

How Co-viewing and Other Factors Impact Viewer Attention to CTV



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AUDIENCE xSCIENCE

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#ARFAxS

Speakers



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How Co-viewing and Other Factors Impact Viewer Attention to CTV

LG AdSolutions + T»VISION



Methodology & Objective

1,146 Online Survey Respondents
5000+ US Home Panel Data

Big Questions

1. Does CTV garner more attention?
2. Are consumers more likely to coview CTV?
3. Does co-viewing negatively affect attention?

The TVision Equipment

TVision Sensor

Person & Facial Recognition

ACR Fingerprinting

TVision Digital Meter

Device Detection

App Detection

TVision Measurement Engine

Remote Device Management

ACR Engine



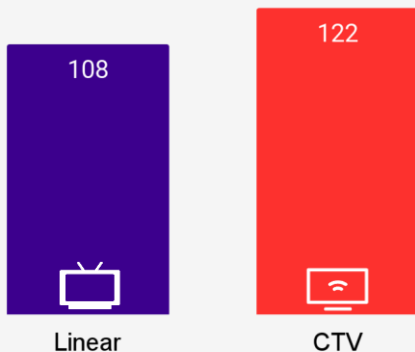
Finding #1

Ad-supported streaming households pay more attention and co-view CTV more

Relative to Linear TV, CTV has a

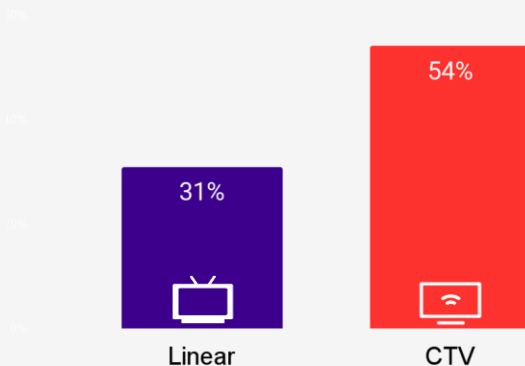
13%

Higher 'Attention' Index



75%

Higher 'Co-Viewing' Percentage



Finding #2

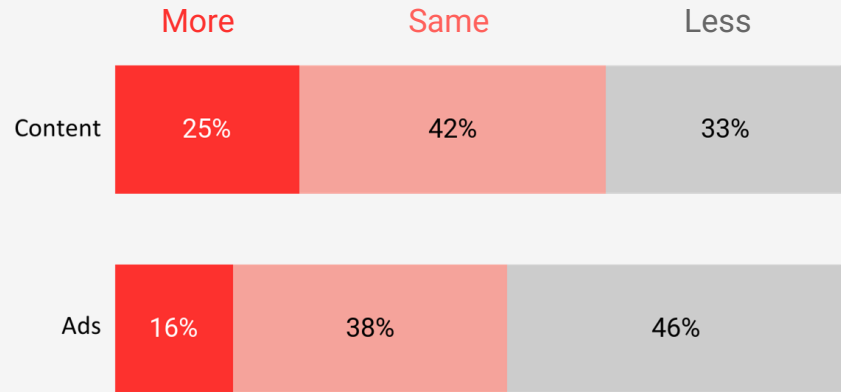
Streaming is a popular **co-viewing experience**, with mostly a non-negative impact to attention



88%

watch Streaming
TV with others

Reported Impact to Attention While Co-Viewing Streaming

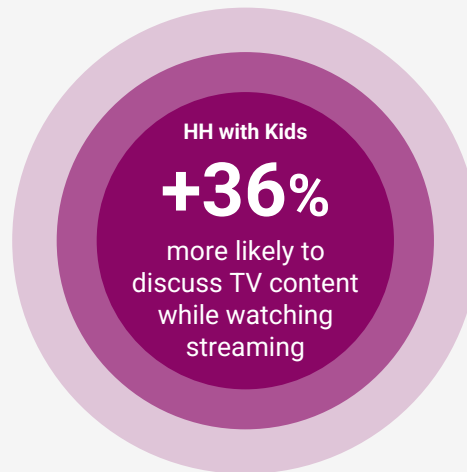
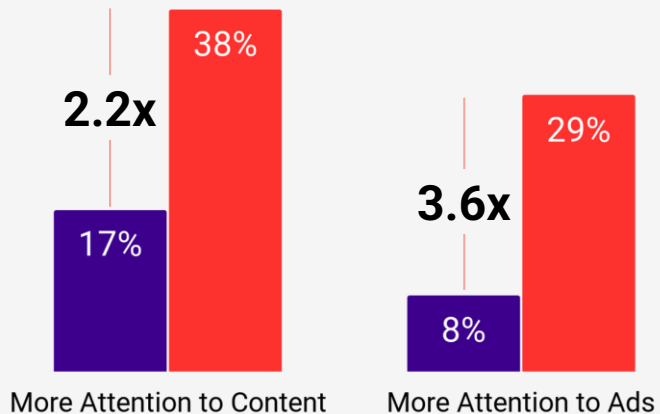


