The Impact of Co-Viewing on Attention to Video Advertising

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MediaScience

The Impact of Co-Viewing on the Memory of Video Advertising

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MEDIASCIENCE FIRSTS

A LEADER IN MEDIA AND ADVERTISING INNOVATION RESEARCH

CROSS CULTURAL MEDIA IMPACT

TELESCOPIC ADS

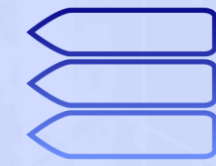INTERACTIVE NARRATIVES

AD CHOICE FORMATS
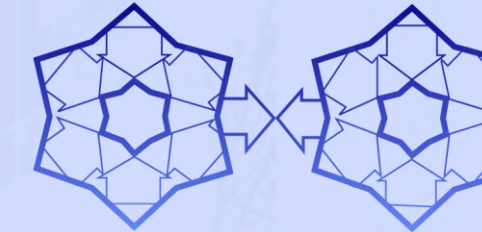
CO-VIEWING

TICKERS

INTERACTIVE BRAND INTEGRATIONS

INTERACTIVE LOYALTY BANNERS

MAPPING TV AD FORMATS

PROGRAM CONTEXT

VIDEO ADS ON MOBILE PHONES

INTERACTIVE TV ADVERGAMES

ADDRESSABLE TV ADVERTISING

THE POWER OF BRAND INTEGRATIONS

LIMITED INTERRUPTION

ASPECT RATIO

PICTURE-IN-PICTURE (PIP) TV ADS

MEDIA MULTITASKING

BREAK FREQUENCY
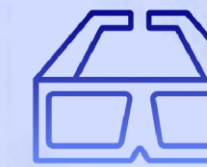
FAST FORWARD DISABLING

THE POWER OF CROSS PLATFORM

BRANDED PAUSE

POD BUSTERS

3D TV ADVERTISING

THE POWER OF NEURO MEASURES

BRANDED APPS

POSITIVE IMPACT OF NEWS ON ADS

FRONT-LOADED IMPACT OF ADS

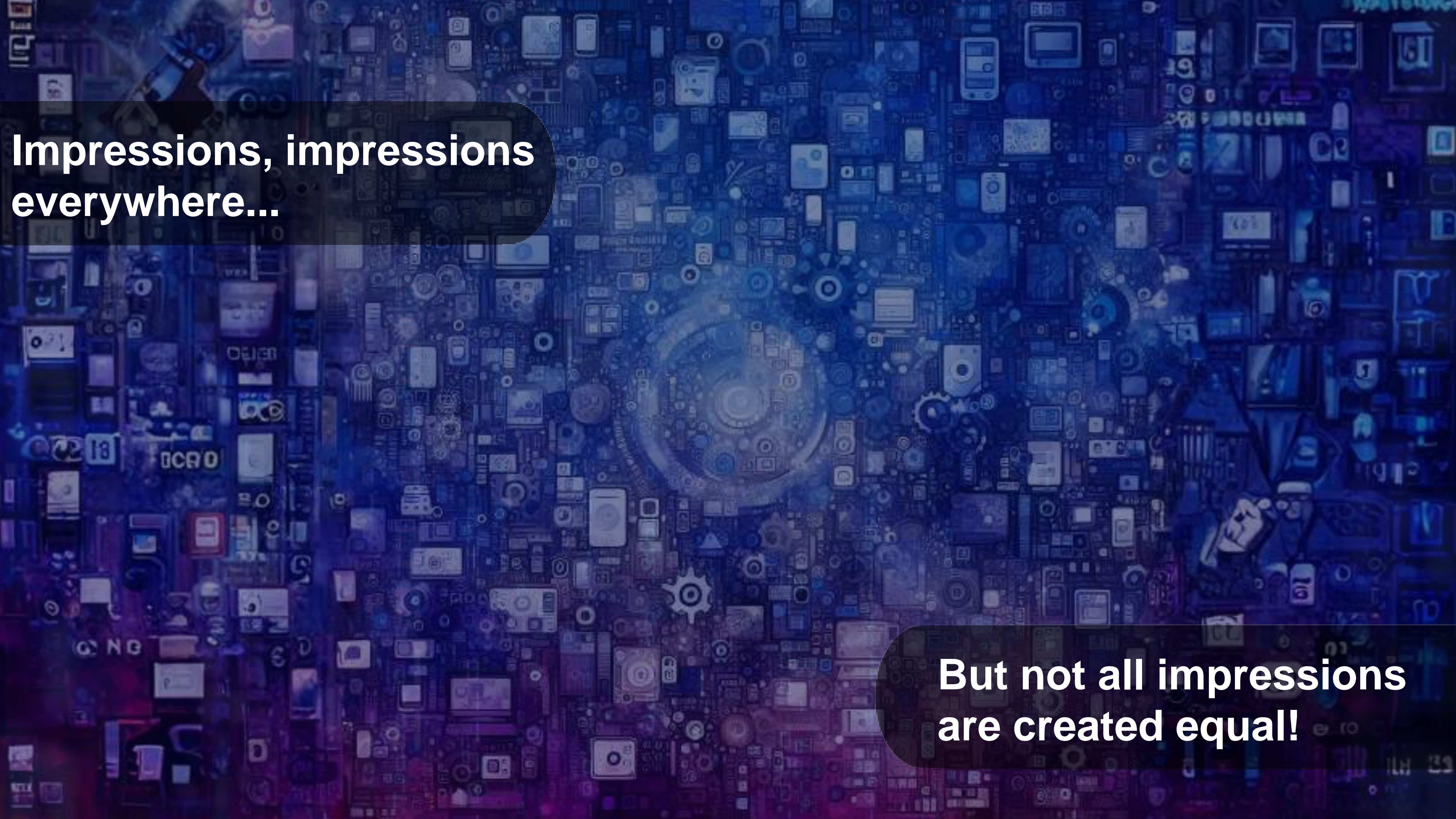SOCIAL MEDIA AD IMPACT

VIEWABILITY

SMALL BRAND FORMAT IMPACT

SIX SECOND ADS

REDEFINING ATTENTION

Meta-Analysis of MediaScience Studies on Co-Viewing

11 Studies
(n=2,299)

Journal of Marketing Communications
Vol. 18, No. 5, December 2012, 363–378

Routledge
Taylor & Francis Group

How coviewing reduces the effectiveness of TV advertising

Steven Bellman[a]*, John R. Rossiter[b], Anika Schweda[a] and Duane Varan[a]

