



6 Second Ads: Who, How & When to Use

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What We Already Know About Short Ads

Digital

- Greatest impact on recall
 - Among millennials
 - As part of established campaign
 - In low clutter environments
 - With creative adapted to screen
- But persuasion took longer

Linear

- In a lab, short ads had 60% the unaided recall of 30's
 - But only in an uncluttered or solo environment
 - Emotion scores also suggest strong performance
- In home, attention to the TV screen for 15's and 30's is limited to a few seconds

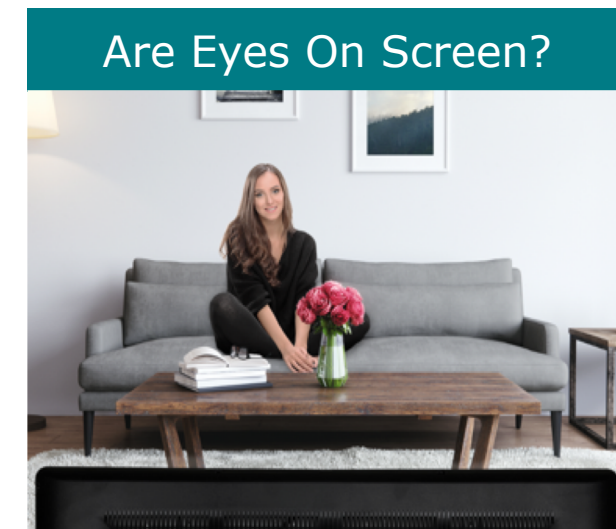
Study Design

Parameters

Date Range	<ul style="list-style-type: none">• November 1, 2017 to April 30, 2018• In addition we include data from specific program events that prominently featured 6-second advertising features:<ul style="list-style-type: none">• Teen Choice Awards (August 13, 2017), and• 2017 World Series (October 24, 2017 to October 25, 2017, October 27, 2017 to October 29, 2017, and October 31, 2017)
Demographics	<ul style="list-style-type: none">• P2+
Advertisers in Scope	<ul style="list-style-type: none">• National advertising for only those advertisers who aired a short form ad from November 1, 2017 to April 30, 2018
Programs/Viewing in Scope	<ul style="list-style-type: none">• National Broadcast and Cable Networks• All Episodes (new & repeated content)• All Dayparts
Sample Size	<ul style="list-style-type: none">• Airings: Over 100,000 unique airings (approximately 3,300 were short form ads)• Panel Composition: TVision's Panel of 2,000 households totaling over 7,000 viewers (including guests).

Eyes on Screen TV Attention Measurement

Proprietary computer vision technology measures **who's in the room**, how long their **eyes are on the TV screen**, and **what content** they are watching



Second-by-Second...

...Person-by-Person

Key Definitions

ATTENTION INDEX

AI

Measures how effectively a specific commercial keeps a viewers eyes on the TV screen **while the viewers is in the room** with the TV on.

$$\frac{\sum \text{Viewer's Eyes on TV (Seconds)}}{\sum \text{Viewer in the Room with TV On (Seconds)}} \quad \text{INDEXED}$$

ATTENTION TO DURATION INDEX

AD

Measures proportion of time spent with eyes on screen relative to the duration of the commercial, regardless of **whether or not the viewer remained tuned to the channel or in the room.**

$$\frac{\sum \text{Viewer's Eyes on TV (Seconds)}}{\sum \text{Commercial Duration (Seconds)}} \quad \text{INDEXED}$$

What Are Advertisers Doing



1

Placement Strategy

Three distinct strategies for brands to test 6-second ads:

Premium Focus
(Reach Build)

Multi-Airing Cable
(Frequency Build)

