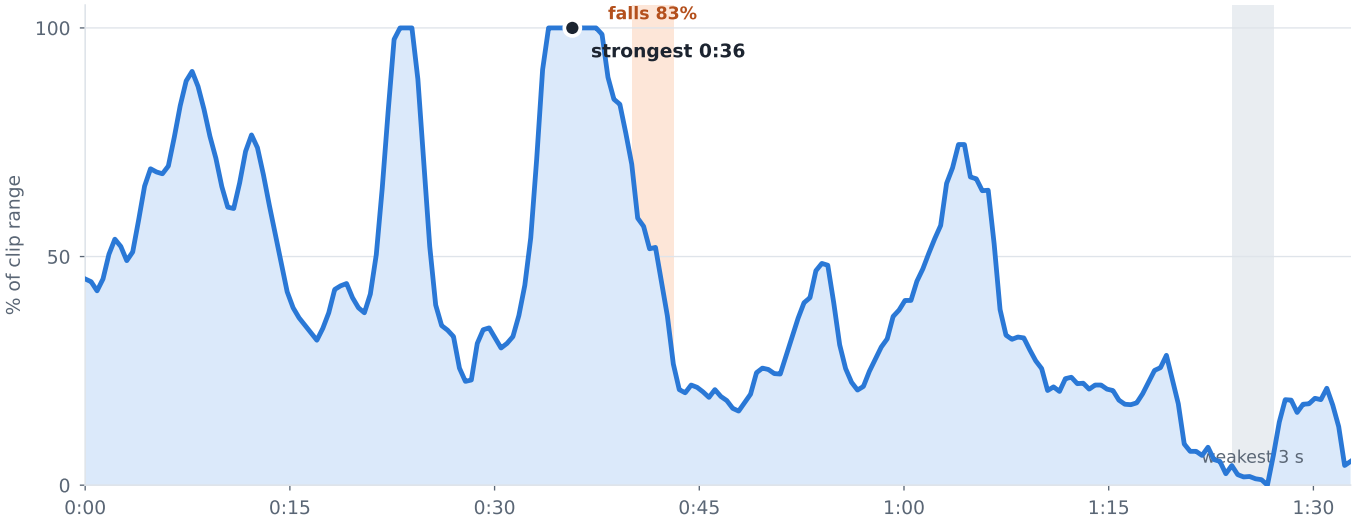
VIDEO REPORT

Dollar Shave Club: Our Blades Are Great

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:36	**83%**	**1:24 to 1:27**	**42%**
after the first three seconds	0:40 to 0:43	lowest stretch of the curve	of this clip's own range

Predicted response across the video

Each point is one second. The scale is this clip's own range: 0 is its lowest second, 100 its highest.