[a]Interactive Television Research Institute, Murdoch University, 90 South Street, Murdoch, WA 6150, Australia; [b]School of Management and Marketing, University of Wollongong, Northfields Avenue, Wollongong, NSW 2522, Australia

In the present study – a naturalistic laboratory experiment – coviewing of TV commercials reduced their effectiveness (delayed proven ad recall) from 63%, obtained by single viewers, to 43%, for both coviewers. During coviewing, the 'mere presence of another' apparently distracts each coviewer's attention from the screen. The reduction in TV ads' effectiveness due to coviewing is equivalent to the loss from channel-change zapping, which reduces ad recall to 45%. More deleterious but less prevalent modes of digital video recorder-enabled ad avoidance are skip-button zapping, which reduces recall to 35%, and moderately fast zipping (× 8 fast forward), which reduces ad effectiveness almost entirely, leaving only 6% recall. This study concludes with some practical suggestions for improving the effectiveness of TV commercials seen by a coviewing audience.

Keywords: TV advertising effectiveness; coviewing; ad avoidance

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Conceptual Model of Co-Viewing Impact

Device-Level Exposure Data — 1,000

Add Additional Co-Viewers — 25%

All views not equal

Estimated Additional Co-Viewers — +250

Hypothetical audience size (illustrative only)

Case Study: Worst Case Scenario

Device-Level Exposure Data

Add Additional Co-Viewers

Estimated Additional Co-Viewers

All views not equal

Adjusted Audience (factoring for diminished ad impact)

Adjusted Additional Co-Viewers (by impact)

Moderators

| Number of Co-Viewers | Gender Mix | Presence of Children | Program Content | Other (e.g. Ad Creative) |
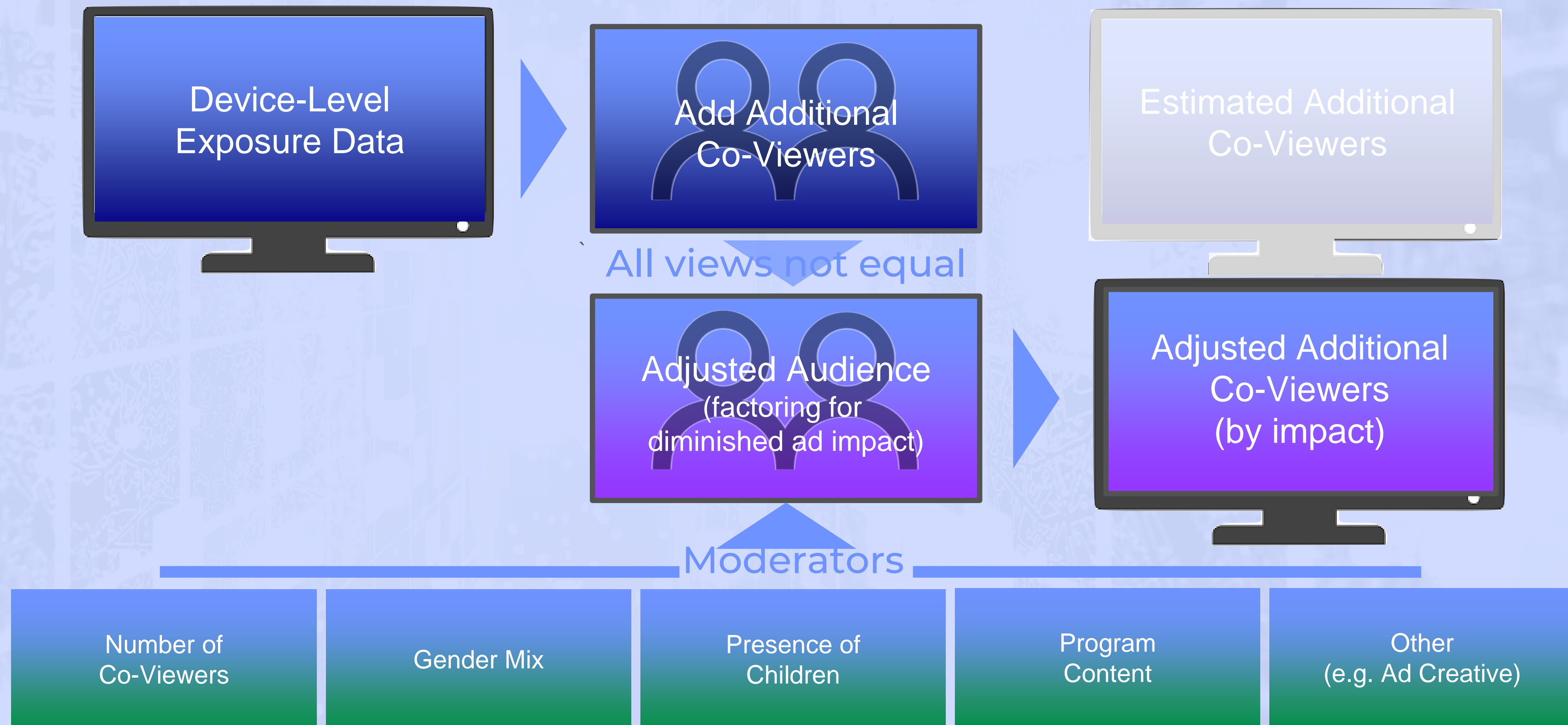
NAVIGATING TODAY'S ROADMAP

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Conceptual Model of Co-Viewing Impact

Device-Level Exposure Data ✓

Add Additional Co-Viewers ✓

All views not equal

Adjusted Audience (factoring for diminished ad impact) ✓

Adjusted Additional Co-Viewers (by impact)

