Foxtel is the #1 TV platform for delivering brands more active attention



CHALLENGE

We know Foxtel audiences are more engaged than other TV networks. Our relentless mindset however led us to seek further validation through the lens of attention.

Validate that Attention Matters in the context of Watchability, that is, platforms with better ad & viewing experience deliver more attention, more engaged viewers and better commercial outcomes.

SOLUTION

Foxtel Media partnered with Amplified Intelligence to measure human attention, engagement and watchability, on different screens across the Foxtel Platforms

A 300-home Australian panel collected: • 26,400 human attention views • 2,335 program sessions watched • 1005 brand ads detected • 134 live programs detected





RESULTS

<u>1. Foxtel's audience pay the most attention:</u>

+10% more active attention than linear TV.

2. Foxtel has more engaged viewers:

+10% more engaged viewers than linear TV. More engaged viewers is directly correlated to more engaging programming. Engaged viewers pay consistent attention for longer across all ad lengths 5-60 seconds

3. Foxtel's fan based streaming services dominate:

Kayo delivers 2x the active attention as Foxtel

4. Foxtel's core audiences deliver exponential growth:

Kayo core audience P35-44 delivers **4x the active attention** as Foxtel

5. Foxtel is the dominant environment for LT & ST brand impact

Ave +25% Lift in Short Term / STAS & Ave 5.25% points lift in Long Term / Mental Availability

SO WHAT?

1.Foxtel delivers MORE active attention seconds = Greater potential for ST & LT brand lifts 2.Foxtel delivers MORE engaged viewers = Ultimate springboard for creative to shine 3.Foxtel core audiences & fan based streaming services = Exponential brand impact boost 4.Playbook for Planning = Contact Foxtel Media or access via attentionPLAN from Qtr 1 23 For more info on this FoxTest and others please contact Toby Dewar <u>Toby.Dewar@foxtel.com.au</u>

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