

# Cross media attention data

Latest insights from the Lumen and  
TVision attention panels in the UK



# Lumen Attention Technology

Lumen optimises attention for outcomes

Brands

Agencies

Formats  
Platforms  
Publishers



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

# Dataset



## Digital panels

UK 750 mobile  
250 desktop

US 1000 mobile

JP Coming soon

Ad hoc 191,000+



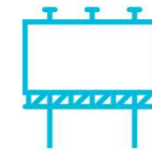
## Cinema

Ad hoc 400



## Gaming

Ad hoc 5000+



## OOH

Ad hoc 800



## TV (in partnership with TVision)

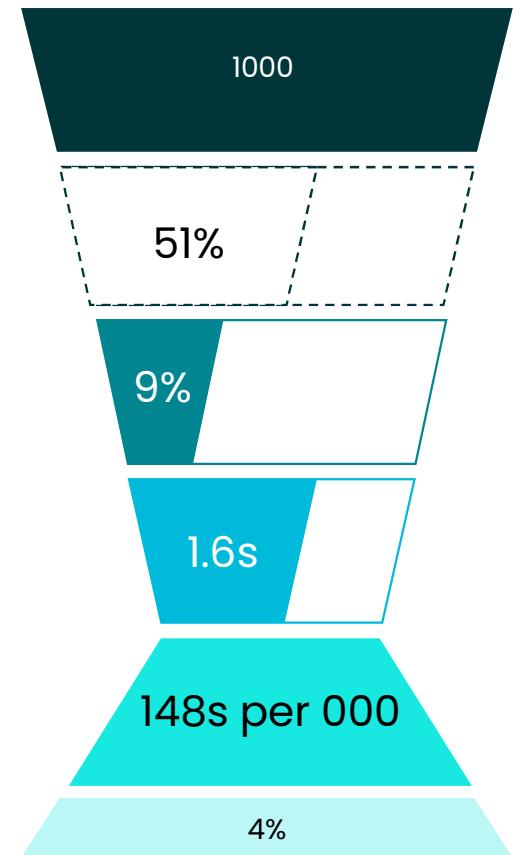
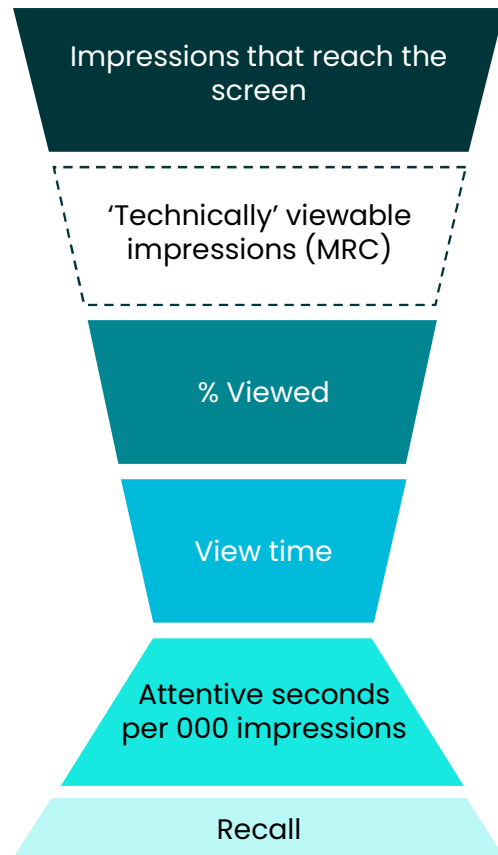
UK 700

