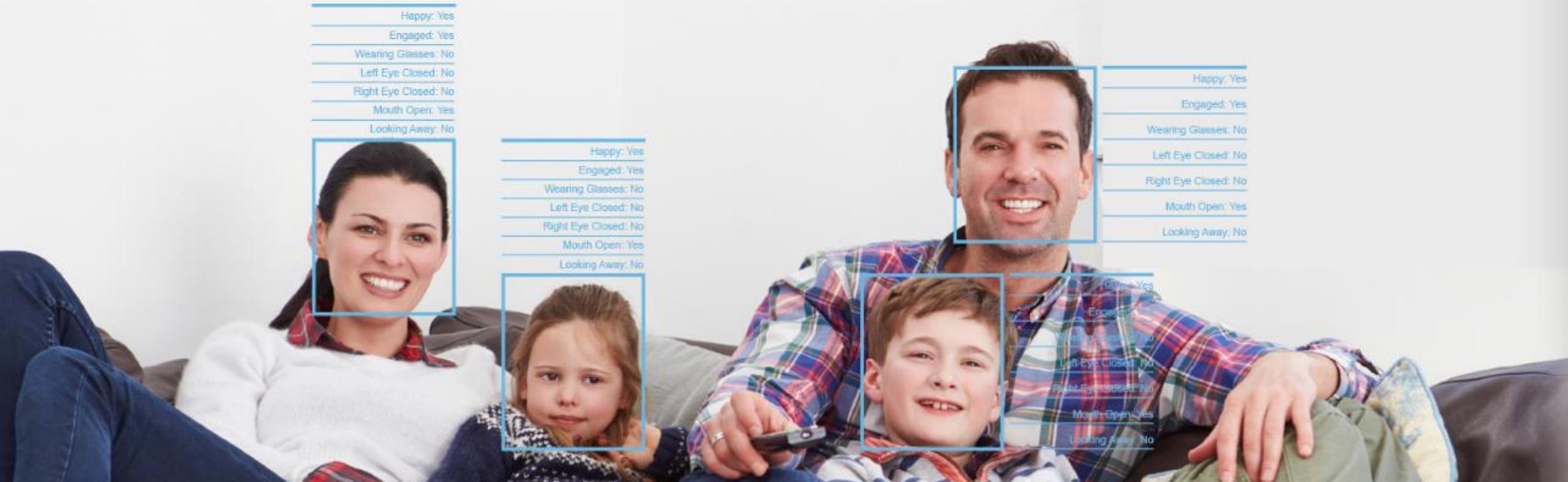


Audience insights from the natural viewing environment



WE SHOW YOU WHAT'S HAPPENING ON THE OTHER SIDE OF THE SCREEN – **SECOND BY SECOND**



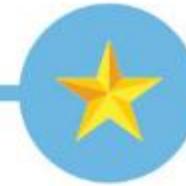
Capture and analyze audience behavior passively from the living room



The TV is on and no one is watching



The TV is on and the audience is distracted



The TV is on and the audience is attentive

INTRODUCING OUR INDEXES – VISIBILITY AND ATTENTION



RATING
TV is on



VISIBILITY
People in the room

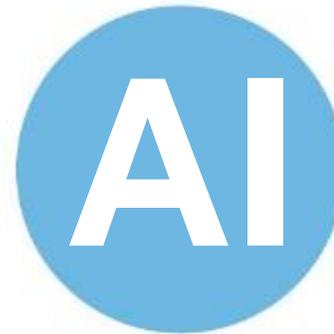


ATTENTION
Eyes on screen



Visibility Index (VI)

Index of people in room
Opportunity To See and Hear
content



Attention Index (AI)

Index of eyes on screen
Active visual engagement with the
content on screen

WHAT DOES THE ATTENTION INDEX MEAN?



