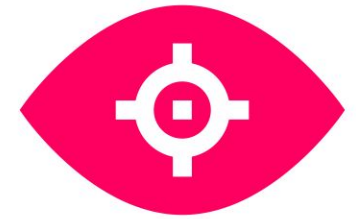


Attention Time Index

April 2020



Attention Time Index

What is it?

Attention time index a recurring report from Playground XYZ that chronicles how much actual attention consumers are paying to different types of advertising

Why is it important?

How COVID-19 is impacting consumer sentiment is important to the media and advertising industry and whether consumers are paying attention to an ad or not is an excellent leading indicator of future consumer behaviour.

How does it work?

We capture actual data of where consumers look when browsing the internet via the world's largest, privacy compliant, eye-gaze research panel. This is then enhanced via machine learning to extend the measurement to the world wide web in a privacy friendly way. Through this we measure how long, in seconds, a user spends looking at an ad - a metric called Attention Time.

Brought to you by

PLAYGROUND^{XYZ}

ATTENTION TIME INDEX

WHAT WE MEASURED:



1300+ Ad Creatives

X



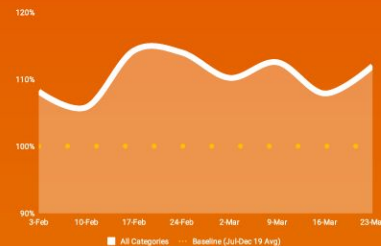
13 Major
Advertising Verticals

X



8 Publisher
Content Categories

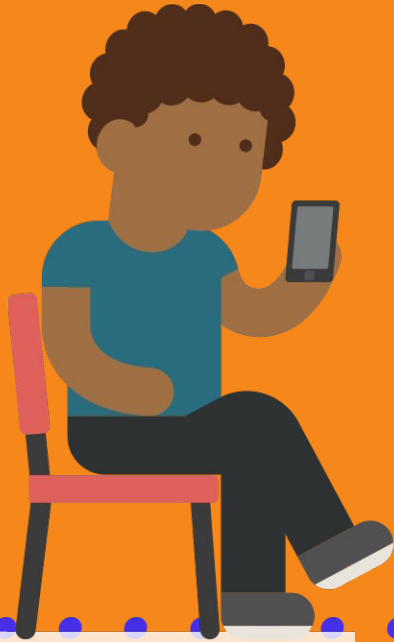
X



Mar + Apr vs a past
6 month average to
Create an index of change

The Attention Time Index captures relative changes to consumer attention on ads over time.

With consumers so heavily reliant on the mobile for news updates, distractions and information, attention on ads remains above the past 6 month average.



**PAST 6 MONTH
AVERAGE**

+6%

MAR 2020

+4%

APR 2020

Both March and April 2020 have remained over the baseline.

**INCREASED
ATTENTION TIME**

Comparing April 2020 to
past 6 months average



HOME &
GARDEN

+29%



PERSONAL
FINANCE

+68%



STYLE &
FASHION

+18%



LAW &
GOVERNMENT

-5%



TRAVEL

-25%



EDUCATION

-2%



**DECREASED
ATTENTION TIME**

Comparing April 2020 to
past 6 months average



While attention on ads was up overall, some advertiser verticals fared better than others.

