

How Ireland invented the Attention Economy

Mike Follett
CEO, Lumen





An insight



George Berkeley

A method



Robert Boyle

An ethic



Iris Murdoch

An insight



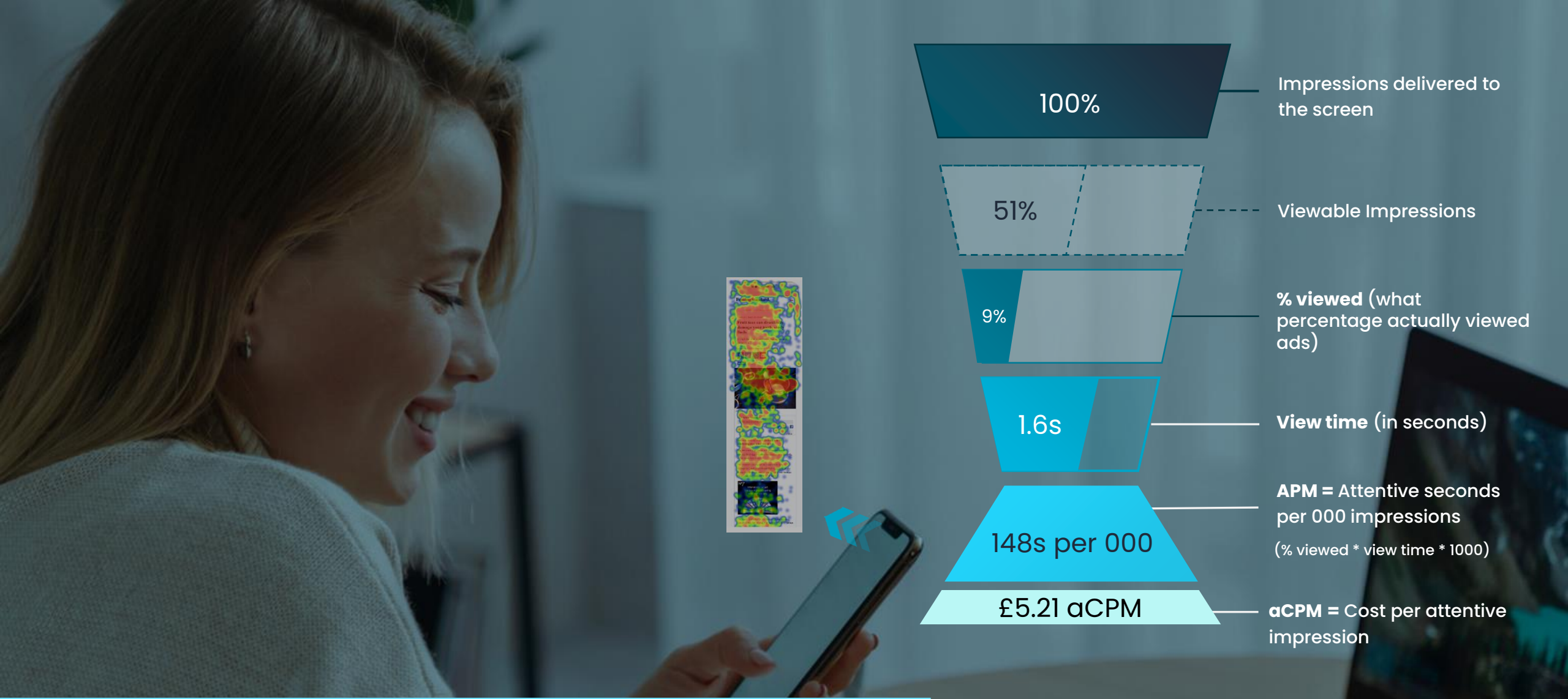
George Berkeley

Esse est percipi

Principles of Human Knowledge (1710)