Moderators

| Number of Co-Viewers ✓ | Gender Mix ✓ | Presence of Children ? | Program Content ✓ | Other (e.g. Ad Creative) ? |
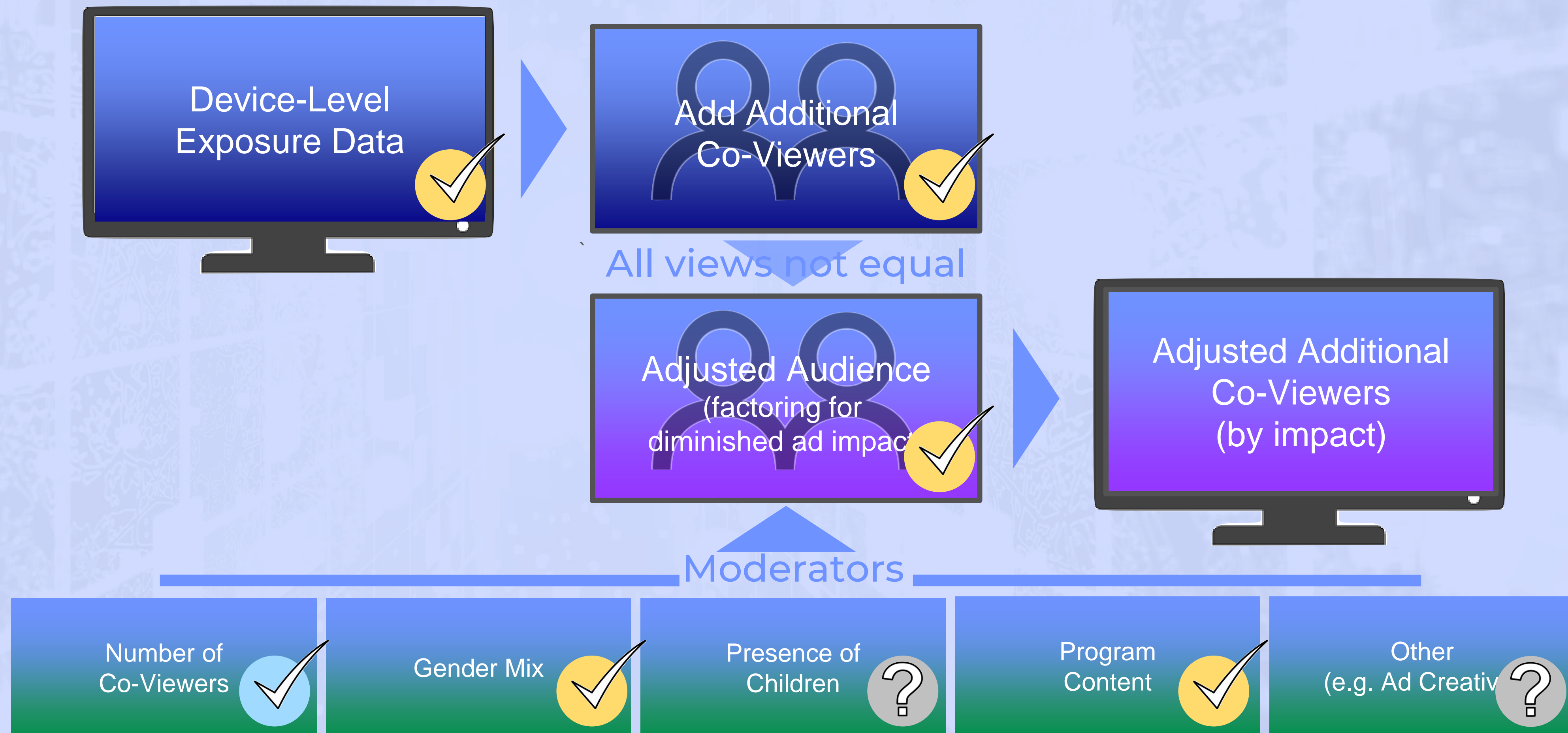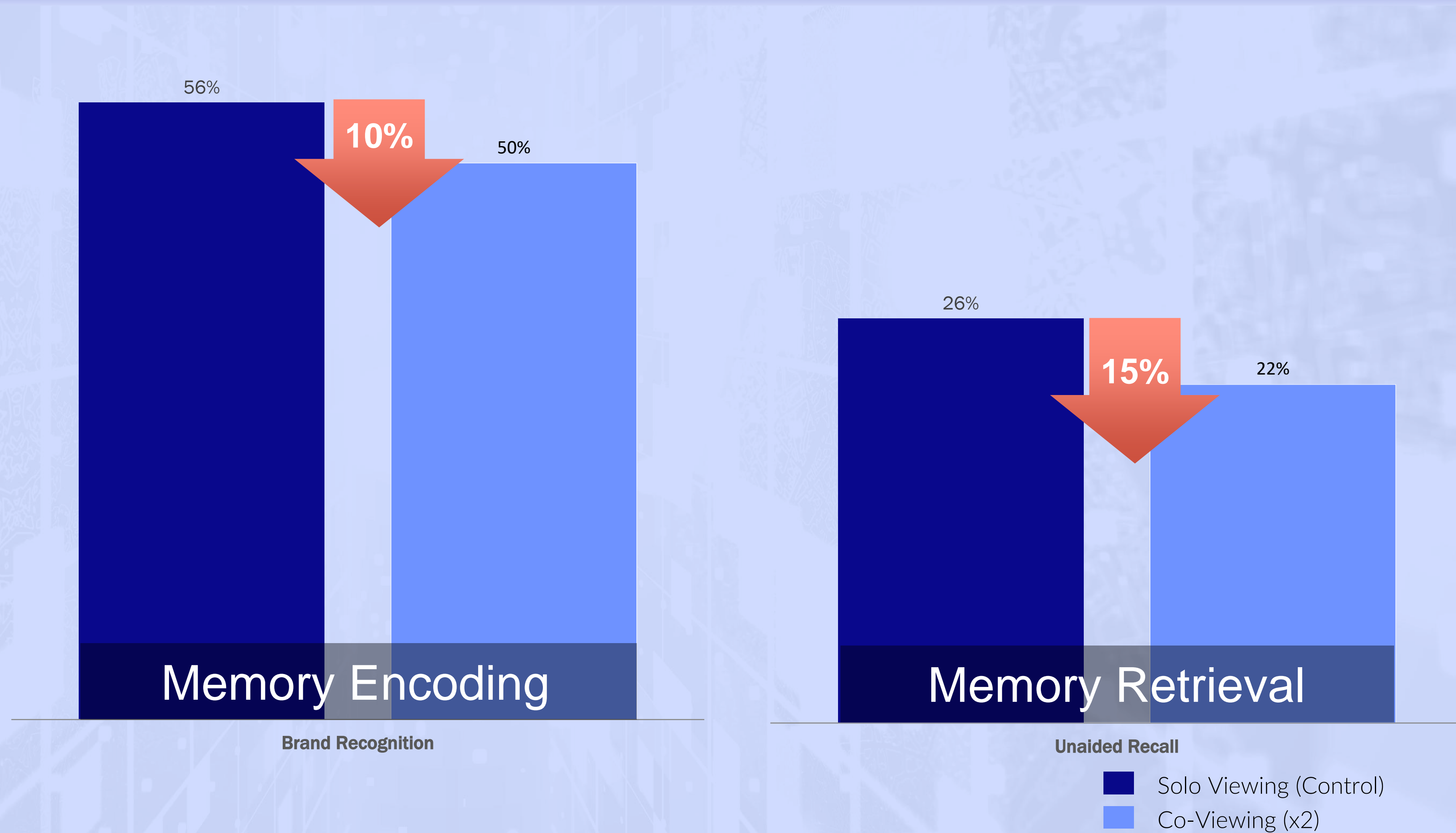
Co-Viewing Composition Effects

