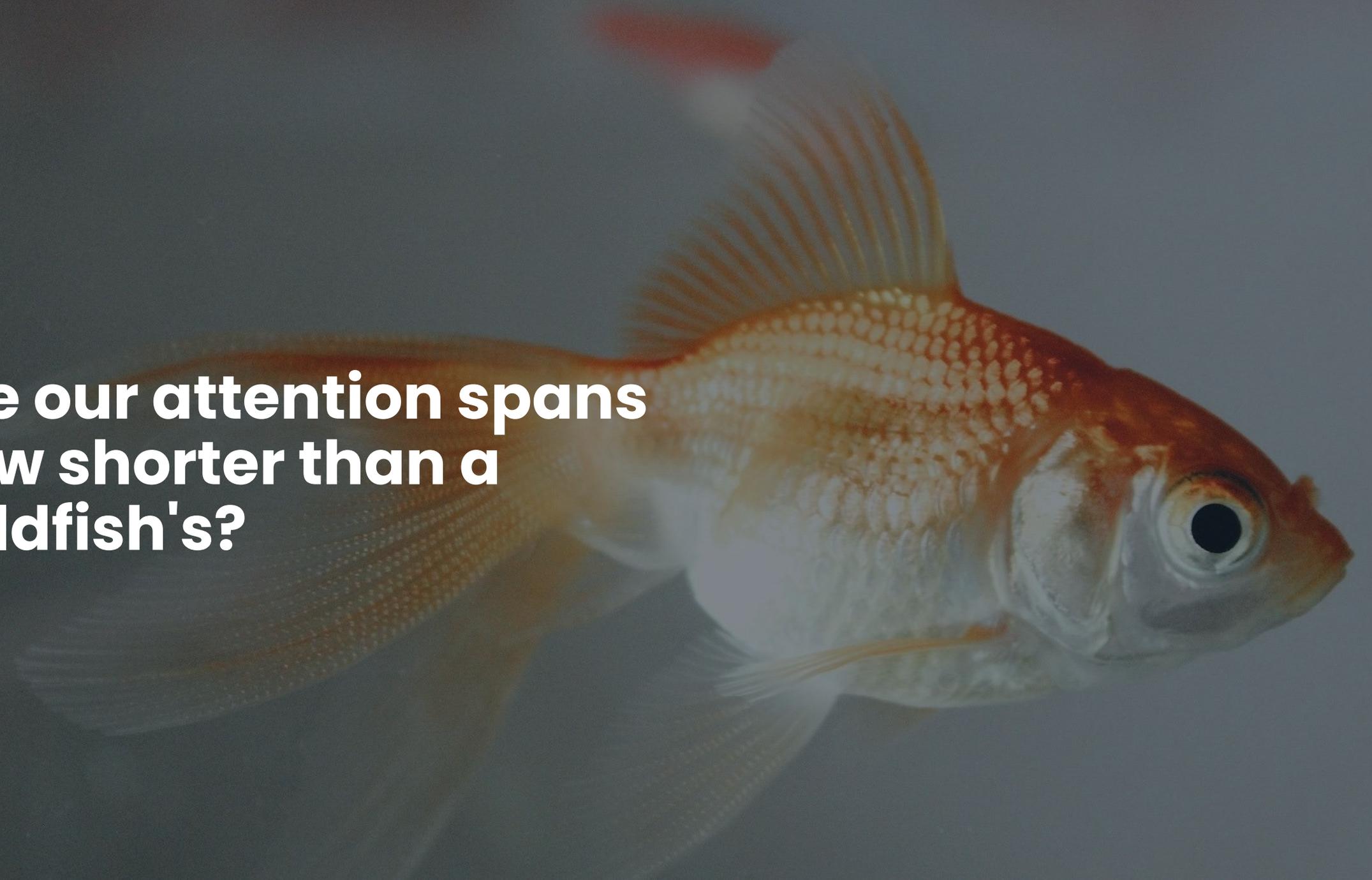


***Attention is the  
only constant in  
advertising!***

**ADNAMI**

**Are our attention spans  
now shorter than a  
goldfish's?**



# Why Attention?

**“Advertere”**: To turn someone’s attention to something.

“Attention is 7x more effective than viewability at predicting awareness and 6x more effective at predicting recall”  
-IAB



