attention
Paying for quality time
Across the media landscape, historically we have been adept at creating silos – platform walled gardens, programmatic black boxes or declaring ‘the year of the mobile’ – when systems like balancing brand & activation together have consistently improved effectiveness. So what happens when a new approach enters the consciousness of media planners? We silo it.

In the last 12 months Attention has dominated headlines and pitches. New researchers, emerging AdTech companies and old agencies are now claiming to have uncovered the secret sauce. Attention solutions aim to solve the problems in advertising compounded by a broadening digital ecosystem that exposes consumer to over 6,500 branded messages every single day, resulting in the reduction of attention spans to 8 seconds.

In essence, new solutions aim to add a metric into (largely) mobile planning, execution and measurement. This comes with the promise to identify advertising destinations or formats with the highest attention, resulting in increased brand outcomes.

Adding yet another metric into our system is far from useful. Media fragmentation should mean that we are aiming to consolidate metrics that have the potential to bridge the gap between strategy & tactics, assist with media choices across platforms, measure media & message together and help with identifying contextual fit in a soon-to-be cookieless world.

Far from being another effectiveness measure there is a place for a ‘quality filter’ to overcome the attention deficit, it just needs to reflect the complexity and scale of modern marketing.

Josh Gallagher
Chief Operating Officer
MediaCom APAC
4 things every marketer needs to know about attention

1. Why use attention?
By factoring in ‘quality reach’, marketers can measure the certainty of being seen, as well as the duration of viewing and listening and how active that attention is. Attention metrics can act as a valuable unifying measure of effectiveness across both on & offline channels & formats, and move from an opportunity-to-see to a certainty.

2. What is attention?
Attention, when used well, is becoming a better planning proxy for communication outcomes. Using a Quality Quadrant – Screen Space, Quality Content, Screen Time, and Content Length – gives brands four metrics to better quantify the value of an impression.

3. When do I use attention?
Finding the right balance between Reach and Cost across platform is a challenge when the buying currency, format and context is not uniform. Adding in a pre-tested quality metric when planning cross-channel can see the real cost & reach of an impression.

4. How to assess attention well?
In venturing into Attention-based planning, brands need to be aware of how to test and scale the approach. The differences displayed have profound implications for how much value a channel has. Practices should match the degree of a brand’s maturity in the field.

Nic Jones
Head of Planning, APAC

It has long been said that the wealth of information that invades people's lives has created a poverty of attention. That is no more true than today. This shift has the potential to disrupt how we think about media and message in a world where every second counts.

Marketers will rush to find a currency that influences how brands create, plan and buy communication. But as with all effectiveness metrics there are many factors at play, so it's important that the industry takes a step back and uncovers how to use it for the greatest effect.
Why focus on Attention?

The reach point or a media impression is common currency when planning across channels and formats. Yet this is only valuable if someone is actually paying attention to it.

With the diversification of channels and the ubiquity of data and tracking, more effort is being spent by brands on rethinking the value of an asset. The goal being to move from merely an ‘Opportunity to See’ to a certainty.

By factoring in attention and looking at ‘quality reach’, marketers can measure the certainty of being seen as well as the duration of viewing/listening and even how active that attention is. Spending more time on more metrics, however, isn’t going to help.

We are at a tipping point where there is a need for the industry to focus on fewer, more impactful metrics and KPIs which are better indicators of communication.

Key takeaway
Level the playing field across channels by putting a quality media metric on the marketing agenda. Whether someone is paying Attention takes out the variability across media channels, messaging formats and viewing environment.
More than just an opportunity to see

Since the inception of TV advertising, media has been planned and bought on an opportunity of being seen (OTS). While this was a relatively accurate measure of certainty that a TV ad has been seen, the world has moved on.

With a finite amount of time in the day and an ever-increasing number of brand exposures, consumers are having to be more selective with what they pay attention to. The fragmentation of digital platforms and formats has compounded this issue and the scrutiny on every dollar spent on advertising see marketers require a metric based on a certainty of being seen.

Attention has the potential to solve this issue and reshape the way we look at how media, creative and data can give a common currency to potential advertising impact.

A shift has been made from viewing on video on one or two screens (TV & YouTube) to 3+ screens with the scaling of Connected TV.

Attention metrics can break down silos between media and creative by informing how we scale creative effectively. By understanding how long, and to what intensity consumers pay attention to an ad we can better isolate what makes an asset ‘distinctive’. This can be used to test creative at the planning stage and to codify what makes an attention-grabbing ad.