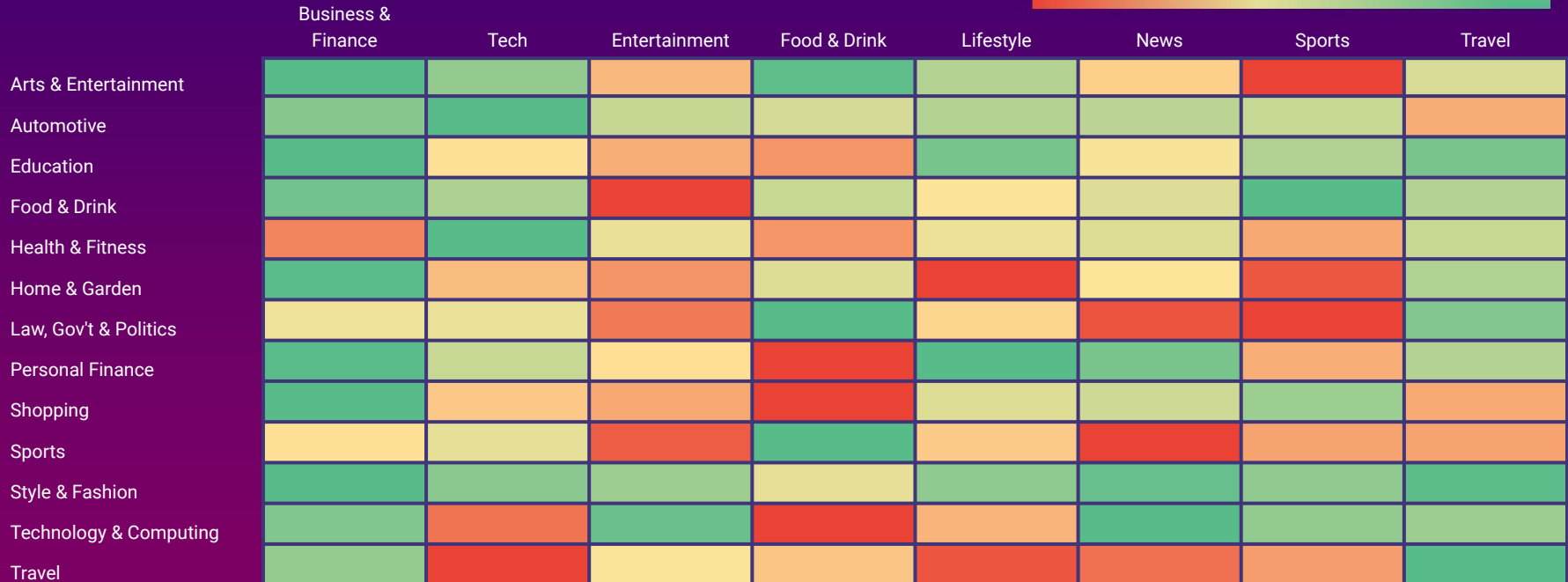
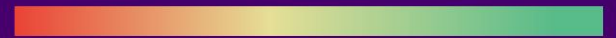
ADVERTISER VERTICALS VS CONTENT CATEGORIES

ADVERTISER VERTICALS

CONTENT CATEGORIES

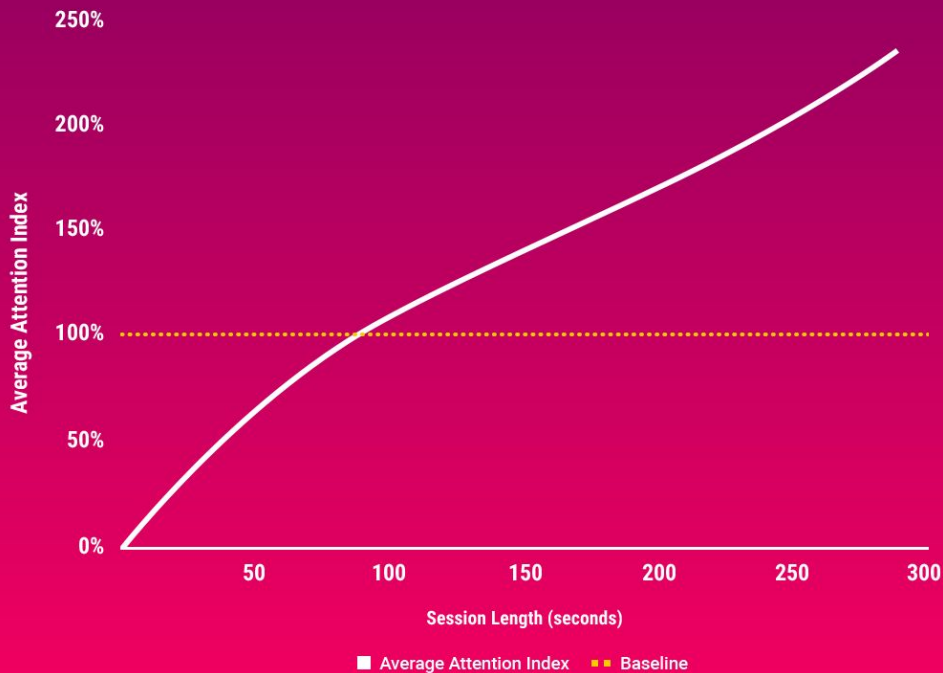
LEAST ATTENTION

MOST ATTENTION

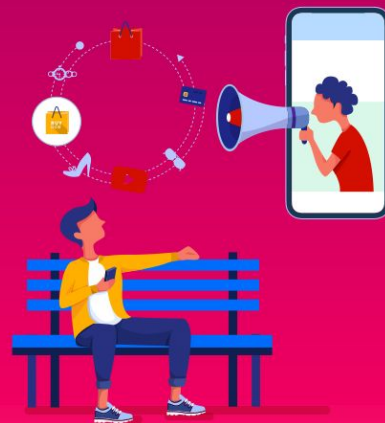


Different publisher content categories / contexts have a distinct impact on the relative attention a brand receives.

LONGER SESSIONS DRIVE MORE ATTENTION ON ADS



The longer the user spends on the page, the more attention they pay to advertising. Longer form content and editorials are driving attention up.

