

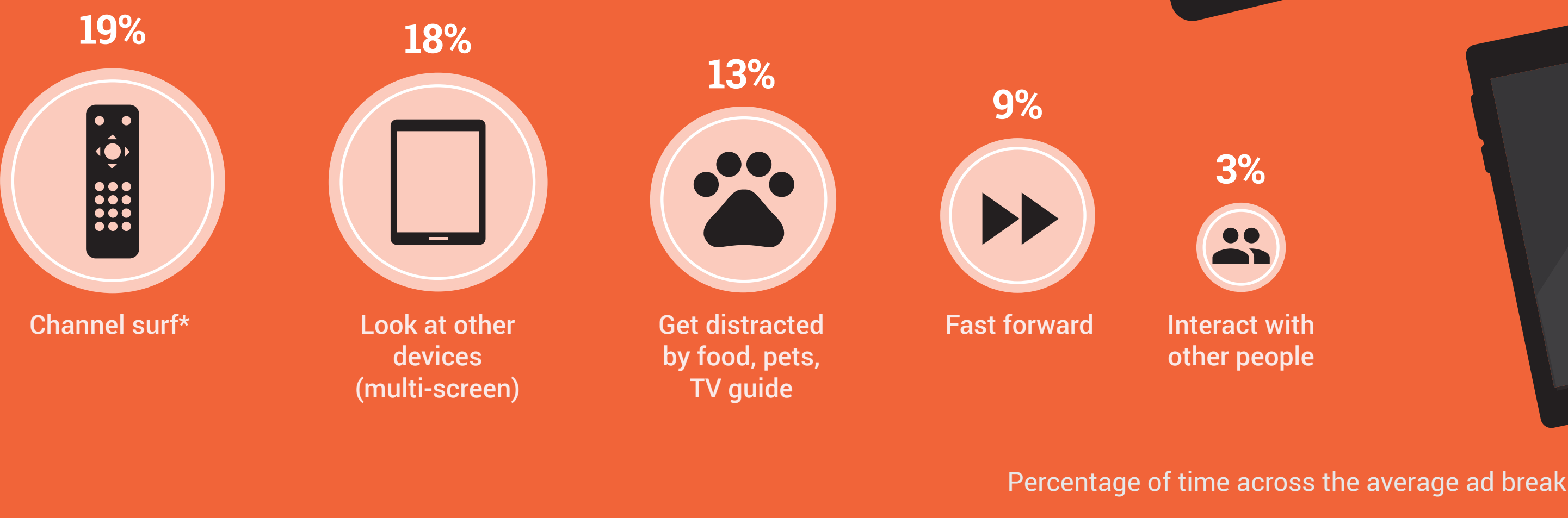
Are People Watching My TV Ads? Australian Advertising in a Skippable World



