



Amplified

Connect and Transform

How attention data lifts media and creative quality - and avoids wasteful spend.

Dr Karen Nelson-Field | AAM Media Day 2026 | Santiago, 18 May 2026

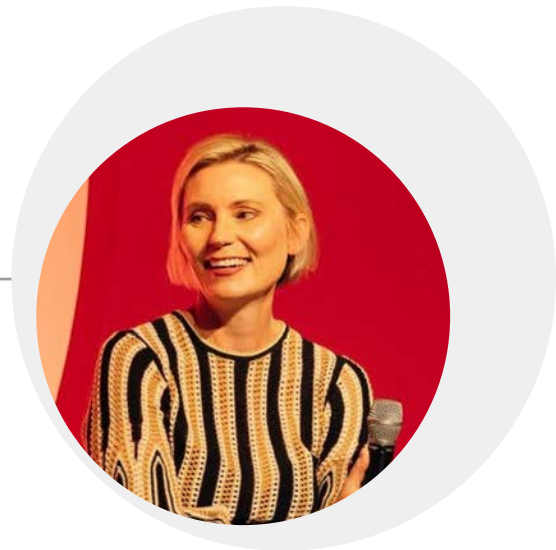
**Hola Chile. Do I have your
ATENCIÓN?**



Dr Karen Nelson-Field PhD

Amplified · Author · A decade at Ehrenberg-Bass · Architect of the attention category.

20+ years studying
media measurement,
human attention and how
advertising works within and around it.



Today's Topics



Illusion
Reality
Limit
Cost

Fix
Future

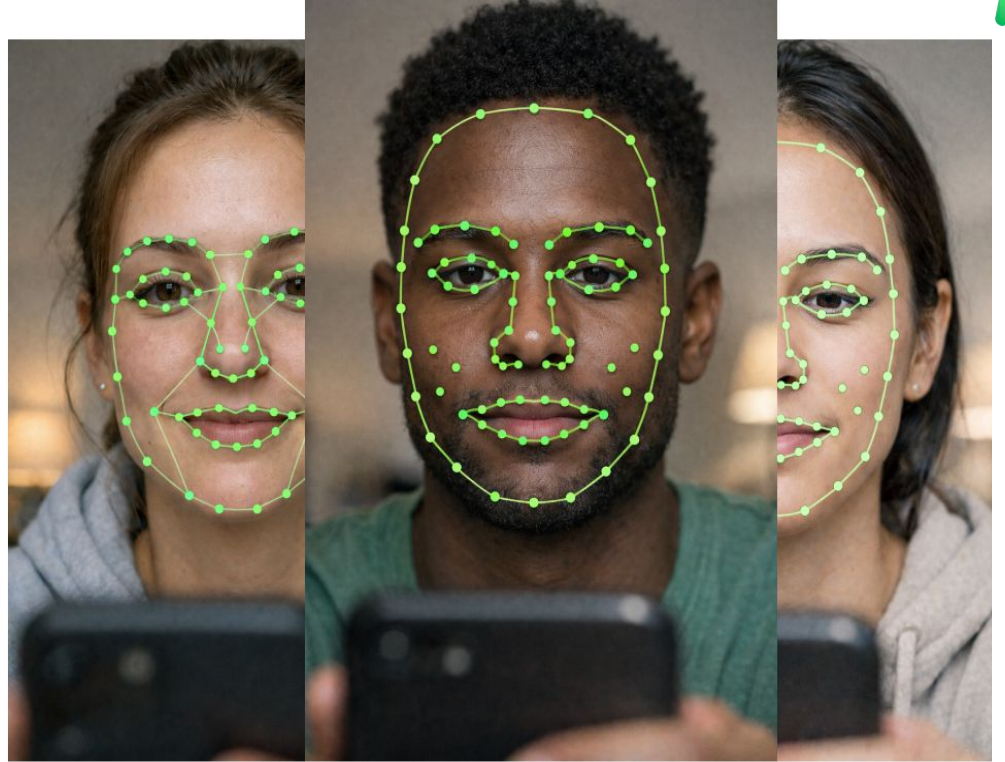
A Quick Set Up

How we measure attention.

Biometric

Real eyes. Real time.

Without humans, it's a guess.



The evolution of digital measurement



1

DEVICE-SIDE

Viewability

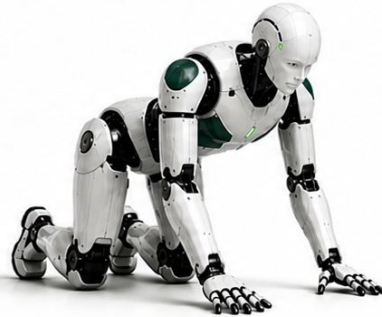
(pixel on screen)



2

Viewability 2

*(pixel on screen
plus attention scores)*



3

HUMAN-SIDE

Biometrics

(real eyes, real time)



4

Stage 4

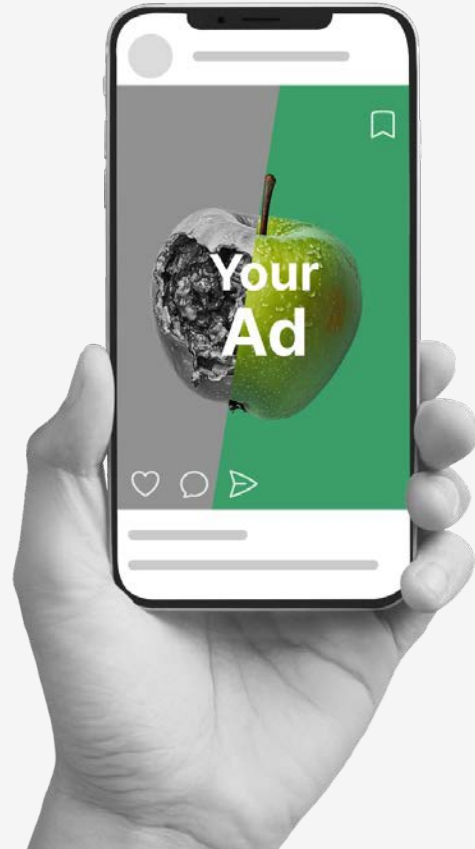
(coming back to this)



The Illusion

La ilusión

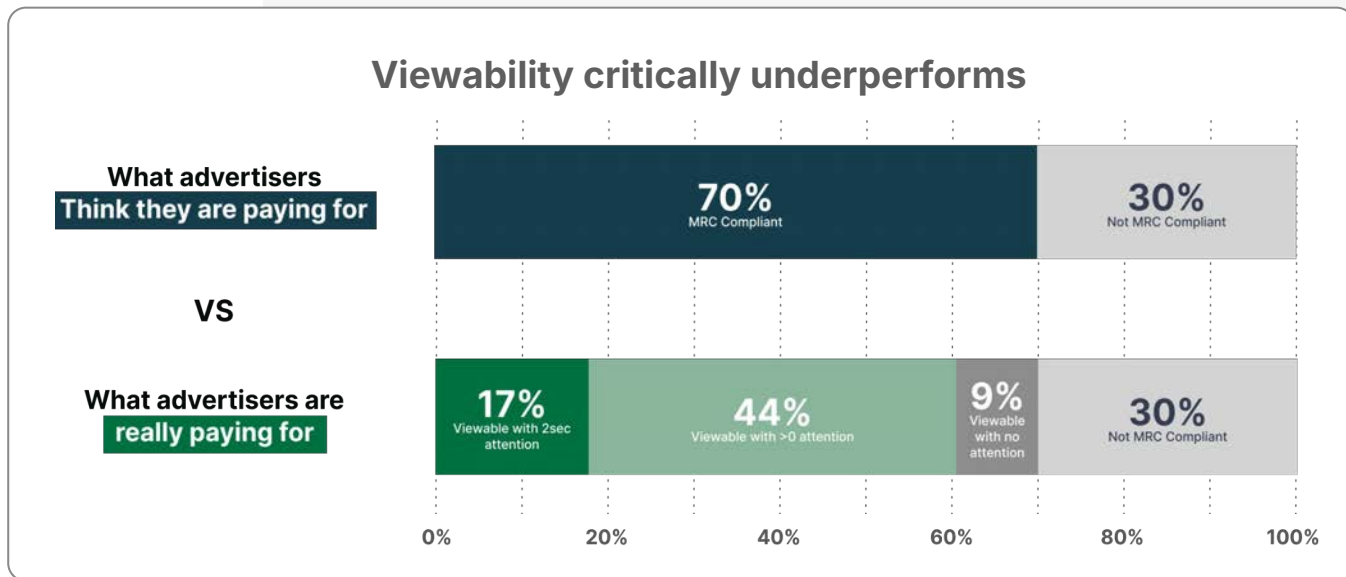
Served ≠ Seen.
The industry's biggest
sleight of hand.



