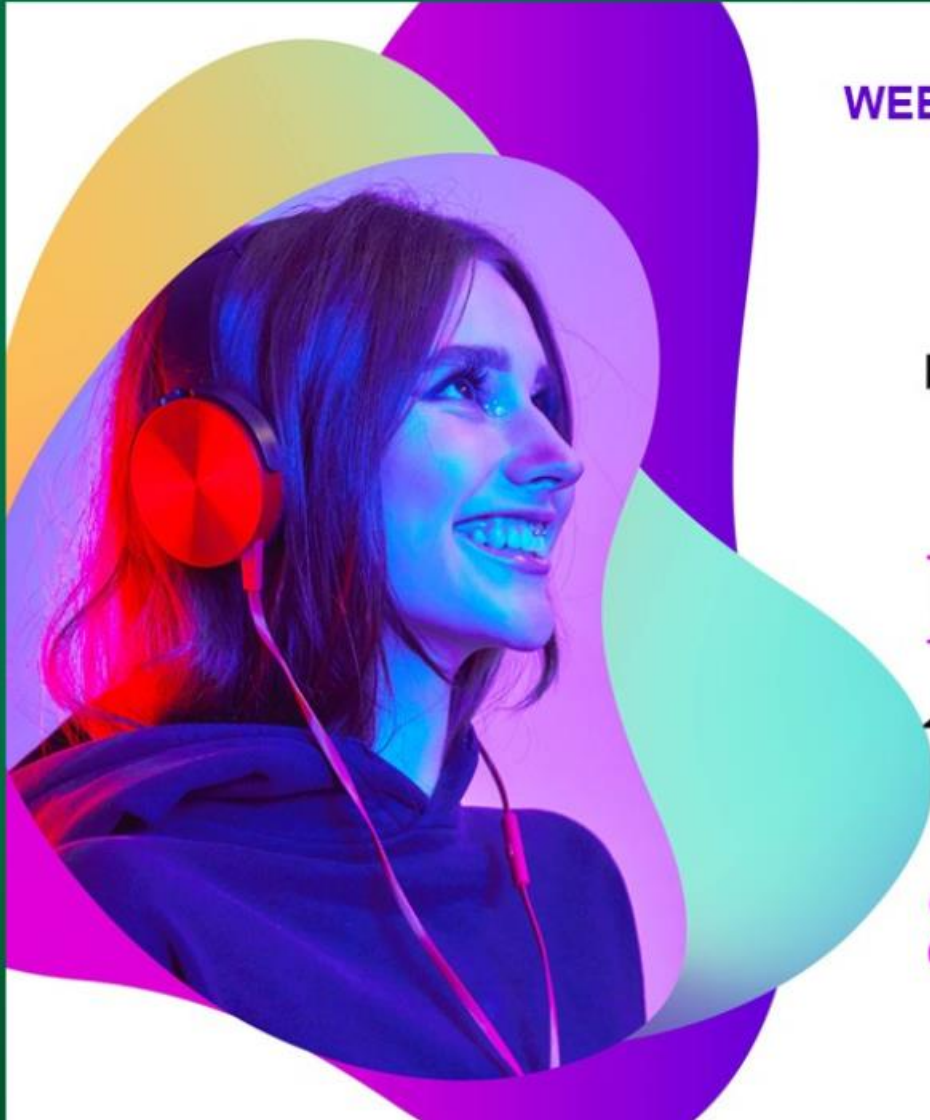


WEBINAR



# The attention revolution and the role for audio

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# **Framing the Attention Economy**



