



Attention Time Index

What is it?

Attention Time Index is 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:



1200 Ad Creatives

X



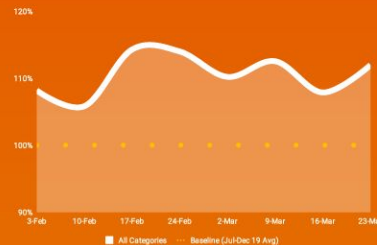
13 Major
Advertiser Verticals

X



7 Publisher
Content Categories

X



Feb + March 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 increasingly turning to their mobile for news and distractions over this period, their attention on ads is also up too.



PAST 6 MONTHS
AVERAGE

+7%

FEB 2020

+6%

MAR 2020

Both February and March 2020 have remained over the baseline.

**INCREASED
ATTENTION TIME**

Comparing March 2020 to
Past 6 Month Average



HOME &
GARDEN

+21%



PERSONAL
FINANCE

+23%



FOOD &
DRINK

+21%



HEALTH &
FITNESS

-4%



TRAVEL

-9%



EDUCATION

-6%



**DECREASED
ATTENTION TIME**

Comparing March 2020 to
Past 6 Month Average



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

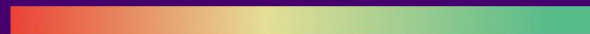
ADVERTISER VERTICALS VS CONTENT CATEGORIES

