



Beer, Cars and Tuna: Contextual Relevance Drives Higher Engagement

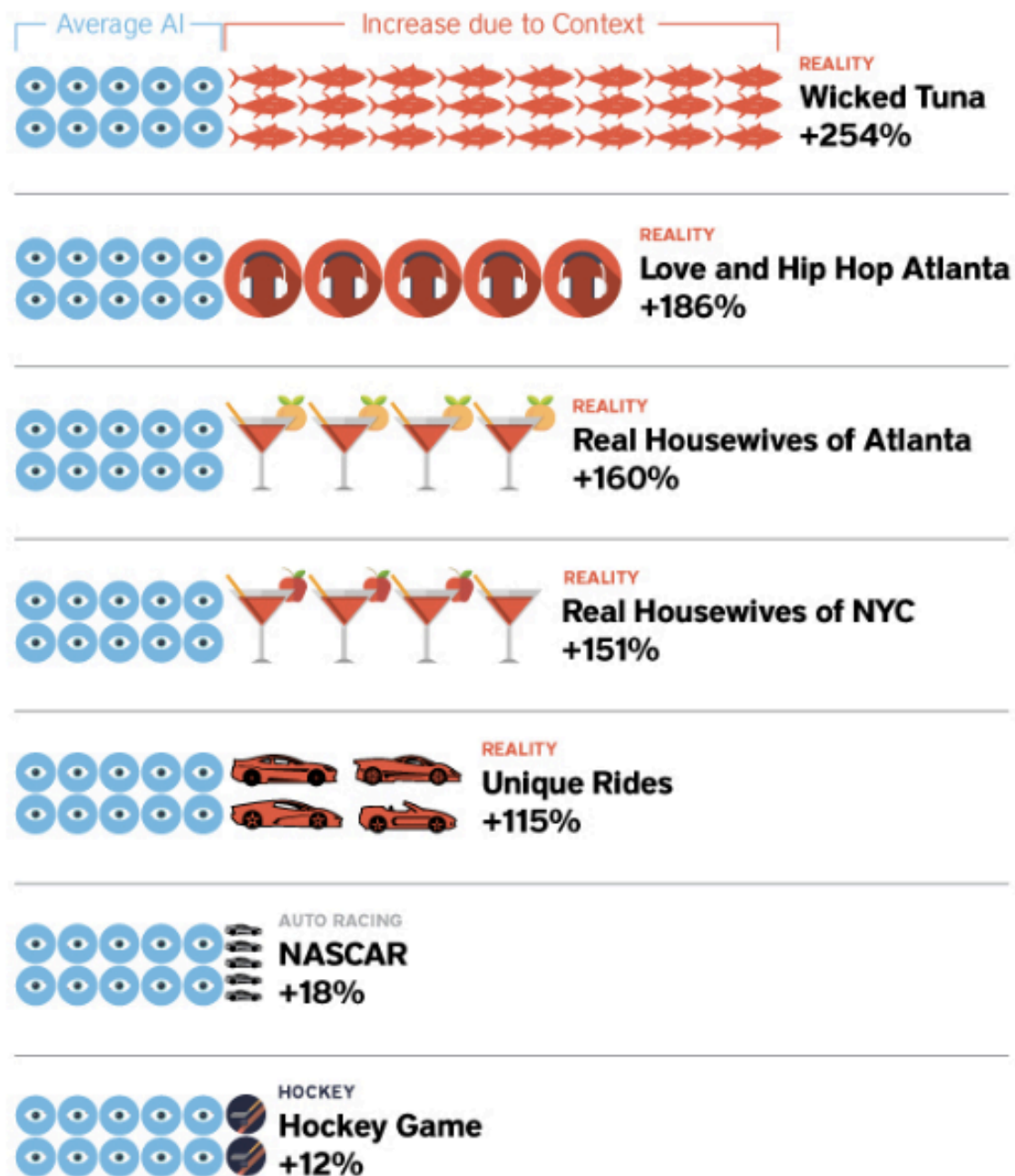


What exactly can TVision measure?
The TV's on... here's who's paying attention



The Average AI is 1.0.

Bud Light Motorcade Ad: Highest Attention, by show



Why did attention spike to these programs? Right Creative + Right Context → Attention

Creative content was directly related to program content.

#FISHING



Wicked Tuna (Reality): 3.54 Attention Index

#CARS #TRUCKS #BIKES



Unique Rides: 2.51 Attention Index

NASCAR Racing: 1.18 Attention Index

#DIVERSITY #MichaelPena #Hispanic



Love & Hip Hop: Atlanta: 2.86 Attention Index

Real Housewives Atlanta: 2.60 Attention Index

Real Housewives NYC: 2.51 Attention Index

#SPORTS



NHL Hockey: 1.12 Attention Index

#SNOW

