

Cross media attention measurement

A first look at UK attention data
from Lumen and TVision



LAMP: Lumen Attention Measurement Platform

LAMP optimises attention for outcomes

Initial creative and media optimisation clients:

TESCO



British Gas

News UK

HALEON



Nomad Foods



1.



Attention measurement

Eye tracking at scale across TV, desktop and mobile

2.



Attention modelling

Powerful and scalable predictive models of attention

3.



Attention activation

Planning, buying, reporting and creative optimisation tools

Viewability \neq viewing



Viewability \neq viewing



Dataset



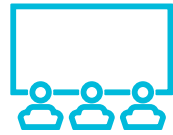
Digital panels

UK 750 mobile
250 desktop

US 1000 mobile

JP Coming soon

Ad hoc 191,000+



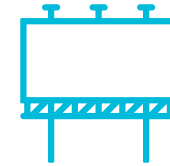
Cinema

Ad hoc 400



Gaming

Ad hoc 5000+



OOH

Ad hoc 800



TV (in partnership with TVision)

UK 450

US 5000

JP 3000



How the passive panels work

TVision's technology stack

TVision Sensor

- **Person & Facial Recognition** (Who is in the room, and if they're paying attention)
- **ACR Fingerprinting** (What is on TV)

TVision Digital Meter

- **Device Detection** (If a digital device is in use)
- **App Detection** (If a streaming service is in use)
- Flexibility to add additional digital traffic analysis

TVision Measurement Engine

- **Remote Device Management** to manage and service thousands of in-home devices
- **ACR Engine** to identify linear and time-shifted TV content and ad units, over the air TV and on CTV



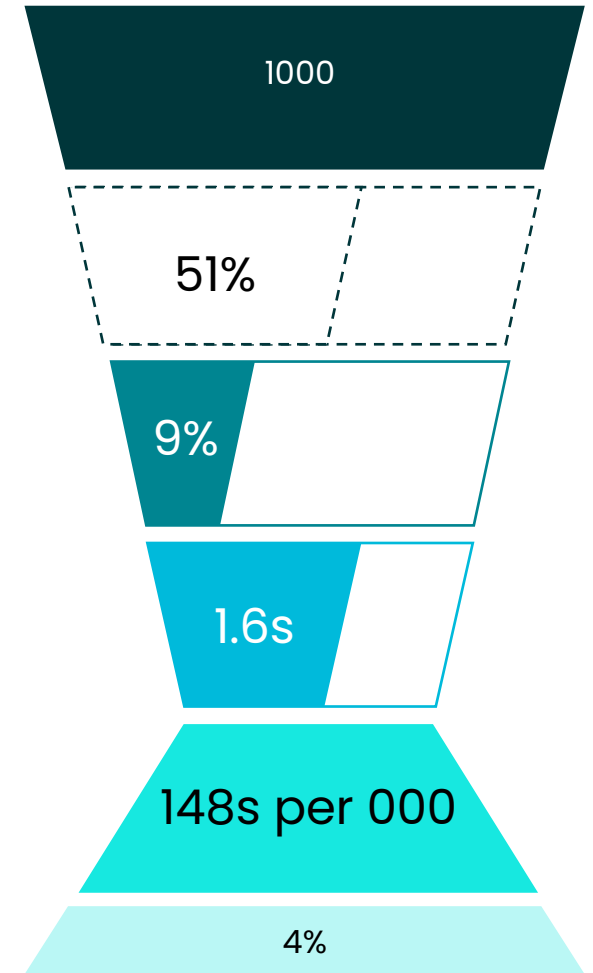
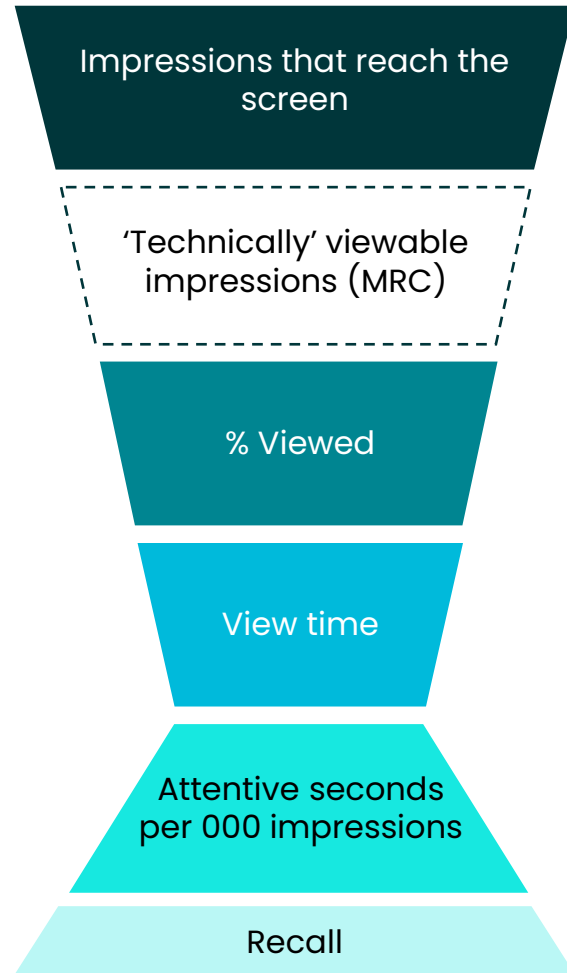
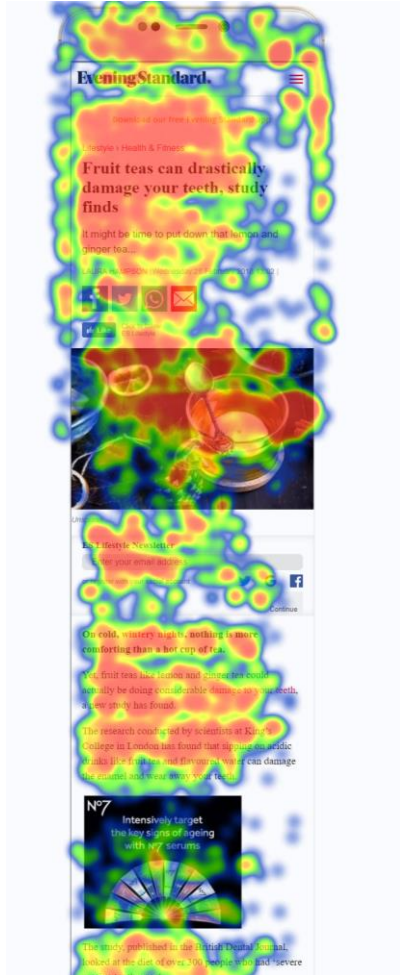
TVision passive panel:
Panellists attach hardware to main TV



