

# Tune-In to Discover What is Making Audiences Tune-Out



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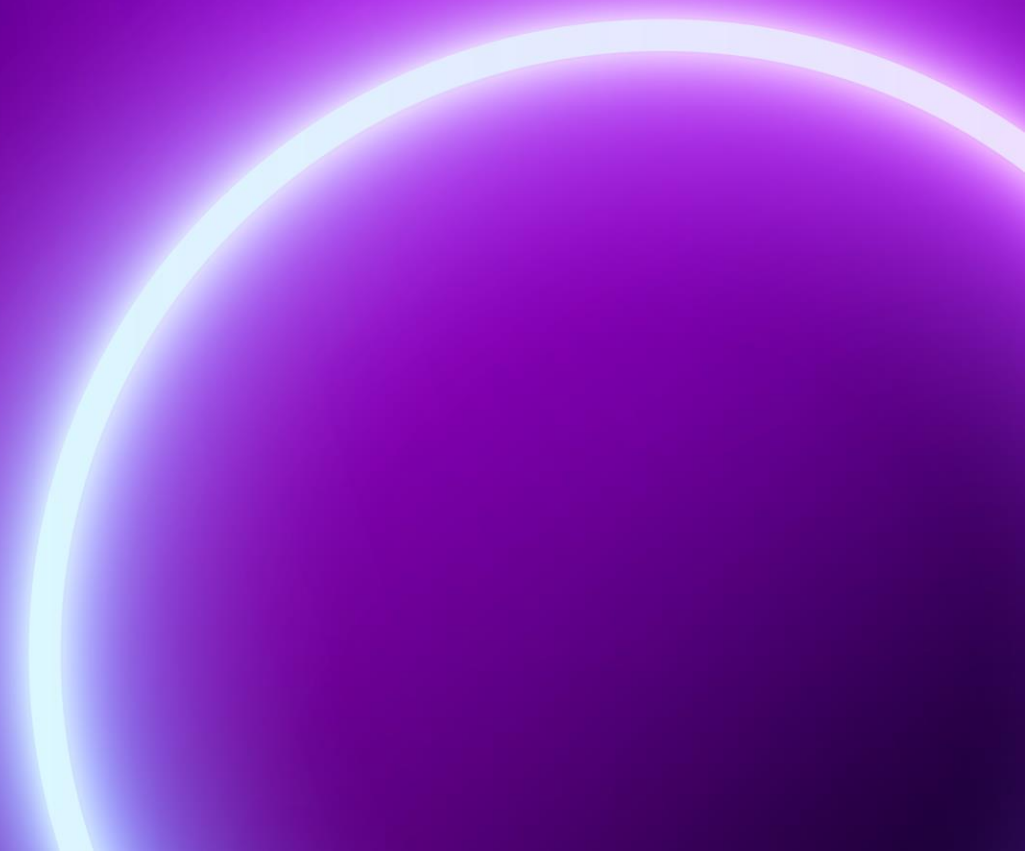
**FREEWHEEL**  
A COMCAST COMPANY

**MEDIASCIENCE**

FREEWHEEL VIEWER EXPERIENCE LAB

# TUNE-IN TO DISCOVER WHAT IS MAKING AUDIENCES TUNE-OUT

INSIGHT INTO DESIGNING A BETTER AD POD



**FREOWHEEL**  
A COMCAST COMPANY

**MEDIASCIENCE**



## Travis Flood

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Head of Research, FreeWheel Viewer Experience Lab



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CEO, MediaScience

# RESEARCH-FIRST APPROACH TO VIEWER EXPERIENCE

## LITERATURE REVIEW

- » Understand existing media research on viewer experience
- » Focused first on quantity of ads
- » Reviewed library of media effectiveness studies



## RESEARCH QUESTIONS

- » What is the optimal duration of ad pods to optimize both viewer experience and brand impact?
- » Is there a difference in impact with more ads vs. fewer ads in the same break duration?
- » What is the impact of frequency on viewers and brands?

