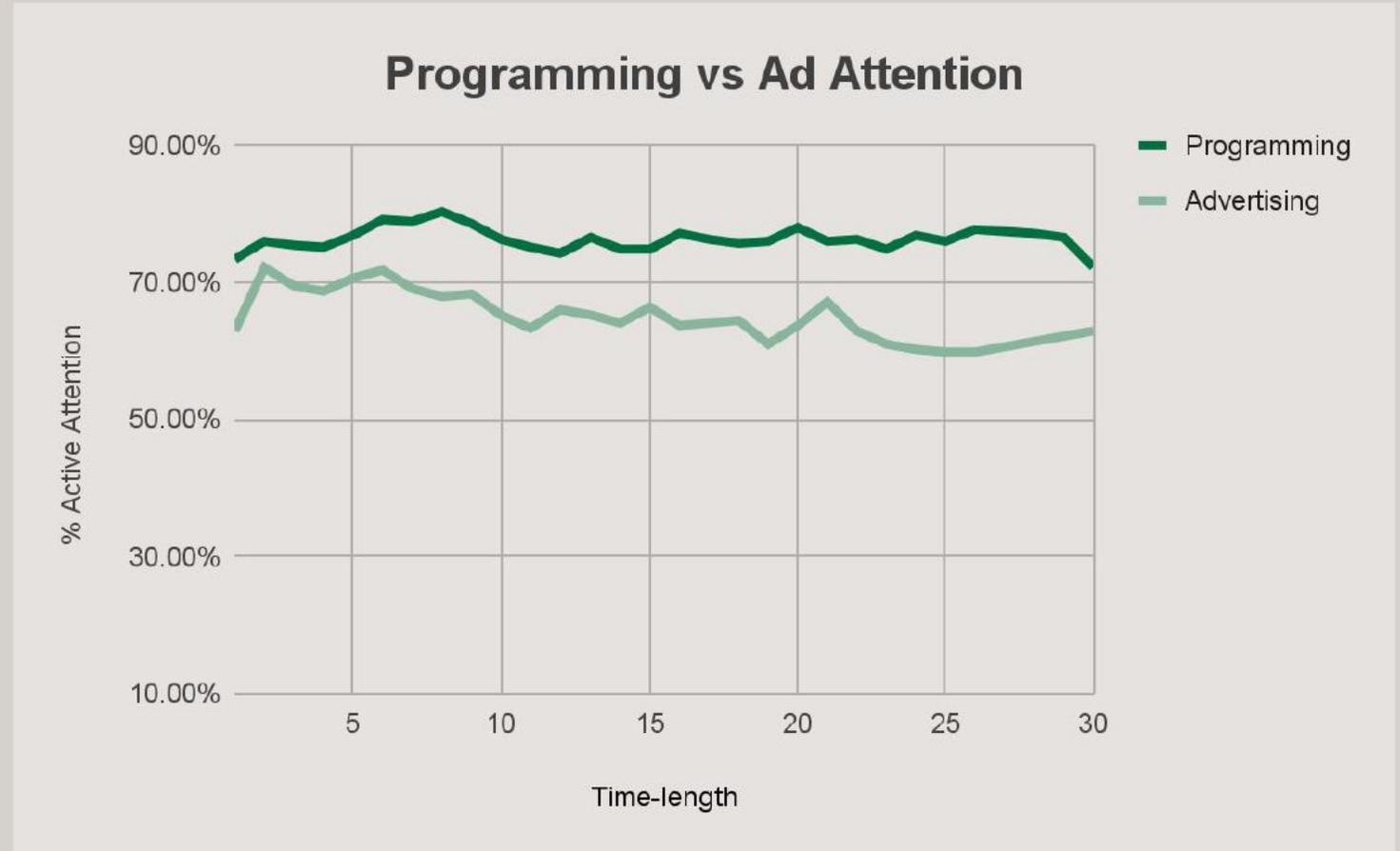
YouTube - Attention mediated by the skip button

Legend:
- Non %
- Passive %
- Active %

Y-axis: % of Total Attention (0% to 100%)

X-axis labels: Attn Sec 1, Attn Sec 2, Attn Sec 3, Attn Sec 4, Attn Sec 5, Attn Sec 6, Attn Sec 7, Attn Sec 8, Attn Sec 9, Attn Sec 10, Attn Sec 11, Attn Sec 12, Attn Sec 13, Attn Sec 14, Attn Sec 15, Attn Sec 16, Attn Sec 17, Attn Sec 18, Attn Sec 19, Attn Sec 20, Attn Sec 21, Attn Sec 22, Attn Sec 23, Attn Sec 24, Attn Sec 25, Attn Sec 26, Attn Sec 27, Attn Sec 28, Attn Sec 29, Attn Sec 30

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

Skip rate on YouTube the same regardless of Ad-length

Skip rate on YouTube by Ad-length

Active Attention Seconds

20: 4.9 — 71.27%
30: 5.2 — 70.87%

Ad length

Skip-Rate

Active Attention   **Skip rate**

© Amplified Intelligence 2022

Source: Via Belgium - YouTube Mobile, n=1,216
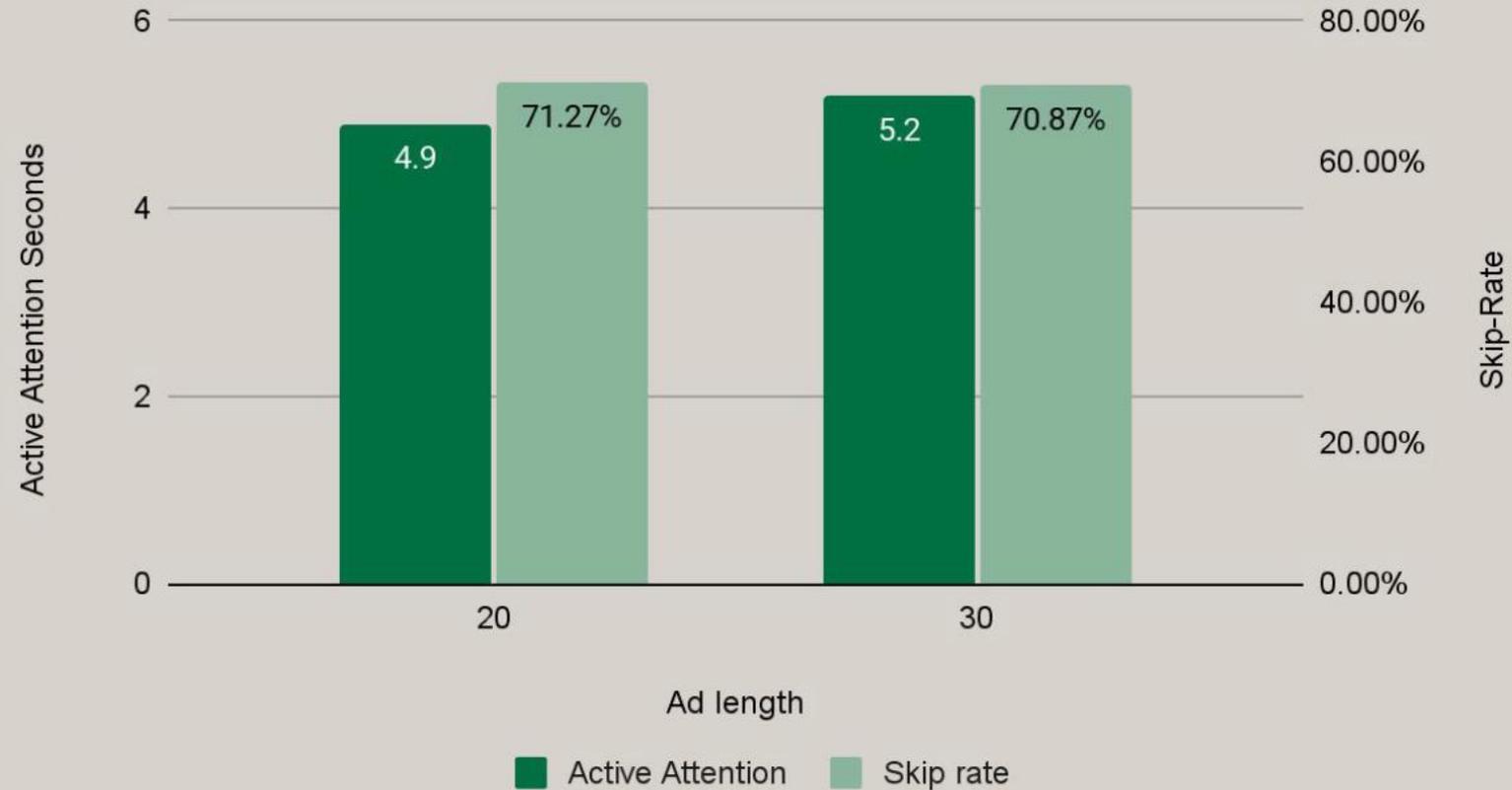
YouTube

15 Second Ads (non-skip)

Active Attention: 7.8s
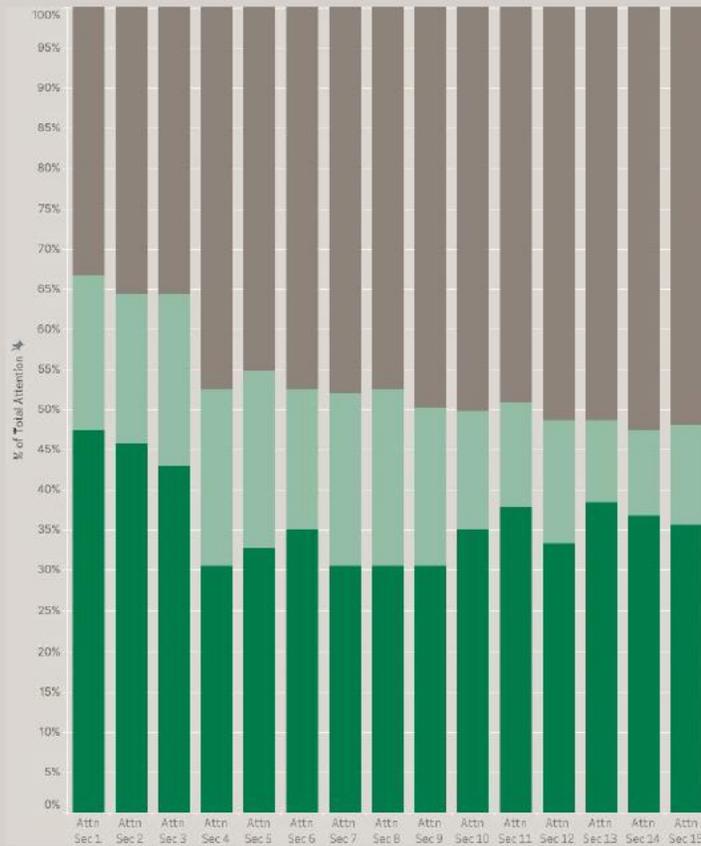
BVOD on mobile

15 Second Ads

Active Attention: 11.2s

■ Active ■ Passive ■ Inactive
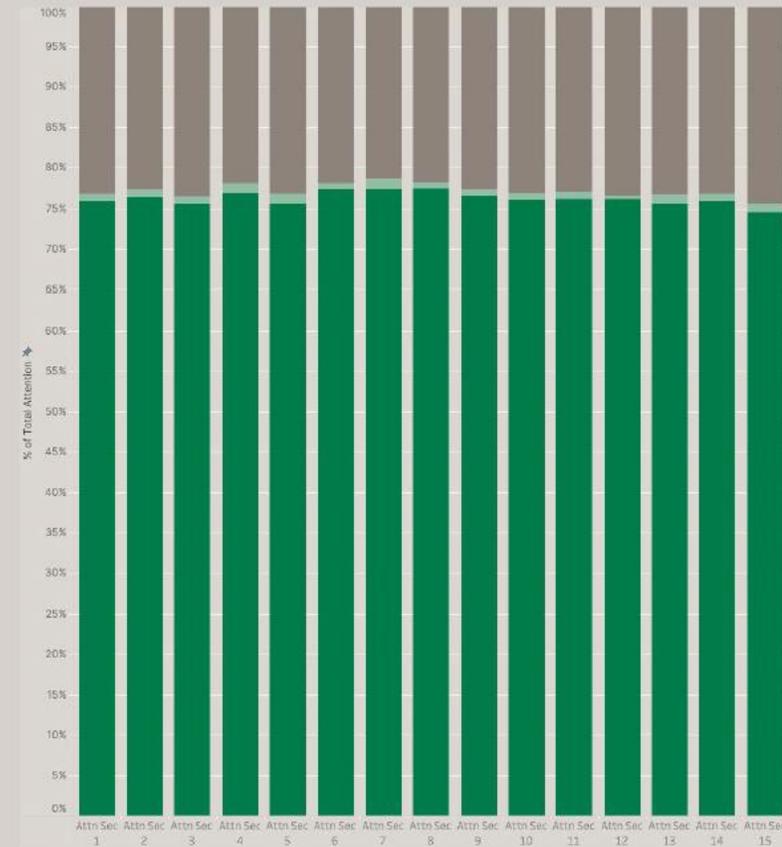
© Amplified Intelligence 2022