# The Rising Cost Of In-Attention Drives The Study Of Attention Economics.

“

**At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring other stimuli for the purpose of mental evaluation.**

**Easy to say, hard to achieve.**

**Prof. Karen Nelson-Field**  
Amplified Intelligence



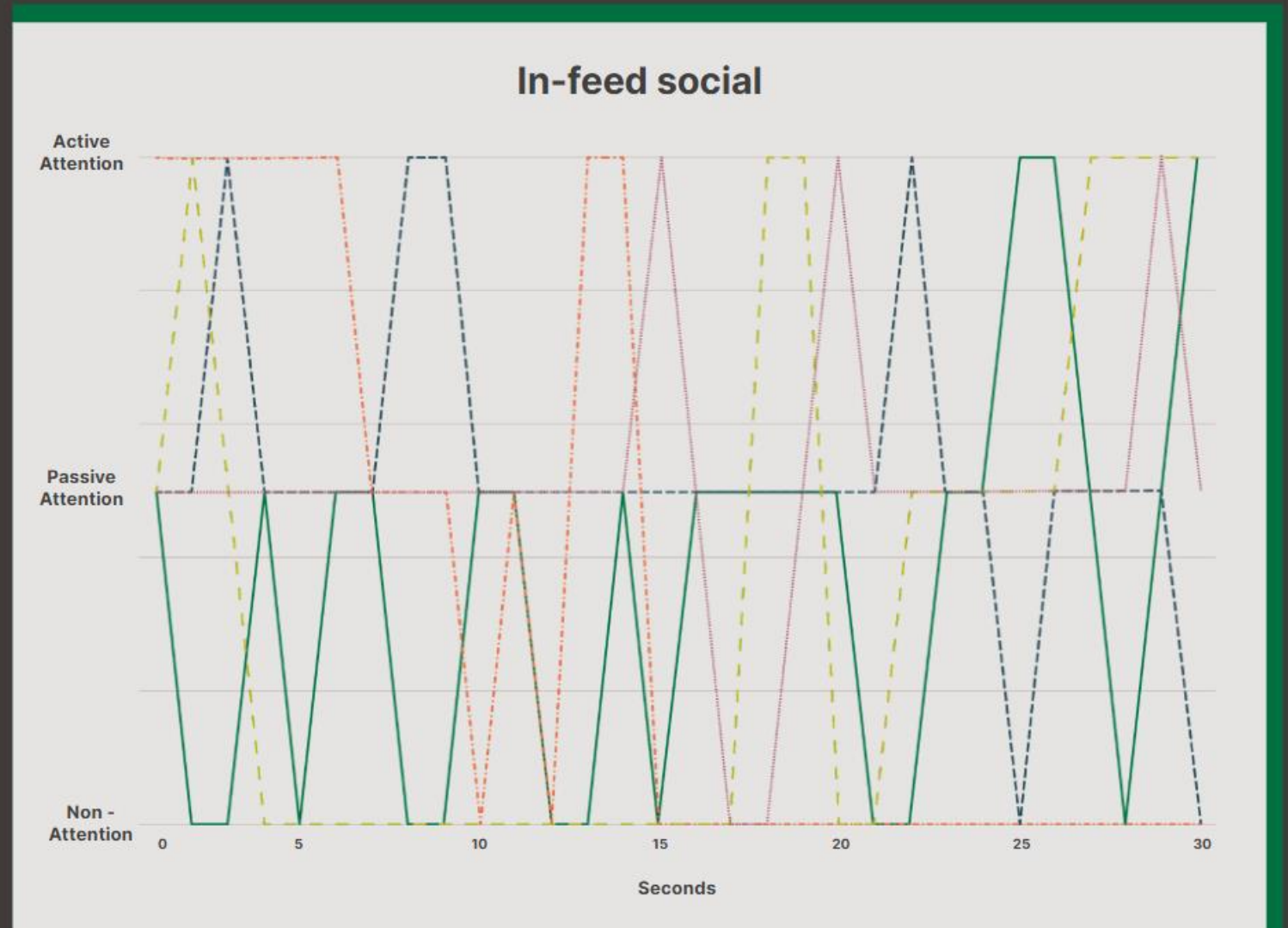


**We live in a constant  
state of zombie. So  
attention to ads is not  
sustained and certainly  
not undivided.**

**It's more like this.**

**We switch in and out of focus  
when we consume media.**

**This switching is distraction  
away from watching ads.**



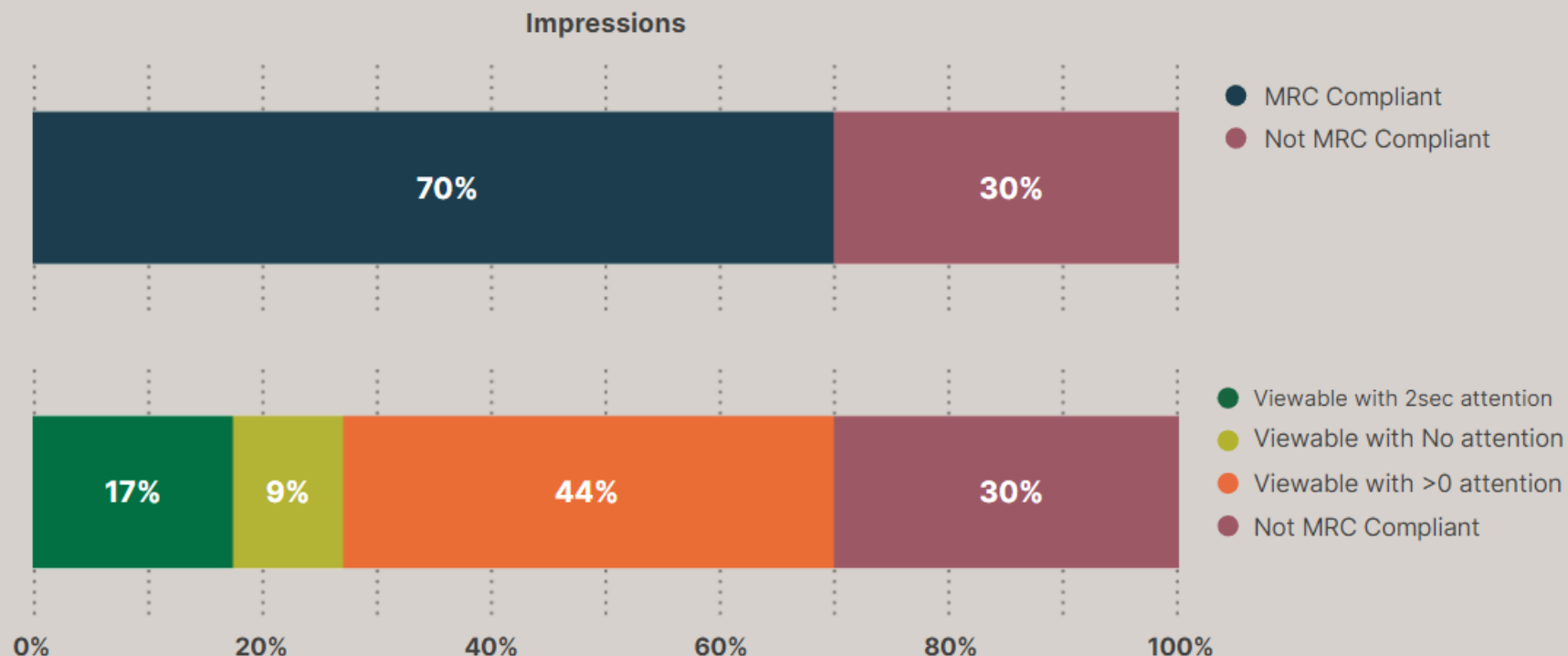
# Our first problem. The gap between 'viewable' and 'viewable with attention' is vast.

Around 75% of online ads that you have paid for, against the currency you trust, don't deliver the value you believe they do.

What advertisers **think**  
they are paying for

VS

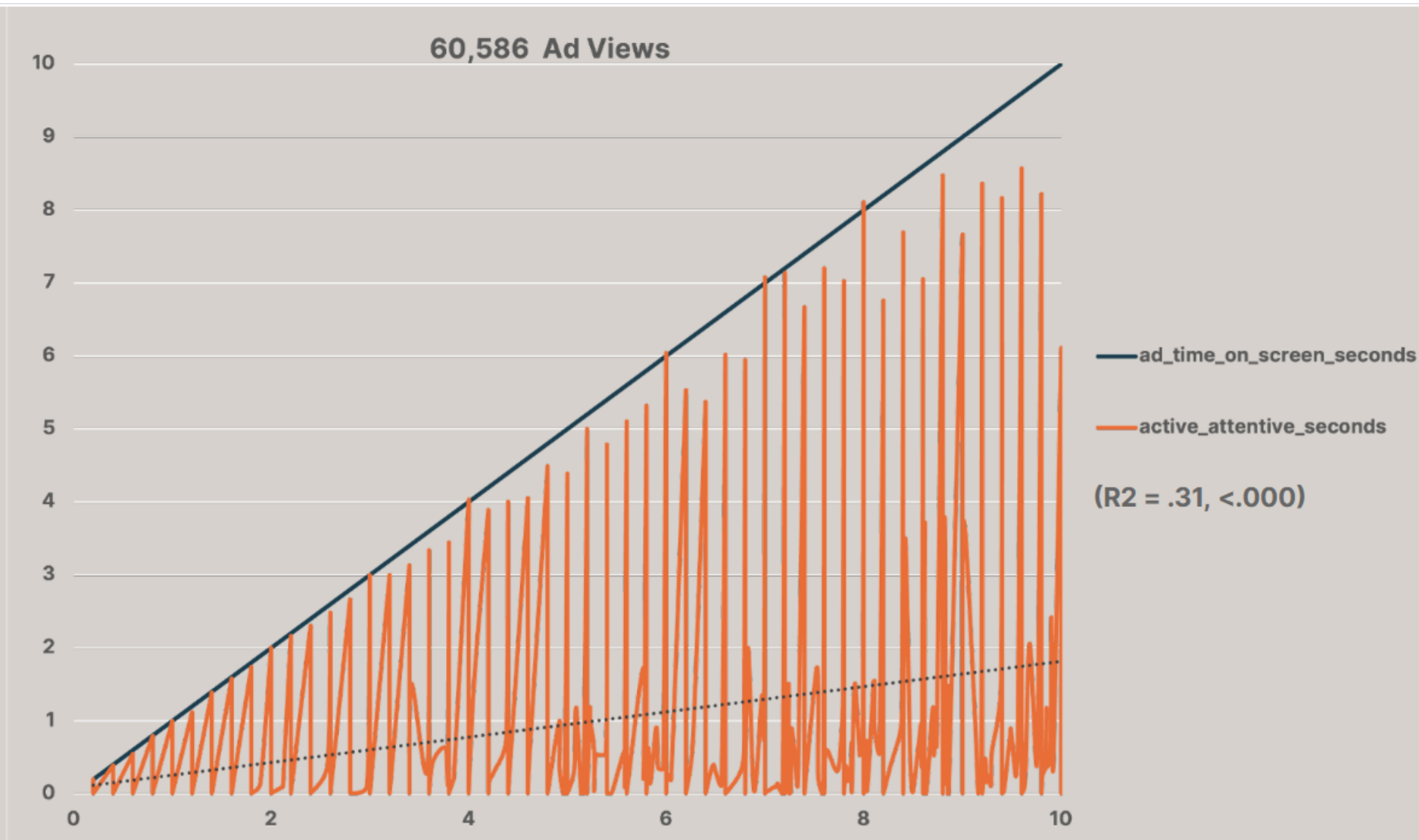
What advertisers are  
**really** paying for