And we are tricked around 75% of the time.



75% of viewable
inventory is not
actively seen.



Why?

We stopped measuring what *humans* actually process and started only measuring what *machines* can see.



```
K=77 T=people  
Nose = 11.0, 171, 223.84  
Left Eye = 27.02  
Right Eye = 20.0, 33.99  
Nose Tip = 11.0, 171  
Nose = 11.0, 171, 223.84  
Nose Tip = 665.877, 555.99  
Left Ear = 12.81, 211.99  
Right Ear = 66.611, 25, 333.61
```

```
for i, people_data.users:  
    response = client.api.statuses.user  
    print("Got", len(response.data), "tw  
    print(len(response.data))  
    tdate = response.data[0]['creat  
    tdate2 = datetime.strptime(tda  
    today = datetime.now()  
    howLong = (today.tdate2).days  
    howLong = daywindow:  
    print(i.screen_name, "has tw  
    totaltweets = len(response.  
    j = response.data:  
    j.entities.urls:  
    k = j.entities.  
    newurl = ki.exp  
    urlset.add(new  
    print(i.screen_name, "has no
```

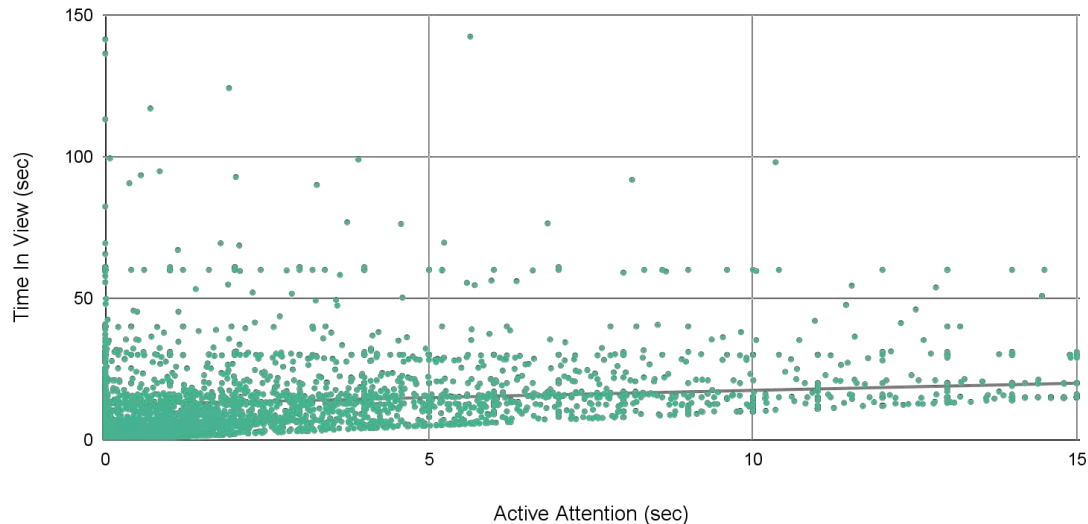
We picked Time-in-View, but it fooled us all.

Time-in-View became the default proxy for "seen." But it barely correlates with actual human attention. And the relationship changes by format.



Time-In-View and Active Attention Seconds

Minimal Correlation Between Time-in-view and Active Attention (R^2 of 0.022)



Yet TIV metrics are key indicators of 'watched'



23% Actively Seen

YouTube,
Non-Skippable



16% Actively Seen

Meta,
Feed



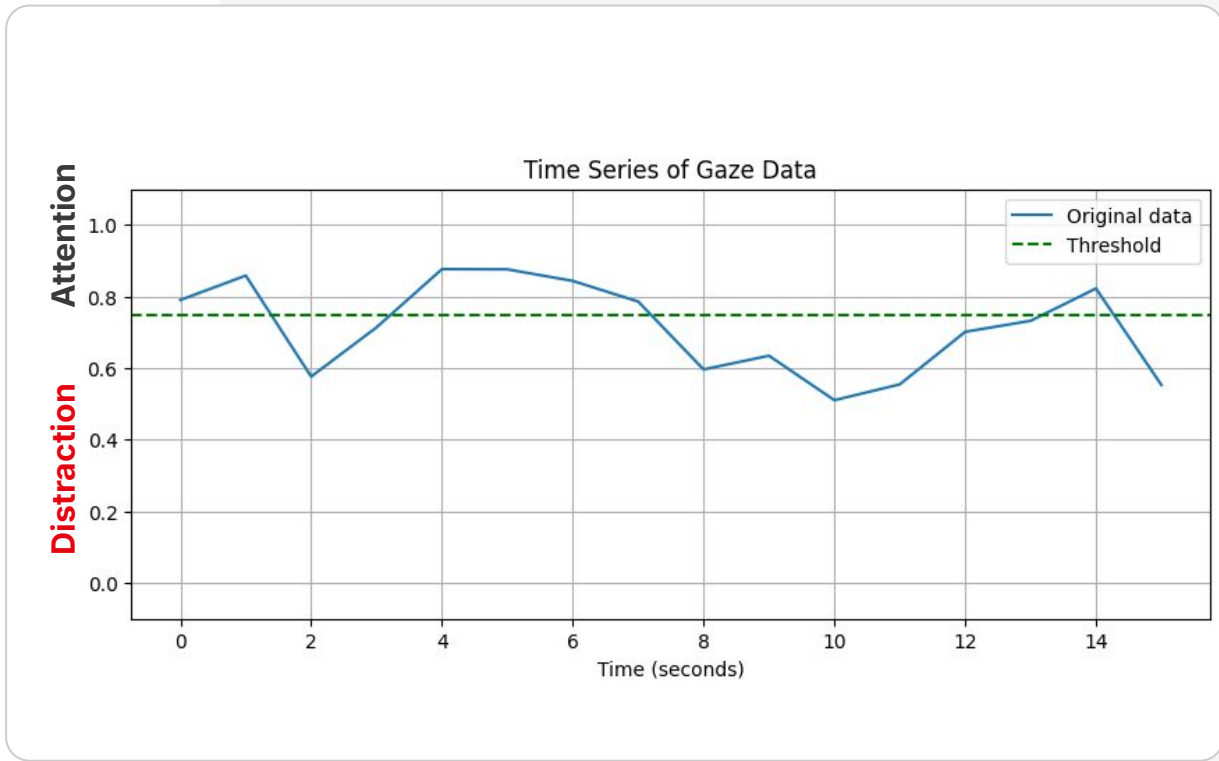
10% Actively Seen

General Web,
MREC



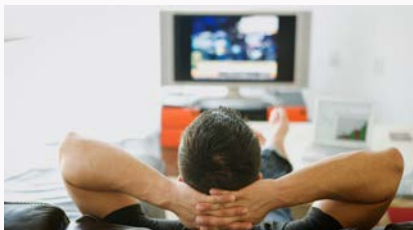
Turns out human attention is fleeting and we frequently switch in and out of attention.

Not consistent and sustained, so the relationship between time in view and Active Attention varies greatly by format and context.



Three states.
100% of every
ad you see.

Together, these
three cover every
second of every ad."



