

ATTENTION

DRIVES RESULTS

@Patilinet



Attention measurement:

An international status report.
By Bas De Vos for Screenforce Finland



Four members "one team" - screenforce.fi



An underwater scene with a dark, murky background. Numerous small, light-colored bubbles are rising from the bottom, creating a sense of depth and movement. In the lower right, a diver is visible, partially obscured by the darkness and bubbles. The overall atmosphere is mysterious and somber.

DROWNING IN IMPRESSIONS



STARVING FOR
ATTENTION

SPOTLIGHT ON ATTENTION*

***focusing on one thing and ignoring all else**

WHY

ATTENTION

MATTERS

WHY

ATTENTION

MATTERS

HUMAN

CURRENCY

CREATIVE

A silhouette of a person holding a smartphone up, set against a warm, orange-hued sunset background. The person's head and hand are visible, holding the phone vertically. The overall mood is contemplative and focused on the device.

**ATTENTION IS A
HUMAN CENTRIC
METRIC**



SECONDS...



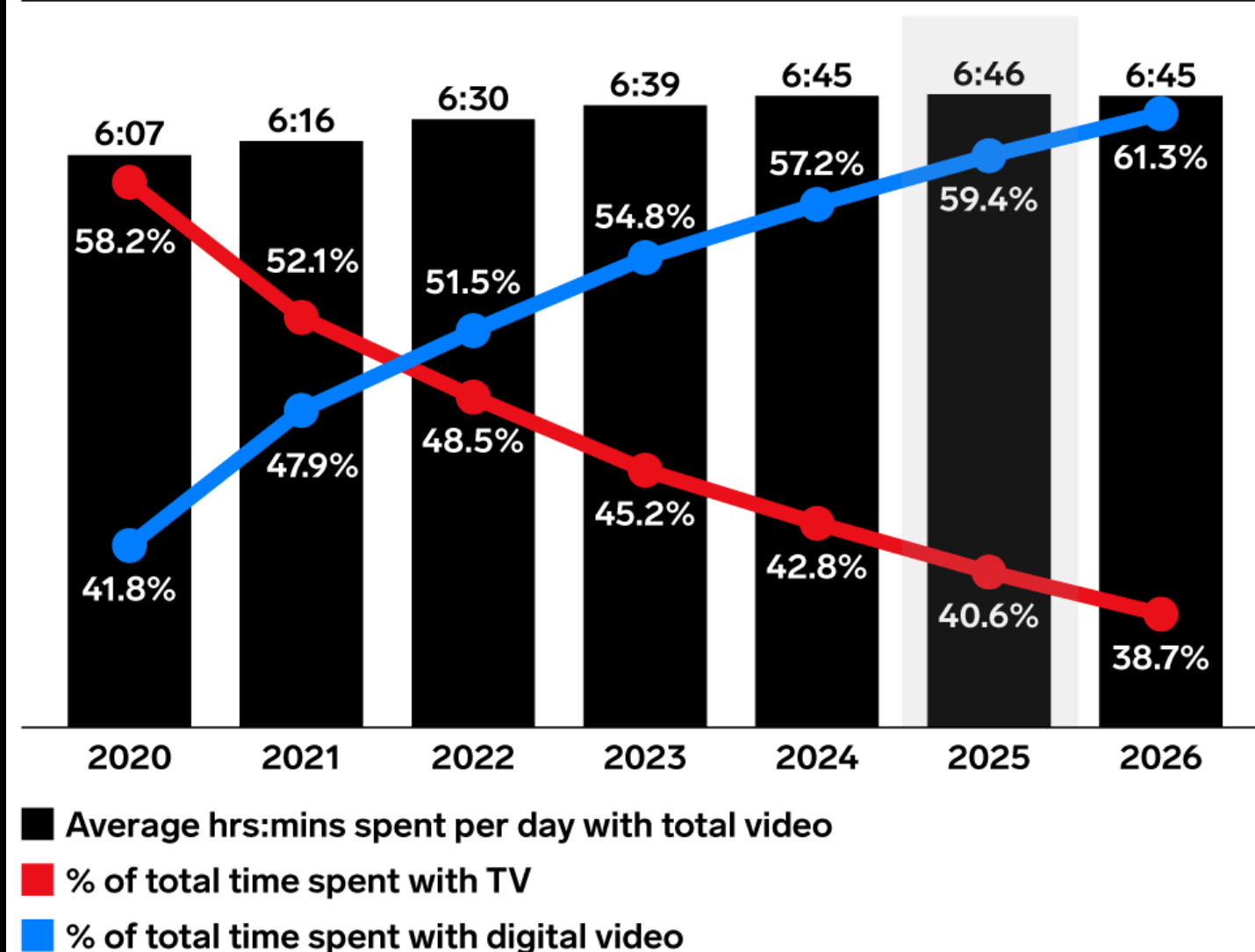


***“1.5 seconds could
encode memory”***

Dr. Karen Nelson-Field + VCCP

Digital Video's Share of Total Video Time Continues to Grow, but Total Video Time Will Peak This Year

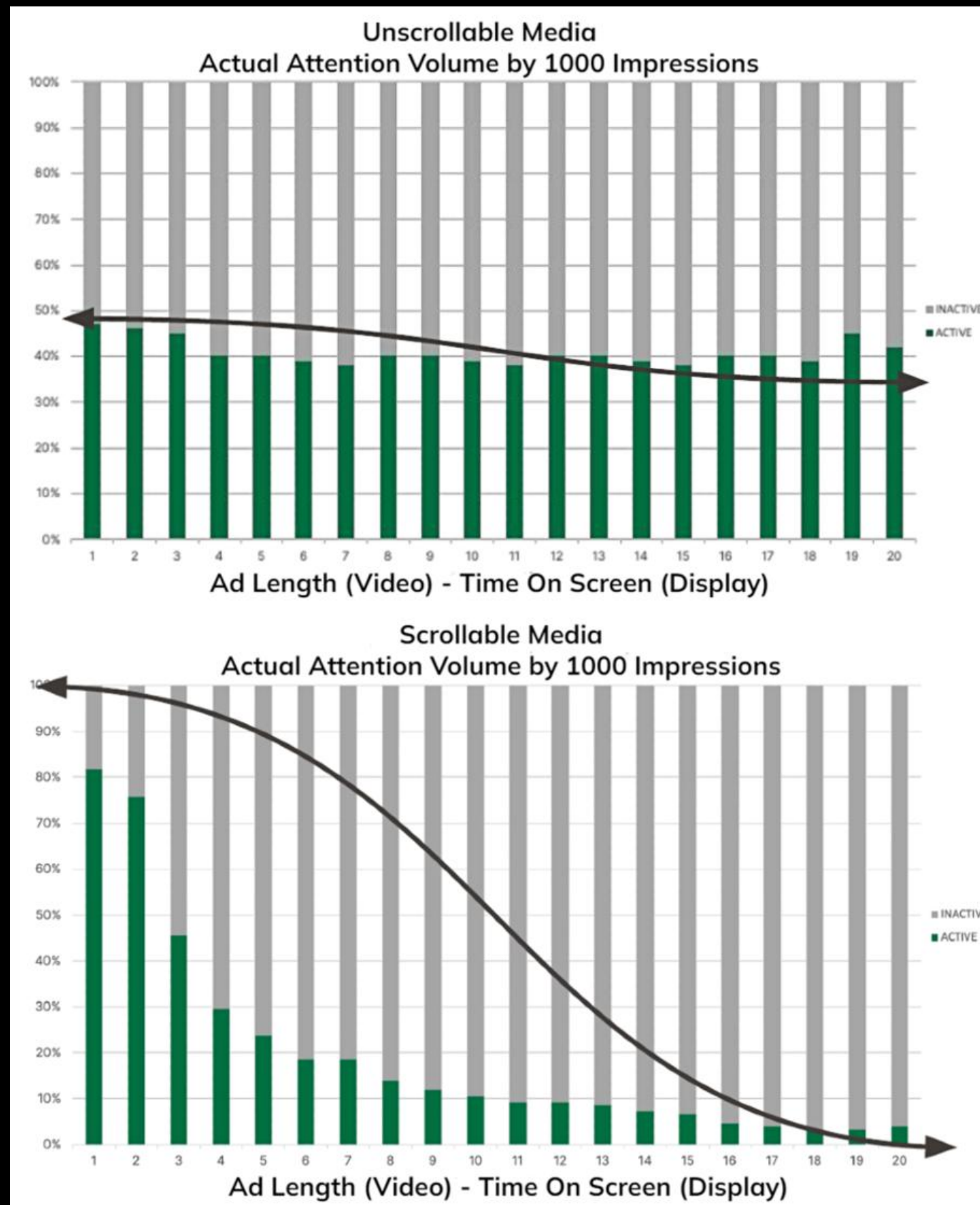
average hrs:mins spent per day with total video by US adults, % of total time spent with TV, and % of total time spent with digital video, 2020-2026