**And this is why..**

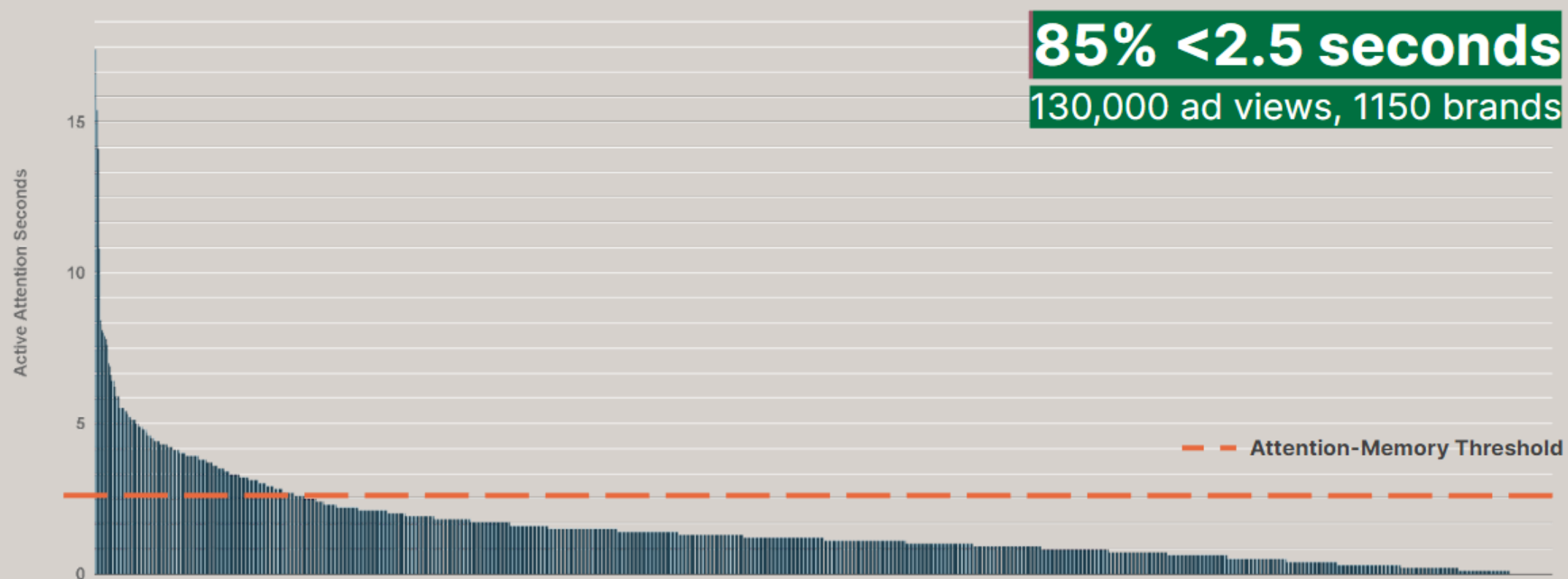
**Time-in-View is  
the absolute root  
cause of modern  
measurement  
failure.**

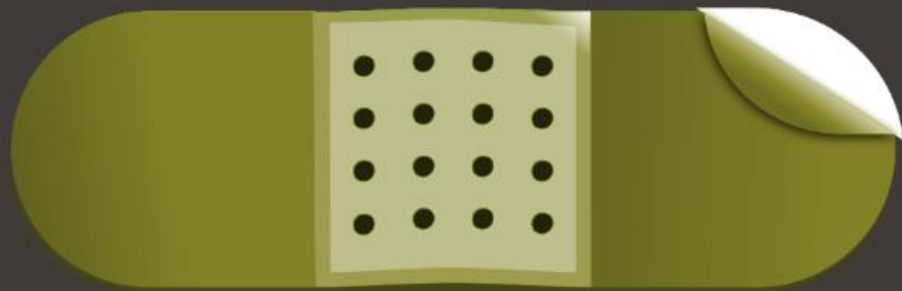
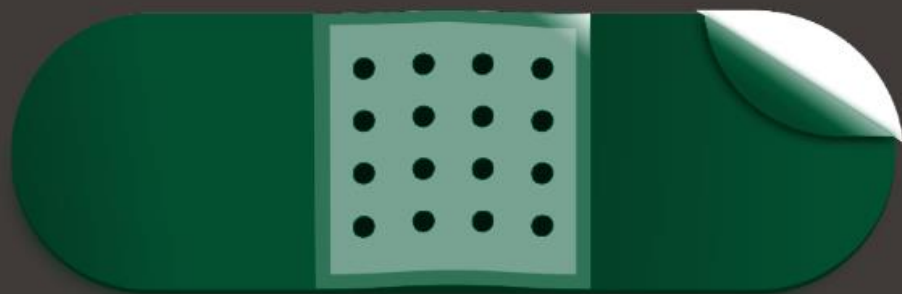
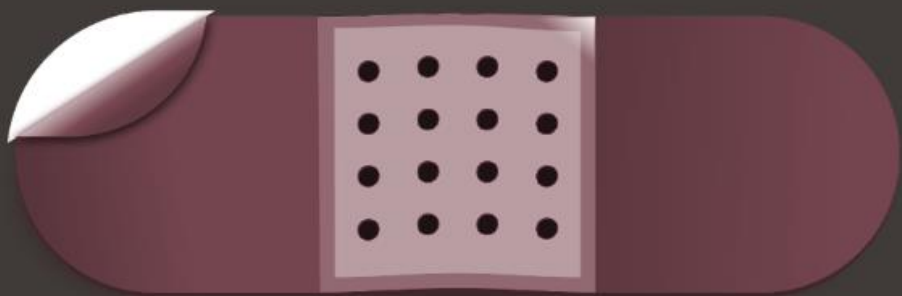




## Our second problem

Most online ads don't reach the Attention-Memory Threshold.





