

# Visibility

The Attribute That Really Matters

# The Benchmark Series

The Benchmark Series sought to **challenge common assertions around what works** and doesn't work in media. **It identifies how the various attributes of video advertising deliver growth for advertisers.**

Enlisting leading academic **Dr Karen Nelson-Field**, a Professor of Media Innovation at The University of Adelaide, ThinkTV commissioned an **independent, large-scale in-home study** into how Australians *really* engage with advertising across different platforms and devices

Data was derived from bespoke A.I, machine learning tech and eye-tracking software from 2583 Australians, viewing over 18,219 advertisements and the consideration of over **38,745 different brands**, included the ones they were exposed to in the study's advertising, from a discrete choice modelling exercise after their natural viewing sessions

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A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

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This Part of The Benchmark Series  
Compared the Attribute of Ad  
Viewability Across TV, Facebook  
and Youtube.

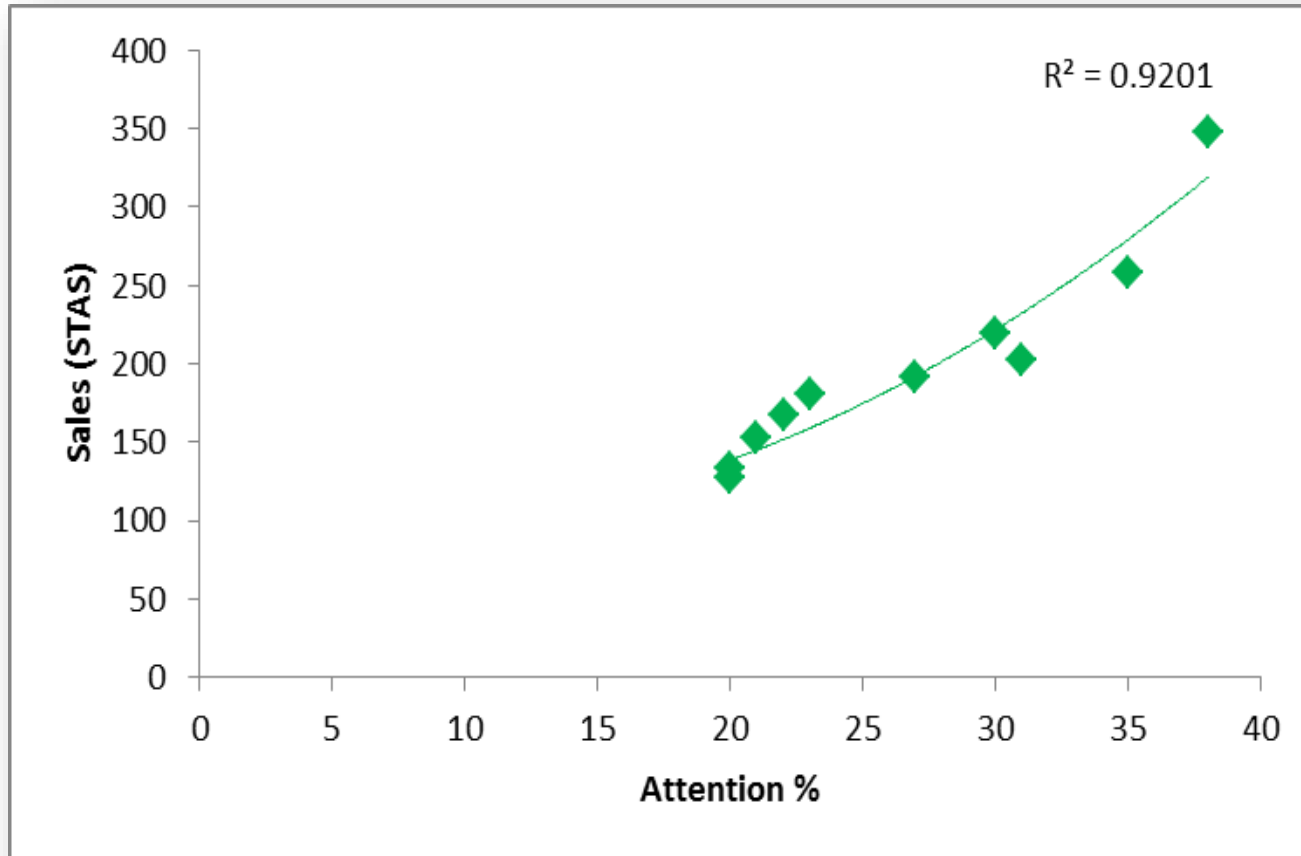
The Concepts of Screen Coverage,  
Pixels Rendered and Time-On-  
Screen are Assessed Against Their  
Ability to Impact Attention and  
Sales

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The Platform that  
Commands the Greatest  
**Active Attention** gets  
the Sale.