Hybrid



2

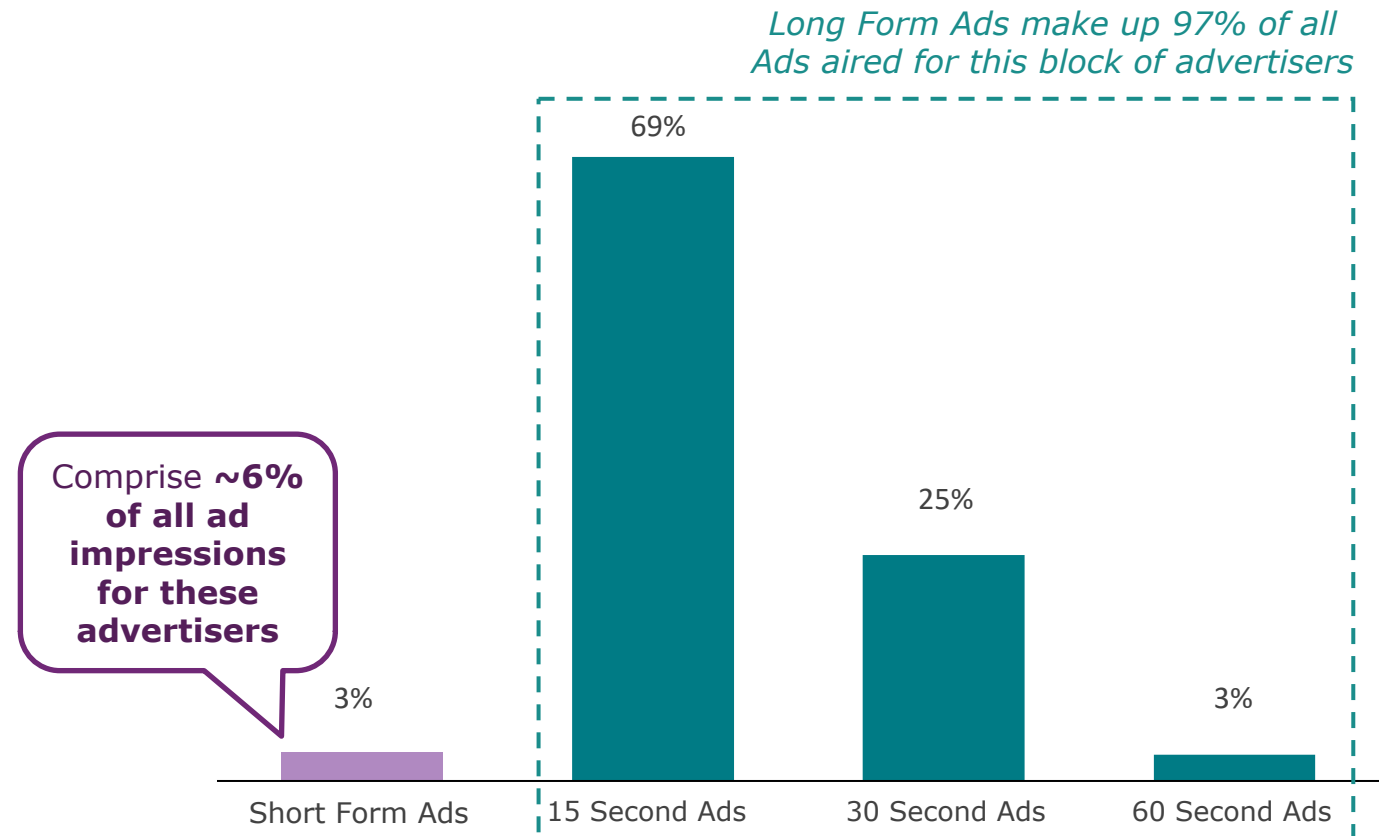
Primed for Attention

Short-form ads capture attention for a higher proportion of the ad seconds. Not because they are necessarily better, but because they are set up for success:

- Premium Programming
- Stand-alone units
- First Position in Pod

Short Form Ads Are Emerging

Advertisers running short-form ads
- Share of Unique Airings By Ad Length
(% of Unique Airings, Nov 1 2017 – Apr 30 2018)



Long Form Ads

Short Form Ads

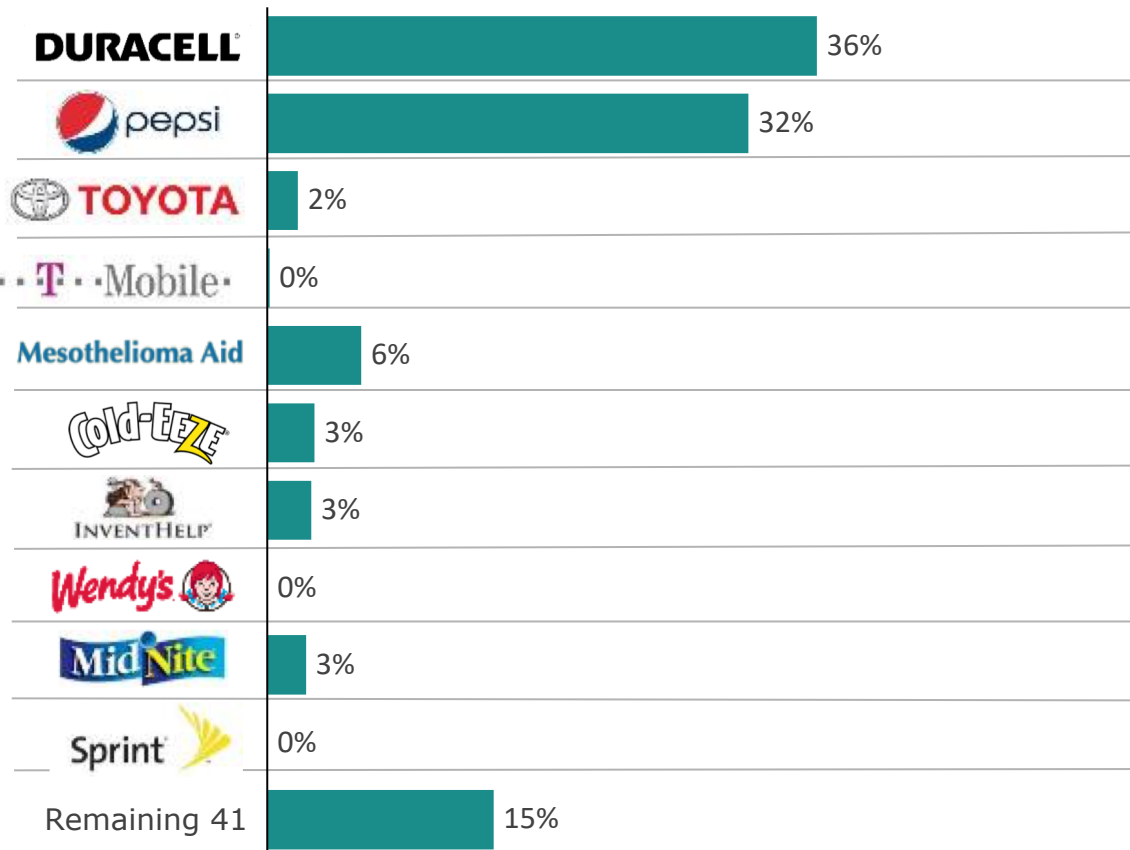
Source: 103,786 Total Unique Airings | November 1, 2017 to April 30, 2018 | Short form comprised of ads <= 10 seconds | All Ads with a total sum of records >= 30 | Only advertisers that aired a short form ad within the given time frame

Who Is Using Short Form Ads?