**“If your advertising goes unnoticed, everything else is academic”**

**- William Bernbach**

# The Attention merchants

by Tim Wu

ADNAMI

# THE ATTENTION MERCHANTS

From the daily newspaper to social media, how  
our time and attention is harvested and sold

**TIM WU**

AUTHOR OF THE MASTER SWITCH



# Print (1800s)

**MAGASIN  
du  
NORD**

anbefaler  
færdigsyet Linned, Senge-  
linned, Dækketøj, Senge og  
Senge-Artikler  
til  
**Brude-Udstyr.**

Alt Damelinned, saavel  
haand- som maskinsyet,  
forarbejdes paa vore egne  
Systemer efter de nyeste  
Pariser-Modeller. Vi fa-  
brikere de væsenligste  
Artikler til Senge, Linned  
og Dækketøj i vor egen  
Fabrik. Paa Bestilling ind-  
væves Navn og Vaaben.  
Prøver fra tidligere Le-  
verancer henligge til be-  
hageligt Eftersyn.  
Enhver Artikel sælges  
underfuldstændig Garanti.  
Th. Wessel & Vett.

**FOR ALBANY--PASSAGE ONLY \$1.**



The large and commodious steamboat  
**COMMERCE**, Capt. R. H. Fitch, will  
leave the foot of Courtlandt street on  
Friday, at five o'clock, P. M. for Albany, stopping at the  
usual landing places to land and receive passengers. Pas-  
sage \$1. For particulars apply to the Captain on board.

REGULAR DAYS.  
From New York, Mondays, Wednesdays, Fridays.  
From Albany, Tuesdays, Thursdays, Saturdays.      s29

---

**FOR NEWPORT AND PROVIDENCE.**



The splendid steamboat **BENJAMIN  
FRANKLIN**, Capt. E. S. Bunker, and  
the **PRESIDENT**, Capt. R. S. Bunker,  
will leave New York at 5 o'clock, P. M. and Providence  
at 12 o'clock, M. every Monday, Wednesday and Friday.  
For further information apply to the Captain on board,  
foot of Courtlandt-st. or at the office, 14 Broad st.      s2

---

**FOR HARTFORD--PASSAGE 1 DOLLAR.**



THROUGH BY DAYLIGHT.

The splendid low-pressure steamboat  
**WATER WITCH**, Capt. Vanderbilt,  
leaves the foot of Catherine street every Tuesday, Thurs-  
day, and Saturday mornings, at 6 o'clock, and arrives in  
Hartford at 7 o'clock the same evening. Passage One  
Dollar—meals extra.  
The above boat leaves Hartford on Mondays, Wednes-  
days, and Fridays, at the same hours.      s2 if

