

T»VISION

2026

TV Attention & Creative Impact Report

How Attention Data Helps Advertisers Improve TV Ad Creative





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Introduction

For decades, television advertising has been measured primarily by reach and frequency. But in a fragmented streaming landscape, those metrics alone don't explain whether advertising is actually working. The real question marketers need answered today is simple: did viewers actually pay attention?

Creative is one of the most significant drivers of that outcome. From the opening seconds of an ad to the moment branding appears, every creative decision influences whether audiences stay engaged — or tune out. But creative performance doesn't happen in isolation. Placement, context, frequency, and viewing environment all shape how an ad performs.

This report uses TVision's person-level, second-by-second attention data — captured through passive, computer-vision-based measurement of real in-home viewing behavior, not modeled or surveyed — to examine how creative truly performs across TV and streaming. The insights reveal how brands can design stronger creative, optimize media decisions, and ultimately drive more effective campaigns — exactly the kind of advantage leading marketers are already putting to work.



TVision's platform has allowed us to enhance our existing data with information that has driven media planning and creative optimizations that we simply could not have accomplished without.

DAN WILLIAMS

Chief Revenue Officer, Three Day Blinds



3DAYBLINDS®
YOU'LL LOVE THE TREATMENT

TVision Provides the Largest Attention Dataset in the Industry



15.4 BILLION
Viewing seconds



14.2 MILLION
Viewing sessions



350,000
Unique pieces of content measured



31,100
Brands



61,497
Ads measured over
the past 4 years

TVision Panel | 3-Year Lookback | 2022-2025

Attention Data that Works Before, During, and After Every Campaign.

Most measurement tells you what happened long after you could act on it. TVision works at every stage. Before launch, benchmarks identify what's most likely to drive engagement. During the campaign, second-by-second tracking catches fatigue while there's still time to respond. After, you know exactly what worked and what didn't, so nothing is wasted.

One dataset. Three moments that change how campaigns get built.

01

Pre-Flight

Historical attention data identifies which creative signals capture viewer engagement before campaigns launch.

- Benchmark creative vs. category norms
- Set attention KPIs for new campaigns

02

In-Flight

Second-by-second measurement reveals how creative performs in real time during the campaign.

- Monitor attention by creative, daypart & network
- Detect early wear-out signals
- Optimize media mix by attention performance

03

Post-Flight

Attention insights guide future creative development and media strategy.

- Identify peak-attention creative moments
- Identify which creative moments, formats, and contexts drove the highest attention to brief the next flight.
- Build attention benchmarks for next flight

PRE-FLIGHT

Creative Length: Match Your Format to the Network

The same brand can earn dramatically different CAS from 15s vs. 30s depending on the network

Creative length is not a standard — it's a variable. And it behaves differently depending on where it runs.

The same creative can deliver materially different attention outcomes based purely on duration and network context. In some environments, :30s create space for engagement and outperform meaningfully. In others, shorter formats win by maintaining pace and reducing drop-off.

TVision's Creative Attention Score measures how well a creative draws attention compared to others running in the same commercial pod. This means advertisers can see exactly which formats perform best in which environments, and align their creative length accordingly, before the campaign even begins.

30s Significantly Outperform 15s

30s CAS vs. 15s CAS

Freeform	104.9 vs 86.3	21.55%
Hallmark	107.3 vs 90.6	18.43%
History Channel	107.8 vs 91.5	17.81%
Bravo	106.7 vs 95.4	11.84%
BET	104.7 vs 91.3	14.68%

15s Significantly Outperform 30s

15s CAS vs. 30s CAS

CMT	111.0 vs 85.2	30.28%
CNBC	105.9 vs 91.2	16.12%

PRE- FLIGHT PLANNING IMPLICATIONS

Creative length is not just a duration decision — it is a media placement decision. The same brand running a 15s on a network where 30s outperform by 21.55% is leaving significant attention on the table before the flight even begins.

TVision's network-level CAS by creative length lets planners match format to inventory before the buy is finalized.

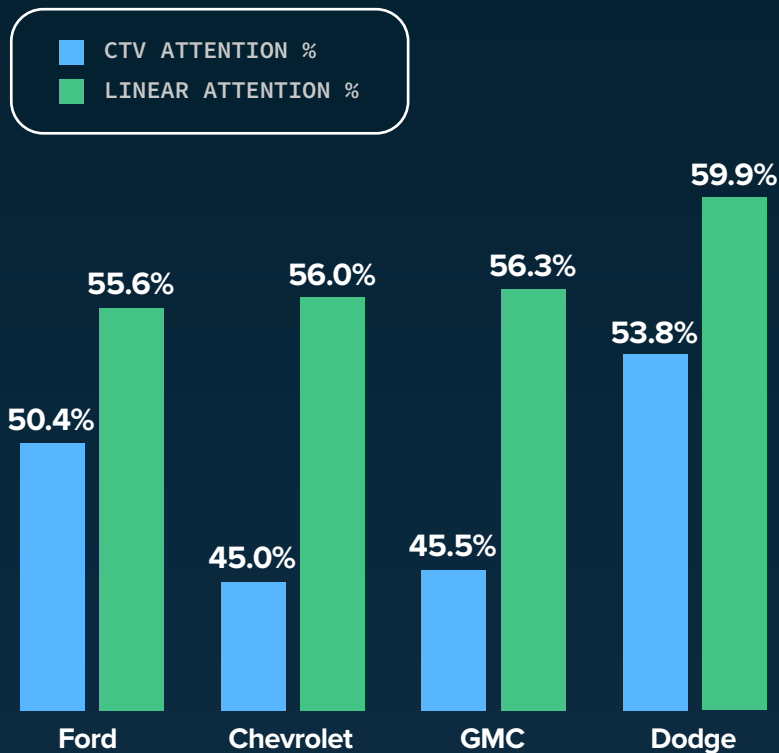
TVision Panel | P18+ | Oct 2024–Sep 2025 | Live+3, 30s | CAS by creative length across Insurance Brand's top volume ads

Competitive Intelligence at a Glance

Attention tells you where viewers are actually engaged with your brand — not just who was in front of the screen.

In this category snapshot, Ford leads on CTV attention — despite Chevrolet running more than 2x the CTV volume. Dodge earns the highest linear attention in the set with the smallest streaming footprint. Attention-based benchmarking shows where the competitive picture is actually shifting.

Linear & CTV Attention % by Brand



CTV Attention %

53.8%

Dodge leads CTV attention %
— 6.9% above Ford.

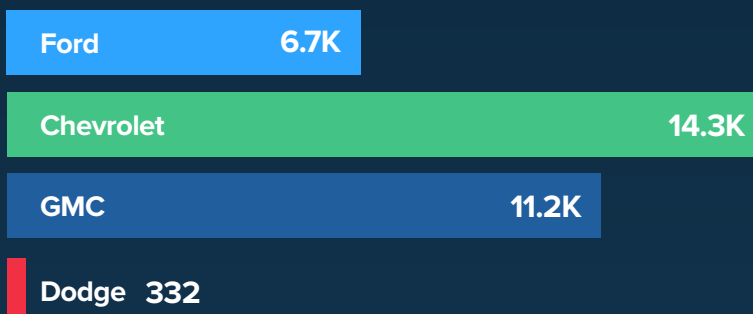
CTV Volume

2.1x

Chevrolet's and Ford's CTV
Share Index is 2.1x GMC's —
yet Chevrolet has the lowest
CTV attention % in the
category at 45%.