50 Advertisers Experimented With 3300 Of Them

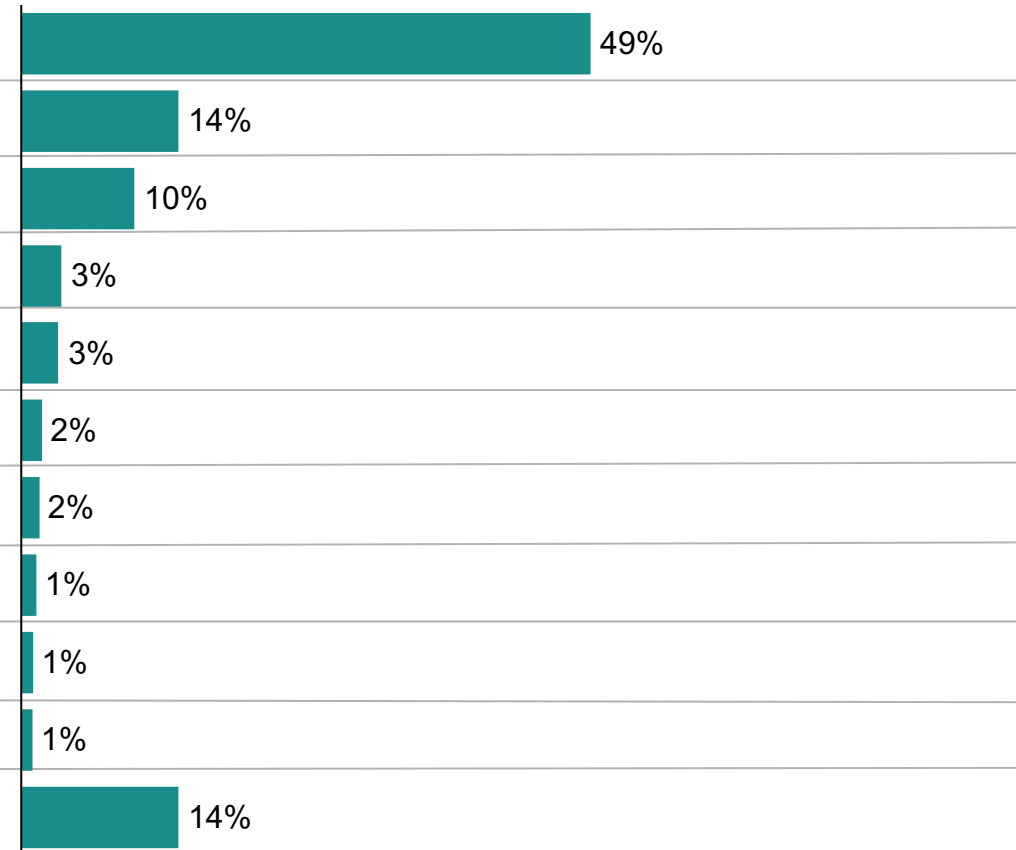
Share of Short-form Ad Airings by Brand

(% of Unique Airings, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)



Share of Short-form Ad Impressions by Brand

(% of Impressions, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)



Source: Short Form Only: Ads < 10 seconds | November 1, 2017 to April 30, 2018 | Top 10 Brands of Total Impressions | Only advertisers that ran short form content within the given time period

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How Are They Using Short Form Three Emerging Strategies

Premium Focus (Reach Build)

Advertisers / Networks that placed short form ads in targeted areas on premium content. These ads produced a higher number of impressions with a lower number of ads aired.



Multi-Airing Cable (Frequency Build)

Advertisers / Networks that placed short form ads throughout content of all types. These ads produced a lower number of impressions with a higher number of ads aired.



Mesothelioma Aid



Hybrid Strategy

Advertisers / Networks that placed short form ads in both premium content and general content. These ads produced an even distribution among unique airings and number of impressions.



The Reach Ratio Identifies The Strategy

Premium/High Cost (Reach Build)

Cable/Low costs (Frequency Build)

Hybrid Strategy

Share of Short-form Ad Airings by Brand
(% of Unique Airings, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)

Share of Short-form Ad Impressions by Brand
(% of Impressions, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)

			Reach Ratio
DURACELL	36%	49%	1.4
pepsi	32%	14%	.4
TOYOTA	2%	10%	4.8
T-Mobile	0%	3%	22.9
Mesothelioma Aid	6%	3%	.5
Cold-Itz	3%	2%	.6
INVENTHELP	3%	2%	.5
Wendy's	0%	1%	43.7
MidNite	3%	1%	.4
Sprint	0%	1%	32.9
Remaining 41	15%	14%	.9

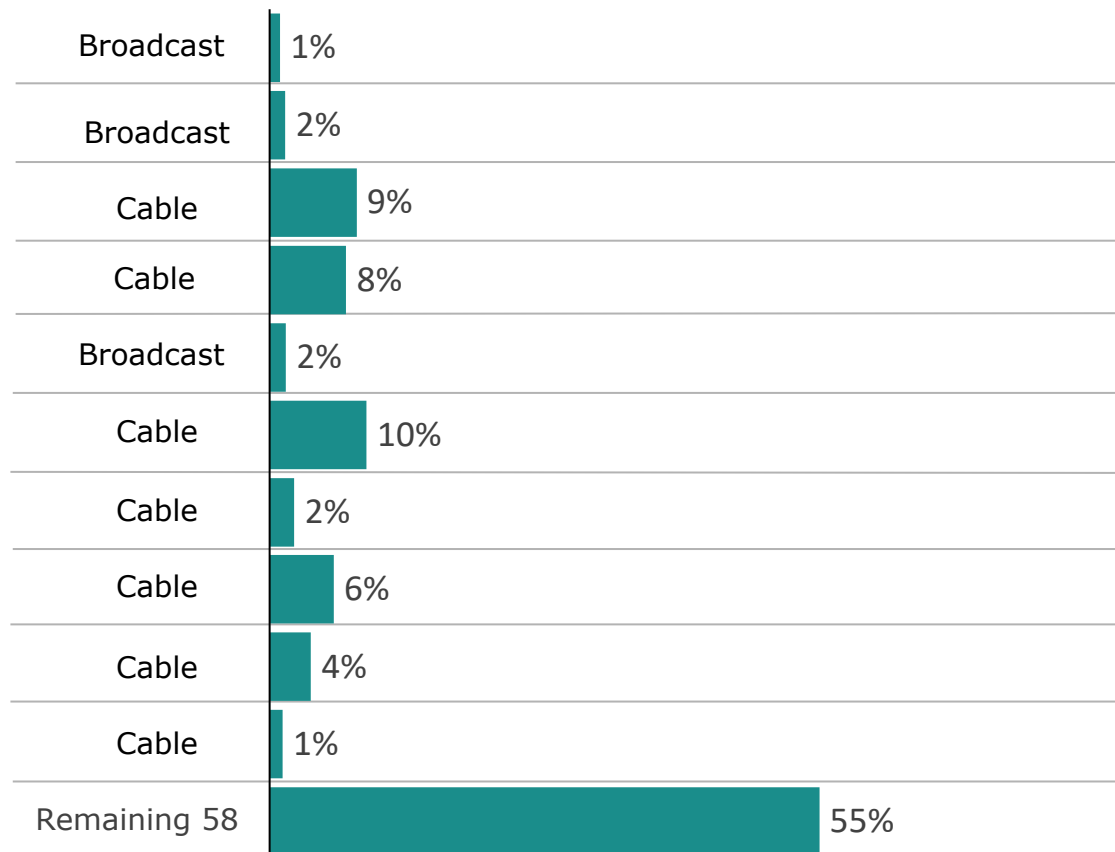
70 Networks Served Short Form Ads But The Top Ten Served 75% Of The Impressions