What the model predicts

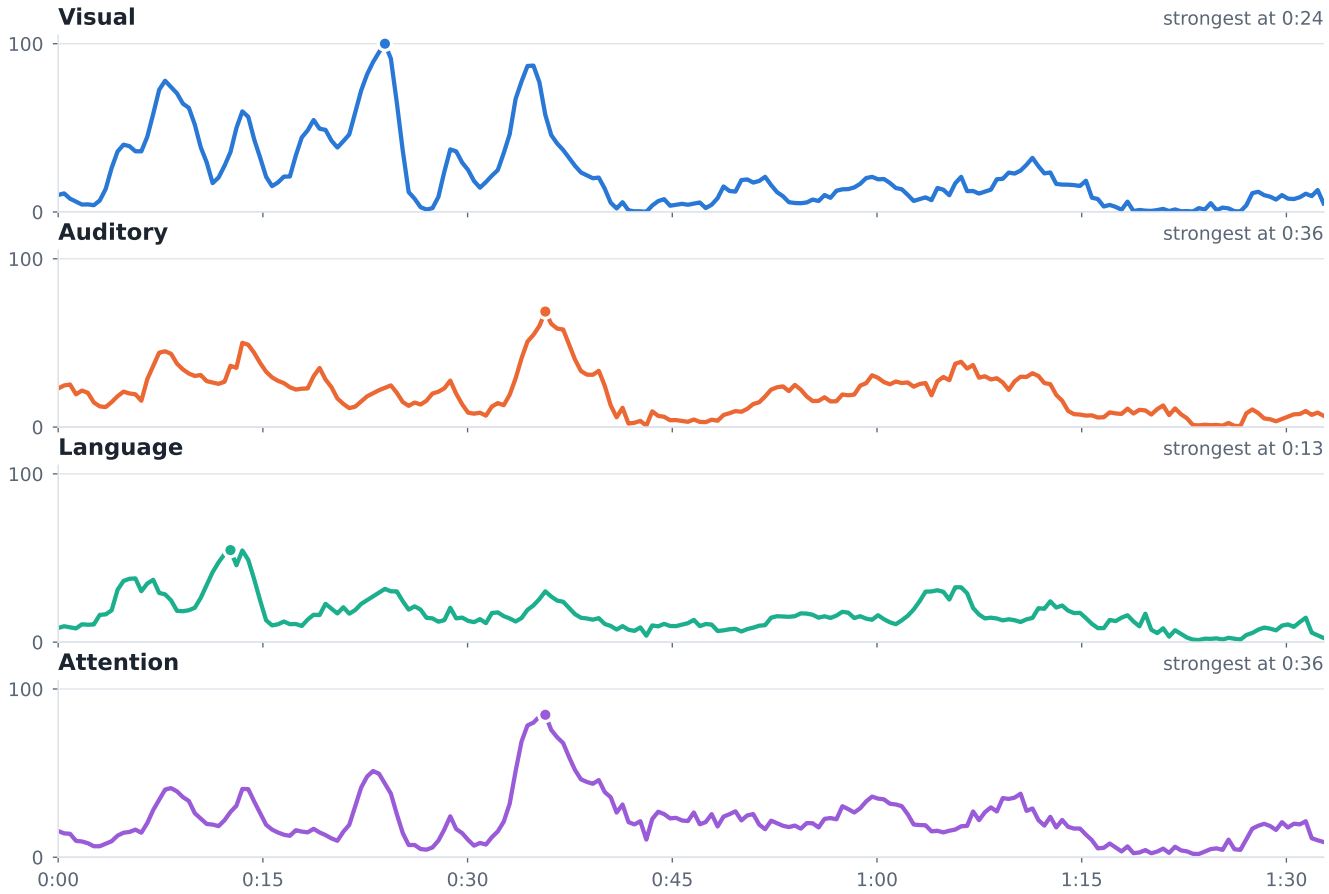
- After the first three seconds, the predicted brain response peaks at 0:36, the predicted response falls 83% between 0:40 and 0:43, and the weakest 3-second stretch is 1:24 to 1:27.
- After the fall at 0:43 the predicted response comes back up past its pre-fall level by 1:06 (126% of it), the strongest moment after the opening.
- The attention network has the highest predicted response for 38% of the clip, the visual network for 28%.
- Speech is present in 13% of the seconds; the words are set against the curve on the later pages.

In this report

Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

Brain networks

The model's cortical prediction is summarised as four networks. Each panel is scaled to that network's own range within this clip, so compare the shape and the timing of the panels, not their heights.



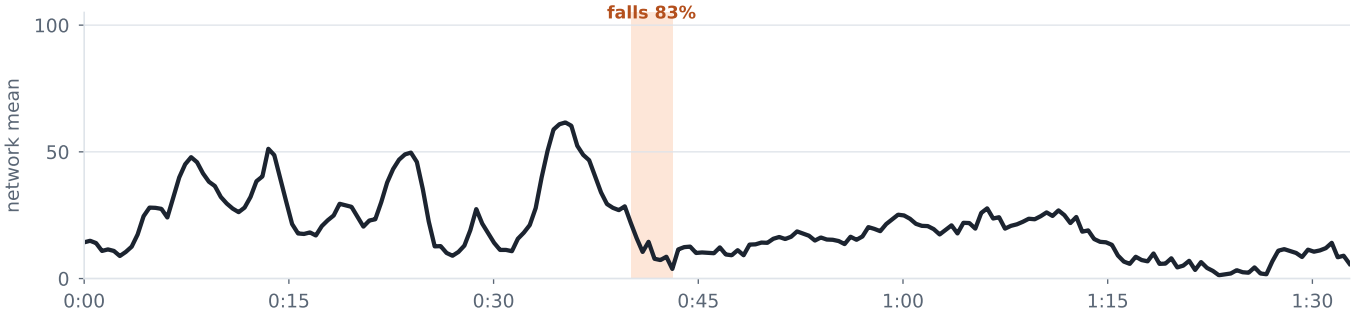
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Attention	35 s	38%	0:36
Visual	26 s	28%	0:24
Auditory	20 s	21%	0:36
Language	12 s	13%	0:13

Mean of the four networks

This is the one series a percentage change is taken on, because it is not stretched to fill the chart. A fall is reported only when it starts at or above the clip average and loses 20% or more within three seconds.