Its other benefit is its value as an optimization layer. More budget can be allocated to supporting assets which command the greater number of eyes-on attention for the longest period of time.

Contextual targeting will be a key pillar of delivering scaled, non-intrusive personalisation but there will be challenges in aligning creative with context and environment successfully. The core challenge will be using data to measure and inform placements and delivery in real time, which is where a unified Attention metric can add real value.

Having a real-time understanding of a contextual ads performance based on consumer attention is going to prove essential in determining how effective these contextual placements are.

Furthermore, there will be a greater emphasis in understanding the contribution of premium vs non-premium environments and their comparative attention per dollar spent.

The growth of digital has brought with it many opportunities to address more KPIs across the consumer journey, but this complexity has made a meaningful unified metric usable across all platforms increasingly elusive.

We now use the same Video Asset but measure it differently across Linear TV, OTT, CTV and Digital Video platforms like YouTube & Facebook.

Potential solves, such as viewability, have gone some way to address these challenges but it is primarily a digital metric and also one that is still based on the opportunity of being seen.

Media

A Unified Metric to Level the Playing Field

Creative

Understanding and Planning for Distinctiveness

Data

Growing Importance of Context and Environment
For many marketers, media sufficiency is primarily based on maximizing multimedia reach or the number of impressions served to a target audience. We’ve all heard the adage of maximizing reach to all potential category buyers to grow brand penetration. The proliferation of channels has made the way we measure reach or an impression much more difficult. The same ‘penetration-driving’ video asset can now be seen across multiple platforms, yet the way we measure each impression is not the same.

Consumers have shifted 20% more of their time to new video viewing platforms in the last 12 months.

While consumers have shifted their habits, marketers have not. TV spots are still planned on reach or cost per rating point, OTT Or Connected TV is planned on a Cost per Reach basis, while Video on sharing platforms (e.g. YouTube) can be assessed on a range of metrics from CPM to Cost per Completed View %.

Source: Group M Consumer Eye - Media Technologies 2021, Asia Pacific (excluding China)

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### Video content watched in the last 3 months – by platform

<table>
<thead>
<tr>
<th>Video Type</th>
<th>Planning Currency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Sharing Platform (e.g. YouTube)</td>
<td>View Through Rate %</td>
<td>69.3%</td>
</tr>
<tr>
<td>Free TV</td>
<td>Cost per Reach</td>
<td>61.4%</td>
</tr>
<tr>
<td>Video Streaming*</td>
<td>Impressions</td>
<td>45.3%</td>
</tr>
</tbody>
</table>

*OTT / CTV excluding subscription services e.g. Netflix

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We’ve all heard the adage “maximizing reach to all potential category buyers to grow brand penetration”. Yet a reach point or an impression is only valuable if someone is actually paying attention.

To be able to turn this from a marketing theory into action, we need a common metric to be able to plan media across platforms.
What is Attention?

Attention measurement solutions allow marketers to move from an opportunity of being seen to a certainty. Beyond viewability, it allows brands to understand how long an ad was viewed and with what level of Attention.

Planning for Quality should take into account key areas that are able to provide a single, meaningful comparison across both traditional and digital platforms.

Building out a ‘Quality Quadrant’ means taking into account the available data sources—both panel and ad-tag measurement—to factor into the size of an ad relative to the screen it is being viewed on, the average time it is being viewed, the elements of an asset that drive quality and the length of content produced or its ability for sound to be heard.

Key takeaway
Understanding what metrics account for the multiple variables that make up quality, and factoring in their contribution, will see a greater likelihood that advertising will shift brand KPIs.
Planning for quality means understanding when an ad is viewed, the amount of time spent viewing, the context it is viewed and the quality of the content.

The combination of variables work across channels, platforms and formats to better qualify the comparative value of an impression.

Ultimately the greater the amount of consumer attention your communication yields, the greater the likelihood you’ll shift brand KPIs.
Four strategic elements need to play out as brands look to define quality:

**Screen Space**

The size of the ad relative to the size of the screen and the context of the content. The larger the size, the least clutter or relevant content means there are less elements competing for Attention.

**Content Quality**

Understand the elements of an asset that drive quality are critical for media performance. This usually included the assessment of ‘fixed’ assets like logos, pack shots, colours, etc or even sound on platforms like Meta.

**Screen Time**

The average length of time that at least 50% of an ad has been on the screen. This component usually qualifies as viewable when taking in to account the opportunity for a user to see a static asset or video played.