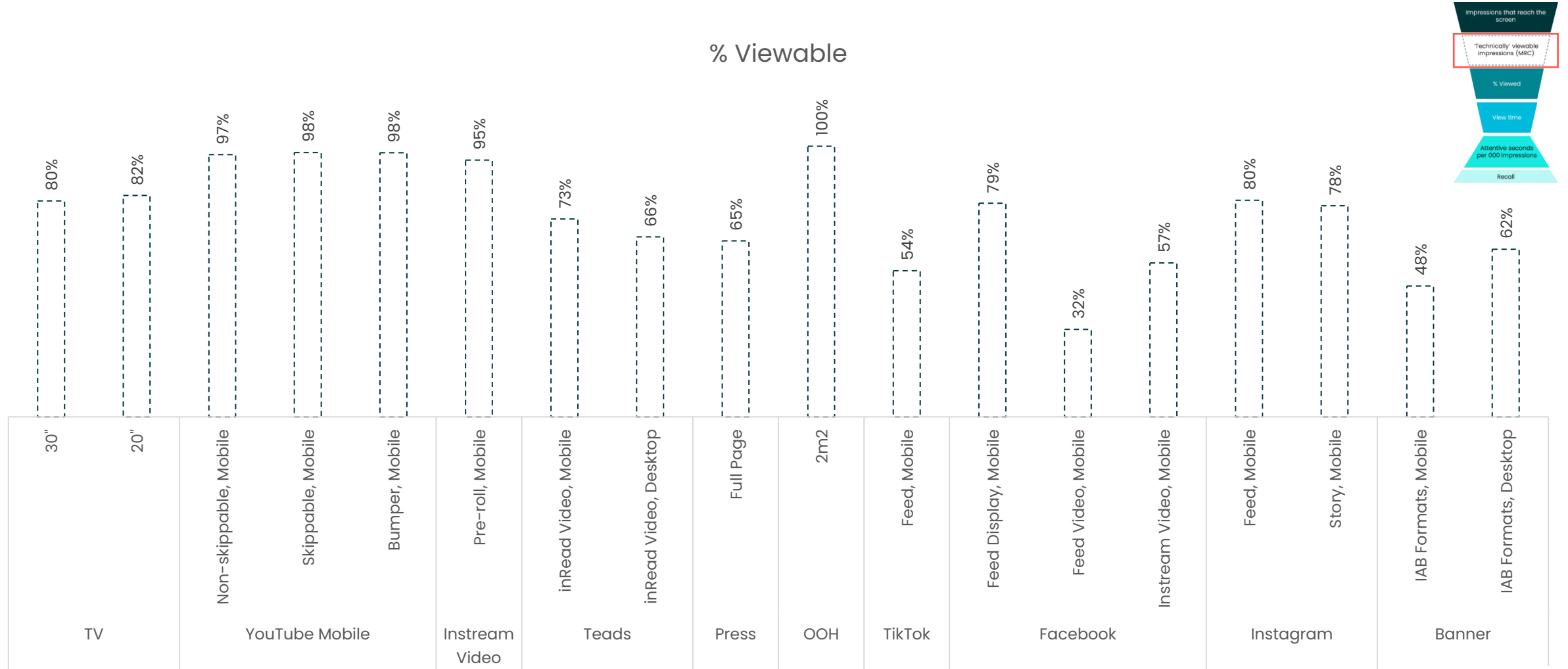
Lumen passive panels:
Panellists download software converting webcam into eye tracking camera



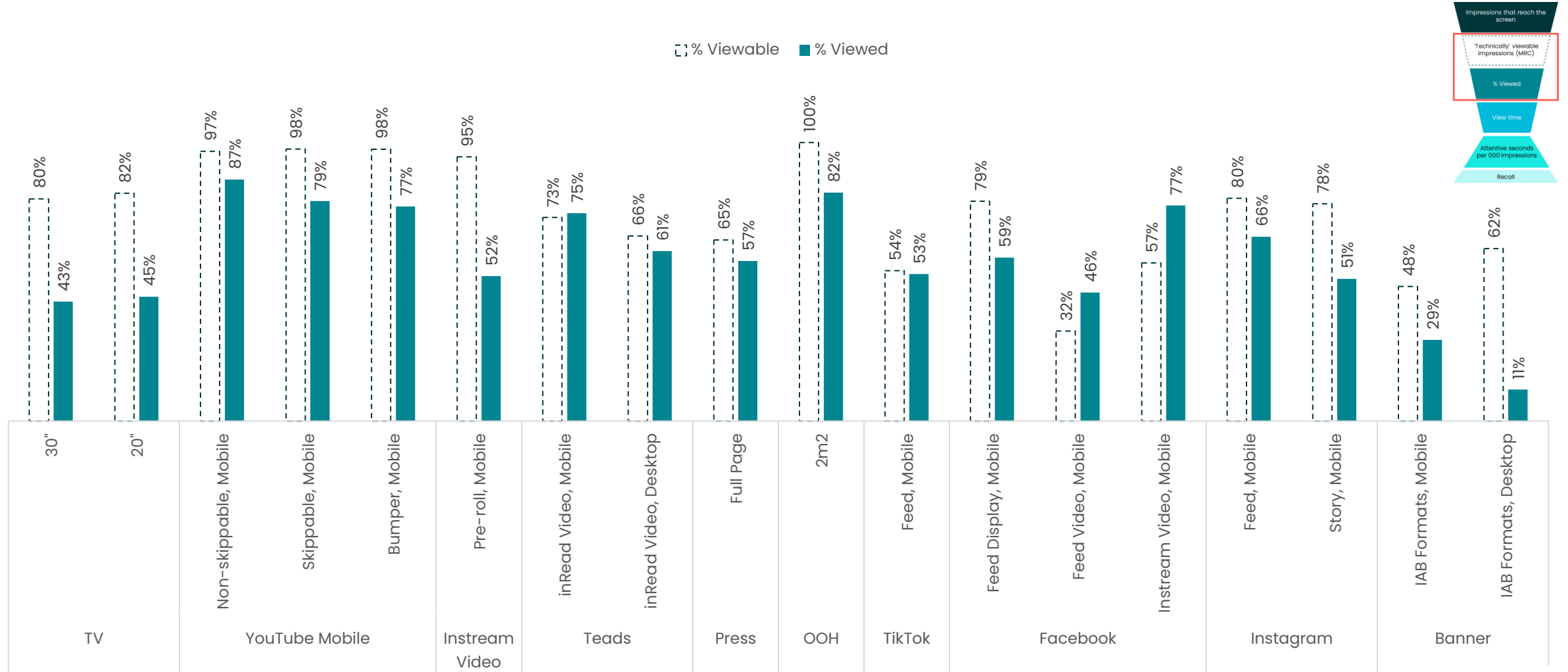
The attention funnel



Significant differences in viewability across media



Viewability ≠ viewing

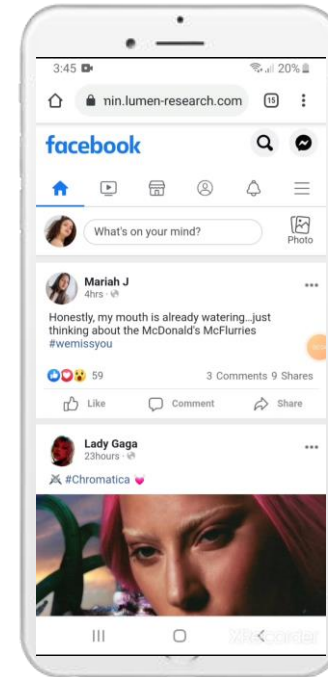


Viewable but not viewed? Viewed but not viewable?

