

QUANTIFYING TV VIEWABILITY

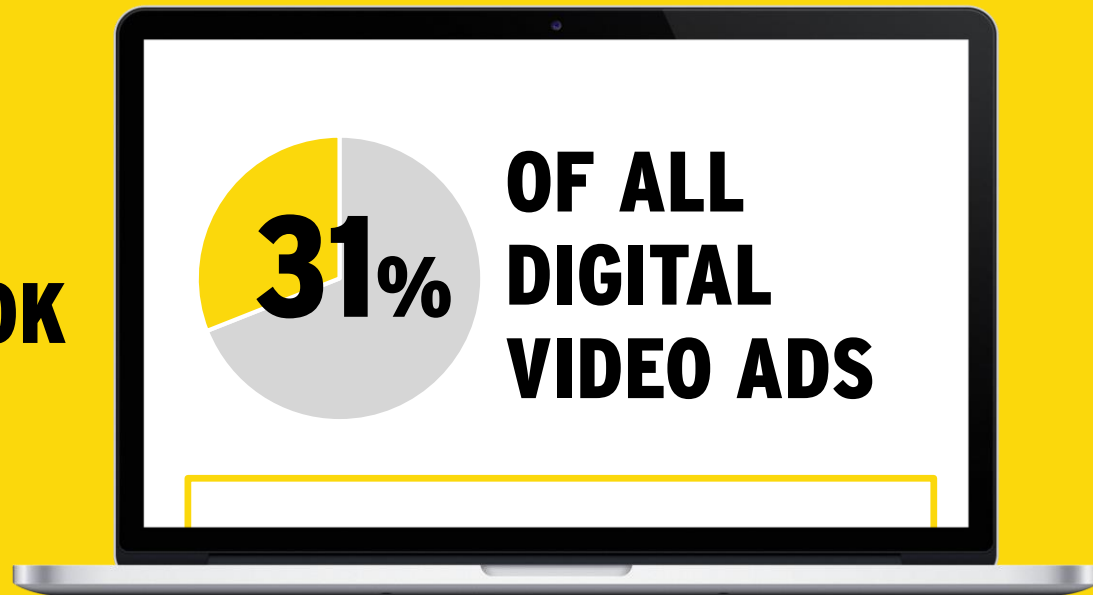
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Data Provided By

T»VISION

SEVERAL YEARS AGO, DIGITAL VIEWABILITY SHOOK THE INDUSTRY

And for good reason...



**WERE NOT
VIEWABLE.**



**MORE THAN
\$59 BILLION WILL
BE SPENT ON TV
ADS THIS YEAR...**

**WITHOUT
KNOWING HOW
VIEWABLE THE
ADS ARE.**



VIEWABILITY

A refresher

**REGARDLESS OF DEVICE, VIEWABILITY INDICATES
WHETHER AN AD HAS THE OPPORTUNITY TO BE SEEN.**

Viewability does not...



**GUARANTEE
A VIEWER
SEES THE AD**



**GUARANTEE
THE AD
MAKES AN IMPACT**

THE VIEWABILITY CHALLENGE DIFFERS BY DEVICE



DIGITAL

Viewability

The consumer is present, but not all served ads appear on the screen



TV

Viewability

All ads appear on the screen, but the consumer may or may not be present

OUR RESEARCH QUESTIONS



**HOW OFTEN DO
TV ADS AIR WHEN
NO ONE IS IN THE ROOM?**



**HOW DOES
DIGITAL VIEWABILITY
COMPARE TO
TV VIEWABILITY?**



**WHAT FACTORS AFFECT
VIEWABILITY OF
TV ADVERTISING?**

METHODOLOGY

WHO

Nationally representative panel

Participants opted to install TV
viewability detection technology
in their household

HOW

Programming and ads captured via
ACR (automatic content recognition)

Viewability measured using computer
vision algorithms

WHAT

6 months of data

- 5,388 individuals tracked
- 2,992,414 unique ads
- 5,961,757 impressions
- 39,464 hours of ads measured
- H2 2018, P2+, C3
- Viewability
- Attention