Key moments

The seconds that define this video's predicted response. Levels are on the clip's own 0 to 100 range.

0:00 Opening

45 of 100

Leading network	Auditory
System	Salience / control
Regions	Inferior frontal junction (attention switching); Supplementary & cingulate

“Hi, I'm Mike, founder of DollarShaveClub .com.”

0:36 Strongest second

100 of 100

Leading network	Attention
System	Salience / control
Regions	Anterior cingulate (monitoring); Peripheral/retinotopic vision

“And do you think your razor needs a vibrating handle, a flashlight, a back scratcher, and ten blades?”

0:40 Fall begins

70 of 100

Leading network	Attention
System	Salience / control
Regions	Frontal operculum (salience); Anterior cingulate (monitoring)

“Your handsome -ass grandfather had one blade. And polio.”

0:43 Fall ends

26 of 100

Leading network	Attention
System	Salience / control
Regions	Ventral DLPFC (control); Anterior cingulate (control)

“Looking good, Pop -Up!”

1:06 Best after the fall

64 of 100

Leading network	Auditory
System	Auditory cortex
Regions	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)

“So stop forgetting to buy your blades every month and start deciding where you're going to stack all”

1:24 Weakest 3 s begin

4 of 100

Leading network	Attention
System	Scene & place recognition
Regions	Parieto-occipital sulcus; Cingulate (control)

“a I'm coming to see you”

Every second

One row per second. Level is the position on the clip's own 0 to 100 range. The strongest second is marked with a dot; rows inside the steepest fall are tinted. Words are listed at the second their line starts.

