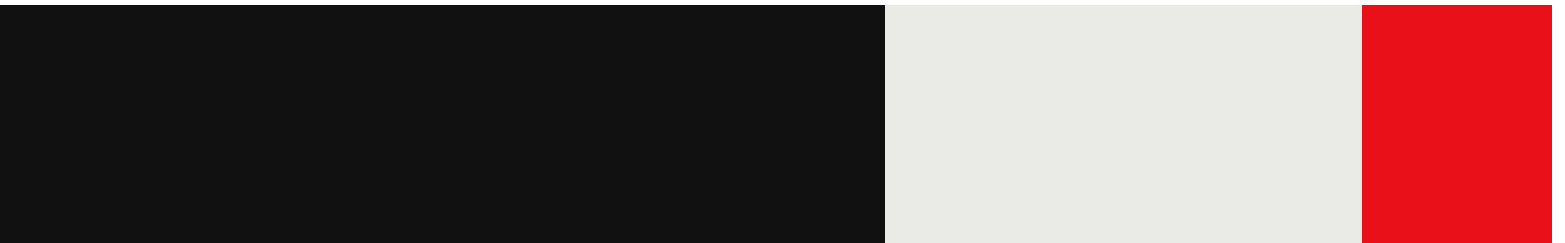


The 8 Most Notable Conversations: The normalcy index and the attention recession

Audio



On this special edition of the show, we're taking a look back at some of the most notable conversations we've had this year. In this episode, we discuss the normalcy index and the

likelihood of an attention recession.

Attitudes/Preferences Regarding TV Ads Among US Adults, Oct 2021

% of respondents

When I watch a show on a streaming platform, I often see the same ad(s) multiple times*

88%

Would prefer to watch ads before a show rather than during

82%

Multitask (e.g., channel surf, check my phone) during commercial breaks

81%

Would pay more attention to ads if I could choose at what point during a show they aired

56%

Would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show to receive a discount on a product/service

55%

Would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show in exchange for an ad-free experience

53%

Would buy a product or service directly from an ad during a show

37%

I'm OK with seeing an ad right after I have paused a show

50%

Note: ages 18+; figures represent the sum of respondents who said they "strongly" or "somewhat" agree with each statement listed; *asked only among streaming video service users

Source: Ad Age as conducted by The Harris Poll, Oct 21, 2021

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