

Video Analytics

Calculating the 'Attentiveness' Score

- 1) Baseline Attentiveness Score:** Time spent in seconds * 100 / Length of the clip in seconds. Time spent is the number of seconds the video is play. It takes into account Play, Pause, Skip, Rewind and other events. If this value is more than 100, it is set to 100. It is the basic score and goes through the following adjustments.
- 2) Focus Factor adjustment:** Focus Factor is the % of time focus was on the video window rather than something else on the viewer's computer. Focus Factor has a weight of 20%, so score is modified like this
$$\text{Attentiveness} = \text{baseline score} * (0.8 + (\text{Focus Factor}/100) * 0.2)$$
- 3) Positive event adjustment:** Any increase in volume adds 5 to score. Going Full screen adds 10 score.
- 4) Repeat view adjustment (*for content only):** If the same user is seeing the same clip for the second time, the score for the second time will be at least as much as the score for his first play. Repeat Viewing adjustment is not done for Ads.