Active Attention

Looking directly at the ad



Passive Attention

Eyes on screen, not on ad



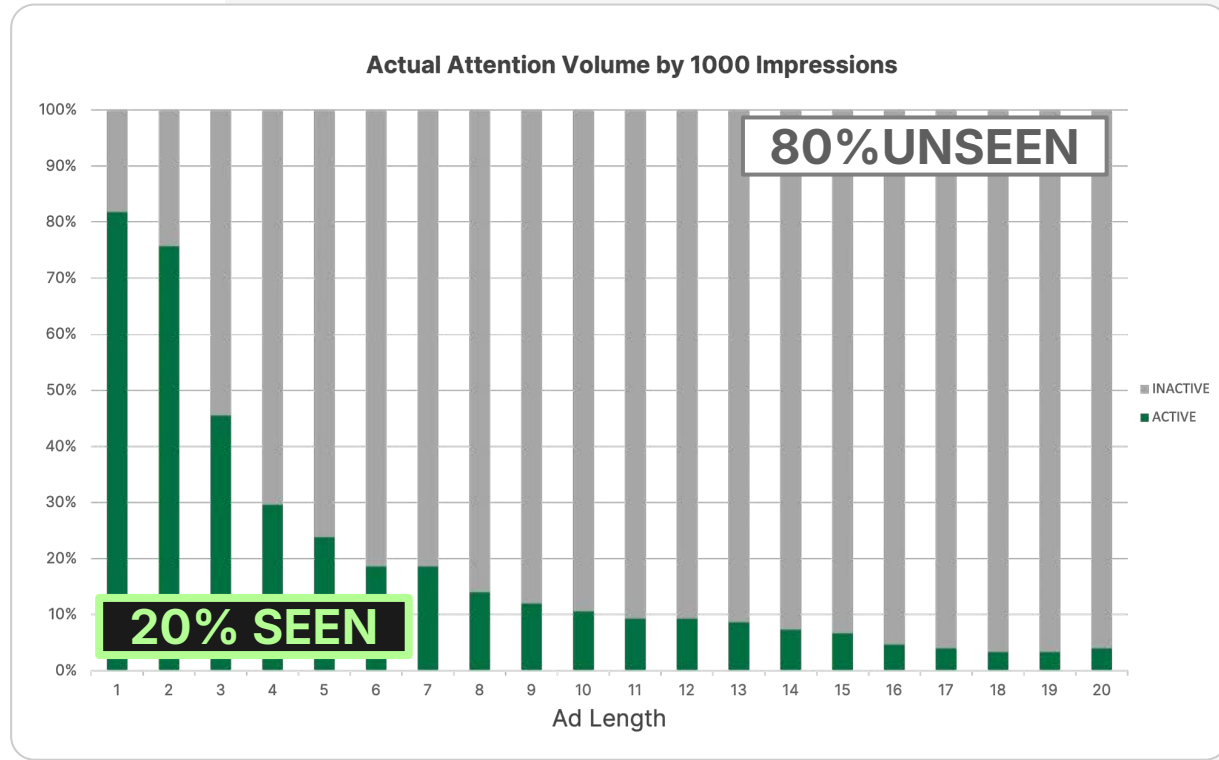
Non Attention

Eyes not on screen, not on ad



So what you think you're paying for, is rarely seen.

Yet modern measurement tells us nothing about the 'seen vs served' gap.

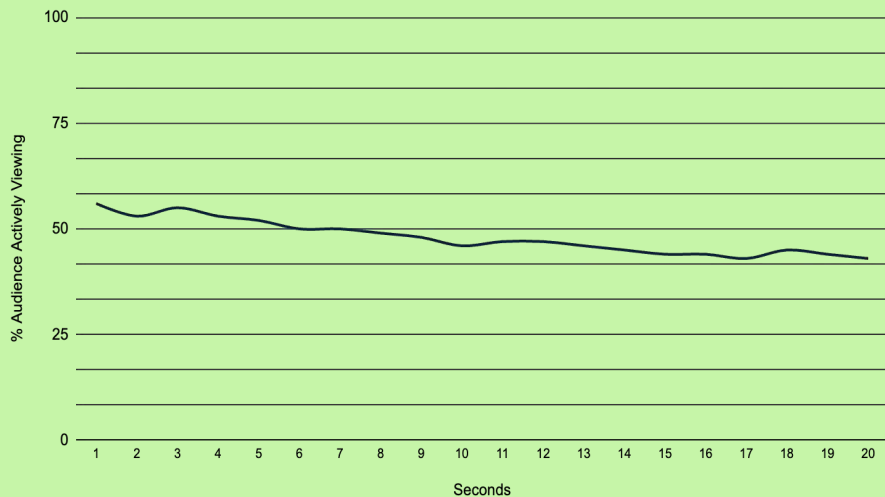


Same ad, two platforms.
Same number of impressions, but,
Completely different attentive quality.

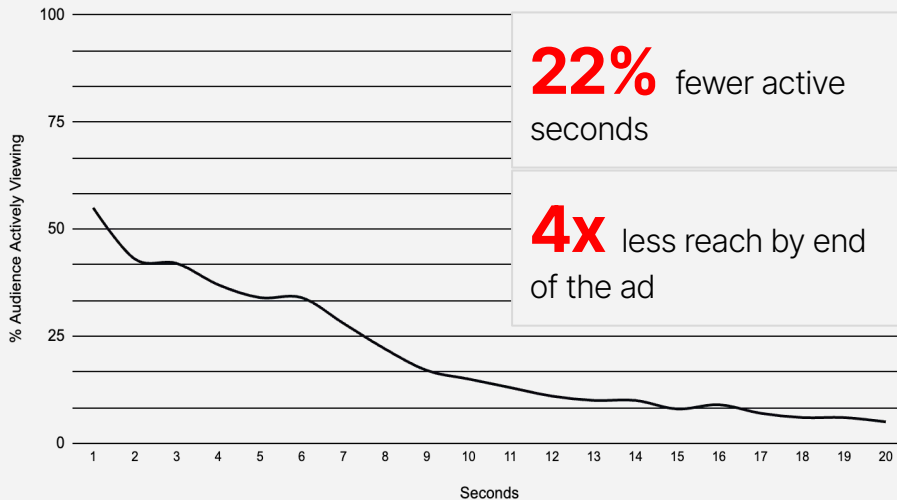


This is literally why not all reach is equal.

Same Ad on Platform 1



Same Ad on Platform 2



An impression without attention is
just a delivery receipt.

Optimise for the receipt, and you stop investing in the growth.



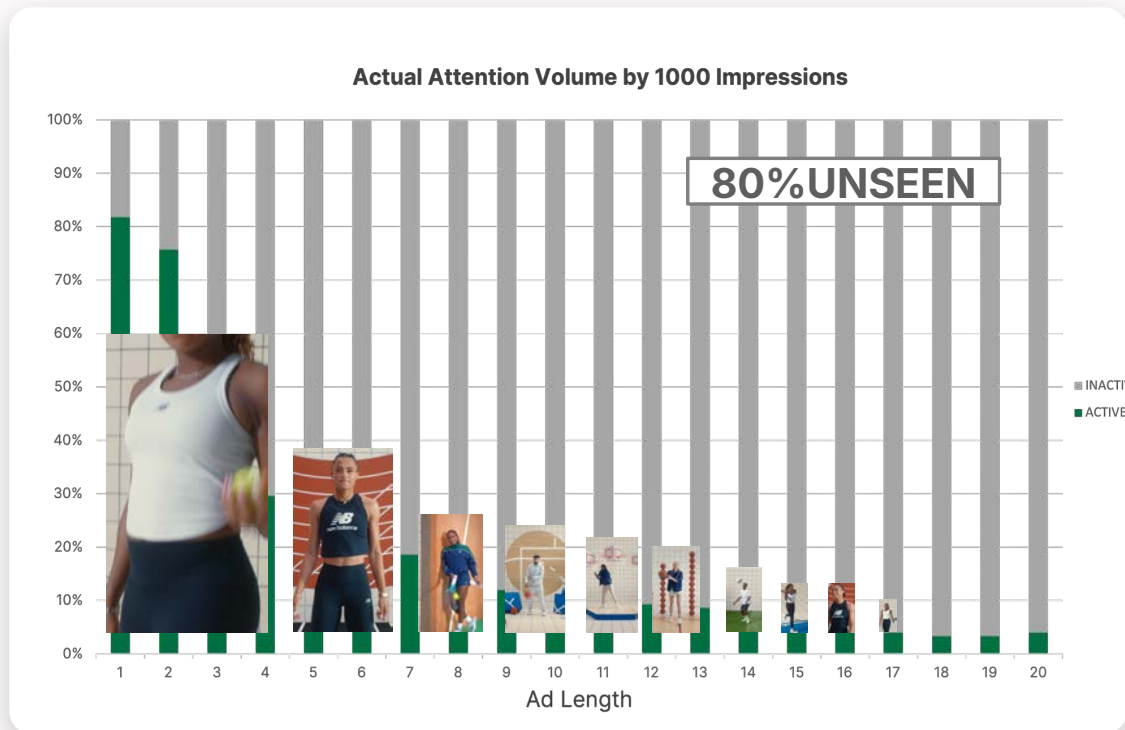
The Reality

La Realidad

This is our new normal.

An ad marketplace where we watch significantly more passively than actively.

And passive-first strategies are a gamble most brands can't afford.



And this is driven by the way the platform trains us to engage and to ultimately pay attention, or not.



Your daily scroll =

300 ft.

