



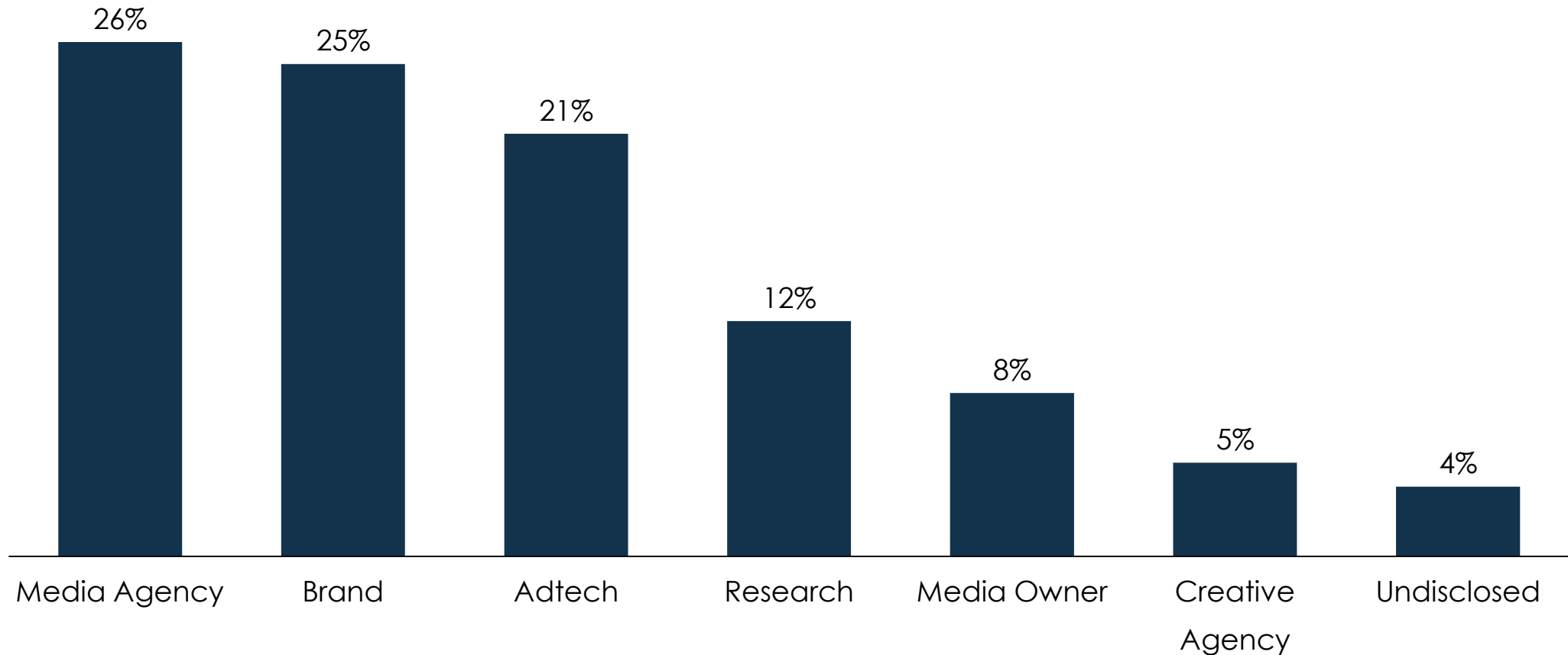
The Attention Council Attention Survey Findings

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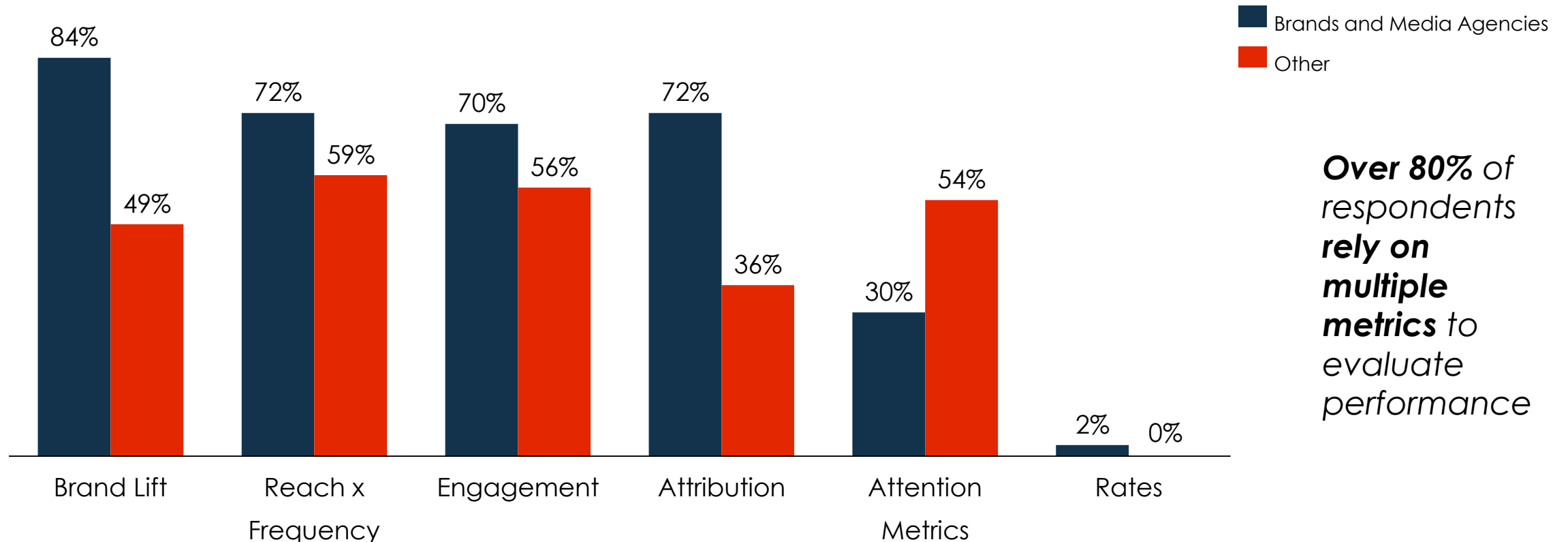
Summary of Responses

