

T»VISION

Audience Attention

MYTHS & FACTS

December 2022



How Do People Really Watch TV?

The TV industry has fundamentally transformed and continues to evolve at warp speed. Between the rapid adoption of CTV and calls for more reliable currencies, the way we watch and measure TV is radically different from even just a few years ago.

With that in mind, it's essential that marketers challenge previously held assumptions about who their audiences are, where to reach them, and how they engage. After all, many of these may no longer be true. And even if they are, there may be new nuances that merit a closer look.

At TVision, we took a deeper dive into some of the most common assumptions we hear across the industry about audience demographics, media planning best practices, and how people engage with CTV. Read on to find out which ones are still true, which ones are myths, and more must-know insights about modern TV viewing.

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TV Audience Demographics

MYTHS vs. TRUTHS

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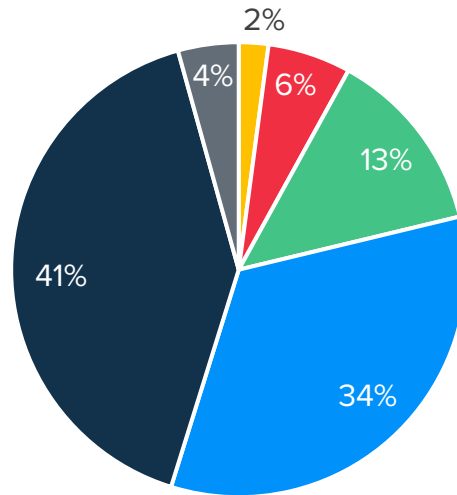
MYTH or TRUTH?

“Young people only watch CTV.”

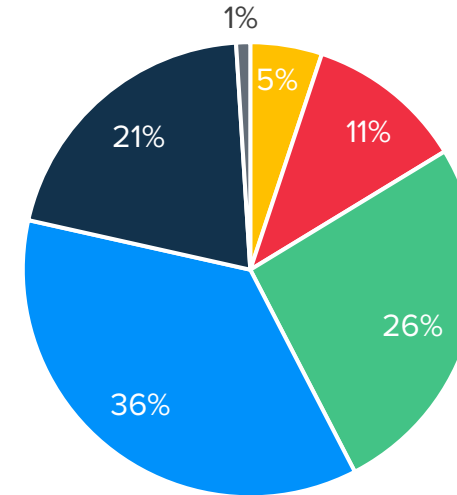
MYTH

Younger viewers are more likely to tune in to CTV, but also tune into linear.

SHARE OF IMPRESSIONS (LINEAR TV)



SHARE OF IMPRESSIONS (CTV)



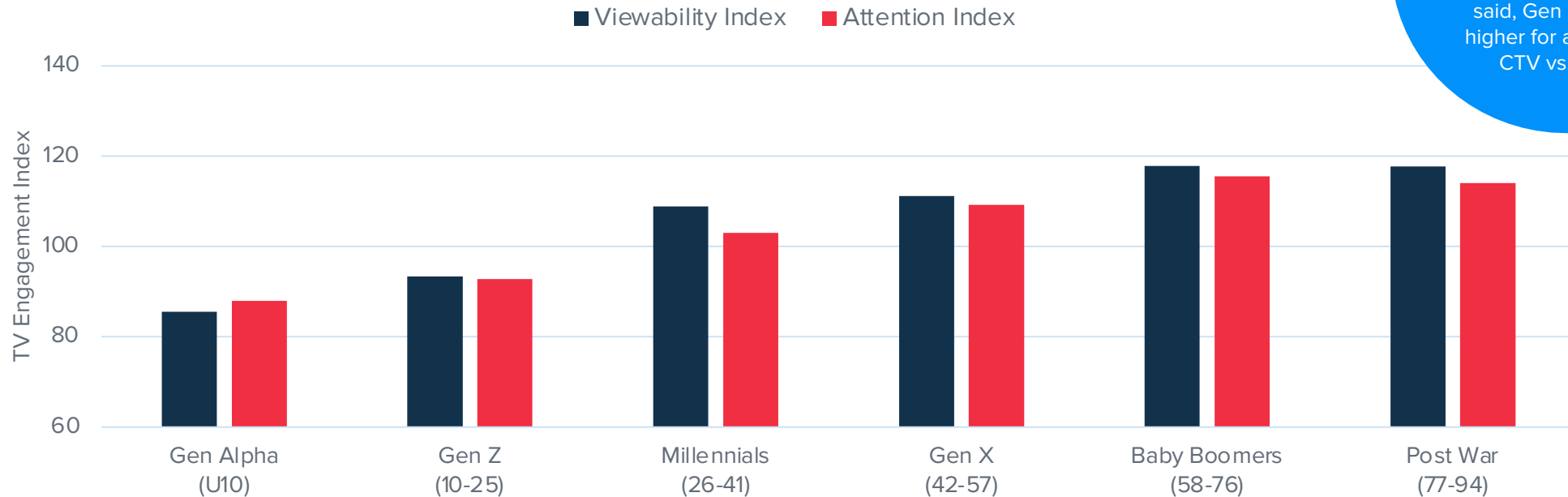
MYTH or TRUTH?

“Gen Z pays less attention to TV compared to older viewers.”

TRUTH

Gen Z watches TV, but engagement increases with age.

TV ENGAGEMENT BY GENERATION (LINEAR & CTV)



Notably, this younger age group tends to be less present in the room and less attentive compared to older viewers. That said, Gen Z indexes higher for attention in CTV vs. linear.

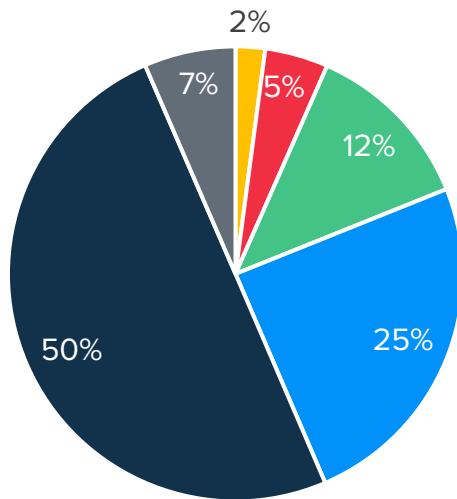
MYTH or TRUTH?

“Older viewers watch more TV.”

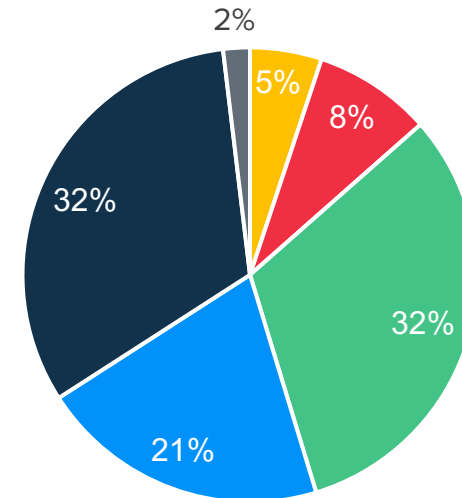
TRUTH

Baby Boomers spend the most time watching TV overall, but Millennials tie with these older viewers for CTV.

