

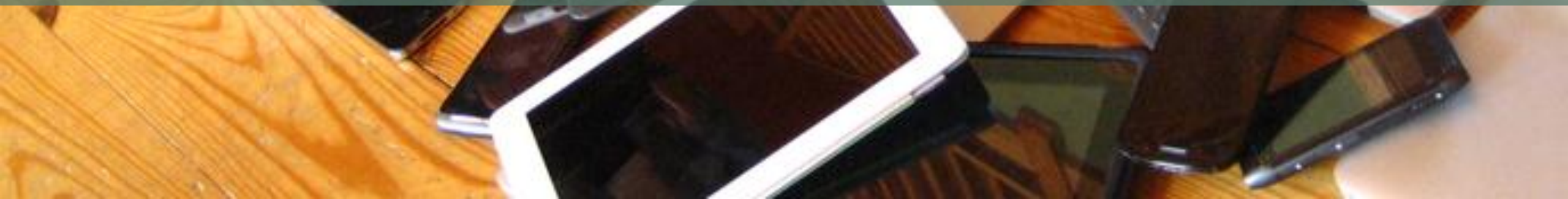
What Does New Attention Mean to Media

CHEN Juhong, QQ.com

Nov. 2014

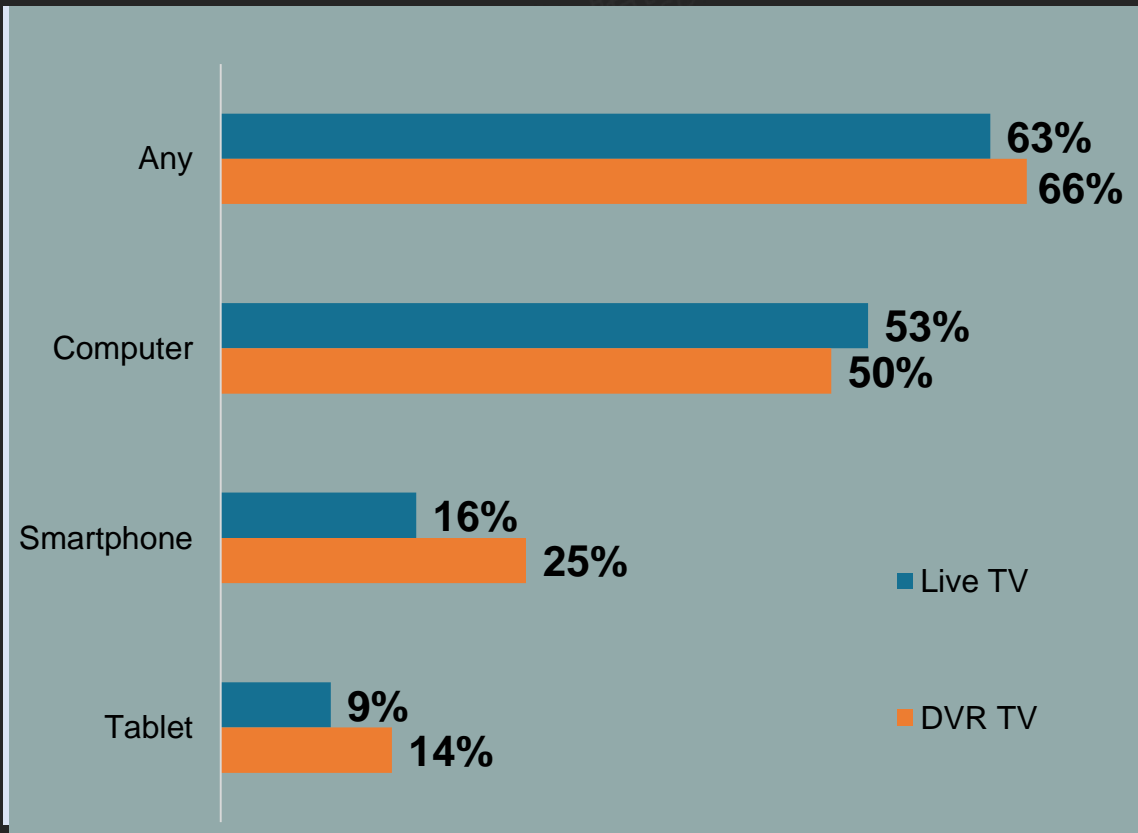


