ATTEX DATA

Measured human attention.

Consumer electronics brand · display campaign · Sweden · April to May 2026. **Index 105** against **ATTEX human attention data.**

REPORTED IMPRESSIONS

8,844,170

ATTEX HUMAN ATTENTION DATA

225,361

the campaign's reference, April to May: desktop 219,674 · mobile 5,687 — not the campaign's own impressions

ATTEX HUMAN ATTENTION DATA · SEP 2024 - SEP 2026

12,721,318

impressions in the panel — the base for audience, industry and season

RESPONDENTS

439

contributed impressions in the campaign window, desktop and mobile

§ 01 SUMMARY

Desktop well above average — yet the more expensive channel

TL;DR. **Attention.** The display buy got attention on **28.4%** of impressions against 27.0% for the ATTEX reference average: **index 105**. Desktop index 132 on 31% of volume, mobile index 101 on 69%; when attention occurs it lasts 1.32 s against the average's 1.07 s. **Cost.** 1,000 impressions with attention cost 304 SEK where attention is measured — mobile 243 SEK, desktop 566 SEK.

ATTENTION · DISPLAY

105 index

28.4% against the average 27.0%

ATTENTION · MOBILE

101 index

33.8% against the average 33.5%

ATTENTION · DESKTOP

▲ **132** index

16.1% against the average 12.2%

ATTENTION TIME

▲ **123** index

1.32 s against the average 1.07 s

Attention per SEK

SEK PER 1,000 IMPRESSIONS WITH ATTENTION — MEASURED 304 SEK



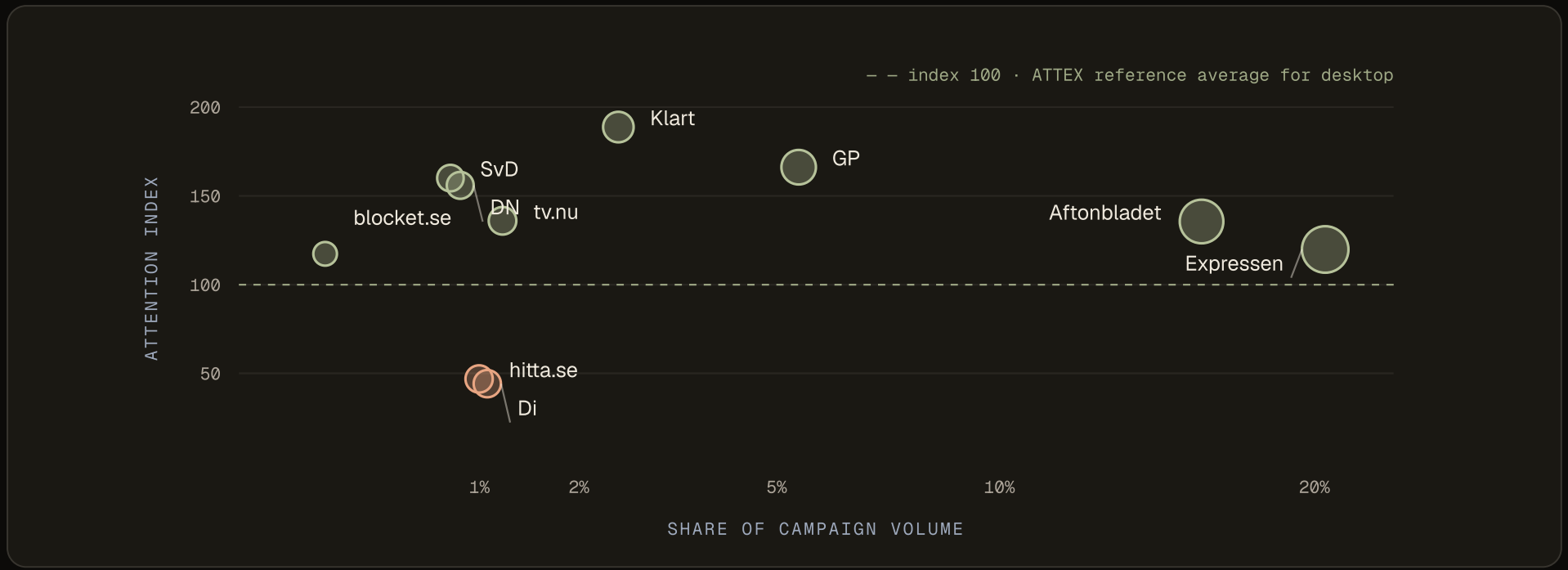
SEK PER 1,000 ATTENTION SECONDS — MEASURED 256 SEK



§ 02 PUBLISHERS

Aftonbladet above average on both screens — Expressen only on desktop

DESKTOP 15 of 365 publishers, 53% of the desktop volume. Index against the ATTEX reference average for desktop (12.2%).