**Content Length**

The ad length (in seconds) of the content can see higher levels of attention with these assets being more driven by brand distinctiveness.
Measurement:
Questioning Quality

Understanding the Available Tracking Methodologies

There are a number of vendors that provide measurement and optimization solutions under the banner of Attention. Their methodologies range from panel-based, eye-tracking solutions that measure eyes-on patterns to determine active & passive attention, to ad tag measurement looking at more proxy metrics. The former offer greater granularity on a smaller scale whereas the latter offer log level macro analyses across digital formats.

The industry currently classifies Attention measurement in two buckets:

- **Examples:** Eye-tracking, facial coding, co-viewing, multi-tasking, etc.
- **Utility:** Panel-collected data applied to planning & creative
- **Solutions:** Incorporate 3P Attention data/insights into Custom Bidding, Planning & Prog, Guaranteed

- **Examples:** AVOC, Audibility, Time on Screen, Player Size, etc.
- **Utility:** Real-time digital quality signals applied to planning, bidding, measurement
- **Solution:** Incorporate 1P and/or 3P Attention proxies into Custom Bidding

There is no silver bullet that delivers on scale and true online to offline comparison detail. There is also a wide variance in the cost and scope of the research. Marketers should understand the benefits and trade-offs when looking to leverage one of these offerings and understand where they add most value across planning, buying & optimization.

**Camera-based Panel Measurement**

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eye-tracking data</td>
<td>Data is not collected in real time during the campaign</td>
</tr>
<tr>
<td>Understanding subconscious browsing behaviour</td>
<td>Eye tracking panel data has to be modelled alongside other real-time campaign data which leaves a margin for error and interpretation</td>
</tr>
<tr>
<td>Improved understanding of different ad format engagement trends</td>
<td>Panel size, recruitment and technology can vary drastically from provider to provider</td>
</tr>
<tr>
<td>Ability to test creative formats, executions and variables in a controlled environment</td>
<td>Methodologies on panel data use varies, continuous panel sizes are smaller and potentially less robust than time-boxed panels</td>
</tr>
</tbody>
</table>

**Ad Tag Measurement**

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time measurement during campaign</td>
<td>If eye tracking is not included, there is a lot of room for interpretation as to whether attention really happened</td>
</tr>
<tr>
<td>Mostly universally accepted and agreed measurement parameters for each metric (i.e.: viewability)</td>
<td>Can be simple measurement through pre-existing metrics or enhanced with modelled out eye tracking data</td>
</tr>
<tr>
<td>Auditable through log files and data is easier to understand, manipulate and use to optimise campaigns</td>
<td></td>
</tr>
</tbody>
</table>
Metrics: Selecting Quality

What Trackable Metrics from Ad Measurement Make Up Attention?

To give the most comprehensive picture of performance we advocate selecting metrics in the ‘Quality Quadrant’ that are both meaningful and have the broadest comparable coverage across platforms. Ad tag measurement providers multiple metrics.

It’s worth mentioning here that access to data on the metrics not covered is due to the willingness of the platform to share that data – perhaps telling in itself.

Of the available metrics tracked by providers like MOAT, the following give the best available picture of attention and attention as a proportion of completion from log-level data.

<table>
<thead>
<tr>
<th>Metric</th>
<th>3P Ad Servers (e.g. DCMA 10msek)</th>
<th>TikTok</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>MediaCom X Apac</th>
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<tbody>
<tr>
<td>Screen Real Estate</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>50% On-Screen Time (sec)</td>
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<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Averaged Ad Length (sec)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Valid and AVOC Rate</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>In-View Time (sec)</td>
<td>🚫</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>% of Video Played In-View</td>
<td>✓</td>
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<tr>
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<tr>
<td>Audible and Visible at 1st Quartile Rate</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Audible and Visible on Complete Rate</td>
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<td>✓</td>
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<tr>
<td>Completion Quality</td>
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<tr>
<td>Audible Rate</td>
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<td>✓</td>
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<tr>
<td>Audible Time (sec)</td>
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</table>
When do I use Attention?

Viewability as a modern global standard addressed some of the fundamental issues with digital advertising and gone some of the way to better gauge whether an ad has been seen. But with the primary purpose to weed out fraudulent impressions, it didn’t tackle the issue of the impact of media across channels.

Subsequent attempts to solve this and were labelled as ‘Attention’ have only solved for certain instance.