”




# Attention and Product Choice are Closely Related



The more attention an ad generates, the more impact it has on generating a favourable sales outcome

# In an Average Ad Second, TV Commands More Attention

TV commands 2x as much active watching as YouTube and 14x that of Facebook, highlighting one of the key reasons for its ability to have the most impact on sales

			
Active Avoidance	2%	2%	32%
Passive Watching	40%	94%	37%
Active Watching	58%	4%	31%

# TV's Ability to Generate Greater Attention, Leads to a Stronger Sales Impact

With the same creative executions tested, TV generates a greater sales impact

TV generates 2.4x greater impact than Facebook and 2.75x greater impact than YouTube



TV



Facebook



YouTube

Sales Impact (STAS)

144

118

116

# Why Does Attention Vary So Much?






# Screen Coverage explains the variations



Coverage – % Of Screen That The Ad Covers

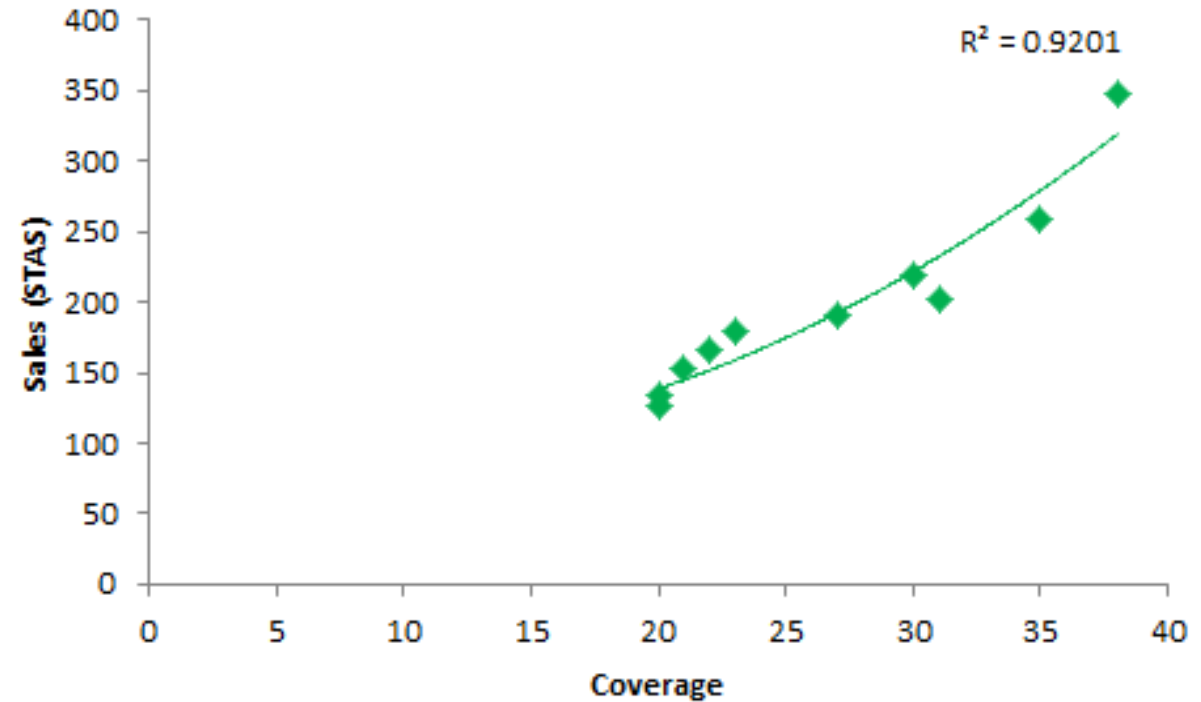
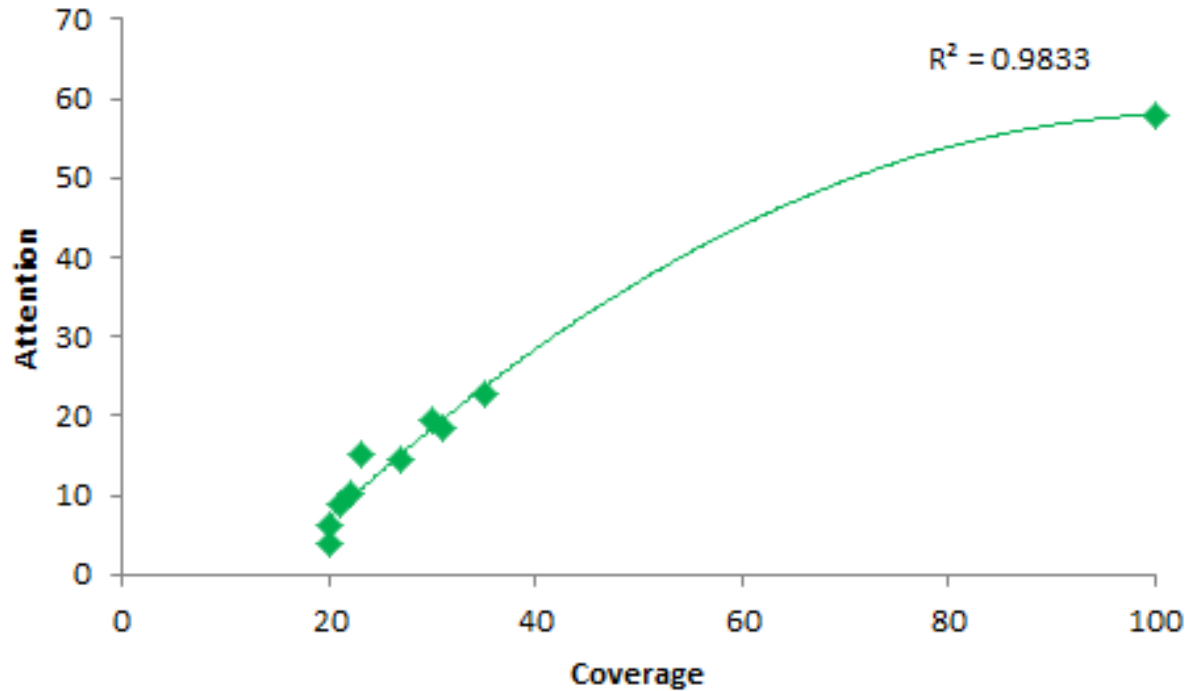
# Screen Coverage by Media Type Varies a lot

