



Video Consumer Mapping Study


Additional Data Mining



The question asked by many:

**“What do viewers do
during commercials?”**





Nielsen data has documented most viewers do not change channels during commercial breaks.

Using observational research, the “*Video Consumer Mapping Study*” (VCM) study explored to what extent viewers do or do not pay attention during programs and ad/promotion breaks.

The findings from this study are enlightening and to some, might be somewhat surprising.

Source: The “*Video Consumer Mapping Study*” observed 376 adults 18+, in two phases, during 2008. All data reported is based on live viewing only.



TV advertising and program promotions daily reach 85% of all adults and total 73 minutes of viewing.

of Ads/promo pods viewed DAILY

26.3 pods

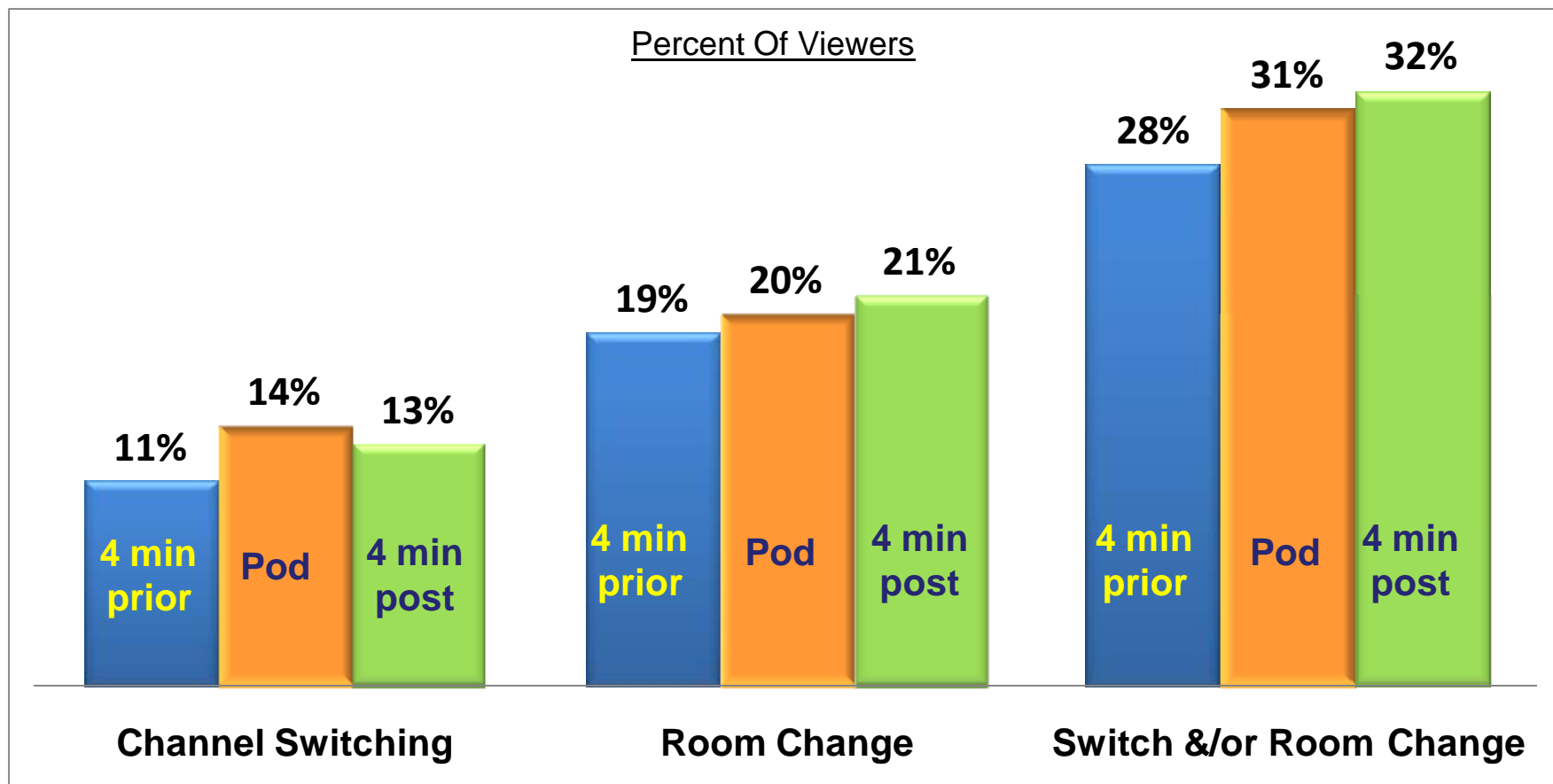


Average length of ad/promo pods viewed

2 minutes 46 seconds



The amount of channel switching and/or room changing during ad/promo pods and during programming is very similar

