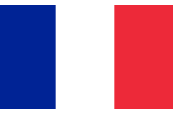
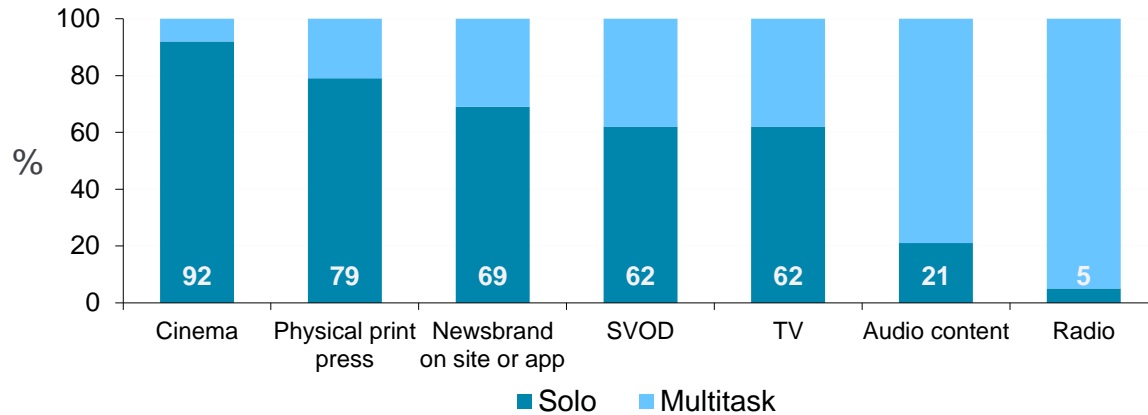


Reminder: attention linked to monotasking & ad experience

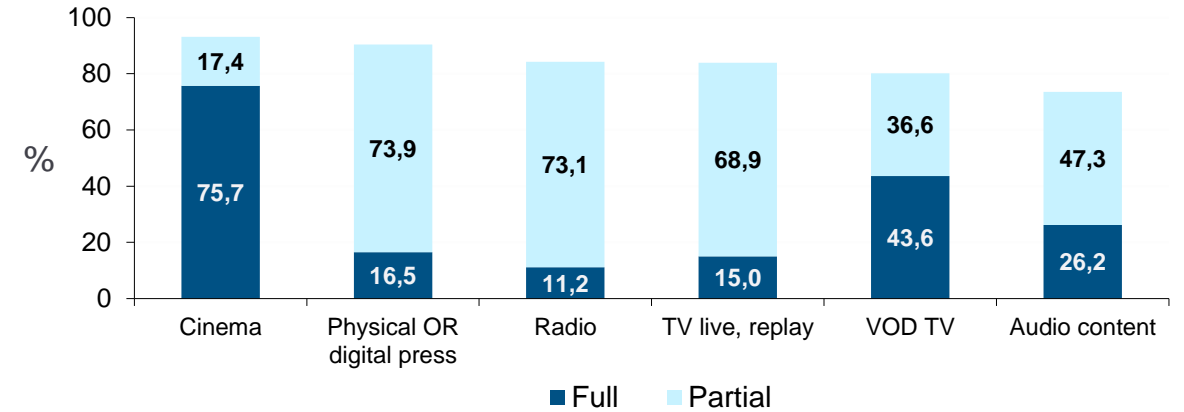
Newsbrands & cinema provide more attention



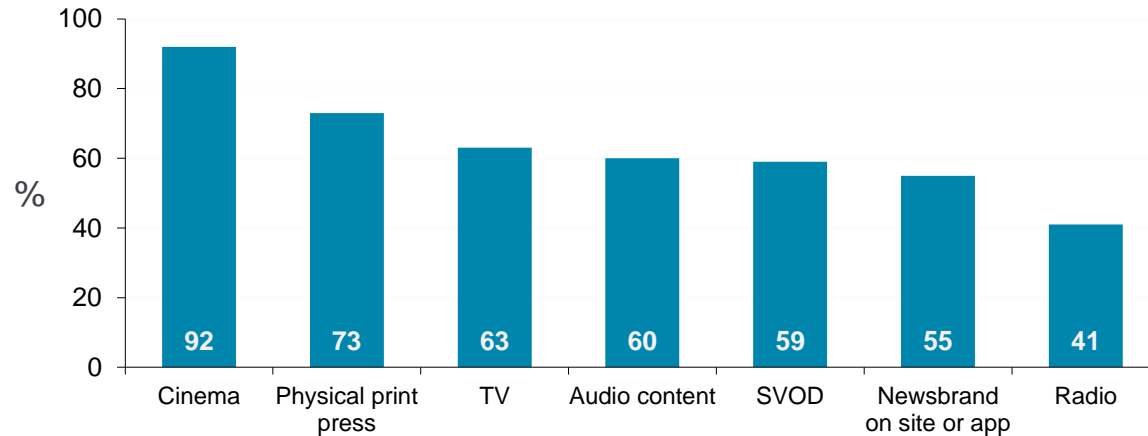
Mono vs multitasking when using media



Last time, read, watched or listen to ads



Concentration on task (% 8-10/10)



Perceived intrusiveness of ads

