



The Attentive Power of Video Streaming Advertising

Attention Research findings for the Video Futures Collective | 2025

Project Recap

No small affair

This deck covers performance for VFC members from April - September 2025.

Coverage

VIDEO FUTURES
COLLECTIVE

Binge, Kayo, SBS on Demand,
Samsung TV and YouTube (incl. Vevo)

Panel size

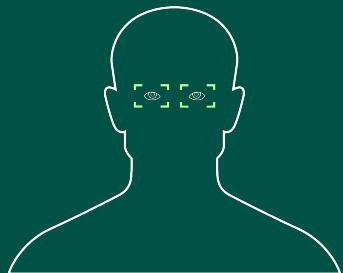
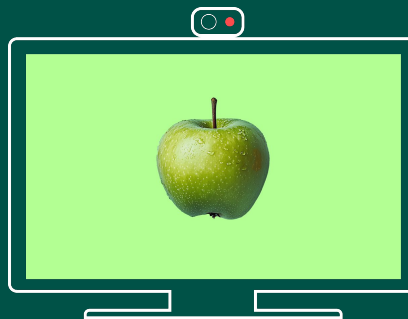
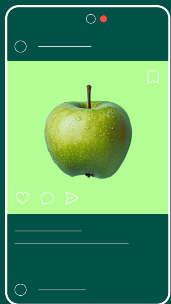
300

Households

Conditions

All data presented is or
in-room viewing only

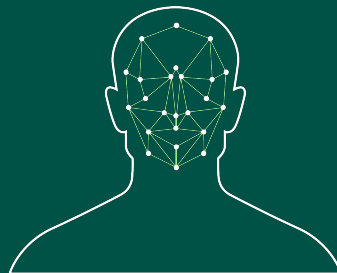
How we collect attention data



Mobile

Eye Tracking

Eye tracking pinpoints exactly where a user's gaze lands on a screen. It's useful for verifying whether a user is watching a specific area of an ad and for understanding visual focus over time.



TV

Facial Tracking

Privacy-safe facial tracking captures non-identifiable facial landmarks to determine when, and for how long, a person is looking at a screen or ad.

Glossary of Attention Terms



Attention Seconds

Attention is split into 3 different types;

Active Attention - eyes on screen, eyes on ad

Passive Attention - eyes on screen, not on ad

Non-attention - eyes not on screen, not on ad

Total attention is calculated by adding active and passive together. All attention types are reflected in seconds.

Attention Decay

The rate at which attention decays over time. This is presented as the proportion of the audience that is paying a form of attention (y-axis) across the duration of the ad (x-axis).

Active% Viewed

The proportion of the ad that is watched actively. This is calculated by dividing the active attention seconds by the length of the ad.

In-Room Viewing

Those that were exposed to the ad, paying attention either actively or passively for some or all of the ad. This viewing type excludes anyone who paid zero attention.