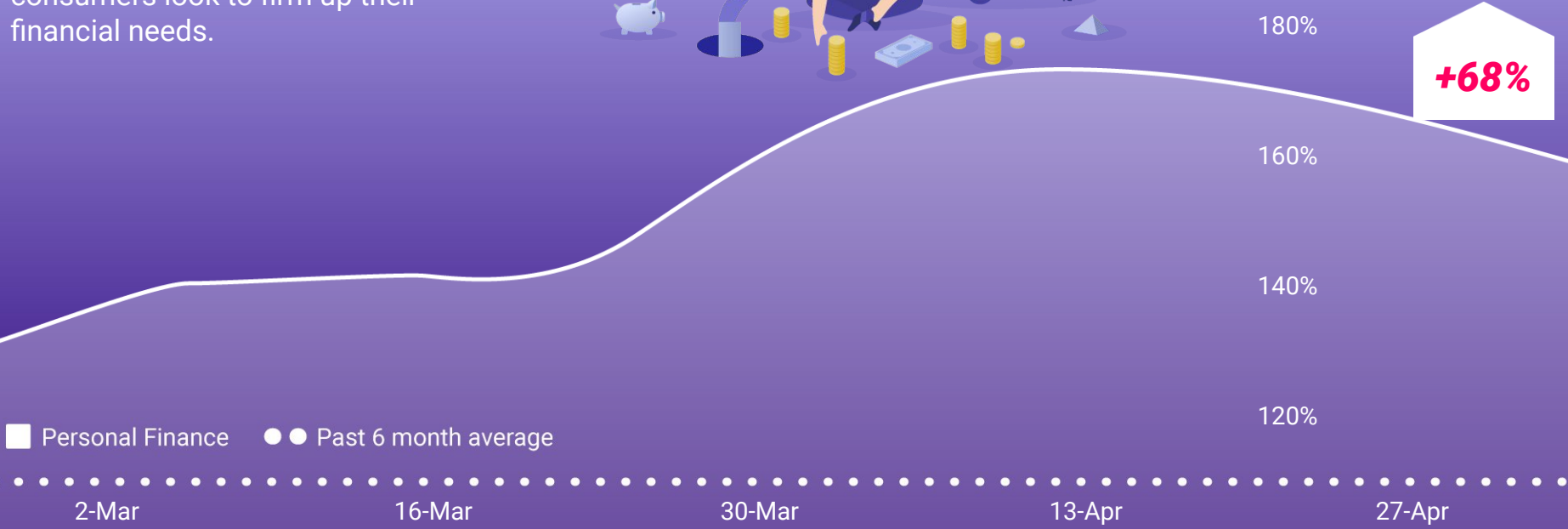


The longer the content, the more engaged users are with advertising.

SPOTLIGHT

PERSONAL FINANCE

Personal Finance has experienced a huge spike in attention as consumers look to firm up their financial needs.



■ Personal Finance ●● Past 6 month average

2-Mar

16-Mar

30-Mar

13-Apr

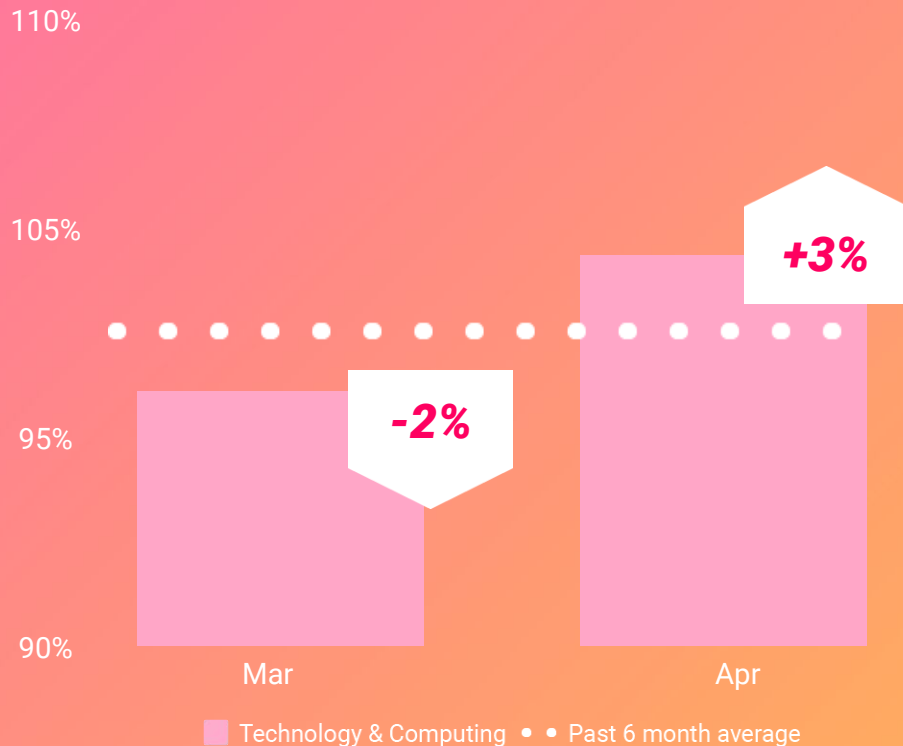
27-Apr

+68%

Attention on Personal Finance ads (such as credit cards, home loans, savings accounts) continues to soar. This is driven by increased attention in environments such as News, Technology, Lifestyle and Business.

