

# Determining the Value of Emotional Engagement to TV



Pedro Almeida

MediaProbe

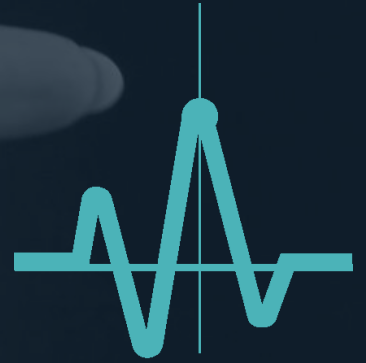


# Determining the Value of Emotional Engagement to TV

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Pedro R. Almeida, Ph. D.

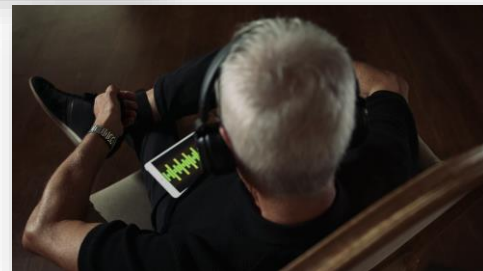
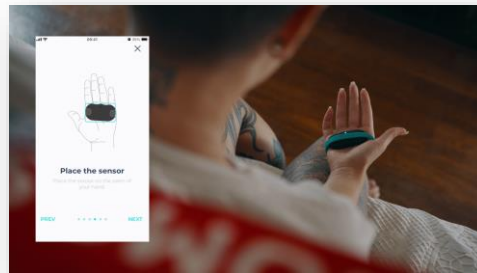
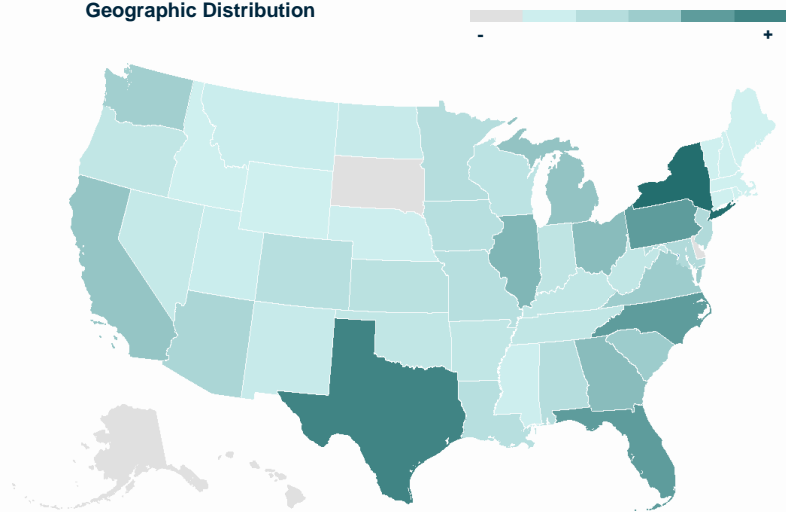
# Mediaprobe in a nutshell



## Mediaprobe panel US

2,700+ households

Geographic Distribution

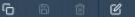


# The Oscars 2024 - ABC - 10.03.2024

Report

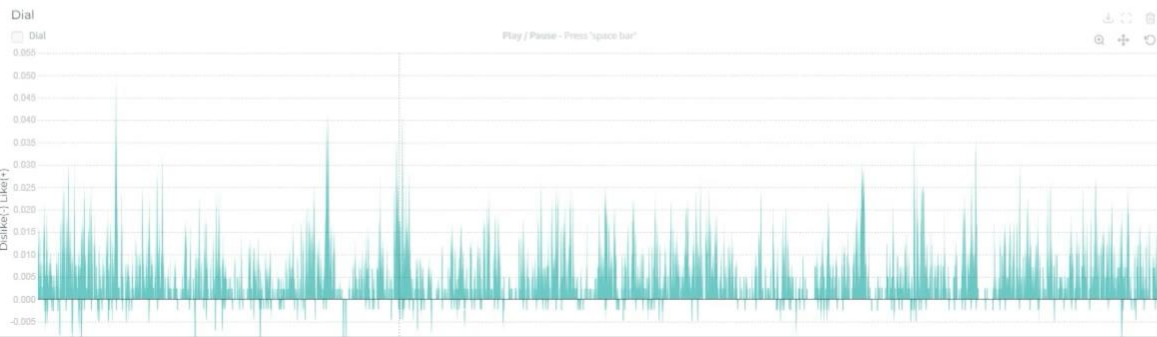
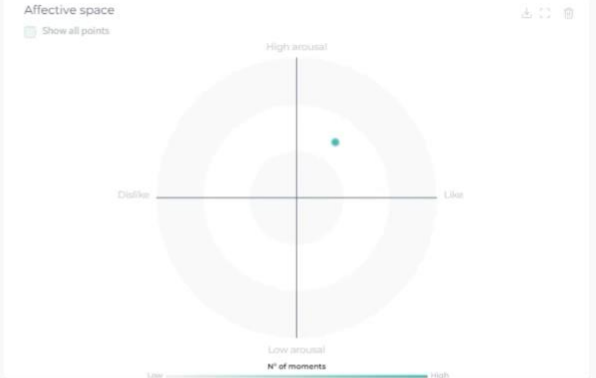
SEGMENT: ALL