- 85 Survey Respondents from across the media landscape:



Respondents rely on multiple metrics to evaluate the performance of their media today

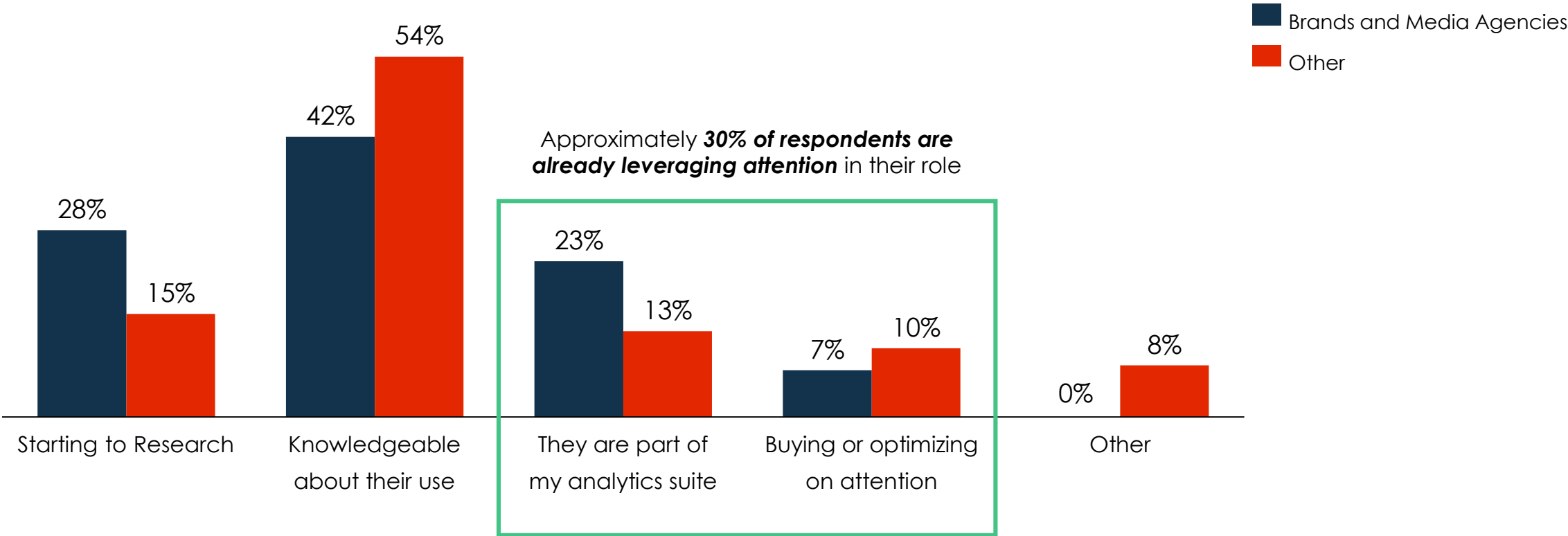
What metrics do you use to evaluate media performance?



