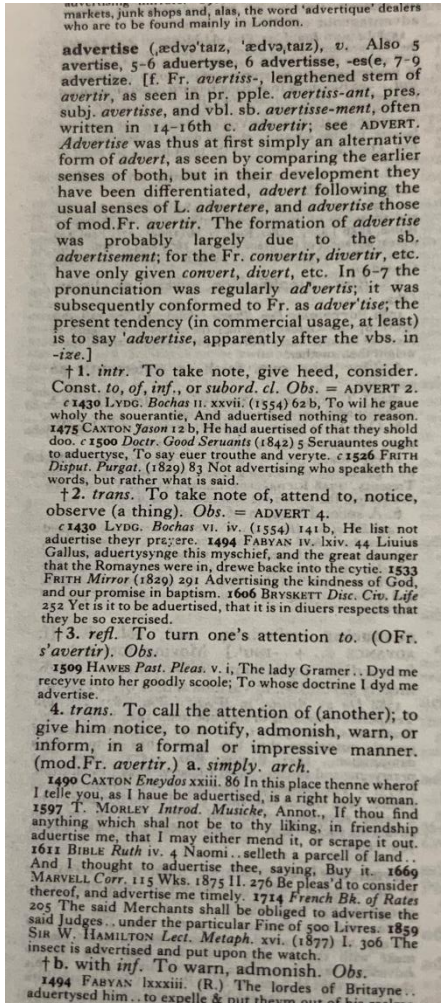
Share of attention

Attention is the essence of advertising

Advert: vb, to turn someone's attention (to something)

from French,
from Latin 'ad' (turn) 'vertare' (towards)



markets, junk shops and, alas, the word 'advertique' dealers who are to be found mainly in London.

advertise (ˌædvəˈtaɪz, ˈædvəˌtaɪz), *v.* Also 5 **avertise**, 5-6 **aduertyse**, 6 **advertisse**, **-es(e**, 7-9 advertize. [f. Fr. *avertiss-*, lengthened stem of *avertir*, as seen in pr. pple. *avertiss-ant*, pres. subj. *avertisse*, and vbl. sb. *avertisse-ment*, often written in 14-16th c. *advertir*; see ADVERT. *Advertise* was thus at first simply an alternative form of *advert*, as seen by comparing the earlier senses of both, but in their development they have been differentiated, *advert* following the usual senses of L. *advertere*, and *advertise* those of mod.Fr. *avertir*. The formation of *advertise* was probably largely due to the sb. *advertisement*; for the Fr. *convertir*, *divertir*, etc. have only given *convert*, *divert*, etc. In 6-7 the pronunciation was regularly *ad'vertis*; it was subsequently conformed to Fr. as *adver'tise*; the present tendency (in commercial usage, at least) is to say '*advertise*, apparently after the vbs. in *-ize*.]

†**1.** *intr.* To take note, give heed, consider. Const. *to*, *of*, *inf.*, or *subord. cl. Obs.* = ADVERT 2.

c **1430** LYDG. *Bochas* II. xxvii. (1554) 62 b, To wil he gaue wholy the souerantie, And aduertised nothing to reason. **1475** CAXTON *Jason* 12 b, He had auertised of that they shold doo. *c* **1500** *Doctr. Good Seruants* (1842) 5 Seruauntes ought to aduertyse, To say euer trouthe and veryte. *c* **1526** FRITH *Disput. Purgat.* (1829) 83 Not advertising who speaketh the words, but rather what is said.

†**2.** *trans.* To take note of, attend to, notice, observe (a thing). *Obs.* = ADVERT 4.

c **1430** LYDG. *Bochas* VI. iv. (1554) 141 b, He list not aduertise theyr prayere. **1494** FABYAN IV. lxiv. 44 Liuius Gallus, aduertysynge this myschief, and the great daunger that the Romaynes were in, drewe backe into the cytie. **1533** FRITH *Mirror* (1829) 291 Advertising the kindness of God, and our promise in baptism. **1606** BRYSKETT *Disc. Civ. Life* 252 Yet is it to be aduertised, that it is in diuers respects that they be so exercised.

