

DISSECTING 'OPPORTUNITY TO SEE'

Everything you need to know about digital viewability



M/GNA
IPG MEDIA LAB

**LAST YEAR, WE
QUANTIFIED WHAT WAS
ALWAYS SUSPECTED
ABOUT TELEVISION ADS...**



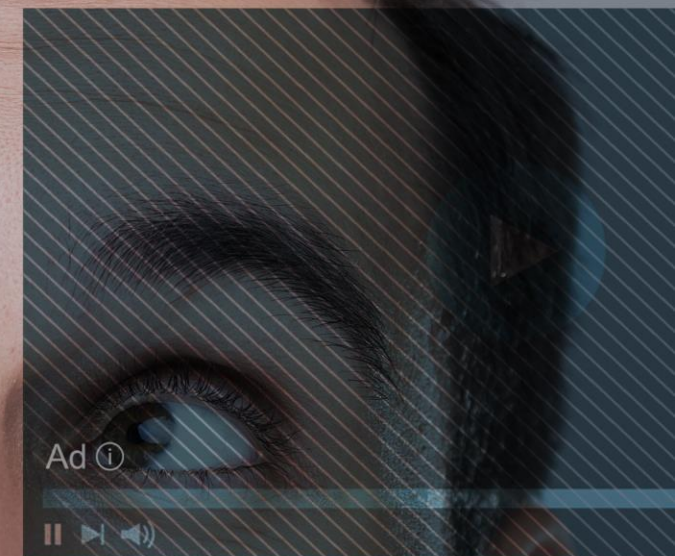
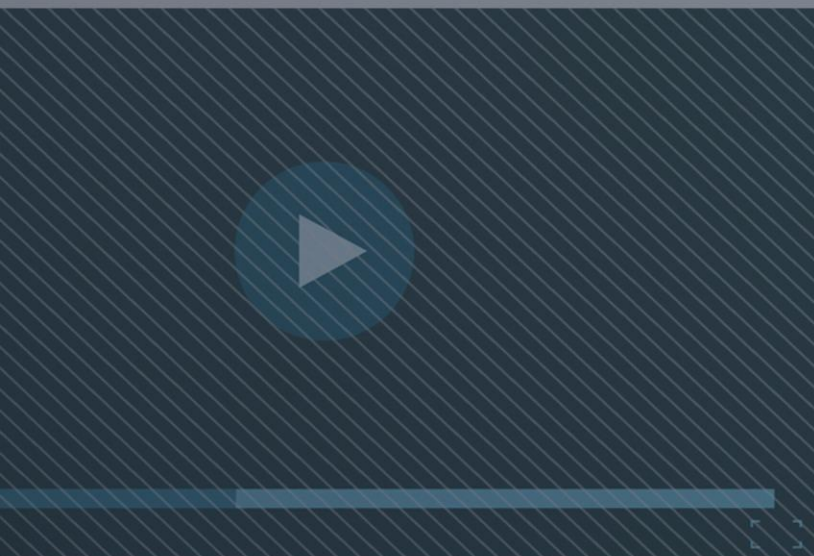
SOME TV ADS AIR TO AN EMPTY ROOM



29% **TO BE EXACT**

**WE USED THE TERM
“VIEWABILITY”, WHICH
IS TRADITIONALLY
USED FOR DIGITAL
BECAUSE...**





**REGARDLESS OF DEVICE,
VIEWABILITY REFERS TO
WHETHER AN AD HAS THE
OPPORTUNITY TO BE SEEN.**

AND OPPORTUNITY TO SEE REQUIRES...



THE AD TO APPEAR ON THE SCREEN

+



A PERSON TO BE PRESENT

TV AND DIGITAL FACE DIFFERENT CHALLENGES WHEN IT COMES TO VIEWABILITY



AWAY

TV
VIEWABILITY

The ads appear on the screen,
but the person may or may not
be present

VS



DIGITAL
VIEWABILITY

Not all served ads appear on
the screen, but it's presumed
that the person is present

THE OBJECTIVE

PRESENT

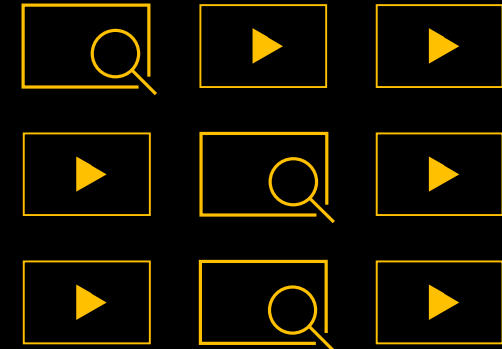
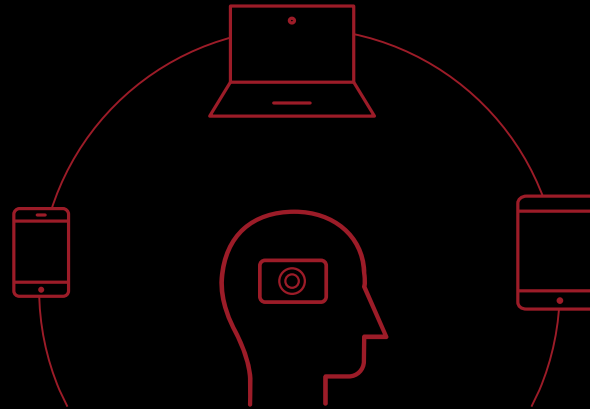
As a follow-up, we wanted to test the presumption that a person is present when digital ads appear on the screen.

