Re-evaluating the effectivity of advertisements with attention as the new currency
A multi-method and cross-media approach researching (the concept of) attention for advertisements

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ABSTRACT

Currently media buying is done based on the likelihood a medium will reach the target audience. However, there may be a big discrepancy between reaching an audience and actually catching that audience's attention. In the contemporary attention economy, advertisers are constantly competing for a little attention. There are several factors that influence whether someone has attention for advertisements, some of them are triggered by the media on which the advertisement is shown. Since all media have different characteristics, there are differences in the medium's ability to foster for higher attention levels. Media companies see the urgency to re-evaluate advertisements' effectiveness for different media based on attention.

In order to do so, research methods that can measure actual and natural attention must be operationalised. This thesis uses a multi-method and cross-media approach to contribute to understanding how attention can be operationalised, to research consumers' attention for advertisements and to answer the following research question: *What is the level of attention of consumers for advertisements within different media in the current attention economy?*. Since it is needed to first thoroughly understand the definition and works of attention in order to create a research method that can measure actual and natural attention, first expert interviews were conducted. These provided a clear understanding of how attention should be defined and how it works in attracting consumers' attention (for different media). Moreover, the experts gave insides on how attention should be measured and if media buyers in the Netherlands already include their knowledge on attention when buying media. Subsequently, a secondary analysis was done in order to see if the perceptions of the experts could also be found in a data set of a research that measured consumers' attention in a valid way. These two methods together made it possible to answer the main research question: the attention for online advertisements is the lowest, followed by the attention to television ads, moreover the experts perceive advertisements on print media, VOD and radio to receive most consumer attention. Media buyers often buy online media because they are cheaper, however based on the results of both parts of the study advertisers should indeed consider re-evaluating their media mix to ensure they optimize the combination of media for their brand.

Based on this thesis, advised is to conduct a multi-method cross-media research, measuring attention in a direct way and to collect data on natural viewing behaviour in the consumers natural environment seeing advertisements in their natural media surroundings. When doing cross-media research an attention metric can be created. Media experts mentioned that media buyers are not already selecting media based on attention but would like to use an attention metric to be able to incorporate attention in the media choice, since they see the great importance of attention in advertising effectivity.

KEYWORDS:
Advertising effectivity, Consumers' attention, Attention crisis, Cross-media, Media buying

[Preface still to come: collaboration Screenforce and EUR]

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1. Introduction

Media buying of advertisers by media agencies traditionally takes place based on the likelihood of the medium reaching the right target audience. In the Netherlands this is measured by Stichting Kijkonderzoek for TV and online video. However, there may be a big discrepancy between reaching an audience and actually catching that audience's attention. There is not enough knowledge about the actual attention of consumers to advertisements on different media platforms. Yet, this is very important nowadays; due to the current 'attention crisis', marketeers have to rethink how to increase attention for their ads (Dentsu Aegis Network, 2019; Nelson-Field & Ewens, 2019). In addition, it is important to know that attention works differently for all different media platforms (Dentsu Aegis Network, 2019).

The organizations IP Belgium (2019) and Screenforce (2018), who advise advertisers which media they can use best for their advertisement in order to effectively reach their target group, argue that the marketing mix should be reassessed for effectiveness. According to IP Belgium (2019) and Screenforce (2018) advertisers are in the habit of overestimating the effectiveness of digital media and underestimating that of traditional media, but not enough empirical research has been done to conclude that digital media ads do indeed have a more positive impact on consumer behaviour (Screenforce, 2018). Measuring attention can show us if there are certain media on which consumers have more attention to advertising.

Nelson-Field (2020) likewise argues that a scientific approach is needed to critically navigate the data-rich and attention-poor media environment. She is a pioneer in researching the effectiveness of advertisements with attention as, as she calls it, the 'new currency'. She researches the effectiveness of advertisements while looking at the attention consumers have for them. Nelson-Field and Ewens (2019) found that the majority of people have a low attention for video advertisements. However, they also found that these low attention views do not necessarily have to be disadvantageous for sales figures. Advertisements can still influence the (buying) behaviour of consumers that do not have a high level of attention (Nelson-Field & Ewens, 2019; WARC, 2019). This is because people function in a standard state of subconsciousness, or pre-attentiveness, where we have a broad and non-specific focus on everything around us (WARC, 2019). Because research on actual consumers' attention is still quite new there is still a lot to be learned about attention as a concept, to see how it works and can be attracted, and about consumers' attention to advertising on different media more specifically.

This thesis aims to build upon the knowledge of Nelson-Field (2020) and her research together with Ewens (2019) to broaden our knowledge on attention as the new currency to asses advertisements' effectivity. The following question will be answered in this thesis: *What is the level of attention of consumers for advertisements within different media in the current attention economy?* This includes defining the meaning and works of attention, and understanding how it can be measured and used in media planning. Moreover, of course, identifying consumers' level of attention for advertisements on different media.

The research question is socially relevant because media companies have expressed their concern that the marketing mix has to be re-evaluated on effectiveness (IP Belgium, 2019; Screenforce, 2018) and this can be done by looking at the actual attention levels of consumers for advertisements on different media (Nelson-Field, 2020). When this thesis is completed, media advertising companies can advise advertisers not only to choose for a specific medium based on that the target audience that can be reached on it, but also on the level of attention that the target audience has for the ads on that specific medium.

Researching attention to advertisements is needed, since advertisers need to know how attentively consumers consume advertisements in order to assess their effectivity (Nelson-Field, 2020; Nilsson, 2006). An easy however valid method for advertisers to use, should be found (Ebiquity, 2020; Marchese, 2019). Advertisers have been measuring advertising effectiveness for over 50 years based on recall (Nelson-Field, 2020), however this does not measure real attention (Heath, 2001; Lee & Ahn, 2012; Nelson-Field, 2020), therefore new methods that measure real consumers' attention making use of technology to objectively record viewing behaviour are now being shaped, (Bol, Boerman, Bergstrom & Kruikemeier, 2016; Nelson-Field, 2020). A research gap emerged when researchers went from traditional ways of measuring attention to new ways. Almost no research has been done on real attention for different media ads. This thesis is academically relevant since it contributes in closing this gab and aims to add to the knowledge around measuring effectiveness using attention as the new currency. Moreover, this thesis contributes in understanding the complex notion of attention, because this information is needed before research designs can be operationalised and before marketeers can re-think how to create and distribute advertising for greater attentiveness (Nelson-Field, 2020).

In order to answer the research question, the attention to advertisements of different media will be mapped out doing a cross-media analysis, using a multi-method approach to have the optimum overview on the situation regarding media and attention. First, using a qualitative method, nine expert interviews were conducted with media experts in order to be able to answer the first sub question: *How do experts in the Dutch media industry perceive attention, measure attention and act upon the knowledge they have about consumers' attention for advertisements on different media?* This part functions to understand what media experts know about incorporating attention in the measurement of advertisements' effectivity, to define attention and to answer the main research question based on the interviewees' perception of consumers' attention to advertising on different media. Then, based on these interviews, the following sub question was created, *Do medium type and advertisement length affect consumers' attention for video advertisements and sales?,* which is answered using a secondary analysis. It will help identify how different media that contain video advertisements affect the attention level of consumers to those ads, to detect which medium is most effective when it comes to increasing sales and to see how advertisement length moderates these effects. Moreover, it will contribute in answering the main research question through a quantitative approach and to see whether the media experts' perceptions on consumers' attention can also be found within a big data sample.

2. Theoretical Framework

This theoretical framework exists of four parts. Firstly, the meaning of effectiveness of advertisements and research on this topic is discussed. Secondly, an explanation why effectiveness of advertisements should be measured differently is given by introducing literature on the current attention crisis and the Attention Economy. Subsequently, researchers' new ways of studying advertisements' effectiveness, with a focus on attention as the new currency, are mapped out. Finally, the act of media planning is explained, and the eight different media of this cross-media research are introduced. The latter is necessary to understand the context of this study.

2.1. Effectiveness of advertisements

2.1.1. What is advertising effectiveness?

Advertising is an important means by which organizations can communicate with consumers (Bendixen, 1993). Advertising campaigns are generally undertaken in order to pursue certain goals formulated by the organization or an external partner, also known as objectives (Nilsson, 2006). There are many different objectives for advertising campaigns, such as awareness creation, informing, creating desired perceptions and persuading consumers to buy (Bendixen, 1993). An advertising is effective if the advertiser succeeds in achieving the ad's stated objective and if the advertisement satisfies the consumer's need for information (Ramalingam, Palaniappan, Panchanantham, & Palanivel, 2006).

Choosing the right advertising strategy to be able to meet objectives can be quite challenging since multiple forms of advertising should be proactively managed on multiple media, both online and offline (Koot, 2018). IAB (2020) made a framework that explains how to measure the effectiveness of advertisements in cross-media campaigns. The framework helps marketeers choose their objective, strategy and measurement method based on the consumer journey of McKinsey and the AIDA marketing model. According to the framework, objectives differ per phase of the buying process of consumers (IAB, 2020). This is due to the importance of providing the right content or information, in the right format, to the right person at the right time, in order to increase advertising effectiveness (Tam & Hoo, 2006). Therefore, if a consumer is still unfamiliar with the brand, the objective should be determined aiming at creating attention and later interest, and if they already are in the consideration or purchase phase, the advertisement should focus on creating desire or action and the objective should be chosen accordingly.

The framework also shows what method to use to measure the effectiveness for the different objectives, because how ad effectiveness can be measured depends on the set objectives (IAB, 2020). There are four commonly used methods to measure ad effectiveness (IAB, 2020). The first one is by using data driven attribution models or how Liberali et al. (2016) calls it: secondary-data studies. A second method is using controlled experiments (IAB, 2020) or laboratory studies (Liberali et al.,

2016). Another way to measure effectiveness is by trying to isolate the effect of each individual media campaign on variables such as sales, brand effects, and store and site visits through marketing mix modelling. The last method that is often used are brand studies (IAB, 2020), in which respondents answer question regarding brand awareness, attitude and purchase attention via surveys (Bendixen, 1993).

2.1.2. What makes an advertisement effective?

In order to make informed decisions it is very important to measure advertisements' effectiveness (Corvi & Bonera, 2010). However, it is very complicated to measure the effectiveness of an advertisement on the basis of data about sales, because not only a specific ad or campaign influences consumers, but there are many factors that can influence the sales of a product or company (Bendixen, 1993). Greenberg (2012) affirmed this and said that attention to advertisements can be influenced by many media aspects and creative aspects. According to Nelson-Field (2020), sales are not just determined by the effectiveness of the ad or the amount of attention a consumer pays to an ad. There are many other factors also influencing sales. According to her, the four most important ones are: the buying behaviour of a consumer, the competition of other brands, the creative of the advertisement and the characteristics of a medium type. For this study it is interesting to dive deeper into the effects of media characteristics and the creative of ads on advertisement effectiveness, because marketeers cannot influence customer buying behaviour or competition that much, but they can change the content of their ads and they can consciously choose a media to advertise on to positively influence whether or not advertisements will be effective.

2.1.2.1. Creative

The creative of an advertisement can cause consumers to unintentionally give attention to the advertisement (Nelson-Field, 2020b). Moreover, the extent to which the advertisement is attractive and attention-catching, plays a vital role in producing more favourable advertisements' attitudes (Meyers-Levy & Peraccio, 1995) positively affecting the level of persuasion of consumers (Animesh, Pinsonneault, Yang & Oh, 2011). There are multiple ways to trigger attention and to influence the effectiveness of an advertisement via the creative of the advertisement:

Creativity and originality

Attention to the ad can be triggered and its effectiveness can be positively affected by creating creative and original advertisements (Field, 2011; Pieters, Warlop & Wedel, 2002; Sharp, 2010). Till and Baack (2005) also found that original advertisements are recalled better, however this effect was only found when the advertisements are shown in media in which viewers are more likely to pay full attention to the creative, such as in cinema advertising. This finding illustrates that also media characteristics influence effectivity of advertisements.

Entertainment and likeability

According to Baltas (2003), consumers' attitude towards the advertisement is an important measure for investigating the effectiveness of advertisements. Their attitude can be positively affected by creating entertaining advertisements (Ünal, Ercisa & Keserb, 2011). Moreover, entertaining advertisements are found to increase consumers' loyalty to a company (Scharl, Dickinger & Jamie, 2005; Sinkovics, Pezderka & Haghirian, 2012) and the chance that consumers become persuaded by them (Biel & Bridgwater, 1990). Thus, entertaining advertisements can positively influence advertisements' effectivity. There is no research yet on whether it also can increase consumers' attention.

Informativeness and credibility

Informativeness increases the advertisement's value perceived by consumers and consumers react more positively to advertisements that contain relevant information (Ducoffe, 1995; Sinkovics et al., 2012). Credibility, referring to the extent consumers perceive advertisements as convincing, truthful and believable (MacKenzie & Lutz, 1989) is also important in order for it to be able to be effective (Choi & Rifon, 2002). Informativeness and credibility increase the overall advertising effectiveness. There is no research done on whether it can increase consumers' attention.

Emotion

Emotion in advertising can both positively affect attention and effectivity. According to Sharp (2010), using emotion in advertisings is therefore very effective since it is a primary source of human motivation influencing attention, memory and behaviour (Sharp, 2010). Other academics also found that consumers' attention and actions, such as clicking or buying, can be enhanced by creating advertisements that uses brand-related humour or contains cues that produce emotions (Kuilenburg, Jong & Rompay, 2011; Lewinski, Fransen & Tan, 2014; Lothia, Donthu & Hershberger, 2003; Teixeira, Wedel & Pieters, 2012). Moreover, advertising that evokes positive emotions are found to be positively influence attitude towards brand and advertisement (Belanche, Flavián & Pérez-Rueda, 2017a; Lewinski at al., 2014; Pham, Geuens & De Pelsmacker, 2012). Furthermore, Belanche et al. (2017a) found that high-arousal online video advertisements are watched for longer periods of time, even when the advertisement is skippable.

Visual cues and branding

When an advertising contains visual salient objects, such as good-looking or famous models and objects with a salient colour, size or placement, attention to the ad can be triggered (Pooresmaeili, Bach & Dolan, 2014) and the advertisement's effectiveness can be positively affected (Baker & Churchill, 1977; Carrasco, 2011; Itti & Koch, 2000; Spry, Pappu & Cornwell, 2011; Treisman & Gelade, 1980). Marketeers can improve advertisements' effectiveness by using models, because faces,

particularly attractive or recognizable ones, increase advertisement's persuasiveness and effectiveness (Baker & Churchill, 1977; Spry at al., 2011). Furthermore, increasing colour vividness, also increases consumers' attention (Meyers-Levy & Peraccio, 1995), brand and product attitude (Labrecque & Milne, 2011) and advertisements' effectiveness (Lothia et al., 2003; Meyers-Levy & Peraccio, 1995). Moreover, brands can use colours as a strong marketing tool, called brand asset, to increase recognition and form strong customer-brand relationships (Labrecque & Milne, 2011; Mediabrands Marketing Sciences, 2016). Additionally, advertisements that include the brand's logo are more effective than the ones without (Mediabrands Marketing Sciences, 2016). Correspondingly, branding is really important and affects ad performance. According to Nelson-Field (2020), the branding should be prominent, done often and within the first two seconds of the advertisement to make sure consumers notice it.

Advertisement length

The effects of the length of advertisements on advertising effectiveness and attention differ a lot amongst studies. Regarding effectiveness, some researchers found that shorter commercials are more effective (Peters & Bijmolt, 1997; Newstead & Romaniuk, 2010) and cause less irritation among consumers (Edwards & Lee, 2002), while others report that longer advertisements outperform shorter ones (Goodrich, Schiller & Galletta, 2015; Singh & Cole, 1993). Regarding attention, some researchers found that longer advertisements lead to higher recall, possibly due to an overload of processing capacity when messages are compressed (Allan, 2007; Goodrich et al., 2015; Li & Lo, 2015; Martín-Santana, Reinares-Lara & Reinares-Lara, 2016; Smit, Meurs & Neijens, 2006). Other find that attention (Krishnan & Sitaraman, 2013) and brand recall (Ward, Reibstein, Oliva & Taylor, 1989) decrease when advertisement length increases, and others found no significant effect (Oestricher, 2005).

The reason why researchers keep on finding mixed results is probably because the effect of advertisement length on effectiveness and attention is moderated by many variables, such as advertisement likeability and distraction surrounding the ad. Longer advertisements can be more effective, when the advertisement is liked (Ewing, Napoli & Du Plessis, 1999) and the extra time is used to transfer information, humour (Goodrich et al., 2015) and emotions (Singh & Cole, 1993) to a greater extent. Otherwise longer advertisements increase irritation among consumers (Li et al., 2002). The level of distraction around the advertisement on the medium, moderates as follows: when there is more distraction surrounding the advertisement, longer advertisements will be watched with less attention than shorter advertisements (Martín-Santana et al., 2016).

When researching advertisement length, the result of Newstead and Romaniuk (2010) should be reflected on: 15-second commercials perform as well as their 30-second counterparts, only when compensated by a more efficient branding execution for the shorter condition. For advertisers, this result clarifies the importance of changing the creative of the advertisement when marketeers want to

use a shorter version of their longer advertisement. When it comes to social media, DVJ Insights (2020) even advices to avoid shortening commercials but to immediately use attention triggers and brand identifiers, because they found that consumers on average spend less than two seconds watching advertisements on social media. In conclusion, it is important to make the creative of the advertisement fit with the length consumers normally consume ads on the medium type that the advertiser wants to use.

2.1.2.2. Media

In a meta-analysis of quantitative studies, Kwon, King, Nyilasy and Reid (2019) concluded that consumers' tendency to ignore advertisements differ from medium to medium. Therefore, marketeers should thoughtfully consider on what media to distribute their advertisements (Kwon et al., 2019). Also because different media may be used for different tactical and strategic reasons (Bendixen, 1993) and advertisements on different media can generate different effects on audiences, even when it is targeted to the same target group using the same advertisement (Politz, 1962). This most definitely relates to the fact that each medium has different characteristics and for each medium different factors that affect attention and effectiveness play a role (Nelson-Field, 2020). The different media factors that can affect consumers' attention and effectiveness found in literature, are described in this paragraph.

