

Paying Attention

Attention measurement now has a final standard, one accredited attention product and a documented trade, mostly as a bidding input, whose scale is not disclosed. What it lacks, in the public record screened, is evidence that its numbers predict outcomes better than time in view, and any independent audit of whether its guarantees are met.

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RESEARCH CUTOFF 1 OCTOBER 2026 · ONLY INFORMATION AVAILABLE BY THAT DATE IS USED

985 sources opened and registered	584 claims in the research ledger	20 products scored
260 corrections logged		

ABSTRACT

Abstract

What attention measurement measures in 2026, who checks it, whether it predicts anything that time in view does not, and how it is traded. Research current to the 1 October 2026 cutoff, with status-sensitive facts as read on 28 to 30 September and the United States as the main market.

IN SHORT

Attention measurement now has a final industry guideline, one accredited product and a documented trade whose scale is not disclosed. Almost every campaign number it sells is a model estimate. As of 28 September 2026, MRC listed one accredited attention product, in three environments and not in CTV; the standards the accreditor's letter lists do not include the attention guidelines, and whether they informed the audit is not public. In the sources screened, no public study shows that attention predicts memory, brand or sales outcomes better than time in view on held-out data, and no test shows that buying on it pays back once costs are counted. Attention is marketed as a bidding input and, in a few offers, used to guarantee or price media. Where a guarantee says who measures delivery, it is the metric's own vendor, and no independent audit of delivery was found. No metric found meets the conditions of a trading currency. The AdCP protocol can represent a named vendor's attention score; beyond that schema, only test-mode handling with a placeholder vendor is documented, and no production use of a named vendor's attention signal in agent-driven buying was found. On the Focus Quotient, no product reaches the Most documented band.

WHAT A BUYER CAN DO WITH THIS

Use attention as a diagnostic of media quality, not as a settlement currency, until four things are in writing: the accreditor's record for the environment you buy, a held-out test against time in view for the outcome you buy for, the guarantee's threshold and remedy, and an audit of delivery by someone other than the vendor. Chapter 12 turns this into a checklist. This paper audits what vendors document in public by the cutoff; it does not test whether buying on attention works.

The question

Attention metrics claim to measure whether a person looked at or listened to an ad, and they are sold as the step beyond viewability. The author's own playbook argues the category has to be created and then defaulted by brand committees; his 2026 essays argue it is a diagnostic with no settlement infrastructure, and the first metric to lose meaning when agents buy media. This paper tests both positions on the public record, without taking either side in advance. It asks what the products measure, who has checked them, whether they predict outcomes beyond time in view, how attention is traded and bought, where it works, how privacy law treats its signals, and whether agent-driven buying carries it.

How it was done

Six hypotheses and four coded questions were registered with their decision rules before any research began, alongside a product register and scoring rules with fixed anchors. AI research agents then ran 9 workstreams, 9 vendor-universe and product sweeps and 8 company profiles from one brief. A separate AI verifier, told to refute, checked each file; eight workstreams were verified twice. In all, 985 sources were opened and logged, and the ledger holds 584 claims, each traced to a source. Four outside reviews by another AI model (of the briefs, of the evidence, of the full draft and of the built paper before publication) and two internal review passes of the full draft tested the work, and a separate AI consistency audit compared every score against the anchors. The corrections ledger holds 260 entries, 23 of them scoring corrections. 20 products are scored against 12 dimensions, less creative diagnostics for media attention measurement and activation for creative attention testing. This is AI-assisted research with a published process. It has not been audited or peer reviewed, and no vendor saw it before publication. The author works at Samba, whose tune-in data Adelaide, a scored and profiled vendor, names among the inputs that train its CTV model ♦. He co-leads AgenticAdvertising.org's Signals & Measurement working group. His own firm, No Fluff Advisory, runs two agents in that organisation's registry, and one of them passed the test-mode storyboard reported in chapter 10 ♦. The full statement of interests, including past employers, is in chapter 13.

What it found

- 1. Almost every number sold is a model estimate.** The campaign figures behind Adelaide AU, Lumen's platform and IAS Quality Attention are model estimates ♦. DoubleVerify reports indices built from device signals and, since April 2026, also accredited metrics from a modelled methodology ♦ ♦. In CTV, TVision is the only scored media measurement product whose data come from observing people, in opt-in panel homes projected to the US population ♦. Vendor units differ in construct and basis and cannot be compared ♦. Chapter 1.
- 2. The standard is final; the audit trail is thin.** The IAB and MRC Attention Measurement Guidelines reached Version 1.0 in November 2025 ♦. As of 28 September 2026, MRC listed one accredited attention product, DoubleVerify's Authentic Attention, for desktop, mobile web and mobile in-app, not CTV ♦ ♦. MRC first accredited it in December 2022 and continued and extended it on 13 April 2026 ♦ ♦. H3, the registered hypothesis that accreditation is granted against the guidelines, is contradicted at 28 September 2026 on a narrow basis: the standards the April letter lists do not include them ♦. The letter's stated basis also includes DoubleVerify's answers to MRC's questionnaire, so whether the guidelines informed the audit is not public ♦. MRC removed IAS's attention measurement from in-process status in January 2026 ♦; on 28 September 2026 Adelaide's AU had a pre-audit review, with the audit not begun ♦. Chapter 2.
- 3. Predictive value beyond time in view is not shown.** In the sources screened, no public study compares an attention metric with time in view on held-out data; the closest comparisons are in-sample and not directly comparable with one another ♦. In a creative test run by the ARF, in which twelve companies scored ads from a common set, pairs of eye-tracking-only companies barely agreed, and no method group's scores tracked advertisers' own success ratings above R-squared 0.12 ♦. No randomised or

holdout test of buying on attention with costs was found, in independent, academic or vendor sources ♦ ♦. The evidence is missing, not negative. Chapter 3.

4. **Most outcome evidence comes from the sellers.** No commissioned or vendor study screened makes a held-out comparison against time in view ♦. PwC's review, commissioned by Lumen, found attention correlated better than viewability with click-through and conversion. That comparison is in-sample, on a Lumen-supplied subset whose data cleaning PwC could not verify ♦ ♦. In a brand-lift pilot for one advertiser, attention was not significantly better than viewability on awareness or recall ♦. Chapter 4.
5. **Both verification companies left or agreed to leave public markets.** Novacap took IAS private on 23 December 2025 ♦, and on 6 August 2026 DoubleVerify agreed to be acquired by the parent of Nielsen for \$13.60 a share, a deal still pending on 29 September 2026 ♦ ♦. Viant, a buying platform, completed its purchase of TVision on 1 May 2026 ♦. No source screened by 28 September 2026 links verification companies' attention bundling to specialists' demand, pricing or revenue, so H4 is unresolved ♦. Chapter 5.
6. **Attention is traded at an undocumented scale, and no independent audit of delivery was found.** It is marketed as a live bidding input in named buying platforms, on vendor and seller statements ♦. Where a guarantee says who measures delivery, it is the metric's own vendor, and this review found no independent audit of delivery ♦. Two offers price media on attention, and neither documents US sales ♦. No offer discloses US spend or impressions against a market total, so H2 is supported with its scale undocumented ♦. No metric-environment pair found meets all four currency conditions ♦. Chapter 6.
7. **Buyers use it to plan.** Most buyer-use records found involve planning ♦. In IAB's US buy-side surveys, the share expecting to focus more on attention rose from 36% to 47% and then held at 47% in the next wave; that is intent, not spend ♦. Chapter 7.
8. **Coverage follows the screen.** Under the registered rule, display, online video, CTV and social are covered, and social has platform integrations on Snap and TikTok ♦ ♦. In the sources screened, no attention product is in Meta's or YouTube's partner programmes or has a certified integration with them; xpln.ai states that it measures Facebook and Instagram through the platforms' reporting interfaces or APIs ♦ ♦. Audio, DOOH and retail media are thin, and in-game is study only ♦ ♦. Chapter 8.
9. **The law turns on identification and emotion.** Emotion recognition for advertising is high-risk under the EU AI Act, subject to the Article 6(3) derogation ♦. The obligations for such systems were moved to 2 December 2027, and they reach products already on the market only after a significant design change ♦. Chapter 9.
10. **Agents can hold the number; no production use was found.** AdCP v3.1.24, the stable release of 23 September 2026, can represent a vendor-bound attention metric in forecasts, optimisation goals, delivery reports and performance floors ♦ ♦. This review found no documented production use of a named vendor's attention signal in agent-driven buying; beyond schema representation, the only handling documented is in test mode with a placeholder vendor, so H5, the agentic hypothesis, is unresolved ♦. Chapter 10.
11. **On the Focus Quotient, the field is close and no product reaches the Most documented band.** The field FQ is 51 in cohort A (media attention measurement) and 51 in cohort B (creative attention testing). Outcome validation and independent assurance

are the two lowest-scoring dimensions in cohort A and, with production scale, the three lowest in cohort B. Chapter 11.

What it means

On this paper's reading, attention is a diagnostic of media quality that is being sold, in places, as a trading unit before the evidence and the plumbing of a trading unit exist. A buyer who treats it as a billing unit or guarantee should ask for the accreditor's record for the environment bought, a held-out test against time in view for the outcome that matters, the threshold and remedy in writing, and an audit by someone other than the vendor. Chapter 12 turns that into a checklist.

What attention measurement measures

Attention measurement estimates whether and how much a person looked at or listened to an ad. In 2026 almost every attention number sold for a live campaign is a model estimate or an index of device signals, and people are observed only in panels and creative tests. Vendor units measure different things and do not convert into one another.

IN SHORT

Attention sits between the opportunity to see or hear an ad and what the ad does to memory, brands and sales. The Interactive Advertising Bureau (IAB) and Media Rating Council (MRC) guidelines define it as whether an ad "was seen or heard by a person and to what depth", and say it should not be used as a measure of outcomes ♦ ♦. They define no common unit ♦. Vendor units differ in construct and basis, and none is comparable across vendors ♦. In connected TV (CTV), of the media products this paper scores, only TVision's attention data come from direct observation of people, in its in-home panel ♦. Lumen's and Adelaide's campaign numbers are model estimates ♦ ♦. DoubleVerify's indices, which MRC's April 2026 letter lists as accredited, are built from device signals ♦ ♦. The people observed are panellists and creative-test participants.

The definitions

The audio and gaming papers in this series cite these terms as defined here.

- **Attention measurement:** estimating whether and how much a person looked at or listened to an ad.
- **Four layers, kept apart.** Layer 1 is the opportunity to see or hear: the ad was served and was viewable or audible. Layer 2 is attention. Layer 3 is memory or brand response, such as recall or brand lift. Layer 4 is behaviour or sales. A number from one layer says nothing about the next until a study links them (chapter 3).
- **Construct:** visual attention (looking at the ad) or auditory attention (listening to it), each judged against its own methods.
- **Candidate proxy:** dwell, time in view, audibility and screen coverage. They stay proxies until validated for the stated construct.
- **Method families:** reference panels (eye tracking or webcam for visual attention, and the audio equivalent), device or on-screen signals, modelled attention, and neuro or biometric studies such as EEG (electroencephalography) and facial coding.

- **Units:** attention seconds; attentive seconds per 1,000 impressions (APM); vendor-defined attention units, such as Adelaide's AU on a 0–100 scale; and percentage attended. They are not interchangeable.
- **Measurement basis:** direct observation of people, or a model estimate, recorded with what the model predicts and over what horizon.
- **Application stage:** creative pretest, media planning or pre-bid, in-flight, or post-campaign.

FOUR LAYERS, KEPT APART



What the products sold here output

Campaign attention numbers: model estimates or device-signal indices from layer-1 signals

Observed on people: panels

reference panels train the models; one in-home TV panel observes viewers

What would link a number to layers 3 and 4

A held-out test against time in view: none found in the sources screened (chapter 3)

Layers follow the brief and the IAB and MRC guidelines. A model output is never observed attention, whatever a vendor calls it; vendor units are not comparable across vendors.

Almost every attention number sold is a model estimate or device-signal index built on the layer below it. The four layers this paper keeps apart, and where the numbers in the market sit. Campaign-level attention figures from the scored media products are model estimates or device-signal indices built from opportunity signals; people are observed in reference panels used to train those models and in one in-home TV panel. No study in the sources screened tests an attention metric against time in view on held-out data.

Units: none (diagram) · Scope: products in cohort A of the product register, at the cutoff · Sources [41] [42] [43] [44] [45] [46] [47]

A schematic of the paper's definitions, not a measurement.

Cohort A products measure, plan or optimise attention on media exposures. Cohort B products test creative before launch. No model output is called observed attention here, whatever the vendor calls it.

Where the layers separate

The IAB and MRC Attention Measurement Guidelines, Version 1.0 of November 2025 ♦, draw the first boundary the same way. Viewability is the opportunity to see the ad, or to hear it for audibility. Attention is "whether the ad was seen or heard by a person and to what depth". MRC calls attention a measure of audience, meaning persons, because persons generate attention ♦. The guidelines add that attention "should not be considered or used as a measure of outcomes" ♦.

The guidelines use the word more widely, for "the exposure, engagement, focus, and cognitive impact measured through these methods" ♦. This paper keeps viewability, time in view and audibility in layer 1, because the data show the layers coming apart. In a German lab study of a mock Instagram feed, viewport time correlated at .89 with eye-tracked gaze duration ♦. Under the MRC one-second rule, 94% of viewable post exposures received at least a second of gaze, but 41% of the small group of non-viewable exposures also received more than a second ♦. TVision's 2016–17 panel showed viewers absent from the room during 30% of ads played in active viewing sessions ♦.

Two scores cross the boundary between layer 2 and layers 3 and 4 by design. Adelaide defines AU as "a placement's probability of attention and subsequent impact", produced by a model trained on media-quality signals and full-funnel outcome data ♦. IAS says its Quality Attention combination "can predict if an impression is likely to lead to a business result" ♦, and its report-level definition describes the score as click or conversion propensity ♦. Both are outcome predictions with attention inputs. This paper's inference follows: a comparison showing that high scores go with better outcomes can partly restate what the model was trained to predict.

Seen or heard

Even visual attention is inferred. Eye trackers report eye movements and gaze, and attention is always inferred from them, as Orquin and Holmqvist put it ♦. TVision defines attention as the time a viewer is looking at the TV screen. Independent academics who used its 2016–17 panel data describe that measure as the co-occurrence of eyes-open and eyes-on-screen inferences, and call it "only one possible measure of attention" ♦.

A construct can drift inside a single product. Kantar's passive attention is the time viewers' eyes are on screen while the ad is visible. Its active attention is the time their facial expressions indicate emotional engagement ♦. Kantar's own publications report that the two barely relate at ad level ♦. This paper codes active attention as an emotion measure and a candidate proxy for attention.

Auditory attention is the thinner construct. In the sources screened, the three vendors that attach attention metrics to audio use three different constructs. None is documented as observing a listener's auditory attention to an ad ♦. Dentsu's 2023 audio research with Lumen (funding not stated) reported an average of 10,126 attentive seconds per 1,000 impressions, a modelled visual-equivalent score ♦. DoubleVerify is not one of the three. Its accredited statistics, for display and video, include quartile audible rates and volume-change rates ♦. They record what the device did, so this paper codes them as candidate proxies for listening. Chapter 8 covers audio.

Four method families

The guidelines list a similar set (data signals, visual tracking, physiological and neurological observation, panel and survey methods), plus predictive models that combine them to predict visual attention from logged signals. They do not say which is best ♦.

Reference panels observe people. Per its privacy policy, Amplified recruits a paid panel through Cint and collects facial images from device cameras and an in-home TV micro-camera ♦. TVision reports "an opt-in panel of 5,000 homes across the United States" ♦. Webcam accuracy is limited. An early open-source webcam system showed about 3.94 degrees of offset in the lab; a 2023 lab comparison co-authored by developers of Labvanced, a commercial webcam eye-tracking system, reported 1.4 degrees against an EyeLink 1000. Neither tested a commercial ad-attention panel ♦.

Device and on-screen signals record what the screen and the device did. DoubleVerify's Authentic Attention is built from signals such as viewable time, share of screen, audibility, touches and playback, and its filing names no reference method ♦.

Modelled attention turns those signals into expected attention with a model trained on panel data. Lumen's tag collects domain, format, page geometry, scroll speed, % viewable and time in view, and the model estimates attentive seconds per impression ♦. A Lumen-commissioned PwC review found that the 2022 view and dwell models were a logistic regression and a quasi-Poisson model on ad size, log viewable time and domain terms ♦. It follows that the estimate depends on the same layer 1 signal it is often compared with.

Neuro and biometric methods measure the body. Brainsights, which describes itself as a neuroanalytics company using EEG, names no attention construct on the page for its creative service ♦.

The families do not agree by default. In the Advertising Research Foundation's (ARF) Phase 2 test of creative measurement (June 2024), 12 companies scored ads from a common set of 32. Two pairs of eye-tracking-only companies agreed at R-squared 0.08 and 0.005 (0.0005 in the report's appendix). Two eye-tracking-plus-facial-coding companies agreed at 0.78, two survey companies at 0.66 (0.61 in the figure label) and two neuro-based companies at 0.10 ♦. The ARF is funded by its members, who include attention vendors ♦.

Units that do not convert

The guidelines define no common unit. A text search of Version 1.0 found no definition of attention seconds, APM, a 0–100 unit or percentage attended. The guidelines list per-measure units and encourage reporting attentive time relative to viewable time ♦.

- Attention seconds. Amplified reports active and passive attention seconds ♦.
- APM. Lumen defines it as $\% \text{ viewed} \times \text{average eyes-on dwell time} \times 1,000$, but its February 2023 definitions page omits the $\times 1,000$ ♦.
- Vendor units. Adelaide's AU runs from 0 to 100 ♦. DoubleVerify's indices are normalised to 100 as the average across its own impressions over a 28-day rolling window, so 125 means 25% above that moving benchmark ♦. In the sources screened, IAS publishes no scale definition; one IAS case splits scores into 1–57 (low) and 58+ (high) ♦.
- Percentage attended. TVision's Ad Attention is the share of ad impressions in which the viewer looked at the screen for two or more seconds ♦.

Adelaide reports that connected TV (CTV) placements average 67 AU, a vendor model output with no stated denominator or period ♦. None of these units is comparable across

vendors ♦. The problem reaches inside single studies. The News UK and Lumen release gives its baseline as "25 minutes per 1,000 impressions" in one sentence and "25 seconds" in another, so only its percentage can be cited ♦.

Basis and stage

Every attention number in this paper carries its measurement basis and application stage. The guidelines ask for the same split. Observed measurement "should be distinguished" from modelled measurement, models "must have empirical support" that they fit their purpose, and model validation should run at least annually on fresh deterministic data ♦.

Vendor wording does not always hold the line. Amplified contrasts its "measured behaviour" with competitors' "modelled probability". Yet it told the ARF in 2023 that tag data are combined with panel ground truth to predict in-flight attention ♦.

The stage can change the basis even when the source is observation. TVision's scores in demand-side platforms (DSPs) are "based on historic viewer attention" at daypart and channel level. OpenX's targeting uses "predictive attention models" built from TVision panel data ♦. Adelaide's pre-bid segments in Amazon DSP are built from historical placement-level AU ♦. A pre-bid number is a forecast about an impression that has not yet happened. The target matters too. IAS's is click or conversion propensity ♦, which is layer 4 behaviour.

What each product observes

Q2 asks what each product measures. Its registered rule codes a number as direct observation only when the source documents that it was observed on people for the impression or asset reported; anything else is a model estimate. Fields the public record does not state are coded "not disclosed", which is itself reported under method disclosure. The table applies the rule to the profiled products, from their verified metric cards.

PRODUCT	CONSTRUCT	OBSERVED IN PRODUCTION	REFERENCE LABELS	BASIS	STAGES	EVIDENCE
Adelaide AU (cohort A)	0–100 score of a placement's probability of attention and subsequent impact	Tag, pixel and page signals about the placement; no gaze or presence of the exposed audience	Gaze data licensed from five suppliers (Adelaide's September 2026 FAQ says Lumen's were used in early models); brand-lift, tune-in and sales outcomes	Model estimate at every stage	Planning, pre-bid, in-flight, post-campaign	♦ ♦ ♦ ♦ [1]
Lumen LAMP (cohort A)	Visual attention: APM, % viewed, view time	Tag signals: domain, format, page geometry, scroll speed, % viewable, time in view	Webcam eye tracking of opt-in panellists; TVision data for US CTV (2023–24 releases)	Model estimate for every campaign number	Planning, pre-bid, in-flight, post-campaign	♦ ♦ ♦ ♦

PRODUCT	CONSTRUCT	OBSERVED IN PRODUCTION	REFERENCE LABELS	BASIS	STAGES	EVIDENCE
TVision (cohort A)	Time a viewer looks at the TV screen; presence and co-viewing	Optical sensors and audio matching in opt-in US panel homes	Not disclosed	Direct observation of panellists, classified by a model; market figures are weighted projections	Planning, pre-bid (historical aggregates), in-flight, post-campaign	◆ ◆ ◆
Amplified Campaign Performance (cohort A)	Active and passive attention seconds per ad view	Tag or server-to-server signals per exposure; no gaze of the exposed audience	Paid camera panel: device cameras, in-home TV micro-camera	Model estimate: in-flight predictions trained on panel data	In-flight, post-campaign; planning in Campaign Strategy	◆ ◆ ◆
DoubleVerify Authentic Attention (cohort A)	Index of exposure and engagement	Tag device and on-screen events: viewable time, share of screen, audibility, touches, playback, volume	Not disclosed for the open web; Lumen on Snapchat; TVision for CTV (announced 2023)	Device-signal index (candidate proxy); model estimate for Authentic Modeled metrics and pre-bid segments	Pre-bid, in-flight, post-campaign, planning	◆ ◆ ◆
IAS Quality Attention (cohort A)	Composite score framed as predicting a business result	Tag signals: visibility, situation, interaction	Lumen eye-tracking data; click and conversion events	Model estimate at every stage; target: click or conversion propensity	Post-bid reporting, pre-bid optimisation (beta), sell-side packaging	◆ ◆ ◆
Kantar LINK+ (cohort B)	Passive attention (eyes on screen); active attention (facial expression of emotion)	Webcam facial coding with gaze monitoring (an optional LINK+ module) of survey participants; the survey base is N=150 per study, and the base for the attention measures is not stated	Not disclosed for the gaze component	Direct observation of participants; model estimate for AI predictive eye tracking and LINK AI	Creative pretest	◆ ◆ ◆
Vevo Attention Guaranteed (trading offer)	Adelaide AU, by clear implication	Not explained for Vevo's inventory	As for Adelaide AU	Model estimate	Campaign guarantee; reporting	◆ ◆

Adelaide's tune-in outcome data come from providers that include Samba, the author's employer ◆.

For live media exposures, one product in the table reports numbers observed on people: TVision, for the exposures in its panel homes. Its figures for the wider market are projections of those observations, and partner scores built on its data are models ◆ ◆. In CTV, Adelaide, DoubleVerify and Lumen score impressions with models, and all three document TVision panel data as an input: Adelaide in its July 2026 method blog, DoubleVerify only in its June 2023 partnership announcement, and Lumen in 2023–24 partner releases ◆. In the sources screened, whether that supply continues after Viant completed its acquisition of TVision on 1 May 2026 is not documented ◆ ◆. Adelaide's July 2026 blog says in the present tense that CTV AU "incorporates TVision data", which could describe historical training data ◆.

Every other campaign number in the table is a model estimate or a device-signal index, and the pattern holds beyond it. The Snapchat attention products from Lumen and DoubleVerify, and the one IAS announced in June 2025 (live status unconfirmed), all rest on Lumen's eye-tracking model, so they are not independent measurements ♦. xpln.ai sells metrics built from eye-tracking panel data combined with machine learning to give real-time estimates ♦. On MRC's list as read on 28 September 2026, it is the only attention product found in audit, recorded as in process as of November 2025 ♦.

People are observed at two other points. Reference panels observe panellists whose data train the models. Lumen's platform model was trained on 650,000+ eye-tracking sessions ♦. Creative tests observe recruited participants before launch: Kantar LINK+ with webcam facial coding and gaze monitoring ♦, Lumen SPOTLIGHT with webcam eye tracking ♦. Their model-based siblings observe no one. Kantar's LINK AI attention outputs are model estimates ♦, and Amplified's AttentionAI simulates 20,000 viewing personas per ad ♦.

Among the fields coded "not disclosed" are the ones a buyer needs to judge a model: the size and recruitment of the reference panel, and held-out agreement with it. In the Adelaide documentation screened, neither a reference-panel size nor a held-out agreement statistic against gaze data is published ♦. The IAS sources opened state neither for the Lumen data behind Quality Attention ♦. Amplified claims "99% data accuracy" without naming a validator, metric or reference set ♦. These gaps are scored under method disclosure in chapter 11.

The standard and the audit

Attention measurement now has a written standard from the Interactive Advertising Bureau (IAB) and the Media Rating Council (MRC), and one accredited product. MRC's accreditation of DoubleVerify's Authentic Attention predates the standard, and the standards its April 2026 renewal lists do not include it. By this paper's registered rule, that narrow basis is enough to code H3 contradicted on the records read in late September 2026. Whether the guidelines informed the audit is not public. One other product is in audit and another has had only a pre-audit review.

IN SHORT

The IAB and MRC Attention Measurement Guidelines became final as Version 1.0 in November 2025, after a public-comment draft in May ♦. They build attention on viewable impressions, full filtering of sophisticated invalid traffic and a present user, and they define no common unit ♦ ♦. MRC lists one accredited attention product, DoubleVerify's, for desktop, mobile web and mobile in-app ♦. Its CTV attention is not accredited ♦. The standards the April 2026 letter lists do not include the attention guidelines ♦. Under the registered rule, H3 is therefore contradicted on the records read on 28-29 September 2026. The letter's stated basis also includes the procedures in DoubleVerify's answers to MRC's questionnaire, so whether the guidelines informed the audit is not public ♦. XPLN is in audit, Adelaide has had a pre-audit review, and IAS left the process in January 2026 ♦ ♦ ♦. In this paper's reading, accreditation certifies how a number is produced and disclosed. Whether the number predicts outcomes is a separate question.

What the guidelines require

The IAB and MRC published a public-comment draft of the Attention Measurement Guidelines on 12 May 2025, with comments due by 12 July. The final Version 1.0 followed in November 2025. IAB's web page for it is dated 11 November 2025, and MRC lists it among its guidelines as issued that month ♦. IAB's page says the guidelines "serve as the basis for MRC accreditation audits". That sentence is on the web page and does not appear in the PDF's text layer. The PDF still frames several provisions in accreditation terms: base inputs must be audited for accreditation consideration, MRC audits will verify upstream processes, and users should encourage providers to be independently audited against the guidelines ♦.

The guidelines define viewability as the opportunity to see or hear an ad, and attention as "whether the ad was seen or heard by a person and to what depth". MRC treats attention as a measure of audience, meaning persons rather than devices ♦. The standard base is compliant viewable or audible impressions (one second for display, two continuous seconds for video), full filtration of sophisticated invalid traffic (SIVT), and the presence of a user. Panel or survey methods in which respondents affirm exposure may substitute for these checks, but only with "strong empirical support". The base inputs must themselves be audited for accreditation consideration ♦.

Attention measured without or before viewability may also be reported, under four conditions. Among them, the standard viewable version must be reported beside it, and the non-viewable version is labelled non-standard and diagnostic. Both presentations, and aggregates that combine them, are eligible for accreditation with proper disclosure ♦.

The guidelines' definitions draw the first boundary where this paper does, but their measurement categories cross it. Their Exposure category includes viewability, time in view and audibility, which chapter 1 places in the first of four layers, the opportunity to see or hear ♦.

The guidelines recognise four measurement approaches: data signals, visual tracking, physiological and neurological observation, and panel and survey methods. Predictive models, which combine them to predict visual attention from logged data signals, form a fifth. The text does not say which approach is best ♦.

On models the text is specific. Observed measurement "should be distinguished" from modelled measurement. Models "must have empirical support" that they fit their intended purpose. That includes a link to validated attention and, where a model is used to predict outcomes, a link to campaign objectives and outcomes. Validation "should" run at least annually on fresh deterministic data, and training data "should" be collected deterministically. Error margins and standard errors around sample-based projections must be disclosed. Randomised or A/B validation is strongly encouraged and is not required ♦.

The final text is firmer than the May draft. It adds rules on synthetic training data and the sentence "These guidelines strongly require validation for models and measurement approaches" ♦.

What the guidelines leave open

The guidelines define no common unit. A text search of Version 1.0 found no definition of attention seconds, attentive seconds per 1,000 impressions (APM), a 0-100 attention unit or percentage attended. The text lists per-measure units and strongly encourages reporting attentive time relative to viewable time ♦. Each vendor's unit therefore stays its own. Adelaide's AU, Lumen's APM and DoubleVerify's indices differ in construct and basis, and none is comparable across vendors ♦.

On outcomes and trading the guidelines are cautious. They state that attention "should not be considered or used as a measure of outcomes". They only strongly encourage independent third-party auditing of attention methods used in buying and selling ♦. The

Attention Measurement Playbook for Marketers, published in November 2025 by IAB and CIMM, a measurement coalition, summarises IAB and MRC's position as "never as a stand-alone currency" ♦.

The vendors whose products this chapter tracks helped write the text. Staff of DoubleVerify, Integral Ad Science (IAS), Adelaide, GumGum, Amplified Intelligence, Lumen Research and TVision are named key contributors to Version 1.0, alongside MRC's senior vice president for digital research and standards ♦. The list says nothing about influence on any clause.

The Advertising Research Foundation (ARF) runs an attention validation initiative as research. IAB Europe publishes guidance, and France's CESP publishes a grid of vendor answers and MRC statuses. None of them accredits ♦ ♦.

The accreditation record

MRC, which accredits measurement services ^[2], records each accreditation by service, metrics and environments ♦ ♦. The table reads its records for every attention product found. Status is as of 28-29 September 2026, when MRC's pages were read for this paper.

PRODUCT	METRICS	ENVIRONMENTS	MRC STATUS	STANDARDS MRC LISTS	EVIDENCE
DoubleVerify Authentic Attention	Display and video Authentic Attention metrics	Desktop, mobile web, mobile in-app	Accredited December 2022; continued March 2024 and 13 April 2026	Not listed in the 2022 report (the 2022 letter was not opened). April 2026: viewability, invalid-traffic, impression, audience-measurement, outcomes and data-quality, ad-verification; not the attention guidelines	♦ ♦ ♦
DoubleVerify Authentic Attention V4	Indexed Impressions, Direct-Indexed-Rate; metrics from the Authentic Non-viewable and Authentic Modeled methodologies	Desktop, mobile web, mobile in-app	Initial accreditation 13 April 2026	As above	♦
DoubleVerify pre-bid Authentic Attention	Pre-bid attention	Desktop, mobile web, mobile in-app	Denied March 2024; no attention offering in the April 2026 pre-bid table	n/a	♦ ♦
DoubleVerify CTV attention	Attention	CTV	Not accredited (CTV accredited only for impressions, video viewability, completion, quartiles and verification); no entry under review	n/a	♦
IAS attention measurement	Attention Score and associated metrics that contribute to it	Not stated	On the pre-audit list by 16 September 2025; removed from in-process status January 2026	n/a	♦ ♦

PRODUCT	METRICS	ENVIRONMENTS	MRC STATUS	STANDARDS MRC LISTS	EVIDENCE
Adelaide AU	AU	Digital display and video, audio, linear TV, cinema, digital out-of-home	Pre-audit reviewed 5/2026; audit not begun	Not stated	◆
XPLN (xpln.ai)	Impressions, viewable impressions, viewability and attention metrics, SIVT-filtered	Mobile web, mobile in-app	Pre-audit reviewed 9/2025; audit in process as of 11/2025	Not named	◆
Lumen	None found	n/a	No entry on the MRC lists screened	n/a	◆
TVision (owned by Viant since 1 May 2026)	None found	n/a	No entry on the MRC lists screened	n/a	◆ ◆
Amplified	None found	n/a	No entry on the MRC lists screened	n/a	◆

MRC STATUS OF ATTENTION METRICS, BY ENVIRONMENT, 28 SEPTEMBER 2026

	Desktop	Mobile web	Mobile in-app	CTV
DoubleVerify Authentic Attention	Accredited	Accredited	Accredited	
xpln.ai attention metrics		In audit	In audit	
Adelaide AU	Pre-audit	Pre-audit	Pre-audit	n/s
IAS Quality Attention	Withdrawn	Withdrawn	Withdrawn	Withdrawn
Lumen (LAMP)				
TVision				
Amplified				

Accredited (MRC record)

Removed from MRC process

Audit in process (MRC-confirmed)

No MRC record found

Pre-audit reviewed; audit not begun

Environment not stated

DoubleVerify's CTV accreditation covers impressions and viewability, not attention. MRC's January 2026 removal of IAS's attention service names no environments; the IAS row applies it to the service as a whole. The accredited standards listed in MRC's 13 April 2026 letter do not include the Attention Measurement Guidelines. Adelaide's MRC scope is named by channel (digital display and video, audio, linear TV, cinema, DOOH), not by environment.

One attention product is accredited, in three environments and not in CTV. MRC status of attention metrics by product and environment on 28 September 2026, from MRC's accredited and under-review lists, its quarterly decisions and its 13 April 2026 letter to DoubleVerify. An audit in process counts only when MRC confirms it; a vendor announcing one is a vendor assertion. Accreditation certifies process and disclosure, not that a metric predicts outcomes.

Units: status category · Scope: MRC records for attention metrics, US · Sources ^[42] [2] [48] [49] [50]

Status-sensitive: read on 28 September 2026 and not rechecked before publication (chapter 13). "No record found" is bounded to MRC's digital, TV and multimedia lists screened that day.

DoubleVerify: accredited, within limits

DoubleVerify's Authentic Attention is the only accredited attention product in the MRC records read for this paper. On 28 September 2026 the "Attention Metrics" category of

MRC's digital list has one entry, DoubleVerify Quality Analytics Platform, for desktop, mobile web and mobile in-app ♦. MRC first accredited the Authentic Attention metrics suite in those environments in December 2022, nearly three years before the guidelines were final ♦. In March 2024 it continued that accreditation and denied accreditation for pre-bid Authentic Attention, giving no reason ♦.

MRC's letter of 13 April 2026 continued the display and video metrics. It also granted initial accreditation to new reporting: Indexed Impressions and Direct-Indexed-Rate, and metrics built on DoubleVerify's Authentic Non-viewable and Authentic Modeled methodologies. MRC's July 2026 report labels this "Authentic Attention V4" ♦.

The accredited statistics are indices and device-event rates. They include Attention, Exposure, Engagement, Intensity, Prominence, User Presence and Ad Interaction indices; rates for ad touches, scrolling, tabbing into background and volume changes; and quartile audible and viewable rates ♦. DoubleVerify's 10-K describes the inputs as exposure and engagement signals and names no reference method ♦.

The letter's scope has limits. CTV is accredited for impressions, video viewability, completion and quartile metrics and property-level verification. CTV attention is not accredited, and on 29 September 2026 MRC's digital and television under-review lists carried no DoubleVerify entry ♦. The letter's pre-bid table lists brand safety, fraud, viewability and other offerings, with no attention offering ♦. The standards it lists cover the whole Pinnacle service: viewability, invalid-traffic, impression, audience-measurement, outcomes and data-quality, and ad-verification standards. The Attention Measurement Guidelines are not among them. A DoubleVerify vice president of attention product management is a named key contributor to the guidelines, as are staff of IAS, Adelaide and other vendors ♦ ♦.

DoubleVerify describes its own scope differently from MRC. Its product page says "only direct indexed impressions", a November 2024 release dates first accreditation to 2023, and the 10-K calls the product "MRC-accredited" without naming environments ♦. DoubleVerify has carried that 10-K sentence since the report filed on 1 March 2023 ♦. For scope, the letter is the record.

The rest of the field

IAS never reached audit. Digiday reported in October 2024 that IAS was in pre-assessment for attention ♦. IAS Attention entered MRC's public pre-audit list between 20 June and 16 September 2025 and was gone by 20 January 2026 ♦. In January 2026 MRC removed "IAS Attention Measurement" from in-process status, stating the reason as IAS' lack of intent to engage in third-party audit ♦. That is a withdrawal from the process. The service was never accredited, so nothing was denied or revoked. MRC names services, not products, so reading that service as IAS's Quality Attention is this paper's inference ♦. Novacap had completed its take-private of IAS on 23 December 2025 ♦. No source screened links the two events ♦.

IAS does hold MRC accreditation for viewability and SIVT and, since June 2026, for pre-bid viewability and invalid traffic. Quality Attention uses such signals as inputs, and no IAS entry carries an attention metric ♦.

Adelaide is in the MRC process and not in audit. MRC lists its AU (attention unit) with "Pre-audit reviewed 5/2026, Audit not begun", across digital display and video, audio, linear TV, cinema and digital out-of-home ♦. MRC told Digiday in October 2024 that Adelaide was in pre-assessment. The pre-audit review came about 19 months later ♦. Under this paper's assurance anchors, a pre-audit review does not count as an audit in progress ♦. Adelaide says it asked MediaSense, a media advisory firm, to audit AU in 2025. That review is not an accreditation ♦. Vevo's Attention Guaranteed does not state the unit of its minimum. Reading it as AU is this paper's inference from the partnership, and on that reading the guarantee rests on an unaccredited metric ♦ ♦. Chapter 6 covers its terms.

XPLN (xpln.ai) is the only attention product MRC lists as in audit. The record reads "Pre-audit reviewed 9/2025, Audit in process as of 11/2025". It covers display and video impressions, viewable impressions, viewability metrics and attention metrics, all with SIVT filtration, in mobile web and mobile in-app. It names no standards. Desktop, CTV and social, where xpln.ai says it also sells its metric, sit outside the audit ♦. XPLN was not on MRC's accredited digital list on 29 September 2026. In CESP's grid of 10 June 2026, it answered no to whether its attention solution had been audited by an independent third party ♦. Adelaide, DoubleVerify and IAS answered yes, and of these only DoubleVerify holds an MRC attention accreditation ♦ ♦ [3].

For Lumen, TVision (owned by Viant since 1 May 2026 ♦) and Amplified, this review found no entry on the MRC accredited or under-review lists screened by 29 September 2026 ♦ ♦ ♦. MRC's outside-US page showed no readable entries, so assurance outside the US is not established here ♦.

H3, coded by the rule

H3 states that by the cutoff MRC accredits attention metrics against the Attention Measurement Guidelines. The registered rule codes it contradicted when every attention accreditation found in MRC records lists standards that exclude the guidelines. Audits in progress confirmed by MRC are reported separately and do not change the verdict, which the rule dates to the cutoff. MRC's records, as read on 28-29 September 2026, hold one accredited attention product. Its continued accreditation and its initial V4 accreditation both rest on the April 2026 letter, and the standards that letter lists do not include the guidelines. On that narrow basis, H3 is contradicted on the records read on those dates ♦ ♦ ♦. The letter's stated basis also includes the procedures described in DoubleVerify's answers to MRC's questionnaire. Whether the guidelines informed the audit is therefore not public, and only MRC could settle it ♦. The status was not rechecked before the 1 October 2026 cutoff, so an MRC decision published after that reading is not reflected (chapter 13).

The verdict rests on one product, and it can change. XPLN's audit, and Adelaide's if it begins, may apply the guidelines ♦. Why the DoubleVerify letter does not list them is not stated in the records screened. One possibility is that the DoubleVerify audit cycle began before November 2025. That is inference and unverified ♦. In one respect the V4 scope is consistent with the guideline text. The guidelines make attention measured without viewability eligible for accreditation under four conditions and with proper disclosure, and V4 accredits metrics built on DoubleVerify's Non-viewable methodology ♦ ♦. Neither the letter nor MRC's July 2026 report describes that methodology, so whether it meets the four

conditions cannot be told from the record ♦. The consistency is this paper's inference. The letter does not draw it.

