



## ***Biometric Study: Broadcast Ads Make Web Work Better***

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Television is much more emotionally engaging than online advertising. But combining the two provides maximum brand equity, especially if the Web content is related to the TV experience, according to a new study that is part of Fox Broadcasting's upfront presentation. "This helps to give evidence that the best way to go about it is to be in both places," says Toby Byrne, president of ad sales at Fox Broadcasting. "And neither one is as strong independently. TV is strong independently. Online is not as strong independently, but overall they are enhanced when they work off each other with similar content." Byrne adds that most of the partnerships Fox does with advertisers include an online execution.

In its study, Innerscope put viewers in a living room setting. A device in the TV set tracked the movement of their eyeballs to see what they were paying attention to, while a special belt collected data about their heartbeats, sweat levels, respiration and movement. Innerscope used the data it collected to measure the emotional engagement of the viewers while watching advertising on both TV and the Web. "We really define engagement very specifically as attention to something that emotionally impacts you," Marci says.

The study also compared what happened when viewers saw commercials on TV, then went on the Web and saw ads for the same brands there. Some of the viewers saw the ads on Fox Websites, others on general information sites. "We were able to see that when they see [the ad] on TV first and then online, they're basically leaning in more toward the content of these ads when they're online, their hearts are beating a little more, their sweat levels are up to show more excitement," says Brian Levine, president and chief innovation officer at Innerscope. Experiencing ads on TV was 38 times more engaging than the online ads. The engagement with the advertising led to three times more brand resonance after watching TV than seeing the ads while surfing the Web, Levine says.

When the same ads were seen both on TV and on a general information Website, engagement was stronger—41 times the Web only—but brand resonance was little changed. But when the Web ads were on a site related to the show, engagement was 48 times higher and the effect on the brand jumped four times higher.

"We were not surprised that television was much stronger when you do that head-to-head," says Marci, describing TV as an immersive, emotional experience, where the Web experience is more flexible with the viewer having more control over what he pays attention to. "The focus of this study was what happens when you combine them. And that's where we saw that television enhanced the experience online and then that carried over to this brand equity that happens after the fact."

"I was really interested in this because it dovetails with the work that we've been doing to support that TV is the place that creates and builds brand equity and that we can extend it online. So we jumped into it and supported this study," says Audrey Steele, senior VP, sales research and marketing at Fox Broadcasting. The new study also allowed Fox to take a scientific look at "how the brain responds to branding messages in one medium versus the other and how they can be best leveraged to work together," Steele says.