AWAY

More specifically, quantify how often digital ads appear without the person present.



METHODOLOGY



WHO

- Home panel of n=102
- Representative across age, gender, income, region of the US
- Participant must watch at least 1 hour of digital video on YouTube in a week

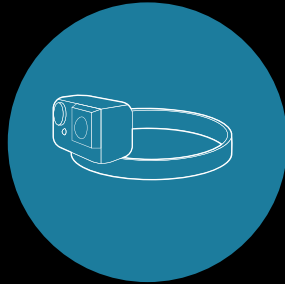
WHAT

In-home POV cameras used to observe digital viewing sessions across PC and mobile devices in a natural environment

HOW

- Participants used POV cameras to record their digital viewing experiences over the course of two weeks (6 sessions per person, with 2 focused on YouTube)
- Each video was decoded by humans

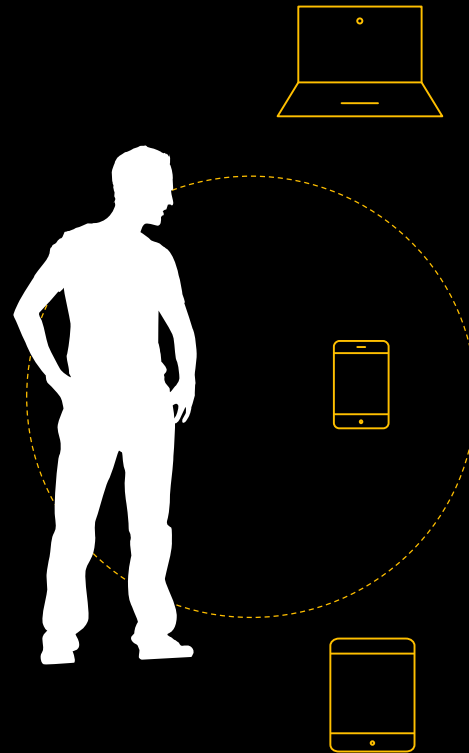
HOW WE MEASURED



Camera mounted to participants' head to obtain a view of where they are in relation to their digital device



Screen recorder (on PC and Mobile) to capture what's on the screen



Align POV camera and screen recorder recordings to **understand** what's on the screen and where the person is in relation to the screen

VIDEO

- ▶ Activity happening on the screen when an ad appears
- ▶ When the ad appears on the screen
- ▶ Whether the participant is present while the ad is playing
- ▶ For how long is the participant present while the ad is playing

AUDIO

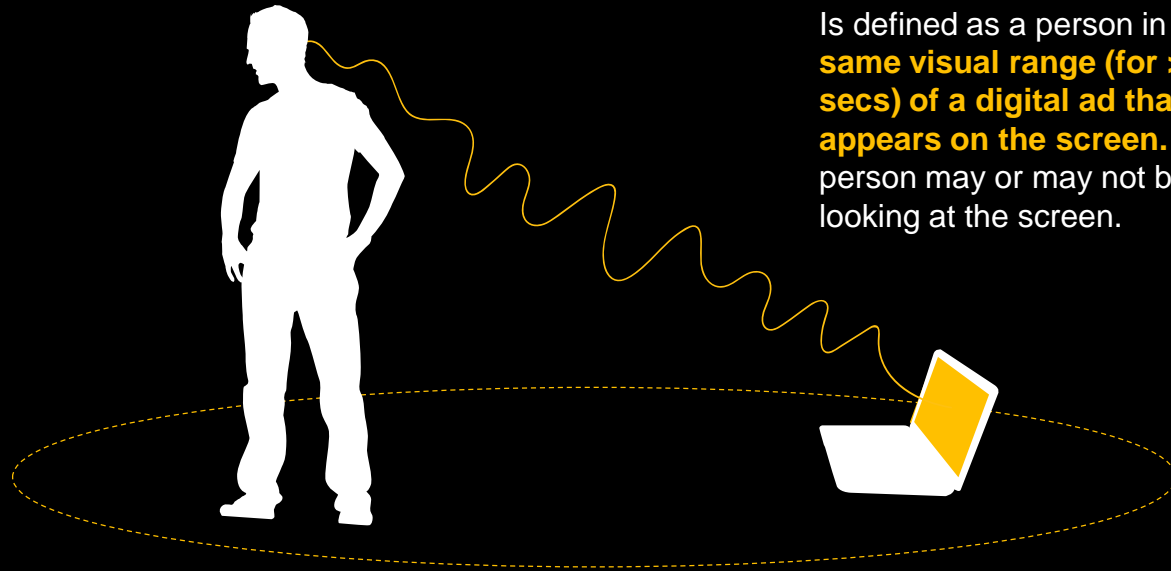
- 🔊 If the ad is audible
- 🔊 If the participant can likely hear the ad