CTV Share Index

RELATIVE STREAMING AD VOLUME



Source: TVision Panel | Brand Scoreboard—
Brand Intelligence

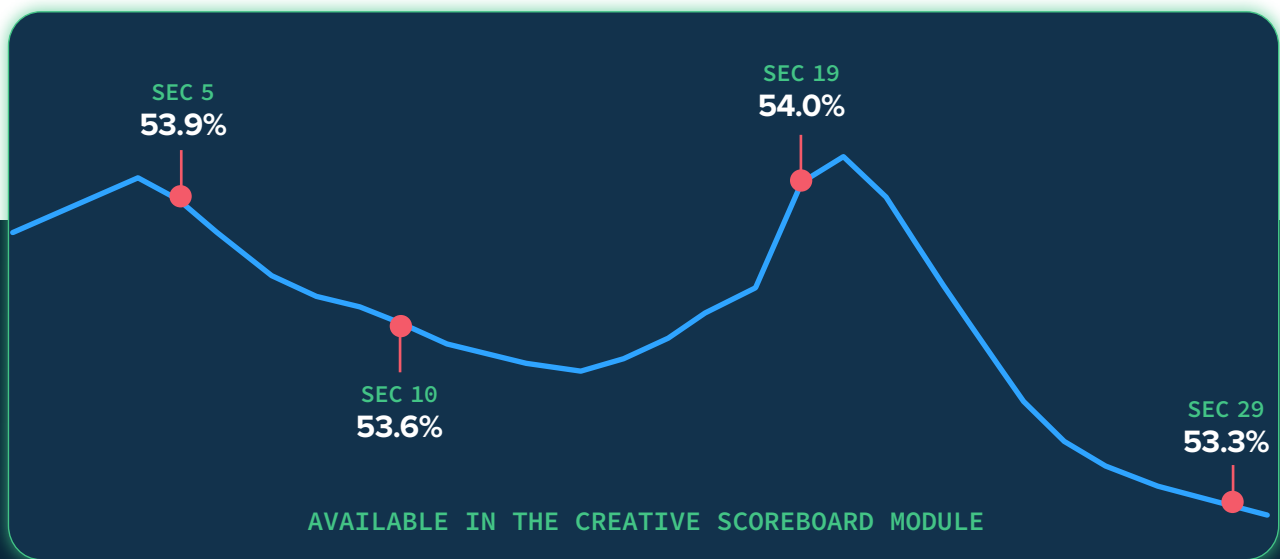
Attention %: The proportion of viewing ad
impressions where a person had their eyes
on the screen for two or more seconds of
the creative.

Creative Performance Shifts Throughout an Ad. Second-by-Second Data Shows you Which Moments are Working.

Creative performance isn't static — it unfolds in real time. Second-by-second attention data shows exactly how viewers engage with an ad from start to finish. Where attention builds, where it drops, and where it recovers.

In this example, attention peaks early, dips through the middle, and declines sharply as branding appears — a pattern seen across many campaigns. The implication is clear: the moments that matter most often happen before brands fully show up. Understanding this curve allows advertisers to refine creative structure — shifting key messaging, branding, or storytelling elements into the windows where attention is highest.

Attention Ratio | Progressive :30



78.5%

Presence in Room

58.4%

Attention Percentage

100.3

Creative Attention Score

KEY INSIGHT

Attention peaks early (Sec 4–5) then dips mid-spot before a brief recovery around Sec 19. The sharpest drop occurs in the final 5 seconds as logo and CTA arrive — consistent with the late-branding pattern seen across the broader dataset. Consider shifting brand identity earlier to capture attention while it's highest.

Audience Engagement

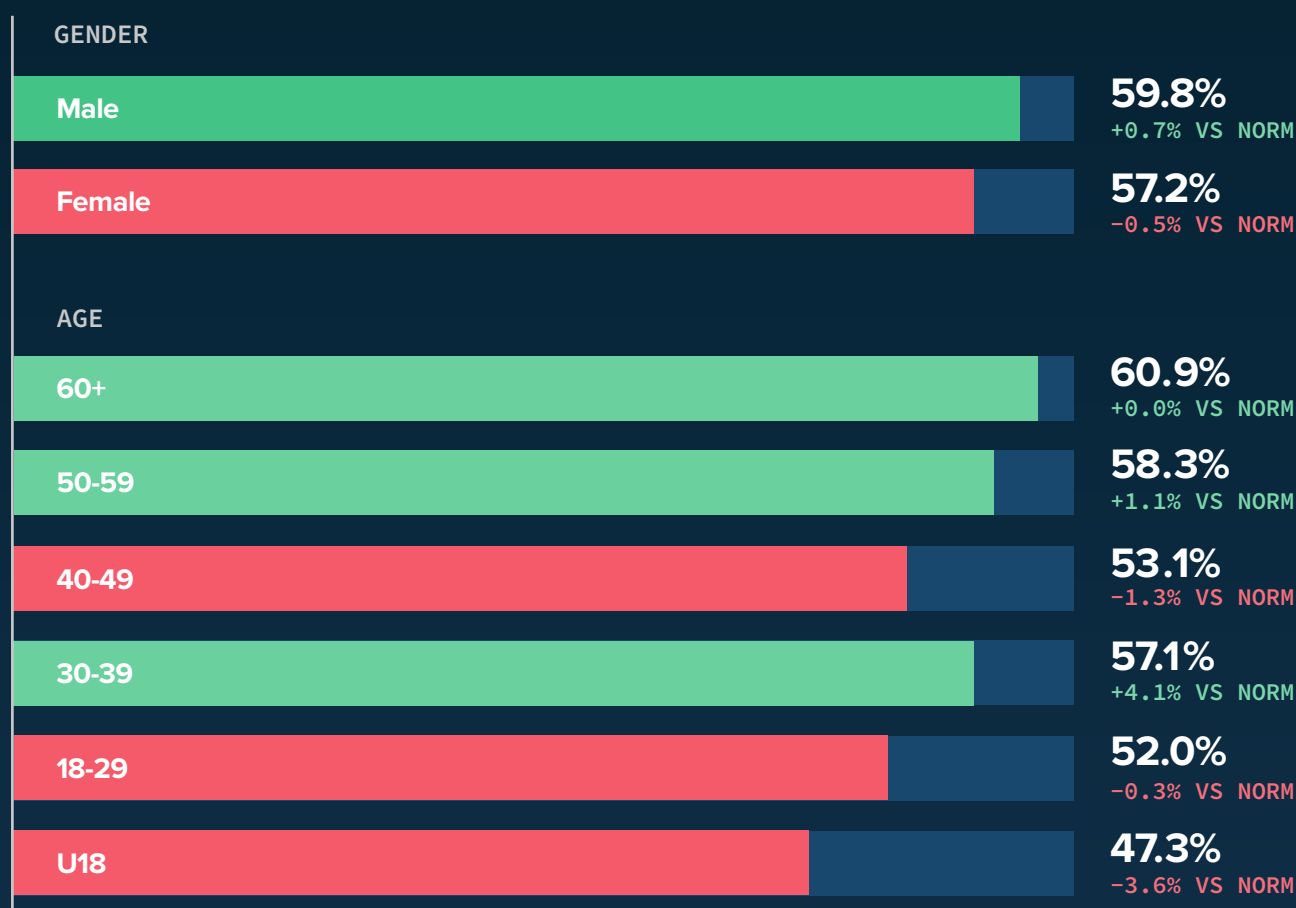
Audience Activity

Attention varies significantly across demographic groups, even when exposure is consistent. Some audiences lean in. Others disengage quickly.