All Viewing

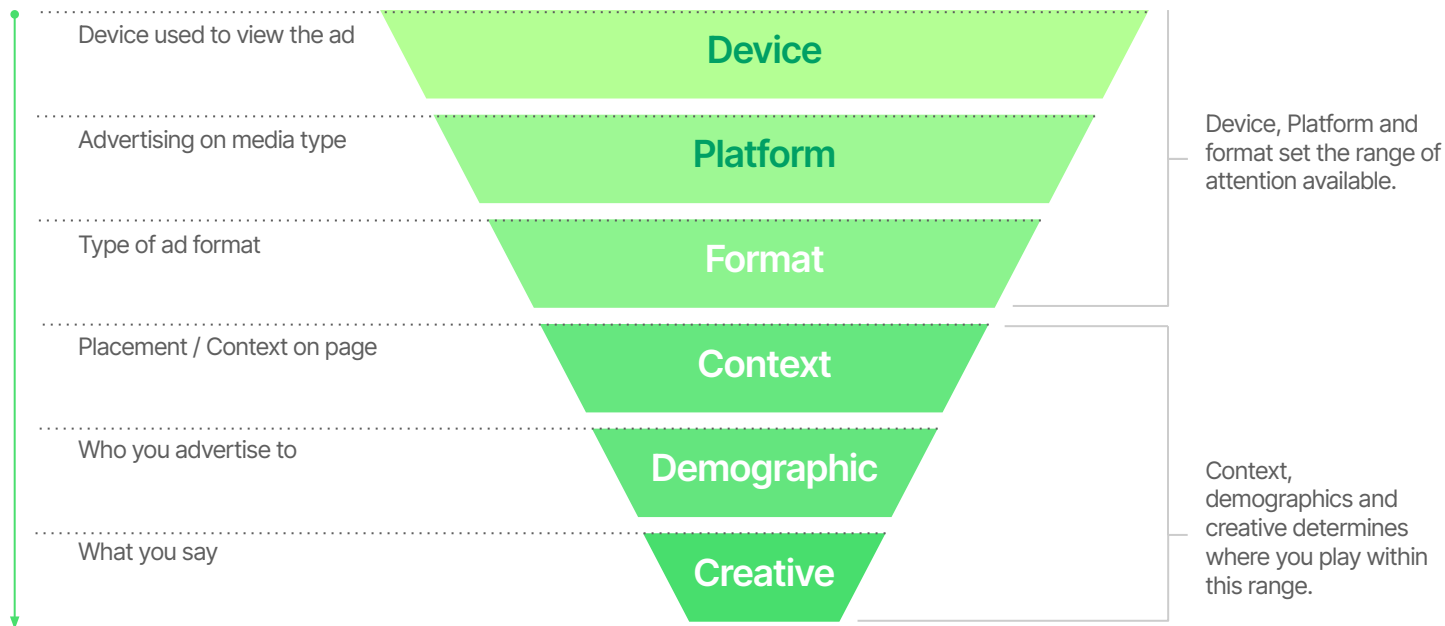
This includes both those exposed and not exposed to the ad. This viewing type includes those that paid zero attention.

What we know to be true

Hierarchy of Attention



The order in which different elements impact the range of attention you can achieve. This pattern holds across every data collection we have done to date.





Key Findings

A summary of video streaming performance in Australia.

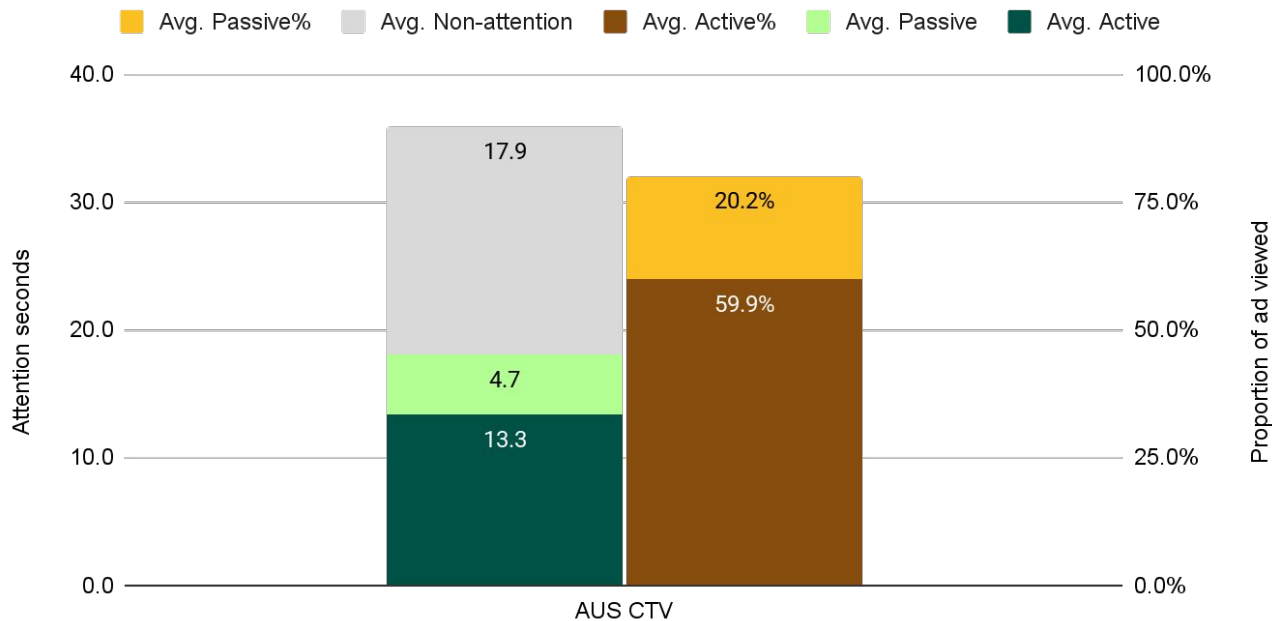
The functionality of the platform determines how much attention *can* be gained.