SPOTLIGHT TECHNOLOGY & COMPUTING

The Technology & Computing vertical remains just above pre COVID-19 levels.



Attention on Technology and Computing ads (such as phones, carriers and cameras) saw strongest Attention across News, Entertainment, Sport and Travel environments.

SPOTLIGHT FOOD & DRINK

The Food & Drink vertical remains relatively strong as online ordering ramps up.



■ Food & Drink ●● Past 6 month average

2-Mar

16-Mar

30-Mar

13-Apr

27-Apr

110%

105%

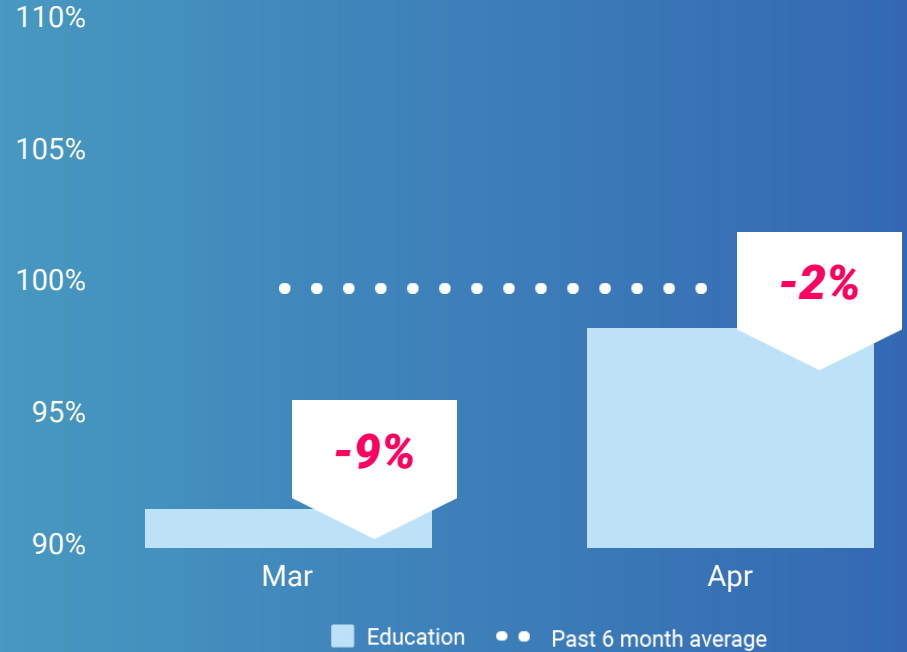
+6%

95%

Outside of Entertainment environments, Food and Drink ads (quick service restaurants, alcohol, cereals, drinks etc) are seeing strong consumer Attention across all verticals.

SPOTLIGHT EDUCATION

After a strong dip in March, attention on Education ads has seen an increase in April as online offerings evolve.

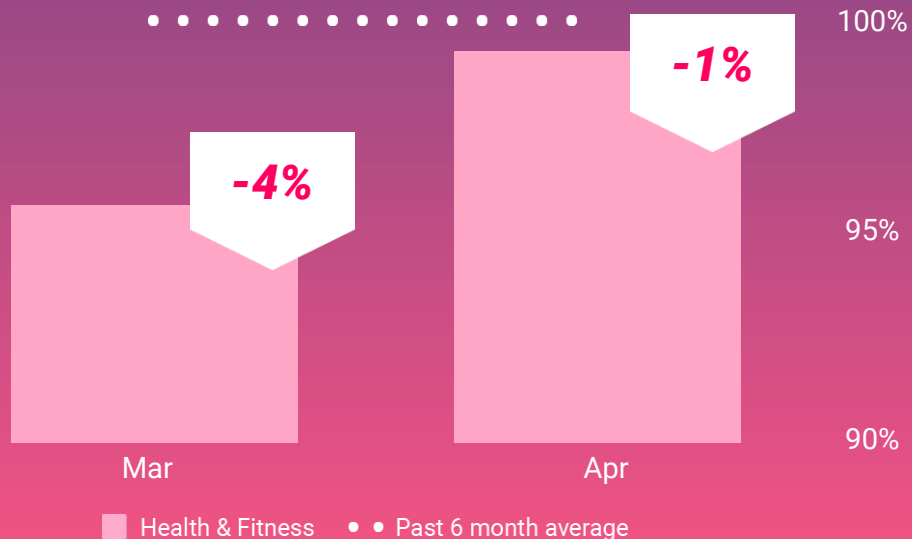


The increase in Attention on Education ads is being driven by Lifestyle and Business environments.

