

Putting Cinema in the Frame



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CINEMA ATTENTION VALUATION

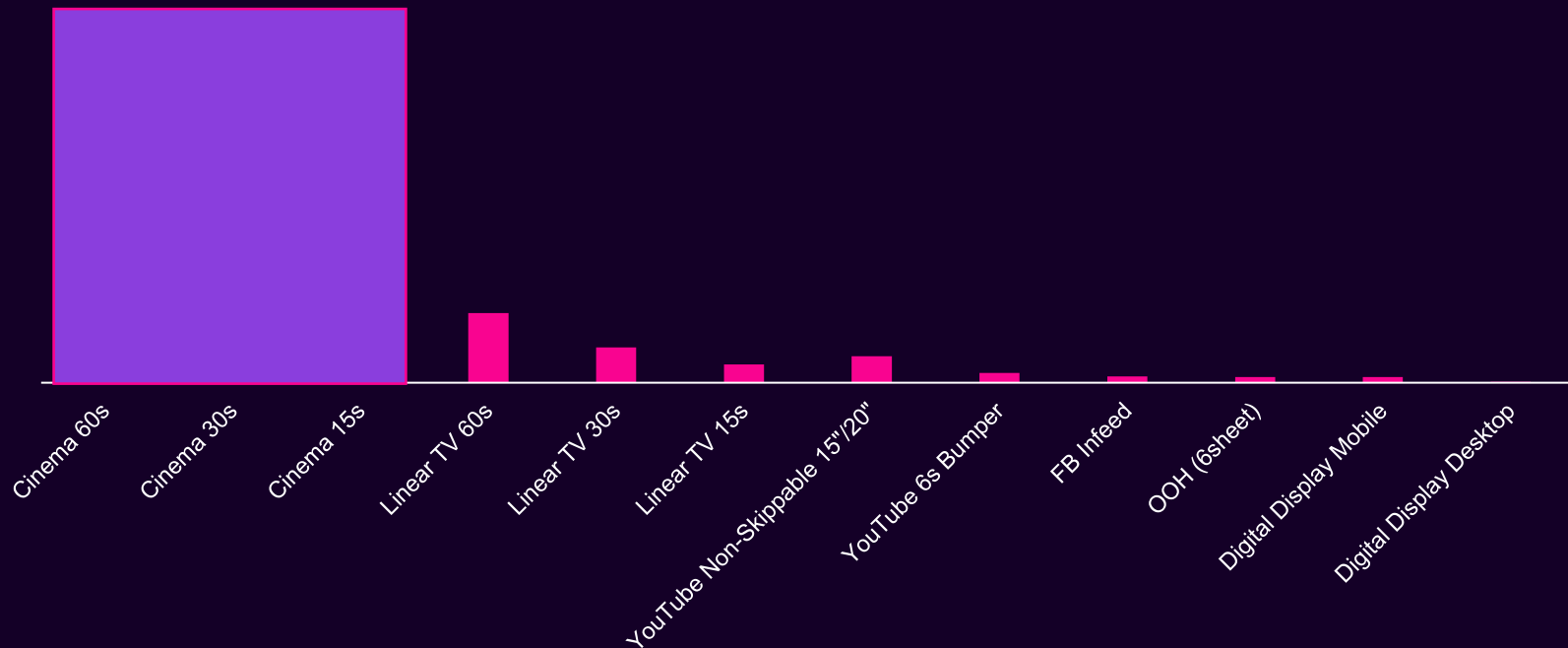
ARF 2023

THE CHALLENGE

1. **COMPARABILITY**: Different media platforms may have different metrics and measurement methodologies, making it difficult to directly compare their effectiveness in capturing audience attention.
2. **AD VIEWABILITY**: Ensuring that ads are actually viewed by the intended audience across platforms ripe with issues such as ad blocking, ad fraud etc. impacting the accuracy of measurement.
3. **AD CLUTTER**: The growing amount of advertising content across various media platforms can lead to ad clutter, where ads may compete for attention and be easily overlooked by consumers, affecting their effectiveness.
4. **ATTENTION = OUTCOMES**