SECONDS SPENT WITH DEVICE

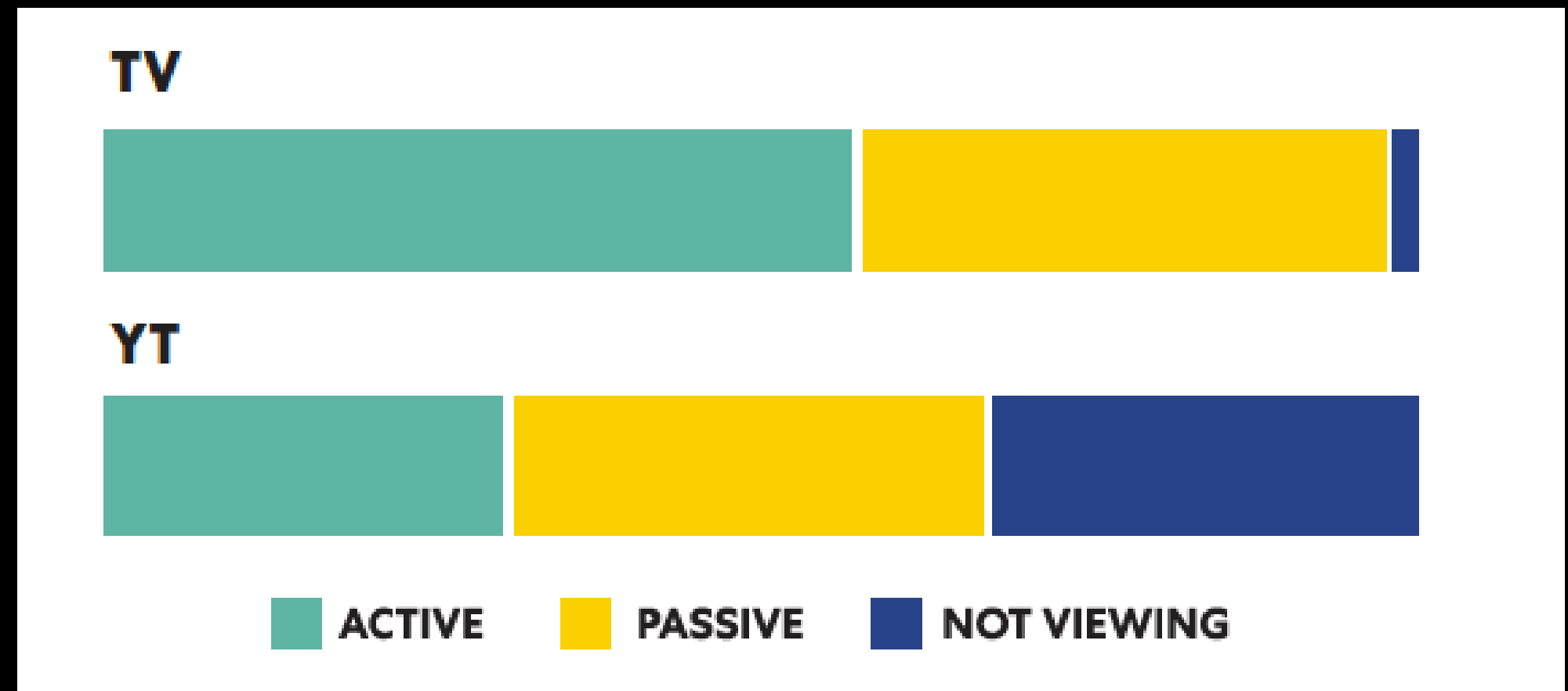
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ATTENTION



**SCROLLABLE
MEDIA IS AN
ATTENTION TRAP!**

DIGITAL HAS A MASSIVE ATTENTION PROBLEM



ARE THE DIGITAL ADS WE
BUY ACTUALLY BEING SEEN?

ABSOLUTELY!

ALMOST
HALF THE
TIME,

AT LEAST
50% OF THE
PIXELS,

FOR A
WHOLE
SECOND,

HOPEFULLY

VIEWABILITY ≠ IMPACT

...THE
LOW CPM.

YEP, IT'S A
GREAT DEAL!

TOM
FISH
BURNE

The background of the image is a dark, textured surface covered with numerous copper-colored coins, likely pennies, scattered across the frame. On the right side, there is a bundle of light-colored, dried sticks or straw, tied together with a piece of twine. The overall lighting is dim, creating a moody and somewhat somber atmosphere.