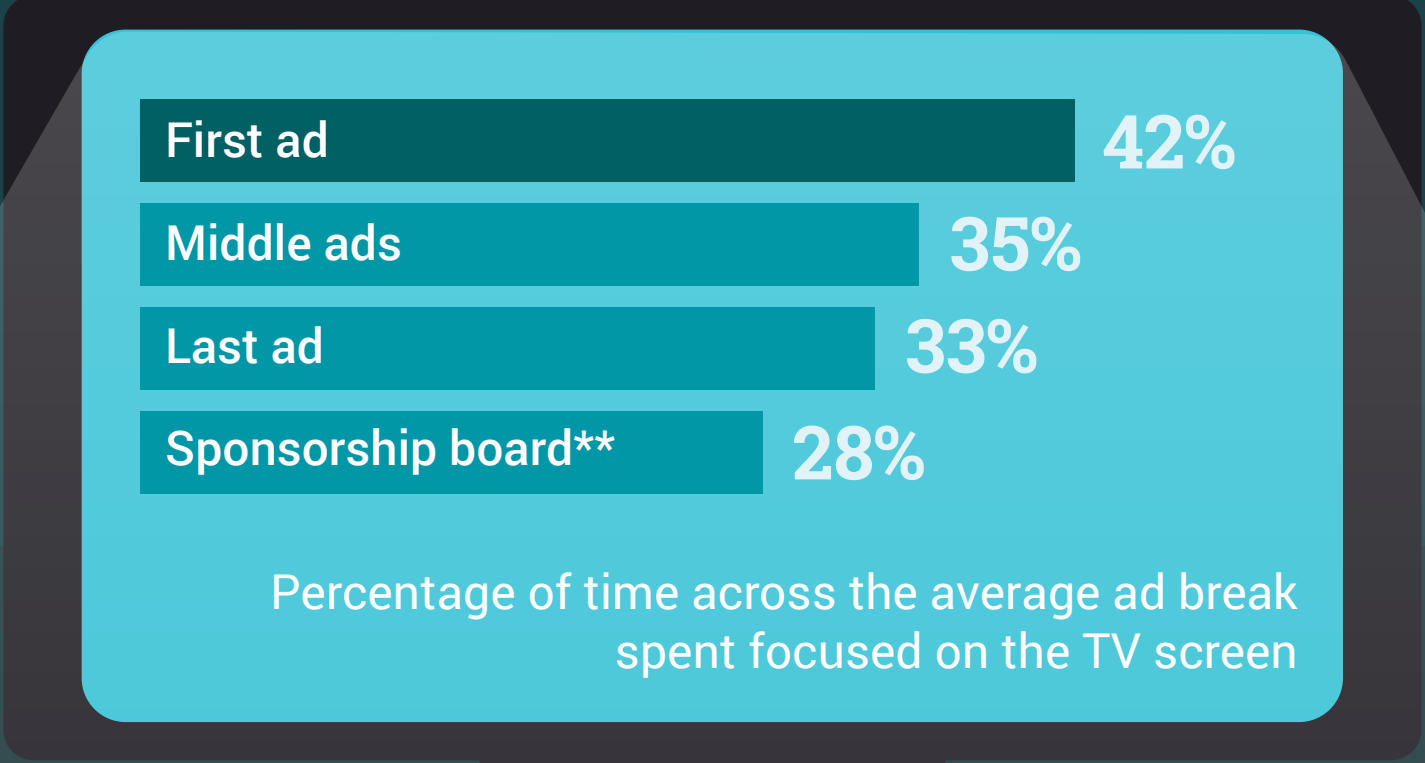
Getting someone to put down the remote (or smartphone) and pay attention to your TV ad is harder than ever. In the digital age, viewers have limited attention spans, more distractions, and countless ways to ignore or skip ads.

As part of our research series diving into what makes an ad “unskippable,” we partnered with Ipsos and its eye-tracking partner, Objective Experience, to see how Australians’ TV ad-viewing behaviour has evolved. We conducted extensive in-home research in which participants wore eye-tracking glasses during their regular TV viewing sessions and we collected data on how they watched (or, more likely, didn’t watch) ads. We coded data at eight frames per second across 529 ad breaks. This breakthrough research offers insight into a question on the mind of all advertisers: “Are people watching my ads?”

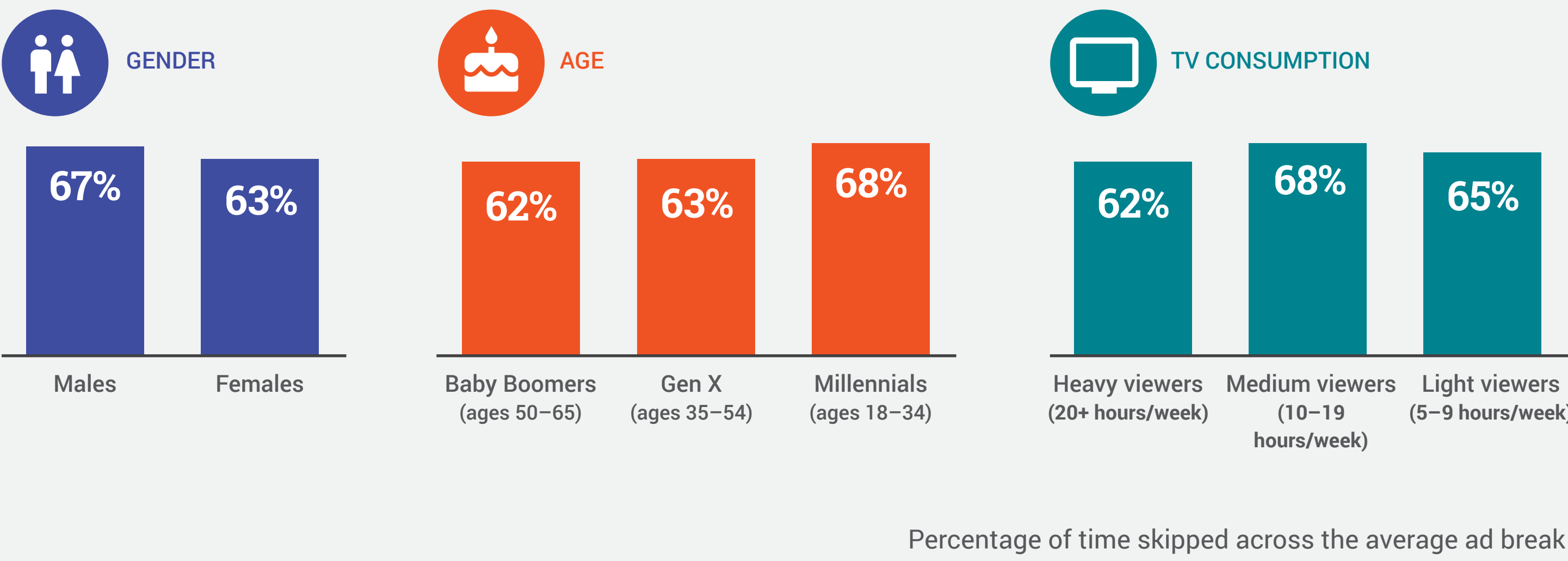
Today’s fight for attention means only **35%** of the average paid TV break is actively viewed. Instead, people:



