

TV GRABS ATTENTION

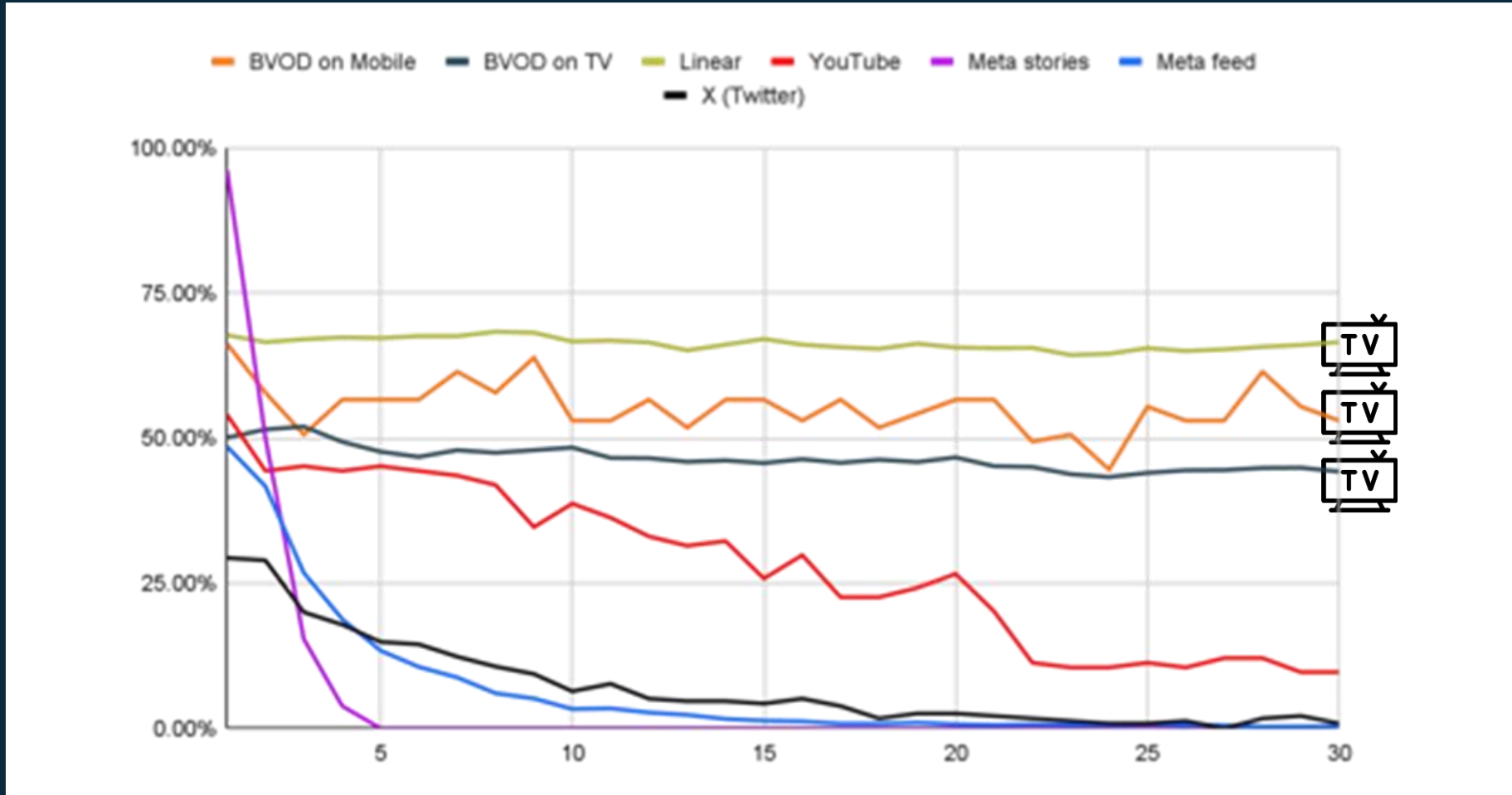
Advertising attention is a much-debated topic. TV advertising grabs and holds attention for a number of reasons – from the fact that it is more welcome / less unwelcome than other forms of interruptive advertising, to the fact that it appears seamlessly in a high-quality environment.

TV's big screen experience and long-established value exchange are conducive to high levels of visual attention.

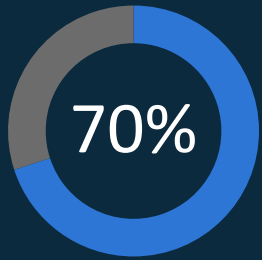
In TV, advertisers are guaranteed that their ads will sit within people's favourite TV programmes and will be played through from start to finish, with no skip button (TV ads that are fast forwarded in recorded content aren't charged for). High-quality content is the best at converting viewing time to ad viewing.

As an industry, we've never been more aware of how hard it is to get people's attention and how difficult it is to drive trust and creativity and be unmissable. TAM Ireland has worked with Red C Research and Amplified Intelligence to conduct the first ever piece of [research on attention across AV in Ireland](#)

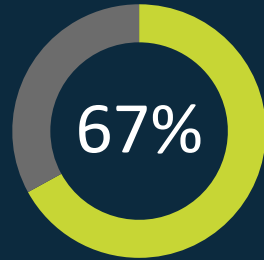
Attention Decay: Attention remains relatively flat on TV whereas attention on social media decays quickly



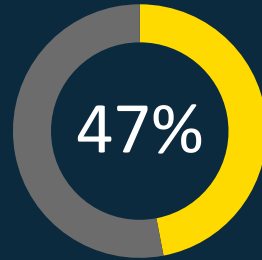
Active Attention: TV platforms perform much better at gaining attention to ads than social media



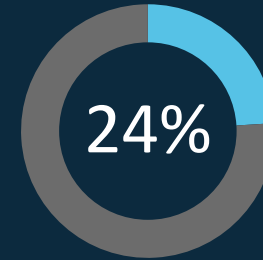
**BVOD
Mobile**



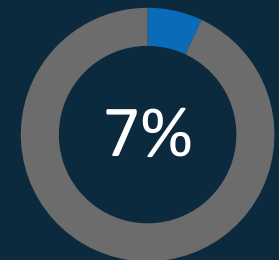
Linear TV



BVOD TV



You Tube



Meta

% active attention