Size and spatial clutter

Larger advertisements can be more effective and attentively watched than smaller advertisements, especially when it comes to banners. Larger banners get clicked on more often (Mediabrands Marketing Sciences, 2016). Furthermore, the more an advertisement covers the total screen, the more likely consumers will pay attention to it (Mediabrands Marketing Sciences, 2016; Nelson-Field, 2020). This is mainly the case because there is less distraction or in marketing terms 'spatial clutter', such as friend posts, comments, recommendations and stories, around an advertisement with a large screen coverage (Nelson-Field, 2020). According to Nelson-Field (2020), a decrease of spatial clutter around advertisements increases their effectiveness and consumers' attention for them. Moreover, consumers' attention will also increase when pixels go up, pixels being how much of an ad appears on screen (Nelson-Field, 2020). An advertisement that renders 100% of its pixels, means for TV 100% TV screen coverage, for YouTube 30% of PC screen coverage, for Twitter 20% and for Facebook 10% PC screen coverage.

Sound

According to Nelson-Field (2020) sound can influence whether consumers pay attention to advertisements. Their attention level increases when the sound changes or the volume unexpectedly increases. Academics do not often research the effects of sound on advertisement effectiveness. However, the influence of sound can be interesting to keep in mind when evaluating the differences in

effectiveness across different media, since some media solely use visuals like print media, others solely audio as radio and some are even audio-visual for example television (TV).

Seconds in view and time spend viewing

The more seconds of an advertisement is watched, the more likely it is that the ad is effective (Nelson-Field, 2020). On online media this is measured by 'seconds in view', since consumers can often decide, by clicking it away or by continuing scrolling, for how long the advertisement is in view based on how long they want to give it their attention. For traditional media consumers cannot influence the seconds in view, therefore the term 'time spent viewing' is used there (Nelson-Field, 2020). This allows for comparison between the seconds consumers watch advertisements on traditional and online media. Since, even though advertisements on traditional media cannot be skipped, for all media there are ways to avoid paying attention to advertisements, such as scrolling on social media and past banners, skippability on video on demand (VOD) and YouTube, the ability to use the commercials as a break to do something else on radio and television, and the position of the ad for online banners or print media.

Contextual factors of the media platform

The content and design of the medium on which an ad is distributed, for example an aesthetic magazine or a television broadcaster with a certain political position, can influence consumers' interpretation of the ad (Voorveld, van Noort, Muntinga & Bronner, 2018) and attitude towards the ad (Grewal, Bart, Spann & Zubcsek, 2016; Voorveld et al, 2018), because emotions evoked by a stimulus can be transferred to another stimulus (De Pelsmacker, Geuens & Anckaert, 2002). Moreover, similarity between medium content and advertisements has a positive effect over brand and advertisement attitudes and increases overall effectiveness (Furnham, Bergland & Gunter, 2002; Moorman, Neijens & Smit, 2005; Voorveld et al, 2018). Thus, different studies show that the context in which advertisements are placed in is, influences the effectiveness of the advertisement, however its influence on attention is not researched yet. Solely in Chowdhury, Finn and Olsen's (2007) research on the effect of similarity between advertisements and television programs. They found that advertisements that contain similar content to the program a consumer was watching are less often ignored or zapped away.

Position within commercial block

Results regarding the impact of a commercial's position within a television or radio commercial break on memory were unanimous: broadcasting a commercial first in line increases brand recall (Allan, 2007; Li, 2010; Peters & Bijmolt, 1997; Terry, 2005). This might possibly mean that consumers' attention diminishes during commercial breaks.

Repetition

Repetition, consumers' repeated exposure to an advertisement, positively affects advertisements effectiveness (Batra & Ray, 1986; Brechman, Bellman, Robinson & Rask, 2016; Cacioppo & Petty, 1989). Moreover, synergy effects can be found when repetitive exposures happen through multiple media. This enhances attitudes towards the brand and the advertisement, credibility and purchase intention (Lim, Ri, Egan & Biocca, 2015). There is a positive relationship between repetition and advertisement recall (Batra & Ray, 1986; Newell & Henderson, 1998; Singh & Cole, 1993). However, an excessive amount of exposures could lead to reduced attitudes (Newell & Henderson, 1998) and an increase of cognitive and physical avoidance (Belanche et al., 2017b). Thus, repetition can trigger attention, but when an advertisement is repeated too often attention diminishes.

2.1.2.3. Relevance

Relevance as an attention trigger is often mentioned in literature. Since relevance differs per individual, it is not possible to place it under creative or media factors that affect attention. However, marketeers can make a more relevant creative for a specific individual and chose a medium based on the media habits of this individual and reach him or her using targeting. Relevant advertisements attract more and longer attention than irrelevant advertisements (Tam & Ho, 2005), positively effect advertisement recall (Köster, Rüth, Hamborg & Kaspar, 2015) and overall advertising effectiveness (Ducoffe, 1995; Jeong & King, 2010; Kalyanaraman & Sundar, 2008; Kim & Sundar, 2012). This is because consumers have a high tolerance towards relevant advertisements, often targeted advertising, since they perceive this information as useful (Edwards, Lee & Li, 2002) and valuable (Sinkovics et al., 2012).

2.2. The Attention Economy

> "People understand the world through stories. Shared stories create brands, shape and culture and fuel politics. But a story only has power when it is given attention. The competition for people's attention is called The Attention Economy." (Joe Marchese, CEO Attention Capital; in Nelson-Field, 2020, p. 79)

What people buy is shaped by what stories have captured their attention. Advertising, in theory, is the business of buying and selling human attention. If an organization distributes an advertisement, it makes up only a very small portion of the Attention Economy (Marchese, 2019), because nowadays there are a lot of things people have to try to divide their attention to, since "we live in an age of extreme distraction where our capacity to process in a world of unrivalled distraction is limited" (Nelson-Field, 2020, p. 71). Businesses wonder how they can work with the new Attention Economy in this quickly changing media environment (Nelson-Field, 2020) and how they can reach consumers that are using different media at the same time (Segijn, Voorveld, Vandeberg & Smit, 2017).

The importance of attention for advertisement effectiveness is evident from its direct relationship with sales (Nelson-Field, 2020). Recently, marketeers and researchers are starting to understand attention's importance more and more. Even though researchers were already mentioning the importance of attention 30 years ago, valid research methods measuring attention are just now being designed. In the early eighties, Cialdini, Petty and Cacioppo (1981) and Petty, Cacioppo and Schumann (1983) argued that higher attention levels have been found to increase information processing, brand memory, positive attitudes and brand preference. Ten years later, Haugtvedt and Strathman (1990; in Nilsson, 2006) concluded that increased attention and processing make attitudes more persistent and more resistant to negative information.

In recent years, the range of media and platforms has increased enormously (Screenforce, 2019). Consumers nowadays are confronted with a large quantity of advertisements, which could lead to information overload and this makes it harder for companies to attract the consumers' attention (Ha & McCann, 2008). Past research has shown that most ads receive no more than a single eye fixation (Pieter & Wedel, 2012), while attention is an important determinant of business success (Marchese, 2019). In order to receive more attention, Sharp (2010) claims that marketeers should reject the 'anything goes' marketing strategy and adapt to the more complex and media-fragmented world we live in, using for example more relevant advertisements. Marketeers are forced to re-think how to create advertising that is more effective in catching attention and how to optimize the media buy for greater attentive reach (Nelson-Field & Ewens, 2019), because as previously described, attention can be attracted via the creative of the advertisement and via the choice of media to distribute on (Nelson-Field, 2020). Attention is the world's most valuable resource (Marchese, 2019), but there are so many things that compete for our attention that it has become one of the scarcest resources (Davenport & Beck, 2001). The market for attention, our Attention Economy, is in crisis (Marchese, 2019).

2.2.1. Attention crisis

Consumers live an overall cluttered world, in which people are consuming more media than ever before since new media have not replaced traditional media but are used additionally (Sharp, 2010). All these media contain advertisements and "attentively consuming all these ads would take approximately three hours out of a person's waking day" (Sharp, 2010, p. 270). In dealing with this problem, people adopt filtering mechanisms to avoid most advertising, using "new technologies to do so, as well as old techniques like leaving the room during the television commercial break or flicking past the full-page ad." (Sharp, 2010, p. 289). Therefore, each ad has to fight for a little attention.

Moreover, consumers avoid advertising because they often perceive advertisements as intrusive (Li et al., 2002), meaning that an advertisement is able to cause an undesirable interruption (McCoy, Everard, Polak & Galletta, 2008), causing irritation among consumers (Edwards et al., 2002; Rejón-Guardia & Martínez-López, 2014). By making relevant, informative and entertaining advertisements, this irritation can be prevented (Ducoffe, 1996; Edwards et al., 2002; Goodrich et al.,

2015; Rejón-Guardia & Martínez-López, 2014; Xu, Liao & Li, 2008). However, when consumers are multiscreening or when advertisements are surrounded by spatial clutter, the attention crisis still continues, even for relevant, informative and entertaining advertisements.

Multiscreening

Consumers' attention is already difficult to maintain when they are using one medium; people switch their attention approximately three times per minute to different parts of a computer screen (Yeykelis, Cummings & Reeves, 2014). It became even more difficult to reach consumers when they started using different media and devices at the same time (Segijn et al., 2017); 45% of people very often use a second device, tablet or smartphone, while watching TV (Nielsen, 2018). Recently, academics are studying attention and memory of people that are simultaneously using multiple screens, a behaviour called multiscreening (Segijn, 2016). "Multiscreening … is a relatively understudied phenomenon that may have a large impact on media effects." (Segijn et al., 2017, p. 295). Brasel and Gips (2011) found that people who watch TV and simultaneously use their computer, switch their attention between media more than four times per minute and Segijn et al. (2017) found that people who watch TV and simultaneously use their tablet, switch their attention 2.5 times per minute. Multiscreening could be a threat for advertisers that want consumers to see their advertisements, because people cannot allocate their visual attention to multiple screens simultaneously (Jeong & Hwang, 2012; Wang et al., 2012) and consumers only remember advertisements when to they focus on the screen displaying the advertisement (Segijn et al., 2017). Multiscreening, therefore, contributes to the realization of the attention economy.

Clutter

With the arrival of the internet, marketeers could easily access global reach for the first time in history (Nelson-Field, 2020). Within the last two decades the internet created lots of extra advertising opportunities, for example via social media, microblogging or search (Nelson-Field, 2020), and within ten years smartphone advertising became one of the most important marketing techniques (McNair, 2018). Because these media changes appeared very quickly, practitioners are struggling to find ways to cut through the spatial clutter to get their advertisements noticed (Gupta & Gould, 2007). This is very unfortunate, because spatial clutter around advertisements from other ads and surrounding content decreases its effectiveness, no matter how effectiveness is measured (Nelson-Field, 2020). For traditional media, clutter negatively affects among others brand recall (Jeong, Kim & Zhao, 2011; Peters & Bijmolt, 1997) and for online media it decreases among others click-through rates (Köster et al., 2015; Rau, Chen & Chen, 2007). Spatial clutter contributes to the realization of the attention economy and decreases advertisements' effectiveness.

Impressions

Nowadays, advertisers are buying media based on the amount of impressions their advertisements are promised to get (Denford, 2018; Nelson-Field, 2020; WARC, 2018). However, as described above, displaying an advertisement does not mean that consumers actually pay attention to it, due to avoidance, multiscreening and clutter. Therefore, the impressions that are bought on media are not the same as the impressions that are actually made (Ebiquity, 2020). Impressions can be referred to as 'opportunity to see' and defined as "the number of people who might have had the opportunity to be exposed to a story that has appeared in the media" (Michaelson & Stacks, 2010, p. 190). For illustration, an impression is already counted when an ad is swiftly visible for example when scrolling quickly through a web- or social media page (Shift communications, 2017). Therefore, media buying metrics of the Attention Economy are broken using metrics as views and impressions (Marchese, 2019), which do not actually say anything about if consumers actually saw and processed the advertisements and which are not comparable cross-media (O'Connell, 2020). Moreover, advertisers are risking getting non-human impressions for the amount of media impressions they bought, because nowadays there is a flourishing business in click farms, ad stacking, cookie stuffing and fake likes, views, and subscribers (Nelson-Field, 2020; WARC, 2018).

Thus, advertisers use a wrong method to buy media. Moreover, they are also measuring the effectiveness of their advertisements wrong. Because of the easy access of online data, marketeers swear by instant measurement using the data about impressions and sales they have (Nelson-Field, 2020). In the attention economy, people are finally getting aware that a real impression is based on attention and not a made-up concept like impressions. Therefore, studying attention is important, in the search of an attention metric that is comparable cross-media and is based on whether a human has actually viewed an advertisement (Ebiquity, 2020; Nelson-Field, 2020).

2.2.2. Mental processes of attention

Attention refers to the mental effort or cognitive capacity allocated to a task (Kahneman, 1973). Paying attention and subsequently processing information costs time and cognitive energy (Wagt, 2016) and cognitive energy is a limited resource (Attwel & Laughlin, 2001). According to the limited capacity model of mediated message processing, people are limited in the cognitive resources they have for encoding, storing or retrieving information, resulting in people having to choose how to divide attention among tasks (Lang, 2000). Therefore, consumers only tend to pay attention to content they find valuable to them (Carrasco, 2011). When consumers decide to pay attention to an advertisement their attention still fluctuates quickly between focused and dispersed states, sometimes even within seconds (Wedel, Pieters & Liechty, 2008).

Dual process theory

In general, attention can be 'captured' through the creative features of an advertisement or it can be 'directed' toward an advertisement through personal relevance (Greenberg, 2012). This phenomenon is described in the dual process theory which argues that attention can be stimulus driven through bottom-up attention triggers, or user driven through top-down attention triggers (Greenberg, 2012; Pashler 1998; in Nilsson, 2006). It explains that the drive to pay attention can come from internal guidance or can be externally driven (Pieters & Wedel, 2004). Stimulus driven attention is based on external factors, meaning that if the advertisement is sufficiently salient or different from its distracters it catches consumers' attention. Therefore, it is often stimulated by features of the advertisement, such as camera changes, arousing content (Pieters & Wedel, 2004; Smit, Neijens & Heath, 2013), and they are characterized as automatic processes meaning that stimulus driven attention occurs unintentionally (Pieters & Wedel, 2004). User driven attention refers to internal guidance of attention, meaning that consumers pay attention to the advertisement when they considered it valuable (Katsuki & Constantinidis, 2014; Pashler, 1998; in Nilsson, 2006). Thus, user driven attention is guided by personal factors, such as goals and relevancy (Eysenck & Keane, 2005). In conclusion, visual attention towards advertisements can be attracted in those two ways (Segijn et al., 2017). The Elaboration Likelihood Model, one of the most prominent dual process models (Xu, 2017), adds to this that people should have the opportunity to pay attention to an advertisement, because people cannot look at an advertisement if there is no opportunity to do so, for example lack of time (Petty & Cacioppo, 1986).

Levels of attention

> "Little attention is not the same as not processing. We notice more than just the things we actively attend to." (Sharp, 2010, p. 298).

Nelson-Field (2020) relates the dual process theory to different levels of attention. According to her, people have a default state of subconsciousness where we have a broad and un-specific focus to everything around us, and bottom-up triggers in advertisements bring consumers to a semi-conscious processing and top-down triggers bring them to an even higher state of consciousness and attention. In conclusion, advertisements can be processed through high and through lower levels of attention. High attention thus occurs when an advertisement is personally relevant, but it is hard to sustain. Humans tend to switch between attention levels (Nelson-Field, 2020). In the Attention Economy, most advertising is consumed using low levels of attention, and high-attention processing is rare (Nelson-Field, 2020).

In their research, Nelson-Field and Ewens (2019) used a distinction between three levels of attention based on existing attention theory: 'active attention' or 'high attention' means that the eyes are on screen and on ad; 'passive attention' or 'low attention' means that the eyes are on screen but not on ad; and 'active inattention' or 'pre/no attention' means that the eyes are not on screen. They found

that the majority (54%) had a low attention for video advertisements. However, these low attention views were not necessarily disadvantageous for sales figures. Jessen and Rodway (2010) also found that, even when advertisements are actively ignored, people still retain information about them. Consumers still base their decisions on advertisements and consumer's buying behaviour is still influenced by advertisements, even in our current cluttered environment where we typically process advertising in a low or pre-attentive state (Nelson-Field, 2020). Possibly due to people's standard state of subconsciousness and the semi-conscious processing that happens when advertisement trigger attention through its salient bottom-up features, as described above.

Still, positive effects from creative or media characteristics on advertisement effectivity can be moderated by the different levels of attention. Bang and Wojdynski (2016), for example, found that only consumers that are in a goal-oriented situation, and are thus processing with a high attention, experience a positive impact of relevant advertisements on advertisement effectiveness. When consumers do not have the capability to process an ad resulting in low attentiveness, advertisements are avoided in both personalized and non-personalized instances (Bang & Wojdynski, 2016).

Information overload due to large quantities of advertisements, can diminish the capability to process ads with a higher attention (Ha & McCann, 2008; Rotfeld, 2006). Since the human mind is overloaded, our minds allocate just enough attention to understand the main message of the thing we consume (Nelson-Field, 2020). This 'satisficing' means that our level of attention to advertising is far short of the undivided attention most marketeers idealize and chase (Nelson-Field, 2020). Therefore, marketeers have to focus on making sure their ads are easily understood and their brands are easily and quickly recognizable. Marketeers can do this by creating brand memory structures that increase the mental availability through the use of distinctive brand- and communication assets.

Brand memory structures increase mental availability
John, Loken, Kim and Monga (2006) showed that consumers have brand association networks in their minds, which includes all the associations someone has with a brand. All these associations can have an influence on the consumer's attitude towards the brand (Chen, 2001; Keller, 1993; Koll & Von Wallpach, 2013). Much thinking and decision-making is non-conscious and emotional, and often based on these memory structures making the brand more likely to be noticed or come to mind in a buying situation (Sharp, 2010). According to Sharp (2010) marketeers should focus more on being refreshing and building memory structures insides consumers' brain in order for the brand to become a consumer's top of mind and increase mental availability. Memory structures can be refreshed and built by using clear branding in advertisements and by consistently using the brand's distinctive assets. Marketeers need to know what their distinctive brand and communication assets are. These can be based on colours, logos, tone, tunes, fonts, etc. If marketeers fail to attract attention or correctly brand using these assets, memory structures cannot be built. Therefore, brand assets should always be used and protected.

