T))VISION

All About Timing:
How CTV Ad Lengths Grab Attention

October 2021

Choosing the Right CTV Ad Lengths

In today's increasingly fast-paced world, customers are constantly surrounded by content. Each second of attention is hard won, so it's critical that TV advertisers choose ad opportunities that provide the most impact for every ad dollar. They must strike the perfect balance between having enough time to get their message across while also winning the fierce competition for viewers' attention.

Ad lengths are a significant and consistent driver of media costs. As more marketers shift budgets to CTV, we wanted to find out if CTV ads delivered value in proportion to their length. To answer this question, TVision analyzed viewer engagement with different ad lengths and placements across apps and demographics. In this report, we provide advertisers a simple framework for choosing the best ad length for their targeted CTV campaigns.

Longer CTV Ads ≠ Larger Audiences

To start, let's define Attention. TVision reports Attention by measuring the amount of time that viewers were engaged with the ads, with their eyes on the TV screen. Attention metrics require the viewer to have had their eyes on the screen for two or more seconds.

Traditionally, longer ads have given marketers a greater opportunity to reach their audience. Our data shows that CTV has quickly broken tradition and leveled the playing field.

Overall, around a third of viewers paid attention to short, medium, and long ads (:15, :30, and :60-seconds, respectively) with :15-seconds ads falling just slightly short of their two longer counterparts. This suggests the opportunity to engage viewers is roughly equal across ad lengths. Just because a :60-second ad is on the screen for longer, doesn't necessarily mean that it is going to capture attention from a larger audience.
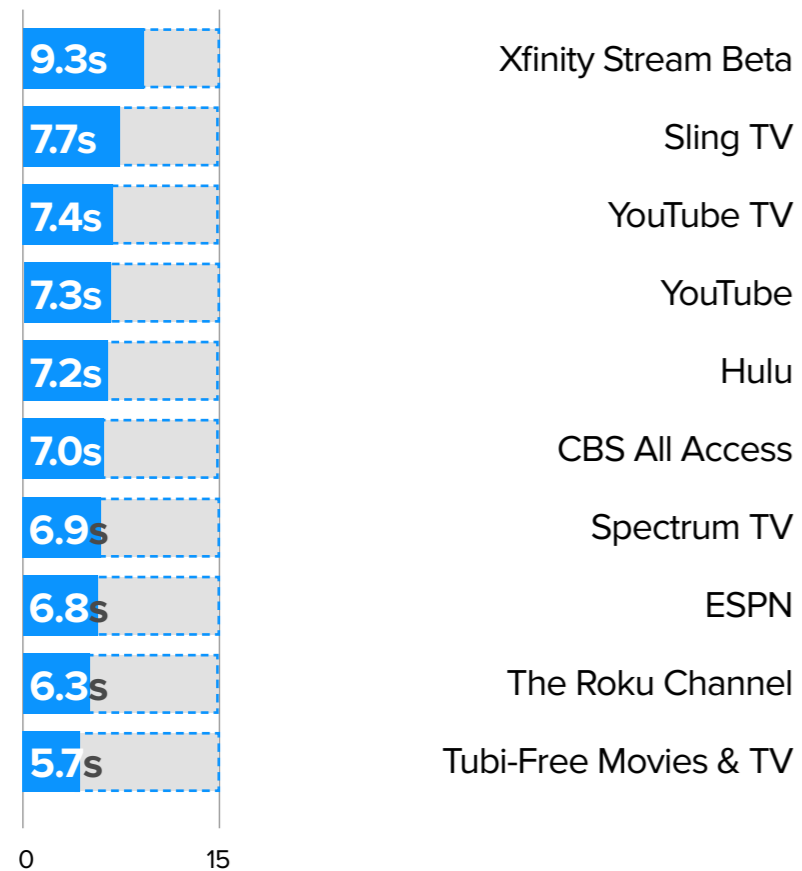
% OF VIEWERS WHO PAID ATTENTION