Our per Day Scrolling is
the Height of the Statue of Liberty



Challenger
Series

#funfact

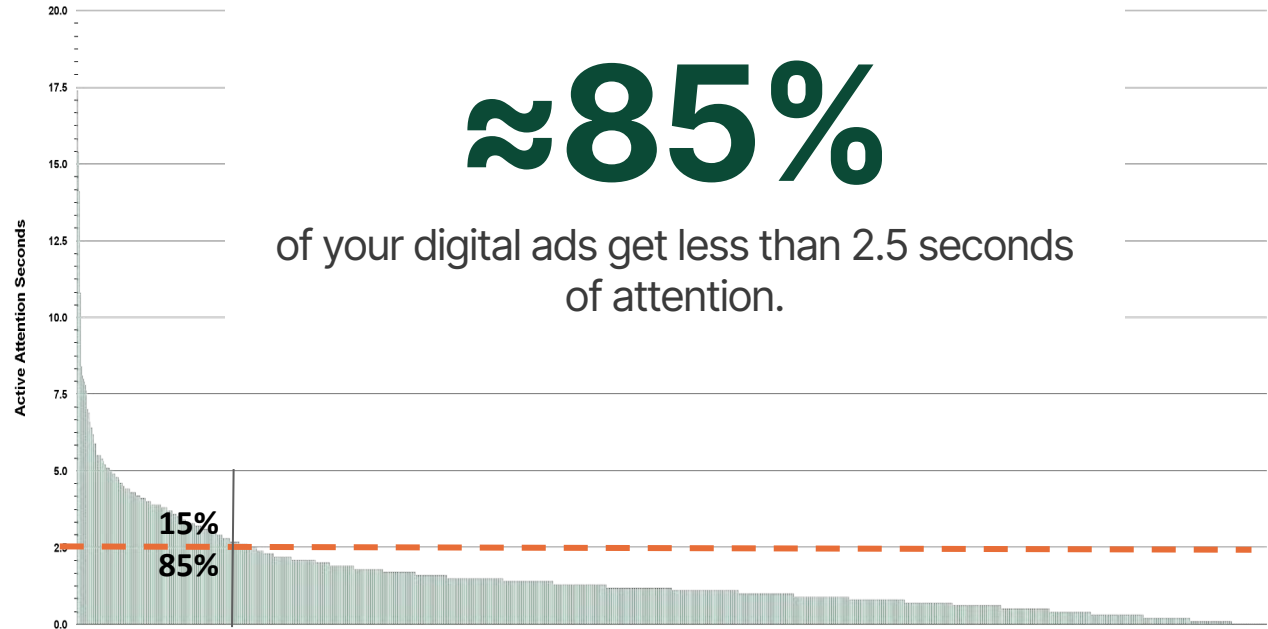


You scroll ~1000% faster on General Web than on TikTok

(and you scroll fast on TikTok)



So no surprise
that ≈ 2 sec
Active
Attention, is
our new
reality.





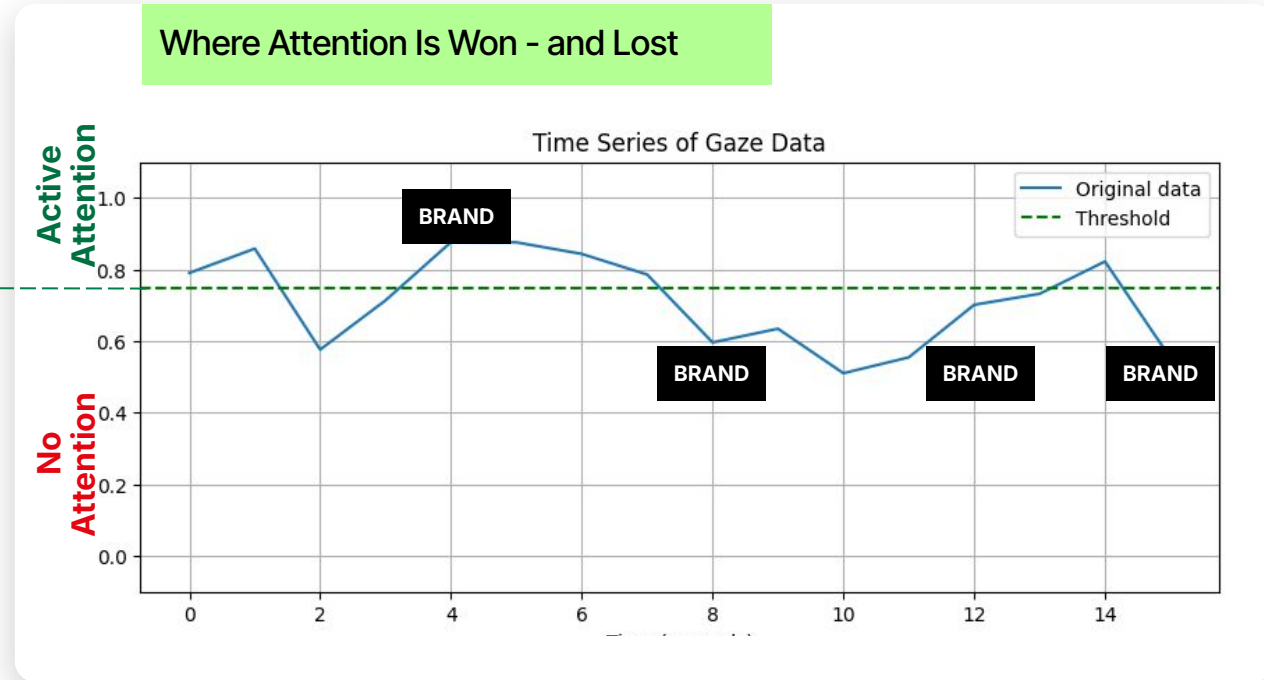
Q: So why is Active Attention time so important?

A: Because outcomes follow Active Attention.



When the branded moment is not actively seen, outcomes are significantly lower.

2023 study. 41,800 observations. $p = 0.000$. Consistent across short- and long-term impact.





This directly impacts your ability to build - and sustain - mental availability.

As attention falls, misattribution rises.

| | Platform A | Platform B | Platform C | Platform D |
|----------------------------------|------------|------------|------------|------------|
| Avg. Attention Seconds | 5.5 | 4.7 | 3.2 | 2.8 |
| Brand Attribution (when exposed) | 0.28 | 0.19 | -0.24 | -0.76 |
| Competitor Attribution | -0.16 | -0.20 | 0.06 | 0.25 |



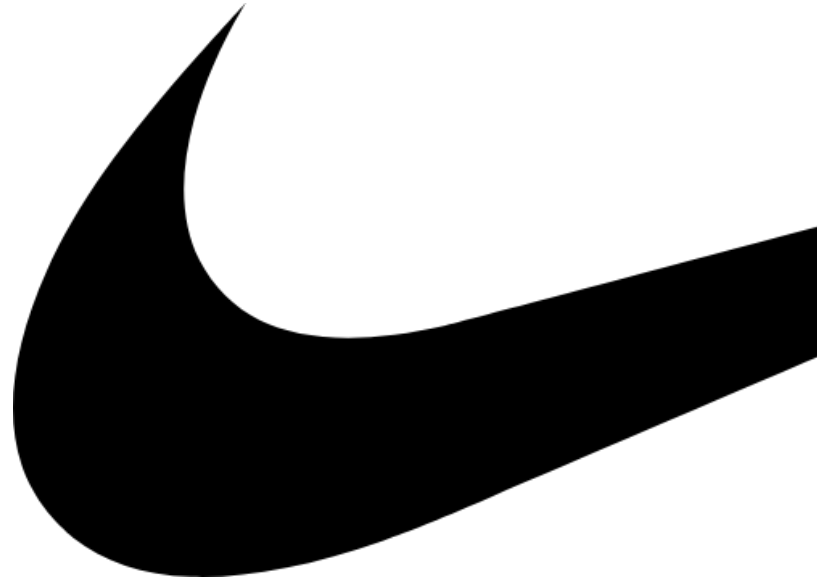
Even big brands are vulnerable to misattribution in low-attention formats.

| Format | Format B | Format C |
|--------|----------|----------|
| | | |

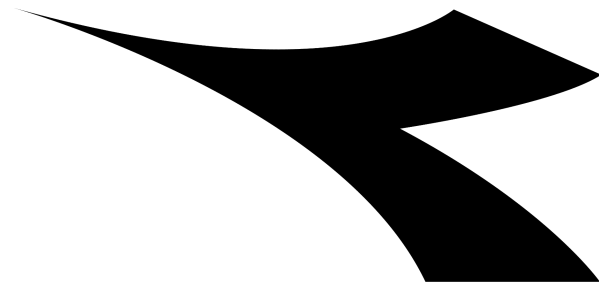
As attention falls, fewer people see your brand.
Big brands can typically manage inattention more from built up brand credibility.