Premium/High Cost
(Reach Build)

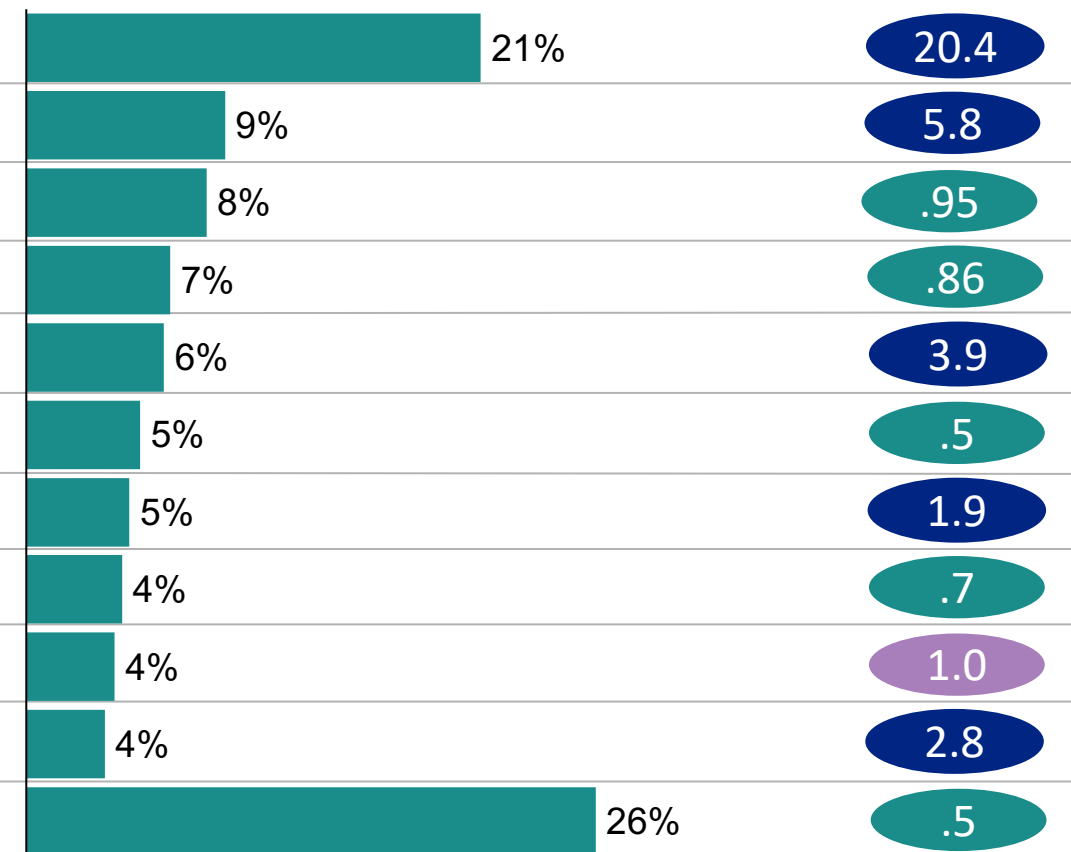
Cable/Low costs
(Frequency Build)

Hybrid Strategy

Share of Short-form Ad Airings by Network
(% of Unique Airings, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)



Share of Short-form Ad Impressions by Network
(% of Impressions, Short-form Ads Only, Nov 1 2017 – Apr 30 2018)



Reach Ratio

20.4

5.8

.95

.86

3.9

.5

1.9

.7

1.0

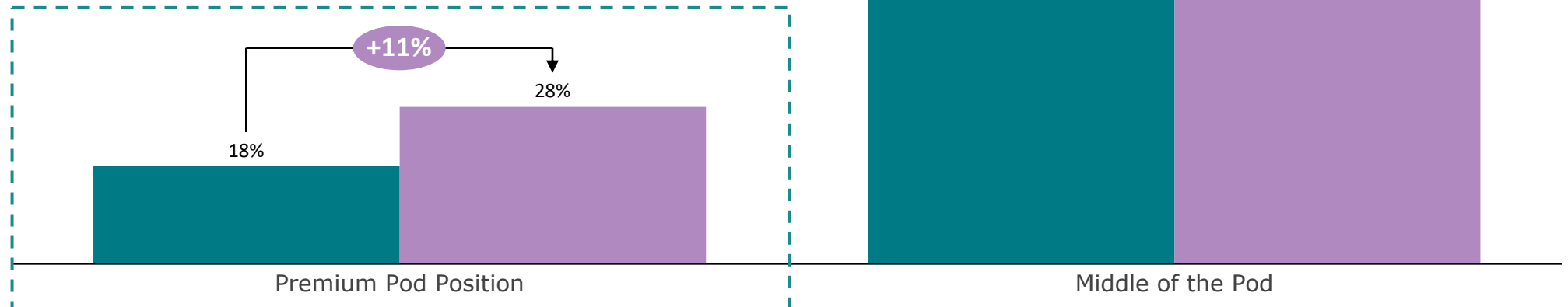
2.8

.5

Short Form Ads Air More Often In Premium Positions

**Advertisers running short-form ads
- Share of Ad Placement within Pod**
(% of Unique Airings, Nov 1 2017 – Apr 30 2018)

*Short form ads have a disproportionate share of the most premium ad placement opportunities (i.e. First/Last in pod, Top of the hour for The Walking Dead or between pitches in the World Series) – these placements account for **more than 50% of all short-form ad impressions***