What accreditation certifies

An MRC accreditation covers named metrics in named environments, against the standards the letter lists ♦. The guidelines point the audit at process. Base inputs are audited, upstream processes verified, models validated against deterministic attention data, and errors disclosed ♦ ♦. Outcome validation is required only for a model used to predict outcomes ♦. The DoubleVerify letter does not define the accredited metrics or describe the Modeled and Non-viewable methodologies ♦ ♦.

In this paper's reading, accreditation therefore certifies how a number is produced, filtered and disclosed. It does not show that the number predicts memory, brand or sales outcomes. That is the question for chapter 3. The ARF's Phase 3 release (June 2026), covering four live national campaigns, reports "no simple one-to-one relationship between attention and upper-funnel brand lift". It states no funding, so its independence is unknown ♦.

The distinction matters most for scores sold as outcome predictors. Adelaide describes AU as "a placement's probability of attention and subsequent impact", and IAS says Quality Attention predicts whether an impression is likely to lead to a business result ♦. The guidelines say attention should not be used as a measure of outcomes, while allowing its use "in conjunction with measures of outcomes" ♦. They also require outcome validation for any model used to predict outcomes ♦. MRC has not judged IAS's score against those clauses, because IAS left the process ♦. Adelaide's audit has not begun ♦.

Accreditation is also narrow. An accredited desktop and mobile index says nothing about the same vendor's CTV attention, which DoubleVerify's pages describe without naming a data source ♦ ♦. Accredited viewability and SIVT inputs do not make the score built on them accredited ♦. A vendor's own claim of audit is not accreditation either. Lumen markets its technology as "the only solution validated and audited by an independent third-party in the industry". It cites a 2023 PwC report that Lumen requested, in which PwC says it "has not independently verified, validated, or audited the data" ♦. Amplified's pages call the guidelines "Validation from the MRC and IAB", although the guidelines validate no vendor ♦.

A buyer who wants assurance can ask for the MRC letter, check that its environments match the buy and read which standards it lists. Chapter 11 scores independent assurance on that scope, and chapter 12 turns it into questions.

Does attention predict outcomes?

The public record cannot yet say. In the sources screened, no study tests an attention metric against time in view on held-out data, and no test of buying on attention reports its cost per incremental memory, brand or sales outcome. Both hypotheses are unresolved for memory, brand and sales, because no screened source reports the tests that would decide them.

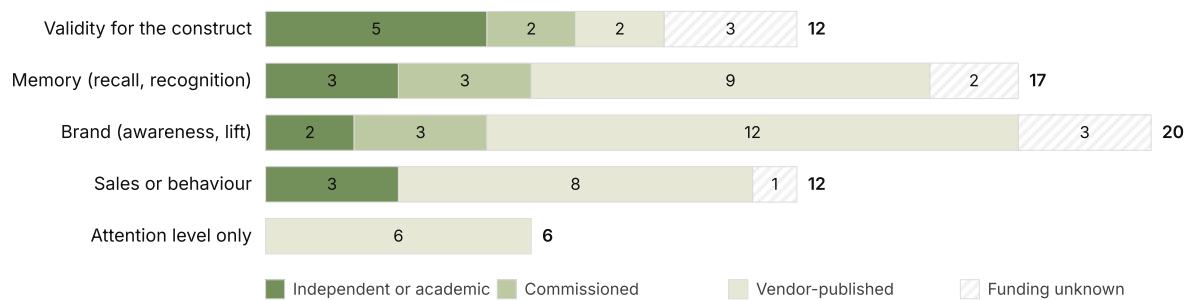
IN SHORT

In the sources screened by the cutoff, this review found no study that compares an attention metric with a time-in-view baseline on held-out data ♦. The closest comparisons are in-sample and not directly comparable with one another. In a German lab study, viewport time and eye-tracked gaze had the same reported in-sample R-squared for brand recall, .027 for each single-predictor model ♦. In a US and UK experiment, eye-tracked dwell showed the larger association with recall per standard deviation, but the dwell and visibility results come from different sub-samples and are not directly comparable ♦. On TVision panel data, attention explained slightly more brand-search lift than tuning or presence ♦. In a creative test run by the Advertising Research Foundation (ARF), pairs of eye-tracking-only vendors scoring the same ads agreed at R-squared 0.08 and 0.005 (0.0005 in the report's appendix) ♦. In the sources screened, no independent, vendor, agency or media-owner test of buying on attention reports cost per incremental outcome ♦ ♦. H1a and H1b are unresolved for memory, brand and sales.

Two hypotheses carry the commercial case for attention. H1a says attention metrics add predictive value for memory, brand or sales outcomes beyond viewability and time in view, on data the model has not seen. H1b says buying media on an attention metric improves those outcomes at comparable cost. Both carry registered decision rules (chapter 13). The Interactive Advertising Bureau (IAB) and Media Rating Council (MRC) guidelines build attention on a base of viewable or audible impressions ♦, so what a buyer pays to learn is what attention adds to time in view.

This chapter's screen for independent and academic work covered the Journal of Advertising and the Journal of Advertising Research through Crossref title filters, ARF reports and logged web searches, but not the International Journal of Advertising ♦. This review also found two 2025 Journal of Advertising Research articles on attention in CTV and linear TV that draw on TVision panel data, but did not read them ♦. Whether either compares attention with time in view on held-out data is not known, so every H1a code below is bounded by that gap. Vendor and commissioned studies are set out in chapter 4; where they bear on a verdict, this chapter says so.

STUDY RECORDS BY OUTCOME LAYER AND BY WHO PAID



A record tagged with several outcomes counts in each row. None of the 48 records compares an attention metric with time in view on held-out data.

Most outcome evidence is published by the vendor that sells the metric. The 48 study records coded in workstreams B (independent and academic) and C (commissioned and vendor), by the outcome layer each measures and by who paid. A record that measures more than one layer is counted in each, so the bars sum to more than 48. Validity is the only layer where independent or academic records are the largest group; brand and sales evidence is mostly vendor-published. ARF Phase 3 is counted as funding unknown because its release states no funding (round 2).

Units: count of study records · Scope: studies screened by the cutoff, any geography
 · Sources [46] [51] [52] [6] [4] [5] [53] [54] [55] [56] [57] [58] [59] [60] [61] [62] [21] [63] [13] [14] [15] [64] [65] [66] [67] [10] [8] [68] [69] [70] [71] [72] [11] [73] [9] [74] [17] [75] [76] [77] [78]

Counts of records, not of independent studies: one study can yield several records, and syndicated copies were merged. Every count is recomputed in `data/derived-checks.json`.

The closest comparisons are in-sample

The most direct test of a time-in-view proxy against observed gaze comes from a lab at the University of Wuppertal. Graduate students scrolled a mock Instagram feed on their own smartphones while wearing mobile eye trackers (30 assessed, four excluded; 806 post exposures to ads and content posts). Viewport time, a log of how long each post sat on screen, correlated .89 with gaze duration across all posts. In separate single-predictor models on ad exposures, viewport time predicted unaided brand recall (odds ratio 1.12 per second, $p = .045$) and so did gaze duration (odds ratio 1.14, $p = .047$), with the same reported in-sample R-squared, .027 for each single-predictor model; the number of ad exposures and the type of R-squared are not reported ♦. The MRC 1-second viewability rule caught gaze in 94% of viewable cases, but 41% of non-viewable cases also received more than a second of gaze ♦. For recall in a feed, the time-in-view proxy matched eye tracking on this one in-sample measure. That is not a test of equivalence: the models were fitted separately, with no formal increment test, and the explained variance was small for both ♦.

A US and UK online experiment by Simonov, Valletti and Veiga recruited 1,013 participants in July and August 2020, paired articles with brands at random, and used webcam eye tracking supplied by Lumen ♦. Imperial College and the NET Institute funded it, and it kept only high-quality eye-tracking data, about 70% of observations ♦. One extra second of eye-tracked dwell went with a 3.43 percentage-point higher probability of aided recall; one extra second of MRC-standard visibility went with 0.32 points. The per-second gap misleads, because dwell has a standard deviation of 3.16 seconds and visibility 17.37. Per

standard deviation, the effects are 10.83 and 5.55 points ♦. But the dwell and visibility results come from separate models on different sub-samples, 3,925 eye-tracked observations and 5,707, so they are not directly comparable ♦. Their R-squared values (.143 and .091) are full-model values with extensive fixed effects, so they are not an increment test either. The authors conclude that visibility still gives reliable results ♦. For a purchase proxy, a voucher choice made right after exposure, the per-second figures were 0.73 points for dwell and 0.13 for visibility; per standard deviation the effects are almost identical, 2.31 and 2.26 points, again from different sub-samples ♦.

On TV, McGranaghan, Liaukonyte and Wilbur used TVision panel data from 1,155 paid, consenting US households between July 2016 and June 2017. Across 180 national ad slots from two NFL playoff games on 22 January 2017, eyes-on-screen attention explained slightly more brand-search lift (R-squared .116) than exposure tuning (.082), presence (.070) or opportunity-to-see tuning (.035), each in its own regression, with no hold-out. With quarter-hour fixed effects the gap nearly closes: .180 for attention against .176 for exposure tuning. Search lift is a behavioural proxy for brand interest; it measures neither memory nor sales ♦. Attention here is a classifier's reading of camera images, an eyes-open detection plus an eyes-on-screen inference from head orientation, with no reported accuracy against human-coded gaze ♦.

All three studies are in-sample ♦. The two memory studies are not directly comparable: one is a lab study of unaided recall, the other an online experiment of aided recall with dwell and visibility modelled on different sub-samples ♦ ♦. Under the registered rule, in-sample associations alone leave H1a unresolved.

The industry's own validation work

The ARF runs its attention validation initiative as research; it sets no standard and grants no accreditation. Its first phase, in October 2023, found vendors' definitions of attention shaped by their own tools ♦. In Phase 2 (June 2024), 12 attention-measurement companies scored ads from a common set of 32 with their usual methods. Two pairs of eye-tracking-only companies agreed at R-squared 0.08 and 0.005 (0.0005 in the report's appendix). Two eye-tracking-plus-facial-coding companies agreed at 0.78, two survey companies at 0.66 (0.61 in the figure label) and two neuro-based companies at 0.10. No method group's scores correlated with advertisers' own success ratings above R-squared 0.12 ♦. The ARF says those ratings cannot be treated as ground truth, and only three of the 12 companies agreed to share cost information ^[4]. The test covered creative and anonymised the vendors, so no result attaches to a named product ♦. Inference: where agreement is this low, validating one vendor's score says little about another's.

Phase 3, released on 9 June 2026, measured four live national campaigns across TV, online video, social and display with multiple providers. The release reports "no simple one-to-one relationship between attention and upper-funnel brand lift", with methods agreeing mainly at channel level and diverging at platform and placement level ♦. It adds that lower-attention channels sometimes delivered recall or awareness gains when they received enough media weight, reach and frequency ^[5]. The full report is member-only. The release gives no effect sizes, does not say whether time in view was a comparator, and states no funding or participation terms, so this paper codes it as the ARF's synthesis, with independence unknown ♦.

Sales, and the studies that do not test it

Venkatraman and colleagues (2015) is the only screened study linking lab measures to TV advertising elasticities: 37 thirty-second TV ads, market-response data for 26 of them from five firms, and eye tracking on 29 participants. On their own, eye tracking and EEG (electroencephalography) were moderate predictors. Once traditional self-report measures were controlled, eye tracking added no significant explanatory power; only fMRI (functional brain imaging) did. The comparator was self-report and the exposure was forced in a lab, so the study does not test time in view ♦. The ARF and the corporate sponsors that supplied ads and sales data funded it [6]. Zhang, Wedel and Pieters (2009), read at abstract level, link gaze duration on grocery feature ads to sales beyond the mere presence of the ad; the abstract reports no comparison with time in view and no hold-out ♦. A 2019 Journal of Advertising Research study of attention measures for TV creative was read only as an abstract and is not used [7].

Two often-cited items do not bear on H1a. The Kwon et al. 2021 meta-analysis, carried from the author's earlier papers, covers media-context effects on attitudes and purchase intention and, on its abstract, includes no attention metric; its full text was not obtainable ♦. A frequently cited neuro and eye-tracking study reports 82.9% test accuracy in classifying ads' YouTube view counts, but its random 70/30 split of cases across 8 Super Bowl ads puts the same ads in training and test sets, so on this review's reading the accuracy is not prediction for new ads ♦.

Held-out validation can be done. Martinovici and colleagues (2023) validated attention trajectories out of sample and ahead of period on 325 US consumers, with an 85% brand-choice hit rate against 20% chance, and report that only one of 21 earlier attention-and-choice studies used a classic two-group validation. None of the advertising-attention outcome studies screened here validated on held-out ads, people or time periods, except the one whose split leaks ad identity ♦.

H1a, coded by outcome

Under the registered rule, H1a is supported only by a published design showing a positive increment over a time-in-view baseline on held-out data, outcome by outcome. It is unresolved when no such study is found, when only in-sample associations are published, or when comparable studies conflict. Each outcome is unresolved.

OUTCOME	CLOSEST ACADEMIC AND INDUSTRY-BODY EVIDENCE	BASELINE TESTED	HOLD-OUT	RESULT	H1A
Memory	Bruns et al. 2025, lab, Germany ♦; Simonov et al. 2025, online, US and UK ♦	Viewport time; MRC-standard visibility	None	Same reported in-sample R-squared for viewport time and gaze (.027 for each single-predictor model); dwell 10.83 and visibility 5.55 points per standard deviation, from different sub-samples and not directly comparable	Unresolved: in-sample only

OUTCOME	CLOSEST ACADEMIC AND INDUSTRY-BODY EVIDENCE	BASELINE TESTED	HOLD-OUT	RESULT	H1A
Brand	McGranaghan et al. 2021, TVision panel, US ♦; ARF Phase 3 release, independence unknown ♦	Exposure tuning and presence; Phase 3 not stated	None (TVision); not stated (Phase 3)	Search-lift R-squared .116 against .082 (.180 against .176 with fixed effects); no simple one-to-one link with upper-funnel brand lift	Unresolved: in-sample only
Sales	Venkatraman et al. 2015, US ♦; Zhang, Wedel and Pieters 2009 ♦	Self-report; ad presence	None	Eye tracking adds no significant explanatory power beyond self-report; gaze adds to presence for print feature ads	Unresolved: no time-in-view comparison

The TVision and elasticity studies use US data, and the webcam experiment covers US and UK participants; none is held out ♦.

The commissioned and vendor record does not change the codes. None of the commissioned or vendor studies screened makes a held-out comparison against time in view; several vendor models take viewable time as an input, and the one commissioned review with published statistics, PwC's for Lumen, found no significant memory advantage over viewability ♦. On all the evidence screened, H1a is unresolved for memory, brand and sales. It is not contradicted either: no study made the held-out comparison and found no increment.

No test of buying on attention with costs

In the sources screened by the cutoff, this review found no randomised or hold-out test, by independent or academic researchers, of buying media on an attention metric against a standard-metric control with costs reported ♦. The vendor, agency and media-owner sources screened contain no such test with a memory, brand or sales gain, cost per incremental outcome and uncertainty ♦. The only cost figures in the independent studies are Lumen's own attentive-CPM (cost per 1,000 attentive views) estimates in the Simonov experiment, about 21.88 GBP on desktop and 13.54 GBP on mobile, which are not a tested buying outcome ♦.

The nearest tests are vendor and agency material, and each lacks part of what the rule requires.

OUTCOME	NEAREST TEST FOUND	WHAT IT REPORTS	WHAT IT LACKS FOR H1B
Memory	Amplified and Chalice trials, US and Australia (vendor release) ♦	Lucid measured a 70% ad-recall increase against the standard non-attention line item	Design, sample, uncertainty and cost
Brand	MAGNA Media Trials and Adlook, US (joint release, funding unknown) ♦ ♦	A +131% awareness "delta lift" for ads optimised pre-bid on AU and delivered contextually; lower display CPM and 42% lower cost per completed video for the AU pre-bid arm	An awareness result separated from contextual delivery, uncertainty and cost per incremental outcome
Brand	Adelaide and Lucid "structured A/B tests" (vendor page) ♦	Brand impact increases of up to 22% against viewability, from in-flight optimisation toward AU	Design, sample, cost and uncertainty; "up to" is a maximum

OUTCOME	NEAREST TEST FOUND	WHAT IT REPORTS	WHAT IT LACKS FOR H1B
Sales	IAS and Kimberly-Clark, NCSolutions tests (vendor case) ♦	Test 1: no significant difference in sales lift; Test 2: 313% higher sales lift for above-average-attention households	A bought arm against a control; segments split after the fact on a modelled score
Attention only	Lumen consumer-goods attention bidding (vendor case) ♦	Against a control campaign on the same budget, +104% viewed ads at 40% lower CPM	Any memory, brand or sales outcome; the same vendor's model bought and measured

Under the registered rule, H1b is unresolved for memory, brand and sales: the published tests lack a holdout or randomisation, omit cost or cost per incremental outcome, report no uncertainty, or are case studies without a design. No study screened discloses measurement fees, and none reports a campaign's media premium for attention-bought inventory ♦.

Inference: in the 2016-17 TVision panel, attention fell across the first slots of a break, so the earliest slots drew the most, and it fell slightly with ad duration. Optimising to a per-second attention rate could therefore favour early slots and shorter ads without an outcome gain, while a total-attentive-seconds metric would favour longer ads. No screened study tests whether attention optimisation improves exposure quality or only the score ♦.

Drift, updates and transfer: nothing published

In the sources screened, none of the independent studies reports a commercial attention model's performance after model updates, calibration drift, calibration by channel or population, or transfer to new channels. Their data vintages are 2016-17 for the TVision panel, 2020 for the Simonov webcam experiment, which used Lumen's technology, and a recent lab feed study, so they validate those vintages only. A reported model-update date is not evidence that performance held ♦. The guidelines ask for validation at least annually on fresh deterministic data, and strongly encourage randomised or A/B validation without requiring it ♦. The accuracy evidence for webcam eye tracking is thin and partly vendor-authored, and none of it tests a commercial ad-attention panel ♦.

What study would settle it

H1a needs one design, run by a team with no stake in the metric and repeated by another. Take one vendor's attention metric and the viewable seconds for the same impressions; the guidelines already encourage reporting attentive time relative to viewable time ♦. Fit each outcome on time in view alone, then add attention. Score both models on data neither saw: campaigns held out at random, and a later period that falls after the vendor's next model update. Report memory, brand and sales separately, with intervals, the funder and the model version, and register the comparison before the data arrive.

H1b needs a randomised buying test. Split one budget at random between an arm bought on the attention metric and an arm bought on standard metrics such as viewability, CPM or completion. Measure the outcome against a holdout, through a party other than the vendor whose score steered the buying. Report cost per incremental outcome with the media premium and measurement fee included, and repeat in a second channel before claiming transfer.

The study table lists the 48 study records coded from independent, academic, commissioned and vendor work, one row per study and outcome, with design, sample, sponsor and uncertainty. Some studies discussed here and in chapter 4, such as the Amplified and Chalice trials, are not among them.

Study evidence table

Outcome measures are deliberately not pooled: different outcomes are different quantities. Sort by any column; sponsorship is shown so a vendor-funded result is never read as independent.

Full records with limitations and source passages are in data/study-evidence.csv.

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Bruns, Kopka, Borgmann, Prior, Langner (J Advertising)	2025	Lab validation: viewport logging vs mobile eye tracking (reference)	30 students assessed, 4 excluded; 806 post exposures	Germany, lab, mock Instagram feed on own smartphones	Static social feed posts (10 ads, 23 content)	Concurrent validity vs gaze duration	r = .89 (gaze duration), .87 (fixation duration), .81 (fixation count)	all p < .001; no CIs	European Advertising Academy grant; no COI	Low-moderate: students, static ads, simulated feed	[46]
Bruns et al. (J Advertising)	2025	Same; single-predictor logistic regressions, in-sample	as above	as above	as above	Unaided brand recall (memory)	Viewport time OR 1.12/s, R2 .027; gaze duration OR 1.14/s, R2 .027	p = .045 and p = .047; no hold-out	European Advertising Academy grant; no COI	Low-moderate	[46]
Simonov, Valletti, Veiga (J Marketing Research)	2025	Randomised online experiment (random article-ad pairing); OLS	1,013 participants; 5,707 obs (visibility), 3,925 obs (eye tracking)	US and UK online panel, desktop and mobile	Display ads beside news articles	Aided brand recall (memory)	+3.43 pp per s ad dwell (R2 .143) vs +0.32 pp per s ad visible (R2 .091)	SE .004 and .001, clustered by individual; R2 from different samples; no hold-out	Imperial College COVID-19 Response Fund, NET Institute; Lumen webcam tech in kind	Moderate: two countries, realistic pages, immediate recall	[51]
Simonov, Valletti, Veiga (J Marketing Research)	2025	Same; OLS and IV	same	same	same	Incentivised voucher-vs-cash choice (purchase proxy)	+0.73 pp per s ad dwell (R2 .136) vs +0.13 pp per s ad visible (R2 .130)	SE .003 and .001; different samples; no hold-out	same	Low for sales: immediate choice, not in-market	[51]
McGranaghan, Liaukonyte, Wilbur (MSI WP; Marketing Science 2022)	2021	Observational panel; OLS, one viewing measure per model	180 ad slots; panel 1,155 households, 3,659 viewers	US TV homes, TVision panel, two NFL playoff games	Linear TV ads	Google brand-search lift (behavioural proxy)	R2 attention .116 vs exposure tuning .082, presence .070, OTS tuning .035 (no QH FE); .180 vs .176, .165, .158 (QH FE)	Attention coef .064 (SE .029) and .106 (SE .052); no hold-out	No funding; TVision data and feedback	Low: one evening, 2017 data	[52]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Venkatraman et al. (J Marketing Research)	2015	Lab multi-method + market response models; in-sample F-tests	37 ads (26 with sales data, 5 firms); eye tracking 29 participants	US lab; weekly sales/GRP data	30-s TV ads	Advertising elasticities (sales)	Eye tracking not significant beyond self-report; only fMRI added (p < .011)	Company fixed effects; small df; no hold-out	ARF and six corporate sponsors (Neuro 2.0)	Low-moderate: forced exposure, 26 ads	[6]
ARF Attention Measurement Validation Initiative Phase 2	2024	Multi-vendor comparison on a common ad set	32 ads, 12 companies	Vendors' own samples; forced and natural exposure	Creative (TV, social, digital video, other)	Cross-vendor agreement	R2 eye-tracking-only pair 0.08 and 0.005; eye+facial pair 0.78; survey pair 0.66; neuro pair 0.10	Decile regressions; no CIs	ARF; vendors in kind, anonymised	Low-moderate: large brands, creative testing only	[4]
ARF Phase 2	2024	Same	same	same	same	Advertiser-rated campaign success	R2 0.003 (facial coding) to 0.12 (eye tracking + facial coding)	No CIs; advertiser ratings not ground truth	ARF	Low	[4]
ARF Phase 2	2024	Same	two companies' sales proxies vs a survey company's	same	same	Agreement of vendors' sales-proxy scores	R2 0.0007 and 0.006	No CIs	ARF	Low	[4]
ARF Phase 3 (press release)	2026	Live-campaign comparison of multiple providers	4 national campaigns	not stated	TV, online video, social, display	Upper-funnel brand lift	No simple one-to-one relationship between attention and brand lift (no figures public)	not disclosed	ARF; funding not stated, so independence is unknown (round 2, R2-02)	unknown	[5]
Büyükakgöl, Yüce, Katırcı (J Eye Movement Research)	2025	Lab eye tracking; GLMM	79 participants	Turkey lab, mobile tennis game	In-game static ads	Visual-aided brand recall (memory)	Total fixation duration B = -0.003 (n.s.) after placement; placement (brand dummy) OR 22.4	SE 0.006, p = .672; brand-placement confound	No external funding	Low: one game, young convenience sample	[53]
Guixeres et al. (Frontiers in Psychology)	2017	Lab EEG, HRV, eye tracking; ANN with random 70/30 case split x10	35 participants, 8 ads	Spain lab	Super Bowl TV ads	YouTube view class over one year	82.9% test accuracy (4 classes)	Same ads in train and test (leakage)	Heineken Endowed Chair in Neuromarketing	Very low: 8 ads	[54]
Wedel and Pieters (Marketing Science)	2000	Infrared eye tracking, hierarchical Bayesian model	88 consumers, 65 print ads	Natural magazine exposure	Print ads	Indirect brand memory	Pictorial and brand fixations promote memory; text fixations do not	not extracted (abstract only)	unknown	Low for digital media	[55]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Zhang, Wedel, Pieters (J Marketing Research)	2009	Lab eye tracking matched to sales; Bayesian mediation	not extracted (abstract only)	not stated	Grocery feature ads (print)	Sales of featured products	Gaze duration affects sales beyond mere presence of the ad	not extracted	unknown	Low for digital media	[56]
Martinovici, Pieters, Erdem (J Marketing Research)	2023	Eye tracking in choice task; Bayesian K-fold cross-validation	325 consumers	not stated	Brand choice task (not ads)	Brand choice	85% of choices predicted; 45% from first quarter vs 20% chance	K-fold CV on out-of-sample participants	unknown	Not advertising	[57]
Semmelmann and Weigelt (Behavior Research Methods)	2018	Webcam (WebGazer) eye tracking, lab vs online	30 in-lab, 32 complete online (84 started)	Germany lab and crowd sample	Fixation, pursuit, free-viewing tasks	Spatial accuracy	Offset 172 px (3.94 degrees) lab; 207 px online	Higher online variance	unknown	2016-era open-source tracker	[58]
Wisiecka et al. (ETRA)	2022	Webcam vs remote vs integrated eye tracking, between-subjects	83 participants	not stated	Point detection and visual search	Measurement error and replication of known effects	Higher webcam error; expected effects replicated	not extracted (abstract only)	unknown	Low-moderate	[59]
Kwon, Nyilasy, King, Reid (J Advertising)	2021	Meta-analysis of media-context effects	96 studies, 597 effect sizes, 139,233 participants	Published literature, 31 years	Mixed media	Attitudes and purchase intention (no attention metric)	Congruence very weak; involvement, transportation, trust stronger	not extracted (abstract only)	Grady College (University of Georgia) internal funds	Not about attention metrics	[60]
Han et al. (J Advertising)	2025	Biometric coupling (facial EMG, HR, SCL)	not in abstract	not stated	Video ads	Attitudes, purchase intention, recognition memory	Emotional pattern stability predicted attitudes and PI; engagement stability predicted recognition	not extracted (abstract only)	unknown	Not an attention metric	[61]
News UK / Lumen: context and relevance (REG-002)	2022	comparison of context conditions; model-estimated attention	about 980,000 impressions	UK, The Sun website	digital display	attention per 1,000 impressions (no outcome)	+31% relevant vs non-relevant context; viewing time +28% (1.8 s to 2.3 s)	not reported	News UK with Lumen (commissioning not stated on page)	one publisher; unit inconsistency in release	[62]
Outbrain / Lumen: native vs social (REG-001)	2019	consumer responses; method not stated; no attention measure	900+ consumers	UK, FR, DE	native vs social vs display	stated trust, click, purchase	+31% trust, +16% click, +18% future purchase vs social	not reported	Outbrain	not an attention study; never merge with REG-002	[21]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Nativo / Adelaide inventory audit (REG-003)	2025	AU audit vs Adelaide format benchmarks	about 25 million impressions	Nativo inventory	native display, article, story	AU (model estimate; no outcome)	28.21 AU; +40% vs native benchmark; +21% vs display benchmark	not reported	Nativo-issued release; audit funding not stated	one seller; benchmarks unpublished	[63]
Adelaide 2024 Outcomes Guide	2024	compilation of selected case studies (high vs low AU); designs not disclosed	45 case studies, 18 verticals	not stated	omnichannel	upper- and lower-funnel KPIs; cost	average +40% upper-funnel, +53% lower-funnel, 37% cost savings	not reported	Adelaide	selected cases; guide gated	[13]
Adelaide 2025 Outcomes Guide	2025	compilation of selected case studies; designs not disclosed	52 case studies, 18 industries	not stated	omnichannel incl. audio, display	brand lift; lower-funnel KPIs	average +41% brand lift, +55% lower-funnel	not reported	Adelaide	selected cases; guide gated	[14]
Adelaide 2026 Outcomes Guide	2026	compilation of selected case studies; designs not disclosed	60 case studies, 16 industries	not stated	omnichannel incl. CTV, audio, display	upper- and lower-funnel KPIs	average +33% upper-funnel, +53% lower-funnel; bank case 2.8x conversions at lower cost	not reported	Adelaide	selected cases; guide gated	[15]
Adelaide: yogurt brand AU vs Nielsen ROI	2020	in-sample correlation, AU vs viewability	not stated	not stated	not stated	Nielsen ROI (sales)	AU 'over +180% more correlated' with ROI than viewability	not reported	Adelaide	single brand; AU model since updated	[64]
Adelaide: insurance brand AU vs conversion	2020	in-sample correlation	not stated	not stated	not stated	conversion rate; incrementality	AU per impression correlated with conversion rate; 'strong trend' with incrementality	not reported	Adelaide	single brand	[64]
Lucid / Adelaide brand lift	2022	brand lift split by AU level; A/B tests vs viewability optimisation (design not described)	7 brands, 15 campaigns	not stated	not stated	ad recall, familiarity, unaided awareness	+40% ad recall, +28% familiarity, +27% unaided awareness (high vs low AU); up to +22% vs viewability optimisation	not reported	Adelaide page; Lucid integration partner	partner-reported; no costs	[65]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
MediaSense review of Adelaide AU	2025	commissioned methodology review; reconstruction of AU curves from vendor-supplied aggregated data	not stated	not stated	omnichannel	aided awareness, familiarity, recall, intent	higher AU 'reliably correlate[s]' with KPIs (Adelaide summary)	not in accessible text	Adelaide (asked MediaSense); payment not stated	report gated; not accreditation	[66]
iFIT / Adelaide / Upwave (The Trade Desk)	2025	campaign case study; comparator not stated	not stated	The Trade Desk	CTV, OTT, OLV, audio, DOOH	aided awareness, consideration, favourability	+61% aided awareness, +17% consideration, +10% favourability	'statistically significant scale' after four weeks; no intervals	published by The Trade Desk-owned outlet; Adelaide, Upwave vendors	single advertiser	[67]
Havas / Lumen / Brand Metrics: 9,000 brand lift studies	2024	descriptive correlation; model-estimated attention; no control group	9,089 campaigns; 1,879,764 respondents; 5,618,088 viewable impressions	mostly UK; some US, Singapore	display	awareness, consideration, preference, action intent	more aggregate attention associated with higher scores; about 2.5 s aggregate attention threshold	'significant' stated; no intervals	Havas Media Network, Lumen, Brand Metrics (funding not stated)	display only; no CPMs; campaign count given as 9089 and 9087	[10]
PwC review of Lumen attention analysis	2022	commissioned review; re-performed in-sample correlations and brand-lift pilot regressions	~1 billion impressions (3 advertisers); model test 40,000 impressions; pilot 2,400+ panelists, 6 studies	three anonymised advertisers	banner, outstream, skins, instream	CTR, conversion; 12 brand metrics	attention correlated better than viewability with CTR and conversion; not significantly better on first-mention awareness, any-mention awareness, digital ad recall	p-values and McFadden R-squared reported	Lumen (requested PwC review)	data not verified by PwC; model uses viewable seconds	[8]
Teads / Lumen brand lift meta-analysis	2023	Dynata exposed vs control brand lift segmented post hoc by predicted dwell time	16 campaigns, 14 advertisers	Teads inventory; North America, APAC, EMEA	Teads formats (not specified)	7 brand lift metrics	online ad recall lift 40% higher at 5+ s vs 1+ s; purchase intent needs about 8 s+ for significance	significance referenced; no intervals	Teads with Lumen (funding not stated)	selected sample; single exposure; one seller	[68]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Lumen CPG attention bidding	2024	two-arm campaign test vs traditional programmatic control, same budget (not described as randomised)	not stated	not stated	programmatic (formats not stated)	Lumen-estimated viewed ads and view time; CPM	+104% viewed ads; +110% view time; -40% CPM; -44% aCPM	not reported	Lumen	outcome is the vendor's own score	[69]
Newsworks / Lumen / Peter Field	2025	IPA Databank analysis by media attention class plus Brand Metrics and Lumen data	not stated in text read	UK	cross-media	market share; brand effects	+12% market share; +17% brand effects; 58% more attentive seconds per pound	not reported	Newsworks (UK newsbrands' body) with Lumen	media-class comparison; award-database cases	[70]
DV Authentic Attention / Mondelez / Kantar	2021	Kantar control/exposed brand lift; exposed split post hoc by DV attention quadrant	not stated	US, category buyers	static display (35% mobile web, 50% app, 15% desktop)	unaided awareness, favourability, consideration, purchase intent	high-Exposure +5 pp unaided awareness vs +3 pp (80% sig.) for all authentic ads; high-Engagement +9 pp	90% confidence; 80% where asterisked	DoubleVerify (published); Kantar measured	one campaign; Exposure index includes viewable time	[71]
DV Authentic Attention / Club Med / Kantar Millward Brown	2023	campaign case study; comparator not stated	not stated	not stated	not stated	top-of-mind and online ad awareness	+19% top-of-mind awareness; +41% online ad awareness	not reported	DoubleVerify	summary only; case gated	[72]
IAS Quality Attention / Kimberly-Clark / NCS, Test 1	2024	NCS sales effect vs modelled baseline; post hoc high vs low attention segments	not stated	not stated	browser display	sales lift	no significant difference between high and low attention segments	significance referenced; no intervals	IAS (published); NCS measured	one advertiser	[11]
IAS Quality Attention / Kimberly-Clark / NCS, Test 2	2024	NCS sales effect vs modelled baseline; post hoc high vs low attention segments	not stated	not stated	display, video, mobile in-app	sales lift; ROAS	+313% sales lift above- vs below-average attention; ROAS +78% (comparator unspecified); attention score 72 vs 53 in Test 1	not reported	IAS (published); NCS measured	format and season changed from Test 1	[11]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
IAS attention page aggregate claims	2026	unspecified high vs low attention comparison	not stated	not stated	incl. in-app	unaided awareness; 'success rate'; cost per success	+52% unaided awareness; +277% success rate; -63% cost per success	not reported	IAS	no base or period	[73]
IAS / Stellantis / Publicis	not stated	optimisation case study	13 billion impressions	global	not stated	engagement; ad recall	165% engagement boost; 33% ad recall	not reported	IAS	tile summary only	[73]
dentsu Attention Economy Phase 2	2021	eye-tracking panels and controlled experiments with control groups; planning simulation at fixed budget	panels of 3,400 (Amplified) and 6,000 (Lumen); TVision data from 5,500 US households	US, UK, Australia	cross-media	prompted recall; brand choice; modelled attention	significant recall and choice uplifts vs control rising with dwell time; +3.7 years attention in one month at same budget (modelled)	'statistically significant' stated; no intervals	dentsu	agency programme; summary document	[9]
TVision / Upwave: attention and brand lift	2022	cross-campaign linear regression (correlational)	40+ campaigns	US, TVision panel	TV	aided awareness; ad recall	close to 1% aided awareness lift per percentage point of attention (high-frequency ads)	not reported	TVision and Upwave (funding not disclosed)	correlational; outcome partly modelled	[74]
Wurl / TVision: emotion alignment	2025	observational aligned vs mismatched placements	50+ advertiser campaigns	streaming TV (TVision panel)	CTV	share of ad duration attended (no outcome)	2.1x (33% to 71% of ad, as reported); 2.4x for 30-second ads (27% to 66%, release)	not reported	Wurl with TVision (funding not stated)	vendor sells the targeting tested; report gated	[17]
Amplified / VCCP Media: distinctive assets	2025	creative experiment, branded vs de-branded ads in real social environments	72 ads, 8 brands, 20,000+ views	UK	social video	memory; 'attention-adjusted ROI'	3.5x attention-adjusted ROI for best brand code vs unbranded; £66bn waste extrapolated	not reported	VCCP Media with Amplified (funding not stated)	creative test; extrapolation is a scenario	[75]
Amplified / Audience Group	not stated	sequential before/after of bidding tactics; no control described	not stated	not stated	programmatic	ad and brand recall	+14% ad recall (algorithm alone); +74% brand recall after attention score, same budget	not reported	Amplified	undated; not isolable in business results	[76]
Amplified / Spotify India	not stated	panel attention study, audio vs video formats	7,900+ ad views; 2,500 panel users	India, Spotify	audio and video ads	attention seconds; STAS	video held attention 17.3 s average; +23 pp STAS vs audio	not reported	Spotify with Amplified (funding not stated)	non-US; audio attention method not stated	[77]

STUDY	YEAR	DESIGN	SAMPLE	SETTING	FORMAT / CHANNEL	OUTCOME MEASURE	HEADLINE RESULT	UNCERTAINTY	SPONSOR	GENERALISABILITY	SRC
Vevo / Adelaide inventory benchmark (REG-004)	2026	inventory measurement vs Adelaide benchmarks	not stated	Vevo YouTube CTV	CTV	AU (no outcome)	+28% vs average benchmarks	not reported	Vevo release	benchmark undefined	[78]

What vendors publish

The public case that attention pays is made almost entirely by the companies that sell it. None of the study records coded here is independent measurement, and on this evidence H1a and H1b are both unresolved. The results that cut against the attention case come from the same interested parties.

IN SHORT

None of the study records coded for this chapter is independent measurement. The commissioned ones are PwC's review for Lumen, dentsu's Attention Economy programme and a Havas-commissioned study with Lumen and Brand Metrics; the rest are vendor, partner, agency or media-owner publications ♦. In PwC's brand-lift pilot, attention was not significantly better than viewability on awareness or ad recall ♦. IAS reports no significant sales-lift difference between above- and below-average-attention impressions on browser display; its second test, which added formats in another quarter, reports a 313% higher sales lift for above-average households ♦. No commissioned or vendor study screened compares attention with time in view on held-out data ♦, and none tests attention buying against a randomised or holdout control bought on standard metrics and reports a memory, brand or sales gain with cost per incremental outcome and uncertainty ♦. No study screened discloses a measurement fee or a campaign's media premium ♦.

Chapter 3 weighed the independent studies. This chapter takes the rest: case studies, white papers and reviews paid for or published by a vendor, partner, agency or media owner. Independent measurement is run by a party with no financial interest. Commissioned measurement is paid for by a named interested party. A result resting only on a release is a vendor assertion, and where funding is not stated, independence is unknown. H1a concerns predictive value beyond time in view; H1b concerns outcome gains at comparable cost.

Who stands behind the numbers

Many of the study records coded here used third parties such as Kantar, NCSolutions, Dynata, Upwave, Lucid, Brand Metrics or Nielsen to measure the outcome. In every record the result still reaches the public through an interested party, and this review found no independent replication of any vendor claim in the sources screened ♦. Attention figures from Adelaide's attention unit (AU), Lumen's LAMP and IAS Quality Attention are model estimates. DoubleVerify's 2021 Authentic Attention index, a mix of device and on-screen signals with no reference labels described, is coded as a candidate proxy. Direct observation of people appears only in panel work by TVision, Amplified and dentsu, and TVision's campaign-level figures mix observation and projection ♦.

