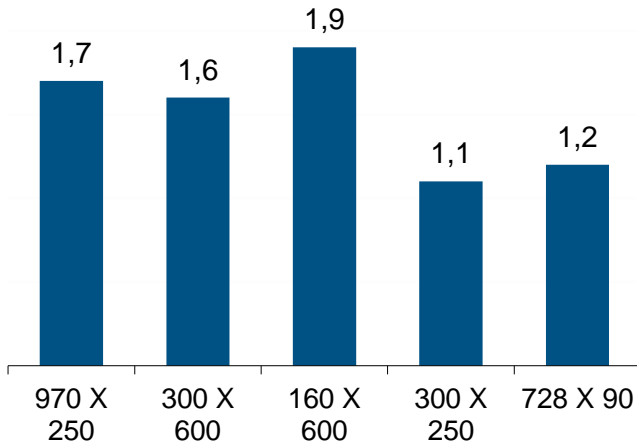


Attention to ads in UK: digital vs selected Out Of Home

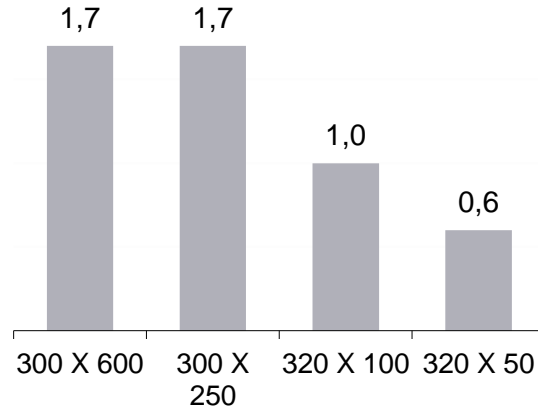
Digital: desktop

Dwell time in seconds



Average: 1,5"

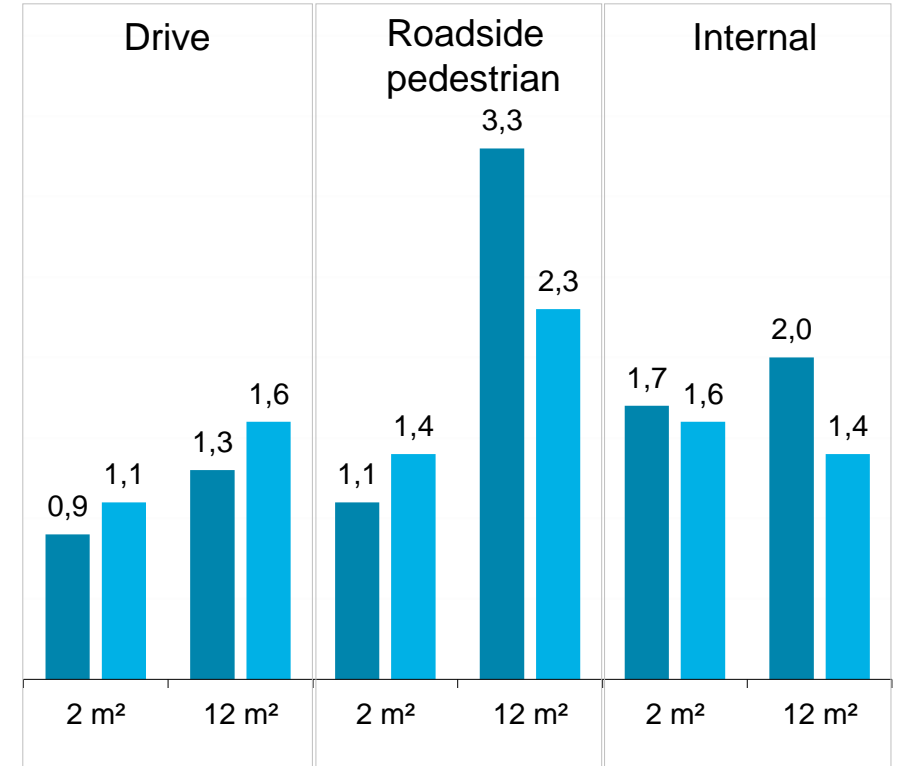
Digital: mobile



Average: 1,25"

OOH

■ Static
■ Digital



Static average : 1,72"
Digital average: 1,57"