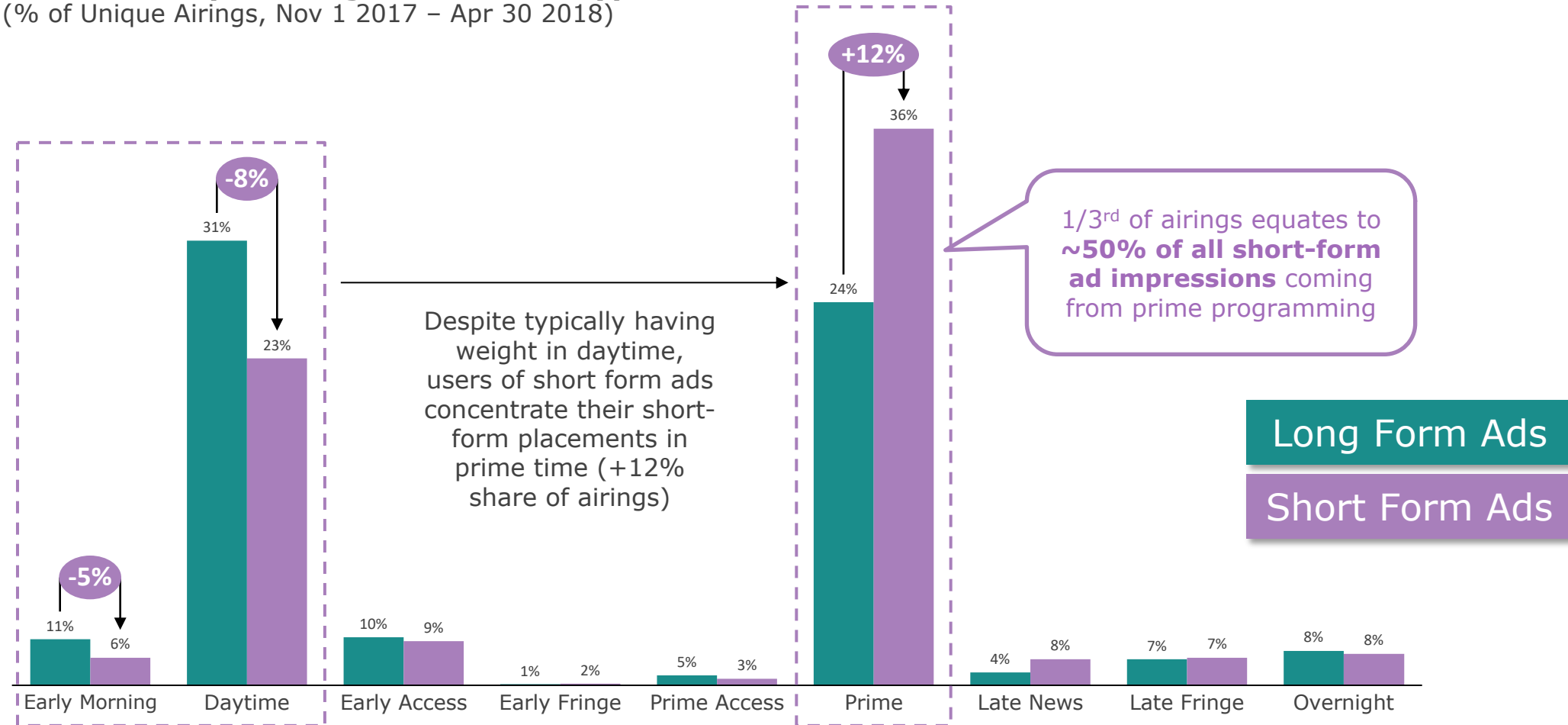


Source: 258,830 Total Records | November 1, 2017 to April 30, 2018 | Short form ads comprised of ads less than 10 seconds | All Ads with a total sum of records >= 30 | Only advertisers that ran short form content within the given time period | See Appendix for data

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More Than A Third of Short Form Ads Ran In Prime Time

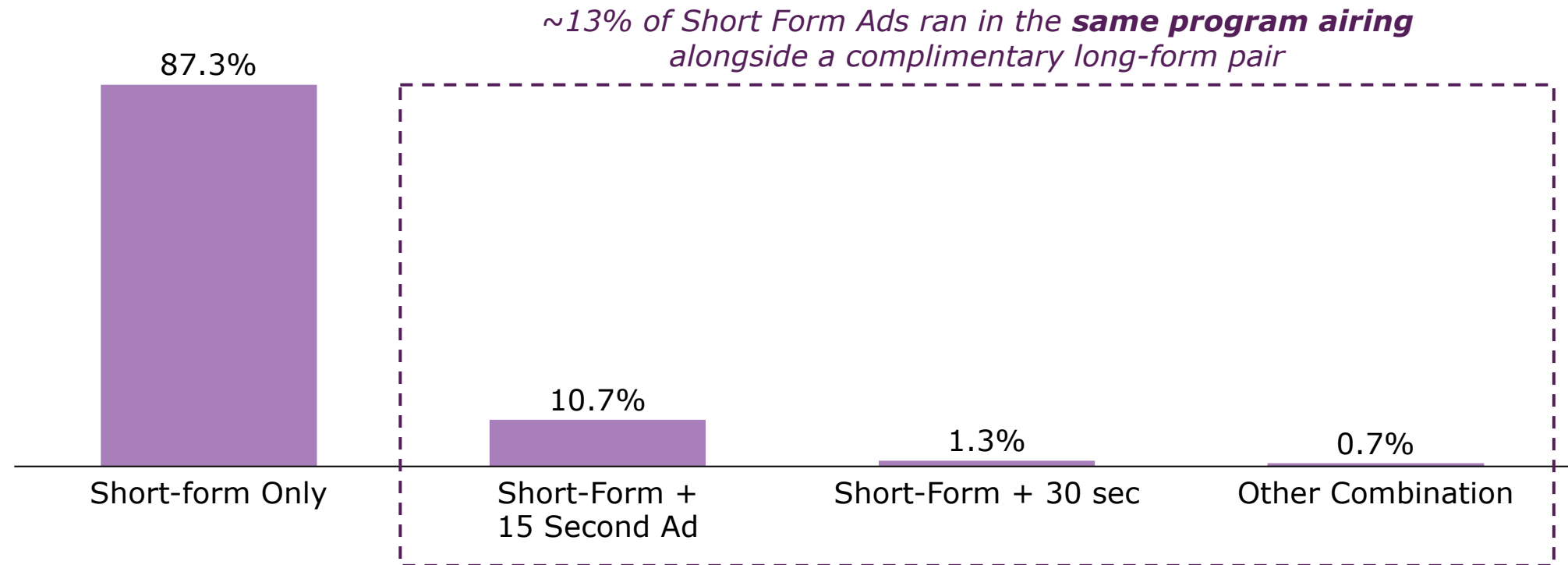
Share of Unique Airings across all Dayparts
(% of Unique Airings, Nov 1 2017 – Apr 30 2018)