The main records, by class (CTV is connected TV, CPM cost per thousand impressions, ROAS return on ad spend):

RECORD	PAID OR PUBLISHED BY	CLASS	COMPARISON	OUTCOME
PwC review, April 2023 ♦	Lumen	Commissioned	Attention against viewability, in-sample, Lumen-supplied data	Click-through, conversion; awareness and recall
Attention Economy Phase 2, 2021 ♦	dentsu	Commissioned	Exposed against control, by dwell time	Recall, brand choice; modelled attention
Havas, Lumen, Brand Metrics, September 2024 ♦	Havas Media Network	Commissioned	Association with survey responses; no control	Awareness to action intent
Outcomes Guides, 2024 to 2026 ♦	Adelaide	Vendor assertion	Selected cases; designs not disclosed	Upper- and lower-funnel lift
MAGNA Media Trials and Adlook, July 2023 ♦ ♦	Joint release; funding unknown	Vendor assertion	AU pre-bid optimisation, mixed with contextual delivery	Awareness; CPM, cost per completed video
Consumer-goods attention bidding, March 2024 ♦	Lumen	Vendor assertion	Attention algorithm against a traditional control, same budget	Lumen attention estimates; CPM
Mondelez, 2021 ♦	DoubleVerify	Vendor assertion	Kantar exposed-control lift split by attention quadrant	Unaided awareness
Kimberly-Clark, September 2025 ♦	IAS	Vendor assertion	NCSolutions sales lift split after the fact at average attention	Sales lift; ROAS
Emotion alignment, July 2025 ♦	Wurl and TVision	Vendor assertion	Aligned against mismatched CTV placements	Attention only

The commissioned studies

Lumen commissioned PwC's review, which Lumen released on 27 April 2023. PwC re-performed Lumen's campaign analysis for three advertisers on a subset of data Lumen supplied, and could not verify Lumen's data cleaning or recreate its exact results. Attention correlated better than viewability with click-through and conversion. In a brand-lift pilot for one advertiser (2,400+ panelists, six studies, 12 metrics), both attention and viewability were significantly related to first-mention awareness, any-mention awareness and digital ad recall, with higher z-values for attention ♦. Attention was not significantly better than viewability on any of the three, and PwC found no significant result for either measure on the eight other metrics it lists [8] ♦. Lumen's model takes viewable time as an input ♦, so the pilot never set attention against an independent time-in-view baseline.

dentsu's Attention Economy Phase 2 report (2021) combined eye-tracking panels built with Amplified Intelligence and Lumen with purchased TVision data. It reports significant recall and brand-choice uplifts against control groups, rising with dwell time. Its planning example gained 3.7 years of attention in a month at the same budget, a modelled figure with no measured outcome ♦. dentsu sells attention planning, and the report states its aim "to advocate attention as a media currency" [9].

Havas Media Network commissioned the third, published on 17 September 2024 with Lumen and Brand Metrics. It matched Lumen attention, predicted from viewability data, to survey responses across 9,089 display campaigns, mostly in the UK. More attention went

with higher awareness, consideration, preference and action intent; there was no control group and no campaign CPM data [♦]. The paper itself says "Attention time can be accurately estimated from typical viewability metrics" ^[10].

Results that cut against the attention case

PwC's pilot, from the one commissioned review with published statistics, found no significant memory advantage over viewability [♦]. Lumen's own release said the brand-lift relationship was "in line with viewable time metrics" [♦], and the Teads and Lumen white paper notes that PwC did not strongly support the attention-over-viewability hypothesis [♦].

IAS's Kimberly-Clark case reports two NCSolutions sales-lift tests with impressions split after the fact into above- and below-average Quality Attention. Test 1 (Q2 2024, browser display only) found no significant difference in sales lift between the segments, although IAS says higher attention correlated with stronger ROAS in both tests without giving a Test 1 figure. Test 2 (Q4 2024) added video and mobile in-app and reports a 313% higher sales lift for above-average households. Its 78% ROAS rise came "with the addition of high-attention formats", which reads as Test 2 against Test 1 rather than high against low ^[11] [♦]. Test 2 changed formats and season at once, confounding any attention effect with both (inference).

At channel level, Kantar reports from 873 campaigns in its LIFT+ database that channel attention levels per impression do not seem to be directly related to channel-level cost-effectiveness [♦].

Adelaide's case-study compilations

Adelaide's annual Outcomes Guide releases report headline averages over selected case studies: 45 case studies with 40% upper-funnel lift, 53% lower-funnel lift and 37% cost savings (January 2024); 52 case studies with 41% higher brand lift and 55% stronger lower-funnel impact for 2024 campaigns (January 2025); and 60 case studies with 33% upper-funnel and 53% lower-funnel lift for 2025 campaigns (January 2026). In August 2023 Adelaide cited averages of 31% upper-funnel and 56% lower-funnel lift ^[12]. The averages cover different campaign years and undisclosed case sets, so no trend can be read from them. The releases disclose no designs, holdouts, uncertainty or averaging method, and the guides are gated ^[13, 14, 15] [♦]. They show which cases Adelaide chooses to publish; they cannot show what AU buying adds over a control bought on standard metrics. The lift comparators are not stated and "37% cost savings" is undefined. The releases do not say how cases were chosen, so selection toward favourable cases cannot be ruled out (inference), as for any vendor's published cases.

Adelaide also says pre-bid beta partners in The Trade Desk saw a 58% increase in cumulative ROAS against control groups, with no design, sample, control definition or cost [♦]. In the iFIT case, Upwave measured a 61% increase in aided awareness; Adelaide describes the lifts as "compared with the control group" without saying whether that group was unexposed or bought on standard metrics [♦]. An unexposed control would make it a measure of the campaign as a whole.

AU is itself trained and calibrated on historical outcome data, including brand lift, conversions and sales ♦. Inference: part of any AU-to-outcome correlation in an Adelaide case may be built into the score, and the public record does not allow a check.

The only outside review of AU found in the sources screened is MediaSense's, which Adelaide requested ♦. MediaSense rebuilt AU-to-outcome curves from sampled data Adelaide supplied, did not independently verify that data and did not review AU source code ♦. That tests whether the curves can be reproduced; it does not test them against independent data ♦. Because Adelaide asked for it, the review is commissioned work; this chapter counts it with the vendor publications only because its report is gated and was not read ♦.

What the Wurl and TVision ratios compare

The Wurl/TVision "2.1x" carried from the author's earlier papers compares shares of an ad's duration. As reported by The Measure, attentive time was 71% of the ad for CTV placements emotionally aligned with surrounding content against 33% for mismatched ones, an observational comparison across more than 50 advertiser campaigns. The release's own key finding is a 2.4x gap, 66% against 27% of the ad, for 30-second ads. TVision's chief executive later gave roughly 30% and 70% [16, 17, 18, 19] ♦. The denominator is share of ad duration attended, neither attention per impression nor per dollar, and the outcome is attention only ♦. Wurl sells the contextual targeting tested, and AppLovin owned Wurl when the report was released on 31 July 2025 ♦.

Three figures that travel between papers

The News UK and Lumen release of 22 March 2022 reports that, across 980,000 impressions on The Sun's website, ads in a relevant editorial context received 31% more attention per 1,000 impressions, as calculated by Lumen's model, than ads in a non-relevant context. It reports no memory, brand or sales outcome ♦. The release gives its baseline in minutes per 1,000 impressions in one sentence and in seconds in another, so only the 31% can be cited ♦.

The Outbrain and Lumen study of 25 November 2019 is a different +31%. It found native ads on premium news sites more likely to be trusted (+31%) than ads on social platforms, from over 900 consumers in the UK, France and Germany. It is a trust survey with no attention measure ♦, and its headline claims "44% more trusted" without reconciling the two figures ♦.

Nativo's 28.21 AU is a vendor assertion from Nativo's own release of 26 August 2025: an Adelaide audit of about 25 million impressions gave its native formats an average 28.21 AU, 40% above Adelaide's native-format benchmark, with no outcome measured ♦. AU is vendor-defined and cannot be compared with any other vendor's unit.

What "independent" means in vendor copy

Under this paper's rules, a study is independent only when whoever ran it has no financial interest. Sellers apply the word to commissioned Lumen work. Lumen markets its

technology as "the only solution validated and audited by an independent third-party in the industry" on the strength of the PwC report, which says Lumen requested it and that PwC "has not independently verified, validated, or audited the data" [20, 8] ♦. dentsu's report on a programme it funded, with Lumen panels among its sources, calls the vendor studies independent [9]. Outbrain's 2019 page calls Lumen an "independent research agency" and does not say whether Lumen was paid [21]. Nativo calls Adelaide's audit "independent", although Adelaide sells the metric and the funding is not stated ♦, and Adelaide titled its release of the MediaSense review an "Independent Review" [22]. This paper does not repeat the label for any of them.

Cost: what no study discloses

No study screened discloses measurement fees, and none reports a campaign's media premium for attention-bought inventory. Cost appears instead as CPM or cost-per-completion charges (Lumen's consumer-goods case, 40% lower CPM; MAGNA and Adlook, 42% lower cost per completed video for AU pre-bid), cost-per-acquisition or cost-per-conversion claims, undefined "cost savings", IAS's "cost per success", ROAS, or a fixed budget. The only premium figure is an estimate: the Newsworks and Lumen report puts UK news-brand display at a 24% CPM premium over general display [23] ♦. Buyers mention premiums without pricing them: Haeon warned that the highest-attention CTV carries very high CPMs ♦. Fees exist outside the studies. By 29 September 2026, Google's Display & Video 360 documentation listed an additional media fee for its "Maximize Adelaide AU" algorithm ♦. Adelaide said in October 2025 that publishers such as Condé Nast and Hearst cover the cost of AU measurement ♦. Chapter 6 covers pricing.

How H1a and H1b code on this evidence

H1a needs added predictive value over time in view on held-out data. None screened makes that comparison. Published comparisons are in-sample, mostly against viewability or completion rate, and several vendor models take viewable time as an input ♦. Adelaide's 2020 correlations set AU against viewability with no coefficients or held-out data ♦, and TVision and Upwave report a cross-campaign regression with no uncertainty or held-out test ♦. H1a is unresolved on this evidence. PwC's null does not contradict it, because the contradiction test needs a held-out comparison with time in view.

H1b needs a randomised or holdout test with cost reported. In the vendor, agency and media-owner sources screened, this review found no public study that compares media bought on an attention metric with a randomised or holdout control bought on standard metrics and reports a memory, brand or sales gain with cost per incremental outcome and uncertainty ♦. The nearest candidates each miss a condition. Lumen's consumer-goods test had a control and CPMs, but its outcomes were Lumen's own attention estimates, +104% viewed ads and +110% view time ♦. MAGNA and Adlook's +131% awareness "delta lift" combines AU optimisation with contextual delivery ♦. An Amplified and Chalice release reports a 70% ad-recall increase against a standard non-attention line item, with no sample, uncertainty or cost ♦. Amplified's Audience Group case reports brand recall up 74% with no control group ♦. Adelaide's page announcing its Lucid integration (16 March 2022) says "structured A/B tests" of in-flight optimisation toward AU gave brand impact increases of up to 22% against viewability, with no design, sample, cost or uncertainty ♦. Viant's chief

executive said on 10 August 2026 that more than 80% of 42 pilots on TVision high-attention segments beat a benchmark conversion rate, with an average lift of 1.4x; Viant has owned TVision since 1 May 2026, and no design, benchmark definition, control or cost was given ♦. H1b is unresolved on commissioned and vendor evidence. IAS's Test 1 does not contradict it: a post hoc split with no cost is not the registered test.

What a vendor study would need to publish

A vendor or commissioned study would count toward H1a or H1b if it published:

- who paid, who ran the study and who measured the outcome, with any financial link between them;
- for H1a, a time-in-view baseline on the same data and the increment on held-out data, ideally held out in time, with the model version tested;
- for H1b, a randomised or holdout arm bought on standard metrics (an unexposed control or a post hoc split does not qualify);
- memory, brand and sales results reported separately, with sample sizes and uncertainty;
- cost per incremental outcome in both arms, including media premium and measurement fee;
- the full set of campaigns tested, and an independent replication.

The IAB and MRC attention guidelines (chapter 2) already ask for part of this: modelled measurement distinguished from observed, annual validation on fresh deterministic data, disclosed error margins, and outcome validation for any model used to predict outcomes ♦. Chapter 12 turns the list into questions a buyer can ask.

Who sells attention

Attention measurement is sold by two large verification companies, a small group of specialists and a set of creative testers. Since 2021 Integral Ad Science has gone private, DoubleVerify has agreed to a sale to Nielsen's parent, and the media-attention specialists that were sold went to buyers outside verification. No public source screened shows whether verification bundles changed the specialists' demand, pricing or revenue, so H4 is unresolved. No source found ties any event to a metric failing.

IN SHORT

Oracle ended Moat, with all its advertising products, on 30 September 2024 ♦. Novacap funds took Integral Ad Science (IAS) private on 23 December 2025 ♦. DoubleVerify (DV) agreed on 6 August 2026 to be acquired by the parent of Nielsen ♦. At 29 September 2026 the deal was pending, with closing targeted by the first quarter of 2027 ♦. Viant, which runs a demand-side platform (DSP), completed its purchase of TVision on 1 May 2026 ♦. By 28 September 2026 GumGum's website no longer presented GumGum Attention as a standalone product ♦. In the filings read, neither DV nor IAS discloses attention revenue ♦ ♦. Lumen's unaudited accounts show two loan covenant breaches at 31 December 2025, and the directors state that no material uncertainty exists on going concern ♦. Its loss widened in the year to September 2025, almost entirely through a non-cash share-based charge by this paper's inference ♦ ♦. H4, the bundling hypothesis, is unresolved ♦.

This chapter answers Q4, how the market has consolidated since 2021, and tests H4. Each event gets one class under shared rule 11: acquisition, rebrand, restructuring, insolvency, product retirement or pivot. A class records what happened to a company or product. It says nothing about whether a metric worked unless a source establishes the cause.

Three kinds of seller

The verification companies sell attention inside wider suites. DV's annual report (10-K) for 2025 calls its Authentic Attention product "MRC-accredited" ♦. IAS's last 10-K describes Quality Attention as built from time in view, share of screen and ad interaction ♦. On 29 September 2026 the Media Rating Council (MRC) listed accredited attention metrics for one company, DV ♦. Chapter 2 sets out their scope.

The specialists sell attention as the product. Adelaide sells AU, its own attention unit, through Adelaide Metrics Inc., a Delaware corporation based in New York ♦. Lumen Research Ltd, a UK company, reports no ultimate controlling party ♦. Amplified trades

through an Australian private company whose owners were not established ♦. TVision has been a Viant subsidiary since 1 May 2026 ♦. xpln.ai sells attention estimates built from eye-tracking panels and machine learning ♦, and on 28 September 2026 was the one vendor on MRC's digital under-review page with an attention audit in process ♦.

The creative testers sell tests run before launch. Kantar sells LINK+, LINK AI and Context Lab ♦, and its audited 2025 accounts put its ownership at 60% Bain Capital and 40% WPP affiliates ♦. Smart Eye AB, listed on Nasdaq First North, owns iMotions and Affectiva outright ♦. Adverteyes Inc., whose owner no source read discloses, now sells the creative prediction Realeyes used to sell ♦ ♦.

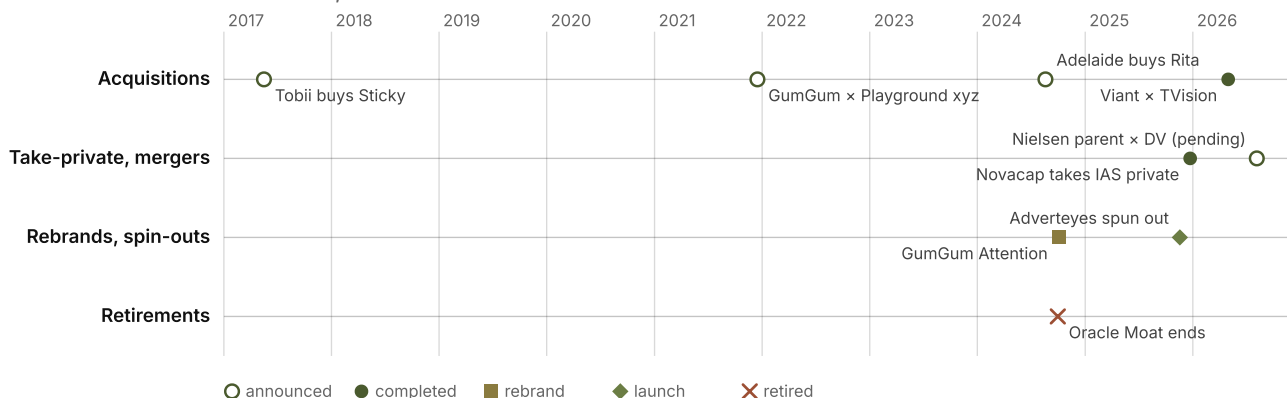
The events, classified

The table lists the events found from 2017 to the cutoff. Dates come from a filing, a registry or the parties' own release where one exists. The list is not a census; some vendors were not screened for events ♦.

DATE	EVENT	CLASS (RULE 11)	CLAIM
17 May 2017 (announced)	Tobii buys substantially all the assets of Sticky	Acquisition	♦
June 2021	Smart Eye buys Affectiva	Acquisition	♦
November 2021	Smart Eye buys iMotions	Acquisition	♦
16 December 2021 (announced)	GumGum buys Playground xyz; price and completion date not disclosed	Acquisition	♦
November 2022 (reported)	Lumen combines with Avocet, a DSP	Acquisition	♦
13 December 2022 (announced)	Amplified buys AttentvAds; terms not disclosed	Acquisition	♦
23 April 2024	GumGum merges Playground xyz's Asia-Pacific media business and keeps the attention platform standalone	Restructuring	♦
19 August 2024 (announced)	Adelaide buys Rita, a consumer-data app, for stock; price not disclosed, completion date not stated	Acquisition	♦
30 September 2024	Oracle ends all Oracle Advertising products, including Moat	Product retirement	♦
3 October 2024	Playground xyz's platform renamed GumGum Attention	Rebrand	♦
January 2025	iMotions integrates Affectiva's Media Analytics business	Restructuring	♦
February 2025 (completed)	Outbrain buys Teads	Acquisition (trading table)	♦
29 April 2025	Amplified Intelligence becomes Amplified	Rebrand	♦
6 June 2025	Outbrain Inc. becomes Teads Holding Co.	Rebrand	♦
1 August 2025	Kantar sells Kantar Media to H.I.G. Capital for \$924.1 million	Acquisition (not an attention business)	♦
18 November 2025	Realeyes launches Adverteyes, called a spin-out in the release	Restructuring	♦
23 December 2025	Novacap funds complete the take-private of IAS	Acquisition	♦
2 January 2026	Life360 closes its purchase of Nativo	Acquisition (trading table)	♦
1 May 2026	Viant completes its purchase of TVision	Acquisition	♦

DATE	EVENT	CLASS (RULE 11)	CLAIM
6 August 2026 (agreed)	DV agrees to be acquired by Neptune BidCo US Inc., parent of Nielsen Company (US); pending at 29 September 2026	Acquisition, announced	◆ ◆
Date unknown (observed 28 September 2026)	GumGum Attention no longer presented as a standalone product	Product retirement (inferred)	◆
Date unknown (observed 28 September 2026)	SPARK Neuro's home page sells dementia care, with no advertising offer	Pivot (inferred)	◆

OWNERSHIP AND PRODUCT EVENTS, 2017 TO THE CUTOFF



Both verification suites left or agreed to leave public markets within eight months; the panel company went to a DSP. Transactions, rebrands, spin-outs and retirements in the attention market, classified per shared rule 11, with the date each source settles (announcement or completion). No event found has a documented cause of metric failure.

Units: dates · Scope: companies and products in the vendor universe · Sources [79] [80] [81] [82] [83] [84] [85] [86] [87] [88]

SPARK Neuro's pivot and the end of GumGum Attention as a standalone product have no documented date and are not plotted. The Nielsen–DoubleVerify merger was pending at the cutoff.

None of the events found is an insolvency. The media-attention specialists bought by other companies went to Viant, a DSP, and to GumGum, which sells its own targeting ◆. DV's own acquisitions from 2023 to 2025 were Scibids, for AI campaign optimisation, and Rockerbox, for attribution; its filings describe neither as an attention purchase ◆. No source found attributes any event in the table to a failure of attention metrics ◆.

The verification companies change owners

Novacap announced its take-private of IAS on 24 September 2025 at \$10.30 a share in cash, in a deal the parties said valued IAS at about \$1.9 billion, basis not stated. On completion, IAS became a wholly owned subsidiary of Igloo Group Parent, Inc., an affiliate of Novacap funds. The price paid for the outstanding shares came to about \$1.6 billion, and IAS filed to deregister on 2 January 2026 ◆. In January 2026 MRC removed IAS Attention Measurement from in-process status, citing IAS's lack of intent to engage in a third-party audit. No source links that timing to the take-private ◆.

DV agreed on 6 August 2026 to be acquired for \$13.60 a share in cash, an enterprise value of about \$2.15 billion. The buyer is Neptune BidCo US Inc., the parent of Nielsen Company (US), LLC and an affiliate of funds managed by Elliott and Brookfield. Termination fees are \$60 million payable by DV and \$144 million by the buyer ♦. At 29 September 2026 the deal was pending. The antitrust waiting period under the Hart-Scott-Rodino Act expired on 21 September, and DV filed its definitive proxy on 29 September for a stockholder meeting on 29 October. DV targets closing by the first quarter of 2027, a forecast set in a corrected release of 7 August 2026 ♦. If the deal closes, neither verification company is expected to file periodic reports with the Securities and Exchange Commission (SEC). That would remove the main public financial series for testing H4, an inference about future disclosure ♦.

Nielsen already touches the specialists. Adelaide's AU has been available in Nielsen's Outcomes Marketplace since 7 October 2025 ♦, and Adverteyes is a partner there ♦. Viant took on Nielsen's pending patent litigation against TVision when it bought the company ♦. No source read links any of this to the DV merger. If the merger closes and MRC's list is unchanged from 29 September 2026, the only accredited attention metrics on it would belong to a company owned by Nielsen's parent ♦ ♦. That is this paper's inference from the two records; in the sources read, neither party has said it.

The specialists change hands

Viant agreed on 14 April 2026 to buy TVision for \$22.5 million in cash plus 1,656,701 Class A shares, set by an agreed equity value of \$17.5 million ♦. Its quarterly report (10-Q) estimates the consideration at about \$37.5 million, with \$13.4 million of goodwill, and cites the "integration of TVision's attention signals" ♦. Viant's releases call that integration exclusive. Its filings do not say whether TVision data stay available to others ♦. Vendor sources suggest they do: TVision's site still markets data licensing, and Adelaide wrote in July 2026 that AU for connected TV (CTV) "incorporates TVision data" ♦. Before the deal closed, TVision panel data fed products at Adelaide, Lumen and xpln.ai, and DV had announced a planned fusion with TVision signals ♦.

GumGum kept Playground xyz's attention platform as a standalone data solution in April 2024 and renamed it GumGum Attention in October ♦. By 28 September 2026 gumgum.com/attention redirected to a results page that presents attention through Attentive Lift. The retirement date cannot be set, and the product may still be sold under contract or another name ♦. Attentive Lift joins GumGum's attention data to On Device's brand-lift data, with no US availability documented in the sources opened ♦. Oracle's end-of-life notice ties Moat's retirement to Oracle's exit from advertising as a whole, and does not attribute it to Moat or to attention metrics ♦.

Realeyes' chief executive became executive chairman of Adverteyes, and the launch release discloses no ownership, stake or funding ♦. Realeyes' own site now sells human verification and training-data licensing ♦. Three specialists bought companies of their own. Amplified bought AttentvAds, which it described as tracking and verifying impression-level data, on 13 December 2022 ♦. Adelaide bought Rita, an app with about 200,000 members that uses EU data-access rights to collect behavioural data, to feed AU models ♦. Lumen combined with Avocet, a DSP ♦. The date of SPARK Neuro's pivot is unknown ♦.

Outbrain's purchase of Teads and two other deals sit outside attention measurement ♦. Life360 recorded \$104.0 million of consideration for Nativo, a media seller on this paper's trading table, against about \$120 million announced; its acquisition disclosures do not mention attention ♦. Kantar Media, the audience measurement, data analytics and media planning business Kantar sold, is separate from creative testing ♦. Chapter 6 covers the trading-table sellers.

Who discloses what

H4 needs revenue or pricing evidence, and almost none of it is public.

COMPANY	STATUS AT THE CUTOFF	WHAT IS PUBLIC	ATTENTION REVENUE	CLAIM
DoubleVerify	Listed; merger pending at 29 September 2026	Revenue by customer type: \$748.3 million in 2025, of which measurement \$249.7 million	None disclosed	♦ ♦ ♦
IAS	Private since 23 December 2025	Last periodic report for Q3 2025; revenue \$530.1 million in 2024	None disclosed	♦ ♦
Lumen Research	Private, UK	Unaudited group accounts without an income statement	No turnover disclosed	♦
Adelaide	Private, US	Funding announcements; Form D notices	No revenue disclosed	♦
TVision	Viant subsidiary	A 2022 Form D; Viant calls its results not material	None disclosed	♦ ♦
Smart Eye (iMotions, Affectiva)	Listed	Behavioral Research sales of SEK 208.8 million in 2025 (SEK 221.2 million in 2024), including research outside advertising	No media-analytics figure	♦
DAVID	Private, UK	Micro-company accounts	No revenue disclosed	♦
Amplified, Neurons	Private	Vendor funding statements (Amplified); a reported 2022 seed round (Neurons)	No revenue disclosed	♦ ♦

Lumen's filed accounts show losses and loans. For the year to 30 September 2025 its group loss was £3,761,807 as first filed, against £1,134,773 a year earlier, with share-based payments of £2,720,974 credited to reserves ♦. If that whole credit was charged in the year, the loss before the non-cash charge was about £1.04 million, by this paper's inference ♦. After Lumen shortened its accounting year ♦, amended accounts for the three months to 31 December 2025, filed on 27 June 2026, state that its Salica venture-debt loan breached a cash covenant and its Innovate UK loan breached a debt service cover ratio, with balances of £2,150,050 and £245,793. The accounts reclassify both loans as due within one year, show group net current liabilities of £63,945 and restate the group loss for the year to September 2025 to £3,813,533. The directors state that no material uncertainty exists on going concern ♦. Group cash fell from £1,920,236 to £1,147,844 over the same three months, while average staff rose from 68 to 77 ♦. The accounts are unaudited and show no turnover, so none of this can be read as a change in demand.

Adelaide announced a \$7 million seed round in June 2022, saying it brought total capital raised to \$9.5 million, and a \$1.4 million extension in August 2024: about \$10.9 million announced, by this paper's sum. Its Form D notices, filed with the SEC for exempt offerings,

report equity offerings of \$9.48 million in 2022 and \$3.0 million in 2024, with \$4.59 million sold as of the filing dates ♦.

Bundling and the specialists (H4)

H4's registered rule needs a source with a comparison that links bundling to specialists' demand, realised pricing or revenue. Without one, bundling and the specialists' commercial changes are reported separately, and the causal claim stays open.

The bundling is documented. DV has held MRC accreditation for display and video Authentic Attention metrics since 2022 ♦. It charges a Measured Transaction Fee per thousand impressions, mostly fixed, and its filings give no attention revenue, price or adoption figure ♦. IAS charges a cost per thousand impressions (CPM) on the volume of ads analysed and launched Quality Attention with eye tracking in 2024 ♦. It names attention in its measurement-revenue definition and, separately, lists attention among its optimisation solutions, so attention revenue cannot be separated ♦. DV's average fee per thousand fell 3% in 2025 and 7% in the second quarter of 2026, a series that is not attention-specific ♦.

The specialists' commercial changes point in no single direction. Lumen's group loss widened, almost entirely through a non-cash share-based payment charge by this paper's inference ♦ ♦. Its accounts to 31 December 2025 also record two loan covenant breaches and a rise in average staff from 68 to 77 ♦ ♦. Adelaide added pre-bid segments in Amazon DSP on 9 June 2026 ♦, and Google's Display & Video 360 help pages documented a packaged Adelaide bidding algorithm as live by 29 September ♦. By Adelaide's own count, its AU Ecosystem grew from 54 partners in October 2025 to more than 70 sell-side members and over 50 buy-side partners by July 2026 ♦. Viant paid an estimated \$37.5 million for TVision while calling its revenue "pretty de minimis" ♦ ♦. None of these is a revenue or pricing series for an attention product.

The evidence also cuts across the hypothesis. The verification companies buy from specialists as well as competing with them. IAS reports a Lumen model for social attention, and its Quality Attention uses passive eye tracking "powered by Lumen data" ♦ ♦. DV's Snapchat product combines its exposure data with Lumen eyes-on-screen signals ♦. Adelaide says it licenses gaze reference data from Amplified, Lumen, Tobii, TVision and Viomba ♦. By this paper's inference, a few reference panels sit under many products, and a verification bundle can carry a specialist's data. No buyer of a specialist in the table was a verification company ♦.

By the registered rule, H4 is unresolved. Reads of the DV and IAS filings, including DV's preliminary merger proxy, UK accounts for Lumen and DAIVID, and releases from Adelaide, Amplified and Neurons found no filing, revenue or pricing series, or buyer-level evidence, linking bundling to a change in specialists' demand, pricing or revenue. That holds for the sources screened by 28 September 2026 ♦. Acquisitions do not settle the question, and Lumen's accounts do not tie its losses to demand. What would settle it is a specialist's revenue or pricing series over time, or buyers documented switching because of a bundle. The closest public series are the verification companies' own filings: IAS no longer files, and DV is expected to stop if its merger closes ♦.

How attention is traded

In the documented record, attention is traded in the US mainly as a targeting and bidding input inside buying platforms; guarantees and priced offers are few, and neither priced offer documents US sales. Where a guarantee names who measures delivery, it is the company that sells the metric, and no offer discloses its volume against a market total. On the registered rules, H2 is supported with its scale undocumented, and no metric-environment pair qualifies as a currency.

IN SHORT

Attention is marketed as a live optimisation input in named buying platforms: Adelaide segments in The Trade Desk and Amazon DSP, and an Adelaide bidding algorithm in DV360 ♦ ♦. DoubleVerify offers attention segments and Scibids optimisation without naming a platform ♦. Guarantees are rarer. The earliest found is A+E's for Budweiser in 2020, on TVision panel data ♦. Among the guarantees, only the Kargo case publishes a numeric threshold, a minimum average of 25 AU ♦ ♦; Impact Media's billing suite publishes seconds seen instead ♦. Where a guarantee names who measures delivery, it is the metric's own vendor, and this review found no independent audit of delivery ♦. Two models bill on attention, and neither documents US sales ♦. No offer discloses US spend, impressions, campaigns or buyers against a denominator and period, so H2 is supported with its scale undocumented: the size of the trade is unknown, not shown to be small ♦. On MRC's list of 28 September 2026, the only accredited attention metric, DoubleVerify's, has no guarantee or billing use found, and none of the guaranteed or priced metrics is documented as accredited. No metric-environment pair codes as a currency ♦ ♦.

Five uses and two attributes

This chapter settles two registered tests: H2, whether attention is used in trading and not only in planning, and Q1, whether it is a currency or a diagnostic. The H2 rule sorts each documented use into one of five classes. Planning uses attention to choose where to buy. Reporting describes a campaign after it runs. Optimisation feeds the metric into targeting or bidding. A billing unit sets the price per unit of attention. A guarantee promises a minimum level. Two attributes are recorded separately: whether anyone outside the sale audits delivery, and what the buyer receives if the minimum is missed. The IAB and MRC guidelines encourage independent third-party auditing of attention methods used in buying and selling, without requiring it ♦.

Digiday reported in March 2024 that media groups at five holding companies had signed on to Adelaide's Flight Control, a planning tool that sets a target AU and flags media below an AU floor [♦]. AU, Adelaide's attention unit, is a 0 to 100 score from a machine-learning model that blends media-quality signals with outcome data [♦]. Chapter 7 covers the buyers' side.

Optimisation carries most of the trading use

AU has the most named buying routes. Yahoo launched AU pre-bid segments in its DSP (demand-side platform, the software buyers bid through) on 13 June 2023 [♦]; the latest status evidence is Adelaide's own June 2026 statement [♦]. The Trade Desk has offered low, medium and high attention tiers since 8 October 2024, and Amazon DSP AU tiers and an AU Quality Floor since 9 June 2026. Neither release states geography or price [♦]. The Trade Desk's tiers are relative ranks of its inventory by Adelaide's score [♦]. Google announced AU custom bidding for DV360 (Display & Video 360) at the May 2025 NewFronts. By 29 September 2026 its Help Center documented live steps for the Maximize Adelaide AU algorithm, with an additional media fee; the go-live date is not documented [♦].

Sellers package attention into curated deals. Adelaide's High Attention Markets launched on 7 March 2023 with Magnite, PubMatic, Xandr, DV360, Teads, Sovrn, TRUSTX and Sharethrough, in 20+ countries including the US. Comscore-Certified Deal IDs with AU followed on PubMatic in June 2025 and AU reached Index Marketplaces in January 2026. No curated deal found discloses pricing or uptake [♦].

DoubleVerify launched pre-bid attention segments on 4 May 2023 and, with Scibids, the DV Algorithmic Optimizer for attention bidding on 19 June 2023 [♦]. DV acquired Scibids in August 2023 [♦]. Several DSPs named then no longer operate as named, and DV's 2026 product page names no platform [♦]. On 29 September 2026 MRC accredited no DoubleVerify pre-bid attention offering [♦]. Lumen Attention Bidding is a pre-bid custom algorithm that plugs into the buyer's DSP [♦], with no DSP or price named [♦]. Havas Media Network and Viant announced an Attention Marketplace on 24 June 2026 that scores inventory in Viant's DSP by attention decile [♦].

Every AU route bids on a model estimate: Adelaide's segments are built from historical placement-level AU [♦]. DoubleVerify's attention indices are built from device signals, which this paper codes as a candidate proxy, extending the Q2 rule's clause for dwell, time in view, audibility and screen coverage ^{♦ ♦}. The outcome figures attached to the launches are vendor-reported, with no cost per incremental outcome (chapter 3) [♦].

Guarantees

A guarantee promises the buyer a minimum attention level. The earliest documented case is A+E's guarantee to dentsu for AB InBev's Budweiser in Q4 2020, repeated in Q1 2021. It rested on TVision panel data counting eyes on screen for at least two seconds, and no guarantee level, remedy or independent audit is disclosed [♦]. The advertiser described it as based on people being present in the room, so whether it guaranteed presence or attention is ambiguous (chapter 7) [♦]. The account comes from a trade article published in an A+E-branded channel ^[24].

The earliest case with published terms is an Adelaide case study of a 2022 campaign run by MediaCom (now EssenceMediacom) with Kargo on DV360 private marketplaces (PMPs). The parties agreed a minimum average AU of 25, and Kargo served added-value PMP impressions when the average dipped below it. The sources call it an AU guarantee and do not call it contractual ♦. Among the guarantees found, it is the only one with a public numeric threshold ♦ ♦.

The rest publish less. Adlook's AU-CPM buying model (12 April 2023) was described as the first DSP offer of guaranteed media quality on attention metrics; its status at the cutoff was not checked ♦. TripleLift announced Guaranteed AU deals for CTV on 13 September 2023, certified by Adelaide, with no threshold, remedy or price, and no later TripleLift source was opened to confirm they are still sold ♦. The Wall Street Journal offered an Adelaide AU guarantee for qualified campaigns with impressions measured between 15 October and 15 November 2024, timed to the US election, with a makegood of added-value impressions for any miss. All five participating clients, running six campaigns, exceeded the benchmark, by the publisher's account. Adweek called it a promotion, and no numeric threshold is readable ♦.

Teads presented Guaranteed Attention at the May 2025 NewFronts. It describes Attention-to-Outcome Guarantees as a pilot and Effective Attention Guarantees as a beta, both combining AU with Teads' own benchmarks, engagement and purchase data, with no threshold, remedy or live date ♦. Its FY2025 10-K and Q2 2026 10-Q do not mention an attention guarantee ♦.

Vevo announced on 27 January 2026 that, with Adelaide, it had launched Attention Guaranteed, which "secures a minimum attention score" across CTV, mobile and desktop. The release states no threshold, remedy, audit or price, and does not say who measures compliance ♦. It does not state the unit of the minimum; reading it as AU is an inference from the partnership ♦. By April 2026 Vevo described the offer as a way to understand engagement ♦, and on 29 September 2026 its page for advertisers did not mention it. No retirement announcement was found ♦.

SeenThis launched SeenThis Attention on 30 June 2026: a video offer measured by Lumen Research and bought on attentive CPM (aCPM) or cost per attentive second (CPAS). An attentive-outcome threshold is agreed before launch, and the product page promises extra delivery at no cost if it is missed. The release says it is available globally. US sales, the threshold values and any independent audit of settlement are not documented ♦.

Adelaide announced on 15 September 2026 that Duolingo is launching AU Guarantees, described as a contractual commitment to a minimum level of media quality across its in-app inventory, with no threshold or remedy stated ♦. Adelaide says several members of its AU Ecosystem offer guaranteed minimum AU scores but names only the Journal, so the rest cannot be classified ♦.

Attention as a price

Two models bill on attention. SeenThis prices on aCPM or CPAS ♦. Impact Media announced a Guaranteed Attention Suite from New York on 18 April 2024 that bills clients only when a display ad is seen for one second or a video ad for three seconds. The release

does not say how "seen" is measured, and this review found no later source on the suite's availability. If "seen" means visible, the suite bills on time in view, the opportunity-to-see layer, and the attention label does not fit ♦.

Viant announced an attention-adjusted CPM on 15 April 2026 and said in May that its platform would be able to deliver a metric pricing CTV and linear inventory on TVision attention. Viant has owned TVision since 1 May 2026, so the platform that would set the price also owns the metric ♦. An EDGAR full-text search finds no later filing that mentions the attention-adjusted CPM, to 29 September 2026. On 10 August 2026 Viant said it had begun testing TVision pre-bid attention intelligence. The metric has been announced but not launched, and its billing role is undocumented ♦ ♦.

Beyond these, this review found no attention-priced billing unit in the sources screened by the cutoff. Teads' filings list CPC, CPM, CPV, CPA and other models, none defined on attention ♦.

The table lists every guarantee and attention-priced offer found. Viant's attention-adjusted CPM, announced but not launched and with its billing role undocumented, is left out and coded under Q1 below ♦. "None found" is bounded to the sources screened by the cutoff.

OFFER	SELLER	METRIC VENDOR	THRESHOLD PUBLIC?	REMEDY PUBLIC?	INDEPENDENT AUDIT?	STATUS	DATE
Attention guarantee on a Budweiser buy	A+E, for dentsu and AB InBev	TVision (presence or attention ambiguous)	No	No	None found (measurer not stated)	Completed; repeated in a second wave	Q4 2020 and Q1 2021 ♦ ♦
Guaranteed AU campaign	Kargo, for MediaCom (now EssenceMediacom)	Adelaide	Yes: minimum average 25 AU	Yes: added-value PMP impressions	None found (Adelaide dashboards)	Completed, one campaign	2022 ♦
AU-CPM buying model	Adlook (DSP)	Adelaide	No	No	None found	Status at cutoff not checked	12 April 2023 ♦
Guaranteed AU deals, CTV	TripleLift	Adelaide	No	No	None found (certified by Adelaide)	Announced; later status not verified	13 September 2023 ♦
Guaranteed Attention Suite	Impact Media	Not stated	Yes: 1 second display, 3 seconds video; method not stated	Not applicable: bills only when seen	None found	Later availability not documented	18 April 2024 ♦
Election AU guarantee	The Wall Street Journal	Adelaide	No	Yes: makegood of added-value impressions	None found (Adelaide scores campaigns)	Completed; five clients, six campaigns	15 October to 15 November 2024 ♦

OFFER	SELLER	METRIC VENDOR	THRESHOLD PUBLIC?	REMEDY PUBLIC?	INDEPENDENT AUDIT?	STATUS	DATE
Attention-to-Outcome (pilot) and Effective Attention (beta) Guarantees	Teads	Adelaide, with Teads benchmarks and purchase data	No	No	None found	Pilot and beta; no later status found	May 2025 ♦
Attention Guaranteed	Vevo	Adelaide (unit of the minimum not stated)	No	No	None found	Launched per Vevo; last marketed April 2026	27 January 2026 ♦ ♦
SeenThis Attention (aCPM, CPAS)	SeenThis	Lumen	No: agreed per campaign, values not published	Yes: extra delivery at no cost	None found (verified by Lumen)	Launched, offered globally; US sales not documented	30 June 2026 ♦
AU Guarantees, in-app	Duolingo	Adelaide	No	No	None found	Announced as launching	15 September 2026 ♦

ATTENTION GUARANTEES AND PRICED OFFERS: WHAT THE PUBLIC TERMS STATE

	Metric vendor	Threshold public	Remedy public	Independent audit	Status
A+E for Budweiser (dentsu)	TVision	no	no	no	completed
WSJ election guarantee	Adelaide	no	yes	no	completed
Kargo x EssenceMediacom	Adelaide	yes	yes	no	completed
TripleLift Guaranteed AU deals	Adelaide	no	no	no	unverified
Teads attention guarantees	Adelaide	no	no	no	beta
Vevo Attention Guaranteed	Adelaide*	no	no	no	live
Duolingo AU Guarantees	Adelaide	no	no	no	announced
Adlook AU-CPM	Adelaide	no	no	no	unverified
SeenThis Attention	Lumen	no	yes	no	live
Impact Media suite	not stated	yes	n/a	no	unverified

Stated in public terms

Live

Announced

Not stated or not found

Completed campaign

Status not verified

Not applicable

Pilot or beta

* Vevo's release does not name the unit; that the minimum is in Adelaide AU is an inference from the partnership. Where an offer discloses who measures delivery, it is the metric's own vendor; the others do not say. A+E's 2020 and 2021 guarantee rested on TVision panel data, and whether its metric was presence or attention is ambiguous in the sources.