A DEEPER LOOK AT THE DATA

THE METRIC

PRESENCE

Is defined as a person in the **same visual range (for ≥ 1 secs) of a digital ad that fully appears on the screen.** The person may or may not be looking at the screen.



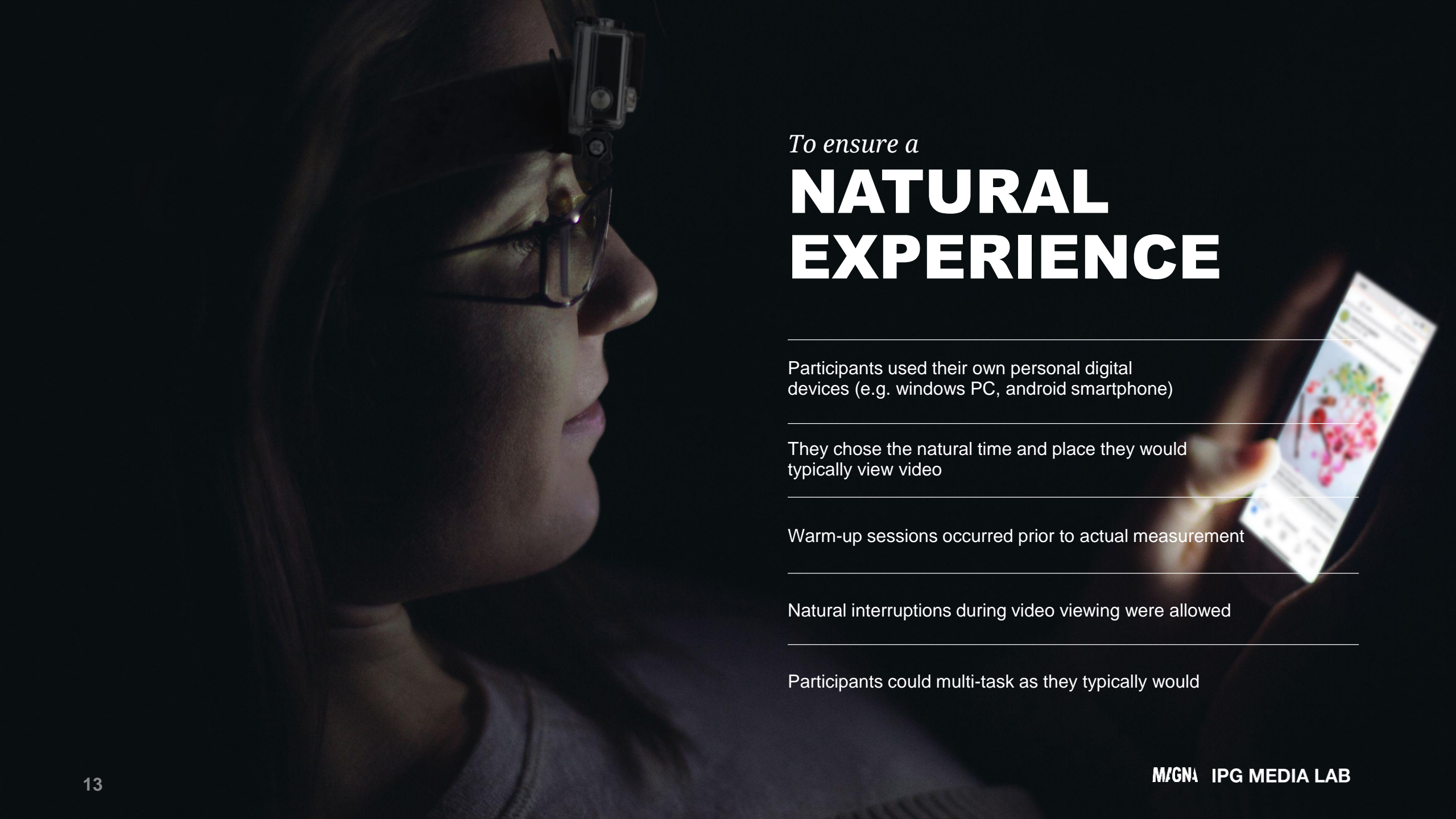
NATURAL DIGITAL SESSIONS

VIDEO ANALYZED

- 1,004 total hours
- 586 hours on pc
- 418 hours on android
- 7.55 terabytes of data

AD TYPES

- 45% video
- 55% display

A woman with long dark hair is shown in profile, facing right. She is wearing glasses and a head-mounted display (HMD) with a camera and sensors. She is holding a smartphone in her right hand, which is illuminated by the screen's light. The background is dark.