15 sec ads **30.3%**

30 sec ads **33.3%**
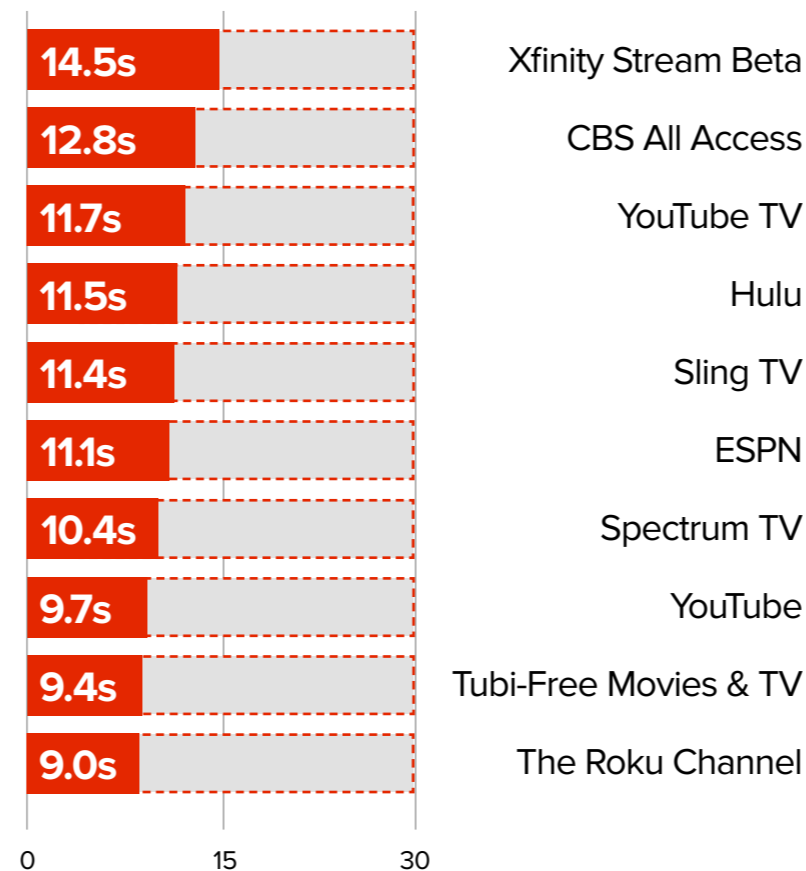
60 sec ads **32.1%**

Discover the Best Ad Length Per App

All ad lengths have the potential to effectively grab attention, but exactly how well they keep viewers' attention may vary. Here is a breakout by ad length of the apps that delivered the biggest opportunity to reach viewers based on time spent paying attention.
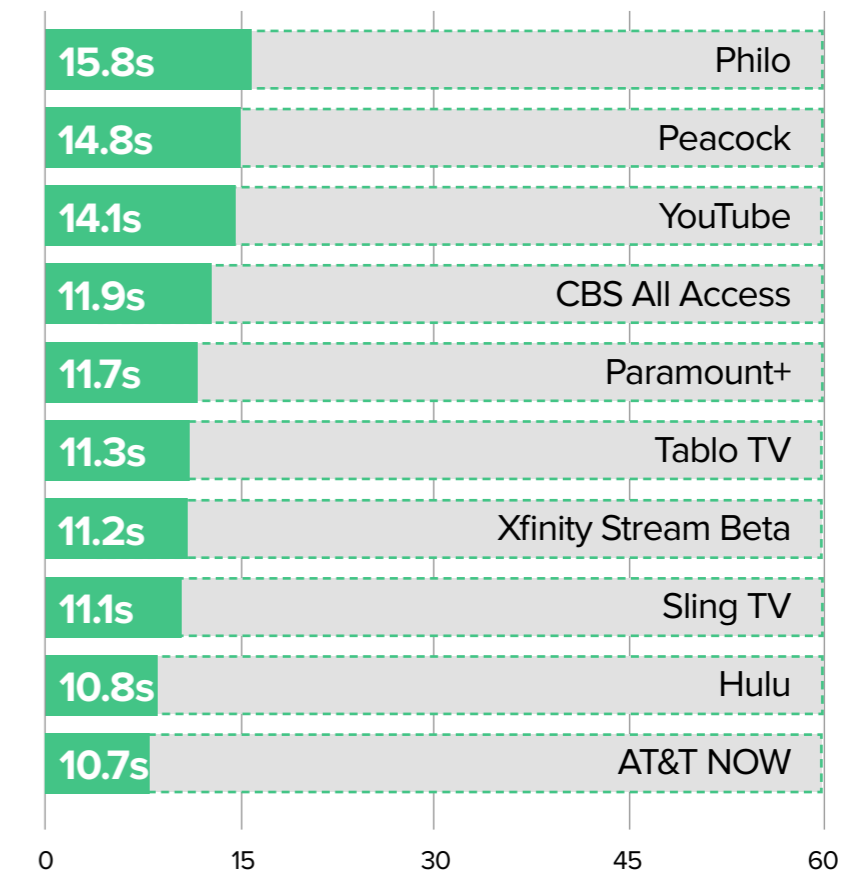
ATTENTIVE SECONDS : 15 SECOND ADS