BASIC PROFILE



all (100%)

from --:-- to --:-- OK Clear



The Oscars 2024 - ABC - 1... Events tagging v

1 second back - Arrow left   1 second forward - Arrow right   Play / pause - Space bar   Edit / View mode - Option/Alt + Y



Overall impact (1)

Editorial (64)

Moments (19)

Content vs Break (27)

Peaks (6)

**Commercial Activity (102)**

Top Categories (pre &amp; post 30 secs) (18)

Official Sponsors (pre &amp; post 30 secs) (39)

Q Search...

Event v



<input type="checkbox"/>	EVENT v	...	TYPE	IN v	OUT v	IMPACT v	DIAL v	BRAND v	CATEGORY v	SUBC
<input type="checkbox"/>	Rolex		Commercial Activity	00:22:26	00:23:26	684.44	0.29	Rolex	Apparel / Footwear / Accessories	App Acc Wat
<input type="checkbox"/>	Polestar 3		Commercial Activity	00:23:26	00:23:56	663.13	0.18	Polestar	Automotive / Vehicles	Auto Vehi
<input type="checkbox"/>	State Farm - Like a Good Neighbaaa		Commercial Activity	00:23:56	00:24:26	639.51	0.43	State Farm	Legal / Financial	Leg Insu
<input type="checkbox"/>	Eli Lilly and Company		Commercial Activity	00:24:26	00:24:56	568.69	0.14	Eli Lilly and Company	Health	Hea



### **TV is On**

You know how many are watching

## **Audience Ratings**

## **Person-level measurement**

## **Eye-tracking based Attention**



**mediaprobe**



# Why do we need measures of impression quality?





# Context Matters: not all reach is created equal

# Fundamental properties for a measure of impression quality

(Mediaprobe & NBCU AudienceScience 2023)

**Validity**

**Reliability**

**Predictive power**

## Questions for AxS 2024

- **After another year of measurement what can we say about the value of Emotional Engagement?**
- **Can we model the value of EE via its impact on memory?**
- **Can we use EE to optimize and value content and ad positions?  
How?**

# US TV Dataset

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**45,000+** total participations



**85,000+** individual  
hours measured



**+1,000** TV hours monitored



**42,500+** ads

# Secondary dataset

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Determining the value of Context  
through Emotional Impact