13% Of Short Form Airings Ran Alongside Traditional Long Form

Share of Unique Airings by Program Strategies
(% of Unique Airings, Nov 1 2017 – Apr 30 2018)

Short Form Ads



Measuring Performance

- Using passively observed, eyes-on-screen attention data we are able to identify if and when short-form ads are performing best
- We look at time spent with eyes on screen (Attention Index) and effectiveness of each impression (3-Second Attention Rate) to quantify performance
- Specifically we test:
 - Overall Performance
 - Performance by Context (position in pod)
 - Age Effects
 - Halo effect on paired long-form content



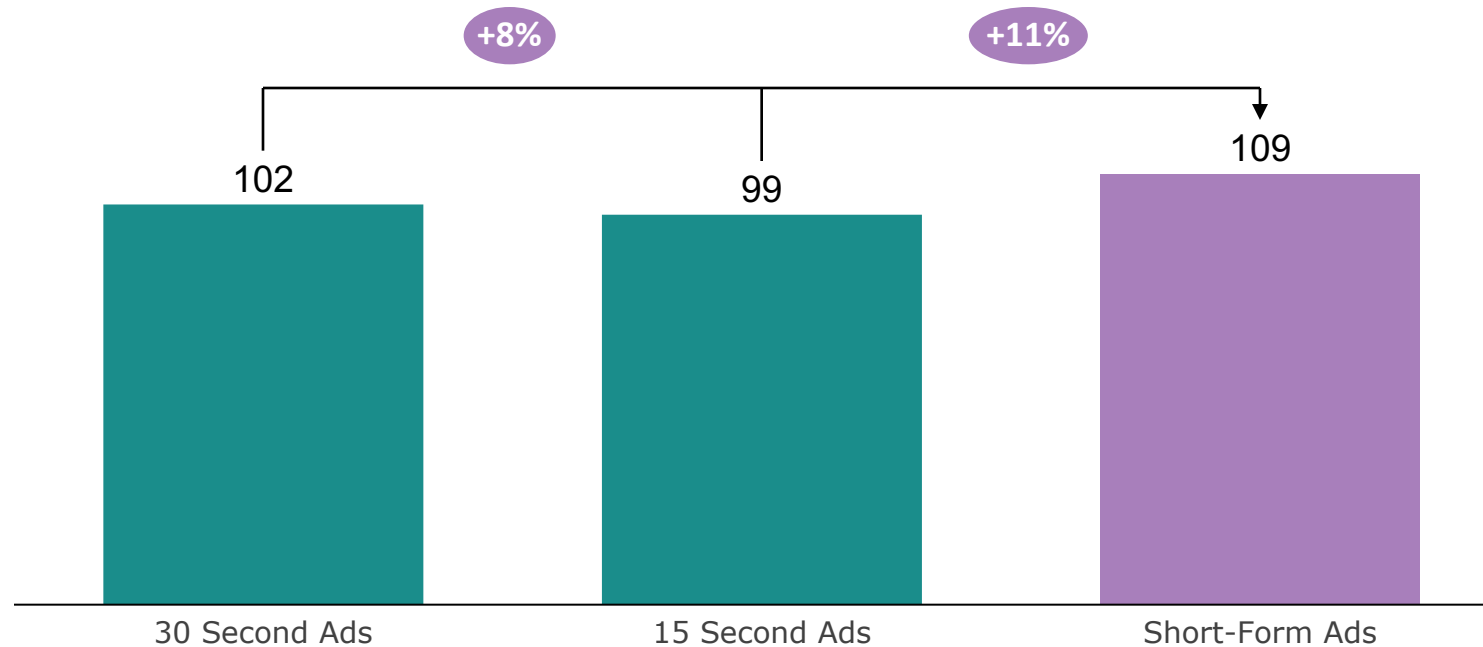
Short Form Ads Capture 8% to 11% More Attention Per Second

Attention Index for all Ads by ad length

(Attention-to-Visible-Index, P2+, All Ads, Nov 1 2017 – Apr 30 2018)

Long Form Ads

Short Form Ads



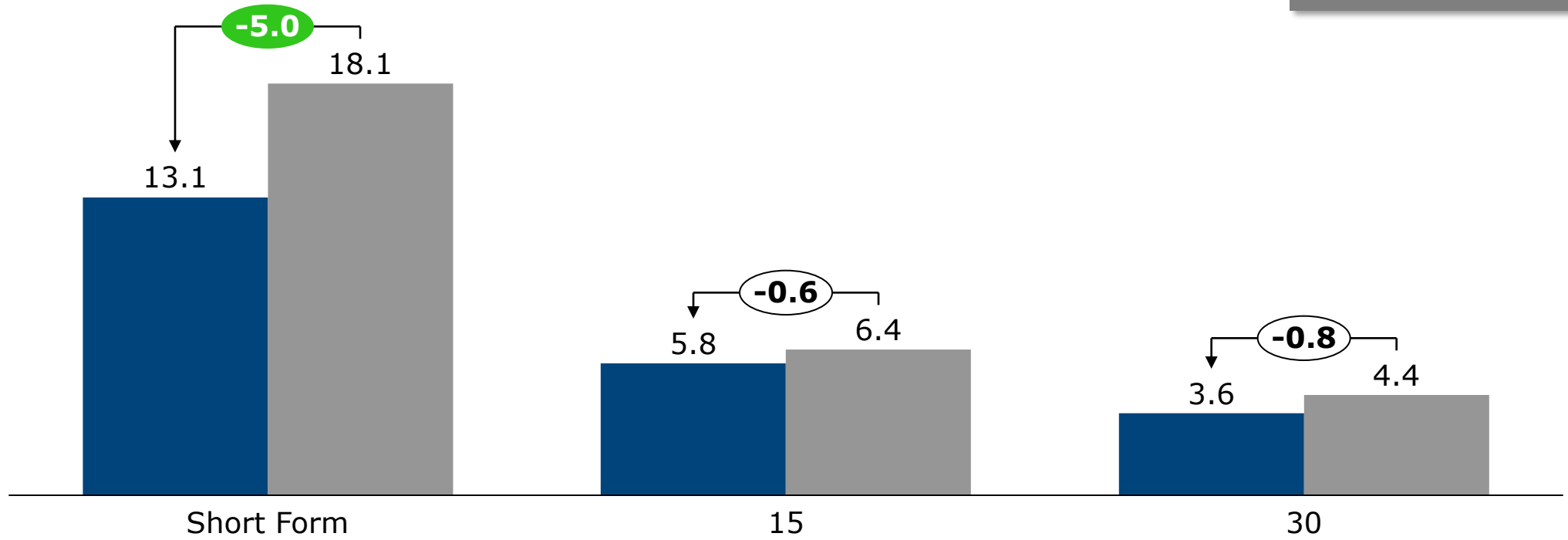
Short-Form Ads Benefit More From Premium Pod Positioning