52%

27%

38%

Memory Retrieval

Unaided Recall

Same Gender Viewing
Mixed Gender Viewing
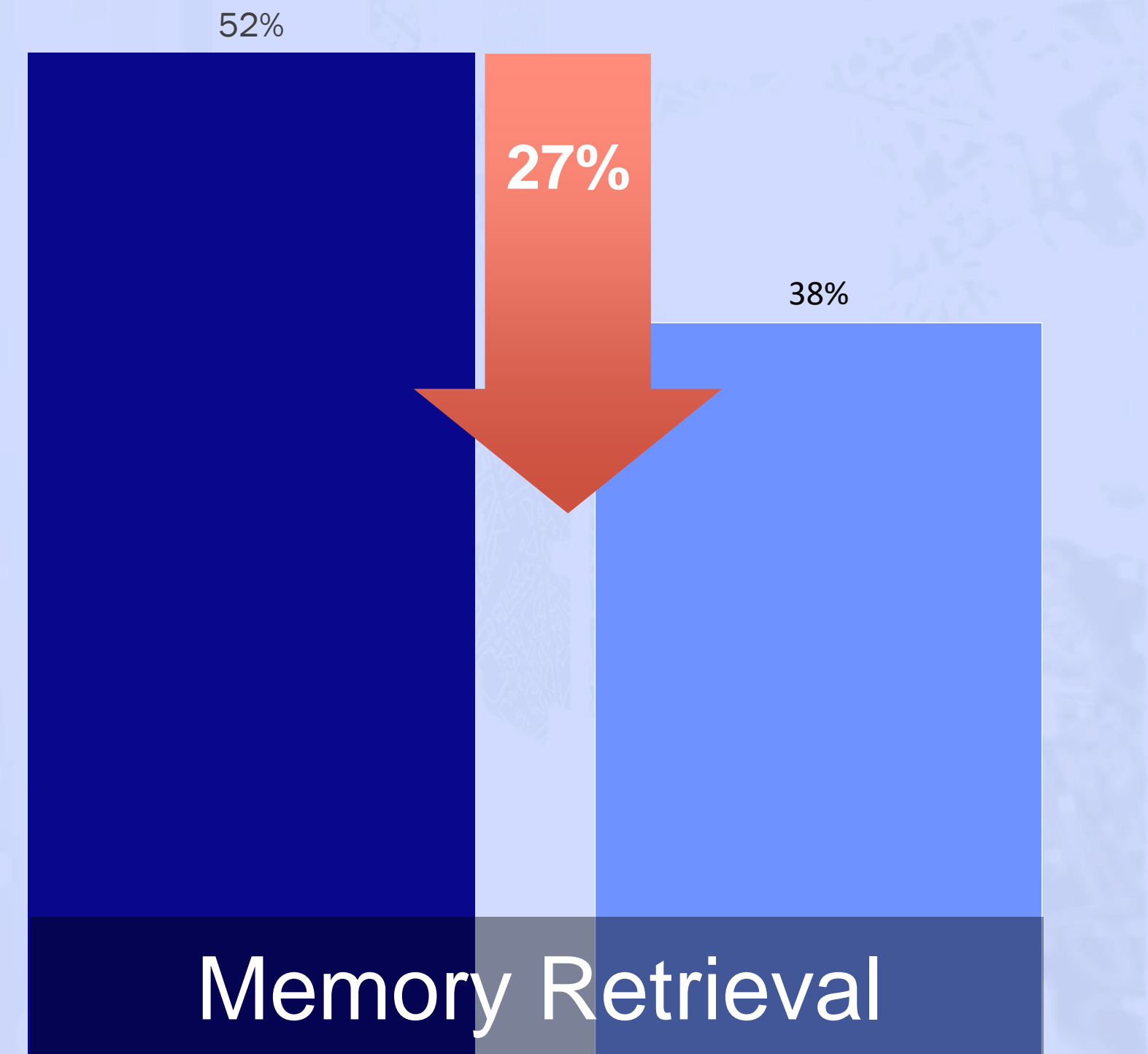
Note: Based on analysis of sub-sample of larger dataset
(where gender composition data was coded for).