App	Attentive Seconds
Xfinity Stream Beta	9.3s
Sling TV	7.7s
YouTube TV	7.4s
YouTube	7.3s
Hulu	7.2s
CBS All Access	7.0s
Spectrum TV	6.9s
ESPN	6.8s
The Roku Channel	6.3s
Tubi-Free Movies & TV	5.7s

ATTENTIVE SECONDS : 30 SECOND ADS

App	Attentive Seconds
Xfinity Stream Beta	14.5s
CBS All Access	12.8s
YouTube TV	11.7s
Hulu	11.5s
Sling TV	11.4s
ESPN	11.1s
Spectrum TV	10.4s
YouTube	9.7s
Tubi-Free Movies & TV	9.4s
The Roku Channel	9.0s

ATTENTIVE SECONDS :60 SECOND ADS

App	Attentive Seconds
Philo	15.8s
Peacock	14.8s
YouTube	14.1s
CBS All Access	11.9s
Paramount+	11.7s
Tablo TV	11.3s
Xfinity Stream Beta	11.2s
Sling TV	11.1s
Hulu	10.8s
AT&T NOW	10.7s

Xfinity Stream, Sling TV, and YouTube TV—all dMVPDs—captured the most attentive seconds for :15-second ads.

Xfinity Stream also topped the list for :30-second ads along with CBS All Access (now Paramount+) and YouTube TV.
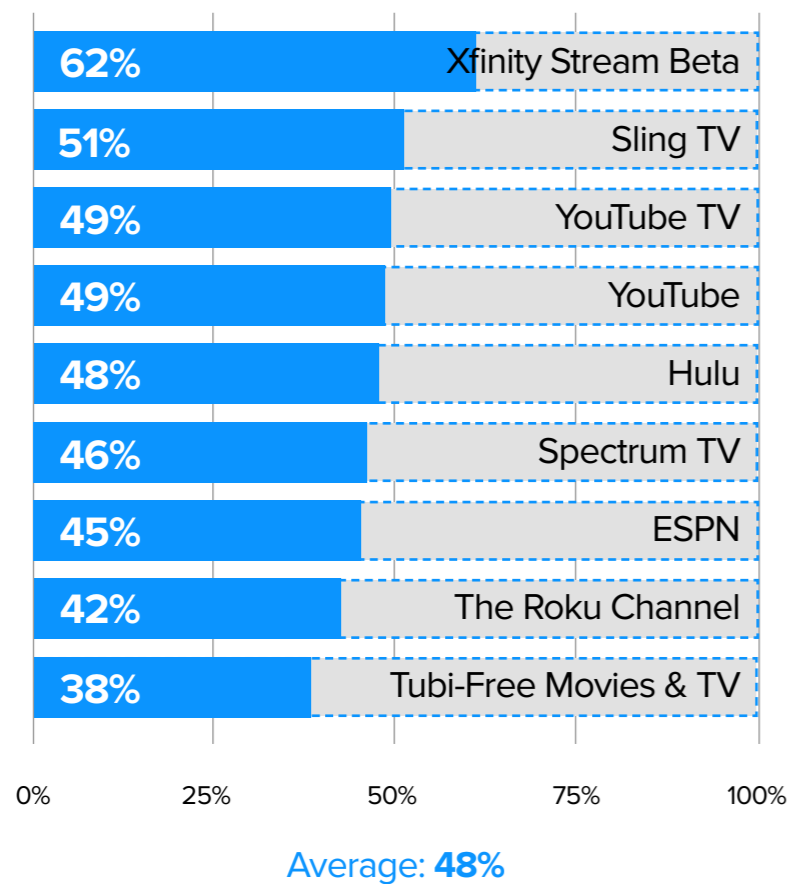
:60-second ads saw a slightly different list of apps winning attentive seconds with Philo, Peacock, and YouTube leading the way

