

SEPTEMBER 2022

# Program Attention vs. Ad Attention

T>>VISION



# PROGRAM ATTENTION VS. AD ATTENTION

## *Does strong content keep viewers engaged with ads?*

Time and time again, TVision's person-level data shows that Attention varies dramatically across networks and programs. But just how does this program engagement impact ad engagement? If audiences are paying close attention to their favorite TV show, does that mean they stay engaged when it's time for the commercial breaks?

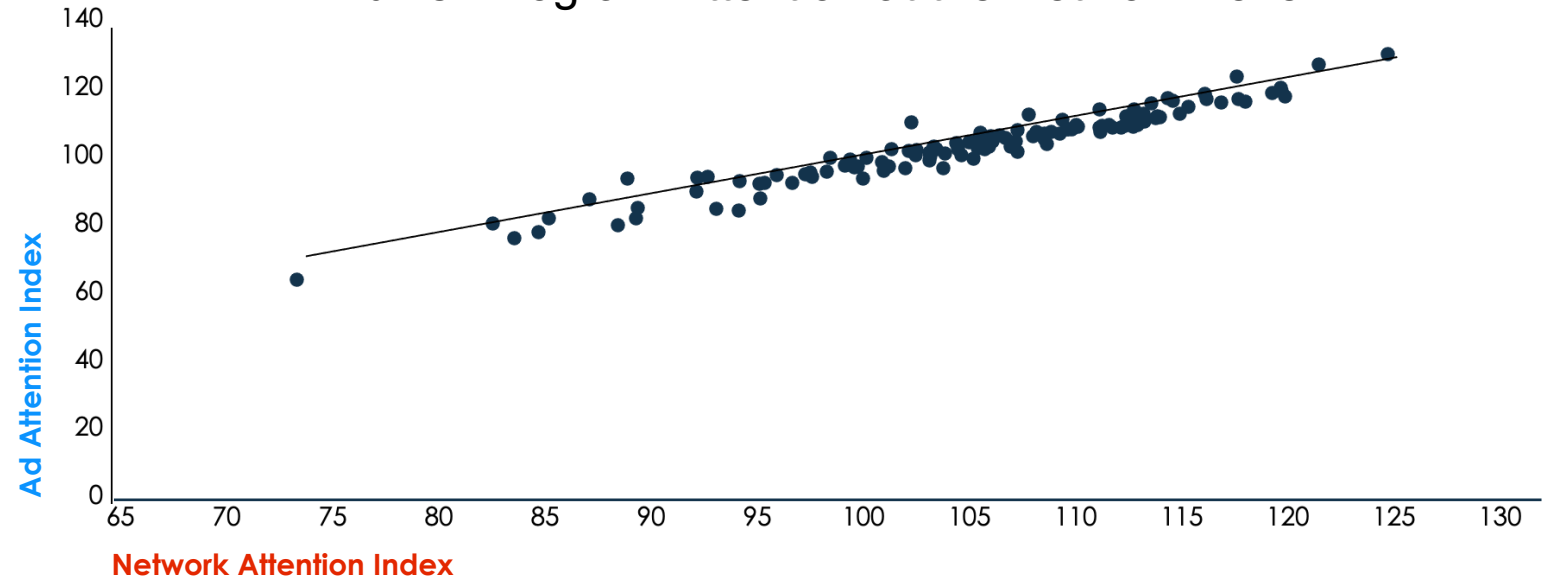
Analyzing program and ad time for media placements across all linear TV networks, we found that there is indeed a strong correlation between how well an audience pays attention during a program and its corresponding ad spots.