Finding #3

Households with kids are more likely to pay attention to streaming content and ads

Reported Impact to Attention While Co-Viewing Streaming

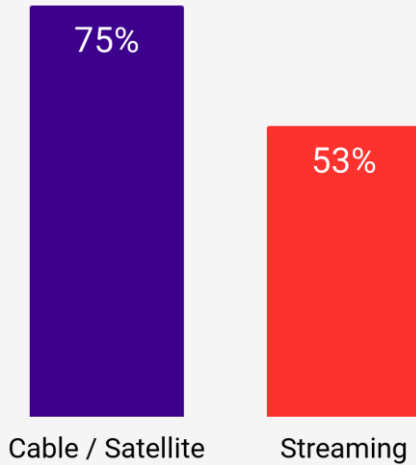
● Without Kids | ● With Kids



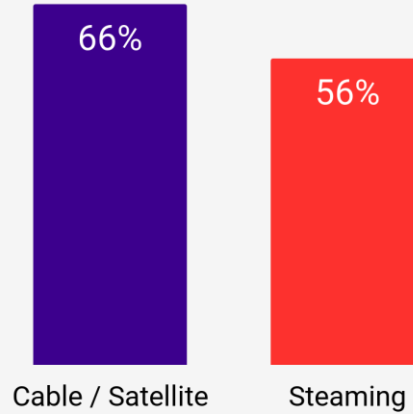
Finding #4

Streaming is gaining ground as a co-viewed method for watching sports

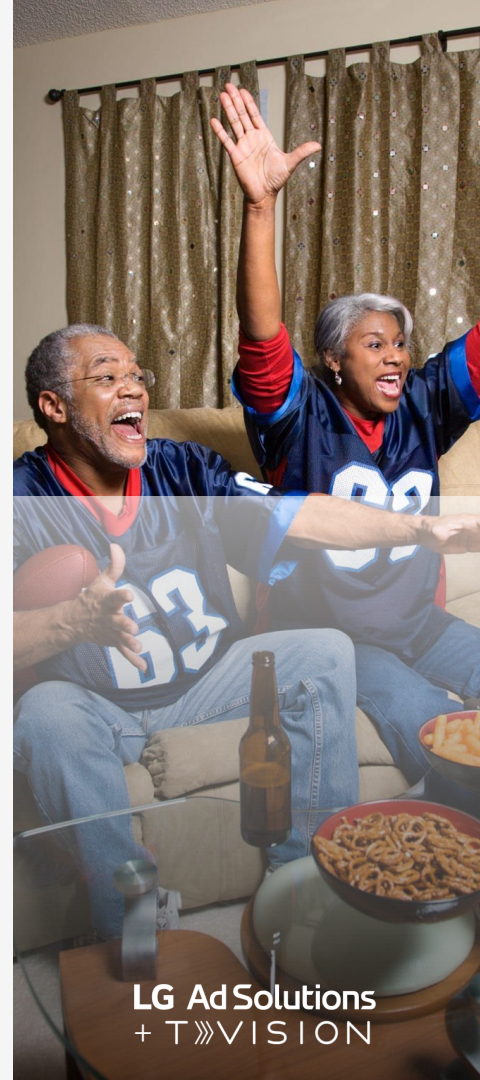
How Sports are Watched



Watch Sports with Others*



Source: Viewer Attention Study 2023 *Among those who watch sports



Implications for Brands and Marketers

01

CTV offers the opportunity to create ads that further engage viewer attention

02

Co-viewing can be an opportunity to turn your brand into a discussion

03

Measurement providers like TVision give us new insight into viewer behavior

Thank You

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Definition of Key Metrics



Attention %

The percentage of ad impressions where a viewer watched the TV screen for 2+ seconds



Attention Time

The average amount of time per attentive impression where a viewer was watching



Co-Viewing %

The share of program views that occur with another viewer present for 5+ minutes



Attention Index

"Attention to Visible" or Attentiveness of viewers benchmarked against the average program minute