Exposures to reach an Attentive Exposure (3s+ attention)

(Advertisers running short-form ads, P2+, All Ads, Nov 1 2017 – Apr 30 2018)

Premium Spot

Middle of Pod



Source: All Ads | November 1, 2017 to April 30, 2018 | All Ads with a total sum of records >= 30 | Attention-to-Visible Index | P2+ | Only advertisers that ran short form content within the given time period | See Appendix for data | stand-alone, first,, last

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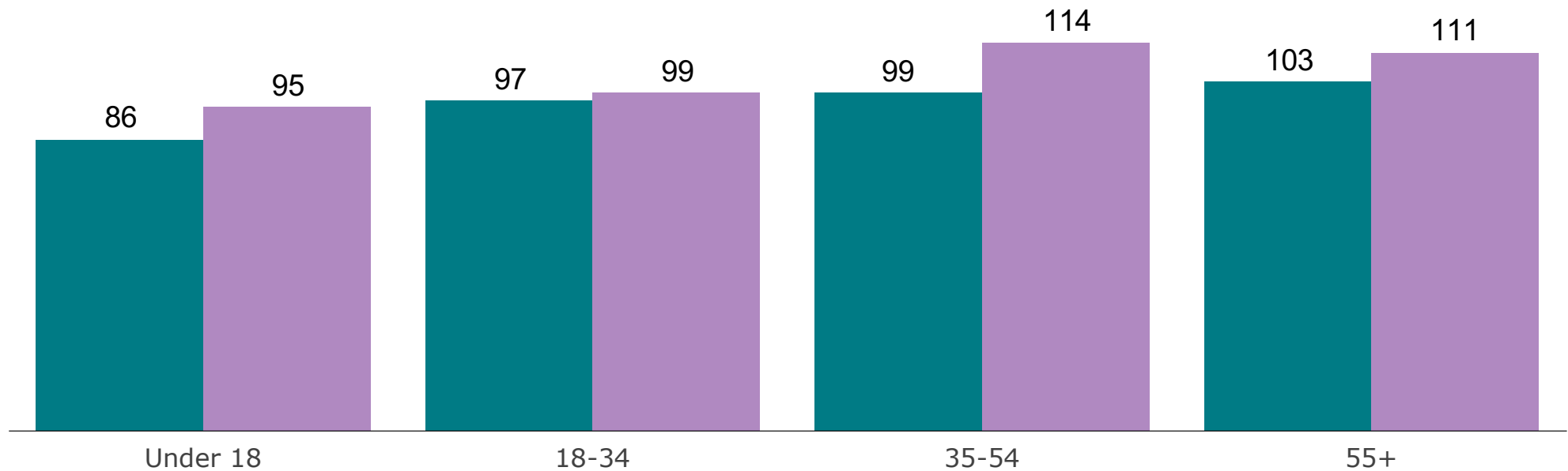
Short Form Ads Drive Lift In Attention Across All Ages

Advertisers running short-form ads - Attention Index by Age

(Attention-to-Visible-Index, P2+, All Ads, Nov 1 2017 – Apr 30 2018)

Long Form Ads

Short Form Ads



Source: All Ads | November 1, 2017 to April 30, 2018 | All Ads with a total sum of records >= 30 | Attention-to-Visible Index | P2+ | Only advertisers that ran short form content within the given time period | See Appendix for data

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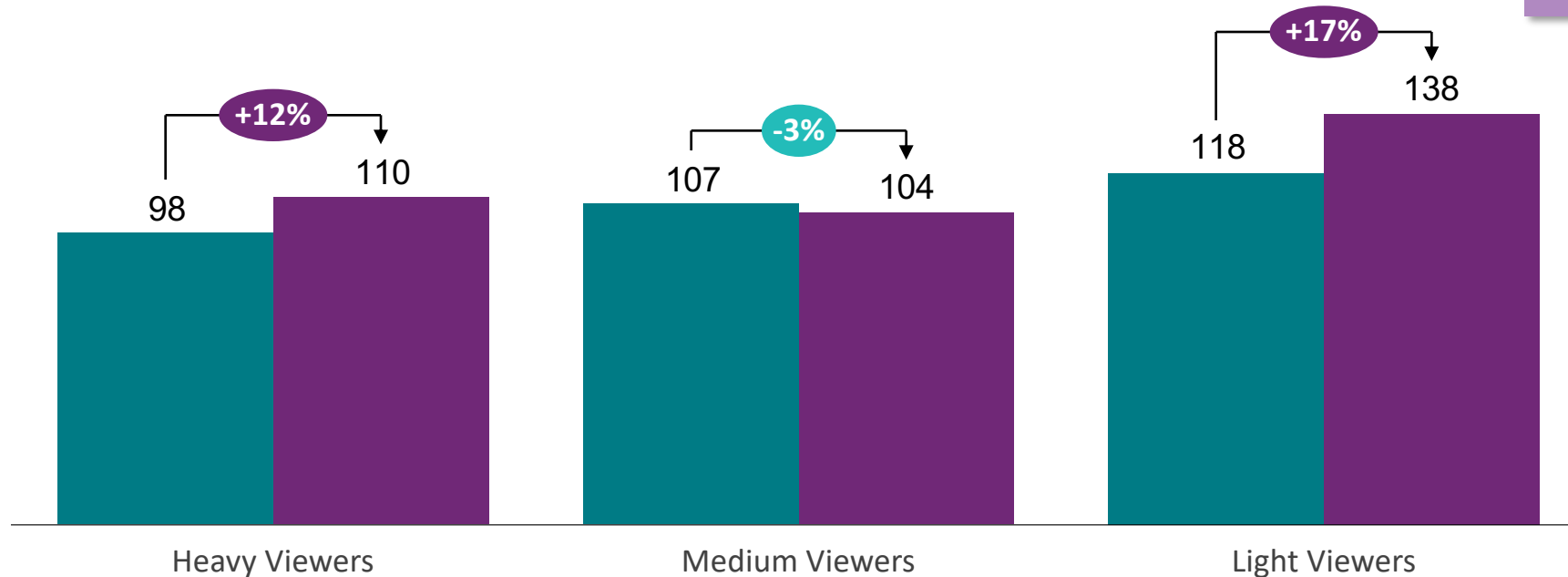
Light Viewers Pay More Attention to Short Form Ads