			
<b>Average screen coverage</b> (all ads, including those only partially rendered & those not fully viewed)	10%	30%	100%
<b>Maximum coverage</b> (only accounting for fully rendered ads)	14%	32%	100%

TV screen coverage is about 3x YouTube and about 10x Facebook

# Coverage is Strongly Correlated to Sales

Media That Limits Screen Coverage, Starts The Race Handicapped



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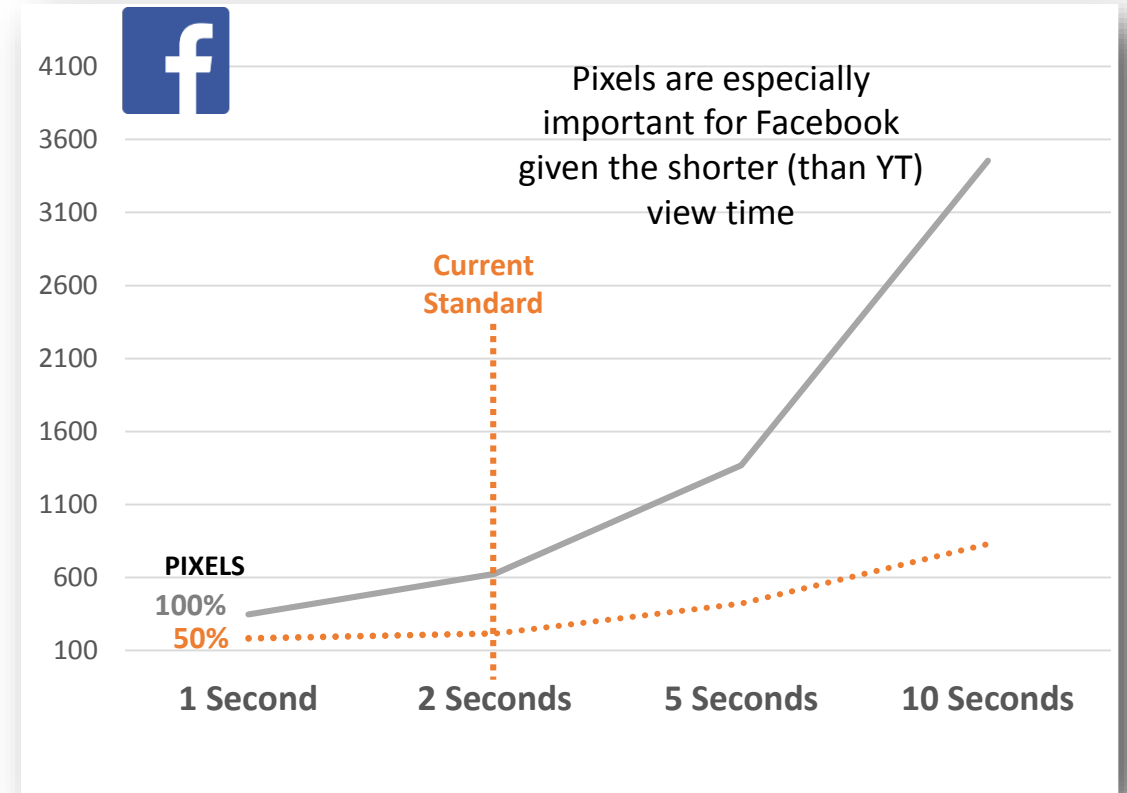
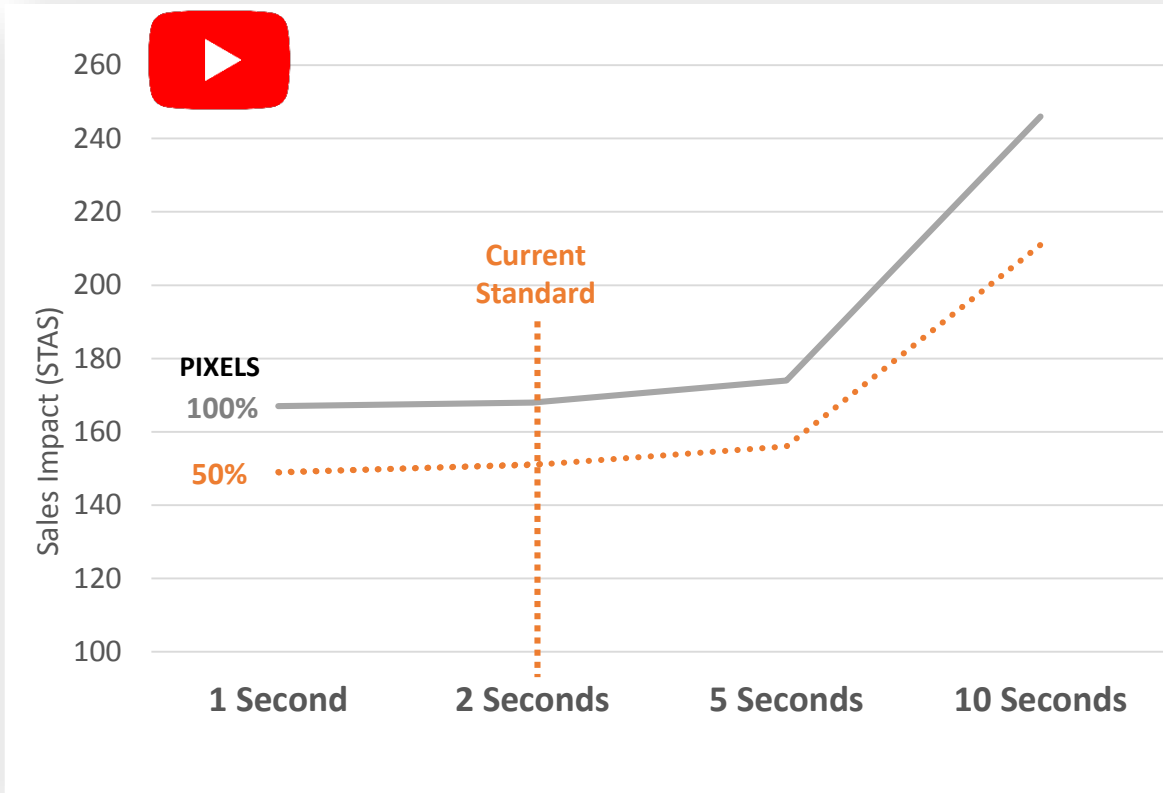
Coverage Is The Primary  
Driver of Attention and  
Sales, Accounting for  
70% of Sales Impact  
Variance

”

If Screen Coverage is so  
Vital , Could the  
Viewability Standard be  
Fostering  
Underperformance in  
Online?

# 100% Viewability generates 2x the impact

There is material uplift in sales above the Viewability Standard of 50% pixels and 2 seconds



# Proportion of Inventory that was Delivered...



Digital Standard	50% pixels & 2 secs	56%	78%	100%
10sec Standard	50% pixels & 10 secs	30%	59%	100%
100% Pixel Standard	100% pixels & 2 secs	21%	48%	100%
10sec & 100% Standard	100% pixels & 10 secs	4%	30%	100%
TV Standard	100% pixels & 30 secs	0%	6%	100%

# Key Takeouts

- Attention and sales are strongly correlated
- TV commands 2x as much active attention as YouTube and 14x that of Facebook
- With the same creative executions tested, TV generates a greater sales impact
- Sponsorship in quality programming improves attention and sales
- All broadcast content has a greater sales impact than other platforms
- TV screen coverage is about 3x Youtube and 10x Facebook
- Inventory playing full screen will have a greater sales impact than ads playing on a smaller proportion of the screen





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