THE OPPORTUNITY

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS



Lumen has a comprehensive attention dataset for most media

But Cinema was missing

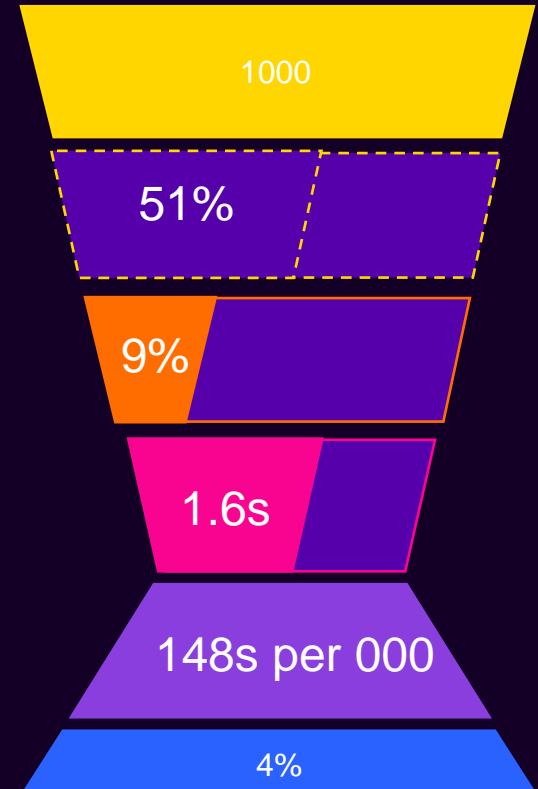
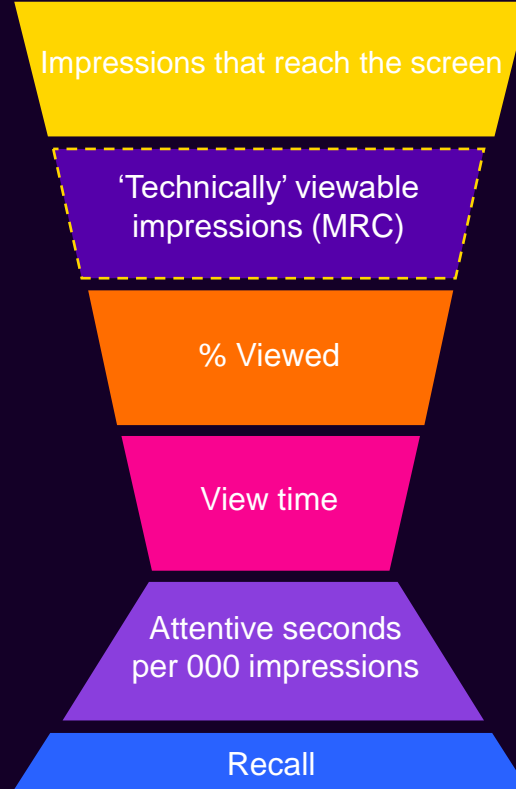
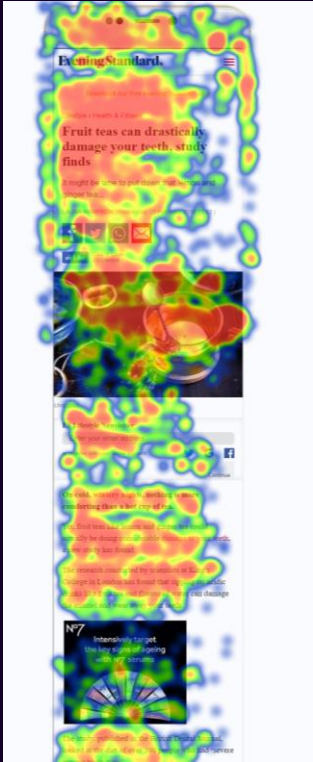
THE METHODOLOGY