SPOTLIGHT

HEALTH & FITNESS

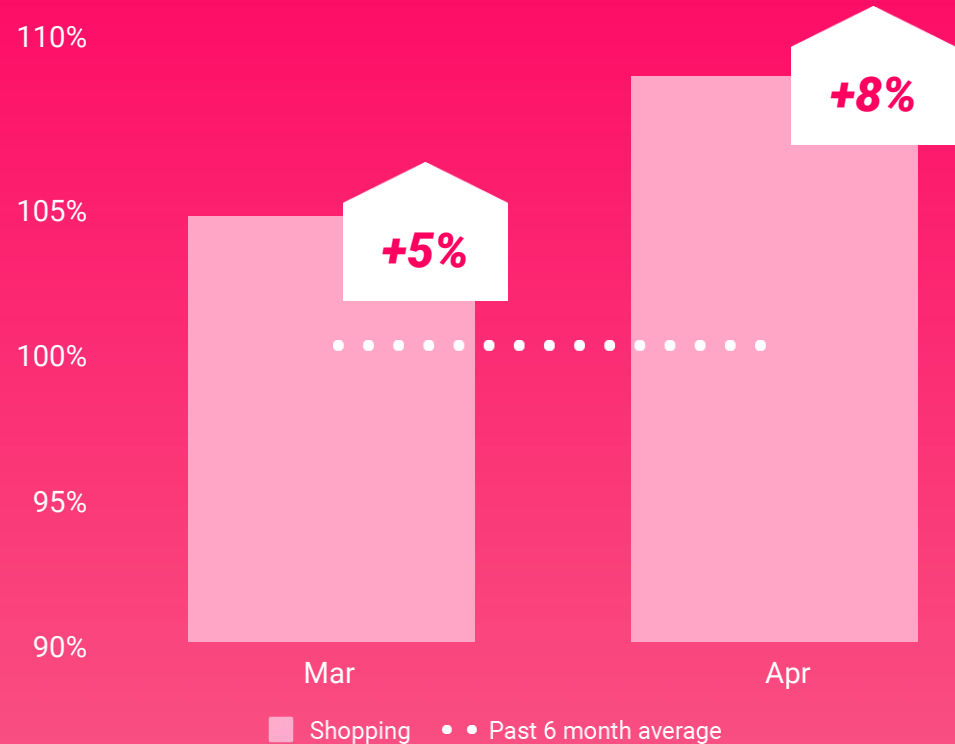
Health & Fitness is experiencing a rebound as consumers adjust to the workouts at home as the new norm.



Health & Fitness ads (exercise, gyms and wellness products) are seeing a slight increase in consumer attention thanks to News, Travel and Tech environments.

SPOTLIGHT SHOPPING

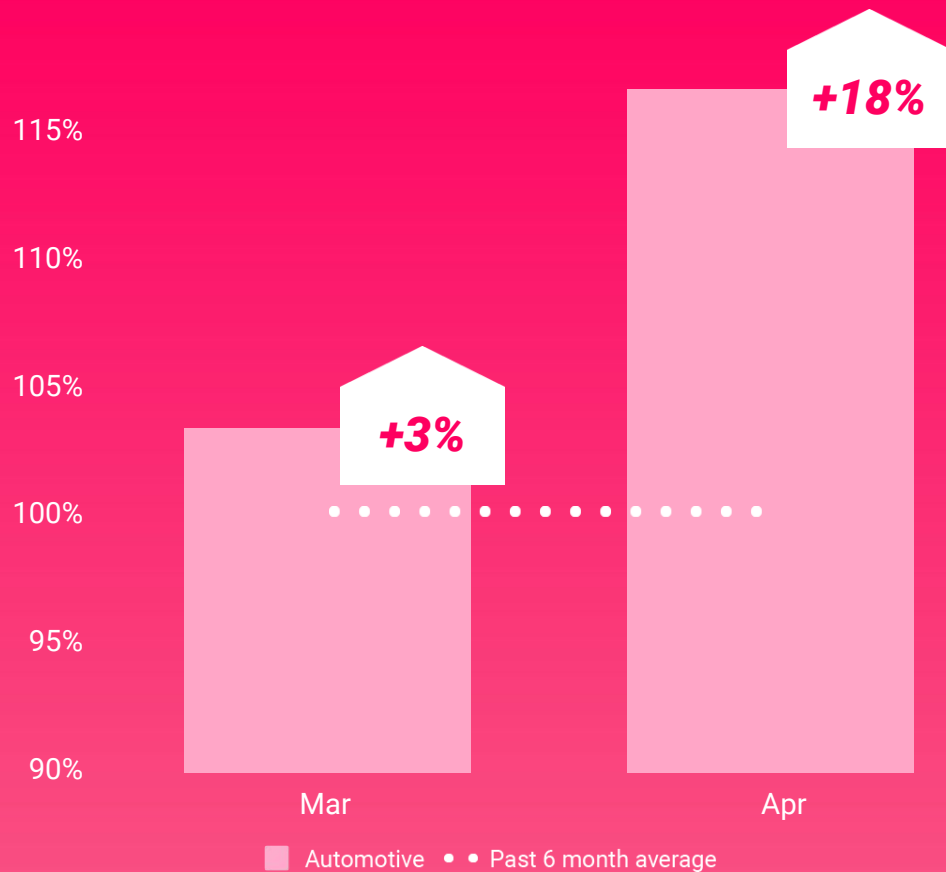
Despite challenges with bricks and mortar shops, Shopping, driven by online offerings, stays above the baseline.



