

# NOT ALL TIME SPENT IS EQUAL

Latest research shows time spent on a media platform is not the same as time spent consuming advertising on a media platform.

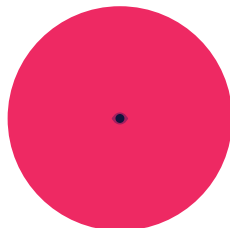
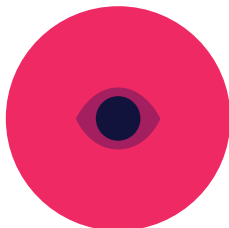
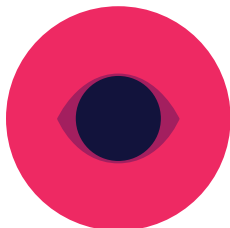
## TIME ON PLATFORM DOES NOT EQUAL AD ATTENTION

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

On premium video ad attention lasts an average of 5 minutes per hour

On YouTube ad attention lasts an average of only 1 min 54 sec per hour

On social video ad attention lasts an average of just 12 seconds per hour



■ Time spent on platform

■ Ad exposure

■ Ad attention

Every hour of time spent with premium video provides **2.6X** more ad attention than YouTube and **25X** more ad attention than social video.

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

think  
premium  
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TIME WELL SPENT.

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[thinkpremiumdigital.com.au](http://thinkpremiumdigital.com.au)