**Subset with memory data**

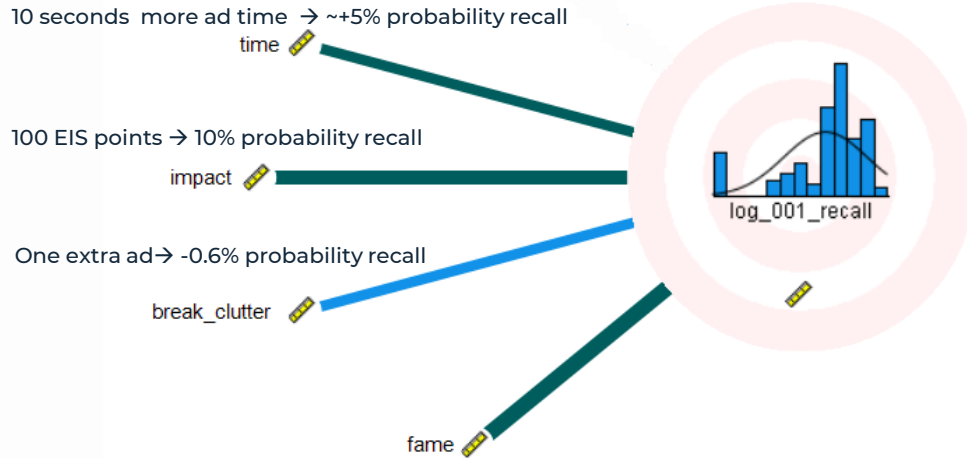
**16,351** ads

**329** “premium pod” formats

# How does Emotional Impact influence memory?



# General model: enhancing the Emotional Impact of an ad in 150 EIS points equates to adding a second 30' ad unit



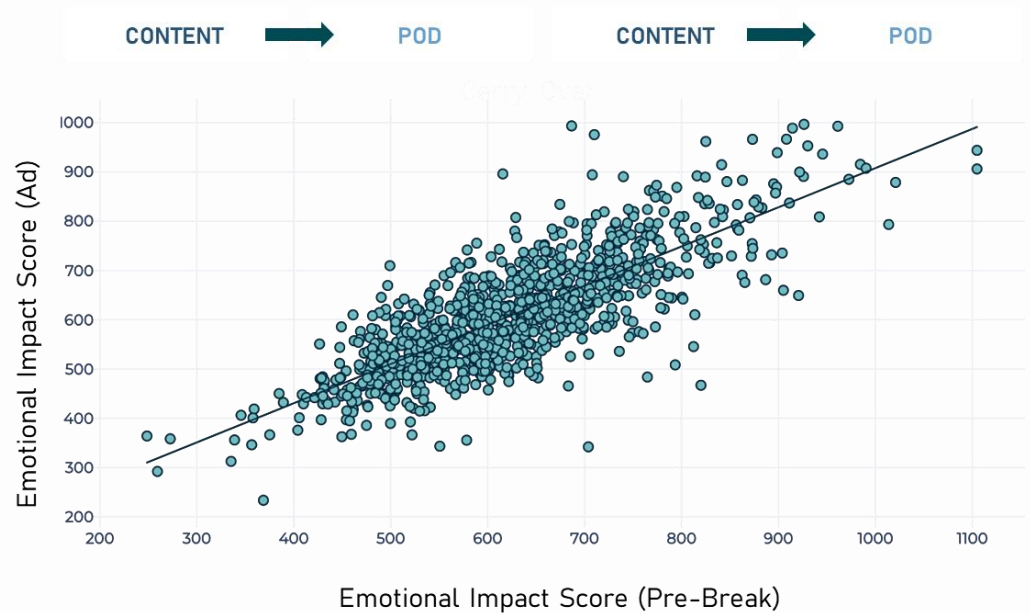
# What are the predictors of ad Emotional Impact?



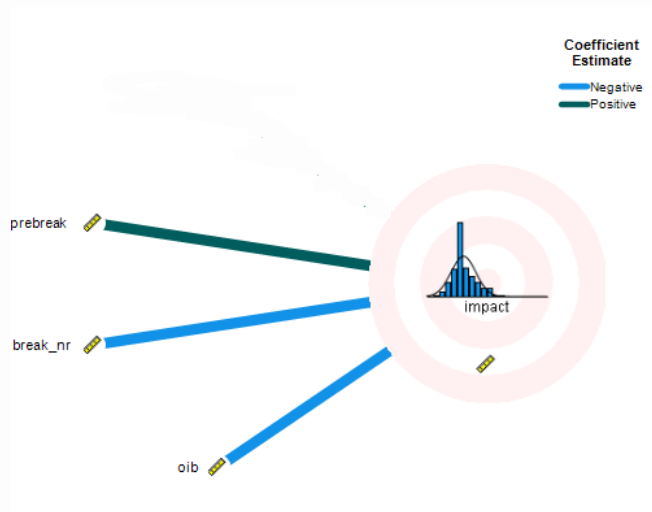


# EE carries over from content to ad breaks

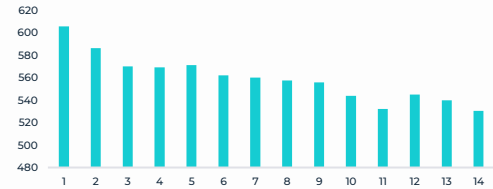
Higher impact context = higher impact ad blocks