1.5

50% higher
than average



1.0

Average



0.5

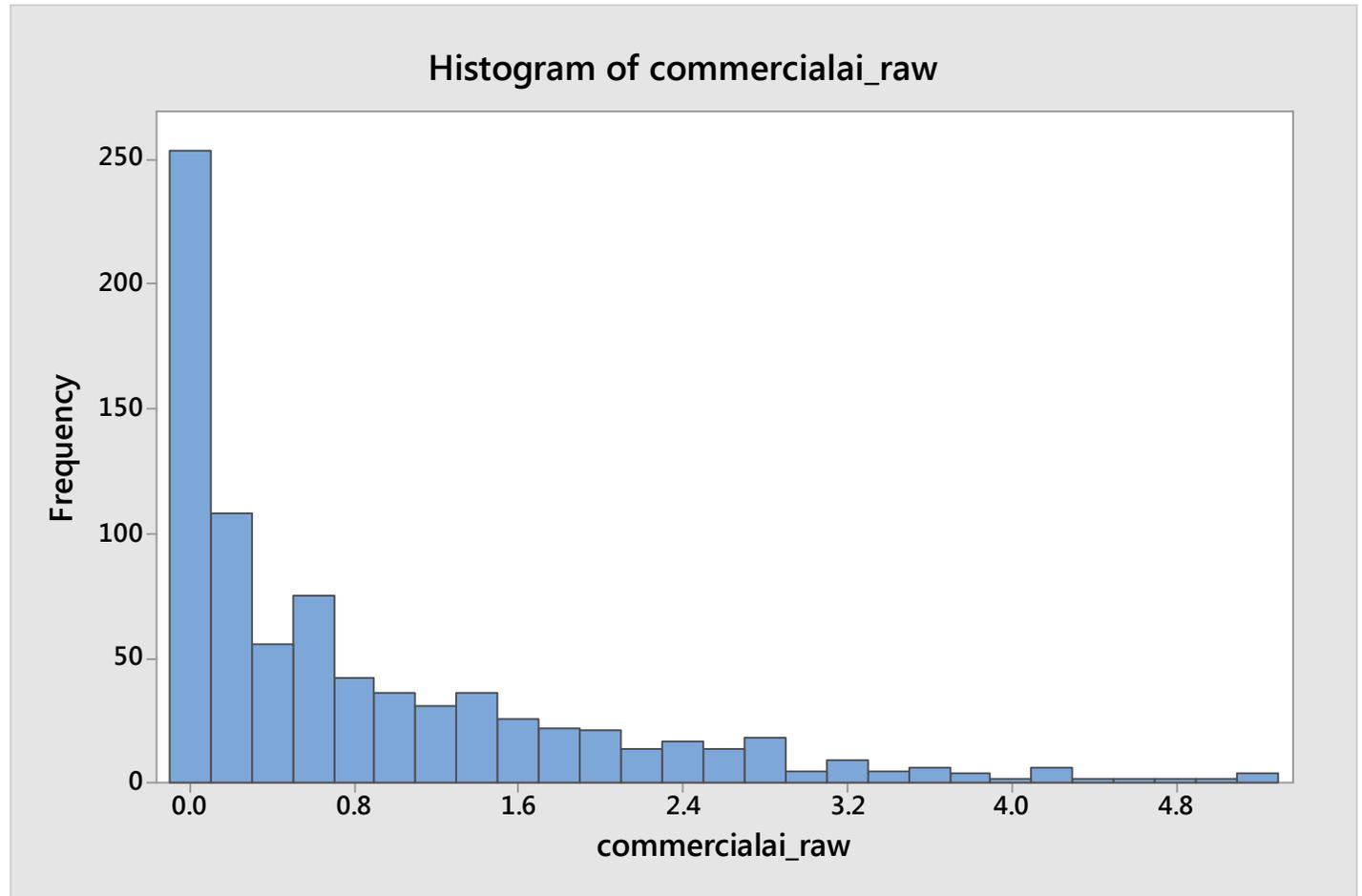
50% lower
than average

Index of Eyes on Screen

- Evaluate per person attention to creative second by second
- Which creative performs best, what duration, what frequency is ideal?
- Which creative is performing best in target demo?
- Which program has the best fit with a specific advertisement?

HISTOGRAM OF THE Y VARIABLE – ATTENTION INDEX

- Number of times the commercial was aired and the TV was turned on (approx 900 data points)
- For example, if the commercial AI was zero (250 data points), the person was not paying attention to the commercial at all.
- One thing to note is that we are only measuring the attention of the audience already in front of the TV. We are not capturing the situations in which the TV was not turned on.



- What factors contribute to a high viewer attentiveness?