Ads can be viewable but not viewed



But ads can also be viewed while not viewable



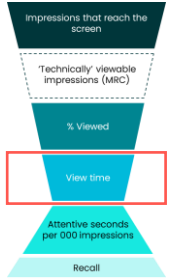
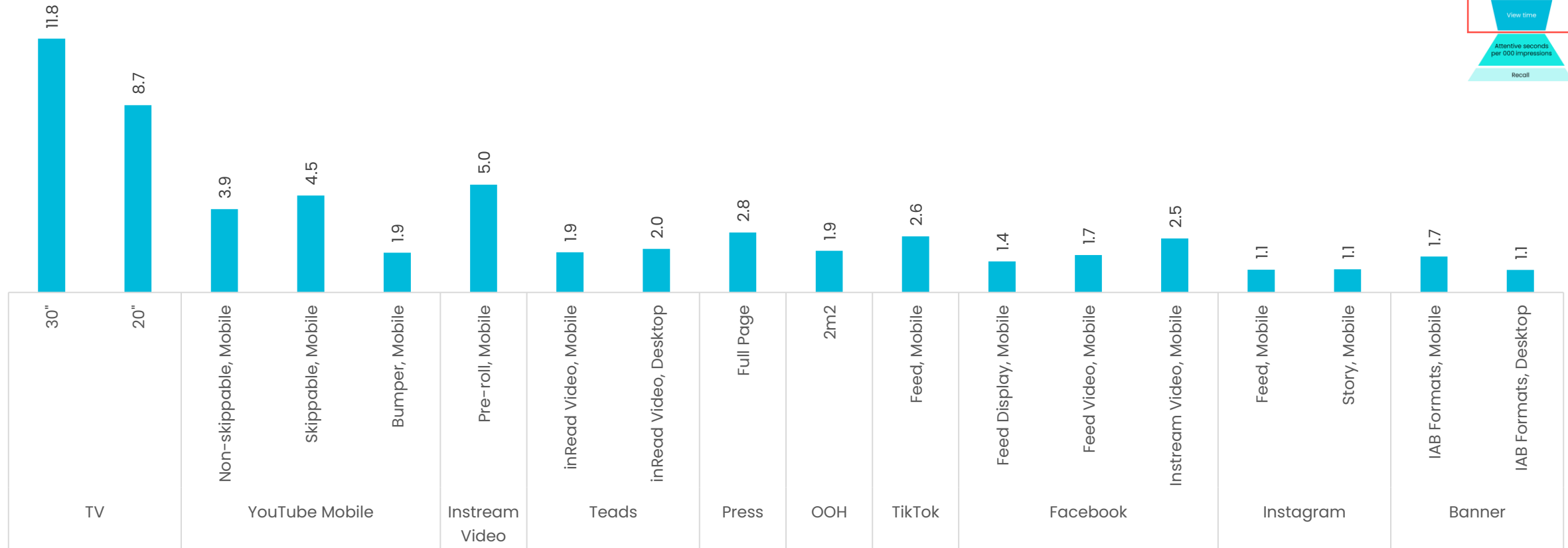
Ads on screen, but not long enough to be technically 'viewable' to MRC standards

Yet these 'non-viewable' ads can still get some attention



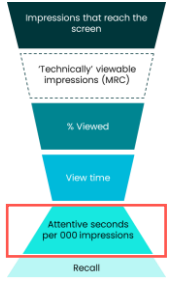
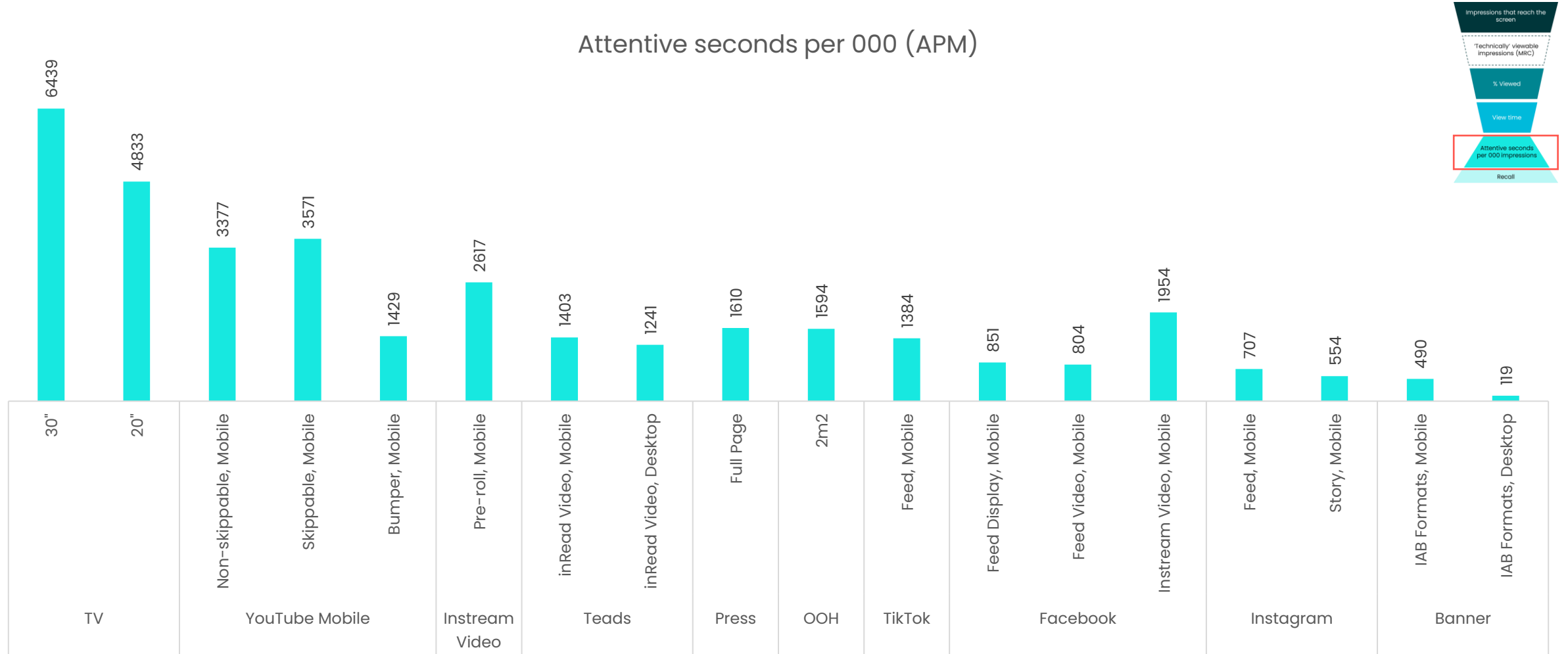
Average viewing time changes the story

