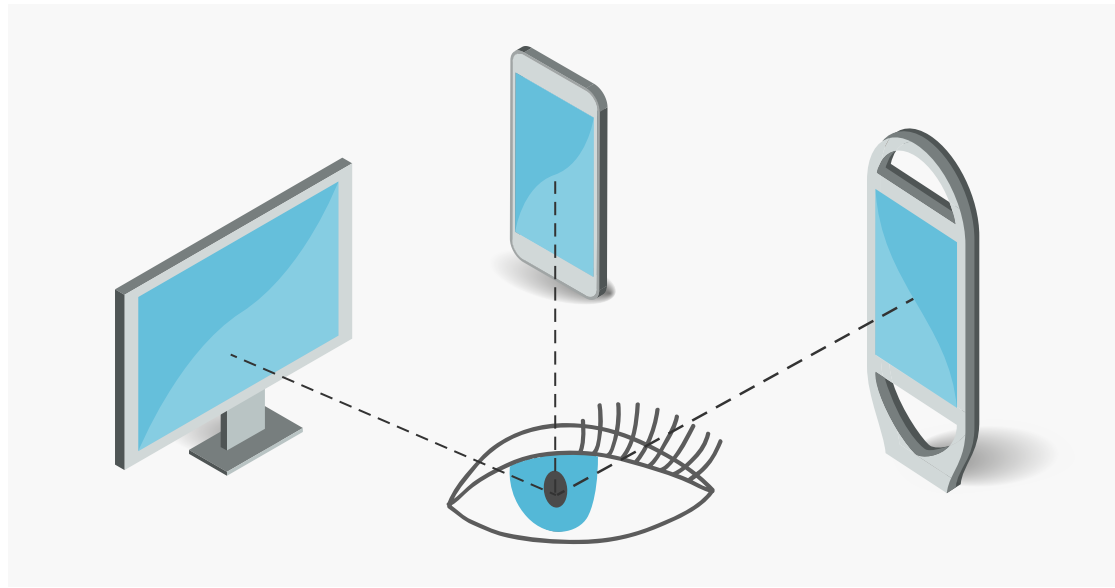


## ATTENTION: THE COMMON CURRENCY FOR MEDIA

### USING EYE-TRACKING TO UNDERSTAND THE REALITY OF ATTENTION TO ADVERTISING ACROSS MEDIA

#### ABOUT LUMEN EYE TRACKING

A continuous passive research project and the world's first digital eye tracking panel, investigates how people engage with advertising by logging eye movement and periods of 'fixation' (>100ms) on an ad. The use of this technology creates a **consistent measurement currency across media**.



#### VIEWABILITY

The ad is present and can be seen



#### REALISTIC LIKELIHOOD TO SEE (RLTS)

Realistic likelihood to see a viewable ad



#### VISIBILITY ADJUSTED CONTACT VAC

% of all ads served that are actively looked at: VAC=Viewability x RLTS)



#### DWELL TIME

How long the ad holds a viewer's attention