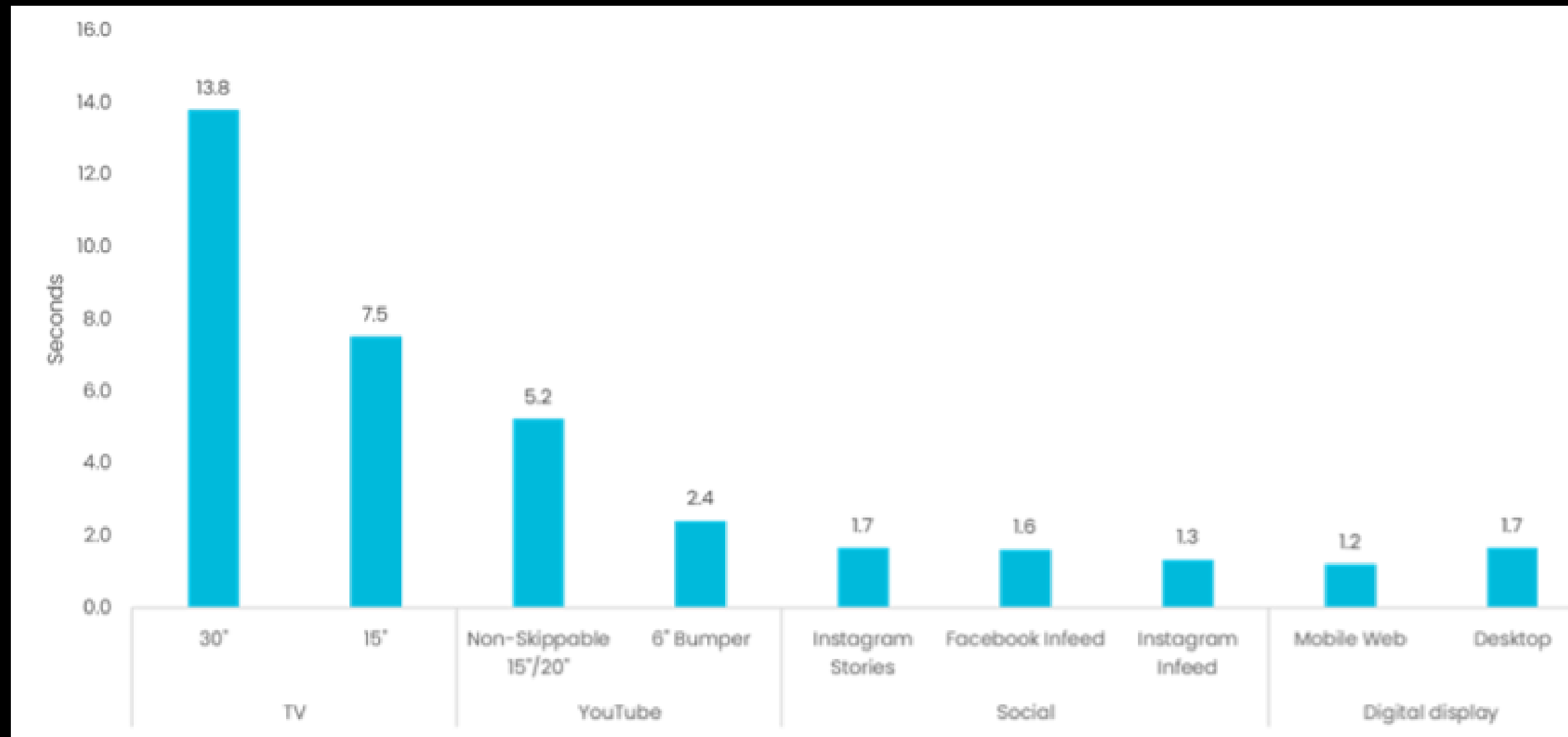
**ATTENTION IS
THE CURRENCY OF
MEDIA REACH**

“Not all reach is equal.”