Source:

YouTube on mobile

BVOD on mobile

Skipped 20"
(71.3% of views)

Not skipped 20"
(28.7% of views)
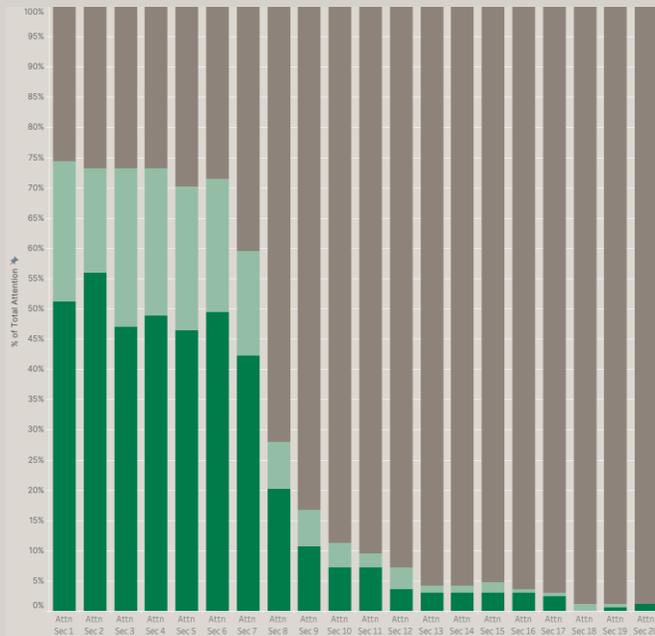
20 second ad

Active Attention: 4.7s
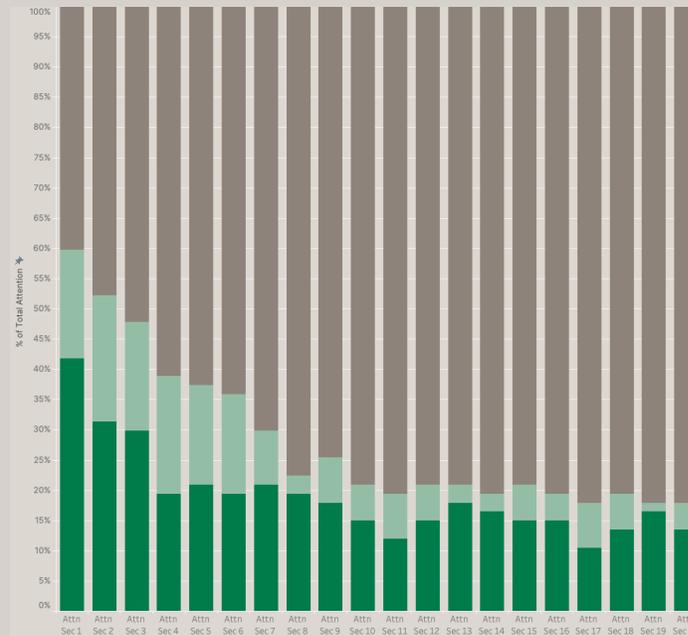
Active Attention: 5.5s

Active Attention: 14.4s

■ Active ■ Passive ■ Inactive

© Amplified Intelligence

Source:
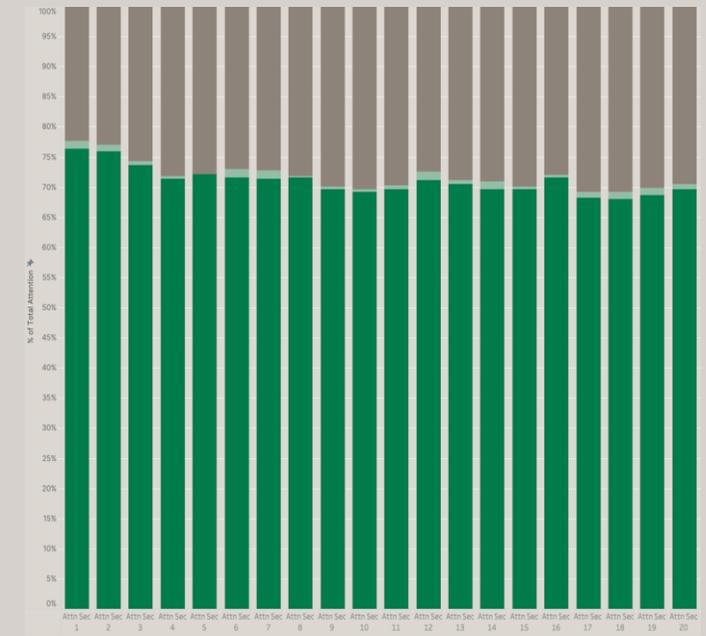
YouTube on mobile

BVOD on mobile

Skipped 30"
(70.9% of views)

Not skipped 30"
(29.1% of views)
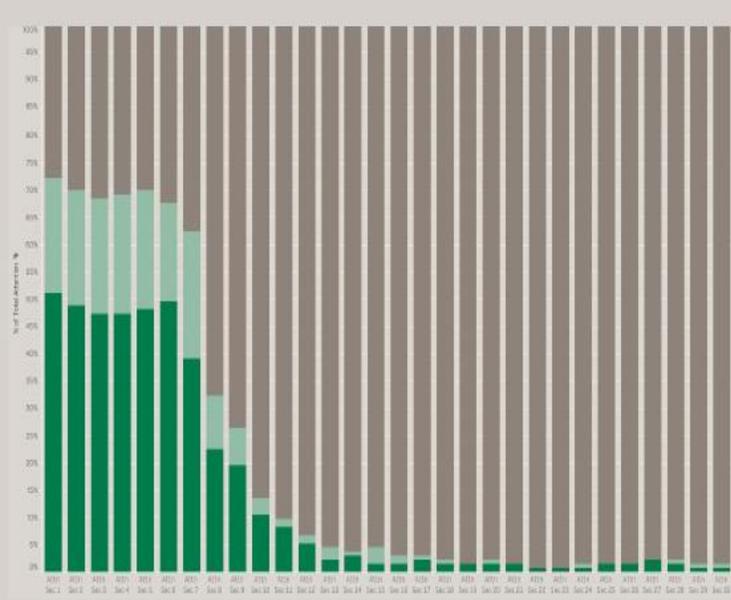
30 second ad

Active Attention: 5.1s
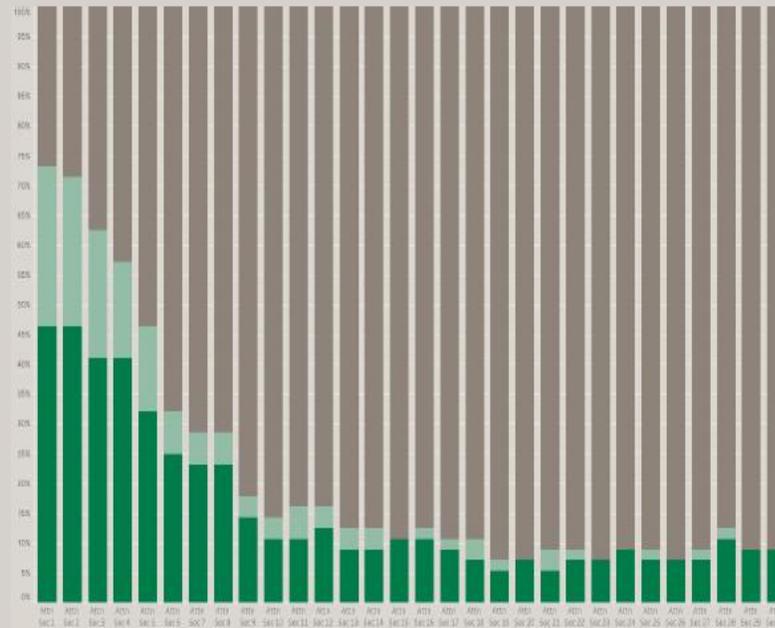
Active Attention: 5.6s

