



Focus on...

# The Attention Economy

February 2023

# Power of TV in the attention economy

In today's digital age, the concept of attention has become increasingly valuable. Brands understand the impact of this new metric, recognizing that the greater the ad attention, the greater the business results.

As the TV industry is building a more sophisticated understanding of ad attention, The Global TV Group has created a compilation of relevant research on the topic.

The featured studies from Belgium, Australia, Italy and the United States examine the growing importance of the attention economy and the role that television plays in it.

We hope you find plenty of value and inspiration in the collected research and invite you to spread it widely.

The Global TV Group



# Ad attention is far more important than time spent on platform



## Executive summary/key results

The volume of viewable opportunity to see ads differs markedly by platform and the screens used to access them. Certain platform eco-systems, like BVOD, create a greater volume of viewable opportunity.

Platform inventory varies in the amount of ad attention it generates. BVOD inventory generates the highest ad attention.

Ad attention, combined with the Ecosystem's volume of ad viewing opportunity provides a comparable assessment of advertising effectiveness.

BVOD\* volume of viewable opportunity to see ads is the largest and most consistent across all screens. Facebook and YouTube both have very low volumes of viewable opportunity to see ads.

### Title of the study:

Grab your audience by the eyeballs. The attention habits of consumers

**Year of publication:** 2022

**Commissioned by:** ThinkTV Australia

**Contractor:** Dr Duane Varan, Mediascience

**Full study** is available [here](#)

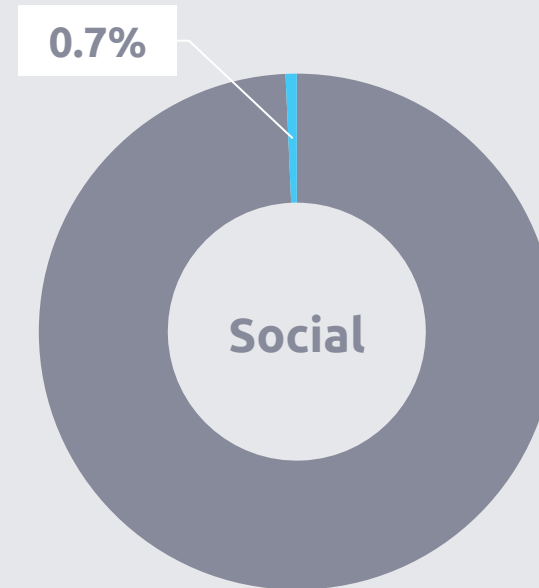
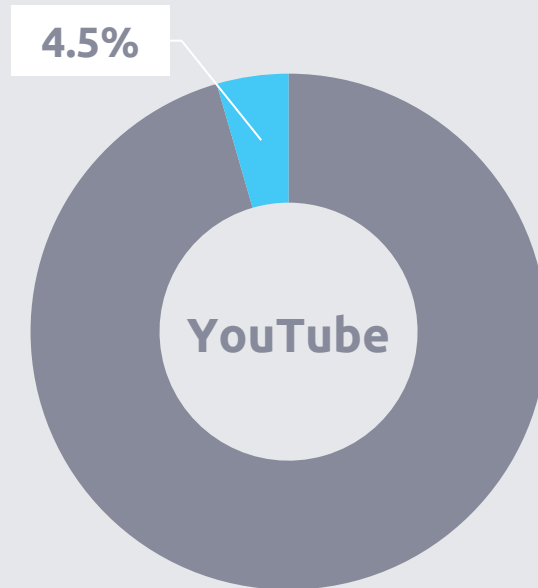
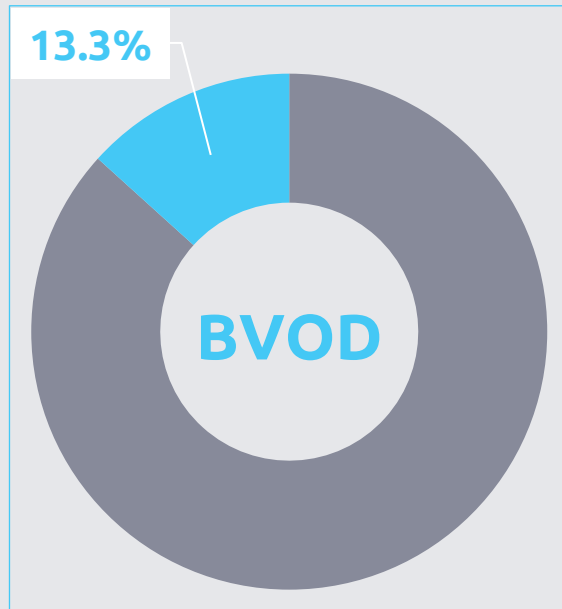
**Contact:** [Steve Weaver](#), Research Director, ThinkTV Australia



