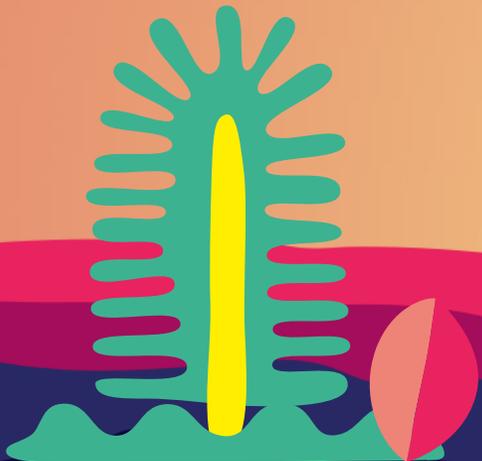


Not all 'time spent' is equal

Quantifying the relationship between time spent on platform and attention time to advertising



Spending lots of **time** on a platform doesn't mean it's best for advertising

Spending hours and hours on a media platform doesn't automatically qualify it as a great place to advertise.

This study highlights that **ad attention**, rather than time spent, should play a more important role in media channel selection.

Time spent is not a suitable proxy for advertising effectiveness.



What is premium video?

FOXTEL
media

Nine

think
premium
digital

7

10

News Corp Australia

Firstly, what do we mean by premium digital?

There's digital and then there's *premium digital*, a descriptor for environments that possess ALL of the following attributes:

- Premium, professionally produced content
- Media brand that people know and trust
- Brand safe environment
- Meaningful scale for advertisers

So then, what is premium video?

Premium video is made up of all the short- and long-form video formats within premium digital.

think
premium
digital



THE RESEARCH HISTORY



PHASE 1

Not all *digital* is equal

May 2021:

Effectiveness of advertising in premium publisher assets vs run-of-internet.

Impact of **display** versus non-premium assets.

Impact of **video** versus non-premium assets and social media.

PHASE 2

Not all *video* is equal

August 2021:

Effectiveness of advertising in premium publisher video assets.

Impact of video against YouTube.

Impact of video inventory in short and long form content.

PHASE 3

Not all *time spent* is equal

March 2022:

The relationship between time spent and ad attention in premium publisher video assets.

Time spent vs video ad exposure.

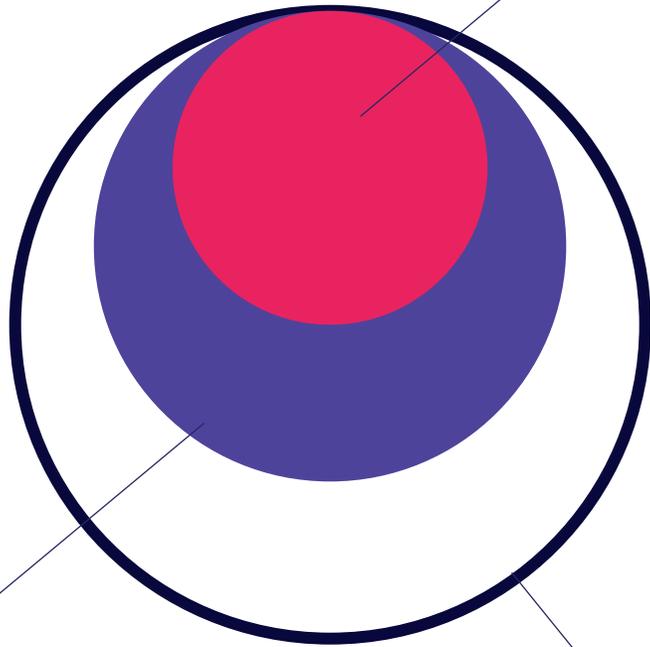
Ad exposure vs active ad attention.

**I need social
on the media plan
because we all
spend hours and
hours on it
each day**

- 1 Consumers spend a lot of time on the platform but how much opportunity is there for my video ad to be exposed?
- 2 Does the platform's ecosystem help or hinder ad exposure opportunity?
- 3 When my ad is exposed, how does ad attention compare to other platforms?
- 4 Does the time spent required to generate sufficient ad attention fit within campaign parameters?