Over 80% of respondents **rely on multiple metrics** to evaluate performance

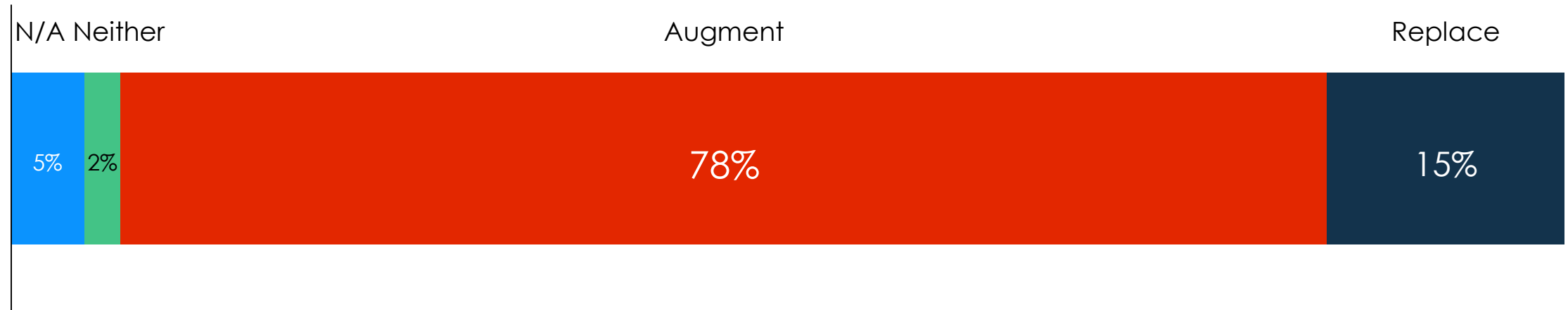
Respondents are still on the learning curve as it relates to attention

Familiarity with Attention Metrics



But there is strong belief (93%) that Attention is going to augment or even replace existing metrics

Will Attention Augment or Replace existing metrics?



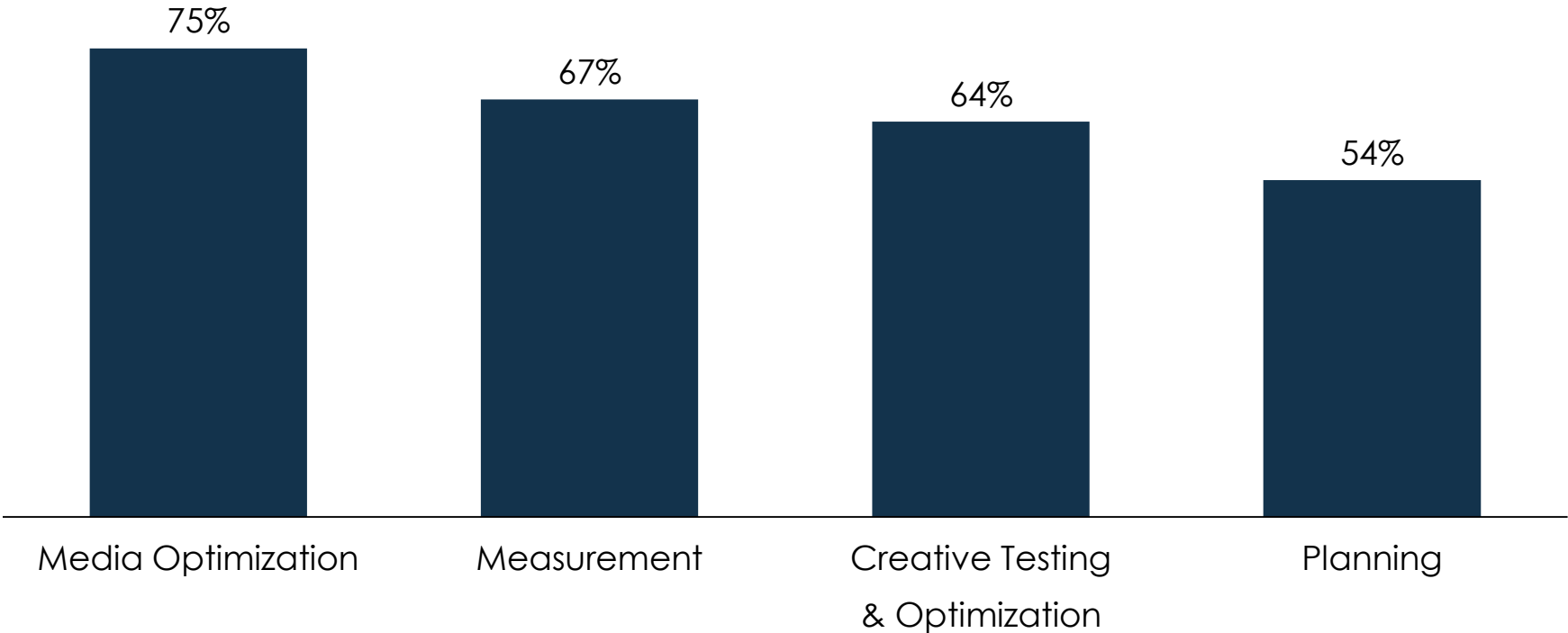
— And that it will eventually influence media buying

Would you consider using attention to guide media buying?



Respondents see promising use cases for attention metrics across the end-to-end media lifecycle

What are the most promising uses of Attention Metrics?



85% of respondents see **2 or more promising use cases** for attention metrics

Consensus is that attention will be a primary KPI in 1-2 years, with many expecting change sooner

When do you think attention will be a primary KPI?