# OVERVIEW OF STUDY

## METHODS

840 total participants watched an entire 30-minute program with structured ad breaks

At-home viewing session (n=560)

- >> Phase 1: 1,2,3,4, & 5 min ad breaks
- >> Phase 2: 2:30 ad break (mix of 15s & 30s)
- >> Phase 3: 2:30 ad break (all 15s & all 30s)

In-lab viewing session (n=280)

- >> Ad Load & Frequency cells

## MEASURES

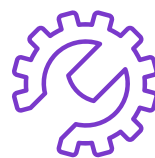
Eight brands analyzed including four well-known & four lesser-known brands

- >> Post-exposure survey (both studies)
- >> Neurometrics (in-lab)
- >> Facial coding (in-lab)

# FINDINGS



Pod Length



Pod Architecture



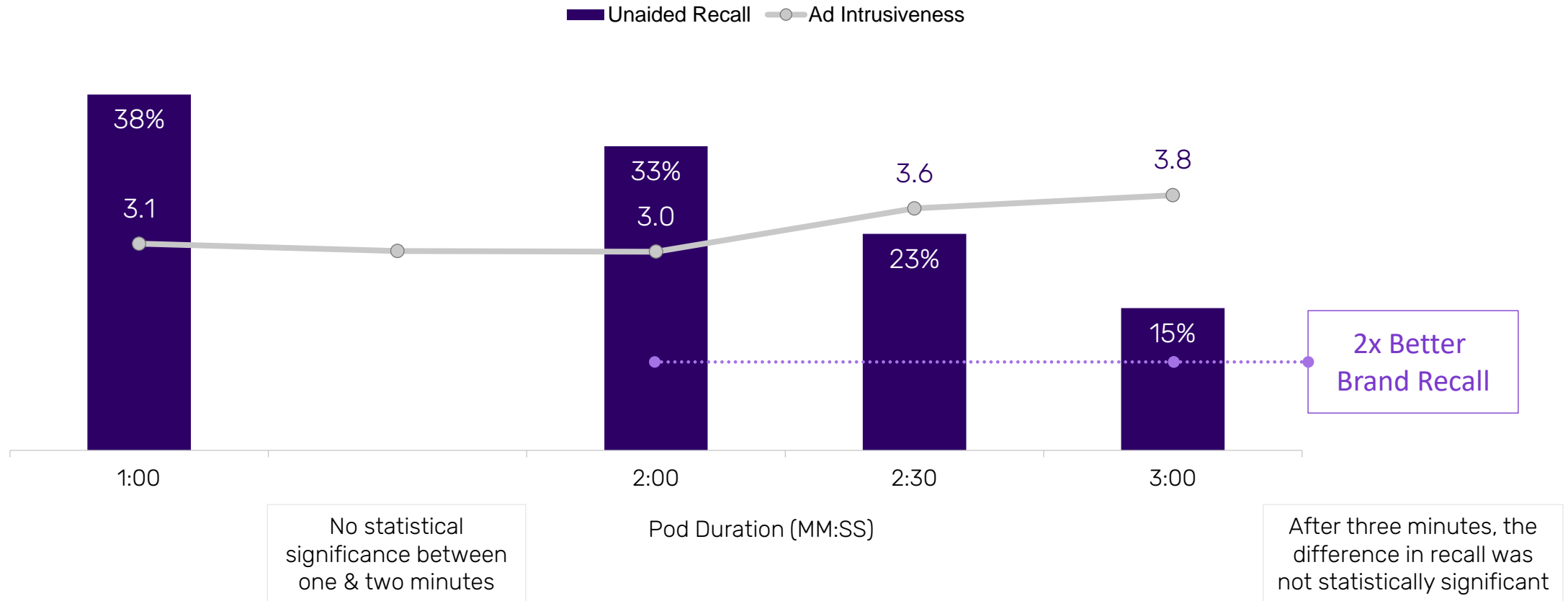
Ad Frequency



# 01 POD LENGTH

# 2 MINUTES OR LESS LEADS TO BETTER RESULTS

Ad Recall & Intrusiveness by Ad Break Duration (MM:SS)