ADVERTISER VERTICAL

CONTENT CATEGORY

LEAST ATTENTION

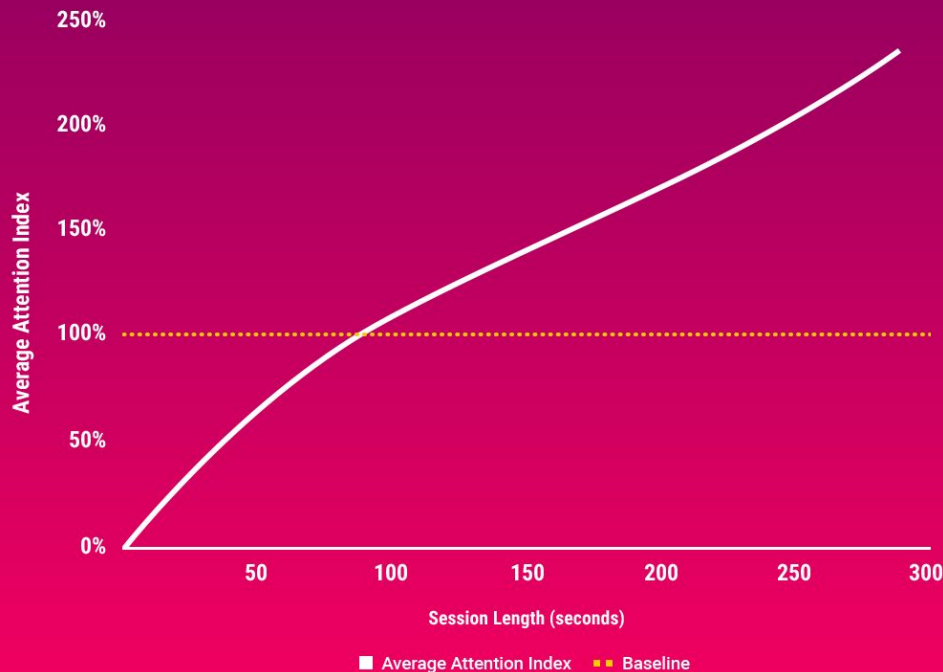
MOST ATTENTION



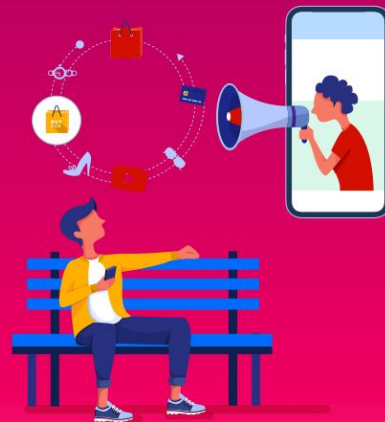
| | Finance & Business | Tech | Entertainment | Food & Drink | Lifestyle | News | Sports |
|------------------------|--------------------|-------------|---------------|--------------|-----------|-------------|-------------|
| Arts & Entertainment | Green | Green | Orange | Yellow | Green | Orange | Red |
| Automotive | Green | Green | Light Green | Orange | Green | Light Green | Green |
| Education | Yellow | Green | Green | Orange | Green | Yellow | Orange |
| Food & Drink | Green | Green | Orange | Green | Green | Yellow | Orange |
| Health & Fitness | Green | Light Green | Orange | Light Green | Green | Orange | Orange |
| Home & Garden | Green | Yellow | Green | Green | Green | Orange | Orange |
| Law, Gov't & Politics | Green | Yellow | Orange | Yellow | Orange | Orange | Green |
| Personal Finance | Green | Light Green | Orange | Light Green | Green | Orange | Light Green |
| Shopping | Light Green | Green | Yellow | Yellow | Green | Yellow | Orange |
| Sports | Orange | Orange | Light Green | Green | Green | Yellow | Light Green |
| Style & Fashion | Green | Green | Light Green | Orange | Green | Green | Orange |
| Technology & Computing | Green | Green | Light Green | Red | Orange | Orange | Green |
| Travel | Green | Green | Yellow | Yellow | Green | Yellow | Orange |

Different 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



133%

Personal Finance has been consistently high throughout the period as consumers look to firm up any financial needs in these uncertain times.

+23%

112%

■ Personal Finance ● ● Past 6 month average

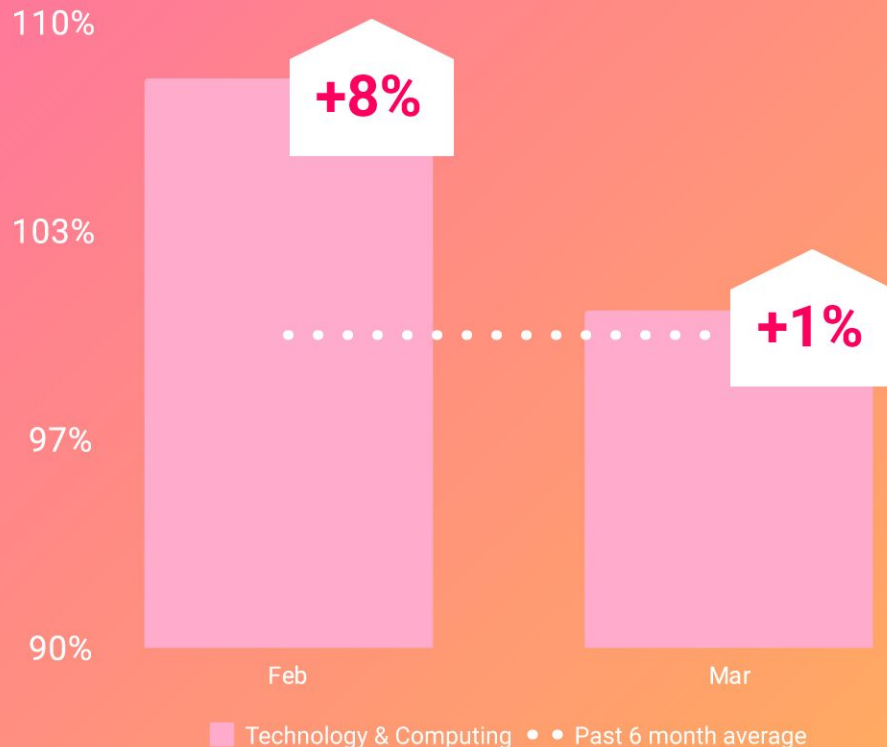
3-Feb 10-Feb 17-Feb 24-Feb 2-Mar 9-Mar 16-Mar 23-Mar

Attention on Personal Finance ads (such as credit cards, home loans, savings accounts) is soaring, driven by increased attention in contextual environments such Business, Lifestyle, Food & Drink and Sport.