SHARE OF TIME SPENT (LINEAR TV)



SHARE OF TIME SPENT (CTV)



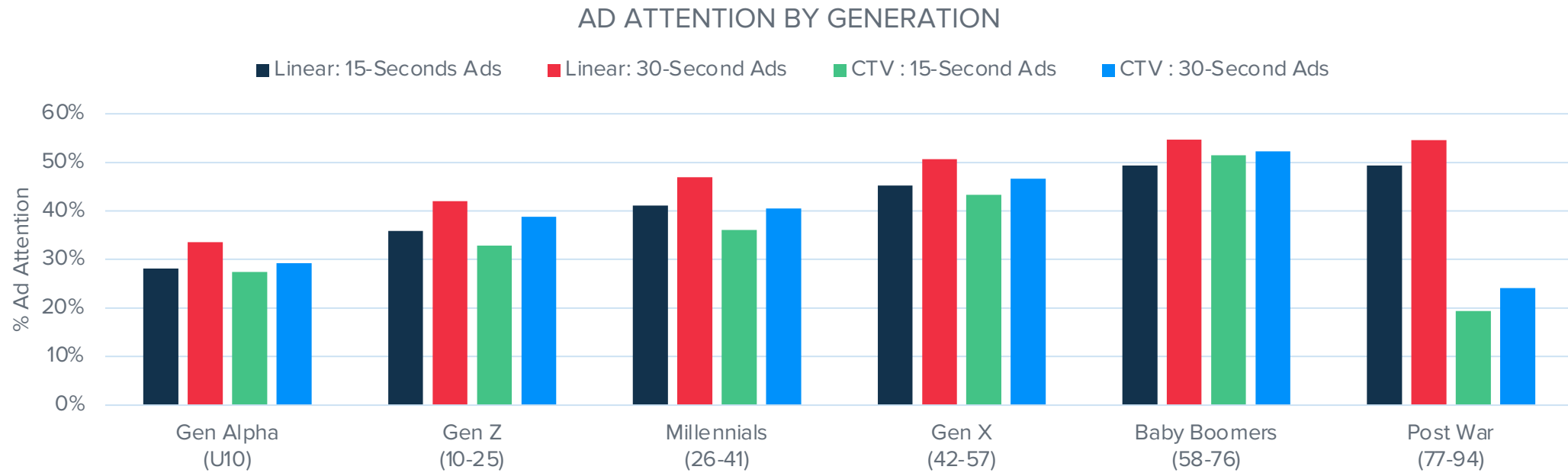
- GEN ALPHA
- GEN Z
- MILLENNIALS
- GEN X
- BABY BOOMERS
- POST-WAR

MYTH or TRUTH?

“Older viewers pay more attention to ads.”

TRUTH

Ad Attention generally increases with each age group.



MYTH or TRUTH?

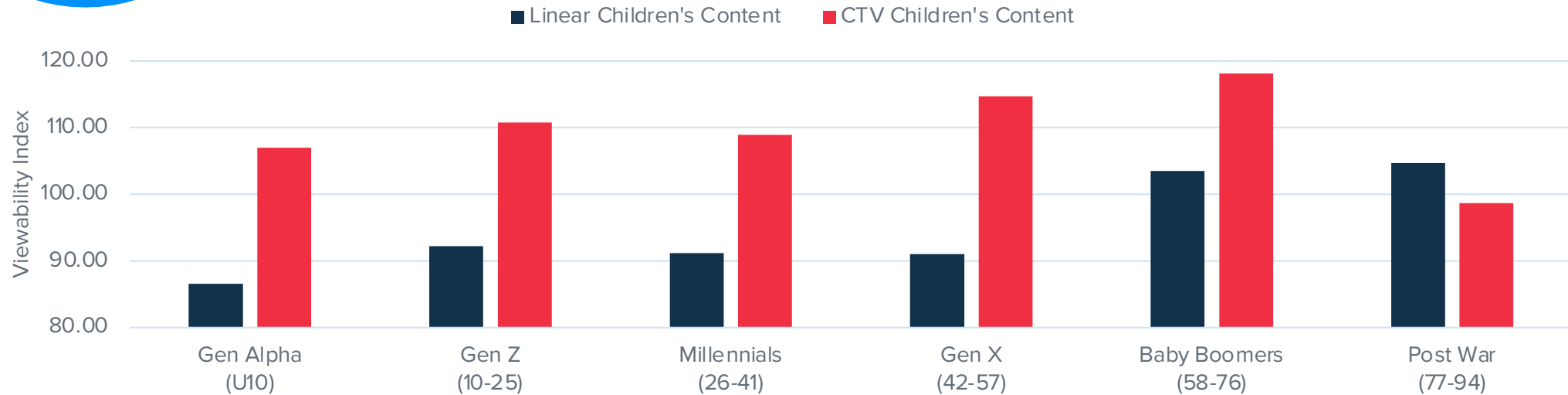
“You can reach young parents in children's programming.”

TRUTH

Young adults (ages 26-41) over-index for in-room viewability in children's CTV content.

While there is a big opportunity to reach young adults during children's programming, it's worth noting that they tend to be less attentive while they're in the room compared to older adult viewers.

VIEWABILITY IN CHILDREN'S CONTENT BY GENERATION



MYTH or TRUTH?

“Men are more likely to watch sports.”

TRUTH

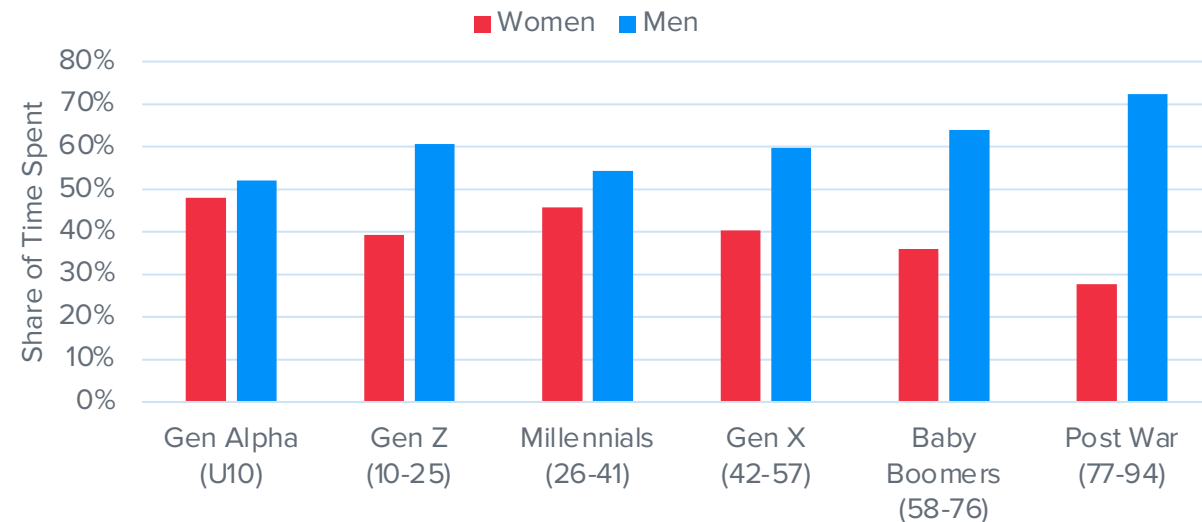
Men are generally more likely to tune into sports, but this gender divide is less prevalent among younger ages.

OVERALL SHARE OF TIME SPENT WATCHING SPORTS

61%
MEN

39%
WOMEN

SHARE OF TIME SPENT WATCHING SPORTS BY GENERATION



MYTH or TRUTH?

“Women are more likely to watch reality TV.”

TRUTH

Women are generally more likely to tune in to reality TV.