Active Attention: 19.1s

■ Active ■ Passive ■ Inactive

© Amplified Intelligence 2022

Source:
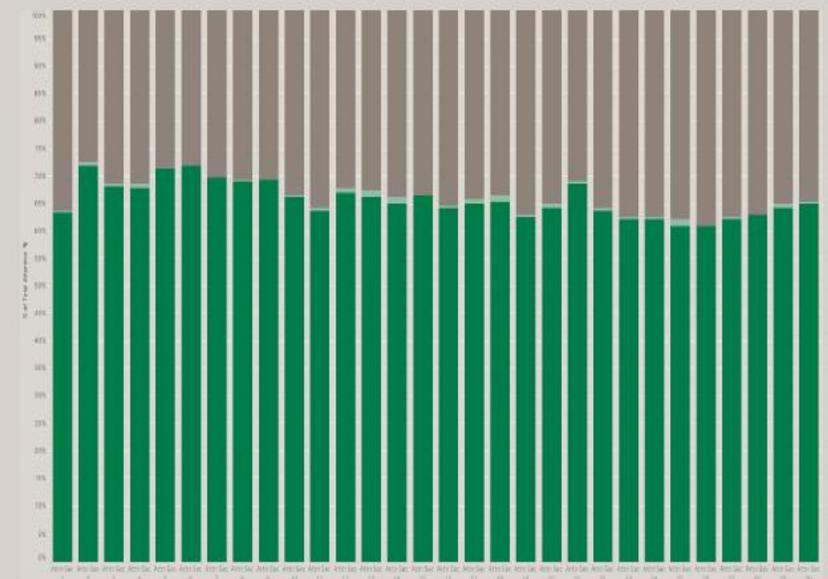
Interesting facts about Age

An increase in age, <mark>does change eyes-on-screen attention</mark>

Active Attention to Ad-Length by Age Group
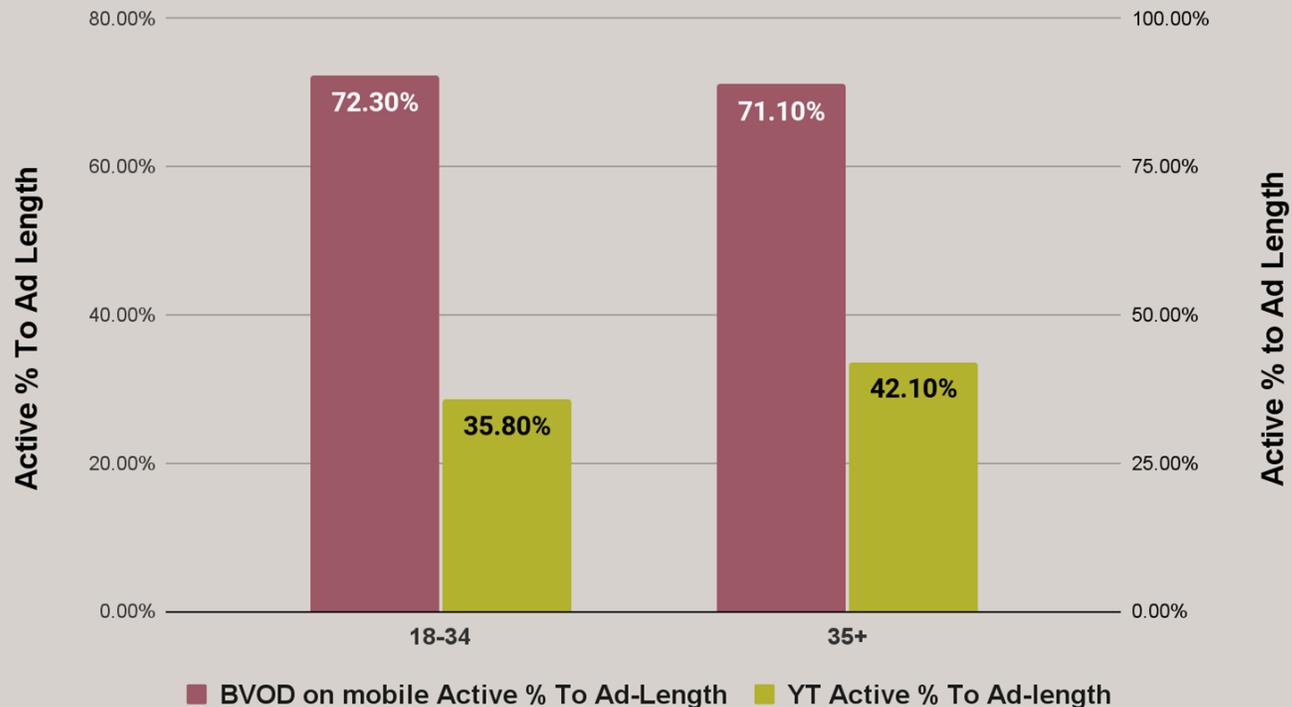
Attention by age group is more similar on a mobile device, than on a TV screen.

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

While the youth on BVOD on Mobile is much the same attention as the 35+

Source: Via Belgium - BVOD on mobile & YouTube Mobile, all ad lengths included n=4,061 (intercepts only)

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

Active Attention % by Test Brand

Active Attention % To Ad Length

	Brand A	Brand B	Brand C	Brand D	Brand E
BVOD Mobile	81.90%	74.10%	72.40%	67.80%	63.80%
YouTube	65.20%	52.10%	22.55%	31.30%	17.40%

Legend: ■ BVOD Mobile ■ YouTube

© Amplified Intelligence 2022
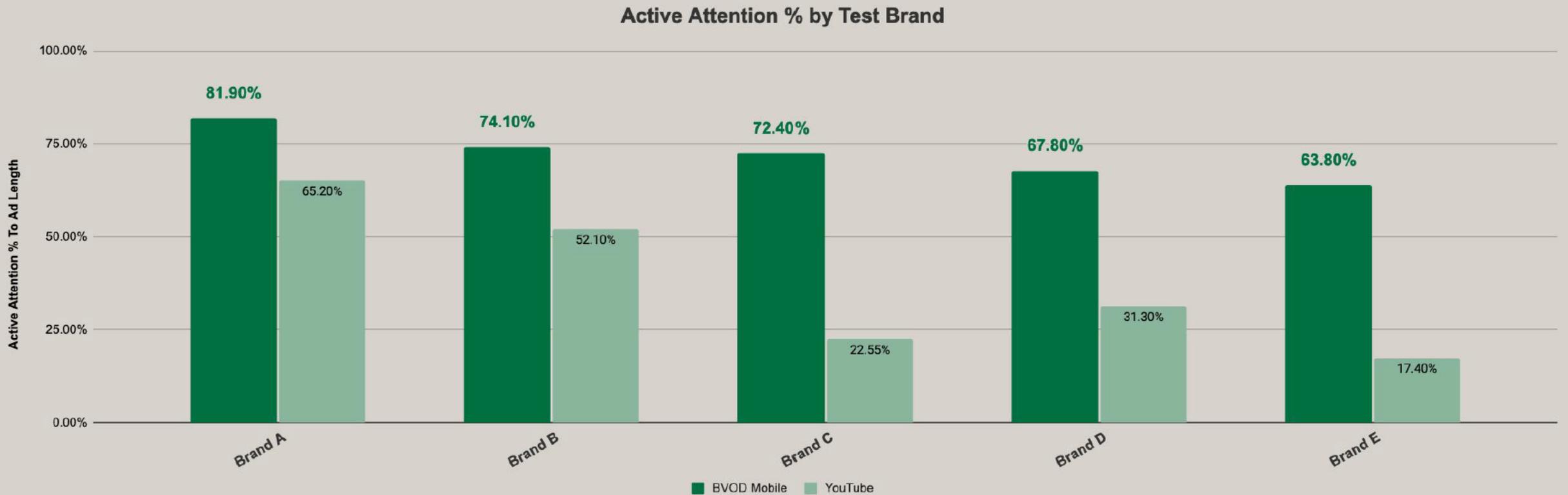
But attention to the ad is not the only important thing

Outcomes by Brand
Outcomes are not guaranteed, attention 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
Average	125	112

STAS by Platform
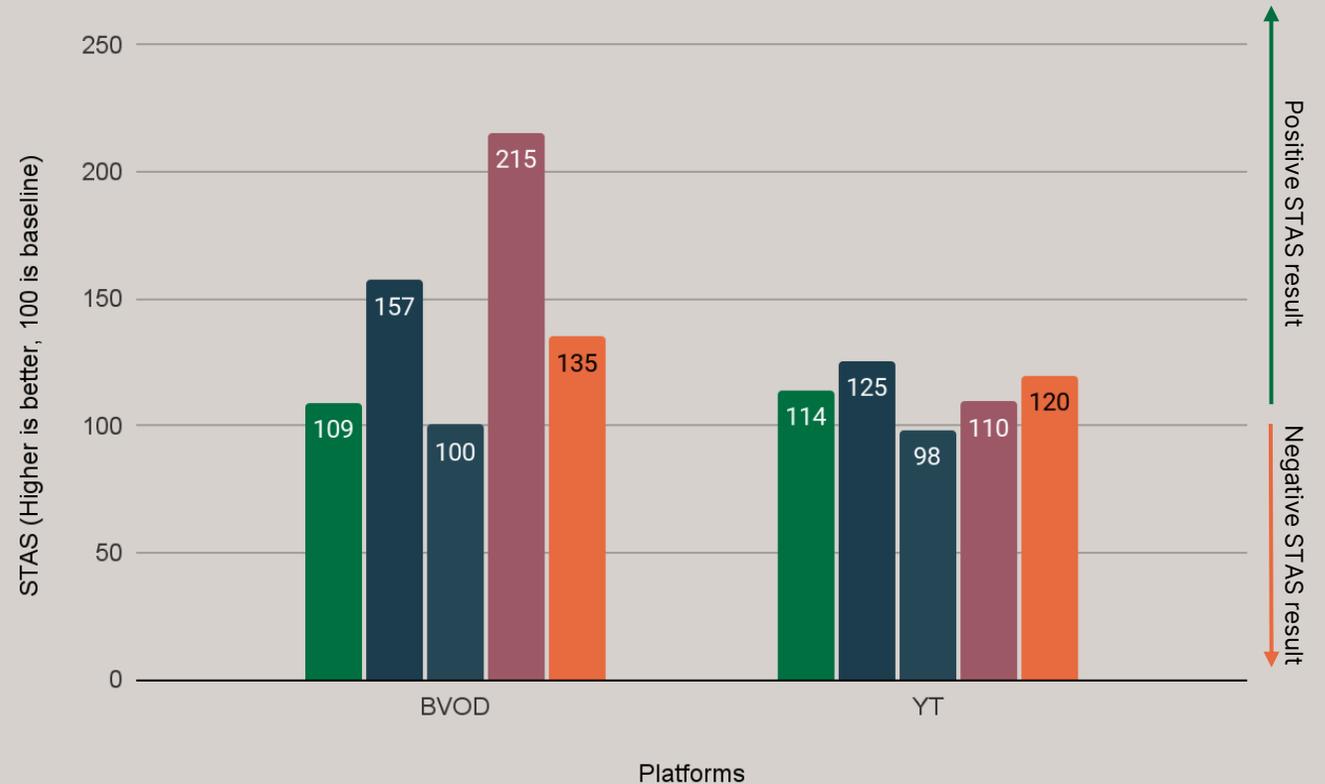
Positive STAS result

Negative STAS result

STAS (Higher is better, 100 is baseline)

BVOD: 109, 157, 100, 215, 135

YT: 114, 125, 98, 110, 120

Platforms

© Amplified Intelligence

Source:
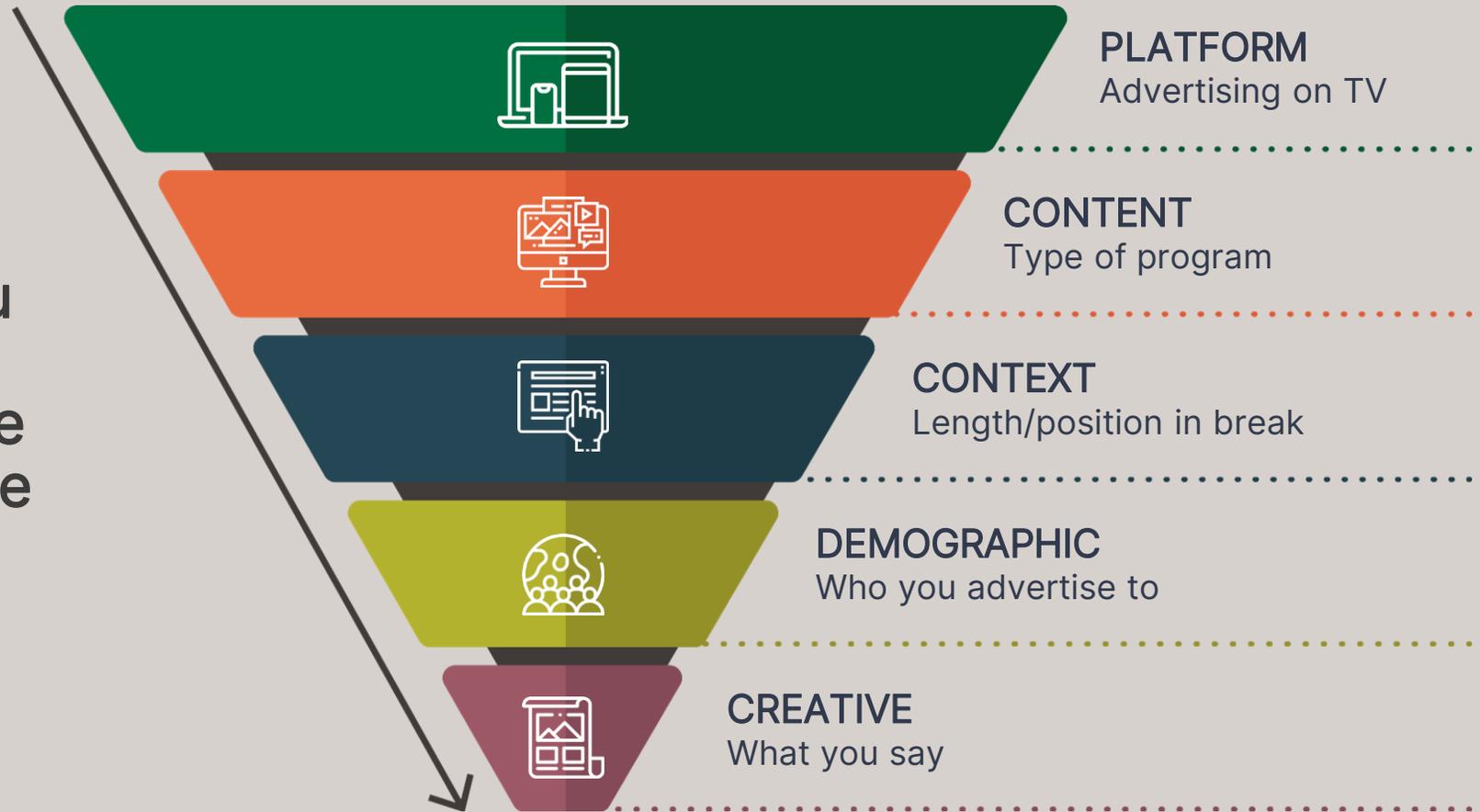
It means some platforms drive more brand choice than others.

