



Not all Reach is Equal

DACH-Edition

Professor Karen Nelson-Field

4.

Other variables of interest

- ✓ Attention
- ✓ Coverage
- ✓ Viewability
(Pixels & Time)
- ✓ Sound



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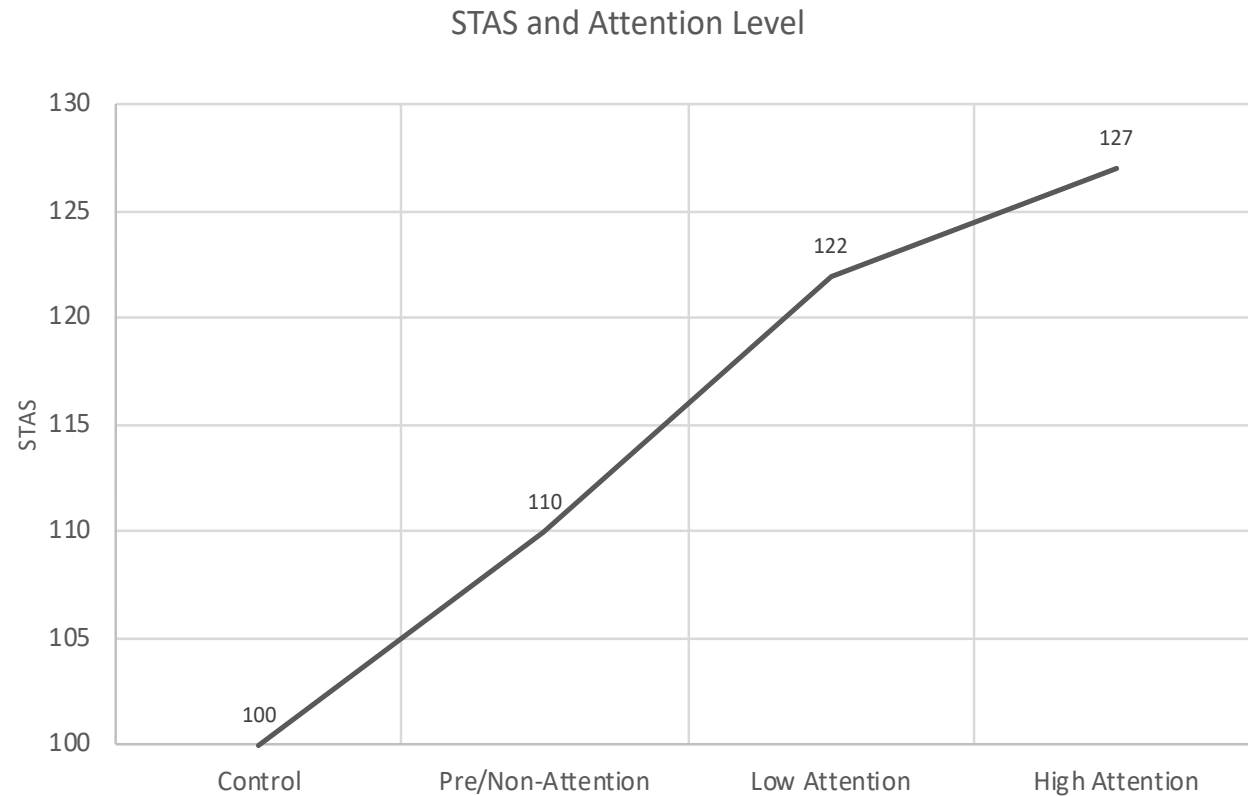
Why might this matter?

Attention



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Attention and STAS are related