Shopping Ads (retail and consumer products) are maintaining steady growth in consumer attention with environments such as Finance, News and Sport delivering the strongest results.

SPOTLIGHT AUTOMOTIVE

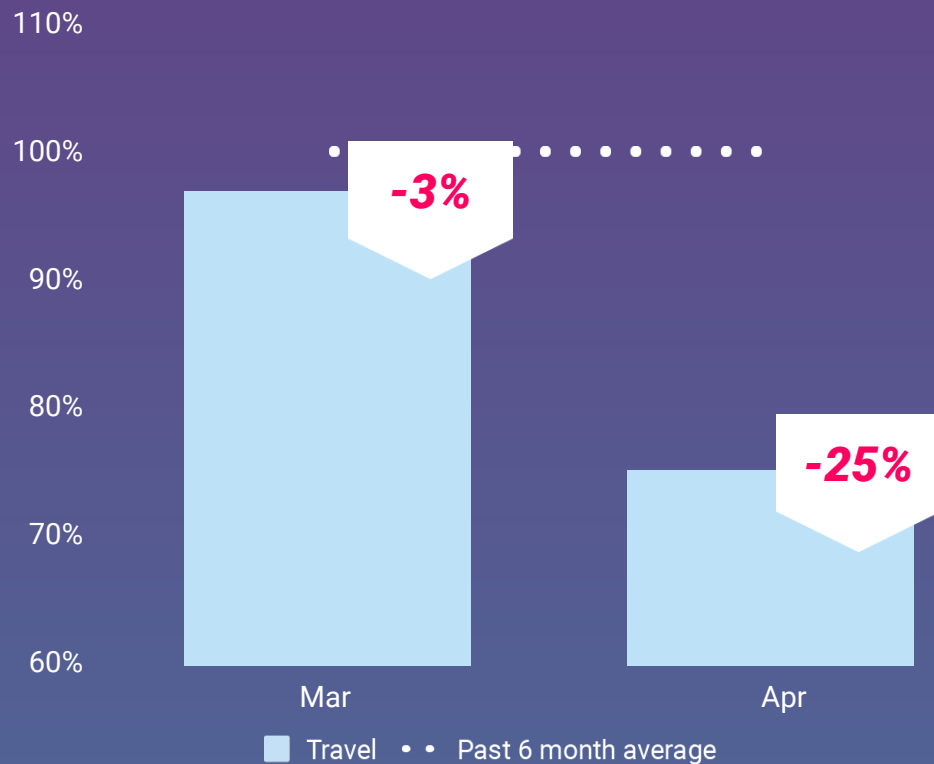
Despite economic pressures as a whole, consumers are looking at Automotive ads more than before COVID.



The surge in Attention on Automotive ads was driven by Business & Finance, Technology and Lifestyle environments.

SPOTLIGHT TRAVEL

With heavy domestic restrictions in place and international flights on hold for an indefinite length of time, attention on Travel ads has taken a huge hit.



Attention on Travel ads (flights, cruises, accommodation etc) continues to decrease, impacted heavily by News and Lifestyle environments.

SPOTLIGHT HOME & GARDEN

Home & Garden ads continue to command attention as consumers spend more time at home.