OVERALL SHARE OF TIME SPENT
WATCHING REALITY TV (LINEAR)

75%
WOMEN

25%
MEN

OVERALL SHARE OF TIME SPENT
WATCHING REALITY TV (CTV)

62%
WOMEN

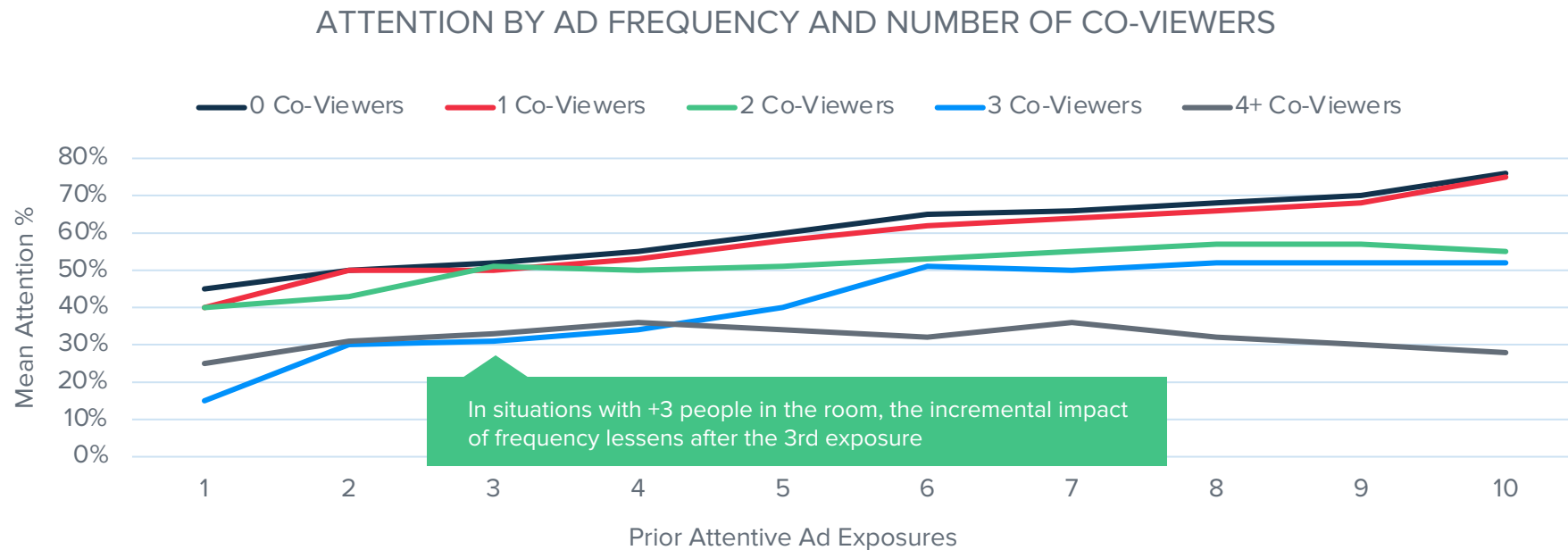
38%
MEN

MYTH or TRUTH?

“When there are more viewers in the room, people pay less attention to ads on TV.”

NEITHER

Co-viewing doesn't have a major impact on attention until there are more than three people in the room.



Measure True CTV Reach With Person-Level Data

Viewers are spending more time than ever streaming content across a growing number of CTV apps. To engage this increasingly connected audience, media buyers and sellers alike need to know definitively how many people are in the room, who they are, and who among them is paying attention. After all, households don't watch TV—people do.

That's where Co-Viewing comes in.

Co-Viewing rates provide a crucial distinction between household and person-level viewing with insight into the real reach of CTV programming. They also serve as a multiple that can help both marketers and platforms better value their CTV ad inventory. TVision is the only company who can provide accurate co-viewing rates for CTV using person-level data.

Get Co-Viewing insights for your campaign as a part of TVision's CTV Campaign Measurement.

[Learn more.](#)

TVISION

Campaign(s) VPVH

1.48

+0.5% vs. All Campaign Benchmark

Campaign(s) Lower 90% CI

1.45

+0.5% vs All Campaign Benchmark

Campaign(s) Upper 90% CI

1.51

+0.5% vs All Campaign Benchmark

Campaign List

	Campaign Share of Impressions
142270 - 21.22 UF - Q1-Q3 - #142270	4.30%
148969 - Q1'22-Q2'22_148969	3.14%
149572 - 21.22 Upfront - Q2'22 - #149572	2.82%
147865 - Q2'22 - 3/31/22-6/30/22 - #147865	2.04%
148869 - 2Q22_#148869	2.00%
142717 - 2022 UPFRONT - 1Q'22-4Q'22 - #142717	1.97%
147965 - 21/22 Upfront - Q1'22 Part 2 & Q2'22 (3/14-5/26) - #147965	1.91%
143220 - Q1'22-Q3'22_#143220	1.75%
149367 - 2Q'22 - #149367	1.75%
149209 - 2Q 2022 - #149209	1.60%
149496 - '21-'22 Upfront__BEX Q2'22_#149496	1.57%
149109 - 21.22 2Q Upfront #149109	1.56%
146903 - 21/22 UPF_2Q22_#146903	1.41%
148363 - 21/22 UPF_2Q22_#148363	1.36%
144635 - 21/22 UPF Q2'22_#144635	1.33%

Week by Week



Apps

App	Share
xfinity_stream	
stirr	
hulu	

Media Planning MYTHS vs. TRUTHS

“Primetime is
a better ad
opportunity than
daytime”

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“:60 second ads
are more valuable
than :15
second ads”

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“High
frequency leads
to ad wear out”

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“First and last-in-pod
placements both
perform equally
well”

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“Super Bowl is
the best media
opportunity of
the year”

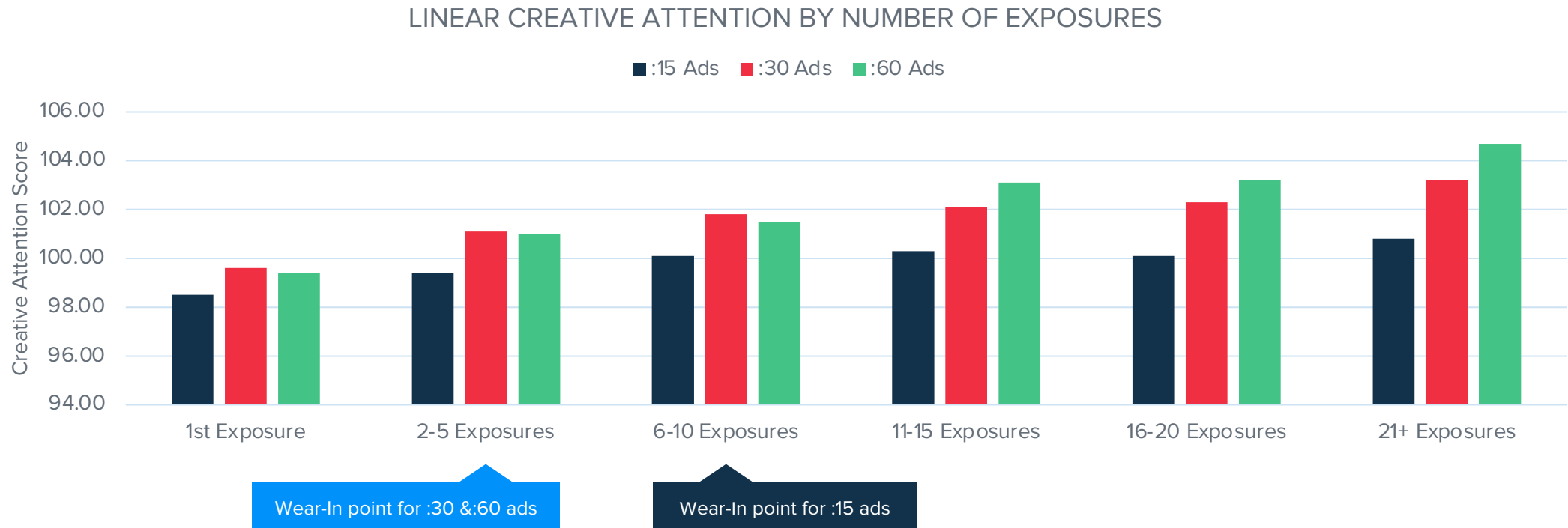
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MYTH or TRUTH?

