

5X HIGHER ATTENTION WHEN ACTIVATING AUDIENCES IN THE ZONE

Partnership with Lumen Research confirms Venatus generates outstanding attention outcomes for video advertisers

Introduction

Attention has emerged as a critical indicator of advertising effectiveness. While viewability measures whether an ad has the opportunity to be seen, research from Lumen Research shows that around 70% of ads classified as viewable never receive human eye fixation.

To understand where genuine attention occurs, Venatus partnered with Lumen to measure the attention performance of advertising formats activated through its monetization platform, Prosper, across premium gaming, sports and entertainment environments.

Objective

To evaluate whether advertising formats activated within premium gaming, sports, and entertainment environments generate higher levels of human attention than typical digital benchmarks.

The study tested the hypothesis that high-engagement environments produce more sustained attention, resulting in stronger advertising visibility and engagement.

Methodology

Attention performance was measured using Lumen Research's eye-tracking based attention model, which analyses how users actually view digital advertising.

Performance was evaluated across advertising formats using three core attention metrics:

- % Viewed — likelihood an impression receives human eye fixation
- Average View Time — viewing duration once attention occurs
- Attention per 1,000 Impressions (APM) — total attentive seconds delivered per 1,000 impressions



APM is calculated as:
% Viewed × Average View Time × 1000

Results

The study found that advertising formats activated across premium gaming, sports, and entertainment environments generate significantly stronger human attention outcomes than standard digital video benchmarks.

Higher likelihood of being viewed

Venatus formats were nearly 2x more likely to be viewed, meaning a significantly higher proportion of impressions received at least one human eye fixation compared with standard digital benchmarks.

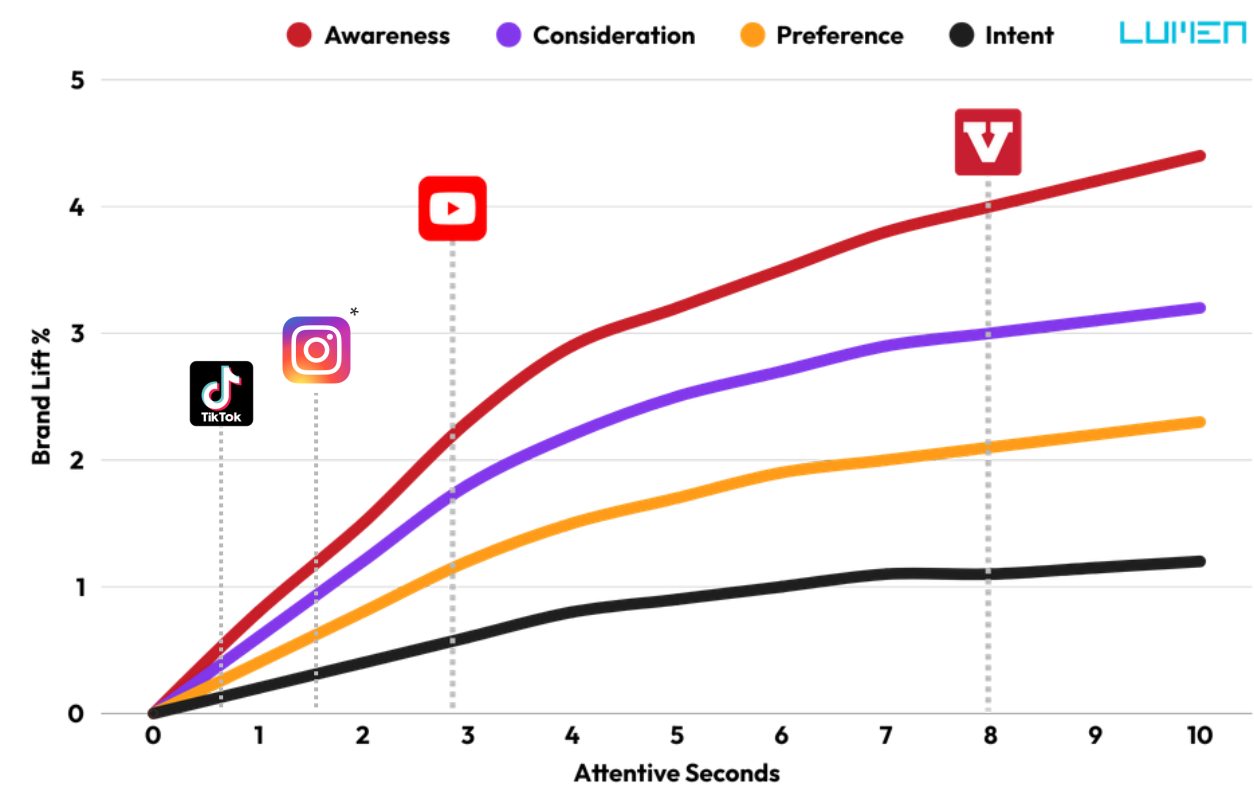
Longer Average View Time

Ads delivered within these environments generated 4x longer average view time, with viewers spending approximately 8 seconds looking at the ad versus an industry benchmark of around 2 seconds.

Higher Attention per 1,000 Impressions (APM)

Across the formats measured, Venatus inventory delivered up to 5x higher Attention per 1,000 Impressions (APM), indicating a substantially greater total volume of human attention generated per thousand impressions.

Together, these findings show that Venatus formats do not simply appear on screen; they capture and sustain human attention.



*Avg. social = 1.5s (Insta, FB, Pinterest, TikTok, Snapchat, X)

*Avg. YT Skippable = 2.97s

Analysis

The results indicate that attention performance is driven by the interaction of environment, user mindset, and timing, combining to activate audiences In the Zone.

Gaming, sports, and entertainment environments create the conditions for focused engagement. In these contexts, users are actively engaged with the experience, increasing the likelihood that advertising is both seen and viewed for longer.

This aligns with Lumen's principle that "attention is selection" — people focus on the content and environments they actively choose to engage with. When advertising appears within these high-focus moments, it benefits from the surrounding context rather than competing against it.

The findings, therefore, support the idea that certain environments create the conditions for audiences to enter the Zone. Venatus identifies these moments and activates advertising when users are In the Zone — a state of heightened engagement where attention is more readily captured and sustained.

For brands and agencies, this emphasizes the need to activate in premium environments, where attention is maximized, and users actively choose to spend their time and focus.

Conclusion

This study demonstrates that Venatus advertising formats within premium gaming, sports and entertainment environments generate meaningfully stronger human attention outcomes than typical digital media benchmarks.

Higher view rates, longer average view time, and significantly greater attention per 1,000 impressions show that these environments can capture and sustain audience attention at scale.

These findings reinforce that attention is not evenly distributed across digital media. When brands activate in environments where audiences are already deeply engaged, they reach people in moments when attention is naturally present and receptivity is highest.

In summary, brands and publishers can activate audiences In the Zone — where environment, mindset, timing, and technology align to unlock stronger attention and better advertising outcomes.