AD ATTENTION



AD EXPOSURE

TIME SPENT

Often the 'time spent' on a platform is used to demonstrate its importance to advertisers. The study seeks to understand how much of 'time spent' converts to ad attention.

The first step is to determine how much of the 'time spent' presents an opportunity to see advertising or ad exposure.

And finally, even when ads can be seen, they don't always command attention. Ad attention is the critical measure as ads can only be effective at changing behaviour when they receive attention.

This study quantifies the relationship between time spent on platform and attention time to advertising





LAB PHASE

350 respondents

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



FIELD PHASE

583 respondents

Recording in-home and out of home media consumption tracking using passive device measurement & 2-hourly intercept surveys



MODELLING PHASE

Map daily media consumption using currency data and intercept surveys and overlay advertising attention based on weightings from lab phase

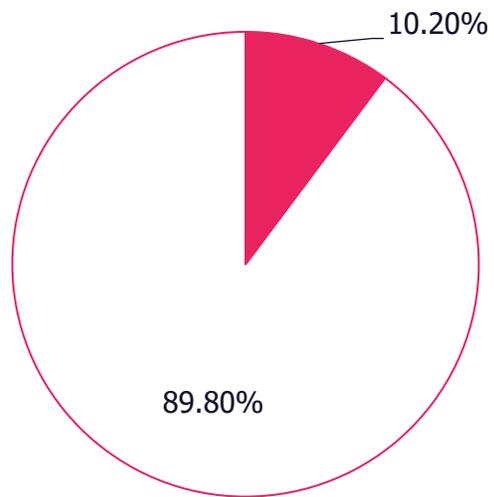
THE FINDINGS



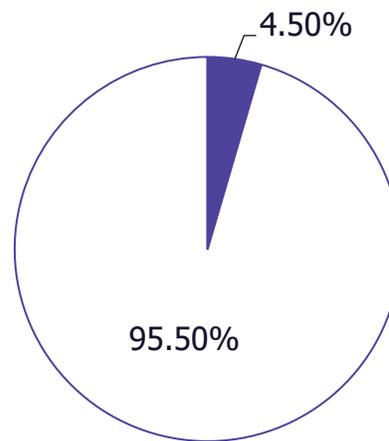
Total time spent converts to 10.2% ad exposure for premium video compared to 4.5% for YouTube and 0.7% for Social Video.

TIME SPENT (Indexed to 1 hr)

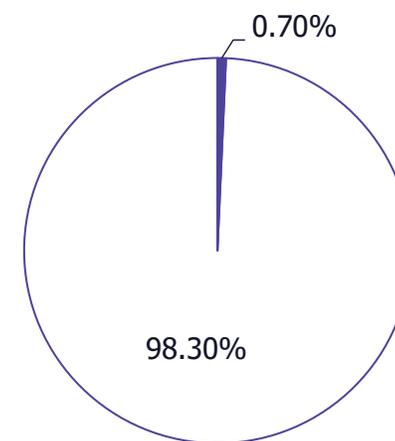
Premium Content (video)



YouTube (video)

