



AE THE
ATTENTION
ECONOMY

SANOMA x DENTSU

dentsu

sanoma

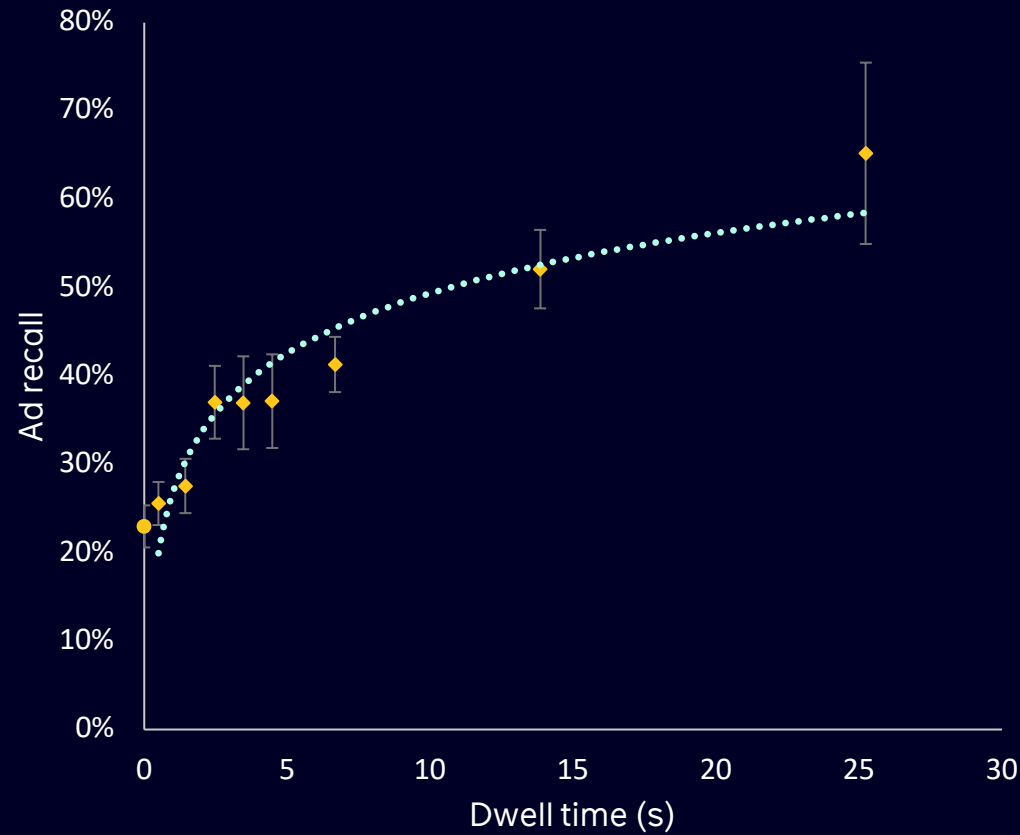
**Mitä on attention
tutkimus ja miksi se
on merkityksellistä?**