10 offers guarantee or price attention; none documents an independent audit of delivery. Every attention guarantee or attention-priced offer found, by what its public terms state. Two publish a numeric threshold (Kargo's campaign, at an average of 25 AU, and Impact Media's seconds seen); three state a remedy, each a form of extra delivery. SeenThis rests on Lumen's measure, A+E's guarantee on TVision panel data and Impact Media's suite on a measure its release does not name; the rest use Adelaide's AU, Vevo's by inference.

Units: categories · Scope: offers documented by the cutoff; US availability varies (see chapter 6) · Sources [24] [89] [90] [91] [92] [93] [94] [95] [96] [78] [97] [98] [99] [100] [101]

Contract terms are not public; "not stated" means not stated in the documents found, bounded to the sources screened.

Who checks delivery, and who pays

Where a guarantee discloses who measures delivery, it is the vendor whose metric the offer uses: Adelaide for the Journal, Kargo and TripleLift, and Lumen for SeenThis. For Vevo, Duolingo and Teads, Adelaide's role is implied but not stated, and for A+E's guarantee on TVision data the measurer is not stated. Most guarantees found are defined on Adelaide's AU; the exceptions are SeenThis and A+E. This review found no independent audit of guarantee delivery in the sources screened [♦]. The third-party reviews found were requested by the vendors. MediaSense's 2025 methodology review of AU, which Adelaide requested, worked from aggregated data Adelaide supplied and is not an accreditation [♦]. PwC's review of Lumen's campaign analysis, commissioned by Lumen, worked on a Lumen-supplied subset of data [♦]. On 29 September 2026 MRC listed AU as pre-audit reviewed in May 2026, with the audit not begun [♦].

The few public statements on who pays point to sellers. Adelaide said in October 2025 that Condé Nast and Hearst cover the cost of AU measurement on their inventory, and in April 2024 it launched a free audit tier for publishers; no fee level is disclosed [♦]. No buyer-side source screened states who pays, what it costs, or a guarantee level, remedy or audit clause for an attention-based buy [♦]. Inference: where the seller pays for measurement and the measurer arbitrates delivery, no party outside the transaction checks the result. The sources contain no evidence of biased grading.

Coding H2 and Q1

On the registered rule, H2 is supported, with its scale undocumented. The rule needs one live US offer in any of the three trading classes, and optimisation in named buying platforms meets it. Yahoo launched AU pre-bid segments in its DSP with Verizon as brand launch partner [♦], and Adelaide said in June 2026 that the targeting is available there [♦]. iFIT bought Adelaide segments in The Trade Desk in 2025 [♦]. JLR North America described custom bidding on AU in DV360 in May 2025 ^[25], and DV360's Help Center now documents a live Adelaide algorithm with no go-live date [♦]. The Trade Desk and Amazon DSP releases themselves state no geography [♦]. Guarantees do not carry the verdict on their own. The Journal's ran from October to November 2024, but the sources do not say its advertisers were in the US, and Adweek called it a promotion [♦]. A+E's ran in the US in 2020 and 2021 on terms not disclosed, and may have guaranteed presence rather than attention ^{♦ ♦}. DoubleVerify's 2026 page offers attention segments and Scibids optimisation without naming a platform [♦], and Viant, whose DSP hosts the Havas marketplace, called its TVision attention targeting "testing" in August 2026 [♦]. Apart from JLR's account to a trade publication, all of it rests on vendor or seller statements [♦]. "Supported at scale" also needs disclosed US spend, impressions, campaigns or buyers with a denominator and period. No offer discloses them, so the size of the trade is unknown, not shown to be small [♦]. The counts that are disclosed have no denominator: the Journal's five clients running six campaigns, Kargo's one campaign [♦], and 42 pilot campaigns reported by Viant's CEO with no design, control or cost [♦]. No guarantee states threshold, remedy and independent audit together, so none is currency-grade [♦].

Q1's rule codes each metric-environment pair on four conditions: accreditation for the environment traded, a billing or guarantee use with stated threshold and remedy, independent audit, and disclosed adoption. A pair is "currency" with all four and "partial

currency" with accreditation plus a guarantee or billing use; otherwise it is "diagnostic". Unreadable accreditation or trading terms make it "unresolved" ♦. The registered rule does not say how to code an offer that publishes only part of its terms. This paper codes such offers on what can be read, which places the Journal and SeenThis pairs in "diagnostic" rather than "unresolved"; neither reading produces a "currency" or "partial currency" pair. The table covers every pair that is accredited or has a documented guarantee, billing or announced pricing use, whatever its terms. Pairs with neither, such as AU segments in The Trade Desk, are diagnostic and left out. The coding is this paper's inference from the claims in each row.

METRIC AND ENVIRONMENT	ACCREDITED THERE?	GUARANTEE OR BILLING USE	THRESHOLD AND REMEDY PUBLIC	INDEPENDENT AUDIT	ADOPTION WITH DENOMINATOR	CODE
DoubleVerify Authentic Attention: desktop, mobile web, mobile in-app (three pairs)	Yes (MRC, April 2026); pre-bid not accredited	None found; optimisation only	Not applicable	Not applicable	No	Diagnostic ♦ ♦
Adelaide AU: Journal inventory, screens not stated	No: pre-audit reviewed 5/2026, audit not begun	Guarantee, 2024	Remedy only	None found	No	Diagnostic ♦ ♦
Adelaide AU: Kargo PMPs, screens not stated	No	Guarantee, 2022	Both	None found	No	Diagnostic ♦ ♦
Lumen: SeenThis video, screens not stated	No MRC entry	Guarantee and price	Remedy only	None found	No	Diagnostic ♦ ♦
TVision data: A+E inventory for Budweiser, screens not stated	No	Guarantee, 2020 and 2021; presence or attention ambiguous	Neither	None found	No	Unresolved ♦ ♦ ♦
Adelaide AU: Vevo CTV, mobile and desktop; TripleLift CTV; Duolingo mobile in-app; Teads, screens not named; Adlook, environment not stated (seven pairs)	No	Guarantees or AU-CPM model; terms unpublished, pilot, beta or announced	Neither	None found	No	Unresolved ♦ ♦ ♦ ♦ ♦
Impact Media's unnamed measure: display, video (two pairs)	Cannot be read	Billing unit	Threshold only	None found	No	Unresolved ♦
TVision attention: Viant CTV, linear (two pairs)	No	Announced price; billing role undocumented	Neither	None found	No	Unresolved ♦ ♦

No pair codes "currency" or "partial currency". Of the pairs in the table, six code "diagnostic" and twelve "unresolved"; the pairs left out are also diagnostic and are not counted here. The registered rule codes an unaccredited metric "diagnostic" even when it prices media, as SeenThis's aCPM and CPAS do ♦, so the code records missing assurance, not the absence of a billing function. On 28 September 2026 MRC's list had one entry under Attention Metrics, DoubleVerify's, and no accredited attention product from Adelaide, Lumen, TVision or

Amplified ♦. No guarantee or billing use of DoubleVerify's accredited pairs was found ♦. Neither AU nor TVision is accredited, so their unresolved pairs could not reach either higher code whatever their terms turn out to be ♦ ♦. On MRC's lists of 28 and 29 September 2026, the accredited metric and the guaranteed or priced metrics are different metrics.

Three changes would move pairs up. MRC accreditation of AU for the environments traded would lift the Journal and Kargo pairs to "partial currency", and accreditation of Lumen's metric would do the same for the SeenThis pair, since each carries a guarantee with readable terms ♦ ♦. A guarantee or billing use on DoubleVerify's accredited metrics would do the same from the other side. None was found by the cutoff, and the CIMM and IAB playbook advises buyers against treating attention as a currency ♦. AdCP v3.1.24, published on 23 September 2026, can already express an attention floor paired with a makegood, as schema only (chapter 10) ♦ ♦. Chapter 12 turns the missing terms into questions a buyer can put to a seller.

What buyers do with it

In the buyer records found, planning is the most common use of attention. Every major holding group has a documented attention partnership and several announced optimisation. Buyer-side sources record one executed guarantee, from 2020 and 2021, and no billing-unit use, contract term or statement of who pays; the one guarantee an agency received with a public threshold and remedy, Kargo's for MediaCom in 2022, comes from the metric vendor's case study. IAB's surveys of US buyers record intent that rose once and then held flat, and Haleon describes attention as a check on media quality.

IN SHORT

Digiday reported in March 2024 that media groups at five holding companies, not including dentsu, had signed on to Adelaide's Flight Control, a planning tool ♦, and planning is the most common use in the buyer records found ♦. Optimisation was announced by dentsu in the UK in 2022 ♦, Havas in the US in 2023 ♦ and IPG Mediabrands in 2024 ♦. Xaxis Switzerland was reported in February 2023 to optimise media purchases on Adelaide data ♦. Nespresso and Mars tested Adelaide's attention deals on Xandr Curate ♦ ♦. The only executed guarantee found in buyer-side sources, A+E's for Budweiser in 2020 and 2021, states no level, remedy or audit ♦; Kargo's 2022 guarantee to MediaCom, a minimum average of 25 AU with added-value impressions as the remedy, comes from Adelaide's case study ♦. No buyer-side source screened states who pays or a contract term ♦. Haleon's effectiveness lead wants proof that attention drives incremental outcomes ♦. In IAB's US buy-side surveys, the share expecting to focus more on attention was 36% for 2023 (n=223), 47% for 2024 (n=203) and 47% for 2025 (n=200): intent rose once and then held flat ♦. H2 stays supported with its scale undocumented, and no buyer record codes as a currency ♦ ♦.

Five groups at the cutoff

WPP renamed its media company from GroupM to WPP Media on 28 May 2025 ♦. Omnicom completed its merger with IPG on 26 November 2025, and its FY2025 10-K does not name IPG Mediabrands or KINESSO ♦. The status of IPG Mediabrands' Adelaide deal after the merger was not found ♦. Havas N.V. listed on Euronext Amsterdam on 16 December 2024 after its spin-off from Vivendi ♦. In February 2026 dentsu said it was no longer considering a sale of its international business ♦.

Each group has at least one documented attention partnership, mostly with Adelaide or Lumen ♦ ♦. The table lists what public sources document; private practice is invisible to this review.

GROUP AT THE CUTOFF	ATTENTION VENDORS NAMED	USES DOCUMENTED	LATEST RECORD FOUND
WPP Media (GroupM until May 2025)	Adelaide, Lumen	Planning (Flight Control, 2024; Open Intelligence, 2025); optimisation (Xaxis Switzerland, reported 2023); a guarantee received by MediaCom from Kargo (2022)	Open Intelligence, 3 June 2025 ♦ ♦ ♦
Omnicom (with IPG's agencies since 26 November 2025)	Amplified, Lumen, Adelaide	Planning (OMD since 2021; Lumen benchmarks in Omni from May 2024); optimisation announced (IPG Mediabrands, April 2024)	Lumen benchmarks in Omni, May 2024; the next-generation Omni (January 2026) is described without attention ♦ ♦ ♦
Publicis	Adelaide	Planning (Flight Control, 2024); reporting (Haleon, US, mid-2023; Starcom for Visa, Germany, 2023)	Flight Control sign-on, 2024; no Publicis-branded attention product found ♦
dentsu	Lumen, TVision, Amplified	Planning; optimisation (Google custom algorithm for Co-op, 2019; Avocet DSP, reported 2022; UK, 2022); a guarantee (A+E for Budweiser, 2020 to 2021) and guarantee testing (2023)	Global Media Planner, 18 March 2026 ♦ ♦ ♦ ♦ ♦
Havas	Lumen, Adelaide; Viant (TVision named as a component)	Planning (2022); optimisation (Avocet DSP, reported 2022); optimisation announced (US, 2023; Viant marketplace, 2026); commissioned research (2024)	Havas and Viant Attention Marketplace, 24 June 2026 ♦ ♦ ♦ ♦ ♦

Planning is the common use

Digiday reported on 12 March 2024 that Havas Media Network, GroupM, IPG Mediabrands, Omnicom Media Group and Publicis Media had signed on to Flight Control, which outputs a target in AU (Adelaide's attention unit) and flags media below an AU floor for reduction. No terms, fees or payer were reported, and signing on shows neither scope nor continuing use ♦. AU is a 0 to 100 score from a machine-learning model that blends media-quality signals with outcome data ♦, so an AU planning target is a model estimate.

OMD has planned with attention since 2021, first with Amplified Intelligence. In February 2023 OMD's CEO said OMD had applied attention in 11 markets, 13 categories and 25 brands, and called it a planning metric; the count has no denominator ♦. Havas's Converged platform added a planner in November 2022 that uses Lumen eye-tracking-panel data to score over 9,000 domains by format for the average attention they are likely to deliver ♦. On 18 March 2026 dentsu launched Global Media Planner across 15 markets, powered by an attention dataset built with Lumen; US inclusion is not stated ♦. WPP Media's Open Intelligence launch on 3 June 2025 lists Adelaide and Lumen Research as partners, and Adelaide's CEO says AU is embedded in WPP's Large Marketing Model; how, and whether in the US, is not documented ♦.

Inference: in the sources screened, holding-company attention announcements moved from standalone vendor partnerships in 2021 to 2024 to inputs inside broader planning platforms in 2025 and 2026 ♦, with the Havas and Viant marketplace of June 2026 as an exception ♦. Announcement volume follows PR choices and does not measure use.

Of the groups' annual filings, only Omnicom's and Publicis's were searched, and both are silent. A full-text search of Omnicom's FY2025 Form 10-K found no reference to attention metrics, attention vendors or viewability ♦, and Publicis's 2025 Universal Registration Document, filed 30 April 2026, contains no attention-metric reference ♦. WPP's, dentsu's and Havas's annual filings were not searched ♦. Filings rarely name measurement vendors, so the silence says nothing about operational use ♦.

Optimisation is announced more often than shown live

dentsu's optimisation record is the oldest found. Dentsu Aegis Network bought for Co-op through a Google custom algorithm using Lumen data in 2019, and dentsu and Havas were reported in 2022 to use Lumen signals in the Avocet DSP (demand-side platform, the software buyers bid through) ♦. On 7 April 2022 dentsu UK&I launched Effective Attention Forecasting with Lumen, a predictive model that optimises programmatic campaigns in the UK only ♦.

Havas Media North America and Adelaide announced the Meaningful Ad Unit for US clients on 19 June 2023, for planning and for activation through custom algorithms, pre-bid segments and custom private marketplaces (PMPs, invitation-only auctions), with no buying platform named ♦. Xaxis Switzerland, then part of GroupM, was reported in February 2023 to use Adelaide data in an algorithm that optimised media purchases ♦. IPG Mediabrands' April 2024 Adelaide partnership covers planning, measurement, in-platform custom bidding and auction packages delivered through supply-side platforms, without naming the bidding platform ♦.

Brand records name platforms more often. Nespresso began optimising to AU as a KPI (key performance indicator) in Q2 2023 and was testing Adelaide's high-attention, low-emissions PMPs built on Xandr Curate; the geography is not stated ♦. Mars was testing the same PMPs ♦. Xandr's DSP was retired on 28 February 2026, and any AU route through Microsoft Curate is undocumented at the cutoff ♦. JLR (Jaguar Land Rover) North America told AdExchanger in May 2025 that it uses Adelaide's AU for planning, optimisation and negotiation, and described custom bidding on AU in DV360 (Display & Video 360, Google's DSP) ^[25]. The newest agency record names one too: the Havas and Viant Attention Marketplace, announced on 24 June 2026, scores inventory in Viant's DSP by attention decile for pre-bid targeting ♦. Viant described its TVision-based pre-bid targeting as testing in its 10 August 2026 release and as integrating in its 10-Q and a September prospectus supplement ♦.

The agency announcements from 2022 to 2024, by dentsu UK, Havas, Xaxis Switzerland and IPG Mediabrands, name no buying platform in the text read, and none is confirmed live at the cutoff ♦. Every AU-based route bids on a model estimate of placement quality ♦. The performance claims attached to agency announcements, such as Havas's, have no published comparator or holdout ♦, so under the registered rule they leave H1b unresolved (chapter 3).

Guarantees stayed at the pilot stage

Buyer-side sources record one executed guarantee, which TVision, its data supplier, calls an attention guarantee ♦. A+E guaranteed dentsu's Q4 2020 Budweiser buy for AB InBev and repeated it in Q1 2021. It rested on TVision panel data counting eyes on screen for at least two seconds, was optimised in flight in A+E's serving stack, and was priced on the principle that attentive inventory costs more ♦. The advertiser described it as based on people being present in the room, so whether the guaranteed metric was presence or attention is ambiguous ♦. Presence would sit in the opportunity-to-see layer, below attention.

The rest are aims, tests and unnamed claims. In May 2021 AB InBev said it wanted to guarantee attention the way it guarantees in-demo reach ♦. In February 2023 dentsu told Digiday it was testing attention guarantees ♦, and Adelaide's CEO said an unnamed agency offered them ♦. In March 2023 Xaxis said it could offer guaranteed attention-based outcomes on its curated Adelaide marketplace, without terms ♦. None of these discloses a guarantee level, remedy or independent audit ♦.

One seller guarantee had an agency buyer and a public threshold. In a 2022 campaign on DV360 PMPs, documented in an Adelaide case study, Kargo and MediaCom (now EssenceMediacom) agreed a minimum average of 25 AU, with added-value impressions served when the average dipped below it, monitored in Adelaide's dashboards ♦. As in every guarantee that names who measures delivery, the metric's own vendor did so (chapter 6); A+E's guarantee does not name its measurer ♦.

Terms and payers

No buyer-side source screened states who pays for attention measurement, its fee, or a specific contract term (guarantee level, remedy, audit or make-good) for an attention-based buy. Buyers describe commercial principles instead. AB InBev and A+E held in 2020 and 2021 that attentive inventory should cost more and that the efficiency could be shared, JLR uses attention scores to negotiate media premiums (2025), and Haleon flags CPM (cost per thousand impressions) premiums on the highest-attention CTV (connected TV) inventory (2024) ♦. The absence is bounded to the holding-company releases, filings, trade reports and brand interviews screened by the cutoff ♦.

Platform and seller documents show where fees arise without stating their level. By 29 September 2026 Google's DV360 Help Center documented an additional media fee for its Maximize Adelaide AU algorithm ♦. From 25 March 2024 Lumen measurement could be switched on and billed per ad group inside The Trade Desk, at a fee not stated ♦. On the sell side, Adelaide says Condé Nast and Hearst cover the cost of AU measurement on their inventory ♦. Inference: the buyer pays through the platform in the first two routes and the seller pays in the third.

What brands say

Haleon treats attention as a check on media quality and asks for outcome proof. With its agency Publicis, it evaluated Amazon DSP inventory for Flonase in the US in mid-2023 with Adelaide AU, treating 60 or more as high for CTV and under 20 as low. AdExchanger

paraphrased Halem's position in February 2024 as attention being just another tool for assessing media quality. Halem's effectiveness lead, Phil Jackson, said "we need to prove [that] attention drives incremental business outcomes", and warned that the highest-attention CTV carries very high CPMs ♦.

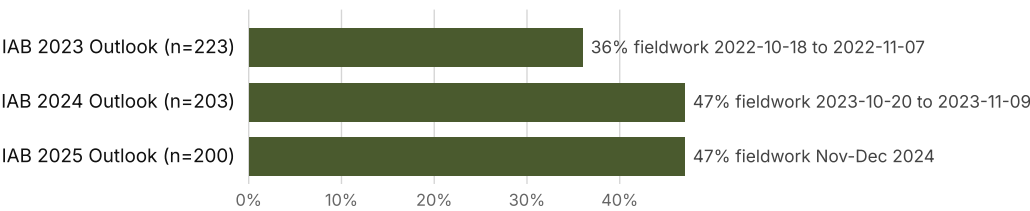
Mars said in March 2020 that it had not bought media on attention. In May 2023 its senior director of global media told AdExchanger that Mars had seen promising signs of a high correlation between attention scores and sales, across tests with Adelaide, Realeyes, Lumen, IAS (Integral Ad Science) and DoubleVerify. Its layering of attention metrics onto Nielsen Catalina Solutions sales-lift panels tested a link between publishers' sustainability scores and attention scores, and did not test sales. No design is published ♦. Mars's stated aim in 2023 was attention measurement as a pre-buy option in DSPs [26], so its record combines diagnostic testing with a buying goal.

On cost, The Trade Desk's own publication reported in October 2025 that iFIT, buying Adelaide segments in The Trade Desk, achieved a 61% increase in aided awareness with no stated comparator, and iFIT's executive said outcome lifts were needed to justify the higher costs ♦.

Surveys measure intent, not spend

In the US buy-side Outlook surveys of the IAB (Interactive Advertising Bureau), the share expecting to focus significantly or somewhat more on attention metrics was 36% for 2023 (n=223, fielded October to November 2022), 47% for 2024 (n=203, fielded October to November 2023) and 47% for 2025 (n=200, fielded November to December 2024). The share rose once and then held flat, while the N/A share fell from 24% to 19% to 14% ♦. Intended focus cannot be turned into use, spend or a market share. IAB is a trade body whose members include sellers and measurement vendors; it has no direct stake in attention vendors but is not free of interest ♦.

US BUY-SIDE RESPONDENTS EXPECTING TO FOCUS MORE ON ATTENTION METRICS



Intent, not spend. Vendor-commissioned surveys report higher shares but publish neither their questions nor their samples in full, so they are not charted.

Intent to focus on attention rose once, from 36% to 47% of US buy-side respondents, then held at 47%.

Share of IAB Outlook respondents (US buy-side ad investment decision-makers) answering that they expected to focus significantly or somewhat more on attention metrics, fieldwork late 2022, late 2023 and late 2024. The question measures intent, not use or spend.

Units: % of respondents · Scope: US buy-side respondents, IAB Outlook · Sources [102] [103] [104]

Three samples of about 200; no margin of error is published. Not a market-wide share of spend.

Surveys run or relayed by vendors report higher shares, or the same number for a different question, and the releases read do not publish their questions. IAS's Industry Pulse preview publishes no question wording or base per statistic ^[27]. IAB's 47% and DoubleVerify's 47% differ in population, wording and geography ♦.

SURVEY	SPONSOR	SAMPLE	WHAT IT MEASURES	RESULT
IAB Outlook, fielded late 2022, 2023 and 2024	IAB (trade body)	US buy-side decision-makers; n=223, 203, 200	Intended focus	36%, 47%, 47% expect to focus more ♦
DoubleVerify Global Insights, June 2024	DoubleVerify, survey by Sapio	1,000 advertisers, four regions; base of the 47% not given	Planned integration	47% of media buyers planned to integrate attention metrics in 2024 ♦
IAS, The Attention Payoff, November 2023	IAS, with YouGov	200+ US digital media experts, buy and sell side	Use in some capacity	88% use attention measurement; 36% use a third-party vendor ♦
IAS, 2026 Industry Pulse, December 2025	IAS, with YouGov	Nearly 300 US media experts, buy and sell side	Opinion on social media metrics	77% name attention and 85% viewability as essential ♦
ARF (Advertising Research Foundation) Attention Report, relayed by TVision, 2022	ARF with the Attention Council; funding unknown	Qualitative study of 63 participants; buy-side subsample under 63	Future consideration	Over 75% of buyers would consider attention for planning and buying ♦
ARF figure cited in the playbook of CIMM (Coalition for Innovative Media Measurement) and IAB	ARF	Not stated	Use	About 50% of advertisers and 60% of agencies; no sample, date or question ♦

What the buyer record settles

H2 asks whether attention is used in trading and not only in planning and reporting. The registered rule needs one live US use in a named buying platform, a billing unit or a contractual guarantee. Read on its own, the buyer record meets it only narrowly. JLR's AU custom bidding in DV360 rests on a 2025 trade report ^[25]. The Havas and Viant marketplace was announced in June 2026 and described by Viant as testing in August ♦ ♦. The A+E guarantee was live in 2020 and 2021, though its guaranteed metric may have been presence rather than attention ♦ ♦. No buyer record is a billing unit, and none discloses US spend, impressions, campaigns or buyers with a denominator ♦. On the seller offers in chapter 6, the verdict stands: H2 is supported with its scale undocumented, and no use is currency-grade ♦. The buyer-side reading is this paper's inference from the records above.

Q1 codes each metric-environment pair on the four currency conditions set out in chapter 6. The buyer records add none of the four conditions beyond what chapter 6 coded, and none codes as currency ♦. The only executed guarantee found in buyer-side sources, A+E's on TVision data, states no threshold or remedy, so chapter 6 codes it "unresolved" ♦. In this paper's reading, buyers' own descriptions fit the diagnostic code ♦ ♦. The CIMM and IAB playbook of November 2025 warns buyers against treating attention as a currency ♦.

Where it works

Attention measurement is live wherever the ad sits on a screen: display, online video, connected TV (CTV) and social each have at least three cohort A products documenting it. Audio, digital out-of-home (DOOH) and retail media are thin, and in-game rests on one-off studies. The covered channels differ in kind: among the live products only TVision observes people, only on the TV screen, and several CTV models learn from its panel.

IN SHORT

Under the registered Q3 rule, display, online video, CTV and social are covered, audio and DOOH are thin, and in-game is study only ♦ ♦. CTV is covered on different bases. TVision observes people in panel homes; Adelaide, DoubleVerify and Lumen score CTV with models, and all three have documented TVision panel data as an input, DoubleVerify only in its June 2023 partnership announcement ♦. Platform integrations for social attention run through Snap and TikTok ♦. In the sources screened by the cutoff, no attention product was in Meta's or YouTube's measurement partner programmes, held a partner badge or had a certified partner integration for attention. xpln.ai states that it measures Facebook and Instagram through the platforms' reporting interfaces or API, without a granular-data partnership (vendor disclosure) ♦ ♦. None of the vendors that attach attention metrics to audio documents observing a listener's auditory attention to an ad ♦. Retail media, an unscored attribute, is thin on one vendor's assertion ♦. On 28 September 2026, the only accredited attention metrics covered display and video in desktop, mobile web and mobile in-app ♦ ♦.

The rule and the count

The registered Q3 rule codes a channel as covered when at least three cohort A products document live measurement there, thin when one or two do, and study only when only one-off studies exist. Beta and announced coverage is reported separately, and an unreadable channel list counts as unresolved. Retail media is an unscored attribute. Coverage here means that a vendor documents live measurement. It does not mean the measurement has been validated or accredited in that channel ♦.

CHANNEL	COHORT A PRODUCTS DOCUMENTING LIVE MEASUREMENT	MEASUREMENT BASIS	Q3 CODE
Display	Adelaide, Lumen, DoubleVerify, IAS, Amplified (in-flight tags); xpln.ai by its own account	Model estimates and indices of device signals	Covered ♦ ♦

CHANNEL	COHORT A PRODUCTS DOCUMENTING LIVE MEASUREMENT	MEASUREMENT BASIS	Q3 CODE
Online video	As for display	As for display	Covered ♦
CTV	TVision; Adelaide, DoubleVerify, Lumen; Amplified (US availability not stated); xpln.ai by its own account	TVision: panel observation. Others: models, four of them using TVision panel data	Covered ♦ ♦ ♦
Social	Adelaide, Lumen, DoubleVerify, Amplified (planning); xpln.ai by its own account; IAS reports Lumen's model (stated live, platforms unnamed; Snap announced)	Models; the three Snap products share Lumen's model	Covered ♦ ♦ ♦
Audio	Adelaide; Amplified (planning only)	Model estimates; no ad-level observation of listening	Thin ♦ ♦
In-game	None	Eye-tracking studies in test settings	Study only ♦
DOOH	Adelaide (listed, no method documented); Amplified (planning)	Not documented; planning benchmarks	Thin ♦
Retail media (unscored)	DoubleVerify	Not documented	Thin ♦

Four of the seven scored channels are covered, two are thin and one is study only. Every live cell outside TVision's is a model estimate or an index of device signals. Lumen, Adelaide, IAS and Amplified run machine-learned models, and DoubleVerify builds indices from exposure and engagement signals ♦ ♦ ♦ ♦ ♦. xpln.ai, also a cohort A product, documents display, online video, CTV and social as live in its own sources. Adelaide's social and audio coverage likewise rests on vendor sources ♦ ♦. Counting xpln.ai changes no code.

WHERE COHORT A PRODUCTS DOCUMENT ATTENTION MEASUREMENT

	Display	Online video	CTV	Social	Audio	In-game	DOOH	Retail media
Adelaide AU	live	live	live	claim	live		claim	
Lumen (LAMP)	live	live	live	live	study	study	study	
TVision			observed					
DoubleVerify Authentic Attention	live	live	claim	live				claim
IAS Quality Attention	live	live		announced				
Amplified Campaign Performance	live	live	live	announced				
Amplified Campaign Strategy	planning	planning	planning	planning	planning		planning	
xpln.ai attention metrics	live	live	claim	claim				

Live (model estimate)

Beta

One-off study only

Live, people observed

Planning only

None found

Live per vendor; no method documented

Announced

Coding (question Q3): display covered (6); online video covered (6); ctv covered (6); social covered (4); audio thin (1); in-game study only (0); dooh thin (1); retail media thin (1). Campaign Strategy is a planning tool and is not counted.

Display, video, CTV and social are covered; audio, in-game, DOOH and retail media are thin or study-only. Documented channel coverage of the cohort A products at the cutoff. Only TVision observes people in the channel it measures; every other live cell is a model estimate or an index of device signals. CTV is covered on different bases: several CTV models use TVision panel data as an input.

Units: status category · Scope: cohort A products, documented channels, at the cutoff · Sources [105] [106] [107] [108] [109] [110] [111] [112] [113] [114] [115] [45] [116] [117] [42] [73] [118] [119] [120] [48] [121] [122]

A blank cell means none found in the sources screened, not a documented absence. Lumen's Netflix CTV product is offered only in five European markets; its other CTV routes include the US.

Display and online video

Display and online video have the widest coverage and the only accreditation. On 28 September 2026, MRC's accredited digital list had one attention entry: DoubleVerify's, for desktop, mobile web and mobile in-app ♦. IAS Quality Attention measurement has been generally available for open-web display and video since January 2024, and IAS extended it to mobile in-app on 30 July 2024 ♦. Amplified's Campaign Performance tags capture per-exposure signals for display and video across programmatic, web and CTV in "20+ markets" ♦. xpln.ai's MRC audit, in process as of November 2025, covers display and video in mobile web and mobile in-app only ♦.

CTV: covered on different bases

TVision is the only cohort A product whose attention data come from direct observation of people: optical sensors in opt-in panel homes, projected to the US population by daily weighting ♦. The sensors identify who is in the room and when each person looks at the TV ♦. TVision covers the TV screen, including walled-garden apps viewed on it; Viant names YouTube and Prime Video ♦. Its outputs for the wider market are projections or models built from the panel ♦.

Adelaide, DoubleVerify and Lumen score CTV impressions with models, and all three have documented TVision panel data as an input, DoubleVerify only in its June 2023 partnership announcement [♦]. Adelaide says its CTV AU combines an image pixel fired at ad serve, automatic content recognition (ACR) matching to programme and pod, and TVision panel data that sets the variable weights. The model is trained on brand lift, tune-in attribution and advertiser sales data. Samba, the author's employer, is among the named tune-in providers [♦].

Lumen has documented US CTV measurement through TVision. For LG Ad Solutions (February 2024), US measurement runs through the TVision pixel and is processed in the Lumen platform, and Nexxen's CTV offer (August 2023) uses measurement "powered by TVision data" [♦]. Teads' exclusive Lumen HomeScreen measurement, announced in May 2026, is a separate route: a machine-learning prediction from eye-tracking data, covering the US, EMEA, APAC and LATAM ^{♦ ♦}. Lumen's Netflix product measures Netflix's global ad-supported inventory but is offered only to clients in the UK, Germany, France, Italy and Spain, so it adds no US client availability [♦]. PPC Land reports that xpln.ai's CTV models use TVision's US panel data as a calibration input [♦].

DoubleVerify announced CTV attention with TVision on 13 June 2023, with a closed beta anticipated in the second half of 2023, and by 30 June 2025 described its attention measurement as spanning CTV. This review found no dated general-availability release in DV's newsroom [♦]. DV's current CTV pages describe CTV attention without naming a data source [♦]. MRC's April 2026 letter accredits DV's CTV reporting for impressions, video viewability, completion and quartile metrics and property-level verification. It lists attention metrics only for desktop, mobile web and mobile in-app [♦].

The shared panel is a dependency. Viant completed its acquisition of TVision on 1 May 2026, and whether TVision data remain licensed to Adelaide, DoubleVerify and Lumen is not documented [♦]. TVision's site still markets data licensing, and Adelaide's July 2026 method blog says in the present tense that CTV AU "incorporates TVision data". No post-closing statement from DoubleVerify, Lumen or xpln.ai on continued access was found [♦]. This paper infers that agreement among CTV models trained on the same panel would not count as independent corroboration.

Social: through the platforms, and around them

Platform integrations for social attention run through Snap and TikTok. Lumen announced a Snapchat attention measurement integration on 18 March 2024, with a model trained on eye-tracking data gathered with Snap since 2021. DoubleVerify's Authentic Attention for Social became globally available on Snapchat on 30 June 2025, combining DV exposure data with Lumen eyes-on-screen signals. IAS announced Snap Attention Measurement the same day. DoubleVerify extended Authentic Attention to TikTok on 10 December 2025 as a badged TikTok Marketing Partner [♦]. In the sources screened, no later IAS source confirms that its Snap product went live [♦]. All three Snap products rest on Lumen's eye-tracking model [♦], so three vendors' Snap numbers trace to one reference source.

Platform integration brings no attention accreditation. In MRC's 13 April 2026 letter, DoubleVerify's accreditations on Meta, YouTube (via Ads Data Hub) and TikTok cover impressions and viewability only [♦]. IAS reports a Lumen social model through its own

platform, stated as live from January 2025 with no platforms named ♦. xpln.ai says it reaches Facebook, Instagram, Snapchat, TikTok and X through platform reporting interfaces or API, with no granular-data partnership ♦. Amplified's planning tool lists Meta, TikTok, Snapchat, X and Pinterest ♦.

In the sources screened by the cutoff, this review found no attention measurement product in Meta's or YouTube's measurement partner programmes, with a platform partner badge, or with a certified partner reporting integration for attention. DoubleVerify's June 2026 Meta expansion is Authentic AdVantage, with no mention of attention ♦. The absence is that narrow. xpln.ai's stated access to Facebook and Instagram through reporting interfaces or API, without a granular-data partnership, is a vendor disclosure ♦. Attention on these platforms is also measured without platform integration. Adelaide has offered AU ratings for YouTube, Facebook and Instagram placements since September 2020, from licensed Amplified panel data. Lumen measured YouTube campaigns for Silverpush and Epitaph in February 2026. TVision's panel observes attention in YouTube's CTV app ♦. Adelaide's Google-commissioned AU analysis of 395 US campaigns from 2022 to 2024 spans 30 placement types, including competitor streaming platforms ♦.

Audio: thin, and no listening observed

Audio is thin under the Q3 rule. Adelaide announced show-level podcast AU in Magellan AI on 10 January 2024, with availability stated from early 2024; current availability is not confirmed. On 9 May 2024 it extended Adelaide for Publishers to podcasts, streaming audio and terrestrial radio, with NPR, SiriusXM Media and Westwood One as launch partners. Amplified covers audio only with planning-stage prediction: Spotify and radio appear in Campaign Strategy, and audio is not listed for its in-flight measurement ♦. In the sources screened, IAS and xpln.ai document no audio attention measurement ♦ ♦.

The three vendors that attach attention metrics to audio use three different constructs, and none documents observing a listener's auditory attention to an ad ♦. Adelaide's podcast AU is a model estimate built from placement exposure data such as genre, ad position, ad load and ad type, with eye-tracking and outcome data in the model by Adelaide's account. Amplified classifies active, passive and non-attention from listener tasks and surveys, alongside STAS, a brand-choice measure. Lumen's 2023 audio score for dentsu was modelled to be equivalent to visual attention from listening data, survey results and exposure type ♦. That dentsu research, whose funding is not stated, reported an average of 10,126 attentive seconds per 1,000 impressions across audio formats, against dentsu norms of 6,501. Sample size and geography are not stated ♦. The audio numbers on sale are models of placements, not observations of listening.

The measures closest to listening sit in layer 1. DoubleVerify's accredited statistics include quartile audible rates and volume-change rates on video ♦, which this paper codes as candidate proxies for listening (chapter 1). A peer-reviewed EEG study of radio, podcasts and music streaming measured attention to audio formats and excluded responses to ads. The Australian Radio Network, an interested party, funded and co-designed it [28]. Adelaide's AU is under MRC review for a scope that includes audio, with the pre-audit reviewed in May 2026 and the audit not begun ♦. The audio paper in this series cites this paper's definition of auditory attention.

In-game: study only

No cohort A product documents live in-game attention measurement in the sources screened; the evidence is one-off studies ♦. Dentsu and Lumen's January 2024 report measured attention with eye-tracking while respondents played real games on mobile and PC. It reports gaming APM of 6,736, rewarded video at 10,043 APM against 6,100 for online video, and intrinsic in-game ads at 3,442 against 1,416 for traditional online ads. The last pair is stated as "seconds". Anzu renders it as 3.4 and 1.4 seconds, from which this paper infers a unit of attentive seconds per 1,000 impressions ♦. These are direct observations of participants in a test setting. Lumen and Anzu released a study in June 2023, and Amplified published one with Digital Turbine in April 2023 ♦. All three are vendor or agency studies whose funding is not established here, so their independence is unknown.

Anzu's guide names Adelaide and Amplified as in-game attention vendors ^[29]. The channel lists of both vendors opened for this review omit gaming ♦ ♦. One in-game ad seller, Frameplay, markets a proprietary viewable-time metric as attention, on the basis of one-campaign eye-tracking validation ♦. Under this paper's definitions that metric is a candidate proxy. IAS's in-game service reached MRC's pre-audit list for display and video rendered and viewable impressions in desktop, mobile and gaming-console environments ♦. MRC removed it from in-process status in January 2026, citing IAS's lack of intent to engage in third-party audit ♦. That process concerned impressions and viewability.

Independent evidence is cautionary. In an eye-tracking study of a mobile tennis game with 79 participants in Turkey, total fixation duration on in-game ads had no significant effect on aided brand recall once brand placement was controlled. Brands were not counterbalanced across placements ♦. Creative testing does reach the format: Lumen SPOTLIGHT tests in-game creative with webcam eye-tracking of opt-in participants ♦. Those tests use recruited participants in simulated contexts and measure no live media exposure. The gaming paper in this series cites this paper's definition of in-game attention.

DOOH: thin, and measured differently in kind

DOOH is thin. Adelaide lists DOOH in its coverage without a documented method, and Amplified lists OOH and DOOH in its planning tool ♦. Adelaide's MRC review scope has included digital OOH since at least November 2024 ♦. xpln.ai told CESP, a French industry body, that it does not cover DOOH ♦.