In this case, older audiences drive the highest attention, while younger segments under-index — creating a clear gap between who is reached and who is actually engaged. By identifying which audiences are most responsive, advertisers can refine targeting and messaging to ensure campaigns resonate with the audiences that matter most.

Insurance Brand :30

Impression share and attention by gender and age — identify which audiences lean into this creative



+4.1%

30–39 year-olds vs. age norm — strongest over-index of any age band

60.9%

60+ leads all age bands in attention — homeowner relevance at peak

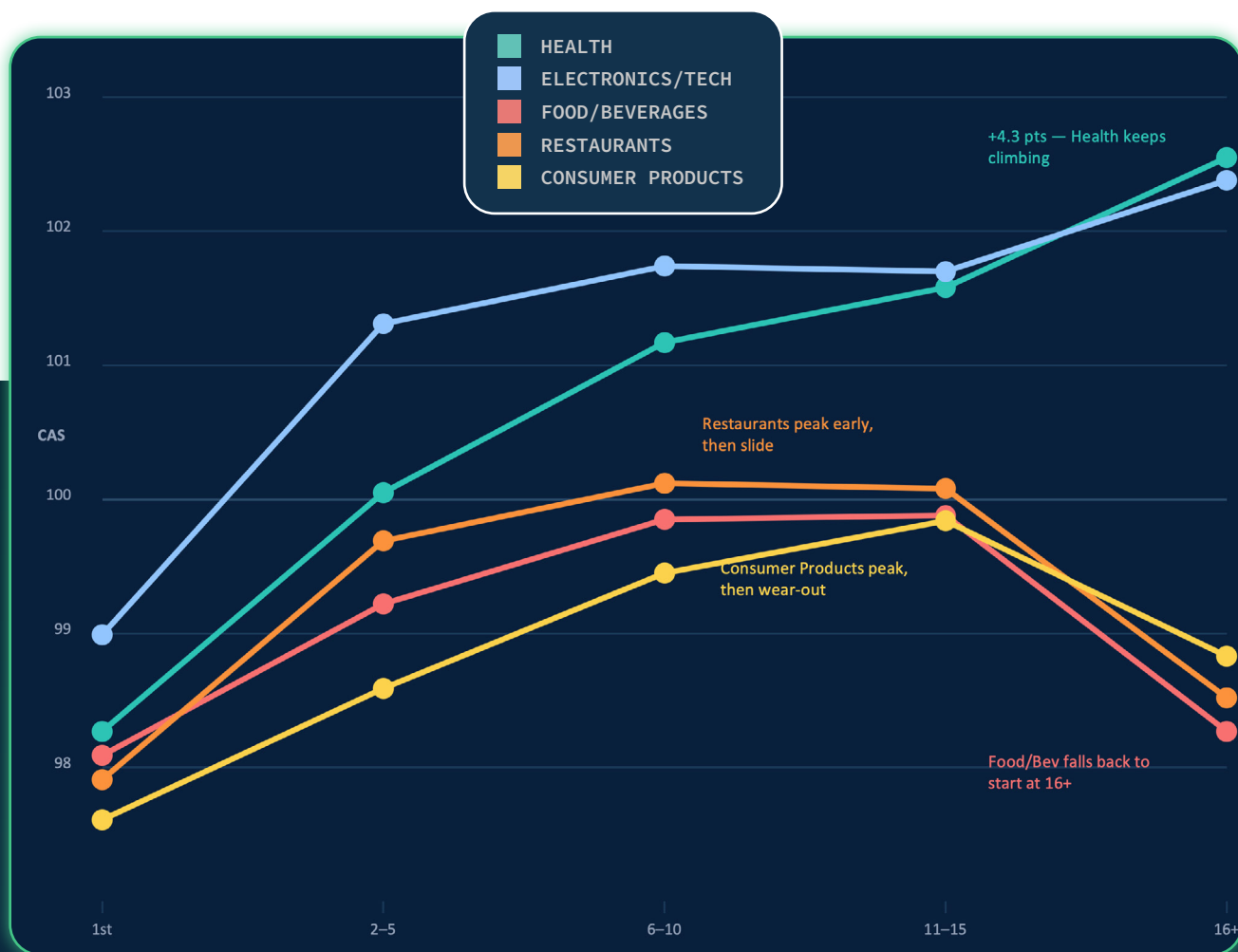
-3.6%

U18 lowest at 47.3%. Expected — this brand's audience skews 30+ and U18 is outside the core target demo.

Frequency has a Tipping Point

CAS by exposure bucket — 5 industries, linear TV | 2025

Health and Electronics climb with every exposure — frequency actively builds attention. Food, Restaurants, and Consumer Products peak mid-flight, then CAS drops sharply at 16+. Wear-out is not gradual — it is a cliff. High-frequency advertisers in these categories are paying to lose attention.



FREQUENCY BUILDS

Health • Electronics / Tech

CAS climbs with every exposure bucket. These categories earn more attention the more a viewer sees the ad.