To ensure a

NATURAL EXPERIENCE

Participants used their own personal digital devices (e.g. windows PC, android smartphone)

They chose the natural time and place they would typically view video

Warm-up sessions occurred prior to actual measurement

Natural interruptions during video viewing were allowed

Participants could multi-task as they typically would

How natural was it?

WE ASKED PARTICIPANTS

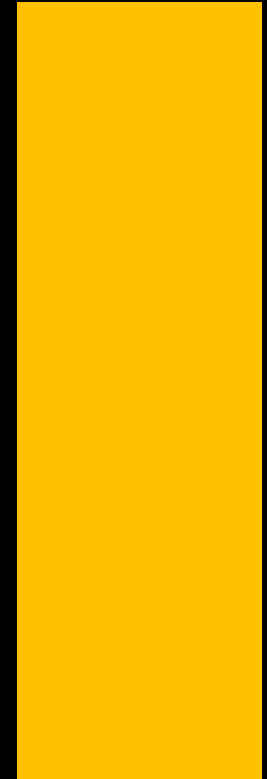
EXPERIENCE FEEDBACK % Agree

94.1%

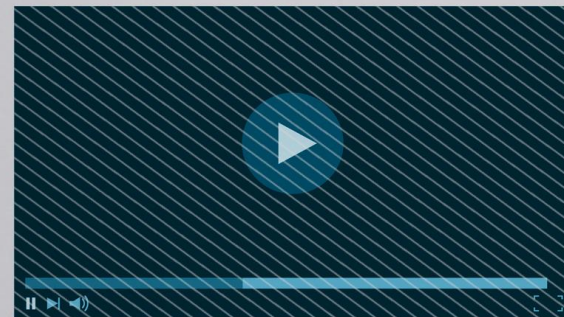


Used the same apps or websites
as I normally would

87.7%



I did what I would normally do



**PRESENCE
FOR DIGITAL ADS.
QUANTIFIED.**

The Verdict

**WHEN A DIGITAL AD
APPEARS ON SCREEN, A
PERSON IS PRESENT 99.2%
OF THE TIME**



PC
98.6%

MOBILE
99.9%

PRESENCE IS CONSISTENT ACROSS ALL AGES

PRESENCE BY AGE (%)

A 18-34

99.8%

A 35-50

98.6%

A 51+

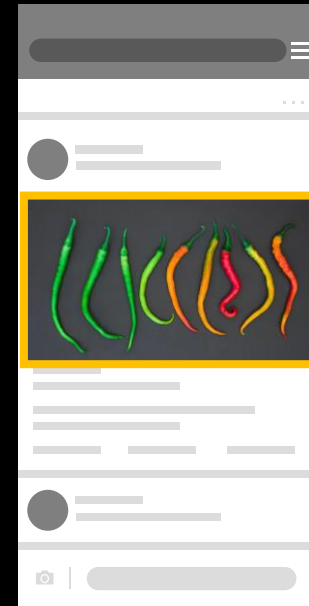
99.8%

A PERSON IS PRESENT FOR NEARLY ALL DIGITAL VIDEO AND DISPLAY ADS

PRESENCE BY AD FORMAT (%)



VIDEO ADS
98.4%



DISPLAY ADS
100.0%

SKIPPABLE OR NOT, A PERSON IS EQUALLY PRESENT

PRESENCE BY DIGITAL VIDEO AD TYPES (%)