Note: Because CBS All Access changed to Paramount+ in March 2021, app data from Jan - Feb 2021 is labled as CBS All Access, and Paramount+ will be shown for March 2021 and onward.
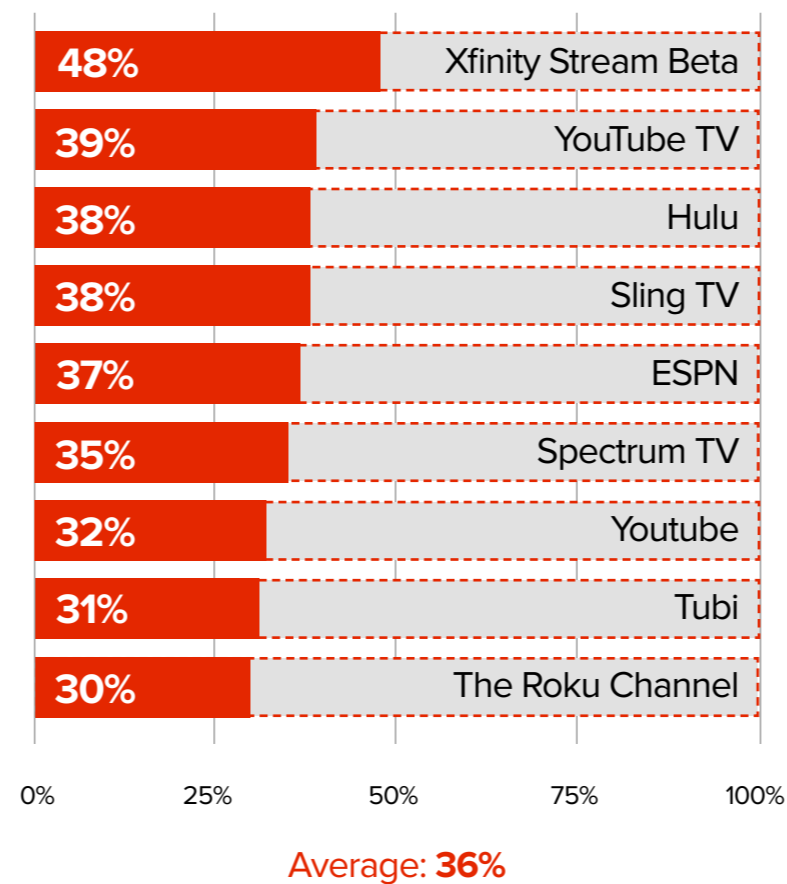
Find Which CTV Ad Lengths Deliver the Best ROI