What we found

Almost 80% of an ad is attentively viewed on CTV platforms in Australia.



Streaming Video CTV AUS Performance



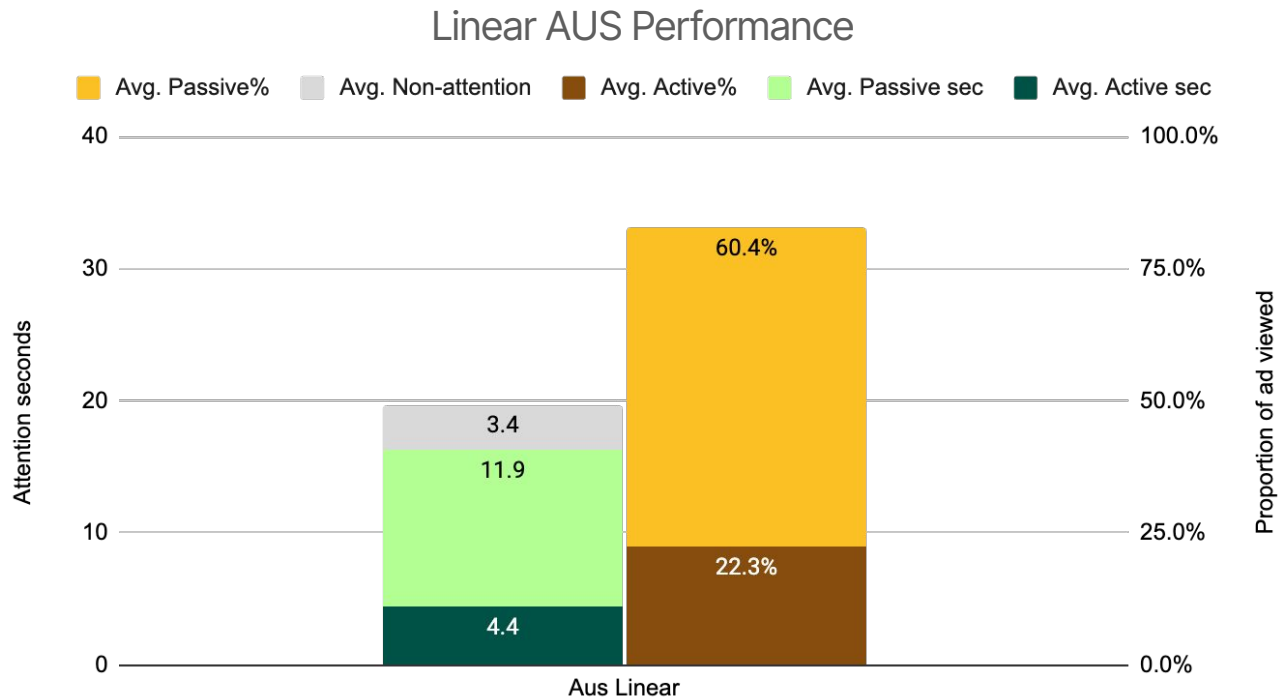
Across the network, 60% of an ad is actively viewed with a further 20% passively viewed.