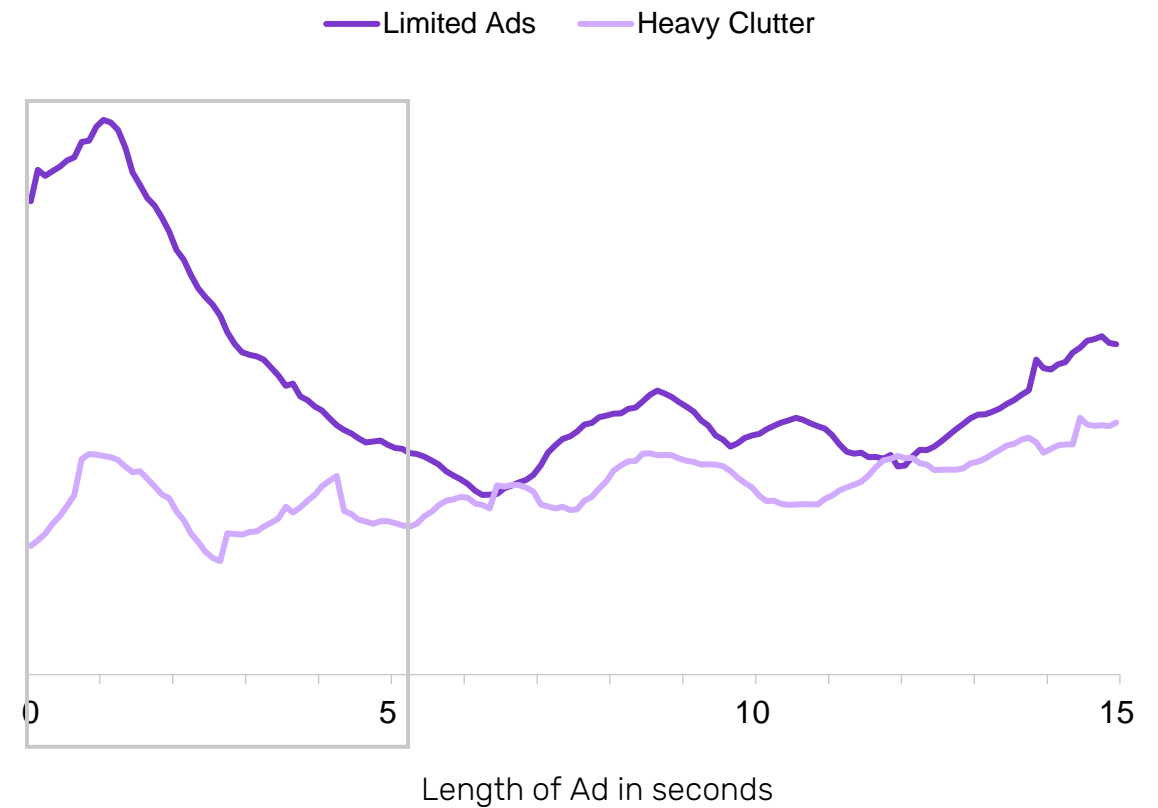




# VIEWERS ARE MORE ENGAGED AS ADS BEGIN

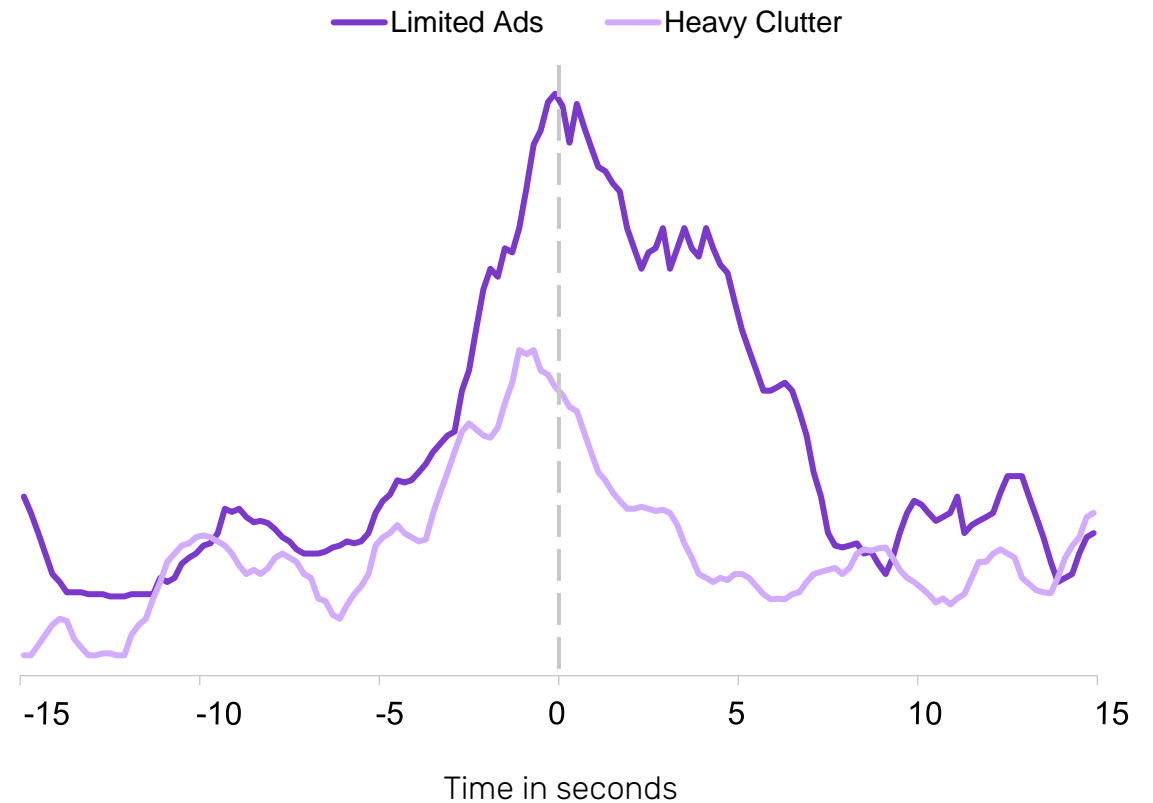
WHEN THERE ARE FEWER ADS

## Measure of Engagement (Joy/Humor) for Limited