

# FAQ

## **Q. WHAT IS ACTIVE VIEW TIME?**

Active view time measures time when the user is actively engaged with the page. It only measures time when the user performs certain actions like scrolling, moving the mouse, clicking, typing etc. that demonstrate the user is engaged with the page.

When measured against ads, this means that your ad is not only in view but also in front of a user who is actively engaged with the web page.

## **Q. WHAT IS THE DIFFERENCE BETWEEN INVIEW & ACTIVE VIEW?**

Inview time only measures that the ad is on the screen, and how long it is on the screen for. As a result, inview time might include time when the ad is on screen, but the user is not actively engaged (e.g. away from the screen)

Active view time checks that there is a user interacting with the page to ensure that the user is engaged with the page.

## **Q. HOW DOES ATTENTION BUY WORK ONLINE?**

Media is bought on Attention (CPH pricing model) instead of CPM. The media buy is geared towards delivering a pre-agreed number of active view hours, which serves as the delivery goal for the Attention Buy portion of the campaign.

For the active view time from an ad to count toward the campaign goal:

- The ad must first be inview (according to IAB's definition of viewability)
- The ad must be in active view for at least 5 seconds

Marketers only get meaningful engagement time with the audience as only impressions that account for 5 seconds or more of active view time count towards the attention goal.

Additionally attention is capped at 30 seconds per impression protecting marketers from over-exposure on a per impression basis.

## **Q. HOW MANY IMPRESSIONS DO I GET WHEN I BUY ATTENTION ONLINE (ON CPH)?**

As many impressions as it takes to hit the client's active view time goal, using ads that have been seen for 5 - 30 seconds.

## **Q. BUYING ON CPH AND TRADING ATTENTION MAKES SENSE, BUT WHAT ABOUT VIEWABILITY?**

Viewability is a great metric and an important step towards ensuring that marketers get what they desire most – user attention. Whilst viewability answers the question “Are my ads seen?”, Attention Buying answers “How long are my ads seen for?”

All the time that counts toward the active view time goal for a campaign is generated by ads that are viewable (by IAB definition of viewability) and have been in active view for at least 5 seconds.

#### **Q. HOW IS ATTENTION BUY (CPH) DIFFERENT FROM THE STANDARD ONLINE MEASUREMENT OF IMPRESSIONS?**

Not all impressions are equal. Some impressions might get more time with your target audience than others. CPM buy treats all impressions equally and apportions equal value to them.

With CPH on the other hand, impressions are valued based on the active view time they generate. Hence you pay less for impressions that generate less time than for impressions that get more time with users.

CPM is a volume-based buy of media. CPH trades attention.

#### **Q. WHAT ARE THE TWO ONLINE ATTENTION PACKAGES?**

We offer two packages that utilise a combination of creative sizes and ad formats to deliver the active view time goal for the campaign:

1. Max impact package (970x250 and 300x600) – runs on desktop & tablet only
2. Max exposure package (728x90, 300x600 and 300x250) – runs across desktop, tablet and mobile web

#### **Q. WHAT REPORTING WILL BE AVAILABLE ONLINE?**

Package level reporting is available on active view time, giving you hours delivered by the package. Active view time will not be broken down by creative sizes within a package.

Impression and click reporting is still available, and can be reported by creative sizes within a package.

For orders with \$35,000 (net) we can run a brand uplift survey that measures the impact of ad exposure time on brand metrics. Brand survey isn't included by default into a CPH buy. This needs to be pre-agreed during media planning.

#### **Q. WHAT WILL THE BRAND UPLIFT SURVEY MEASURE?**

The survey will measure brand lift on a select group of KPIs (e.g. intent to purchase, favorability of brand, etc.)

As part of the Attention buy, the brand campaign will measure the above metrics across active view time segment buckets (e.g. 0 secs, vs. 0-15 secs, vs. 15-30 secs.)

The brand uplift survey only runs online.

**Q. ARE ANY EXECUTIONS EXCLUDED FROM THE ATTENTION BUY ONLINE?**

Synced ads and Sponsorships cannot be bought on an attention basis (CPH).

**Q. I'VE HEARD A LARGE PERCENTAGE OF IMPRESSIONS ONLINE ARE VIEWED BY "BOTS". ARE BOTS EXCLUDED?**

Yes, the measurement systems we use, Moat Analytics and Chartbeat, are independent, auditable 3rd parties. Both exclude bots from results (thus cannot be counted toward attention goal for a campaign) using the IAB AB/ABC International Spiders & Bots List

**Q. HOW DOES ATTENTION BUY WORK IN DIGITAL EDITION?**

For eligible campaigns, we guarantee that the ads will receive at least 250 cumulative hours of attention (or dwell time) from readers from publish date to about six weeks after the issue in which the ad ran (accounting for audience who spend time with issues after the initial publish date). Many campaigns will receive more, with the highest eligible tier benchmarked at about 700 hours of reader attention.

In the unlikely event that we don't meet the attention guarantee, we will continue to run the ad until the guarantee is met.

**Q. WHAT SYSTEMS ARE USED TO DETERMINE WHETHER YOU MET THE ATTENTION GOAL?**

We use independent, audited third-party platforms to measure whether we have met the attention goal. Online we are using MOAT Analytics and Chartbeat. In Digital editions we are using Adobe Omniture.

**Q. CAN I USE MY OWN TAG TO TRACK ATTENTION?**

While advertisers are welcome to do their own measurement, we track against attention goals based on our systems of record, Chartbeat, Moat Analytics and Adobe Omniture.

Please note that 3rd party trackers can't measure active view time online.