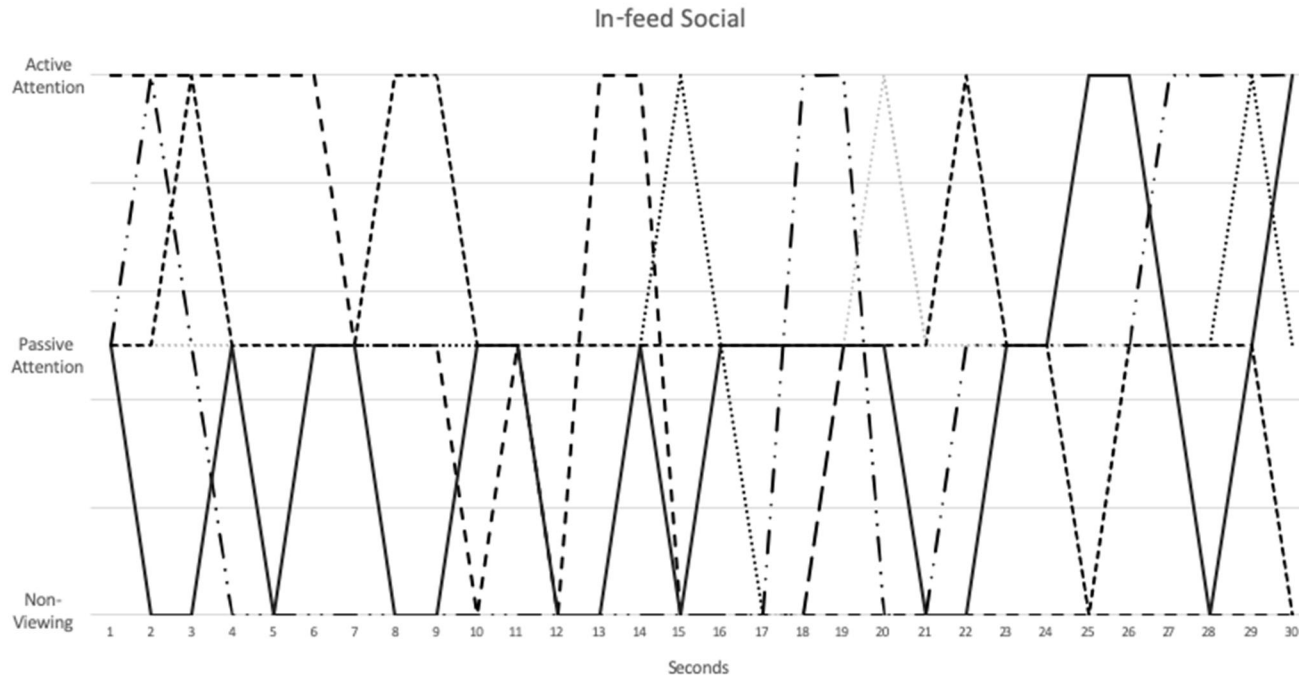


Impact depends heavily on attention.

Moreover, greatest uplift in sales impact occurs when a viewer moves from a pre-attentive state to low or passive attention.



Advertising is not a high priority and we switch in and out of focus





Most marketers have the wrong notion of human attention to advertising.

During an ad we can jump from active viewing to active avoidance and back again 5 times.



In an average second, TV commands more attention



%		
TV	60	-
BVOD	-	59
YouTube	-	59
Instagram	-	50
Facebook	-	47

Average attention per second
(made up of high attention, low attention, non-attention)

Skippable drives the average up on YouTube – people stare actively at the screen waiting to skip.

Of all content viewed, 43% was skipped.

TV also achieves more 'attentive seconds'

Seconds		
TV	15	-
BVOD	-	9
YouTube	-	5
Instagram	-	3
Facebook	-	4

Attentive seconds =
average number of total
seconds with some
attention paid

Skippable becomes
more obvious here





Why might this matter?