A DEEPER LOOK AT THE METRICS

TV METRICS



VIEWABLE AD IMPRESSION

An impression aired while a viewer was in the room for 2+ seconds



ATTENTION

Looking at the screen for 2+ seconds during ad

OTHER VARIABLES



DEMOGRAPHICS

- Age
- Gender
- Employment
- Household income
- Household education



PROGRAMMING

- Content
- Genre
- Daypart
- Ad Pod Position
- Creative Length



IMPRESSIONS

- Creative
- Brand
- Industry

WHAT WE FOUND...

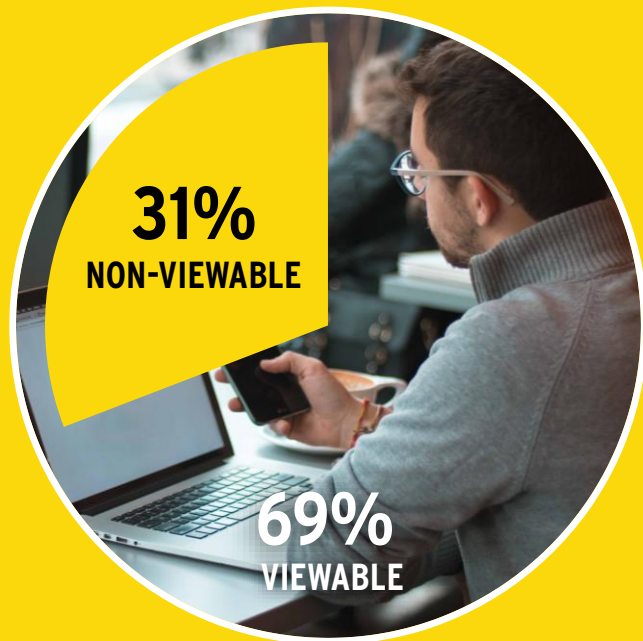
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**29% OF THE TIME,
THERE'S NO ONE
IN THE ROOM
WHEN AN AD AIRS**