This is 80% of your ad viewed in one way or another.

That is the exact inverse of what you experience on digital environments which see only 20% of your ad viewed, 80% wasted.

What we found

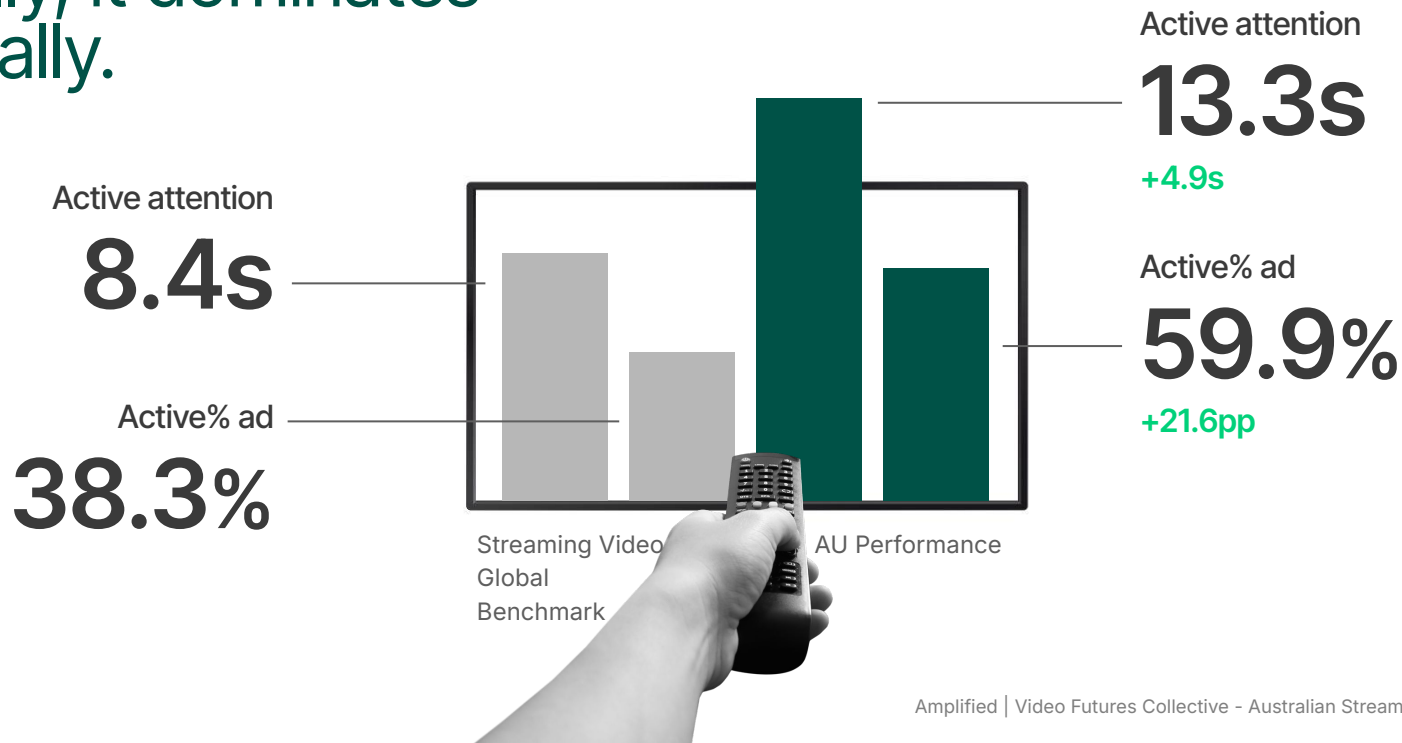
In comparison, Linear TV sees 80% viewed, with majority of the ad seen passively - not actively.