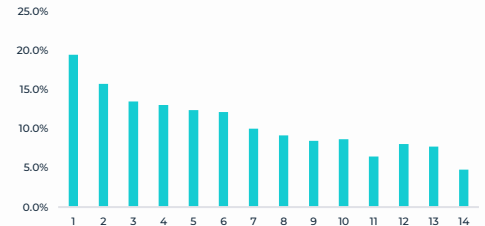
# More engaging pre-break, earlier breaks, earlier position in break lead to higher ad impact



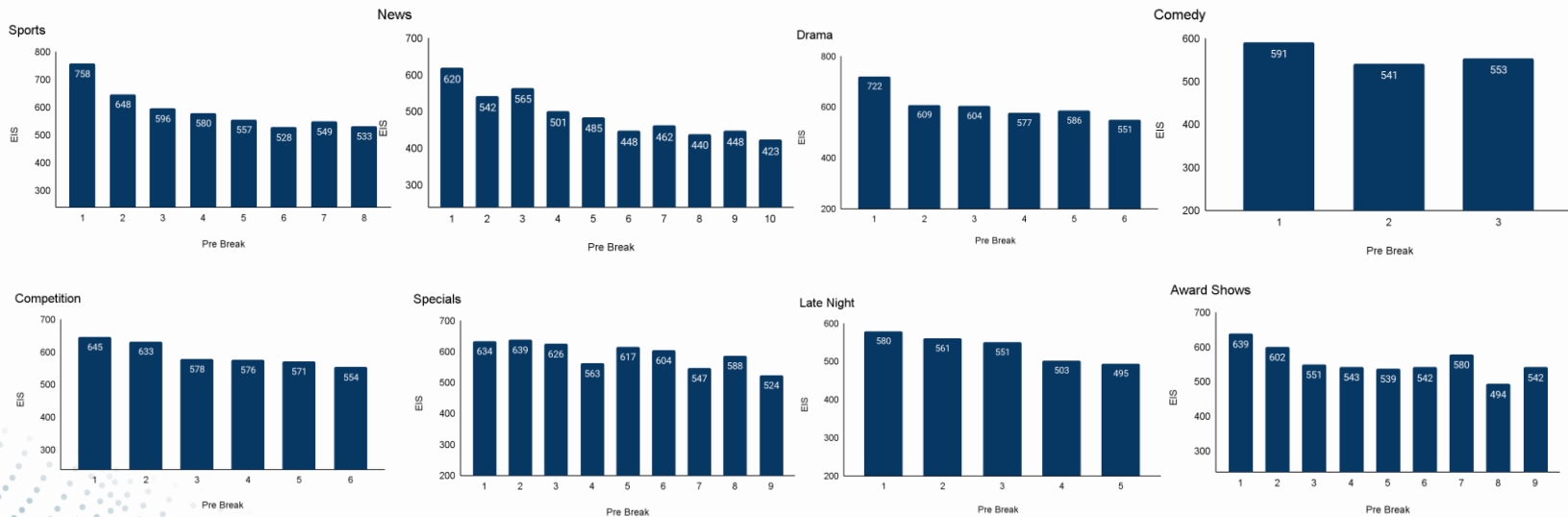
Ad Emotional Impact by order in break



Unaided recall by order in break



# But this is slightly different across genres: genre moderates pre-break emotional patterns



# 66<sup>th</sup> Annual Grammy Awards

(aired 2/4 on CBS)