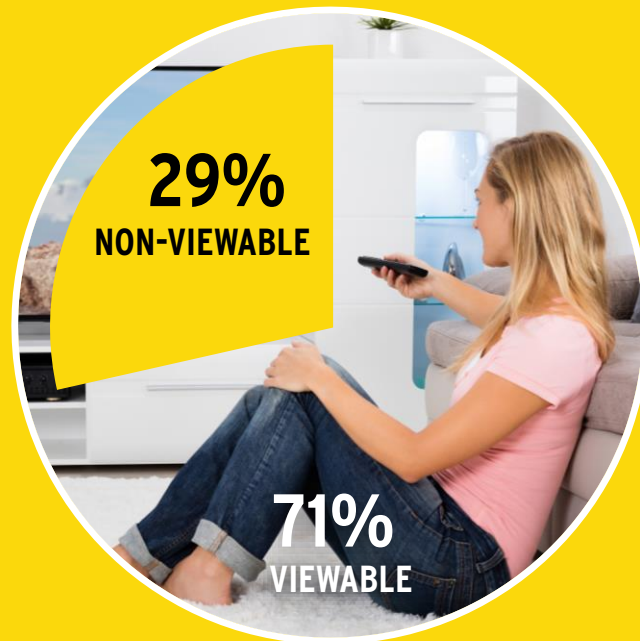


DIGITAL VIEWABILITY AMONG SERVED ADS



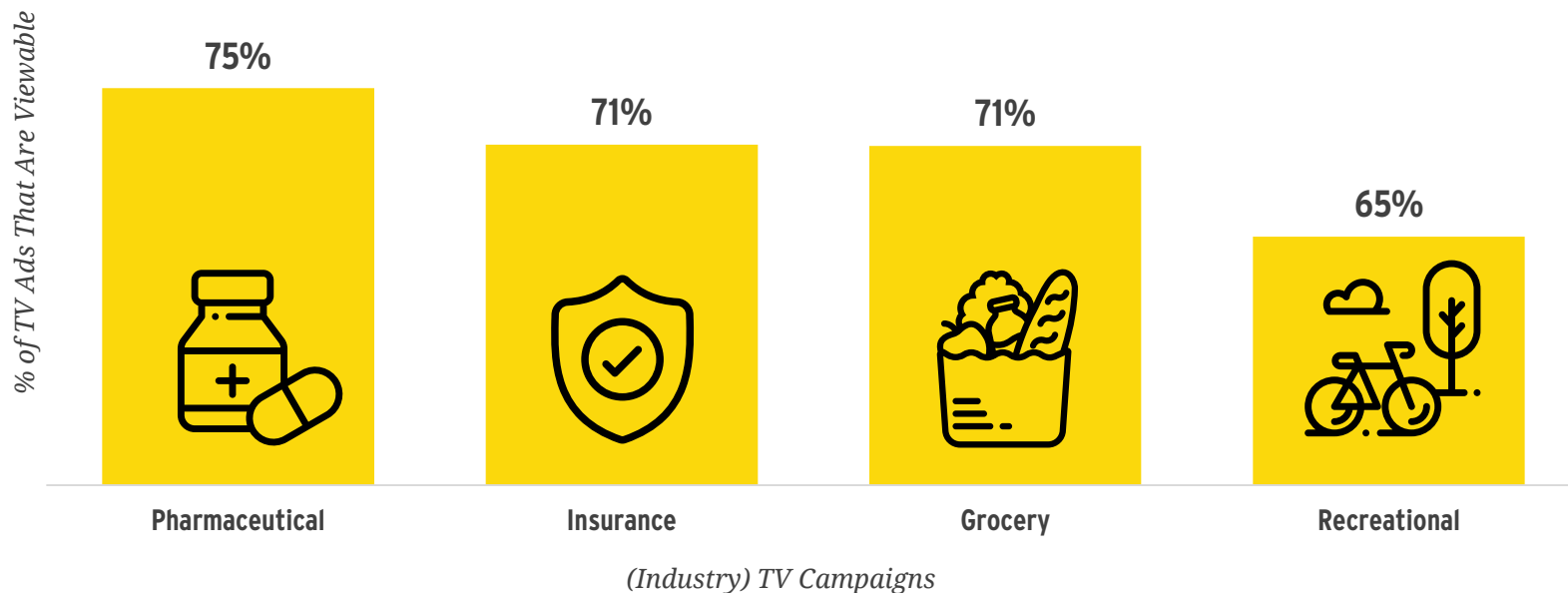
**THE TV
VIEWABILITY
PROBLEM
IS SIMILAR
TO THAT OF