US 5000

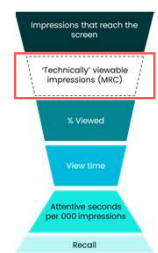
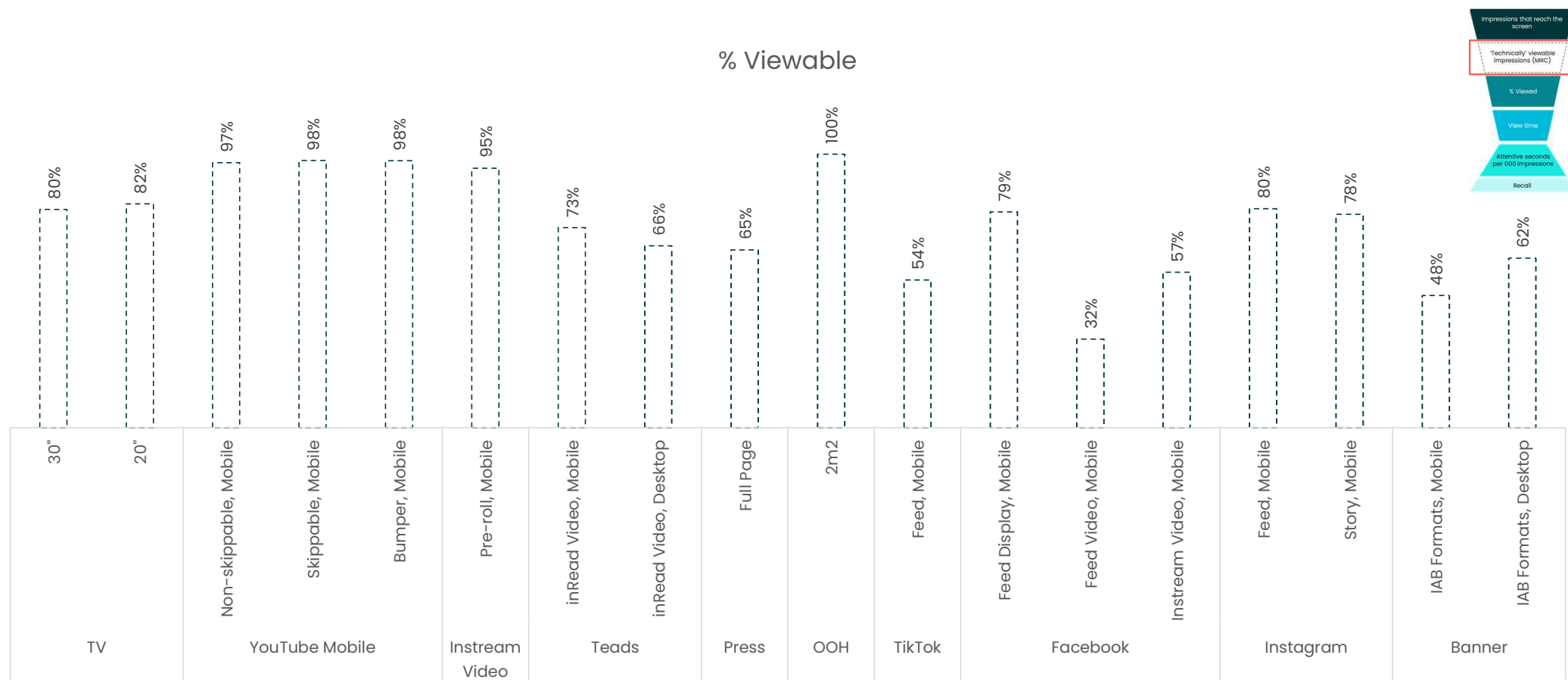
JP 3000



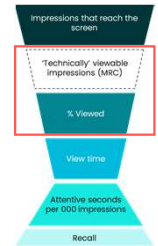
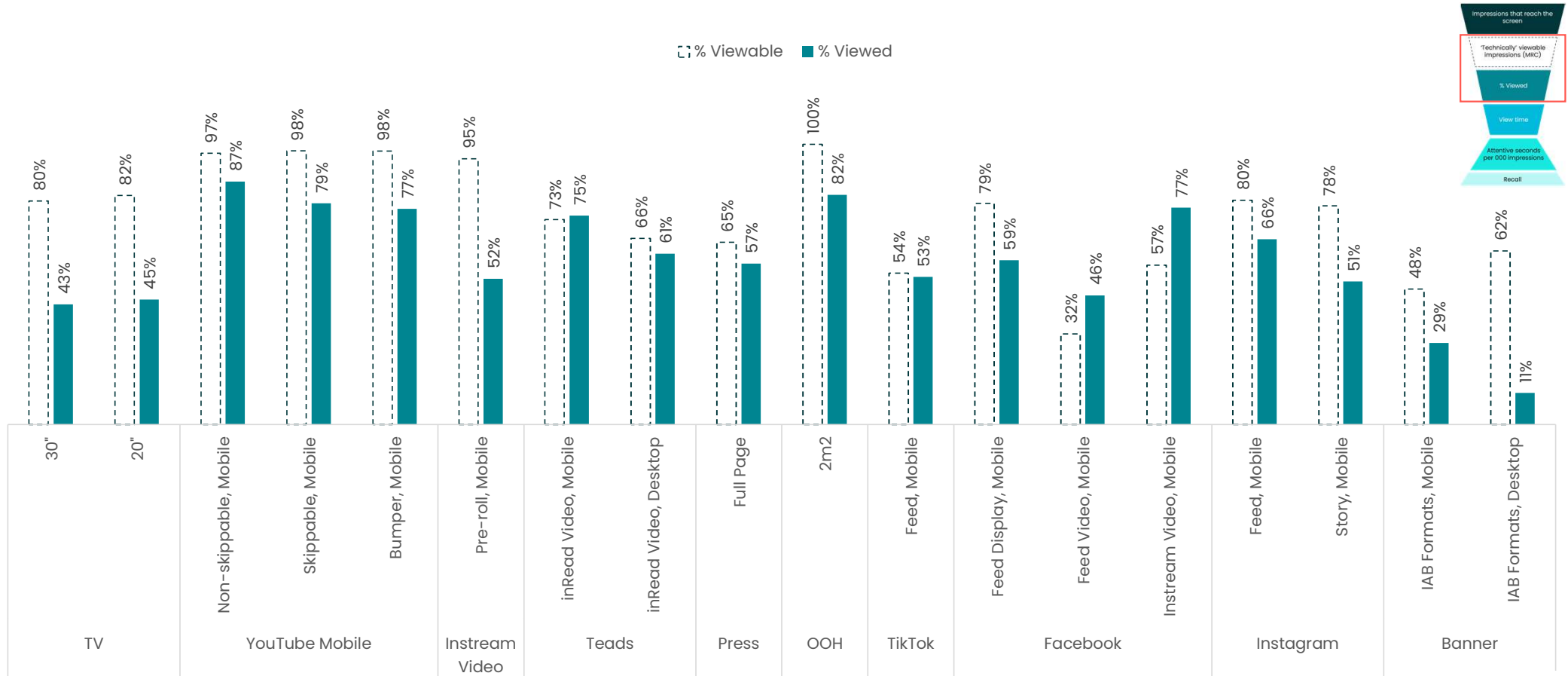
# The attention funnel