2 Findings Concerning Attention



1 : De-centralized Attention

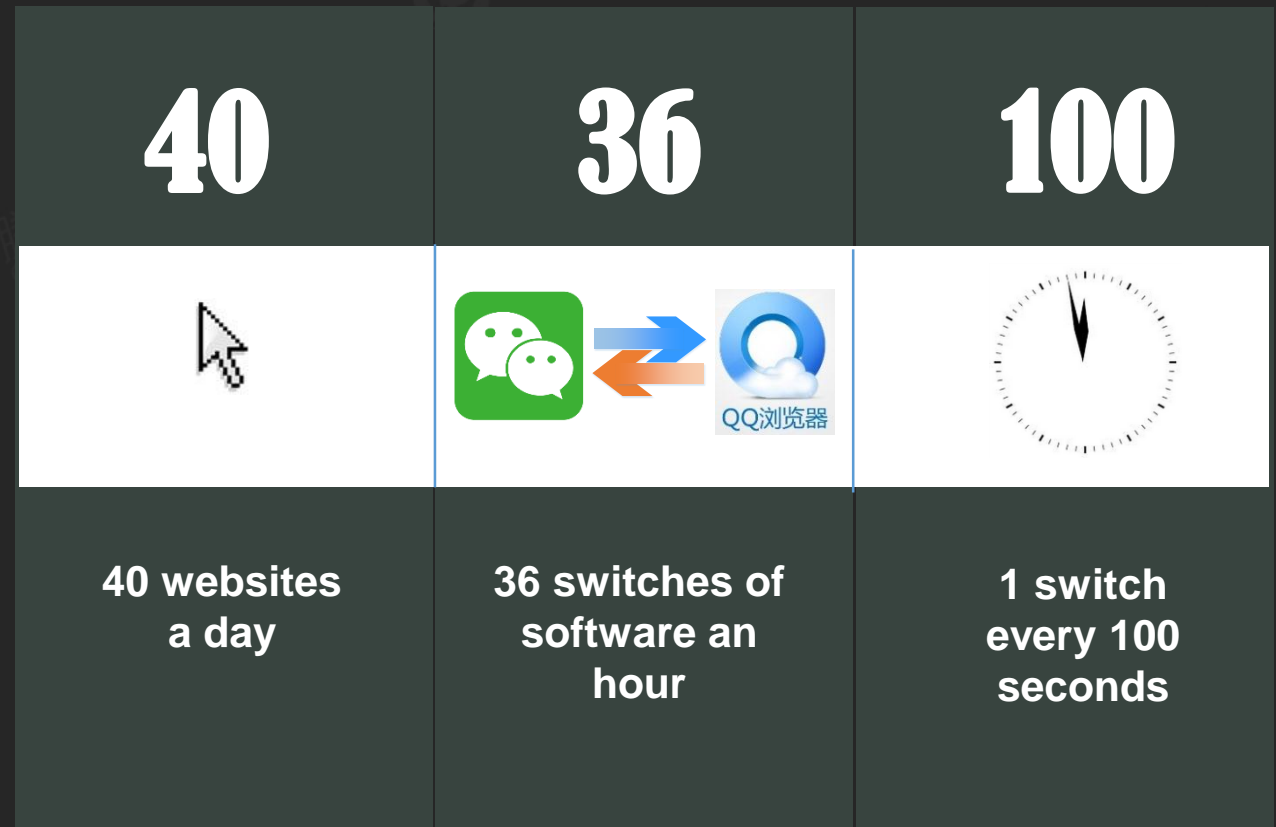
2 Out of 3 Users Look at Another Screen When Watching TV



Source: IAB (2012)