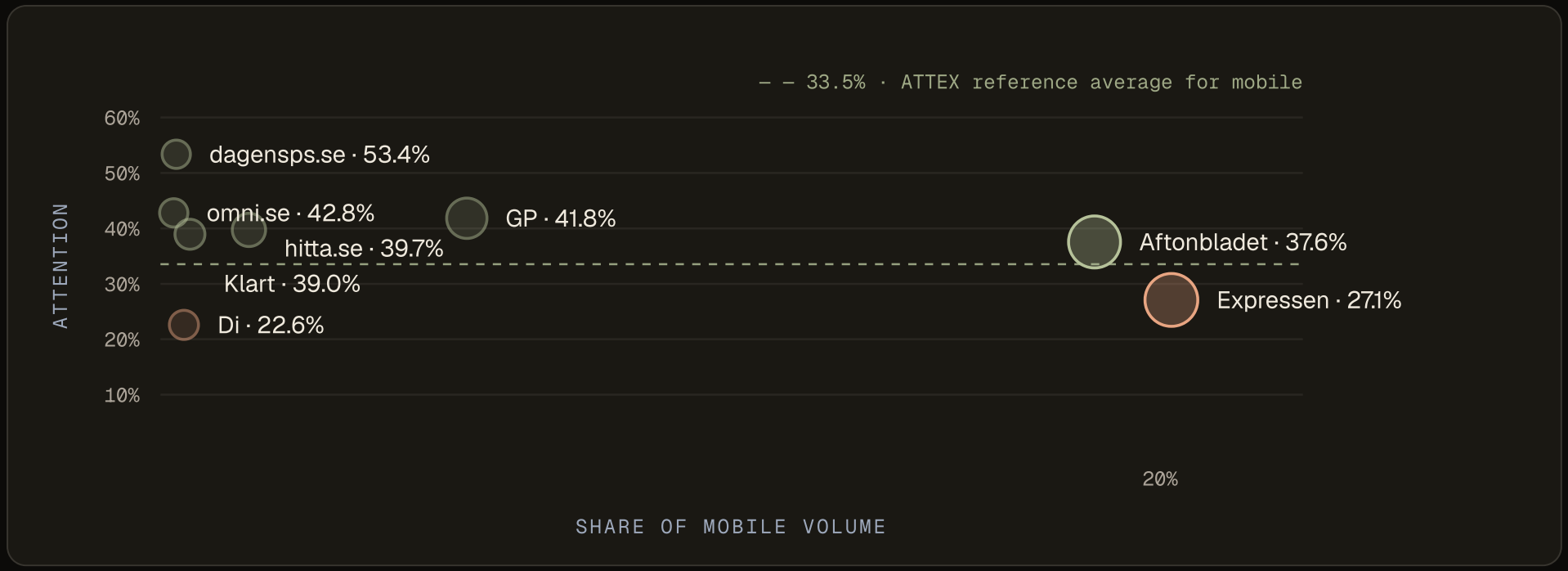
§ 02 · PUBLISHERS · DESKTOP · TABLE

PUBLISHER	IMPRESSIONS	SHARE	VIEWABILITY	ATTENTION	ATTENTION TIME	CPM, SEK	ACPM, SEK	SEK PER 1,000 S	INDEX
expressen.se	438,262	20.4%	58.5%	14.6%	0.77s	99	677	756	**120**
▲ aftonbladet.se	344,179	16.0%	63.9%	16.5%	1.48s	95	572	376	**136**
▲ gp.se	116,355	5.4%	66.4%	20.3%	1.11s	96	476	450	**166**
klart.se	53,499	2.5%	63.3%	23.0%	0.94s	45	197	154	**189**
nyheter24.se	33,732	1.6%	58.1%	16.6%	0.67s	92	554	851	136
tv.nu	25,823	1.2%	69.1%	16.6%	0.97s	49	295	349	**136**
di.se	22,918	1.1%	68.5%	5.4%	1.31s	78	1,449	1,150	**44**
▼ hitta.se	21,429	1.0%	54.9%	5.7%	0.91s	113	1,969	1,729	**47**
▲ dn.se	18,207	0.8%	67.6%	19.0%	0.98s	99	519	373	**156**
▲ svd.se	16,607	0.8%	65.8%	19.5%	1.52s	48	247	156	**160**
ratsit.se	14,784	0.7%	29.8%	18.0%	0.74s	47	261	270	148
▲ familjeliv.se	12,820	0.6%	68.6%	19.4%	0.54s	80	412	450	159
byggahus.se	5,552	0.3%	69.0%	10.0%	1.29s	89	894	384	82
mitti.se	4,584	0.2%	60.8%	12.3%	0.40s	85	687	1,513	101
blocket.se	2,761	0.1%	62.3%	14.3%	1.45s	24	168	107	**117**
sweclockers.com	114,017	5.3%	63.2%	11.0%*	1.73s	89	809*	467*	-
Weighted, desktop	1,131,512	-	-	16.1%	1.06s	91	566	488	**132**