Age Effects

Memory Retrieval

24%   21%   19%

30%   23%   %

38%   18%   31%

18-34   34-54   55+
         Unaided Recall

■ Solo Viewing (Control)
■ Co-Viewing (x2)
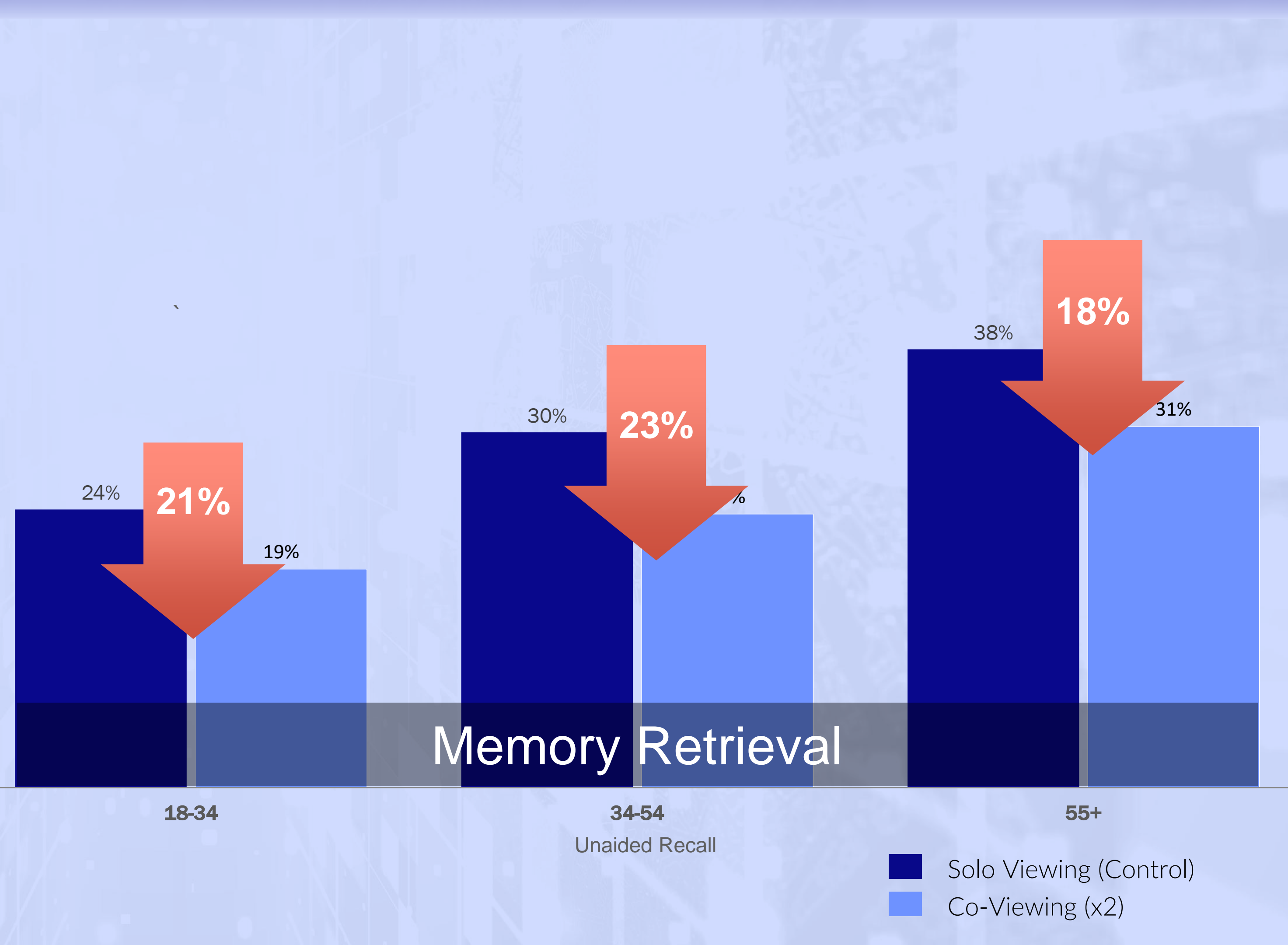
Program Effects

Brand Recall (indexed to Solo = 100%)

Unaided Recall Indexed to Solo Viewing

S1	S2	S3	S5	D1	D3	R1	S1	S2
42%	58%	82%	90%	95%	102%	104%	111%	122%

58%

22%

Co-Viewing (x2)
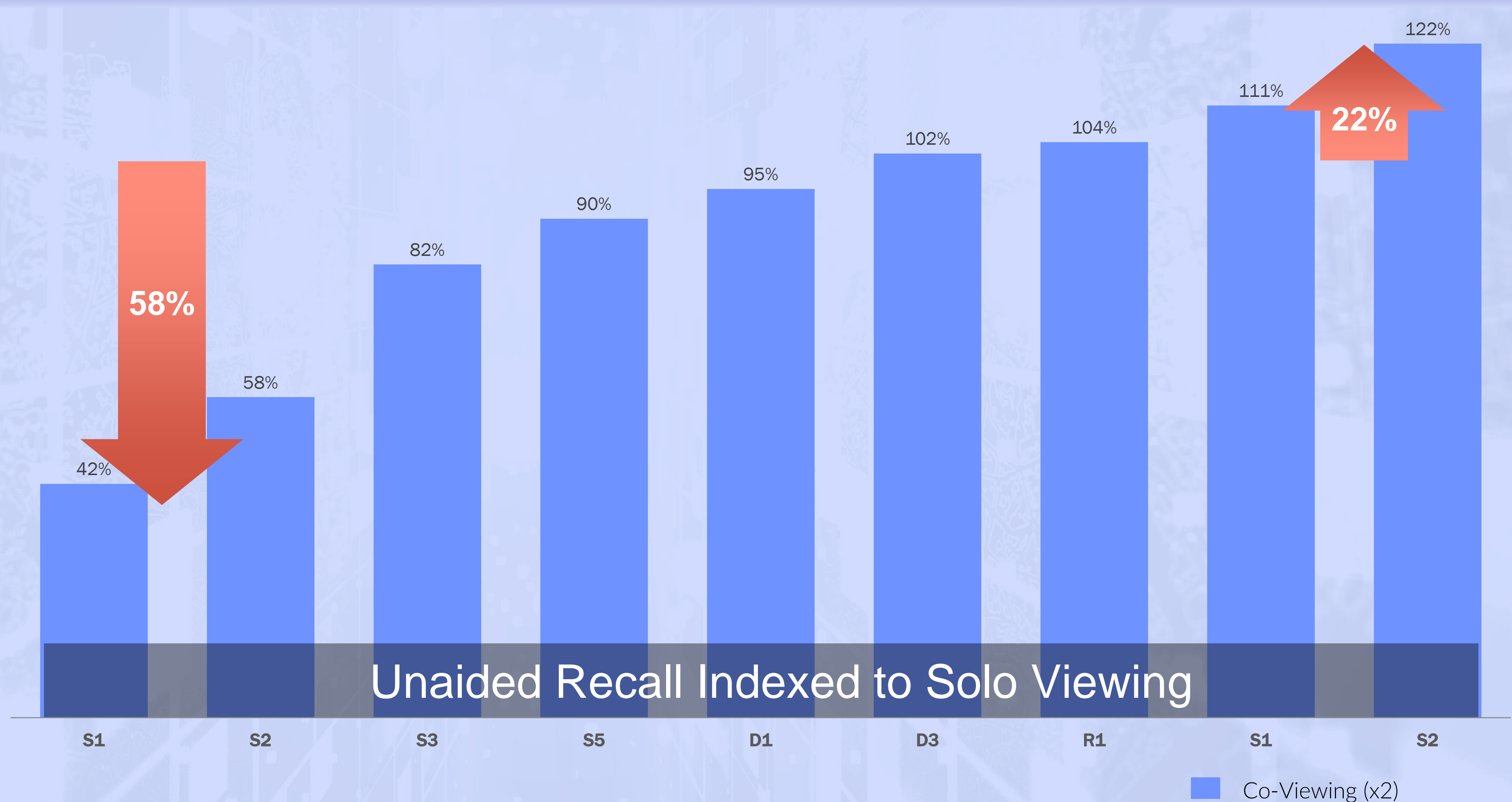
Number of Co-Viewers Effects