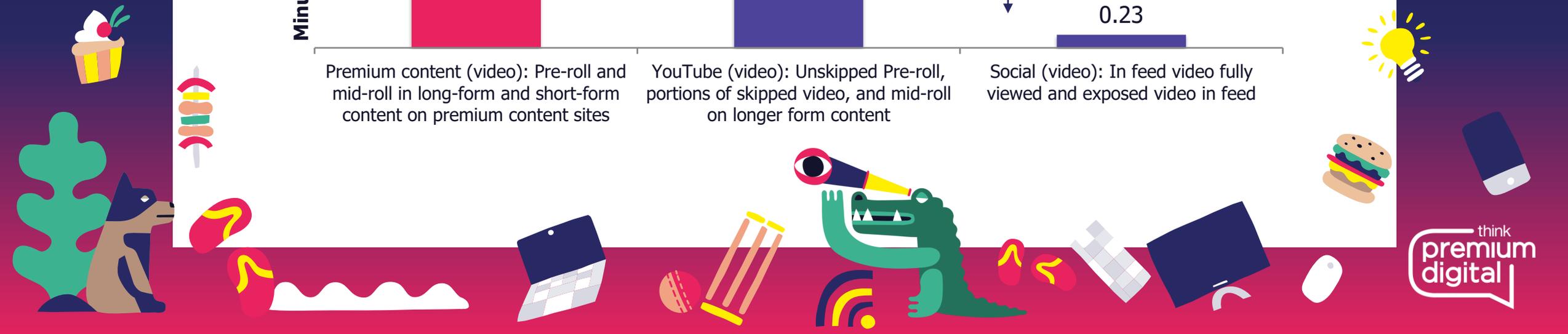
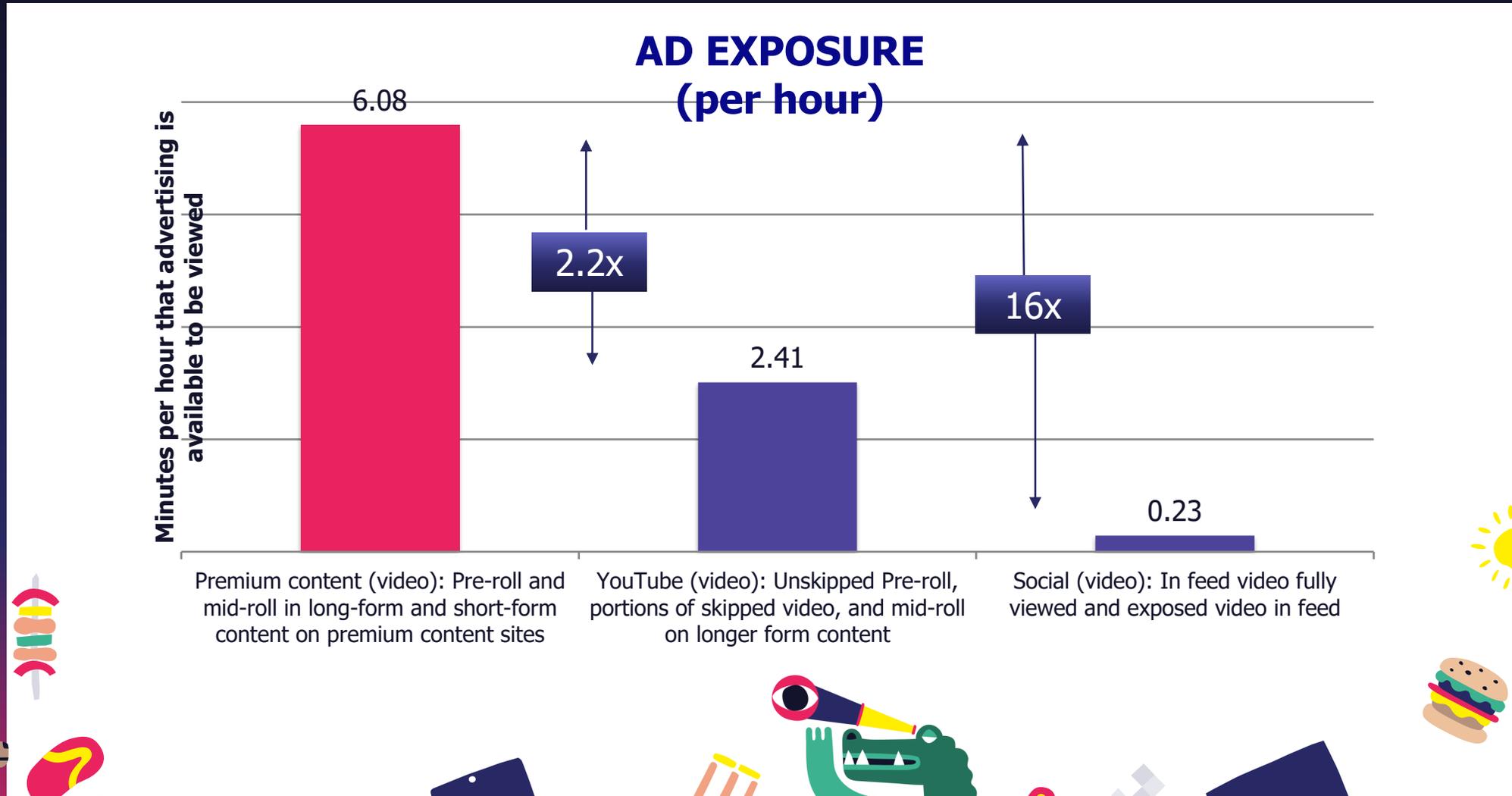