160%

150%

140%

130%

120%

110%

+29%



■ Home & Garden •• Past 6 month average

2-Mar

16-Mar

30-Mar

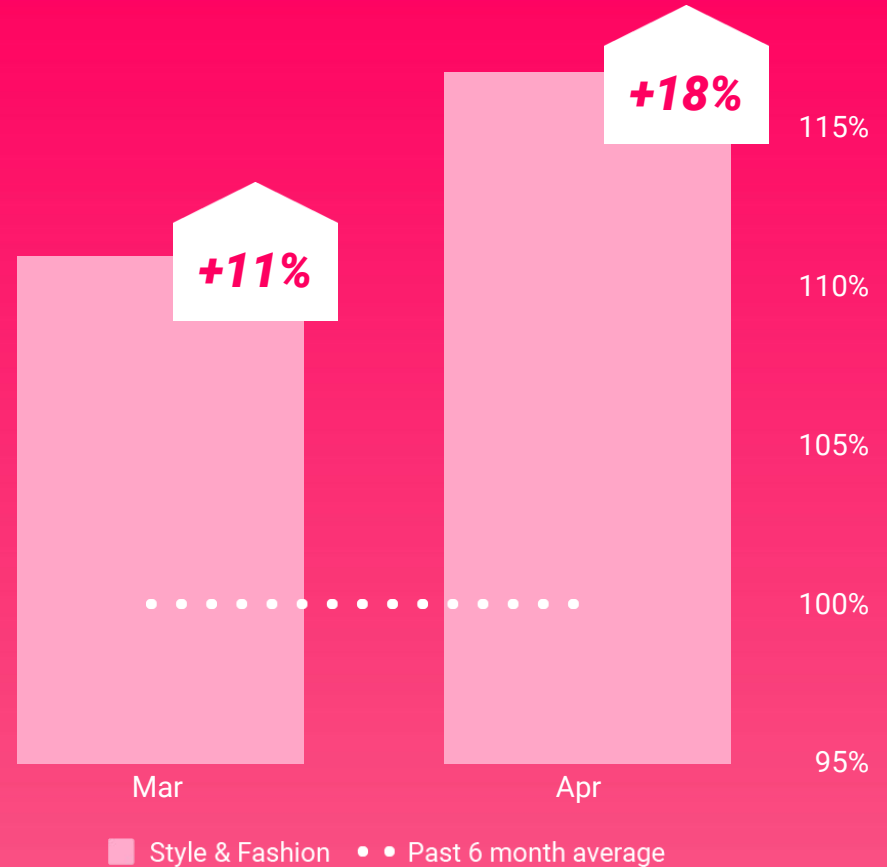
13-Apr

27-Apr

Home & Garden ads (appliances, DIY etc) saw the most Attention within Travel, Shopping and Finance environments.

SPOTLIGHT STYLE & FASHION

Style and Fashion continues to thrive with surges in online shopping and Mother's Day looming near.

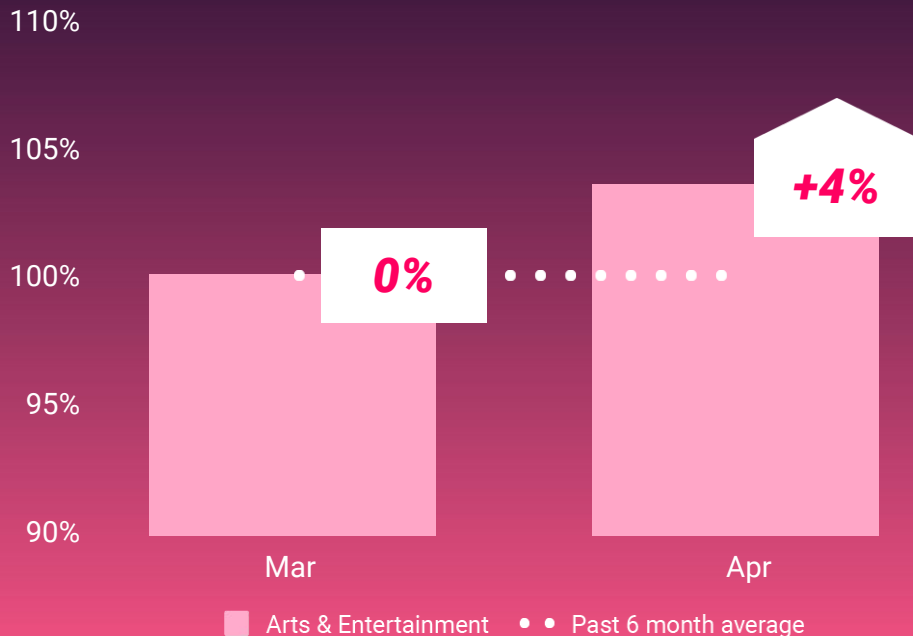


Style & Fashion ads (clothing, jewellery and fragrances) continued to strengthen as environments such as Travel, News and Finance delivered the most Attention.