and Heavy Ad Loads



# AD CLUTTER CAN DIMINISH THE IMPACT OF CONTENT

Measure of Engagement (Joy/Humor) for Limited and Heavy Ad Loads





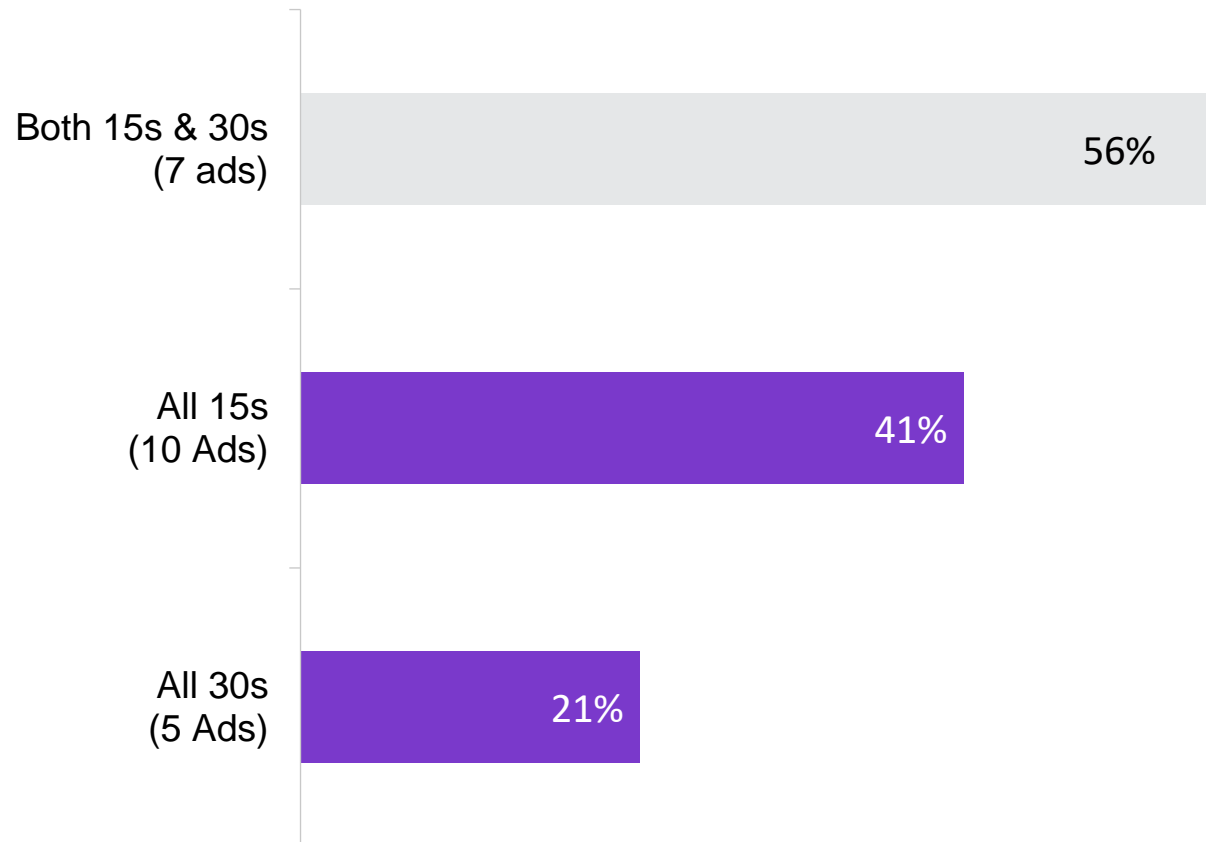
# POD ARCHITECTURE

02