FREQUENCY FALLS

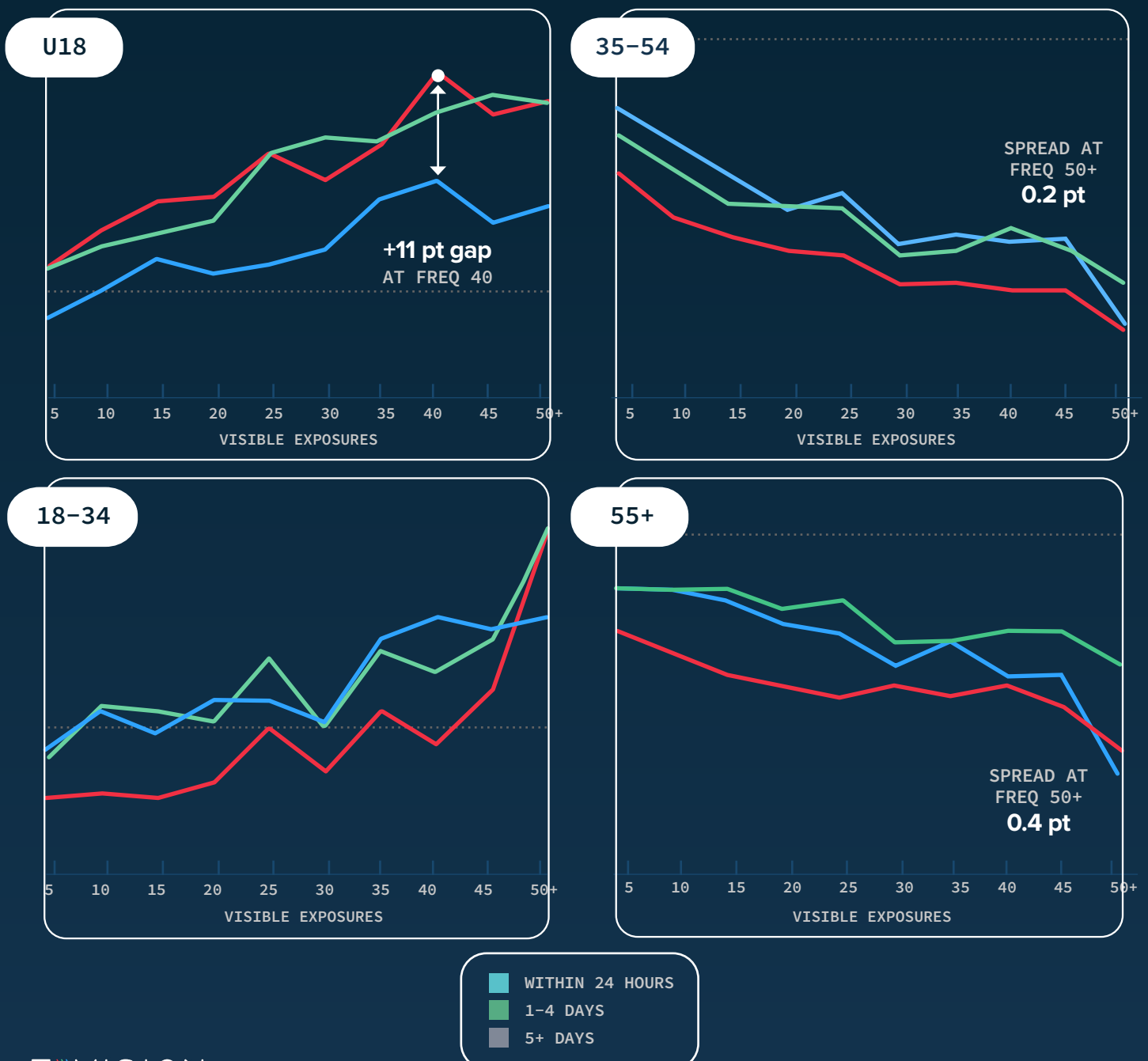
Food • Restaurants • Consumer Products

CAS peaks mid-flight then drops sharply at 16+ exposures. High-frequency spend in these categories is buying wear-out, not awareness.

Not All Demos React to Frequency the Same Way.

Attention Lift by Visible Exposures, Recency Window & Age Group — Linear TV | 2025

Frequency alone doesn't determine whether attention grows or erodes — the timing of repeat exposures is equally decisive, and it cuts differently by demo. U18 viewers show a significant attention spike at their 40th exposure when re-exposed within 24 hours, a lift that largely disappears with a 5+ day gap. For adults 35–54 and 55+, attention declines regardless of recency window — the lines cluster together, confirming that timing offers little recovery for older audiences at scale.



Creative Wear-In vs. Wear-Out

Not all creative ages the same way

Two ads in rotation can follow completely opposite attention trajectories. Wear-in creatives start below norm and build gradually, reaching peak performance after five or more exposures — these should stay in rotation longer. Wear-out creatives spike early and then decay rapidly, losing effectiveness before most advertisers act. TVision flags wear-out when Creative Attention Score falls below 97 for two or more consecutive weeks. Knowing which pattern an ad is following changes the rotation decision entirely.

Creative Attention Score



WEAR IN

Gradual attention growth with each exposure. Keep creative in rotation — peak performance comes later.

Solution:
Extend rotation

WEAR OUT

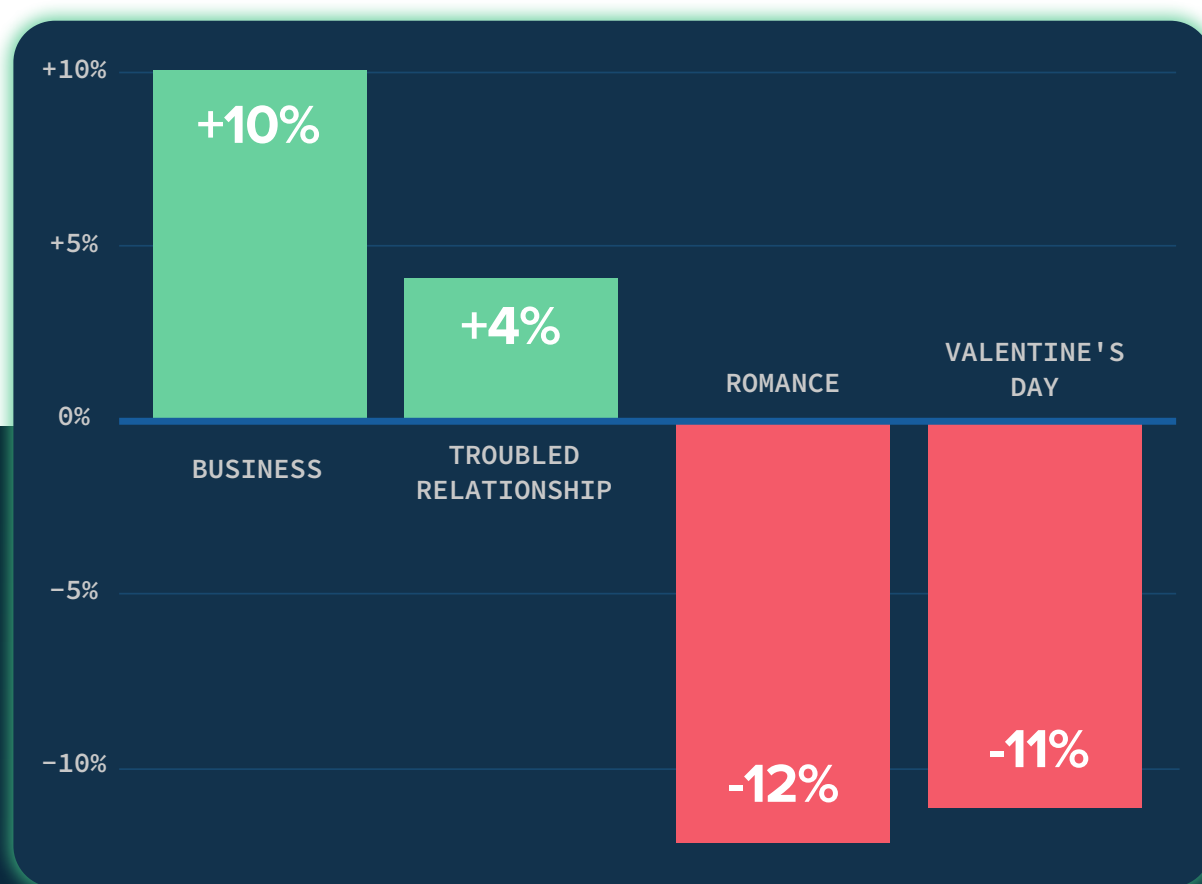
Early spike followed by rapid attention decline. Rotate creative before engagement drops below norm.

Solution:
Rotate early — flag when CAS drops below 97 for 2+ consecutive weeks

Context Matters: Same Industry, Different Results

Creative doesn't live in a vacuum — the program surrounding an ad shapes how it performs. The data shows that certain program contexts actively amplify engagement, while others suppress it. For advertisers, this means context isn't just a nice-to-have. It's a performance variable that belongs in the media plan.