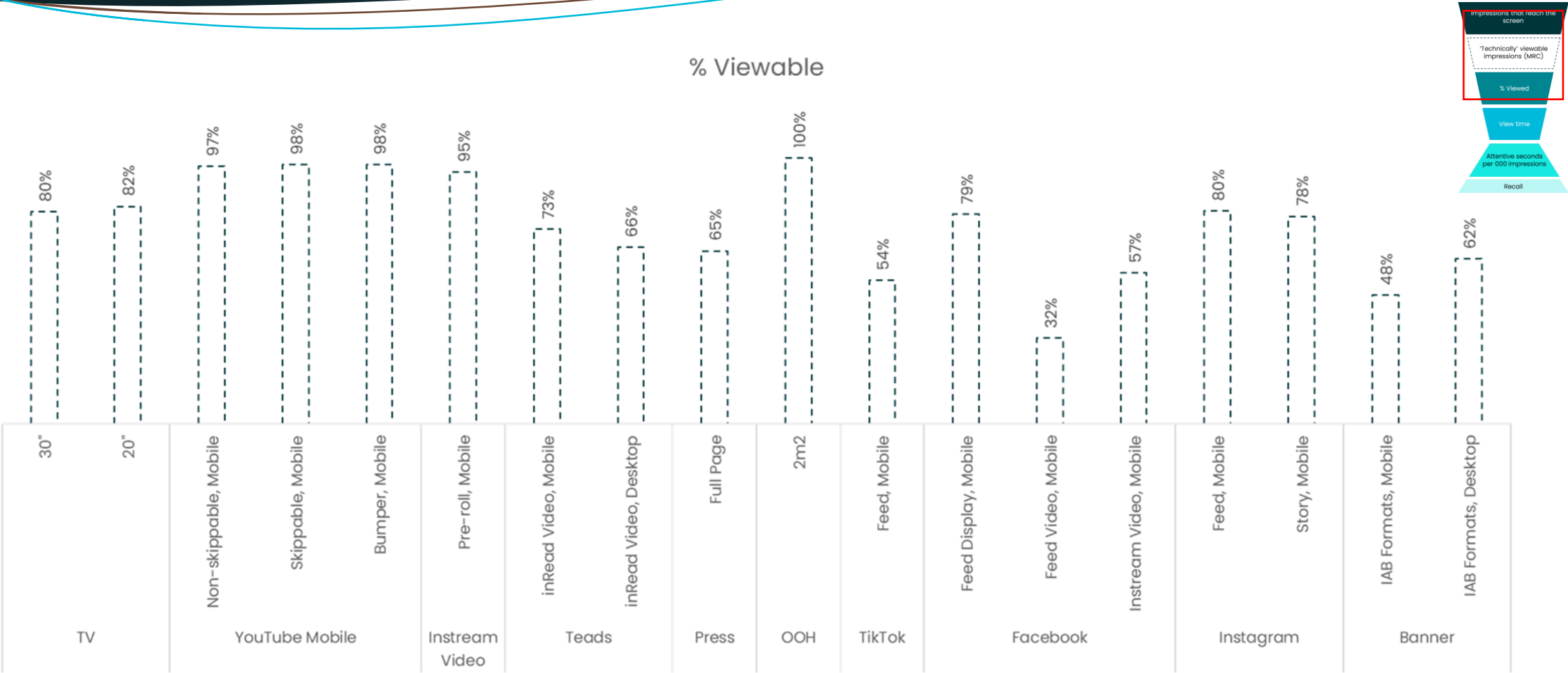




Introducing the Attention Funnel

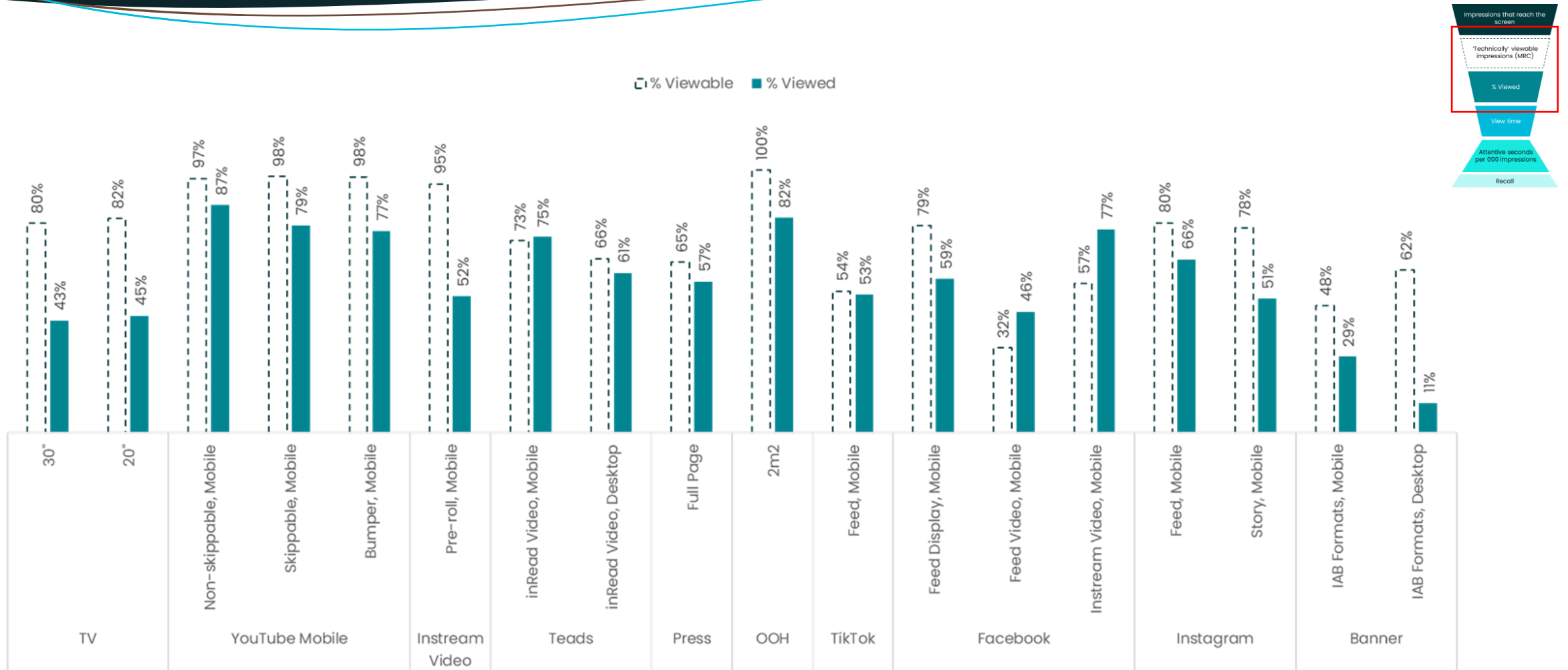


Significant differences in 'technical' viewability across media



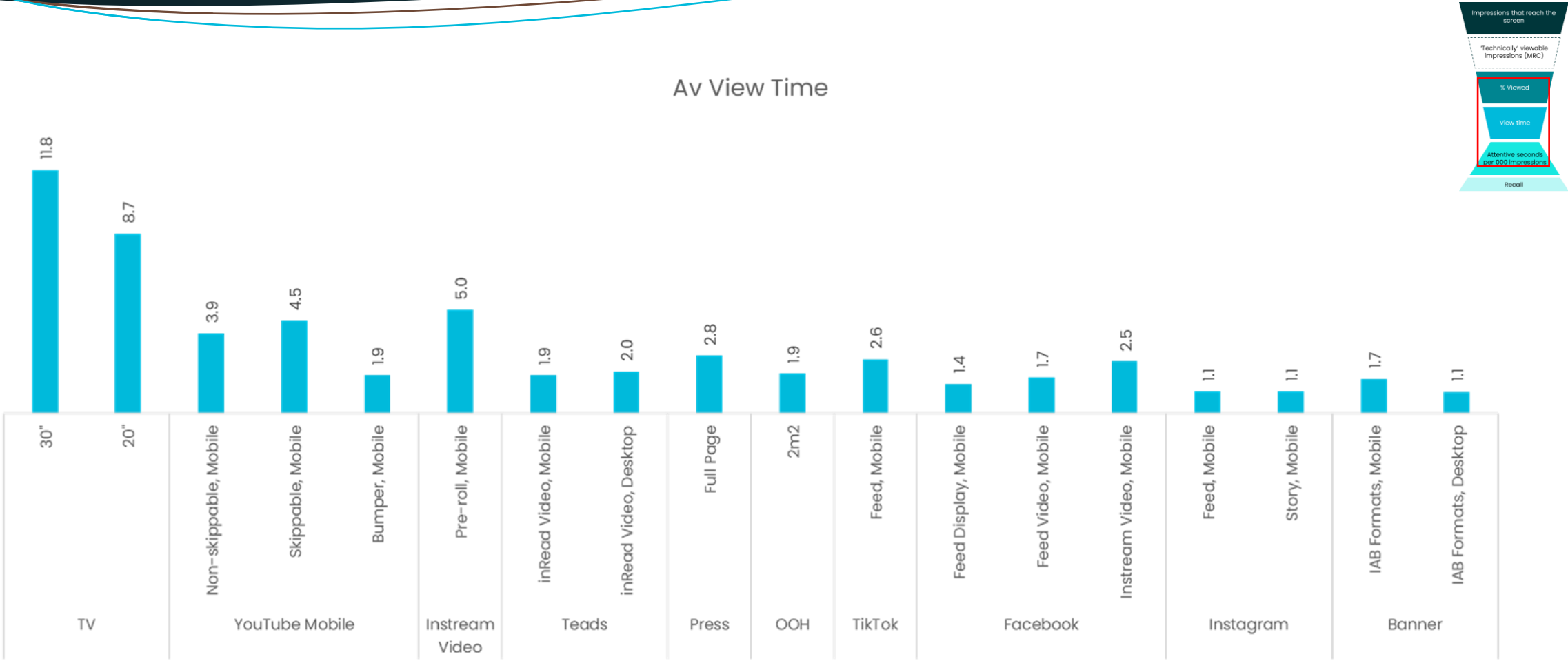
Attention data Sources: TV: Tvision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus.
OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)
CPM sources: Ebiquity/Fou Analytics (taken from *The Challenge of Attention*, 2020)