# BREAKS FEEL SHORTER WHEN AD LENGTHS ARE THE SAME

2:30 Ad Pod

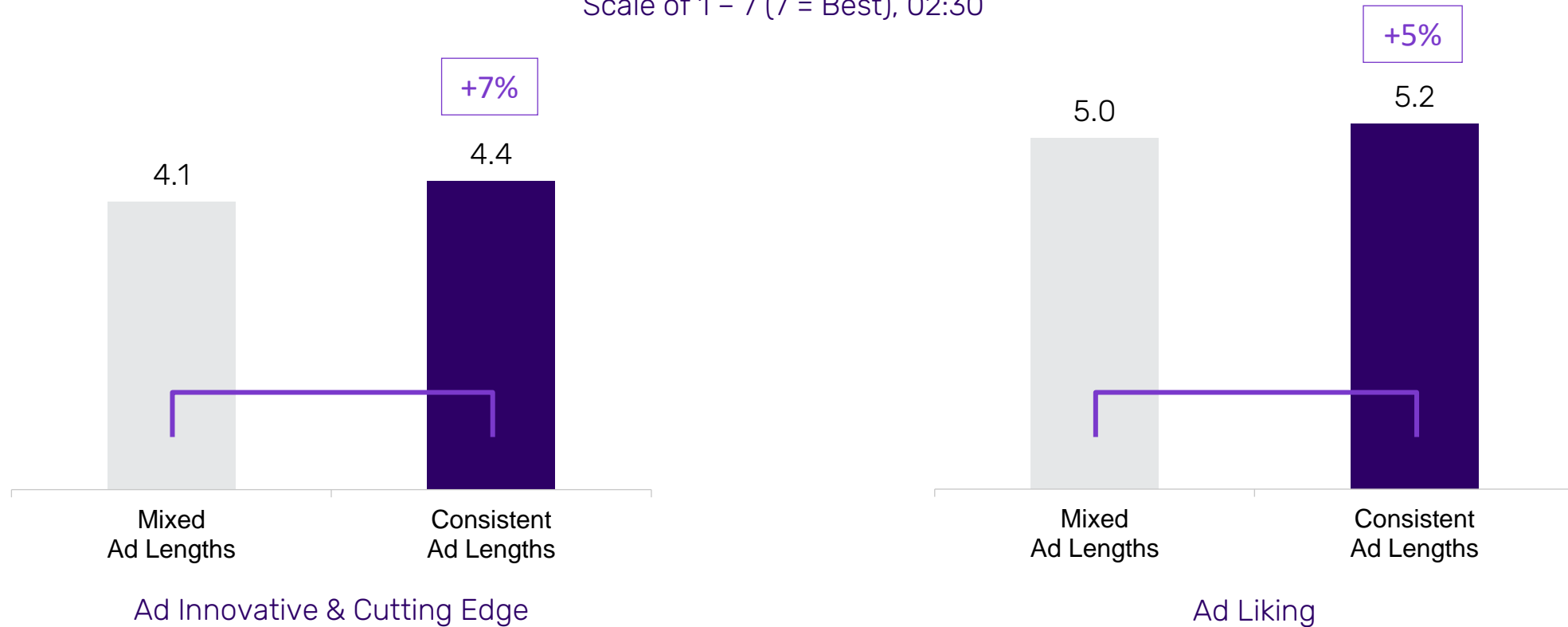
Respondents Who Felt Ad Breaks Were Longer than Expected  
Percentage, by Ad Structure, 2:30