The DOOH evidence rests on methods that differ in kind. Lumen's study with Ocean Outdoor (UK, June 2025) tracked 2,500 online participants' eyes by webcam while they watched filmed walks past OOH sites. Amplified's study with QMS in Australia used in-situ eye, gaze and pose tracking across 1.2 million exposures at twelve sites. Quividi's explainer defines DOOH Attention Time as time spent watching, measurable only with camera-based anonymous video analytics ♦. All three are vendor sources. The OOH audience currencies already apply likelihood-to-see adjustments derived from eye-tracking: Geopath in the US and Route in the UK. Those adjustments correct audience counts for visibility and measure no attention to a given ad ♦.

Retail media: one vendor's assertion

One cohort A product documents retail media. DoubleVerify presents Authentic Attention within its commerce-media offering and reported in May 2024, from 2023 data, that retail media network owned-and-operated inventory had engagement rates 183% above DV's attention baseline. It did not name the networks or placements measured or publish a method for them ♦ ♦. The figure is relative to DV's own baseline, and DV normalises its attention indices to the average of its own impressions over a rolling 28-day window ♦.

Adelaide's AU pre-bid segments in Amazon DSP (9 June 2026) cover display, online video and streaming TV inventory, and the release does not say whether Amazon-owned retail placements are included ♦. Kantar extended LINK+ creative testing to ads in retail media networks on 6 May 2025, but that release does not mention attention. Lumen's in-store work covers physical stores ♦.

What coverage does not settle

A covered code says nothing about assurance. On 28 September 2026, MRC's digital list had one accredited attention entry, DoubleVerify's, for desktop, mobile web and mobile in-app. No accredited attention product from Adelaide, Lumen, TVision or Amplified appeared on MRC's digital, television or multimedia lists ♦. DoubleVerify's CTV attention is not accredited ♦. So no accredited attention metric found covers CTV, social, audio, in-game or DOOH. On that date two MRC reviews were open. xpln.ai's audit covers mobile web and mobile in-app ♦. Adelaide's scope reaches audio, linear TV, cinema and digital OOH, but its audit has not begun ♦. Chapter 2 sets out the accreditation record.

US availability is uneven too. Amplified's in-flight product names no US market ♦. xpln.ai's launch release names US-headquartered advertisers among its clients but places those clients in Europe and APAC, so in the sources screened no US campaign or US production use is documented ♦. GumGum launched Attentive Lift in Australia with no channel named, so its coverage stays unresolved ♦.

Per channel, a buyer needs to know which product measures it live, whether its number is observed or modelled, and from which panel (chapter 12).

Privacy and law

Two questions decide an attention product's legal exposure: can its signal identify a person, and is it used to infer emotion? Gaze and device signals that report only where and how long people look fall mostly under ordinary personal-data and consent rules. On the European Commission's reading, facial coding that infers emotion is emotion recognition under the EU AI Act. In the sources screened by the cutoff, this review found no privacy or biometric-data regulator action or lawsuit naming a seed attention vendor.

IN SHORT

In most statutes screened, whether webcam gaze, landmark or facial-coding data counts as biometric turns on identification or identifiability. The EU AI Act and California's profiling definition reach emotion inference without it ♦. The AI Act bans emotion inference only in workplaces and education; advertising uses that infer emotion from biometric data are high-risk, subject to the Article 6(3) derogation ♦. Deployers of emotion recognition systems have had to inform the people exposed since 2 August 2026 ♦. High-risk obligations start on 2 December 2027 and reach products already on the market only after a significant design change ♦. Illinois and Texas define biometric identifiers to include face geometry ♦ ♦, and the Ninth Circuit held that face signatures which cannot identify fall outside the Illinois law ♦. No privacy or biometric-data action found in the searches run names a seed attention vendor; Nielsen's patent actions against TVision are a separate matter ♦ ♦. The certifications found cover information security or research process; none attests privacy compliance ♦ ♦.

Two questions sort the products

Attention products capture different things about people. Tag-based products read the device: DoubleVerify's notice lists viewport and screen size, tab and browser focus, time in view, scroll position and ad interactions ♦. Panel products film people. TVision's US panellist policy lists face geometry and periodic snapshot images of the webcam's field of view ♦; Amplified uses device cameras and an in-home TV micro-camera ♦; Lumen turns a webcam into an eye tracker ♦. Creative-testing products add facial coding: iMotions' Media Analytics codes 20 Action Units and seven core emotions ♦, and Adverteyes measures "Visual Attention (eyes on screen) and Emotions (facial expressions)" ♦.

The law sorts these signals by two questions: can the signal identify a person, and is it used to infer emotion? In the statutes screened, biometric status for webcam gaze, landmark or

facial-coding signals turns mostly on identification or identifiability. The EU AI Act and California's profiling definition reach emotion inference without identification. GDPR and UK GDPR can reach such inferences as special-category health data where they support a health inference, and Washington's health-data law reaches physiological measurements linked to a consumer ♦. By this review's reading, a gaze product that reports only where and how long people look, and cannot identify anyone, sits low on both questions. A facial-coding product that reports emotion sits high on the second whether or not it identifies anyone. Other US state laws, such as Virginia's, Connecticut's and Oregon's, were not opened ♦.

Chapter 1 coded what each product observes under Q2. This chapter reads those observations for what they capture about the person, and supplies the evidence behind the privacy-posture dimension scored in chapter 11.

In the EU, emotion inference is the line

The AI Act defines an emotion recognition system as one that identifies or infers emotions or intentions from biometric data ^[30]. The Act's definition of biometric data drops GDPR's requirement that the data allow or confirm unique identification. It still covers only personal data, so truly anonymous data fall outside it ♦. The Commission's guidelines treat eye-tracking data as biometric data under the Act, and say a system that tracks only the gaze point does not infer emotions. Inference: a gaze-only product stays outside the definition only while its outputs stay at where and how long people look. Once gaze or facial data is used to infer emotions, interest, arousal or intentions, such as "engagement" or purchase intent, the Commission's reading places it inside ♦. One of the guidelines' prohibited examples is an education institution using emotion recognition to infer the "interest and attention" of students. An attention product that infers engagement from facial expressions may therefore be caught ♦. iMotions' AI Act statement of 13 February 2025 calls its own facial expression analysis an emotion recognition system ♦.

The ban itself is narrow. Since 2 February 2025 the Act has banned emotion inference in the workplace and in education, with medical and safety exceptions. The Commission's non-binding guidelines place customer-facing and advertising emotion inference, including "intelligent billboards", outside the ban. Where those systems infer emotions from biometric data, they are high-risk under Annex III 1(c), subject to Article 6(3) ♦.

Two duties run on different clocks. From 2 August 2026, anyone deploying an emotion recognition or biometric categorisation system in the EU must inform the people exposed to it (Article 50(3)); the July 2026 Digital Omnibus did not amend that paragraph in the text screened ♦. That omnibus, Regulation (EU) 2026/1744, moved the Chapter III Sections 1-3 obligations for Annex III systems to 2 December 2027. Under Article 111(2) as amended, an emotion recognition system placed on the market or put into service before that date is subject to them only if its design changes significantly afterwards; public-authority uses are excepted, with a 2030 deadline. Every facial-coding attention product on the market at the cutoff is therefore outside the high-risk regime until a significant design change, while the transparency duty applies to deployers now. Whether a creative-pretest facial-coding tool qualifies for the Article 6(3) derogation is unresolved ♦.

GDPR, the UK and the device

Under GDPR, biometric data is a special category, needing an Article 9(2) condition such as explicit consent, only when processed "for the purpose of uniquely identifying a natural person" ♦. The UK ICO takes the same line, adds that transient processing lasting "a fraction of a second" is still processing, and is reviewing its guidance because of the Data (Use and Access) Act ♦. By inference from the definitions, a facial-coding test can process ordinary personal data under GDPR and still be an emotion recognition system under the AI Act ♦ ♦. Some vendors ask for the stricter consent anyway: iMotions' 2022 policy makes "the Data Controller" (by this review's inference, the client) responsible for collecting consent under GDPR Articles 6(1)(a) and 9(2)(a) ♦ ♦.

Device signals meet a different test. The European Data Protection Board's (EDPB) Guidelines 2/2023 say ePrivacy Article 5(3) protects information on a user's device whether or not it is personal data, and that JavaScript instructing a browser to send information "clearly" falls within it. The inference is that tag-based attention signals collected in the EU need consent unless an Article 5(3) exemption applies ♦. Two vendors' entries in IAB Europe's Transparency and Consent Framework declare legitimate interest instead. Amplified registers its attentionPROVE tag with legitimate interest as the default basis and declares no device storage access ♦; xpln.ai declares legitimate interest for measuring advertising performance and no cookie use ♦. Both entries are the vendors' own declarations, and neither is a compliance audit. Whether any authority treats attention measurement as strictly necessary, and so exempt, was not checked ♦.

Adelaide's AU Ratings policy lists the tag's device type, IP address, location to city, DMA and zip code, and inferences as personal information ♦. The same policy states that AU Ratings process no personal data under the GDPR and use no cookies ♦.

In the US, identification decides most cases

JURISDICTION	WHAT BRINGS A SIGNAL IN	WHAT IT REQUIRES	FROM
California (CCPA and CPPA regulations)	Biometric processing to uniquely identify, and neural data, are sensitive; profiling includes facial expression used "to identify or infer emotion"; device identifiers, pixel tags and probabilistic identifiers are personal information	Written risk assessment before selling or sharing personal information, processing sensitive personal information, or training emotion-recognition technology	1 January 2026 ♦
Colorado (HB24-1130)	Biometric identifiers: data that can be processed to uniquely identify a person, including iris scans and facial geometry	Notice before collecting any identifier; consent before collecting biometric data used or intended for identification; retention and deletion policy; any volume, except for the access right	1 July 2025 ♦
Washington (My Health My Data Act)	Biometric data that identifies a consumer	Opt-in consent for a specified purpose, or necessity for a requested service	Compliance from 31 March 2024 ♦
Illinois (BIPA)	Retina or iris scan; scan of hand or face geometry	Written notice, purpose and term, and a written release; \$1,000 or \$5,000 per violation	2008; amended 2 August 2024 ♦

JURISDICTION	WHAT BRINGS A SIGNAL IN	WHAT IT REQUIRES	FROM
Texas (CUBI as amended by HB 149)	Record of hand or face geometry	Exempts biometric identifiers involved in AI systems unless a system is used to uniquely identify a specific individual; later commercial use falls back under the penalty provisions	Amendment 1 January 2026 ♦
Federal (FTC policy statement)	Facial features, iris or retina, "characteristic movements or gestures"; derived data where identification is reasonably possible	Surreptitious and unexpected collection named as potentially unfair	18 May 2023; still listed by the FTC on 28 September 2026 ♦

California's profiling definition excludes characteristics that cannot reasonably be linked to a consumer. Processing already under way must be assessed by 31 December 2027, with submissions due by 1 April 2028. Which attention vendors meet the CCPA's business thresholds was not established ♦. By this review's inference, EEG-based ad testing on California consumers produces sensitive personal information, while eye tracking that does not identify produces personal information that is not sensitive ♦.

In *Zellmer v. Meta Platforms* (17 June 2024), the Ninth Circuit held on its record that Facebook "face signatures" "cannot identify and therefore are not biometric identifiers or information as defined by BIPA". A federal court applying Illinois law does not bind Illinois state courts. By inference, the ruling helps vendors whose facial landmarks cannot identify, but offers no safe harbour ♦. Whether attention-panel capture falls inside Texas's AI exemption depends on actual use and deployment, which this review did not establish. The Texas Attorney General's first action under the law ended in a \$1.4 billion settlement with Meta on 30 July 2024 ♦.

Washington's separate biometric statute excludes photographs, video or audio recordings and data generated from them. By inference, webcam landmarks that do not identify fall outside both Washington definitions ♦.

No privacy action found against a seed vendor

In the sources screened by the cutoff, this review found no public privacy or biometric-data regulator action or lawsuit naming a seed attention-measurement vendor. The searches named Realeyes, Affectiva, TVision, Tobii and iMotions, plus general BIPA searches on eye tracking, facial coding and webcam research. Adelaide, Lumen, Amplified, DoubleVerify, IAS, Neurons, DAIVID and Kantar were not named in any litigation search ♦. A vendor sweep named eye square in one general web search, which found no regulator action, fine or lawsuit ♦. This is not a finding of no litigation. Nielsen has brought patent actions against TVision since 2021, and Viant took them on when it bought the company ♦. The nearest privacy matters involve advertising screens and a call centre.

MATTER	PLACE AND DATE	WHAT WAS CAPTURED	OUTCOME
Roberts v. Cooler Screens (putative BIPA class action)	Cook County, Illinois; filed 3 March 2022	In-store ad screens with a camera and an alleged "iris tracker to detect exactly where the customer is looking", plus facial profiling of age, gender and emotional response	Allegations only; disposition not found ♦

MATTER	PLACE AND DATE	WHAT WAS CAPTURED	OUTCOME
Cadillac Fairview (Canadian privacy commissioners)	Canada; 28 October 2020	"Anonymous Video Analytics" in mall directories estimating age range and gender; about 5 million numerical face representations stored	Sensitive biometric information collected without valid consent; express opt-in consent recommended ♦
ViaQuatro (Metro Line 4 advertising doors)	São Paulo; judgment released 7 May 2021	Passengers' images captured to detect characteristics, emotions and reactions, without notice	Stop capture without prior consent; R\$100,000 collective moral damages, reported raised to R\$500,000 on appeal in May 2023 ♦
Budapest Bank (Hungarian data protection authority)	Hungary; 8 February 2022	AI voice analysis of customer-service calls detecting "emotional/mood elements"	HUF 250,000,000 fine; ordered to stop analysing emotions ♦

In the three camera matters, the finding or allegation was capture without valid consent or notice. ViaQuatro had described its system as counting views, "tempo de atenção" (attention time) and emotions ♦.

What vendors document

Vendors describe opt-in panels, on-device or in-home processing and landmarks that do not identify. Every row below is the vendor's own statement.

VENDOR	CONSENT STATED	PROCESSING, RETENTION AND IDENTIFICATION
TVision	Panel "100% opt-in", compensated ♦	Face geometry collected as a biometric identifier, destroyed within three years of last interaction; data leaving the home "completely anonymous" after an initial training period ♦
Amplified	Explicit prior consent for sensitive data	TV images processed in the home and "promptly deleted"; landmarks used "solely for attention measurement"; no facial recognition ♦
Lumen	Panels "fully informed, consented and compensated" (2021 page) ♦	Processing on the user's device, no video or personally identifiable information uploaded; no panel privacy notice found ♦ ♦
Kantar	Facial-expression and eye-tracking data only with consent	Affectiva stores facial-expression video for seven years; anonymised data may train AI ♦
Tobii Sticky	"Legitimate interest, or consent"; emotion analysis opt-in	Webcam framing limited to face and head; recordings deleted after up to 90 days ♦
Adverteyes	Explicit consent to facial images and biometric data	No facial recognition; models being trained to determine whether the same individual appears in two recordings ♦
eye square	Consent under GDPR Article 6(1)(a) for online eye tracking	Face video recorded; models "trained to uniquely identify one person from another" to remove duplicate participants; video deleted after three months at most; the SEAL page instead says "Only X/Y gaze coordinates leave the device" ♦

Three statements need reading against the law. The first is TVision's "anonymous": data keyed to household and viewer numbers is pseudonymous under GDPR-style tests and plausibly personal information under the CCPA, by this review's inference ♦. TVision's policy also permits sharing personal information with clients in hashed form that may be re-identified ♦. The second is non-identification. Amplified's TV camera can capture guests

who are not the consenting panellist ♦. Adverteyes and eye square describe models that tell one person from another ♦ ♦; by inference, such a model bears on the first question whatever the product outputs. The third is jurisdiction. Tobii's white paper names GDPR as its only legal framework ♦, and no US state biometric-law documentation was found for Media Analytics ♦.

On the tag side, DoubleVerify's Solutions Privacy Notice does not name Authentic Attention ♦, and IAS's Technology Solutions policy does not name Quality Attention ♦.

The certifications found cover information security or research process. IAS announced ISO/IEC 27001:2022 certification on 22 May 2024, with a scope that names "Attention"; its validity at the cutoff, after IAS's December 2025 change of ownership, was not verified. ISO 27001 certifies information-security management, not privacy compliance, consent or measurement validity ♦. Tobii's Sticky page asserts ISO/IEC 27001 certification. The certificate behind it is Tobii AB's company-wide ISO/IEC 27001:2022 certificate, valid to 8 May 2028, which does not name Sticky ♦. Adverteyes' SOC 2 statement names Realeyes ♦. The certifications xpln.ai cites are attributed to its host, Google Cloud Platform ♦. eye square's ISO 20252 certificate, valid to 13 November 2026, covers its market-research process and does not attest privacy compliance for the product ♦ ♦.

For a buyer, the documents that matter are the panel privacy notice, the tag's legal basis in each market and, for facial coding in the EU, the Article 50(3) notice to the people tested ♦. Chapter 12 turns these into questions for vendors.

The instruments read

The instrument lists the laws and guidance read for this chapter. Each row describes the primary text as read; none is legal advice.

Rules and governance instruments						
Official sources only for the rule text; industry guidance is marked as practice, not law. Nothing here is legal advice.						
Machine-readable copy: data/rules.csv.						
JURISDICTION	INSTRUMENT	WHAT IT REQUIRES	EFFECTIVE	SCOPE	LAW OR PRACTICE	SRC
European Union	AI Act Art 5(1)(f)	Prohibits placing on the market, putting into service or using AI systems to infer emotions of a natural person, except for medical or safety reasons	2025-02-02	Workplace and education institutions only; advertising use not prohibited (Commission guidelines para 266)	regulation	[30]
European Union	AI Act Art 50(3)	Deployers must inform exposed natural persons of the operation of the system and process personal data per GDPR	2026-08-02	Emotion recognition and biometric categorisation systems (not amended by Reg 2026/1744 in the text screened)	regulation	[30]

JURISDICTION	INSTRUMENT	WHAT IT REQUIRES	EFFECTIVE	SCOPE	LAW OR PRACTICE	SRC
European Union	AI Act Annex III 1(c) with Art 6 (as amended by Reg 2026/1744)	High-risk system obligations (Chapter III Sections 1-3); Art 6(3) derogation possible except where the system profiles natural persons	2027-12-02	AI systems intended to be used for emotion recognition	regulation	[123]
European Union	Commission Guidelines on prohibited AI practices C(2025) 5052	Interpretation: gaze-point eye tracking does not infer emotions; emotion recognition in advertising is outside Art 5(1)(f) but high-risk	2025-07-29 (document date)	Article 5 AI Act	regulator guidance (non-binding)	[124]
European Union	GDPR Art 4(14), Art 9(1)-(2)(a)	An Art 9(2) condition (e.g. explicit consent) for biometric data processed to uniquely identify a person	2018-05-25	Biometric data only where it allows or confirms unique identification; photos not systematically special category (recital 51)	regulation	[125]
European Union	ePrivacy Directive Art 5(3) per EDPB Guidelines 2/2023 v2.0	Consent (unless exempt) for storing or gaining access to information in terminal equipment, including JavaScript-instructed collection, regardless of personal-data status	2024-10-07 (guidance adopted)	Device signals collected by tags, pixels and SDKs	regulator guidance	[126]
United Kingdom	UK GDPR Art 4(14)/Art 9 per ICO biometric data guidance	Special-category condition only when biometric data is used to uniquely identify; transient processing is still processing	undated; under review after Data (Use and Access) Act	Biometric recognition	regulator guidance	[127]
Illinois	BIPA 740 ILCS 14/15(b), 14/20	Written notice, purpose and term, and written release before collection; public retention policy; private right of action (\$1,000 negligent / \$5,000 intentional per violation; one recovery per person per method since 2024)	2008-10-03; amendment 2024-08-02	Retina or iris scan, fingerprint, voiceprint, scan of hand or face geometry	statute	[128]
Texas	CUBI Bus. & Com. Code 503.001 as amended by HB 149 (TRAIGA)	Informed consent before capture for a commercial purpose (per (b), referenced in new (b-1)); exemption for AI training unless used to uniquely identify a specific individual	amendment 2026-01-01	Retina or iris scan, fingerprint, voiceprint, record of hand or face geometry; AG enforcement	statute	[129]
California	CCPA Civ. Code 1798.140(c), (ae), (aj)	Sensitive-PI treatment for biometric processing to uniquely identify and for neural data; persistent and probabilistic device identifiers are personal information	as amended 2026-01-01	Consumers and households; businesses above CCPA thresholds	statute	[130]
California	CCPA regulations 11 CCR 7001(ee), 7150, 7155	Written risk assessment before selling or sharing PI, processing sensitive PI, or training emotion-recognition or physical/biological profiling technology; legacy processing assessed by 2027-12-31	2026-01-01	CCPA-covered businesses	regulation	[131]
Washington	My Health My Data Act RCW 19.373.010	Opt-in consent for consumer health data (incl. identifying biometric data); consent may not be obtained by hovering, muting, pausing or closing content	2023 c 191 (effective date not verified)	Biometric data that identifies a consumer	statute	[132]
Washington	RCW 19.375.010	Biometric identifier regime; excludes photographs, video or audio recordings and data generated therefrom	2017 c 299	Data used to identify a specific individual	statute	[133]

JURISDICTION	INSTRUMENT	WHAT IT REQUIRES	EFFECTIVE	SCOPE	LAW OR PRACTICE	SRC
Colorado	Colorado Privacy Act as amended by HB24-1130	Consent before collecting biometric data; written retention and deletion policy; applies to any controller processing any amount of biometric data	2025-07-01	Data that can be processed to uniquely identify, incl. eye retina or iris and facial geometry; photos and recordings excluded unless used for identification	statute	[134]
United States (federal)	FTC Policy Statement on Biometric Information and Section 5	Clear disclosure; surreptitious or unexpected collection of biometric information may be unfair	2023-05-18	Facial features, iris or retina, characteristic movements; derived data where identification is reasonably possible	regulator policy statement	[135]
Canada	PIPEDA as applied in Findings #2020-004	Meaningful express opt-in consent for camera-based facial analysis (recommendation)	2020-10-28	Facial analytics in mall directories for age and gender estimation	regulator finding	[136]
Brazil (São Paulo)	Consumer and image-rights law as applied in Idec v. ViaQuatro	Abstain from capturing images, sounds or personal data of users without prior consent	2021-05-07 (first instance)	Advertising doors measuring views, attention time and emotions of passengers	court judgment	[137]

Agents

Attention can be written into AdCP, the agentic advertising protocol maintained by AgenticAdvertising.org. Version 3.1.24 has fields for a named vendor's attention metric in forecasts, optimisation goals, delivery reports and contractual floors. In the workflows screened, no named vendor's attention signal is documented in a connector, an interoperability test, production use or a transaction. Beyond the schema, the only handling found is a test-mode check with a placeholder vendor. Under the registered rule, H5 is unresolved.

IN SHORT

AdCP v3.1.24, the stable release of 23 September 2026, can represent a vendor-bound attention metric in forecasts, optimisation goals and delivery reports, and as a performance-standard floor ♦ ♦. The 3.0 attention goals named no vendor and could not be carried end to end, and 3.1 deprecated them ♦. Viewability graduated to standard reporting in 3.1, while attention stayed a vendor-defined metric ♦. The only tests of the attention fields found use a placeholder vendor and simulated delivery ♦. On 28 and 29 September 2026 the AdCP registry listed 34 agents and no measurement agent ♦. No IAB Tech Lab AAMP artifact screened names an attention metric ♦. DoubleVerify runs a live agent server whose attention coverage is undocumented ♦. H5 is unresolved. No production use of a named vendor's attention signal is documented in the workflows screened, and no named vendor's signal is documented beyond schema representation; separately, sellers' handling of the attention fields is shown only in test mode, with a placeholder vendor ♦.

The test

H5 asks whether attention signals are carried and used when software agents buy media. Shared rule 12 records five separate states for each protocol and version: schema representation, an implemented connector, a demonstrated interoperability test, documented production use and a demonstrated transaction. Schema representation proves only that a value can be expressed. H5 is supported when an attention signal reaches documented production use or a demonstrated transaction in an agent-driven buying workflow, with the protocol name and version recorded. It is contradicted when a source documents an attention signal dropped, not carried or failing in an agent-driven buying workflow or interoperability test, while none reaches production use. Everything in between is unresolved. Membership, working-group roles and announcements earn no state (chapter 13).

The protocols screened are AdCP (the Ad Context Protocol), maintained by AgenticAdvertising.org (AAO), and IAB Tech Lab's AAMP (Agentic Advertising Management Protocols), at the versions current on 28 and 29 September 2026. The screen also covered vendors' own agent surfaces, such as servers built on MCP (the Model Context Protocol), through which AI assistants call outside tools. AAO is an industry consortium and holds no accreditation as a standards body ♦.

INTERESTS

The author co-leads the Signals & Measurement working group of AgenticAdvertising.org (chapter 13). A sales agent operated by No Fluff Advisory, the author's firm, is one of three registered agents that passed AdCP's vendor-metric accountability storyboard, a test run with a placeholder attention vendor ♦. Two of the 34 agents in AAO's registry belong to the firm ♦. Both are declared interests, and neither earns a state. This review's verification pass found the author's GitHub account among neither the authors nor the commenters on the two issues that led AdCP to redesign its attention fields; a different account cannot be excluded ♦.

What AdCP can represent

AdCP's stable release at the screen was v3.1.24, published 23 September 2026, with 3.2.0 at release candidate 7. The 3.1 line began on 18 June 2026, and 3.0.0 shipped on 22 April 2026 ♦.

Version 3.1.24 can carry a named vendor's attention value in four places. A seller can forecast it for planning. A buyer can set it as an optimisation goal of kind `vendor_metric`, bound to a vendor. Delivery reports can return it in `vendor_metric_values`, where the value is required and the unit and count of measurable impressions are optional. A performance standard can set an `attention_score` floor that names a vendor, and a breached standard can be paired with a makegood remedy ♦: additional delivery, credit or invoice adjustment ^[31]. All of this is schema representation. Units stay vendor-defined, so two vendors' values in the same field cannot be compared (chapter 1) ♦.

The design came out of a reconciliation problem. In AdCP 3.0 a buyer could set an `attention_seconds` or `attention_score` optimisation goal, but the goal named no vendor and delivery reporting had no field for it. AdCP's issue tracker recorded the gap between 15 and 17 May 2026. Version 3.1 added vendor-bound goals (PR #4668, merged 17 May 2026), reports attention through `vendor_metric_values`, and deprecated the seller-native attention values, which remain in v3.2.0-rc.7 pending removal at the next major version ♦. A maintainer called the vendor-agnostic goal "a meaningless question" ^[32]. This was a design review of the specification, and no failure in a live agent buy was observed ♦.

Viewability moved the other way. AdCP 3.1 graduated it to standard delivery reporting, adding viewed seconds, while attention stayed a vendor-defined Tier 2 metric. AdCP graduates a metric when a standards body publishes a measurement specification. The specification names the IAB Attention Measurement Guidelines only as an example standard a vendor's metric may implement, and its maintainers state that no MRC-or-equivalent body has graduated a shared attention definition. AdCP therefore does not treat

the November 2025 guidelines as grounds to graduate attention ♦. The only MRC attention accreditation found does not cite them either (chapter 2) ♦.

Two gaps follow, on this review's reading. The attention floor is under-specified: AdCP's worked example sets an Adelaide attention standard with a threshold of 65, but the schema defines the threshold as a rate between 0 and 1, and attention_score as a rate over measurable impressions with no rule for which impressions count ♦. And accreditation scope has no structured field. A vendor declares accreditations in its own measurement catalog, a surface marked experimental in 3.1, with no field for environment, and AAO treats such entries as vendor assertions ♦. DoubleVerify's MRC accreditation, per the letter of 13 April 2026, does not cover CTV (connected TV) attention ♦, and that limit could travel only as free text or behind a link. Both gaps are inference ♦ ♦.

Beyond the schema

Past schema representation, the evidence is from tests. AdCP 3.1 defines seller conformance storyboards, scripted tests, for vendor-metric optimisation and accountability. Their fixtures use the placeholder domain attentionvendor.example, and a test controller injects the delivery. They check how a seller handles vendor metrics and involve no real attention vendor. AAO's public compliance records show three registered sales agents passing the accountability storyboard between 15 and 23 September 2026: Addiscovery, Purrsonality Seller and the agent operated by No Fluff Advisory. No agent had been tested on the optimisation-flow or catalog-precondition storyboards, and no pass involving a named attention vendor was found ♦. The optimisation storyboard makes its catalog check a SHOULD in 3.1 "while measurement-vendor adoption of AdCP-conformant capability publication catches up" ^[33].

Prebid SalesAgent, a community AdCP seller agent that AdCP's docs recommend for self-hosting, records coverage "none" for the vendor-metric optimisation flow and catalog precondition and "partial" for vendor-metric accountability, in a map dated 17 September 2026 and keyed to AdCP 3.1.1. Its end-to-end vendor-metric scenario, written with a placeholder vendor and simulated delivery, is listed as dormant ♦. A coverage map shows what is graded. It does not prove the code path is absent ♦.

No attention vendor had registered an agent in the registries screened. On 28 and 29 September 2026, AAO's registry of member-enrolled agents listed 34: 29 sales, three signals, one creative and one buying agent, by self-declared type. None was a measurement agent, and a query for the metric attention_units returned none, although AdCP's registry documentation gives Adelaide-style attention as its first example of measurement-vendor discovery ♦. In those agents' capability records, attention appears only inside tool schemas inherited from the specification, and no record names the domains of Adelaide, Lumen or IAS ♦. IAB Tech Lab's Agent & MCP Server Registry listed 47 agents on 29 September 2026, three in its measurement category and none from an attention vendor ^[34]. Neither AAO's brand records nor the brand.json discovery files at eight attention vendors' domains listed an agent ^[35]. A private or partner-only integration would not appear in any of these sources ♦.

AAMP names no attention metric

IAB Tech Lab's AAMP is an umbrella of separately versioned repositories. AAMP 2.3 was released on 30 July 2026, and its buyer-agent and seller-agent v2.4.2 followed on 18 August. IAB Tech Lab announced AAMP 3.0 on 22 September 2026. It adds OpenProposal, which is in public comment until 22 October 2026 and states that it is not a ratified IAB Tech Lab standard ♦.

No AAMP artifact screened names an attention metric. OpenProposal's examples of committed metrics are viewable rate, completion rate and an audience-modelled metric for DOOH (digital out-of-home). The buyer and seller agents use the word only as ordinary English and in bundled copies of the Agentic Audiences draft taxonomy, which lists attention embeddings as a future extension. The reference buyer agent reports viewability and video completion rate ♦. By inference, OpenProposal's measurement-source and shortfall-remedy fields could carry an attention guarantee, but no document shows one ♦. The draft also records a problem any attention guarantee would inherit: once one line item guarantees viewable rate and another completion rate, "there is no normalised way for a buying agent to compare or optimise across them" [36].

ATTENTION SIGNALS AGAINST THE FIVE PROTOCOL STATES, 28 SEPTEMBER 2026

	Schema	Connector	Interop test	Production use	Transaction
AdCP 3.1.24 · vendor-bound attention metric	documented	test mode			
AdCP 3.1.24 · attention optimisation goal	documented				
AdCP 3.1.24 · attention_score floor	documented				
AdCP 3.0 · vendor-agnostic goal (deprecated)	documented				
AAMP 2.3					
AAMP 3.0 draft (OpenProposal)	generic only				
Comparator: viewability in an AdCP workflow	documented	vendor-asserted		vendor-asserted	vendor-asserted

Documented

Generic metric field only

Test mode only (placeholder vendor)

Not documented

Vendor-asserted

States follow shared rule 12: membership, working-group roles and announcements earn no state. The comparator row is viewability in one vendor-described AdCP workflow.

Beyond schema representation, attention reaches only test-mode handling with a placeholder vendor. Each attention signal in the agentic protocols current at the cutoff, against the five states: schema representation, implemented connector, demonstrated interoperability test, documented production use and demonstrated transaction. The only connector evidence is a conformance test with a placeholder attention vendor and simulated delivery.

Units: state · Scope: AdCP 3.0 and 3.1.24, AAMP 2.3 and the 3.0 draft · Sources [138] [139] [140] [33] [141] [142] [143] [144] [145] [146] [147] [36] [148]

The author co-leads AdCP's Signals & Measurement working group, and a sales agent operated by No Fluff Advisory is among those that passed the test-mode storyboard; neither earns a state.

Viewability travels further

H5's descriptive comparator is the state other measurement signals reach in the same protocols. Its other comparator, the rival hypothesis, is taken up below. Viewability reaches more. It is a standard field in AdCP 3.1 delivery reporting ♦, a committed-metric example in OpenProposal and a reported metric in IAB Tech Lab's reference buyer agent ♦.

Its furthest evidence is a vendor's account. DoubleVerify's blog of 24 July 2026 describes Butler/Till using Claude as a buyer agent through AdCP, connected to DV's Media AdVantage Platform through MCP, with execution on PubMatic's AgenticOS. Brand suitability is the core control, and fraud and invalid-traffic avoidance, viewability thresholds and contextual alignment are optional add-ons. The post does not say which protocol carries which control, and it does not mention attention, although DoubleVerify sells Authentic Attention ♦. That is vendor-reported production use of DV data in an AdCP workflow for verification controls, with no attention in it ♦. PubMatic's AgenticOS page is titled as an early-access programme while claiming live campaigns, and neither it nor PubMatic's Decision Fabric release mentions attention ^[37, 38].

On this review's reading, the difference tracks definition, since AdCP's maintainers say no MRC-or-equivalent body has graduated a shared attention definition ♦. No source explains why DoubleVerify's account of the Butler/Till workflow does not mention attention, and its absence from a case study does not show it was dropped ♦.

Vendors' own agent surfaces

Of the media-attention vendors whose agent surfaces were screened (DoubleVerify, IAS, Adelaide, Lumen, TVision and Amplified), only DoubleVerify was found with a live agent server ♦. It announced DV Neura on 17 June 2026: clients can use Claude to connect through MCP to the DV Neura Insight Agent, which analyses DV's "media quality and performance data", and DV claims AdCP support. The endpoint is live and gated, and its tool list is not public. The DV Neura Activation Agent, announced for the third quarter, was still coming "in the months ahead" on 17 September 2026. That day DV launched Ask Neura, inside its DV Pinnacle platform, which lets DV customers analyse campaign effectiveness across fraud, brand suitability, viewability, geographic alignment and attention ♦. Whether the MCP server returns Authentic Attention to a buyer's agent is undocumented ♦.

IAS announced IAS Agent on 16 December 2025 as an assistant inside the IAS user interface for brand safety and suitability, insights and campaign setup, with a global rollout expected early in the first quarter of 2026. No source found confirms general availability, and the release does not mention attention ♦. It has no agent-facing interface and reaches none of the five states for attention ♦.

In the vendor pages screened, this review found MCP access to attention predictions advertised by Viomba, Adverteyes, Amplified and DAIVID. Viomba markets "Viomba MCP" as a human attention intelligence layer for AI agents that predicts, scores and optimises ad attention across display, social and video. Adverteyes has a dedicated MCP product page, and Amplified offers AttentionAI through an API and MCP. None of the three documents interoperability, production use or transactions ♦. DAIVID's site sells its Creative Intelligence via "API, MCP or Self Serve" ♦, and its published API reference documents the

API but not the MCP route ^[39]. Adverteyes describes its MCP server as read-only and opened it "first with a limited group" on 21 July 2026; its answers come from a trends knowledge base ♦. The official MCP Registry listed no Amplified server on 29 September 2026, and the API host in Amplified's published sample did not resolve in public DNS ♦. Adverteyes' and Amplified's products predict attention to creative before launch, and their outputs are model estimates, never observed attention ♦ ♦. A vendor page claiming an MCP server is at most a claimed connector to a vendor API, and none of Viomba, Adverteyes or Amplified states AdCP or AAMP support ♦ ♦.

Among trading-table sellers, TripleLift says its TL Direct supports MCP-based access and names no attention metric or vendor ^[40]. For Adelaide, Lumen and TVision, a Viant subsidiary since 1 May 2026 ♦, this review found no MCP server, AdCP measurement agent or other agent-facing API returning attention metrics in the registries, code search and vendor sitemaps screened; Viant's newsroom could not be read ♦. Beyond PubMatic's AgenticOS page and Decision Fabric release, the agent products of trading platforms, such as The Trade Desk, Amazon DSP and Yahoo DSP, were not screened. That is a gap in this review.

H5, coded by the rule

H5 is unresolved at 28 and 29 September 2026. In the agent-driven buying workflows screened, no production use or transaction involving a named vendor's attention signal is documented, and no named vendor's signal is documented beyond schema representation in AdCP v3.1.24. Separately, the test-mode passes show sellers handling a placeholder metric, with no real attention vendor as connector or test partner ♦. The supported rule needs production use or a transaction, so it is not met. The contradicted rule needs a source documenting an attention signal dropped, not carried or failing in an agent-driven buying workflow or interoperability test, with none reaching production use. The 3.0 carriage gap was found in a design review of the specification, not in a buying workflow or a test, and 3.0 is not a version current at the cutoff, so it does not meet that bar ♦ ♦.

The rival hypothesis cannot be tested with this evidence. The author's essay of 10 July 2026 asks which metric breaks first "once agents become the primary buyers", and argues that attention "fails hardest and fastest" because the registration event it infers has no referent once an agent, not a person, makes the decision ♦. That mechanism concerns agents as the decider being marketed to. H5 concerns attention measured on human viewers and carried through agent-driven buying. The protocol-state evidence neither supports nor refutes the essay, which is the author's own work and counts as no evidence (inference) ♦. The nearest thing to support is AdCP's refusal to treat a vendor-agnostic attention goal as meaningful ^[32]. That point concerns definition, and on this review's reading it would stand with no agent involved.

What would move the verdict

Support needs a named vendor's attention metric in production use or a transaction in an agent-driven buy, with protocol and version recorded. Earlier states would show first: an attention vendor's measurement agent in a registry with a published catalog, a storyboard pass with a named vendor in place of the placeholder, or DoubleVerify documenting

whether its MCP tools return Authentic Attention. A documented case of an attention signal dropped, not carried or failing in an agent-driven buy or interoperability test would move H5 towards contradicted. AdCP ships often and OpenProposal is in comment until 22 October 2026, so each state holds as read on 28 and 29 September 2026 ♦ ♦.

A buyer offered an agent-driven buy on attention can ask which vendor's metric travels in which field, and whether any buy has settled on it. Chapter 12 turns those into questions for sellers.

The register lists the protocol, registry and platform surfaces screened, with each one's status and the observable behind it. Surfaces covered only in the text above, such as vendors' MCP servers and TripleLift's TL Direct, are not in it.

AI and agentic capability map

Production functionality versus announcements. "Independently observable" means someone other than the vendor has documented the capability in use.

Machine-readable copy: <data/agentic-map.csv>.