Screen Coverage

of the screen the ad covers



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Learning

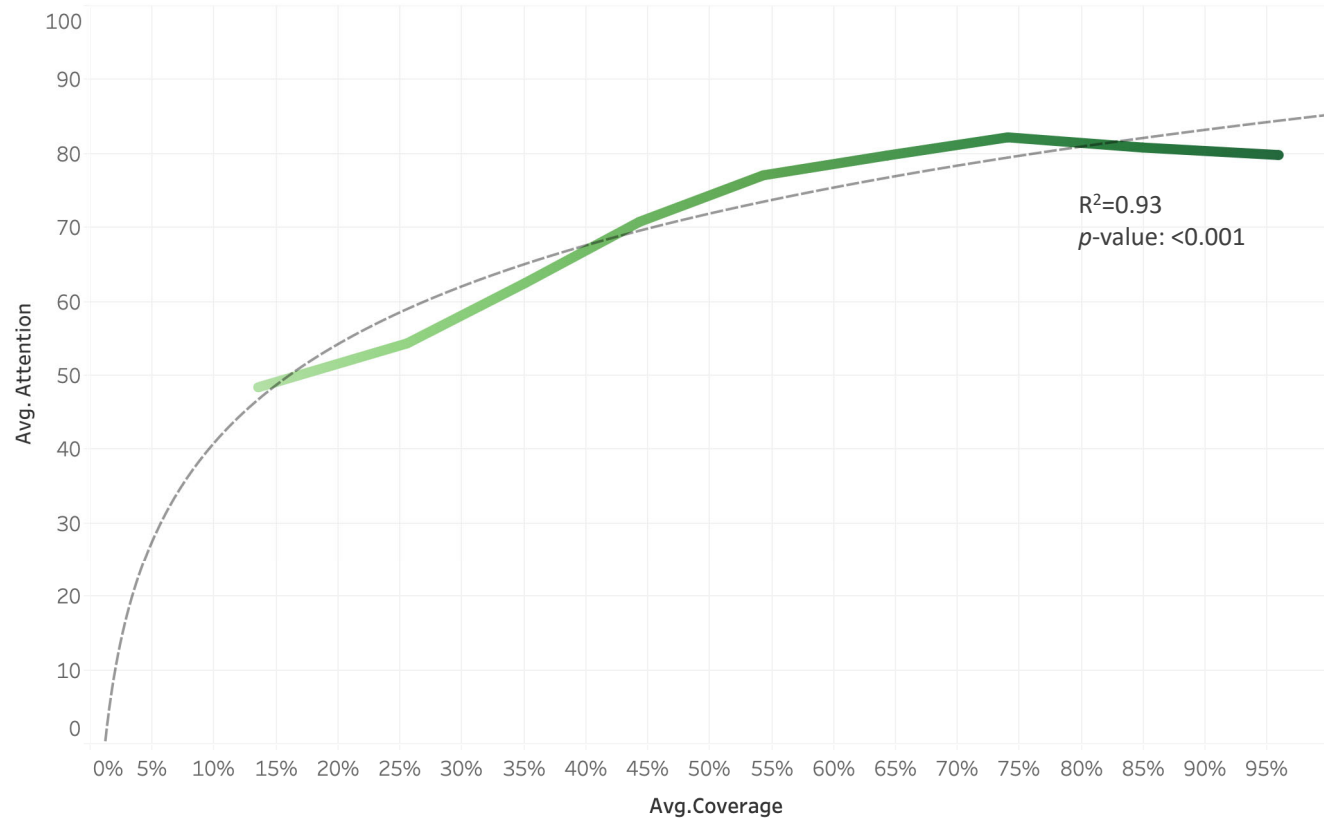


Spatial clutter significantly reduces advertising effectiveness and impairs memory.



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Coverage matters a great deal to attention





**When screen coverage is low,
more clutter appears.**

Means lower attention and the
lower likelihood the brand will
be chosen.



But coverage varies significantly across platforms

%		
TV	100	-
BVOD	-	100
YouTube	-	32
Instagram	-	43
Facebook	-	41

**TV average screen coverage
is 100%, 100% of the time**

TV avg. screen coverage, even on the same device, is 2-3x online platforms.

This is because ad viewing is in horizontal view on TV on mobile.



Why might this matter?