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:00	45	Auditory	Inferior frontal junction (attention switching); Supplementary & cingulate eye field (action control)	*Hi, I'm Mike, founder of DollarShaveClub .com.*	lower
0:00	44	Auditory	Inferior frontal junction (attention switching); Language network		lower
0:01	42	Auditory	Inferior frontal junction (attention switching); Language network		lower
0:01	45	Auditory	Language network; Inferior frontal junction (attention switching)		lower
0:02	50	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:02	54	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:03	52	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:03	49	Language	Superior temporal sulcus (speech); Language network	*What is DollarShaveClub .com?*	lower
0:03	51	Language	Language network; Superior temporal sulcus (speech)		lower
0:04	58	Visual	Higher visual: color + face/object patches; Superior temporal sulcus (speech)		medium
0:04	65	Visual	Higher visual: color + face/object patches; Superior temporal sulcus (speech)		medium
0:05	69	Visual	Superior temporal sulcus (speech); Higher visual: color + face/object patches	*Well, for a dollar a month, we send high quality razors right to your door.*	lower
0:05	68	Visual	Superior temporal sulcus (speech); Salience / control		lower
0:06	68	Language	Superior temporal sulcus (speech); Salience / control		lower
0:06	70	Visual	Superior temporal sulcus (speech); Higher visual: color + face/object patches		lower
0:07	76	Visual	Superior temporal sulcus (speech); Higher visual: color + face/object patches		lower
0:07	83	Visual	Higher visual: color + face/object patches; Superior temporal sulcus (speech)		medium
0:07	88	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:08	90	Visual	Motion-related; Upper visual field area		medium
0:08	87	Visual	Motion-related; Upper visual field area		medium
0:09	82	Visual	Motion-related; Upper visual field area		medium
0:09	76	Visual	Motion-related; Motion processing		medium
0:10	72	Visual	Motion-related; Motion area (V5)		medium
0:10	65	Visual	Motion-related; Motion area (V5)	*Yeah, a dollar.*	medium
0:10	61	Visual	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:11	60	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:11	66	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:12	73	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Are the blades any good?*	lower
0:12	77	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:13	74	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:13	68	Visual	Motion area (V5); Motion-related		medium
0:13	61	Visual	Motion-related; Motion area (V5)		medium
0:14	55	Visual	Motion-related; Motion area (V5)	*No.*	medium
0:14	49	Auditory	Motion-related; Intraparietal sulcus (spatial attention)		medium
0:15	42	Auditory	Auditory area 5 (superior temporal); Intraparietal sulcus (spatial attention)		medium
0:15	39	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:16	37	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*Our blades are Each razor has stainless steel blades and aloe vera lubricating strip and a pivot head.*	medium
0:16	35	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:17	34	Auditory	Auditory area 5 (superior temporal); Ventro-medial visual (scene)		medium
0:17	32	Auditory	Ventro-medial visual (scene); Auditory area 5 (superior temporal)		medium
0:17	34	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:18	38	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:18	43	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:19	44	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:19	44	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:20	41	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:20	39	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:20	38	Visual	Ventro-medial visual (scene); Early visual cortex		medium
0:21	42	Visual	Ventro-medial visual (scene); Early visual cortex		medium
0:21	50	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:22	65	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:22	82	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:23	98	Visual	Dorsal visual V3B; Upper visual field area	*It's so gentle, a toddler could use it.*	medium
0:23	100	Visual	Dorsal visual V3B; Upper visual field area		medium
0:24	100	Visual	Dorsal visual V3B; Upper visual field area		medium
0:24	100	Visual	Dorsal visual V3B; Upper visual field area		medium
0:24	89	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:25	70	Visual	Dorsal motion/form area; Dorsal visual (reach / motion)	*And do you like spending $20 a month on brand name razors?*	medium
0:25	52	Visual	Dorsal motion/form area; Visual area V3		medium
0:26	39	Language	Auditory area 5 (superior temporal); Early visual cortex		medium
0:26	35	Language	Auditory area 5 (superior temporal); Early visual cortex		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:27	34	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:27	32	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:27	26	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:28	23	Auditory	Supplementary motor (action); Auditory area 5 (superior temporal)	*19 go to Roger Federer.*	medium
0:28	23	Visual	Ventro-medial visual (scene); Peripheral/retinotopic vision		medium
0:29	31	Visual	Ventro-medial visual (scene); Peripheral/retinotopic vision		medium
0:29	34	Visual	Ventro-medial visual (scene); Peripheral/retinotopic vision		medium
0:30	34	Visual	Dorsal visual V3A; Ventro-medial visual (scene)		medium
0:30	32	Visual	Dorsal visual V3A; Dorsal visual (reach / motion)	*I'm good at tennis.*	medium
0:30	30	Visual	Dorsal visual V3A; Auditory area 5 (superior temporal)		medium
0:31	31	Visual	Auditory area 5 (superior temporal); Dorsal visual V3A		medium
0:31	32	Visual	Dorsal visual V3A; Temporo-parieto-occipital junction		medium
0:32	37	Visual	Temporo-parieto-occipital junction; Dorsal visual V3A	*And do you think your razor needs a vibrating handle, a flashlight, a back scratcher, and ten blades?*	lower
0:32	44	Visual	Temporo-parieto-occipital junction; Motion processing		lower
0:33	54	Visual	Motion processing; Dorsal visual V3A		medium
0:33	71	Visual	Motion processing; Upper visual field area		medium
0:34	91	Visual	Motion-related; Motion processing		medium
0:34	100	Visual	Motion-related; Upper visual field area		medium
0:34	100	Visual	Motion-related; Upper visual field area		medium
0:35	100	Visual	Upper visual field area; Lateral occipital (objects)		medium
0:35	100	Attention	Anterior cingulate (monitoring); Cingulate (control)		lower
0:36	100	Attention	Anterior cingulate (monitoring); Peripheral/retinotopic vision		lower