Restaurant Ads: Context Lift vs. Norm



KEY INSIGHT

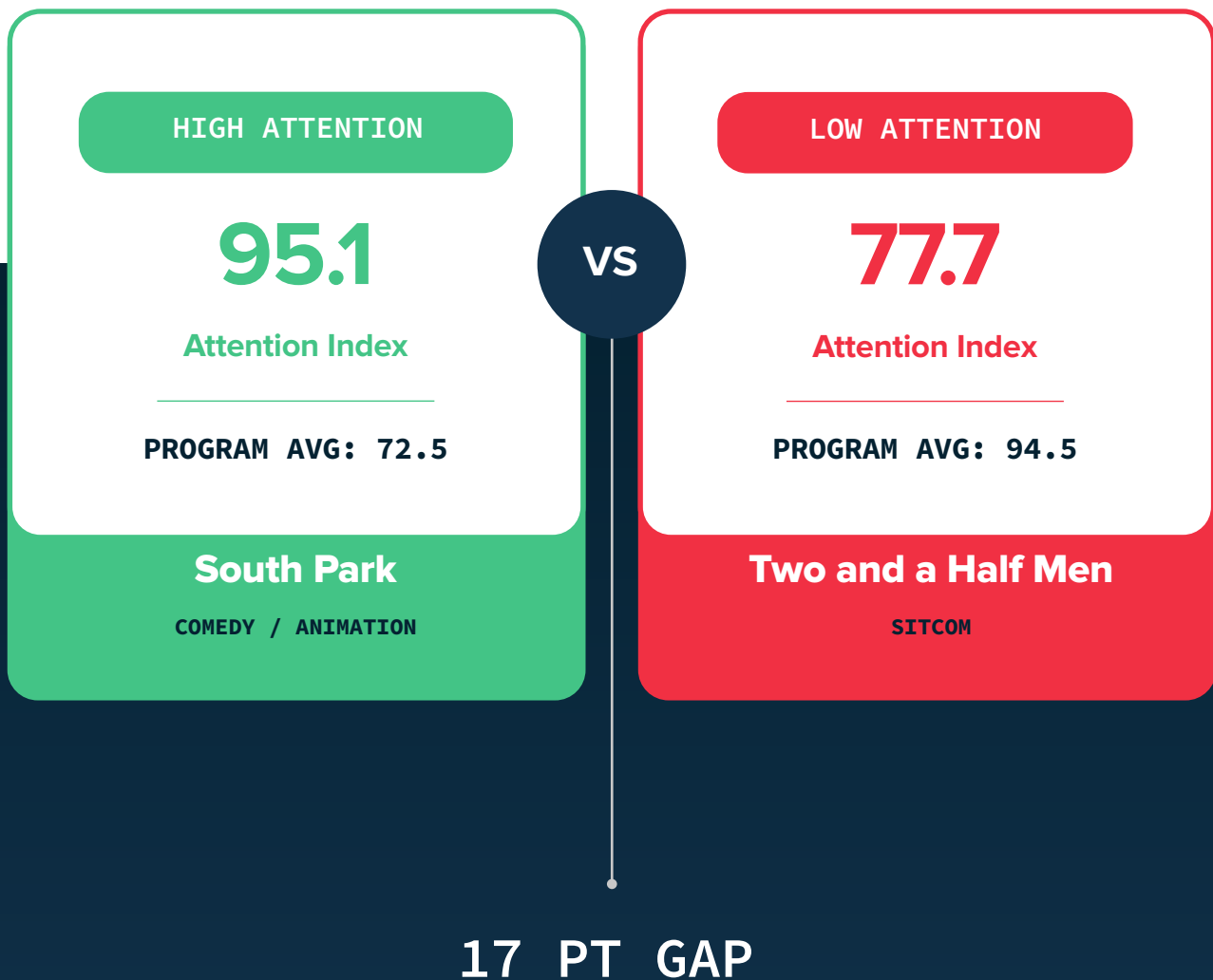
Restaurant ads thrive in business and relationship tension contexts (+10%, +4%) but lose attention in romantic and Valentine's Day content (-12%, -11%). Emotional alignment matters — a lot.

Context Matters: Same Brand, Different Results

Where an ad appears can be just as influential as the creative itself. In this case, the same Burger King :30 generated an Attention Index of 95.1 on South Park compared to 77.7 on Two and a Half Men, a 17-point performance gap with no change in creative, spend, or audience scale. What changed was the context. When brands align with content that matches the viewer's mindset and emotional state, attention becomes more intentional, more memorable, and far more likely to drive impact.