While the longer ads generally deliver more attention time, on average, the attention time is not proportional with their longer ad lengths. Take YouTube as an example. As we saw on the previous page, YouTube captured meaningful attention across all three ad formats. Viewers on YouTube technically spent more attentive seconds watching longer ads, but when factoring in each ad's total run time, they watched half of the :15-second ads, a third of the :30 spots, and only a fourth of the :60-second ads. Assuming every second of ad time is priced equally, :15-second ads may deliver better ROI within CTV.
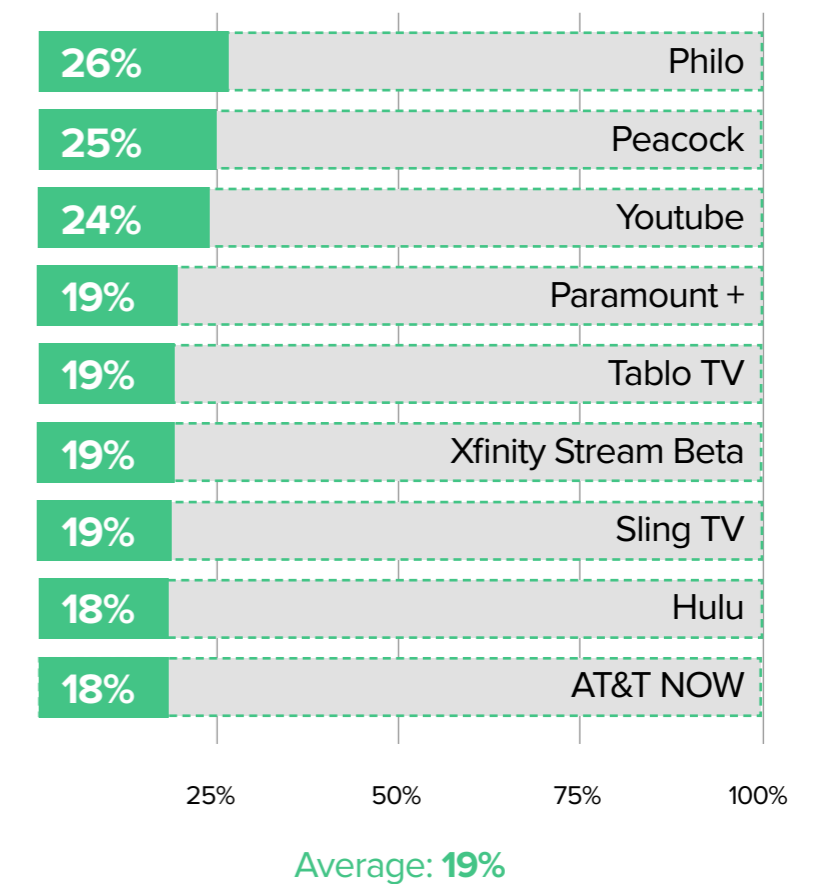
% of Total Ad That Captured Attention : :15-second Ads

%	Platform
62%	Xfinity Stream Beta
51%	Sling TV
49%	YouTube TV
49%	YouTube
48%	Hulu
46%	Spectrum TV
45%	ESPN
42%	The Roku Channel
38%	Tubi-Free Movies & TV

Average: **48%**

% of Total Ad That Captured Attention : :30-second Ads

%	Platform
48%	Xfinity Stream Beta
39%	YouTube TV
38%	Hulu
38%	Sling TV
37%	ESPN
35%	Spectrum TV
32%	Youtube
31%	Tubi
30%	The Roku Channel

Average: **36%**

% of Total Ad That Captured Attention : :60-second Ads

%	Platform
26%	Philo
25%	Peacock
24%	Youtube
19%	Paramount +
19%	Tablo TV
19%	Xfinity Stream Beta
19%	Sling TV
18%	Hulu
18%	AT&T NOW

Average: **19%**

Practical Exercise: Calculate Your Attentive CPM

When comparing the overall amount of time viewers spent paying to ads, the data suggests that shorter ads deliver more value. On average, viewers paid attention to almost half of the total :15-second ad, compared to just 11.4 seconds of the :60-second ads.

% ATTENTION PAID TO AD IN PROPORTION TO TOTAL LENGTH

15 sec ads **48%**
7.3 of 15 seconds

30 sec ads **36%**
10.8 of 30 seconds

60 sec ads **19%**
11.4 of 60 seconds

USING THE FORMULA BELOW, MARKETERS CAN CALCULATE THE ATTENTIVE CPMS THEY WOULD RECEIVE FOR EACH AD LENGTH

15 sec ads | Your CPM Here [ ] / **.48** = Attentive CPM for :15-second ads [ ]

30 sec ads | Your CPM Here [ ] / **.36** = Attentive CPM for :30-second ads [ ]

60 sec ads | Your CPM Here [ ] / **.19** = Attentive CPM for :60-second ads [ ]

Who Pays the Most Attention to CTV Ads?

