

A woman with dark curly hair and glasses is smiling and looking down. She is wearing large white headphones. The background is a blue gradient with a network diagram overlay of nodes and lines in the top left corner.

Taboola

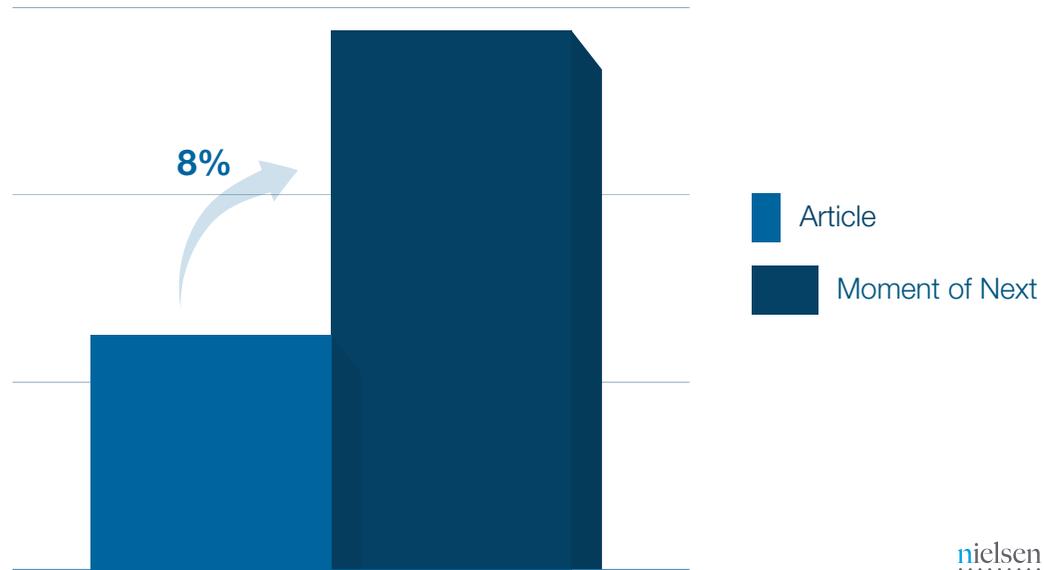
MOMENTS OF NEXT

Why, When and Where They Happen

Discovering the moment of next

In 2019 we ran a **study** with Nielsen and discovered that **at the bottom of an article, readers find themselves in a moment of next**. Moments of next are the times in a user's busy day when they're open to exploring something new - including advertiser messages. These moments are measured by, in addition to other factors, significantly lower cognitive load.

Open Mindedness



Since then, we've been on a mission to explore what this moment of next is, when it happens and how it affects consumers. This was the impetus for a second study.