Brand Recall (indexed to Solo = 100%)

Co-Viewing Prevalence (during program)

3%
17%
0%
80%

SOURCE
T»VISION

43%
3%
42%
18%
35%
23%
33%

Visual Attention (by number of viewers)

1   2   3   4+
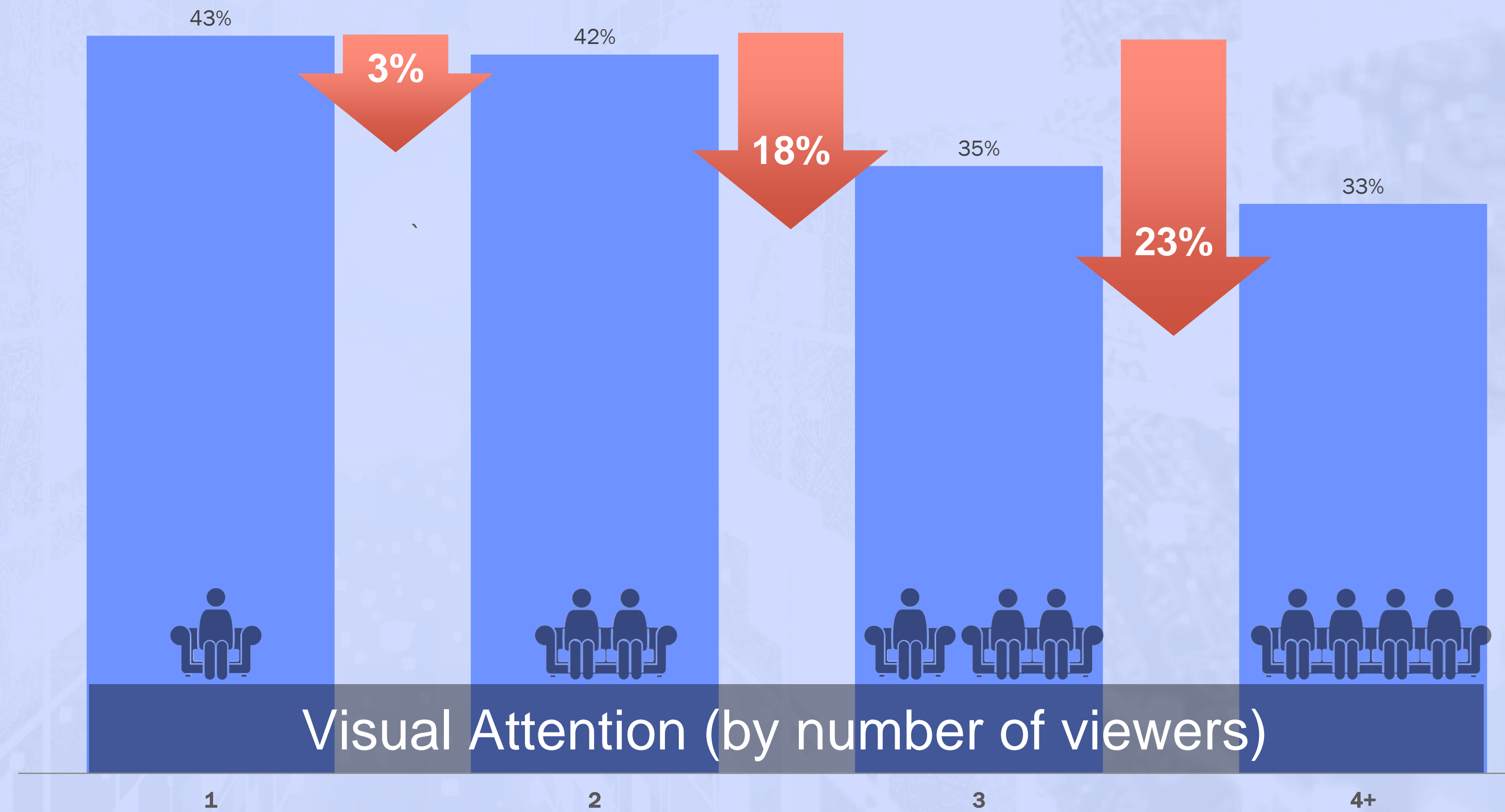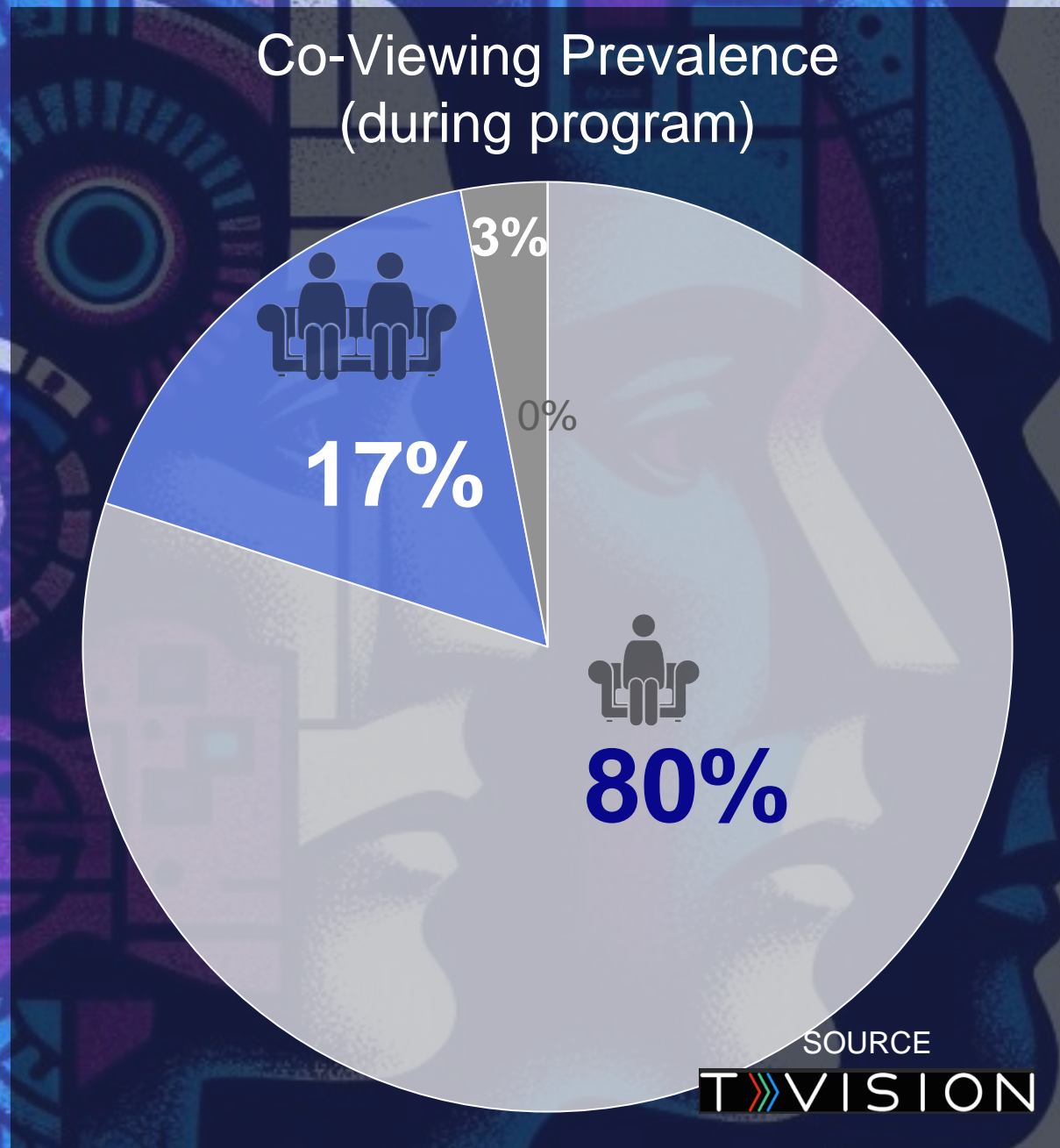
SOURCE: T»VISION