# Significant differences in 'technical' viewability across media



# 'Technical' viewability ≠ actual viewing



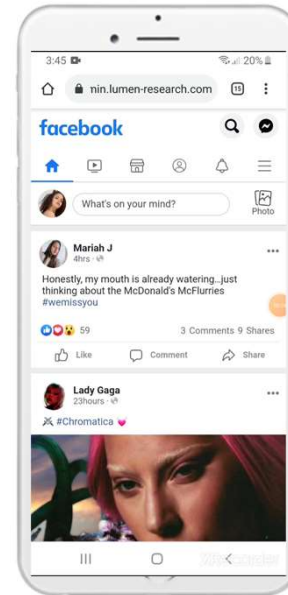
Sources: TV: Tvision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

# 'Technically' viewable but not actually viewed? Actually viewed but not 'technically' viewable?

Ads can be viewable but not viewed



But ads can also be viewed while not viewable

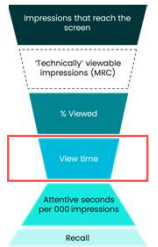
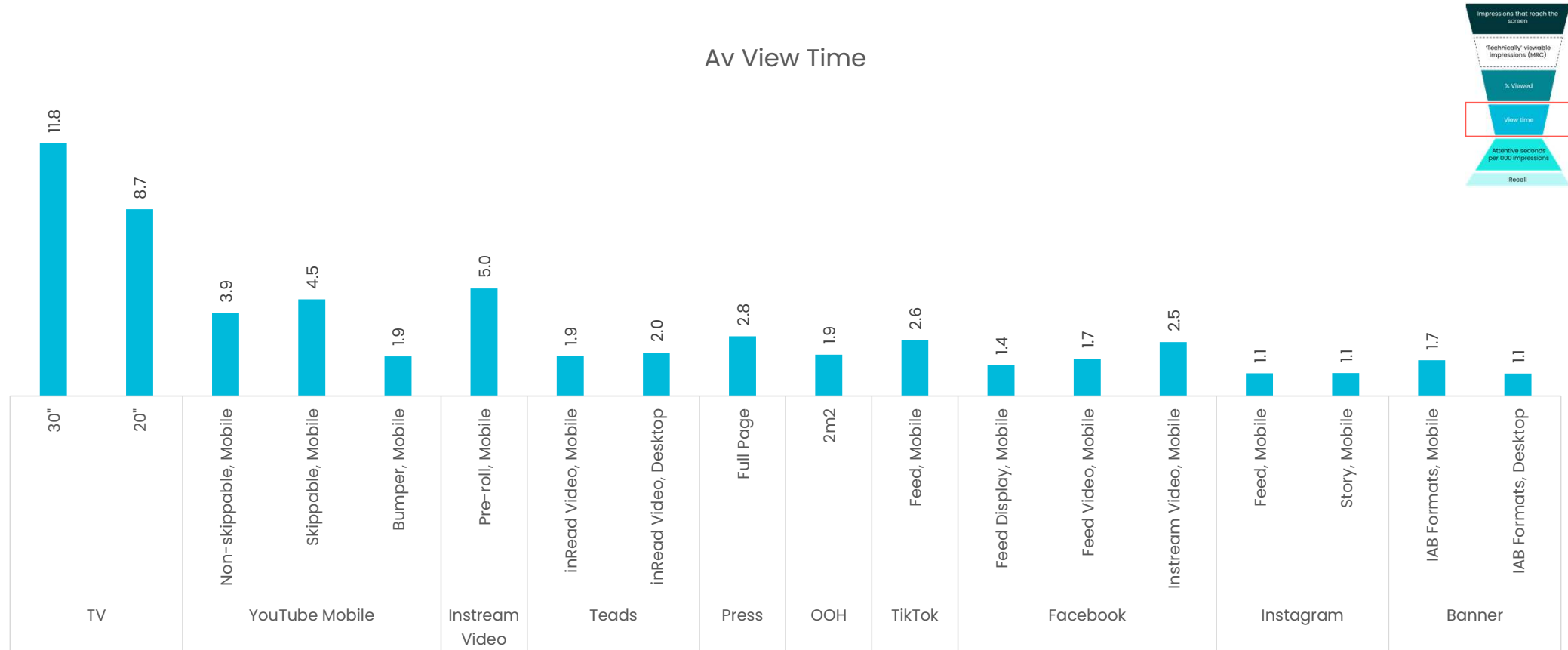