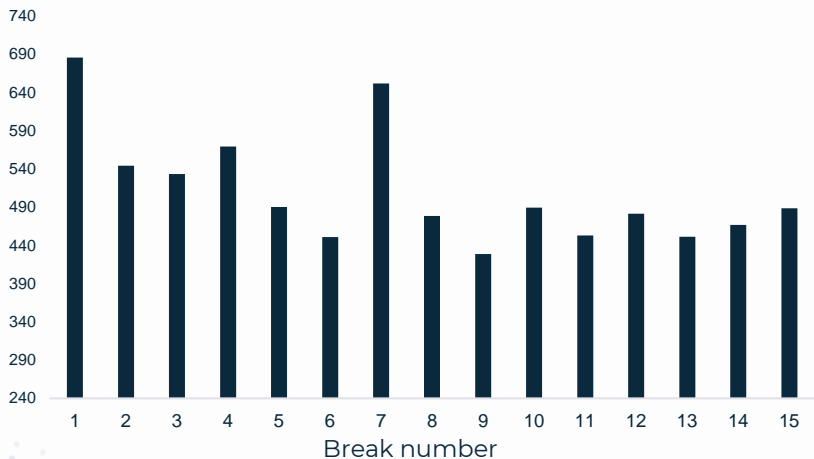
## Phasic



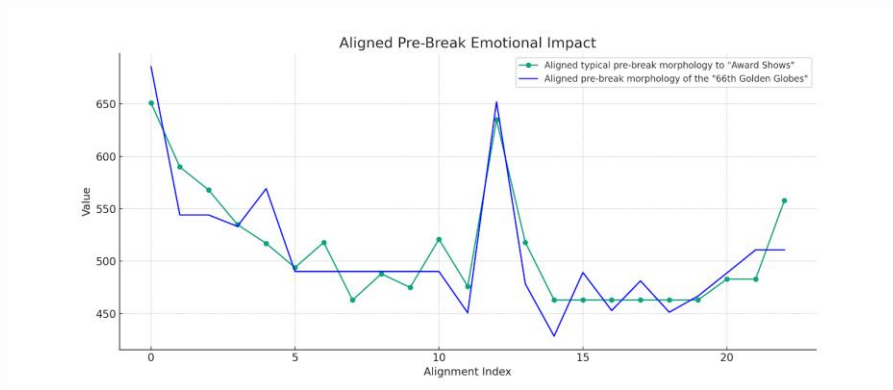
# 66<sup>th</sup> Annual Grammy Awards

(aired 2/4 on CBS)

## 60 second pre-break impact



## DTA alignment between 66<sup>th</sup> AGA and "Award" genre pre-break morphology

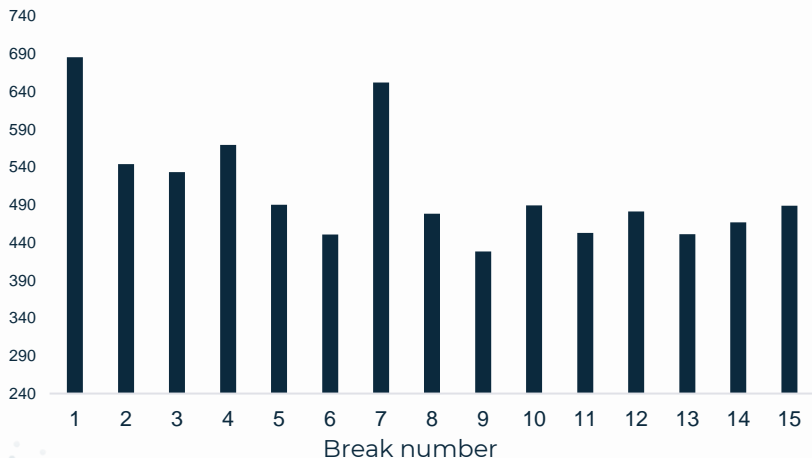


**66% similarity between time-series**

# 66<sup>th</sup> Annual Grammy Awards

(aired 2/4 on CBS)

## 60 second pre-break impact



### Simplified Valuation Model for Pod 1 (not considering OiB or clutter)

Average 30' unit Rate = \$500k  
Average Pre-break impact = 510 EIS

1<sup>st</sup> pod pre-break impact = 686 EIS

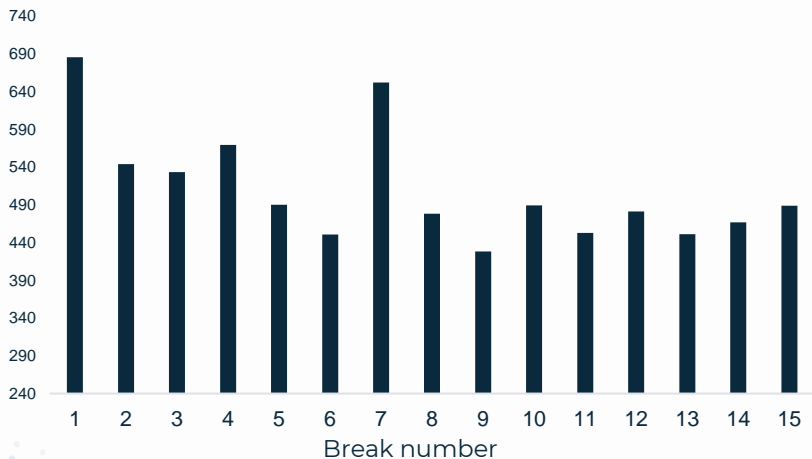

Average recall uplift estimate for 1<sup>st</sup> pod = 17.5%  
Required extra average ad units for 17.5% uplift = 1.16