DIGITAL VIDEO**

TV VIEWABILITY AMONG AIRED ADS



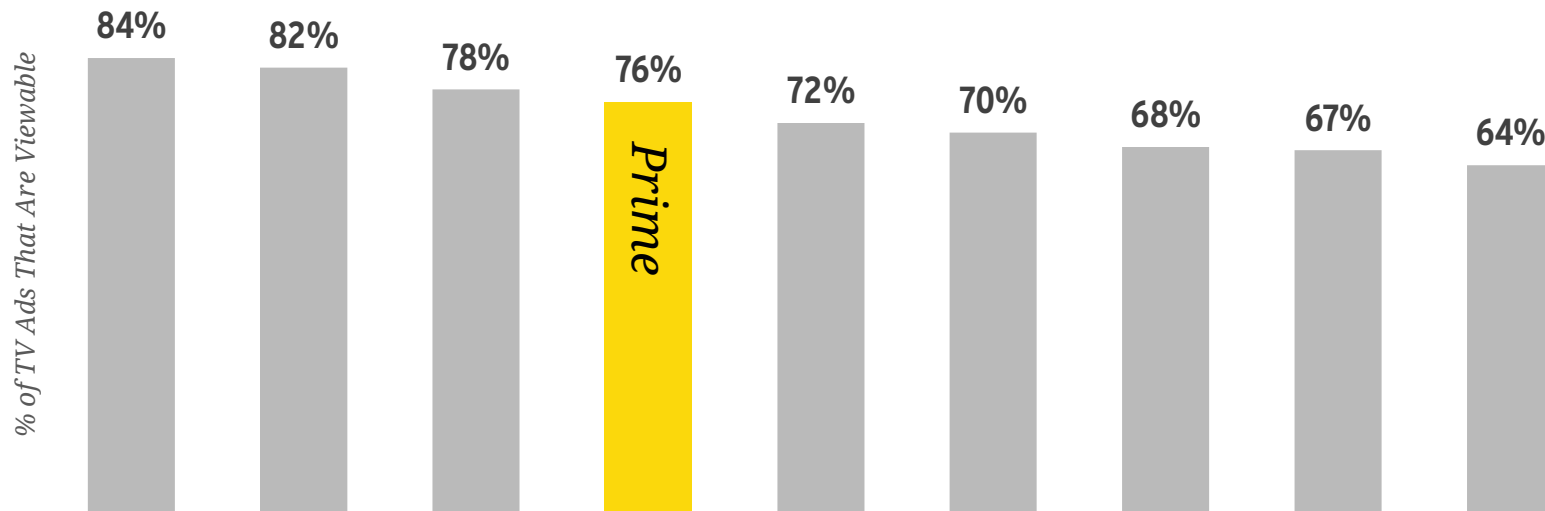
NO MARKETER/INDUSTRY IS IMMUNE

TV Viewability by Industry Vertical



