

## Second Screen

### The science behind ITV Programme Apps



Participation  
Value



#### Background

ITV programme apps offer the ideal environment to create an active conversation between brands and viewers. Companion apps keep the viewer engaged and coming back for more. Unique to ITV, Second Screen takeovers enable advertisers to take over the play-a-long game within the programme app at the same time as the ad break is on TV.



#### Objective

We set out to prove that ITV app partnerships build strong emotional connections between brands and viewers through a shared passion.

#### Approach

We used Neuro-Insight's unique methodology – Steady State Topography – to track a viewers' subconscious responses towards the Britain's Got Talent app, in a live, in-home viewing environment.



Four key metrics were measured:

1. **Long term memory encoding** - determines what is being laid down across both right brain (emotional) and left brain (detail). There's a strong correlation between memory encoding and decision-making / purchase intent.
2. **Approach /withdrawal** - sentiment of the emotion being experienced – whether it is positive (approach) or negative (withdrawal)
3. **Personal Relevance** - indicator of how involved people are - usually triggered by content viewers can personally identify with.
4. **Emotional Intensity** - strength of emotion being experienced.

The key measures for ITV were:

'Long Term Memory Encoding' + 'Approach' = Increased advertising receptiveness

## Results

### 1. App usage enhances the TV viewing experience by 16%



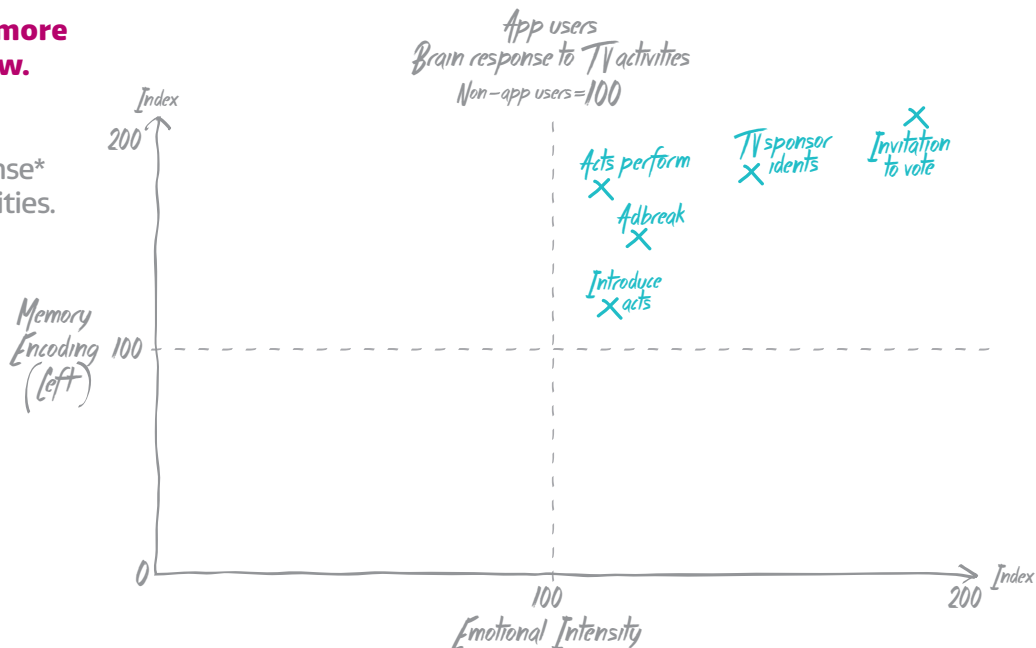
Those who viewed both TV and app content had higher 'approach' enjoyment levels than those who viewed TV only.



increase in brain response 'approach' for TV + App vs. TV only.

### 2. App users' were more involved in the show.

App users showed stronger brain response\* to on screen TV activities.



### 3. App users' response to on screen TV ads & TV sponsor idents was stronger



increase in brain response\*\* to TV ad breaks for app vs non app users.



increase in brain response\*\* to TV sponsor idents for app vs non app users.

### 4. App users were highly receptive towards in App ads



App users responded even more strongly to app ads than TV ads.



increase in brain response\*\* to in app ads vs. TV ads.

### 5. Dwell time and brain response time were positively linked



Those who spent more time using the app, showed stronger brain responses for on screen TV ads and sponsor idents.



increase in brain response\*\*\* to TV ads & TV sponsor idents for heavy vs. light app users.

#### Sources:

ITV/NeuroInsight May 2016. n = 107 users. Sample split equally across app and non app users, demographically matched and representative of the viewer base. We tested five programmes within the Britain's Got Talent series. \*Average of Long Term memory encoding and Emotional Intensity.

\*\*Average of Long Term memory encoding and Approach /Withdrawal. \*\*\* Average of Long Term memory encoding, Approach/Withdrawal, Relevance and Emotional Intensity.