Remark: Live TV : Live Broadcast TV、DVR TV : On-demand TV

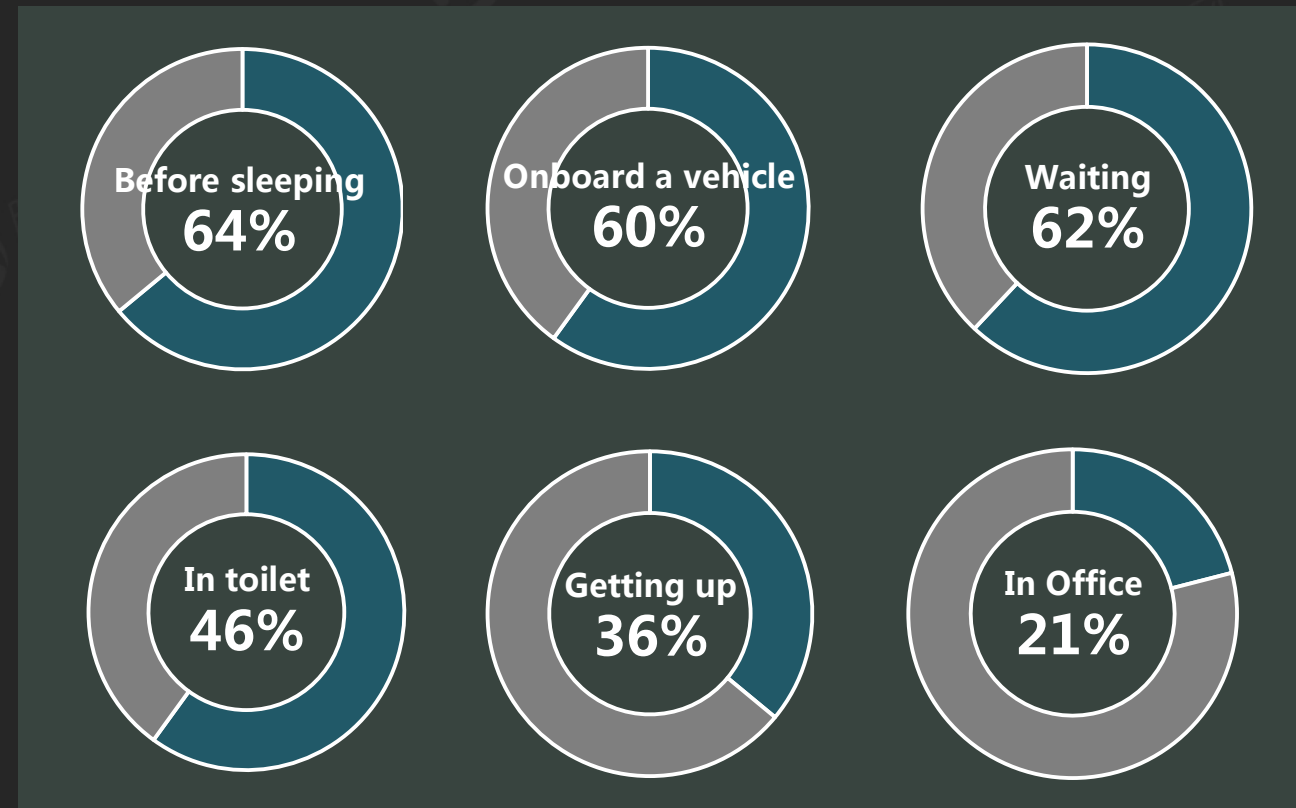
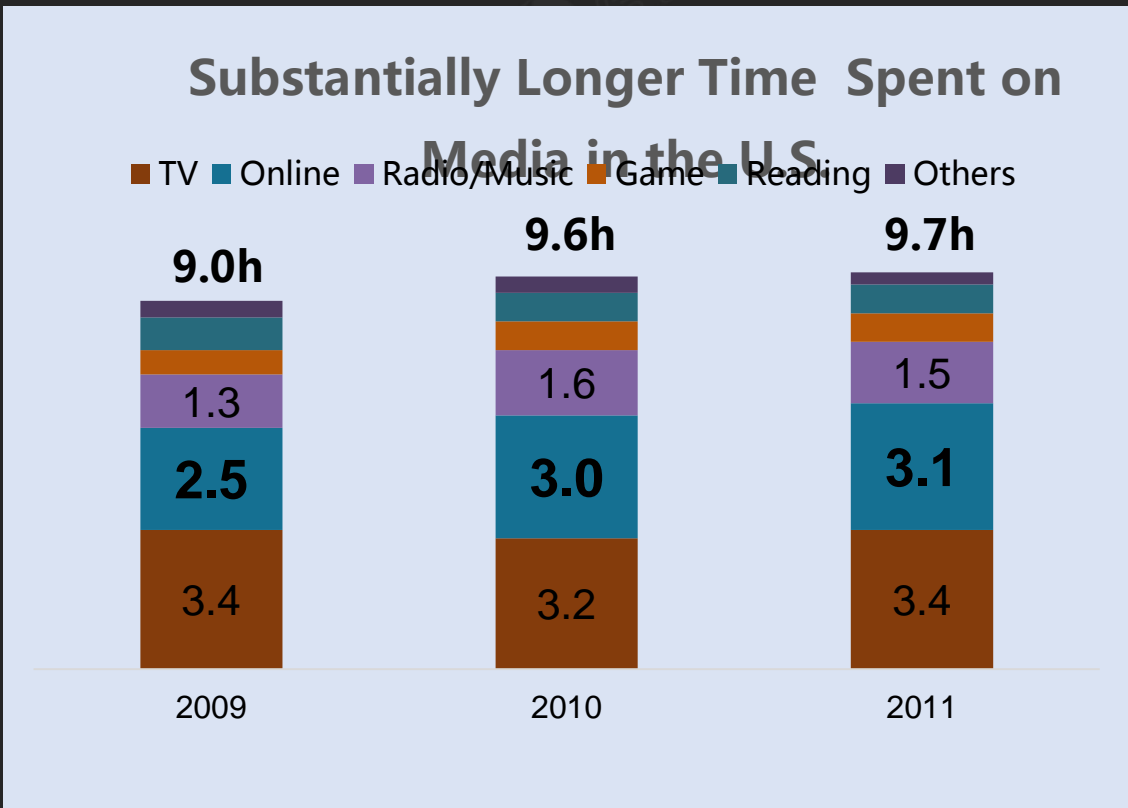
Quite De-centralized Attention