Cross-channel campaigns need a new measurement that is additive to the other common currencies of cost and reach.

Key takeaway
The differences displayed in the overall value of an impression will see brands that run campaigns across platforms look to build out a custom approach to planning with Quality-time in mind.
Understanding the impact of a media channel across more than reach and cost

The holy grail of media planning & buying effectiveness is being able to understand the direct impact per dollar spent on communication. Reach and OTS are less than perfect indicators of this based on a lack of certainty that the ad is even seen, let alone paid attention to. Viewability has gone some way to address the seen vs not seen issue but viewability ≠ viewed and it’s a purely digital metric.

There are a key learnings for marketers and agencies when designing for attention in media channels:

Different Channels yield different amounts of Attention

The amount of attention (or time spent viewing the ad) a channel is capable of delivering varies significantly from touchpoint to touchpoint. This is due to the nature of the platforms themselves as well as the way in which consumers behave towards content on that channel.

Active vs passive consumption: more captive, lean-forward channels such as Cinema & TV by their very nature elicit a greater level of attention that some more passive, lean-back digital channels.

Device access & screen size: Larger screens tend to deliver greater levels of attention compared to smaller screens like mobile.

Screen real-estate and clutter: A high number of pixels in-view as well as screen coverage both increase the levels of attention an ad receives.

Premium vs non-premium environments: More premium environments tend to have less ad clutter and larger, more impactful formats vs non-premium environments and see greater levels of attention.

Length of copy: Generally, longer form video channels (both on & offline) deliver greater levels of attention compared to shorter copies in absolute terms.

Planning channel allocation based on cost per attention is more effective than planning on pure cost per reach

By understanding the amount of attention that a channel or format can generate on an impression basis and overlaying the channel CPM, you can see the comparative cost of attention.

Cost / 1000 impressions or aCPM is becoming a popular metric to inform channel planning as it ties cost to quality and can be used across both on & offline channels as a unified metric.

While the cost of attention will differ by market based on cost of media and audience definition, channel performance is generally consistent.

Video formats such as TV and YouTube have a lower aCPM vs display or short-form video formats. Using an extreme example, Lumen found that in UK the cost of 1000 attentive seconds on desktop display was over 21x that of 15-20” non-skip YouTube

The differences displayed have profound implications for how much value a channel has. Previously reach, or cost per reach, was used as the primary indicator, yet by adding in a quality metric we can see the real cost of an impression.
Technology in fast moving content is changing the game. Using research and cloud computing, creative assets can now be converted into data & insights in order to drive superior performance. With 50% of the result of a campaign on the line, analysis for content that is personalized and scalable is critical.

While ‘Hero’ pieces of creative may still be more art than science, any piece of creative that is addressable via ad serving can be analysed identifying all of the elements of an advert including objects, colour and text.

The result is Artificial Intelligence that is able to understand Attention and take the standard set of performance metrics (CTR, VTR, etc) in to a new metric for success.

Asset creation
To maximize Attention, brands can use this data to inform creative guardrails and hypothesis

What was in the ad?
AI for generating huge amounts of visual metadata.

What was seen?
AI which understands where user attention is likely to be focused.

“When attention is fleeting, distinctive branding becomes even more important. Make it easy for your customers to quickly remember you.”

Karen Nelson-Field PhD, CEO Amplified Intelligence
Assessment in the cookieless world

The changes to advertising regulation have thrust contextual advertising back into the spotlight. Finding relevant solutions for advertisers is becoming a critical part of business (again).

With this comes a heightened understanding of the quality of an asset and how to measure something in context against formats with mixed metrics across screen space or screen time metrics.

The below example, demonstrates how to test the effectiveness of different approaches.

How testing quality metrics allowed automotive brand, ŠKODA, for a smarter allocation of media spend

The Challenge
Outsmarting, not just outshouting the competition

The share of pure electric vehicles (EVs) in Switzerland went from a paltry 1.7% in 2018 to a healthy 14.3% in June 2021 even though Switzerland offers no special incentives for EV purchases!

In such a competitive category, all brands have an eye on each other. Media investments all run with similar approaches.

Our challenge was to go beyond the ‘optimum’ levels of reach & frequency by testing the impact of advertising in relevant environments and formats.

The Strategic Insight
We had one chance to make the biggest impression

Research showed that first exposure is the most impactful. Every following exposure is less efficient and effective!

This meant that choosing high quality, premium inventory in contextually relevant environments is critical. We had to get it right the first time.