Ads on screen, but not long enough to be 'technically' viewable' to MRC standards (eg 100% of pixels for 2sec)

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



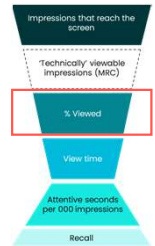
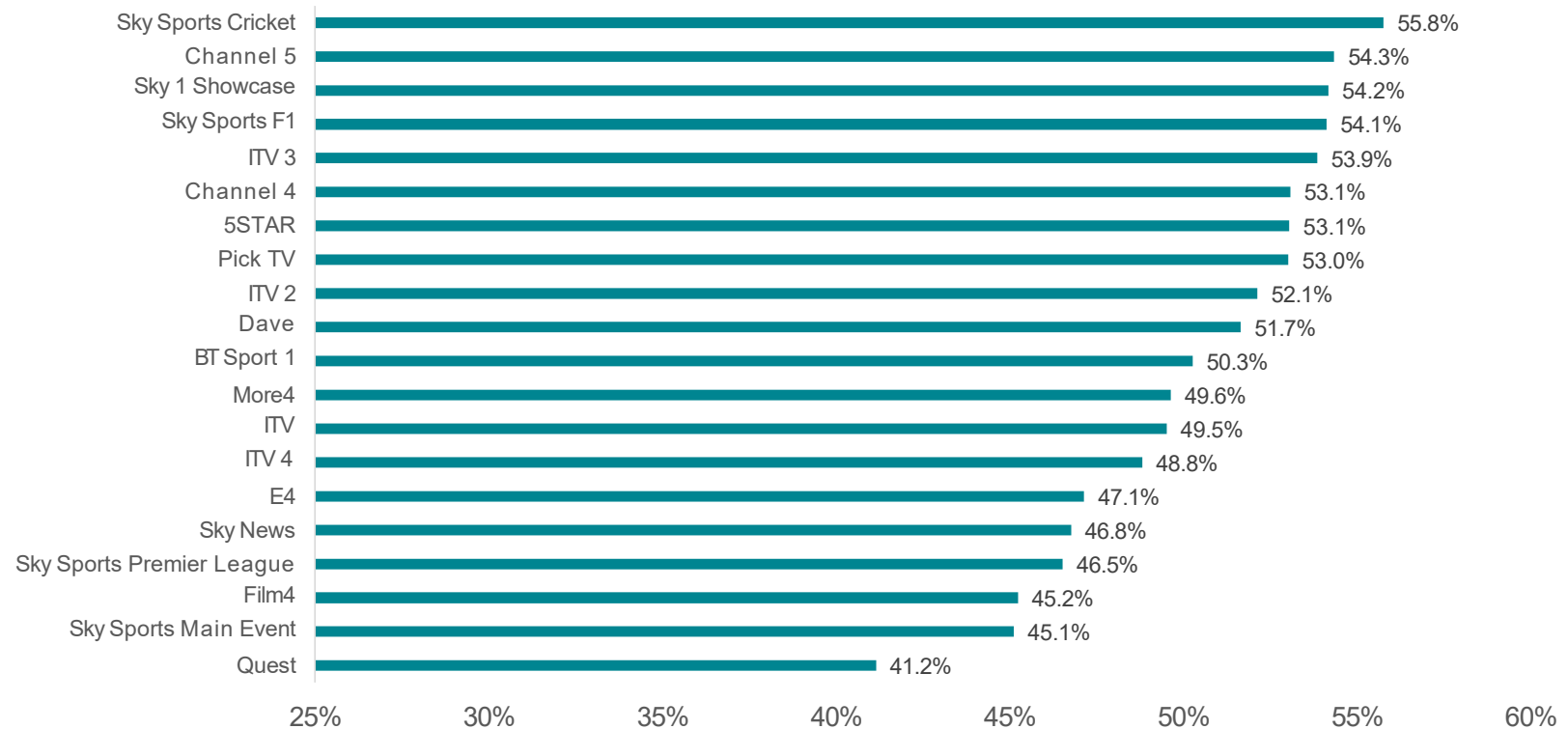
# Average viewing *time* changes the story