SKIPPABLE PRE-ROLL
99.5%



NON-SKIPPABLE PRE-ROLL
99.6%

**PEOPLE ARE NOT
ONLY PRESENT FOR
>=1 SEC, BUT 97.7%
OF DIGITAL VIDEO
ADS HAVE PRESENCE
FOR 2+ SECONDS**

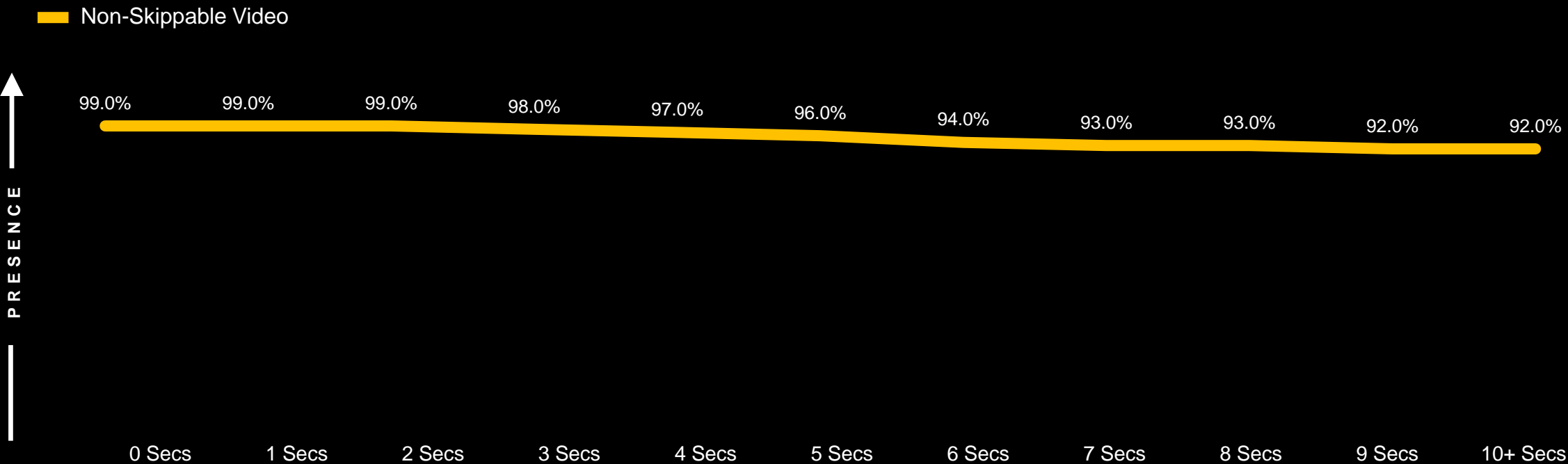
PRESENCE FOR DIGITAL VIDEO ADS (%)



97.7%
2+ SECONDS

BUT, PRESENCE DECLINES SOMEWHAT OVER TIME

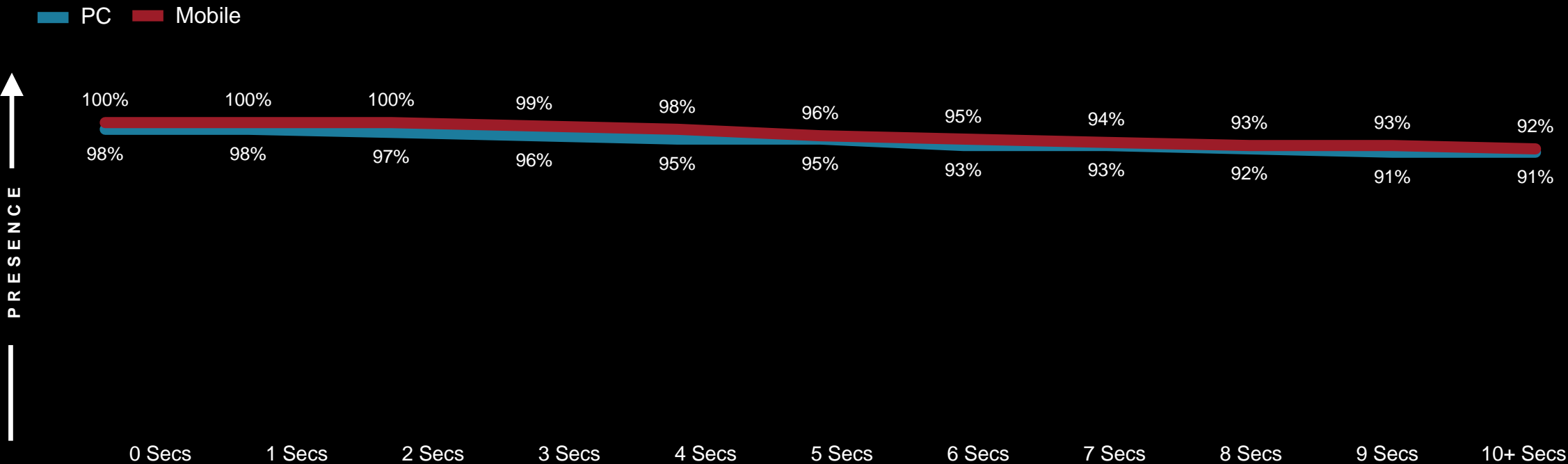
PRESENCE FOR DIGITAL VIDEO ADS (%)



PRESENCE FOR DIGITAL VIDEO ADS TREND SIMILARLY BY DEVICE

PRESENCE FOR DIGITAL VIDEO ADS / DEVICE (%)