Case Study: Same Ad, Same Period — Very Different Results

BURGER KING :30 | DEC 2025

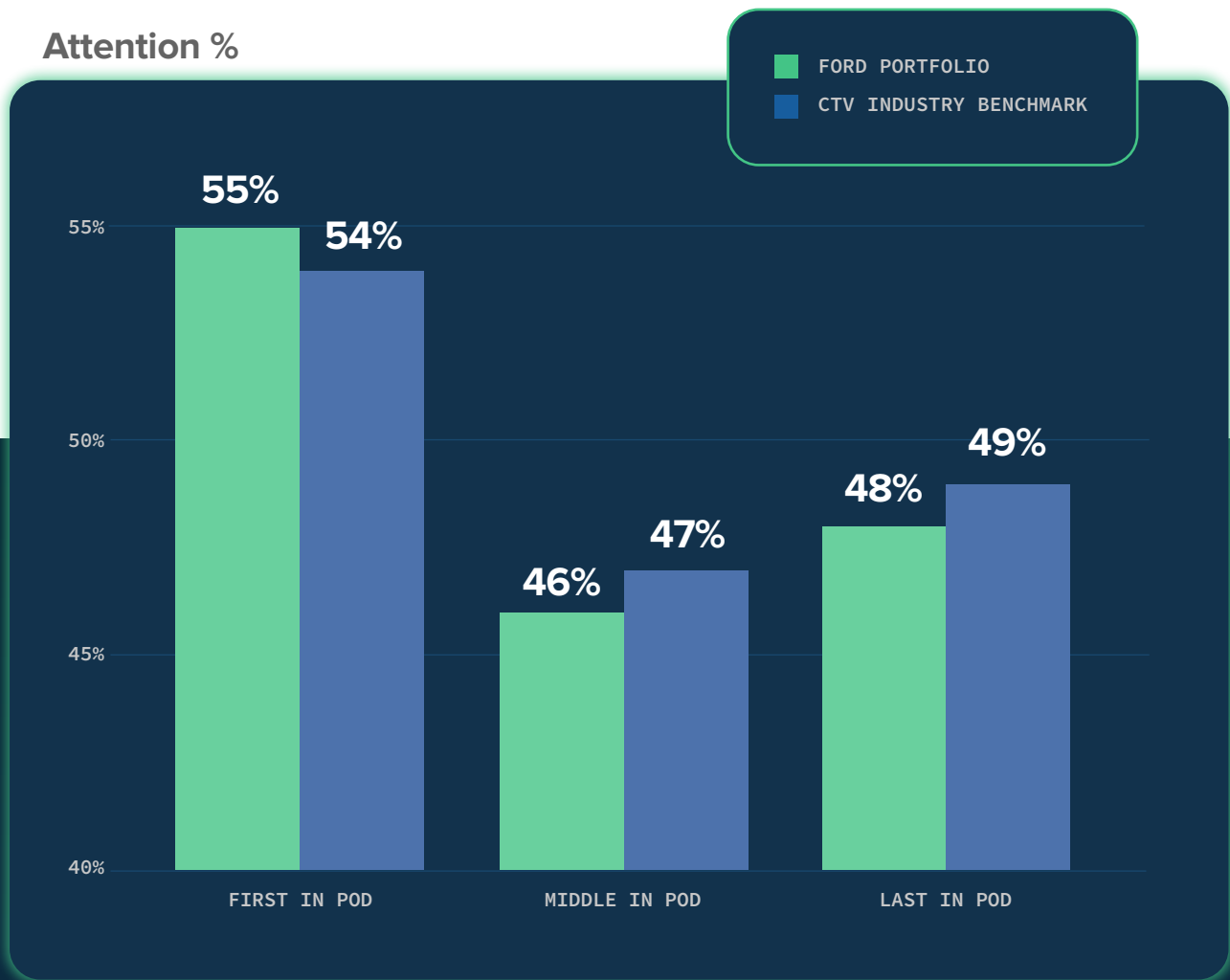


Pod Position Impacts Attention

First-in-pod placements consistently outperform

Where an ad appears within a commercial break is not a minor detail. First-in-pod placements consistently outperform mid-pod by 8–9 points across the Ford portfolio. On CTV, first-in-pod benchmarks at 54.2% attention versus 46.8% for mid-pod — the lowest position in the break. Last-in-pod CTV benchmark stands at 49.2%. Position is a lever advertisers can pull. The data shows it is worth pulling.

Attention %



FIRST VS. MID GAP

8.5 pts
across Ford portfolio

CTV BENCHMARKS

- > First in Pod: 54.2%
- > Middle in Pod: 46.8% (lowest)
- > Last-in-Pod: 49.2%

POST-FLIGHT

TVision Measures Every Ad Format Across the Glass

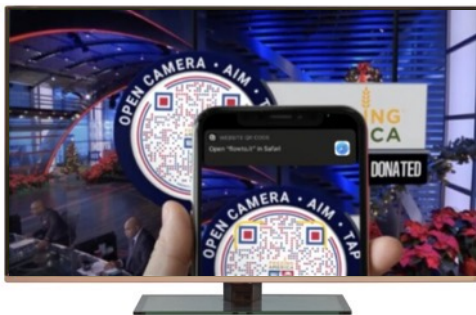
We measure the performance of every campaign and every ad, independent of format.



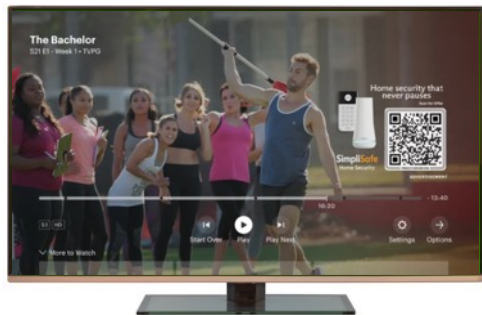
Home Screen Ads



Screen Saver Ads



Interactive Ads



Pause Ads

Innovation in ad format is outpacing most measurement frameworks — but not TVision's. Interactive ads earn 82% higher attention than standard CTV units. Native CTV formats lift attention by 37%. Pause ads deliver a 30% advantage. Every format, every campaign, every placement — measured with the same second-by-second precision. If it runs on a screen, TVision measures it.

+37%

Native CTV unit
attention lift

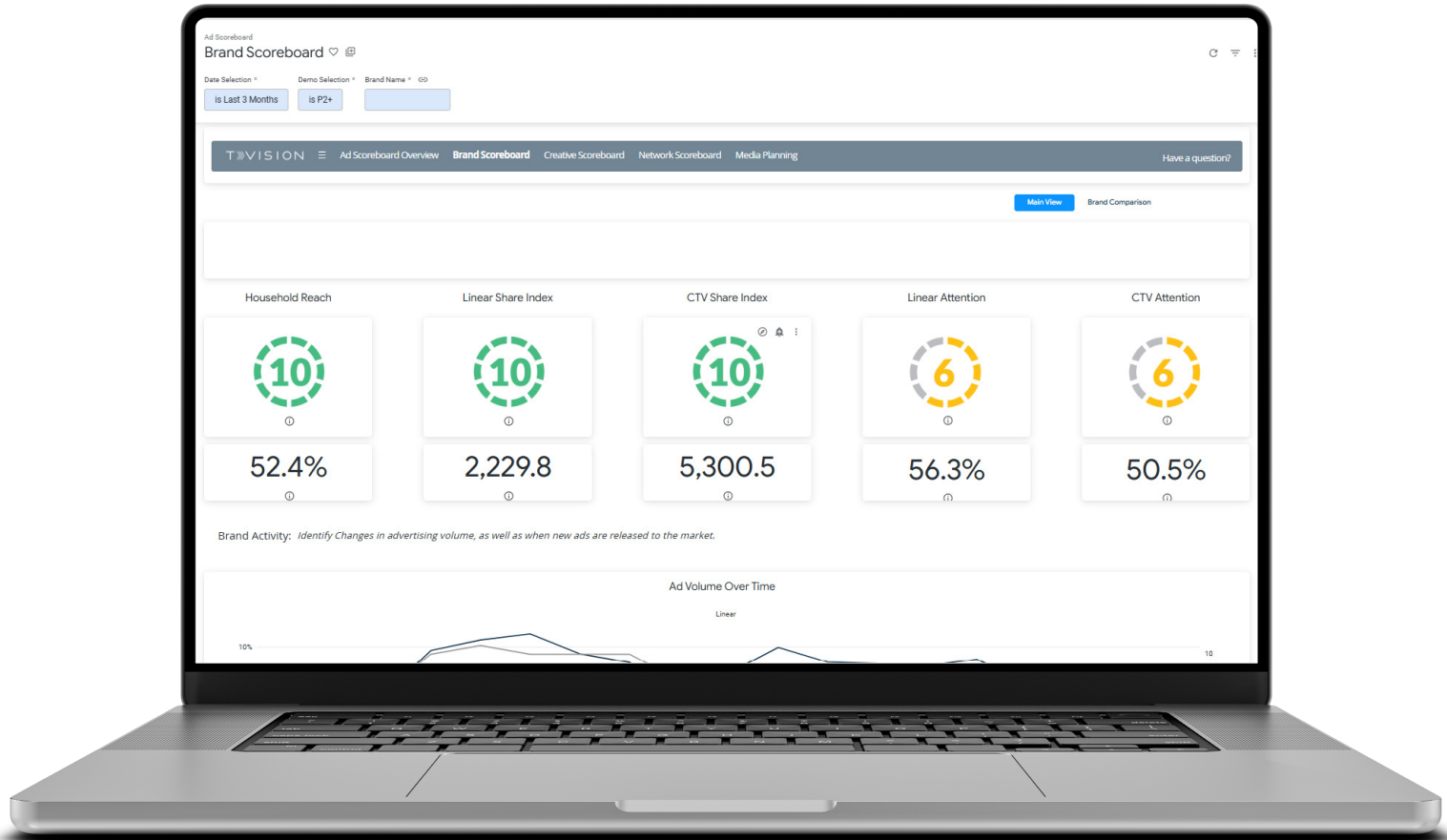
+82%

Interactive ad attention
lift vs. standard CTV

+30%

Pause ad
attention lift

Brand Scoreboard: Track Any Brand's Full Performance Profile



Brand Scoreboard puts every key attention metric in one place — household reach, linear attention, CTV attention, and Creative Attention Score — tracked week by week for any brand in the category. See exactly how any brand allocates spend across linear and streaming, which creatives are currently in market, and how much attention they are earning. Not directionally. Precisely.