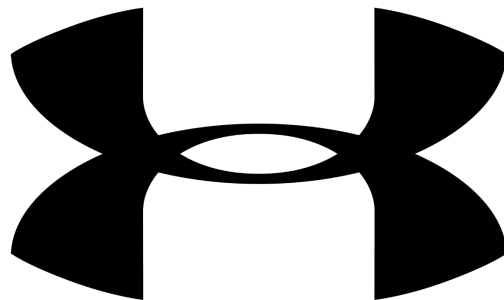
Running Shoe A



Running Shoe B



Diadora
USD \$300m brand



Under Armour
USD \$3b brand



Nike
USD \$65b brand



Marketing Proof for attention

Marketing proof typically refers to lighter, surface-level indicators of campaign **effectiveness**, such as brand awareness, recall and purchase intent. **CMOs love this.**

VS

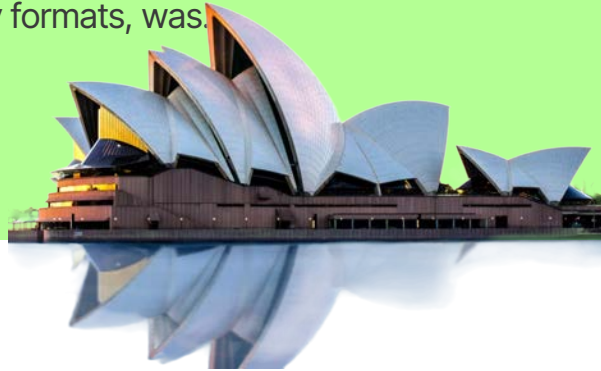
Meaty Proof for attention

Meaty proof represents more substantial and actionable evidence of **efficiency**. It goes beyond marketing metrics to demonstrate deeper business impact such as increased profitability, reduced COGs. **CFOs love this.**

Case Study 1

Attention decay predicted consideration better than spend.

Tourism Australia's 3-year, \$300M+ "Come and Say G'day" campaign proved that simply spending more wasn't related to visitation outcomes, but investing more into slower Active Attention decay formats, was.



+18%

Consideration across 8
markets

+15pts

Increased perception and
forward bookings up

Spend and raw reach didn't explain the lift. What did was how much sustained attention each ad held - and how slowly that attention decayed.

It's not about more impressions. It's about more meaningful ones.

Case Study 3

Removing low-Active Attention ads boosted applications +35%.

NAB cut <1 second programmatic placements - and every metric improved.

+7%

Site Visits

+35%

Credit Applications

-33%

Cost per acquisition



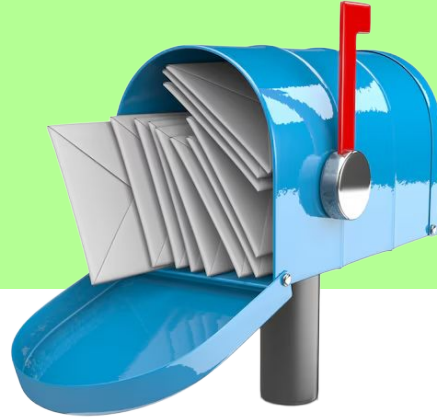
When one of Australia's leading banks stopped paying for impressions nobody noticed, click-through rate, site visitors, conversions all rose - and cost per acquisition dropped.

Fewer, better impressions. Better results.

Attention Insight

Attention-led media hit stretch targets 4 months early.

An Post shifted budgets to higher-attention channels - and beat every benchmark.



+4 mths

Ahead of stretch sales target

↓ CPA

Better than expected cost per acquisition

An Post attention research study revealed which channels actually held people's focus. They rebalanced their media mix accordingly - and achieved annual stretch targets with cost-per-acquisition on track to beat target.

Shift spend to where attention lives - and you hit targets faster.

The Commercial Case

Average across studies and activations - same story with Active Attention.
Brand metrics lift. Dollars saved.



WHAT IT'S WORTH

≈ **\$1.75m**_{USD}

Avg. \$ saved per brand per year when optimising Active Attention

WHAT IT'S WORTH

≈ **+16%**

Avg. % consideration, ad recall, brand asset strength etc.



The Limit

El Límite

Good
creative can
fix everything
right?





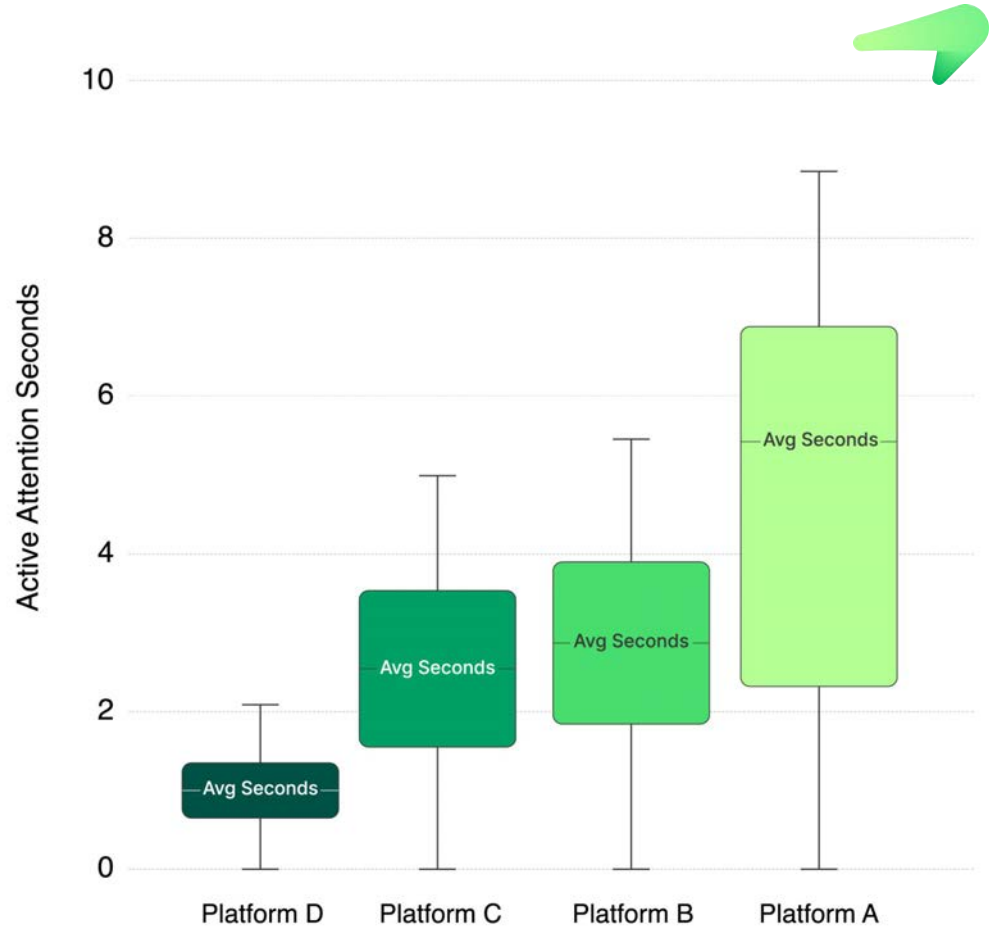
No. The same creative performs worse/better in line with overall platform attention performance.

No matter how brilliant the creative, the platform's design sets a ceiling on how much attention an ad can earn.

| | BRAND | PLATFORM A | PLATFORM B | PLATFORM C | PLATFORM D |
|-----------------|--------------------|------------|------------|------------|------------|
| Strong Creative | Brand A | 10.8 | 6.1 | 4.3 | 3.7 |
| | Brand B | 10.7 | 3.5 | 4.9 | 4.6 |
| | Brand D | 9.8 | 4.5 | 3.3 | 3.1 |
| | Brand E | 9.6 | 5.3 | 2.7 | 2.9 |
| | Brand F | 9.4 | 3.0 | 3.3 | 2.3 |
| | Brand G | 8.5 | 5.2 | 3.3 | 2.7 |
| Weak Creative | Brand H | 8.3 | 4.6 | 2.9 | 2.8 |
| | Brand I | 8.0 | 4.7 | 3.4 | 4.0 |
| | Brand J | 7.9 | 8.1 | 3.0 | 2.8 |
| | Brand M | 6.9 | 6.2 | 2.9 | 3.6 |
| | Grand Total | 9.0 | 5.1 | 3.4 | 3.3 |

You can't design your way out of a fast-scroll feed.