†**3.** *refl.* To turn one's attention *to*. (OFr. *s'avertir*). *Obs.*

1509 HAWES *Past. Pleas.* v. i, The lady Gramer . . Dyd me receyve into her goodly scoole; To whose doctrine I dyd me advertise.

4. *trans.* To call the attention of (another); to give him notice, to notify, admonish, warn, or inform, in a formal or impressive manner. (mod.Fr. *avertir*.) a. *simply. arch.*

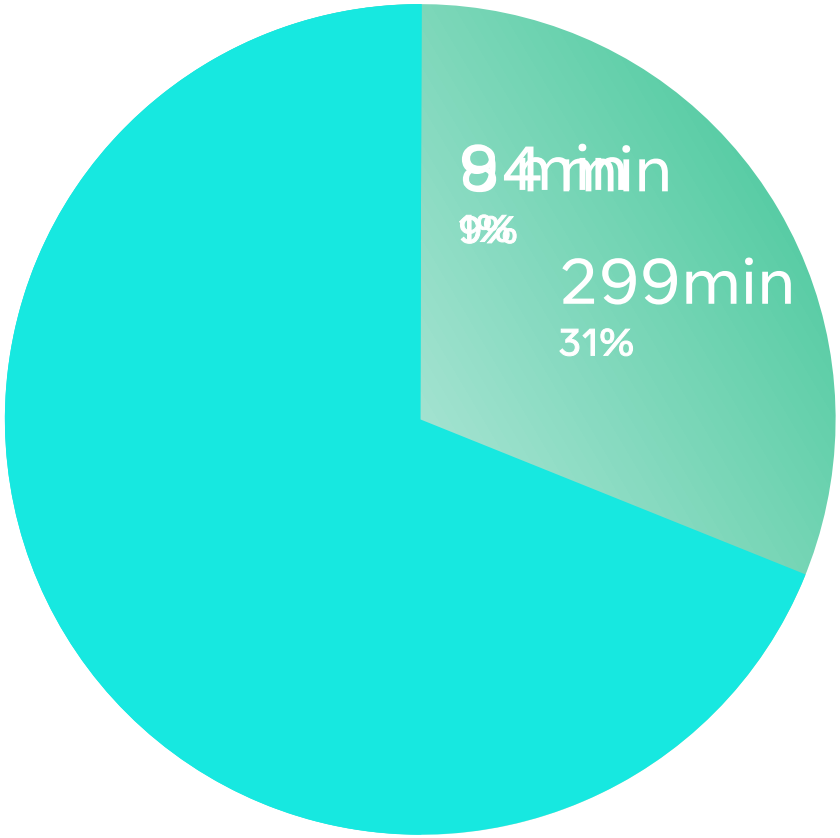
1490 CAXTON *Eneydos* xxiii. 86 In this place thenne wherof I telle you, as I haue be aduertised, is a right holy woman. **1597** T. MORLEY *Introd. Musicke*, Annot., If thou find anything which shal not be to thy liking, in friendship aduertise me, that I may either mend it, or scrape it out. **1611** BIBLE *Ruth* IV. 4 Naomi . . selleth a parcell of land . . And I thought to aduertise thee, saying, Buy it. **1669** MARVELL *Corr.* 115 Wks. 1875 II. 276 Be pleas'd to consider thereof, and advertise me timely. **1714** *French Bk. of Rates* 205 The said Merchants shall be obliged to advertise the said Judges . . under the particular Fine of 500 Livres. **1859** SIR W. HAMILTON *Lect. Metaph.* xvi. (1877) I. 306 The insect is advertised and put upon the watch.