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

Active Attention Seconds to Brand Choice Uplift

STAS (y-axis): 50, 5, 2, -1, -4, -7, -10

Active Attention Seconds (x-axis): 0, 1, 2, 3, 4, 5, 6, 7, 8, 9

$(r = .83, p = < .05)$
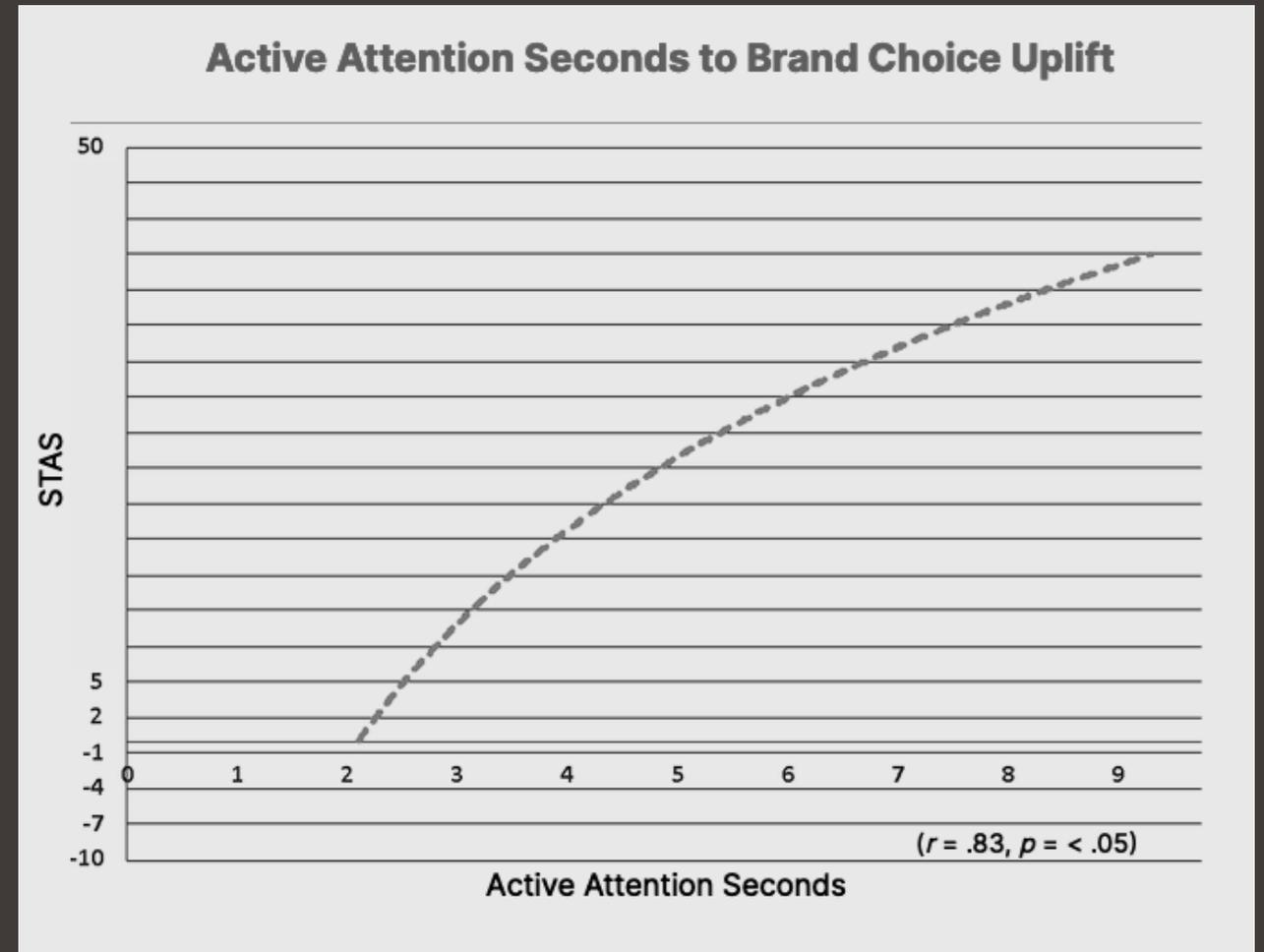
The platform drives the amount of attention that an ad can gain.

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

Phase Two: Linear TV

SAMPLE FRAME -
Phase Two

Country: Belgium	Panelists recruited: 100 (50 north, 50 south)	Minutes recorded: 15,510
Ad Views: 4,462 Total Views: 5,100	Live programs detected: 88	Individual Ads Detected: 686

Channels collected: VTM, Play4, La Une & RTL

Data Collection Approach

attentionTRACE:

- Remote managed device (Android streaming box) sent to opted-in users.

- Users initiate session and selects a channel from the specified options. The user watches TV while our device captures facial footage.

- Facial footage parsed through machine learning pipeline to output human attention

- Channels and footage and audio fingerprinted and matched via channel logs

Overall Attention
Linear TV(Ads Only)

TV on TV is a high attention platform too, this is a consistent finding in all collections.

Linear TV by Attention Type

Attention Seconds

- 9.3 — Active Attention
- 6.6 — Passive Attention
- 3.1 — Non Attention

Linear TV

■ Active Attention   ■ Passive Attention   ■ Non Attention

© Amplified Intelligence 2022

Source: VIA Belgium 2022, Linear collection
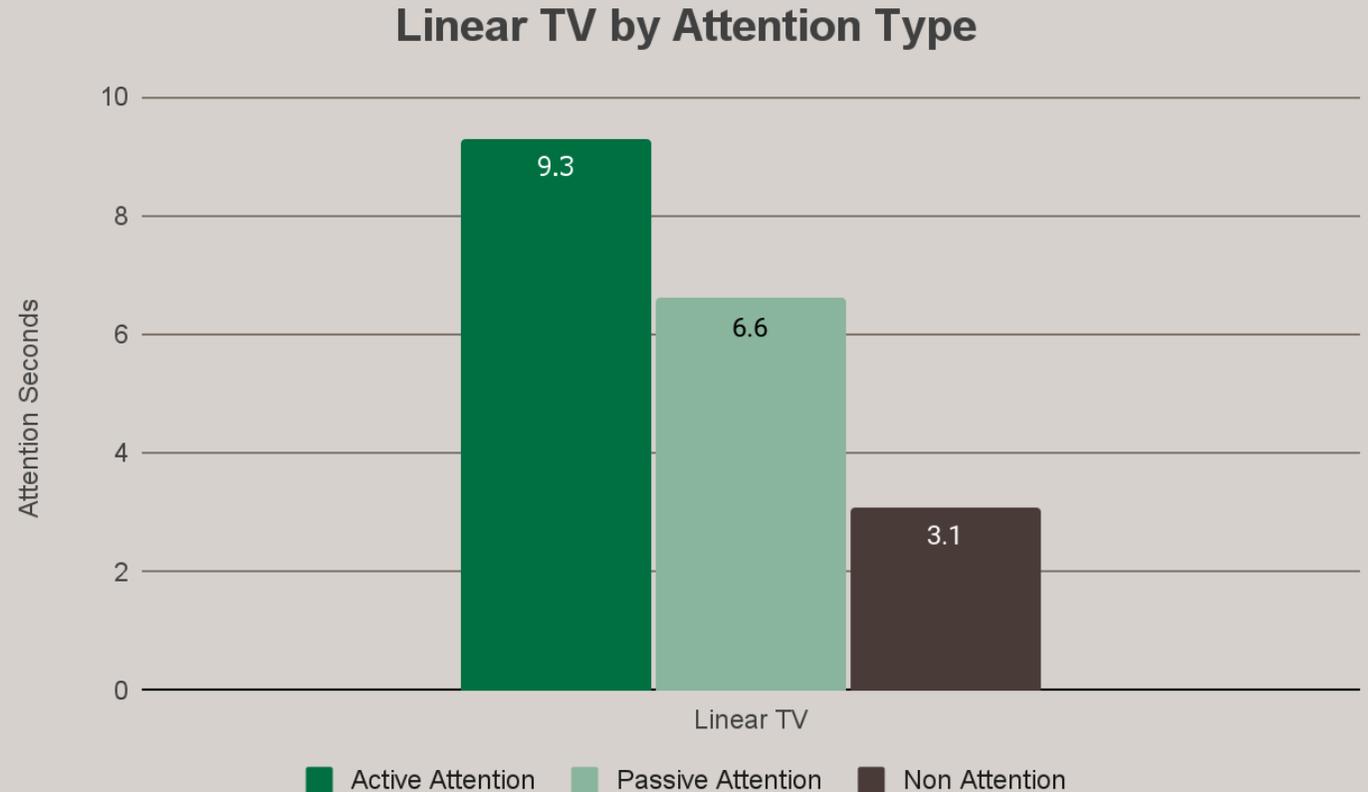
Linear TV (Ads Only)
an increase in length, does increase Attention

### Linear TV Ad Length by Attention Type

Legend:
- Active Attention per impression (in seconds)
- Active Attention % To Ad Length

Chart values:
- Ad Length 10: 5.0 / 49.7%
- Ad Length 15: 8.2 / 54.7%
- Ad Length 20: 10.7 / 53.6%
- Ad Length 30: 16.1 / 53.7%

Y-axis left: Active Attention Seconds (0.0 – 20.0)
Y-axis right: Active% Ad Length (0.0% – 80.0%)
X-axis: Ad Length
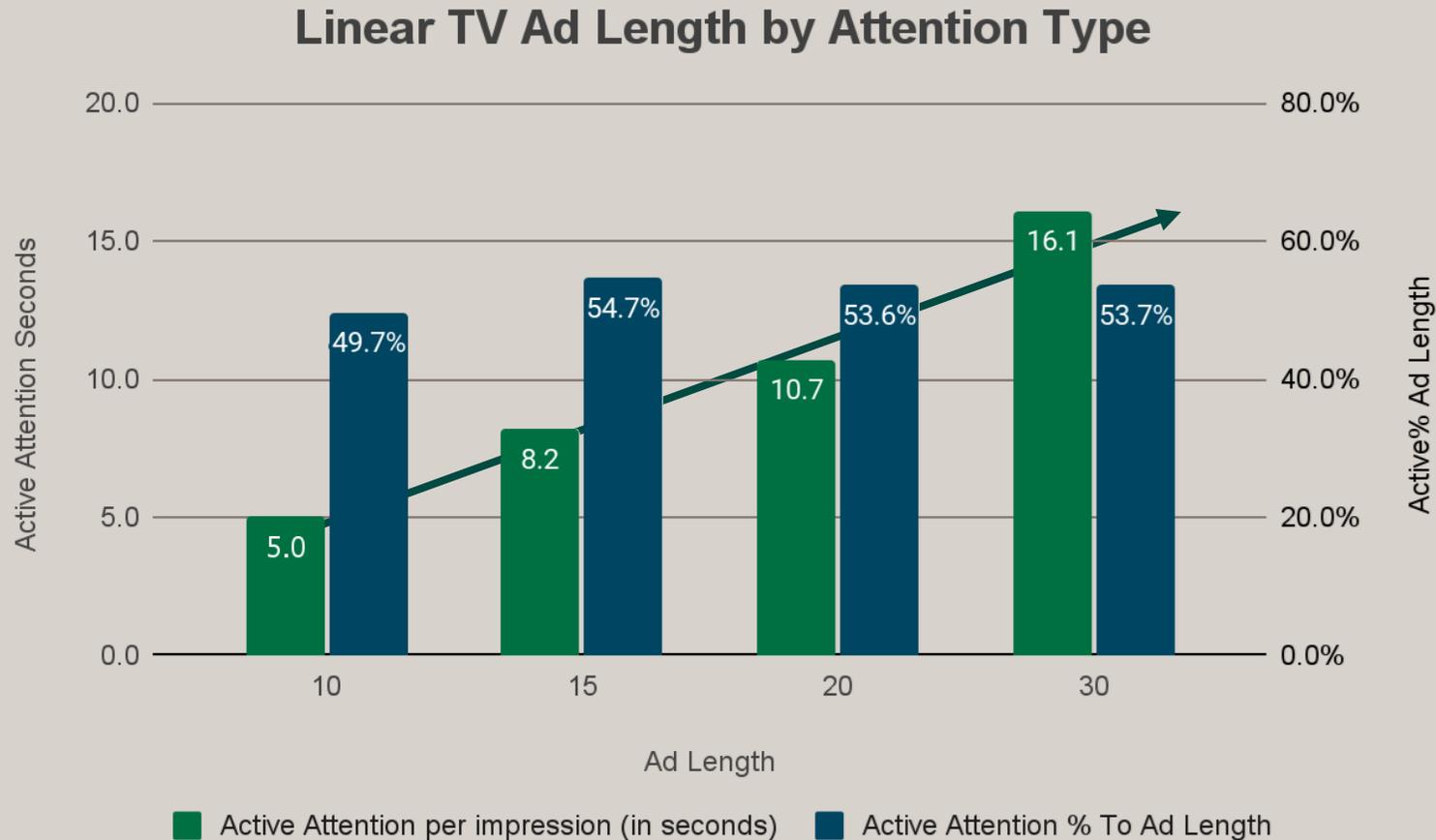
The proportion of attention to ad length means long term memories can be built with good creative.