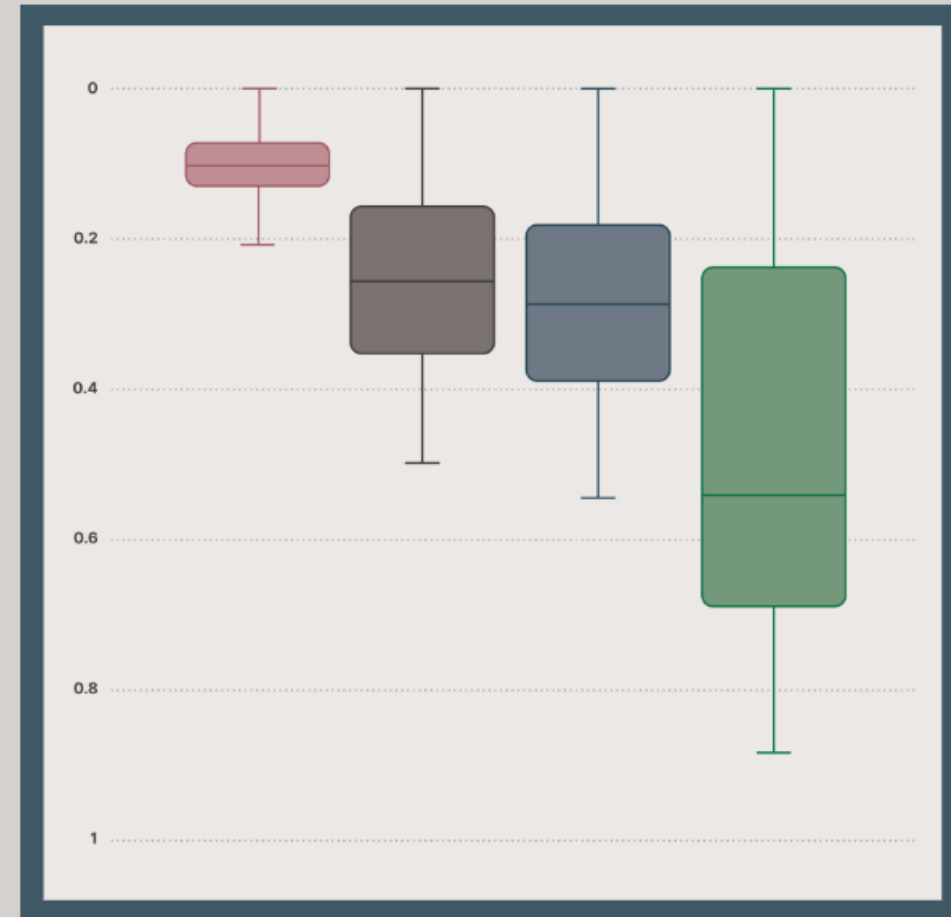
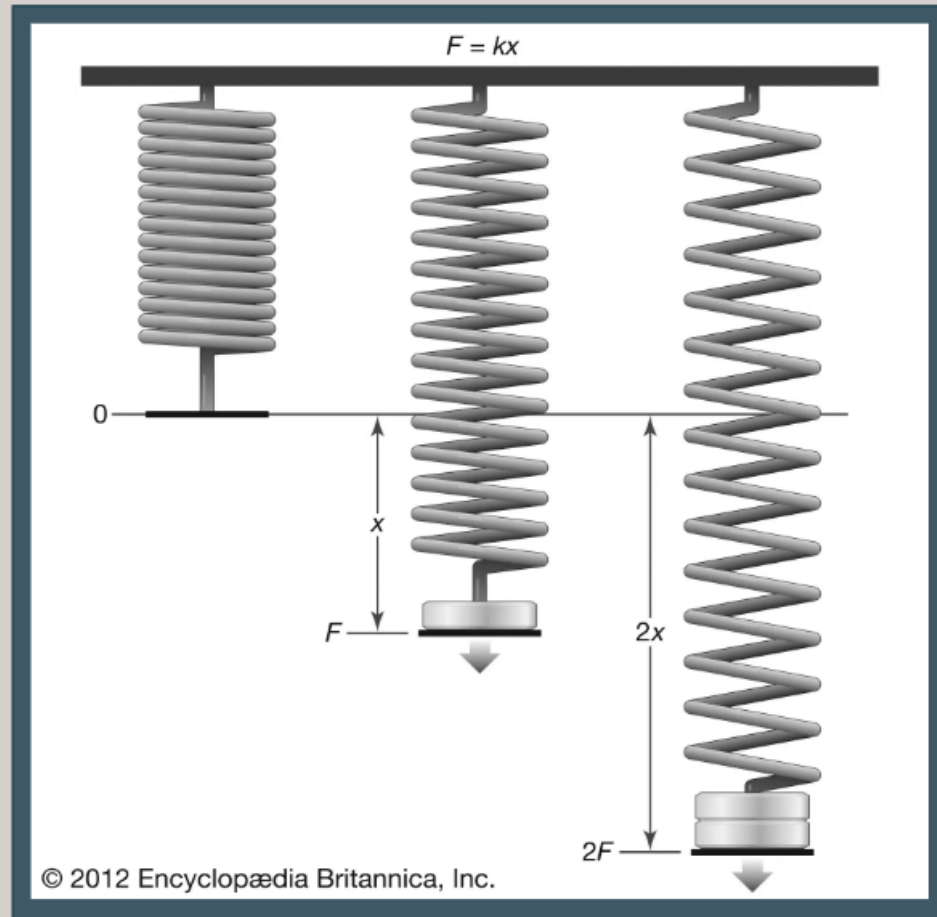
**Why attention proxies,  
optimising to Time-in-View,  
don't work.**

**(an ill-fitting band-aid).**

**That's easy, build better creative and  
that will fix it.**

# It can't, each platform has its own Attention Elastic Limit

The range of attention seconds possible under the conditions of that platform or format.  
Attention elasticity forms the attention opportunity for ad creative.





# Performance of the creative is tempered by platform functionality

|         | Platform A | Platform B | Platform C | Platform D | Avg Attention Seconds |
|---------|------------|------------|------------|------------|-----------------------|
| Brand A | 7.0        | 5.5        | 3.3        | 2.9        | 4.7                   |
| Brand B | 7.2        | 4.5        | 3.4        | 2.3        | 4.4                   |
| Brand C | 6.5        | 5.1        | 2.9        | 2.8        | 4.3                   |
| Brand D | 6.9        | 3.7        | 3.3        | 3.2        | 4.3                   |
| Brand E | 6.4        | 4.1        | 3.2        | 2.7        | 4.1                   |
| Brand F | 5.5        | 4.8        | 3.4        | 2.4        | 4.0                   |
| Brand G | 5.8        | 3.8        | 3.1        | 2.7        | 3.9                   |
| Brand H | 5.9        | 4.3        | 2.7        | 2.5        | 3.9                   |
| Brand I | 6.0        | 3.9        | 2.8        | 2.4        | 3.8                   |
| Brand J | 6.1        | 3.8        | 2.5        | 2.2        | 3.7                   |
| Brand K | 5.4        | 3.9        | 2.3        | 2.5        | 3.5                   |
| Brand L | 4.6        | 4.3        | 2.1        | 2.4        | 3.4                   |
| Brand M | 5.5        | 2.8        | 2.5        | 2.3        | 3.3                   |

The same creative performs worse/better in line with overall platform attention performance.

Media placement dominates creative. If creative was the dominant force of attention, creative would perform equally across all platforms, **but it doesn't.**

Platform Attention performance: Best —→ to —→ Worst

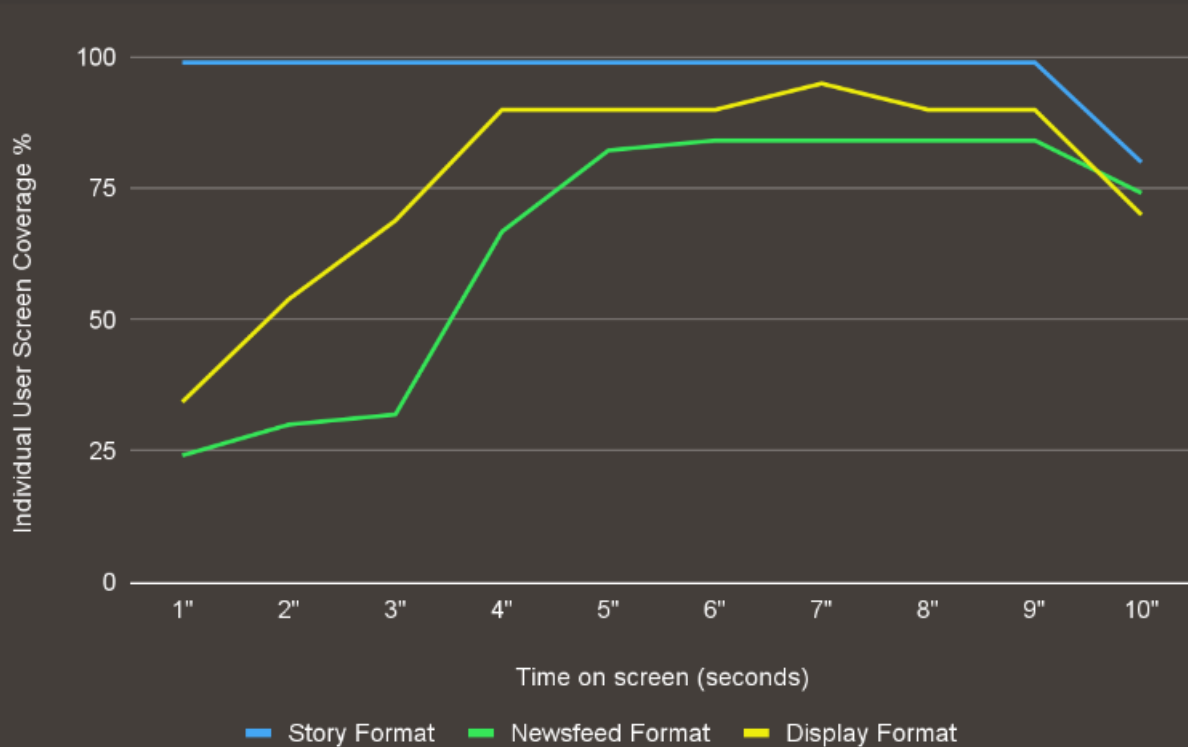
**And it all went  
wrong when we  
stopped measuring  
outward and  
started measuring  
inward.**



