



ADV TV Attention & Engagement
Rai Pubblicità Research 2022



Research

Advertising TV Attention & Engagement Rai Pubblicità Research Project 2022

Rai Pubblicità implemented an ad hoc quali-quantitative and behavioural research project with well-known technical partner like Ipsos and Emotiva in order to investigate:

- The effectiveness measurement of short TV advertising breaks in terms of attention, perceived quality and audience retention.
- Measurement of thresholds and attention curves of breaks according to the reference context.



Research

Methodology

IPSOS: Sample survey



- **Goal:** Evaluation of the perception of the quantity of TV advertising.
- **CAWI survey:** 1,012 cases; 18-64 years old, watching linear tv at least 1-2 times a week.



- **Additional module:** Evaluation of 4 advertising reels of varying length (60", 150", 230").
- **TEST Advertising Reel:** around 250 interviews per reel, 4 reels of 4 homogeneous groups from the people participating to the Ipsos base module.

EMOTIVA: Facial coding analysis



- **Goal:** Attention and involvement of advertising breaks of varying length (from 60" to over 350").
- **CAWI survey + AI/Facial Coding:** 1,489 cases; 18-64 years old, watching linear TV at least 1-2 times per week; effective tracking of the user's facial expressions during the entire viewing of the video
- **TEST Advertising Reel:** around 150 cases per reel, 10 reels from 10 homogeneous groups from the Toluna panel.



Research

RAI's layout advertising is rewarding in the Italian tv market

Broadcasts **LONG** advertising breaks

RAI	34%
COMPETITORS	66%

Broadcasts adv breaks with **MANY SPOTS**

RAI	34%
COMPETITORS	65%

Broadcasts commercial breaks that make you want **TO CHANGE CHANNELS OR DO SOMETHING ELSE**

RAI	34%	→	RAI Viewers (Every day or almost) 28%
COMPETITORS	62%		

Source: IPSOS Survey

Question: The insertion of ADVERTISING BREAKS is often different from one channel/broadcaster to another. Thinking about ADVERTISING BREAKS, to which TV channels/broadcasters does each of the following statements apply?

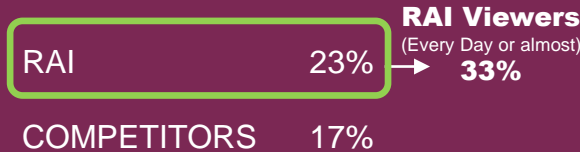
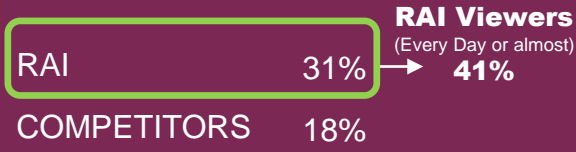


RAI can transfer higher quality and positive effects on advertised products and brands, in the short term (interest) and in the long term (good opinion)

Confers **QUALITY, CREDIBILITY and AUTHORITY**

Arouses **PRODUCTS/BRANDS INTEREST**

Gives **PRODUCTS/BRANDS GOOD OPINION**



Source: IPSOS Survey

Question: And thinking about TV SPOTS within the different advertising breaks (duration and quantity), to which TV channels/broadcasters does each of the following statements fit?



Research

Long breaks impact on attention and memorability. The 60" allows for more attention from the audience during the viewing

TOP BOX «COMPLETELY AGREE»

CAUGHT MY ATTENTION

WAS TOO LONG

WAS FULL OF TOO MANY SPOTS

WOULD HAVE MADE ME CHANGE THE CHANNEL

**Video Reel with
60" break**

19%

18%

10%

19%

**Video Reel with
230" break**

11%

36%

27%

34%

Source: IPSOS Survey

Question: How much does each of the following sentences describe the ADVERTISEMENT BREAK you have just seen?



Research

The effectiveness of shorter adv pauses in terms of attention is confirmed by behavioural analysis during viewing

	Video Reel with 60" breaks	Video Reel video with 150" -230" breaks	Video Reel with more then 230" breaks
GLOBAL ATTENTION	75%	65%	63%
ATTENTION FALLING*	0.07	0.12	0.16

**Measurement of the attention falling. Calculated as the vertical projection on the Y-axis of the start and end point of the stimulus.*

THE 60" BREAK IS THE ONE WITH THE HIGHEST PERFORMANCE

Source: EMOTIVA Survey

EmPower | Facial coding analysis: Actual tracking of the user's facial expressions throughout the video.