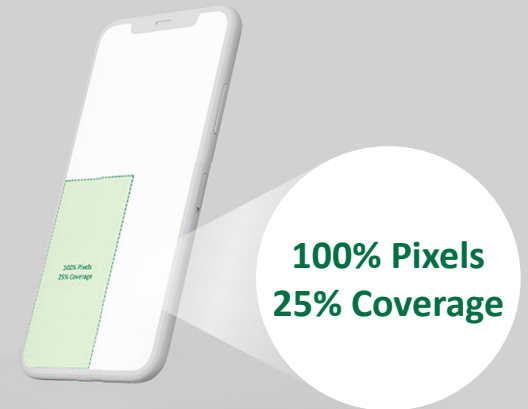
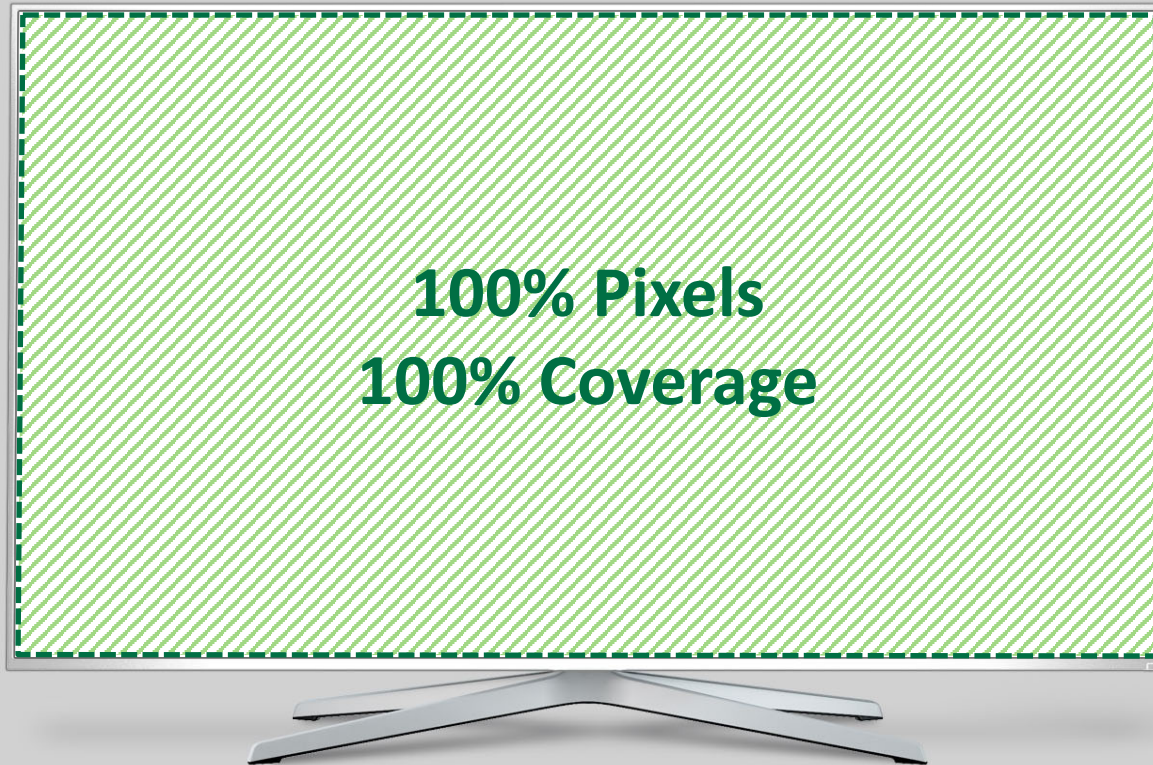
Viewability