Linear TV favours passive over active attention - largely driven by the types of content viewed by also the length and frequency of the ad breaks, training the audience when to tune in and out to the content.

What we found

And not only does video streaming outperform locally, it dominates globally.



What we found

Attention Comparison

Platform (Australia only, 15s)	Comparative Active Attention Performance for AU Streaming Video CTV
Cinema (AU)	-5.6%
Snapchat (AU)	+40.9%
YouTube Mobile (AU)	+65.8%
Large Format OOH (AU)	+74.6%
Linear (AU)	+80.2%
TikTok (AU)	+109.7%
Instagram (AU)	+129.6%
Facebook (AU)	+132.2%
Web (AU)	+161.4%

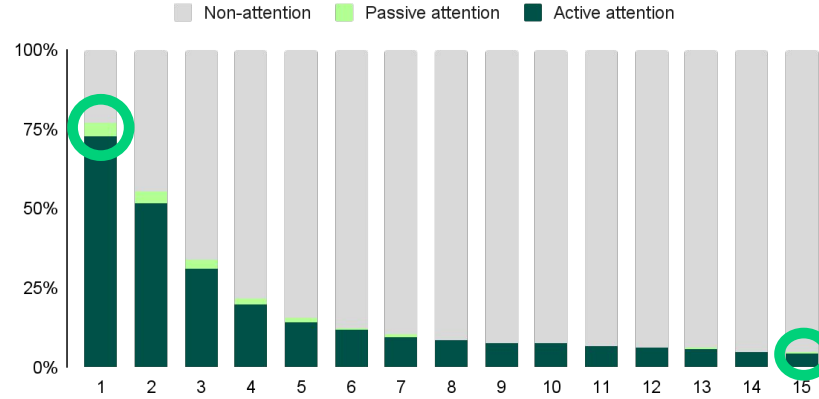
Across the board, Streaming Video CTV sees its audience pay significantly more attention on its platform.

The most notable is when compared to scrollable socials - seeing an average of 123% more attention.

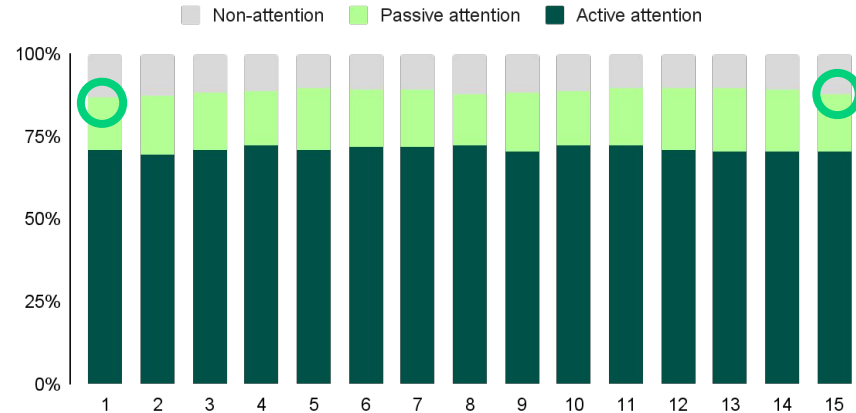
The only platform that outperforms video streaming is cinema, which is unsurprising given the environment and sheer size of the screen. However, there are limitations when it comes to reach that TV overcomes.

And not only does it determine how much attention but also how many people will actually be *reached*.