“High frequency leads to ad wear out.”

MYTH

Attention increases with additional exposures, but it takes 6-10 exposures for shorter ads to “wear in” with linear viewers.

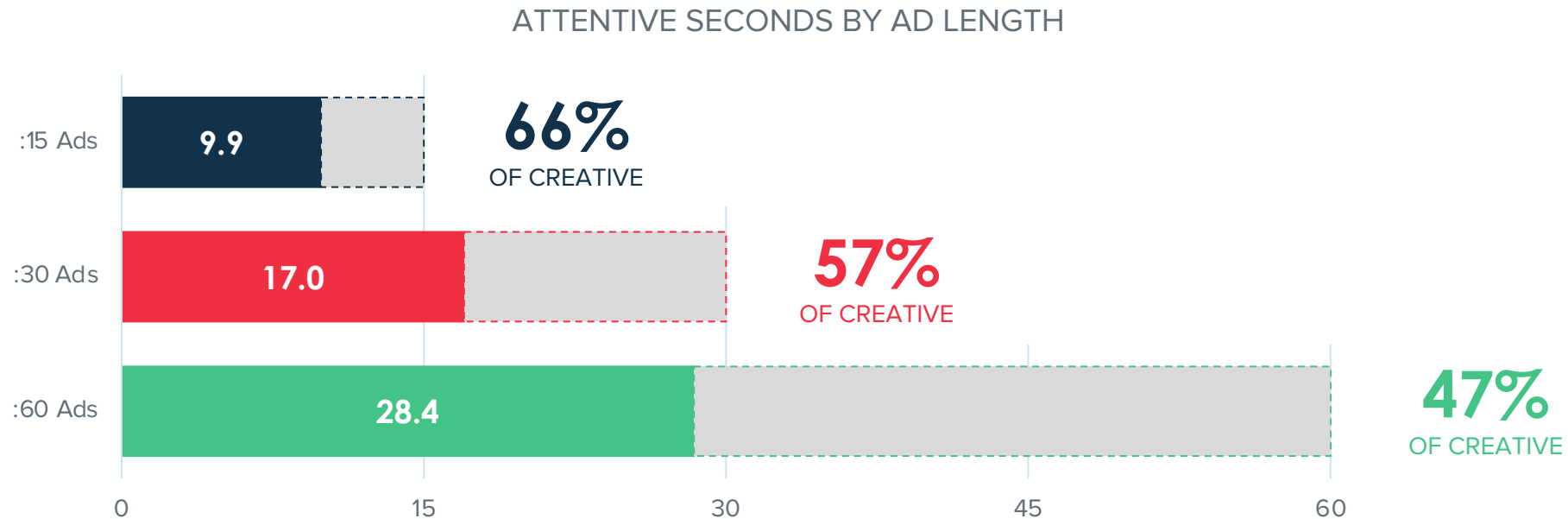


MYTH or TRUTH?

“:60 second ads are more valuable than :15 second ads.”

MYTH

Shorter ads keep attention for a greater portion of the creative, potentially lowering their cost-the-cost per attentive second.



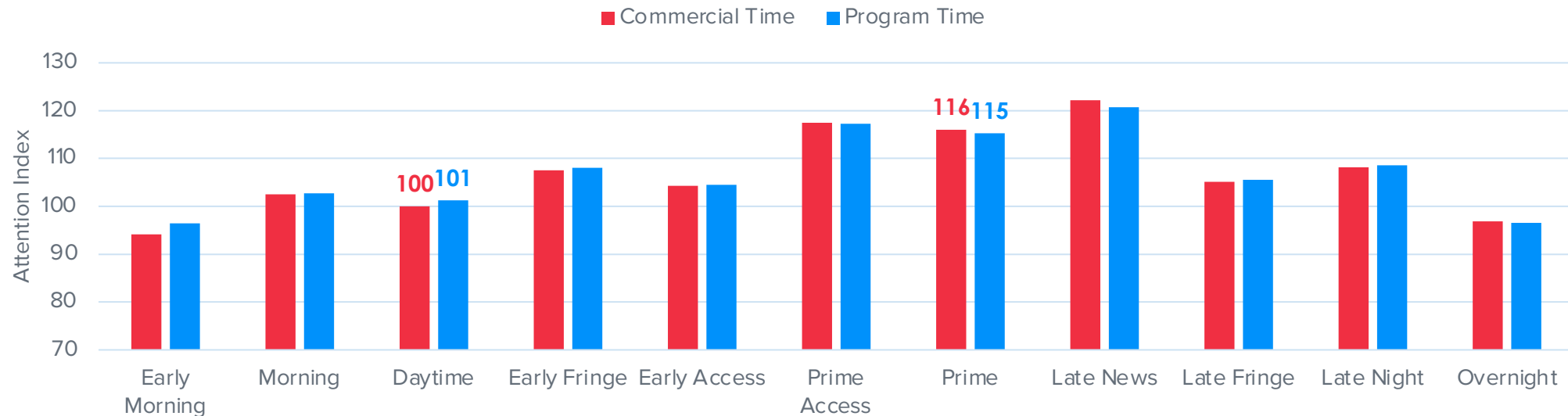
MYTH or TRUTH?

“Primetime is a better ad opportunity than daytime.”

TRUTH

Primetime viewers pay more attention to ad & program content than Daytime viewers.

LINEAR ATTENTION BY DAYPART & CONTENT TYPE



MYTH or TRUTH?

“Super Bowl is the best media opportunity of the year.”

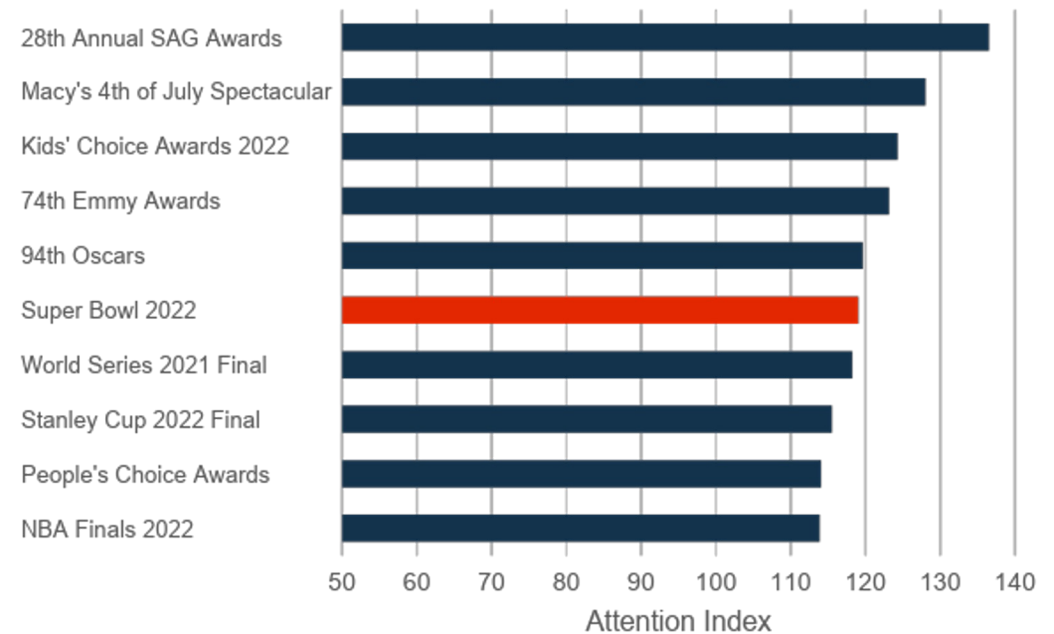
NEITHER

The Super Bowl may have the highest reach among all major TV events, but viewers of other events were more attentive.