Co-Visual Attention
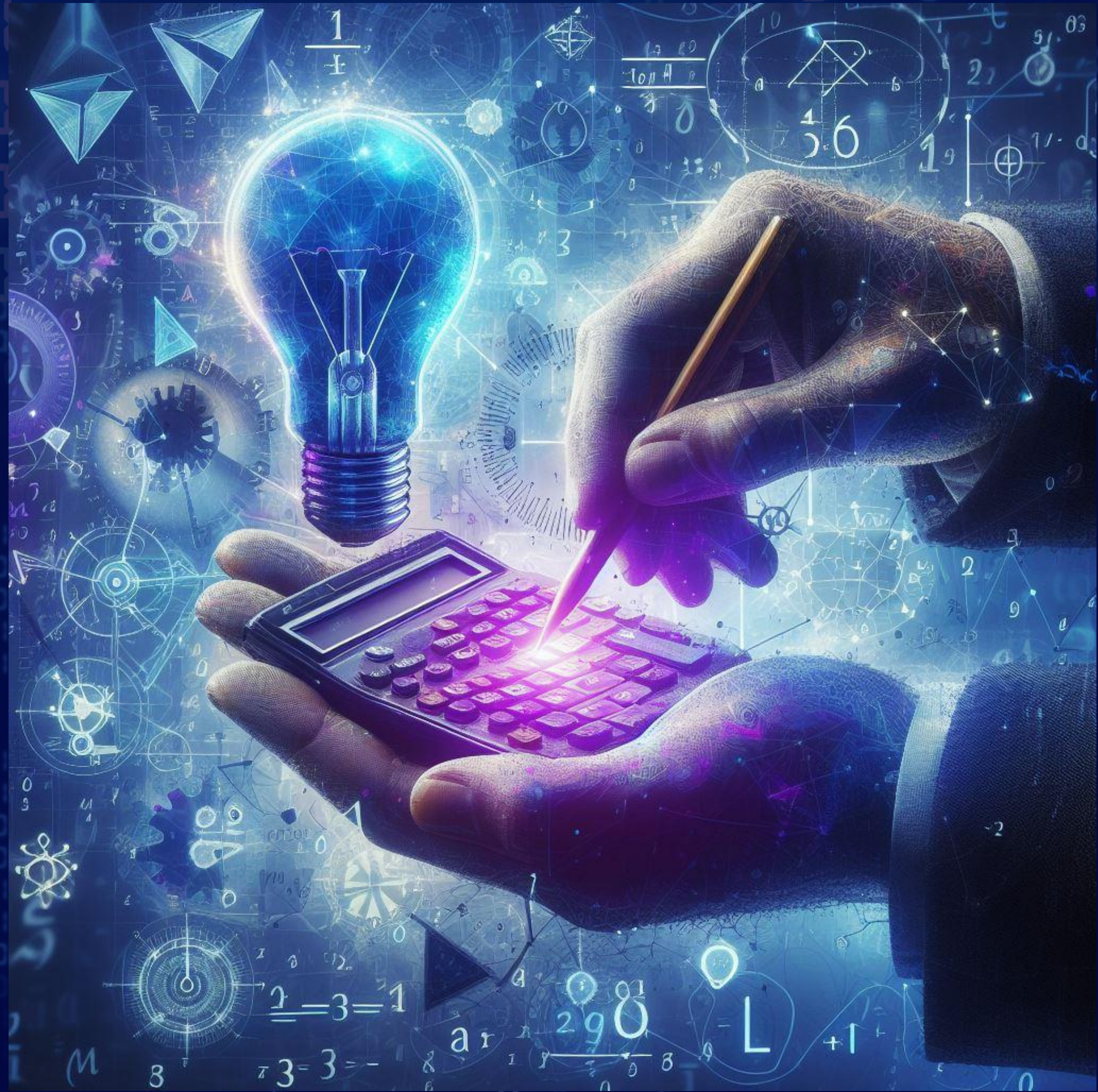
Case Study: Worst Case Scenario