TV'S VIEWABILITY PROBLEM ISN'T LIMITED TO ANY ONE DAYPART

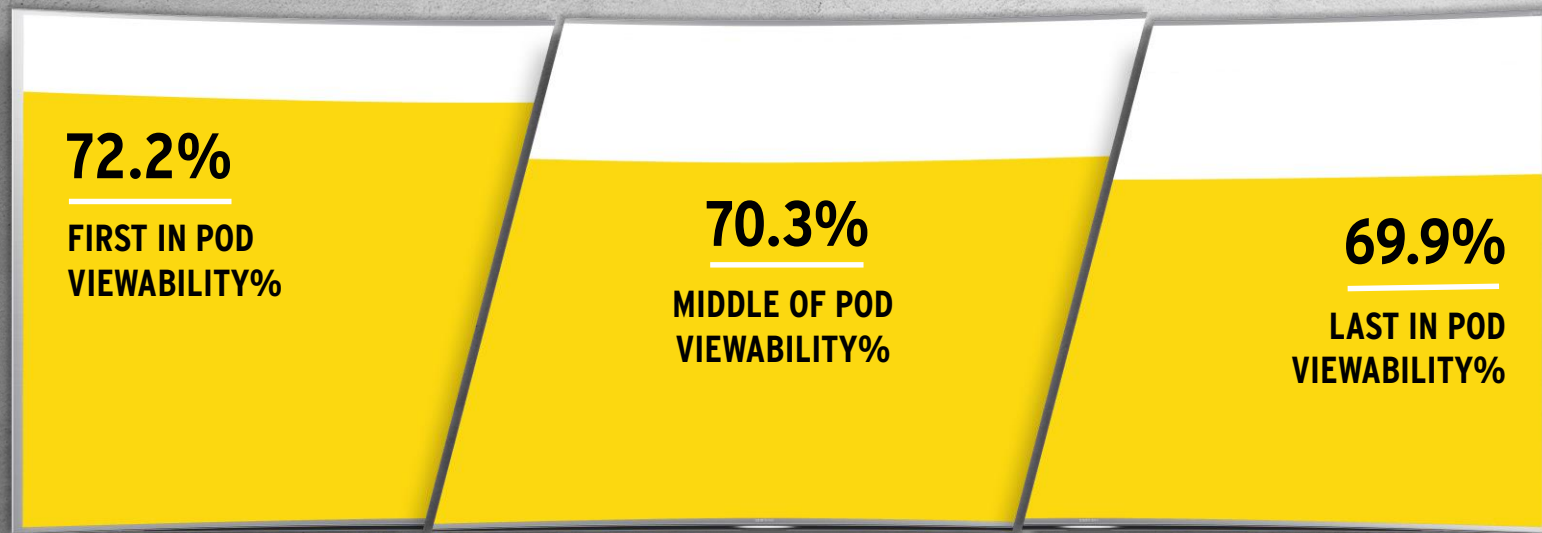
TV Viewability by Daypart



PRIME, THE MOST VALUABLE SLOT, DOESN'T HAVE THE GREATEST VIEWABILITY.