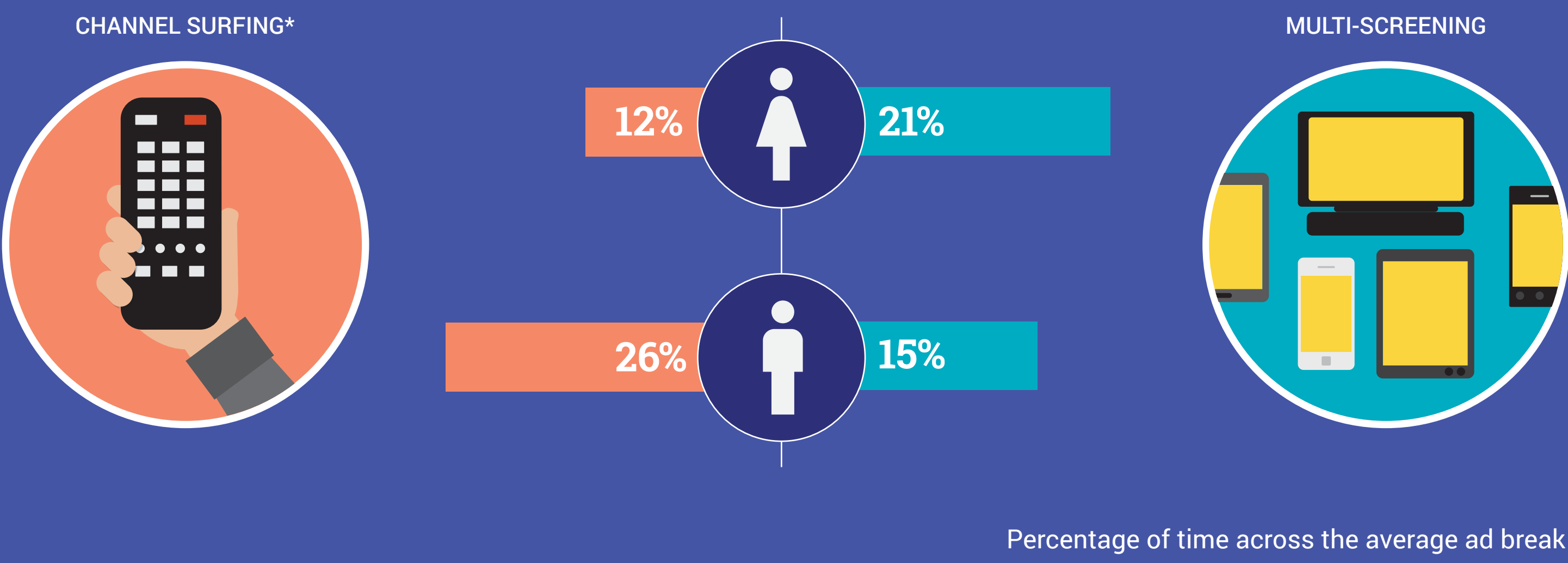
First ad wins: Viewers are more likely to actively watch the first ad in the break than any other.