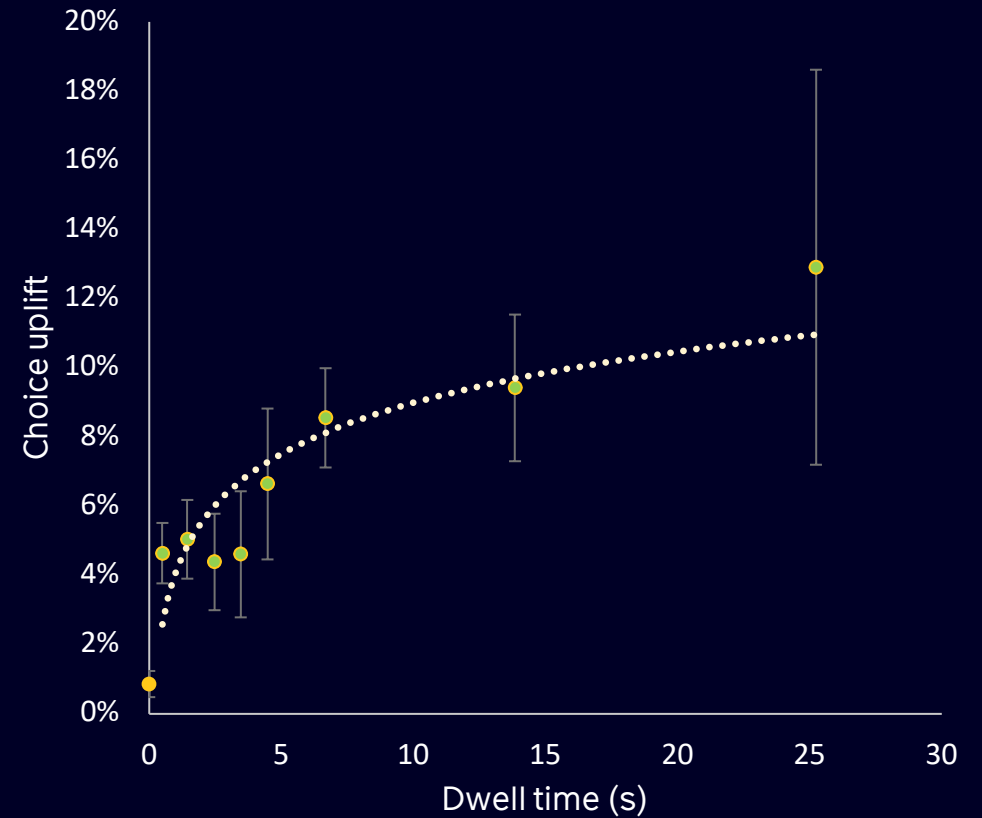


Jo lyhyt huomio lisää brändin valintaa ja mainonnan muistamista

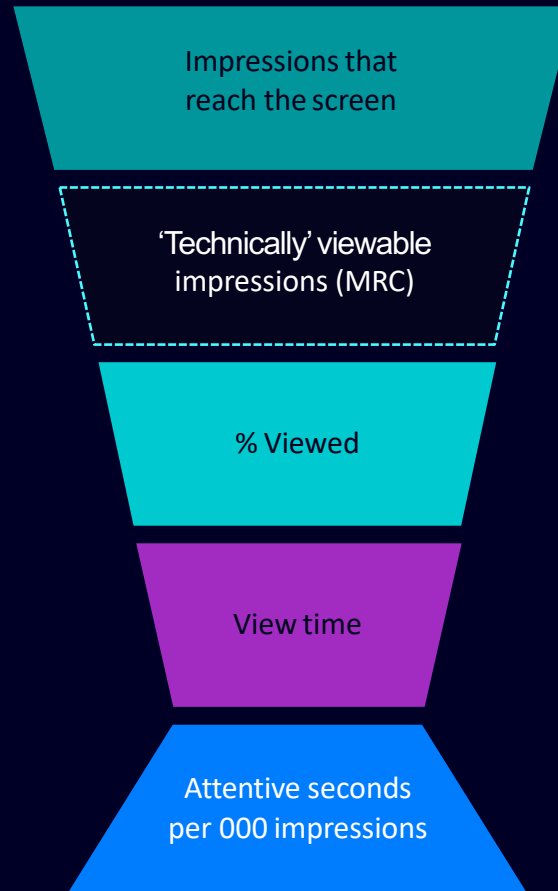
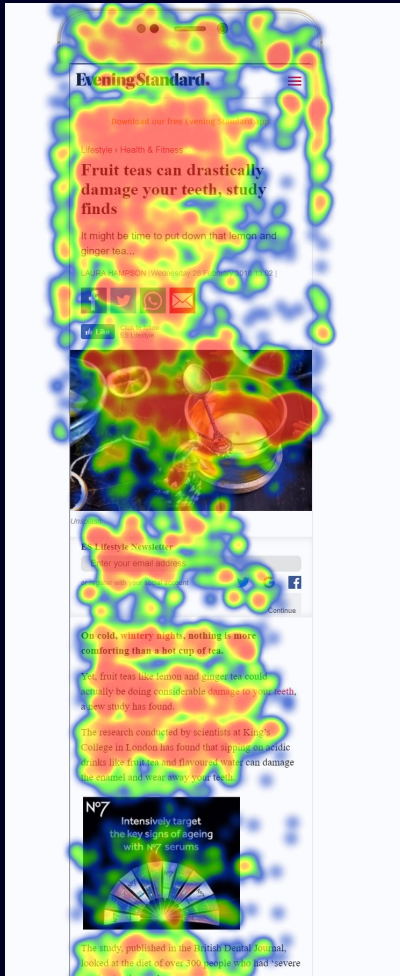
Eyes on dwell time and prompted recall



