

# Which mobile ad formats command the most attention?

Article

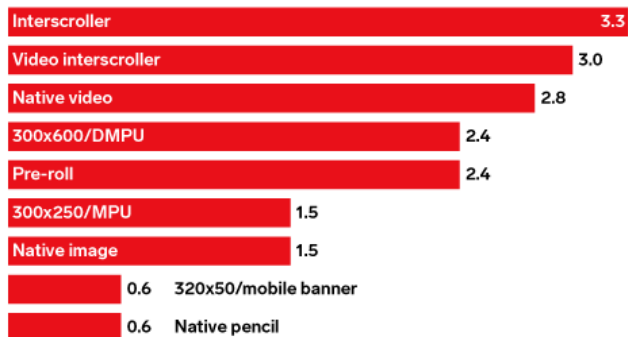
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The larger the mobile ad, the more time spent looking at it. Static interscroller ads, which fill the screen once users scroll past a certain point, receive the most attention from smartphone

users worldwide—an average of **3.3 seconds**. For the video interscroller format, that figure is **3.0 seconds**.

### Average Time of Attention Given to Mobile Ads Among Smartphone Users Worldwide, by Ad Format, April 2022

seconds



Note: active attention, i.e., eyes directed at the ad itself; direct measurement via participants' smartphone camera  
Source: Yahoo and OMD Worldwide, "Attention in Context" conducted by Amplified Intelligence, Aug 25, 2022

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**Beyond the chart:** This year, mobile will claim more than **three-quarters** of digital ad dollars worldwide for the first time, exceeding **\$450 billion** in spend. In 2023, that total will grow to about **\$515 billion**, and for the first time, mobile will make up more than **half** of all media ad spend.

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*Methodology: Data is from an August 2022 Yahoo and OMD Worldwide report titled "Attention in Context" conducted by Amplified Intelligence. 4,441 smartphone users ages 18+ in Australia, Canada, the UK, and the US took part in an attention measurement study conducted during April 5-26, 2022. Participants used Amplified Intelligence's mobile app to capture facial footage via their smartphone's camera, along with metadata such as ad*

*viewability, scroll patterns, sound use, and device orientation. The overall base of participants viewed 128,000 mobile web ads.*