**The Sun**  
A MILLION A WEEK



By Mail:  
DAILY  
\*\$6.50  
WEEKLY  
\$1.00

SUNDAY  
EDITION  
\*\$1.20  
PER YEAR

FOR SALE  
BY ALL  
NEWSMEN

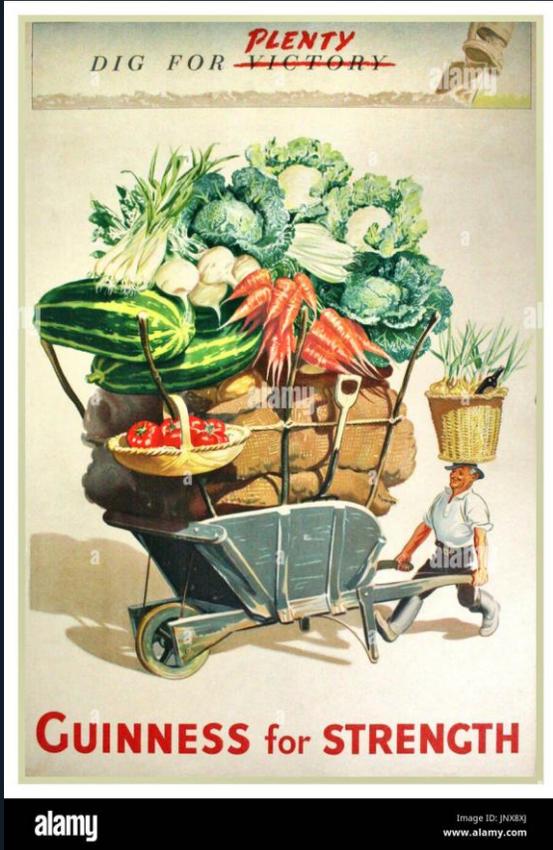
J. W. ENGLAND PUBLISHER NEW YORK

**Direct Mail**  
(Beginning of the 1900s)

A close-up, black and white photograph of a highly ornate metal postbox. The word "POST" is prominently displayed in large, bold, sans-serif capital letters within a recessed rectangular panel. Above this panel is a decorative archway featuring intricate scrollwork and floral patterns. Below the "POST" panel is another decorative horizontal band with similar scrollwork. The entire structure is set against a rough, textured stone wall. The lighting is dramatic, highlighting the metallic sheen and the depth of the carvings.

**POST**

# Posters – "outdoor" (1900s)



# Radio

(1920 – 40s)