Moreover, brand assets make for easy recognition. Therefore, even when processed using lower levels of attention, advertisements can be really effective via memory structures created through continuous advertising (Heath, 2001; Sharp, 2010). Continuous advertising of the same brand and communication assets is important, since the strength of associations partly depends on the frequency and recency of the particular association (Deese, 1960; Jaber & Kher, 2004).

2.2.3. Attention is a layered construct

According to Nelson-Field (2020c) attention is a layered construct. In order for advertisements to be functional, they should measure up to four aspects: ad visibility, attention triggers, quality branding and human presence. All four concepts are already discussed: ad visibility refers to factors as screen coverage and pixels; attention triggers can be (famous) models, emotions or unexpected colours or sounds; quality branding refers to the correct use of logo and other brand assets; and human presence refers to the fact that a human should see the ad, which partly relates to the paragraph about 'impressions'. The four aspects should all be met in order for the advertisement to be functional, because when there is no ad visibility, the ad is hardly visible; when there are no attention triggers, there will be a limited cut through; when there is no quality branding, the ad can be misattributed to the competitor; and when there is no human present when the ad is displayed, the ad won't be seen at all. It makes no sense to show an advertisement when the human is not near the advertisement, but for example grabbing a drink, or when the impression was made by a robot.

2.3. New ways of studying advertisements' effectiveness: measuring attention

Researching attention for advertisements is needed, since advertisers need to know how attentively consumers view their advertisements in order to assess their effectivity (Cialdini et al., 1981; Nelson-Field, 2020; Nilsson, 2006; Petty et al.,1983) and this cannot be known using current metrics as views and impressions because they the crucial dimension: attention (Ebiquity, 2020; Marchese, 2019). Nelson-Field (2020) likewise concludes that a scientific approach is needed to critically navigate the data-rich, attention-poor media environment, in order to get to the root of understanding human attention. If attention would be measured, marketeers could understand how to improve the quality of creative execution and assess the media context in which the creative is delivered (Ebiquity, 2020).

2.3.1. Measuring attention through recall

Attention research all started in the 1950s by measuring a brand's mental availability through the dependent variable called recall (Nelson-Field, 2020). Brand-, product- or message recall was measured by asking if participants recall seeing the brand's advertisement via a questionnaire after being exposed to multiple advertisements (Lavidge & Steiner, 1961). In the years that followed, lots of research has been done measuring brand recall, because it was easy and cheap to collect, and

measuring attention using recall was the standard (Nelson-Field, 2020). However, Heath and Nairn (2005) found that people sometimes recall nothing about a brand's advertisement, yet the ad still influenced their attitudes toward the brand. Nelson-Field (2020) and Sharp (2010) explain that recall solely measures human memory, but not if they are drawn to a brand in natural environments like grocery stores. Therefore, it poorly predicts the frequency that a brand will be noticed or recalled in buying situations. Another problem with recall research is that it is not portraying real life situations and the participants are forced to have attention to the advertisement, because these are often done in laboratories or via surveys in which they do not have the distractions they have at home or in the real media environment (Harrison, 2013; Nelson-Field, 2020). Recall research does not reflect the reality of human attention (Heath, 2001; Nelson-Field, 2020).

2.3.2. Measuring attention using eye-tracking technology

Nelson-Field and Riebe (2018) state that it would be better to measure unconscious behavioural reactions than recall. Advances in technology, such as eye-tracking devices, make it possible to objectively record exposure and viewing behaviour and thus capture attention (Bol et al., 2016). This is needed because self-reported attention tends to be highly over-estimated and furthermore, while self-reported attention is not even closely aligned with later buying behaviour, attention captured via eye-tracking is (Nelson-Field & Riebe, 2018).

Lee and Ahn (2012) used eye-tracking together with recall and their conclusion illustrates why it is better to measure unconscious attention than recall. They found that for some participants, the eye-tracking device registered eye-fixations on the advertisement and the survey illustrated an attitude change toward the brand, yet the participants could not recall the advertised brand. Lee and Ahn (2012) concluded that unconsciously processed ads can change a consumer's affective state. Elkington (2019) also attempted to measure attention using eye-tracking. He proved the negative effect of advertisement clutter using eye-tracking, by concluding that when more than two advertisements are displayed, consumers start to avoid advertising.

There is still one problem with research using eye-tracking: it is often conducted in unnatural lab environments (Li, 2010; Nelson-Field, 2020; Terry, 2005). Poncin and Derbaix (2009) and Teixeira et al. (2010) strongly advise that commercials should not be tested in isolation or laboratory settings. Instead, advertisements should always be tested in their media context, and preferably in the complete natural viewing environment of the consumer (Nelson-Field, 2020). Therefore, best would be to measure attention using field experiments, because these can capture natural consumer behaviour in their natural environment consuming advertisement that is displayed in their natural media environment (Liberali et al., 2016; Nelson-Field, 2020). In field experiments the researcher is still able to manipulate specific conditions while keeping other conditions and confounding factors fixed, or under strict control (Liberali et al., 2016).

2.3.3. Measuring attention in the most methodological valid way until now

Nelson-Field and Ewens (2019) took a new approach to researching effectiveness of advertisements, using an app that measures advertisements' viewability, consumers' attention level and buying behaviour, while taking all things that will improve their research validity into account. They did a cross-media research using television, Facebook and YouTube, enabling them to compare attention to advertisements and their effect on sales between these media better. They understood that it was needed to switch from measurements that only foster high attention in lab settings, to measurements that better reflect the reality of human attention. They studied a panel of 2723 participants in their natural environment showing their natural behaviour looking at real media. Therefore, they were able to zap, scroll and click away advertisements. They measured actual behaviour instead of intention to buy or recall. The environment was natural, but in order to be sure the results were not able to be attributed to differences in creative advertisement choices, experimental controls were used on the advertisements. This resulted in 15 test advertisements that were measured across multiple media, devices and countries. Moreover, they collected single-source data of individuals, because the impact of advertising can only be directly understood by collecting both viewing behaviour and buying behaviour from the same individual (Nelson-Field, 2020).

Nelson-Field and Ewens (2019) used a technological single-source data collection tool and machine learning framework, called MATTech, to improve the measurement of attention. When the test advertisement was displayed on a participant's screen, the device's camera would activate to determine the direction of the respondent's eyes, the distance from the screen and emotions. While this happened, MATTech also tracked viewability details about the exposure while the participant scrolled, such as the ad's pixels, the seconds in view and screen coverage. After they viewed the ad, they would be redirected to a virtual shopping store and asked to make a choice from a set of competing brands of which the test brand was one. In their research, the buying behaviour of consumers that were exposed to the ads were compared with the behaviour of the ones that were not.

Their research resulted in multiple findings: high-arousal advertisements are watched more attentively and produce more sales impact; badly branded advertisements have a limited sales impact; people who consume an ad with low attention can still show increased buying behaviour; eyes-on-screen attention to advertising rarely extends past 10 seconds, particularly for online advertising; and advertisements on mobile devices are watched for the shortest time. According to Dentsu Aegis Network (2019), these results suggest that we can use attention to re-think the way media is measured and bought.

2.4. Media

2.4.1. Media planning

The goal of media planners is to get the right advertising message across to the right target group at the right time via the right media (Dekkers, 2016). For them to do so they require knowledge about that target group (Dekkers, 2016) and about the works of the different media, since changes in the media mix or changes in the importance or relevance of a medium, may result in lower sales (Bendixen, 1993). The latest addition is that, media planners should understand their target group in terms of attention: what media displaying what kind of advertisements do they watch attentively (Dentsu Aegis Network, 2019; Nelson-Field & Ewens, 2019). When buying media, they should be more aware that attention works differently for all different media platforms (Dentsu Aegis Network, 2019) due to differences in pixels, seconds in view, sound, screen coverage and ad clutter, which are factors that impact attention (Nelson-Field, 2020). Re-evaluating advertisements' effectiveness for different media based on attention is needed (IP Belgium, 2019; Screenforce, 2018).

Nelson-Field (2020) quotes the nineteenth century retailer John Wanamaker: "Half the money I spend on advertising is wasted; the trouble is I don't know which half." (p. 55). Media professionals and scholars have examined the influence of media context on advertising effectiveness for more than 50 years. Still there is no clarity due to an abundance of mixed results (Kwon et al., 2019). Since recently it became more evident that attention plays a big role in the effectiveness of advertising, examining the influence of media on advertising effectiveness based on attention will presumably result in more clarity, this study contributes to this. The media-contexts of the eight medium types examined in this study are now discussed shortly.

2.4.2. Different media and their traits

This study examines the attention of consumers to advertisements on the following eight media: linear TV ads, radio ads, paper newspaper ads, paper magazine ads, online banners, pre-roll ads on VOD (interactive television), pre-roll ads on YouTube and video ads in-feed on social media. The first four can be identified as advertisements on traditional media (Dertouzos & Garber, 2006) and the last three as advertisements on digital media (De Haan, Wiesel & Pauwels, 2016). It is interesting to compare these groups because there is uncertainty which is most effective in attracting attention and stimulating consumers to buy (IP Belgium, 2019; Screenforce, 2018). Thereby, it is interesting to compare media because they all have their own unique traits affecting attention in different ways.

A noticeable difference between the traditional media is that television contains audio and moving image, while radio, newspapers and magazines have one of the traits (Nagar, 2009). Furthermore, advertisements on television and radio, are consumed in the form of a commercial break and uses all bandwidth or screen coverage of the medium (Drèze & Zufryden, 2000; Nilsson, 2006). According to Nilsson (2006) and Tang, Zhang and Wu (2015) this means that generally consumers are

paying attention to television and radio advertisements, and they can solely be avoided by switching to another channel, walking away or multiscreening. Unlike TV and radio, print media are embedded within content and sometimes do not have full-page coverage. Therefore, consumers will be exposed to the media content and the advertising simultaneously causing a bit of spatial clutter.

This also applies to online advertisements, bannering and social media ads, which often have even more spatial clutter and less screen coverage and content embedding (Nilsson, 2006). Therefore, online advertisements are more likely to be avoided when surfing on the web or using social media (Cho & Cheon, 2004; Drèze & Hussherr, 2003). According to many academics, online banners are most often suffering avoidance and banner blindness even became an academic term (Drèze & Hussherr, 2003; Li et al., 2002; Rau et al., 2007; Wagt, 2016). Probably because internet users are most goal oriented as compared to users of other media (Cho & Cheon, 2004). However, some scholars perceived the interactivity of the internet to be an advantage to traditional media (Bruner & Kumar, 2000; Karson & Korgaonkar, 2001).

While, online banners appear most often as still images on websites and the video ads on social media appear in-feed, VOD and YouTube ads are pre-roll (Nelson-Field, 2020), meaning that they are shown before the start of the content consumers chose to see. This increases consumers' attention for the pre-roll ads, but they also interrupt their viewing experience (Li & Lo, 2015; Nelson-Field and Ewens, 2019). Pre-roll could be a good way to reach consumers, since people watch more online video than ever before (Davies, 2018; Li & Lo, 2015; Stewart, 2017). An interesting difference between VOD and YouTube is that consumer can often choose to skip YouTube pre-rolls after a few seconds which is less often the case for VOD pre-rolls. All pre-roll advertisements with a length longer than 25 seconds have to be skippable on YouTube (DVJ Insights, 2020). Another difference is that VOD pre-rolls are most often watched on laptops and televisions while 70% of consumers consume YouTube pre-rolls on a mobile device (DVJ Insights, 2020). Social media is for 90% of the time consumed on a mobile device (DVJ Insights, 2020).

3. Method

As can be seen from the theoretical framework, a research gap emerged when researchers went from traditional ways of measuring attention, using recall, to new ways. Almost no research has been done on consumers' real attention for different media. This thesis contributes in closing this gab and aims to add to the knowledge around measuring effectiveness using attention as the new currency. The question *What is the level of attention of consumers for advertisements within different media in the current attention economy?* will be examined using a multi-method approach, because the research question first needs to be explored theoretically by means of a qualitative research, in order to subsequently formulate hypotheses for a quantitative analysis. The eight media of this thesis were chosen because they are salient in the Dutch media landscape (MediaTijd, 2018), because of the interesting differences between them as described in the theoretical framework (Nagar, 2009; Nelson-Field, 2020; Wagt, 2016) and because there is a discussion in academia whether digital media is more effective than traditional media (IP Belgium, 2019; Nelson-Field, 2020; Screenforce, 2018). In this method section, first the method of the interview part of this thesis is explained followed by the method of the secondary analysis.

3.1. Method interviews

3.1.1. Design

For the purpose of answering the following sub question, *How do experts in the Dutch media industry perceive attention, measure attention and act upon the knowledge they have about consumers' attention for advertisements on different media?*, nine exploratory expert interviews were conducted. The term expert interview is used for interviews with informants who have expertise on a certain subject (Gubrium & Holstein, 2001; Littig & Pöchhacker, 2014). This method was chosen, because exploratory expert interviews are used to obtain an overview of a poorly understood field and to get a sense of orientation in a new field (Littig & Pöchhacker, 2014), which is needed for the field of researching attention. Therefore, this thesis' expert interviews are beneficial to identify what media experts already know about the new way of researching effectiveness of advertisements with attention as the new currency. The expert interviews are used in the first phase of this research, because talking to experts in the exploratory phase of a project is an efficient and concentrated method of gathering data (Bogner, Littig & Menz, 2009). This is particularly true if the experts have practical insider knowledge and are interviewed as surrogates for a wider circle of players (Bogner et al., 2009), which is the case for the participants in this study.

Using a qualitative method enables to focus on insights into the meaning that individuals attach to a given phenomenon from their perception (Stalpers, 2016). Therefore, doing these interviews allows to grasp how experts in the media industry define attention, whether they think it has value, whether they believe it should be measured and consider it having an impact on media buying.

The findings of the qualitative part of this thesis result in a clear understanding of a new field of research and in hypotheses for the quantitative part of this thesis.

3.1.2. Interviewee sampling and recruiting

The interviewees were selected by criteria sampling, also known as purposive sampling, which allows to select the interviewees that are the best fit in answering the qualitative research question (Matthews & Ross, 2010). The collaboration with TV marketing organization Screenforce helped in accessing some of the best possible candidates for answering this thesis' research question, who met the set criteria: they had to be experts on marketing, advertising or media research, they had to have practical insider knowledge and they had to work as research or insights professionals of media agencies or marketing research agencies.

As a result, nine interviews were conducted with three different kind of Dutch media/marketing research experts. All of them agreed in having their identity revealed for the purpose of this study. Two interviewees were CEOs of marketing research agencies, namely Martin Leeflang the CEO of Validators and Lucas Hulsebos the CEO of DVJ Insights. Furthermore, five interviewees were insights professionals working in media agencies, including Inge Monsees head of business science at MediaCom, Menno van der Steen chief data and tech officer at IPG Mediabrands, Merel Tukker research director at ZIGT Mediabureau, Arno Witte data science and product strategy at Objective Partners, and Edwin Rietberg account director at Dentsu Aegis and former director research and insights at that same company. Lastly, two researchers of television broadcasters were interviewed, namely one interview with Mirte van Deursen team manager research and intelligence at RTL (Ad Alliance), and one interview with Patricia Sonius manager research and development and Brenda Kompier project leader research at Ster.

3.1.3. Operationalization and instrumentation

Expert interviews are based on an interview guide, and often more structured and shorter than audience interviews, however still conducted in an essentially open manner (Bogner et al., 2009; Littig & Pöchhacker, 2014). Therefore, an interview guide was made, containing both open explorative questions and more closed questions, and some options for probing (see Appendix B).

The first questions were about the effectivity of advertisements and what role attention plays therein. These questions were followed by the question if and how the interviewees measure attention themselves and if they also knew other ways for measuring attention. Furthermore, they were asked about what method they perceive to be most valid and reliable when measuring attention. These questions helped to find out how attention is and should be measured according to experts in the media industry. Moreover, the interviewees were asked if the knowledge about attention affects media

buying, to find out if experts in the media industry act upon the knowledge they have about consumers' attention for advertisements on different media.

Another aim of these interviews was to find out how experts in the media industry perceive attention and its effects for different media. To achieve this the interview contained one question that helped in broadening the mind of the interviewees while thinking about how attention can be achieved using a stimulus of Nelson-Field, followed by one interactive activity to expose the interviewees' perception on differences between consumers' attention for different media and one question using an elicitation technique to find out about why there are differences in attention for different media. The following, more detailed explanation of these questions regarding experts' perception of attention and its effects, will illustrate that these questions were deliberately chosen and put in that specific order. According to Hermanowicz (2002) strategically organized questions, can contribute to the validity of studies.

First, the interviewees were encouraged to think about ways in which attention for advertisements can be attracted using the four aspects by Nelson-Field (2020c) that are part of the layered construct of attentive reach as described in the theoretical framework (as can be seen in question 7 in Appendix B). This broadened the interviewees mindset while thinking about attention and this prepared them for the interactive activity which followed: the interviewees were provided with a table in which they saw the different eight media of this thesis' research and had to fill in for every medium whether they expected consumers to have (almost) none, low or high attention towards advertisements on that medium (as can be seen in question 8 and 9 in Appendix B). This allowed for easy comparison between media.

Furthermore, the completed table was the stimulus for the next question which used an elicitation technique (question 10 in Appendix B). This technique is used to facilitate and trigger collection of information (Stalpers, 2016). In this case, the completed table served as the stimulus used for the elicitation technique. Using this technique helps reveal the deeper aspects of a topic of research, because elicitation techniques entice an individual into thoughtless and unrationalized reactions that provide insight into the primary perception of that individual (Stalpers, 2016). Therefore, the table could provide unrestrained insights on the reasons why the interviewees perceive differences in consumers' attention for different media. The premise of elicitation techniques is that individuals can more easily reflect their deeper thoughts and feelings towards a topic when they can project them onto, in this case, the table (Stalpers, 2016). Therefore, using this technique helped in finding more information and insights from the interviewees about the differences between media that could possibly influence consumers' attention towards advertisements on those media. This was very desirable because this part of the interview played a crucial role in the cross-media aspect of this thesis.