151
respondents
across 6
screenings

Infrared head
tracking
cameras used
to assess
viewing

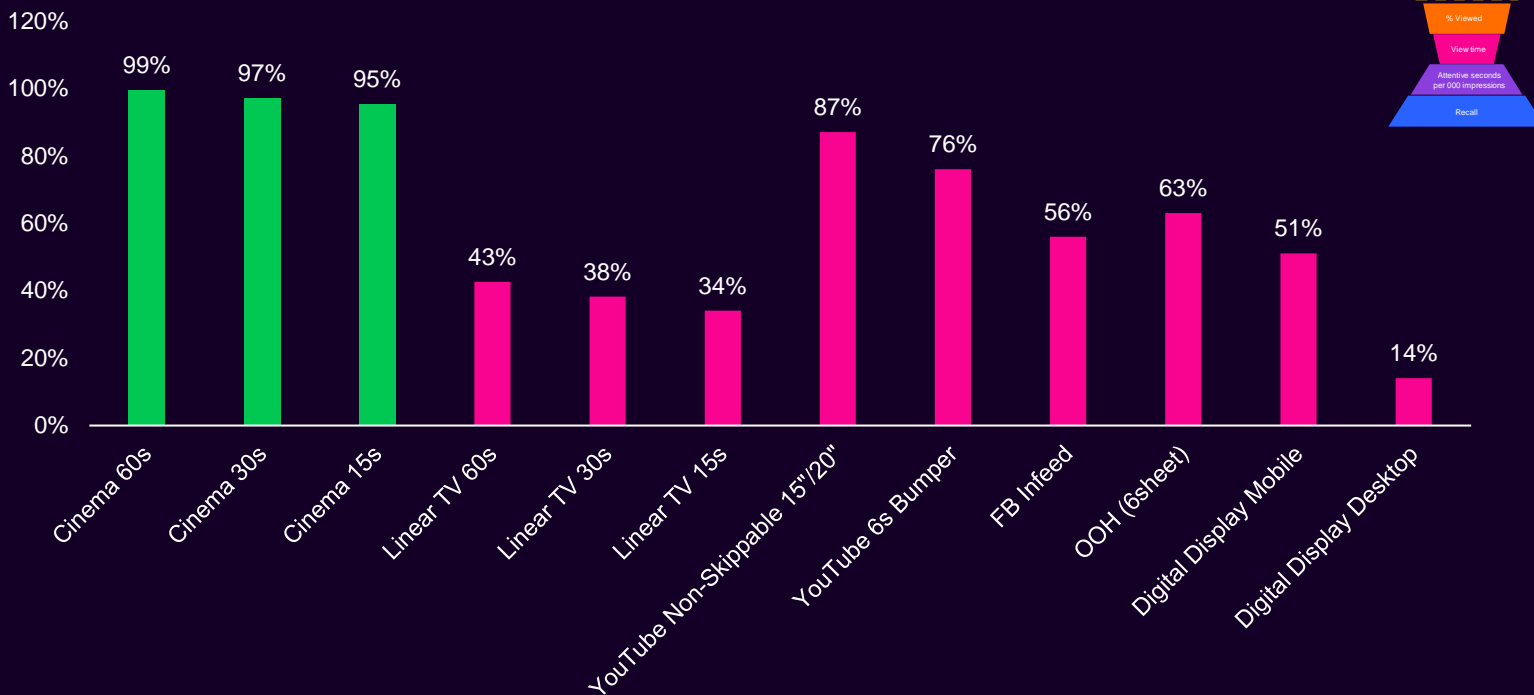


THE ATTENTION FUNNEL



CINEMA ADS ARE ESSENTIALLY UNMISSABLE

% VIEWED (OF VIEWABLE ONSCREEN IMPRESSIONS)