Av View Time



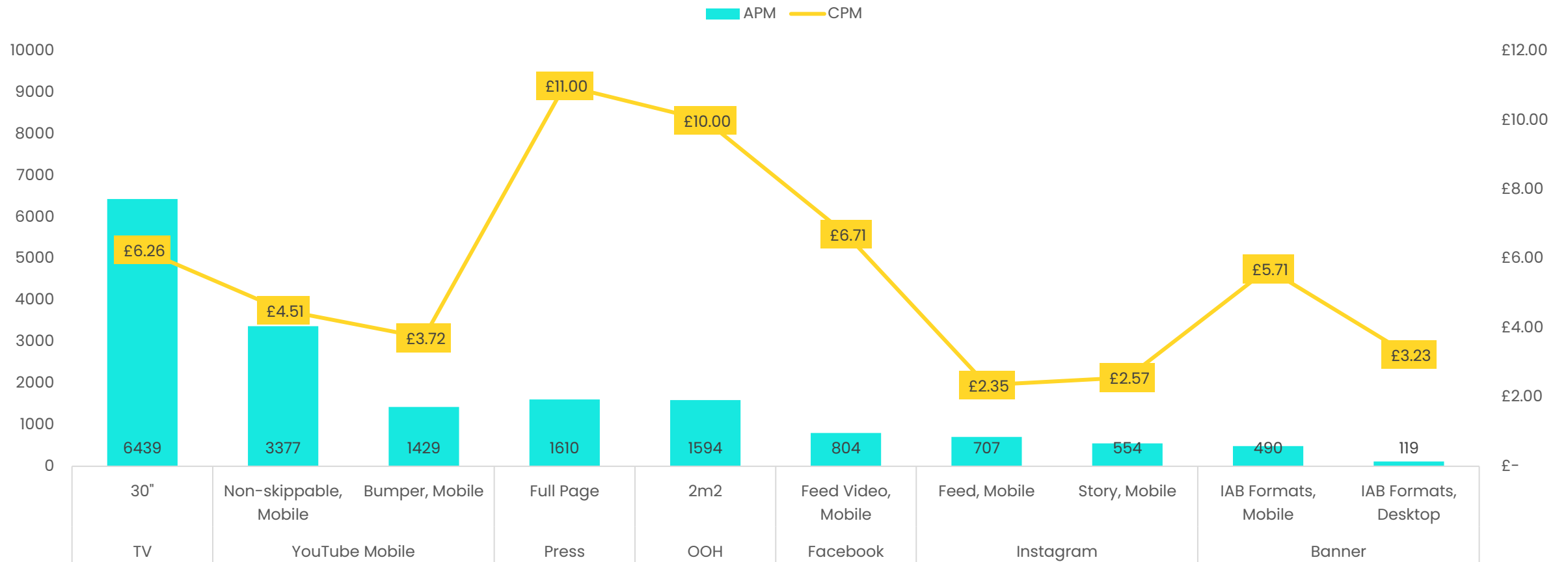
Combining '% chance of viewing' with 'average viewing time' creates a single metric to compare between media

Attentive seconds per 000 (APM)



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

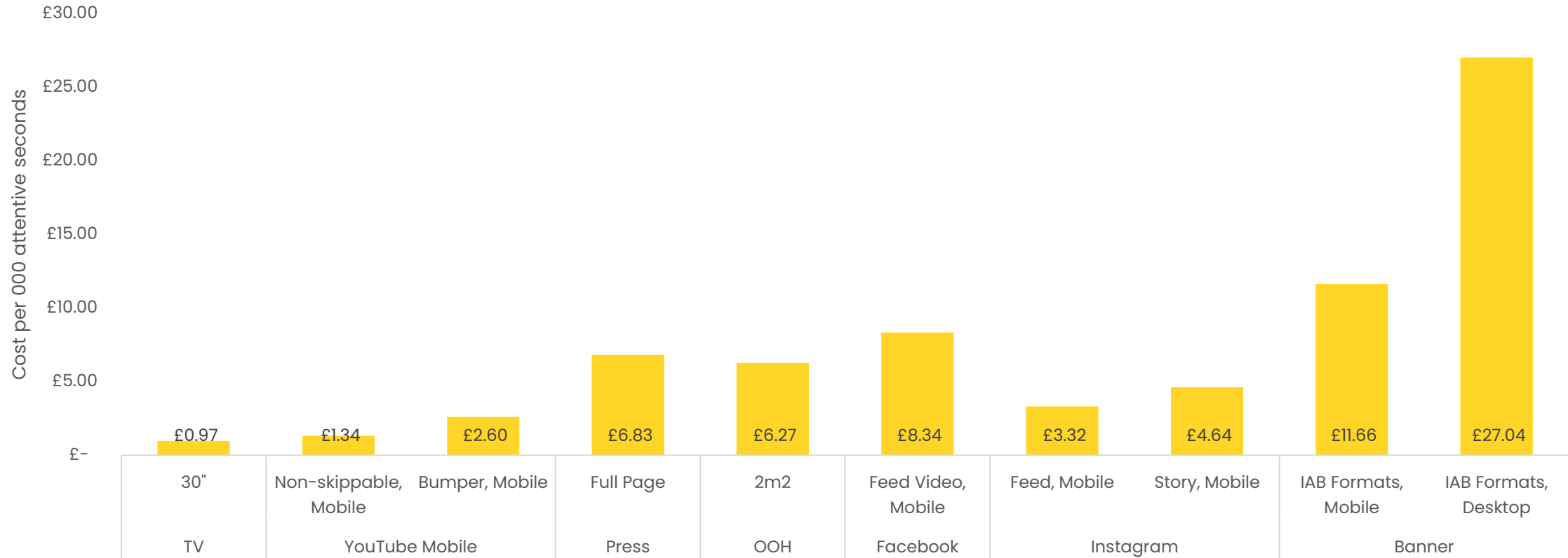
Attentive seconds per 000 (APM) vs CPM



TV appears to be an 'attention bargain'