ATTENTION IS THE MISSING LINK

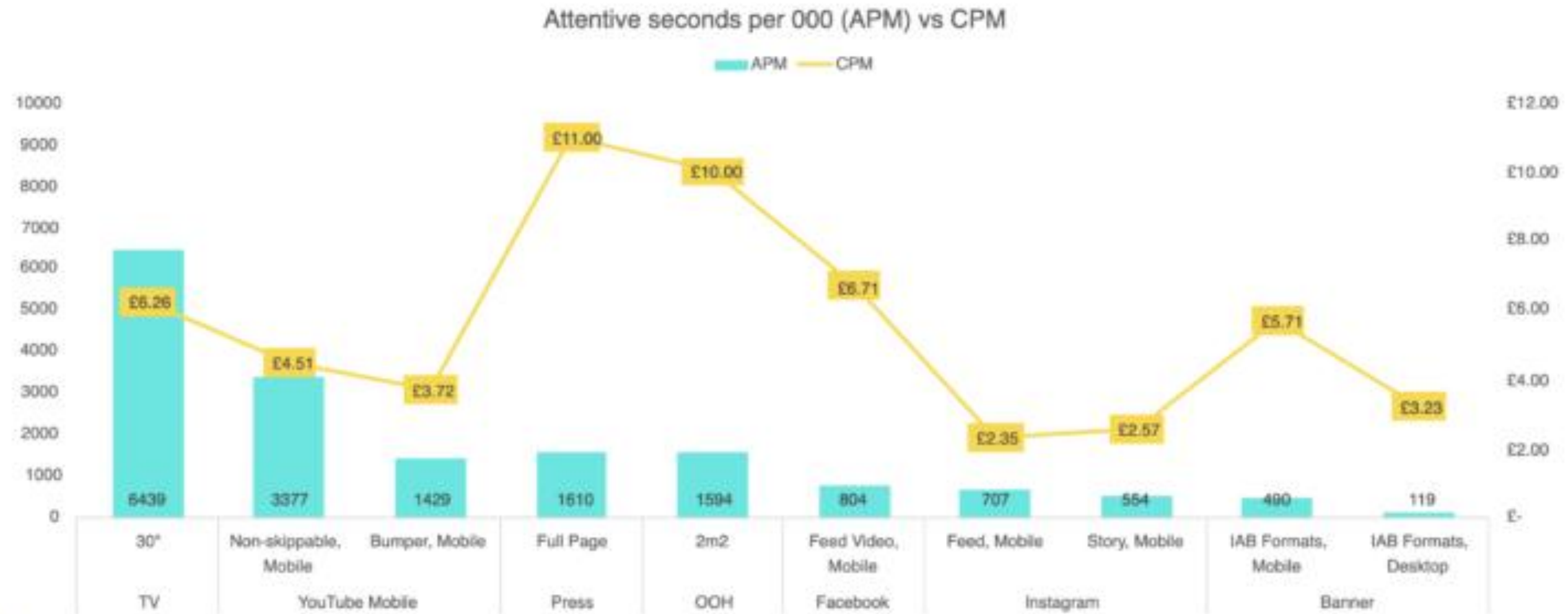
HOW WE WATCH ADS



Source: Lumen research

HOW WE COULD BUY ADS

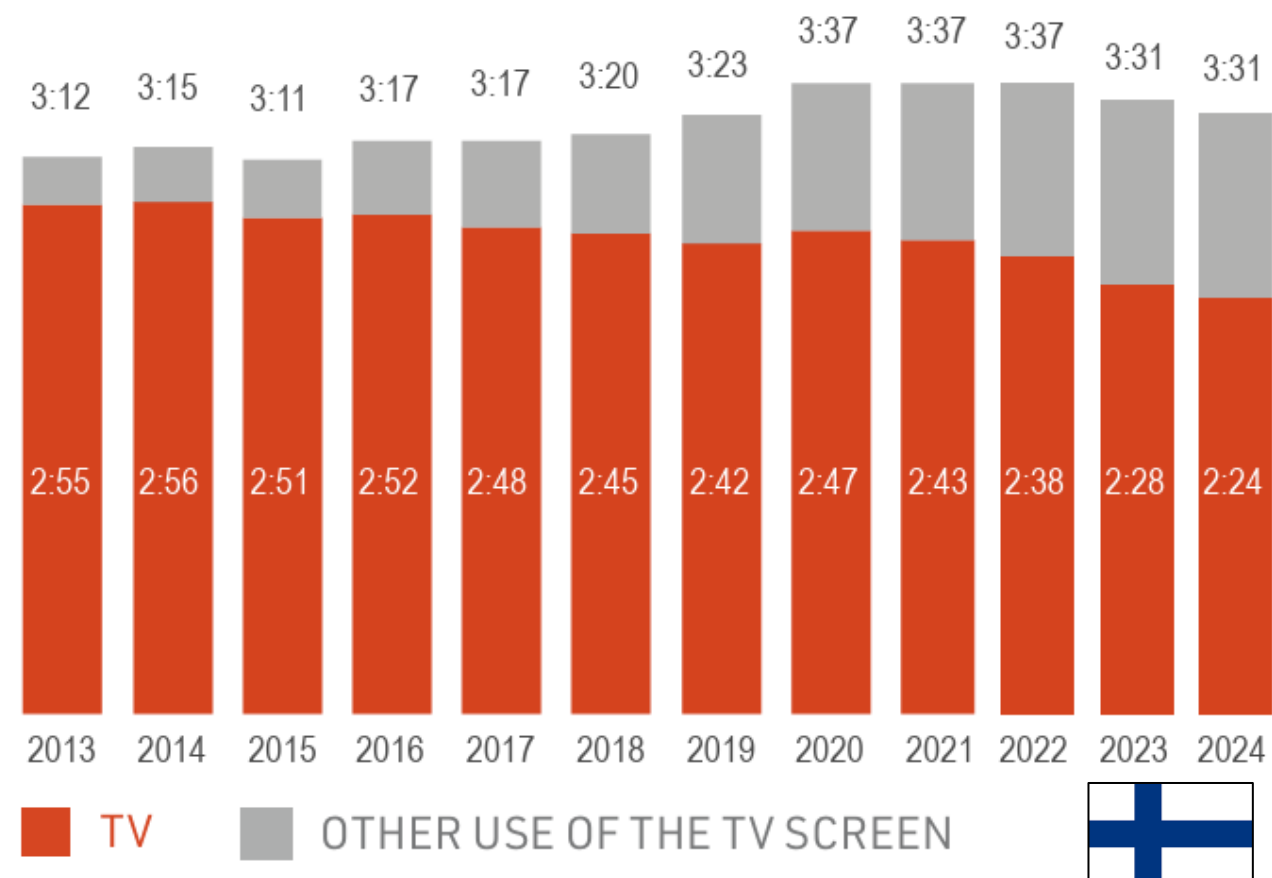
Combining 'attentive seconds per 000' with 'cost per 000' reveals the true cost of attention across media