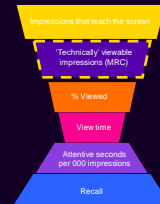
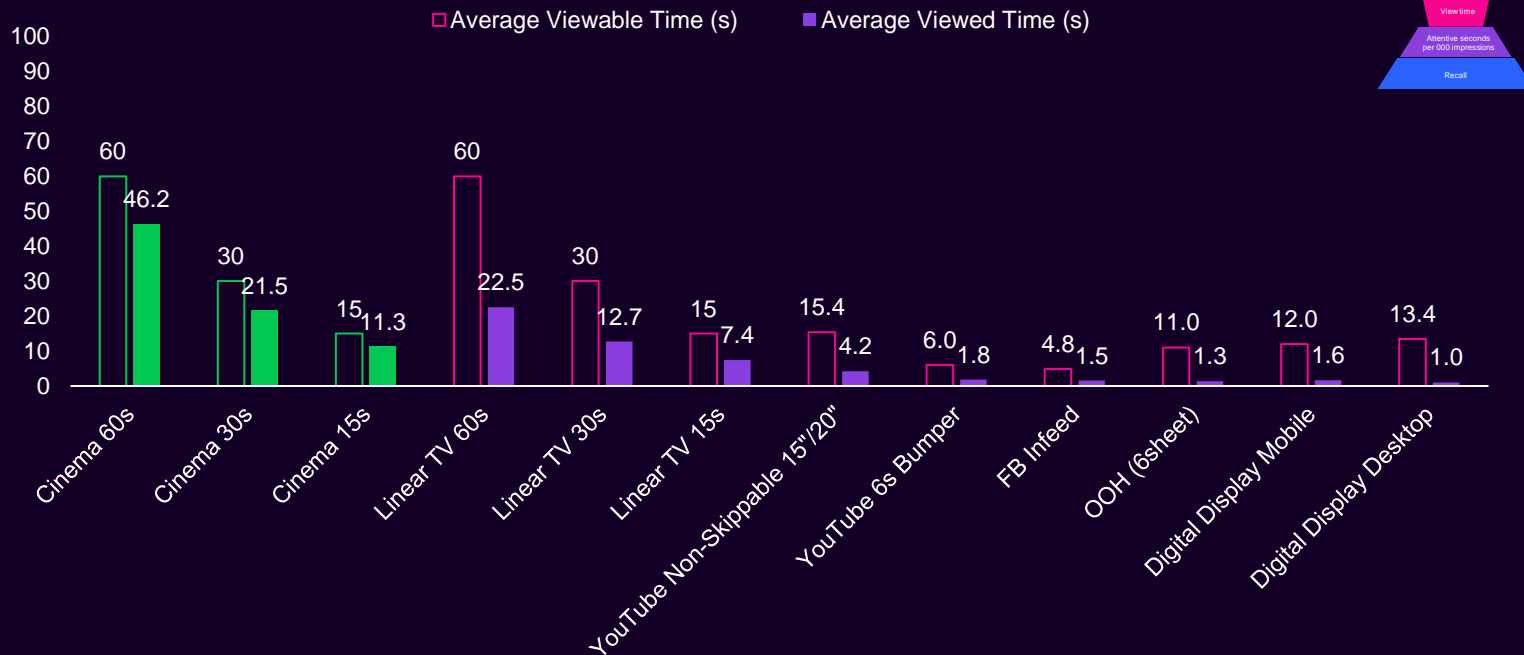
Almost all
cinema ads are
viewed

This compares
favorably with
other viewable
inventory

CINEMA ADS HOLD ATTENTION FOR LONGER THAN ANY OTHER MEDIA

Cinema ads hold attention for dramatically more time than any other media – as much as 36x some digital formats

AVERAGE VIEW TIME (S)