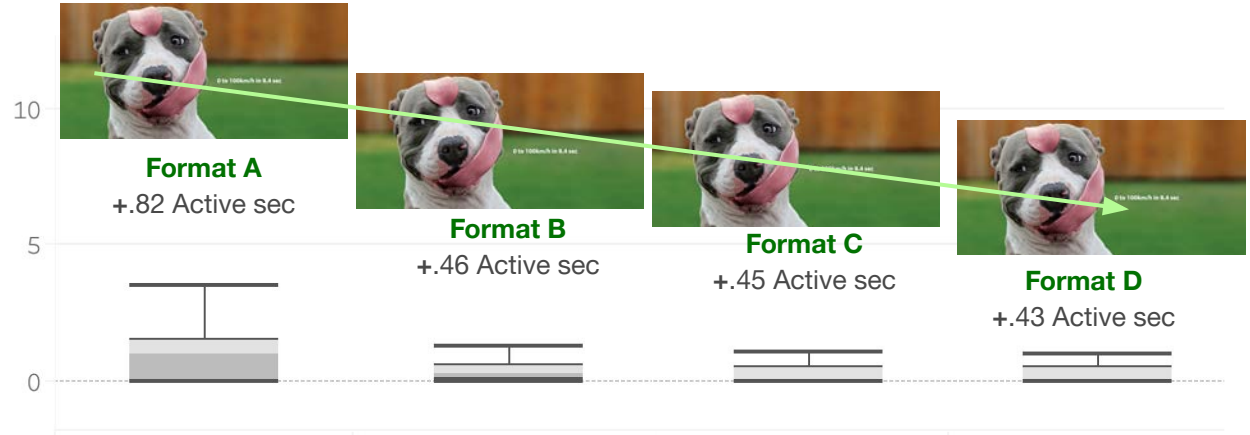
Creative triggers can amplify attention, but only within the limits of the format.





But not as much as you think.

Emotions help.
But only within the natural limits of the format.





This is attention's triple jeopardy.

Even great creative loses impact in low-attention media.



The Cost

El Costo



ENNUI

Cannes. The real cost of investing in
low attention advertising.

ATTENTION VOLUME

59%

13.5 sec



NON DULL

Where attention delivers

46%

6.4 sec



MODERATELY DULL

Where attention starts to slide

36%

2.8 sec



VERY DULL

Where attention weakens further

6%

1 sec



EXTREMELY DULL

Where ads go largely unseen

FOUR LEVELS OF DULL

By
Attention
Volume

AV is both Reach and Time
(how many people watched,
and for how long).

What we found

Extremely dull media destroys the growth engine.

13.5x

Lower Active Attention

-33%

Brand impact (STAS uplift) falls
by one third

2.3x

Wastage (hollow impressions)

4.4x

Each dollar works more than four
times less efficiently

Dull Media Tariff

43¢

lost on every dollar spent in dull media.

43 centavos perdidos por cada dólar invertido en medios sin atención.



Cost of

Dull Media Down Under

Same rules. Different market

Dull Media Tariff

69¢

lost on every dollar spent in dull media.

69 centavos perdidos por cada dólar invertido en medios sin atención.

The Challenger Penalty is consistent.



Global Study

6x

Challenger brands take a 6x steeper performance drop than established brands as media gets duller.

Australia Study

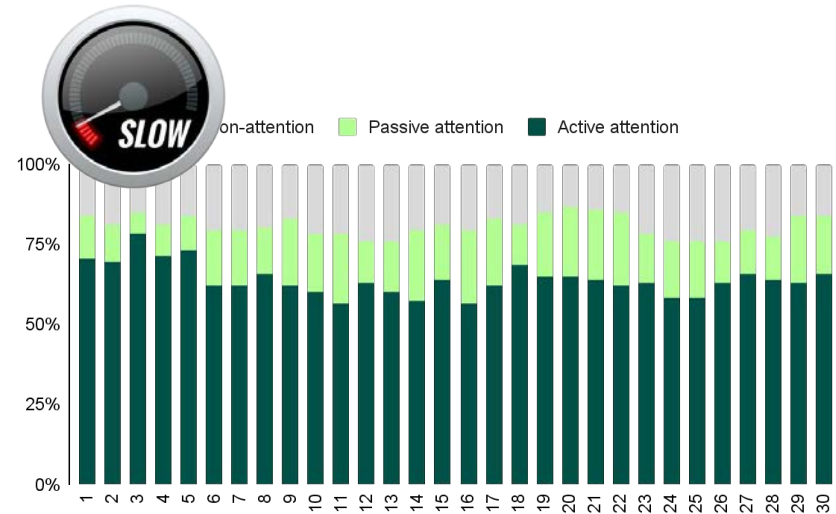
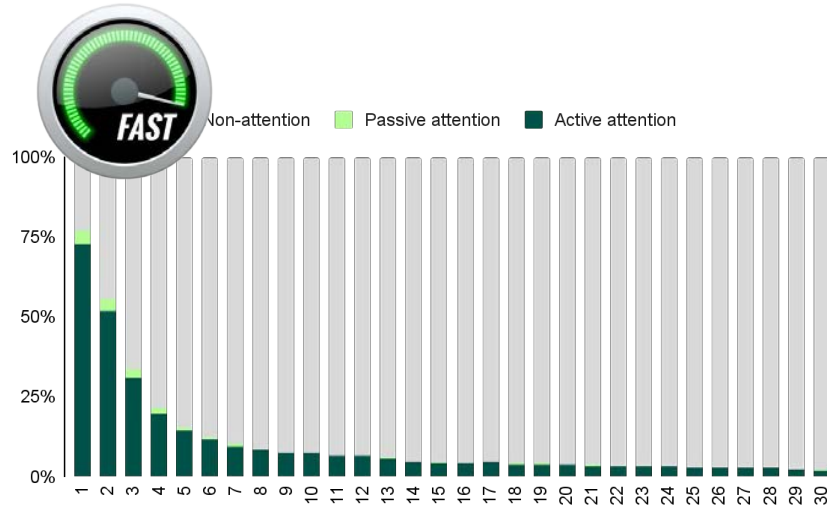
6x

Challenger brands take a 6x steeper performance drop than established brands as media gets duller.

Because most of our budget goes to fast, not slow decay formats.



67% USA, 86% AUS



Fast-decay formats deliver short bursts of attention and rapid disengagement.

Slow-decay formats deliver more sustained attention for longer, allowing memory to form.



The Fix

La solución

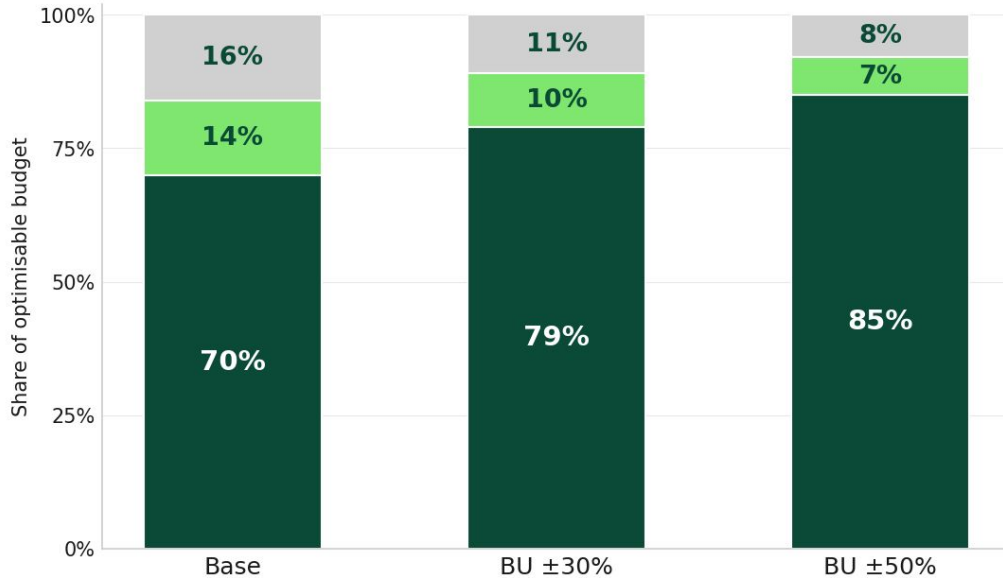
Do I STILL have your

ATENCIÓN?