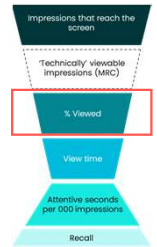
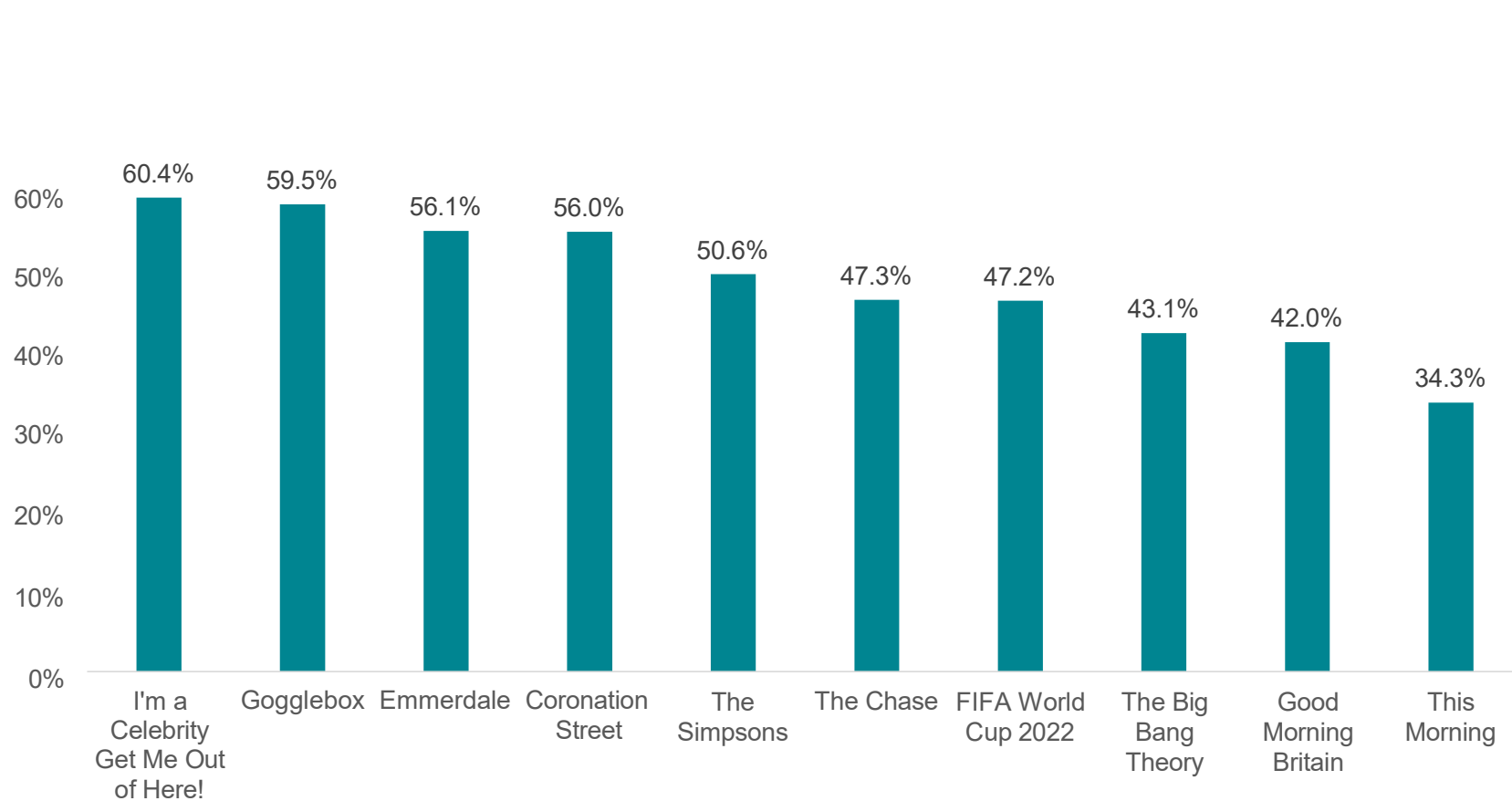


# Attention varies between channels

% viewing – TV by channel



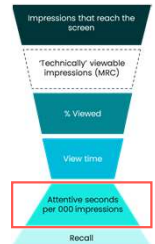
# Attention to advertising varies by show



TVision Panel, UK Market, P2+, All Timeshifts, Top 10 Programs Attention %, November 1<sup>st</sup> 2022-January 7<sup>th</sup> 2023, Ad Time