Scrollable Socials



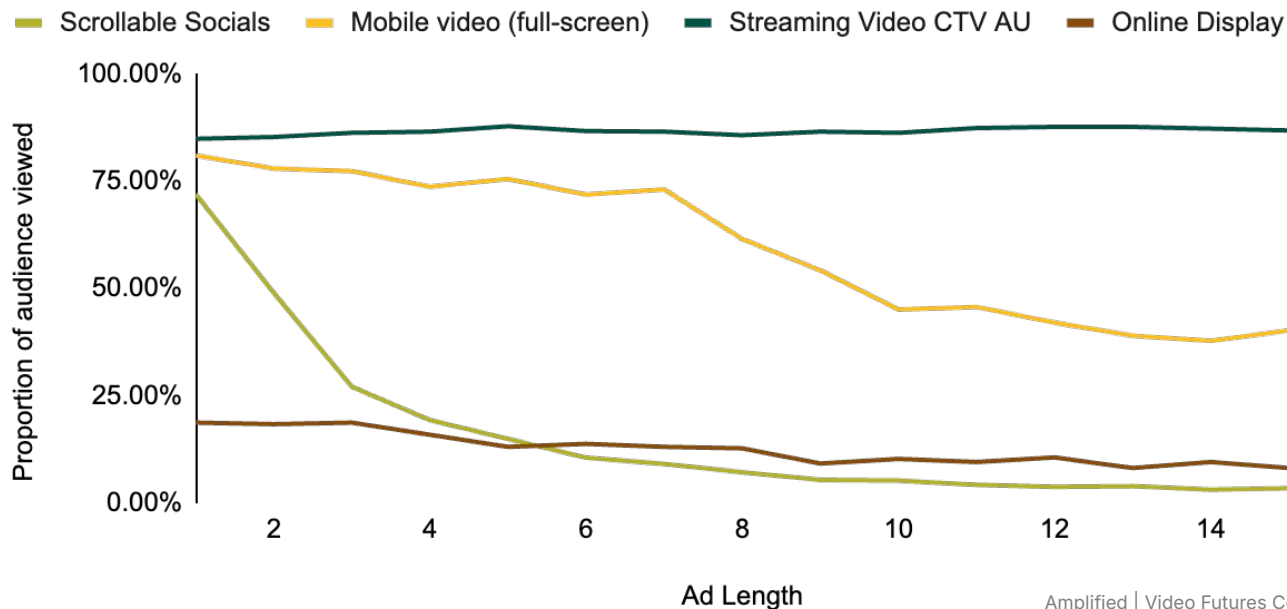
Streaming Video CTV AU (In-Room Viewing)



What we found

When compared to other platforms, video streaming in Australia sees the majority of the reached audience engaged for the duration of the ad.

Cross-screen Attention Decay (Total Attention)



With video streaming platforms, you truly are getting what you pay for - the majority of your audience reached is sustained in a meaningful way.

Comparatively, platforms such as scrollable social and mobile video see upfront engagement before reach and engagement rapidly declines.

Online display sees very little audience truly reached but those that are see sustained viewing across the ad length.