1. Portfolio Reweighting (media that holds attention)



Shift spend to where attention lasts, and viewers see your brand more



| | Share % (base) | Share % (optimised) |
|-------------------|-------------------|------------------------|
| Slow decay share | 70% | 85% |
| Mixed decay share | 14% | 7% |
| Fast decay share | 16% | 8% |

- Fast decay** • avg 2 sec active, avg 73% still watching at second 3
- Mixed decay** • avg 4 sec active, 83% still watching at second 3
- Slow decay** • avg 10 sec active, avg 90% still watching at second 3

A small change in spend, led to significant business gains



You don't need more budget, you just need to distribute spend better.

+45%

Attention

+1.2

Brand Uplift (STAS)

\$0

Extra Budget

+8.6%

Efficiency Gain (Lift per \$)

\$987K

Of free brand-building media.

2. Distinctive Asset Management (branding that sticks)



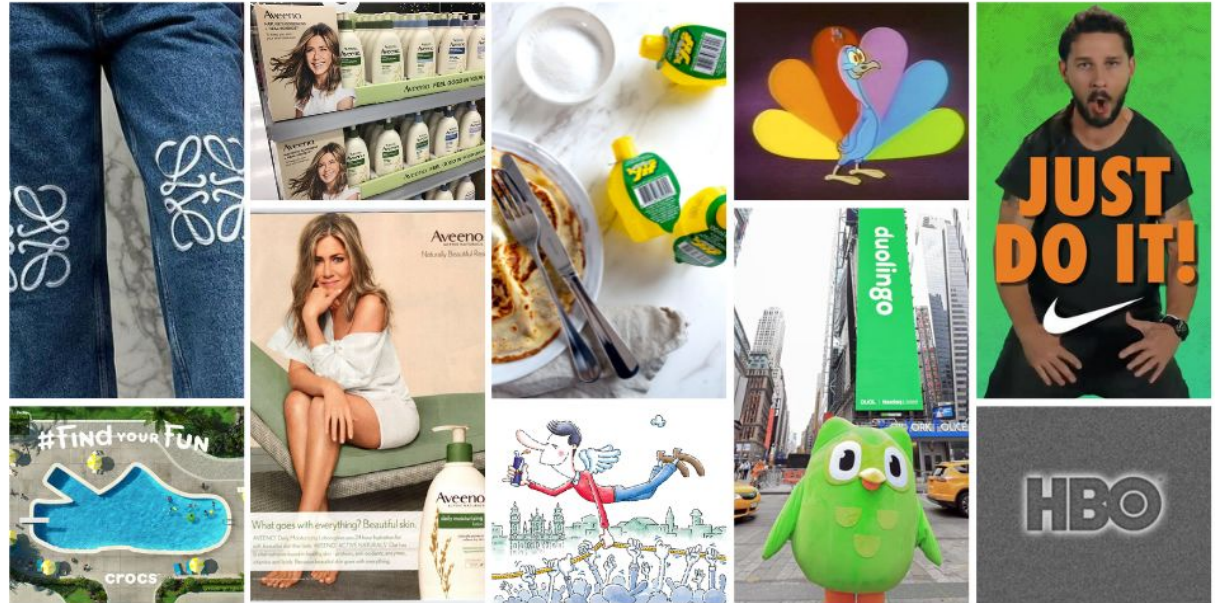
A purposeful "Attention Mix" is only half the story.

Even with attention, outcomes change dramatically when branding is missing or its not recognized. Attention gets you seen. Branding gets you remembered.

On Placement: 2024 Study

Even when attention earned is exactly the same, when **distinctive** branding is present **early** and **consistent**, uplift in brand choice=

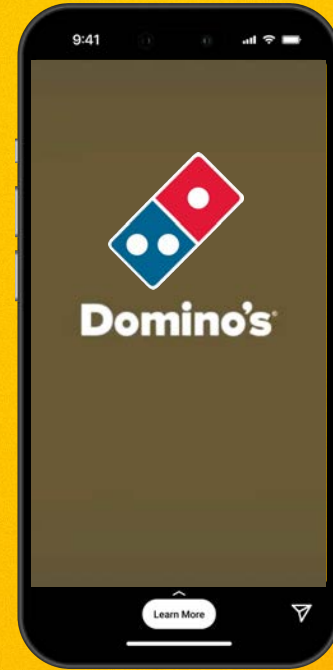
+45%





On Growth

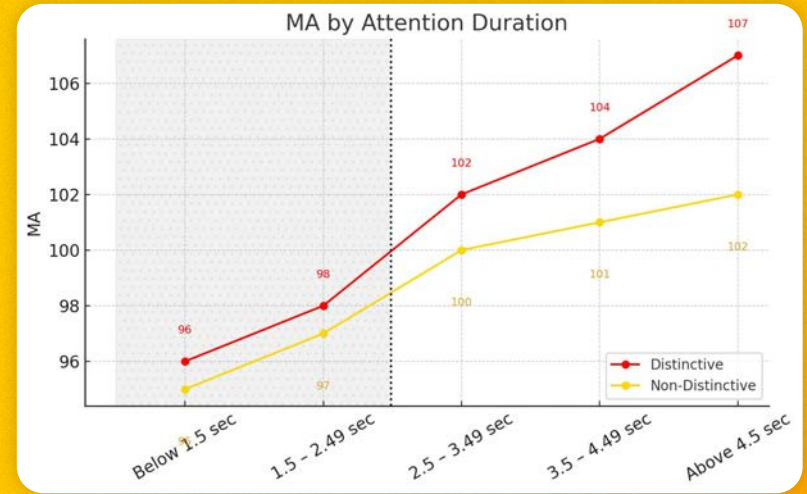
THE BAD TWIN TEST



EVERY WELL BRANDED SECOND ACTS LIKE AN OUTCOMES AMPLIFIER

2.5x ROI

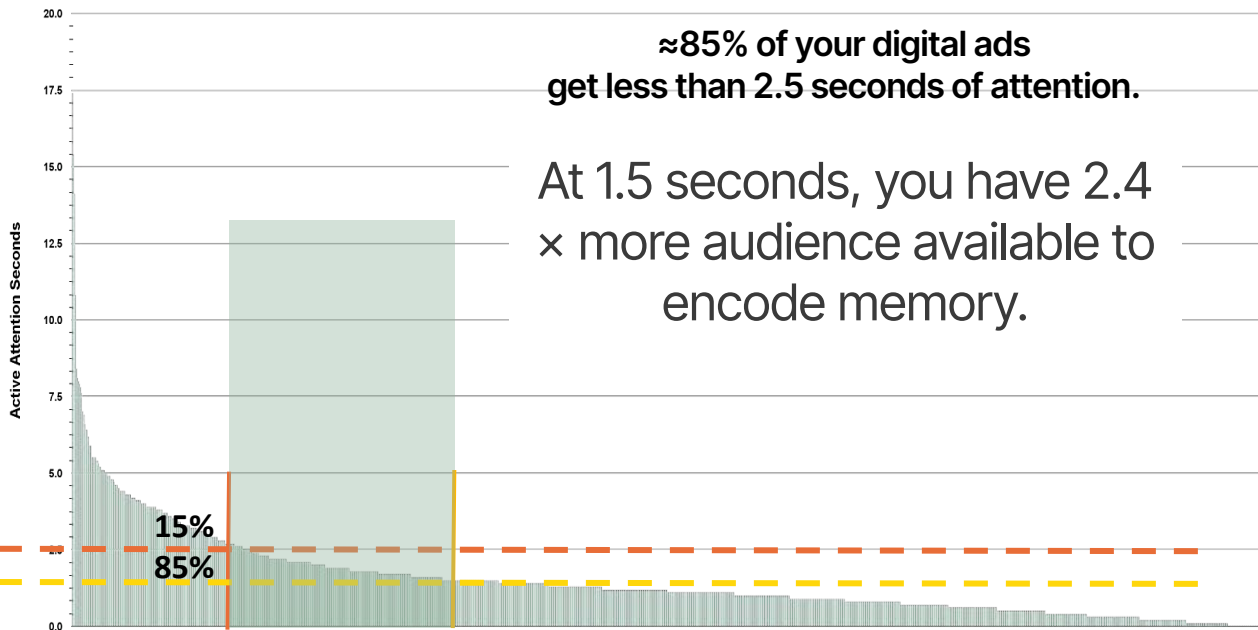
For distinctive vs non



Distinctive assets drive exponentially better long & short results

WITH DISTINCTIVE BRANDING IN PLACE, YOU CAN START BUILDING MEMORY FROM 1.5 SECONDS

> 2.5 sec
1.5 sec



3. Creative Amplification (creative that strikes)



Emotions amplifies attention

Emotions amplify attention time and solidify memory - we remember the happiest & saddest moments.