Consistent Finding

Longer ads on TV produce longer active attention on TV

Universal finding for TV in every country

© Amplified Intelligence 2022

Second-by-Second Linear TV
distributions are flat (which is good for reach-based planning)

Active **Passive** **Inactive**

15" Advert
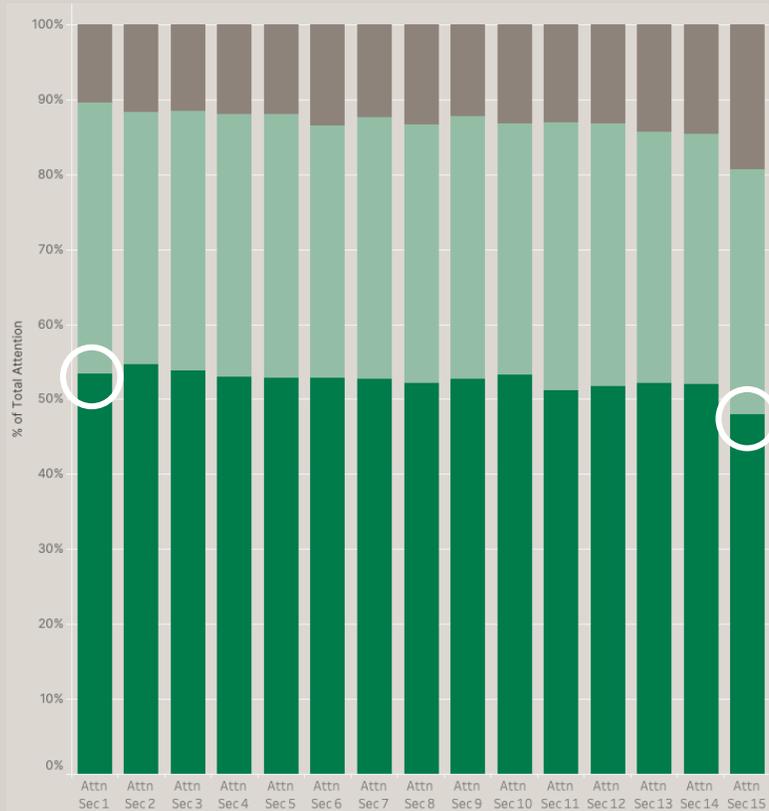
30" Advert

Starts at 51% Active Attention, drops to 46%
(5% drop in viewers for 15" Ad)
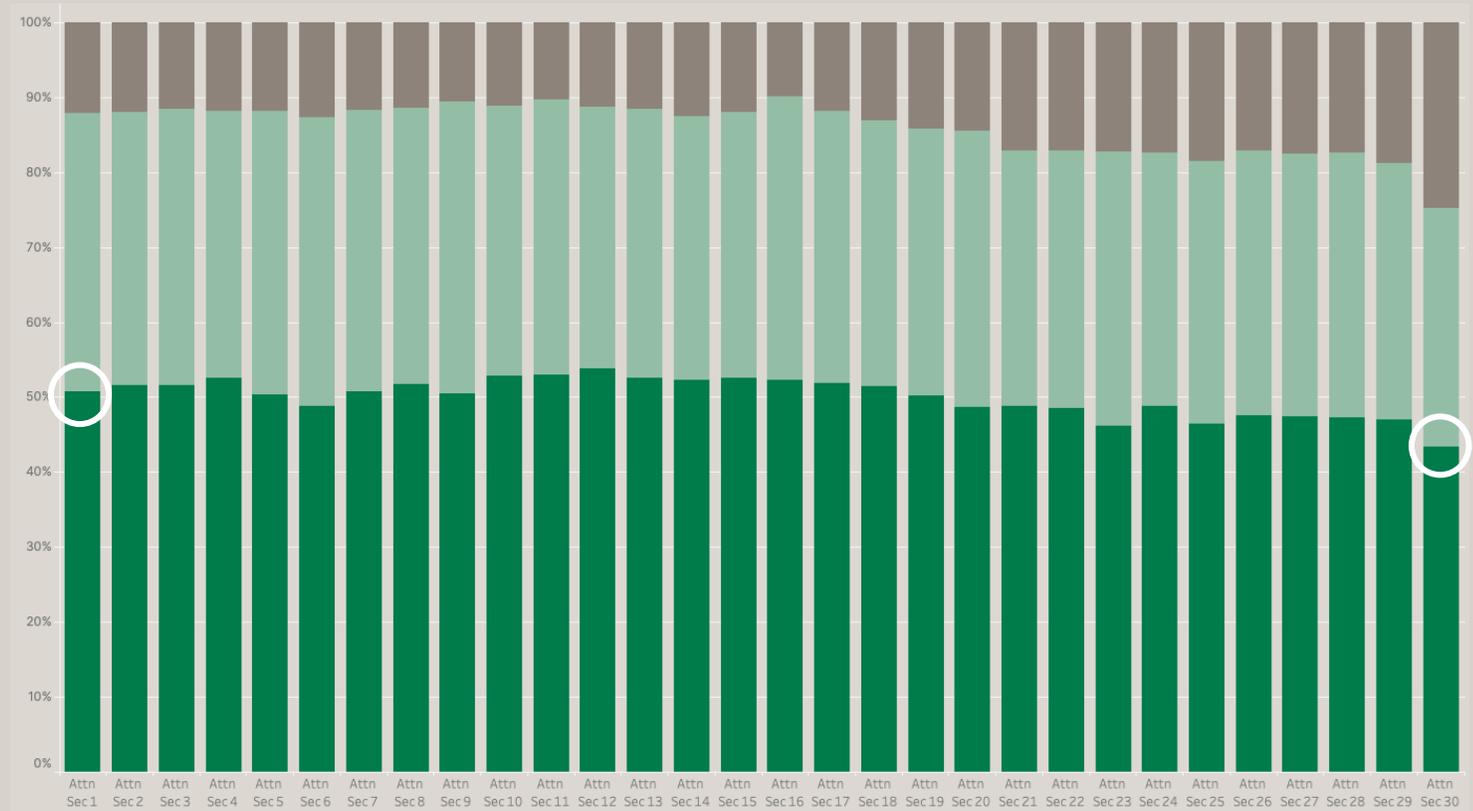
30" Ad starts 49% Active Attention, drops to 42% (7% drop off in viewing)

© Amplified Intelligence 2022

Source: VIA Belgium 2022, Linear collection

Passive Attention in TV

Linear TV has high amounts of Passive Attention - very little non-attention
We switch between types of attention during ad breaks.

Attention Over Time by Type

% Attention (y-axis): 0.00% – 100.00%

Switching behaviour

Time-length (x-axis): 5, 10, 15, 20, 25

Legend: ■ Non-Attention %   ■ Passive Attention %   ■ Active Attention %
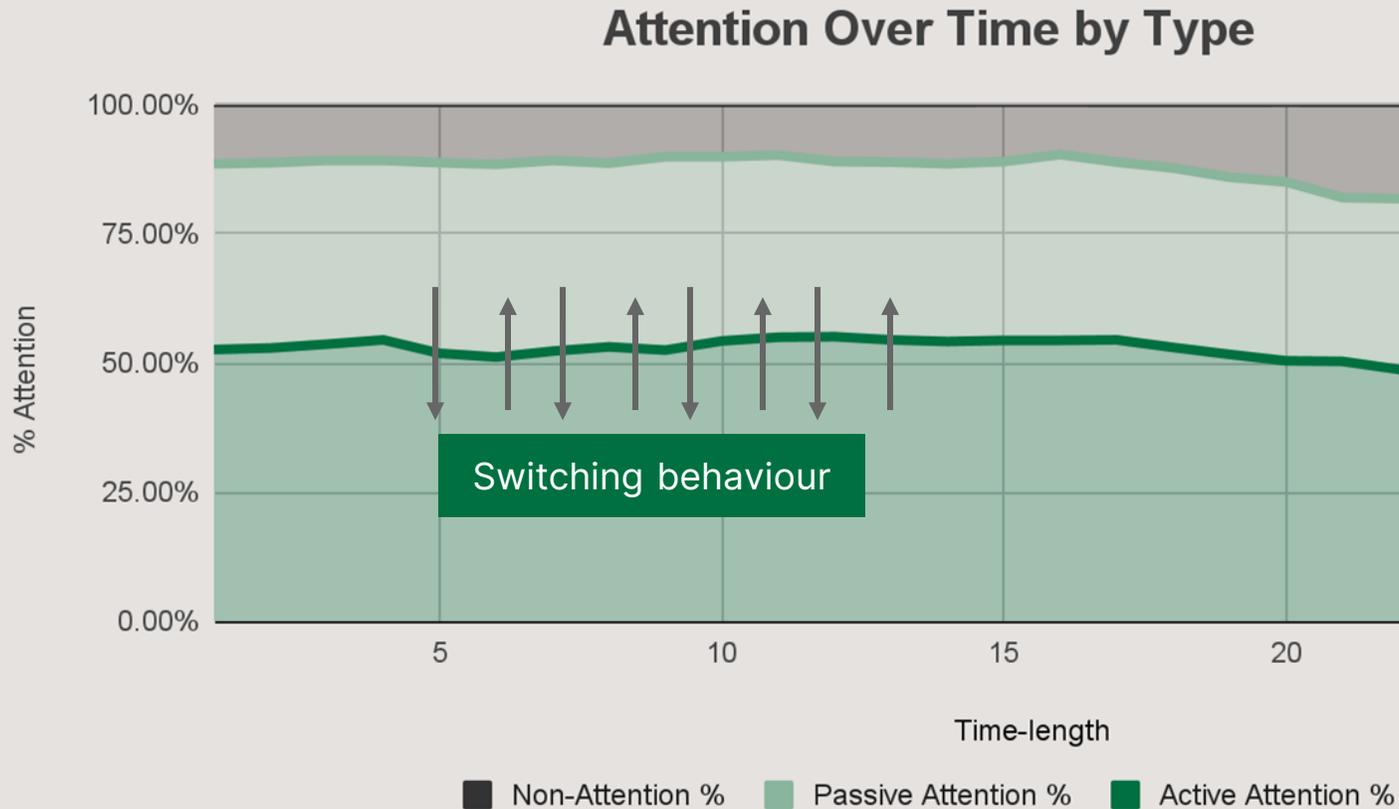
The power of Passive Attention is the sound is still playing - strong audio distinctive assets bode well here.