As said, the table in which interviewees were asked about their perception of consumers' attention levels whilst consuming advertisements via different media and their explanation for the

differences, play a big role in the cross-media element of this thesis and moreover in answering this thesis' main research question: *What is the level of attention of consumers for advertisements within different media in the current attention economy?*. The table was based on the results of Nelson-Field and Ewens (2019), who found that 14% of consumers have no attention, 54% low attention and 32% high attention to online video advertisements. This resulted in the interest of knowing these percentages for other media as well. For the findings to be reliable the differences between the eight media were explained clearly to every interviewee before asking the interviewees about these percentages.

3.1.4. Procedure

The nine interviews were held between the 17th and 27th of March of 2020. The interviews were planned to be face-to-face, however due to the covid-19 outbreak they were conducted via video calls. Luckily, video calling is a good substitute for face-to-face contact, since it is an audio-visual medium. The interviews lasted on average 49 minutes, with the shortest being 32 minutes and the longest 60 minutes.

Prior to the interview, the consent form was sent to the interviewees in order for them to read it in their own pace (see Appendix A for the used consent form). Furthermore, this enabled for quick and easy starts with the skype interviews. They all gave consent for audio recording during the interview. Before the start of the interview, an introduction was given to the interviewees, including an explanation about the use of these interviews, an introduction to the interviewer and to the research topic. Moreover, since perceptions of the interviewees can already be very valuable and collecting more insights is better in order to reach the point of data saturation, the interviewees were assured that all their opinions, insights and ideas were welcome, and that their answers did not have to be supported by knowledge based on for example research results.

If the interviewees had no further questions the interview started following the interview guide (Appendix B) as described in the previous paragraph. Since expert interviews are rather structured (Bogner et al., 2009; Littig & Pöchhacker, 2014), all questions were asked and the order of the questions were in almost all cases exactly like in the interview guide. However, probes or extra questions in between were often used for a more detailed information collection, which is possible in expert interviews, since they are still conducted in an essentially open manner (Bogner et al., 2009; Littig & Pöchhacker, 2014). To end the interview, the interviewees were asked if they wanted to add anything more to the interview's conversation about attention. And they were asked if their identity could be revealed in this thesis once more if they did not yet decide on that via the consent form. This resulted in all interviewees consent to have their company's and own identity revealed.

3.1.5. Analysis

In qualitative research, the researcher must be very familiar with his or her data. This was achieved by

collecting the data and spending time with the transcripts (Boeije, 2012). The interviews were going through a first round of transcribing using the software from Amberscript and were thoroughly checked again by hand afterwards, while listening to all interviews in their entirety. The transcripts were analysed using the program ATLAS.ti by doing a thematic analysis. A thematic analysis was used to be able to have a reliable and active process of interpretation of the transcripts (Hall, Evens & Nixon, 2013) and to systematically analyse interviews in three steps: open coding, axial coding and selective coding (Boeije, 2012). Before this was done with all interviews, first one round of open coding was applied to only one of the transcripts, to become familiar with the interview structure and the analysing thereof. After doing this first try-out, patterns were found in the types of codes that kept on appearing, and clever and inclusive ways to create different open codes suited for these interviews was discovered. This was a good preparation for the start of the analyses of all interviews.

First, the transcripts were made into fragments which were all coded for the first time, including the transcript used for the try-out which was coded from scratch again, since revisiting later on in the analysis process increases validity because codes then are most true to what all interviews have said (Bogner et al., 2009). While doing the open coding most emphasis was put on semantic coding instead of latent coding, because semantic codes are likely to be better than latent codes, if the researcher expects to present participants' experience in a more realist and descriptive way (Braun, Clarke & Terry, 2014), which is the aim of this thesis. Open coding was followed by axial coding (Boeije, 2012), in which overlapping codes were combined and the importance of each code was identified based on how present they were throughout the interviews, resulting in main codes functioning as themes and sub codes functioning as sub themes. During the last step, selective coding, the order of the main themes and the main codes within the different themes was decided based on the most interesting and most logical way to present the results. In the case of this study, the different main themes were also divided in categories, since the aim of these interviews was to be able to answer the interview's research question which contains three components: how experts perceive, measure and apply attention. In order to be able to answer these, the main themes were presented within categories defined based on these three components of the interview's research question. This protects measurement validity or construct validity, because it makes sure that the analysis of these interviews really measures this thesis subject and answer the research questions (Bryman, 2008). See Table 1 for the main themes and sub themes that emerged from analysing the interviews and the categories they were put in. Furthermore, representative quotes that illustrated the themes and main codes were selected during selective coding. The interviews were conducted, transcribed and analysed in Dutch. Thus, the quotes used in the result section of the interviews were translated for the purpose of this thesis. Lastly, the themes that provide an answer to the research question and sub question were selected and reported in the conclusion section. Finally, the results of the interview were discussed in the light of the literature and reported in the discussion section.

Table 1

The main and sub themes that emerged from analysing the interviews within their categories.

Category	Main themes	Sub themes
Effectivity of advertisements	Defining effectivity	
	Media and creative	
How do experts in the Dutch media industry perceive attention?	The role of attention within the effectivity of advertisements: no attention, no effect	
	Defining attention	Attention involves brain processing
		Attention involves different levels based on the attention sparked through the first encounter
	Media experts do not see eye to eye when it comes to which media are most likely to facilitate a high level of consumers' attention	
	Attracting attention: its many influencing factors	Creative - attention triggers
		Consumer - consuming - content - surroundings - relevance - expectancy
		Media - media consuming - media surroundings - senses - visibility - magnitude
	Cross-media approach: which factors influence the attraction of attention for which media	Radio ads
		Paper magazine ads
		Pre-roll ads on VOD
		Paper newspaper ads
		Linear TV ads

		Pre-roll ads on YouTube
		Video ads in-feed social
		Online banners
How do experts in the Dutch media industry measure attention?	Methods to measure attention	Indirect - recall - backwards engineering
		Direct - neuro measurements - eye-tracking - captivation test - controlled experiment
	Most valid method to measure attention	Natural consumer environment and natural media environment
		There is not one single method to best measure attention: how it is done matters most
		The importance of cross-media methods
How do experts in the Dutch media industry act upon the knowledge they have about consumers' attention for advertisements on different media?	Attention is not leading in media buying	Buying media based on costs and reach
		Buying media based on objectives
	Use of the knowledge about consumers' attention in the Dutch media industry	Attention metric is needed
		Some advertisers would give everything for a little attention

Reliability and validity were ensured in multiple ways. Approximately after analysing the fifth transcript in the open coding stage, already used codes were regularly assigned to fragments and few new codes were created, meaning that the point of data saturation was reached making the results more valid. The results are more valid when they are analysed from a solid theoretical basis (Bogner et al., 2009). An example of how this was the case in this study is the following. The literature on advertisements' effectivity revealed a lot of creative factors and media factors that influence

consumers' attention to advertisements or advertisements' effectivity. The factors described in chapter 2.1.2. were used as concept driven codes while analysing which factors the interviewees perceive as factors that influence attention attraction, however during the analysing close attention was also paid to the emerge of data driven codes to identify new factors mentioned by the interviewees but not by the literature. To ensure reliability the interviews were analysed as objectively as possible (Boeije, 2012; Bogner et al., 2009).

Moreover, during the interviews it was made sure that the interviewees were not influenced by what the interviewer said and the interviewer context- and situation independent, making the results more valid and moreover reliable (Bogner et al., 2009). However, it was important that the interviewees had the feeling that the interviewer understood what they were talking about, because in the case of experts interviews the findings can be affected by the knowledge of the interviewer and how he or she comes across (Boeije, 2012; Littig & Pöchhacker, 2014). Therefore, Littig and Pöchhacker' (2014) advice to become a quasi-expert on the topic was followed, making sure that the interviews' findings were valuable. This was done by closely studying previous scientific literature about attention for advertisements, by writing in the office of Screenforce a couple of times to get more familiar with the media industry related professional language and by sitting down with Karen Nelson-Field to speak about this thesis' topic on the 'Screenforce TV jaarrapport' event. Moreover, according to Boeije (2012) a well-trained interviewer with a structured questionnaire is considered a reliable instrument. This interviews' findings were reliable since the topic was studied very closely, three practice interviews were done before interviewing the actual interviewees and the questionnaire was structured resulting in other researchers to find similar results when conducting more interviews with that interview guide.

Since the entire process of this thesis was observed by a media expert from Screenforce, member validation was ensured. The interview guide was judged as correct and the media expert gave feedback on the practice interview, which verifies the research (Boeije, 2012). Moreover, the media expert from Screenforce validated the results of the interviews and, according to Bryman (2008), if members of the social world that was studied confirm that the researcher has correctly understood that social world, this adds to the credibility of the results.

3.2. Method secondary analysis

3.2.1. Design

Based on the analysis and results of the interviews, the following sub question was created, *Do medium type and advertisement length affect consumers' attention for video advertisements and sales?*, in order to see if the interviewees perceptions on consumers' attention can also be found in a data set of a big panel of actual consumers. A secondary analysis was performed, done on the data set of Nelson-Field and Ewens' (2019) research, personally obtained from Karen Nelson-Field herself. Nelson-Field and Ewens (2019) did a cross-media research on the effect of medium types that contain video advertisements, namely TV, Facebook and YouTube, on attention and sales (their full research is described in chapter 2.3.3.) They used a between-subjects design, collecting data on advertising exposure, attention and sales for three different conditions: pre-roll on YouTube, commercial break on TV and video ads in-feed Facebook. Therefore, unfortunately, this data set only enabled to test hypotheses on those media and it was not possible to test hypothesis regarding radio ads, paper newspaper ads, paper magazine ads, online banners and pre-rolls on VOD.

3.2.2. Participants

Data was collected by Nelson-Field and Ewens (2019) using a panel of participants. From the 2723 participants, data was collected of the 20,319 advertisements they watched in total, of which 3,060 advertisements are included in this thesis' dataset. Moreover, from the 2723 participants 38,745 shopping choices were collected. See Table 2 for the sample sizes per condition. An advantage of using a panel to collect data is that participants can be analysed in their natural viewing environment using their natural behaviour and seeing natural media environment advertisements. A drawback is that the sample size of advertisement exposure differs between media, and that some are too small diminishing validity, since the participants were less often exposed to ads of 6 seconds because TV, Facebook and YouTube do not often display ads of 6 seconds in the natural media environment either.

Table 2

The sample size per condition and per different ad lengths.

Condition	Total (*N=*)	Ad length (*N=*)		
		6 sec.	15 sec.	30 sec.
Pre-roll on YouTube	198	12	92	94
Commercial break on TV	729	54	269	406
Video ads in-feed Facebook	1232	41	698	493

3.2.3. Instrumentation

Nelson-Field and Ewens (2019) used a method that allowed to control for some variables that would vary in a natural advertising environment, yet ensure the exposure appeared real to the respondent. Among others they controlled for creative, to measure the true impact of the media and increase validity. If they would not have done so the creative of the ads may have affected the results. Therefore, they used 15 test ads and created three different lengths of these ads. In total, participants could get exposed to 45 different ads when choosing one of the three media to use on their mobile phone.

Nelson-Field and Ewens (2019) collected data using a single source data collection tool called MATTech to match natural advertising viewing per panel participant to their brand selection. This tool collected data on viewability, consumers' attention and buying behaviour when one of the 15 test advertisements appeared on the mobile's screen. For every single video an individual was exposed to, its relative position on screen and duration of its appearance was captured. Furthermore, camera activation on the device was used to determine the direction of the participants gaze during exposure using eye-tracking software. After exposure, a Discrete Choice shopping tool, that looks and feels like an online shopping experience, would pop up. The Discrete Choice method is a reliable and academically validated way to measure actual product buying behaviour. It is one of the most accurate ways to reveal consumers' actual choice of brand as opposed to intention to buy.

3.2.4. Procedure

The data was collected in 2016 and 2017. The panel participants were asked to download an app that enabled the MATTech data collection tool to collect data. When participants choose to consume TV, they were served a choice of popular 30-minute TV shows that had 12 to 15 test ads embedded within those 30 minutes. The ads were added in and appeared every 10 minutes in groups of 4 to 5. Whenever they choose to consume Facebook or Youtube they were measured for the first 15 minutes of media consuming. Whenever an advertisement was displayed, MATTech started collecting the data on viewability metrics and participants' attention. After these 15 or 30 minutes of medium use, the participants were redirected to the Discrete Choice shopping tool to measure their actual choice of brand. They were tasked to go shopping in an online shopping mall, where they were able to consider up to 38,745 different brands including the ones they were exposed to in the study's advertising.

3.2.5. Analysis

Nelson-Field and Ewens (2019) collected data on three measurements: viewability metrics, consumers' attention level and buying behaviour. Based on these three measurements, the MATTech could calculate multiple things. Using the eye-tracking data, it calculated an attention score based on the extent to which the eyes were on or off the screen and on or off the ad. The overall attention score varies between zero, where eyes are completely off screen (active avoidance) to 50, where eyes are on

screen but not on the ad (passive avoidance) to 100, where eyes were completely on the ad (active watching). Moreover, it calculated a short-term advertising strength (STAS) score to see the sales impact of the ads. The latter was generated by comparing the chance of buying the test brand among those who were exposed to the test ad against those who were not. A STAS score of 100 indicates no advertising impact, meaning that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. A score of 117, for instance, indicates that those who were exposed to advertising were 17% more likely to have bought the brand than those who were not exposed to the advertising.

For this thesis, analysis was done on a data set in which the attention score and STAS score were already calculated. These scores were used as the dependent variables in answering the three hypothesis that were formed based on the interviews described in chapter 5. The independent variables were medium type and advertisement length. A downside to the received data set was that it did not contain the raw data, because Nelson-Field could only give already processed data. It contained only the average attention score and STAS score for all variables instead of the single source data per participant, meaning that it was not possible to test significance when doing the analysis. As a consequence, the secondary analysis is merely a descriptive analysis.

4. Results interviews

As explained in the method section this results section is structured based on categories. Three of the four categories are based on the research question of the interviews: *How do experts in the Dutch media industry perceive attention, measure attention and act upon the knowledge they have about consumers' attention for advertisements on different media?*. However, the result section starts with a category on effectivity because it is needed to understand how the interviewees perceive effectivity before the results regarding attention are reported since attention is a way to measure effectivity. After this the results within the category 'How do experts in the Dutch media industry perceive attention?' are discussed. This category includes the definition of attention, the interviewees' perception on consumers' attention for the different media and which factors influence attention in general and for those media specifically. Subsequently, the results of the within the category 'How do experts in the Dutch media industry measure attention?' are reported on. This category includes which methods can be used to measure attention and which the interviewees perceive as the most valid method. Finally, the results of the within the category 'How do experts in the Dutch media industry act upon the knowledge they have about consumers' attention for advertisements on different media?' are discussed, showing how media buyers decide on which media to use and how the knowledge about attention is used by media buyers.

4.0. Effectivity of advertisements

According to the interviewees an advertisement can only cause effect if the ad was seen and the messages came across as intended, which already conceivably indicates the importance of attention. When this is achieved, all interviewees mentioned that advertisements can be effective on multiple levels. Most interviewees mentioned that effectivity is achieved when an advertisement causes effect: "an advertisement is effective if it has done something for the brand". (Lucas Hulsebos). The effects that were mentioned most often were: recall, message conveying and behavioural change. Indicating that an advertisement is effective if it generates a high recall, if advertisers succeed in getting their message across and if advertisements result in behavioural change.

All but one interviewee said that effectivity is defined by its marketing objective and most interviewees mentioned the use of KPIs as metrics to analyse the performance of advertisements on these objectives. The interviewees mentioned multiple KPIs and the ones that were most prominent were sales, awareness mentioned, brand image, purchase intention, brand preference and attitudinal change. Patricia Sonius was well aware of the most used KPIs. She mentioned the three that were most frequently mentioned throughout all interviews: "An effective advertising campaign is when you can achieve your objectives. And that is often either increasing brand awareness or improving your image or reaching a certain conversion by selling your product or service."

Through all interviews it became apparent that factors that influence effectiveness and

attention can be divided in media factors and creative factors. During most interviews it was even explicitly mentioned that advertising comprises choices in media and in creative. Patricia Sonius mentioned that they approach the effectivity of advertisements via two ways: "On the one hand by insights on the effectivity of the creative and on the other hand by reaching the right target group at the right time by choosing the right media.". The following quote of Mirte van Deursen shows that attention also can be drawn in two ways, namely via the creative of advertisements and via media choices: "… through creation, through the message, through the way a brand distinguishes themselves, by making the right choices about where and when to distribute, moment of broadcasting or distributing and position in a commercial break.".

Most interviewees, including Edwin Rietberg, mentioned that the creative is ultimately most important: "Creating attention for advertisements is really important. If the characteristics of the channel where you are distributing do not contribute to the level of attention consumers have for your ad, you have to create it yourself in the message.". Thus, media buying choices can influence the likelihood that someone will pay initial attention to an advertisement and when a medium does not necessary foster for high attention, creative can. Moreover, creative influences the likelihood that someone will keep on paying attention after this initial attention is achieved. Lucas Hulsebos illustrated this after he mentioned that that pre-rolls always attract initial attention because consumers want to see the content of the video that follows and said: "As soon as you can click to skip the rest of the ad you do it. Unless there is something within the ad that triggers you to keep watching." Nevertheless, a few interviewees mentioned that the creative is of no use if there is no initial attention from consumers.

4.1. How do experts in the Dutch media industry perceive attention?
4.1.1. The role of attention within the effectivity of advertisements: no attention, no effect
When asking about the role of attention within the effectiveness of advertisements, all interviewees said that attention plays an essential or even crucial role and is the first step for effect. Arno Witte, for example, expressed this the following: "I actually think that nothing happens if you don't attract attention. I think that attention is a crucial factor in whether the message achieves the desired objective.". Some interviewees said that attention is a basic condition for sorting effect. A few mentioned that advertisers often assume that their ads get attention, however that is most often not the case in the current attention crisis: "So attention is essential. It is the first stage. It is incredibly important and also very often forgotten or assumed by advertisers that it is there, but the main problem of advertising is that it does not get attention." (Lucas Hulsebos).