1<sup>st</sup> pod delivered ad value = \$500k + 1.16(\$500k) = \$1,083M  
(116% average unit rate value)

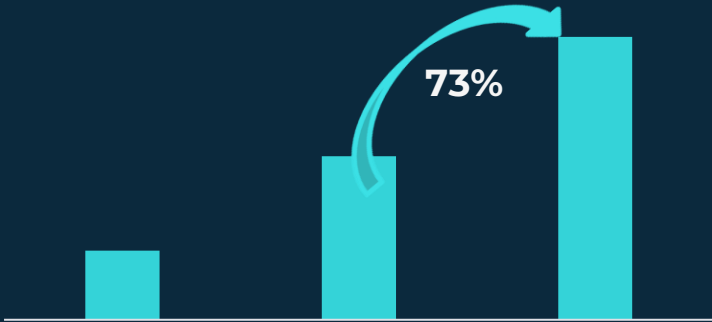
# 66<sup>th</sup> Annual Grammy Awards

(aired 2/4 on CBS)

## 60 second pre-break impact

10 sec billboard 1<sup>st</sup> break  
**30 sec ad 1<sup>st</sup> break (1<sup>st</sup> in break)**  
**30 sec ad 7<sup>th</sup> break (3<sup>rd</sup> in break)**  
 30 sec ad 13<sup>th</sup> break (5<sup>th</sup> in break)  
 10 sec billboard 14<sup>th</sup> break



MP Average unaided ad recall

MP Average unaided sponsor recall

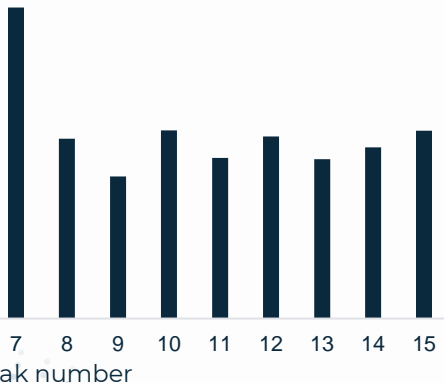
Hilton unaided recall

73%

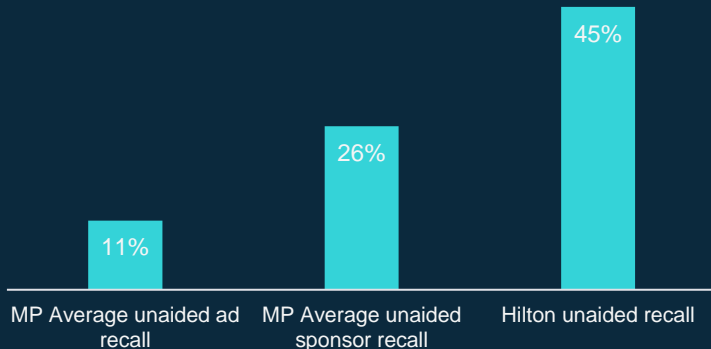
# 66<sup>th</sup> Annual Grammy Awards

(aired 2/4 on CBS)

## Break impact



10 sec billboard 1<sup>st</sup> break  
**30 sec ad 1<sup>st</sup> break (1<sup>st</sup> in break)**  
**30 sec ad 7<sup>th</sup> break (3<sup>rd</sup> in break)**  
 30 sec ad 13<sup>th</sup> break (5<sup>th</sup> in break)  
 10 sec billboard 14<sup>th</sup> break



## Estimated Recall

Nr. of ad units  
**27%**

Nr of ad units + EE  
**42%**



# Optimizing and valuing premium ad positions



# Secondary dataset

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**Subset with memory data**

**16,351** ads

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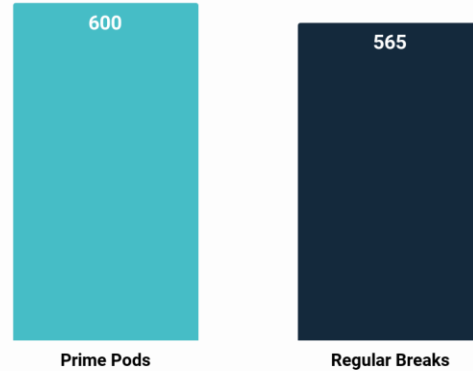
# 11%

## MORE IMPACTFUL

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Premium pods consistently deliver higher impact vs. regular breaks.