Device-Level Exposure Data — 1,000

Add Additional Co-Viewers — 25%

All views not equal

Adjusted Audience (factoring for diminished ad impact) — -58%

Estimated Additional Co-Viewers — +250

Additional Co-Viewers — +105

Adjustment to Original — -145

Adjusted Viewers — -40

Moderators

Number of Co-Viewers	Gender Mix	Presence of Children	Program Content	Other

XXXX Hypothetical audience size (illustrative only)

Case Study: Average Scenario

Device-Level Exposure Data — 1,000

Add Additional Co-Viewers — 20%

All views not equal

Adjusted Audience (factoring for diminished ad impact) — -15%

Estimated Additional Co-Viewers — +200

Additional Co-Viewers — +170

Adjustment to Original — -30

Adjusted Viewers — +140

Moderators

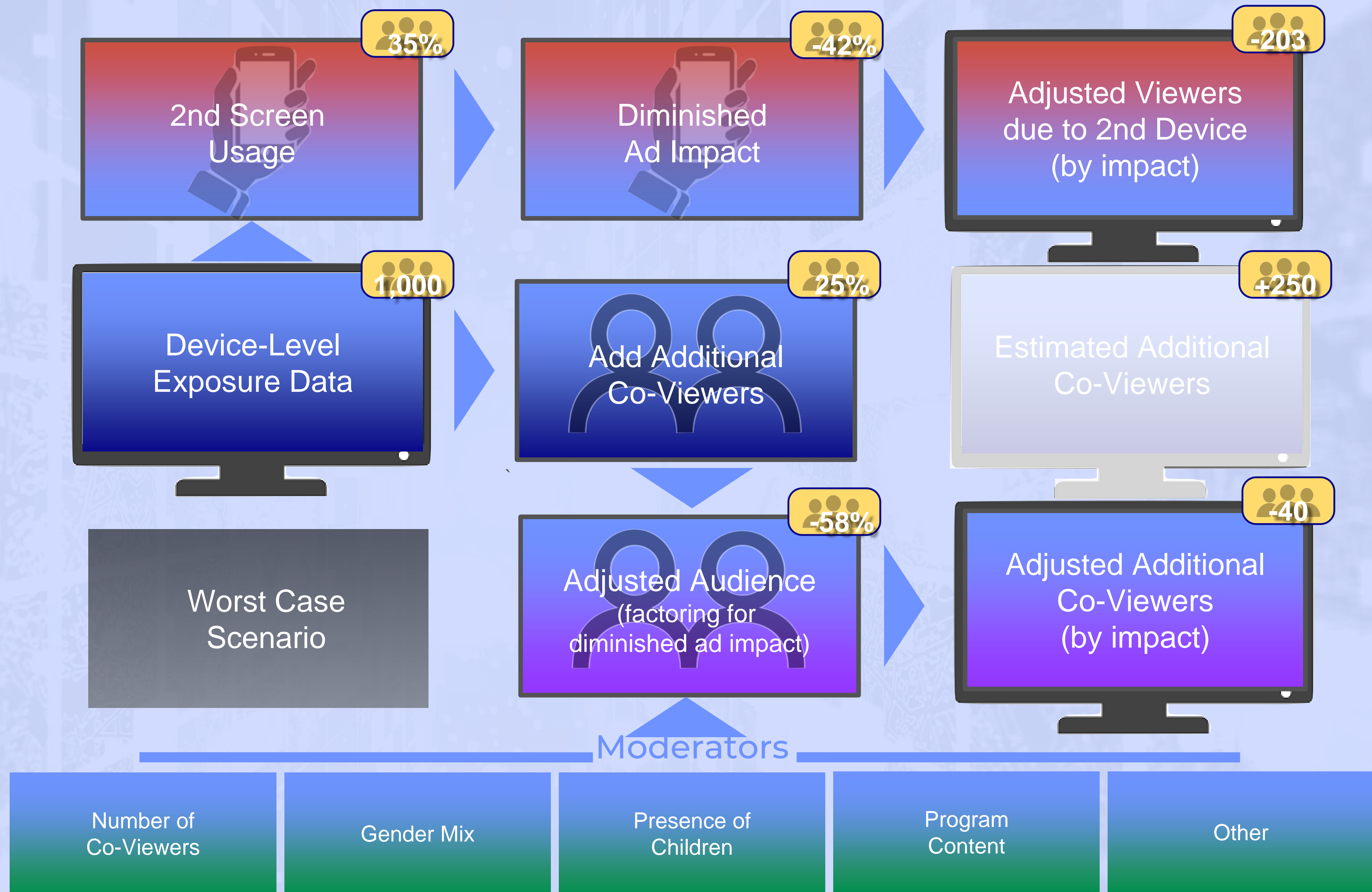| Number of Co-Viewers	Gender Mix	Presence of Children	Program Content	Other

XXXX — Hypothetical audience size (illustrative only)

Disclaimer: Averages are based on limited dataset. More research is needed to arrive at reliable industry averages.

Conceptual Model

2nd Screen Usage — 35%

Diminished Ad Impact — -42%

Adjusted Viewers due to 2nd Device (by impact) — -203

Device-Level Exposure Data — 1,000

Add Additional Co-Viewers — 25%

Estimated Additional Co-Viewers — +250

Worst Case Scenario

Adjusted Audience (factoring for diminished ad impact) — -58%

Adjusted Additional Co-Viewers (by impact) — -40

Moderators

| Number of Co-Viewers | Gender Mix | Presence of Children | Program Content | Other |

XXXX — Hypothetical audience size (illustrative only)

FOR MORE INFO
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