# BETTER AD SENTIMENT WITH CONSISTENT AD LENGTHS

Average Rating, Mixed and Consistent Ad Lengths  
Scale of 1 – 7 (7 = Best), 02:30



 = statistically significant difference (p < .05)

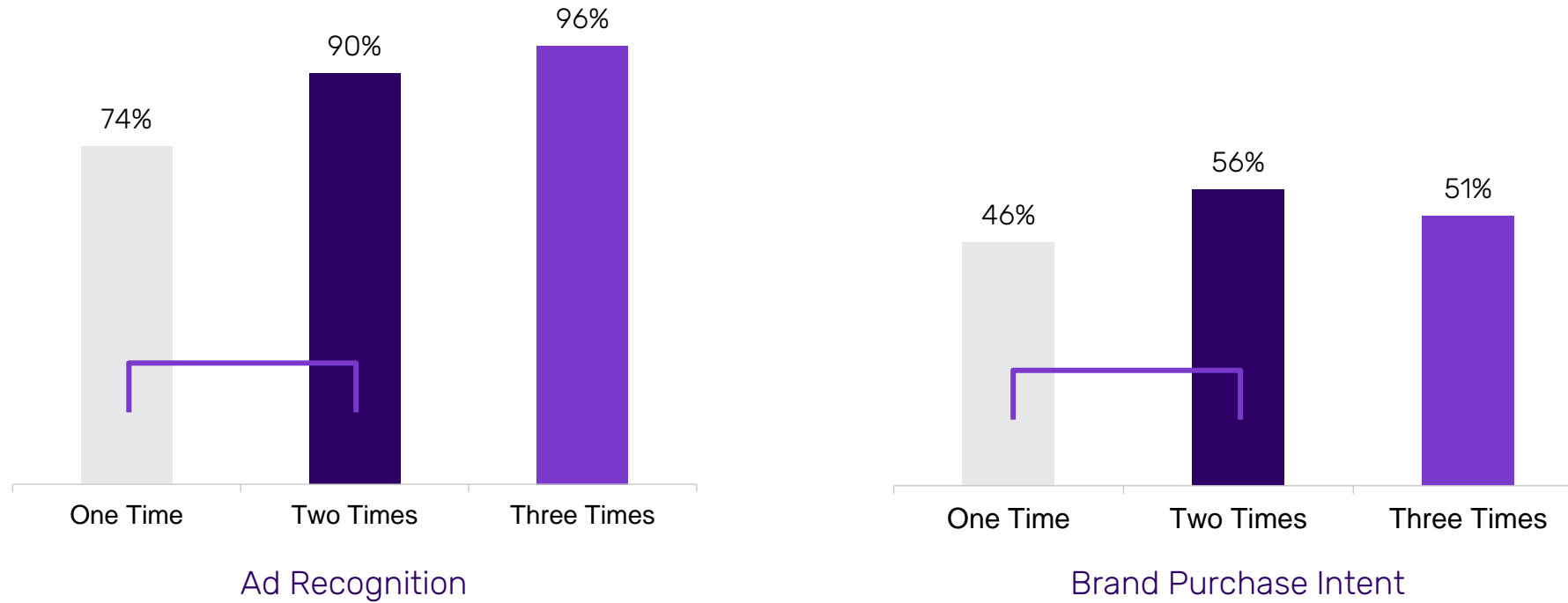


03

# AD FREQUENCY

# AD FREQUENCY OPTIMIZED AT TWO PER PROGRAM

Impact by Number of Exposures Within a 30 Minute Program

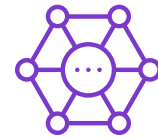


— = statistically significant difference ( $p < .05$ )

# TAKEAWAYS



Ad breaks of two minutes or less can improve brand impact and ad experience



Grouping consistent ad lengths can improve ad sentiment and make breaks feel shorter



Capping frequency at 2-3 per program can positively impact recognition and purchase intent



# FREEWHEEL VIEWER EXPERIENCE LAB



Next Up: Quality within the viewer experience

- >> How do slate, latency, and interruptive ad breaks impact the viewer experience?

VISIT THE LAB





# QUESTIONS?

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