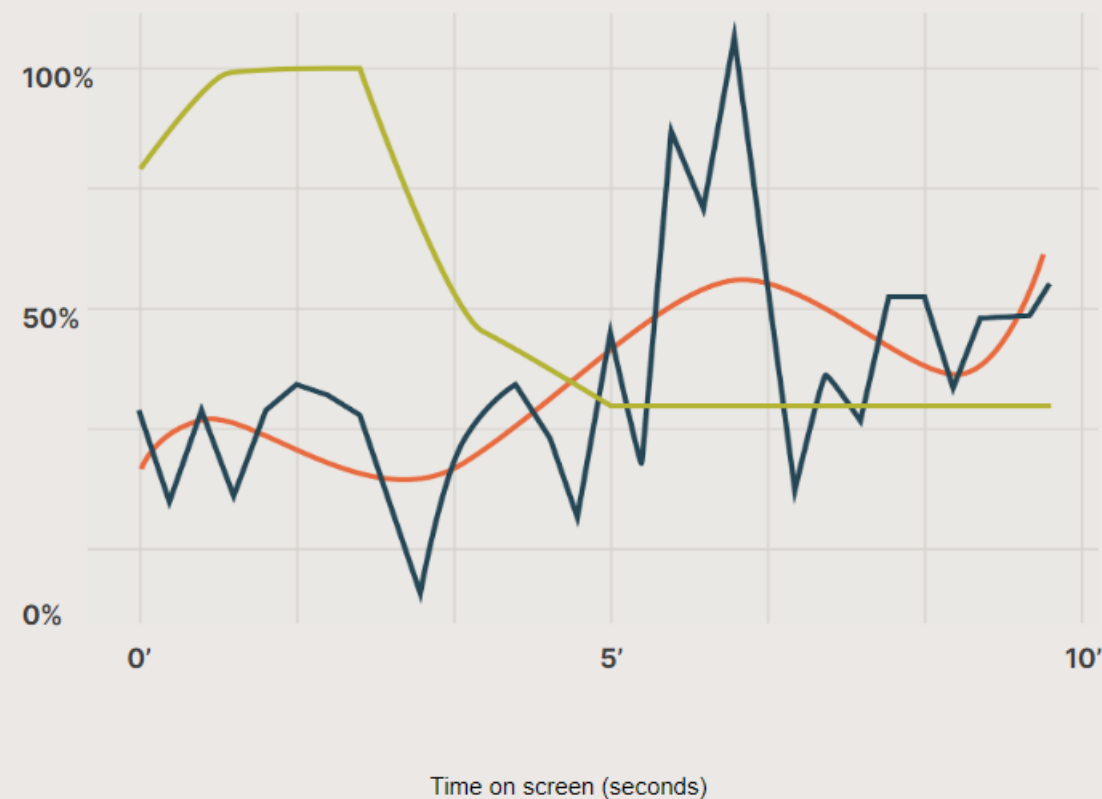
NOT ONE PERSON  
ATTENTION LEVEL: ACTIVE  
GENDER: FEMALE  
AGE: ADULT  
SECOND SCREENING: NO  
CO-VIEWING: NO  
TRANS: X3.37,V13.71,Z131.18  
ROT: X-175.57,Y0.94,Z-14.19  
VEC: X2.44,Y0.77,Z-9.87  
INTERSECT: X25.76,Y3.49,Z0.09

```
for i in people.data.users:  
    response = client.api.statuses.user_  
    print 'Got', len(response.data), 'tw  
    if len(response.data) == 0:  
        ldate = response.data[0]['creat  
        ldate2 = datetime.strptime(ldate  
        today = datetime.now()  
        howlong = (today - ldate2).days  
        if howlong > daywindow:  
            print i.screen_name, 'has tw  
            totaltweets = len(response.  
            for j in response.data:  
                if j.entities.urls:  
                    for k in j.entities.  
                        newurl = ki['expa  
                        urlset.add(newu  
            else:  
                print i.screen_name, 'has no
```

## Aggregated metadata tells you little about the nuance of individual human viewing



## Human attention data tells a different story



**Today buying and planning  
media has become a  
lottery, a dice roll.**



**Reach might be the basic premise to brand growth, but the basics are broken.**





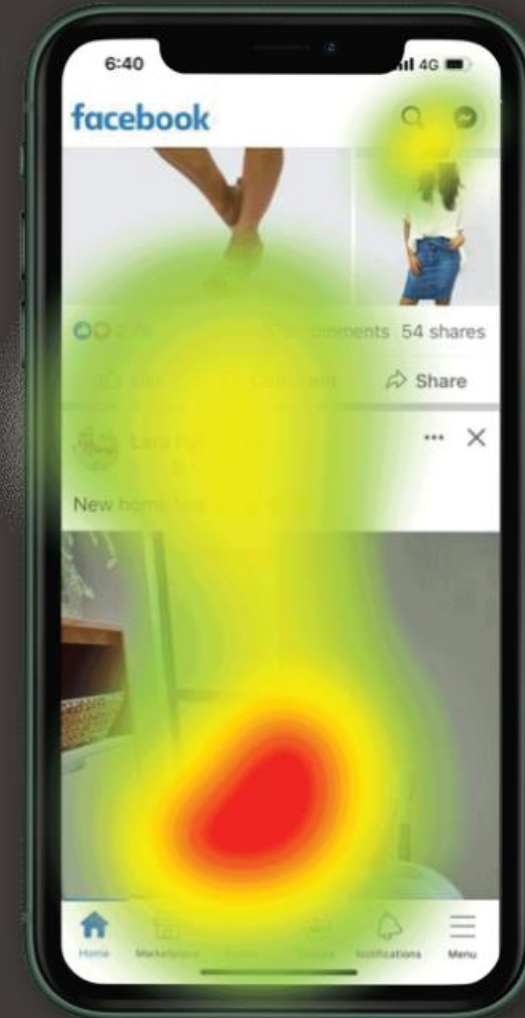
**Attention collection basics.**

# Attention collection designed for scaled audience measurement.



# Attention with gaze detection

- **Active (eyes-on-ad) attention**
- **Passive (eyes-nearby) attention**
- **Non-Attention**



# Attention with facial recognition for TV

- Active (eyes-on-ad) attention
- Passive (eyes-nearby) attention
- Non-Attention