Source: Lumen research

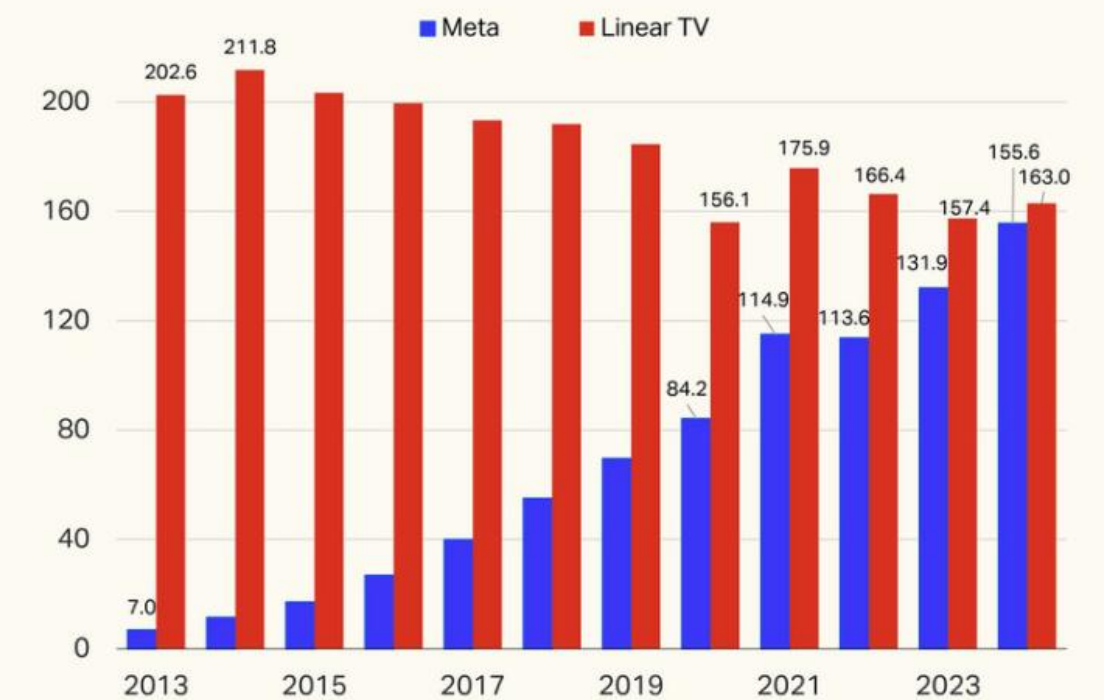
TV STILL ON FIRE

Time spent viewing TV on different screens, h:min



Global, Meta and linear TV ad spend

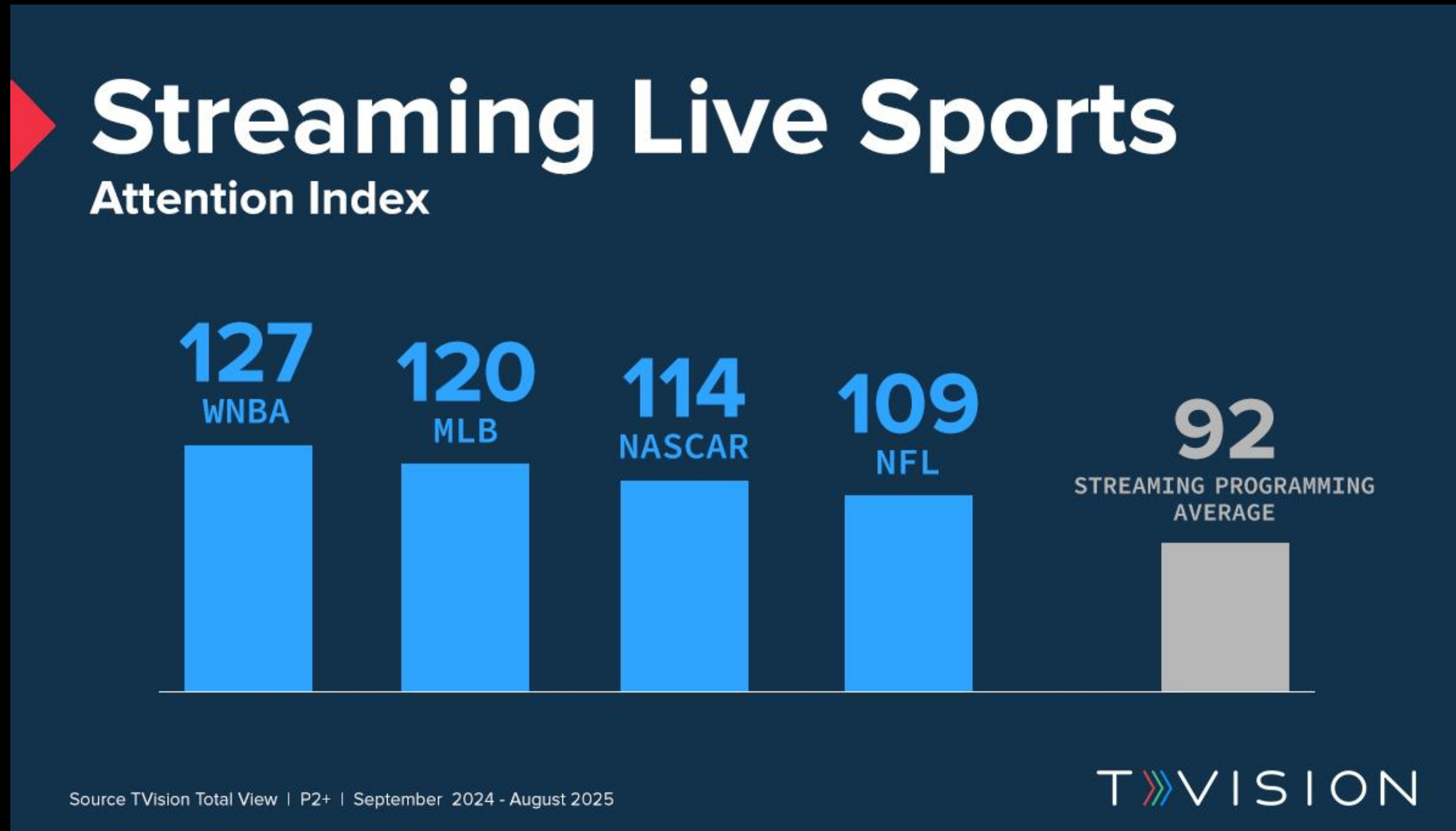
USD, billions, current prices



Note: 2024 data are WARC forecasts. Meta includes ad revenue from Facebook (incl. WhatsApp) and Instagram. Global linear TV: Aggregation of data from 100 markets captured in WARC's global ad spend survey. Data is net of discounts, includes agency commission and excludes production costs.

Source: WARC Media

IS SPORT THE FUTURE OF TV?