2 : Media Covers All the Time When the User is Awake

Increasingly Longer Time on Media Due to Online Media

Tencent News APP Scenarios



Source: lab (2012) ; Tencent's investigation data



Impact of Attention on Media

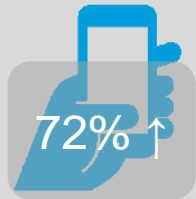
15 "

**1 : Various Levels of Reading &
Incredibly Short Duration of Attention**

Various Levels of Reading

General Readers and Light Readers are a Majority

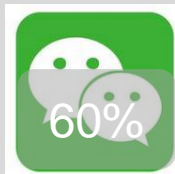
Heavy Readers



100 mm

DAU of All News APP's ⁽¹⁾

Light Readers



200 mm

DAU of Tool-like Plugins ⁽²⁾

General Readers



X4



400 mm

Daily Views of Public Accounts (PV) & Daily Views After Sharing on Moments (PV) ⁽³⁾

1700 mm

Users of Tencent News APP

Types of Reader

Types of Demand

Light Readers 35%

Users that open the APP once a day on average

Heavy Readers 65%

Users that open the APP more than twice a day on average

Quick knowledge (78%)

Field views (72%)

Overall story (75%)

Diverse Info (72%)

Immersive reading (75%)

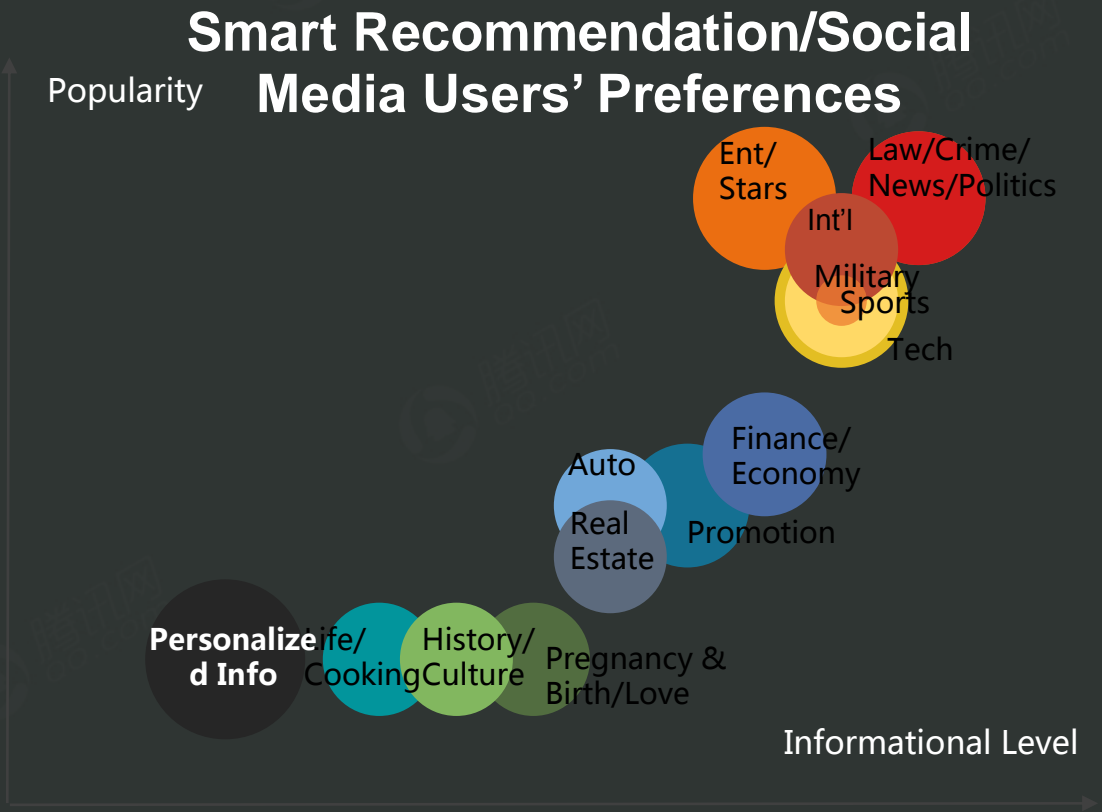
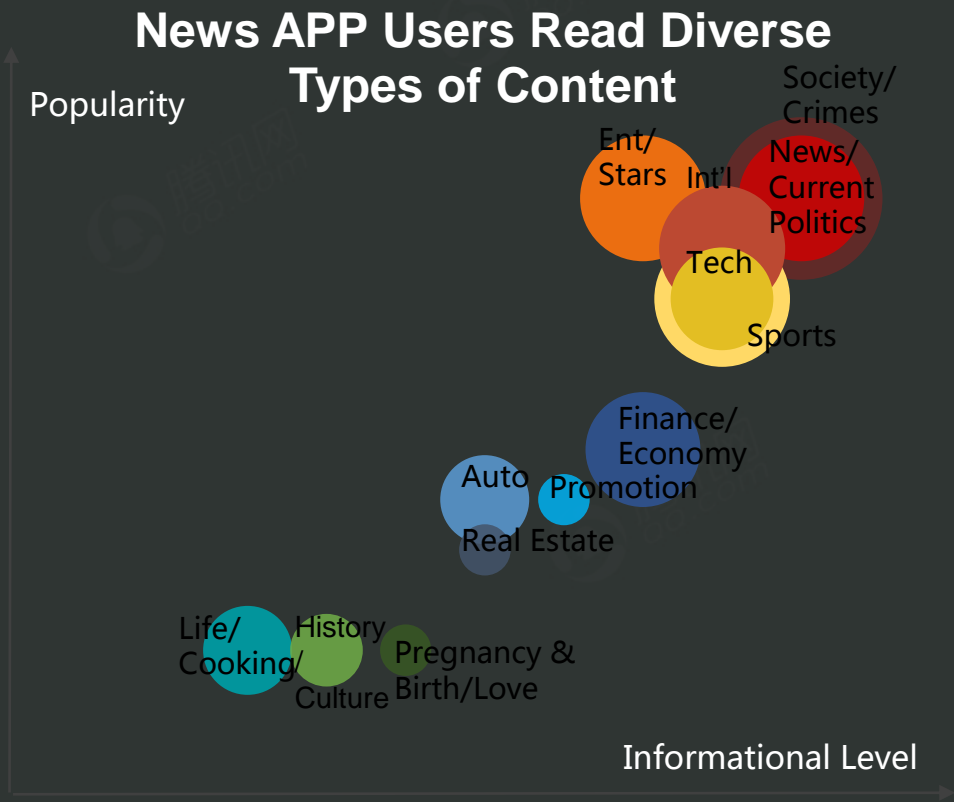
Comment (69%)

500 mm USD

**2 : Smart Recommendation & Social Media
Lends a “Long Tail” to Attention Economy**

Expanded Scope of Reading

Smart recommendation and social media tap the potential of attention



Source: public access; media screening; captured data; Weibo Users Investigation Report, Viewstap