Presence is a human in visual range for >=1 sec

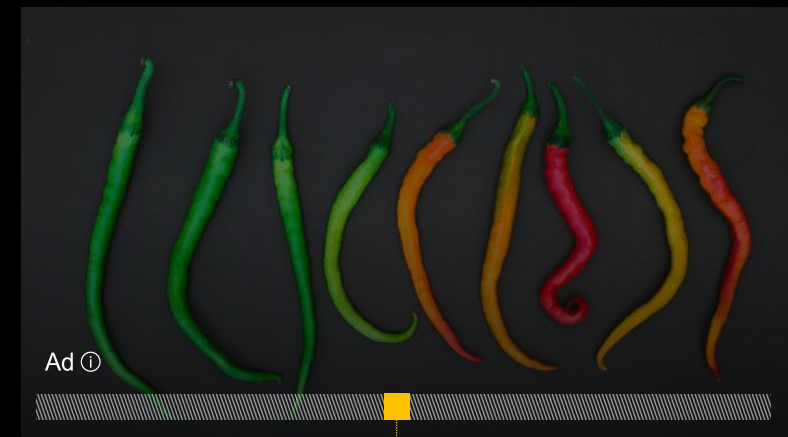


ALL VIDEO AD POSITIONS ARE NOT CREATED EQUALLY

PRESENCE FOR DIGITAL VIDEO ADS
BY AD POSITION (%)