Ad pixels on screen and ad duration

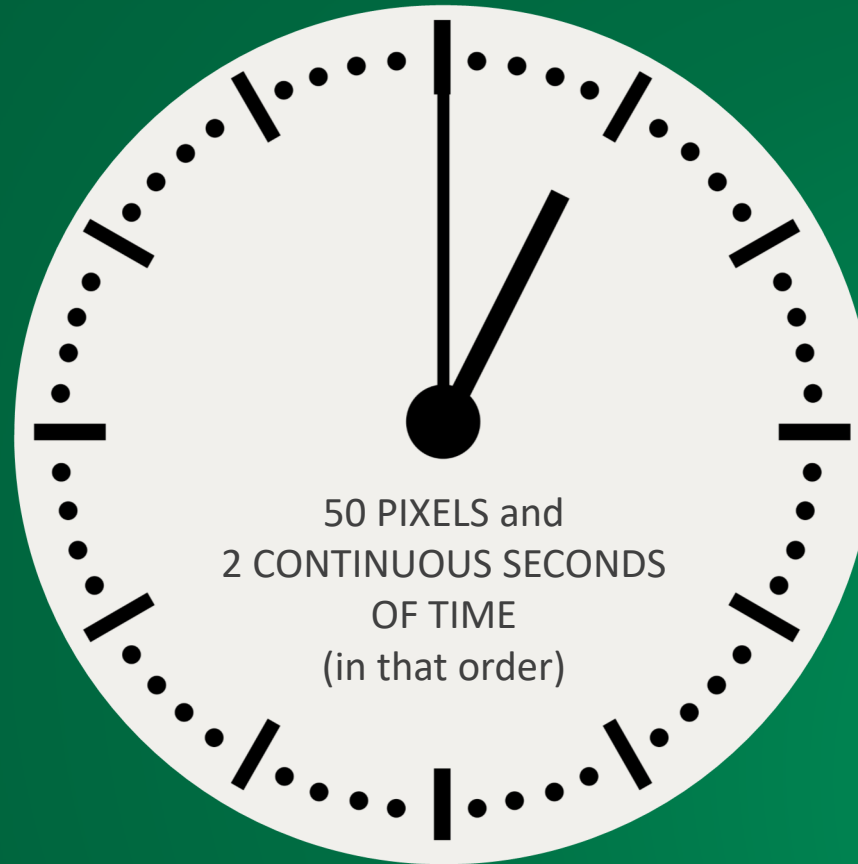


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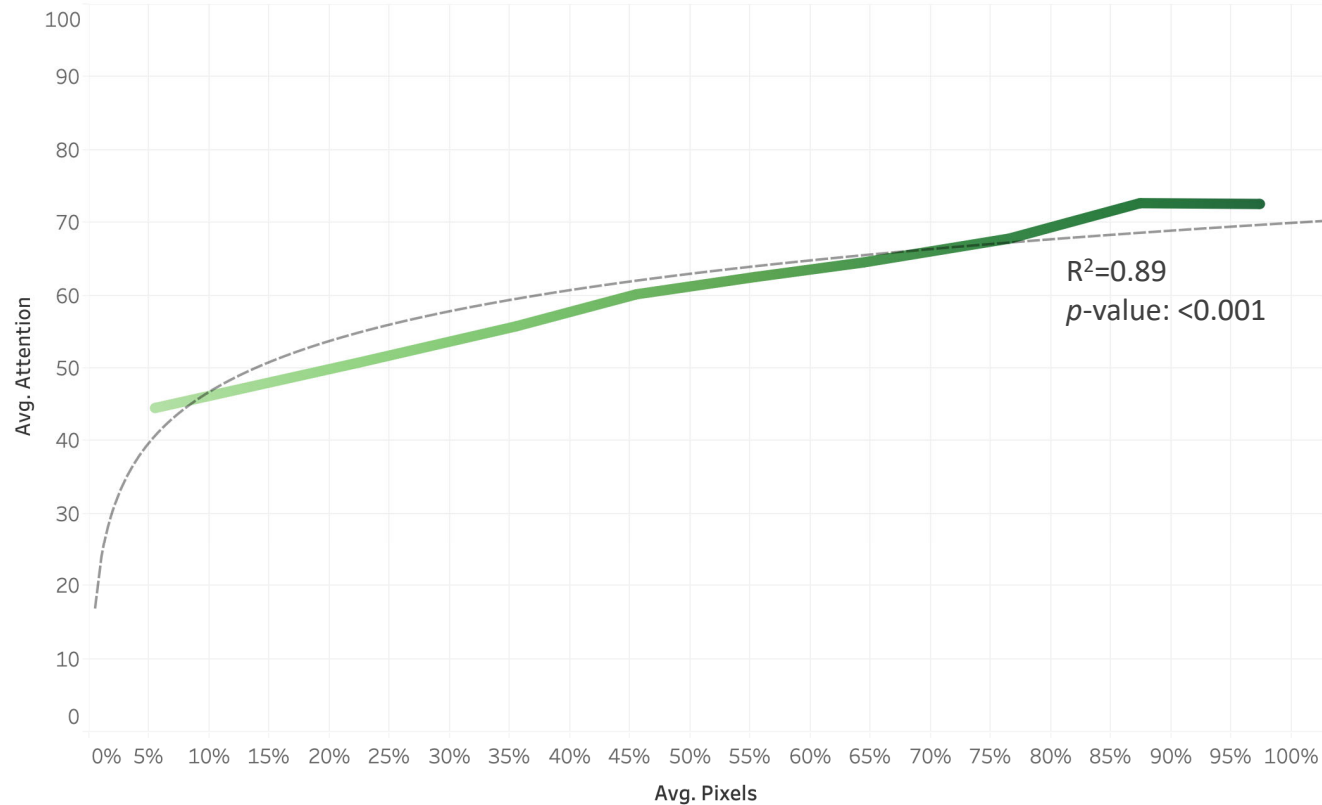
Explanation PIXELS vs COVERAGE



Viewability Standard



Pixels also matter a great deal to attention





**When ad pixels are low,
the ad can't be seen.**

Means lower attention and
the lower likelihood the brand
will be chosen.

Also means the 50%-pixel
threshold leaves value on
the table.