PLATFORM / PRODUCT	CAPABILITY	STATUS	DATE	INDEPENDENTLY OBSERVABLE?	WHAT THE RECORD SUPPORTS	SRC
AdCP (AgenticAdvertising.org) v3.1.24	Vendor-bound attention metric: reporting (vendor_metric_values), forecast, optimisation goal kind vendor_metric	LIVE	2026-09-23	Schema files at tag v3.1.24	Schema representation only; units vendor-defined; examples use placeholder attentionvendor.example	[138]
AdCP v3.1.24	performance_standards metric attention_score (contractual floor, rate over measurable_impressions)	LIVE	2026-09-23	enums/performance-standard-metric.json	Threshold semantics under-specified (doc example 65 vs 0-1 schema)	[144]
AdCP v3.1.x	Seller-native attention_seconds / attention_score optimisation values	LIVE	2026-06-18	product.json and optimization-goal enums; still present in v3.2.0-rc.7	Deprecated in 3.1.0 in favour of vendor binding	[143]
AdCP v3.1 measurement.core	Measurement-vendor metric catalog (get_adcp_capabilities.measurement.metrics[])	BETA	2026-06-18	whats-new-in-3-1.mdx	No attention vendor catalog registered (see registry row)	[149]
AdCP v3.2.0-rc.7	Vendor-bound attention metric (unchanged pattern)	BETA	2026-09-27	Schema files at tag v3.2.0-rc.7	No attention-specific change found in files checked	[150]
AgenticAdvertising.org agent registry	Measurement agent publishing attention metrics	UNCONFIRMED	2026-09-28	Registry API responses	34 agents listed: 29 sales, 3 signals, 1 creative, 1 buying; two are the author's	[141]
Prebid sales agent (prebid/salesagent)	Vendor-metric optimisation flow (attention-style goals)	UNCONFIRMED	2026-09-17	storyboard-issue-map.yaml	Reference AdCP seller; mapped to 3.1.1 storyboards	[151]
Prebid sales agent (prebid/salesagent)	Vendor-metric reporting accountability (placeholder attention vendor, simulated delivery)	UNCONFIRMED	2026-09-17	storyboard-issue-map.yaml; dormant_scenarios.txt	Test coverage only; no real attention vendor	[152]
IAB Tech Lab AAMP 2.3	Attention metric in AAMP repositories	UNCONFIRMED	2026-07-30	Code search and release text	Buyer agent reports viewability and VCR instead	[147]
IAB Tech Lab AAMP 3.0 / OpenProposal v3.0-draft-1	committed_metrics tuples and measurement_source vendor (attention not named)	ANNOUNCED	2026-09-24	spec/openproposal-3.0.md section 5.7	Generic tuple could carry any metric (inference)	[36]
IAB Tech Lab Agentic Audiences	Attention embeddings	ANNOUNCED	2026	embedding-taxonomy.md section 6.1	Anticipated signal type, not specified	[153]
IAB Tech Lab buyer-agent v2.4.2 (comparator)	Viewability and video completion rate reporting	LIVE	2026-08-18	stats_retrieval.py	Comparator signal; no attention field	[154]

PLATFORM / PRODUCT	CAPABILITY	STATUS	DATE	INDEPENDENTLY OBSERVABLE?	WHAT THE RECORD SUPPORTS	SRC
DoubleVerify DV Media AdVantage Platform via MCP (Butler/Till)	Brand suitability, fraud/IVT, viewability thresholds, contextual controls in an AdCP buyer-agent workflow	LIVE	2026-07-24	Vendor blog	Attention (DV Authentic Attention) not mentioned	[148]
PubMatic AgenticOS	Executes agent buys applying selected DV protections before the auction	LIVE	2026-07-24	DV blog; PubMatic product page	No attention mention on either page	[148]
PubMatic Decision Fabric on AgenticOS	Partner decisioning models inside the auction (ARTF containers)	BETA	2026-06-01	Press release	No attention mention	[38]
IAS Agent	AI assistant in the IAS UI (brand safety/suitability recommendations, insights, setup)	ANNOUNCED	2025-12-16	Press release; product page	User-facing assistant, not an agent-facing API; no attention mention	[155]
Amplified planning-data API	Attention planning data ingested by Omnicom planning tools via API	LIVE	2022	Case study page	Machine-to-machine API, not an agentic or protocol integration	[156]
Official MCP Registry	MCP server from an attention vendor	UNCONFIRMED	2026-09-28	Registry API responses	Private or unlisted servers not visible	[157]
Adelaide, Lumen, TVision/Viant	Agent-facing API, MCP server or AdCP agent for attention	UNCONFIRMED	2026-09-28	AdCP registry; MCP registry; sitemap screens (see searches)	Viant newsroom unreadable; bounded absence	[141]

The Focus Quotient

The Focus Quotient (FQ) summarises what each product documents in public, within its cohort. The field is close together, and no product reaches the Most documented band. Among the weakest dimensions in both cohorts are the two a buyer would need before trading on attention: outcome validation and independent assurance.

IN SHORT

20 products are scored: 8 in cohort A (media attention measurement) and 12 in cohort B (creative attention testing). The field FQ is 51 in cohort A and 51 in cohort B. 10 products sit in the Well documented band, 10 in Partly documented, and none in Most documented. No cell scores 5: every product's record rests on vendor documentation, which caps a cell at 4, or on a narrow independent record. Outcome validation and independent assurance are the two lowest-scoring dimensions in cohort A and, with production scale, the three lowest in cohort B. The FQ measures documented capability, not performance: a product with a thin public record scores lower than its engineering may deserve, and the tests below show how much single cells move it.

What the quotient does

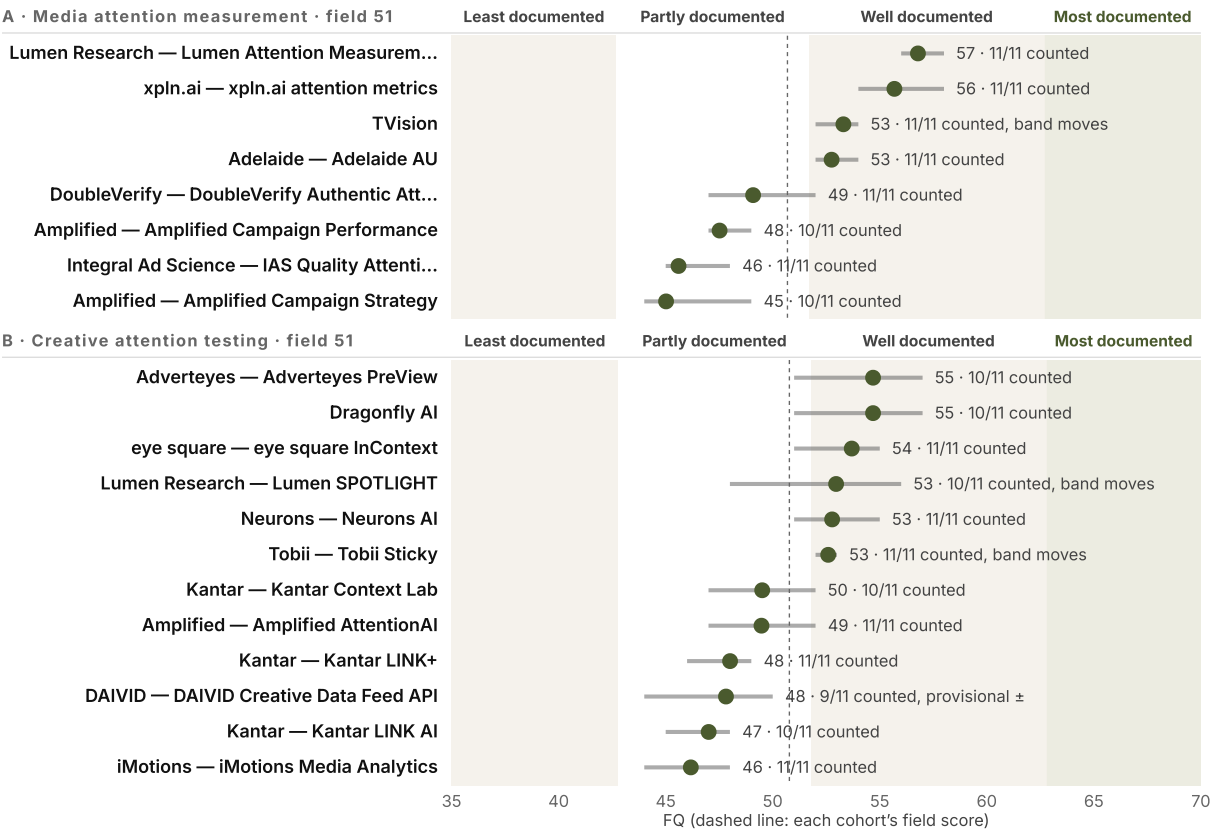
Each product was scored from 0 to 5 on the dimensions that apply to its cohort, against anchors fixed before scoring (chapter 13). The quotient groups those cells into three: Depth (what the measurement is: method validity, outcome validation, granularity and timing, and activation or creative diagnostics), Reach (channels, data access, production scale and US coverage) and Standing (independent assurance, method disclosure and privacy). A product's Raw score is $0.45 \times \text{Depth} + 0.25 \times \text{Reach} + 0.30 \times \text{Standing}$, each group the mean of its counted cells, renormalised if a group is missing. Cells that are n/e (no evidence) or n/a (outside the cohort's mask) are skipped, never counted as zero.

Raw is then pulled toward the cohort's field mean in proportion to how thin the record is: $\text{Shrunk} = (k \times \text{Raw} + K \times F) / (k + K)$, where k is the number of counted cells, F is the mean Raw of the cohort's admitted rows and K , the prior strength, is 4. The FQ is $100 \times \text{Shrunk} / 5$. K is an author-set heuristic, not a statistical estimate, and the tests below rerun the index without it. Bands come from the unrounded distance to the field mean, $20 \times (\text{Shrunk} - F)$: Most documented at +12 or more, Well documented at +1 or more, Partly documented at -8 or more, Least documented below. A band needs at least 6 counted cells with every group represented, and a cohort shows bands only when 6 or more of its rows qualify. Both cohorts do.

The field mean here is the mean of the cohort's Raw scores. That differs from the author's Contextual and Native Quotients, which pooled group scores, so an FQ is not comparable with a CQ or an NQ, and a cohort A score is not comparable with a cohort B score.

The results

FOCUS QUOTIENT (0-100) BY COHORT, WITH THE RANGE UNDER FOUR REWEIGHTINGS



Grey bar: range under the four reweightings. Provisional: ± the band moves when missing evidence is filled; + a blind second scorer's scores move it. Every scored vendor is banded.

Read the band, not the rank: no product clears the most documented line. The Focus Quotient for the products with enough evidence to band, one section per cohort. The Focus Quotient uses the band offsets of the author's Contextual Quotient, but its field mean is the cohort's mean Raw score rather than a pooled group mean, so the two do not read identically; neither construction validates it. Depth, Reach, Standing group means are combined 45/25/30 and shrunk toward the cohort's field mean (the mean Raw score of its admitted rows) with a prior strength of 4; bands come from the unrounded distance to that field score, and only verified or qualified cells count. A band needs at least 6 counted cells with one in every applicable group, in a cohort with at least 6 such rows. Across the reweightings, positions move by up to 4 places within a cohort, and 17 of the 20 banded products keep their band under every weighting. FQ measures publicly documented capability within a cohort, not product performance.

Units: FQ points on a 0-100 scale, pulled toward the cohort field mean; shown rounded, plotted unrounded · Scope: 20 banded products of 20 in the capability matrix, scores as of 1 October 2026

One initial scoring pass; six rows nearest a band line re-scored blind. The index inherits every limit of the dimension scores and is sensitive to the weights; the bands, not the positions, are the finding.

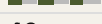
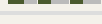
In cohort A, the field FQ is 51; a product needs 51.7 or more for Well documented and 62.7 for Most documented. In cohort B, the field FQ is 51, with Well documented from 51.8 and

Most documented from 62.8. At these field means, a product scoring 5 on every applicable dimension would reach 87 in cohort A and 87 in cohort B, not 100, because of the shrinkage.

The spread is narrow, and a few cells separate the bands. In cohort A, the Well documented rows document more on privacy posture, outcome evidence, activation in buying platforms and data access. Two features a reader might expect to lift a row do not: the one product with an MRC accreditation for attention sits in the Partly documented band, and so do the rows with the largest stated production volumes. In cohort B, the Well documented rows document finer-grained diagnostics, a stronger privacy posture and more outcome evidence.

The capability matrix														
Each cell scores one documented capability from 0 to 5 against fixed anchors; n/e means no evidence, n/a means the dimension does not apply to the cohort. Click a cell for its rationale, availability, evidence grade, date, sources and verification status. Rows are compared only within their cohort.														
5 documented in operational detail 3 real but thin or narrow 1 adjacent or incidental 0 documented absence n/e insufficient evidence n/a outside the cohort's mask unverified: shown, counted as n/e														
β beta · ann announced · ? unconfirmed · ret retired · ± provisional band: it moves when missing evidence is filled														
Product	FQ	Validity	Outcomes	Grain	Activation	Creative	Channels	Access	Scale	US	Assurance	Disclosure	Privacy	Counted
A · MEDIA ATTENTION MEASUREMENT														
BANDED, BY FQ														
Lumen Research LUMEN ATTENTION MEASUREMENT & PLANNING PLATFORM · SPECIALISTS	57 Well documented	3	3	4	3	n/a	3	3	2	3	1	3	4	11/11
xpln.ai XPLN.AI ATTENTION METRICS · SPECIALISTS	56 Well documented	3	1	3	3	n/a	3	3	3	3	3	3	4	11/11
TVision MEDIA-OWNED · ACTIVE; WHOLLY OWNED SUBSIDIARY OF VIANT TECHNOLOGY INC. SINCE 1 MAY 2026	53 Well documented	3	3	3	3 β	n/a	1	3	1	4	1	3	4	11/11
Adelaide ADELAIDE AU · SPECIALISTS · ACTIVE, INDEPENDENT	53 Well documented	2	2	3	3	n/a	3	3	3	3	1	3	4	11/11

Product	FQ	Validity	Outcomes	Grain	Activation	Creative	Channels	Access	Scale	US	Assurance	Disclosure	Privacy	Counted
DoubleVerify DOUBLEVERIFY AUTHENTIC ATTENTION · VERIFICATION · ACTIVE, LISTED; ACQUISITION BY NIELSEN'S PARENT PENDING	49 Partly documented 	2	1	3	2	n/a	3	1	3	3	4	3	2	11/11
Amplified AMPLIFIED CAMPAIGN PERFORMANCE · SPECIALISTS · ACTIVE, INDEPENDENT	48 Partly documented 	3	1	3	2 ?	n/a	3	2 ?	n/e	1 ?	1	3	4	10/11
Integral Ad Science IAS QUALITY ATTENTION · VERIFICATION · ACTIVE, PRIVATE (NOVACAP- OWNED)	46 Partly documented 	2	1	3	2 β	n/a	3	2	3	3	2	2	2	11/11
Amplified AMPLIFIED CAMPAIGN STRATEGY · SPECIALISTS	45 Partly documented 	3	1	2	1	n/a	3	3	n/e	3 ?	1	3	2	10/11
B · CREATIVE ATTENTION TESTING														
BANDED, BY FQ														
Adverteyes ADVERTEYES PREVIEW · SPECIALISTS	55 Well documented 	3	2	4	n/a	4	3	3	n/e	3	1	3	2	10/11
Dragonfly AI SPECIALISTS	55 Well documented 	3	2	4	n/a	4	3	3	n/e	3	1	3	2	10/11
eye square EYE SQUARE INCONTEXT · RESEARCH	54 Well documented 	3	2	3	n/a	3	3	1	1	3	4	3	3	11/11
Lumen Research LUMEN SPOTLIGHT · SPECIALISTS	53 Well documented 	3	4	4	n/a	3	3	1	n/e	1 ?	1	3	3	10/11
Neurons NEURONS AI · RESEARCH	53 Well documented 	3	1	4	n/a	4	3	3	1	3	1	3	3	11/11
Tobii TOBII STICKY · RESEARCH	53 Well documented 	3	1	4	n/a	3	3	3	1	3	1	3	4	11/11
Kantar KANTAR CONTEXT LAB · RESEARCH	50 Partly documented 	3	n/e	3	n/a	3	3	1	1	3	1	3	2	10/11
Amplified AMPLIFIED ATTENTIONAI · SPECIALISTS	49 Partly documented 	3	1	4	n/a	4	3	1	3	1 ?	1	3	2	11/11
Kantar KANTAR LINK+ · RESEARCH · ACTIVE, PRIVATE	48 Partly documented 	3	1	3	n/a	3	3	3	1	3	1	3	2	11/11

Product	FQ	Validity	Outcomes	Grain	Activation	Creative	Channels	Access	Scale	US	Assurance	Disclosure	Privacy	Counted
DAVID DAVID CREATIVE DATA FEED API · RESEARCH	48[±] Partly documented 	3	1	3	n/a	3	3	3	n/e	3	1	2	n/e	9/11
Kantar KANTAR LINK AI · RESEARCH	47 Partly documented 	1	n/e	3	n/a	3	3	3	1	3	1	3	2	10/11
iMotions IMOTIONS MEDIA ANALYTICS · RESEARCH	46 Partly documented 	3	1	3	n/a	3	3	1	1	3	1	3	2	11/11

How FQ is built. The Focus Quotient uses the band offsets of the author's Contextual Quotient, but its field mean is the cohort's mean Raw score rather than a pooled group mean, so the two do not read identically; neither construction validates it. Three groups: **Depth** (method validity, outcome validation, granularity and timing, activation, creative diagnostics), **Reach** (channel coverage, data access and integrations, production scale, us availability and coverage) and **Standing** (independent assurance, method disclosure, privacy posture). Only verified or qualified cells count; an unverified cell counts as n/e, and n/a comes only from the cohort's applicability mask. Each group is the mean of the counted cells inside it, so an unscored dimension is not counted as a zero. Raw combines the groups at 45/25/30, renormalised over the groups present, and is shrunk toward the cohort's field mean, the mean Raw score of the cohort's admitted rows, thin rows included, with a prior strength of 4 against the row's own count of counted cells. A cohort is a set of products doing a comparable job; each has its own field mean and band lines, and rows are never ranked across cohorts. The weights and the prior strength are author-defined heuristics. Bands come from the unrounded distance to the cohort's field score (Most documented at +12 or more, Well documented at +1 or more, Partly documented at -8 or more, Least documented below that); only the displayed score is rounded. A row gets a band only with at least six counted cells and at least one in every applicable group, and only in a cohort with at least 6 such rows; the others show a score without a band and are listed apart, A to Z, with any missing group named. The three bars under each score are Depth, Reach and Standing in that order. FQ summarises publicly documented capability within a cohort, not product performance, and is not calibrated to buyer outcomes.

Read the band, not the rank. A · Media attention measurement (8 rows, field FQ 50.7). Band lines: Most documented 62.7, Well documented 51.7, Partly documented 42.7, Least documented below. Under four reweightings (equal thirds, depth-led, reach-led, standing-led), with Raw and the field mean recomputed, no product sits in the top band (Most documented), while positions move by up to 2 places and by 0.7 on average. Of the 8 banded products, 7 keep their band under every weighting (Adelaide, Amplified, Amplified, DoubleVerify, Integral Ad Science, Lumen Research, xpln.ai); TVision crosses a band line under at least one. With a prior strength of 0 (Raw, no shrinkage), 2 and 8 instead of 4, positions move by up to 0, 0 and 0 places. Deleting one counted cell at a time moves a score by up to 3 points up (Amplified, independent assurance) or 3 down (Lumen Research, privacy posture); 0 deletions would drop a row below admission and 0 would cost a row its band eligibility. In the missing-evidence scenarios (every n/e cell of a banded row filled with 1, then with 4, with the field and every other row frozen), none of the 2 banded rows with n/e cells changes band. **B · Creative attention testing** (12 rows, field FQ 50.8). Band lines: Most documented 62.8, Well documented 51.8, Partly documented 42.8, Least documented below. Under four reweightings (equal thirds, depth-led, reach-led, standing-led), with Raw and the field mean recomputed, no product sits in the top band (Most documented), while positions move by up to 4 places and by 1.1 on average. Of the 12 banded products, 10 keep their band under every weighting (Adverteyes, Amplified, DAVID, Dragonfly AI, eye square, iMotions, Kantar, Kantar, Kantar, Neurons); Lumen Research, Tobii cross a band line under at least one. With a prior strength of 0 (Raw, no shrinkage), 2 and 8 instead of 4, positions move by up to 1, 0 and 0 places. Deleting one counted cell at a time moves a score by up to 5 points up (Amplified, outcome validation) or 3 down (Tobii, privacy posture); 0 deletions would drop a row below admission and 0 would

cost a row its band eligibility. In the missing-evidence scenarios (every n/e cell of a banded row filled with 1, then with 4, with the field and every other row frozen), 1 of the 6 banded rows with n/e cells change band (DAIVID; marked ±). **Missing evidence is not neutral:** every deletion case is in data/fq-missing-evidence.json, and every row's scenario scores, including a hypothetical 0-to-5 envelope reported separately and never used for the flag, are in data/fq.csv. These tests cover weights, prior strength and missing cells, not evidence grades, the scorer or the product sample. Every input is in the CSVs in the appendix, so the index can be recomputed on different weights.

Where the field is weak

The pattern across both cohorts matters more than any row.

Outcome validation is the lowest-scoring dimension in cohort A, and among the three lowest in cohort B. In the sources screened, no product documents independent, replicated validation against brand or sales outcomes, and none documents a held-out comparison against time in view ♦ ♦ (chapter 3). The highest scores, 3 in cohort A, rest on in-sample evidence without a holdout. For Lumen it is PwC's review, commissioned by Lumen, which found attention not significantly better than viewability on awareness and recall in its pilot ♦. For TVision it is an independent academic study of its panel data, in-sample ♦.

Independent assurance is the other weak dimension. In cohort A, on MRC's lists as read on 28 and 29 September 2026, one product holds an MRC accreditation for its attention metrics, covering three environments and not CTV ♦; one is in an MRC-confirmed audit ♦; one has had a pre-audit review only ♦; and IAS left the process in January 2026 ♦, keeping accreditation for the viewability and invalid-traffic measurement its attention score builds on (chapter 2). In cohort B, in the sources screened, no product documents an independent audit or validation of its testing method. One, eye square InContext, holds an ISO 20252 certificate for its company's market-research process, which does not cover the attention metric and expires on 13 November 2026 ♦. The cohort B anchors score such a certificate 4, and the row's Well documented band depends on that cell: scored as self-attestation, the row would fall to Partly documented on this review's recomputation. Every other scored assurance cell in cohort B rests on self-attestation.

Production scale is often missing, especially in cohort B, where it scores lowest of all. Several products state no volume for a period, or only a cumulative total with no start date, which the anchors cap low. Where a volume is stated, it comes from the vendor, its parent, or a partner or client, and none is independently audited.

The strongest cells are privacy posture and granularity in cohort A, and granularity, creative diagnostics and channel coverage in cohort B, where vendor documentation describes the product in detail. That is what the caps are for: a detailed help page is not proof, so it earns a 4 at most.

How stable the bands are

The index was recomputed under four other weightings, three other prior strengths and every single-cell deletion, and the bands compared.

Under the four reweightings (equal thirds; Depth-led 60/20/20; Reach-led 30/45/25; Standing-led 30/20/50), recomputing Raw and the field mean each time, the largest position change is 2 places in cohort A and 4 in cohort B; 17 of 20 banded products keep their band under all four.

Removing the shrinkage ($K = 0$, which reports Raw) changes 0 bands in cohort A and 0 in cohort B; the largest position change is 0 places in cohort A and 1 in cohort B. At $K = 2$ and $K = 8$ no band changes in either cohort.

Deleting one counted cell at a time, with every other row and the field mean held fixed (86 deletions in cohort A, 125 in cohort B) changes a band in 6 and 10 cases respectively, and never removes a product from the matrix. Leaving out a low score raises a quotient: missing evidence is not neutral. The largest single-cell effects come from deleting a score of 1: removing Amplified Campaign Performance's independent assurance cell would raise its FQ from 48 to 51, and removing Amplified AttentionAI's outcome validation cell would raise it from 49 to 54.

The missing-evidence scenarios test the opposite case, on the rows that have n/e cells (2 in cohort A and 6 in cohort B). Each such row's n/e cells are filled with 1, then 4, one row at a time with every other row and the field mean frozen. These are scenarios, not bounds. Products that change band under one of them, marked $\pm$ in the matrix as provisional: 1. The six rows nearest a band line were also scored a second time, blind (chapter 13); a band that the second scorer's scores would move is marked $\dagger$. Rows so marked: 0.

What the quotient is not

The FQ says how much of a product's capability is documented in public, and how well. It does not say which product predicts outcomes best, which is the question chapter 3 could not answer from public evidence. It does not compare vendor attention units, which are not comparable. It rests on one initial scoring pass under published rules, a consistency audit, and blind rescoring of the six rows nearest a band line by a separate AI scorer; every other row was scored once, and no human second scorer was used.

The profiles

The paper profiles 8 companies in depth: six whose profile row is in cohort A, one in cohort B, and one media owner from the trading table, whose offer is described but not scored. Each profile has a SWOT in which every line cites its sources and is tagged as record, vendor documentation, vendor claim or inference.

Deep profiles — select a company

Each card shows the matrix scores as a bar strip. Open a company for its SWOT, what it sells, who buys it, how it earns, its verified capabilities with availability and evidence grade, performance evidence with sponsorship, limits, risks and fit. Pick a SWOT quadrant to isolate it and compare every profiled company on it. Each SWOT line is tagged record, vendor documentation, vendor claim or inference, and opportunities and threats are the author's reading of dated facts.

Adelaide

ACTIVE, INDEPENDENT

Adelaide Metrics Inc.

The attention unit most used in trading offers; MRC pre-audit reviewed, audit not begun.

STRENGTHS

AU is marketed as live in several DSPs; Google's DV360 Help Center documented live steps for the 'Maximize Adelaide AU' algorithm by 29 September 2026; go-live date undocumented.

VENDOR DOCUMENTATION [158] [159] [160] [161] [162]

Adelaide says AU pre-bid targeting is also available in Yahoo DSP, Viant, Adobe Advertising DSP and Equativ, plus SSP and curation routes via PubMatic, Comscore and Index.

VENDOR CLAIM [163] [164] [165]

[166]

AU has the broadest stated scope of any attention metric on MRC's under-review page: digital display and video, audio, linear TV, cinema and digital OOH.

RECORD [48]

Sellers use AU to package and guarantee inventory: the WSJ ran attention-guaranteed campaigns, Vevo launched 'Attention Guaranteed' and Duolingo launched AU Guarantees in September 2026.

VENDOR CLAIM [167] [78] [97]

Adelaide names its gaze reference suppliers (Amplified Intelligence, Lumen, Tobii, TVision, Viomba) and publishes channel-level method descriptions for display, video and CTV.

VENDOR DOCUMENTATION [106] [168] [169]

OPPORTUNITIES

The IAB and MRC Attention Measurement Guidelines v1.0 (November 2025) give Adelaide a published standard to audit against as it moves beyond pre-audit.

INFERENCE [41] [48]

Google's platform-side DV360 algorithm, with a per-line-item media fee, turns AU from a bespoke script into a packaged buying option with a visible fee mechanism.

INFERENCE [158] [160]

Custom AU, launched November 2025 with Uber Advertising, lets platforms calibrate AU with first-

WEAKNESSES

AU is not MRC-accredited: MRC lists it as 'Pre-audit reviewed 5/2026, Audit not begun', and Adelaide states its viewability and SIVT filtration are not accredited either.

RECORD [48] [2] [3]

AU is a model estimate, not observed attention; reference panel sizes, model weights and any held-out agreement statistic are not published.

VENDOR DOCUMENTATION [43] [66] [169]

Outcome evidence is vendor-selected or commissioned: the MediaSense review used Adelaide-supplied data, without independent data verification or source-code review.

VENDOR CLAIM [170] [171] [15] [14]

Where an AU guarantee names its measurer (Journal, Kargo, TripleLift), it is Adelaide, the metric's supplier; Vevo, Duolingo and Teads state none. No independent delivery audit is described.

INFERENCE [94] [93] [91] [97] [78]

Disclosed funding is about 10.9M USD announced to August 2024; two Form D notices report 4.59M USD sold at filing and mark revenue 'Decline to Disclose'.

RECORD [172] [173] [81] [174]

THREATS

xpln.ai's attention metrics have been in MRC audit since November 2025, while Adelaide's audit had not begun at 29 September 2026.

INFERENCE [48]

[177] [178]

Viant has owned TVision, Adelaide's CTV and linear reference-data supplier, since 1 May 2026; whether the data licence continues is undocumented.

INFERENCE [82] [106]

Nielsen's Outcomes Marketplace carries AU; Nielsen's parent agreed in August 2026 to buy

party signals, a route into retail and commerce media sellers. [INFERENCE] [175]

Seller guarantees keep arriving (Vevo January 2026, Duolingo September 2026), and the AU Ecosystem reported 70+ sell-side members by July 2026.

[INFERENCE] [78] [97] [176]

WHAT IS SOLD

Measurement, planning and activation built on AU, a vendor-defined 0-100 media-quality score that Adelaide describes as a placement's probability of attention and subsequent impact, produced by a machine-learning model from placement and device signals, licensed eye-tracking data and full-funnel outcome data. Sold as campaign measurement in a dashboard (tag, pixel, log-file or post-log based), a planning tool (Flight Control, target AU and AU floors), pre-bid segments and custom bidding inputs in named DSPs, curated high-AU deals on SSPs and curation platforms, publisher audits and packages (Adelaide for Publishers, AU Ecosystem, AU Guarantees) and platform-calibrated variants (Custom AU).

HOW IT EARNS

Not disclosed. The sources show measurement for advertisers, publisher tiers (AFP Certified, Light, Pro, Enterprise, unpriced, with a free audit tier) and publisher-sponsored measurement; no price, fee level, data-segment fee or revenue figure was found in the sources screened.

BEST FIT

Buyers who want one relative media-quality signal across channels for planning floors and pre-bid exclusion, and accept a vendor-defined, outcome-trained score (ATT-ADELAIDE-S17, S18, S45).

Publishers seeking an attention audit and packaging currency for premium inventory, including sponsored or guaranteed AU offers (ATT-ADELAIDE-S26, S34, S43).

DoubleVerify, sole holder of MRC attention accreditation, a deal pending at 29 September 2026.

[INFERENCE] [179] [180] [84] [181] [2]

As buyers optimise toward AU, its correlation with outcomes could weaken, a risk Adelaide itself raises about duration metrics; no test of this was found.

[INFERENCE] [1]

Partner platforms can close routes: Microsoft retired the Xandr DSP, a 2023 High Attention Markets partner, on 28 February 2026. [INFERENCE] [182] [183]

WHO BUYS IT

Advertisers and their agencies (named US users in vendor and partner sources include Hershey, Verizon, iFIT, the NBA; five holding-company media groups were reported as signing on to Flight Control in March 2024) and media sellers (publishers such as The New York Times, The Wall Street Journal, the Guardian, Duolingo and Vevo buy audits or build AU packages and guarantees; Condé Nast and Hearst sponsor AU measurement for advertisers on their inventory).

POOR FIT

Buyers who need an accredited attention metric or independently audited guarantee delivery (ATT-ADELAIDE-S01, S02).

Research uses that need observed attention (gaze or presence of real viewers) or an impression-level attention measure with published error statistics (ATT-ADELAIDE-S06, S12).

In-game and DOOH measurement, where no documented method was found (ATT-ADELAIDE-

Amplified ACTIVE, INDEPENDENT

Amplified Intelligence Technologies Pty Ltd (ABN 21 636 344 360; ACN 636 344 360), Australian private company; trades as Amplified (formerly Amplified Intelligence)

Planning, measurement and creative prediction sold as separate modules.

STRENGTHS

Amplified owns its reference data: a paid, Cint-recruited camera panel across mobile, PC and in-home TV, plus in-situ field studies such as QMS outdoor sites. VENDOR DOCUMENTATION [184] [185]

One construct, active, passive and non-attention with attention decay, runs across its planning, in-flight and creative-prediction products.

VENDOR DOCUMENTATION [119] [186] [187]

The planning tool lists channels beyond digital, including OOH/DOOH, cinema, audio and TV/BVOD/CTV, and feeds agency planning via API (Omnicom, 2022) and Smartly (June 2025).

VENDOR CLAIM [119] [156] [188]

Its 2023 ARF self-report discloses about five of seven method elements at summary level for the in-flight product, including a described 60/20/20 held-out design. VENDOR DOCUMENTATION [189]

The in-flight tag is declared under TCF vendor 1195 with legitimate interest for purposes 7, 9 and 10 and no device access, matching IAB Europe's GVL v178.

RECORD [184] [190]

OPPORTUNITIES

AttentionAI, launched 20 May 2026 with sample REST API calls, webhooks and a claimed MCP integration, gained exclusive African distribution through Connect in July 2026. INFERENCE [192] [196] [197]

Publishing results for the held-out design and outcome studies it described to the ARF in 2023 would address its largest validation gap directly.

INFERENCE [189]

WEAKNESSES

MRC lists no Amplified product as accredited or under review on 29 September 2026; its '99% data accuracy' claim names no validator, metric or reference set. RECORD [2] [48] [186] [191]

All three products report model estimates, yet Amplified contrasts its 'measured behaviour' with competitors' 'modelled probability'.

VENDOR DOCUMENTATION [187] [189] [192]

No held-out agreement, error or outcome statistic is published; the described 60/20/20 split, 9,000-person ground-truth sample and outcome studies come without results. VENDOR DOCUMENTATION [189]

Stated panel and dataset sizes vary by date and page, from 108,000 people in 2023 to 2 million+ across 21 markets in May 2026; per-market sizes are unpublished. VENDOR CLAIM [189] [193] [192] [194]

No named self-serve DSP or SSP segment or packaged bidding algorithm was found; buying use is documented only via 2023 Chalice trials and an agency pre-bid score. VENDOR DOCUMENTATION [195] [76] [193]

THREATS

Competitors hold or are in MRC processes while Amplified documents no accreditation route, leaving it with self-attestation only. INFERENCE [2] [48]

Buyers may read modelled outputs as observations: a September 2026 post describes AttentionAI output as 'measuring ... attention at impression level'.

INFERENCE [200] [187]

Amplified names its CEO inconsistently: after Urquhart's December 2024 appointment, posts

An MRC route for attention metrics now exists: DoubleVerify holds an Attention Metrics accreditation and XPLN's audit is in process, and Amplified contributed to the IAB/MRC guidelines. ^[INFERENCE] [2] [48] [41]

Media-owner studies in DOOH (QMS, August 2026), cinema (Screenvision) and audio (Spotify India) give its planning data a channel beyond digital video. ^[INFERENCE] [198] [199] [77]

WHAT IS SOLD

A SaaS attention platform with three listed modules plus services. (1) Campaign Strategy: pre-launch planning from panel-derived benchmarks and predictions (strategy builder, media plan optimiser, platform and format benchmarks, audience analysis by age and gender, creative recommendations, Attention-Adjusted Reach Curves). (2) Campaign Performance: in-flight attention measurement via tracking tags placed in the buyer's DSP (or server-to-server 'tagless' integration), reporting active and passive attention and attention decay by placement, creative, format and line item, sold on a CPM rate card; this is the former attentionPROVE product (inference from the product-name page and the privacy policy). (3) AttentionAI (launched 20 May 2026; successor to Creative Testing AI of August 2025): a creative-prediction model that simulates 20,000 viewing personas per ad and returns second-by-second predicted attention, a creative score, hook and hold indices and format benchmarks, via self-serve upload, CSV, a REST API and a claimed MCP integration. Services: bespoke research studies (formerly attentionTRACE), analysis, API integrations and partnerships.

HOW IT EARNS

Vendor-stated models only, no prices published: SaaS subscriptions 'from PAYG usage to Enterprise accounts' for Campaign Strategy; a CPM rate card for in-flight measurement; tailored platform licences ('Enquire for Pricing'); bespoke research and analysis fees; per-test and volume pricing for creative testing (free AttentionAI test as a lead product); API integrations; and exclusive regional

since November 2025 call the founder 'Founder and CEO' or only 'Founder'; no change announcement was found. ^[INFERENCE] [201] [202] [203] [198] [192] [200]

Camera-based panels carry privacy exposure, including in-home TV capture of guests and EU/UK panel data processed on AWS servers in Australia. ^[INFERENCE] [184]

Funding is disclosed only in vendor statements ('\$10M+' over five years), and no revenue is published, so its scale against larger competitors is unknown. ^[INFERENCE] [191] [204] [201]

WHO BUYS IT

Media agencies and holding companies (Omnicom Media Group via planning-tool API since 2022; OMD; dentsu's 2021 research programme; Connect/The Up&Up Group in South Africa), brands (named in vendor boilerplate and releases: Mars, PepsiCo, Shell, easyJet, P&G and WPP in AttentionAI pilots), and media owners and platforms that commission studies to sell their inventory (Screenvision in the US, QMS, Spotify, Pinterest, Snapchat, Yahoo). All client lists are vendor assertions.

rights (Connect's exclusive African rights to AttentionAI, July 2026). No revenue is disclosed.

BEST FIT

Cross-channel attention planning that must include OOH, cinema, radio or linear TV alongside digital (Campaign Strategy) (S05).

Agencies wanting attention benchmarks inside their own planning tools via API (S41).

Media owners commissioning bespoke attention studies to sell inventory (Screenvision, QMS, Spotify, Pinterest) (S43, S44, S45, S46).

Creative teams wanting fast, per-second predicted attention on social and online video assets before launch (AttentionAI) (S07, S08).

POOR FIT

Buyers needing MRC-accredited attention metrics or an accreditor-confirmed audit (S36, S37).

Programmatic buyers wanting self-serve attention segments in a named DSP (none documented) (S22, S23).

Buyers needing in-flight attention for audio, DOOH or in-game (not listed for Campaign Performance) (S06).

Anyone needing published validation statistics or impression-level log data under a documented API (S06, S48).

DoubleVerify

ACTIVE, LISTED; ACQUISITION BY NIELSEN'S PARENT PENDING

DoubleVerify Holdings, Inc. (Delaware; SEC registrant, CIK 0001819928). MRC's accreditation letters are addressed to the operating company DoubleVerify, Inc.

The only MRC-accredited attention metric (desktop, mobile web, in-app; not CTV); merger with Nielsen's parent pending.

STRENGTHS

MRC's digital list at 29 September 2026 shows one attention accreditation: DoubleVerify's display and video Authentic Attention metrics in desktop, mobile web and mobile in-app. [RECORD](#) [2] [42]

MRC continued that accreditation on 13 April 2026 and granted initial accreditation of Authentic Attention V4 reporting, covering indexed, non-viewable and modelled impression metrics. [RECORD](#) [42] [205]

Attention sits in the verification suite advertisers already tag; the 2025 Measured Transaction Fee averaged \$0.07 per thousand across all solutions, and DV's filings give no attention price. [RECORD](#) [47] [206] [207]

DV says it indexes 100+ billion impressions a month for its attention benchmarks (Q1 2026), although the same report's glossary still says 65 billion. [VENDOR CLAIM](#) [208]

WEAKNESSES

The accredited metrics are indices and rates built from device and on-screen signals; no source screened publishes validation against a gaze reference or an error statistic. [RECORD](#) [42] [47] [209]

Accreditation excludes CTV, social and pre-bid attention; MRC denied pre-bid Authentic Attention in March 2024, and the listed standards omit the IAB/MRC attention guidelines. [RECORD](#) [42] [210] [41]

Index values are set against DV's own 28-day rolling average, so levels move with DV's measured mix and cannot be read as absolute attention. [VENDOR DOCUMENTATION](#) [211] [208]

All outcome evidence is DV-published case material without holdouts; the Scibids result reports a 63% rise in the optimised attention score, not a business outcome. [VENDOR CLAIM](#) [71] [212] [213]

DV's own descriptions of its accreditation diverge from MRC's record, citing 'only direct indexed

DV attention measurement has been integrated on Snapchat, with Lumen eyes-on-screen signals, since June 2025, and on TikTok, as a badged partner, since December 2025. VENDOR CLAIM [116] [117]

OPPORTUNITIES

The IAB/MRC Attention Measurement Guidelines of November 2025, which DV staff helped write, give DV a path to extend accreditation to the new standard. INFERENCE [41] [42]

Measurement revenue grew 10% in 2025, which DV attributed partly to social adoption; attention already live on Snapchat and TikTok can ride that demand. INFERENCE [47] [116] [117]

Under Nielsen's parent, with DV keeping its name and brand, accredited attention metrics could sit inside a larger media intelligence platform. INFERENCE [216]

DV data already reaches agentic buying through an OAuth-gated MCP endpoint and an AdCP workflow, for suitability and fraud controls; attention is not yet among them. INFERENCE [217] [148] [218]

WHAT IS SOLD

DV Authentic Attention: an attention product inside DoubleVerify's verification and measurement suite (DV Pinnacle reporting, DV Media AdVantage Platform). It reports, per impression and in aggregate, indices built from more than 50 device and on-screen data points: exposure (viewable time, share of screen, video viewability, audibility, quartile completion, fully on-screen) and engagement (touches, scrolls, hovers, orientation changes, playback and volume interactions, user-presence indicators), rolled into an Attention Index, Exposure Index and Engagement Index benchmarked to 100 against DV's own 28-day rolling average. Around it DV sells activation: Universal Attention Segments (pre-bid, machine-learning, updated daily) and attention optimisation through DV Scibids AI. Channel extensions: Snapchat (with Lumen eyes-on-screen signals, June 2025), TikTok (December 2025), CTV (vendor-described; announced with

impressions', a 2023 first accreditation, and unscoped 'MRC-accredited' in the 10-K.