KEY METRICS

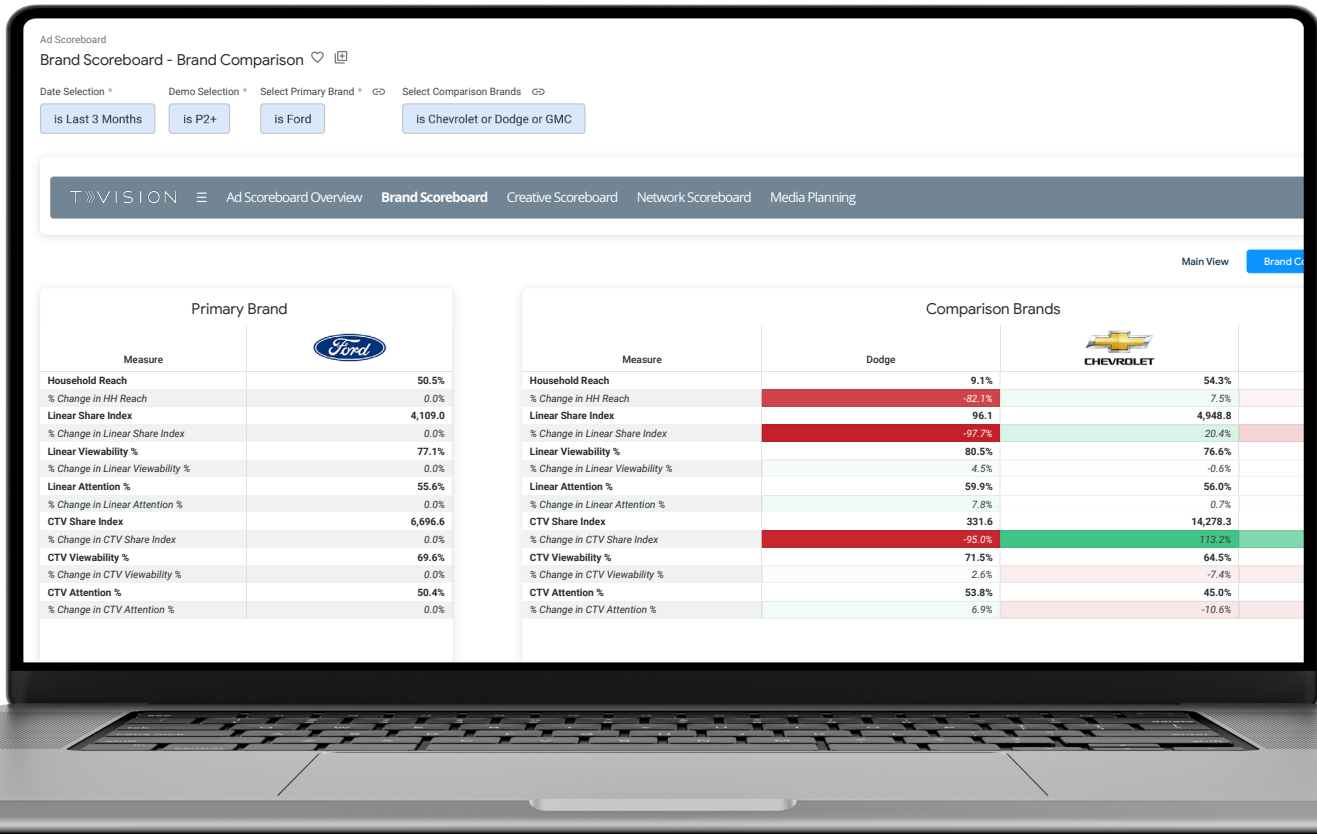
Household Reach
% of HHs exposed
to brand's ads

Linear Attention
% of linear ad
seconds watched

CTV Attention
% of streaming ad
seconds watched

**Creative
Attention Score**
Index vs. pod norm
(100 = average)

Brand Scoreboard: Compare Competitive TV Presence



Brand Scoreboard gives Ford a complete view of its competitive TV presence — measured against Chevrolet, GMC, and Dodge across both linear and CTV. Track share index, viewability, and attention by brand. See who's gaining ground, who's pulling back, and where Ford's competitive position is strongest.

What you can do

Track Ford's share of linear and CTV impressions versus key competitors month by month, identify shifts in attention performance across brands, and use competitive intelligence to guide media allocation decisions before the next flight locks in.