Social (video)



■ % exposed- advertising content
□ % exposed- non advertising content

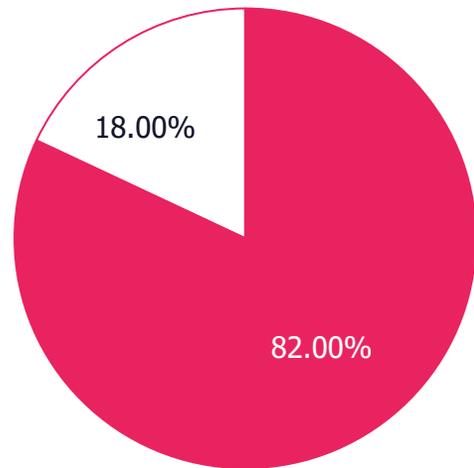
Ad exposure for premium video is 2.2X more than YouTube and 16X more than Facebook in an average hour.



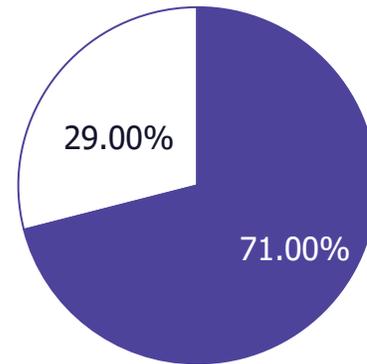
Video inventory within premium content receives a higher proportion of attention than social video.

AD ATTENTION

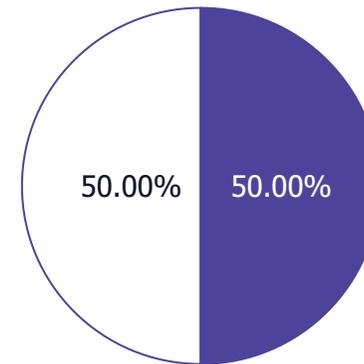
Premium content
(video)



YouTube (video)