Eyes-on dwell time and choice uplift



Näin attention toimii



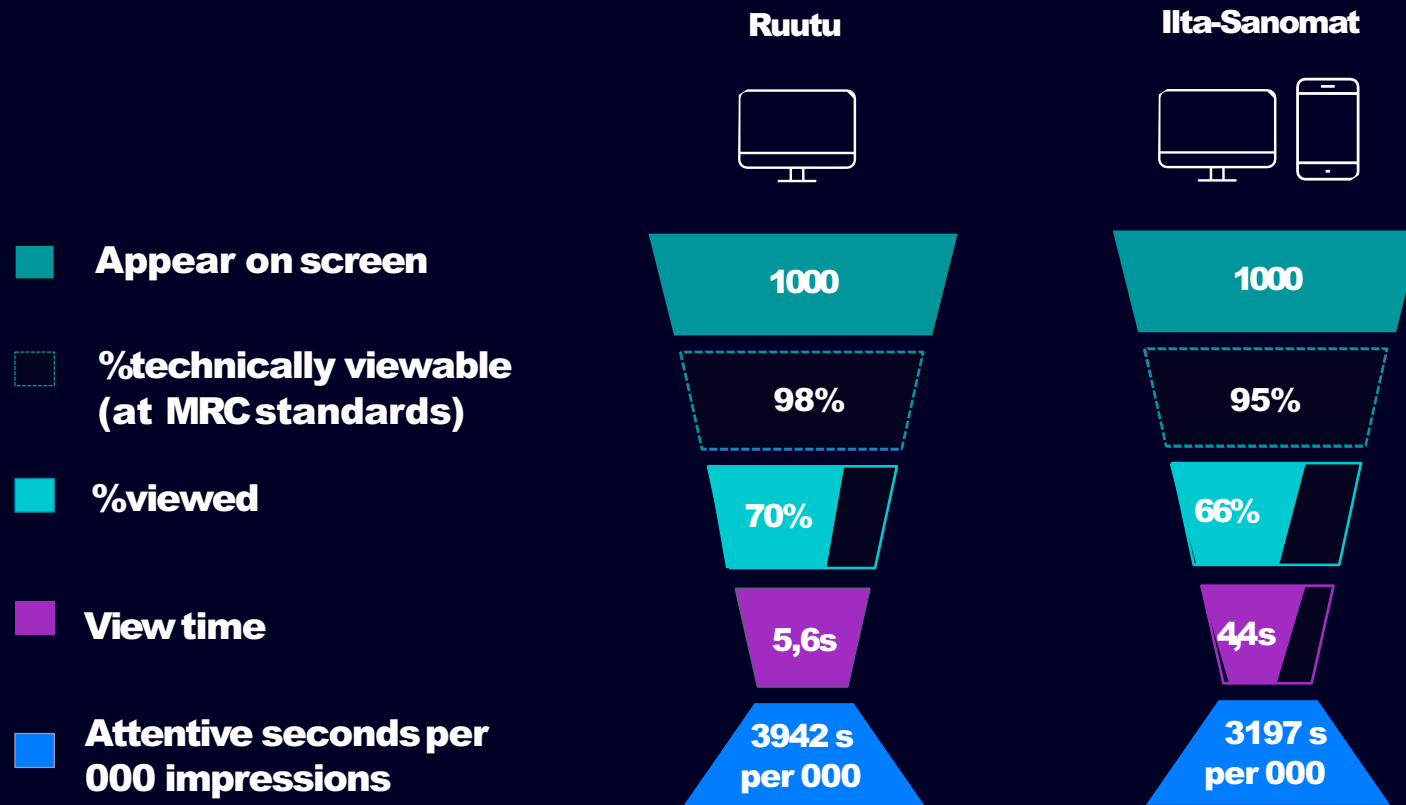
What could be seen – at all?

What was, in fact, seen?

How long was it seen for?