Plus viewers listen to understand when their programming comes back on again, we call this active listening.

© Amplified Intelligence 2022

Position in break (20" Ads Only)
Linear TV

Linear TV: Position in Break

First in Break = first advertisement in ad-block.
Middle in break = all commercial ads between first in break and last in break
Last in break = last advertisement in ad- block.
To create fair comparison, only 20" ads were used to assess position in break
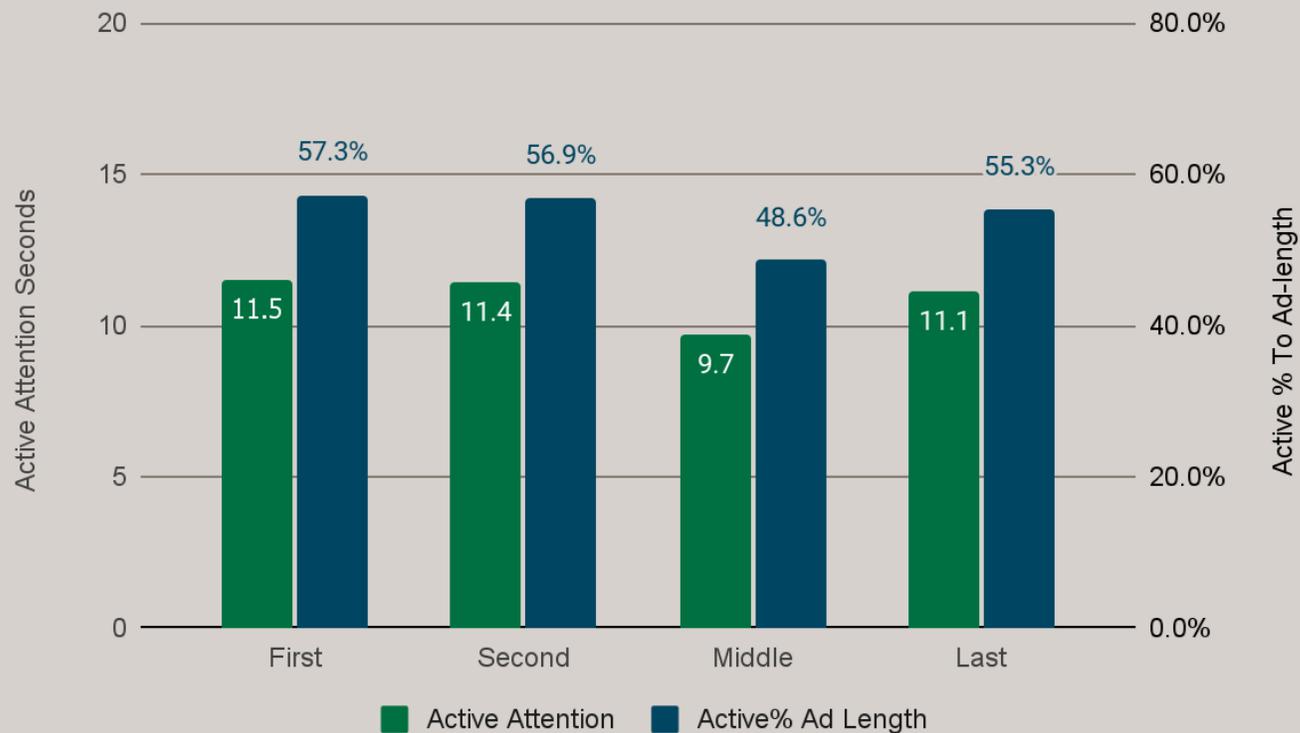
More than one valuable spot

First in break and **second in break** have near identical attention, and proportion to ad-length.

Second in break has almost the same opportunity for attention as first & last spots

Position in break	Active Attention	Passive Attention	Active% Ad Length
First	11.5	6.3	57.3%
Second	11.4	6.9	56.9%
Middle	9.7	8.2	48.6%
Last	11.1	6.6	55.3%
Total	**10.2**	**7.7**	**50.9%**

© Amplified Intelligence 2022

Source:

Second Ad-Position has Highest Active % to Ad-length, decays over ad-block
As the ad-break continues, a declining trends in Active % - 11th spots 40% from 1st spot 57%

Active Attention by Ad-position order (20" ads only)

Legend: Active Attention | Active% Ad Length

Ad-position # (1st - n)
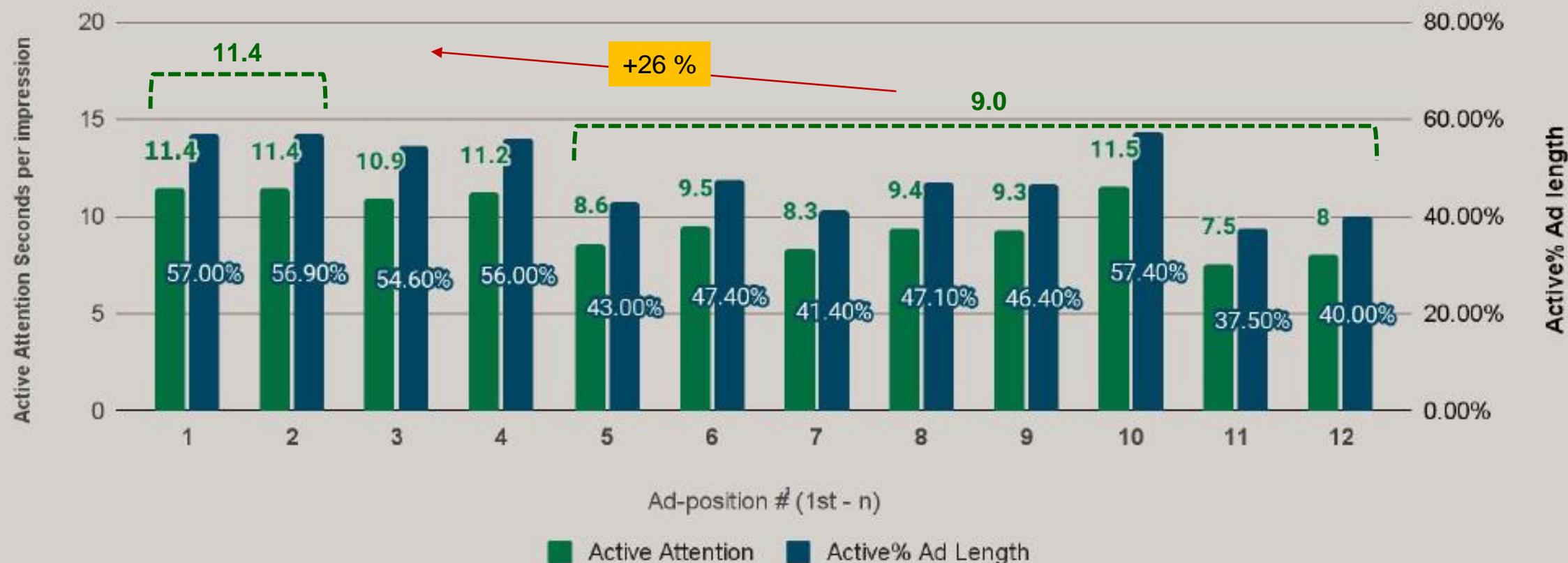
TV Ads & Programming,
attention is related

Programming vs Ad Attention
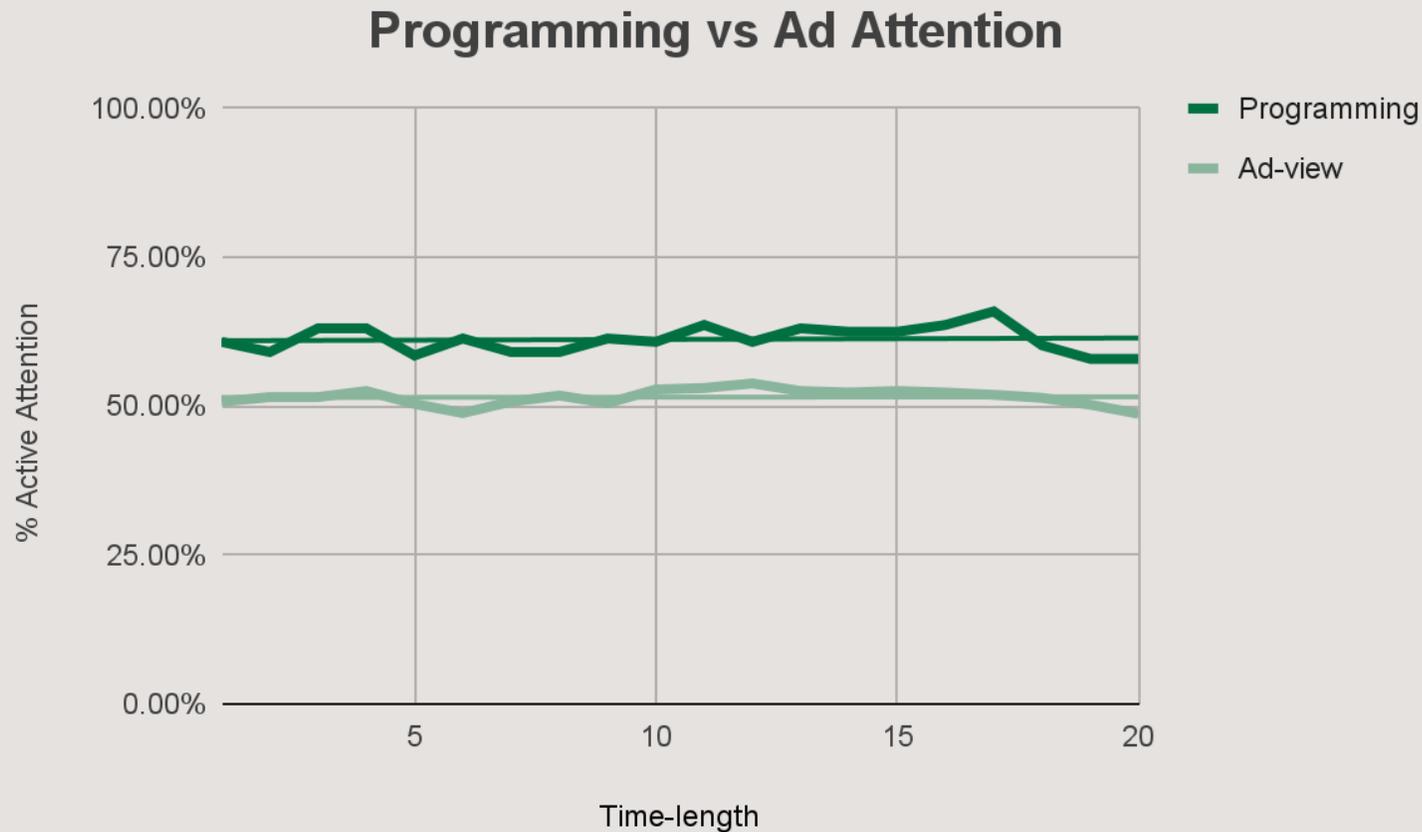
It is expected that viewers pay more attention to programming than ads, but overall the viewing patterns are highly similar.