Most interviewees mentioned something about attention being scarce, without being asked about it: "I think that achieving high levels of consumers' attention for advertisements is quite difficult nowadays." (Arno Witte). They commented on consumers' habit to find ways to avoid advertising

using television recording systems and AdBlockers, consumers' habit to block unnecessary information, consumers' short attention span due to information overload and the need for fast brand and product identifiers whenever advertisers want their ads to still be effective, as well as attention triggers in order to keep consumers' attention for a longer time span.

4.1.2. Defining attention

The interviewees were not asked about their definition of attention. However, when they talked about attention two different ways of defining it became visible, which do not exclude each other, some interviewees mentioned both. One way of defining it is that someone pays attention when an advertising message is processed in the brain and the other way of defining is that someone continues consuming an advertisement after a first encounter. The interviewees made clear regarding the latter, that people can show different levels of attention based on whether that first encounter sparked their interest.

Attention involves brain processing

Along with others, Menno van der Steen acknowledged that attention is a quite complex concept that goes deeper than just seeing something and always involve brain processing: "Attention is a mix of things, not only whether people watch, but also whether they feel like watching and encourage their brains to do something with it, and to carefully process that information.". A few interviews, like Inge Monsees, added to this that paying attention does not mean anything for how an advertisement is received: "The absorbing of information and allowing messages to the brain, that is what happens when attention is paid. But how your brain will process that information eventually. Yes, that is a completely different question.".

Attention involves different levels based on the attention sparked through the first encounter

Several interviewees said that people can have different levels of attention. A quote of Martin Leeflang illustrates this: "Attention is the number 1 necessity for effectiveness, however that attention can emerge in different forms and sizes.". A great number of interviewees mentioned that first a consumer consciously or subconsciously decides whether or not to watch and that from there a certain level of attention is established: "Attention is the difference between whether or not somebody wants to watch, and when he or she watches, the amount of attention it gets, so the involvement someone has in watching." (Lucas Hulsebos).

A few interviewees, including Merel Tukker, mentioned that higher attention levels increase the impact of an advertisement: "But I do think that the level of attention is important for the effect, for the size or amount of effect.". However, the vast majority believed that advertisements that receive low levels of attention can still be effective: "People came to understand that 100% attention is not needed, but that at least a degree of attention is required for people to understand the message."

(Brenda Kompier). From the interviews four explanations for this became apparent, namely distinctive brand assets, relevance, repetition and semi-conscious processing. Several interviewees mentioned that consumers in a low attention state can still get a grasp of what the advertisement tries to convey, and advertisements can still be effective, if distinctive brand assets are used. Martin Leeflang explains how this works: "An advertisement's message can penetrate through familiar tunes even when consumers have low attention. Then advertisements still cause effect even though consumers are not looking. So, distinctiveness, if advertising is really recognizable for the brand, it gets processed easier.". Moreover, relevance can cause consumers to switch to a higher attention quickly: "Because it is relevant to you, you can still pick it up when you were in a very low attention level." (Edwin Rietberg). Several interviewees said that low attention levels should not be a problem for effectivity, if an advertisement has been consumed by the consumer before: "But I also think that with low attention an ad can be quite effective, because I do believe that if you hear or see an advertisement in the background ten times, it can also have an effect." (Merel Tukker). Another explanation, often used by interviewees, why advertisements consumed using low levels of attention can still be effective is because people can subconsciously process information.

4.1.3. Media experts do not see eye to eye when it comes to which media are most likely to facilitate a high level of consumers' attention

The interviewees were asked to divide a 100 percent for each different media across three different levels of attention, (almost) none, low and high attention, based on how they perceive consumers' attentiveness for advertisements on these media. The results of this activity are visible in Table 3. It is important to note that three of the nine interviewees were not able or willing to fill in the table as intended, because they considered themselves not having the knowledge to do so or because they thought it was impossible to do so since they believed that there is no average advertisement. The latter was supported by arguments as: different media can be watched on different devices, watched by different socio-demographic groups, can include advertisements of different sizes, can be targeted or non-targeted, etc. However, two of the three interviewees where still able to make a list from highest to lowest attention for advertisements on the different eight media. They both perceived pre-roll on VOD as attracting most attention and television commercials as second in line. They also both perceived online banners and video advertisements on social media as attracting the least attention.

Table 3 shows the mean and standard deviation of the interviewees' perception of consumers' attention per medium. Since Table 3 is based on data of few people, the table is not representative for the perception about attention of all media experts and cannot be generalized. Nevertheless, this table represents the perception of this thesis' interviewees. As also visualized in Figure 1, it appears that the interviewees perceived that consumers have the highest attention for radio advertisements, print advertisements and pre-rolls on VOD, and the lowest attention for video advertisements on social media and online banners. What strikes most about this table is the high standard deviations, meaning

that the interviewees did not share the same view on consumers' level of attention for advertisements on different media. Only for online banners, television commercials and radio advertisements, interviewees seemed to agree a bit more. According to the interviewees online banners do mostly attract almost no attention, television commercials are mostly consumed with a low level of attention and radio advertisements are almost never consumed with (almost) no attention.
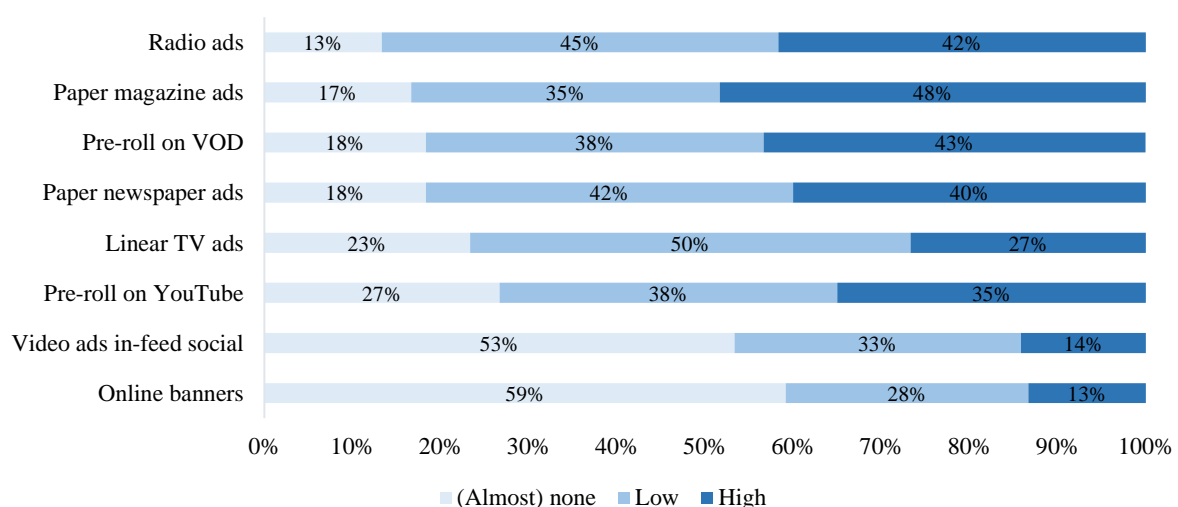
Table 3

The mean (M) and standard deviation (SD) of the interviewees' perception of consumers' level of attention in percentages per medium.

Medium	(Almost) none M(SD)	Low M(SD)	High M(SD)
Radio ads	13.33 (8.16)	45.00 (18.71)	41.67 (21.37)
Paper magazine ads	16.67 (17.51)	35.00 (10.49)	48.33 (18.35)
Pre-roll on VOD	18.33 (11.69)	38.33 (11.69)	43.33 (16.33)
Paper newspaper ads	18.33 (17.22)	41.67 (16.02)	40.00 (16.73)
Linear TV ads	23.33 (8.16)	50.00 (6.32)	26.67 (8.16)
Pre-roll on YouTube	26.67 (15.06)	38.33 (16.02)	35.00 (18.71)
Video ads in-feed social	53.33 (15.06)	32.50 (15.41)	14.17 (10.21)
Online banners	59.17 (12.01)	27.50 (9.87)	13.33 (7.53)

Note 1   This table is based on the data of six of the nine interviewees.

Note 2   This table is sorted based on (almost) none. The medium with the lowest percentage of consumers watching with (almost) no attention tops the list, because both low and high levels of attention can generate effect according to the interviewees and Nelson-Field and Ewens (2019).

Figure 1. Graphical visualization of table 3: the mean of interviewees' perception of consumers' level of attention in percentages per medium.

4.1.4. Attracting attention: its many influencing factors

Throughout the interviewees numerous factors that influence consumers' attention for advertisements became apparent. These could be divided in three sub themes: creative, consumer and media.

Creative

As described in the paragraph 'Advertising comprises choices in media and creative', the creative of an advertisement can have an effect on whether consumers continue paying attention to advertisements after an initial encounter. Throughout the interviews it became clear that there are several attention triggers that help achieving this: "You always need a point of attention, an attention trigger." (Arno Witte).

The most mentioned attention trigger was emotions: "Advertisements that evoke a very strong emotion and cause people to laugh get goose bumps or a higher heartbeat, are the most successful and the easiest to process in the end." (Inge Monsees). Furthermore, seeing or hearing about a good deal or discount within an advertisement can cause for higher levels of attention: "It can also be a very good offer causing people to want to pay attention to see where they can buy it." (Inge Monsees). Attention can also be triggered by showing people in the advertisement, preferably famous people: "A celebrity, Max Verstappen, everyone knows him. An advertisement with Verstappen is very different from an advertisement with an unknown person." (Menno van der Steen). Additionally, music is also an attention trigger that has even more influence on attention when the consumer knows the song.

Consumer

There are several factors that influence whether someone has attention for advertisements that fit within the consumer sub theme, this sub theme consists of five codes: consuming, content, surroundings, relevance and expectancy. In short, the level of attention can be affected by the way consumers consume media, the consumers' want to consume the content around the advertisement, the environment the consumer is in while consuming, the relevance an ad has to the consumer and if the consumer expects advertisements.

Consuming. While consumers consume media, they have different reasons to do so and they can show different ways of consuming. All but one interviewee mentioned that the intensity of media consuming affects the level of attention consumers have for its advertising: "If a medium is watched with more attention, commercials will also be watched more attentively." (Edwin Rietberg). For example: "In the cinema it is much more difficult to shift your attention during advertisements, because you sit there to watch a movie intensely." (Menno van der Steen). Additionally, several interviewees mentioned that task orientation and motivation influences attention. Since consumers consume most media not for their advertisements and are consuming quite purposefully, their eyes follow accordingly resulting in low levels of attention for advertising. When consumers are consuming less focused on their task with another motivation, advertising can have more effect: "So, are you

going to relax, entertain or inform yourself? These are all factors that determine the degree of attention you pay to the advertisements on that media." (Mirte van Deursen). Furthermore, several interviewees, including Edwin Rietberg, mentioned that attention will be diminished if consumers multitask during media consuming: "The more you multitask or multiscreen, the more you have to divide your attention between different channels.".

Content. A great number of interviewees mentioned that attention can also be influenced by the want of a consumer to consume the content around the advertisement. Patricia Sonius gives an example: "When watching YouTube whilst cooking, less attention is paid to the content and pre-rolls around it. When you want to watch Mark Rutte's speech, you will do so with full attention and also pay more attention to the pre-rolls.". Moreover, some interviews mentioned that attention can be positively influenced when a consumer consumes a medium because of his or hers personal connectiveness with (the creator of) the content, for example a certain influencer or magazine that a consumer likes. However, a few mentioned that the want to see the content surrounding the advertisement can also diminish attention to advertising a bit since they disturb the content, leading consumers to actively avoid them.

Surroundings. Most interviewees mentioned that the place where the consumer consumes media can also influence their level of attention to advertisements due to the alternative and the amount of noise: "I think that the environment in which you see the expression, as the viewer itself, also plays a role." (Merel Tukker). Some examples mentioned during the interviews were that consumers' attention is highest in the cinema, because there are very few opportunities to do something else and less distraction, and that there is often more noise and distraction in the train than at home causing consumers to have less attention to advertising.

Relevance. If an advertisement is relevant to a consumer, the consumer will have more attention for it. Advertisers can attract the attention of consumers by understanding their needs and by targeting them: "If you know what a consumer wants and in what phase of the purchasing process he is. Then you can serve a relevant message, causing his attention to be automatically greater for your message." (Edwin Rietberg). Retargeting is a form of targeting and also effective in increasing consumers' attention levels. This was addressed by several interviewees including Arno Witte: "This increases the attention for the advertisement and especially because the consumer already shown interest in the product before, for example by putting the product in the web cart without buying it.".

Expectancy. Several interviewees mentioned that whether a consumer expects advertisements can influence their attention towards them: "Certain media simply work better in combination with advertising, because consumers expect to encounter that there." (Edwin Rietberg). However, some interviewees said that expectancy can also negatively affect attention. Brenda Kompier said that it can influences both in a positive and negative way: "People are familiar with it, so there is more acceptance, and that positively affects consumers' attention. However, the commercial break is also the moment they can do something else. Therefore, I expect attention to be somewhere in the middle.".

Media

There are several factors that influence whether someone has attention for advertisements triggered by the media on which the advertisement is shown, this sub theme consists of five codes: media consuming, media surroundings, senses, visibility and magnitude. In short, the level of attention can be affected by the way a medium is typically consumed, by the content that surrounds an advertisement on a medium, by the media's ability to trigger senses, by how the media caters in an advertisements visibility and by the length and quantity of advertisements on a medium.

Media consuming. Every media comes with its own usage characteristics and consumers show different consuming habits when it comes to consuming different media. A great number of interviewees acknowledged that the level of attention can be affected by the way a medium is typically consumed, for example: "Advertisements on social media have the least chance of being attentively viewed, because people's entire behaviour on social media is not based on that. It is much more focused on scrolling through it as quickly as possible." (Lucas Hulsebos). Some interviewees mentioned that on some media, advertisements are used as an exchange mechanism which help increase attention for advertisements. The positive effect of agreeing to watch an advertisement in order to be able to consume content, was mostly mentioned in relation to pre-roll advertisements on VOD and YouTube. Lucas Hulsebos also gave another example: "On play Candy Crush, I can get an extra life if I first watch a commercial and I am willing to do that. Watching advertising has become a kind of exchange mechanism.".

Surroundings. Most interviewees mentioned that the content that surrounds an advertisement on a medium can influence consumers' level of attention to advertisements. This happens via two ways: the alternative surrounding the advertisement and the congruency between the advertisement and the media content. The alternative surrounding the advertisement on the medium, also known as spatial clutter, affects consumers' attention. Firstly, an advertisement has to become noticed by the consumer: "Do they notice the ad at all when it is somewhere between the clutter?" (Martin Leeflang). Secondly, an advertisement has to stand out between the clutter: "I can imagine that the crowdedness around the ad can also make a difference in terms of attention, because then you are in a media environment where all sorts of other things also attract attention." (Inge Monsees). Thus, the more a medium contains spatial clutter, the less attention is paid to the advertisement. Furthermore, consumers' attention can be positively influenced when the advertisement is in congruence with the content on the medium: "If the advertisements match the context, you will consume them along with the content." (Mirte van Deursen). Moreover, Inge Monsees mentions that advertisements that are congruent to the context can be understood within just a few seconds: "If it fits very well with all the article around it, you may be able to realize a very big effect with shorter attention. If not, you may need longer attention.".

Senses. A great number of interviewees, including Menno van der Steen, mentioned that the media's ability to appeal to the different senses of people, can influence whether they have attention

for advertisements: "The more senses are appealed to via the medium, the more attention gets attracted.". If an advertisement includes audio consumers will have more attention for it. Moreover, some interviewees mentioned the positive influence of a higher volume. Many interviewees mentioned the difference between listening to radio on the background in the office or louder in the car. Some interviewees believe that adding a visual aspect to the audio will increase attentiveness even more and a few interviewees believed that dynamic visuals are consumed with more attention than static ones.

Visibility. Most interviewees mentioned that the advertisement's visibility within the medium is very important for whether consumers pay attention to it: "If an advertisement is poorly seen due to poor visibility, it does not attract attention and then it quickly ceases to have effect." (Mirte van Deursen). Some media cater for better visibility than others. Visibility can be affected by the size of the advertisement, the size of the screen and advertisements' media coverage. Most interviewees agreed that an advertisement will attract more attention when it is bigger. Besides the size of the ad itself, the size of the screen it is displayed on matters as well according to some interviewees. However, few had a contradicting perception about that, saying that smaller screens are often watched more attentively. All interviewees agreed that if an advertisement covers the whole size of the medium, it attracts more attention, also because it side-lines media clutter.

Magnitude. Most media have a typical amount of advertisements surrounding its content and video or audio advertisements often have a typical length. A great number of interviewees mentioned that consumers' attention levels can be affected by the length and quantity of advertisements on a medium. Consumers have less attention when more advertisements are visible within eyesight in print media, social media and online banners. For TV, radio and pre-roll, the amount of advertisements being shown after each other, negatively affects attention. Arno Witte gives an example regarding the latter: "A commercial break is about five minutes long, so after a few commercials you might start doing something else. For YouTube you only have one video advertisement, which is short enough for consumers to keep watching". Some interviewees mentioned that also the length of the commercial itself matters and that shorter ads are consumed more attentively.

4.1.5. Cross-media approach: which factors influence the attraction of attention for which media
As can be seen from the previous paragraph there are numerous factors that can influence whether advertisements are able to attract consumers' attention. Some factors play a bigger role for specific media than others, and some are specifically related to some media. This paragraph rapports on the results on which factors were found to play a role for which media.

Radio ads
Some interviewees mentioned that attention for radio ads is quite high because of expectancy and because consumers are used to it. Several interviewees mentioned that radio ads might be consumed more attentively than television because people show less zapping behaviour and also walk away less

often for radio. While a few interviewees thought that consumers listen to radio advertisements with a low attention, because it triggers less senses, several interviewees mentioned the positive effect of radio being a medium that uses sound: "You always catch something of the sounds…. They are always present, so almost no attention is very low for radio." (Arno Witte). Many interviewees mentioned the importance of volume, intensively listening and listening environment, for radio advertisements to be consumed attentively: "When you are in the car, you are in your own cocoon really listening to radio specifically. Otherwise you have it on in the background.... Then you pay less attention to the advertising." (Mirte van Deursen). Distinctive assets can be used to increase the potential effect of radio advertisements that are listened to less attentively: "For radio, the distinctive assets, like the jingle, are very decisive in the level of effectiveness." (Martin Leeflang).