Our strategy was to make Škoda more relevant by creating a new way to evaluate premium inventory and environments in order to maximize mental availability and business outcomes.

The Idea
Evaluate placements across context and attention quality metrics

To achieve the right brand and business outcomes our focus on improving ad recall and ad impact (unprompted awareness of ad details) since we saw them as great proxies for relevance on more tactical - individual campaign level.

The Test
Campaigns were split in two identical groups and budgets (A/B test) - first group for attention units and second group for viewability.

Once people were exposed with ad from attention group, for example, were only able to receive further exposure from attention group. Those who had been exposed to an ad were followed up with a brand lift survey to assess the difference in ad performance.

The focus was on answering two questions:

a) Does optimising for attention bring better ad recall, ad impact and purchase intent than optimising for viewability?

b) Do premium marketplace deals improve ad recall, ad impact and purchase intent compared to open marketplace and is this difference seen in attention unit score?

The Results
When looking at Attention vs just Viewability increases were seen across all metrics.

Attention optimisation enabled the evaluate the price premium for inventory! This enabled Škoda to punch way above its weight in terms of relevance and securing market leadership!

The +16% Ad Recall
The +5% Ad Impact
The +12 Purchase Intent

When building out an Attention approach, it is critical to test as learnings may differ across categories or stages of brand development.
How to assess Attention?

The indicators of Attention or Quality are not a one-size-fits-all. Across categories the benefits of a new metric will vary. This impacts the methods but also the strength of the partners and where they can help maximize KPIs across the planning and activation process.

As with any new measure, brands need to take a testing approach to getting it right. This will involve using a maturity roadmap that can scale learnings but also take into account the full ecosystem across Media, Content & Data.

Getting this right will see more mature brands having a clear benchmark that uses a custom mix of elements present in the ‘Quality Quadrant’.

Key takeaway
To get to Quality fast, use a Test & Scale approach that incrementally assesses partners, platforms and the elements that make up Attention in the ‘Quality Quadrant’.
Assessing quality providers

A number of major players have emerged to cater to the demand for panel measurement such as Lumen (UK), Adelaide (US) and Amplified Intelligence. Their offering is based largely on eye-tracking panels to measure attention across a variety of channels. Similarly PlaygroundXYZ have broadened their display offering to provide attention tracking across digital formats.

Established measurement providers have also begun to offer proxy attention measurement by tracking several underlying contributing metrics (viewability, dwell time, time in view etc.

Eyetracking panel data:
- Lumen 2000 active
- Adelaide unknown total panel size, 100+ panelists per demo surveyed, supplemented by historical purchased data
40+ added data points (placement, unit size etc…)
Extrapolated measurement into a quality score (Lumen LAMP / Adelaide AU)
Real-time attention measurement

Eye tracking panel data, from global pool recruited through CINT
Multiple added data points (placement, unit size etc…)
Attention data is deterministic, not modelled into planning tools
Monthly refreshed data, using 4,000 panelists and over 43,000 downloads of attentionTRACE
Extrapolated into new metric in dashboards
Real-time attention measurement

Eye tracking panel data, approx. 1,000 monthly active, based in AU/UK/US
40+ added data points (placement, unit size etc…)
Extrapolated measurement into planning tools
Real-time attention measurement

No eye tracking data
Use of pre-existing metrics to build proxy attention measurement (viewability, dwell time, hover, unit size)
Extrapolated into new metric in dashboards
Real-time attention measurement

Camera-based Panel Measurement

Ad Tag Measurement
Assessing quality features

There are some key differences in the methodologies of these measurement providers, particularly with the panel-based measurement suppliers. Factors like panel size, frequency of data refresh, ongoing vs one-off panel measurement, owned vs 3rd party panels all vary across the major players.

Additionally, they differ in coverage of key features relevant for major media functions, from planning and buying to reporting and optimization. (Note: The below table focuses on the comparison of providers across common digital elements but acknowledges that some providers have expressed capability in TV, Cinema, OOH, etc.)

