

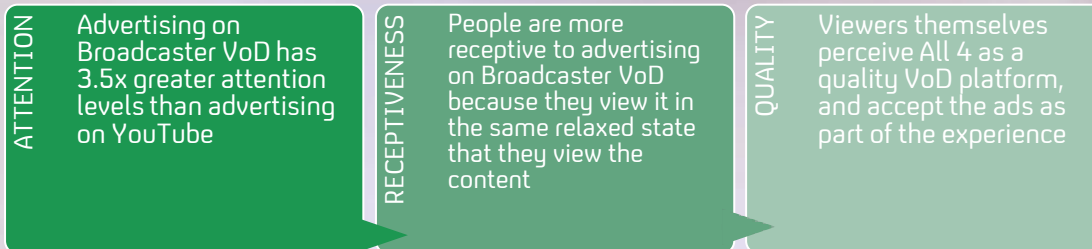
NOT ALL VoD IS THE SAME 2



Background

Not all VoD is the same! This has always been Channel 4's belief and in talking to people across the industry, we definitely weren't the only ones. What we did find, however, was that there was little consumer evidence around to support this widely held hypothesis, so we teamed up with COG Research and neuroscientist Dr Amanda Ellison for our project 'Not all VoD is the Same' back in 2014.

We found in the NAVITS1 study that:



Methodology for NAVITS2

We used a similar methodology as the first project but increased the sample sizes to allow us to dig a little deeper into the analysis.

- COG Research undertook in-home studies of 48x 16-44 year old VOD users from geographically diverse regions across the UK.
- They observed over 100 hours of eye tracking and skin conductance data which could be analysed and correlated to the second. Dr Amanda Ellison of Durham University analysed the Galvanic Skin Response data to aid determination of the attentive states alongside the eye tracking footage.
- A sub-set of these homes were also tracked across their Laptop/PC and mobile usage using Camtasia and Lookback.IO screen capture software. This was passively recording their screen activity for a whole week of usage.
- COG Research also ran a quantitative survey with 1,000 respondents to gather both explicit and implicit data to support the above.

Results

1 The Advertising on All 4 attracts stronger attention levels

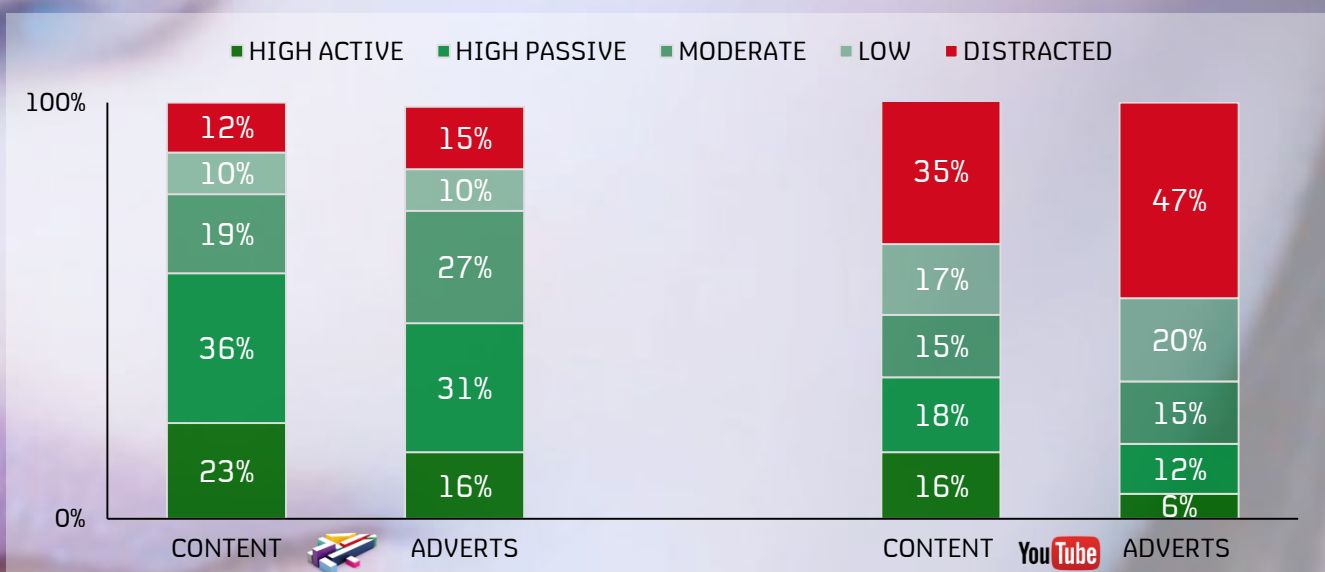


Figure 1 - Chart showing attention levels calculated using second by second data from the eye trackers and skin sensors combined



All 4 attracts higher attention levels compared to YouTube, with viewers being more involved with the content.

By combining the results from the eye tracking and the skin conductance results, COG Research and Dr Ellison were able to come up with a more in-depth approach to attention. Even at low states of attention† (i.e. the eye trackers show the respondents pupils spending less time on the content screen) brain activity was relatively relaxed and therefore still receptive to commercial messaging. Respondents classed as being ‘distracted’ showed high cognitive load through the skin sensors, as they entered a state of cognitive dissonance – bad news for advertising as the message simply doesn’t get processed.

Contrary to what people may think, there was no great difference in attention levels between the content and the adverts on All 4, whereas there was for YouTube.

†This is in line with findings around Low Involvement Processing – championed by renowned Psychologist Daniel Kahneman.

2 Adverts on All 4 are more likely to be viewed in all their glory (Viewed in full, in full screen mode and with sound)

Using analytics from our own ad campaigns on YouTube and Facebook, we were able to work out completion rates (YT & FB don’t publish comparable aggregate data)



Figure 2 - YouTube and Facebook reported to 95% of the ad stream, All 4 is the % of completed Ads Served

3 Broadcaster VoD costs less than YouTube and Facebook

Looking at Headline CPMs, All 4 can appear more expensive, however when we factor in attention levels, completion rates and organic views, you can see how All 4 may be better value for your money than you may think. >20% less than YouTube and a third the cost of Facebook.

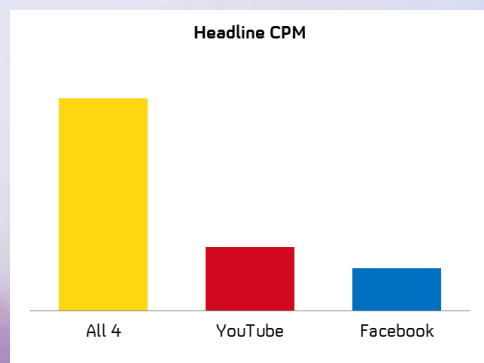


Figure 3 - All 4 appears more expensive based on Headline Rates

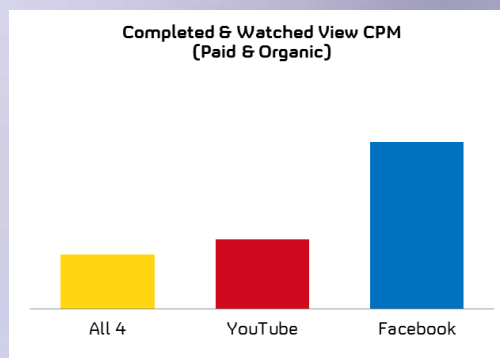


Figure 4 - Once you factor in completion rates, attentiveness and joint/organic viewers, you’re left with a very different picture