KEY METRICS

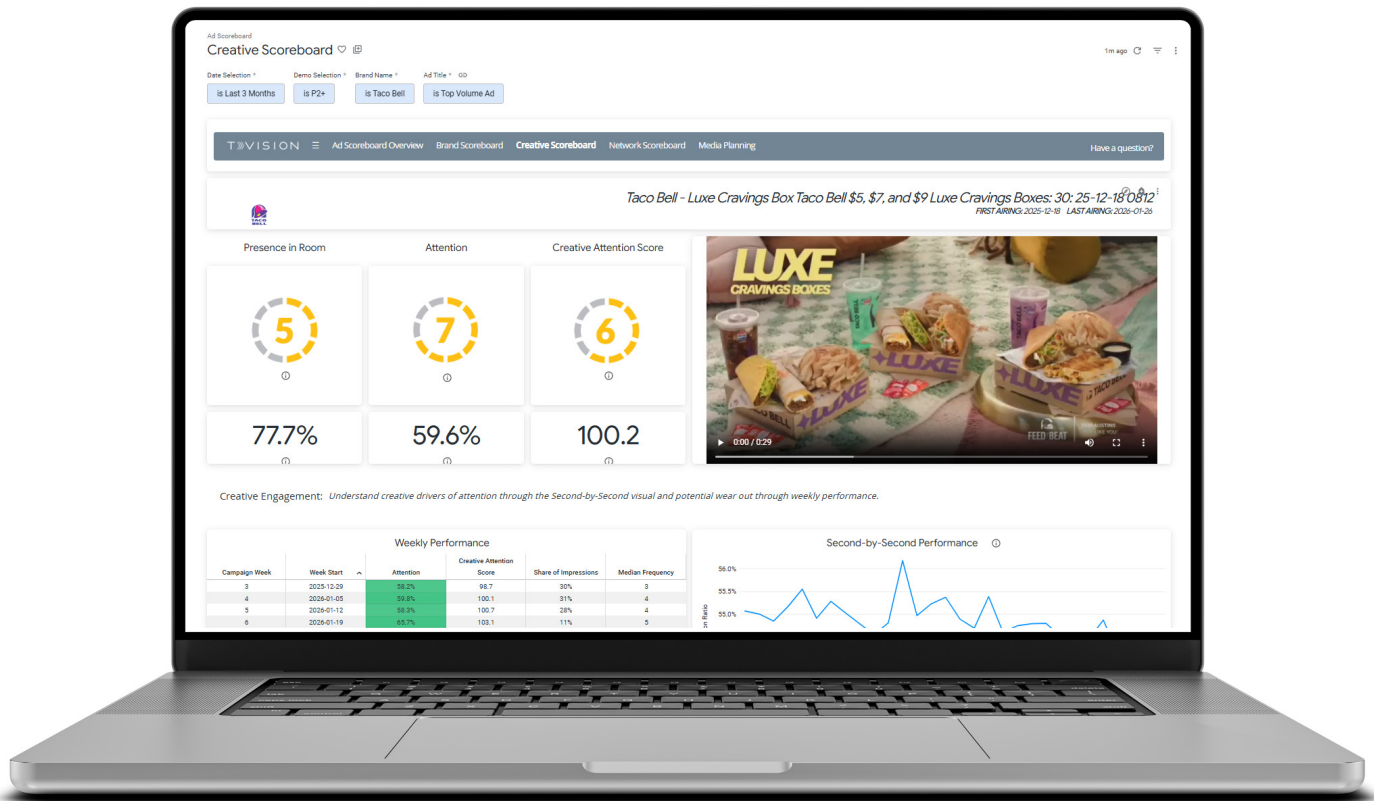
Household Reach
P2+ households reached

Linear Attention %
In-room seconds watched (Linear)

CTV Share Index
Ford's CTV impression share index

CTV Attention %
In-room seconds watched (CTV)

Creative Scoreboard: Diagnose Creative Performance Second by Second



Creative Scoreboard gives every active creative its own performance profile — measured by week, by placement, and by audience. Track presence in room, attention rate, and Creative Attention Score against pod norms. Identify the exact second attention peaks or falls. Compare creatives head-to-head. Find which placements and audiences respond best. Wasted spend compounds when creative decisions are made without this level of detail. Creative Scoreboard closes that gap.

What you can do

Identify the exact second attention peaks or drops, compare creatives head-to-head, and understand which placements and audiences respond best — before wasted spend compounds.

KEY METRICS

Presence in Room
Viewers in-room during the ad

Attention Rate
% of in-room
seconds watched

Creative Attention Score
Performance vs. pod peers
(norm = 100)

Attention is the New Standard for Measuring Creative Effectiveness.

TAKEAWAYS

- ① Understanding who sees an ad is no longer enough.
- ② Advertisers must also understand how audiences engage with creative.
- ③ Attention measurement enables brands and agencies to design stronger creative, optimize media placement, and drive more effective campaigns.



Methodology & Metrics

TVision measures second-by-second presence and attention for programming and ads on both linear and streaming TV environments. Every time a person walks into the room, our technology detects who they are and whether or not they're looking at the TV and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. TVision's data is collected from an opt-in panel of 5,000 homes across the United States and weighted to US Census. Linear and CTV ad impressions data in this report is from July 2025 – December 2025 unless otherwise indicated.

KEY TERMS

Attention Index

Measures how much of the content is spent with eyes on screen. 100 is the benchmark for Linear TV and CTV.

Attention %

The proportion of viewing ad impressions where a person had their eyes on the screen for two or more seconds of the creative

Presence %

The proportion of viewing ad impressions where a person was in the room and visible for two or more seconds of the creative.

Share of Time Spent

Represents the seconds visible with the content tuned relative to the total time spent for the parameters.



About TVision

The leader in TV engagement metrics

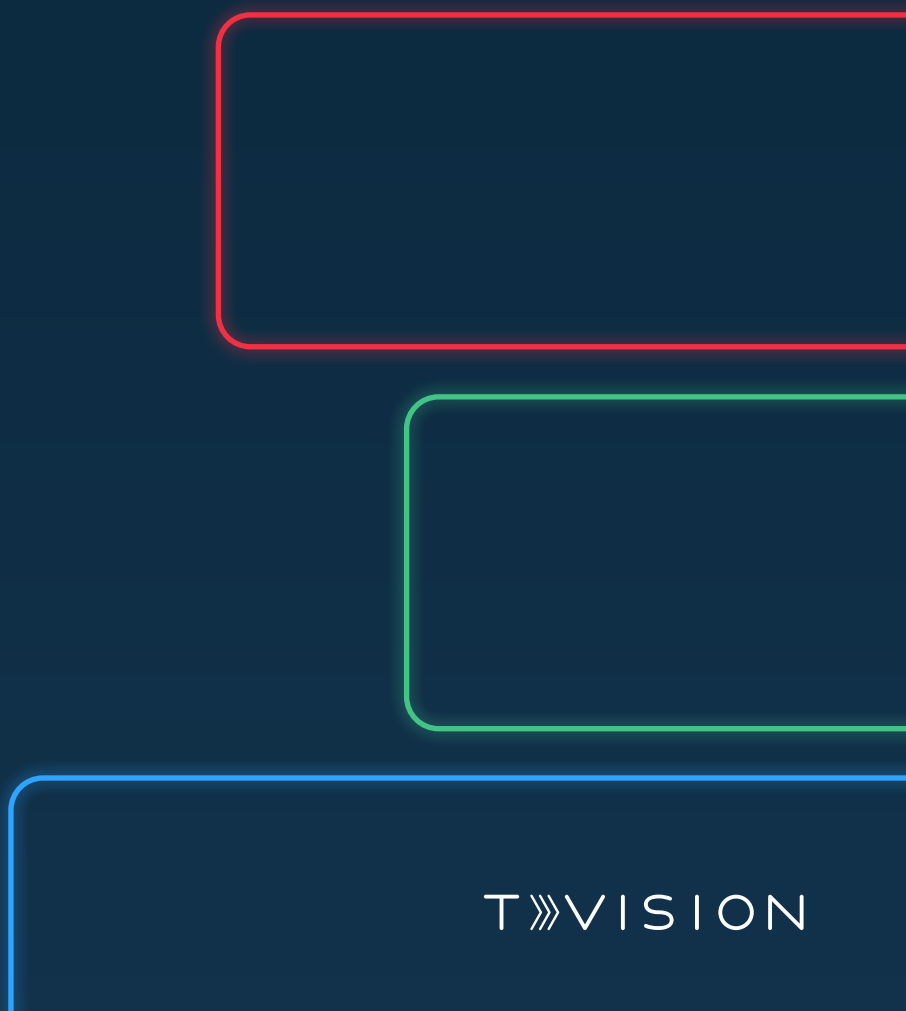
TVision's single-source panel measures what was once unmeasurable — how people really watch TV. Using cutting-edge Computer Vision technology, TVision is able to measure person-level, second-by-second engagement for both Linear and CTV environments, providing critical metrics such as Attention, Presence, and Co-Viewing. Marketers and media sellers representing some of the largest brands, networks, and platforms in the world access TVision's TV performance metrics through a combination of its SaaS platform offerings and bespoke reporting.

VISIT US AT WWW.TVISIONINSIGHTS.COM



Contact Us to Learn More

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