The key strengths & weaknesses of these solutions are:

- In varying degrees, they span both on & offline channels with a unified metric. Providers that offer cross screen solutions – i.e. TV & Digital – may be preferable based on requirements
- They track genuine attention based on eye-tracking which can also discern active vs passive attention
- Their outputs can be plugged into agency planning tools to inform attention-based channel planning
- Sample size can be relatively small which may impact statistical accuracy

<table>
<thead>
<tr>
<th>Function</th>
<th>Feature</th>
<th>Lumen</th>
<th>Adelaide</th>
<th>Amplified Intelligence</th>
<th>Playground XYZ</th>
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</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Attention Planning Tool w/ UI Login</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td></td>
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</tr>
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<td></td>
<td>Direct API Integration Capability Into External Channel Planning Tools</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

As brands assess the capabilities across providers, methodology should be weighed up the following parameters: market coverage that takes in to account variance; platforms covered* including TV, OTT/CTV, Digital, Cinema, OOH, etc; whether the data is modelled, real-human or a mix

| Activation     | Campaign tracking integration                  | ✔     | ✔        | ✗                     | ✔              | ✔      | ✔   | ✔             |
|                | Eye-tracking panel data                        | ✔     | ✔        | ✗                     | ✔              | ✔      | ✔   | ✔             |
|                | Campaign reporting dashboard                   | ✔     | ✔        | ✗                     | ✔              | ✔      | ✔   | ✔             |
|                | Real-time analytics                            | ✔     | ✔        | ✗                     | ✔              | ✔      | ✔   | ✔             |
|                | Attention Media Quality Score By Impression    | ✔     | ✔        | ✗                     | ✔              | ✔      | ✔   | ✔             |

Optimisation

- It's relatively easy to understand the relationship between multiple metrics
- The data is actionable as they're based on log files which can be used to optimize campaigns on the fly
- Lower cost vs panel-based providers
- Only covers digital channels & formats

Ad tag measurement providers on the other hand tend to stick to their core capabilities and are offering proxy attention metric reporting through real time dashboards. Some also like Oracle MOAT have developed composite metrics like their MOAT video score where digital channels and formats can be easily compared. While they are based on proxy metrics the main strengths & weaknesses of these solutions are:

- Only covers digital channels & formats
- It's relatively easy to understand the relationship between multiple metrics
- The data is actionable as they're based on log files which can be used to optimize campaigns on the fly
- Lower cost vs panel-based providers
- Only covers digital channels & formats

To venture into Attention based planning, brands need to be aware of how to test and scale the approach. Practices should match the degree of a brand’s maturity in the field. Companies typically fall into three archetypes:

### Brands that have just started testing the waters in Attention can focus on:

<table>
<thead>
<tr>
<th>Level</th>
<th>Media</th>
<th>Content</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>Relying on the execution of Attention across one format (e.g., mobile display) or methodology (Panel based) which limits the scale of application for Quality Media.</td>
<td>Limited use of content for Attention that may only include those ‘fit for format’ with little opportunity to test.</td>
<td>Relying on broad targeting methods that do not allow for optimization to either context and having no authentication partners (e.g. MOAT) in place.</td>
</tr>
</tbody>
</table>

### Brands that are making Attention a pillar of measurement can try:

<table>
<thead>
<tr>
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<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>Experimenting with a testing methodology that uses ‘A/B’ in live media campaigns across media formats or only optimized live in campaigns.</td>
<td>Using an Automated Assessment of content that creates guardrails for production based on Attention.</td>
<td>Having a set test &amp; learn approach that can compare Attention vs Viewability and/or Contextual vs Open-marketplaces.</td>
</tr>
</tbody>
</table>

### Brands that are scaling up to an innovative data-driven business can move to:

<table>
<thead>
<tr>
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<th>Content</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brilliant</td>
<td>A benchmark of learnings that can be applied prior to a media impression being bought using a planning tool that can predict the cross-platform effects of a Quality Media Metric.</td>
<td>Understanding of the multiple elements that constitute Attention content across static display, video formats online and in linear TV, including the use of visuals &amp; sound.</td>
<td>A custom approach to measurement that uses the elements in the “Quality Quadrant” at levels that have been calibrated to category and campaign.</td>
</tr>
</tbody>
</table>
Seeing the bigger picture means that we help our clients look beyond the boundaries of traditional media to uncover new ideas and unlock growth. We challenge conventional thinking to build, optimise and drive our clients’ businesses forward at scale, as well as leading our industry in critical areas such as diversity, inclusion and sustainability.

At MediaCom APAC we are committed to sharing thorough yet practical thought leadership with the industry. Our whitepapers and virtual events loop_live are publicly and freely available to all marketers. Keep an eye out for upcoming editions and events as well as a wealth of past publications on our website and LinkedIn.

Keen to discuss how MediaCom can help your brands grow?

**Get in touch with:**

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