Cost per 000 attentive seconds

■ aCPM

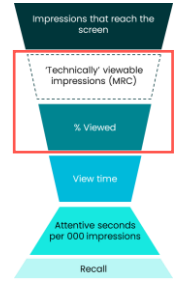
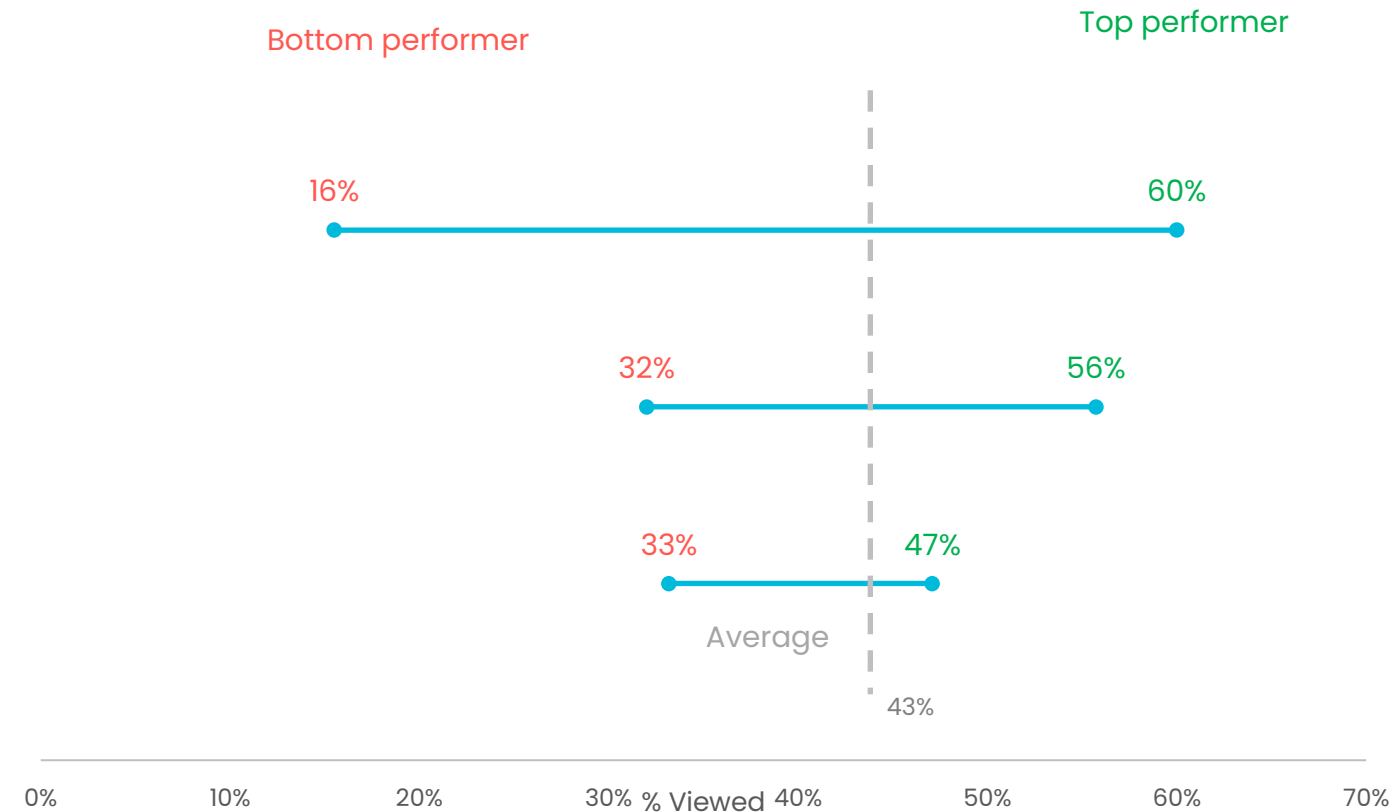


We see significant variation in TV attention, ripe for optimisation

Initial data suggests that there is enormous variation in attention levels across shows, channels and dayparts

This level of variation corresponds to the differences we have seen between websites

Spreads in % Viewed



Programme

Channel

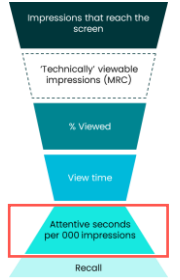
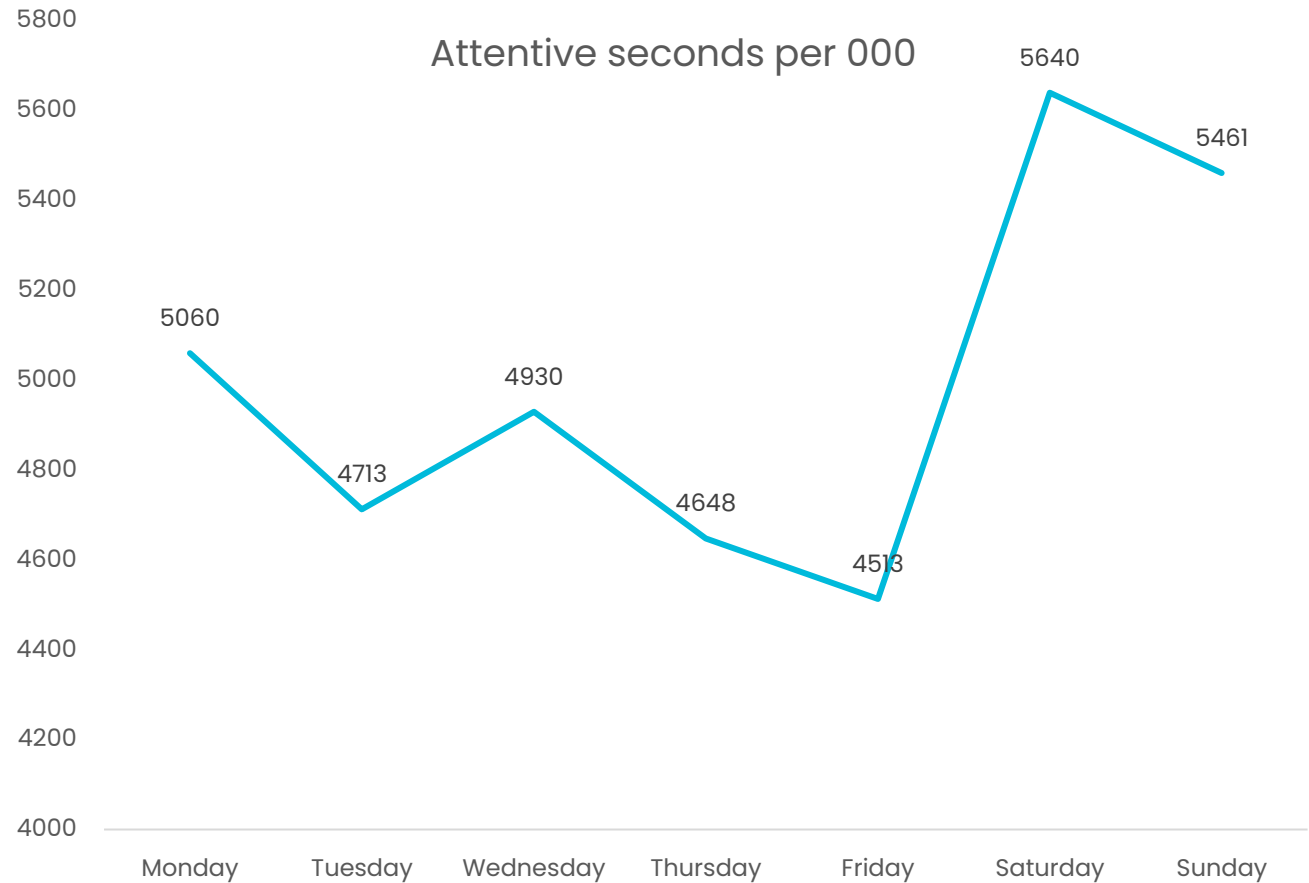
Daypart