# BVOD creates greater opportunity for ads to be viewed than other online video platforms

## Viewing (indexed to 1h)

● % Exposed to non-advertising content    ● % exposed to advertising content



The opportunity to see ads differs depending on the platform. BVOD ads show higher levels of viewability than commercials on other online platforms.

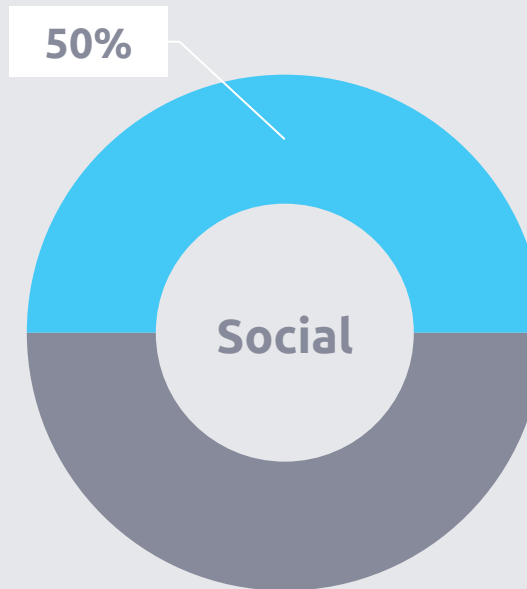
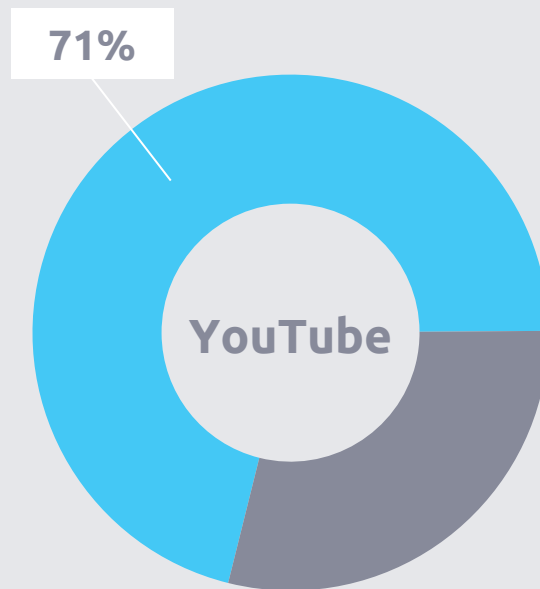
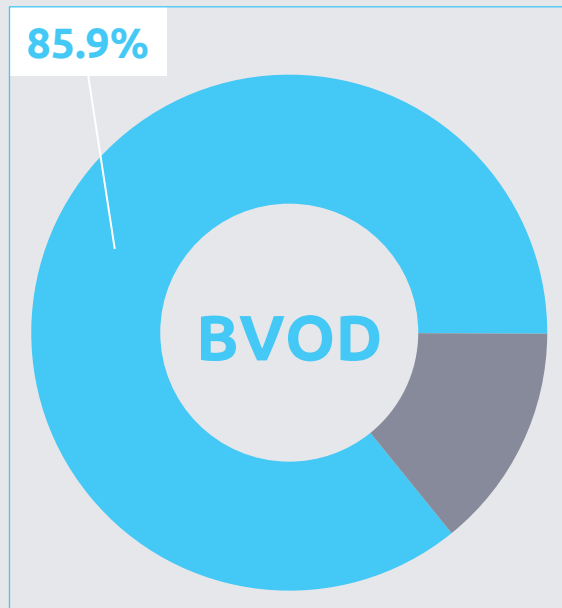
*Source: Grab your audience by the eyeballs. The attention habits of consumers, 2022, ThinkTV Australia/Mediascience.*