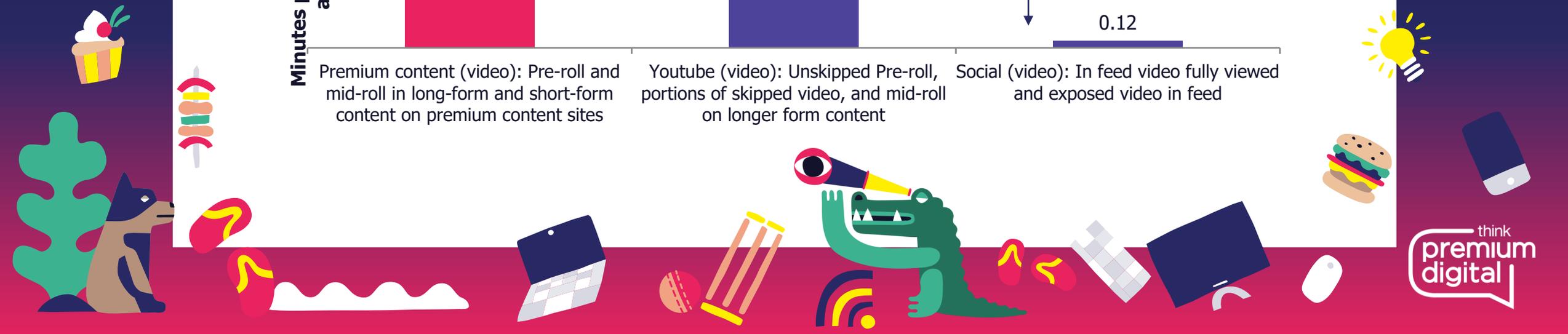
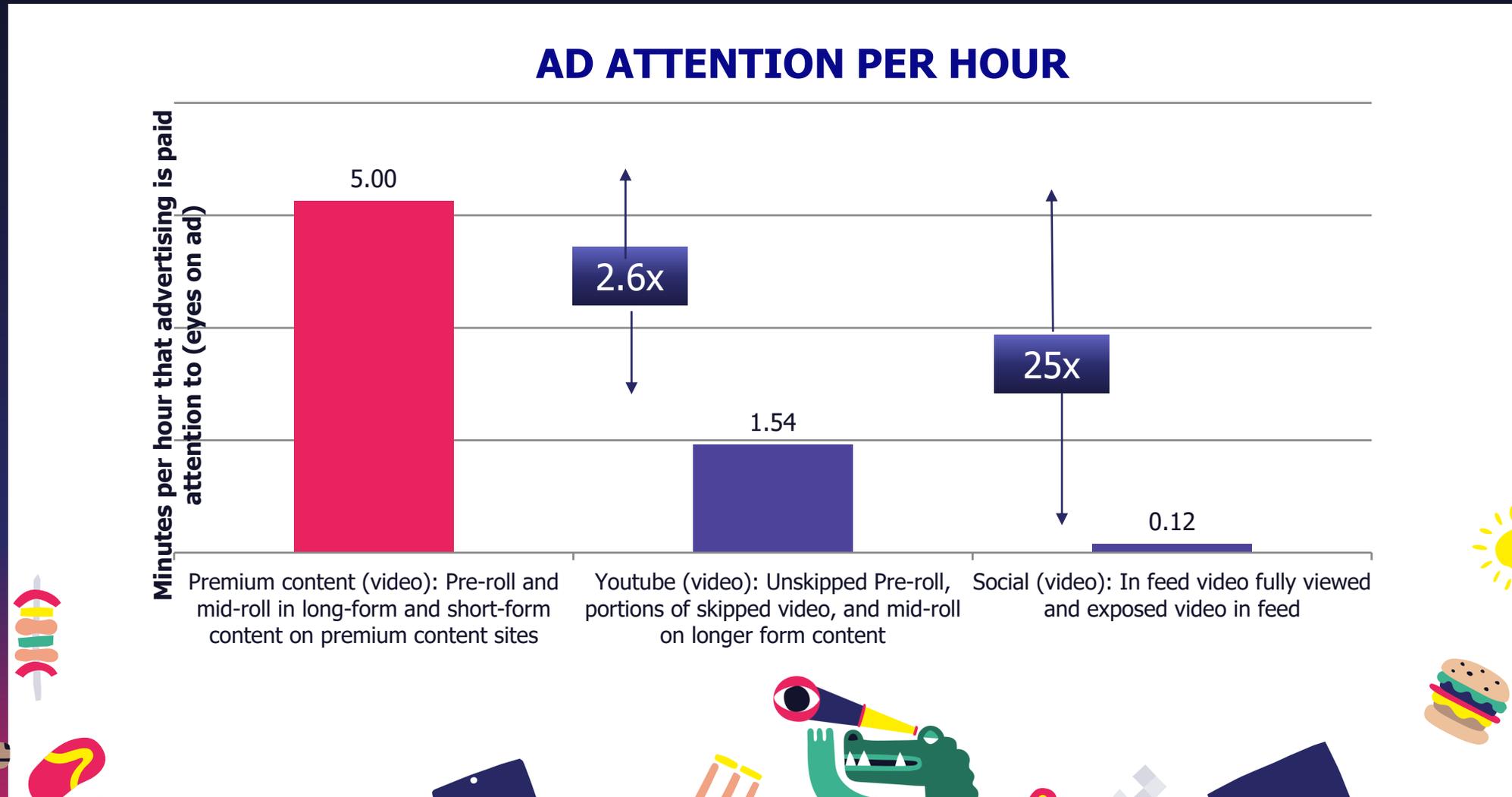