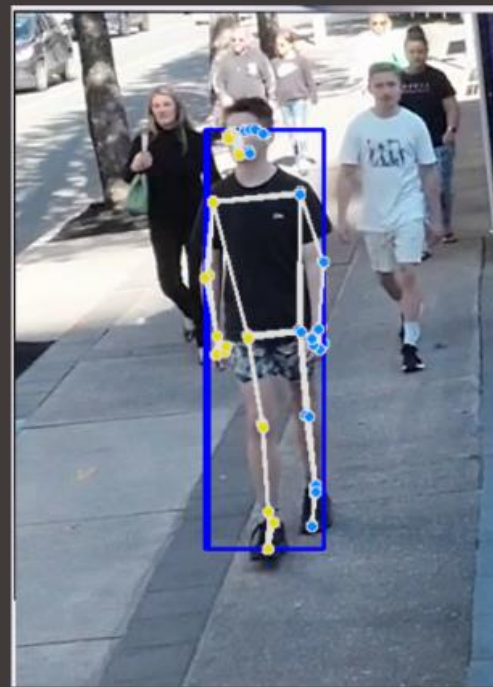


# And Cinema





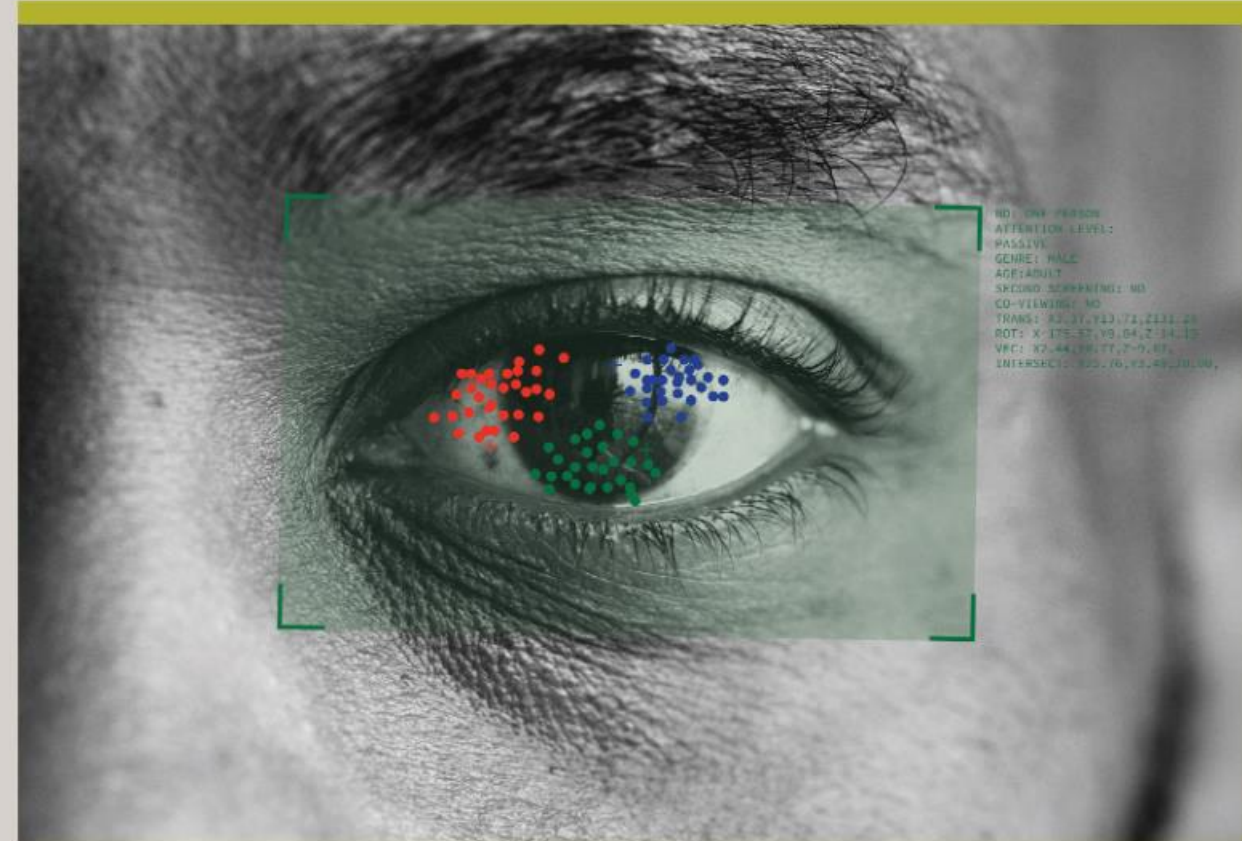
And  
Outdoor



# Attention Shapes

Systematic viewing profiles that exist under averages and units.

- Takes into account both time and the level of interest within that time.
- Describes the complex interplay between active and passive attention.
- Attention shapes are the future of planning and buying decisions.







# We take omnichannel attention seriously.

**All attention models collected and trained by the same mathematical values according to the same academic definition.**

**Only when models are equal in this way can omnichannel attention be truly universal.**

# What about audio?

|            | Attention | % Sound On | % Attention Increase On vs Off |
|------------|-----------|------------|--------------------------------|
| Platform A | Highest   | 82%        | 9%                             |
| Platform B | 2nd       | 79%        | 8%                             |
| Platform C | 3rd       | 35%        | 18%                            |
| Platform D | 4th       | 18%        | 20%                            |
| Platform E | Lowest    | 5%         | 197%                           |







- We know the relationship between attention and outcomes.
- What if we could use the coefficients in this relationship to predict audio attention?
- We have had success in podcasts, digital streaming and broadcast radio (in market in AUS now)