# BVOD ads capture higher attention compared to ads on other online platforms

## Attention

● % No attention ● % Attention


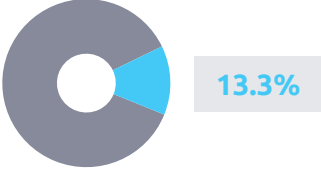
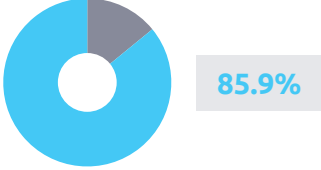



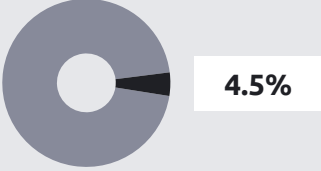
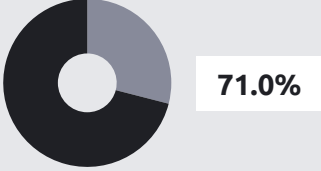

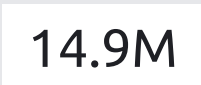


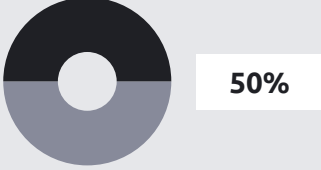

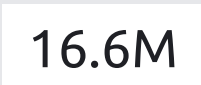


Viewers are much more attentive to BVOD ads than to commercials on other online platforms.

*Source: Grab your audience by the eyeballs. The attention habits of consumers, 2022, ThinkTV Australia/Mediascience.*



# Ads on BVOD have the highest *effective* attention level among online platforms

Effective attention comparison	Ad viewing opportunity	Attention	Effective attention	Reach
 Pre-roll and mid-roll on roll-form content				
 Unskippable pre-roll, skippable pre-roll and mid-roll in longer content				
 In-feed video fully viewed and exposed video in feed				



# Ads on BVOD surpass ads on YouTube in terms of attention when watched on mobile



## Executive summary/key results

The amount of attention that an ad can get depends on the platform

Longer ads do not capture more attention on YouTube, but on BVOD they do

On YouTube, attention is mediated by the skip button. The observed skip rate is about 70%

On BVOD, attention remains stable regardless of the length of the spot

Observed Short-term Advertising Strength (STAS) for BVOD is 125 versus 112 for YouTube

### Title of the study:

Attention, a key metric for your video plan

**Year of publication:** 2022

**Commissioned by:** VIA Belgium

**Contractor:** Amplified Intelligence

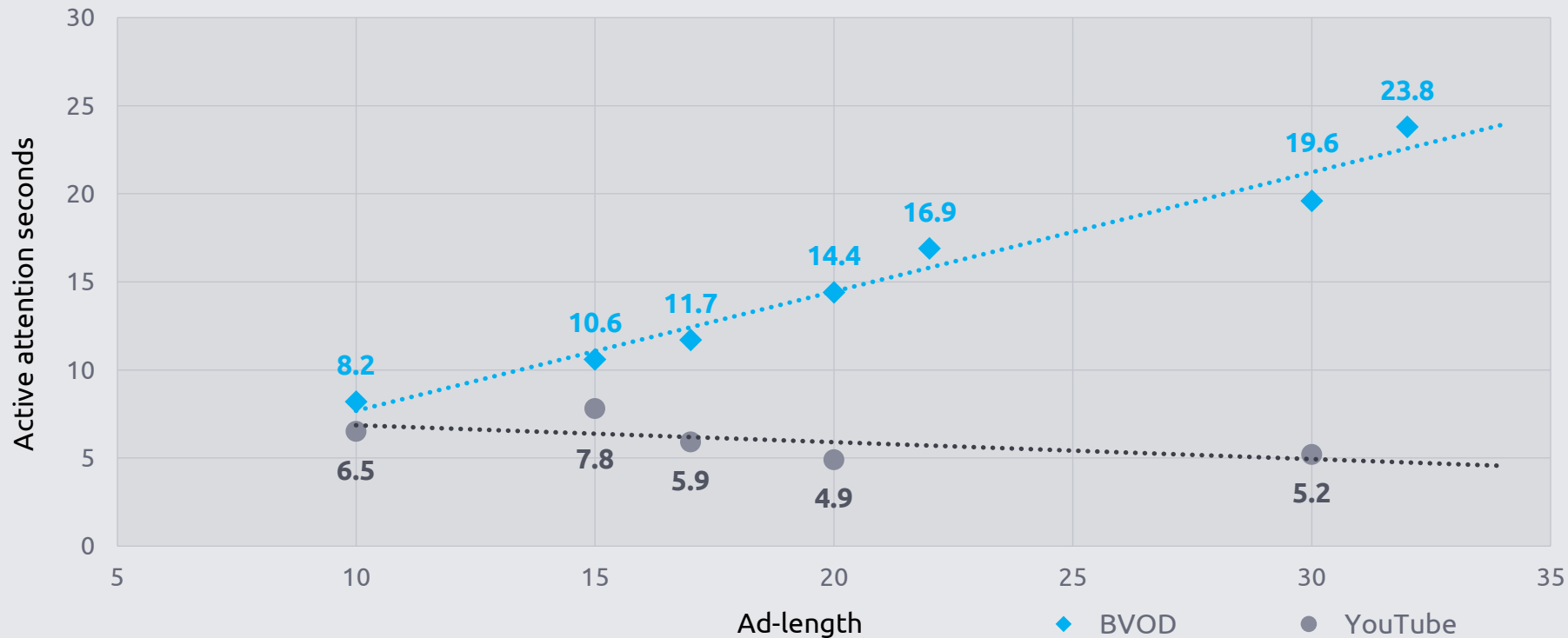
**Full study** available [here](#)