VENDOR CLAIM [209] [214] [47] [215]

THREATS

Viant, a DSP, completed its purchase of TVision, DV's only documented CTV attention data source, on 1 May 2026; its closing release and Q2 10-Q omit third-party access. INFERENCE [219] [220] [82]

The merger would delist and deregister DV, ending SEC reporting; the stockholder vote is 29 October 2026 and closing is targeted by Q1 2027. INFERENCE [221] [216]

Named 2023 attention-activation platforms have thinned: MediaMath went through Chapter 11, and Microsoft stopped buying through Invest DSP on 28 February 2026. INFERENCE [222] [223] [182]

IAS's Snapchat attention score also uses Lumen eye-tracking signals, so DV's Snapchat integration is not exclusive. INFERENCE [224]

Future audits against the attention guidelines could test a device-signal construct that has no published gaze-reference validation. INFERENCE [41] [42]

WHO BUYS IT

Advertisers and agencies (DV reports over 2,500 customers, 90% of 2025 revenue from advertiser customers, 131 customers above \$1 million a year) and, for DV Attention for Publishers, publishers. Named attention users in vendor case material: Mondelez (US), Club Med with Mediakeys, Havas Hong Kong, Jack in the Box with Attain, Vodafone Germany, Campari Group Spain. DV says its customer base is predominantly US-based.

TVision in June 2023), publisher-side DV Attention for Publishers (November 2024).

HOW IT EARNS

DV charges a Measured Transaction Fee per thousand Media Transactions Measured (average \$0.07 in 2025, on 9.5 trillion MTM), fixed for most solutions, with percent-of-media pricing capped to mirror fixed fees; programmatic activation fees are collected by DSP partners; supply-side customers pay subscriptions with minimum guarantees. Revenue is reported by customer type (activation, measurement, supply-side), not by product. No attention-specific revenue, price, attach rate or customer count appears in the FY2025 10-K, the Q2 2026 10-Q or the merger proxy as read. How attention is priced within bundles is not public.

BEST FIT

US advertisers already using DV verification who want an accredited, impression-level, near real-time attention-proxy report on open-web and in-app display and video without adding a new tag or vendor.

Buyers who need an MRC-accredited metric for reporting or internal governance in desktop, mobile web and in-app, and accept that it measures ad exposure and device interaction, not gaze.

Programmatic teams wanting to steer spend away from low-exposure placements through DV segments or Scibids, treating the index as an optimisation input.

POOR FIT

Buyers who need a validated measure of visual attention (observed gaze) or a unit comparable across vendors.

CTV-led or social-led buyers who need accredited attention in those environments.

Buyers wanting an accredited pre-bid attention signal or a contractual attention guarantee (none found).

Researchers who need replicable method documentation or data.

Integral Ad Science

ACTIVE, PRIVATE (NOVACAP-OWNED)

Integral Ad Science Holding Corp. (SEC registrant, CIK 1842718); operates as Integral Ad Science, Inc. and subsidiaries

Attention inside a verification suite; left MRC’s attention audit process in January 2026.

STRENGTHS

IAS holds MRC accreditation for impressions, viewability, SIVT and, since June 2026, pre-bid

WEAKNESSES

In January 2026 MRC removed IAS Attention Measurement from in-process status, citing IAS’

viewability and IVT segments; none of these entries covers attention. RECORD [2] [205]

Quality Attention is computed from signals IAS already collects for verification, such as viewability, time in view, ad density and interaction, and is reported as three sub-scores.

VENDOR DOCUMENTATION [73] [225]

Since October 2024 publishers and SSPs can report Quality Attention metrics and package inventory into custom segments and PMPs, with Tripadvisor quoted at launch. VENDOR CLAIM [226]

IAS names brand users including Kimberly-Clark, Stellantis (19 countries, over 13 billion measured impressions), Toyota Spain, Sanofi Consumer Healthcare and Pernod Ricard Japan.

VENDOR CLAIM [11] [227] [228] [229] [230]

IAS reported FY2024 revenue of \$530.1 million and 237 large advertising customers, giving attention a large installed verification base to sell into.

RECORD [231] [232]

OPPORTUNITIES

Mastercard-enriched IAS pre-bid segments, announced March 2026 with attention among their signals, could tie the score to sales if they reach general availability. INFERENCE [239] [241]

Quality Attention Optimization has been in beta since December 2024; general availability with named DSPs would turn measurement into activation. INFERENCE [115] [118]

Funnel's connector already pulls the score and sub-scores into third-party platforms; a documented IAS API or log-level export would widen buyer data access. INFERENCE [225] [242]

The June 2026 pre-bid accreditation shows IAS can complete MRC audits; re-entering the attention process would address its main assurance gap.

INFERENCE [205] [49]

WHAT IS SOLD

lack of intent to engage in third-party audit; it never reached audit. RECORD [49] [233] [234]

The report-level Attention Score is a model estimate of click or conversion propensity, computed only for impressions measured for viewability; no ordinary impression is eye-tracked.

VENDOR DOCUMENTATION [225] [235]

IAS names Lumen Research as its eye-tracking partner but publishes no panel size, recruitment, geography, or held-out agreement statistic against gaze. VENDOR DOCUMENTATION [73] [236] [237] [229]

All outcome evidence is IAS-published without sample or holdout, and headline lifts shifted from 198% to up to 130%, 277% and 246% without stated bases. VENDOR CLAIM [238] [229] [73] [239]

IAS's own Threat Lab found Papyrus fraud traffic showed about 13% higher attention scores than non-Papyrus traffic before it was filtered as invalid.

VENDOR CLAIM [240]

THREATS

On MRC's accredited list, only DoubleVerify holds attention-metric accreditation among verification suites, so buyers requiring accredited attention have an alternative to IAS. INFERENCE [2]

The IAB and MRC guidelines of November 2025 say attention should not be used as an outcome measure and exclude unvalidated predictive models from scope. INFERENCE [41]

Lumen supplies IAS's eye-tracking reference data and also DoubleVerify's Snap attention signals, so the two suites' social attention outputs are not independent. INFERENCE [236] [118] [243]

CESP's June 2026 grid appears, by footnote layout, to mark IAS's MRC answer 'Under review', conflicting with MRC's January 2026 removal of IAS Attention Measurement from in-process status.

INFERENCE [3] [49]

Novacap's take-private closed on 23 December 2025, ending periodic SEC reports, so changes in attention investment will no longer be publicly disclosed. INFERENCE [83] [244] [245]

WHO BUYS IT

IAS Quality Attention is a machine-learned attention score sold inside IAS's verification and optimisation suite. IAS says it weighs signals from its core tags (visibility: viewability, time in view; situation: ad density, share of screen; interaction: scrolling, video pause, resume, skip, start, volume change) plus eye-tracking data from Lumen Research into 'a single attention score' with three sub-scores, and that the score 'can predict if an impression is likely to lead to a business result'. It is sold as post-bid measurement (beta June 2023; general availability announced January 2024; mobile in-app from July 2024), as a publisher and SSP reporting product (October 2024), as Quality Attention Optimization (pre-bid, announced in beta 17 December 2024), and as Social Attention reporting with Lumen (stated live from January 2025) and Snap Attention Measurement (announced 30 June 2025), reported in IAS Signal.

HOW IT EARNS

IAS charges a CPM on the volume of ads it analyses (FY2024 10-K). Attention revenue is not disclosed separately: the 10-K says measurement revenue covers post-bid solutions across 'viewability, ad fraud prevention, brand safety and suitability, attention, and more'. No attention price, fee or customer count was found in the filings or pages opened. IAS has revenue-share agreements with DSPs (Google, The Trade Desk) for pre-bid products generally.

BEST FIT

Advertisers already on IAS verification who want a relative quality ranking of open-web display and video placements, including in-app, for post-campaign optimisation.

Publishers and SSPs wanting to report an IAS-branded attention score to IAS-using buyers.

Diagnostic use (which supply paths or placements score low) where the buyer treats the score as a model estimate, not observed attention.

Advertisers and agencies already using IAS verification (named cases: Kimberly-Clark with NCSolutions, Stellantis with Publicis Media, Toyota Spain with WPP Media, HP), plus publishers and SSPs for inventory reporting (Tripadvisor quoted at launch). IAS reported 237 large advertising customers (at least \$200,000 a year) in 2024, company-wide, not attention buyers.

POOR FIT

Buyers who need an accredited attention metric for trading, guarantees or billing.

CTV, audio, in-game or DOOH attention measurement (none documented).

Cross-vendor comparisons or buyers who need published validation statistics, panel details or raw data.

Buyers needing attention signals in a named DSP pre-bid workflow at general availability, or through an API or agent protocol.

Kantar

ACTIVE, PRIVATE

Kantar Global Holdings S.à r.l. (group holding company named in Kantar's own releases). The entity that sells Kantar Marketplace products in the US was not established from the sources read.

The largest creative-testing business, selling three separately priced attention-bearing products.

STRENGTHS

Kantar Marketplace lists three separately priced products with public US list prices: LINK+ from \$4,500 self-serve, LINK AI from \$500, Context Lab from \$13,950 serviced. [VENDOR DOCUMENTATION](#) [246] [247] [248]

Kantar states a 260,000-ad LINK+ survey database and 50,000 attention ad tests as norm bases; these are vendor figures, not measured against other vendors' bases. [VENDOR CLAIM](#) [249] [246]

The attention framework launched 14 November 2023 reports passive attention (eyes on screen) and active attention (facial-expression engagement) separately, with second-by-second traces and norms. [VENDOR CLAIM](#) [249] [250]

Self-serve LINK+ and LINK AI results can be retrieved through the Kantar API, and CreativeX says LINK AI has been available through its Datalink since December 2025. [VENDOR CLAIM](#) [251] [252]

Kantar reported audited FY2025 revenue of \$2,494.4 million from continuing operations, with gross revenue of \$1,811.2 million in the Insights division, home of creative testing. [VENDOR DOCUMENTATION](#) [253]

OPPORTUNITIES

The June 2026 release added creator-content testing to LINK AI, benchmarked on 21,000+ creator pieces, giving Kantar a priced entry into creator budgets. [INFERENCE](#) [264]

Selling Kantar Media to H.I.G. Capital, completed 1 August 2025 for \$924.1 million, leaves the group focused on brand building and marketing effectiveness, where creative testing sits. [INFERENCE](#) [265] [253]

The May 2025 extension brought LINK+ survey testing to audio, retail media and in-game ads;

WEAKNESSES

No audit, certification or accreditor record covers LINK+ or its attention measures; MASB's February 2017 certification covers the predecessor Link Copy Test, and Kantar is a MASB member. [RECORD](#) [254] [255] [256] [257]

Active attention is a facial-expression emotion measure, not a gaze measure, and Kantar's own publications report it barely correlates with passive attention at ad level. [VENDOR DOCUMENTATION](#) [258] [259]

Observed attention is documented for digital and TV video only; attention for print and outdoor comes from AI predictive eye tracking and a survey module. [VENDOR DOCUMENTATION](#) [246] [260] [250]

Published sales validations cover Link survey metrics such as Short-term Sales Likelihood; Kantar's statements linking attention scores to sales give no sample or design. [VENDOR CLAIM](#) [261] [262]

Facial coding is an optional, separately priced LINK+ module, so a LINK+ test does not necessarily include any observed attention measure. [VENDOR DOCUMENTATION](#) [246] [263]

THREATS

Facial coding and gaze depend on Affectiva; the three-year renewal announced 3 October 2024 points to expiry around late 2027 unless renewed. [INFERENCE](#) [266] [267]

The ARF's June 2024 Phase 2 test found little to no correlation between twelve companies' attention scores and advertisers' success ratings; the best R-squared was 0.12. [INFERENCE](#) [4] [268]

Kantar's May 2026 privacy notice has Affectiva storing facial-expression video for seven years, a

documenting attention there would widen the attention offer. [INFERENCE] [260]

Kantar says serviced and batch API retrieval is available from 2026, which could embed LINK results in client and CreativeX creative workflows. [INFERENCE] [251] [252]

WHAT IS SOLD

Three separately listed creative-effectiveness products on Kantar Marketplace, each with its own US list price: (1) LINK+, survey-based ad pretesting of digital, TV, audio, print and outdoor ads, self-serve (US from \$4,500) or serviced (US from \$8,080), with an optional facial-coding module and Kantar's attention framework (passive and active attention, second-by-second traces, norms), plus webcam eye tracking and AI predictive eye tracking as neuro options; (2) Context Lab, serviced-only in-context digital ad testing with a control versus exposed design (US from \$13,950), to which Kantar says the attention framework also applies; (3) LINK AI, a machine-learning prediction of survey-based creative-effectiveness metrics, including attention and predictive eye tracking outputs, self-serve (US from \$500) or serviced (US from \$1,780). A subscription bundling LINK+ and LINK AI is also offered. All prices are list 'starting from' figures, not realised prices.

HOW IT EARNS

Per-project fees on Kantar Marketplace (pay-as-you-go) or subscriptions bundling LINK+ and LINK AI; serviced options cost more than self-serve. Price drivers named on the pages: the optional facial coding module and custom questions (LINK+), add-on features such as the content optimiser (LINK AI), and the number of media platforms tested (Context Lab). No product-level or group revenue was found in a primary source.

BEST FIT

Advertisers who want survey-based pretesting with norms and an optional observed attention and emotion read per asset, at second-by-second resolution.

retention period that may draw biometric privacy scrutiny; no action was found. [INFERENCE] [267]

The group recorded a FY2025 statutory loss before tax of \$438.6 million, and WPP carries its 40% stake at nil, leaving room for future ownership change. [INFERENCE] [253] [269]

WHO BUYS IT

Advertisers, insights teams and agencies; Kantar Marketplace describes itself as a platform 'designed for insights professionals, marketers and agencies'. Named users in the sources read include Coca-Cola (early adopter of the 2025 LINK+ format extensions), Genomma Lab (LINK AI testimonial in the North America playbook) and L'Oréal (LINK AI examples). No LINK+ client list or count is published.

POOR FIT

Buyers who need attention measured on live media exposures or a media-trading metric (not what these products do).

Buyers who need an accredited or independently validated attention metric.

Teams comparing an ad's performance across social and video placements before or during a campaign (Context Lab), with control versus exposed brand metrics.

High-volume screening of many assets by prediction (LINK AI), accepting that outputs are model estimates of survey scores.

Audio-only or in-game attention measurement, where attention measures are not documented.

Comparisons with other vendors' attention units.

Lumen Research

ACTIVE

Lumen Research Ltd (England and Wales, company 08682432)

Eye-tracking panel specialist in both cohorts; its campaign numbers are model estimates.

STRENGTHS

Lumen holds European patent EP3861424B1 on webcam eye-tracking data collection, granted 29 November 2023, and runs its own opt-in webcam panels rather than licensing gaze data. [RECORD](#) [270] [271] [272]

Lumen eye-tracking data or models feed IAS Quality Attention (January 2024), IAS social and Snap attention products, and DoubleVerify's social attention product on Snap (June 2025).

[VENDOR CLAIM](#) [273] [115] [274] [116]

The PwC review hosted by Lumen publishes the model's formulas, features and validation statistics, at November 2022 vintage.

[VENDOR DOCUMENTATION](#) [8]

Documented routes include The Trade Desk billing (March 2024), Teads Ad Manager (2023; CTV HomeScreen May 2026), Omnicom's Omni planning tools (May 2024) and Netflix (March 2026).

[VENDOR CLAIM](#) [275] [276] [277] [278] [110]

One eye-tracking instrument serves both media measurement (LAMP) and participant-based pre-launch creative testing (SPOTLIGHT).

[VENDOR DOCUMENTATION](#) [20] [279] [280]

OPPORTUNITIES

Because IAS and DoubleVerify products draw on Lumen data, Lumen-derived attention reaches buyers through verification suites Lumen does not sell itself. [INFERENCE](#) [116] [274] [115]

WEAKNESSES

Every LAMP campaign, planning and bidding figure is a model estimate from placement signals; no gaze of the exposed person is observed.

[VENDOR DOCUMENTATION](#) [281] [282]

In PwC's Lumen-commissioned review, attention and viewability both related to three memory metrics, but attention was not significantly better; PwC could not recreate Lumen's validation.

[VENDOR DOCUMENTATION](#) [8] [283]

The published model uses viewable time as a core input, and Lumen's own plots showed weaker fit for skins and in-stream video.

[VENDOR DOCUMENTATION](#) [8]

Lumen has no MRC accreditation and no MRC audit in progress, and is absent from the CESP attention grid, at 29 September 2026. [RECORD](#) [2] [48] [50] [3] [284]

Group loss rose from £1.13m (FY2024) to £3.76m (FY2025, as filed); by inference, a £2.72m non-cash share-based payment charge explains almost all the rise. Turnover is not filed. [RECORD](#) [285]

THREATS

The Salica and Innovate UK loans were in covenant breach at 31 December 2025, leaving net current liabilities of £63,945; directors report no material going-concern uncertainty. [RECORD](#) [288]

Teads' exclusive Lumen CTV HomeScreen measurement (May 2026) covers the US, EMEA, APAC and LATAM on a model that does not rest on TVision. [INFERENCE] [277] [286]

The March 2026 Netflix release names five European client markets; adding further client markets is an open expansion route. [INFERENCE] [110]

The April 2026 Cint partnership targets the link between attention and brand outcomes, the gap PwC's review left open. [INFERENCE] [287] [8]

TVision, Lumen's US CTV data partner, has been owned by Viant, a DSP, since May 2026; no later Lumen source mentions TVision. [INFERENCE] [219] [289] [290]

DoubleVerify holds MRC accreditation for attention metrics on desktop, mobile web and in-app; buyers requiring accredited metrics may pass over unaccredited Lumen. [INFERENCE] [2]

Lumen calls the PwC work an independent audit, which PwC's own wording does not support; buyers who check may discount Lumen's claims. [INFERENCE] [20] [8]

WHAT IS SOLD

Attention measurement, planning and optimisation for media exposures under the Lumen Attention Measurement & Planning Platform (LAMP): a client-side JavaScript measurement tag that applies Lumen's attention model to impression data and estimates 'attentive seconds' per impression (ATT-LUMEN-S11); a self-service planning platform and dashboard (ATT-LUMEN-S07); a 'LAMP DSP plug-in' that embeds attention predictions as a custom algorithm in the buyer's DSP (ATT-LUMEN-S12), marketed as Lumen Attention Bidding (ATT-LUMEN-S08); attentive private marketplaces (aPMPs) with named partners (ATT-LUMEN-S31, S33); bespoke and brand-specific attention models; and bespoke cross-media evaluation studies (TV, BVOD, digital, print, OOH, point of sale) (ATT-LUMEN-S08). Separately, Lumen SPOTLIGHT sells pre-launch creative testing with webcam eye tracking of opt-in participants (ATT-LUMEN-S18, S19). Headline metric: APM, attentive seconds per 1,000 impressions, defined as % viewed x average eyes-on dwell time x 1,000 (ATT-LUMEN-S08).

HOW IT EARNS

Not disclosed in public filings: the company files unaudited small-company accounts without an income statement, so turnover and revenue mix are not public (ATT-LUMEN-S04). The documented commercial routes are measurement fees billable through The Trade Desk's 'Manage Fees & Rates' toggle (ATT-LUMEN-S30), platform integrations with media owners (Teads, Snapchat, Netflix) (ATT-LUMEN-S35 to S38), agency data licences

WHO BUYS IT

Advertisers and agencies, and media owners and platforms that integrate or resell Lumen measurement. Named agency relationships in the sources opened: Omnicom Media Group (Lumen benchmarks integrated into Omni channel-planning tools, May 2024, ATT-LUMEN-S49), dentsu (eye-tracking panels of 6,000 built with Lumen in its Attention Economy programme, ATT-LUMEN-S48) and Havas Media Network (brand-lift analysis, ATT-LUMEN-S26). Named media-owner and platform partners: Teads (Teads Ad Manager, 2023; CTV HomeScreen, 2026), Snapchat, Netflix (European clients), LG Ad Solutions, Nexxen, The MediaGrid (Criteo), The Trade Desk (billing), IAS (social attention reporting), News UK, Newsworks, Silverpush (ATT-LUMEN-S30 to S41, S23, S50).

(Omnicom, ATT-LUMEN-S49) and bespoke studies and SPOTLIGHT tests (ATT-LUMEN-S08, S18). Prices are not published in the sources screened.

BEST FIT

Buyers wanting a single attention unit (APM) across display, online video, social and CTV for planning and post-campaign comparison, who accept model estimates (ATT-LUMEN-S08, S30, S36, S38).

UK and European campaigns, where the panel and partner integrations are strongest (Netflix in five European markets; LG EMEA tag) (ATT-LUMEN-S34, S37).

Teads, Snapchat and The Trade Desk buyers who want measurement switched on inside the platform (ATT-LUMEN-S30, S35, S38).

Pre-launch creative teams wanting participant eye tracking with heat maps and view order across many formats (SPOTLIGHT) (ATT-LUMEN-S18, S19).

POOR FIT

Buyers requiring MRC-accredited attention metrics or an accredited billing unit (ATT-LUMEN-S42, S43).

Buyers needing proof of added value over time in view on held-out data (ATT-LUMEN-S20).

US CTV buyers needing Netflix coverage (the Netflix solution is not offered to US clients) (ATT-LUMEN-S37).

Audio, in-game and DOOH measurement as an ongoing product: only bespoke studies were documented (ATT-LUMEN-S08).

TVision

ACTIVE; WHOLLY OWNED SUBSIDIARY OF VIANT TECHNOLOGY INC. SINCE 1 MAY 2026

TVision Insights, Inc. (Delaware corporation; 'TVision Insights Inc.' on its Form D)

The one documented US in-home panel observing TV viewers; owned by a DSP since May 2026.

STRENGTHS

TVision's delivered TV and CTV attention figures are weighted projections of direct observation from a continuous, passive, opt-in US panel of 5,000 homes. [VENDOR DOCUMENTATION](#) [45] [291] [292]

Other measurement and attention products license or build on TVision panel data, including VideoAmp's CTV calibration licence (February 2026), Adelaide, Lumen and xpln.ai. [VENDOR CLAIM](#) [293] [294] [295] [296]

The panel measures presence and co-viewing passively across linear TV and CTV, including walled-garden apps viewed on the TV screen. [VENDOR DOCUMENTATION](#) [45] [297] [298]

WEAKNESSES

No TVision or Viant metric is MRC-accredited or on an MRC services-under-review list at 29 September 2026. [RECORD](#) [2] [302] [50] [48] [303]

TVision publishes no reference labels or validation statistics, and no agreement or error statistic against a gaze reference was found. [VENDOR DOCUMENTATION](#) [45] [292]

Outcome evidence beyond the MSI study is vendor grade: the Upwave regression reports no sample or holdout, and Viant's 42-pilot 1.4x lift gives no design or control. [VENDOR CLAIM](#) [74] [304]

TVision's CRO cited a 2.5-second attentive-session threshold in March 2026, against the 2-second rule

Independent academics have used TVision panel data; an MSI working paper found attention explained slightly more brand-search lift than tuning, in-sample, and fixed effects nearly closed the gap. [INFERENCE] [52] [299] [300] [301]

OPPORTUNITIES

Viant began testing TVision pre-bid attention intelligence in August 2026; a completed rollout could make its announced attention-adjusted CPM a working buying unit. [INFERENCE] [308] [309] [304]

The June 2026 Havas and Viant Attention Marketplace, scoring Viant inventory by attention decile, gives TVision data an agency route to buyers. [INFERENCE] [310]

Continued post-closing sales of calibration data and licensing, and Adelaide's present-tense use in July 2026, can preserve TVision's upstream supplier role. [INFERENCE] [297] [106] [311]

The June 2026 non-infringement verdict and August 2026 Federal Circuit ruling against Nielsen's '243 patent reduce part of TVision's litigation overhang. [INFERENCE] [82] [312]

TVision said in June 2025 it supported the draft IAB/MRC attention guidelines; an MRC audit would close its main assurance gap. [INFERENCE] [313] [2]

WHAT IS SOLD

Television and CTV viewing, presence, co-viewing and attention data from TVision's in-home US panel, sold as: (1) SaaS dashboards: Ad Scoreboard (Ad Scoreboard 2.0 announced 25 August, year inferred 2026), TV Planning & Measurement, CTV Analytics, Linear TV Insights and Total View; (2) CTV Campaign Measurement reports built from a buyer's log files or a TVision pixel matched to panel data; (3) Digital Activation: presence and attention scores for CTV inventory at daypart and channel level for DSP bidding, plus viewing-based audience segments through LiveRamp; (4) calibration data and data licensing feeds (sessionized data, calculated probabilities, behavioural projections) for measurement and data companies; and (5)

in its published Attention % definition. [VENDOR CLAIM] [305] [292]

The panel policy collects face geometry and snapshot images and allows re-identifiable hashed sharing; TVision's ISO 27001 announcement covers information security, not panel privacy. [VENDOR DOCUMENTATION] [306] [307]

THREATS

Viant markets TVision integration as exclusive while its filings are silent on outside access, so rival DSPs and vendors may lose TVision data. [INFERENCE] [82] [308] [314] [309]

Several vendors' CTV attention models share TVision's panel as input, so errors in its data would propagate across them. [INFERENCE] [294] [295] [296] [315]

Nielsen was contesting the June 2026 verdict in August 2026, a 2025 action remains active, and indemnification from former equityholders is limited. [INFERENCE] [82] [316]

Viant's CFO called TVision revenue 'pretty de minimis' with an EBITDA-margin drag near 150 bp in Q2 2026, inviting parent reprioritisation. [INFERENCE] [304] [82]

Face-geometry collection under a policy that disclaims CCPA and VCDPA applicability leaves biometric-privacy exposure, though no regulator action was found. [INFERENCE] [306]

WHO BUYS IT

Named in vendor and partner sources: brands and agencies (Anheuser-Busch quote on TVision's site; Havas Media Network North America through the Viant Attention Marketplace; dentsu for Anheuser-Busch in 2020-21); networks and streaming services (AMC Networks, The Weather Channel, Vevo and Scripps are quoted on TVision's pages; A+E Networks); measurement and currency companies (VideoAmp and iSpot as calibration-data licensees); attention and verification vendors (Adelaide, Lumen, DoubleVerify, xpln.ai); and an SSP (OpenX). Customer counts and revenue by buyer type are not disclosed.

syndicated reports such as State of Streaming. Since May 2026, the data are also being integrated into Viant's DSP. Viant describes its TVision pre-bid attention targeting as in testing (10 August 2026). Viant announced an 'attention-adjusted CPM' (April and May 2026) and has not documented a launch.

HOW IT EARNS

Not disclosed. TVision's pages describe SaaS platforms and data licensing. That these are paid as subscriptions and licence fees is an inference; no price or contract terms are public. Viant's 10-Q says TVision's results were not material to Viant's consolidated results. Viant's CFO said on the Q2 2026 call that TVision is 'pretty de minimis from a revenue perspective' and that it was a drag of about 150 basis points on Q2 adjusted EBITDA margin (about 200 basis points in the Q3 guide). Within Viant, attention signals feed a DSP that earns platform fees and fees for proprietary data and measurement (424B5).

BEST FIT

US TV and CTV planning and post-campaign reads where buyers want person-level presence, co-viewing and eyes-on-screen evidence across linear, apps and walled-garden apps viewed on TVs.

Measurement and currency companies needing person-level calibration of household-level big data.

Viant DSP clients testing attention-informed CTV bidding (beta at the cutoff).

POOR FIT

Buyers needing MRC-accredited attention metrics or a contractual billing unit with an audited definition.

Channels other than TV screens (display, mobile, social feeds, audio, in-game, DOOH).

Buyers requiring published classifier validation, reference labels or replicable data.

Buyers on DSPs other than Viant who need TVision-based pre-bid signals after May 2026 (availability undocumented).

Vevo

ACTIVE, PRIVATE

Vevo LLC (incorporated in the United States, per Universal Music Group's 2025 annual report; the site footer reads '© 2026 Vevo LLC')

The media owner in the trading table: an attention guarantee with no public threshold or remedy.

STRENGTHS

Attention Guaranteed is the only guarantee in the register stated as launched that names CTV, mobile

WEAKNESSES

No threshold, remedy, audit, price or market list is published for Attention Guaranteed.

VENDOR CLAIM [78] [324]

and desktop in one offer. VENDOR CLAIM [78] [94] [93] [97] [91] [95]

The offer sits inside Vevo Evolve, bundled with targeting, reach planning, real-time dashboards and one cross-screen performance report.

VENDOR CLAIM [78] [317]

Vevo states 154 million US monthly viewers and 22 billion global monthly content views; method and period are not stated. VENDOR CLAIM [318]

A Vevo-released Amplified Intelligence webcam study of 150 households observed Vevo at 13.1 against 9.4 seconds of active attention among 18-34s versus mid- and low-tier channels.

VENDOR CLAIM [319] [320] [321]

Vevo runs separate partners for outcomes and reach: DISQO as preferred US brand lift partner since May 2026, AudienceProject for UK reach since February 2025. VENDOR CLAIM [322] [323]

OPPORTUNITIES

Kargo published a minimum average AU of 25 and Kargo and the WSJ published added-value remedies; Vevo could publish comparable terms to make its guarantee readable. INFERENCE [93] [91] [92]

If Adelaide's MRC audit proceeds past the May 2026 pre-audit review, the metric behind Vevo's offer could gain an accreditor record. INFERENCE [48] [66]

The May 2026 DISQO partnership gives Vevo a route to publish analysis linking attention on its inventory to brand lift; none has been published. INFERENCE [322]

The Guardian launched AU-based attention packages in June 2026, widening the pool of buyers already trading on AU-based offers. INFERENCE [325]

WHAT IS SOLD

Vevo sells advertising on its music video network across YouTube (including YouTube on CTV), its FAST channels on CTV platforms, and mobile and desktop. Its buying routes include Vevo Evolve targeted media (advanced targeting), programmatic (PMP, programmatic guaranteed, YouTube/GAM via

The release never names the unit of the guaranteed minimum; that it is Adelaide AU is a strong inference, not a stated term. INFERENCE [78]

Adelaide AU is not MRC-accredited: MRC lists it as pre-audit reviewed May 2026, audit not begun.

RECORD [48]

The only attention figure tied to the offer, AU 28% above undefined Adelaide benchmarks, covers YouTube CTV only, not mobile, desktop or FAST.

VENDOR CLAIM [78]

No advertiser, campaign, impression count or spend under the guarantee is disclosed, and no product documentation page for the offer was found in the pages screened. VENDOR DOCUMENTATION [78] [324] [318]

THREATS

A guarantee announced without published terms is exposed if buyers read it as a contract, since peer guarantees publish remedies. INFERENCE [78] [93] [91]

The offer was last marketed in the April 2026 upfront release and was absent from the September 2026 advertiser page; the cause is unknown. INFERENCE [324] [318]

Adelaide sells AU and is the implied arbiter of guarantee delivery, while its MRC audit has not begun. INFERENCE [78] [48]

Since shutting its own apps and website in 2018, Vevo depends on YouTube; MRC lists Google's YouTube Relay Log as pre-audit reviewed March 2026, audit not begun. INFERENCE [326] [48]

WHO BUYS IT

Brands and agencies buying premium music video and CTV inventory, direct or through upfront deals and programmatic routes. The April 2025 Evolve release offers 'advanced attention tracking, optimization, and guarantees' to 'top advertisers'. No advertiser, agency or campaign bought under

DV360, and YouTube Instant Reserve), sponsorships (Artist Franchise), inclusive networks (Somos Vevo, Vevo BLK), and originals and custom content. 'Attention Guaranteed' is an offer inside Vevo Evolve. Its 27 January 2026 release, announcing a partnership with Adelaide, says it 'secures a minimum attention score' for a campaign across all screens, with one performance report. The release does not name the unit of the minimum; reading it as Adelaide's AU is this paper's inference. It is a media offer. Vevo does not sell attention measurement, and no product documentation page for the offer was found; it appears only in press releases.

Attention Guaranteed is named in any source opened.

HOW IT EARNS

Advertising: Vevo describes itself as '100% Ad-Supported' (May 2025 event release). Revenue, pricing and rate cards are not disclosed. The pricing basis for Attention Guaranteed is not stated, and this review found no attention-priced unit from Vevo.

BEST FIT

Buyers already using Adelaide AU as a planning or media-quality metric who want one cross-screen AU report for a Vevo buy.

Upfront or direct buyers able to negotiate the threshold and remedy in their own contract.

POOR FIT

Buyers who need a published threshold, remedy and independent audit before treating attention as a contractual term.

Buyers who require MRC-accredited attention metrics.

Buyers comparing Vevo's attention with other vendors' units, which are not comparable with AU.

Buyers outside the US: no market list is given.

What a buyer should ask

No attention metric sold in the US meets the conditions a buyer would need before paying on it or accepting it as a guarantee. The one accredited metric carries no guarantee or billing use, and none of the guaranteed or priced metrics is documented as accredited. Where a guarantee says who measures delivery, it is the metric's own vendor; the others do not say, and no independent audit of delivery was found. On Q1's registered rule, no metric-environment pair codes as a currency or partial currency at the cutoff. Each codes as diagnostic or unresolved, and a diagnostic code marks missing assurance, not an absence of billing. Seven conditions, most of them contract terms, would change that.

IN SHORT

On 28 September 2026 the Media Rating Council (MRC) listed one accredited attention product, DoubleVerify's, for desktop, mobile web and mobile in-app, and it carries no guarantee or billing use ♦ ♦. Among the guarantees, one publishes a numeric threshold, a minimum average of 25 AU ♦; Impact Media's billing suite publishes seconds seen instead ♦. Where a guarantee says who measures delivery, it is the metric's own vendor; the others do not say, and this review found no independent audit of delivery ♦. No public study screened compares an attention metric with time in view on held-out data ♦ ♦, and none discloses measurement fees or the media premium paid ♦. No independent study screened reports how a commercial model performed after an update ♦. Three findings would change the verdict: an independent, replicated study showing on held-out data that attention predicts sales beyond time in view; an accredited metric used as a billing unit or guarantee with stated remedies, at scale; and documented production use of a named vendor's attention signal in agentic buying, where only test-mode handling with a placeholder vendor is documented ♦.

Seven conditions before attention carries money

A billing unit or a guarantee turns a measurement into money. Q1's registered rule codes a metric-environment pair as a currency only when four conditions are documented: accreditation for the environment traded, a guarantee or billing use with stated threshold and remedy, independent audit, and disclosed adoption. On the evidence in chapter 6, no pair codes as a currency or partial currency; pairs code as diagnostic or, where the terms cannot be read, unresolved ♦. Adelaide's AU and Lumen's metric, which underpin most of the guarantees and priced offers found, held no MRC accreditation on 29 September 2026

♦ ♦ ♦. A diagnostic code records missing assurance, not the absence of a billing function: SeenThis prices media on Lumen's measure, and that pair codes as diagnostic ♦.

The seven conditions below keep three of Q1's four and add four that any single buy needs. Adoption is a market test and returns in the last section. One question comes before all seven: is the number an observation of people or a model estimate? Direct observation appears only in panel work, and the attention figures behind Adelaide, Lumen and IAS campaign results are model estimates ♦.

Accreditation for the environment bought

Accreditation is scoped by product, metric, environment and stage, and the vendor's page is not the record. On 28 September 2026 MRC listed one entry under "Attention Metrics": DoubleVerify Quality Analytics Platform, for desktop, mobile web and mobile in-app ♦. Connected TV (CTV) attention is not accredited, and no pre-bid attention offering is ♦. MRC denied accreditation to pre-bid Authentic Attention in March 2024 and gave no reason ♦. DoubleVerify's own pages describe its scope differently from MRC's record ♦.

XPLN's audit, in process since November 2025, covers mobile web and mobile in-app only ♦. Adelaide's AU had a pre-audit review in May 2026, and on 29 September 2026 its audit had not begun ♦. MRC removed IAS's attention measurement from in-process status in January 2026 ♦. On 29 September 2026 IAS was accredited for viewability and invalid-traffic filtering, among other metrics, and for no attention metric ♦. Accredited inputs do not accredit the score built on them.

Ask for MRC's letter to the vendor and match it to the buy on four points: the metric, the environment, the stage (post-bid reporting or pre-bid segment) and the standards listed. The standards MRC lists for DoubleVerify's April 2026 accreditation do not include the Interactive Advertising Bureau (IAB) and MRC Attention Measurement Guidelines ♦, which is why H3 codes as contradicted, on a narrow basis: whether the guidelines informed the audit is not public ♦. The condition is met when the letter names the metric, the environment and the stage of the buy.

A published threshold and a remedy

Among the named guarantees, only the 2022 Kargo campaign for MediaCom (now EssenceMediacom) publishes a numeric threshold: a minimum average of 25 AU, Adelaide's attention unit. Among the AU guarantees, only Kargo and The Wall Street Journal publish a remedy, and Vevo publishes neither ♦. SeenThis agrees a threshold before launch without publishing the values, and promises extra delivery at no cost if it is missed ♦. No level or remedy is public for A+E's 2020 and 2021 guarantee to dentsu for Budweiser, built on TVision data ♦. Every published remedy is more media ♦ ♦.

A score is not yet a threshold. DoubleVerify's indices are normalised to 100 across its own impressions over a rolling 28-day window ♦, so, by this paper's inference, a floor stated as an index moves with the benchmark. Adelaide's tiers in The Trade Desk are relative ranks, according to AdExchanger ♦, and IAS's cut-off between high and low attention varies by analysis ♦. A worked example in AdCP v3.1.24, the agentic buying protocol maintained by

AgenticAdvertising.org, sets an Adelaide threshold of 65 against a schema that defines the threshold as a rate between 0 and 1 ♦.

Ask for the number, its unit and its model version; whether it applies per impression, to a campaign average or to a share of impressions; the denominator; whether the base is fixed or relative; the measurement window; and the remedy, in media or money, with a delivery date. The condition is met when a third party could read the contract and tell whether the threshold was hit.

An audit of delivery by someone other than the metric vendor

Where a guarantee says who measures delivery, it is the vendor whose metric defines it: Adelaide for the Journal, Kargo and TripleLift, and Lumen for SeenThis. Vevo, Duolingo, Teads and A+E do not state who measures, and this review found no independent audit of guarantee delivery ♦. The guidelines strongly encourage independent third-party auditing of attention methods used in buying and selling, without requiring it ♦. The third-party reviews found were requested by the vendor. MediaSense rebuilt AU-to-outcome curves from sampled data Adelaide supplied, without verifying the data or reviewing source code ♦. PwC says of its review for Lumen that it "has not independently verified, validated, or audited the data" ♦. Some sellers fund the measurement: Adelaide says Condé Nast and Hearst cover the cost of AU on their inventory ♦.

Inputs matter as much as scores. The guidelines require full filtering of sophisticated invalid traffic (SIVT), and base inputs audited for accreditation ♦, and no Adelaide viewability or invalid-traffic input appeared on MRC's accredited digital list on 29 September 2026 ♦. IAS's own analysis found that Papyrus fraud traffic had about 13% higher attention scores than other traffic before IAS filtered it as invalid ♦.

Ask for an audit right; impression-level delivery logs carrying the score and the model version; the invalid-traffic filtering applied before scoring, and whether MRC accredits it; and who pays the measurement vendor. The condition is met when a party independent of both seller and metric vendor can recompute delivery.