**Amplified  
Intelligence**

WEBINAR



# The attention revolution and the role for audio

# Why neuro?



## **EXPLICIT MEMORY (CONSCIOUS RECALL)**

10% of human  
processing is  
conscious

## **IMPLICIT MEMORY (SUBCONSCIOUS)**

The driver of human  
choices  
90% of human  
processing



# What makes us different?

## Traditional Methodologies



## Neuro-Insight's Methodology





-----> **Subconscious Measure**



-----> **In-Context**



-----> **In-the-Moment**



-----> **Second-By-Second**

# The Metrics that Count

**Emotion**

**Long-Term  
Memory Encoding**

**Linked to Real-  
World Sales**





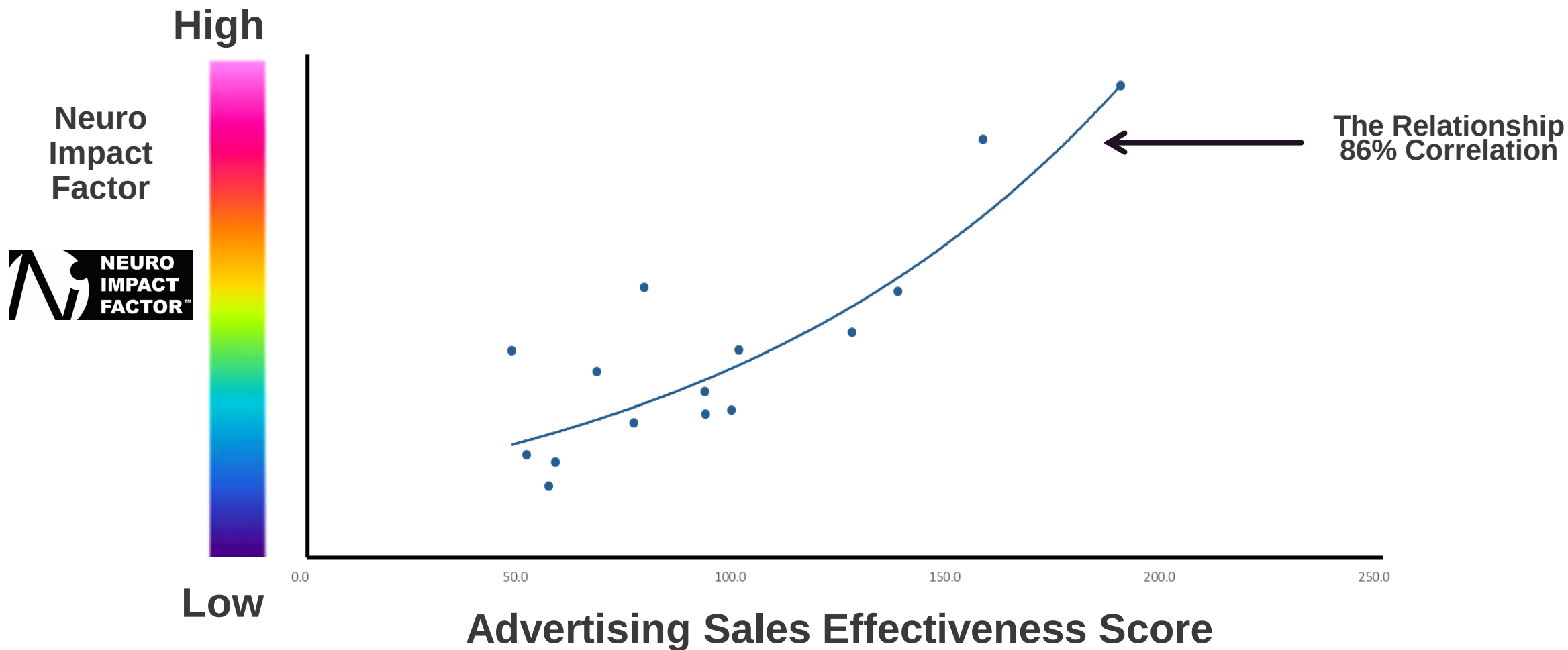


# MEMORY ENCODING

Sight  
Sound  
Creative  
Context  
Emotion  
Storytelling  
Previous Experience

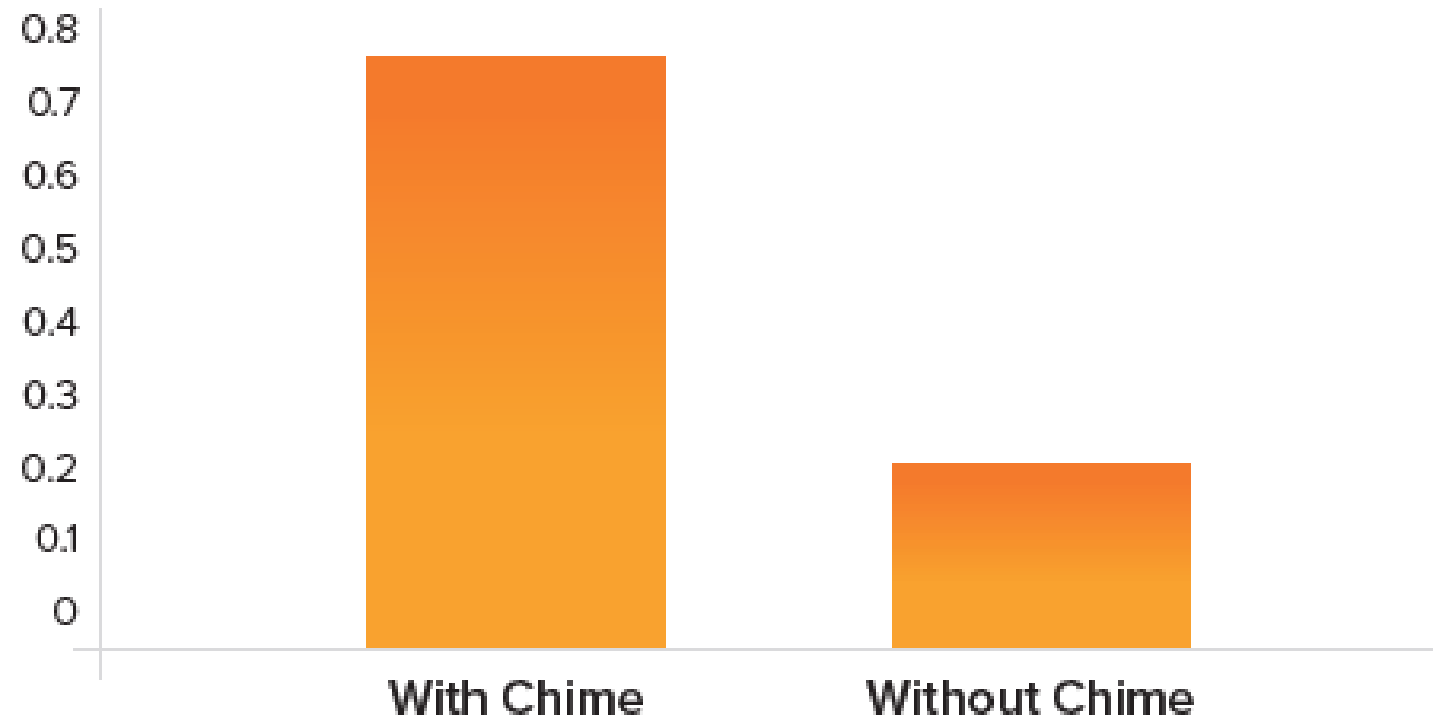
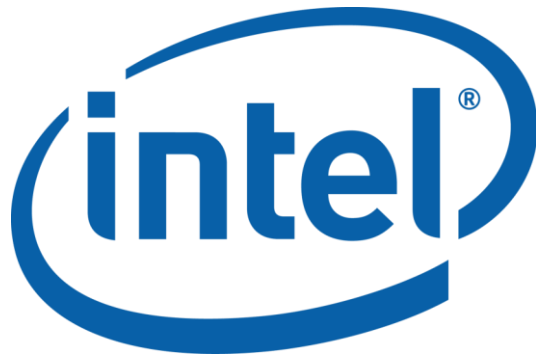


