

The attention equation

Attention is important.

Academics define attention as the behavioural and cognitive process of selectively concentrating on some information, while ignoring other perceivable information.

The word advertising is derived from the Latin *Advetere*, which means to draw attention to something (literally to turn towards).

This brochure will enable you to apply an attention factor to the reach of your media campaign, using the equation below.

$$\text{Attention} = \text{solus media} + (\text{multimedia} \times \text{high focus})$$

Each media has a percentage out of 100, which is made up of two components: the proportion of regular consumers for whom this is a solus medium + those who are multi-tasking but make this medium their priority focus.

Solus is the most important of these because it creates the most powerful advertising response.

Solus media: engaging with only one medium

High focus: primary focus while using multiple media



Media attention scores

National print newspapers



National newspaper websites



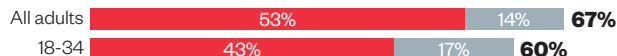
Newspaper content on social media



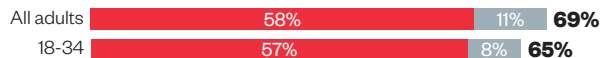
Social media



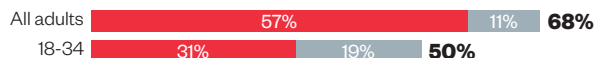
Other commercial news websites



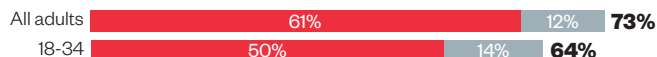
Print magazines



Commercial broadcast TV



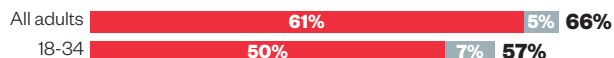
Commercial TV on demand



Short online videos



Commercial radio



For the full results go to newsworks.org.uk/attention