Social (video)



■ % attention (ad on screen, eyes on ad)
□ % no attention (no eyes on ad)

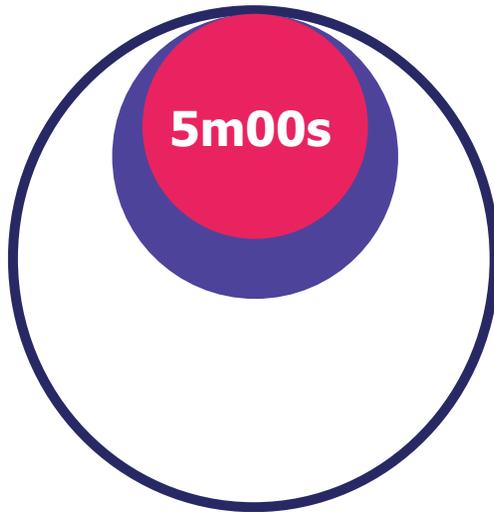
An hour on premium video generates 5 mins of ad attention; 2.6X more than YouTube and 25X more than social video.



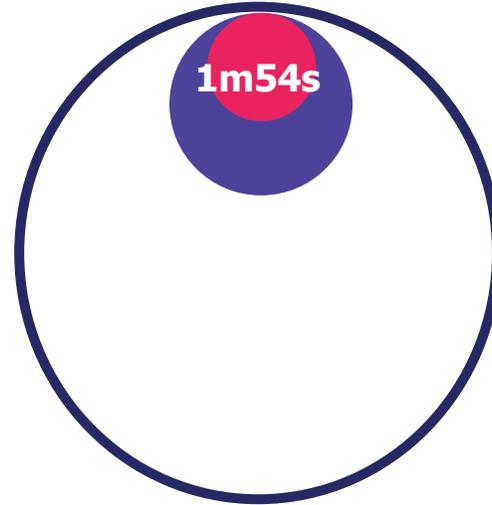
For advertisers, the decay of 'time spent' for social video is significant