Held-out evidence against time in view

A guarantee on a number that does not track the outcome moves risk onto the wrong number. The buyer needs H1a's test: a gain over time in view on data the model has not seen. In the sources screened, no study makes that comparison for memory, brand or sales ♦. Vendor and commissioned comparisons are in-sample and mostly against viewability or completion rate, and several vendor models take viewable time as an input ♦. The one commissioned review with published statistics, PwC for Lumen, found attention not significantly better than viewability on two awareness measures or digital ad recall ♦. By the vendors' own accounts, AU is trained on outcome data and IAS's model on conversion events ♦ ♦. Inference: a vendor chart showing that high scores go with better outcomes may partly restate what the model was trained to predict.

H1b's buying test is missing too. This review found no randomised or holdout test of buying on attention against a standard-metric arm that reports a memory, brand or sales gain with

its cost ♦♦.

Ask the vendor for its metric against time in view on the same impressions, scored on held-out campaigns and a later period, for the outcome bought, measured by someone other than the vendor. If none exists, run the randomised split with a holdout that chapter 3 sets out. The condition is met by a held-out gain over time in view for the outcome that matters and, before a premium is paid, a cost per incremental outcome at or below the standard arm's.

Cost and premium, disclosed

No study screened discloses measurement fees, and none reports the media premium a campaign paid for attention-bought inventory. The only premium figure is an estimate: the report by Newsworks, the UK national newsbrands' marketing body, and Lumen puts UK news-brand display at a 24% premium in cost per thousand impressions (CPM) over general display ^[23] ♦. The fees exist. Google's Display & Video 360 documentation lists an additional media fee for its "Maximize Adelaide AU" algorithm ♦. DoubleVerify's average fee per thousand media transactions measured was \$0.07 in 2025, across all products, and its filings give no attention-specific price ♦♦. A higher score at a lower price is no saving until an outcome is measured. Lumen's consumer-goods case reports 104% more viewed ads at 40% lower CPM than a control on the same budget, and its outcomes were Lumen's own attention estimates ♦.

Ask for the measurement fee per thousand impressions and who pays it; any data or algorithm fee in the buying platform; the CPM of attention-selected inventory against the same seller's standard inventory over the same dates; and cost per incremental outcome for both. The condition is met when the first three are written down before the buy and cost per incremental outcome is reported for both arms after it.

Model versions and drift

A guarantee settles on a model's output, and models change. No independent study screened reports a commercial attention model's performance after an update, calibration drift or transfer to new channels ♦. The guidelines say model validation should run at least annually on fresh deterministic data ♦. Adelaide's CEO said in October 2024 that the seventh version of AU was under MRC scrutiny; which version is under review in 2026 is not stated ♦. MRC's July 2026 report labels DoubleVerify's newly accredited reporting "Authentic Attention V4" ♦. In the Adelaide documentation screened, no held-out agreement statistic between AU and gaze reference data is published ♦, and Lumen's panel page, published in June 2021, carries no later revision date ♦.

Ask for the model version on every report and every settlement; a change log; notice before any model change during a flight, with the settling version fixed in the contract; the validation statistic on fresh reference data after each update; and, for indexed or relative scores, the base and how often it resets. The condition is met when the settling version is named and was validated after its last update.

Privacy posture for the signals used

Adelaide's AU Ratings policy treats what its tracking technology collects as personal information, and DoubleVerify's notice lists the viewport, focus, time-in-view, scroll and interaction signals its tags collect ♦. Reading the European Data Protection Board's guidelines, this review infers that such tag signals collected in the EU need consent unless an exemption applies ♦. California's privacy regulations, effective 1 January 2026, require a written risk assessment before a business sells or shares personal information. Processing already under way before that date must be assessed by 31 December 2027 (section 7155(b)), and whether a given attention vendor is a covered business was not established ♦.

Panels carry more. TVision's US panellist policy lists face geometry, described as a biometric identifier, and periodic snapshot images of the webcam's field of view ♦. Illinois' Biometric Information Privacy Act requires written notice and a written release before a scan of face geometry is collected, with a private right of action of \$1,000 or \$5,000 per violation ♦. Amplified's TV camera can capture guests ♦, and this review found no Lumen panel privacy notice in the sources screened ♦. In this paper's reading of the European Commission's guidelines, gaze or facial data used to infer emotion, interest or intent fall inside the AI Act's emotion-recognition definition ♦, and from 2 August 2026 EU deployers of such systems must inform the people exposed ♦. In the searches run, this review found no privacy or biometric-data regulator action or lawsuit naming an attention-measurement vendor; the searches named Realeyes, Affectiva, TVision, Tobii and iMotions, not Adelaide, Lumen, Amplified, DoubleVerify or IAS ♦. Nielsen's patent actions against TVision are a separate matter ♦.

Ask which signals the metric uses and whether any can identify a person; whether any output infers emotion or intent; the panellists' consent text, where their images are processed and how long they are kept; and, for California data, whether the vendor is a covered business and whether its risk assessment exists. Ask which deadline applies before treating a missing assessment as a failure: new processing needs the assessment first, and processing already under way has until 31 December 2027. The condition is met when consent and data minimisation are documented for both the panel and the tag.

The decision tool sets out each check with the test that settles it and what it cannot tell you.

Measurement decision tool				
Pick the question a buyer is actually asking. The panel shows the test that answers it, the assumptions that inference needs, where it fails and what it still cannot tell you.				
BUYER QUESTION	TEST THAT FITS	WHAT THE INFERENCE NEEDS	WHERE IT FAILS	WHAT IT CANNOT TELL YOU
Is this attention metric accredited for the environment I am buying?	Read the accreditor's own record (MRC's accredited list and its letter to the vendor) for the product, the metric and the environment. A vendor page or an announced audit does not count.	Accreditation is scoped to product, metric and environment, and the standards the accreditor lists are the ones applied.	When a vendor page states a broader or narrower scope than the accreditor's record, or when the buy is in an environment the record excludes. CTV attention holds no accreditation in the records screened.	Tell you that the metric predicts memory, brand or sales outcomes. Accreditation certifies process and disclosure.

BUYER QUESTION	TEST THAT FITS	WHAT THE INFERENCE NEEDS	WHERE IT FAILS	WHAT IT CANNOT TELL YOU
Is the number an observation of people or a model estimate?	Ask for the metric card: the construct, the observation used, the reference labels the model was trained on, the sample, the validation statistic on held-out reference data, and the application stage.	The vendor will state its measurement basis for each number it reports; the IAB and MRC guidelines ask that observed measurement be distinguished from modelled.	When a campaign report labels a model output as measured attention, or when reference labels, sample and validation are not disclosed.	Settle whether the model transfers to your channel, audience or creative, or whether it held after the last model update.
Does it predict my outcome better than time in view?	A comparison on held-out data, randomly or temporally split, of the attention metric against viewability and time in view, for the outcome you buy for, with the outcome measured by a party other than the metric vendor.	The outcome is measured independently, the held-out data were not used to build the model, and the comparison uses each measure's scale fairly (per standard deviation, not per second).	In-sample correlations, vendor-published case studies and comparisons against viewability rates alone. In the sources screened, no public study made the held-out comparison.	Show that buying on the metric pays back once media premiums and fees are counted.
Does buying on attention pay back?	A randomised or geographic holdout test: an arm bought on the attention metric against an arm bought on your standard metrics, with outcome lift and cost per incremental outcome reported for both, media premiums and measurement fees included.	The arms differ only in the buying rule, the test is powered for the outcome, and costs are counted in full.	Two-arm case studies without randomisation, tests that report lift without cost, and comparisons of high- and low-attention impressions inside one campaign.	Generalise beyond the channels, formats and categories tested.
Is an attention guarantee enforceable?	Read the contract for four terms: the numeric threshold, the remedy if it is missed, who measures delivery, and whether an independent party audits it.	The public offer and the contract say the same thing, and the buyer can see the delivery data.	When the metric's own vendor measures delivery and no audit right exists. Where a guarantee names who measures delivery, it is the metric's own vendor; Vevo, Duolingo, Teads and A+E do not say. Every published remedy is extra delivery.	Tell you whether the guaranteed attention changed an outcome.
Will the signal work when agents buy media?	Record which of the five protocol states the attention signal reaches in the protocol and version your buying agent uses: schema representation, implemented connector, interoperability test, production use, transaction.	The protocol version and the vendor's connector are the ones in production, not a release candidate or a test fixture.	When only schema representation or a test with a placeholder vendor exists. In AdCP 3.1.24, no named vendor's attention signal is documented beyond schema representation; the only connector evidence found is a conformance test with a placeholder vendor and simulated delivery.	Show that an agent weights attention sensibly, or that attention still means what it did when a person made the decision.
Is the data behind the metric collected lawfully where I buy?	Ask whether the signals can identify a person and whether they are used to infer emotion, and read the vendor's consent model and minimisation for panels and device signals against the rules where the ads run.	The vendor documents what it collects, and panels are opt-in.	When facial or gaze data can identify people (a trigger under several US biometric laws) or feed emotion inference (high-risk under the EU AI Act for advertising).	Replace legal advice on a specific deployment.

What would change this verdict

Three findings would change it.

An independent, replicated study showing, on held-out data, that a vendor's attention metric predicts sales beyond time in view. The nearest sales evidence is IAS's Kimberly-Clark case, two NCSolutions tests with impressions split after the fact. The first found no significant difference in sales lift; the second, which added formats in another quarter, found 313% higher sales lift in above-average-attention households ♦. No independent replication of any vendor claim was found ♦. TVision panel data have been released to independent academics, and Crossref records two 2025 Journal of Advertising Research articles on attention in CTV and linear TV, which this paper did not read ♦. Such a study would move H1a for sales only.

An accredited attention metric used as a billing unit or guarantee with stated remedies, at scale. MRC could accredit AU, whose audit had not begun on 29 September 2026 ♦; that would lift the Journal and Kargo pairs, which carry published remedies, to partial currency (chapter 6). Or DoubleVerify could attach a guarantee or a price to its accredited metrics. Scale also needs disclosed US spend, impressions, campaigns or buyers against a denominator, which no offer found discloses ♦.

Attention signals used in production agentic buying. AdCP v3.1.24 can represent an attention value, including a floor paired with a makegood, as schema only ♦. In the registries, code search and media-vendor newsrooms screened, this review found no public documentation of a Model Context Protocol (MCP) server or other agent-facing API that returns attention metrics from an attention vendor ♦. Viomba, Adverteyes and Amplified advertise MCP access to attention predictions, and none documents production use ♦. DoubleVerify's account of an AdCP buy for Butler/Till names suitability, fraud, viewability and contextual controls, and does not mention attention ♦. Beyond the schema, the only handling documented is in test mode, where sales agents handled a placeholder vendor's metric with simulated delivery, and no production use of a named vendor's attention signal is documented. H5 moves when a named vendor's attention signal reaches documented production use or a transaction ♦. The author's interest in AdCP is declared in the abstract and in full in chapter 13.

The codes below are dated to screening on 28 and 29 September 2026. The H3 and H5 codes are status-sensitive and were not rechecked before the 1 October 2026 cutoff ♦ ♦.

TEST	CODE AT THE CUTOFF	WHAT WOULD MOVE IT
H1a, predictive value	Unresolved for memory, brand and sales ♦ ♦	A held-out gain over time in view, per outcome
H1b, optimisation value	Unresolved ♦ ♦	A randomised or holdout buying test reporting cost per incremental outcome
H2, trading use	Supported; scale undocumented ♦	Disclosed US spend, impressions, campaigns or buyers, with denominator and period
H3, accreditation	Contradicted, on a narrow basis ♦	An MRC record accrediting an attention metric that lists the Attention Measurement Guidelines
H4, bundling	Unresolved ♦	A specialist's revenue or pricing series, or buyers documented switching because of a bundle

TEST	CODE AT THE CUTOFF	WHAT WOULD MOVE IT
H5, agentic use	Unresolved: no documented production use of a named vendor's signal; only test-mode handling with a placeholder vendor ♦	Documented production use or a transaction
Q1, currency or diagnostic	No pair codes as currency or partial currency ♦	Accreditation plus a guarantee or billing use (partial currency); all four conditions (currency)

Method, limits and corrections

How the paper was built, what the checks caught and what could not be reached. It is published so a reader can check the paper rather than trust it.

IN SHORT

AI research agents worked from one brief and one set of rules. They produced 9 research workstreams, 9 vendor-universe and product sweeps and 8 company profiles. A separate AI verifier, told to refute, checked each file. The research opened and logged 985 sources and put 584 claims in the ledger, every one of them checked by a verifier or a review. Verifiers made 1520 checks of claims, capability records, profile fields and table rows, counting both passes where a file was verified twice: 800 found the item supported as stated, 658 supported it with a correction and 62 contradicted it. Another AI model reviewed the briefs, then the evidence, then the full draft, and two internal passes read the full draft. Those reviews and a consistency audit of the scores produced the 260 entries in the corrections ledger, 23 of them scoring corrections. 20 products were scored on 12 dimensions, one of which does not apply to each cohort. This is AI-assisted research with a documented process. It is not an external audit, not peer review and not independently validated.

What was fixed before the research

Three registers were written on 28 September 2026, before any research agent ran. The hypothesis register records 10 entries: six hypotheses (H1a, H1b, H2, H3, H4, H5) and four coded questions (Q1 to Q4). Each hypothesis states its population, comparator and observable outcome, and the rules for supported, contradicted and unresolved. Absence of accessible evidence yields unresolved, never contradicted. The product register lists every product scored, listed or treated as historical, with the entity that sells it and the reason. It now holds 44 records, of which 20 are listed and 4 historical. The scoring rules fixed the two cohorts, their applicability masks and the anchors for every dimension, with numeric thresholds where a scale is measured. The registers are published in the downloads.

The product register changed twice after the research and before scoring, both times from verified evidence: splits, moves and additions from the vendor-universe sweep and workstream E (for example, Amplified's planning and measurement modules became two rows, GumGum Attentive Lift moved to the outcome-comparator table as a lift product, and xpln.ai, Kantar LINK AI and Dragonfly AI were added as scored products), and additions from the second outside review (SeenThis Attention and Impact Media's suite, both listed, not scored). The anchors did not change.

How the evidence was gathered

Each workstream agent read the shared rules, the brief and the registers, and wrote one structured file: sources with their publication, event and access dates, geography, period, funding and access limits; findings with the supporting passage and locator, evidence class, confidence, limitations and counterevidence; and data tables in which every row names its source, period and claim status. The rules require every cited source to be opened; a search snippet is a lead, not support. Where a page refused an automated fetch, agents retried with a browser user agent and recorded the route. 82 registered sources were only partly readable (paywalled, gated, abstract only or an access error), and claims resting on them say so.

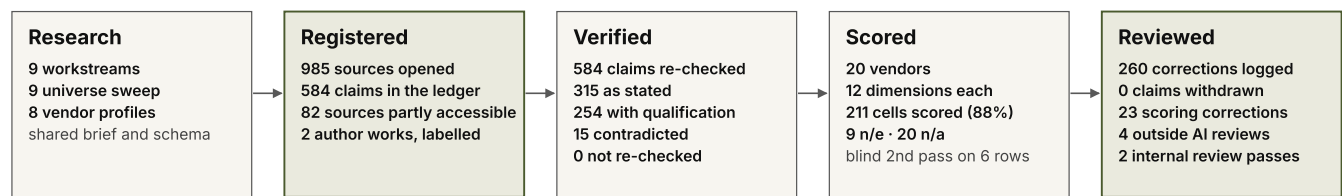
Evidence classes follow the shared rules: direct record, independent measurement, commissioned measurement, vendor assertion, synthesis, inference, forecast and illustrative scenario. A vendor's own documentation is a vendor assertion, however technical. A third party paid by a vendor is not independent, and a study whose funding is unknown is not treated as independent. The second outside review applied that rule to the ARF's Phase 3 release, which states no funding; its finding was recoded from independent measurement to synthesis (chapter 3). The author's own work is labelled as author's work and never counts as corroboration: 2 registered source records are the author's, one essay registered under two URLs.

Every absence claim is bounded to what was searched, and the searches are logged in each file.

How it was checked

Every workstream, product sweep and profile went to a separate verifier agent that had not seen the research process and was told to refute it. Verifiers opened the cited sources themselves and returned one of four verdicts per item: supported as stated, supported with a qualification (with the corrected wording), contradicted (with what the source says) or unresolved. Eight of the workstreams were verified twice, by two independent verifier passes, because a verification run was restarted after a usage limit; both records are kept, and the ledger takes the more severe verdict for any claim checked twice. A claim's final wording is its verifier's or a review's correction where one exists. All 584 claims were checked by a verifier or a review: 315 as stated, 254 with a qualification and 15 contradicted. Contradicted claims appear only in their corrected wording.

THE PIPELINE, AND WHAT EACH STAGE PRODUCED OR REMOVED



What the process is not: two agents reading one source are not two measurements; a model checking a model is not an audit; a second AI scorer on six rows is not a human inter-rater test.

Every count on this figure is computed from the ledgers at build time (data/stats.json); the prose quotes the same values.

Research cutoff 2026-10-01. Every claim in the ledger was checked by a verifier or a review; contradicted claims appear only in their corrected wording.

Every stage was built to remove things, and the counts are computed, not typed.

The five stages of this project with the actual outputs of each. Every claim in the ledger was checked by a verifier or a review; eight workstreams were verified twice and the more severe verdict kept. Corrections include review findings and score changes from the consistency audit.

Units: counts · Scope: this research project, as of the cutoff

Counts describe process volume, not evidence quality; a claim that survived verification is supported by its source, not proven true.

There were six review passes. Before research began, the author ran an outside review of the briefs with another AI model; every factual finding was checked against its primary source before any change, and the dispositions are kept with the research record for the three papers in the series. After the workstreams, the vendor-universe sweep and the profiles were verified, and before the product sweeps were run, a second outside review spot-checked that evidence. It returned six findings; all six were checked against their primary sources, all held, and each is in the corrections ledger (R2-01 to R2-06). The largest was a missing offer: SeenThis Attention, launched in June 2026, which changed two claims about trading (chapter 6). A third outside review read the full draft as a hostile expert would. It returned 19 findings; each was checked against its source or the paper's own data before any change, all held, two had already been fixed by the consistency audit, and each is in the corrections ledger (R3-01 to R3-19). They narrowed the accreditation verdict to what MRC's letter lists, bounded two absence claims, corrected how the paper described who measures guarantee delivery, and fixed a display error that showed superseded claims in the evidence panels. Two internal review passes of the full draft ran alongside it: an integrity pass, which checked every number in the text against its claim and source, every marker, every absence bound and every label; and an adversarial pass, which read the paper as a measurement scientist, a vendor and a buyer would. Their changes were checked against sources before being applied and are logged in the corrections ledger. A fourth outside review checked the built paper before publication. It returned eight findings; each was checked at source, all held (one with qualification), and each was fixed before publication and is in the corrections ledger (FC-01 to FC-08). The most serious was a profile and SWOT line that said Adelaide measures delivery in every AU guarantee, where the sources show it only for the offers that name a measurer.

How the products were scored

The scoring unit is a named product that serves a stated buying task, mapped to one record in the product register. Cohort A, media attention measurement, covers products that measure, plan or optimise attention on media exposures. Cohort B, creative attention testing, covers products that test or predict creative before launch. Each cohort has an applicability mask: creative diagnostics does not apply to cohort A, and activation does not apply to cohort B. n/a comes only from the mask, never product by product.

Each cell is scored from 0 to 5 against the dimension's anchors for that cohort, and then capped by the evidence: vendor documentation caps a cell at 4 and vendor marketing at 3. A 0 means a source documents absence or failure; missing evidence is n/e, never 0, and a partner's name alone is n/e. Only cells whose facts a verifier checked count as numeric evidence; an unverified cell is shown but counts as n/e. A product enters the matrix with at least four counted cells. The caps fold the type of evidence into the score: a 4 can mark a well-documented capability resting on vendor documentation, not a weaker capability than a 5. The numeric thresholds in the anchors, such as impressions a year for production scale, are the author's assumptions, fixed before scoring.

Each row was scored once, by an AI scoring agent working from the fixed rules and the verified evidence, after the verifier records and the second outside review were read. A separate AI consistency audit then compared every cell across rows against the anchors and caps and proposed changes; those accepted are logged as scoring corrections. The third outside review led to two further cell changes, also logged. The rows nearest a band line were then scored a second time, blind: a separate AI scorer, given the rules and each row's cited sources and verified claims but not the first scores, grades or rationales, re-scored every applicable cell of the six rows within 2 points of a band line or whose band moved under a reweighting. The two passes matched exactly on 78.8% of the 66 cells and within one point on 98.4% of the cells both scored (quadratic-weighted kappa 0.88), and no row changed band. The two material disagreements, both on Lumen SPOTLIGHT, were adjudicated by re-reading the deciding sources, and both went to the second pass (AJ-01, AJ-02). Both passes are published in data/second-pass.csv. Every other row was scored once. The bands were named Front rank, Strong, Mid and Narrow when the rules were fixed; before publication they were renamed Most, Well, Partly and Least documented, to say what they measure, with the same thresholds. Chapter 11 sets out the Focus Quotient, its field mean, bands and sensitivity tests. Its field mean is the mean of a cohort's Raw scores, which differs from the pooled construction of the author's Contextual and Native Quotients, so the numbers are not comparable across papers.

Limits

The paper scores what is documented in public by the cutoff, not what products do in private. Pricing, contract terms, realised prices, adoption and market shares are almost never public, and the paper lists them as unanswered rather than estimates them. A vendor with a thin public record scores lower than its product may deserve; the tests in chapter 11 show how much single cells move a quotient.

Status-sensitive facts (accreditation, ownership, transactions, protocol versions) were read on 28 and 29 September 2026 and are dated in the text. The registered evidence freeze was

2 October 2026. The author set the cutoff at 1 October 2026 and published on 6 October 2026 without a separate freeze recheck, so status-sensitive facts stand as read on 28 to 30 September. The hypotheses, product register and scoring rules were fixed against the registered dates and did not change; anything that changes after the cutoff will be logged as a dated correction, not folded in silently.

The United States is the primary market. Geography scores count documented US availability only; international breadth is recorded but earns nothing.

Several material documents could not be read in full: the ARF's Phase 3 report (members only), Adelaide's case-study guides and MediaSense's review of AU (both gated), and MRC's December 2022 accreditation letter to DoubleVerify (not opened; that date rests on MRC's quarterly report). Claims resting on summaries of those documents say so.

Interests

The author has worked at Samba (TV measurement and advertising data) since May 2025. Adelaide, which is scored and profiled, names Samba among the tune-in attribution providers whose data train its CTV model [♦]; in the sources screened, this review found no attention-based trading offer from Samba [♦]. The author co-leads the Signals & Measurement working group of AgenticAdvertising.org, which maintains AdCP, one of the protocols assessed in chapter 10. No Fluff Advisory, the author's firm, operates two agents listed in the AgenticAdvertising.org registry on 28 and 29 September 2026; one, a sales agent, is among those cited in chapter 10 as passing a test-mode conformance storyboard. The companion native-advertising paper disclosed two further links, which this paper's own sources do not cover: AgenticAdvertising.org listed Samba among its members, and Teads named Samba among its measurement-partner integrations. Teads is not scored here; its pilot and beta guarantees sit in the trading table in chapter 6 [♦]. Earlier employers include Verve Group (Moments.AI), Hearts & Science and Lotame. No vendor funded, reviewed or saw the paper before publication. Every vendor is scored under the same published rules. The author's own essays argue positions on attention that this paper tests as hypotheses, not as evidence.

The claims

Every claim marked in the text is listed here with its evidence class, review outcome, confidence and supporting passages.

The claim ledger lists the 363 claims marked in the text. The print edition leaves it out; it is listed in full in the web edition and in `data/claim-ledger.csv`, with each claim's evidence class, review outcome and confidence.

The corrections

Every substantive change after the verification passes, with what questioned it, what was checked, the verdict, the change and how it was verified.

The corrections ledger has 260 entries. The print edition leaves it out; it is listed in full in the web edition and in `data/corrections-ledger.csv`, with the original wording, the challenge, the evidence checked, the verdict, the change made, how it was implemented and how it was verified.

Appendix: verdicts, vendor universe and downloads

The registered hypotheses and how each was coded, the reasoned sample of companies and products screened, and the published data files behind the paper.

How each registered test was coded

Each hypothesis and question was registered on 28 September 2026 with its decision rules, before any research agent ran. The verdicts below apply those rules to the evidence read by the cutoff; unresolved means the public sources screened do not settle it, not that the hypothesis is refuted. The codes are dated to screening on 28 and 29 September 2026 and were not rechecked before the 1 October 2026 cutoff.

TEST	STATEMENT (SHORT)	VERDICT	WHERE
H1a	Attention adds out-of-sample predictive value beyond viewability and time in view	Unresolved for memory, brand and sales: in the sources screened, no independent, commissioned or vendor study makes a held-out comparison against time in view ♦ ♦	Chapter 3
H1b	Buying on attention improves outcomes at comparable cost	Unresolved for memory, brand and sales: in the sources screened, no independent, commissioned or vendor test of buying on attention against a randomised or holdout control reports an outcome gain with cost per incremental outcome ♦ ♦	Chapter 3
H2	Attention is used in trading, not only planning	Supported; scale undocumented: live optimisation and guarantees exist, all on vendor or seller statements; no offer discloses volume against a market denominator ♦	Chapter 6
H3	MRC accredits attention metrics against the November 2025 guidelines	Contradicted as of 28 and 29 September 2026, on a narrow basis: the standards listed in the letter for the only attention accreditation found, DoubleVerify's, do not include the guidelines; whether they informed the audit is not public ♦	Chapter 2
H4	Verification bundling changes specialists' demand, pricing or revenue	Unresolved: in the filings, accounts and releases screened by 28 September 2026, no source links the two ♦	Chapter 5
H5	Attention signals are carried and used in agent-driven buying	Unresolved at 28 and 29 September 2026: no named attention vendor's signal is documented beyond schema representation in AdCP v3.1.24; the seller test passes use a placeholder vendor and simulated delivery ♦	Chapter 10
Q1	Currency or diagnostic	No metric-environment pair codes currency or partial currency; the rest code diagnostic or unresolved ♦ ♦. Where terms can be read, an unaccredited metric codes diagnostic even when it prices media, as Lumen's does in SeenThis Attention ♦ ♦	Chapter 6
Q2	What each product measures	Almost every campaign number is a model estimate or an index of device signals ♦; people are observed in reference panels, TVision's in-home TV panel and creative tests ♦ ♦	Chapter 1
Q3	Where measurement is live and where it is thin	Display, online video, CTV and social are covered; audio and DOOH are thin; in-game is study only; retail media, an unscored attribute, is thin ♦ ♦	Chapter 8
Q4	How the market consolidated	Events found from 2017 to the cutoff, classified by type and dated where a source allows (inferred events are undated); the list is not a census, and no source found attributes any event to a failure of attention metrics ♦	Chapter 5

The vendor universe

The 51 companies and products in the vendor sample, a reasoned sample rather than a census, with owner, group and status. Products in the matrix are tagged. The product register gives the inclusion reason for every registered product, including trading offers not in this table, such as SeenThis Attention and Impact Media's suite. For the other rows, including name-only candidates, the reason is in the note field of data/vendor-universe.csv.

Vendor universe

A reasoned sample, not a census: how it was assembled and what was left out is stated in the method chapter.

Machine-readable copy: data/vendor-universe.csv.

COMPANY / PRODUCT	LEGAL ENTITY / OWNER	HQ	SCOPE GROUP	FORMATS	BUYING ROUTES	MAIN GEOGRAPHIES	STATUS AT CUTOFF	SRC
Adelaide	not established (workstream D)	New York, US (Adelaide Metrics Inc.)	specialist	display; OLV; social; CTV; linear TV; podcasts (MRC pre-audit scope adds cinema and DOOH)	DSP pre-bid and custom bidding; Nielsen Outcomes Marketplace; dashboard; Custom AU	US entity; US availability documented	live	[336]
Amplified	not established (workstream D)	Adelaide, South Australia (offices Adelaide, London, New York, Sydney)	specialist	TV; cinema; BVOD; web; social; OOH; audio (site lists)	SaaS platform; 'API-ready' claim; integrations service	global; New York office listed; US sale not otherwise documented	live	[347]
Amplified	not established (workstream D)	Adelaide, South Australia	specialist	digital; programmatic; CTV (in-flight verification)	SaaS platform; in-flight verification 'no tracking tags required'	global; US not documented	live	[347]
Amplified	not established (workstream D)	Adelaide, South Australia	specialist	video creative by platform and format	attentionai-api v1; CSV download	global; US not documented	live	[429]
Lumen Research	not established (workstream D)	London, UK (Lumen Research Ltd, registered office)	specialist	display; video; social (tags and DSP plug-in); bespoke studies across TV, BVOD, print, OOH, POS	LAMP measurement tag; LAMP DSP plug-in (Attention Bidding); self-service planning platform; data used in IAS Quality Attention	global; US not documented in pages opened	live	[392]
Lumen Research	not established (workstream D)	London, UK	specialist	social; digital; in-game; TV/VOD; OOH; POS; print; packaging	reports; heatmaps; surveys	global; US not documented	live	[279]
TVision	Viant Technology Inc. (acquisition completed 2026-05-01)	not established (Viant release dateline Irvine, CA)	media_owned	linear TV; CTV	Ad Scoreboard; CTV Campaign Measurement; Audience and CTV Activation; Viant DSP integration; data licensing; calibration data	US (US clients in testimonials; panel country not stated on home page)	live	[411]
DoubleVerify	DoubleVerify Holdings, Inc. (listed; workstream D)	not established in sources opened	verification	display; video; social; CTV (site channels; accreditation stated for desktop and mobile only)	Universal Attention Segments; Scibids AI; DV snapshot	global	live	[209]

COMPANY / PRODUCT	LEGAL ENTITY / OWNER	HQ	SCOPE GROUP	FORMATS	BUYING ROUTES	MAIN GEOGRAPHIES	STATUS AT CUTOFF	SRC
Integral Ad Science	Novacap (per brief; not re-verified here)	not established in sources opened	verification	IAS site channels: CTV and video; open web; social; mobile in-app; digital audio (not attention-specific)	IAS suite; Lumen eye-tracking data inside the metric	global	live	[73]
xpIn.ai	not established	not stated (French CESP grid lists it)	specialist	display; video; social; walled gardens; CTV (vendor claim)	dashboards	not stated; MRC audit (US accreditor) in process for mobile web and in-app	live	[122]
Adloox - Peer39	not established	not established	verification	not established	not established	France (CESP grid); US not documented	unconfirmed	[3]
GumGum	not established (workstream D)	Santa Monica, California	media_owned	not stated for Attentive Lift	On Device brand-lift API	Australia (launch); US not documented	live	[458]
GumGum	not established (workstream D)	Santa Monica, California	historical	n/a	gumgum.com/attention redirects to /results	n/a	retired	[459]
Kantar	not established (workstream D)	not established (release dateline London)	research	digital; TV; audio; print; outdoor ads	Kantar Marketplace self-serve or serviced; dashboard	US list price from \$4,500	live	[246]
Kantar	not established (workstream D)	not established	research	YouTube; Facebook; Instagram; Twitter; TikTok; YouKu; custom contexts incl. audio, Netflix, Spotify, LinkedIn	serviced only; dashboard; PowerPoint export	US list price from \$13,950	live	[248]
Kantar	not established (workstream D)	not established	research	digital; TV; static; creator content	Kantar Marketplace self-serve or serviced; dashboards	US list price from \$500	live	[247]
Adverteyes	not established (executive chairman is the Realeyes CEO)	not established	specialist	video; social and creator content	API; Chrome extension; MCP (claimed); Nielsen Outcomes Marketplace	global (90-country database); US not stated	live	[460]
Neurons	not established	not established	research	image and video ads	self-serve platform	not stated	live	[579]
Tobii	Tobii (product sold on tobii.com; workstream D)	not established	research	ads; websites; packaging; video	Tobii Sticky API; Alchemer and Qualtrics integration	global panel; US not stated	live	[455]
iMotions	not established (Smart Eye per brief)	not established	research	video creative	iMotions Online; Affectiva facial coding API and SDK sold separately	global markets; US not stated	live	[580]
DAVID	not established	not established	research	retail media creative; video; social; display	Creative Data Feed API	not stated	live	[581]

COMPANY / PRODUCT	LEGAL ENTITY / OWNER	HQ	SCOPE GROUP	FORMATS	BUYING ROUTES	MAIN GEOGRAPHIES	STATUS AT CUTOFF	SRC
eye square	eye square GmbH (legal form); owner not established	not established	research	video; social media ads; e-commerce	reports	not stated	live	[582]
Brainsights	not established	not established (Canadian billboard product)	research	video creative (EEG); OOH billboards (SI Maps)	reports; SI Maps	Canada; US not documented	live	[422]
Dragonfly AI	not established	London, UK (per vendor page)	research	creative incl. packaging and digital shelf	Connect creative data API; Studio3 platform	not stated	live	[583]
Viomba	not established	not established	specialist	display; social; video (vendor claim)	MCP server (claimed)	not stated	unconfirmed	[562]
System1	not established	not established	research	not established	AECP partner of Adelaide	not established	unconfirmed	[176]
CreativeX	not established	not established	research	not established	AECP partner of Adelaide	not established	unconfirmed	[176]
Ipsos	not established	not established	research	not established	AECP partner of Adelaide	not established	unconfirmed	[176]
Sundogs	not established	not established	research	not established	AECP partner of Adelaide	not established	unconfirmed	[176]
CubeAI	not established	not established	specialist	not established	not established	not established	unconfirmed	[41]
GlassView	not established	not established	trading	not established	not established	not established	unconfirmed	[41]
KERV Interactive	not established	not established	trading	not established	not established	not established	unconfirmed	[41]
Mobian	not established	not established	specialist	not established	not established	not established	unconfirmed	[41]
Veritonic	not established	not established	research	audio (per audio paper)	not established	not established	unconfirmed	[41]
Nielsen	not established	not established	research	cross-platform (Nielsen ONE)	Outcomes Marketplace carries Adelaide AU and Adverteyes	US	live	[331]
Comscore	not established	not established	research	not established	attention metrics in deal IDs (headline only)	not established	unconfirmed	[438]
EDO	not established	not established	outcome_comparator	TV (convergent TV)	Amazon DSP; The Trade Desk; Google DV360	US	live	[584]
Upwave	not established	not established	outcome_comparator	not stated	not stated	US	live	[585]
Vevo	not established	New York (release dateline)	trading	CTV; mobile; desktop	Adelaide AU; one performance report	US dateline	live	[78]

COMPANY / PRODUCT	LEGAL ENTITY / OWNER	HQ	SCOPE GROUP	FORMATS	BUYING ROUTES	MAIN GEOGRAPHIES	STATUS AT CUTOFF	SRC
Teads	Teads Holding Co. (per register; not re- verified here)	not established	trading	omnichannel (not specified in the post)	not specified	US (NewFronts)	live	[95]
Duolingo	not established	not established	trading	mobile in-app (OLV)	Adelaide AU guarantees and AU reporting	not stated	live	[97]
Adlook	not established	not established	trading	not stated	DSP AU-CPM buying model with Adelaide	US dateline	unconfirmed	[98]
TripleLift	not established	not established	trading	not established here	not established here	not established here	unconfirmed	[41]
Ogury	not established	not established	trading	not established here	not established here	not established here	unconfirmed	[41]
Kargo	not established	not established	trading	not established here	not established here	not established here	unconfirmed	[41]
Magnite	not established	not established	trading	not established here	not established here	not established here	unconfirmed	[41]
Yahoo	not established	not established	trading	not established here	not established here	not established here	unconfirmed	[41]
Rita	Adelaide (all-stock acquisition announced 2024- 08-19)	not established (EU panel)	historical	n/a	data feeds into AU models	EU	retired	[341]
Realeyes	not established	not established	historical	n/a	n/a	n/a	retired	[461]
SPARK Neuro	not established	not established	historical	n/a	n/a	n/a	retired	[451]
Oracle (Moat)	Oracle Corporation	not established	historical	n/a	n/a	n/a	retired	[586]

Downloads

Downloads

The data files are in the data/ folder beside this PDF, in the package and on the web page. Open the HTML edition to use these as links.

The two other editions, then the data as CSV and JSON, UTF-8. The data files are the canonical files every chart, matrix and count in the paper was built from.

- 1 [attention-measurement-2026.pdf](#) — the print edition: A4, with page numbers and chapter bookmarks
- 2 [attention-measurement-2026.md](#) — the reading edition in Markdown, with numbered references
- 3 [data/source-register.csv](#) — every source with publication, event and access dates, type, geography, funding, access limits and reliability notes
- 4 [data/claim-ledger.csv](#) — every material claim with sources, passage locator, scope, evidence class, review outcome, confidence and final wording
- 5 [data/capability-matrix-wide.csv](#) — vendors × dimensions, scores only (0–5, n/e, n/a)
- 6 [data/capability-matrix-long.csv](#) — one row per cell with availability, evidence grade, date, rationale and sources
- 7 [data/capability-dimensions.csv](#) — the dimension definitions and anchors
- 8 [data/fq.csv](#) — Focus Quotient per vendor: group means, coverage, band, the reweightings and every dimension score
- 9 [data/fq-method.csv](#) — FQ groups, weights, shrinkage, field mean, band thresholds, and the reweighting, shrinkage and missing-evidence tests
- 10 [data/fq-missing-evidence.csv](#) — every scored cell turned into n/e one at a time, with the FQ before and after
- 11 [data/swot.csv](#) — every SWOT line for the profiled vendors with its basis (record, vendor documentation, vendor claim, inference) and sources
- 12 [data/deep-profiles.csv](#) — the deep-profile summaries: what is sold, buyers, earnings, dependencies, fit, limits
- 13 [data/deep-profile-records.csv](#) — every profiled capability, performance claim, financial figure and timeline event with sources
- 14 [data/study-evidence.csv](#) — studies with design, sample, sponsor and limits
- 15 [data/corrections-ledger.csv](#) — every change made after verification and challenge passes, with implementation and verification
- 16 [data/vendor-universe.csv](#) — the reasoned vendor sample with scope group, owner, formats, routes and status
- 17 [data/agentive-map.csv](#) — AI and agentive capabilities with status labels and observability
- 18 [data/rules.csv](#) — rules and governance instruments by jurisdiction
- 19 [data/decision-tool.csv](#) — the decision tool rows
- 20 [data/product-register.csv](#) — the product register: every scored or listed product with its purchased service, operating entity, owner, cohort, inclusion reason, aliases and US availability
- 21 [data/hypotheses.csv](#) — the hypotheses registered before extraction, with the rules for supported, contradicted and unresolved

- 22 data/figure-data.json — the canonical dataset behind every data figure
- 23 data/derived-checks.json — every derived number with its formula and inputs
- 24 data/stats.json — every count the prose and figures quote about the research itself, computed from the ledgers
- 25 data/second-pass.csv — the blind second scoring pass: one row per re-scored cell with both passes' scores, grades and reasons, and the adjudication of each material disagreement
- 26 data/second-pass.json — the same cells with both passes' sources, each re-scored row's band under both passes, and the agreement statistics' inputs
- 27 data/scoring-rules.json — dimension definitions, anchors, cell rules and the FQ definition, fixed before scoring

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Numbered sources

The 725 sources cited in this paper, numbered in order of first citation. The full register of 985 sources opened during the research, with access dates, access limits and reliability notes, is in [data/source-register.csv](#). Click any number in the text to open the same record.

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- [11] Kimberly-Clark Drives Sales Lift with IAS Quality Attention. Integral Ad Science, 2025-09-29. <https://integralads.com/insider/kimberly-clark-drives-sales-lift-with-ias-quality-attention/> Accessed 2026-09-28.
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Built from 9 research workstreams, 9 vendor and product sweeps and 8 company profiles, each checked by a separate AI verifier instructed to refute it, then four outside AI reviews and two internal review passes. The corrections ledger is published in full in chapter 13. AI-assisted research, one initial scoring pass with a blind second AI pass on six rows, not externally audited or peer reviewed.