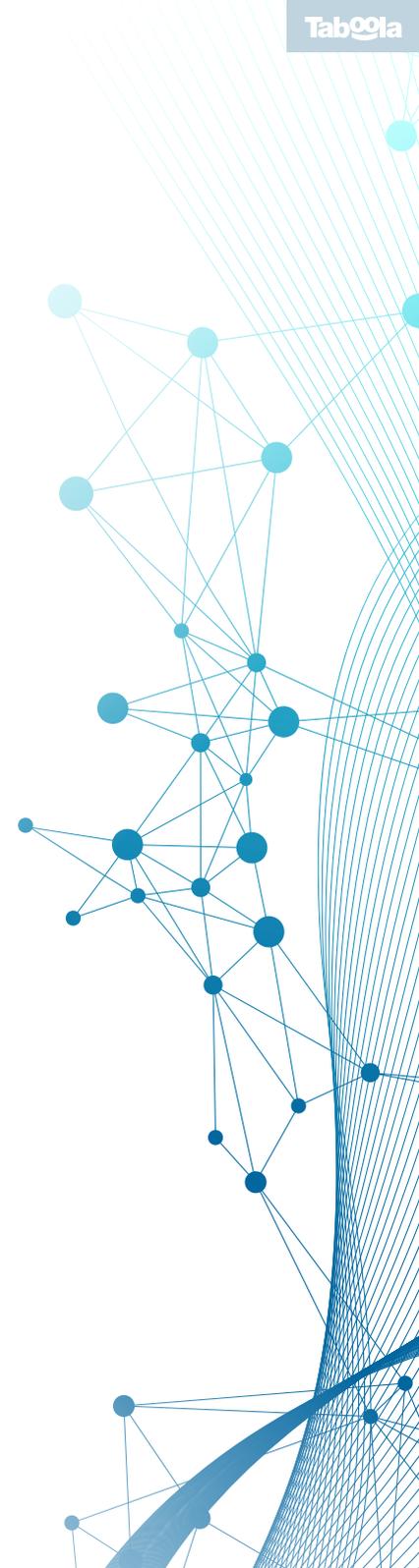
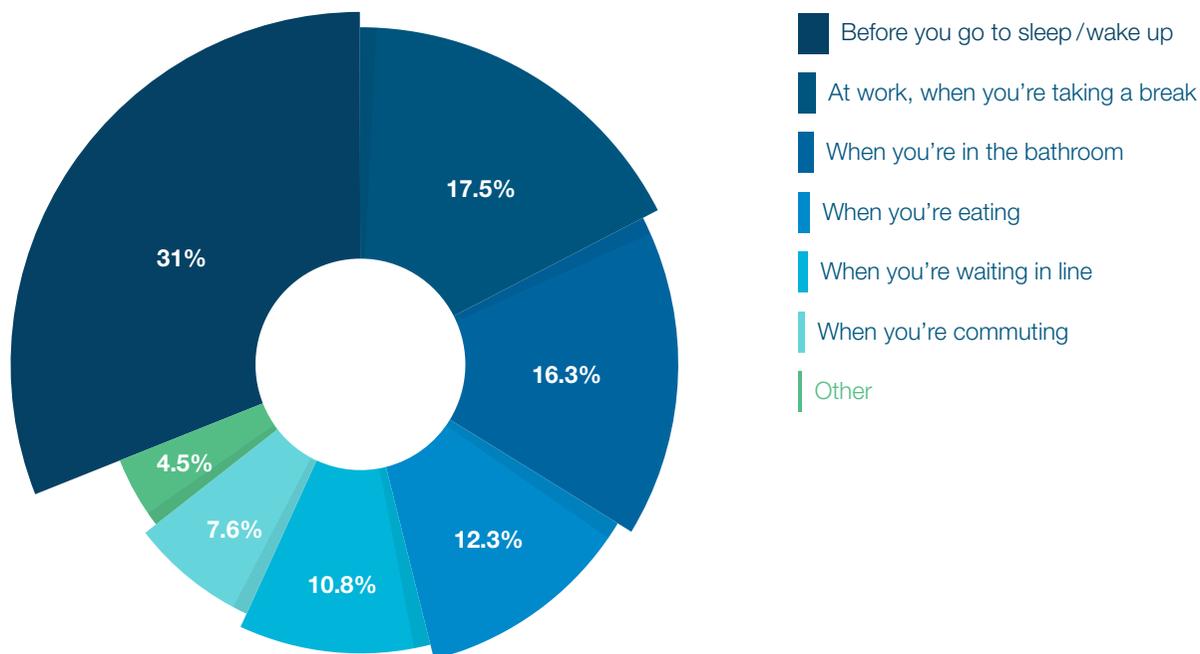
We surveyed 5,000 people about their experiences online.