* Predicted level: publisher without data of its own in the panel.

§ 02 · PUBLISHERS · MOBILE

MOBILE Publishers with data of their own in the panel, 48% of the mobile volume. Levels against the ATTEX reference average for mobile (33.5%).



§ 02 · PUBLISHERS · MOBILE · TABLE

PUBLISHER	IMPRESSIONS	SHARE OF MOBILE	ATTENTION	ATTENTION TIME	CPM, SEK	ACPM, SEK	SEK PER 1,000 S
expressen.se	976,499	20.2%	27.1%	1.87s	82	304	209
aftonbladet.se	902,257	18.7%	37.6%	1.23s	77	205	179
gp.se	295,835	6.1%	41.8%	0.92s	91	218	274
hitta.se	85,550	1.8%	39.7%	0.57s	100	252	417
klart.se	28,569	0.6%	39.0%	0.92s	69	176	121
di.se	22,740	0.5%	22.6%	1.11s	98	433	340
▲ dagensps.se	15,291	0.3%	53.4%	2.08s	88	166	54
omni.se	12,807	0.3%	42.8%	0.65s	99	231	355
sweclockers.com	385,461	8.0%	30.3%*	1.27s	72	237*	187*
feber.se	192,529	4.0%	30.3%*	1.27s	73	241*	190*
nyheter24.se	157,048	3.3%	30.3%*	1.27s	91	299*	236*
idg.se	140,801	2.9%	30.3%*	1.27s	104	343*	271*
vk.se	96,664	2.0%	30.3%*	1.27s	93	306*	242*
Weighted, mobile	2,339,548	48.5%	33.8%	1.43s	82	243	204

* Predicted level: publisher without data of its own in the panel.

§ 03 DRIVERS OF ATTENTION

What drove attention

The media buy did the work: the placements gave +5% attention and +23% attention time against the reference average. Men 25+ are slightly harder to reach — −11% attention on the same ad slots — but once they look, they look longer (+13%). The pull of electronics brands (+2.0%) and the spring period (+6%) play in at the margin, not in the outcome.

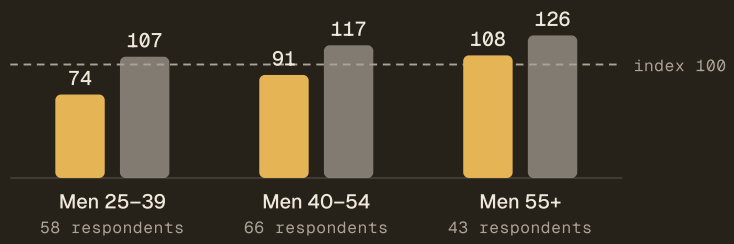
● **The media buy** · what is chosen in the plan ● **The industry** · consumer electronics brands ● **Audience** · men 25+ ● **Season** · when the campaign ran

#	DRIVER	ATTENTION	ATTENTION TIME
01	The placement	+5%	+23%
02	The audience	−11%	+13%
03	Industry pull	+2.0% confidence 68%	No measurable effect
04	When the ads ran	+6% confidence 85%	+2.9% confidence 72%