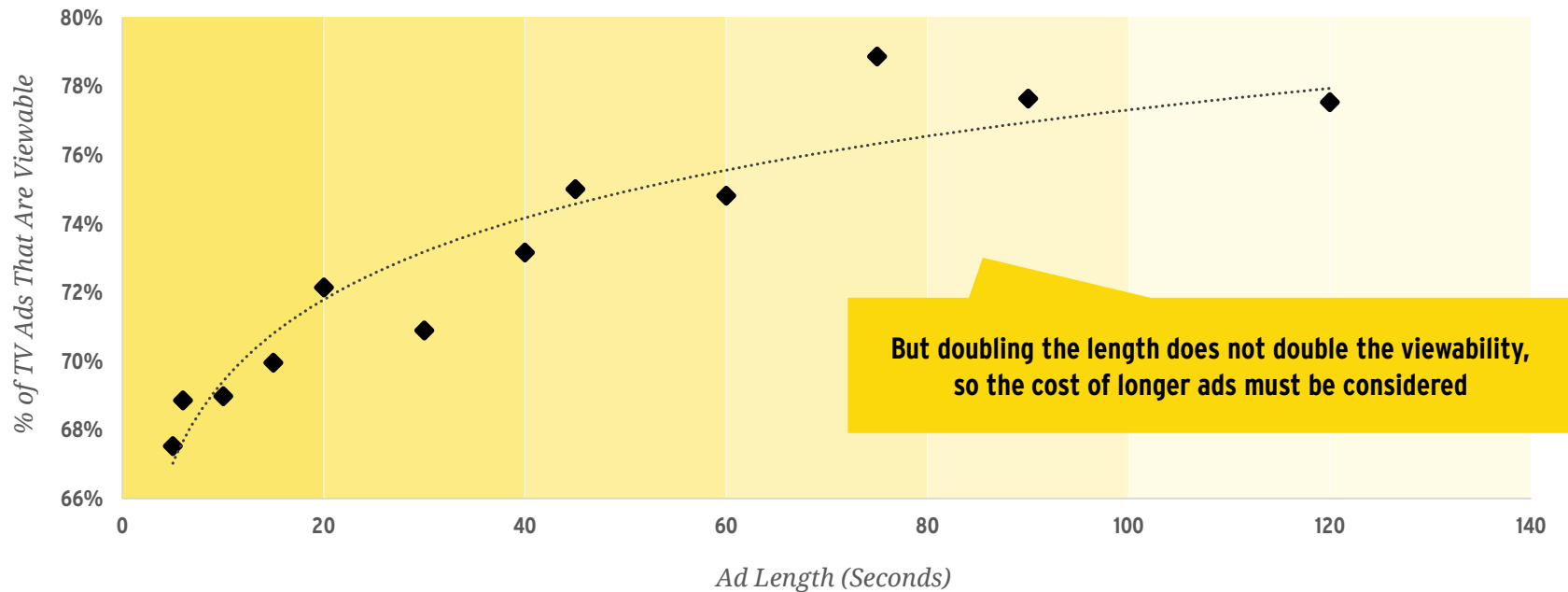
IN GENERAL, FIRST POSITION IN AD POD MAY NOT BE WORTH A PREMIUM

TV Viewability by Position in Ad Pod



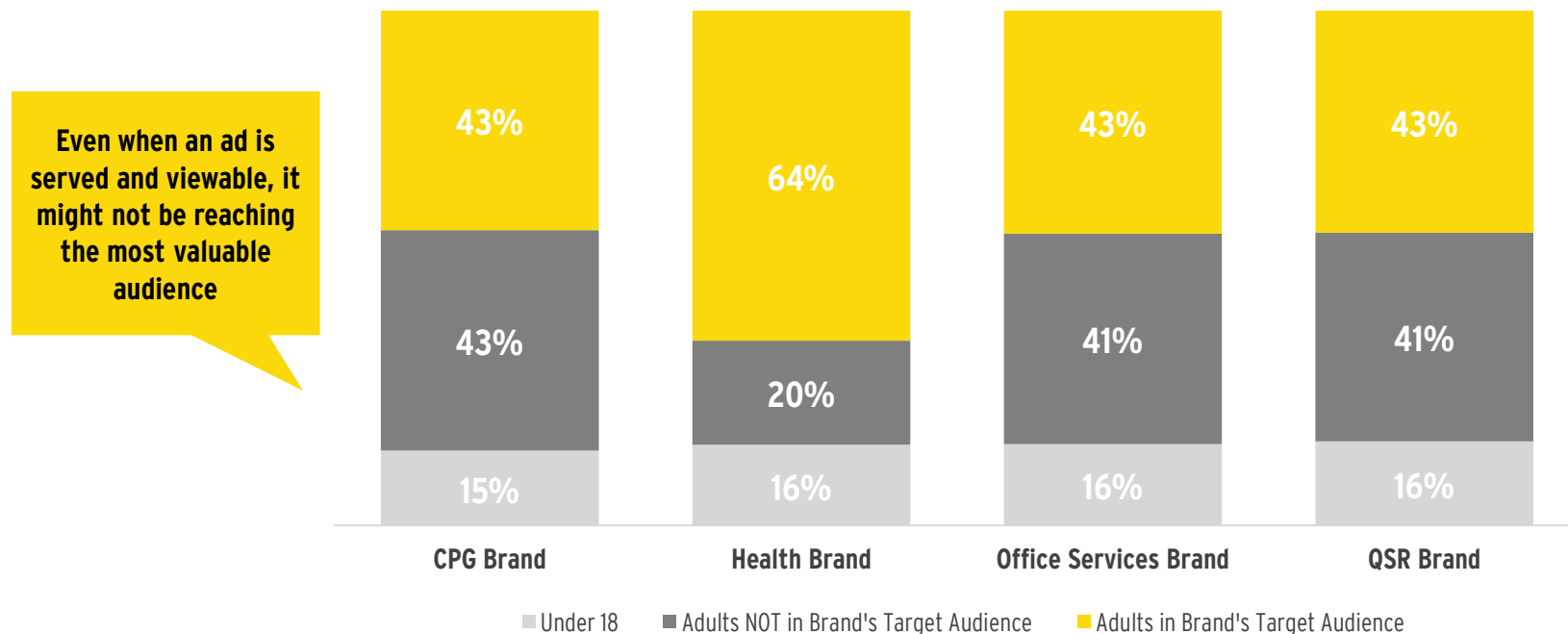
LONGER ADS HAVE HIGHER VIEWABILITY...