TOP MAJOR EVENTS BY TOTAL VIEWERS

1. **Super Bowl 2022**
2. Dick Clark’s Rocking New Year’s Eve 2022 With Ryan Seacrest
3. 94th Oscars
4. 64th Annual Grammy Awards
5. 95th Annual Macy’s Thanksgiving Day Parade
6. NBA Finals 2022
7. World Series 2021 Final
8. 74th Emmy Awards
9. 2022 MTV Video Music Awards
10. Kentucky Derby

Top Major TV Event by Ad Attention



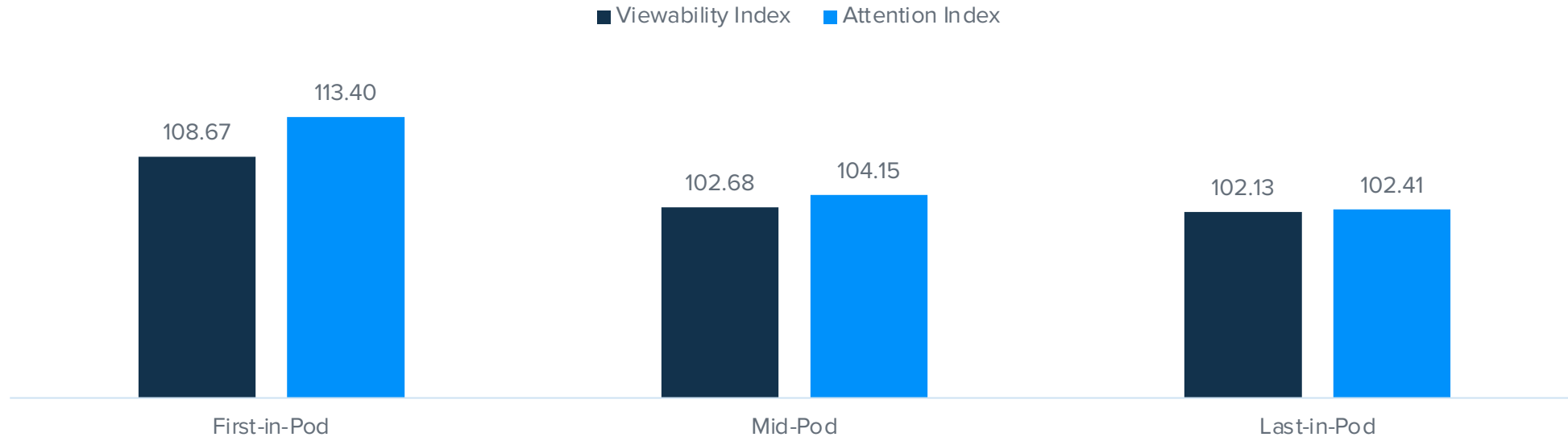
MYTH or TRUTH?

“First and last-in-pod placements both perform equally well.”

MYTH

Ads in first pod positions capture more attention and viewability than ads in last pod positions.

TV AD ENGAGEMENT BY POD POSITION



Make Apples-to-Apples Comparisons Across CTV with Attention Data

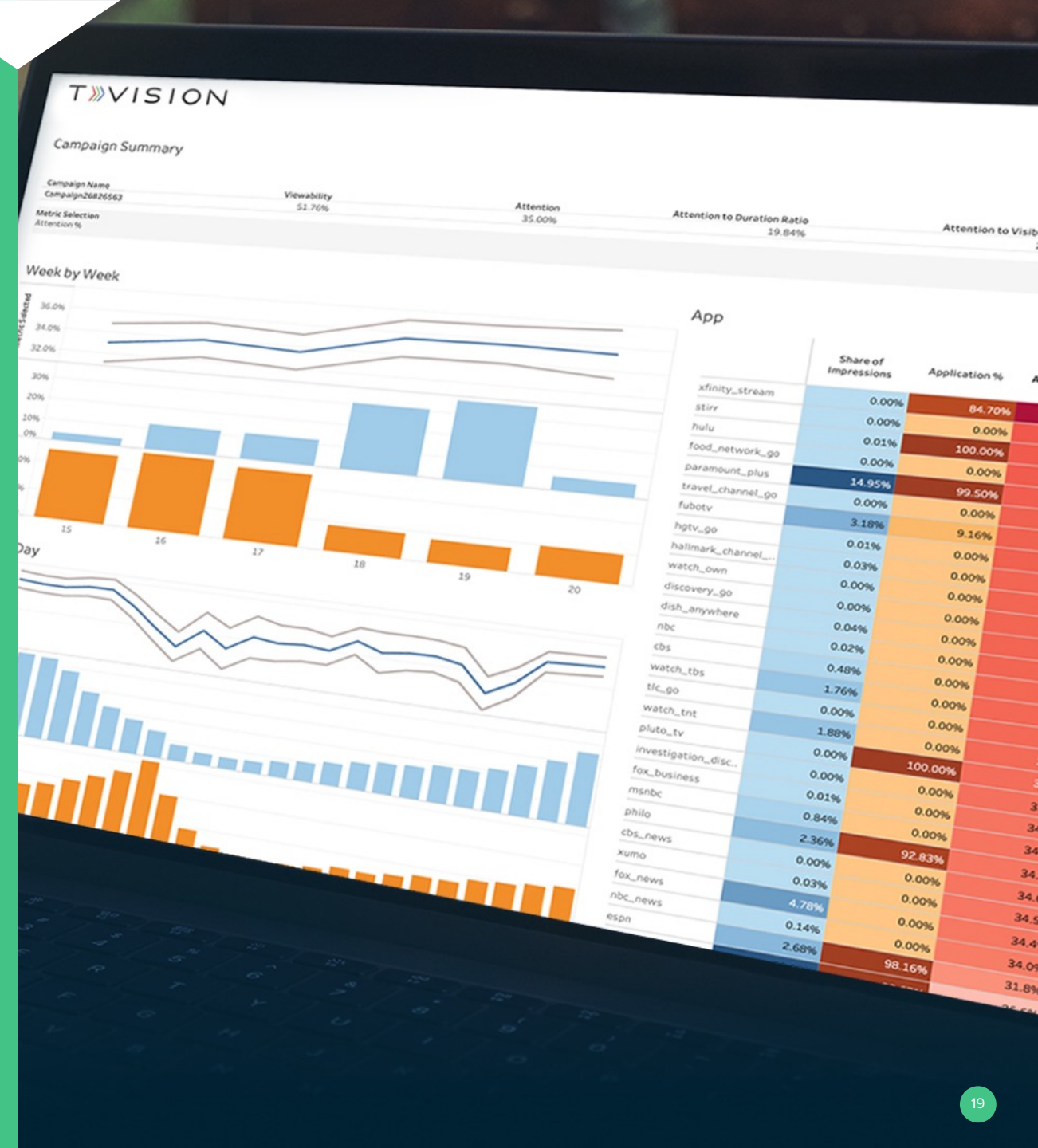
How engaged viewers are on Hulu versus YouTube? Are apps actually adding incremental reach to your plan? Between legacy ratings services offering limited streaming metrics and CTV platforms each using their own unique metrics, these can be challenging questions to answer.