SPOTLIGHT

TECHNOLOGY & COMPUTING

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



Attention on Technology and Computing ads (such as carriers, mobile phones and cameras) was higher in contextual environments such as Technology, Business & Finance and Sport.

SPOTLIGHT FOOD & DRINK

The Food & Drink vertical is significantly up as consumers prepare for these uncertain times



130%

+21%

117%

103%

■ Food & Drink ●● Past 6 month average

3-Feb

10-Feb

17-Feb

24-Feb

2-Mar

9-Mar

16-Mar

23-Mar

Food & Drinks ads (quick service restaurants, alcohol, cereals, drinks etc) are being paid the most attention when delivered into Lifestyle, Food & Drink and Technology environments.

SPOTLIGHT EDUCATION

Education experienced a decline as consumers focus on more immediate needs.



115%

107%

98%

90%

Feb

Mar

+4%

-6%

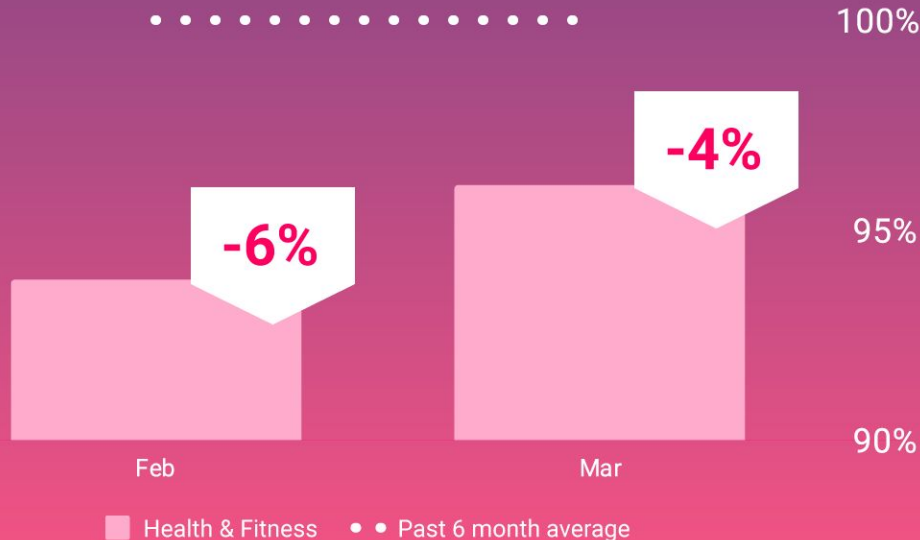
■ Education • • Past 6 month average

Attention on ads from the Education vertical can be increased by appearing in Technology, Entertainment and Lifestyle environments.