THE AUDIENCE SPLIT Men 25+ in three age groups · same ad slots · desktop

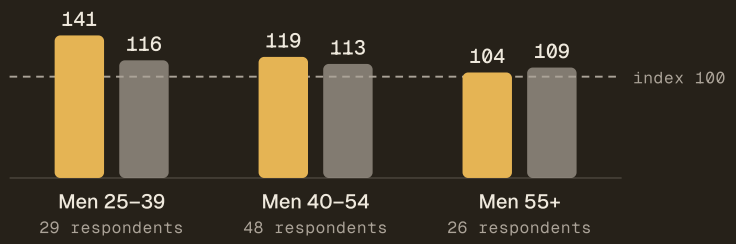
AGAINST OTHER RESPONDENTS

index 100 = other respondents, mainly women



ELECTRONICS ADS AGAINST OTHER ADS

index 100 = other ads in the same group



■ Attention ■ Attention time

§ 04 THE WHOLE DELIVERY

The whole delivery, row by row

THE WHOLE DELIVERY

PART OF THE DELIVERY	IMPRESSIONS	SHARE	VIEWABILITY	ATTENTION	WITH ATTENTION	ATTENTION TIME	BASIS
Display, known publisher	6,976,331	79%	61.6%	28.4%	1,979,423	1.32s	MEASURED
Display without a reported publisher	979,513	11%	54.1%	29.9%	293,232	1.34s	PREDICTED
Video · news sites (in-stream)	888,326	10%	-	22.5%	200,229	2.88s	INDICATION
The whole delivery	8,844,170	100%	-	-	-	-	

MEASURED Attention measured in the panel on the same publisher and ad format as the campaign.

PREDICTED The ATTEX reference level for the format times the report's factors for industry and audience. Marked with * in the tables.

INDICATION Reference from a similar format, thinner data.

§ 05 NEXT STEPS

Four moves for the next campaign

Calculated on the report's own levels — volume that is moved, not budget that is added.

01 **Mobile: choose the slots on Expressen with care.** Expressen carries 20% of the mobile volume but sits below the average on mobile (27.1% against 33.5%) while desktop sits above it. Choose the slots on Expressen with care — at Aftonbladet's mobile level (37.6%), mobile attention would have been 6% higher.

02 **Desktop: lift the weakest.** hitta.se and Di sit at index 47 and 44 but carry only 2% of the desktop volume. Moved to DN, SvD and GP (index 156 to 166), that volume gives 3% more impressions with attention on desktop.

03 **Desktop: a shorter look.** When attention occurs on desktop it lasts 1.06 s against the reference's 1.29 s (index 82), while mobile sits at index 146. The ad slots are well chosen; review the desktop creative before the next campaign.

04 **Budget: buy attention where it is cheap.** On mobile, 1,000 impressions with attention cost 243 SEK against 566 SEK on desktop.

§ 06 METHOD

How the report is built

What is measured. Attention = the share of impressions where the ad slot received attention for at least 80 ms. Attention time = how long attention lasts once it occurs. Attention is stricter than viewability, which only measures whether the pixels were on screen.

Source. ATTEX human attention data for Sweden, desktop and mobile: 225,361 measured display impressions from 1 April to 31 May 2026. This is the reference — attention measured in the campaign's environments and formats, not its own impressions. Delivery and viewability come from Adform, whose export holds domain, format, tracked impressions, clicks and viewability — not reach, frequency, demographics, cost or time of day, so the report cannot answer them. Adform does not separate app from mobile web; the mobile levels are mobile web; the ATTEX in-app reference for the same formats is 33.1%.

Index. 100 = the ATTEX reference average for the same measure and environment: attention 12.2% on desktop and 33.5% on mobile, attention time 1.07s. Index 150 means 1.5 times the reference average's level on the same measure.

Audience. The campaign's audience is men 25+, in § 03 split into three age groups (25–39, 40–54, 55+) against the other respondents, mainly women. Attention is recalculated for the group against the others on the same ad slots, on desktop where the data allows format control, over twelve months and all campaigns: 0.89× against the others. Mobile (0.90×) without format control and a shorter history. The campaign's reference rests on 156 desktop and 75 mobile respondents; the audience test on 226, 163 of them men 25+. Whether the campaign's impressions reached men is not in the Adform report.

How respondents are weighted. Each respondent's own level is calculated first. The respondents are then weighted by how many impressions each contributes, up to a cap — so that neither heavy users nor single impressions decide a result.

How the result is attributed. The placement is the whole measured uplift against the ATTEX reference average — publisher and ad slot are measured together. The industry, the audience and the season are separate measurements on the same ad slots and are shown as results only when they are established (at least 90% confidence), and as indications, with the confidence stated, when they are weaker; where the data does not suffice, it says so.

Attention per SEK. CPM per domain and ad format from the Adform export; cost = CPM × impressions. aCPM is the cost per 1,000 impressions with attention, SEK per 1,000 seconds the cost per 1,000 attention seconds, both calculated impression by impression on the report's levels. Publishers without data of their own in the panel are predicted at the ATTEX reference level for the platform times the report's factors for industry and audience; the season is part of the reference.