TVision's Attention data makes it possible to evaluate viewer engagement across the CTV landscape, maximize unduplicated reach, and gain much-needed transparency into CTV walled gardens.

We report Attention by measuring the amount of time that viewers were engaged with the ads with their eyes on the TV screen—regardless of the app or program—giving your team access to independent data you can trust and enabling relative comparisons of CTV app performance.

TVision Attention Data is available with CTV Campaign Measurement.

[Learn more.](#)



CTV Engagement MYTHS vs. TRUTHS

“People don't watch ads for the full length on YouTube/skip ads”

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“Cord cutters are primarily younger viewers”

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“Even when watching TV, Gen Z prefers mobile-first apps”

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“CTV ads perform better than Linear”

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“CTV viewers are more intentional with their viewing”

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“Viewers are more likely to tune in to premium, subscription-only apps than other application types”

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MYTH or TRUTH?

“CTV viewers are more intentional with their viewing.”

TRUTH

CTV viewers index higher for attention & viewability and are less likely to switch programs while viewing.

OVERALL CTV ENGAGEMENT

134

VIEWABILITY INDEX

118

ATTENTION INDEX

OVERALL LINEAR ENGAGEMENT

108

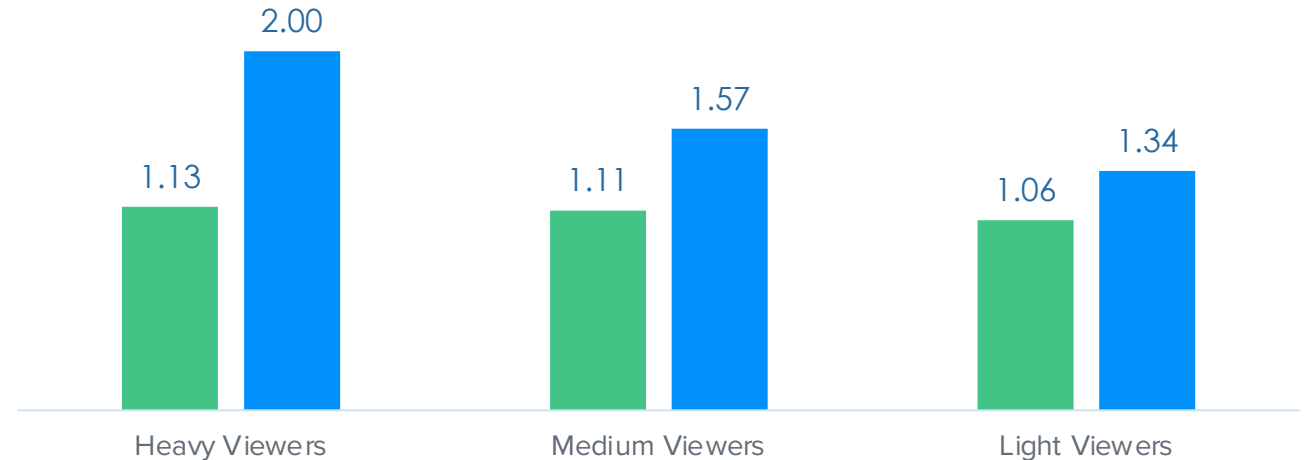
VIEWABILITY INDEX

108

ATTENTION INDEX

AVERAGE DAILY PROGRAM SWITCHES

■ CTV ■ Linear



MYTH or TRUTH?

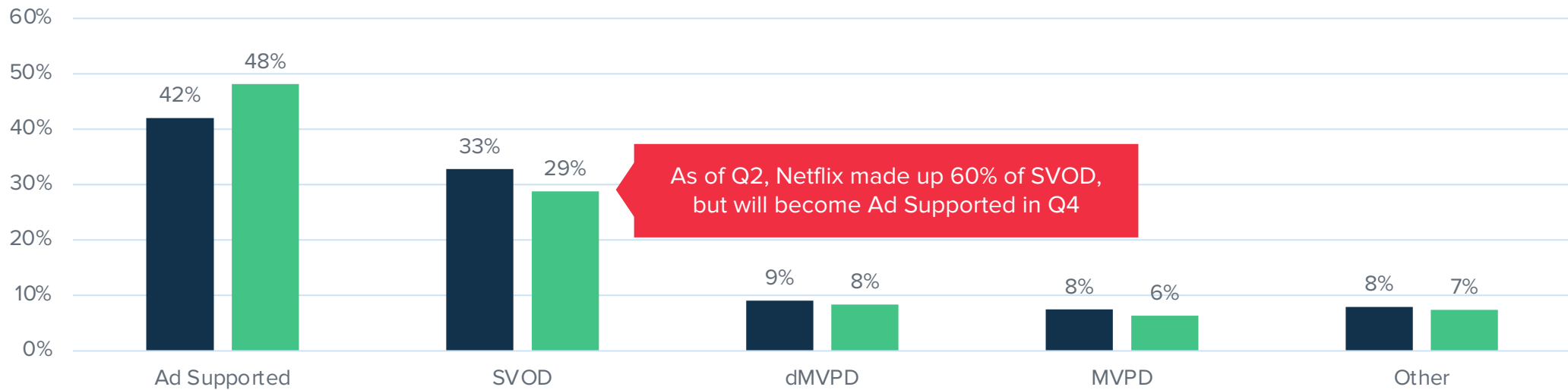
“Viewers are more likely to tune in to premium, subscription-only apps than other application types.”

MYTH

Viewers spend more time on ad-supported apps vs. SVODs.

