

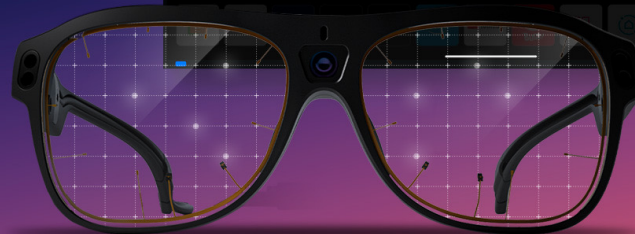


Where Attention Begins: Unlocking the Power of the CTV HomeScreen

A Teads x MediaMento Institute Study
Reveals CTV Home Screen Outperforms
Pre-Roll

Study Objective

New research from Teads and neuroscience specialists MediaMento shows that HomeScreen ads don't just earn visibility—they drive significantly higher attention, stronger recall, and more meaningful engagement compared to traditional formats like skippable pre-roll.



Key Takeaways

Teads HomeScreen outperforms skippable ads: It drives a **48% attention rate**—16% higher than YouTube, where 54% of attention goes to the skip button.

Attention is immediate and sustained:

Teads HomeScreen ads captured attention in under two seconds and held it for an average of **6.8 seconds for video**. Innovative creative, including 3D formats, performed even better—**capturing attention 29% faster than standard video**.

Drives meaningful brand impact:

On average, 85% of viewers found the ads clear, 80% said they conveyed a strong brand image, and 71% expressed interest in learning more.

Outcomes

Teads partnered with neuroscience experts at MediaMento Institute to conduct a multi-phase study evaluating the attention and brand impact of CTV HomeScreen placements—measuring how they drive attention, recall, and brand lift compared to standard CTV formats.

Why the CTV HomeScreen?

As the first screen viewers encounter when they power on their smart TVs, the HomeScreen offers a premium canvas for discovery. It provides access to audiences who may not watch ad-supported streaming content, making it a rare opportunity for advertisers to reach engaged users before content begins—when decisions are still being made. It's not just a path to programming; it's a space to shape perception.

76%

of users saw
the video ad

6.8s

of attention for
video ad (up to
10.9 s for 25s ad)

+16%

attention ratio
than Youtube
skippable preroll

+27%

better rating
than Youtube
ad experience

Source: Teads & MediaMento Institute, Where Attention Begins: Unlocking the Power of the CTV HomeScreen