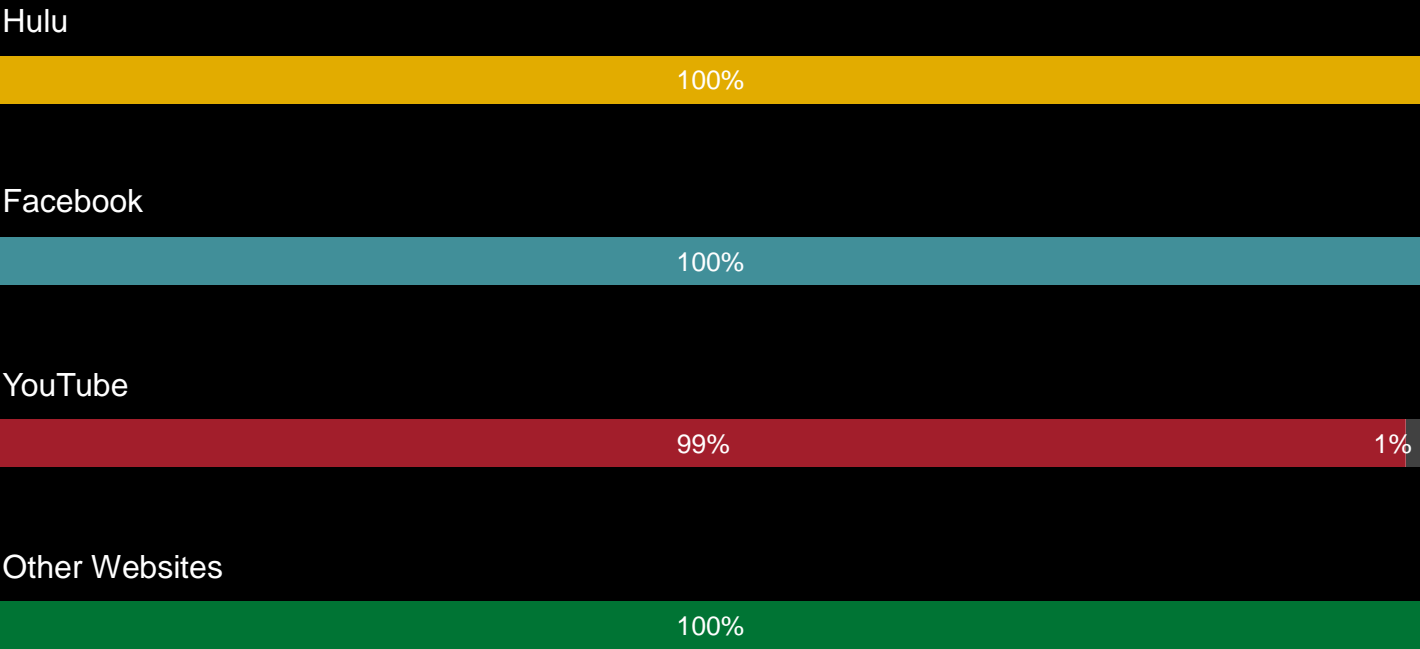
PRE-ROLL VIDEO
99.5%



MID-ROLL VIDEO
97.1%

PROMINENT VIDEO PLATFORMS HAVE FULL PRESENCE

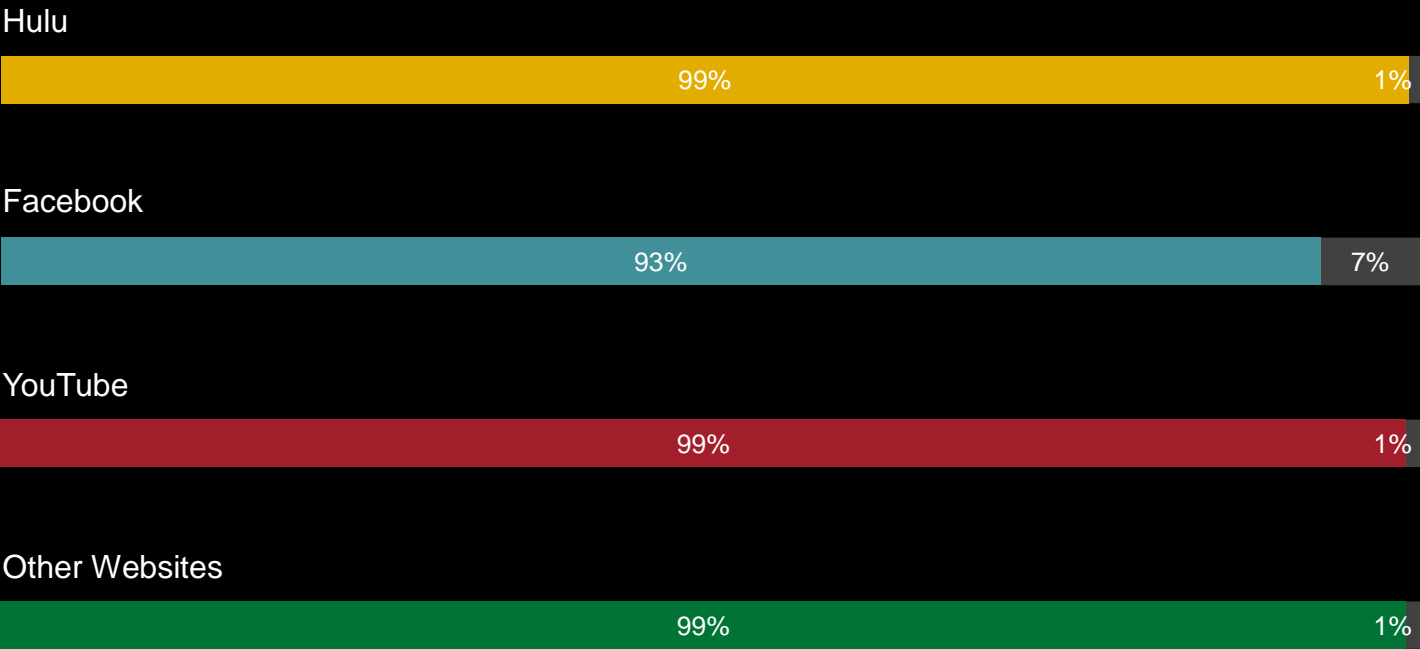
PRESENCE FOR DIGITAL VIDEO ADS
BY PLATFORM (% OF ADS)



NOTE: While a person might be present, the ad may or may not meet the MRC viewability standard
Ads: Hulu Video n=119 ; Facebook Video n=96; YouTube video n=1,473; Other Website Video n=235
Presence is defined as a person in the same visual range (for >=1 secs) of a digital ad that fully appears on the screen. The person may or may not be looking at the screen.