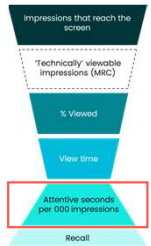
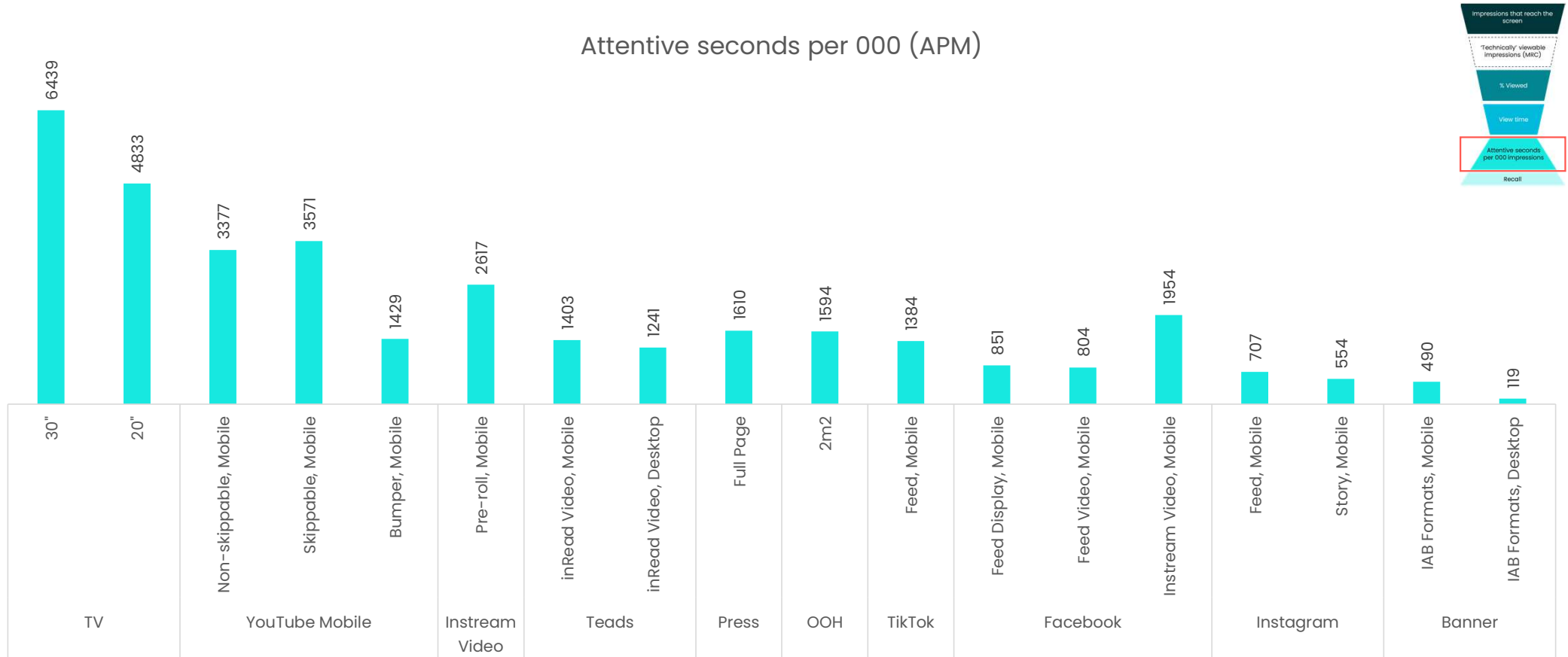
# Attention varies by creative

Brand	Ad	Ad length (sec)	% Viewed	Average view time	% of ad viewed	Attentive seconds per 000 impressions
Sainsbury's	The Countess at Christmas	60	62%	33.39	56%	20,542
Asda	Have you Elf a Merry Little Christmas	60	66%	30.48	51%	20,214
Boots	Joy for All	60	70%	28.16	47%	19,775
McDonald's	The List	60	66%	26.99	45%	17,942
John Lewis	The Beginner	60	75%	23.53	39%	17,534
<b>Aldi</b>	<b>Home Alone</b>	<b>40</b>	<b>77%</b>	<b>22.79</b>	<b>57%</b>	<b>17,479</b>
Lidl	The Story of Lidl Bear	60	64%	25.13	42%	16,195
Tesco	The Christmas Party Announcement	60	64%	22.75	38%	14,543
M&S	Fairy and Duckie	60	62%	23.29	39%	14,457
Waitrose	It's beginning to look a lot like Christmas	60	70%	16.27	27%	11,437



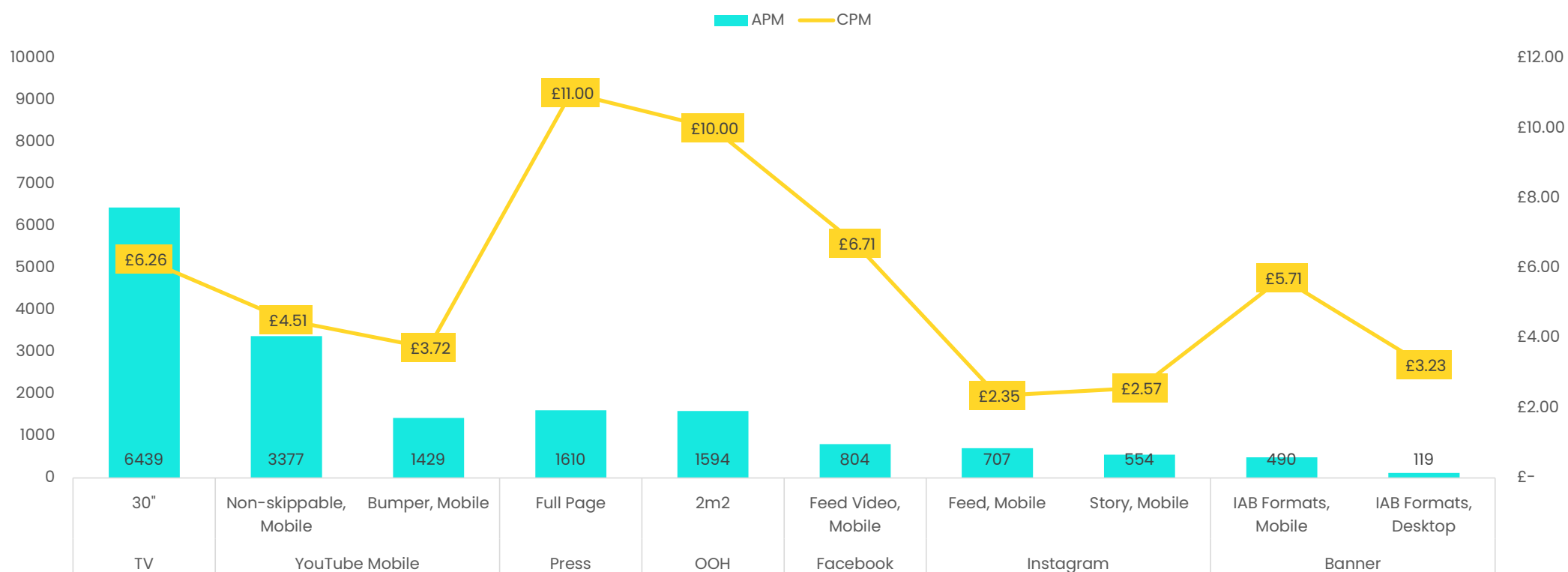
# Combining ‘% chance of viewing’ with ‘average viewing time’ creates a single metric to compare between media