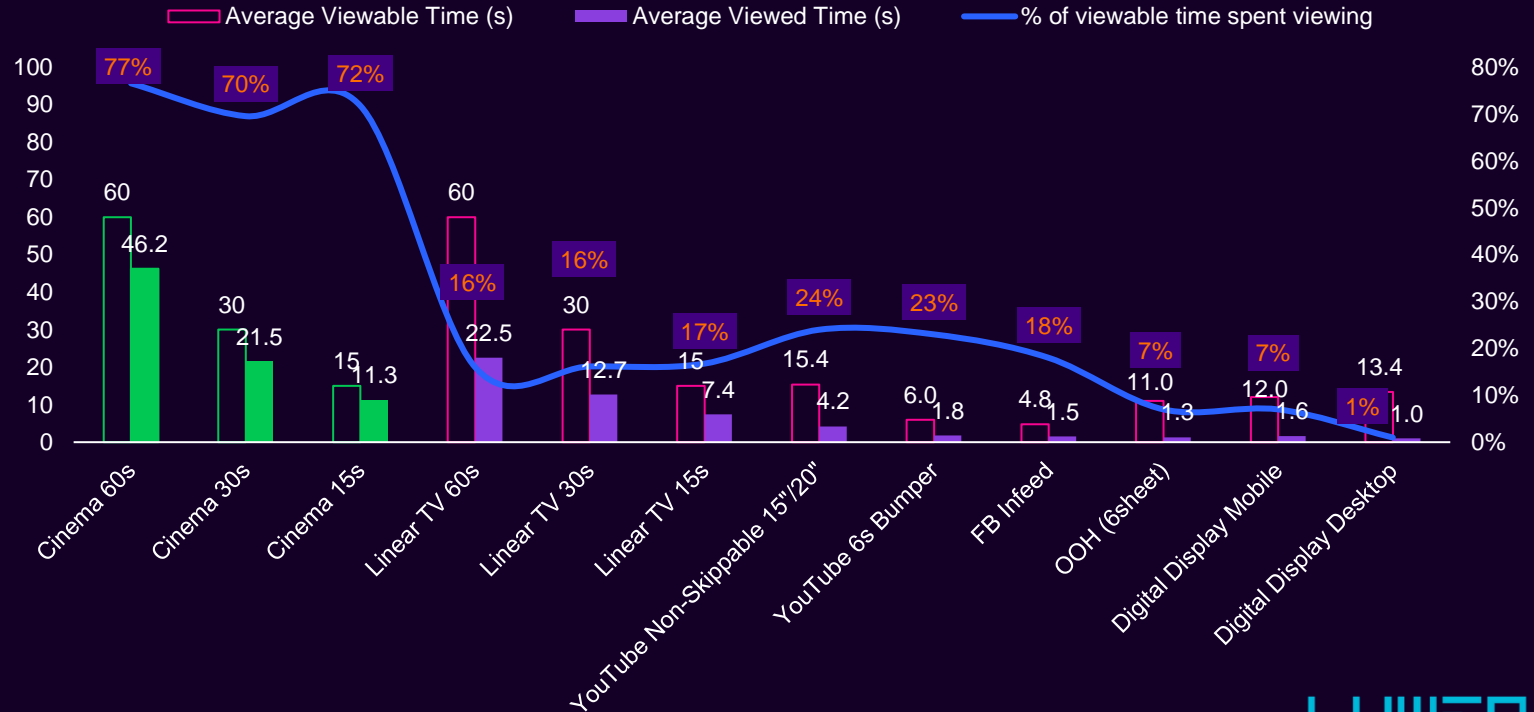


ATTENTION TO CINEMA ADS IS MORE INTENSE THAN OTHER MEDIA

AVERAGE VIEW TIME (S)

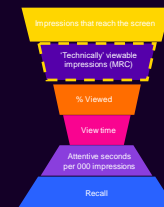
Cinema ads are often longer than other formats