For marketers looking to reach specific audiences on CTV, it's important to evaluate which ad lengths resonate best with your target demographic. TVision found that across both Linear and CTV, on average, older demographics pay more attention to ads. Viewers 55 and over had their eyes on the screen more often than any other age group and spent the most time paying attention to each ad length. On the other hand, viewers under 18 had the lower attention across the board.

ADS GENERALLY CAPTURE THE HIGHEST ATTENTION AMONG OLDER AGE GROUPS

While each jump in age group saw a corresponding jump in Attention Time across all three ad formats, Attention % followed a slightly different pattern for short and medium ad lengths. Viewers 18-34 were the second most likely to have their eyes on the screen after the oldest age group for :15 and :30-second ads, followed by viewers 35-54. Marketers looking to optimize their ads to engage college students and young professionals may want to consider shorter ad formats to grab their attention.

ATTENTION % BY AGE GROUP

Age Group	:15s Ads	:30s Ads	:60s Ads
55 and up	33.9%	34.9%	33.7%
35-54	27.8%	30.6%	30.3%
18-34	28.3%	30.9%	28.8%
Under 18	19.9%	22.0%	21.6%

Viewers 18-34 were the second most likely demographic to have their eyes on the screen for :15 and :30-second ads.

MARKETING TIP

Reach your audience where they're most likely to pay attention

Person-level data from TVision can help marketers navigate planning choices to find CTV platforms where their ads will reach engaged audiences and analyze which creative elements will have the biggest impact on their attention.

Ready to maximize your CTV ad attention? **Contact TVision today.**

How Ad Placement Impacts Attention

Imagine you have crafted a brilliant ad, perfectly timed based on the CTV apps in which you're running and the audiences you're trying to reach. How does the order in which it plays impact attention?
And how does this compare to linear?

Good news for marketers is that pod placement does not have a material impact on attention within CTV environments. While the ads that play first during the break typically see the highest attention in CTV, there is only a 3 point difference between the percent of time viewers keep their eyes on the screen during the first pod placement vs. the last. While CTV holds a lower percentage of viewer attention during the first pod placement compared to linear TV, unlike with the more traditional TV format, we see a slight uptick in people paying attention again for the last CTV pod placement, suggesting more intentional ad viewing habits for CTV.

While this report focused largely on timing for CTV ads, here's a final note on how ads fare in linear TV vs. CTV in terms of attention: When examining how ads that ran in both CTV and linear performed, ads that got high or low attention in each channel varied by less than a percentage point between each channel. Meaning at the end of the day, a strong creative can shine no matter where you place it.

Viewer attention spikes around the same moments of the pod across both linear and CTV

