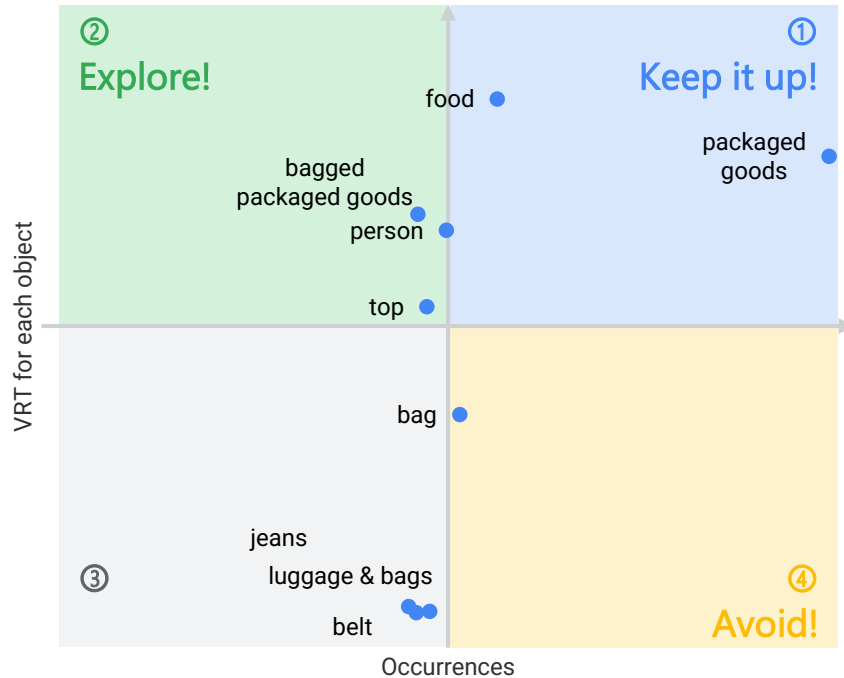


Object matrix of occurrences against performance

Top 10 Objects in the First 5 Seconds of Short Videos



① high occurrences with high VTR

The object **food** and **packaged goods** occur frequently and perform well.

② low occurrences with high VTR

The object **bagged packaged goods**, **person**, and **top** don't occur frequently, but they outperform their peers.

③ low occurrences with low VTR

④ high occurrences with low VTR

The object **bag** occurs frequently and performs poorly.