SPOTLIGHT

HEALTH & FITNESS

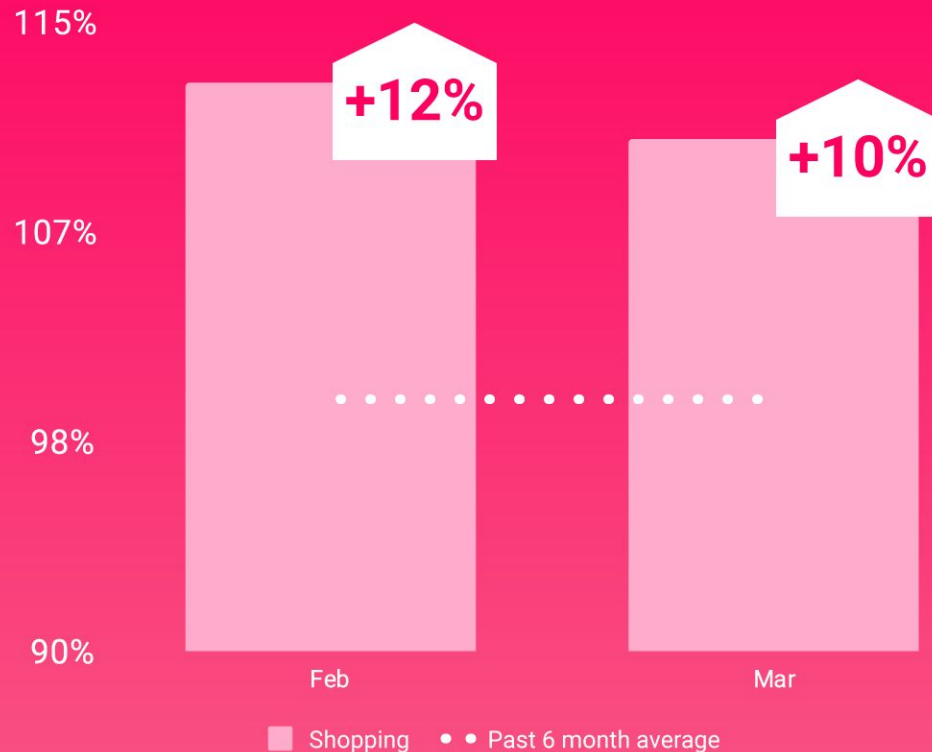
Down in Feb as social distancing kicks in but having a rebound as home based digital offerings evolve.



Health & Fitness ads (exercise, gyms and wellness products) are seeing a low volume of consumer attention driven by less attention in News, Entertainment and Sports environments.

SPOTLIGHT SHOPPING

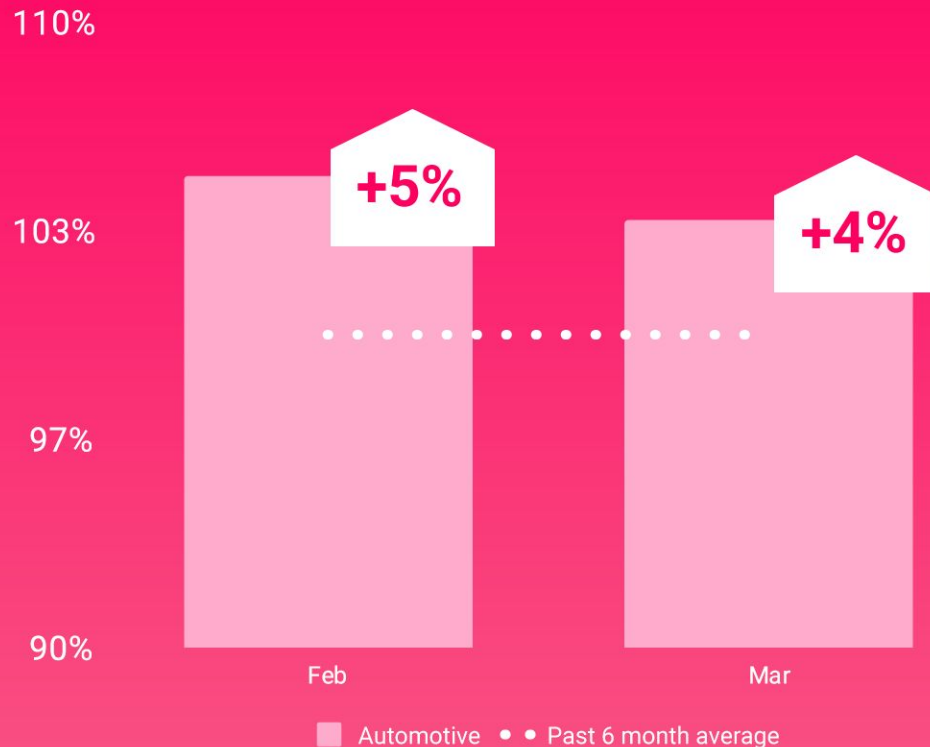
Despite bricks and mortar stores closing, shopping has remained consistently above the baseline.