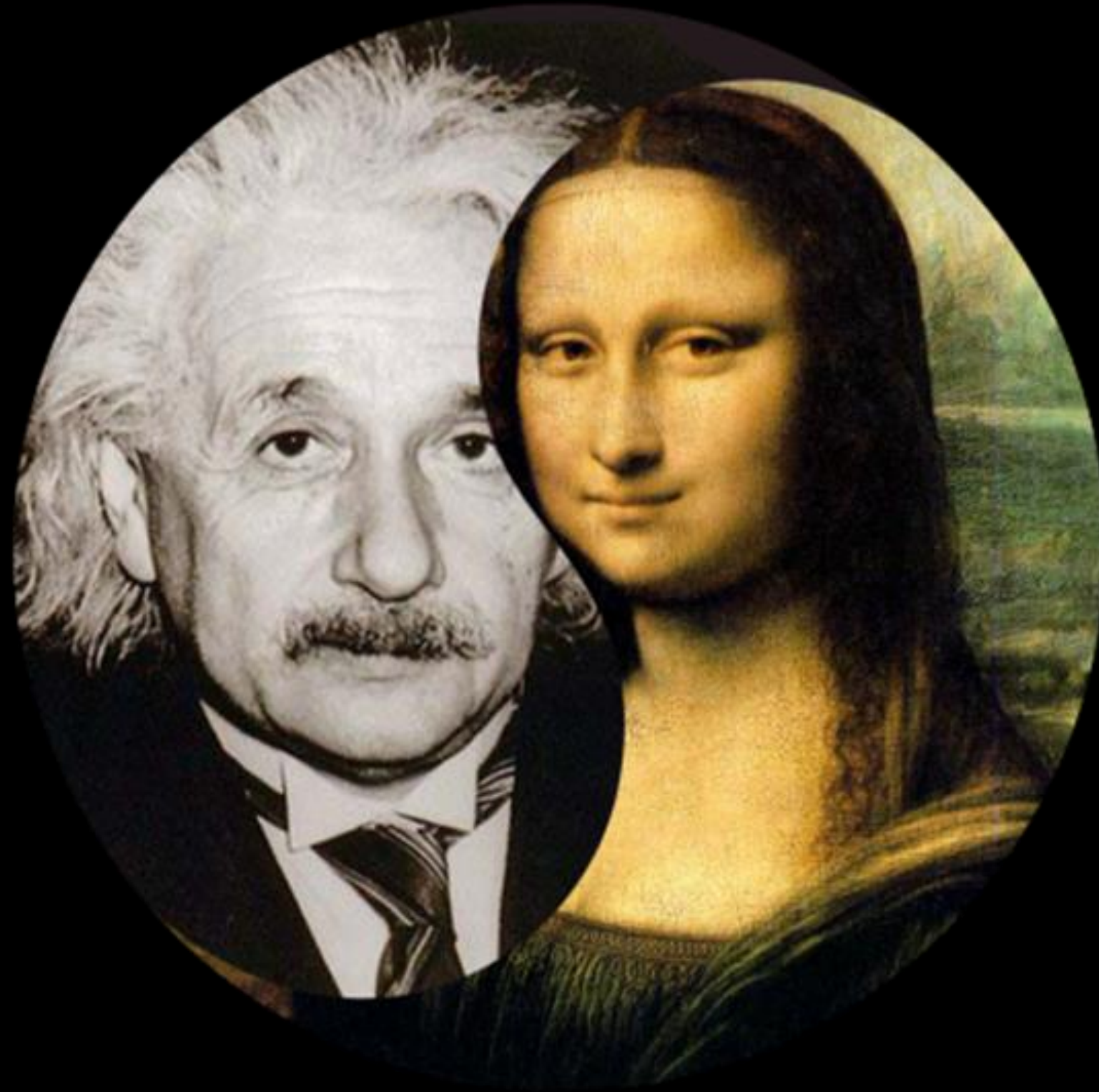
Source: TVision

ATTENTION

PREDICTS CREATIVE

IMPACT

ADVERTISING IS A MIX



SCIENCE

ART

THE SCIENCE OF ADVERTISING

**ADVERTISING
IMPACT**

f (

MEDIA

CREATIVE

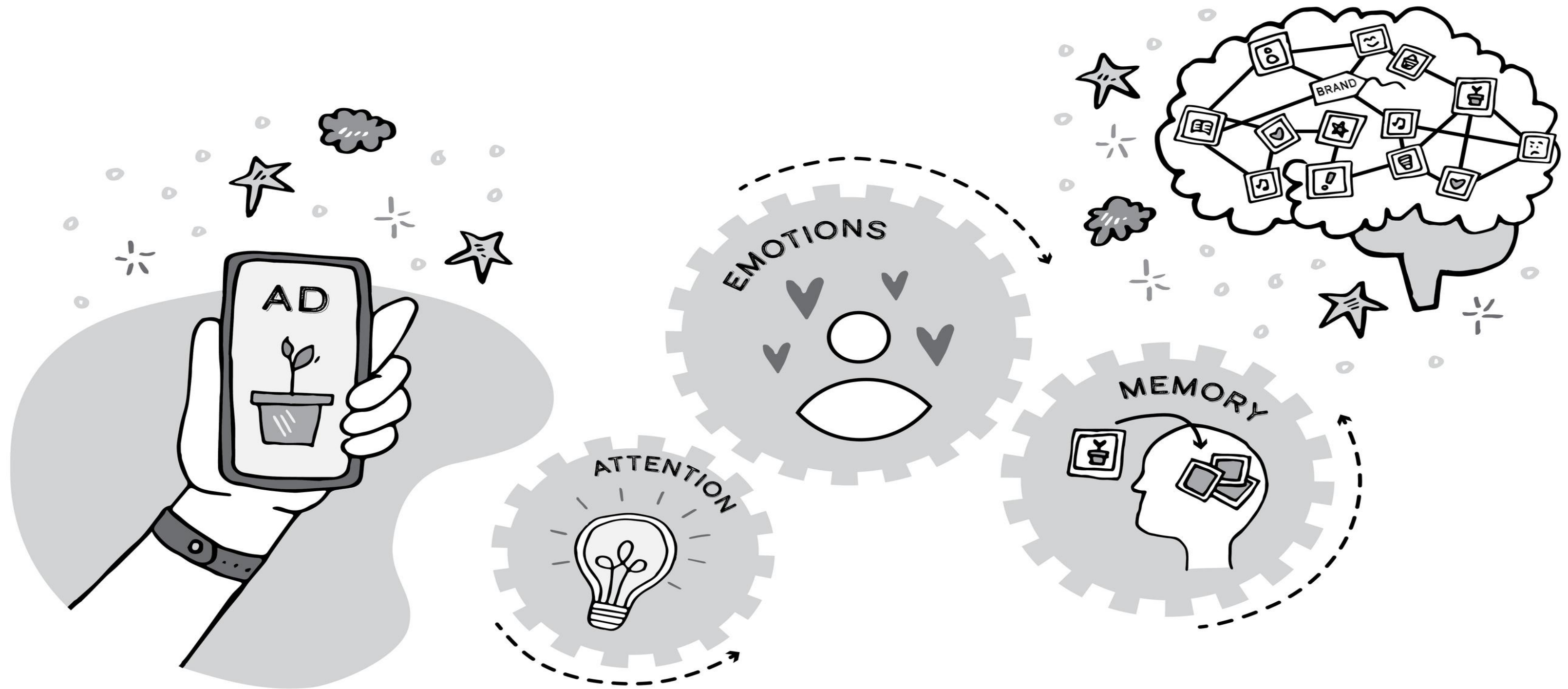
RESONANCE

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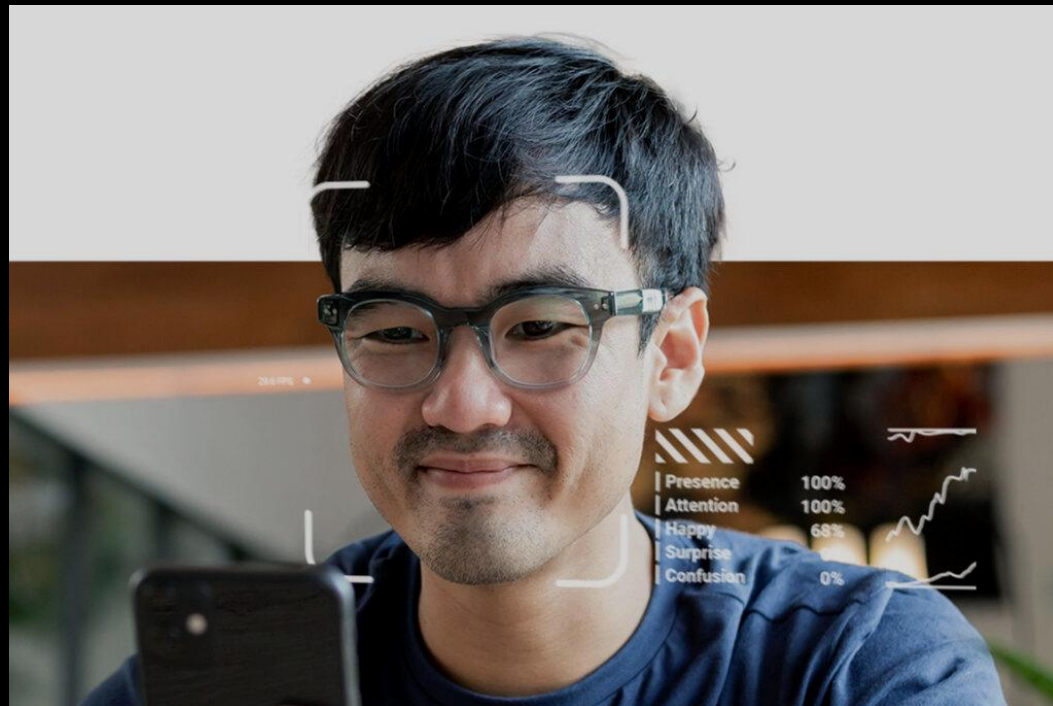
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**SHORT TERM SALES
LONG TERM EQUITY**