'Technical' viewability ≠ actual viewing



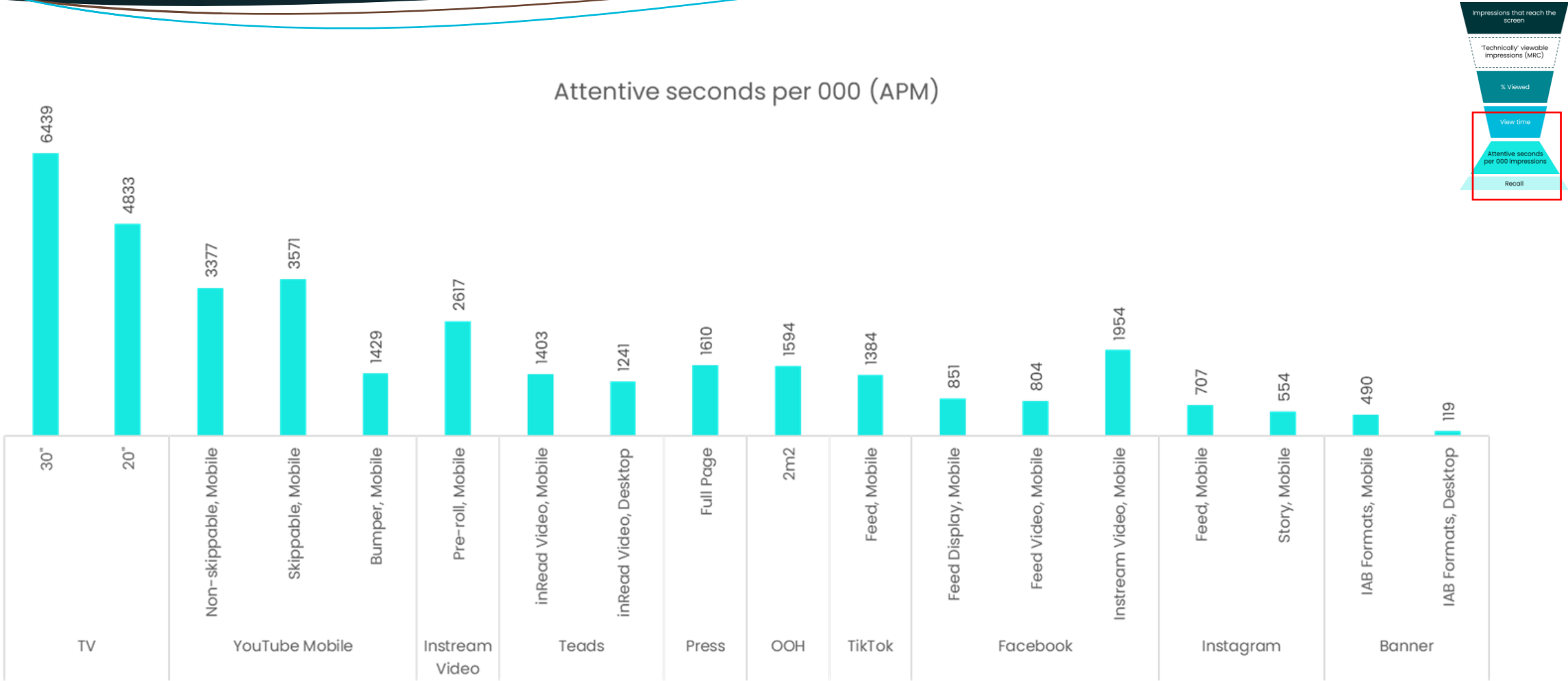
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Average viewing *time* changes the story



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



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A method



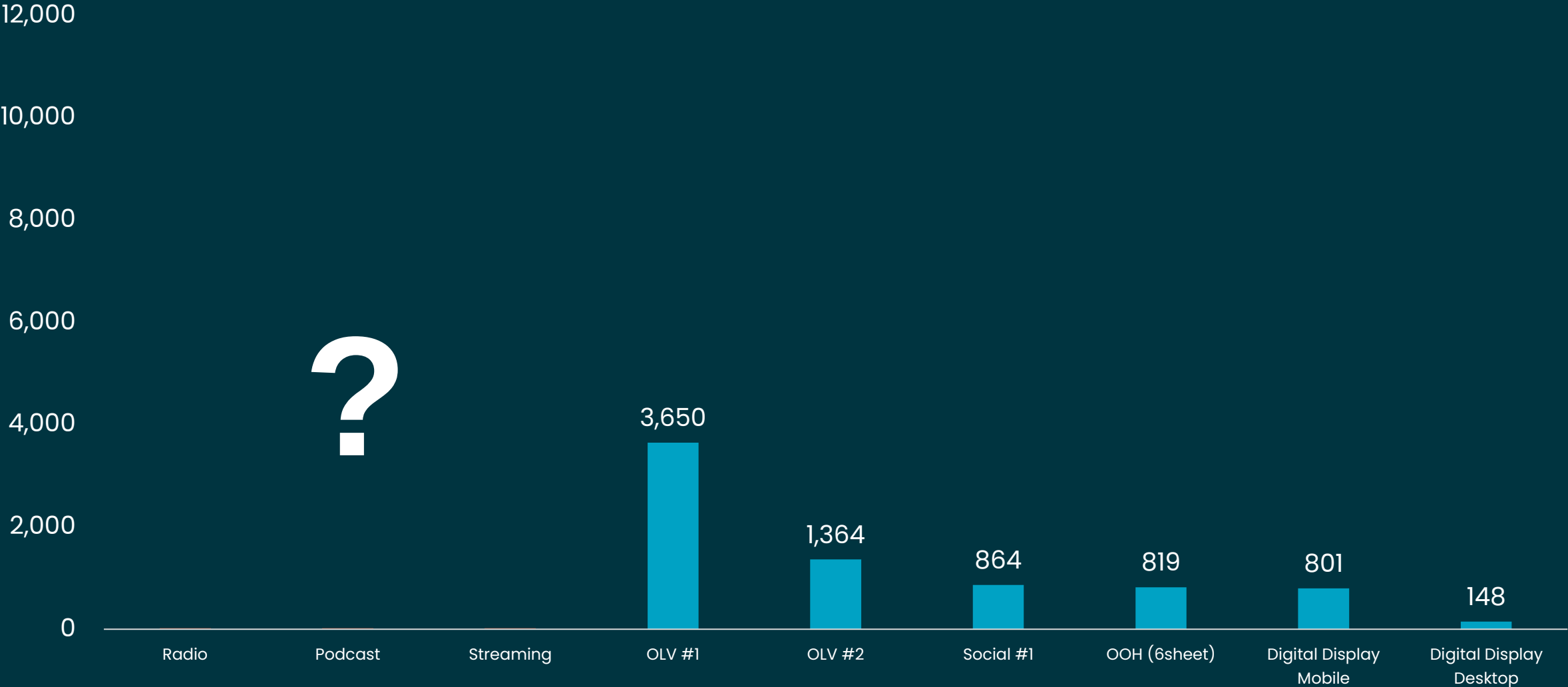
Robert Boyle

I do not pretend to
demonstrate but
only show the
probable cause for
the belief I propose