# Television (1950 – 70s)



# Internet (1990 – 2000s)

First online banner ad 1994





**A wealth of information  
creates a poverty of  
attention.**

Herbert Simon

**Attention**  
Limited by human  
factors

Print

Radio

Tv

Internet

Social media

AI

**Information**  
Growing exponentially

**Competing for attention**  
Growing exponentially

# Social media (2000 – 2025?)



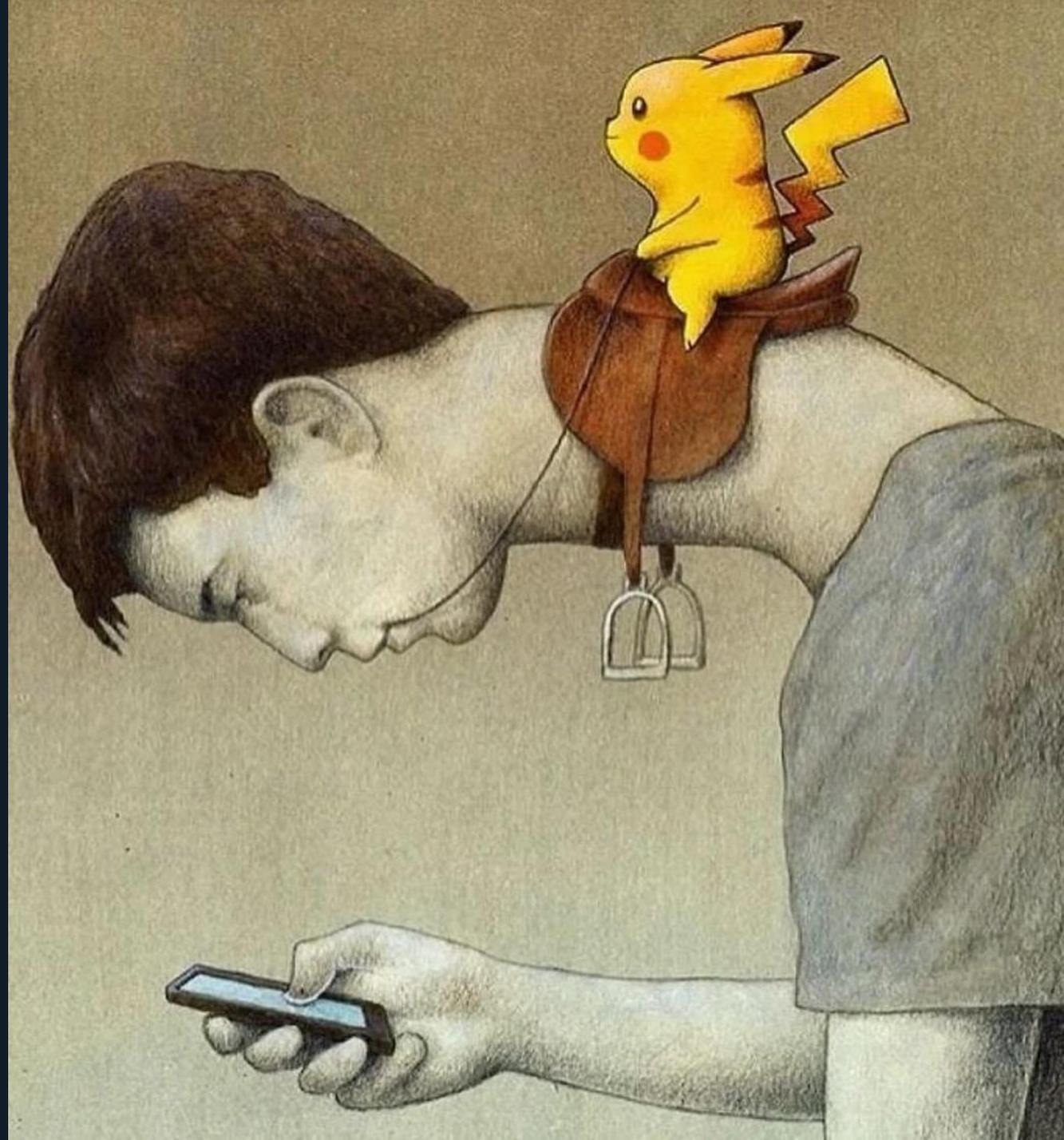
# Quality of attention

What is the average Attention on Meta?

**<2 seconds**

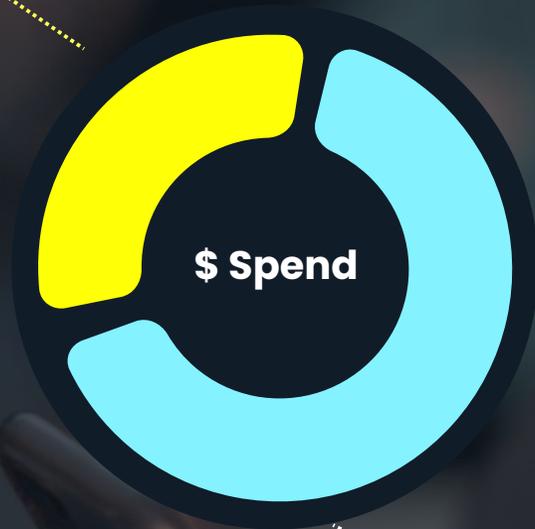
What is the average Attention on an Adnami format?

**<6 seconds**

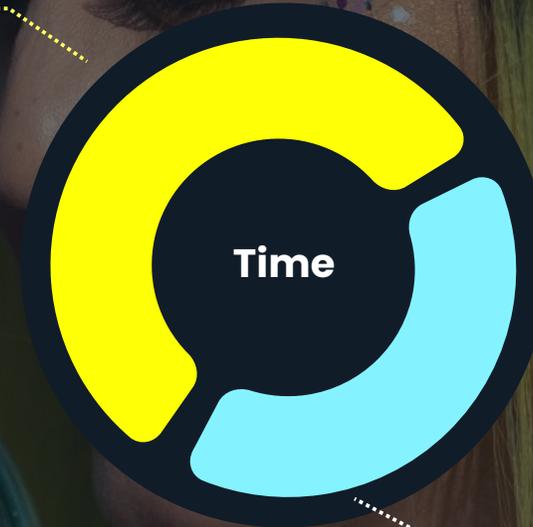


# Over allocation of budget is being directed towards the walled gardens.

**30%**  
**Budget to**  
**Open internet**



**60%**  
**Time spent**  
**open internet**



**70%**  
**Budget to**  
**walled garden**

**40%**  
**Time spent**  
**walled garden**

# Price increases faster on Meta than on the open internet in general



Meta: +100% CPM

VS



Display: +33% CPM

**Campaign Objective:** Brand Awareness

**Audience:** DK campaign, broad targeting

**Format:** Video (same creative – same length)

**Budget:** Fully comparable budget (+/- DKK 20,000)

**HIGHER ATTENTION**

**4x**

Longer average view time

**HIGHER ENGAGEMENT**

**6.5x**

More completed views

**LOWER COST**

**15x**

More expensive to buy completed video on meta

	Cost Index	Impr.	CPM Index	Av. TiV	3s video view	25%	50%	75%	Compl. views	CPCV 3s Index	CPCV Index
META	80	5.129.462	14	2 sec	7%	14%	6%	3%	126.394	420	1.554
ADNAMI	100	3.088.226	100	8 sec	55,40%	72%	66%	56%	827.026	100	100



