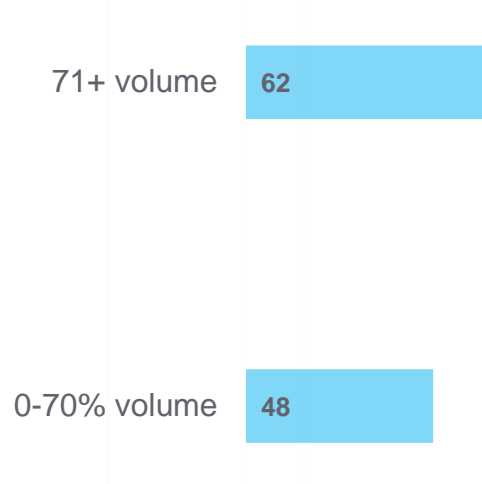


Video ads more powerful as motion & sound are together whether for recall building or consideration



Average attention vs sound volume

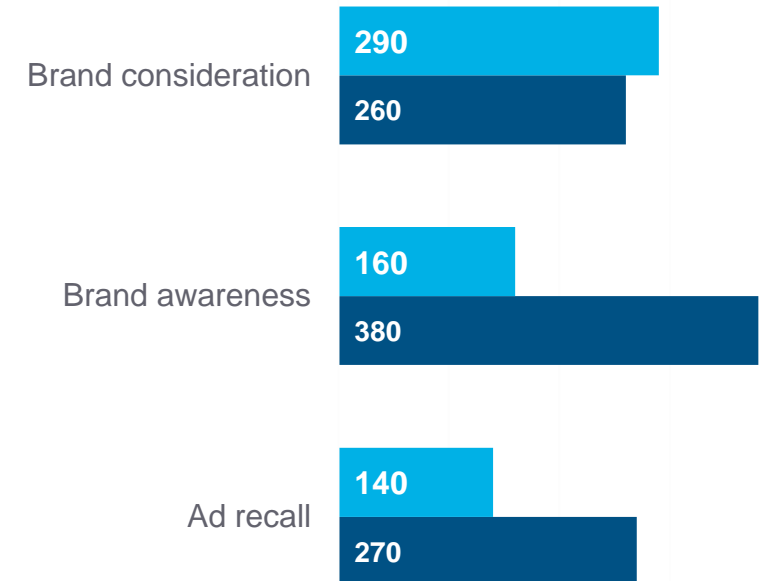


Situation across mobile platforms

%	Sound On (A)	Avg Volume (when on) (B)	Avg Volume (overall) (A*B)
BVOD *	90	44	40
YouTube	87	48	42
Instagram	20	41	1
Facebook	72	16	11

* Broadcaster Video On Demand

Index effectiveness WHEN SOUND & IMAGE ARE ON



■ Index to viewable only ■ Index to audible only