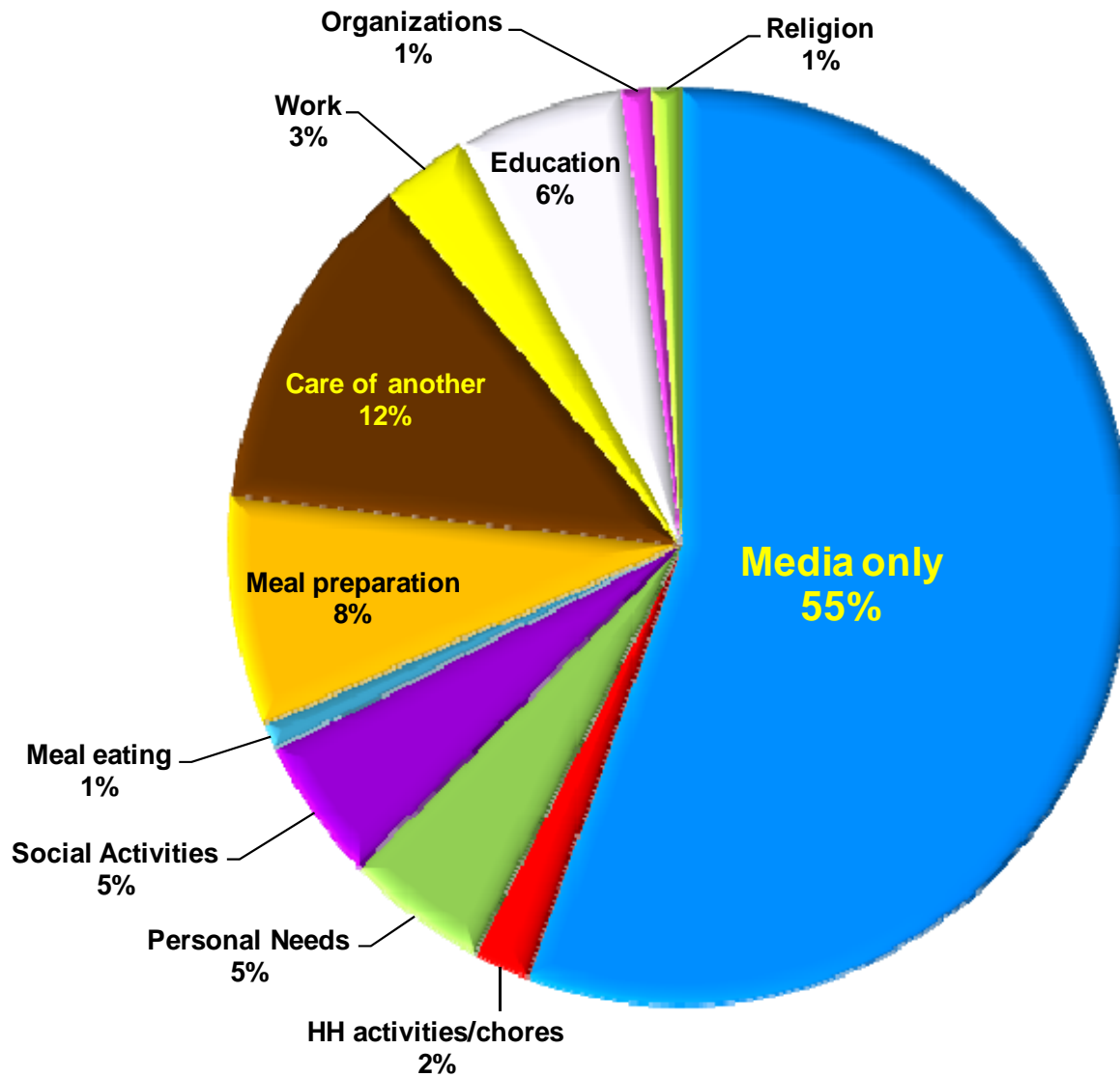


4 Minute Periods: Prior to onset of commercial/promo pod, beginning with onset of commercial/promo pods and the next 4 minutes following the commercial/promo pod