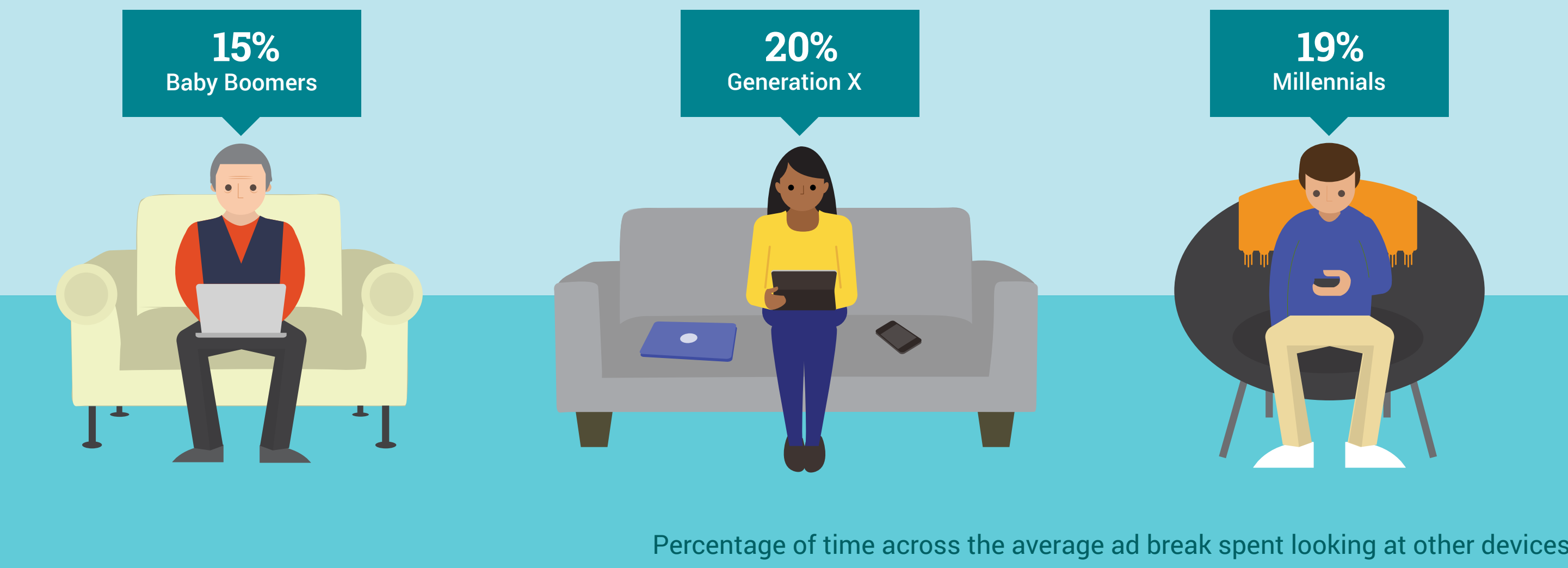
One thing all Australians can agree on: skipping. Regardless of their gender, age, or TV consumption, Australians skip ads.



No busting gender stereotypes here: Men are more likely to reach for the remote; women are more likely to multi-screen.



Multi-screening is mainstream: Millennials aren’t the only ones reaching for their devices when the ads come on.



What are people doing with their second screens?

3 in 10 multi-screeners looked up content related to the TV program or TV ad they were watching.

All advertising is skippable

Now that people have more ways to skip ads than ever before, advertisers need to focus on creating unskippable advertising that viewers will choose and want to watch. Even a digital video ad format like YouTube’s TrueView has a built-in “skip” button, which means advertisers have to create more engaging stories that will grab and hold the audience’s attention. In a world of endless distractions and short attention spans, those first five seconds are crucial for advertisers, regardless of platform. Check out our [“Australian Marketers’ Guide to Creating Unskippable Video Advertising”](#) that has five data-driven keys for how you can create ads for a skippable world.

*Channel surfing refers to any time spent watching other channels while the originally watched channel airs advertisements.
**Sponsorship board is the first advertiser stills before the start of a show, for example: “brought to you by,” lasting approximately seven seconds.

Google commissioned Ipsos to conduct a quantitative in-home observation study using an eye-tracking approach. In September 2015, 95 participants 18-65 years old, in Sydney and Melbourne, wore eye-tracking glasses during their regular TV viewing sessions at home. This allowed for machine-lead observation of TV viewing behaviour in-situ. The eye-tracking glasses, supplied by Objective Experience, recorded participants’ fields of view in combination with where their eyes were focused. The eye-tracking data was coded into the different behaviours that participants exhibited during TV ad breaks. Coding was done on a frame-by-frame basis (eight frames recorded per second).