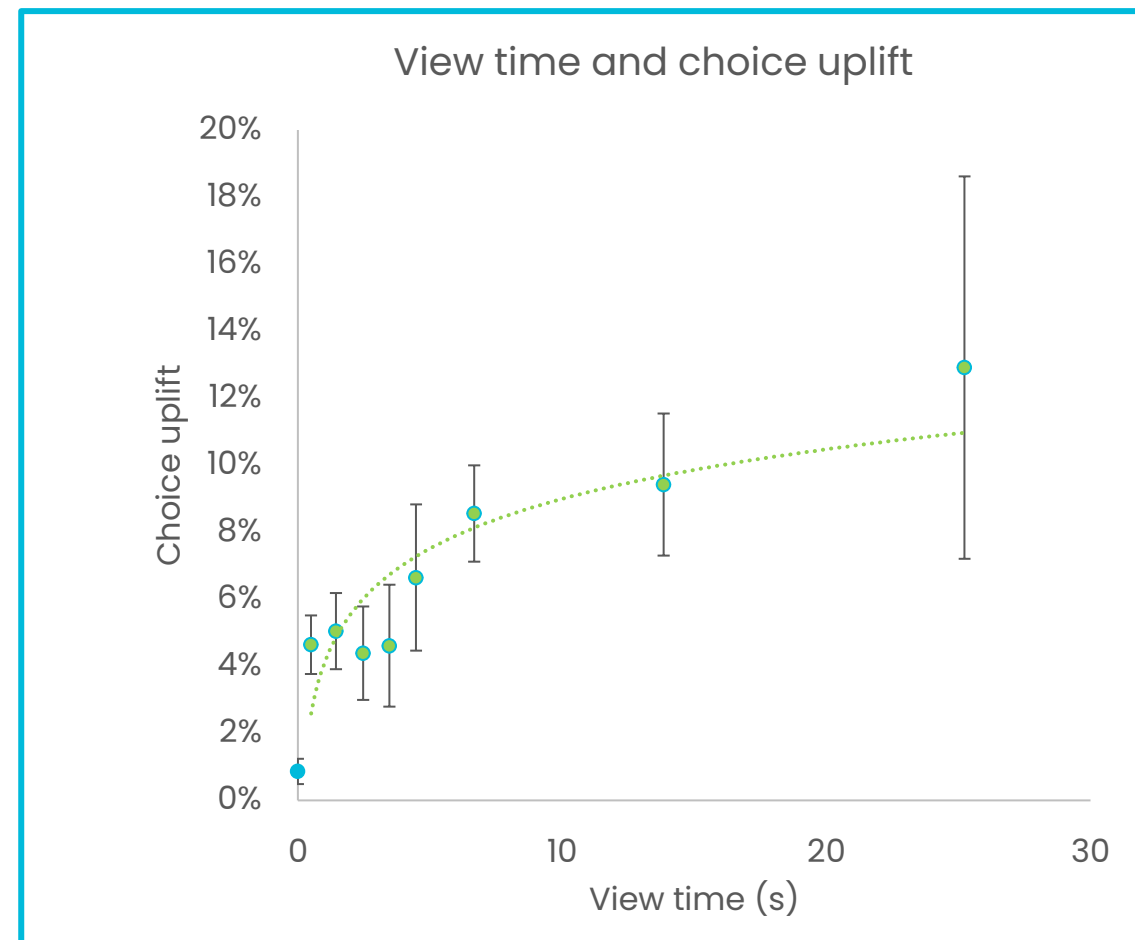
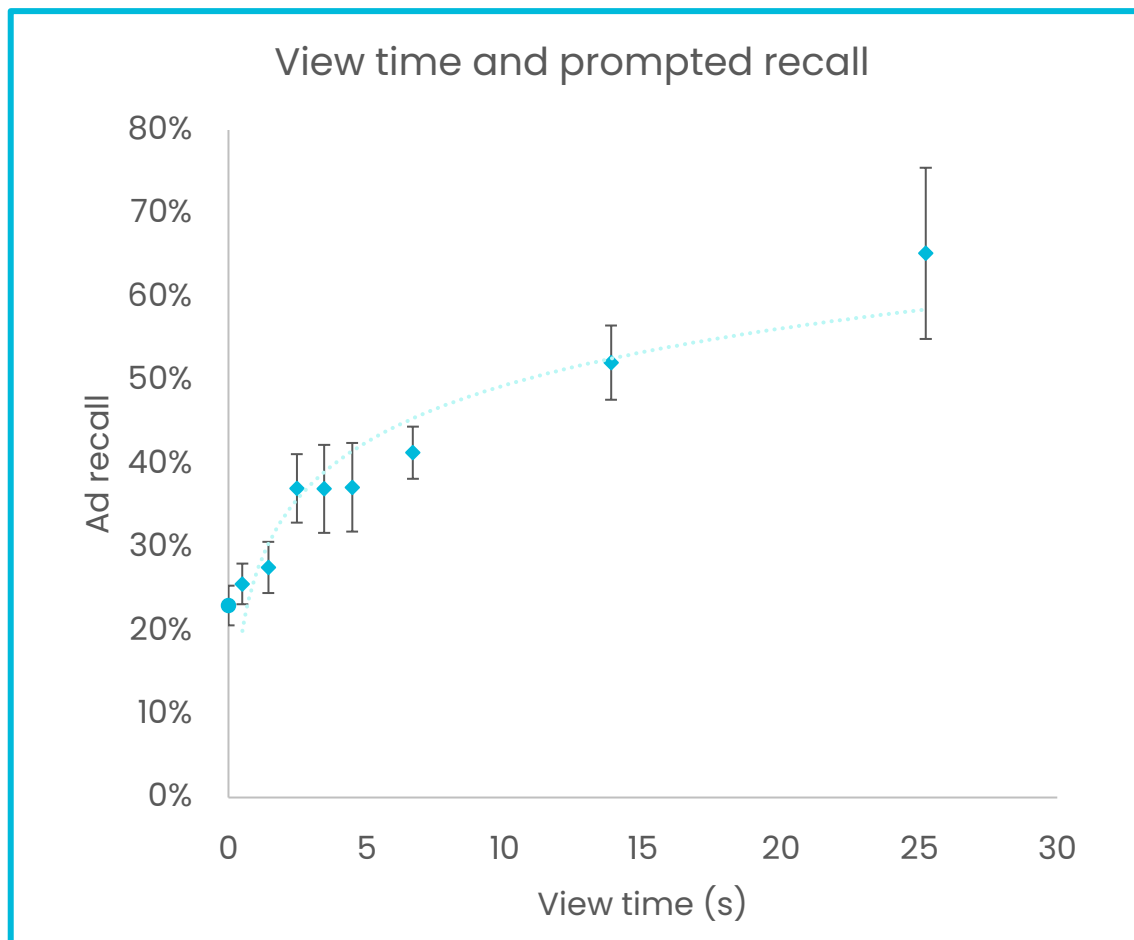
TV ad attention increases at the weekend in the UK