Dependent variable

- AI Score

Independent variables:

- Program AI
- Show genre
- Day part (primetime etc.)
- Viewer count in the community
- Repeat commercial
- Viewer demographics
 - Male/Female, Age, Income, Education

STEPS IN THE ANALYSIS

- Program used: Minitab
- Eliminated blank data (show genre), time-shifted viewers
- X variables: Divide in two groups
- Best subset & backward elimination
- Alpha 0.05
- VIF < 5.00
- Correlation between Income=0 & Unemployed

RESULTS

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.548542	72.12%	72.00%	71.65%

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.1183	0.0328	3.60	0.000	
ViewerCount	-0.00311	0.00127	-2.46	0.014	1.00
Program AI	0.7869	0.0193	40.81	0.000	1.02
Genre_Interview & News Forum	0.799	0.278	2.87	0.004	1.02

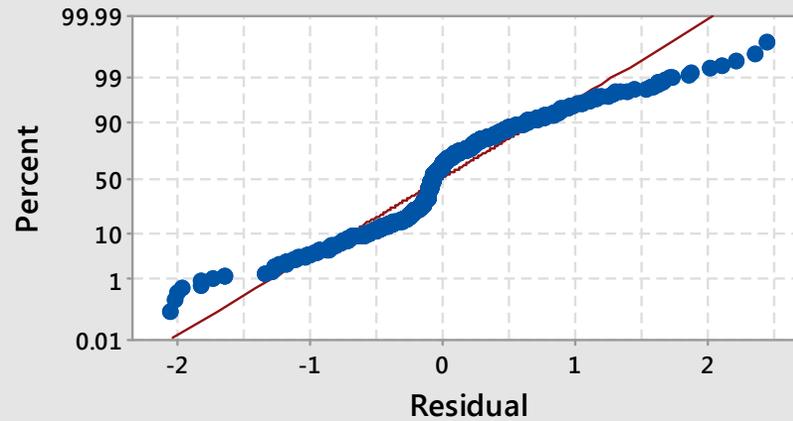
Regression Equation

Commercial AI = 0.1183 + 0.7869 Program AI - 0.00311 Viewer Count + 0.7987 Genre_Interview & News Forum

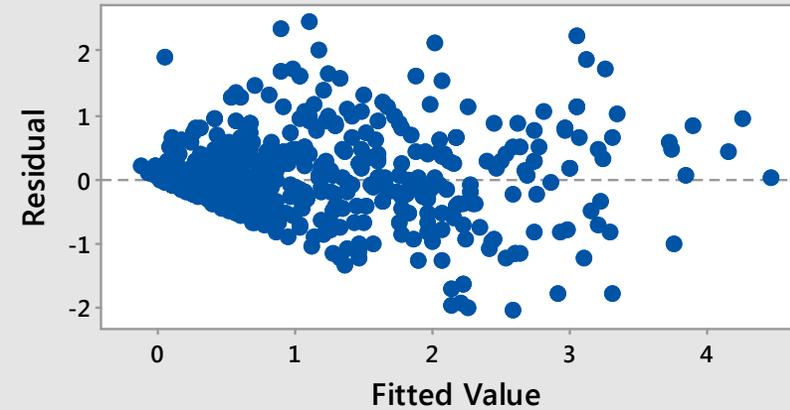
RESULTS

Residual Plots for commercialai_raw

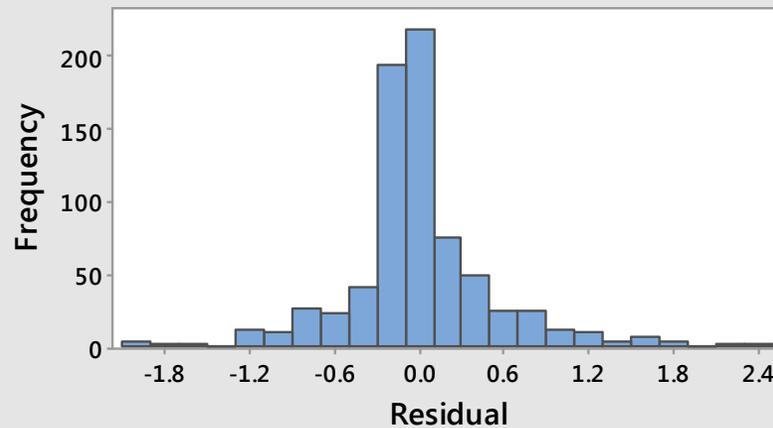
Normal Probability Plot



Versus Fits



Histogram



Versus Order

