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## **Beyond viewability** **Seven launches major attention study with Amplified Intelligence**

The Seven Network today announced it has joined forces with audience measurement company, Amplified Intelligence, to launch a market-leading research project examining consumer attention with television and BVOD content.

The project will measure broadcast content, ads and sponsor content across Seven and [7plus](#), including *The Voice Generations*, *SAS Australia*, the *Olympic Winter Games Beijing 2022*, the AFL and other key news and entertainment programs.

The two-month long attention data collection is the biggest of its kind in Australia and is part of Seven's strategic Enhanced Advertiser and Viewer Experience (E.A.V.E.) initiative, designed to deepen the way brands and consumers connect with Seven's major events and premium content across different platforms.

The new research will use Amplified Intelligence's eye-tracking technology and proprietary machine learning models to measure the attention generated by ads and content across different timeslots, unique ad formats and programs.

Seven West Media Direct of Sales, Natalie Harvey, said: "As market leaders in attention measurement, we're thrilled to work with Amplified Intelligence to demonstrate the unrivalled power of television and BVOD to deliver better results for our clients and create new opportunities for brands to harness the strength of Seven.

"Seven has the largest combined national audience across broadcast and BVOD in Australia and we know that television is rocket fuel for brands with its unbeatable scale and reach. This research will help our partners understand how to optimise their ad placements to maximise attention and engagement, which leads to better brand recognition, improved sentiment and ultimately action."

Seven West Media Chief Marketing Officer, Charlotte Valente, said: "This groundbreaking, independently-verified study will enable brands to identify the drivers of attention in order to optimise their campaigns and help them connect with their audience on a deeper level.

"By measuring consumer attention signals, marketers are able to improve their return on investment while also further enhancing the viewing experience for audiences through impactful storytelling. Viewability is still critical in advertising but to get noticed by highly receptive audiences, it's time we all measure and prioritise attention."

Amplified Intelligence CEO and Founder, Professor Karen Nelson-Field, said: "We are excited to work with Seven on our longest ever TV collection over eight weeks of prime-time viewing. We know that the amount of attention an environment generates is consistently linked to various business uplifts. Measuring attention is a vital component in



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the plan, buy and measure loop. For Seven it offers clear reporting for their sponsors on the performance of campaigns.

“Attention has the potential to create a more level playing field from the outset and provide a lens over what value should be assigned to viewing environments beyond the headline price. As a human-centred measure, attention is a naturally resilient future-proofed metric. Measuring how humans respond rather than how advertising is delivered offers a more stable future measurement future for the ecosystem.”

For further information, please contact:

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## About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs 7NEWS and Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.