Shopping Ads (retail and consumer products) are seeing continued consumer attention with contextual placements across Business, Technology Lifestyle and News achieving the best results.

SPOTLIGHT AUTOMOTIVE

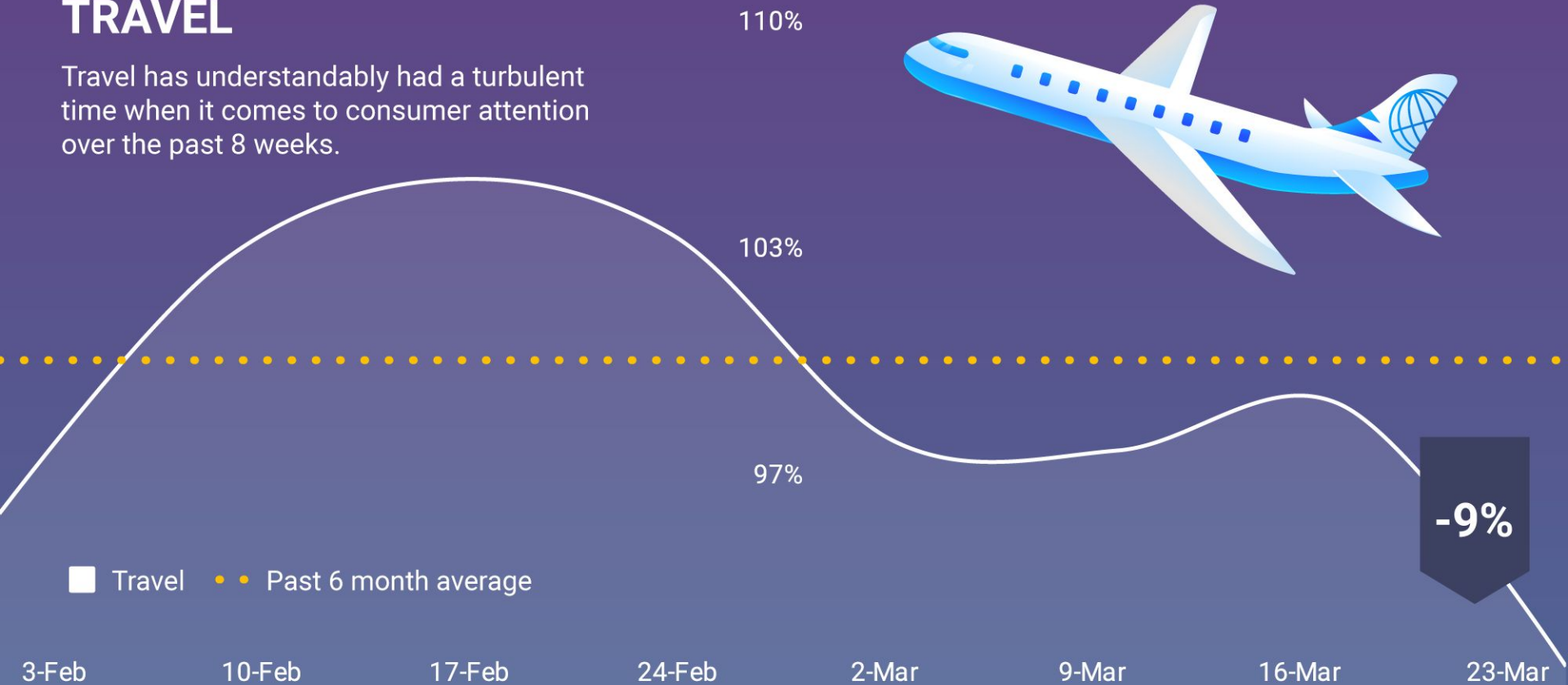
Automotive saw a small decline from February to March but overall is still up against the baseline.



