

Attentive seconds to ads in BVOD 3 times higher than Youtube

The underlying method

1000 impressions on screen

% 'viewable' (MRC Standard)

% viewed

Average attentive seconds

Attentive seconds per 1000 impressions

% viewed X attentive seconds X 1000

Application to VIA/Amplified Intelligence data

Youtube
[Based on 15" copy]

Broadcaster VOD
[Based on a ±20" copy]

Cf Lumen Research
[mobile video]

98%

98%

Attentive & non
attentive seconds to
copy duration

56%

73%

As reported as
average values

5,6

13,7

Lumen formula

3.136

9.951