And we see that here 9.7pp gap Linear

© Amplified Intelligence 2022

Attention by Brand Category
Linear TV (Ads Only)

Active Attention by Brand Category

■ Active Attention   ■ Active% Ad Length

Category	Active Attention	Active% Ad Length
Supermarket	13.4	65.10%
Style & Fashion	9	50.70%
Electronics	8.8	50.20%
OTC Medicine	8.1	49.70%
Telecom	11.5	47.70%
Beverage	10.1	45.80%
Restaurant	7.5	43.70%
Skin care	8.2	43.00%
Appliances	4.6	40.90%
Oral	5.5	40.00%

% Active Attention to Ad Length

© Amplified Intelligence 2022

Source: VIA Belgium Linear TV data, excludes ads with less than 5 ad views , All ad-lengths

TV : Unique Attributes about Age

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

Active Attention to Ad-Length by Age Group
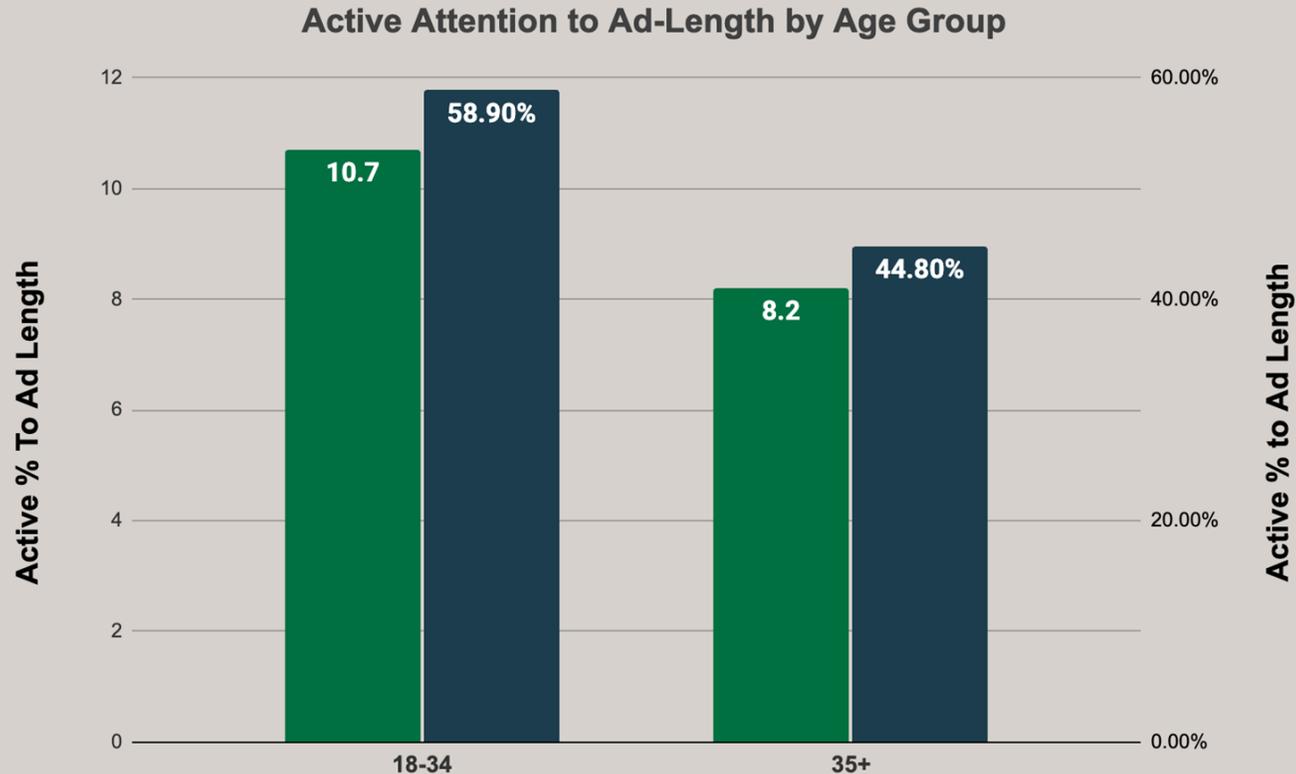
Attention by age group is more variable on linear TV

This is expected, as familiarity with platforms fosters distraction.

© Amplified Intelligence

TV doesn't have an attention decay issue like most scrollable online formats. This has positive implications for media planning and growing brands.

This means putting a longer ad on TV will earn you more active attention seconds.

Spots in first (and second) position clearly generate higher degrees of attention.

TV viewers are more engaged in the programming versus the ads.

Creative has a better opportunity to shine on TV than most online formats, because the range of attention is wider (which is directly related to the interest in the content and the TV experience).

5 facts about Belgium TV

The
Comparison

TV and BVOD on mobile are super strong on active seconds and active % to ad length

Active Attention by Platform

■ Active Attention ■ Active% Ad Length
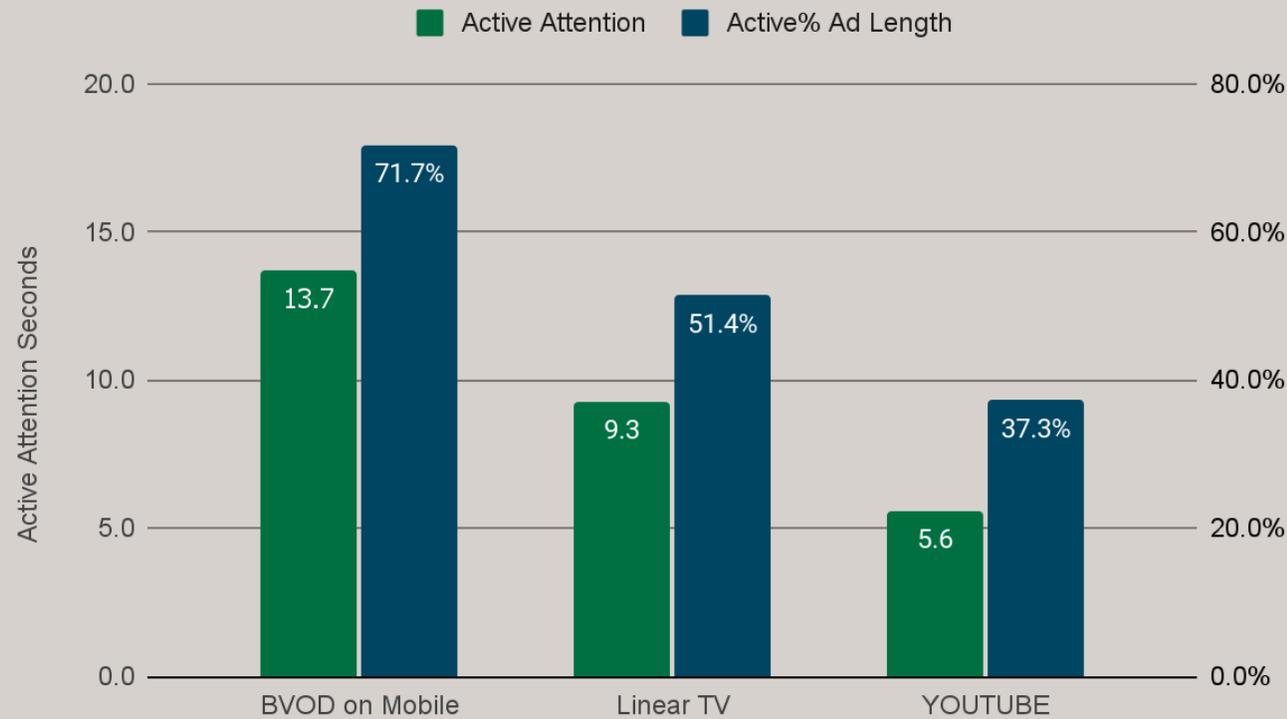
Platform	# ad views	Active Attn.	Passive Attn.	Total Attn.	Active% to Ad Length
BVOD on mobile	2,845	13.7	0.1	13.8	71.7%
Linear	4,462	9.3	6.6	15.9	51.4%
YouTube	1,216	5.6	2.8	8.4	37.3%

Active, Passive and Non-Attention Breakout

Attention Type split by Platform

Source: Via Belgium - Linear TV , BVOD on mobile & YouTube Mobile, All Ads.
Non-attention proportion to ad length is calculated off the gap between total attention and ad length because non-attention is calculated differently across these platforms.
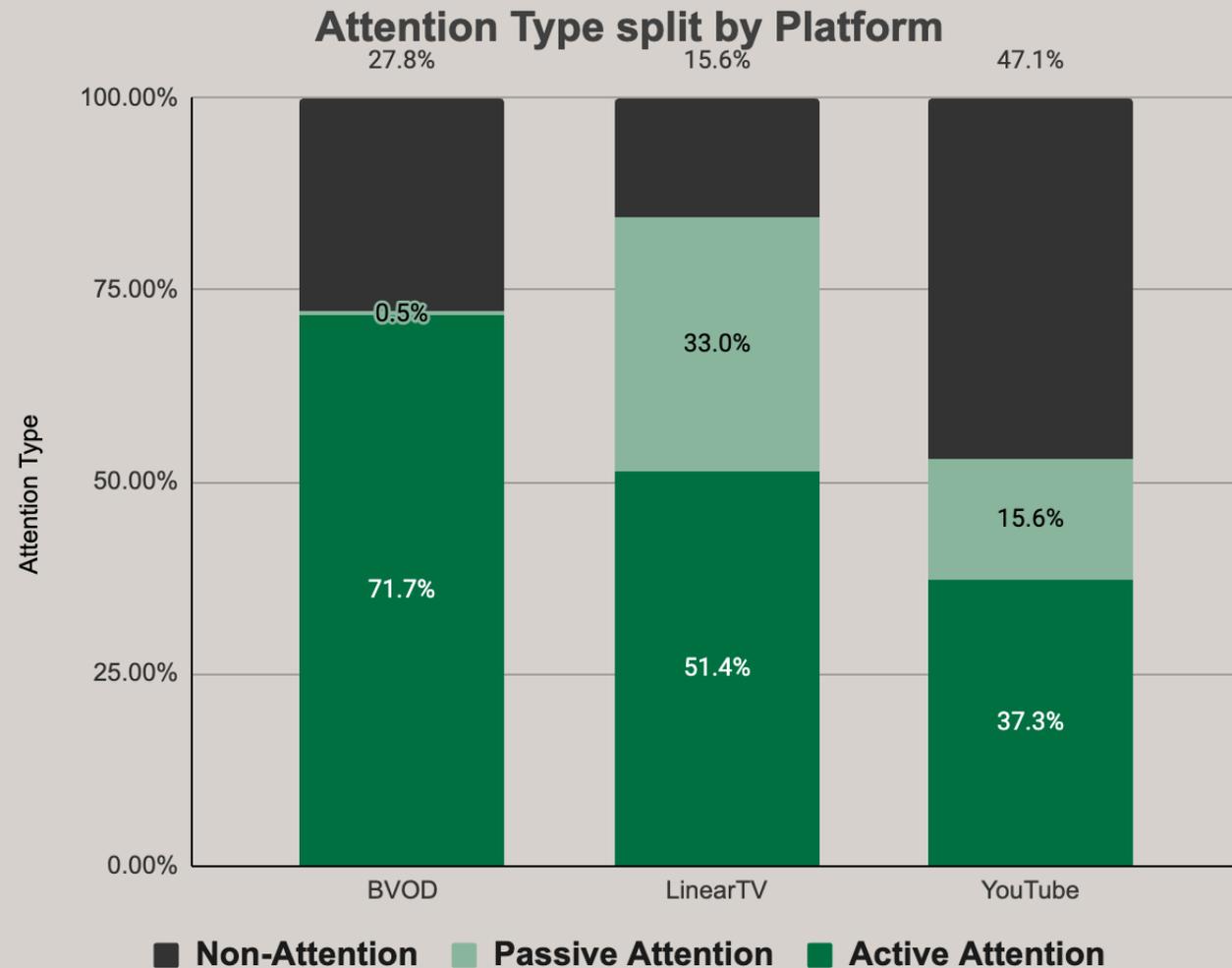
Longer ads on TV get more attention, due to flatter decay distributions.