The Sceptical Chymist (1661)

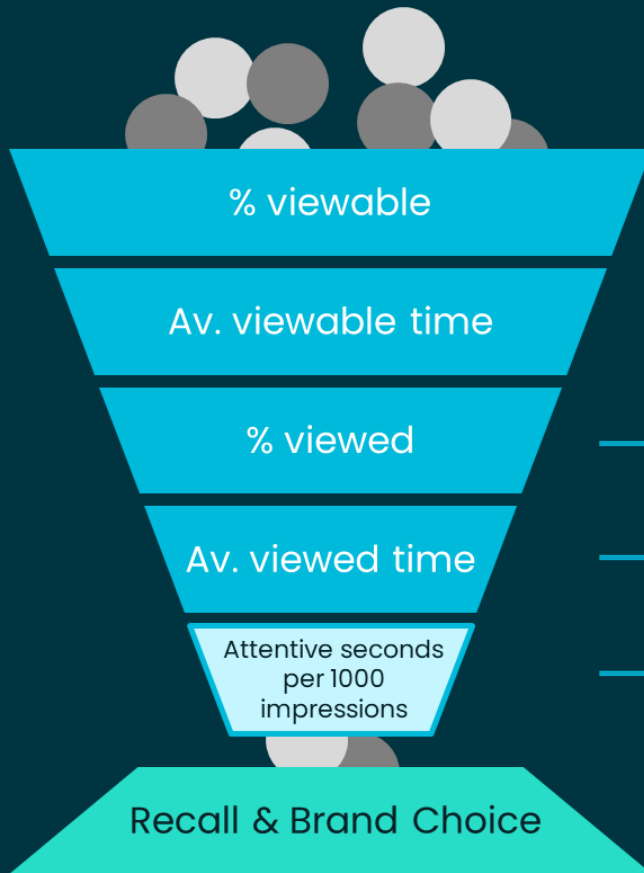
Measuring attention across media

Attentive seconds per 1,000 impressions

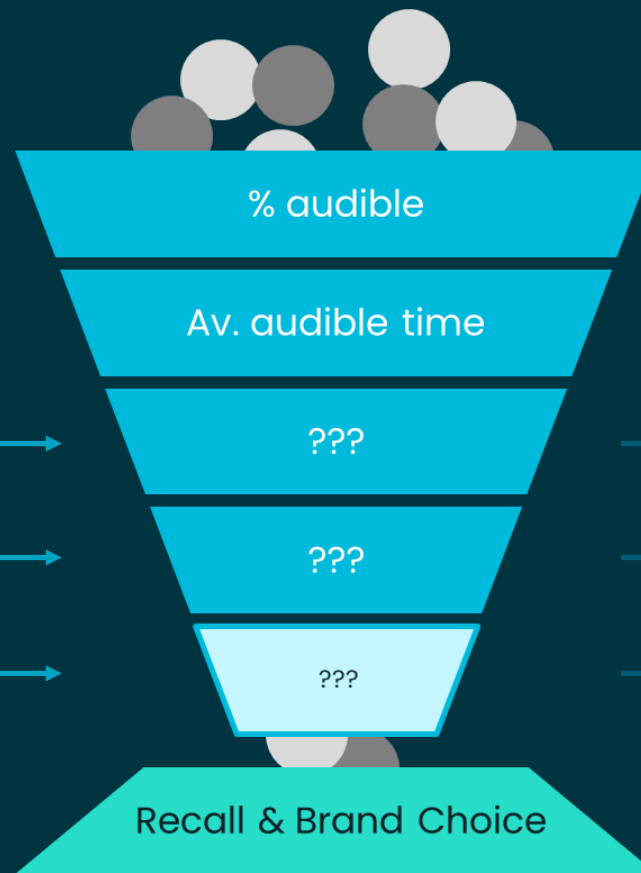


Generating attention metrics for audio

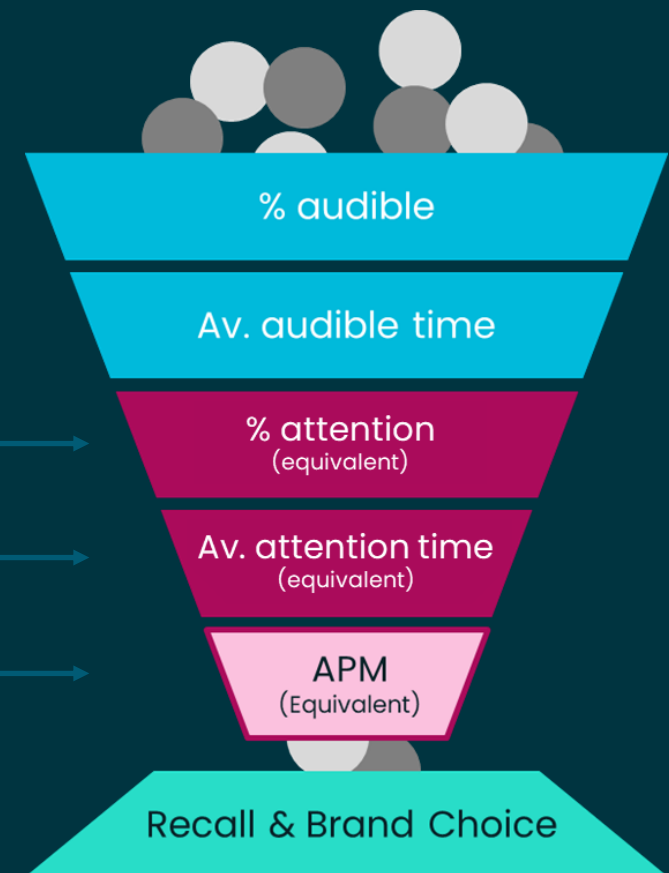
Metrics we **know from visual attention studies**