But they outperform other media as a proportion of viewable time



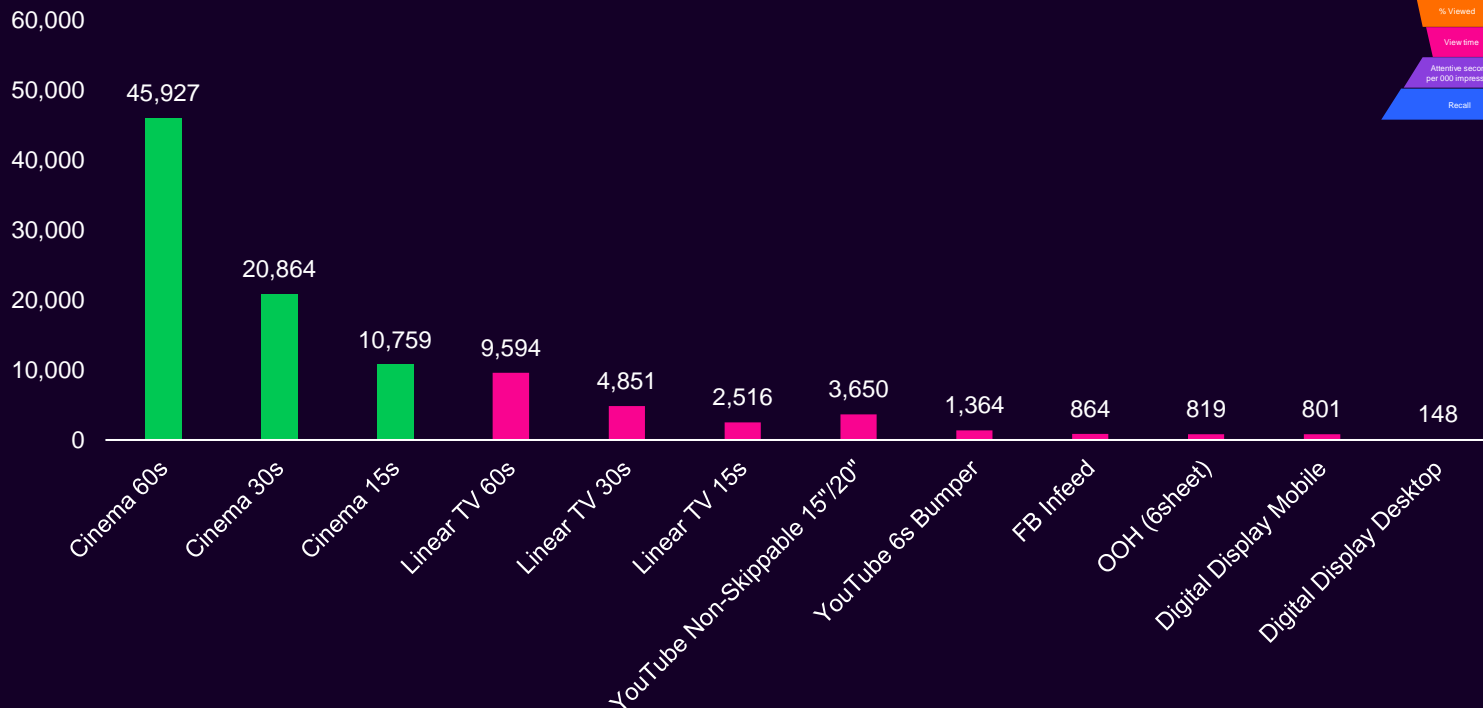
AS A RESULT, CINEMA DRIVE MORE 'ATTENTIVE SECONDS PER 000 IMPRESSIONS' THAN ANY OTHER MEDIA

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS



Attentive
seconds per 000
impressions =

Viewing rate (%)
x
Average viewing
time (sec)
x
1000
impressions



ATTENTION & RECALL 1:1 CORRELATION

For every percentage point increase in Attention, there is corresponding lift in Brand Recall and Brand Choice

ATTENTION SCORE

73%

PROMPTED BRAND RECALL

74%

BRAND CHOICE

75%



DRIVERS OF ATTENTION

**SIZE OF
SCREEN**

**LACK OF
DISTRACTION**

**MOOD OF
AUDIENCE**

IMPLICATIONS FOR ADVERTISERS

**APM X CPM
= ACPM**

**ACPM
EMBEDDED
WITHIN AGENCY
PLANNING
TOOLS**

**ACPM + BLS =
'VALUE OF
ATTENTION'**

THANK YOU!