Paper magazines ads
Almost all interviewees' comments regarding their perceptions on consumers' attention towards magazine ads were positive. Only one interviewee thought that magazines are read less intensively then newspapers. Many other interviewees, like Martin Leeflang, described the exact opposite: "This is a medium that you consciously choose to consume. They are often read intensively. Therefore, the attention span will also be higher." The way magazines are consumed helps increasing attention for their advertisements: from the consumer perspective "it is a medium for which you really sit down" (Mirte van Deursen) and when looked at from a media perspective, "the way magazines are read, cater for high attention. You just browse all the way through." (Brenda Kompier). The most mentioned factor that affects attention for magazine advertisements was congruency between advertisements and media content: "Consumers read magazines because they enjoy that specific topic. The ads often match the magazine's context, therefore they will like those more as well" (Merel Tukker). Additionally, some mentioned that people expect and want to see magazine advertisements: "The ads often display those products that people like and want to see, or photos that are really beautiful, so I think that attracts more attention." (Menno van der Steen).

Pre-roll ads on video on demand
The interviewees mentioned almost only factors that positively influence attention towards VOD pre-rolls. The way VOD is consumed helps increasing attention for pre-rolls: from a consumer perspective "… you can decide yourself what to watch. So, then you sit down being really ready for it and its pre-roll." (Merel Tukker) and when looked at from a media perspective the exchange mechanism has positive effect on attention. Consumers willing to watch pre-rolls in exchange for the VOD's content. Additionally, some commented on the length of the content that follows after the pre-rolls, mentioning that VOD is in advantage of YouTube in terms of attention because VOD content is longer, therefore the exchange mechanism offers a better deal. Furthermore, several interviewees mentioned the positive influence of consumers being almost forced to watch pre-rolls: "You are most forced to keep

watching, resulting in a greater commitment to do that." (Lucas Hulsebos). This also relates to the high screen coverage of VOD pre-rolls: "You cannot escape it… That pre-roll will just show up clearly visible and people will just watch it." (Brenda Kompier). Several interviewees mentioned that the magnitude of pre-rolls positively affects attention: they are short and often few are showed sequentially.

Paper newspaper ads

For newspaper ads, mostly consumer factors that influence attention where mentioned. Several interviewees mentioned that consumers consume newspapers intensively with a high involvement and some mentioned the positive effect of consumers choosing consciously to start reading a newspaper: "In the morning at breakfast or in the evening to relax after work. I literally distance myself from everything else. The newspaper functions as a screen to the outside world and my full attention is therefore the a medium." (Edwin Rietberg). The consumer factor 'motivation' was also mentioned by some interviewees, mentioning that newspapers are often consumed to read information and therefore they are also interested in information on good sales offers or new products or services. Furthermore, some mentioned that the low congruency between advertising and newspapers' content decreases attention. Still, the overall perception of attention to newspaper ads is quite okay. This is in line with what Martin Leeflang saw in his eye-tracking research: "Most people read and scan headlines. Moreover, the possibility that the eyes go to the advertisements once or twice for a few seconds is quite present, so there is attention for advertising in newspapers.".

Linear TV ads

A great number of interviewees mentioned that consumers often start doing other things when commercial breaks starts. They often related this to the magnitude of television commercials. According to them, the quantity of sequential commercials, make commercial breaks lengthy resulting in lower attention levels. Other interviewees, including Menno van der Steen, related that behaviour to the consumers' expectancy of commercial breaks: "You can easily recognize commercial breaks... and that is why consumers can easily avoid it. They often shift their attention.". Other behaviour shifting the consumers attention away from the commercials are zapping, multitasking and multiscreening. Thus, there are several ways to avoid looking directly to TV commercials, however according to the interviewees this does not mean that there is no attention at all for them. Many interviewees mentioned that when commercials are not actively watched they can still attract some attention because of the sound. Furthermore, TV can clearly convey an advertisements' message when consumers are paying that initial attention, because of its screen size, screen coverage, dynamic visuals and sounds. Edwin Rietberg mentioned that analysis show that TV commercials get processed and cause effect: "People always say that have little attention, but they can still recall commercials. Somehow they did have some attention…When we run TV campaigns, we see an increase in KPIs which is only possible when

commercials are somewhat attentively consumed.".

Pre-roll ads on YouTube
Pre-roll ads on YouTube share quite the same factors that can influence attention as pre-rolls on VOD, for example, the big screen coverage and advertisement magnitude: "You cannot escape the pre-roll and it is quite short, so it is not worth it shifting the attention. YouTube's pre-rolls are also quite in your face." (Martin Leeflang). However, pre-rolls on YouTube are often skippable and, according to the interviewees, consumers often have a lower want to consume YouTube videos than VOD content. Where VOD pre-rolls were perceived to be watched intensely, attention for YouTube pre-rolls depend on whether the consumer is motivated to watch a video intensely, for example consumers sometimes watch YouTube as something that plays in the background or to fill left over time. Based on this the impact of the exchange mechanism can also vary, because its effect depends on whether someone really wants to watch the video, according to several interviewees. Moreover, this mechanism works less well if the YouTube videos afterwards are short: "Then pre-rolls appear to often which is very annoying resulting in you paying less attention. Or skipping them." (Menno van der Steen). Bringing us to the other difference between VOD and YouTube pre-rolls. Most interviewees do not think skippability changes much for consumers' attention to pre-rolls. Additionally, some said that relevancy affects attention more than skippability: "I don't know if forced exposure would increases attention. After five seconds people already know whether it is interesting or relevant to them or not. If not, they will not process the pre-roll's information." (Edwin Rietberg).

Video ads in-feed social
The interviewees almost mentioned solely factors that explain why video ads in-feed social are watched with low attention. While analysing it became apparent that only a good creative, the use of attention triggers as influencers and targeting can increase attention for these advertisements. Media consuming factors were most mentioned; a great number of interviewees mentioned that attention to video advertisements is diminished because of the consuming habits of social media: "… you are in your own context and you scroll through it very fast." (Mirte van Deursen). Moreover, most interviewees mentioned something about the media factors visibility and surroundings, saying that video advertisements on social media can easily be avoided because they often have visibility problems, a low screen coverage and thus more spatial clutter around them. Furthermore, they mentioned that few senses are triggered for these video ads since they often should be clicked on in order to see them with audio: "… meaning that if you don't watch it, you won't get any of it." (Arno Witte). All but one interviewee also shortly mentioned consumer factors that illustrate why attention levels are low for video ads: consumers do not expect ads on social media and are task orientated when scrolling through social media, making the avoidance mechanism strong. They want to consume the actual content of social media, such as friends' posts, and not the advertisements.

Online banners

The interviewees agreed that online banners attract low attention levels, Arno Witte mentions to recall that: "About 50 percent of banners are not seen by people which is really a substantial share". All interviewees mentioned visibility and surroundings factors and said that banners have a low screen coverage and appear between a high amount of clutter: "They are often in crazy places and often small. Therefore, easy to miss." (Menno van der Steen) and "My gut feeling based on research is that digital gets less attention, because the abundance of clutter there." (Inge Monsees). Additionally, magnitude also affects attention negatively: "The number of banners is so dramatic that people are programmed to ignore it." (Edwin Rietberg). Furthermore, the way media on which online banners appear is consumed diminishes consumers' attention, according to some interviewees mentioning the short average reading time of a web page and the possibilities to click through and scroll away easily. Besides these media factors, consumer factors also influence the attention for online banners: consumers consume online pages because they want to read the content, that motivation for information and their focus on that task diminishes the chance they consciously pay attention to banners. In relation to this, a few mentioned banner blindness, including Menno van der: "People who use online pages are focused…, the advertising only distracts. So, they try not to see that as much as possible. It's called banner blindness.". Attention to banners can be influenced positively by using a call to action as attention trigger, by increasing the banner's size and by targeting the consumer.

4.2. How do experts in the Dutch media industry measure attention?

First, direct and indirect ways of measuring attention are described. Afterwards, a paragraph on the interviewees' perception of the best way of measuring follows.

4.2.1. Methods to measure attention

Some interviewees mentioned explicitly that attention can be measured directly and indirectly. All interviewees were aware that direct ways of measuring are most valid, yet indirectly measuring is most often done.

Indirect

When attention is measured indirectly, marketeers assume attention was given to advertising based on the effects that the advertisements brought forward. The most mentioned and commonly used ways of indirect attention measuring is backwards engineering on recall and using data on sales. Several interviewees mentioned that recall is often used to measure attention: "With backwards engineering, if people recall something they have been exposed to, you can say that they probably also paid attention because they remembered the message." (Edwin Rietberg). However, some think that recall does not

measure attention, like Lucas Hulsebos: "You can ask people afterwards whether they recall seeing something, but it actually does not measure attention, it measures your memory." Moreover, Merel Tukker mentioned that research with eye-tracking devices, show that recall is a poor measurement: "People often say they do not recall a banner, while we know they have seen it five or ten times.". Some interviewees said that companies often think about attention using backwards engineering on sales data: "Measuring attention is difficult, therefore companies often compare reach and effect. If 10.000 people were reached and that resulted in 1.000 extra sales, then consumers had attention for their advertising." (Arno Witte).

Direct

The best way to measure attention is direct, so when people look at something, determining or registering whether they see something. For example, for video advertising you can measure how long people continue to watch with their eyes directed on the advertisement. Measuring attention in a direct way is needed because "if someone has a 100% completion rate, you are still not sure whether that person paid attention to the video, or maybe did something else while it played" (Arno Witte). Several interviewees mentioned that there is more technology nowadays to correctly measure that direct attention. The most mentioned direct methods were neuro measurements, eye-tracking, facial coding and controlled experiments.

A great number of interviewees mentioned neuro measurements in order to measure attention. They mentioned this method's mayor benefit: "It measures implicit processing which is needed because attention is also based on implicit processing, and neuro measurements let people watch content to see what happens in their brain." (Inge Monsees). Unfortunately, according to the interviewees, neuro measurements are expensive and labour intensive. Furthermore, some interviewees mentioned that ICT scanners are not natural environments and that measuring advertisements fully from start until finish is not ideal when measuring attention. A few mentioned that neuro measurements using EEG are more natural. Moreover, a few interviewees mentioned that neuro research is still quite new and has yet to be formed: "Therefore, it is not sure if we know exactly what we are measuring: we see things but what is underneath, what does it mean and what is the reason behind it?" (Mirte van Deursen). However, according to Martin Leeflang: "The Netherlands, together with Australia, is the leader in the world when it comes the use of instruments in research. We are quite far with neuro techniques…, but especially in that we know how to use and interpret it.".

A great number also mentioned eye-tracking which can be used "to follow people's eyes to see where their attention is on the screen." (Arno Witte). Using this method, it is visible whether consumers look at the advertisements and if they look at the right things within it. Eye-tracking can be very useful since it can be tweaked based on a researcher's priorities while measuring. For example, when eye-tracking is done in a lab it is less expensive, and when eye-tracking is done in a survey via camera calibration on a device, the media and consumer environment are more natural, but exposure is

still forced. Moreover, eye-tracking measures can be done even more natural by letting participants go grocery shopping in real supermarkets wearing eye-tracking glasses, but those are expensive studies. The cheaper variant is to recreate the grocery shelfs virtually.". Furthermore, another variant is mouse tracking, which allows most for measuring natural behaviour since mouse tracking tools can be implemented on websites resulting in consumers not being aware that their attention is measured. However, a downside to this might be that the mouse does not always go to the same places the eyes go.

Some interviewees mentioned facial coding that can measure emotions, and this contains information about attention: "Neuroscientists are quite clear about this: if there is a high level of emotion, your brain produces dopamine. Dopamine ensures that what you see is better remembered, so it makes your memory work better." (Martin Leeflang). Thus, if advertising results in a change of emotion, they are better remembered and if emotions change within a commercial break you can see which commercial receives most attention. However, also facial coding is based on forced exposure. Lastly, controlled experiments can be especially useful to measure directly when a study is cross-media and when it "…is hard to measure in its natural environment." (Inge Monsees), for example when a media platform does not allow for data collection, like YouTube or Facebook.

4.2.2. Most valid method to measure attention

Natural consumer environment and natural media environment

Lots of interviewees mentioned that attention should be measured in the consumer's natural environment in which they can show their natural behaviour. Meaning that they are never forced to watch something, and for example can walk away or multitask during commercials. Moreover, it appeared to be important that the people that are being measured see the advertisement in its natural media environment, for example an advertisement that will be distributed on Facebook should be measured on an actual Facebook feed. Based on those two conditions of good attention research Lucas Hulsebos said that: "The very best way would be to put a chip in all humans to see everything they pay attention to and measure the entire natural behaviour, but of course you can't, so you're always talking about research." The following paragraph describes what the interviewees perceived to be the best research method to measure attention.

There is not one single method to best measure attention: how it is done matters most

The interviewees' perceptions on the best way to measure attention differ. They mentioned eye-tracking, facial coding, neuro measurements using EEG and camera observing. What those methods have in common is that they measure attention directly. Most interviewees added to their answer on which method they perceive as the best, as well that the use of natural environments is important when using this method. A few interviewees mentioned the method in which camera's record the natural behaviour of consumers in their natural environment, consuming advertisements in their natural media

environment. Since they perceived looking inside of all consumers living rooms using cameras as a bit unethical, they mentioned that a big panel should be used in order to be able to generalize the results.

Some interviewees said that methods should be combined, for example combining measuring brain activity with questionnaires, interviews or focus groups. Edwin Rietberg mentions: "Use multiple methods to measure attention. There is not one best way, but the combination of different methods is the best in my opinion.".

The importance of cross-media methods

A few interviewees mentioned the importance of finding a way to measure attention using a cross-media method: "Ideally, a very large study in which attention is measured in one way should be set up, keeping a close eye on measuring the same type of advertisements across media and taking out all the factors that influence attention." (Inge Monsees). Measuring attention cross-media is important for two different reasons, according to those interviewees. Firstly, to find a metric that media buyers and advertisers can use compare online and traditional media. The interviewees mentioned there is a need for one attention metric instead of the incomparable reach metric and impression metric, however an attention metric can only be made if attention on all media are measured the same way and if you can control variables for all media. Secondly, it is important that objective researchers are doing a cross-media research, because two interviewees mentioned that media/marketing bureaus that do attention research are often specialized on one medium. This is at the expense of the objectivity of the results:

Everyone promotes what is best for their own media, for example: TV has a lot of reach and is still the largest medium. In this way everyone promotes themselves and searching online for information on media effectiveness causes confusion. Researchers should try to paint a clear picture. (Arno Witte).

4.3. How do experts in the Dutch media industry act upon the knowledge they have about consumers' attention for advertisements on different media?

4.3.1. Attention is not leading in media buying

Buying media based on costs and reach

A great number of interviewees mentioned that media buyers are more often thinking about whether a medium should be used for their advertisements based on the attention that medium typically receives from consumers. Several mentioned that they started to realize that attention for online advertisements is often low and that impressions do not say much about attention causing them to choose other media. However, not many media buyers are planning their media based on their knowledge about attention. According to several interviewees, costs and reach are leading for media buyers: "So, if they don't have that much money they are going for an online ad, even though they know these attract less attention." (Brenda Kompier).

Buying media based on the advertisement's objective

The most mentioned reason why media buyers choose specific media, is that they base it on which one fits the campaigns' objectives most: "I think the media choice is made more from thinking about your objectives: Reach? Who is my target audience? What do I want to achieve? I don't know if attention is the most important overall drive." (Mirte van Deursen). Other interviewees took it more broadly, saying that it is often based on the overall effect a medium can create for advertising: "They look at the costs versus the effects a medium will bring regarding their advertisements." (Inge Monsees). Furthermore, some interviewees mentioned that some media buyers do not think about media's ability to attract attention at all when buying media, because they simply think that media agencies do not have enough knowledge about attention or because some advertisers think that the advertisement's creative is more important in attention attraction and therefore they buy media based on what media complements the creative best.

4.3.2. Use of the knowledge about consumers' attention in the Dutch media industry
Attention metric is needed

Most interviewees mentioned that media buyers would like to plan their media based on attention if there was a metric for it. They mentioned that knowledge about attention per media can certainly influence the medium plan, however "unfortunately, there is not one and the same metric in the market that we can use for that across different media. There is currently no standardized attention metric. That would be great if it existed, but there isn't." (Inge Monsees). Therefore, media buyers currently take only the knowledge they have about attention into account in argumentation on why certain media would work best while creating a media strategy. The interviewees mentioned multiple ways in which media buyers are already trying to incorporate attention when deciding on media. For example, by using their knowledge about how quick advertising is recalled on different media and about the way media is typically consumed. Martin Leeflang illustrated the latter: "Some media are looked at for a shorter timeframe. Therefore, difficult creations should not be distributed on those media. Outdoor banners, for example, can only contain seven words because of how it is consumed.".

Some advertisers would give everything for a little attention

An interesting way in which media buyers try to attract more attention to their ads is by planning different media at the same time for the same marketing campaign. This was mentioned by several interviewees, including Inge Monsees, who mentioned that new products should be shown on a visual medium, and furthermore added that the effect would increase if consumers also hear about it on the radio later that day: "I think that especially the combi is always very strong and that media reinforce each other.". Menno van der Steen mentioned that media planning is evolving, and some advertisers go all out for attention. He explained that research had shown that attention levels can be increased

whenever consumers are targeted on different media at the same time in a synchronized way. He mentioned that there is a media company that offers this. They buy a lot of the banner space that is offered on all websites, like nu.nl and Facebook, in time slots of three minutes so the banner can appear within the same timeframe as the television commercial. "Then they just hope that someone has seen the TV commercial and happened to be on Facebook where the banner was displayed as well. So, I think it is quite a lot of wastage, but attention is really crucial." (Menno van der Steen).