Attention on Automotive ads was highest in Business & Finance, Technology, Lifestyle and Sports environments.

SPOTLIGHT TRAVEL

Travel has understandably had a turbulent time when it comes to consumer attention over the past 8 weeks.



Attention on Travel ads is low across most contextual environments but particularly Sports, Entertainment, Food & Drink and News.

SPOTLIGHT HOME & GARDEN

As social distancing kicks in and people stay indoors, focus moves to additions for the home and garden.



130%

+21%

117%

103%



Home & Garden



Past 6 month average

3-Feb

10-Feb

17-Feb

24-Feb

2-Mar

9-Mar

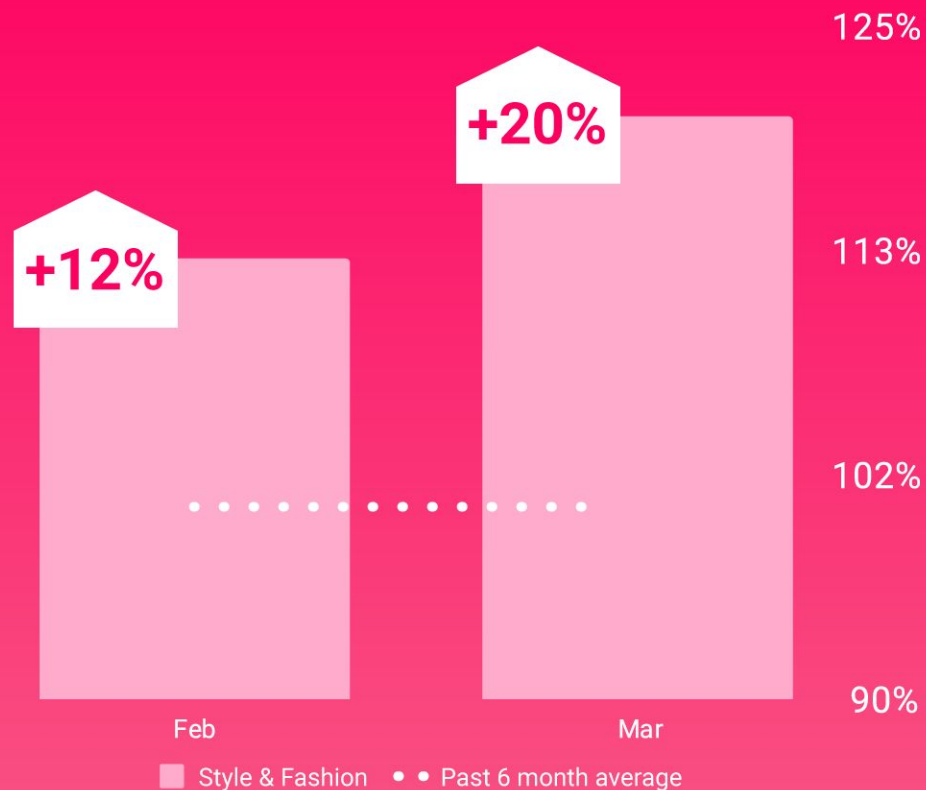
16-Mar

23-Mar

Attention on Home & Garden ads (appliances, decorating etc) peaks primarily in Lifestyle, Entertainment and Food & Drink environments.

SPOTLIGHT STYLE & FASHION

Style and Fashion has been very high throughout the period, likely driven by users having more time on their hands.