1 HOUR OF TIME SPENT

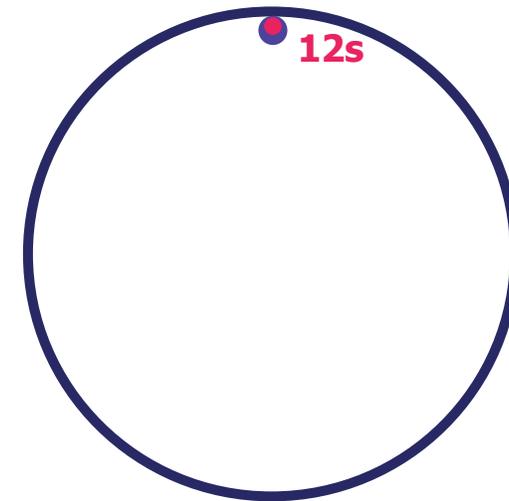
Premium video



YouTube



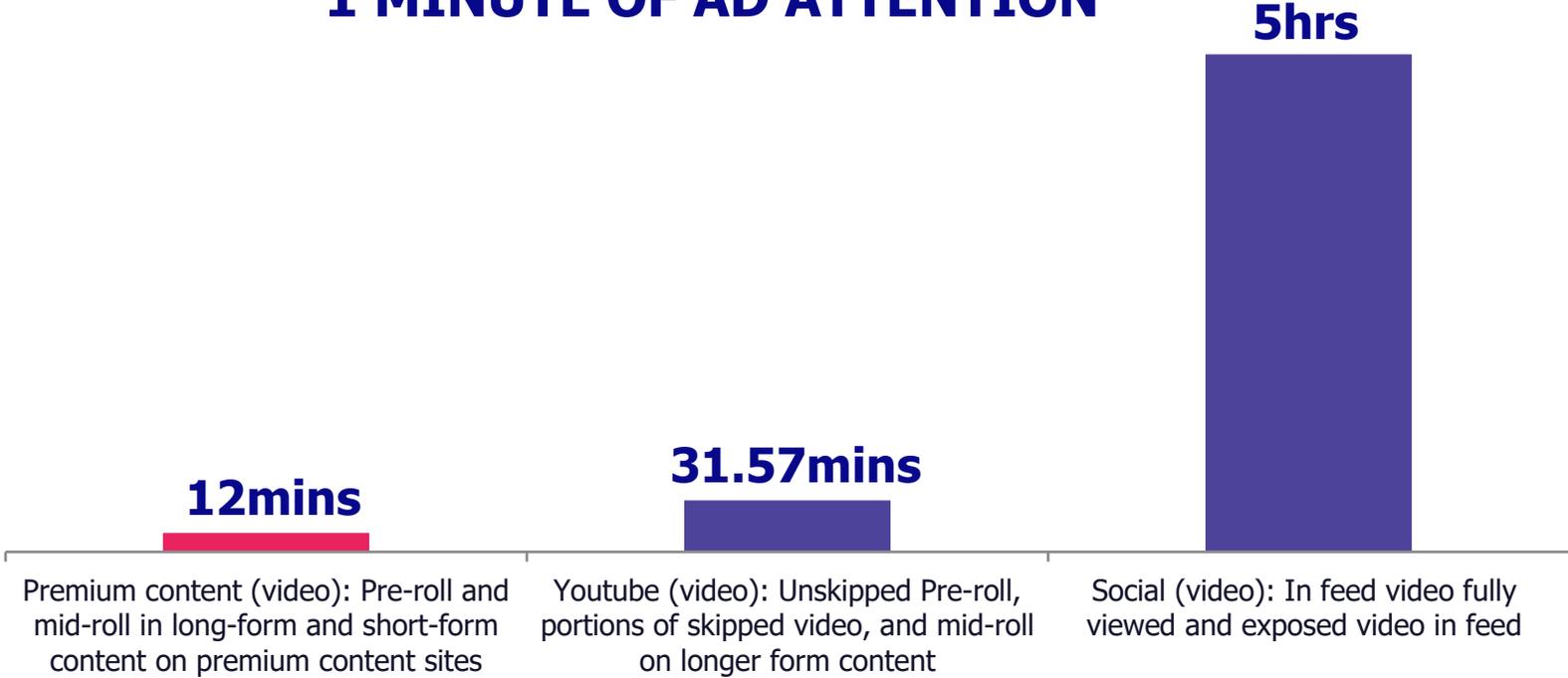
Social video



- Time spent on platform
- Ad exposure
- Ad attention

Building one minute of ad attention requires 12mins on premium video or 31:57mins on YouTube and 5 hours on social video

TIME SPENT NEEDED TO GENERATE 1 MINUTE OF AD ATTENTION



**Per minute
of time spent,
premium video
provides **2.6X**
more ad
attention than
YouTube and
25X more than
social video.**

If you use time spent data for media choices, make sure it's *time spent with advertising*.

Total time spent converts to 10.2% ad exposure for premium video which is **2.3X** better than YouTube (4.5%) and **14.6X** better than social video (0.7%).

An average hour on premium video generates 6:08mins of ad exposure; **2.2X** more than YouTube (2:41mins) and **16X** more than social video (23 sec).

An average hour on premium video generates 5 mins of ad attention; **2.6X** more than YouTube (1:54mins) and **25X** more than social video (12 secs).

1 minute of ad attention requires **12mins** on premium video while 31:57mins on YouTube and 5hours on social video.



**If you use time
spent data for
media choices,
make sure it's
time spent
with advertising**



think
premium
digital