Metrics we **know from the audio attention study**

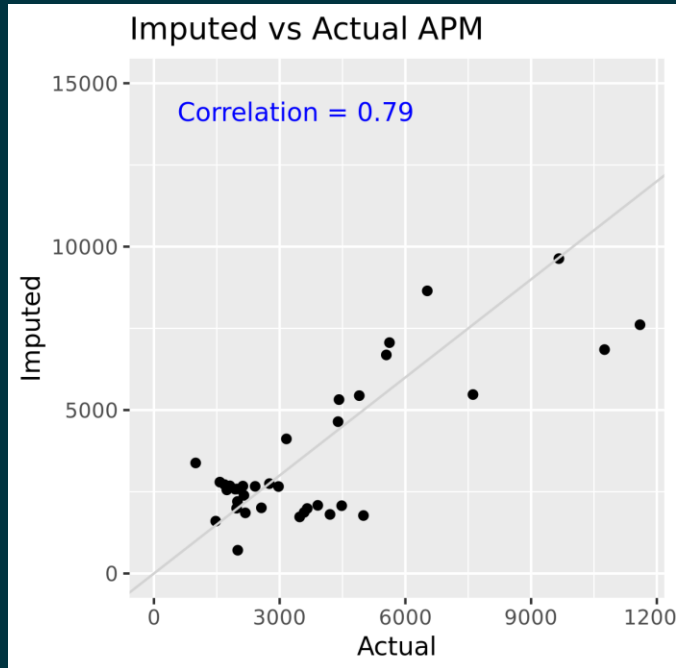


Metrics we can generate from this data to **provide an audio attention equivalent**

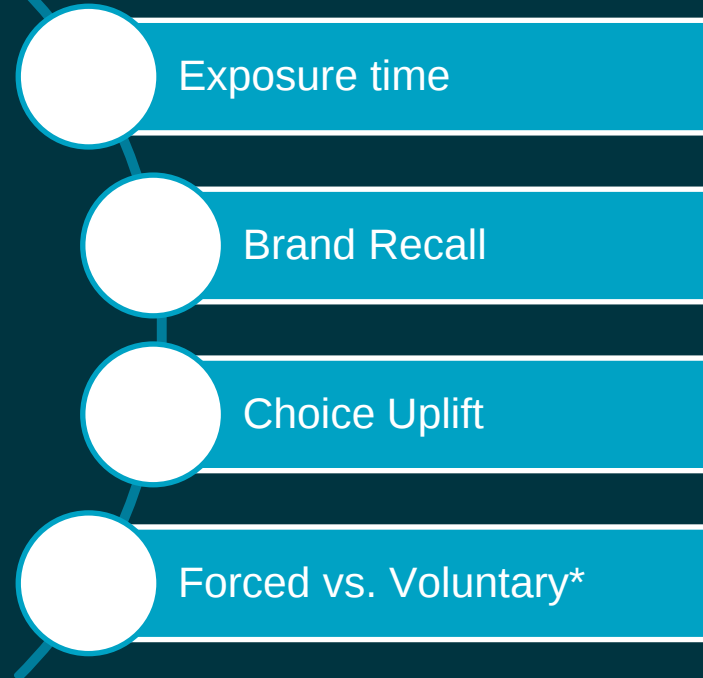


Audio attention is inferred from several factors

Validation of Methodology



Factors that power the attention scores...