DISTRIBUTION OF TIME SPENT WATCHING CTV

■ Q1 2022 ■ Q2 2022



As of Q2, Netflix made up 60% of SVOD, but will become Ad Supported in Q4

Ad Supported includes AVOD, Hybrid SVOD/AVOD, and FAST apps

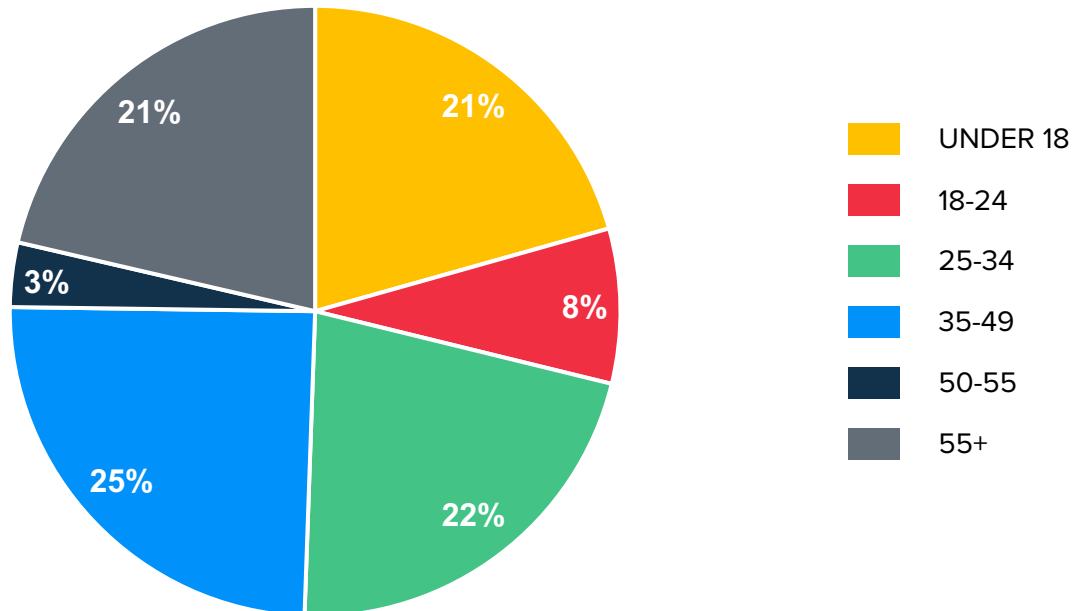
MYTH or TRUTH?

“Cord cutters are primarily younger viewers.”

MYTH

Most cord cutters within the last six months are 35-49 years old.

% OF TOTAL CORD CUTTERS BY AGE



CORD CUTTERS:

TVision defines “cord cutters” as viewers who watched linear more than 6 months ago, but not since.

MYTH or TRUTH?

“People don't watch ads for the full length on YouTube/skip ads”

TRUTH

YouTube viewers pay less attention
in proportion to the total ad length.

ON AVERAGE, YOUTUBE VIEWERS
PAID ATTENTION TO

33%
OF THE TOTAL AD

VS. THE CTV
AVERAGE OF

37%
OF THE TOTAL AD

MYTH or TRUTH?

“CTV ads perform better than Linear.”

MYTH

CTV ads captured slightly less attention and visibility than Linear ads, but the gap is narrowing.

OVERALL CTV AD ENGAGEMENT

64%
VIEWABILITY

35%
ATTENTION

OVERALL LINEAR AD ENGAGEMENT

71%
VIEWABILITY

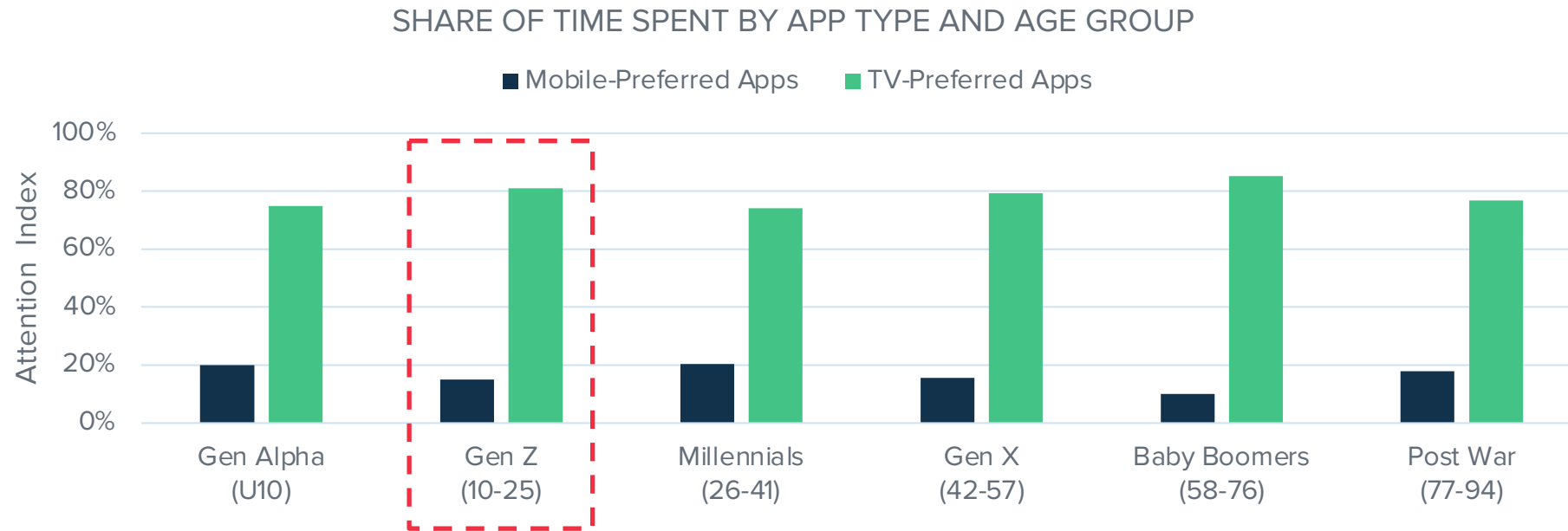
36%
ATTENTION

MYTH or TRUTH?

“Even when watching TV, Gen Z prefers mobile-first apps.”

MYTH

Gen Z spent most of the time on TV-first Apps.



TV-First Apps: SVOD, AVOD, Hybrid SVOD/AVOD, MVPD, dMVPD, FAST apps
Mobile-First Apps: YouTube, Twitch, TikTok, Spotify, Apple Music, SiriusXM, Pandora