Ad length by Platform & Attention Type
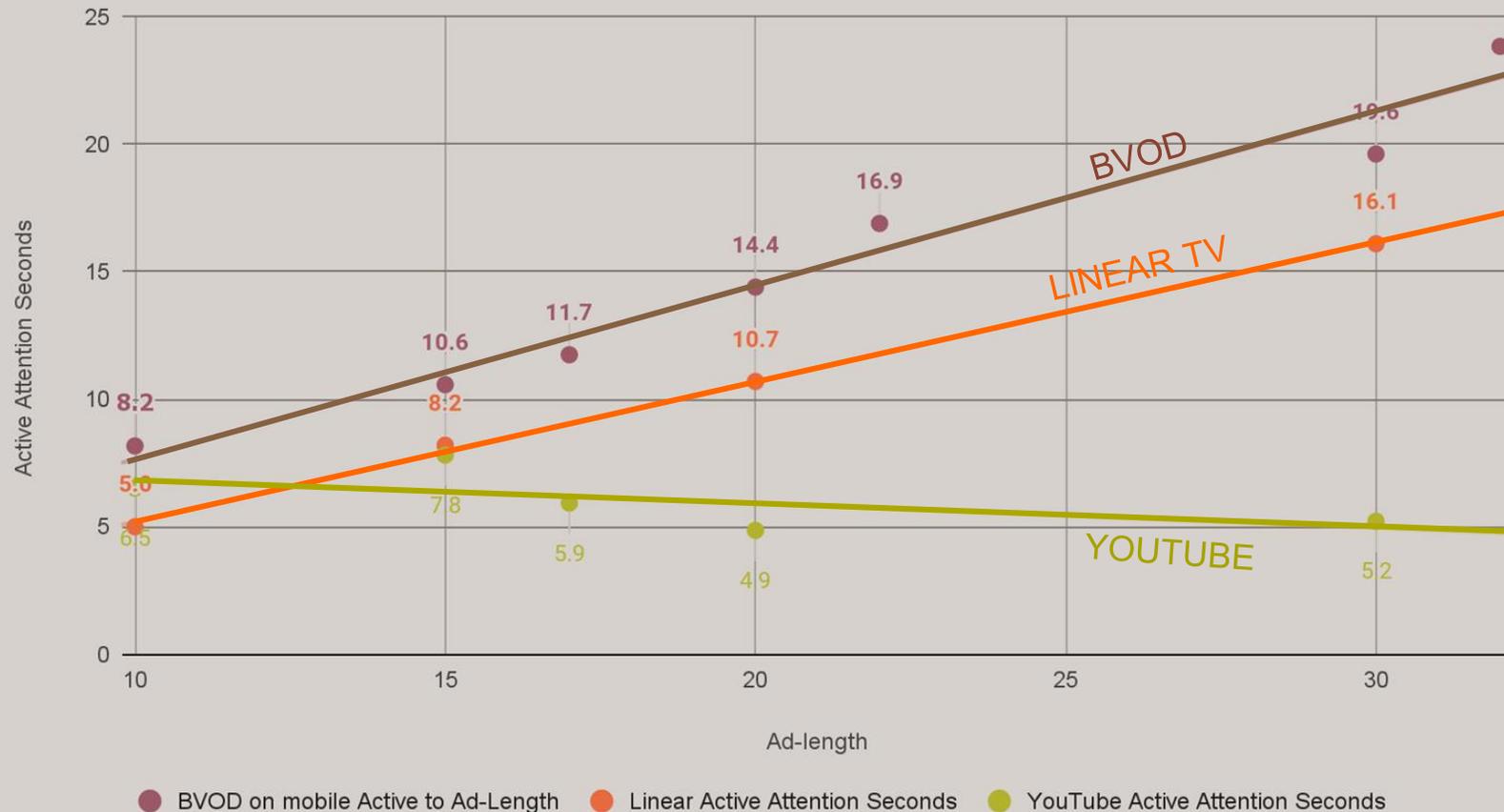
Takeaway:

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

● BVOD on mobile Active to Ad-Length ● Linear Active Attention Seconds ● YouTube Active Attention Seconds

© Amplified Intelligence 2022

Source: Via Belgium Phase 1 & 2 Collection, n=7,802

Age matters – familiarity lowers attention

Active Attention to Ad-Length by Age Group

Chart — Active % To Ad Length by Age Group:

Age Group	BVOD on mobile	Linear TV	Youtube
18-34	72.30%	58.90%	35.80%
35+	71.10%	44.80%	42.10%

Legend: ■ BVOD on mobile ■ Linear TV ■ Youtube
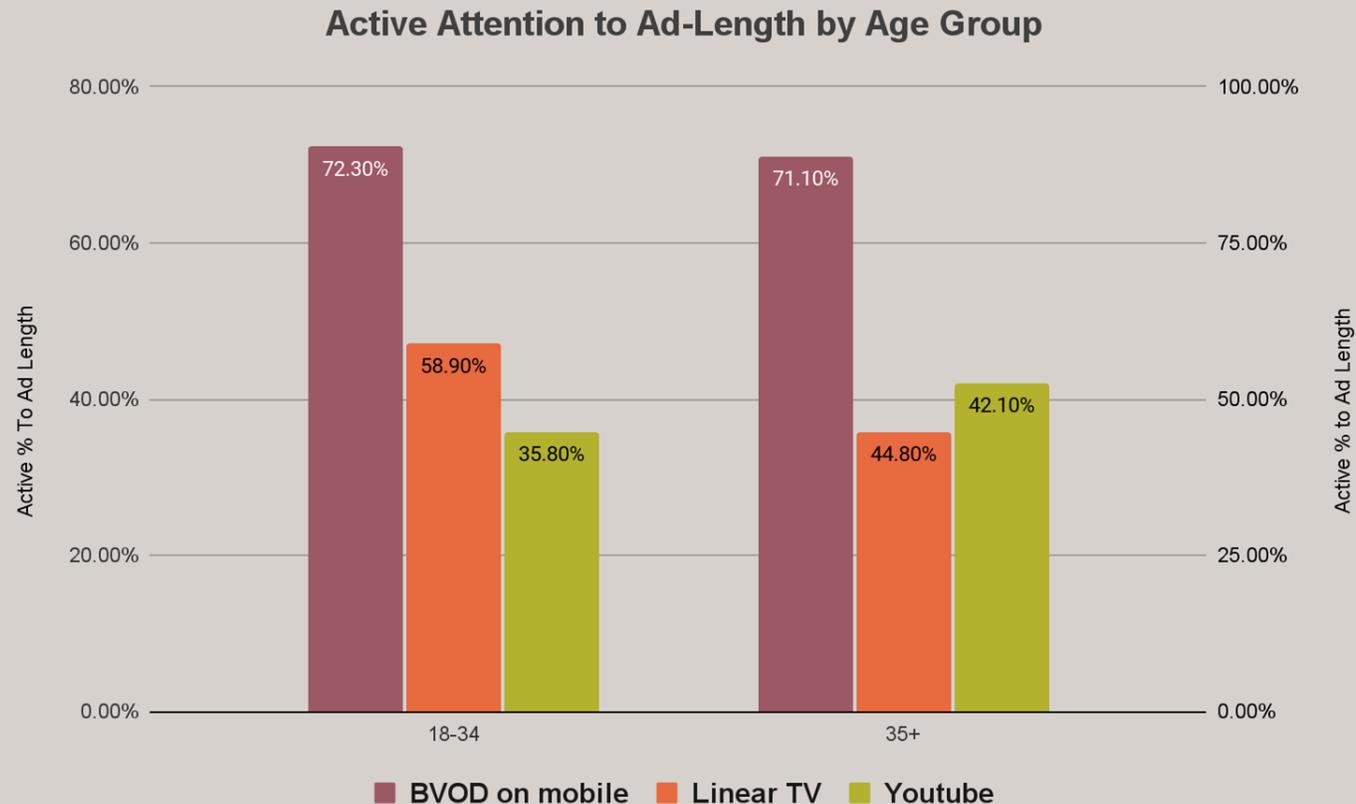
The more "familiar" a target is with a platform, the better this target is in ad-avoidance

- ➤ less attention with youngsters for YouTube
- ➤ less attention with older group for TV

Differences in Gender & Attention

Active Attention by Gender

Active % To Ad-Length

	Male	Female
BVOD on mobile Active %	76.0%	67.1%
Linear Active %	49.0%	56.7%
Youtube Active %	37.5%	36.9%
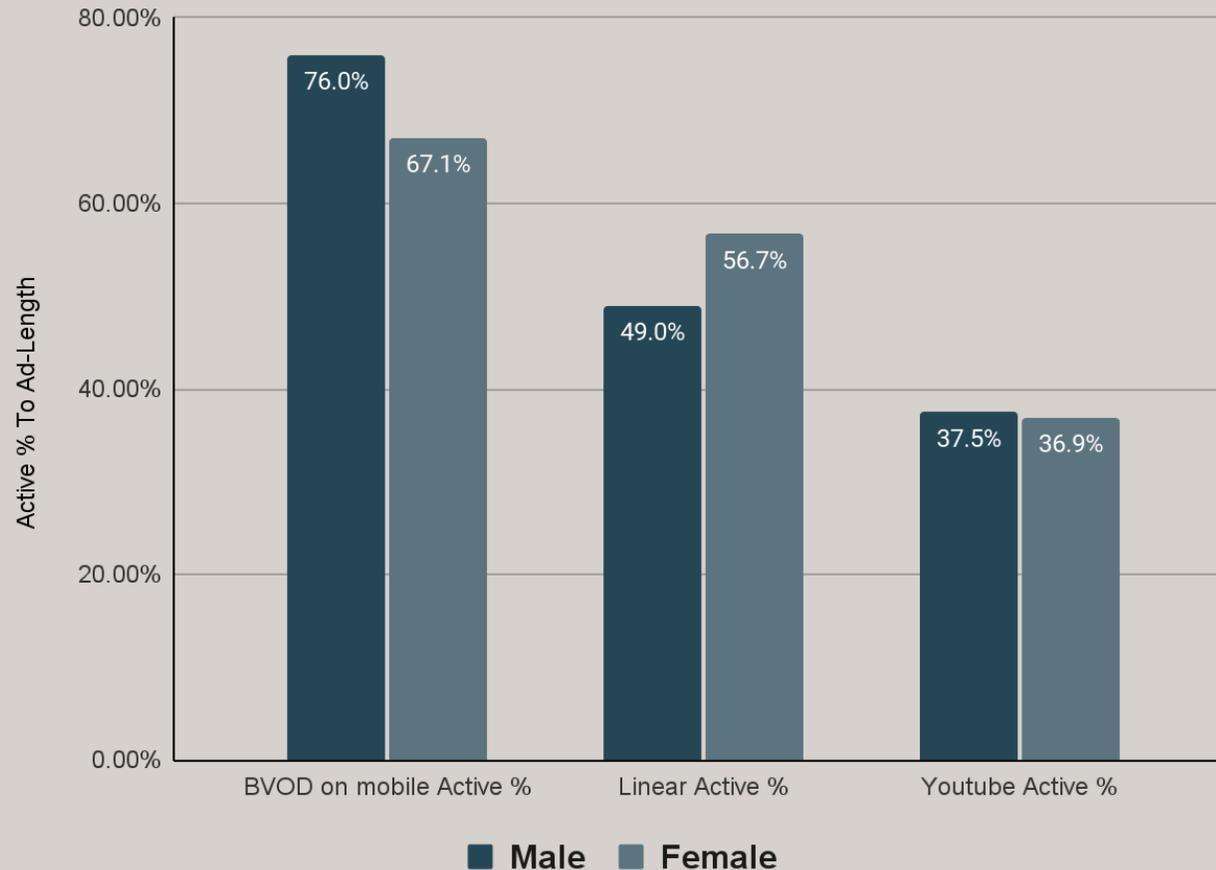
- BVOD on Mobile favours male slightly more than females

- Different to Linear TV, where female audiences pay more attention.

- YouTube has relatively similar viewing proportions across male and female ad viewing

© Amplified Intelligence 2022

Source: Via Belgium - Linear TV , BVOD on mobile & YouTube Mobile, Ads only, Gender is self reported