What we found

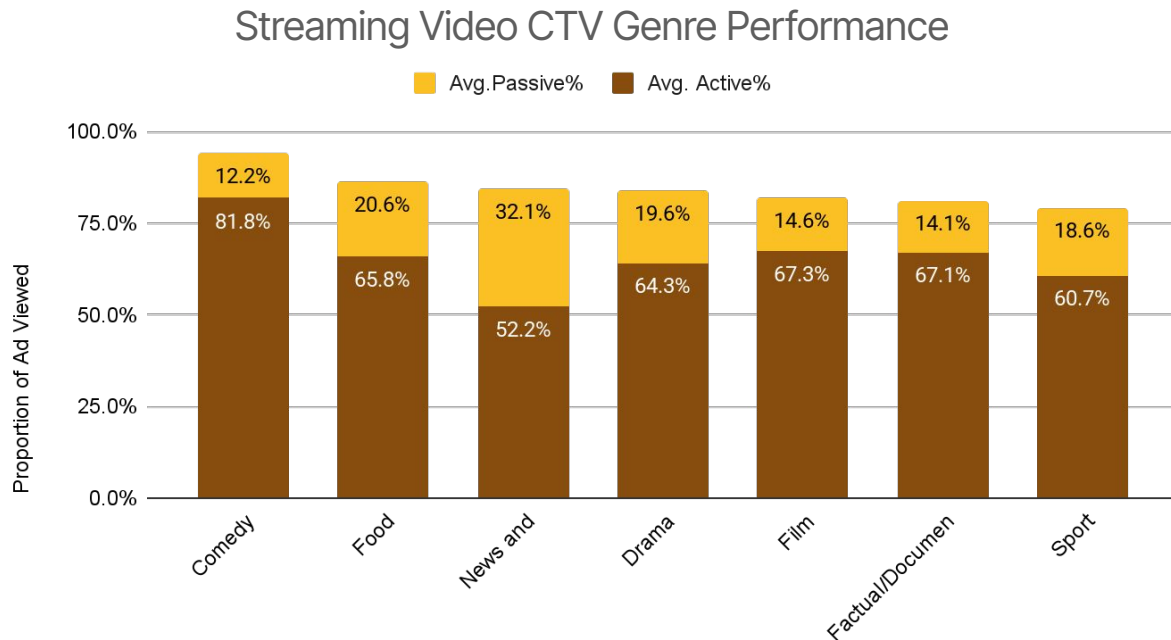
And because of this decay, longer ads do get you more attention.

Ad Length	Avg. Active sec	Avg. Active%	Avg. Passive sec	Avg. Passive%	Avg. Total Sec	Avg. Non-attention	Ad views
6	4.4	73.8%	1.2	20.5%	5.6	0.4	233
15	9.5	63.2%	3	19.9%	12.5	2.5	1,401
30	17.6	58.6%	5.8	19.2%	23.4	6.6	1,364
60	42.8	71.3%	8	13.3%	50.8	9.2	31

And this is largely attributable to the types of programming, and convenience of viewing, driven by the platforms.

