



# Impacts of video advertisements according to the media

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25 February 2017





















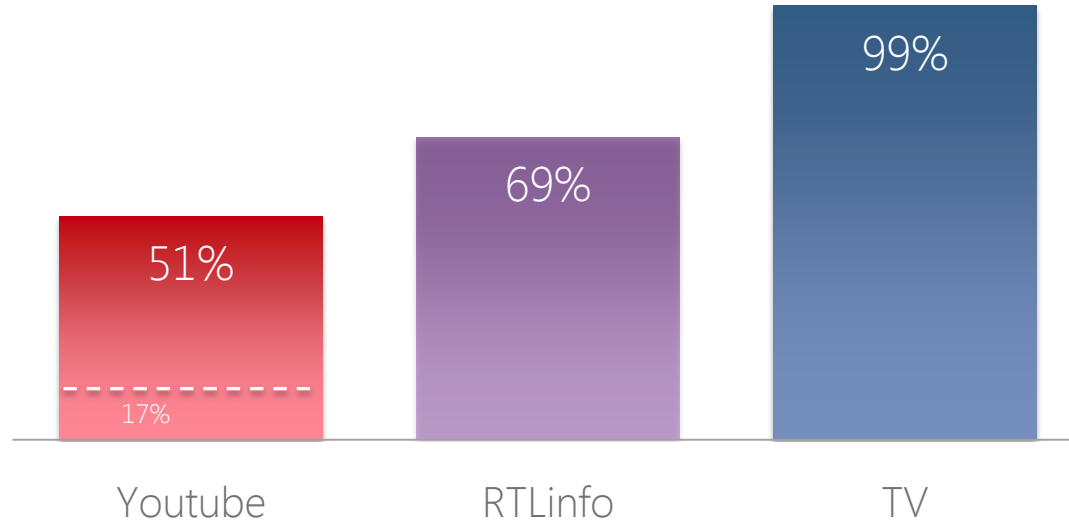




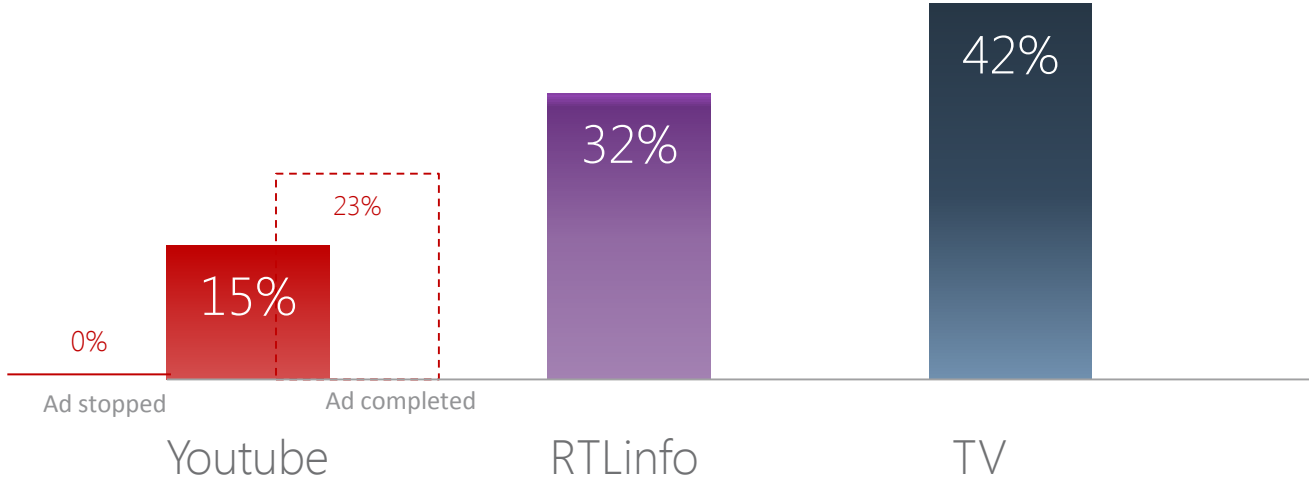
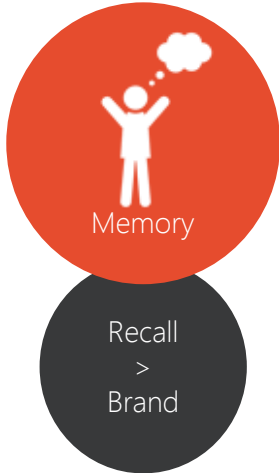
# Results

Overall, gaze direction towards the ad is significantly

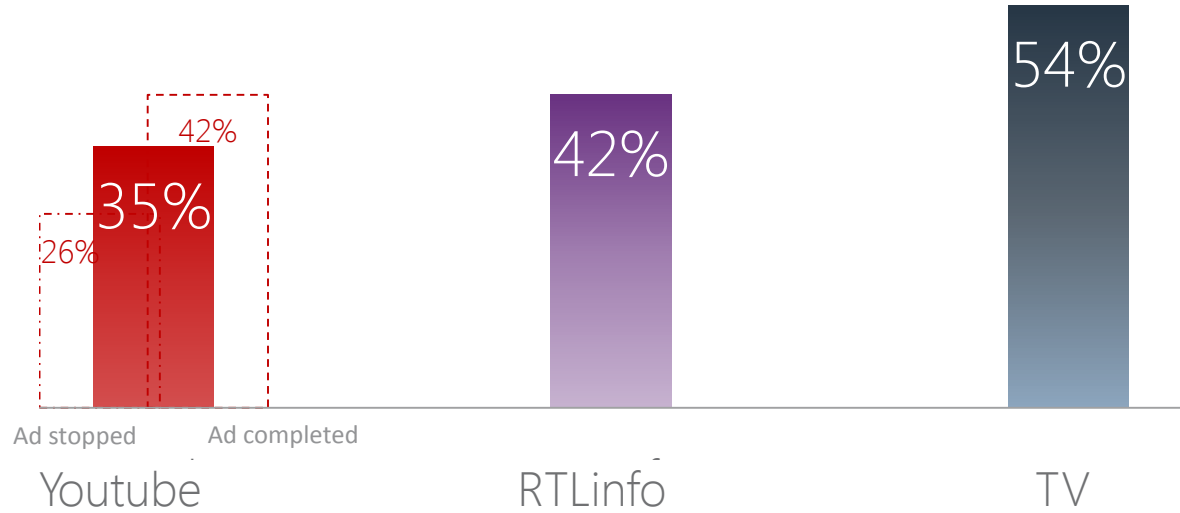
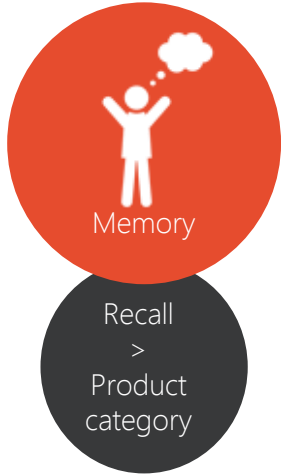
- Lower for 'Youtube'
- Higher for 'TV'



# Results



# Results



# Results



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## YouTube

### Ad memory

- *Positively* correlated with Gaze direction towards the ad area  
[ $r=.29$ ;  $p=.02$ ]
- *Negatively* correlated with Gaze direction towards the "Skip ad" area  
[recall brand :  $r=-.25$ ,  $p=.04$ ] / recall category :  $r=-.32$ ,  $p=.<.01$  / recall design :  $r=-.33$ ,  $p<.01$ ]  
(also regarding 'RTLinfo' – to a lesser extent)





# Results