# Because the Web is yours.

**Tim Berner Lee**

Inventor of the world wide web

# Attention is actionable!

The best format is **14x** better than the worst

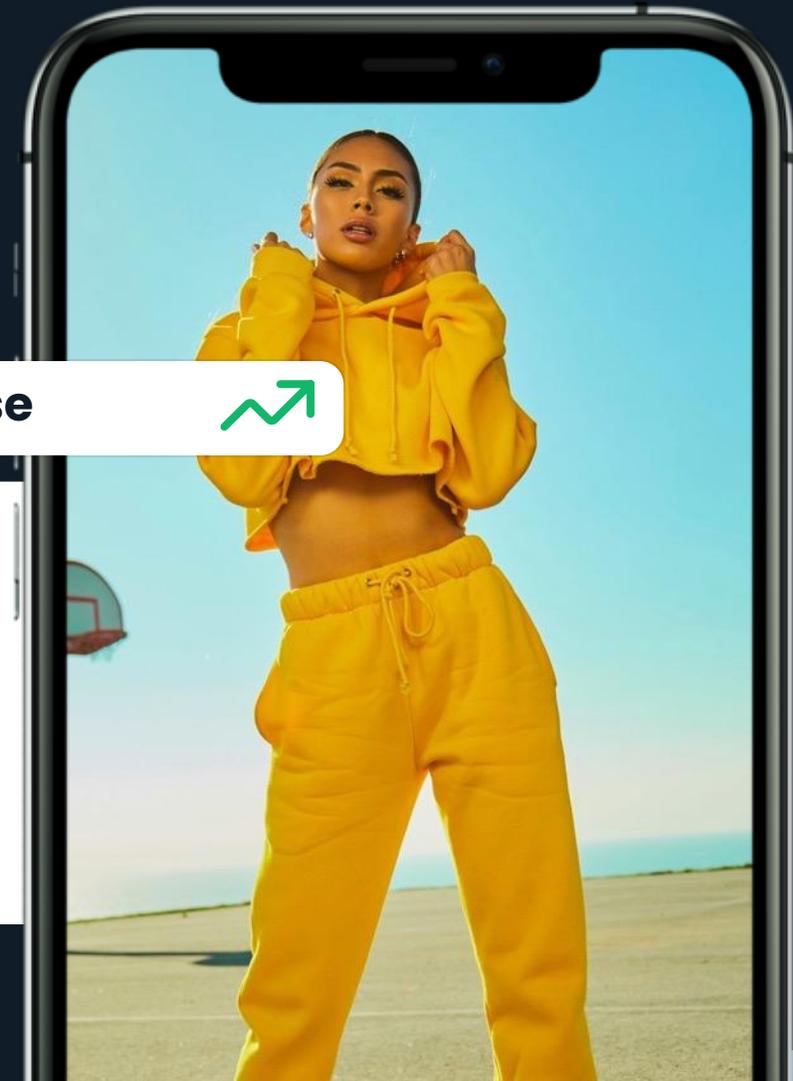
The best domain is **5x** better than the worst

The best format on the best domain is theoretically **70x** better than the worst format on the worst domain.

Optimise



Format	Attention (eAPM)
160x600 Desktop	420
Seamless Skin	5838
300x250 Desktop	514
300x250 Mobile	1253
Scrollers Mobile	2712
Scrollers Desktop	2070



Context x Time of day x Format x Domain x Placement

200 \* 24 \* 20 \* 20 \* 10

= 19.200.000

variants to optimise for

Optimisation is a problem for AI to solve

# Recap

- Attention is the only constant in advertising
- There's a huge opportunity to capture attention in the open internet
- We are living on the verge of the biggest transformation in the history of advertising. AI is going to transform the way we produce content and transact media