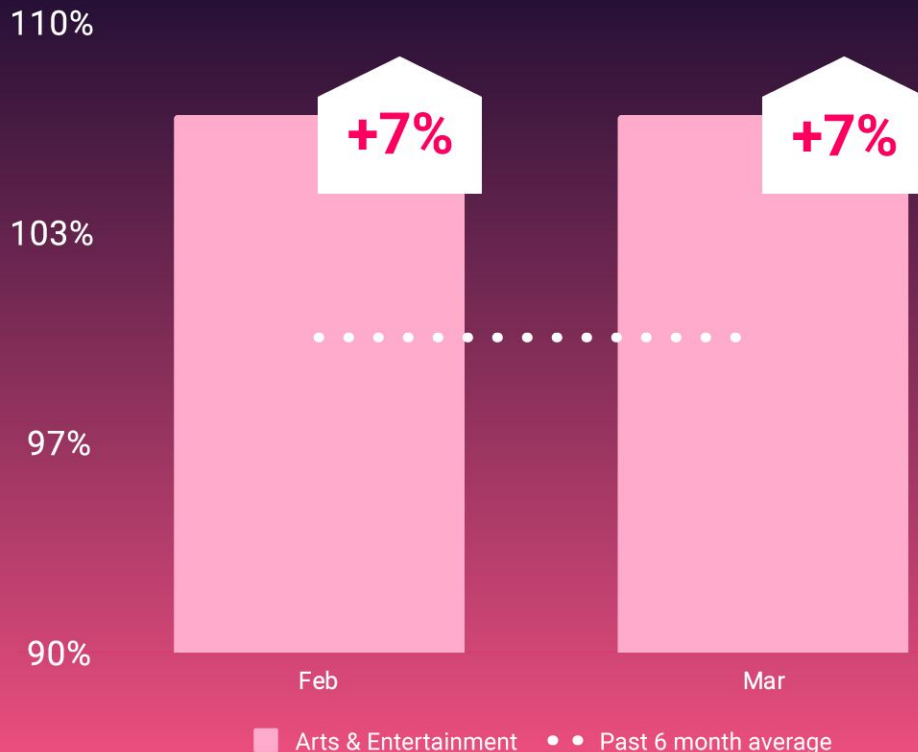


Attention on ads for Style & Fashion (made up of clothing, jewellery and fragrances) was fuelled by increased attention in Lifestyle, Technology, Business & Finance, Entertainment and News environments.