EIS: Prime pods vs Regular Breaks

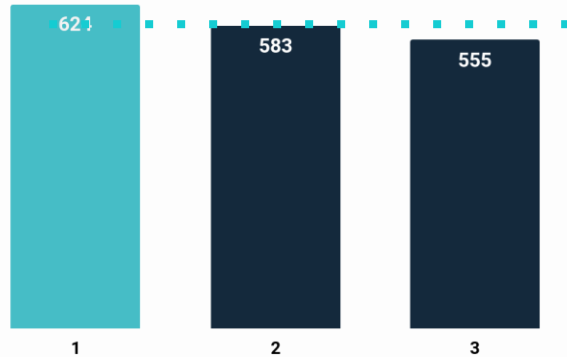


# First-in-Break still rules in Premium Pods

Average **22% EE decay from the 1<sup>st</sup> to the 3<sup>rd</sup> position.**

Despite this, the 2<sup>nd</sup> and 3<sup>rd</sup> position on a “premium pod” outperform ads on regular breaks.

Prime pods: EIS by Order in Break



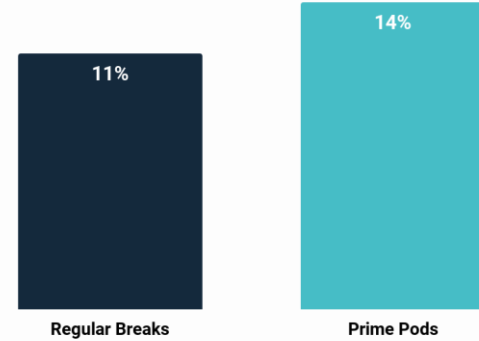
## Premium Pods deliver higher ad recall

Uplift of **27%** in unaided recall compared to brands on regular breaks.

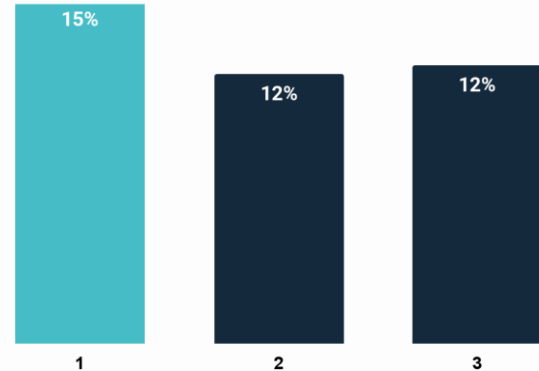
First-in-break enhances this performance, achieving **an uplift of 36%** compared to regular brands.



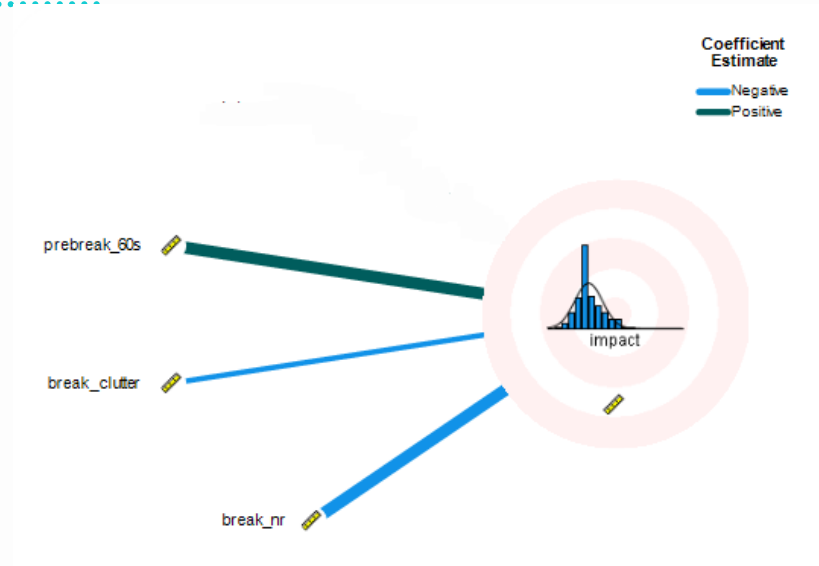
Brand Recall: Prime Pods vs Regular Breaks