SPOTLIGHT

ARTS & ENTERTAINMENT

While live events and cinema are closed, home entertainment, gaming and streaming are keeping attention in this category above the baseline.



Art & Entertainment ads (movies, home entertainment, streaming and events) experiences the most Attention in Food & Drink, Technology and Lifestyle environments.

SPOTLIGHT SPORTS

Following an extreme slump across late march, Sports has seen a return to light as leagues talk about potential restarts.



150%



125%

+11%

75%

2-Mar

16-Mar

30-Mar

13-Apr

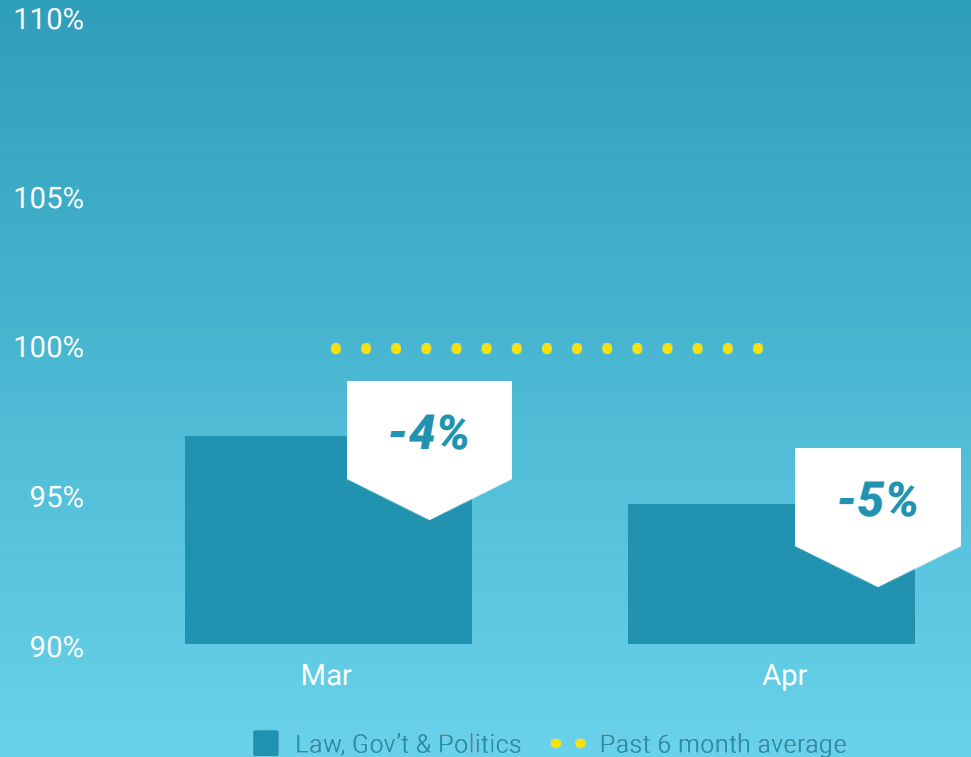
27-Apr

Sports ads (events, leagues, merchandise) saw consumer attention spike, led by Food & Drink and Technology environments.

SPOTLIGHT

LAW & GOVERNMENT

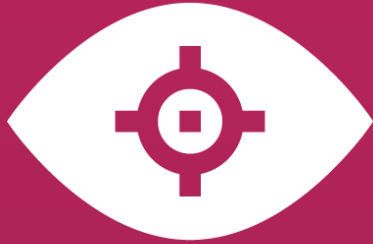
Law & Government sits slightly below pre-covid levels perhaps due in part to the sheer volume of ads from government bodies in the past months.



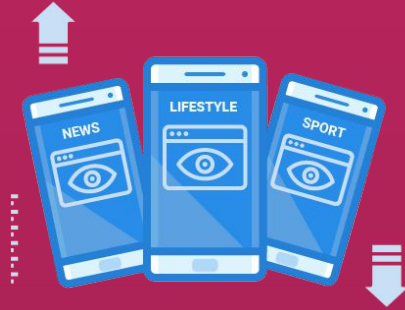
Law & Government ads are attracting the most attention across Travel and Food & Drink environments.

ATTENTION TIME INDEX

TAKEAWAY FOR BRANDS



Looking at an ad is the gateway to to **future consumer behaviour**. Use the Attention Time Index to understand relative changes in appetite / the appeal of certain products or services.



Different advertiser verticals receive **markedly different attention depending on the contextual environment they appear in**. Make sure you have the best chance of being seen by aligning to these.



Longer form content is king. If you can, **get your ads delivered on article pages where users are spending more time** as this will get your ad noticed more.

THANKS

Interested in learning more about Attention Time? Download our [whitepaper](#)
or [get in touch](#)