Measure Your Campaign's Performance Across CTV

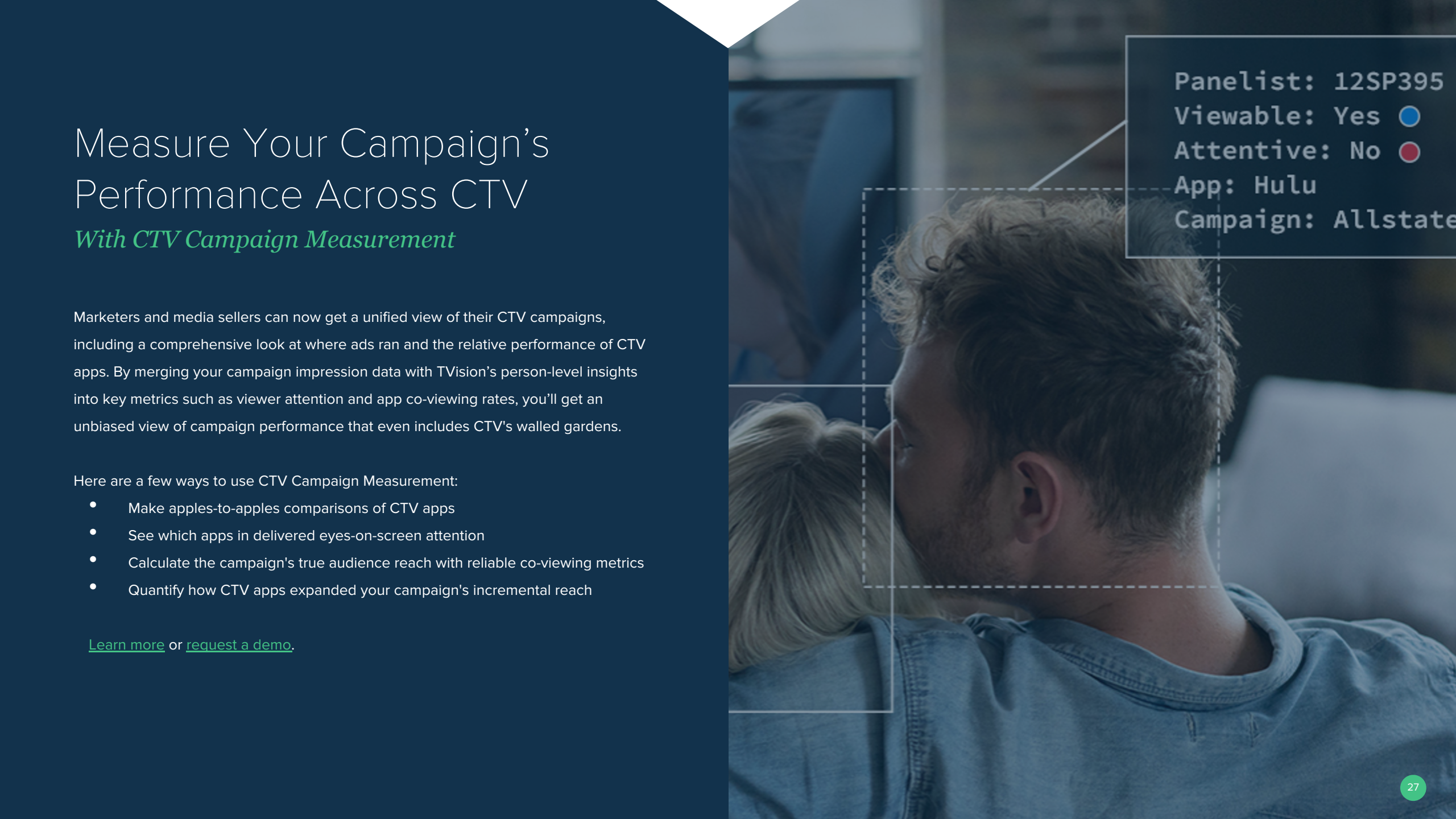
With CTV Campaign Measurement

Marketers and media sellers can now get a unified view of their CTV campaigns, including a comprehensive look at where ads ran and the relative performance of CTV apps. By merging your campaign impression data with TVision's person-level insights into key metrics such as viewer attention and app co-viewing rates, you'll get an unbiased view of campaign performance that even includes CTV's walled gardens.

Here are a few ways to use CTV Campaign Measurement:

- Make apples-to-apples comparisons of CTV apps
- See which apps in delivered eyes-on-screen attention
- Calculate the campaign's true audience reach with reliable co-viewing metrics
- Quantify how CTV apps expanded your campaign's incremental reach

[Learn more](#) or [request a demo](#).

A photograph of a man and a woman sitting together, looking at a television screen. The man is in the foreground, and the woman is behind him. A semi-transparent dark blue box is overlaid in the top right corner, containing white text. A dashed white line connects the top of the box to the couple's heads, suggesting the data is related to their viewing experience.

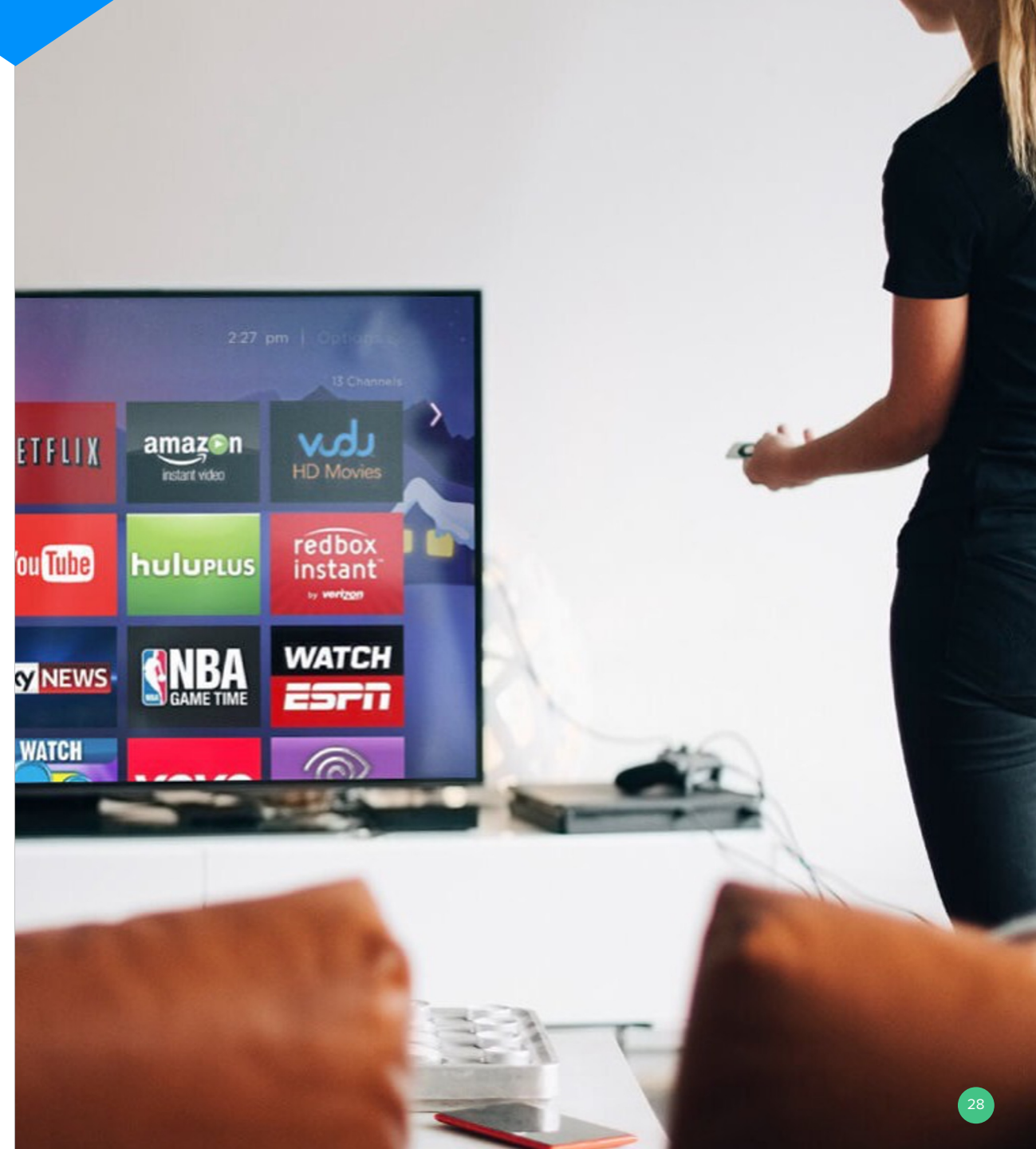
Panelist: 12SP395
Viewable: Yes
Attentive: No
App: Hulu
Campaign: Allstate

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.

Visit us at www.tvisioninsights.com



About TVision

TVision Metrics

Attention Index: Measures the average amount of seconds that viewers engage with an ad or program

Attention (%): Measures the percentage of ad impressions where a viewer was watching the TV screen for two or more seconds

Average Frequency: The average number of times a viewer is exposed to a brand's ads per month.

Co-Viewing Rate (%): Measures the proportion of episode or app views that occur with another viewer present for 5 or more minutes

Share of Time Spent: Compares the amount of time spent viewing the app or program

Viewability Index: Measures the average amount of seconds that viewers were present in the room for an ad or program

Viewability (%): Measures the percentage of all ad impressions in which a viewer was in the room for two or more seconds.

Methodology & Metrics

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 and weighted to represent the country. All demographic data is self-reported by the respondents. Linear and CTV ad impressions data in this report is from January 1 – June 30, 2022, unless otherwise indicated.