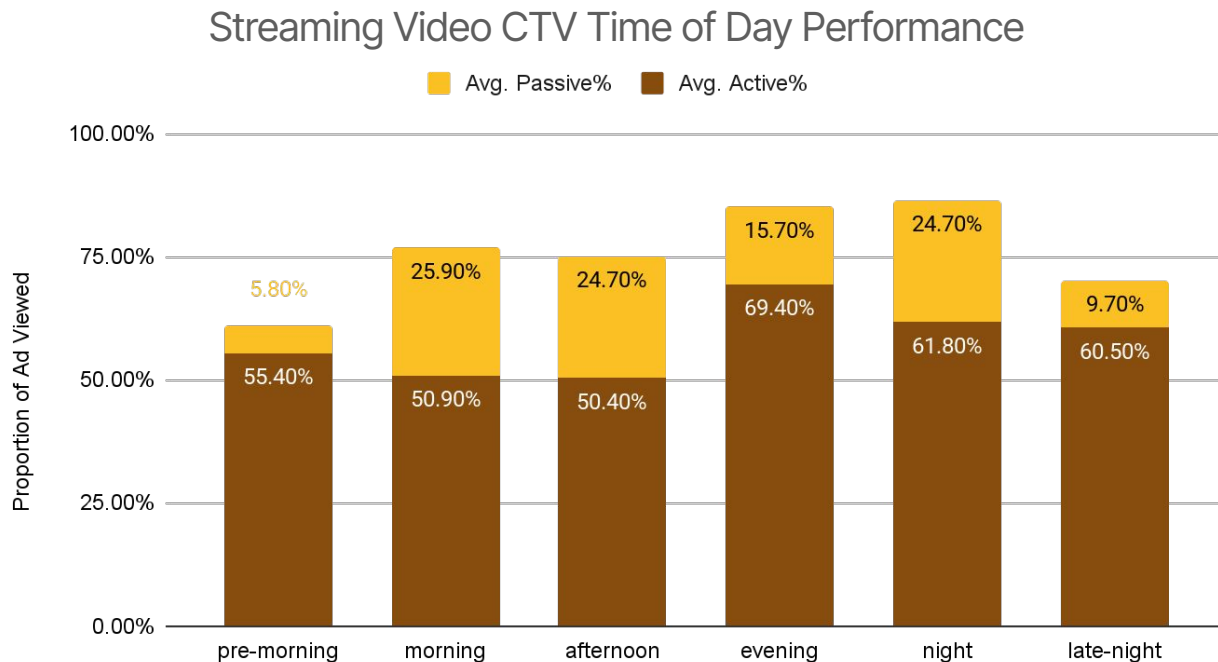
What we found

In fact, there is a direct relationship between the program and the ad. But each genre captures attention differently. The key is to design for them, rather than against.



What we found

Evening delivers the highest engagement - but attention stays strong all day long.



Evening delivers peak streaming video attention, but engagement remains strong throughout the day.

Streaming video viewing builds steadily across the day, peaking in the evening when both audience size and attention intensity are highest, with up to 85% of viewing occurring attentively.

Morning and afternoon periods see more distraction and background viewing as audiences multitask, but even during these lower-attention windows, performance remains solid compared to typical streaming video benchmarks.

What we found

Audience attention mirrors viewing context.

Gender	Age (group)	Avg. Active sec	Avg. Active%	Avg. Passive sec	Avg. Passive%	Avg. Total sec	Avg. non-attention	Ad views
Female	35 - 44	14.6	66.2%	3.1	15.6%	17.7	4.8	269
	45 - 54	11.2	59.7%	4.9	23.3%	16.2	3.6	300
	55+	9.3	45.5%	7.8	37.2%	17.1	3.9	392
	Total	11.3	55.8%	5.6	26.8%	16.9	4.0	961
Male	25 - 34	7.5	49.7%	2.8	18.7%	10.3	4.8	20
	35 - 44	14.5	39.9%	8.5	24.1%	23.0	90.4	435
	45 - 54	11.6	56.2%	5.4	24.7%	17.0	7.4	333
	55+	14.6	68.8%	3.0	14.1%	17.6	4.0	1,650
	Total	14.1	61.8%	4.3	17.4%	18.4	19.8	2,437
Grand Total		13.3	60.0%	4.7	20.2%	18.0	15.1	3,395

We see attention diverge by gender: men improving with age, women declining.

Differences in attention between gender and age groups appear linked to the type of content each group chooses to watch, rather than age alone.

- Females: Active attention decreases with age (from 66% to 46%), likely reflecting a shift toward more background or multitask-friendly content.
- Males: Active attention increases with age, peaking at 69% for 55+, suggesting older men engage with content that holds sustained focus.
- Overall: While the average active attention is ~60%, engagement is best understood through content alignment rather than demographic change.

This highlights the need to match creative tone and format to audience content habits, not just their age bracket.



“Advertisers spend significant time and resources on video creative, only to have content go to waste because audiences aren't paying attention. This study proves that streaming video bucks that trend, giving advertisers the confidence that viewers will stay put for their whole message, not just the first few seconds. We found this is true all the way up to minute-long adverts. I'm excited about the implications this has for high-impact storytelling that makes full use of streaming video's captive audiences.”

Bec Brooks,
Head of Research Operations at Amplified

VIDEO FUTURES COLLECTIVE

“How often do we hear about people having short attention spans these days? It turns out that it's not audiences who are to blame, but the media environments they spend time in. Social platforms are built for reach and engagement, always pushing the user to the next video, so it's no surprise their adverts can't hold attention. Streaming platforms have content that people have chosen to watch, and they watch it attentively, advertising included. Audiences have no problem paying attention - advertisers just need to choose the channels that earn it, and streaming video is one of them.”

Toby Dewar,
VFC Steering Committee Member and Director of Customer Engagement of Foxtel Media



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