SPOTLIGHT

ARTS & ENTERTAINMENT

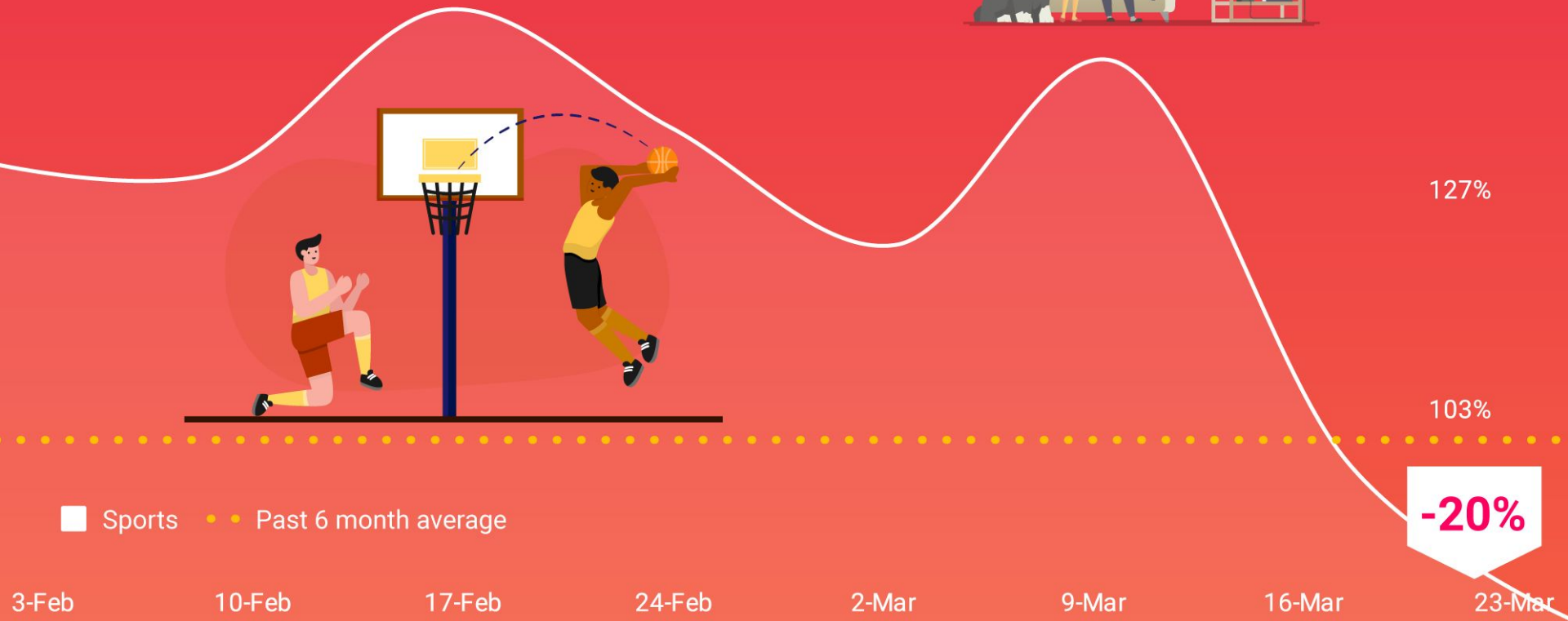
Whilst live events + cinema are shut down, gaming, home entertainment and streaming are keeping this category healthy with no change registered.



Art & Entertainment ads (movies, home entertainment, streaming and events) experience the most attention in Lifestyle, Business & Finance and Technology environments.

SPOTLIGHT SPORTS

Attention on sports ads has fluctuated wildly, at first increasing to fight boredom and now a large decline as leagues are cancelled.



Attention on Sports ads is lowest in Business & Finance, Technology and News environments.

SPOTLIGHT

LAW & GOVERNMENT

Law and Government advertising becomes crucial in times of uncertainty and attention on these ads is trending upwards.

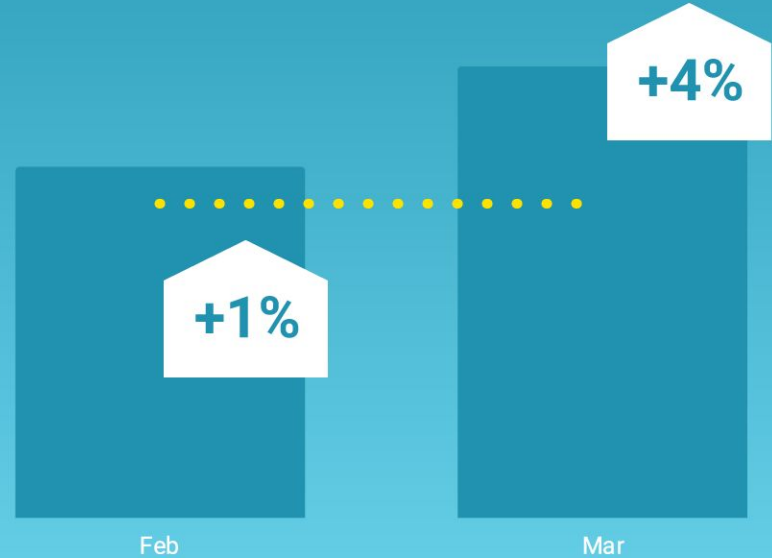


110%

103%

97%

90%



■ Law, Gov't & Politics

●●● Past 6 month average

Ads for Law & Government are attracting more attention in Business & Finance, Technology and Sports 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.



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



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