†**b.** with *inf.* To warn, admonish. *Obs.*

1494 FABYAN lxxxiii. (R.) The lordes of Britayne . . aduertysed him . . to expelle & put theym out of his

Source: OED

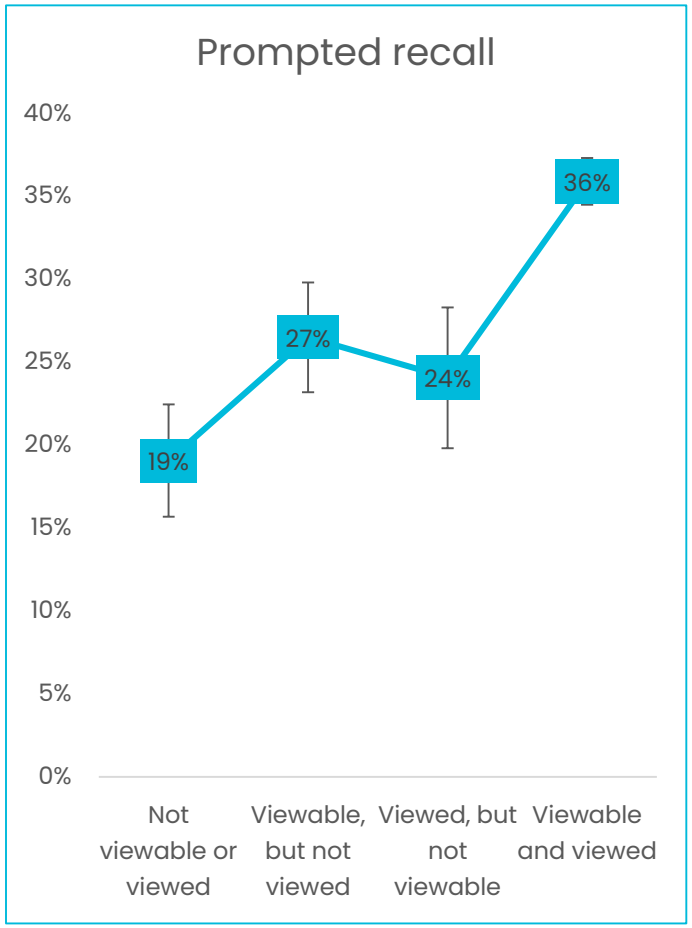
Share of attention



Consumers only give **9 minutes of attention** to ads per day, which represents 1% of the time they consume media.

Source: IPA Touchpoints data combined with Attention Data from Lumen and TVision assuming 16 hour waking day

Value of attention



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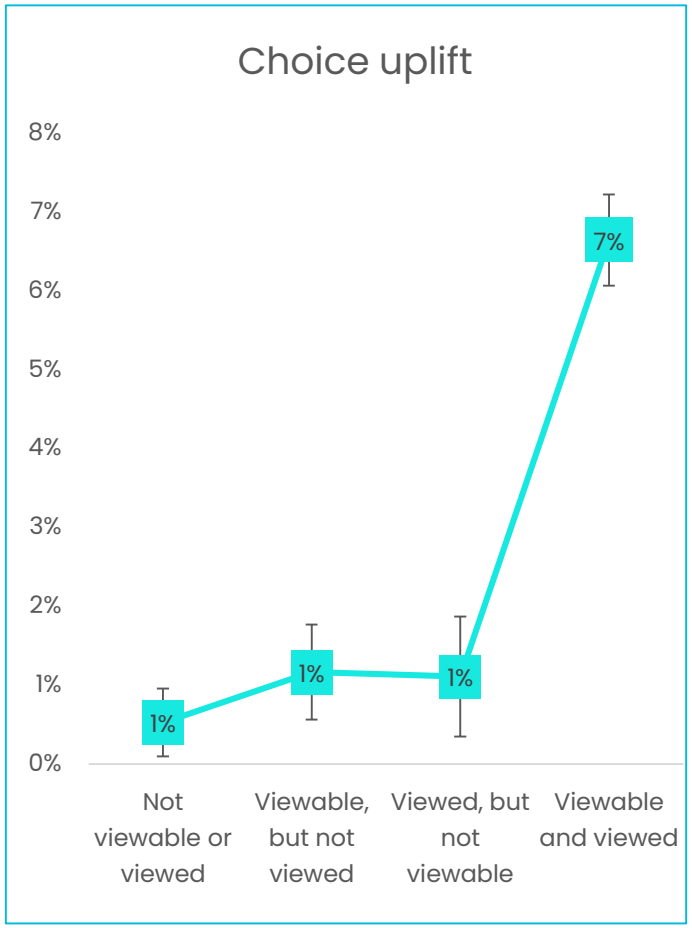

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mediacom

Source: Mobile UK/US temporary panels (2635)

Thanks!

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