

Lumen & Unruly: Paying for video attention

Lumen and Unruly teamed up to cover the 'where' and the 'who' when it comes to video content and newsbrands, showing the quality of both the newsbrand environment and the newsbrand audience.

Lumen captures the real behavioural uplifts in ad viewing, dwell time and subsequently trust in video content in newsbrand environments (the 'where'). Unruly builds on this by highlighting the 'quality of the newsbrand audience' (the 'who'). From increases in brand favourability and relevance through to purchase intent and recommendation, regular newsbrand readers are an engaged and valuable audience for advertisers using video.



[Read the research here](#)