1 “Like”

3 : Blind Dependency on Algorithm May Result in a Skewed Media Environment



Preference \neq Demand

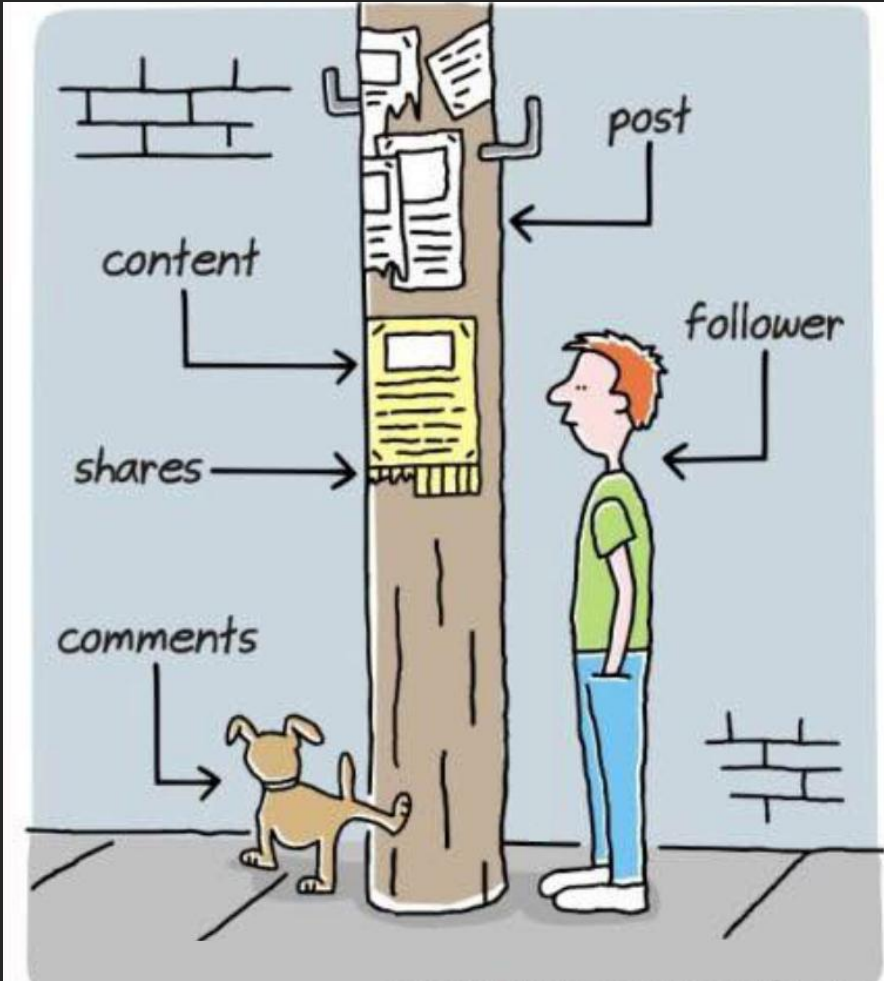
History \neq Future

Click \neq Like

**New Argument:
Does Machine Really Understand Users?**

Given the New Issue, We Must Address More Measurements Beyond Click

Duration of Attention



Left illustration by John Atkinson



Time of browser on work



Time of video play



Time of stay on page



Time of interaction



Mouse movements



Text inputs



Page rolling



Professional Media: The Way Forward Given New Attentions

Dedication to Quality Content & Channel Integration

Enriched Info



Add new channels and formats via technology

Unparalleled Content



Develop rare content by taking advantage of unmatched media expertise

The searchable and aggregation enabled elements of information



Correlate huge amount of info for comprehensive content integration



**It's Always Not Too Late to Change
Today**

42° 51.97' 74° 45.76' 18
42° 52.31' 74° 45.72' 18
42° 52.29' 74° 45.49' 18
40° 48.26' 73° 35.12' 18
40° 47.90' 73° 38.29' 18
40° 47.95' 73° 38.52' 18





2014腾讯网媒体高峰论坛
TENCENT MEDIA SUMMIT



腾讯网
QQ.com

引爆新注意力

The Big Bang Of New Attention Economy

2014年11月 北京