## High-attention programming typically has high-attention ad spots

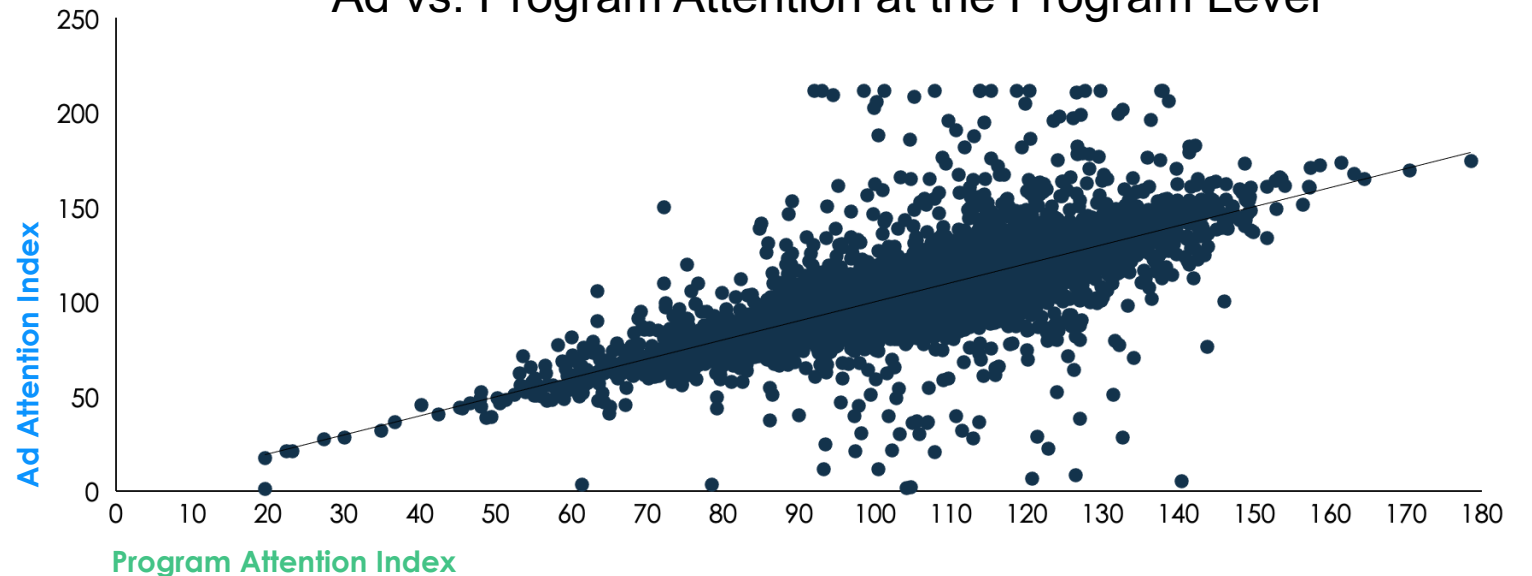
In general, networks with high engagement for their content also capture high attention during commercial time. In fact, in our linear regression analysis, we found a nearly 1:1 correlation between ad attention and program attention at the network level.

To illustrate, the charts here show our Attention to Visible Index at both network and program level. This metric reveals how likely audiences in the room are to be paying eyes-on-screen attention.

### Ad vs. Program Attention at the Network Level



### Ad vs. Program Attention at the Program Level



# Correlation Remains Strong Across Key Demographics

The correlation between ad and program attention holds true across the demographic brackets most frequently used among our clients. Notably, while overall correlation between program and ad attention is typically highest at the network level where there are fewer data points, the strongest correlation by age bracket is at the program level among adults 25-54.

## BY NETWORK

Age Bands	Correlation Coefficient
All Ages	0.97
18 - 49	0.97
25 - 54	0.96

## BY PROGRAM

Age Bands	Correlation Coefficient
All Ages	0.78
18 - 49	0.80
25 - 54	0.98

# WHY OPTIMIZE FOR ATTENTION

## *Attention Varies Greatly Across Media*

TVision data shows Attention varies dramatically across dayparts, networks, and programming—giving advertisers an easy opportunity to improve their brand KPIs when they optimize for Attention. For instance, high- vs. low-Attention programs see a 43 percentage-point difference.