Advertisers running short-form ads - Attention Index by Viewer Type

(Attention-to-Visible-Index, P2+, All Ads, Nov 1 2017 – Apr 30 2018)

Long Form Ads

Short Form Ads



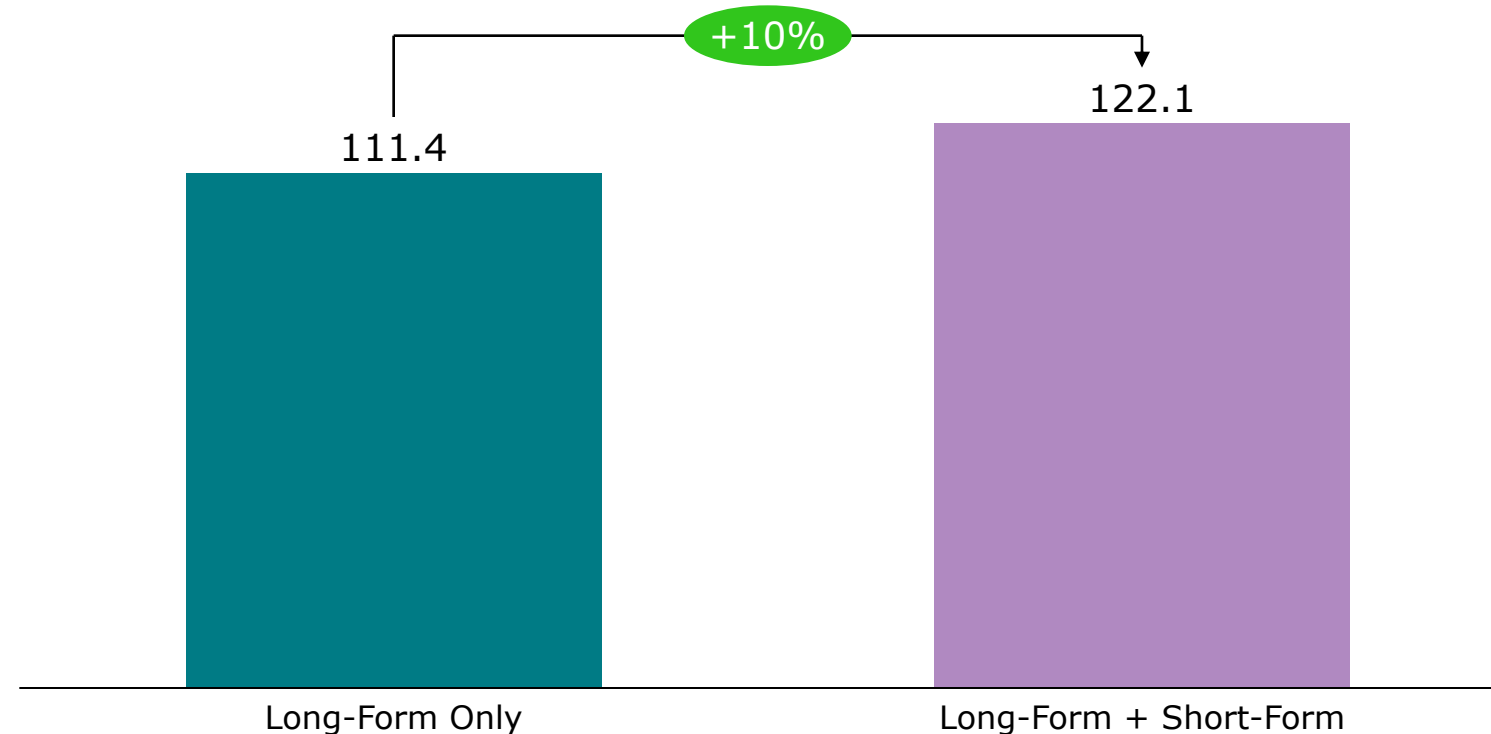
Source: All Ads | November 1, 2017 to April 30, 2018 | All Ads with a total sum of records >= 30 | Attention-to-Visible Index | P2+ | Only advertisers that ran short form content within the given time period | See Appendix for data

There is a Modest Halo-Effect For Long-Form ads that Run Alongside Short-Ads

Advertisers running short-form ads

- Attention Index for Long-Form Ads by Airing Strategy

(Attention-Index, Broadcast & Premium Cable, Prime Only, Programs with Short-form Ads, P2+, All Ads, Nov 1 2017 – Apr 30 2018)



Source: P2+ | November 1, 2017 to April 30, 2018 | Short form ads comprised of ads less than 10 seconds | All Ads with a total sum of records >= 30
| Only advertisers that ran short form content within the given time period | See Appendix for data

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Implications

- Unlike digital, we did not find a difference in attention by age
 - The difference may be due to how older viewers watch television
- The success of short form on linear television depends on how it is used
 - Pod Position and Structure
 - Clutter
 - Connection to long form storylines
 - Premium Content
 - Prime Time
- Next Steps
 - How do short forms work when they are more ubiquitous
 - How do short forms measure up on recall and message
 - Do they have the same persuasion characteristics as digital short forms
 - How to optimize creative for linear
 - Can we demonstrate ROI and how do they factor in MMM



Thanks!