THE ART OF ADVERTISING



HOW TO MEASURE ATTENTION



**FACIAL
EXPRESSIONS**



**NEURO
TESTING**

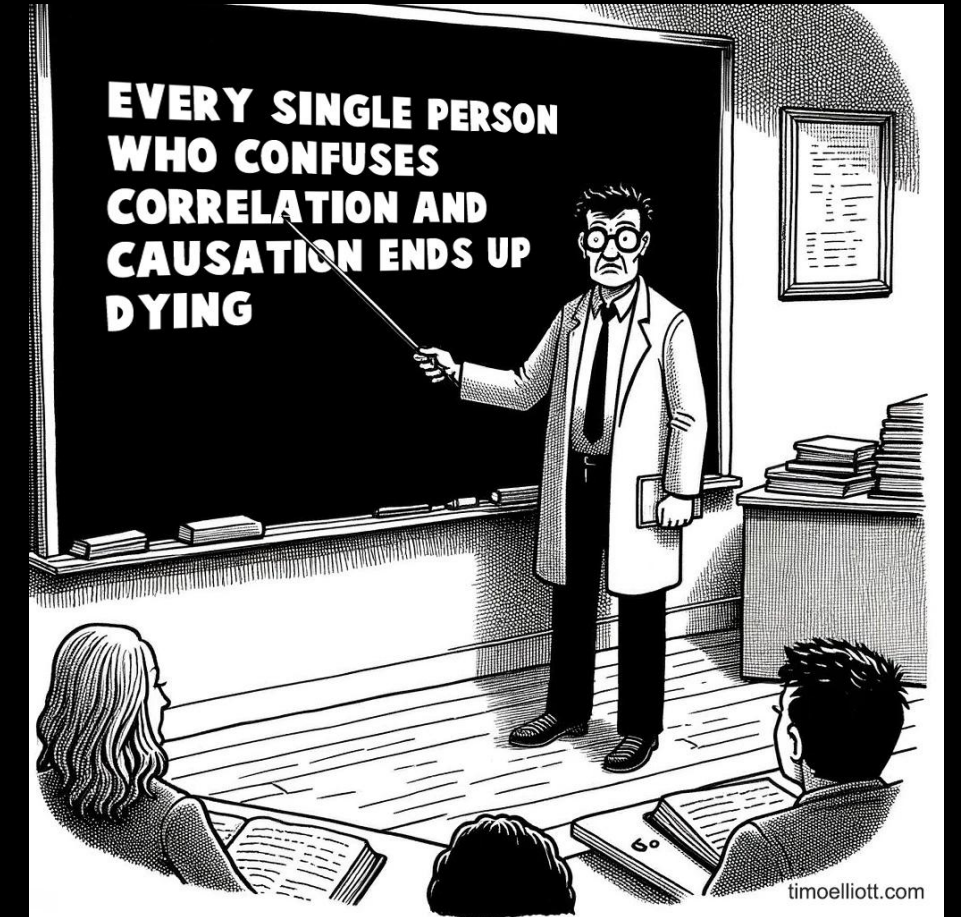
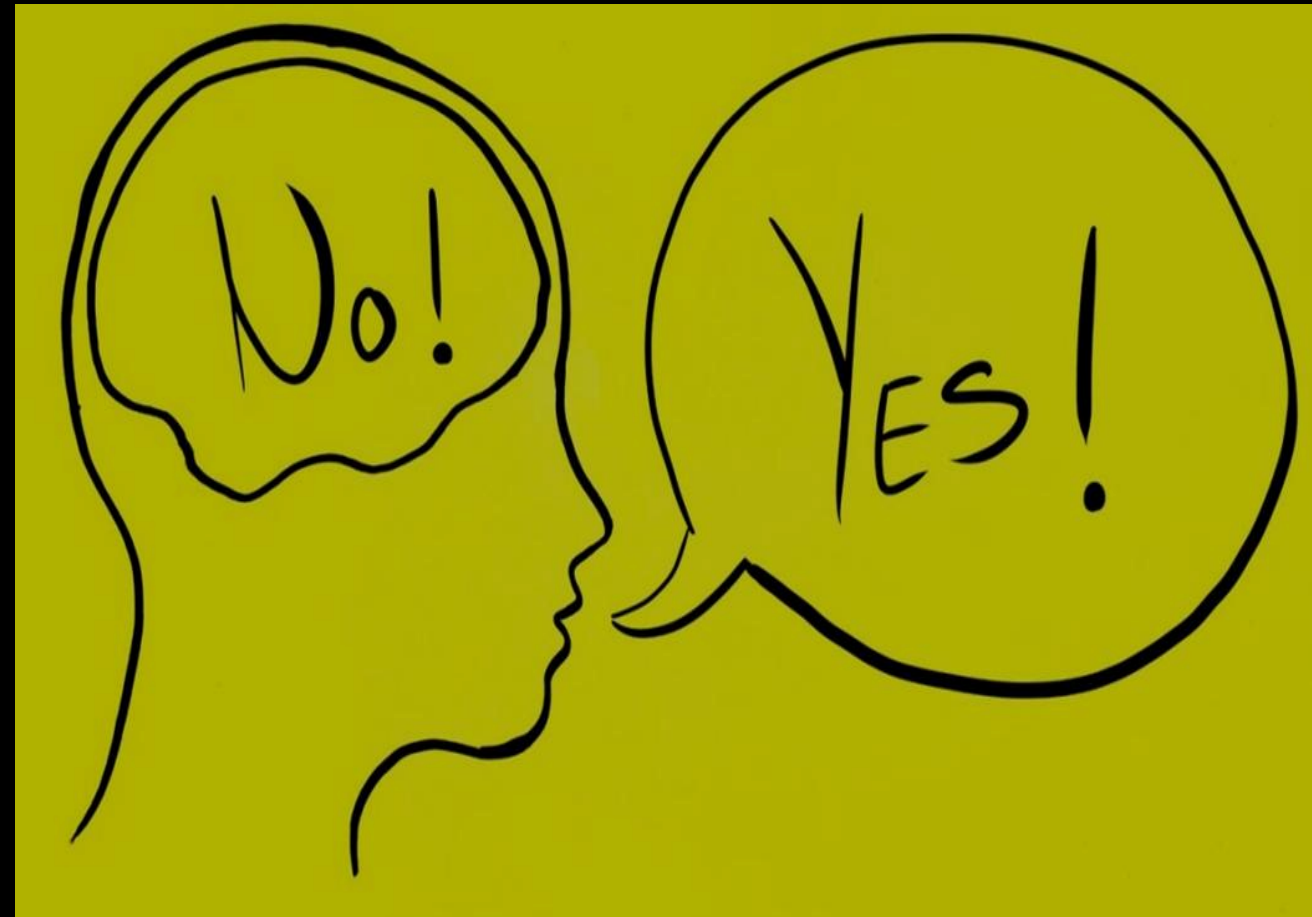