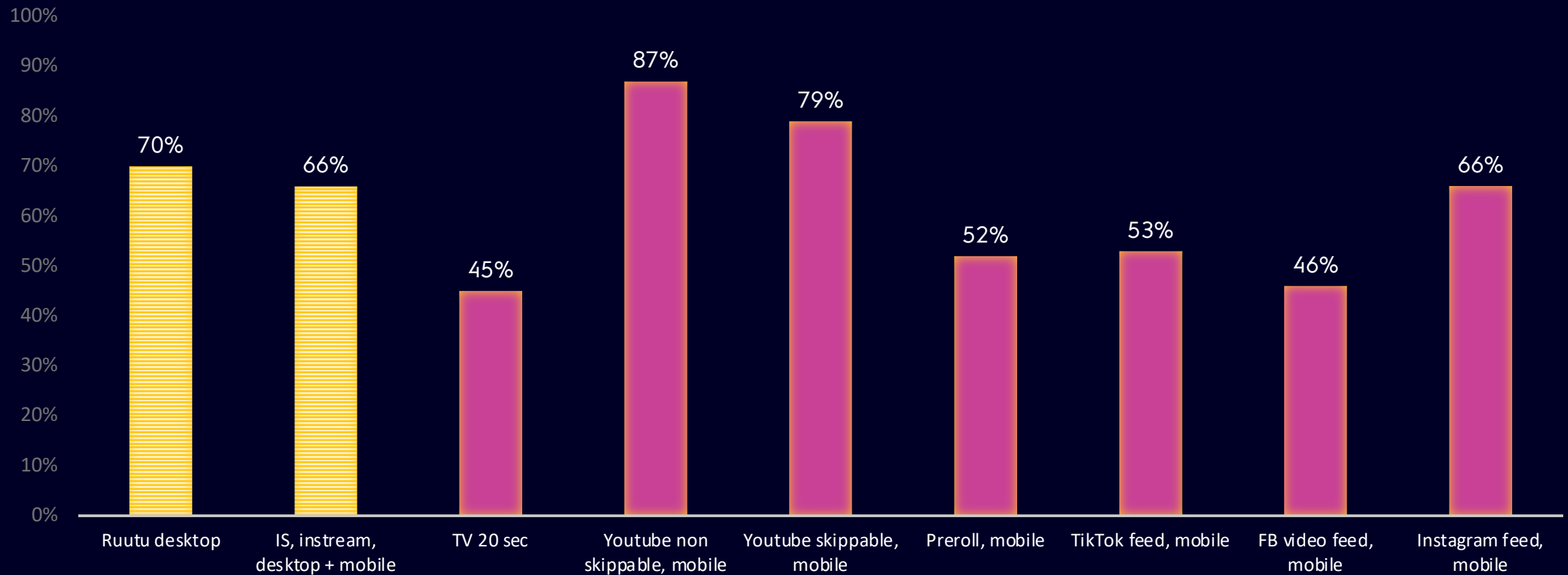
$$= \text{viewed (\%)} \times \text{av dwell time (sec)} \times 1000$$

Ruudun ja Ilta-Sanomien videomainonnan tuloksia



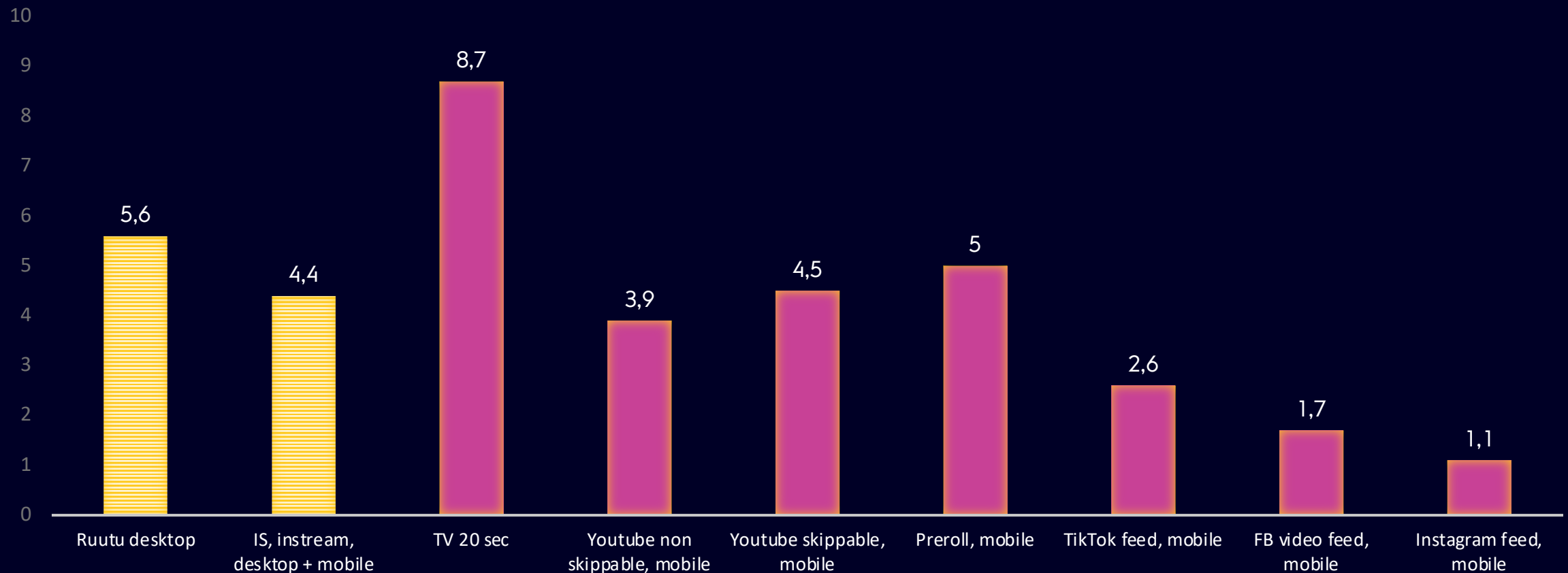
Ruudun ja IS:n mainonnan huomaaminen on preroll-mainontaa korkeammalla tasolla