**Contact:** [Wout Dockx](#), Secretary General, VIA



# Longer ads do not increase active attention on YouTube, while on BVOD they do

Ad length and active attention



The amount of active attention on BVOD continues to grow with spot length.

Source: VIA Belgium, Amplified Intelligence

Base: 3807 observations in 300 households in Belgium, North and South.

Sample universe: 18-64.

Fieldwork: August 19 to September 9 2022.

Shown are the number of active attention seconds, depending on the length of the ad.





# Rai Pubblicità's Golden Minute format performs exceptionally well in terms of ad acceptance



## Executive summary/key results

The study measures the impact and performance of the **Golden Minute format** (i.e. a 60" isolated TV break, including 1-4 spots, well integrated into the editorial narrative of the program, adapted for linear TV and digital).

The Golden Minute format performs exceptionally well in terms of ad acceptance compared to the classic TV ad break (74% across all audience categories).

The Golden Minute format attracts 84% attention, considerably higher than the classic ad break.

The Golden Minute format favours a viewing completion of the commercial, it minimises zapping and increases the brand recall and memorability.

The format likewise shows high levels of performance across the entire advertising funnel (upper funnel – 80% and lower funnel – 65%).

The Golden Minute format has a positive effect on intention to buy, scoring on average a 77% cross-category boost.

### Title of the study:

Golden Minute Tracking: perceived and format performance

**Year of publication:** 2022

**Commissioned by:** Rai Pubblicità

**Contractor:** Rai Pubblicità and Toluna

**Full study** is available [here](#)

**Contact:** [Serafina Croce](#), head of Research, Rai Pubblicità



# The *Golden Minute* minimises zapping and increases the brand recall and memorability

Impact and performance of the *Golden Minute* format across different audience segments

	TOTAL Rate 6-10	RAI EXPOSED Rate 6-10	PREMIUM Rate 6-10	AD ORIENTED Rate 6-10	CONSUMERS/ USERS Rate 6-10
<b>VISIBILITY</b> Golden Minute Favours the viewing of the entire break	68%	71%	78%	76%	71%
<b>ATTRACTIVITY</b> It helps avoid channel zapping	63%	68%	73%	70%	66%
<b>RECALL</b> It enhances the brand recall	63%	70%	76%	73%	67%
<b>INTEREST</b> Arouses high interest in the product or service	61%	67%	74%	72%	65%

**RAI EXPOSED:** Those who spontaneously remember seeing the ads being tested on TV on Rai

**PREMIUM:** Those willing to spend more for a quality / value-added product or service (target spending / high spending)

**AD ORIENTED:** Those who use advertising as an information source to orient themselves in their purchasing choices

**CONSUMERS/USERS:** Those who buy / use products or services of the relevant product category with a certain frequency (potential target)

Source: Ad hoc tResearch, CAWI, Unit Research Rai Pubblicità – total respondents 11.807. Rai Exposed 1.464 - Premium 2.235 - ADV oriented 3.472 - Consumers/Users 7.374



# Nine reasons why all impressions aren't created equal



## Executive summary/key results

### Awareness

1. Dwell time (amount of time an ad is watched) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.
2. Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.
3. 100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.

