

TOTAL TV DIMENSIONS 2022

ALERT Issue 6/07/22

AN UPDATE ON TV ATTENTIVENESS FOR CTV, SPORTS AND NEWS

The average commercial loses 29% of the audience immediately before the break due to viewers leaving the room, according to TVision's **2022 Upfront Planning Guide**, based on 2021 set usage and attentiveness data from its panel of 5,000 homes. Of those who remain, 37% look at an average commercial for at least 2 seconds whereas 34% do not even look at the screen for more than one second. These stats are virtually the same as norms TVision has released for prior years.

TVision's **Guide** also offered some interesting findings on CTV, sports and news viewing.

CTV

TVision found that the CTV absent-from-the-room norm is 40% per commercial, compared to 29% for linear TV. This, of course, impacts negatively on commercial attentiveness. Where the linear TV average is 37%, CTV captures only 31% of the program audience per commercial, or 15% less than the percentage of linear TV viewers who watch for 2+ seconds. However, some apps have better average commercial attentiveness than the CTV norm (and two exceed the linear norm); the top five are:

Directv Stream	42%
Xfinity	40
Hulu	36
Peacock	36
Fubo	35

Sports

It may surprise some that the much-vaunted Superbowl topped the linear TV average by only 10% in commercial attentiveness. Here were the results, indexed against the linear norm of 37% for all commercials, for the five TV sports genres:

MLB	106
College Baseball	104
NFL	102
NBA	102
NCAA Football	101

In other words, TV sports advertisers only get relatively small lifts in commercial attentiveness from their audiences.

News

According to TVision, older TV news viewers, who represent the core audience for virtually all TV news programs, are also far and away the most attentive to news content. While 18-24-year-old news viewers are about equal to the norm for attentiveness, the far more numerous 55+ age group is 76% more likely to be attentive than the average news viewer. And because older viewers are less likely to avoid commercials, the typical TV news commercial garnered an attention level (watched for 2+ seconds) that was 12% above the linear average for live content.