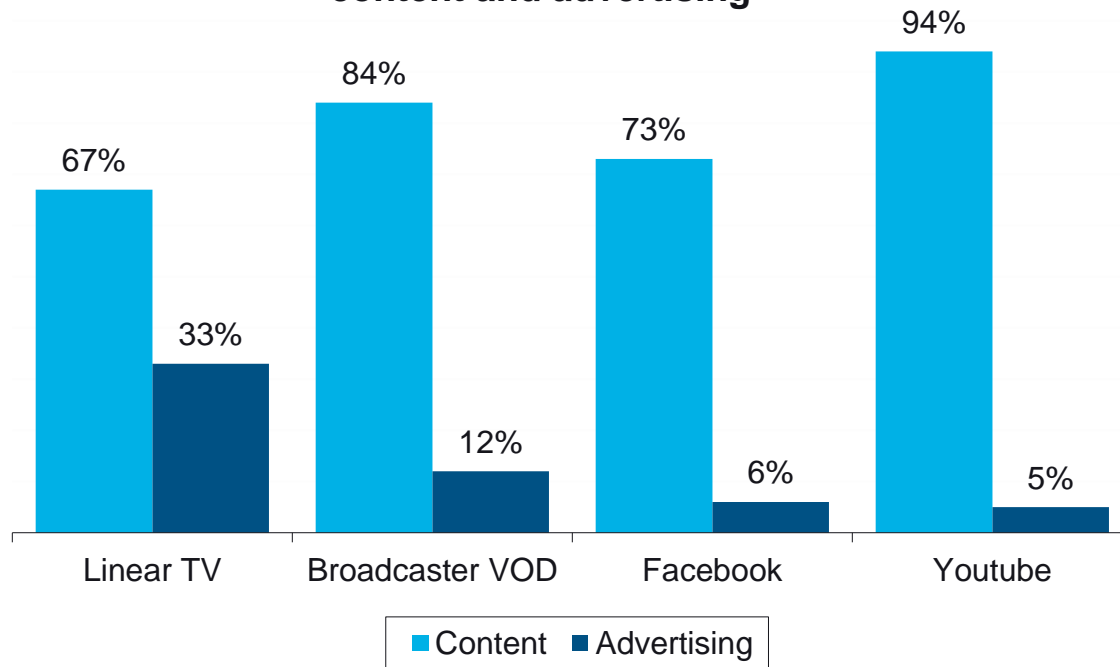


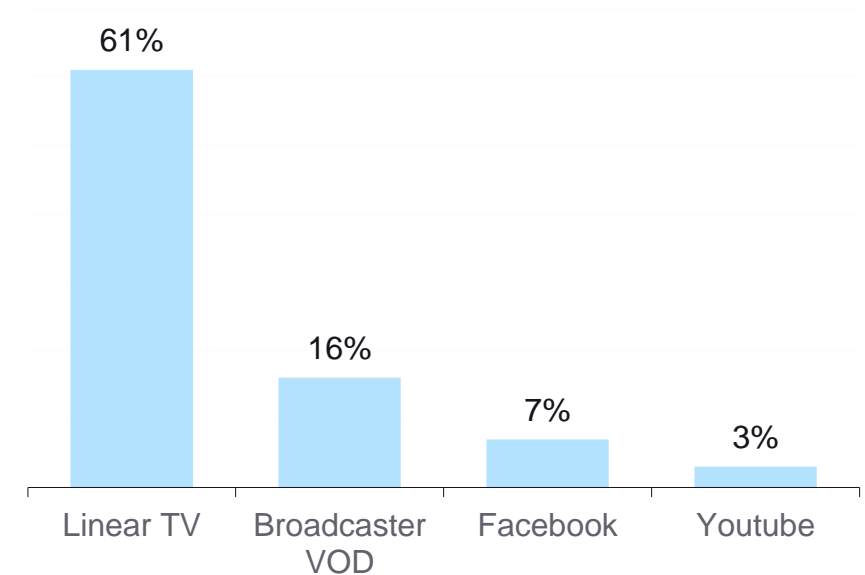
Attention gap in video, and why it matters for advertising



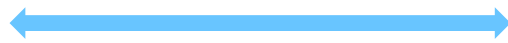
Eye-tracking: visual focus on screen during content and advertising



At least one brand correctly remembered



Lean back



Lean forward