### Consideration

1. High-quality, premium content on a large screen increases ad engagement and heightens brand memorability.
2. The longer an ad is viewed, the longer the brand will stay in memory, which increases the likelihood a consumer will choose that brand.
3. Ad placements within contextual content can strongly increase emotional connections and brand memorability.

### Sales

1. Screen size, ad size and coverage are very influential in driving sales impact for brands.
2. The higher the viewability and the longer people look at an ad, the bigger the sales uplift.
3. Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.

#### Title of the study:

You Oughta Know: Why All Impressions Aren't Created Equal & What It Means For Video Measurement

**Year of publication:** 2022

**Commissioned by:** VAB

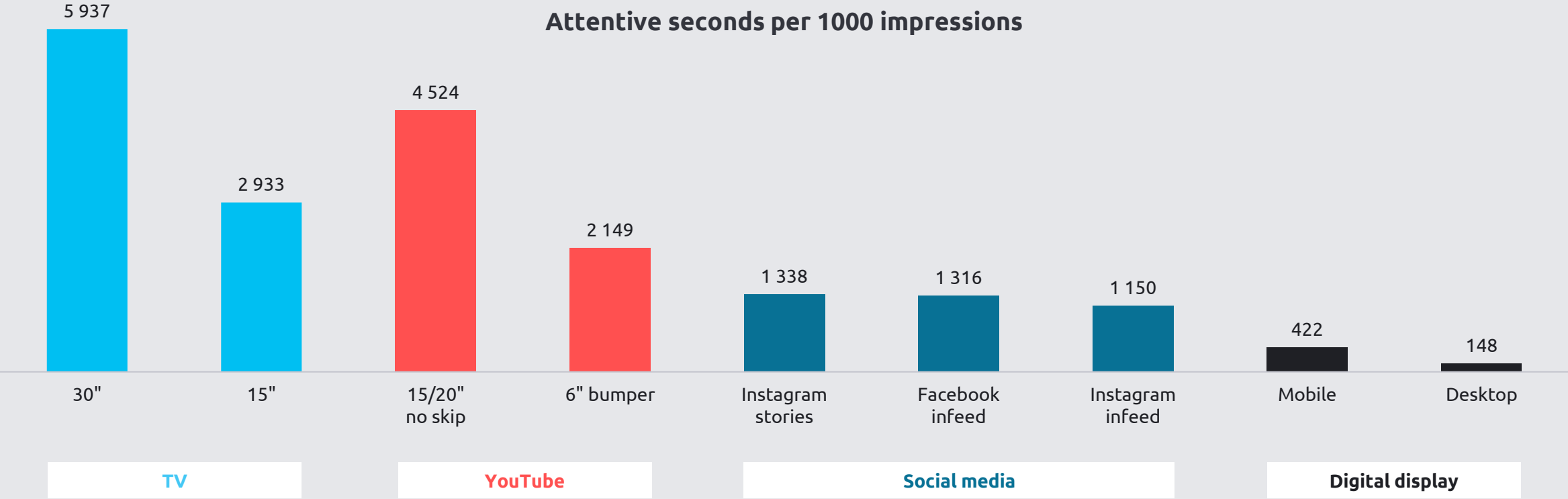
**Full study** available [here](#)

**Contact:** [Jason Wiese](#), SVP, Director of Strategic Insights, VAB



# Attentive seconds are by far the highest for TV compared to online platforms

Measuring awareness through attention  
Attentive seconds per 1000 impressions



# TV generates the greatest sales impact: TV across all devices outperforms even the best ROI seen with other online video platforms

Sales impact across media platforms



	TV	Desktop	Mobile
Television	144	153	161
Facebook	---	118	121
YouTube	---	116	137

An exposure to an ad on Television drove **44%** more sales than not seeing the ad at all.

*Source: Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019. Short-Term Advertising Strength (STAS) is calculated by determining the proportion of category buyers who bought a specific brand having not been exposed to that brand’s advertising and comparing this to the proportion of category buyers who were exposed to advertising and went on to buy the brand. STAS is built to capture short term effects, capturing impact up to a month after exposure. A STAS score of 100 indicates no advertising impact in that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. Indices based on % who were exposed to an ad that purchased a product divided by % who were not exposed to an ad that purchased a product.*