5. Results secondary analysis

Nelson-Field and Ewens (2019) researched the effect of medium types that contained video advertisements, namely TV, Facebook and YouTube, on attention and sales. The interviews confirmed that their way of doing research is a valid one, since they use multiple methods, measure cross-media, in a natural media and consumer environment where consumers can portray their natural consumer behaviour and exposure is not forced. Based on the results of these interviewees, it would be interesting to see whether Nelson-Field and Ewens (2019) found similar results regarding the level of attention different media can attract to their advertisements, whether media affects sales and whether advertisement length influences attention and sales for the different media. This interest resulted in the following sub question: *Do medium type and advertisement length affect consumers' attention for video advertisements and sales?*

5.1. Hypotheses secondary analysis

From the media Nelson-Field and Ewens (2019) researched, this thesis' interviewees perceived TV ads to be capturing most attention, closely followed by pre-rolls on YouTube and much more far behind were the video ads in-feed social media including Facebook. This resulted in the following hypothesis:

H1: TV advertisements capture most attention, followed by YouTube pre-rolls and the least attention is paid to Facebook advertisements.

According to the interviewees, attention is a condition of effect. A few academics also indicated that attention can predict actual sales. According to Sharp (2010), marketeers cannot generate sales if they fail to attract attention. Nelson-Field (2020) even states that there is a direct relationship between attention and sales. Based on the perception of the interviewees that TV ads attract most attention, followed by You-Tube pre-rolls and Facebook ads and based on Sharp and Nelson-Field, the following hypothesis was formulated:

H2: Buying behaviour increases most after consuming an advertisement on TV, followed by YouTube pre-rolls and Facebook ads affect buying behaviour the least.

Several interviewees perceived that the length of advertisements affect attention: the longer the advertisement, the less attention consumers have. Based on this perception, the following hypothesis was created:

H3: The length of advertisements has a negative effect on the attention level of consumers.

5.2. Results secondary analysis

5.2.1. Hypothesis 1: attention

Figure 2 shows that the participants had most attention to TV advertisements with an attention score of 80, meaning that they more often actively watch the ad than that they are passively avoiding the ad by looking towards the screen but not at the ad. While the latter is more often the case for Facebook (attention score: 63) and YouTube (attention score: 60) ads. They attract notably less attention than TV ads.
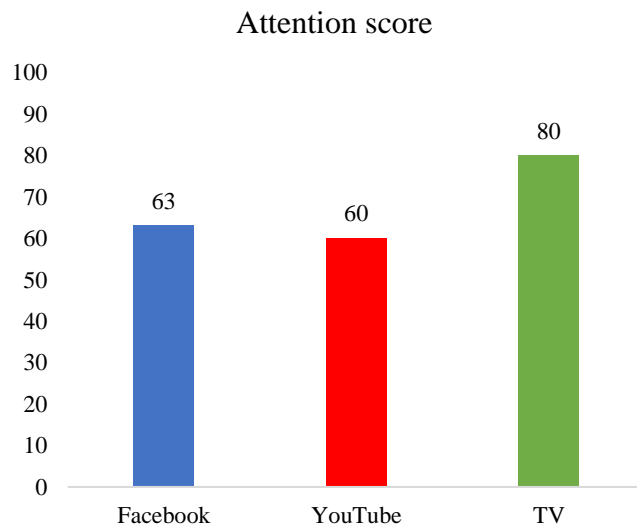

Figure 2. Attention score per medium.

Hypothesis 1 is partly supported. TV advertisements indeed capture most attention but are not closely followed by YouTube pre-rolls, as the interviewees thought. Facebook and YouTube advertisements are both watched with notably less attention than TV ads.

5.2.2. Hypothesis 2: sales

Figure 3 shows that advertisements on all medium types can influence sales. TV advertisements had the biggest impact on sales with a STAS score of 185, meaning that the participants that were exposed to the TV advertisement were 85% more likely to have bought the brand in question than those that have not been exposed the ad. YouTube ads follow with a STAS score of 138 and Facebook advertisements have the least impact on sales with a STAS score of 125.
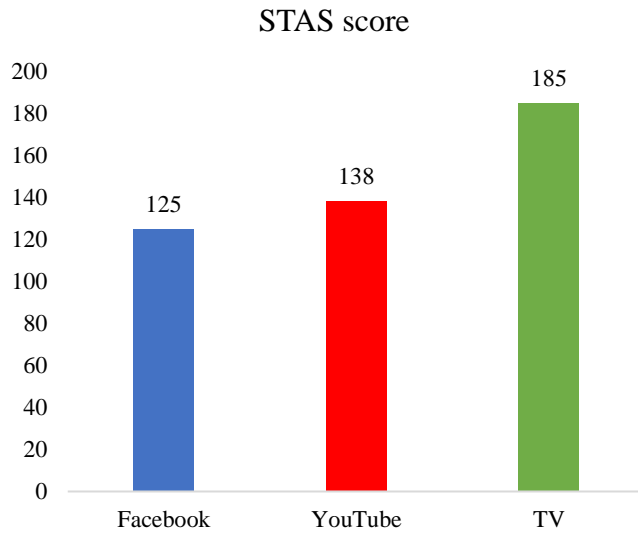
STAS score

Figure 3. STAS score per medium.

Hypothesis 2 is supported: buying behaviour increases most after consuming an advertisement on TV, followed by YouTube pre-rolls and Facebook ads affect buying behaviour the least.

5.2.3. Hypothesis 3: advertisement length

Figure 4 shows that advertisement length did not affect the participants' attention score for all medium types.
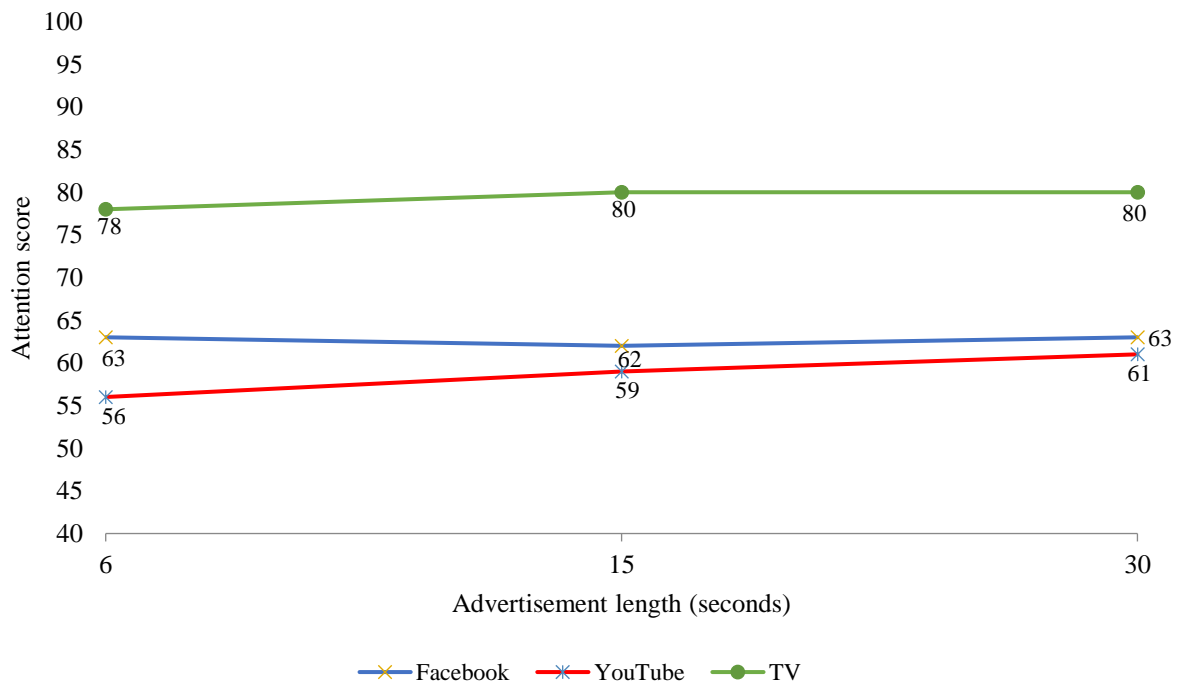

Figure 4. The effect of advertisement length on attention score per medium.

The interviewees perceived that longer advertisements attract less consumer attention. Yet, hypothesis 3 is rejected, because for all medium types the length of advertisements does not affect the attention level of consumers.

However, as can be seen in Figure 5, something interesting happens when looking at the effect of advertisement length on the STAS score. For all three media, the STAS score is higher for advertising videos of 15 seconds. Only slightly for YouTube and Facebook. However, for TV ads the STAS score differs a lot for the different advertisement lengths. TV ads of 6 seconds have no impact on sales (STAS: 64), ads of 15 seconds have a lot of impact on sales (STAS: 247) and for advertisements of 30 seconds the impact on sales notably decreases again (STAS: 154).
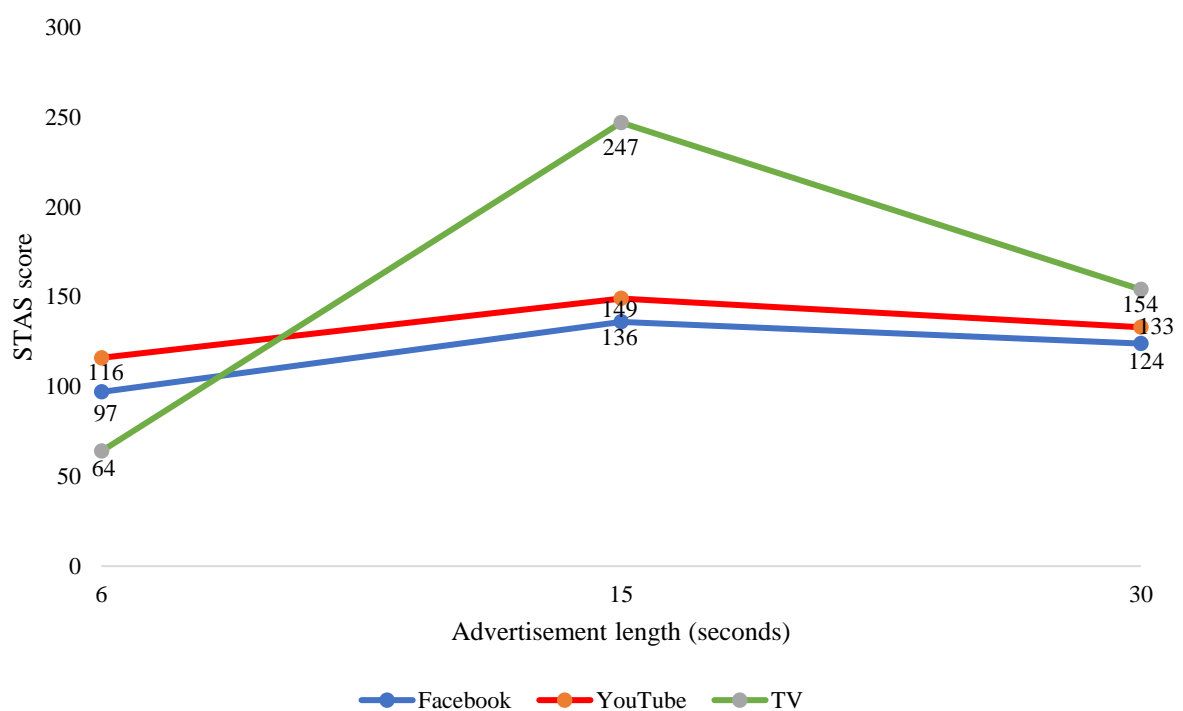

Figure 5. The effect of advertisement length on STAS score per medium.

6. Discussion and conclusion

6.1. Interpretation of the findings

All media experts acknowledged the importance of attention when measuring advertisement effectiveness. In saying this they shared the belief of many academics, like Bol et al. (2016), Nelson-Field and Ewens, (2019), Nelson-Field (2020) and Nilsson (2006) Most experts related this to the fact that attention is very hard to obtain in this current attention crisis, which is a topic that is extensively written about by academics (Davenport & Beck, 2001; Ha & McCann; Marchese, 2019; Nelson-Field, 2020; Sharp, 2010).

Most experts defined attention as a process in which something that is looked at, is processed in the brain. This was very similar to how Kahneman (1973) and Wagt (2016) define attention. They also mention that attention takes mental effort, processing and cognitive capacity and -energy. The experts did believe that there are indeed different levels in which consumers can have attention and that low levels of attention can indeed still be effective, agreeing with Nelson-Field (2020) and the results of her with Ewens (2019). The interview results showed advertising that is watched with low attention can be effective whenever repetition, relevancy or distinctive brand assets are used caused by people's ability to process things semi-consciously. The latter result is in line with what Nelson-Field says about people' default state of subconsciousness. The literature on advertising effectiveness also showed that repetition and relevance are attention triggers. Moreover, that using brand assets are indeed helpful in easily identifying a brands' advertisement, whenever someone already has some brand memory caused by those brand assets. Some experts mentioned that attention is an unconscious process, agreeing with several academics, such as Nelson-Field and Ewens (2019) and Lee and Ahn (2012) who concluded that unconsciously processed ads can change a consumer's affective state or purchase behaviour.

The perception of consumers' attention to different media differed a lot between experts. A possible explanation for this is that there are numerous factors that can influence whether advertisements are able to attract consumers' attention, as seen from the literature and from the results in chapter 4.1.4. The individual experts were possibly not aware of all the factors that play a role for a specific medium, resulting in different answers from experts, regarding the perception of attention on the different media. While, the experts were not able to paint a very clear picture regarding consumers' attention to different media, there results did contribute in identifying the factors that influence attention for advertisements and identifying which factors play a role for which media. Literature showed that attention levels can be affected by being relevant and by choices in creative and in media. The analysis of the interviews painted a more extensive picture. Not only media and creative affect attention, consumer factors also play a big role, such as the intensity in which a consumer consumes, task orientation and the environment the consumer is in. Just like in the literature, relevance seemed to be even the most important to attract attention, and can be done by targeting individual consumers. Interestingly, both the literature and the experts mentioned the media environment can cause harm to

consumers' attention for advertisements, for example media clutter, however the literature did not mention the effect of the environment that a consumer is in, but this was a very clear result from the interviews. When discussing the attention consumers have for online advertising the experts were mentioning the same factors that affect is as Nelson-Field (2020). From the results can be seen that the experts do understand that attention to advertisements works differently for all media, just like mentioned by Dentsu Aegis Network (2019).

The experts were aware of the things that are important when measuring attention in a valid way and mentioned all of the 'well-known' methods that were found within the literature to do so. They mentioned that a natural consumer environment and natural media environment are needed to validly measure attention, which academics also stress (Harrison, 2013; Liberali et al., 2016; Nelson-Field, 2020; Sharp, 2010). Interestingly, several experts made a difference between indirect and direct ways of measuring attention. This distinction was not described by the academics in this thesis' theoretical framework, however, is very useful in order to distinguish in quality of methods. Moreover, some experts mentioned recall to be good method, others to be a poor one. This is different from what contemporary academics say, lots of them believe that recall does not measure real attention (Harrison, 2013; Heath & Nairn, 2005; Nelson-Field, 2020; Nelson-Field & Riebe, 2018; Sharp, 2010). Several experts mention that using multiple methods to measure attention would be best. Recall can for example be used in combination with a direct method to increase validity.

The results show that the experts perceive media buyers to be wanting to buy media more based on what level of attention they foster for, however an attention metric to use in daily media planning is needed. Ebiquity (2020) and Nelson-Field (2020) also mention that this is needed, because the current metrics based on impressions and views are not saying anything about actual attention (Ebiquity, 2020; Marchese, 2019). Some experts claimed that there is a need for cross-media research is using multiple methods. The researchers that are doing these things, are Nelson-Field and Ewens (2019).

This brings us to the interpretation of the results of the second part of the thesis. A descriptive analysis was done on Nelson-Field and Ewens' (2019) data set. They identified the attention scores for video ads, TV, YouTube and Facebook, and their short-term advertising strength (STAS). This thesis' experts perceived TV ads to be capturing most attention, closely followed by pre-rolls on YouTube and much more far behind were the video ads in-feed social media including Facebook. A big difference was found between the experts' perception and the results from the secondary analysis. YouTube was not a close runner-up to TV, but it attracted even a bit less attention then the Facebook ads. Nelson-Field (2020) and Sharp (2010) claimed that attention can indeed predict sales and the secondary analysis showed just that. The media for which the experts perceived attention to be higher, had a higher STAS score.

Since most experts mentioned that advertisement length could affect attention, this was tested within the secondary analysis, however not found. Results of academics of the effect of advertisement

length were incongruent, and this this cannot provide more clarity on that topic. Reasons why the hypothesis was rejected might be that, According to Nelson-Field (2020), the length of the ad is irrelevant in achieving a sales impact, consistent branding quality throughout any length matters more. This was also found in research of Newstead and Romaniuk (2010): length does not matter when compensated by a more efficient branding execution for the shorter condition. This result once again shows that brand and product identifiers should be used early in the advertisement (DVJ Insights, 2020; Nelson-Field, 2020). A reason why the STAS score is so much higher for TV advertisements of 15 seconds as compared to 6 and 30 seconds, could be because TV foster for good message conveying because of the large screen coverage, as mentioned by some interviewees and Nelson-Field (2020), TV commercials of 15 seconds give enough time to clearly bring a message across and show the brand and product identifiers. Ads on social media, are just in general watched with lower attention, therefore length possibly does not influence STAS that much for these media.

6.2. Limitations and suggestions

In this paragraph, a critical note to the performed research is made. To start with the qualitative part: some experts mentioned once or more that they completed the table, which identified consumers' attention to different media, based on their gut feeling. This, however, is not a problem because the research question for the interviews clearly states that information is gathered based on the perceptions of the Dutch media experts. In future research, more experts could be interviewed. Nonetheless, since data saturation was met, conducting nine experts was enough for data gathering on defining attention, measuring attention, in finding out if attention is used in media planning and to identify what causes attention. However, the interactive activity, filling in the table on the experts' perception on consumers' attention, was very interesting. The results of that table were pointing into the direction that media experts do perceive some media to be a better fit to attract attention than other media, however the standard deviations were too big. A suggestion for future research is to execute the interactive activity with al larger amount of Dutch media experts or media experts in general to see whether the experts indeed perceive that advertisements on some media do indeed receive more attention than others. Furthermore, it would be interesting to hear the explanation of more participants, since the nine experts were sometimes contradicting each other.