INTENTIONAL VIDEO VIEWING COMMANDS LONGER DURATION PRESENCE

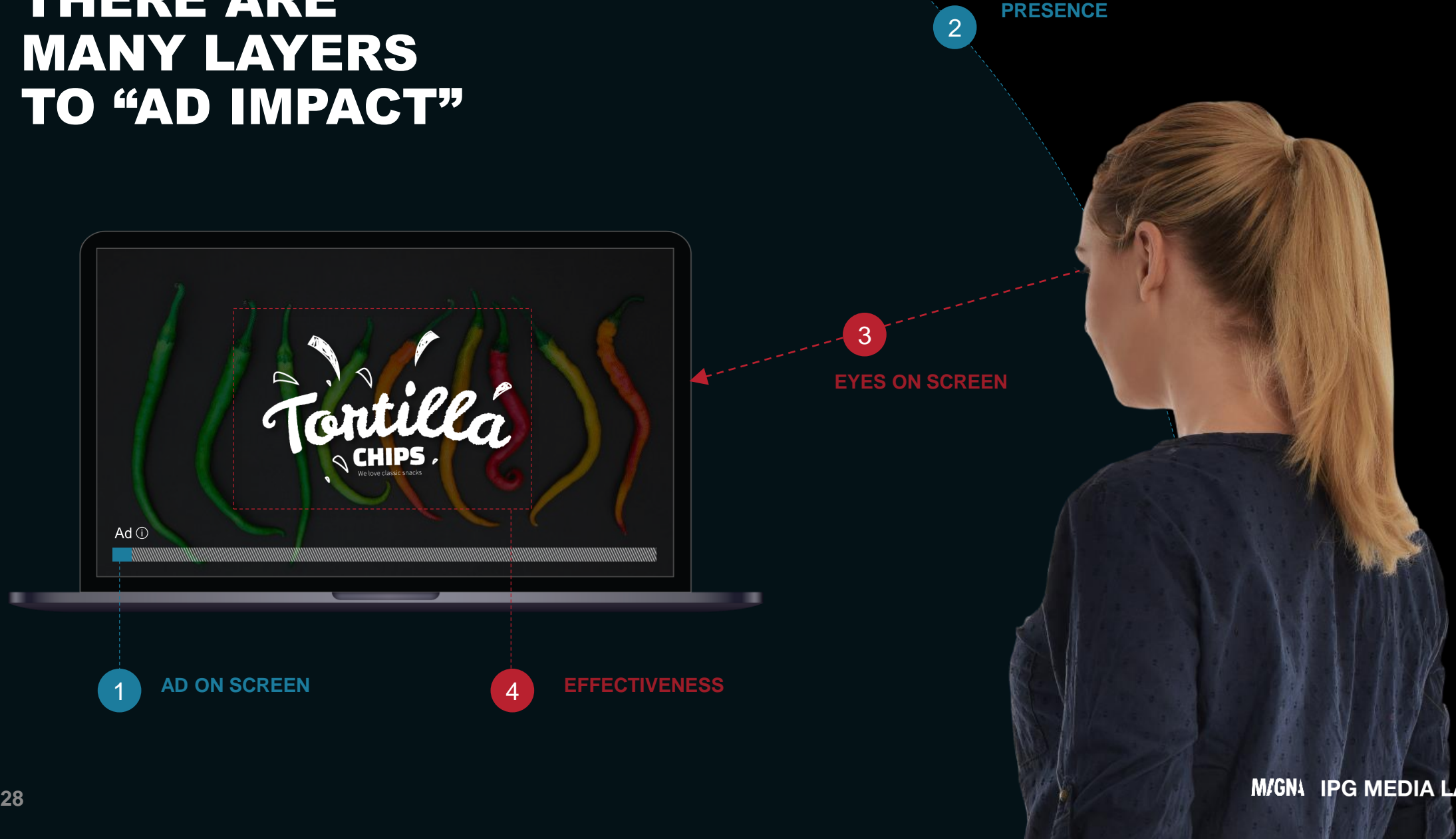
PRESENCE FOR DIGITAL VIDEO ADS AT 2+ SECONDS
BY PLATFORM (% OF ADS)



NOTE: While a person might be present, the ad may or may not meet the MRC viewability standard
Ads: Hulu Video n=119 ; Facebook Video n=96; YouTube video n=1,473; Other Website Video n=235.
Presence is defined as a person in the same visual range (for >=1 secs) of a digital ad that fully appears on the screen. The person may or may not be looking at the screen.

IN SUMMARY...

THERE ARE MANY LAYERS TO “AD IMPACT”



WE NOW HAVE ANSWERS TO THE COMPONENTS THAT MAKE UP 'OPPORTUNITY TO SEE'



1

AD ON SCREEN

Most digital ads (60%+) are on screen long enough to meet the Media Ratings Council standard*

2

PRESENCE

99.2% of the time, a person is present



THE REST IS UP TO THE AD.

THE LAYERS ● Known variable ● Up to ad / media buy



1 AD ON SCREEN
= Ad appears on screen for 2+ seconds

4 EFFECTIVENESS
= Brand KPI is met

2

PRESENCE
= Person is within visual range of a fully on-screen ad for 1+ seconds

3

EYES ON SCREEN
= Person's eye gaze is directed at the screen

IMPLICATIONS

DIGITAL PRESENCE, QUANTIFIED.

Presence for digital ads is no longer an unknown. Advertisers can continue to focus on % of pixels & time on screen when running on digital platforms, knowing when a non-fraudulent impression renders on the screen, a person is present. In contrast, the chances of a person being present for linear TV ads is lower at 71%.

HOLDING ATTENTION REQUIRES STRATEGY.

Presence is not guaranteed for the full time the ad is on screen for TV or digital. The industry would benefit from continued research on best practices for garnering and holding a person's attention.

EXPLORE PRESENCE INDICATORS FOR MID-ROLL.

Further research into mid-roll video may be valuable. While presence for digital is nearly maxed out, determining whether there are any trackable indicators that would allow advertisers to ensure 100% presence for paid impressions could be of interest to the industry.

A silver laptop is open on a wooden table. The screen is black with white text. In the background, a Christmas tree is visible through a window with blinds.

**THANK YOU
FOR BEING
PRESENT**