**AI
PREDICTIONS**

MY ABC OF MEASUREMENT



actionable **b**ehavioral



causal

APPLIED ATTENTION MEASUREMENT

Second by second
measure of attention
and confusion to fix
advertising

Certified human eyes
on any screen

A/B testing old/new
content in platform

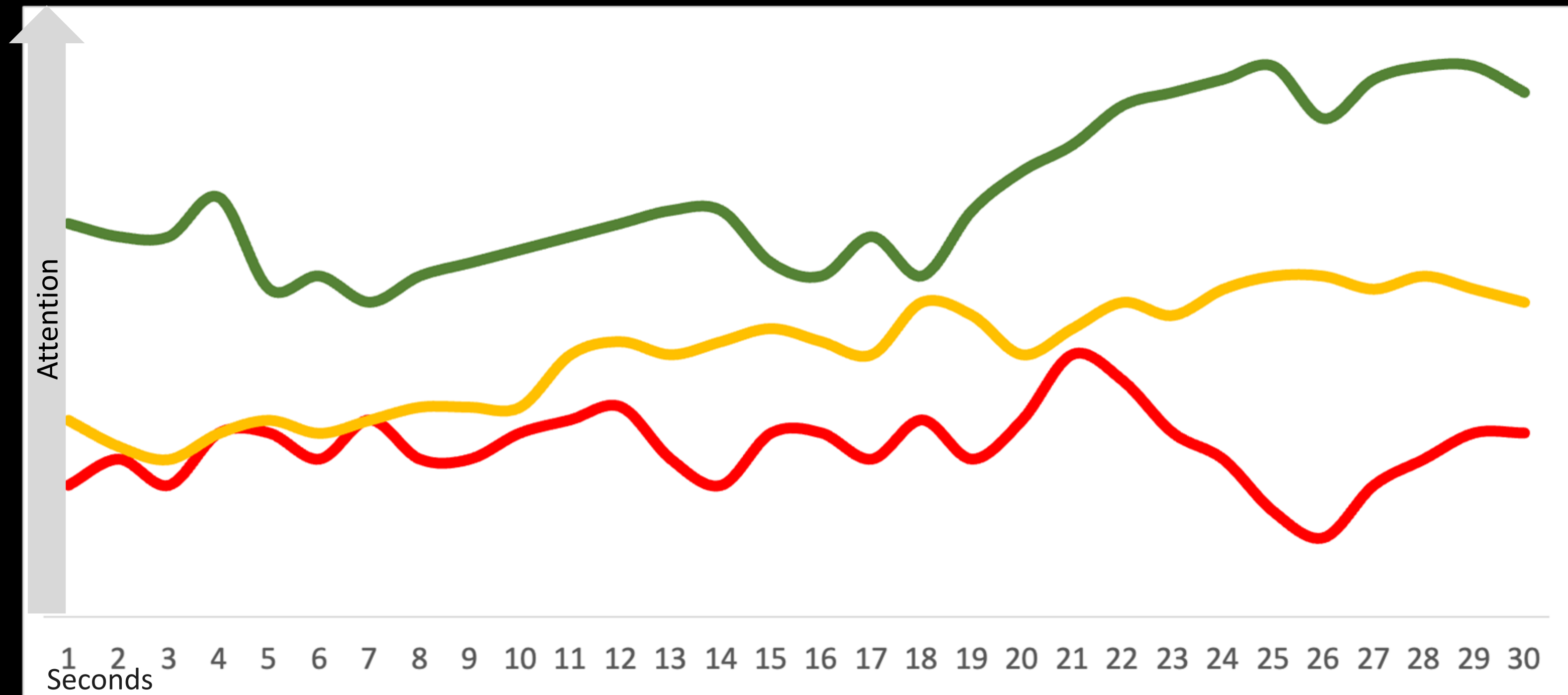
actionable **b**ehavioral **c**ausal



ATTENTION =



SALES



HOW TO GRAB ATTENTION



AUDIO SIGNALS



FAMILIAR CONTEXTS



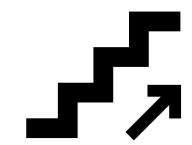
FIT IN PLATFORM



HOW TO WIN WITH EMOTIONS



Make them **HAPPY** early



Build emotions **& brand at peak**



Solve **negative emotions** fast

HOW TO FACILITATE MEMORY

Reduce complexity and confusion

Avoid multiple storylines - not a movie

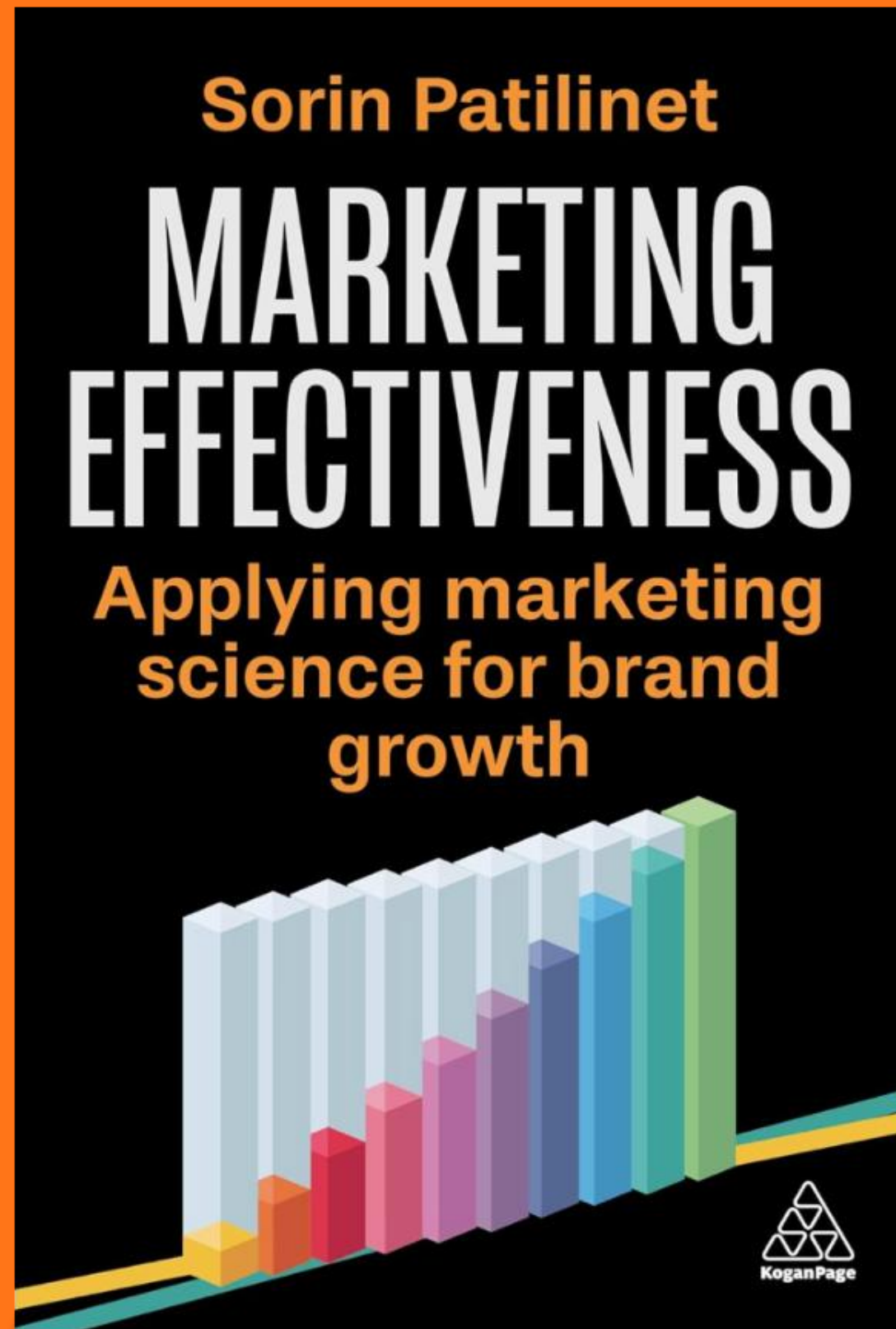
Use Distinctive Brand Assets often

human
“Not all reach is equal.”
creative



ATTENTION IS THE MISSING LINK

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