



Impacts of video advertisements according to the media

25 February 2017

Results



	YOUTUBE			RTLinfo	TV
	All subjects	Ad stopped	Ad completed		
Frame	61 (77)	32 (76)	77 (77)	74	
Ad area	51 (59)	17 (41)	69 (69)	69	99
"Skip ad" or "Remaining time" area	10 (17)	15 (35)	8 (8)	4	

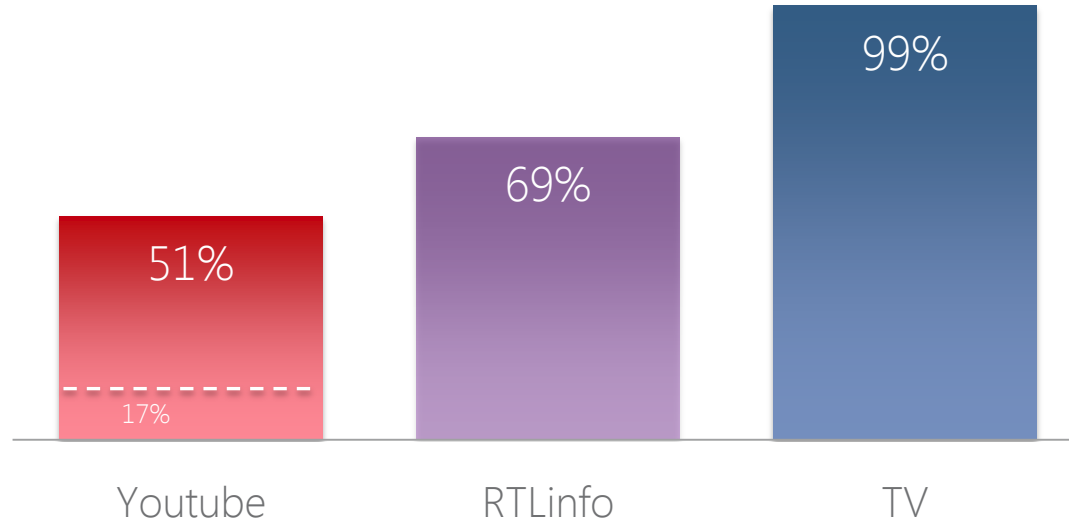


- Lower [higher] scores for 'Youtube' ['TV']
- Actual viewing time particularly low for the subjects who stopped the ad (17% of the ad duration)
- Positive correlation between
 - 'Youtube' use frequency
 - Gaze direction towards the "Skip ad" area [$r=.25$, $p=.04$]

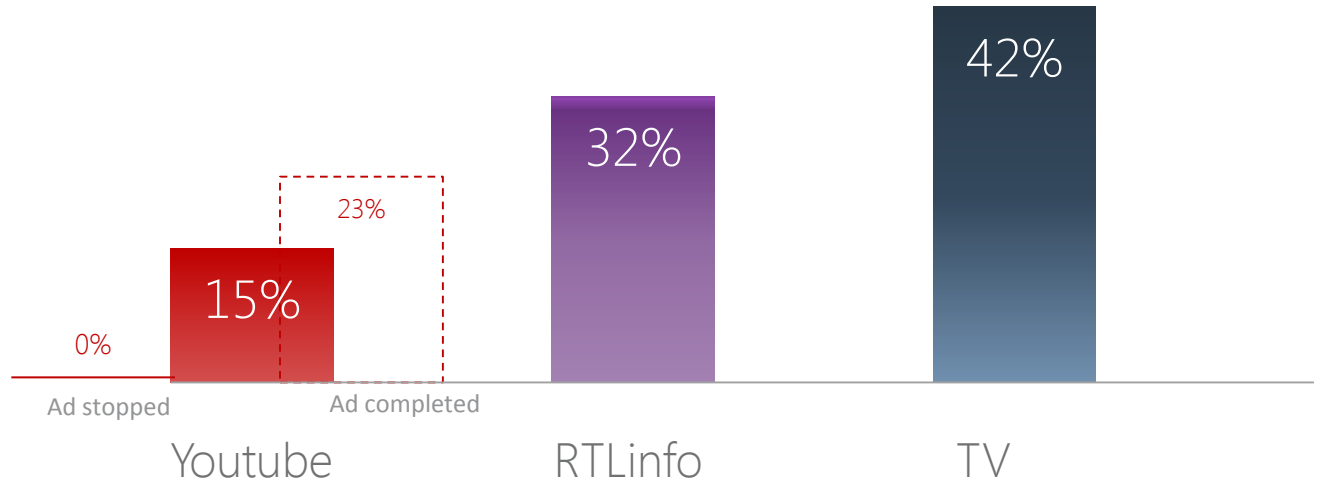
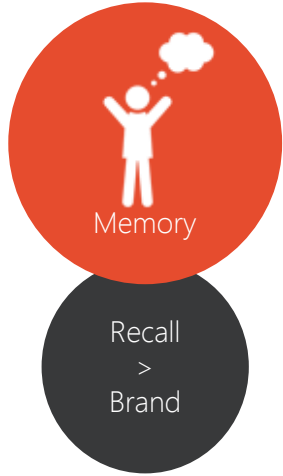
Results