% VIEWED



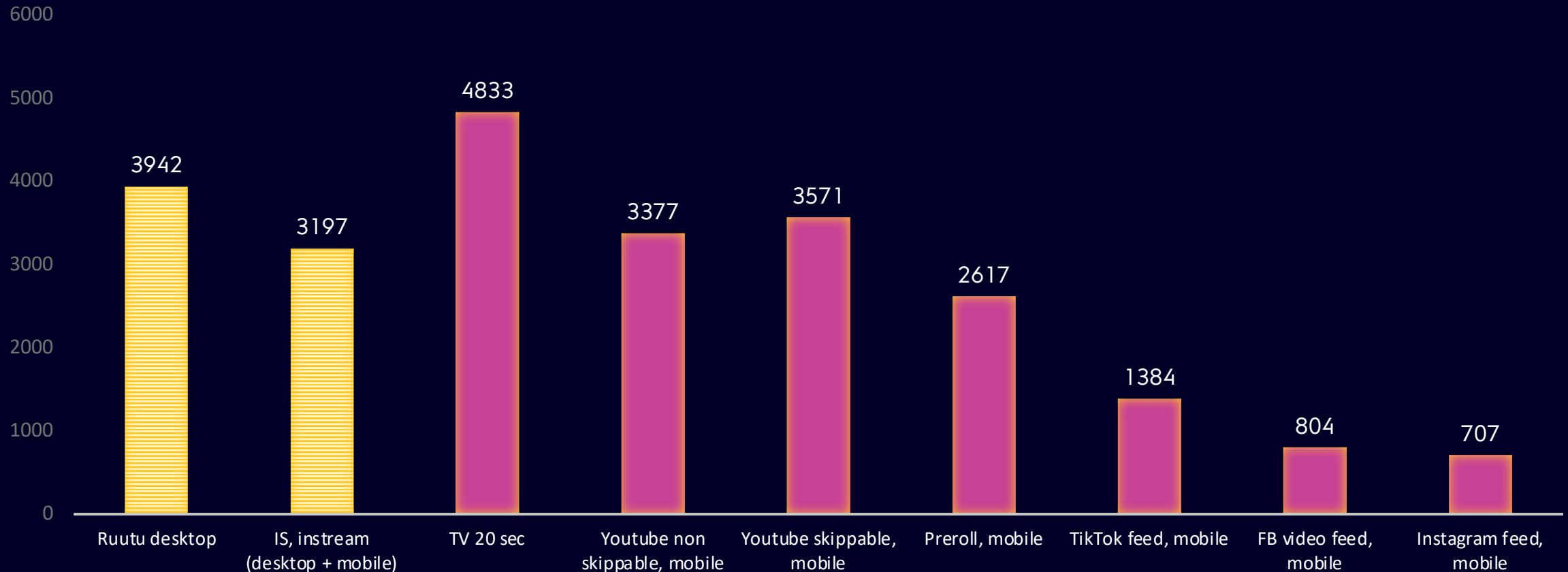
Ruutu päihittää desktopissa kaikki muut digikanavat. IS instream on verrokkiensa tasolla tai jopa niiden yli.

VIEW TIME



Huomiosekunteissa per 1000 impressiota (APM) Ruudun desktop on paras mittaamamme digitaalinen kanava ja IS kokonaisuudessaan saavuttaa hyviä tuloksia

ATTENTIVE SECONDS PER 000 IMPRESSIONS



Sources: IS, Ruutu: dentsu – Sanoma 2023 (Viomba) TV: Tvision/Lumen UKTV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels.. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

Kiitos!