TV Viewability by Ad Length



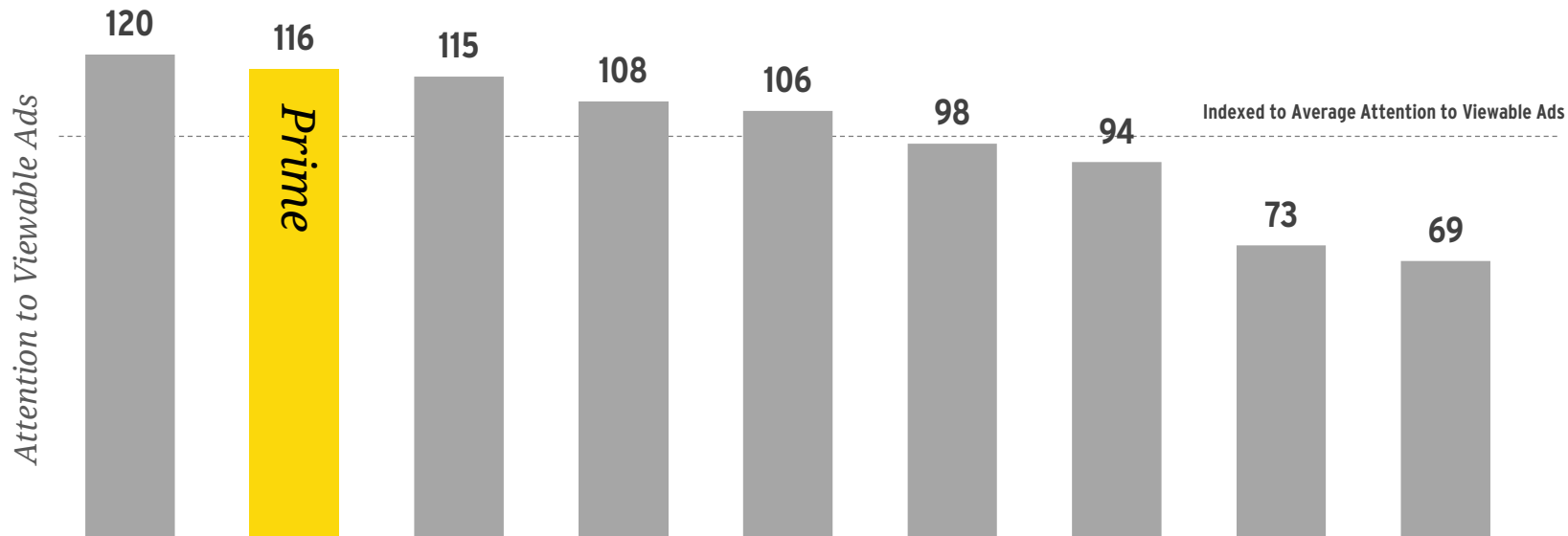
NOT ALL TV IMPRESSIONS ARE EQUALLY VALUABLE

Targeting Effectiveness by Brand



WHILE PRIME DOESN'T BOAST THE GREATEST VIEWABILITY, IT DOES HAVE HIGH ATTENTION

Attention to Viewable Ads by Daypart



IMPLICATIONS

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The image is a composite of two scenes. On the left, a man with glasses and a grey sweater is seated at a desk, looking at a laptop while holding a smartphone. On the right, a woman with blonde hair, wearing a pink shirt and jeans, is sitting on a white rug, holding a remote control and watching a television. The television screen shows a group of penguins on a rocky shore. A yellow banner with black text is centered across the middle of the image.

VIEWABILITY ISN'T JUST FOR DIGITAL.

IMPLICATIONS

1

LEVERAGE **NEW TV MEASUREMENT TECHNIQUES**, ESPECIALLY WHERE MEDIA INVESTMENTS ARE HIGHEST

2

ADJUST CAMPAIGN PLANS TO **ACCOUNT FOR DISCREPANCY** BETWEEN PLANNED REACH AND ACTUAL VIEWABILITY

3

TAKE **ADVANTAGE OF HIGHER VIEWABILITY** IN SLOTS BEYOND PRIMETIME AND AIRING YOUR AD FIRST

The background is a grid of squares in various colors including grey, yellow, light blue, green, orange, dark orange, and blue. A black horizontal bar is centered across the middle of the image.

THANK YOU

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