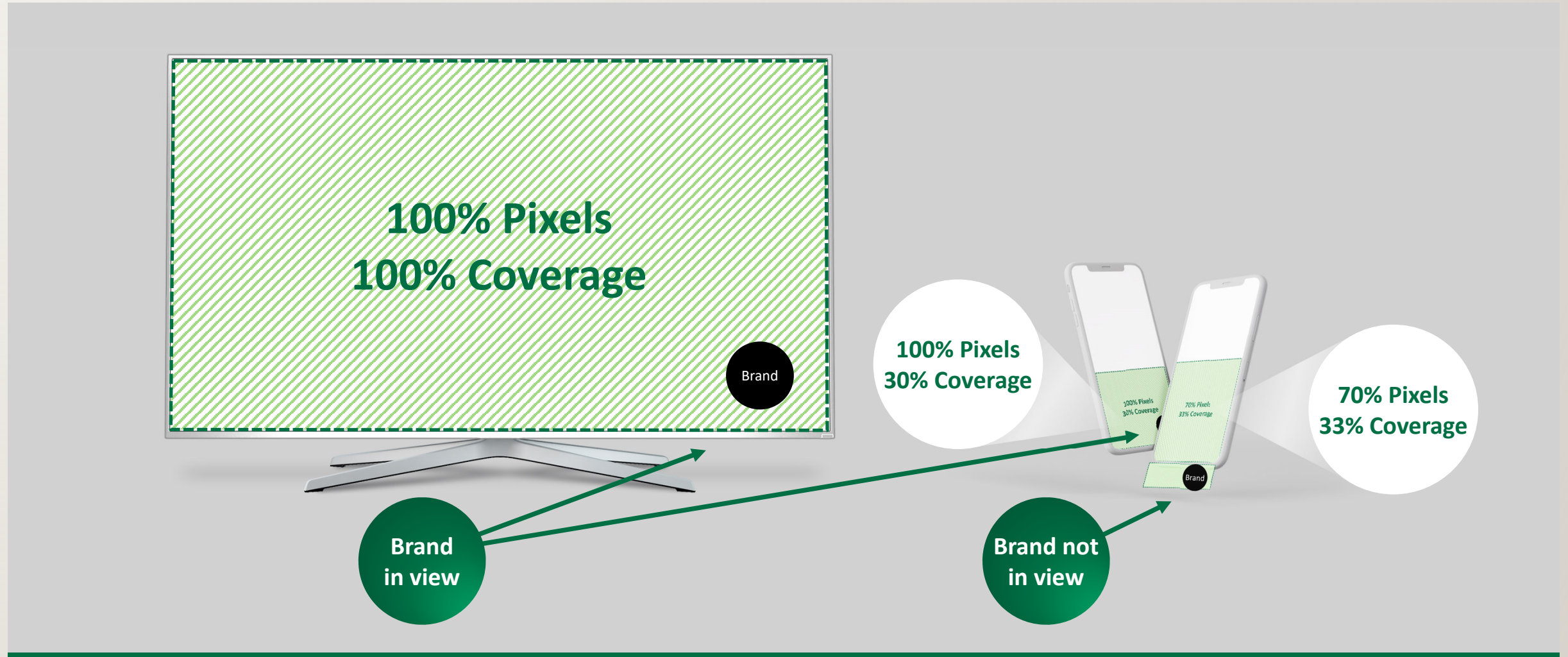
But pixels vary significantly across platforms

%		
TV	100	-
BVOD	-	100
YouTube	-	100
Instagram	-	83
Facebook	-	86

TV avg. pixels are around 15ppt greater than Facebook, and Instagram.

TV average pixels are 100%, 100% of the time.

Low ad pixels can be the difference between seeing the brand, or not



Learning

And when the brand is missing
we fill in the blanks.

The attention you work so hard for will
likely benefit your **larger competitor**.



Plus 'time playing' varies significantly across platforms

Seconds	Avg Time Playing*
TV	18
BVOD	18
YouTube	12
Instagram	3
Facebook	4

*Time playing is counted from the moment the ad hits the 50%-pixel standard

TV ads are **4,5x longer in view**
than Facebook and 1.5 x
YouTube (after 50% pixels)



Why might this matter?

Sound

Sound on/off and at what level



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Attention and sound are related

70% volume is the sweet-spot
on all platforms

**Avg. Attention
0-70 vol**

48

**Avg. Attention
71+ vol**

62



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But sound varies significantly across mobile platforms

%	Sound On	Avg Volume (when on)	Avg Volume (overall)
BVOD	90	44	40
YouTube	87	48	42
Instagram	20	41	1
Facebook	72	16	11

TV and YouTube have the greatest number of viewers who also have sound on the **highest volume.**

Facebook have a good % of sound on but at very **low volume.**





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