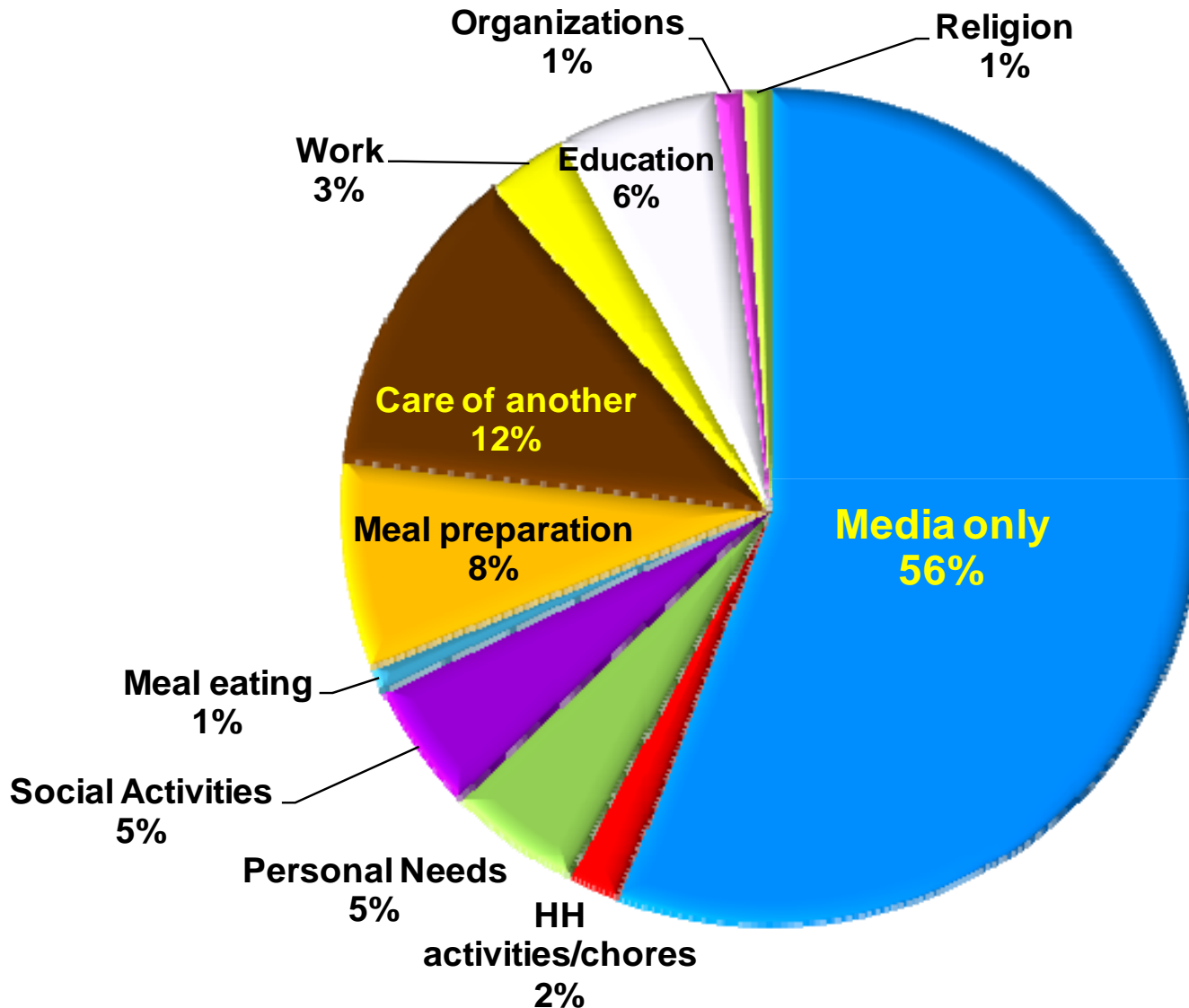
Note: Viewers in the room when someone else changes channels/channel surfs is counted as having changed channels.



Activity Two Minutes Prior to Onset of a Commercial Break



Activity Two Minutes After the Onset of a Commercial Break

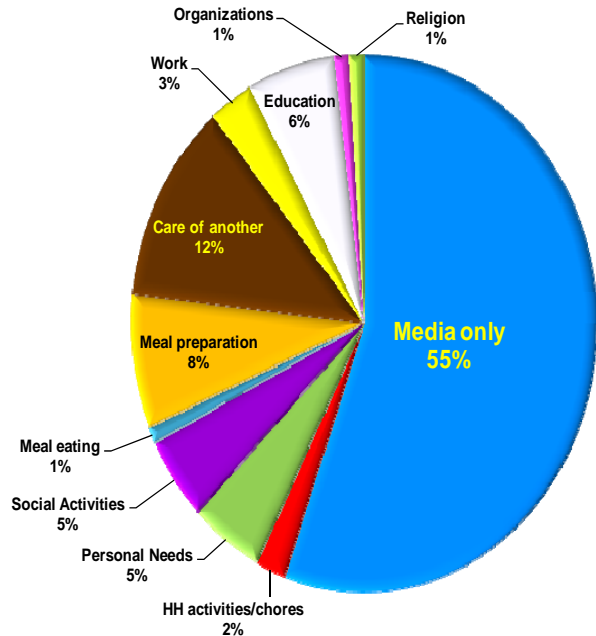


Very few viewers change their activities during commercials

Concurrent activities during viewing of Programming and Ad/Promo pods are strikingly similar. Behavior does not change for most viewers at the onset of Ad/Promo pods.

Share of TV viewers' activities the two minutes preceding and following the onset of a commercial pod

Preceding ...



Following onset ...