Initial data suggests that attention to advertising dramatically increases during the weekend

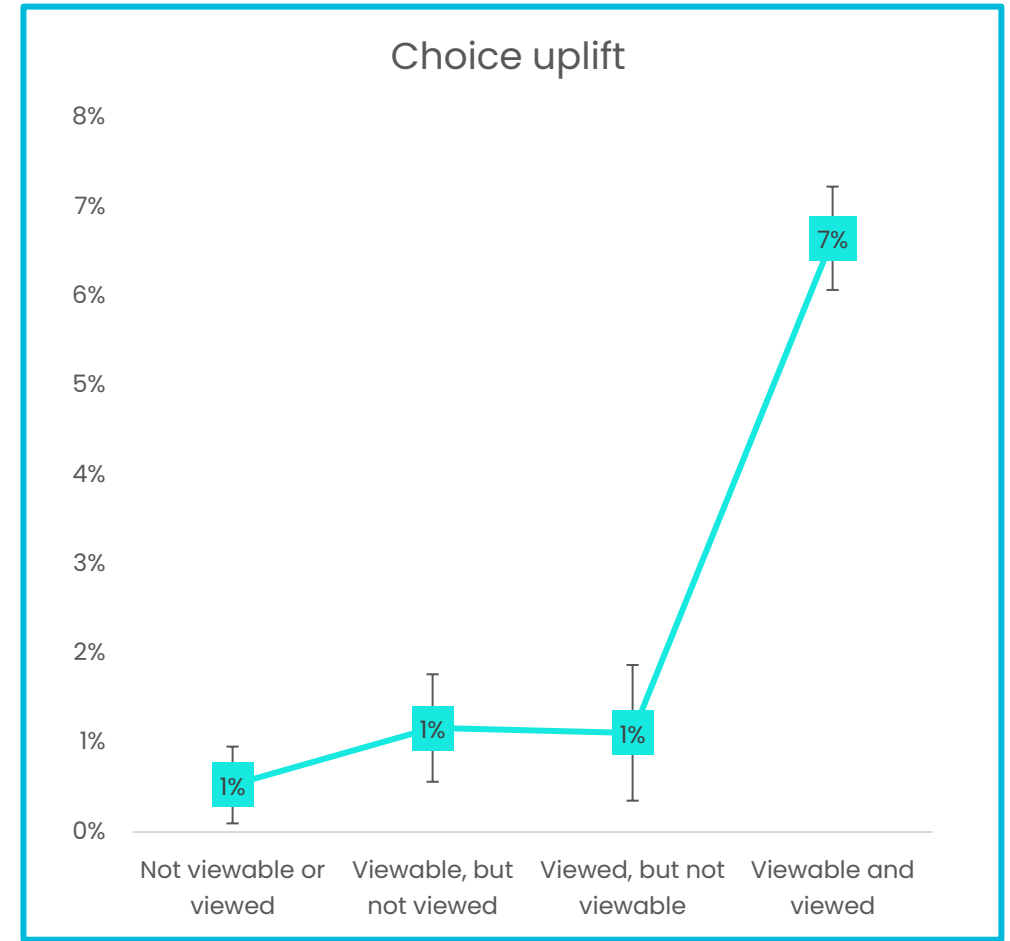
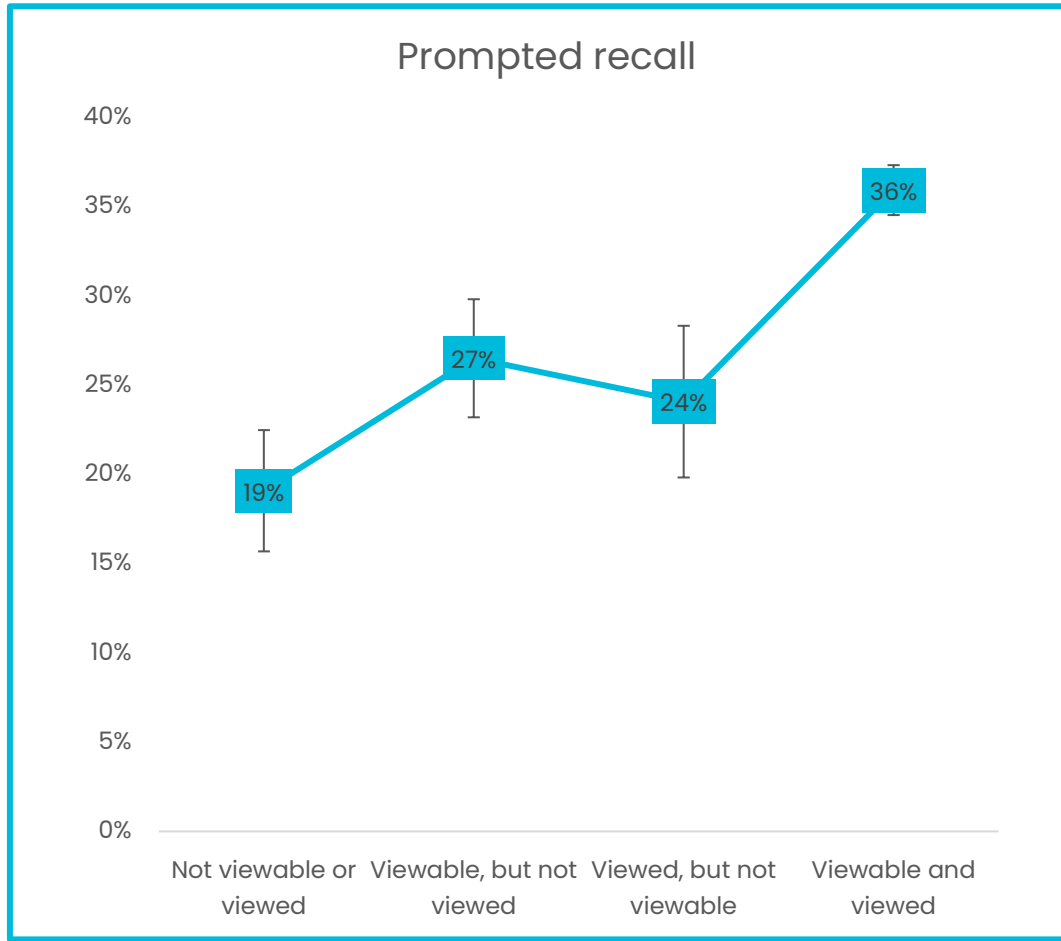
Are TVs more likely to be on 'in the background' during the week?