Attentive seconds per 000 (APM)



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

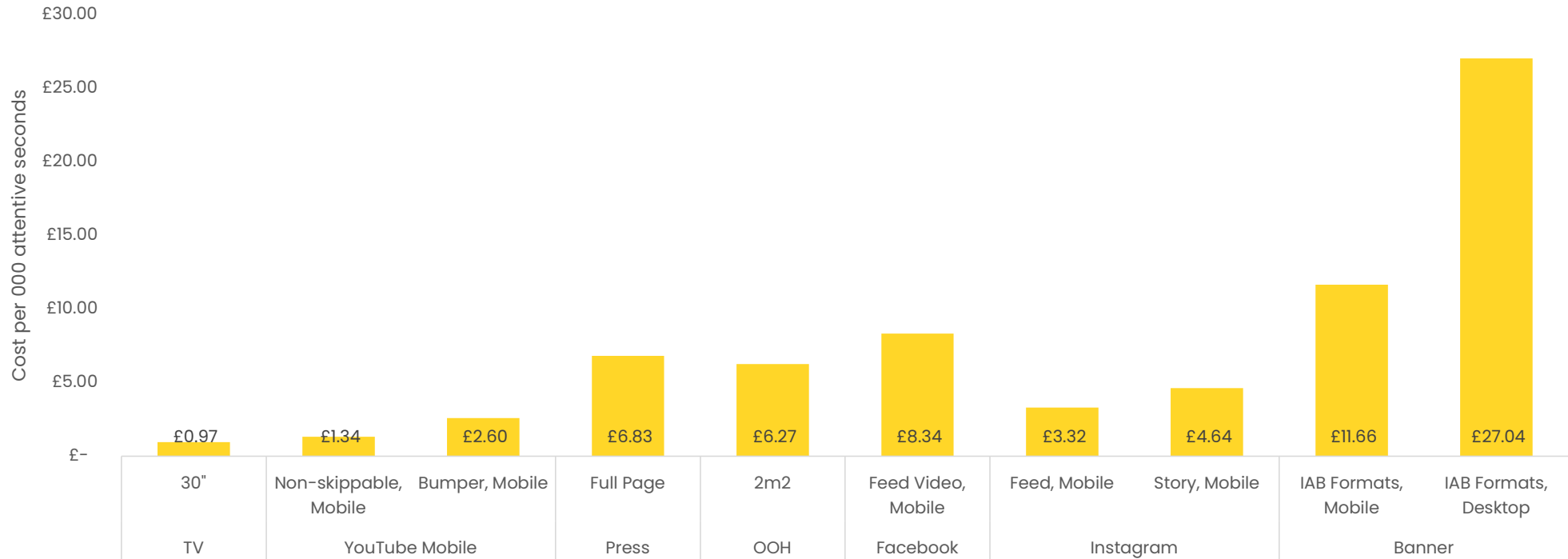
Attentive seconds per 000 (APM) vs CPM



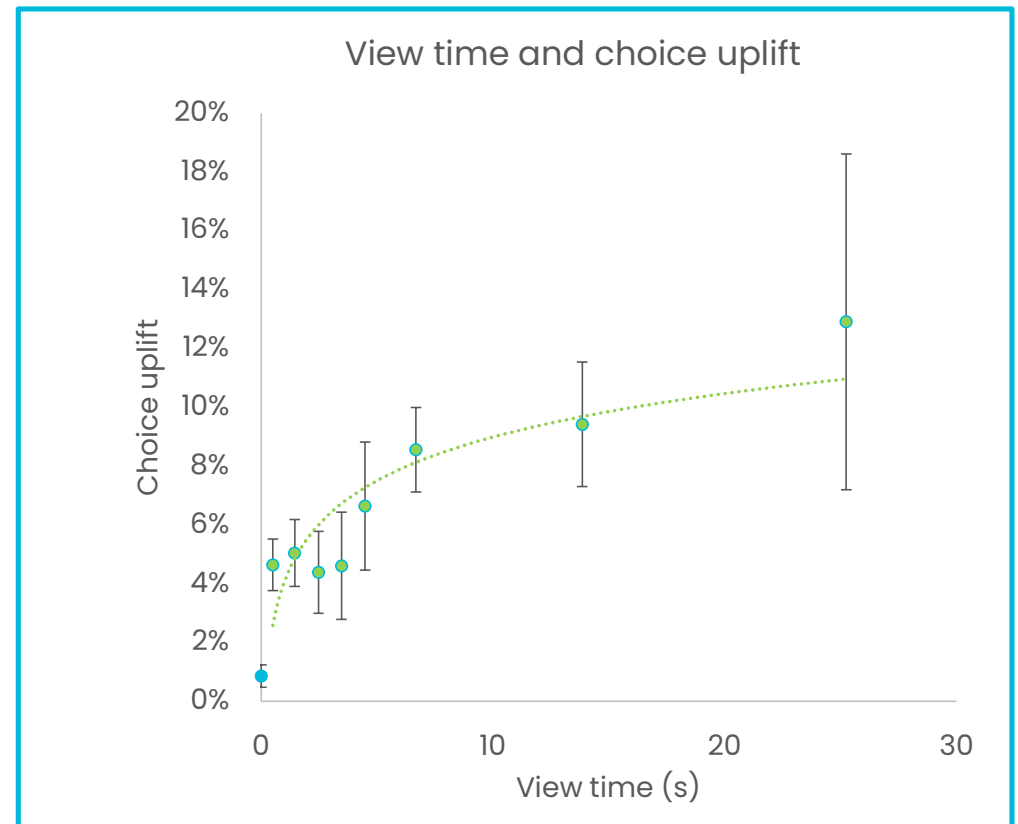
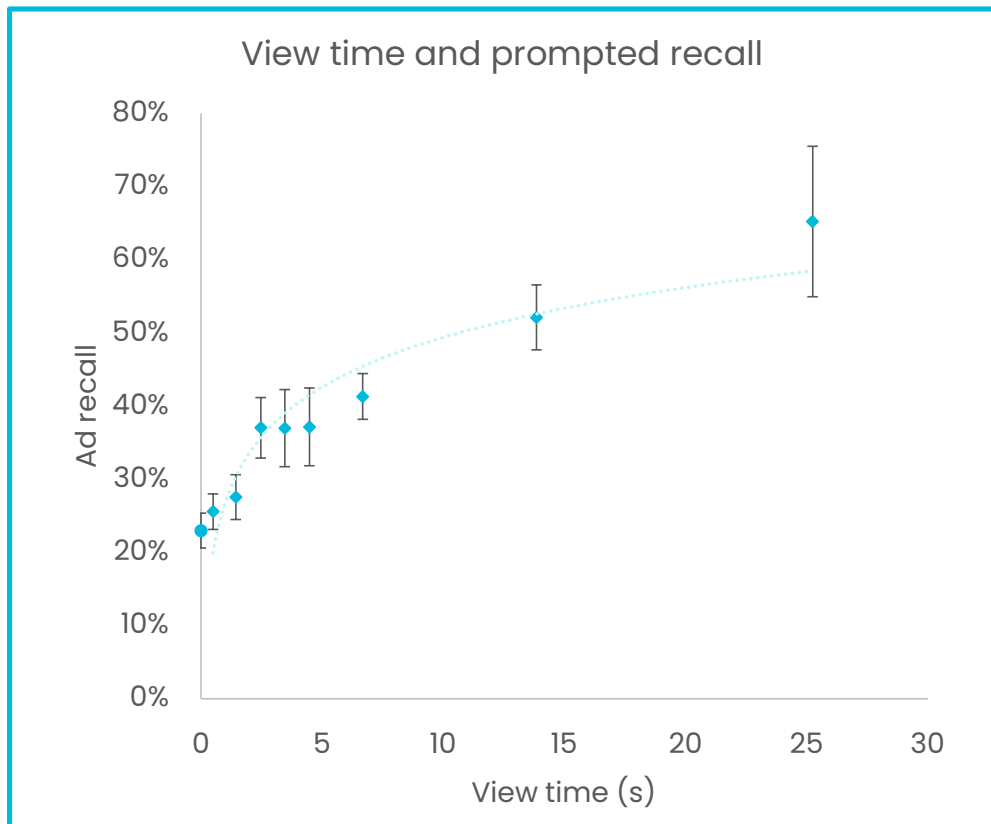
# TV appears to be an 'attention bargain'

Cost per 000 attentive seconds

aCPM



# Attention drives recall and choice



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

# Our solution



## Lumen panels

- Fully consented eye tracking panel
- TV, Desktop and 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

**Josh Barnett**

Josh.barnett@lumen-research.com  
Sales Director

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

**020 3735 5199  
www.lumen-research.com**