Overall, gaze direction towards the ad is significantly

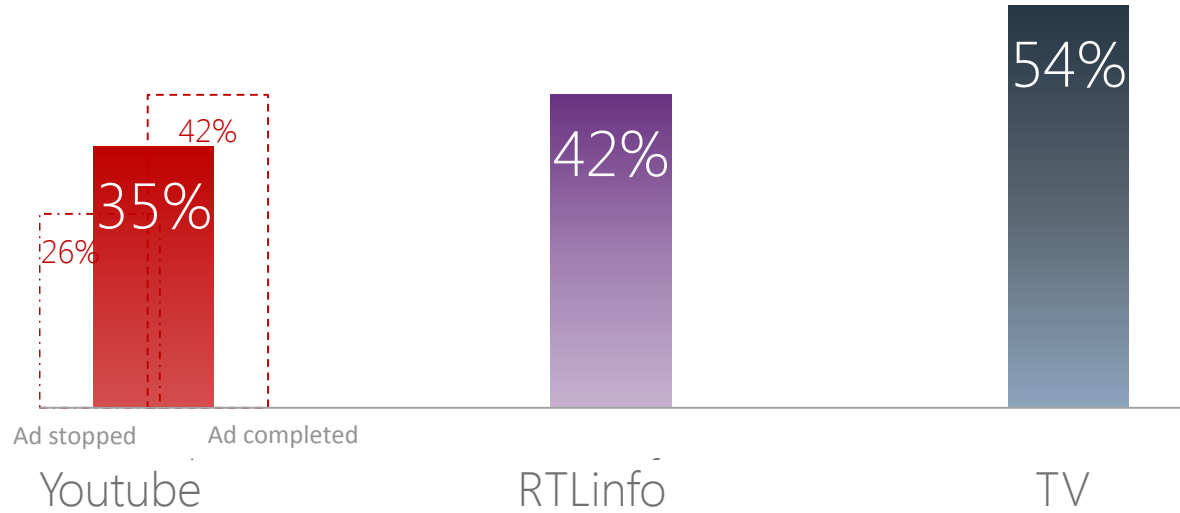
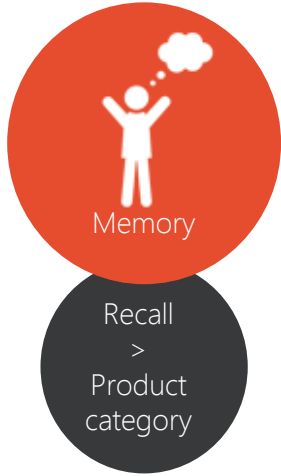
- Lower for 'Youtube'
- Higher for 'TV'



Results



Results



Results



+



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