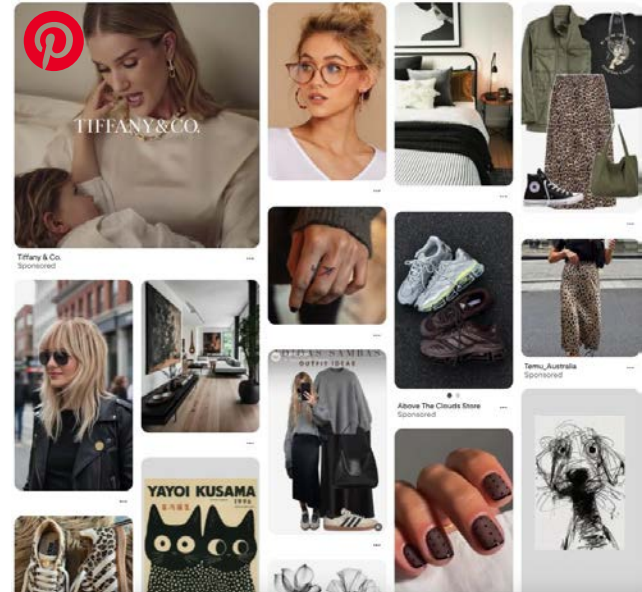
Unexpectedness amplifies attention

Surprise twists or imagery that breaks our prediction - we stop to work out what's happening



Relevance amplifies attention

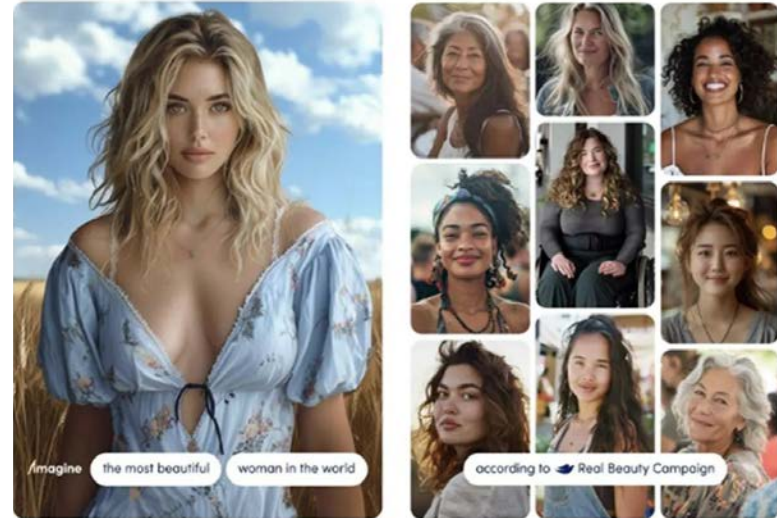
Relevant ads in relevant spaces boosts Active Attention by 60% - 2024 study, 6 countries, 60,000 sample, 40 brands.



Best in Class Emotional Repetition

Dove (Unilever)
Real Beauty

- 2004 to current. **22 years.**
- Real women.
- Same emotional palette every time.
- Built on high-attention media.
- Owns the self-care moment.



Best in Class Character Repetition

Maestro Limpio (P&G)

Mr. Clean / Don Limpio / Mr. Propre

- 1958 to current. **68 years.**
- One bald character. Five languages.
- Built on high-attention media.
- Owns the cleaning moment.

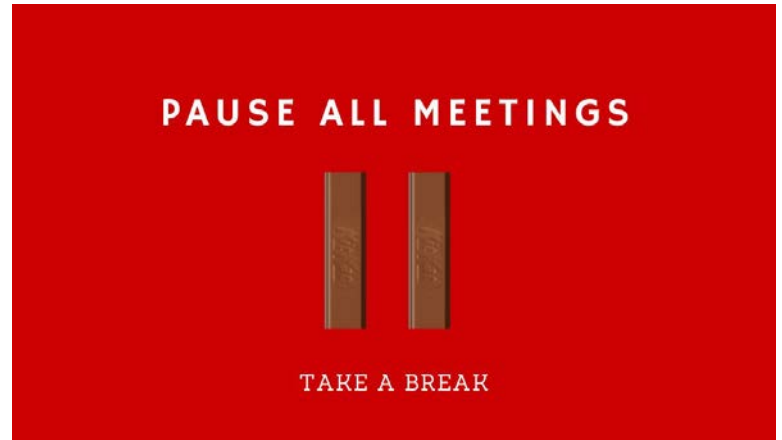


Best in Class Verbal Repetition

KitKat (Nestlé)

Have a break, have a KitKat.

- 1957 to current. **69 years.**
- One break. One bar.
- Built on high-attention media.
- Owns the break moment.





01

MEDIA

Reweight the mix.

Same dollars. Smarter allocation.

02

BRANDING

Brand early. Brand often.

Distinctive assets amplify every second.

03

CREATIVE

Earn the extra seconds with above average creative.

Good creative stretches the ceiling -slightly.

This is how you win in the attention economy.



The Future

El Futuro

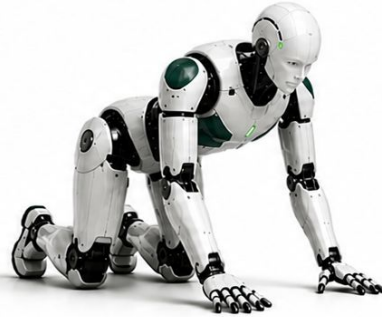
The evolution of digital measurement:
where attention stops being a score, it
becomes infrastructure.



1



2



3



4

DEVICE-SIDE

HUMAN-SIDE

Viewability

(pixel on screen)

Viewability 2

*(pixel on screen
plus attention scores)*

Biometrics

(real eyes, real time)

Biometrics into AI

(infrastructure)

Here's what major brands now demand from AI-era measurement:

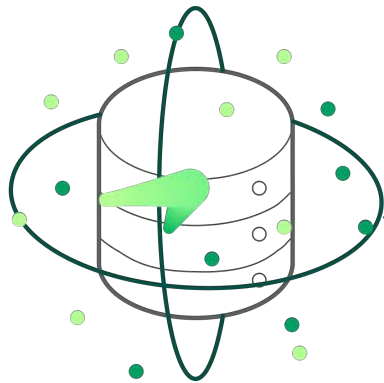
"Clean data. Real identity infrastructure. Measurement that connects to the business, not just the campaign."

- Vinny Rinaldi, VP Consumer Connections, Hershey. May 2026.

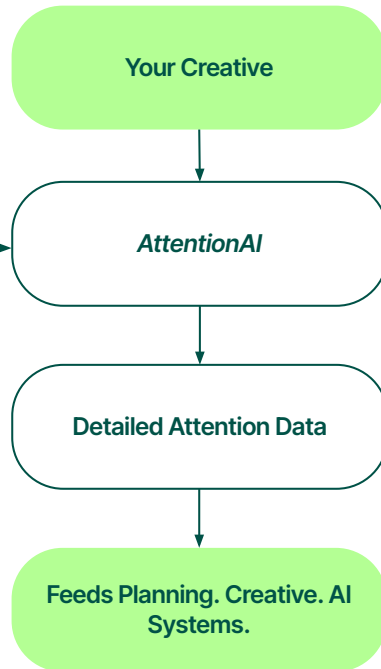


Generative attention is here and the field is moving toward it.

Because this is where measurement has to go.
AttentionAI. One ad in. A complete attention universe out.



Amplified Ground Truth Data



MONDAY MORNING

Take this with you.

DO THESE THREE THINGS.

- 01** Set objectives in seconds of attention.
- 02** Compare channels by cost per second.
- 03** Build the Attention Mix on purpose.

AND REMEMBER THESE TWO.

- 04** Keep on top of what's in market, and what's coming with AI.
- 05** Unify media and creative measurement.

Start here.

Inattention is the default.

La inatención es lo predeterminado.

Understand it. Design for it. Win with it.

Compréndela. Diseña para ella. Gana con ella.



Learn about attentionAI



Amplified

Look Beyond.