Prime pods: Brand Recall by Order in Break



# Premium pods deliver impact via higher pre-break impact, better positioning, less clutter



**How much should advertisers  
pay for a premium pod  
position?**

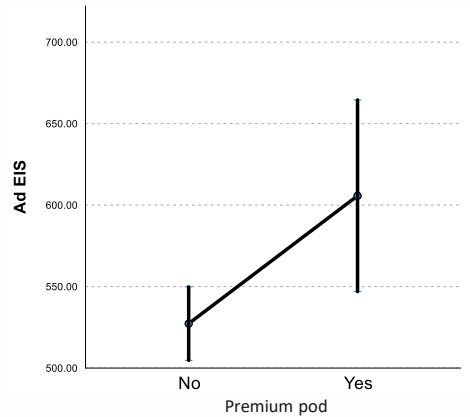
# Show XYZ

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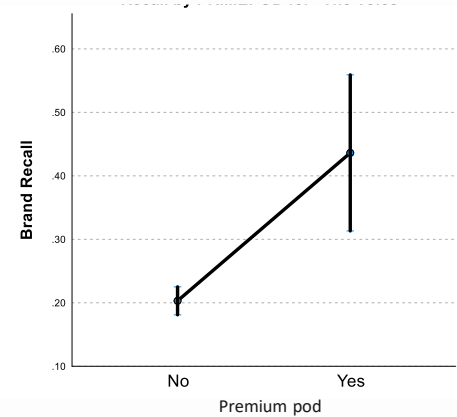


# Show XYZ – Premium pods work

37% higher ad EISx

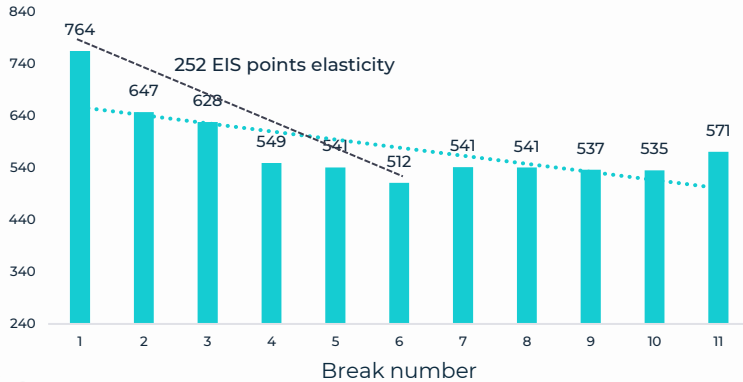


15.2 pp (80%) higher recall



# Show XYZ has a very stable pre-break EE pattern

Show XYZ pre-break EIS



1<sup>st</sup> Break 185 EIS points above average

At a \$200k average unit rate:  
**185 EIS points = \$251k**

Show XYZ ad EIS by OiB



# Using Emotional Engagement to optimize premium pod position

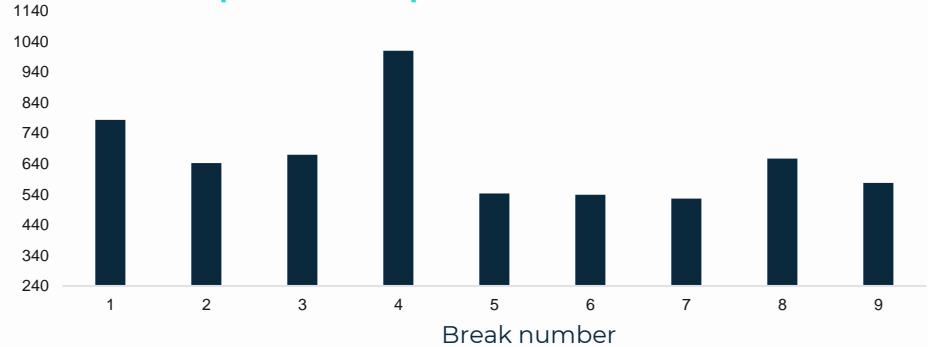


# Show 123 – Non-optimized

Possibility of optimizing Prime Pod by 200 points



60 second pre-break impact



At a \$127k unit rate

200 EIS points = +\$144k

# Take aways

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**Ad EIS is systematically associated with ad recall.** We can quantify that association, and understand the value of optimizing EIS vs. other elements

**It is possible to optimize ads for estimated impact** by advertising in the most engaging content AND being present after the most engaging moments

**Different genres tend to have typical pre-break engagement morphologies.**

Knowing this allows to estimate the delivered value of each pod position (and order in break when relevant).



**Thank you**

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**mediaprobe.com**