Attention % by pod placement

Chart legend:
- CTV
- Linear

Placement	CTV	Linear
First	30.8%	40.3%
Middle	27.5	36.0%
Last	28.4%	35.6%
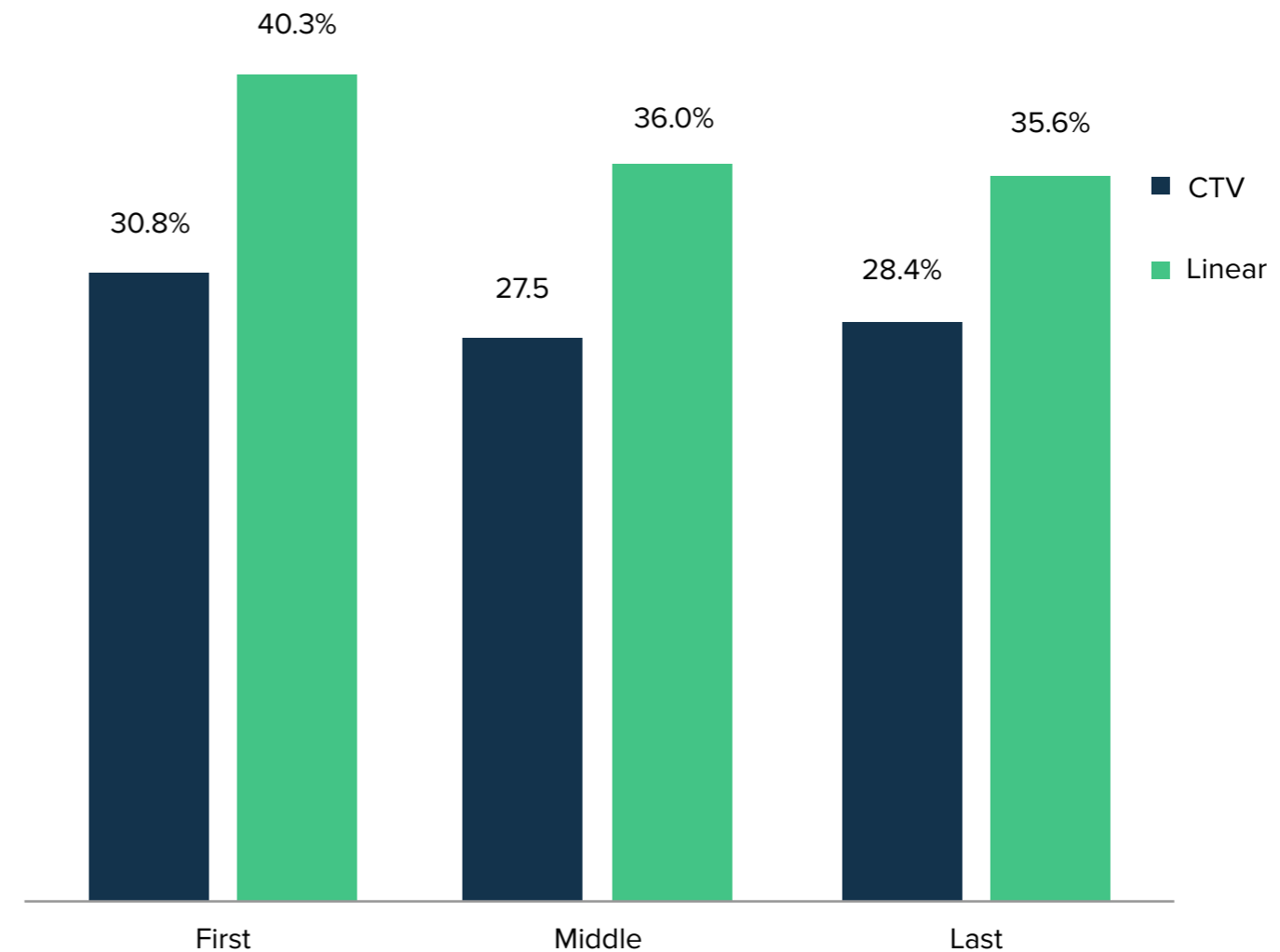
Ready to Start Planning Smarter CTV Campaigns?

CTV planning data is now available in the TVision platform. TVision's panel-based approach provides much-needed transparency and unified metrics to evaluate viewer engagement across both linear TV and CTV - including CTV's walled gardens.

TVision's tagless solution provides insight into 130 channels, 16,000 hours of CTV content and more than 75,000 ads, helping marketers:

- Make apples-to-apples comparisons of performance across linear and CTV applications

- Gain performance perspective into CTV walled gardens

- Pinpoint the most engaged viewers across apps and the content on those apps that drives engagement

- Negotiate from a point of knowledge with hard facts about media performance compared to the market compared to the market

Contact TVision at hello@tvisioninsights.com to schedule a demo today.

Key Metric Definitions & Methodology

Average Ad Attention (%)

This measures the percent of impressions where a viewer had their eyes on the screen for two seconds or more.

Average Seconds of Attention

This is the average amount of seconds that viewers engage with a program.

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.

The data for this report is collected for the period of January 2021 – March 2021 from 5,000 homes across the United States. All data is weighted to represent the country. All demographic data is self-reported by the respondents.

Contact Tvision at
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