Another threat to validity might have been that some experts defined attention as looking at something for a longer timeframe and others defined it as a brain process. How the experts defined attention and what they understood for low and high attention, could have affected the results regarding the table. Fortunately, their definitions did not seem to differ that much. This difference will not be a threat to the results ones this part of the research is repeated using a bigger sample of participants. Lastly, the experts were not all attention experts, which in the case of this study was not a problem because the research question was to find out what Dutch media experts already know about the topic. Only for the measuring question it could have mattered, maybe if they were all experts on

attention they would have a more universal look on what the best method to measure attention is. It would be interesting to examine this in feature research.

Regarding the validity of the secondary analysis, multiple things can be said as well. First of all, that it is a very valuable data set, in which attention was measured using high quality technology. The data gathering had cost around 1 million Australian dollars. Unfortunately, the raw data set could not be used, resulting in not being able to test significance for the hypothesis, since the gathered single-source data was not included in the available data set for the secondary analysis. Still the analysis gave some descriptive insights on whether the interviewees' perceptions on consumers' attention can also be found in a well-executed quantitative research that used a valid method. But unfortunately no major conclusions can be made based on the secondary analysis. Another threat to the validity of the results of hypothesis 3 is that the sample sizes for the advertisements of 6 seconds were too small to be able to generalize the results.

Furthermore, it should be noted that the results on the medium TV can be different from when the research should be done in the Netherlands since in Australia they have commercial breaks of 4-5 ads per 10 minutes. Therefore, the results of the TV condition might not be generalizable to TV viewers in the Netherlands, and this might be the reason why the experts perceived TV to be closer to YouTube in terms of attention levels of consumers. It would be really interesting to repeat the research of Nelson-Field and Ewens (2019) in the Netherlands, since their research method ticks of all the boxes of good research based on what the literature and the experts said. This would allow to compare the results between the interviews and the quantitative research better. In future research, it would be amazing if a cross-media study could be done, like the one of Nelson-Field and Ewens (2019), but then also including the other five medium types, thus not only social media ads and television, but also being able to test hypothesis regarding radio ads, print media ads, online banners and pre-rolls on VOD. This would be even more interesting because the expert perceived these media to show bigger differences in terms of consumers' attention. Most importantly, the results of research like that would allow for the emerge of an attention metric that enables media buyers to compare different media and finally include the actual attention of consumers when buying media.

6.3. Implications

These interviews contribute to the definition of attention and brought knowledge on the things that trigger attention. Moreover, most experts mentioned how difficult it is to measure attention. They often related this to the fact that media nowadays is more fragmented then before and consumers are consuming different media all at the time. Because of this, coming up with a good method to measure attention requires a lot of thinking. The cross-media part of this thesis was an easier first way to give an inside on consumers' attention and contributes in identifying what factors influence which media and in having a first overview of how experts perceive the consumers' attention for advertisements on

different media. Moreover, this thesis contributed in identifying how attention should be measured and in finding out which factors have to be controlled for when creating a cross-media research. Based on this thesis the advice is to conduct a multi-method cross-media research, measuring attention in a direct way to collect data on natural viewing behaviour in the consumers natural environment seeing advertisements in their natural media surroundings. While controlling for variables that can attract or diminish attention as mentioned in paragraph 4.1.4.

Furthermore, advertisers can improve the attention to their advertisements whenever they use the mentioned in paragraph 4.1.4 to improve their advertisements' creative and select a media which foster for higher attention levels. Moreover, relevancy is really important and often is the factors which can influence a consumer to show sudden levels of high attention. Moreover, TV broadcasters can improve attention for commercials on TV in the Netherlands by making TV breaks shorter. In Australia commercial breaks are around two minutes long and happen every ten minutes. The results of the secondary analysis showed that attention for TV commercials were substantially higher in Australia than the perception of experts of the attention of Dutch consumers to TV commercials. Moreover, experts mentioned that the magnitude of advertisements diminishes attention to them substantially, because people start doing different things.

Another interesting result that might have implications is that experts mentioned that it does not matter that much whether a consumer has a high or low attention for effectivity, as long as the consumers sees the right things in order to get a grasp of the message an advertisement is conveying. This might be an important finding, since in the current Attention Economy it is hard to capture high levels of consumers' attention. An implication for advertisers is to make sure consumers see the right things easily, by triggering attention using the mentioned attention triggers and by using brand and product identifiers in the first few seconds.

6.4. Conclusion

In order to answer the main research question and give a final conclusion, first the two sub questions are answered. The purpose of the qualitative part of this thesis was to answer the following research question: *How do experts in the Dutch media industry perceive attention, measure attention and act upon the knowledge they have about consumers' attention for advertisements on different media?*

Most significantly, experts in the Dutch media industry perceive attention as an essential aspect within advertising. According to them, there cannot be an effect of advertising without attention. They see attention as a very broad subject which can be attracted in numerous ways. Also, they acknowledged that it is hard to attract attention nowadays since the attention economy is in crisis. They all understood that, next to creative and consumer factors, also different media characteristics affect attention. The experts perceived online banners and social media video advertisements to receive the least attention with the vast majority of consumers paying (almost) no attention. The advertisements of print media, VOD and radio were perceived to receive most consumer attention,

Experts in the Dutch media industry have quite a good understanding about how attention can and should be best measured. However, they normally do not measure attention to find out if their advertisements are effective based on the amount of attention they receive. They acknowledge that a solid metric of attention for media planning would be needed, however that is not invented yet. Therefore, costs and reach, and whether a media is a good fit to the objective are still most important in planning media. In conclusion, media experts acknowledge the importance of attention, but media experts and buyers are not measuring attention towards their ads as a norm and they do not yet always base their media buying on their knowledge about consumers' attention, however the Dutch media industry is doing quite well. The Dutch are in the forefront of knowing how to use technology in order to measure attention well.

The sub question of the quantitative part of the thesis, *Do medium type and advertisement length affect consumers' attention for video advertisements and sales?,* can be answered as follows. Media affect the attention of consumers for video advertisements. In this secondary analysis based on data retrieved in Australia, TV advertisements capture substantially more attention than Facebook and YouTube advertisements. Moreover, the same pattern can be seen for the results of the effect of medium type on sales. STAS scores are considerably higher for TV commercials, than for Facebook or YouTube video advertisements. The length of the advertisements of all three media had no impact on the attention level of consumers. However, the length did seem to have an effect on sales. The STAS scores were a little bit higher for advertisements of 15 seconds. This effect was very visible for the medium television.

Based on those two sub questions, the main question can be answered: *What is the level of attention of consumers for advertisements within different media in the current attention economy?* The experts all mentioned that attention of consumers was decreased due to the current media environment in which consumers are overloaded with information. Some media are worse in being able to attract attention because they have for example more spatial clutter or a lower screen coverage, and thus performs less well on viewability. There are actually several factors that influence whether someone has attention for advertisements triggered by the media on which the advertisement is shown. Factors that can diminish attention based on media characteristics are: the typical using habits of consumers on a medium, the small amount of senses triggered by the medium, the media surroundings such as clutter, a low visibility and the long length and vast quantity of advertisements. Based on the quantitative analysis, it can be concluded that TV performs better than online video advertisements. This is similar to the perceptions that the media expert had. However, the interviews contained more media and showed that the advertisements of print media, VOD and radio were all perceived to receive even more consumer attention than TV advertisements were perceived. Therefore, as already described, it would be interesting to do a quantitative cross-media study to examine further to which advertisements on which media, consumers pay most attention. Ebiquity (2018) stated that all media have a valuable role to play, however it is still the question which media are most valuable in

attracting attention to their advertising. What can be concluded is that, like IP Belgium (2019) and Screenforce (2018) advised, advertisers should consider re-evaluating the media mix to ensure they optimize the combination of media for their brand, since online media is often bought based on reach and costs, while based on the perception of the experts and on what the analysis showed, these media foster the least in attracting to their ads.

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Appendix A Consent form

CONSENTFORMULIER DEELNAME AAN AANDACHTSONDERZOEK

VOOR VRAGEN OVER HET ONDERZOEK, CONTACTEER:
Evelien Edwards, edwards@screenforce.nl of 0640682042

BESCHRIJVING
U bent uitgenodigd om deel te nemen aan een onderzoek over aandacht voor reclame. Het doel van dit onderzoek is om de waarde van aandacht voor reclames bij verschillende mediumtypes te begrijpen. Daarnaast wordt er gekeken hoe aandacht gemeten kan worden en hoe de kennis over aandacht toegepast kan worden bij mediaplanning.

Wanneer u toestemt om een bijdrage te leveren aan dit onderzoek zal u geïnterviewd worden. De vragen van het interview zijn gerelateerd aan uw mening en gedachten over de rol van aandacht voor de effectiviteit van reclames.

Als u er geen bezwaar tegen heeft, zal ik een audio opname maken van het interview.
U bent vrij om er voor te kiezen om vragen niet te beantwoorden en/of uw deelname te beëindigen wanneer u wilt.

RISICO'S EN VOORDELEN
Er zijn geen risico's verbonden aan deelname aan dit onderzoek. U bent vrij om te beslissen of ik uw naam of andere identificerende informatie, zoals de naam van het bedrijf waar u werkt, wel of niet in het onderzoek moet gebruiken. Als u wilt, zal ik ervoor zorgen dat u niet kunt worden geïdentificeerd.

Ik gebruik het materiaal uit de interviews voor academisch werk, zoals verder onderzoek, academische bijeenkomsten en (online) publicaties. De resultaten van de geanalyseerde interviews zullen ook verspreid worden door Screenforce.

DUUR VAN HET INTERVIEW
Uw deelname aan dit onderzoek duurt ongeveer een uur. U kunt uw deelname op elk moment onderbreken.

BETALINGEN
Er is geen financiële vergoeding voor uw deelname.

RECHTEN
Uw deelname is vrijwillig en u heeft het recht om uw toestemming om deel te nemen aan dit onderzoek op elk gewenst moment zonder boete in te trekken. U heeft het recht om bepaalde vragen niet te beantwoorden. Alleen als u dat verkiest wordt uw identiteit bekendgemaakt in de resultaten die uit het onderzoek voortvloeien. Anders blijft uw individuele privacy behouden in alle gepubliceerde en schriftelijke resultaten van het onderzoek.

CONTACTGEGEVENS EN VRAGEN
Als u vragen heeft over uw rechten als deelnemer of ontevreden bent over een aspect van dit onderzoek, kunt u (indien gewenst anoniem) contact opnemen met Erik Hitters, hitters@eshcc.eur.nl (contactpersoon vanuit Erasmus universiteit) of Tom van Hulst, vanhulst@screenforce.nl (contactpersoon vanuit Screenforce).

ONDERTEKENEN VAN HET CONSENTFORMULIER

Als u dit toestemmingsformulier ondertekent, is uw handtekening (indien gewenst) de enige documentatie van uw identiteit. Het is niet verplicht om dit formulier te ondertekenen. Om uw identiteit te beschermen, kunt u ervoor kiezen om mondeling toestemming te geven. Uw mondelinge toestemming is voldoende.

Door hieronder te tekenen, bevestig je bovenstaande informatie gelezen te hebben en akkoord te gaan met de volgende beweringen:

- Ik verklaar op een voor mij duidelijke wijze te zijn ingelicht over de aard, methode en het doel van het onderzoek.
- Ik stem geheel vrijwillig in met deelname aan dit onderzoek. Ik behoud daarbij het recht om op elk moment zonder opgaaf van reden mijn deelname aan dit onderzoek te beëindigen.
- Ik geef toestemming om tijdens dit interview te worden opgenomen via een geluidsopname.

Naam   Handtekening   Datum

------------------------------   ------------------------------   ------------------------------

Hier kunt u alvast kiezen of u er voor kiest om anoniem te blijven. U kunt hier ook na het interview een beslissing over maken:

☐   Ik wens in alle gevallen anoniem te blijven.

☐   Mijn identiteit mag alleen zichtbaar zijn in de master scriptie van Evelien Edwards.

☐   Mijn identiteit mag zichtbaar zijn in alle schriftelijke artikelen (denk aan publicaties op de website van Screenforce) die uit het onderzoek voortvloeien.

Appendix B Interview Guide

This is the interview guide with its set questions and some options for probing, written down as a. b. c. questions. The interview guide was sent to the interviewees prior to the actual interview, since multiple interviewees had an interest in reading it to prepare. The probes, a. b. c. questions, were removed from the interview guide that was send to the interviewees to prevent them from influencing the interviewees answers.

Introduction

Bedankt voor je deelname aan dit interview voor mijn afstudeerscriptie.

Ik zal even kort de achtergrond toelichten en hoe we het gesprek gaan voeren.

Qua achtergrond: Ik ben Evelien, student op Erasmus Universiteit Rotterdam waar ik de master Media and Creative Industries doe. Dit onderzoek is opgezet in samenwerking met Screenforce. Het onderzoek gaat over aandacht voor reclame en de gevolgen daarvan voor de effectiviteit van campagnes *(geïnspireerd door het werk van de Australische hoogleraar Karen Nelson Field 'The Attention Economy and How Media Works').*

Voor dit deel van mijn onderzoek interview ik onderzoek-, mediabureaus en onderzoekers van televisiezenders om in kaart te brengen wat er in Nederland al bekend is over aandacht van consumenten voor reclames, hoe het gemeten wordt en wat er gedaan wordt met deze kennis bij bijvoorbeeld mediaplanning. Hierbij ben ik benieuwd naar jouw mening en ideeën over aandacht. In mijn onderzoek worden meerdere mediumtypes met elkaar vergeleken dus alle inzichten en ingevingen zijn welkom.

Het gesprek duurt ongeveer een uur. Is het allemaal duidelijk voor u?

Questions regarding the sub question:
How do experts in the media industry measure attention?

1. Wanneer is een reclame effectief?
2. Hoe meet u of een reclame effectief is?
3. Welke rol speelt aandacht bij de effectiviteit van reclames volgens u?
   a. Weten we pas echt iets over de effectiviteit van reclames als er ook in een natuurlijke situatie gemeten wordt of er ook daadwerkelijk aandacht was voor de reclame?
   b. Is hoge aandacht noodzakelijk voor een effectieve reclame?
   c. Kan een reclame ook effectief zijn zonder dat de consument het aandachtig in zich op neemt
4. Meet u aandacht?
   a. Voor veel of weinig klanten/opdrachtgevers?
   b. Waarom?
   c. Hoe doet u dat?
5. Kent u andere methoden die in Nederland worden gebruikt?
6. Wat is volgens u de beste manier om aandacht te meten?

Questions regarding the sub question:
How do experts in the media industry perceive attention and its effects?

Volgens Karen Nelson-Field moet er voldaan worden aan de volgende vier aspecten om ervoor te zorgen dat mensen aandacht voor je reclame hebben en te zorgen dat advertenties functioneel zijn (zie afbeelding: *attentive reach is a layered construct*).

- Reclame duidelijk in beeld (Ad Visibility)
- Stimulus die de aandacht trekt (Attention Trigger)
- Merkzichtbaarheid: duidelijk en snel (Quality Branding)
- Aanwezigheid van een persoon (None of it matters if the impression is from a bot and not a real human)

Attentive reach is a layered construct:

Only **Ad Visibility** + **Attention Trigger**
= misattributed to competitor.

Only **Ad Visibility** + **Quality Branding**
= limited cut through.

Only **Quality Branding** + **Attention Trigger**
= ad hardly visible.

No Human = **No Point**

Ad Visibility

Attention Trigger

Quality Branding

Real Human

Effective Attention Model

7.
1) Zijn de verschillende aspecten duidelijk voor u?
2) Denkt u ook dat deze vier aspecten belangrijk zijn voor het trekken van aandacht en de effectiviteit van reclames?
3) Denkt u dat aandacht ook nog door andere dingen beïnvloed kan worden?

De volgende twee vragen worden aan de hand van de tabel per mediumtype gesteld, dus acht keer:
    a. Zijn alle mediumtypes duidelijk voor u?

Medium	Aandacht in %		
	(Bijna) geen	Lage	Hoge
Lineaire TV reclame			
Pre-roll reclame op video on demand services (interactieve televisie)			
Radio reclame			
Dagblad reclame (advertenties in een papieren versie, niet online)			
Tijdschrift reclame (advertenties in een papieren versie, niet online)			
Online banners (inclusief online artikelen van tijdschriften en dagbladen			
Pre-roll reclame op YouTube			
Video reclame in-feed social media			

8. Denkt u dat consumenten voor mediumtype *X* (bijna) geen, lage of hoge aandacht hebben?
9. Kunt u inschatten hoeveel aandacht consumenten hebben voor mediumtype *X* in procenten?

10. Kunt u uitleggen waarom u denkt dat de mate van aandacht verschilt per medium?
    a. Goed doorvragen waarom aandacht verschilt voor verschillende platformen aan de hand van de tabel!
    b. Vraag naar specifieke kenmerken van de verschillende mediaplatformen: heeft de afwezigheid van geluid of beeld invloed op de aandacht van consumenten en op welke manier?
    c. Is het terecht dat ik sommige medium types bijeen heb genomen (online banners social media en dagblad/tijdschrift) en andere juist apart (pre-roll VOD, youtube of video op social media)?

How do experts in the media industry act upon the knowledge they have about attention?
11. Beïnvloedt de aandacht die mensen voor reclames hebben ook de keuze voor media in het media plan? Wordt de kennis over aandacht door vertaald naar de inkoop van media?
    a. Kunt u dit toelichten?
    b. Speelt prijs een grote rol (prijs-aandacht verhouding)?

Extra vragen (these questions were optional if there was still time left, which was the case for all interviews):
12. Verschilt het niveau in aandacht voor de reclame ook wanneer het wordt bekeken of geluisterd via een ander apparaat, zoals een smartphone of een tablet of een laptop/computer?
    a. Waar heeft dit dan mee te maken? Schermformaat?
    b. Houden klanten rekening hier rekening? Zien zij in dat er verschillen zijn?
13. Verschilt het niveau in aandacht voor de reclame ook bij verschillende socio-demografische groepen, zoals jongeren, opleidingsniveau, geslacht etc.?

Bespreek anonimiteit of het benoemen van naam en bedrijfsnaam in de scriptie.