### Difference Between High & Low Attention Placements

**± 9%**


**DAYPARTS**

**± 23%**

**NETWORKS**

**± 43%**

**PROGRAMS**



1:1

CORRELATION  
Attention : Brand Lift

## Improvements in Attention Drive Brand Lift

Choosing high-attention media placements can have a tangible impact on brand KPIs. For every increase in % Attention, there is a clear lift in people who think of your brand when they think of your industry.

This is according to [a new study with TVision and Upwave](#), the leading analytics platform for top-of-funnel brand advertising.

# TAKE THE NEXT STEPS:

## *Evaluate Any TV Network*

Want to keep a pulse on which linear TV opportunities deliver the most engaged viewers? Network Scoreboard, one of three dashboards within Tvision's new Ad Scoreboard, provides insight into audience engagement on any linear TV network. See how often people are in the room when the ads are shown and how likely these audiences are to pay attention. The dashboard ranks each network's best-performing programs so that you can prioritize them in your media plans.

With Network Scoreboard you can:

- Discover which demographics are most engaged on each network
- Identify the network's best-performing programs for attention
- Determine which CTV apps will extend your reach when added to a plan
- Find which networks perform best for your key competitors

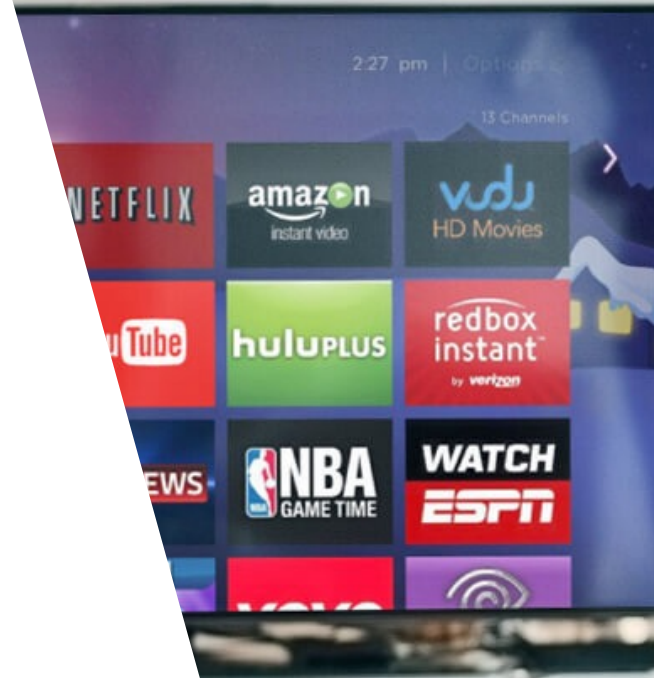


[LEARN MORE](#) or [REQUEST A DEMO](#).

# ABOUT TVISION

## The Leader in TV Engagement Metrics

TVision measures what was once unmeasurable—how people really watch TV. Using cutting-edge computer vision technology, only TVision measures person-level, second-by-second TV engagement. Marketers and media seller's access TVision's TV performance metrics via its software-as-a-service platform. TVision's customers include some of the largest brands in the world, top media networks, and CTV applications. TVision's single-source panel enables measurement across both Linear TV and CTV, providing critical metrics such as Attention, Viewability, Co-Viewing, and more.





# KEY METRIC DEFINITIONS AND METHODOLOGY

TVision measures Ad Viewability and Ad Attention for every second of programming and advertising on television. Every time a person walks into the room, our technology detects who the viewer is, where they are in the room, and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. TVision's data is collected from an opt-in panel of 5,000 homes across the United States. All data is weighted to represent the country. All demographic data is self-reported by the respondents. All data is for linear ad impressions delivered to persons P2+ from April 2021 – July 2022, unless otherwise indicated.



## *Attention to Visible Index:*

This measures the average amount of seconds that viewers engage with a program or ad while they are in the room.

**LEARN MORE AT [WWW.TVISIONINSIGHTS.COM](http://WWW.TVISIONINSIGHTS.COM)**

---

Contact TVision at  
[hello@tvisioninsights.com](mailto:hello@tvisioninsights.com)

T>>VISION