# CORRELATES TO SALES



## Memory Encoding Significantly Higher with the Chime

Figure 1: Memory response to Intel's audio branding



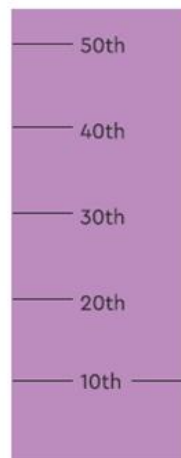
# LISTENING TO RADIO ADS IN CONTEXT

28%

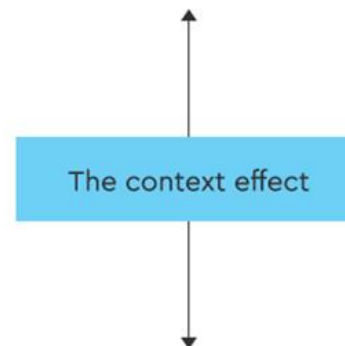
Stronger branding in long term memory



53rd



*Test brand average heard in  
NON-RELEVANT context*

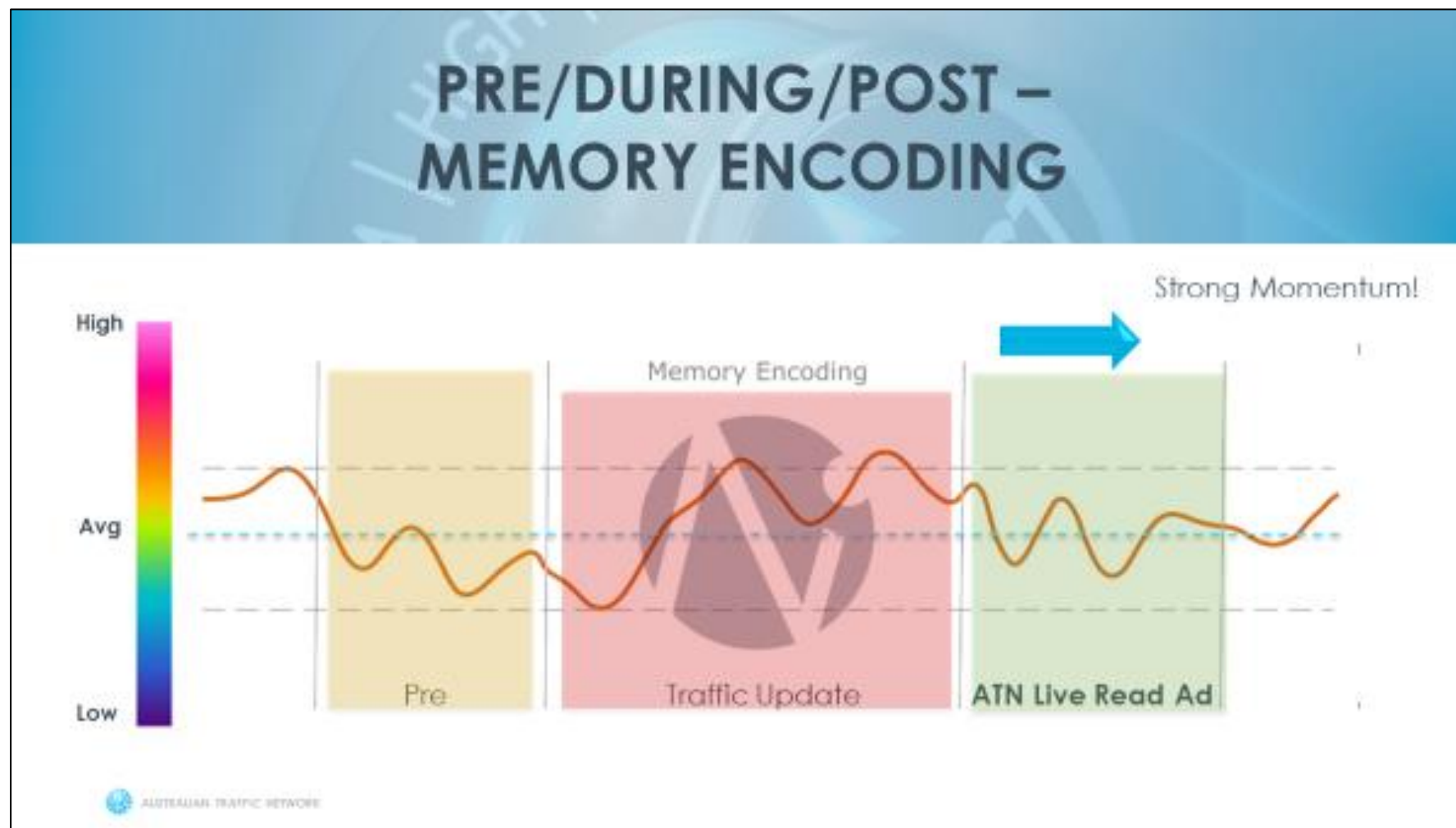


94th



*Test brand average heard in  
RELEVANT context*

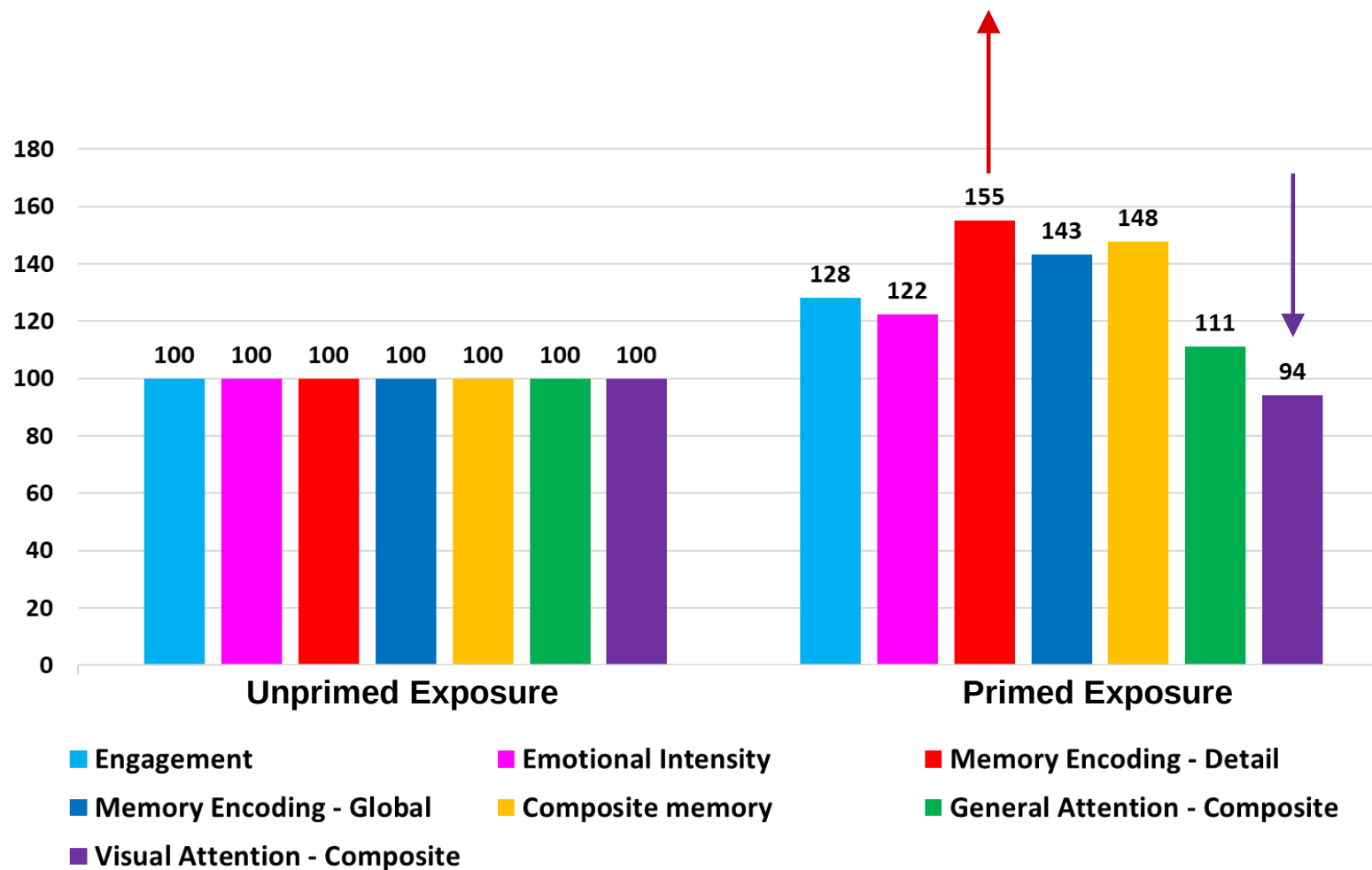
# RADIO - CONTEXT, MOMENTUM & LIVE READS





# CROSS MEDIA PRIMING EFFECTIVENESS

Priming Effects  
Data – Radio &  
OOH Mediums  
in Combo



# EVOLUTION OF MEDIA IMPACT



## The evolution of media impact in Australia

Peter Pynta

Source: WARC Exclusive, Spotlight Australia, September 2022

Downloaded from WARC

**WARC**

*Thank You!*