Attention drives recall and choice



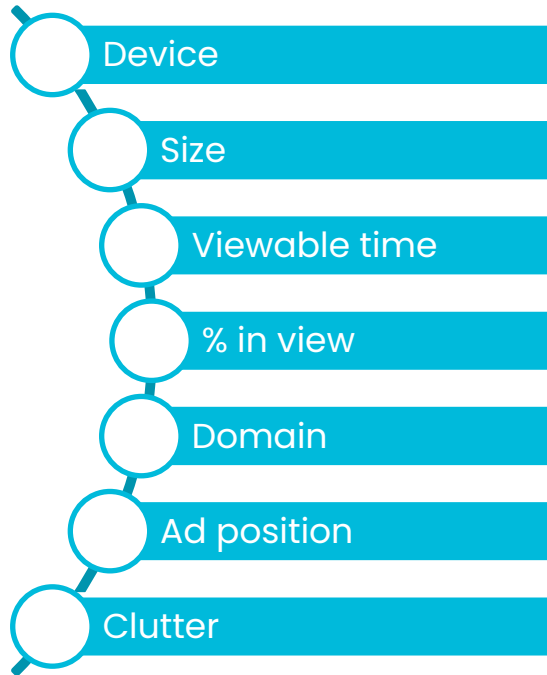
Attention – not just viewability – drives outcomes



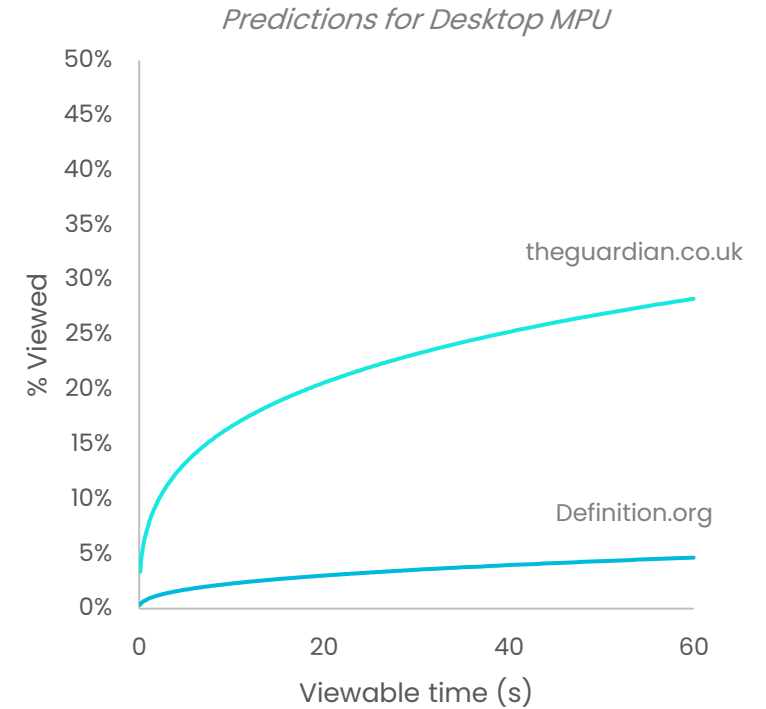
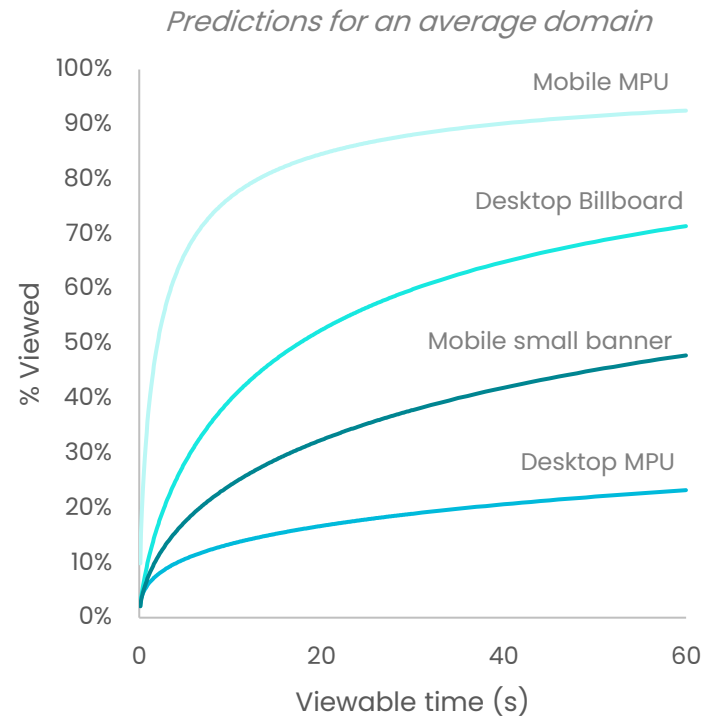
Source: Dentsu Attention Economy project, Mobile UK controlled tests (2635)

Lumen attention model

Many factors power the attention predictions



All these factors combine together, but broadly the model can be understood as capturing the relationship between on screen presence and attention



Our solution



Lumen panel

- Fully consented eye tracking panel
- TV, Desktop and mobile
- 450 TV, 250 desktop, 750 mobile
- Continuous
- Passive



Lumen attention model

- Attention predicted every 100ms of exposure, based on 'momentary model'
- Factors included in analysis:
 - ad format, screen real estate, duration in view, scroll speed, page geometry, and domain

Measurement

LAMP tag
Verification tag appended to campaign creative



Activation

LAMP DSP plug in
Lumen attention model deployed as a custom algo within DSP



Creative optimisation

SPOTLIGHT
In-context attention tests for creative + bespoke models



Thanks!

Mike Follett

mike.follett@lumen-research.com

Managing Director

David Bassett

david.bassett@lumen-research.com

Analytics Director

22 Highbury Grove
Unit 215, ScreenWorks
London, N5 2EF

020 3735 5199
www.lumen-research.com