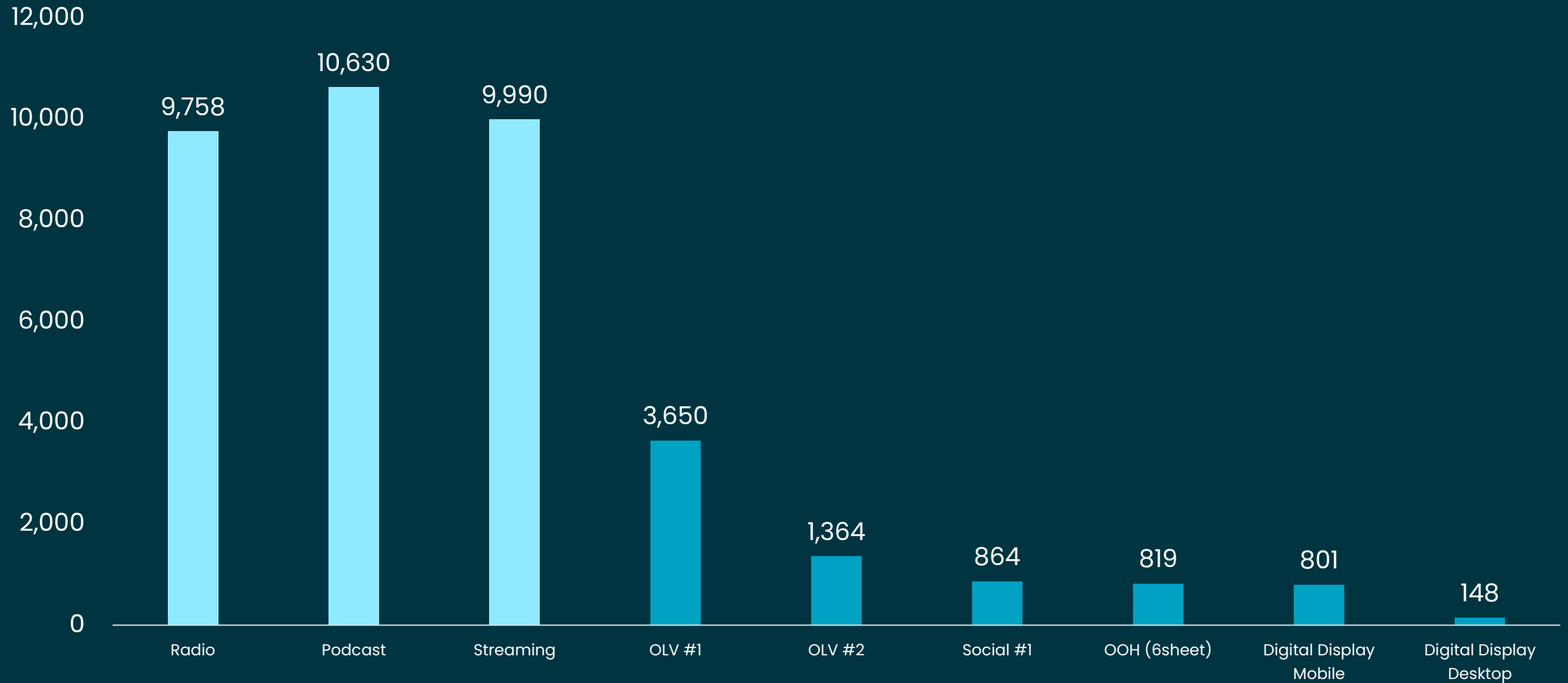
Methodology: Multiple Imputation using Chained Equations (“MICE”)

The dataset: 25 Lumen studies, 54 test ads, 5,735 Mobile Video ad impressions

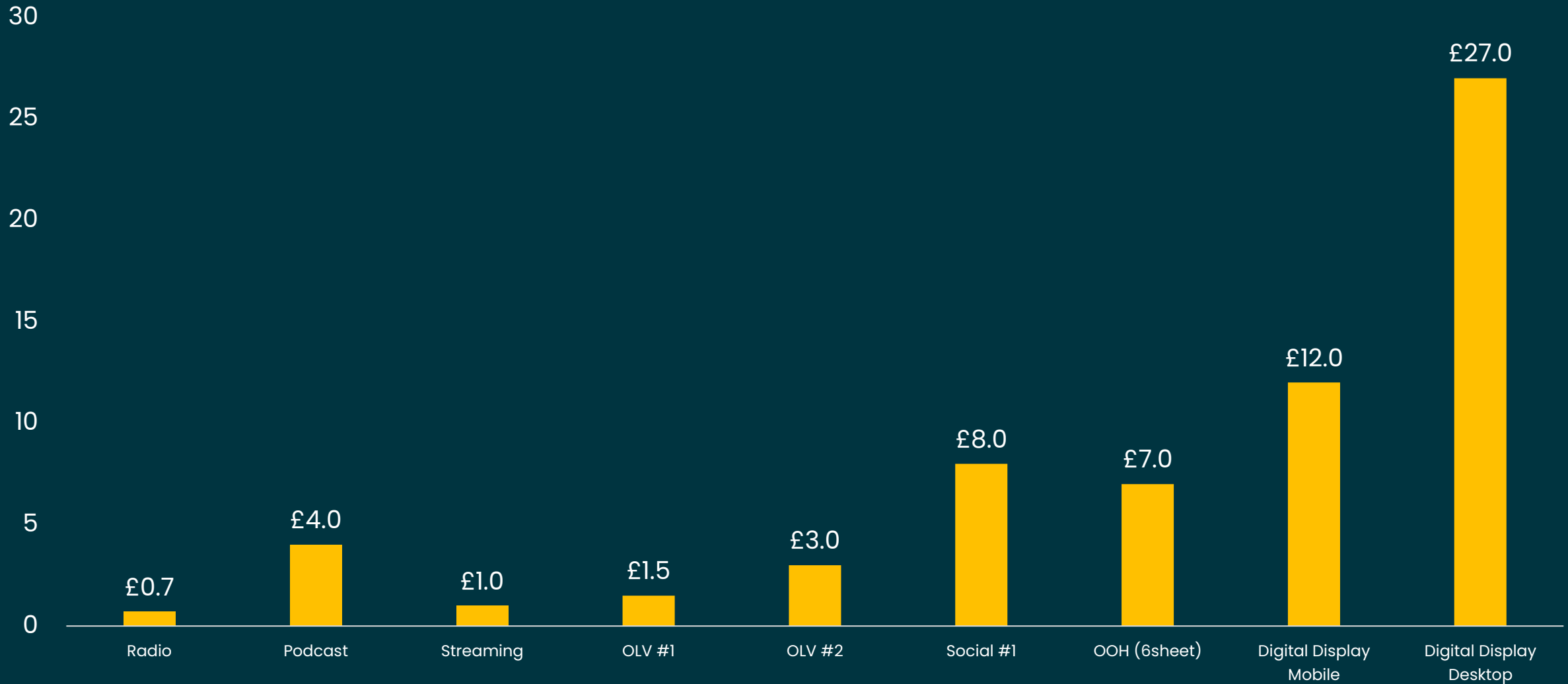
*Forced attention is where the audience has little choice over whether to view the ad, like with a non-skippable pre-roll ad. In comparison Voluntary attention is where the audience has a choice to view the ad, like with an in-article ad.