People experience moments of next in the bedroom, at work and the bathroom

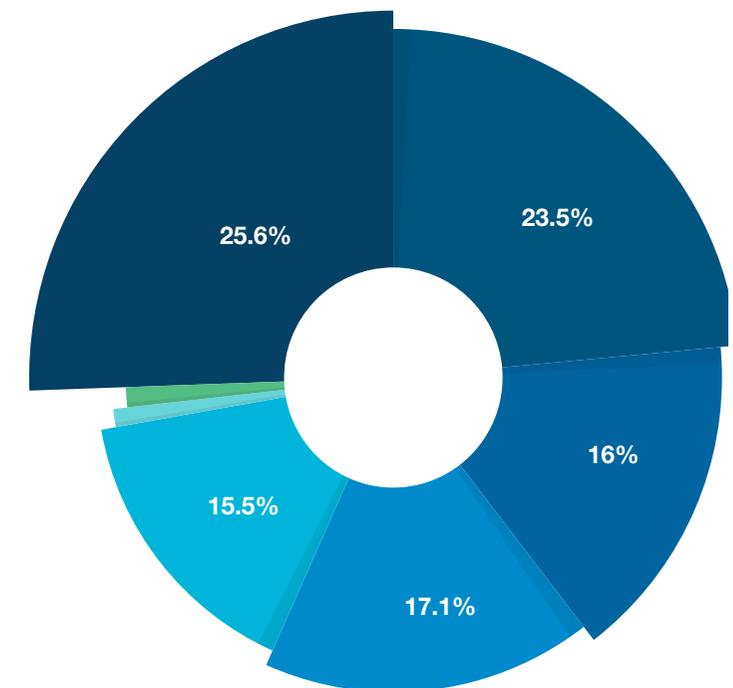
The first answer we sought was when respondents find themselves in moments of next. We asked them 'When are you more likely to be open to discovering something new online?' and found that **most people experience moments of next when they're waking up/falling asleep, taking a break from work, and, not surprisingly, when they're in the bathroom.** People over the age of 35 rated going to sleep/waking up as the time they most often experience moments of next.

Answers reported by respondents in an 'other' category included 'After work while unwinding from the day', 'While I'm waiting at my kids' activities' and 'During a lazy weekend'.

Where the moment of next is experienced



Where people spend their time online



25% of people spend most of their time online on content and news websites

Next, we wanted to figure out where exactly people are spending their time online. The biggest finding of all? **A quarter of respondents answered that they spend most of their time on content and news sites, and another quarter on social media.** We also found that males spent more time consuming video content, and females spent more time shopping on ecommerce websites.

Given news sites and social media nearly tying for first, **we dug a little deeper to understand the main differences between these two places.**

We found that **people trust ads on News sites over 3X more than ads on social media.**

63% of respondents say they would **expect to see Fortune 500 companies advertise on news sites.**

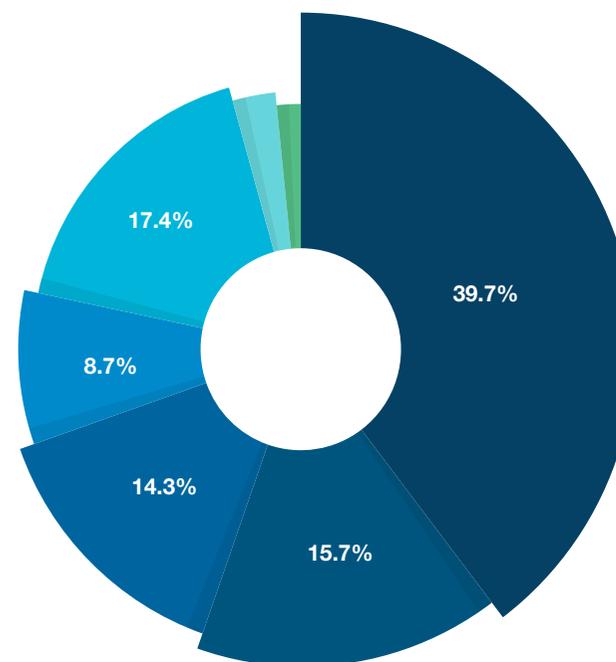
People like the **choice of being able to skip or scroll** out of a video ad

To further test our findings from our previous study with Nielsen indicating that people don't pay attention to ads that appear in interruptive placements, we asked respondents 'When watching a video ad online, what is most important to you?'

More than half of them responded **the placement of the ad, specifically 'that I can skip or scroll out of it' and that 'it's not interrupting me', were of highest importance**, furthering previous findings.

Characteristics around placement ranked higher than level of entertainment, featuring a brand liked by the respondent, and how informative an ad is.

- That I can skip or scroll out of it
- That it's not interrupting me
- That it's entertaining
- That it's einformative
- That it's relevant to my needs
- That it features a brand that i like
- Other



What people care about most when watching a video ad

About Moments of Next

The Moments of Next Research series seeks to use neuroscientific, survey and behavioral tools to identify moments when people are most open-minded to new information, including advertisements.

This research series helps advertisers determine the best ways to engage with consumers, and how to inform the best decisions about advertising.