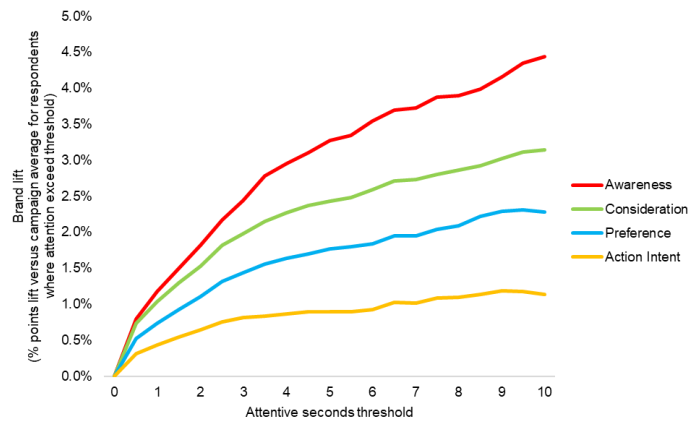
Attentive seconds per 1,000 impressions



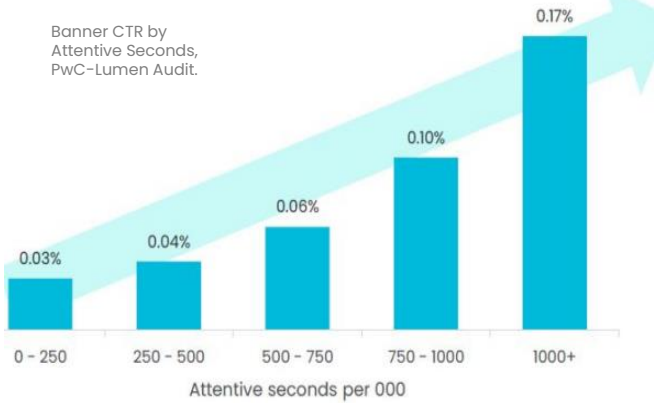
Cost per 1000 seconds of attention (aCPM)



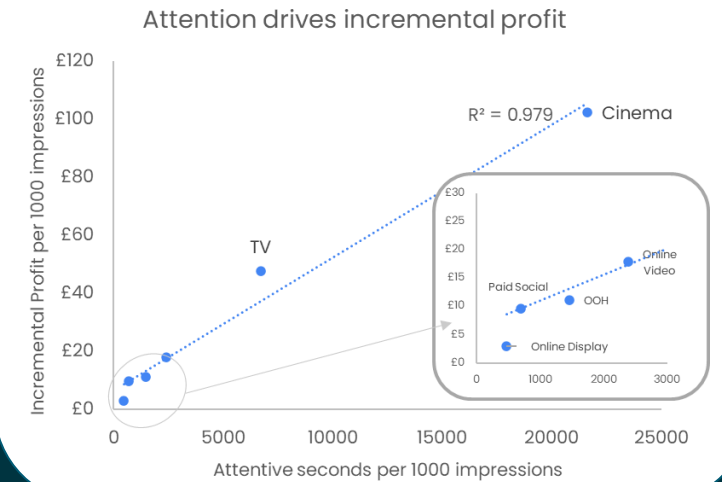
Recall



Digital performance



Profit



HAVAS
Media Network

**brand
metrics**

pwc

MINDSHARE

ebiquity

An ethic



Iris Murdoch

The direction of attention is, contrary to nature, outward, away from self which reduces all to a false unity, towards the great surprising variety of the world, and the ability so to direct attention is love.

The Sovereignty of Good (1970)



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Thank You Any Questions?

Contact us at:
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mike.follett@lumen-research.com