0:36	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:37	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:37	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:37	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:38	99	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
0:38	89	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)	*Your handsome -ass grandfather had one blade.*	lower
0:39	84	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
0:39	83	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
0:40	77	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:40	70	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
0:40	58	Attention	Dorsolateral prefrontal (working memory); Frontal operculum (salience)		lower
0:41	57	Attention	Ventral DLPFC (control); Dorsolateral prefrontal (working memory)	*And polio.*	lower
0:41	52	Attention	Ventral DLPFC (control); Dorsolateral prefrontal (working memory)		lower
0:42	52	Attention	Ventral DLPFC (control); Anterior cingulate (control)		lower
0:42	44	Attention	Ventral DLPFC (control); Spatial attention		lower
0:43	37	Attention	Anterior cingulate (control); Ventral DLPFC (control)		lower
0:43	26	Attention	Ventral DLPFC (control); Anterior cingulate (control)	*Looking good, Pop -Up!*	lower
0:44	21	Attention	Anterior cingulate (control); Dorsolateral prefrontal (working memory)		lower
0:44	20	Attention	Anterior cingulate (control); Dorsolateral prefrontal (working memory)		lower
0:44	22	Attention	Anterior cingulate (control); Parieto-occipital sulcus	*Stop paying for shave tech you don't need.*	lower
0:45	21	Attention	Anterior cingulate (control); Dorsolateral prefrontal (working memory)		lower
0:45	20	Attention	Anterior cingulate (control); Dorsolateral prefrontal (working memory)		lower
0:46	19	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
0:46	21	Attention	Anterior cingulate (control); Anterior cingulate (attention)		lower
0:47	19	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
0:47	18	Attention	Anterior cingulate (control); Anterior cingulate (attention)	*And stop forgetting to buy your blades every month.*	lower
0:47	17	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
0:48	16	Attention	Anterior cingulate (control); Anterior insula (salience)		lower
0:48	18	Attention	Ventro-medial visual (scene); Anterior insula (salience)		medium
0:49	20	Attention	Inferior frontal junction (attention switching); Lateral intraparietal (attention/eye movements)		lower
0:49	25	Attention	Inferior frontal junction (attention switching); Inferior frontal junction (control)	*Alejandro and I are going to ship them right to you.*	lower
0:50	26	Attention	Inferior frontal junction (attention switching); Inferior frontal junction (control)		lower
0:50	25	Attention	Ventro-medial visual (scene); Inferior frontal junction (attention switching)		medium
0:50	24	Attention	Inferior frontal junction (attention switching); Ventro-medial visual (scene)		lower
0:51	24	Attention	Inferior frontal junction (attention switching); Lateral belt (secondary auditory)		lower
0:51	28	Attention	Lateral belt (secondary auditory); Inferior frontal junction (attention switching)		medium
0:52	32	Visual	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:52	36	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:53	40	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:53	41	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:54	47	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:54	48	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:54	48	Auditory	Lateral belt (secondary auditory); Auditory area 5 (superior temporal)		medium
0:55	40	Attention	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
0:55	31	Attention	Auditory area 5 (superior temporal); Inferior frontal junction (attention switching)		medium
0:56	26	Attention	Auditory area 5 (superior temporal); Inferior frontal junction (attention switching)		medium
0:56	22	Attention	Inferior frontal junction (attention switching); Lateral belt (secondary auditory)	*We're not just selling razors, we're also making new jobs.*	lower
0:57	21	Attention	Inferior frontal junction (attention switching); Lateral belt (secondary auditory)		lower
0:57	22	Attention	Inferior frontal junction (attention switching); Broca's area (speech production)		lower
0:57	25	Attention	Inferior frontal junction (attention switching); Broca's area (speech production)		lower
0:58	28	Attention	Inferior frontal junction (attention switching); Temporo-parieto-occipital junction		lower
0:58	30	Attention	Lateral belt (secondary auditory); Inferior frontal junction (attention switching)		medium
0:59	32	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:59	37	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*Alejandra, what were you doing last month?*	medium
1:00	38	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:00	40	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:01	40	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:01	45	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*Not working.*	medium
1:01	47	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*What are you doing now?*	medium
1:02	51	Attention	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
1:02	54	Auditory	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
1:03	57	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Working. I'm no Vanderbilt, but this train makes hay.*	medium
1:03	66	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:04	69	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:04	74	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:04	74	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:05	67	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:05	67	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:06	64	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:06	64	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:07	53	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*So stop forgetting to buy your blades every month and start deciding where you're going to stack all*	lower
1:07	38	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:07	33	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:08	32	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
1:08	32	Attention	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
1:09	32	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)		medium
1:09	30	Attention	Anterior superior-temporal auditory; Inferior frontal junction (attention switching)		medium
1:10	27	Attention	Inferior frontal junction (control); Inferior frontal junction (attention switching)		lower
1:10	26	Attention	Inferior frontal junction (attention switching); Early visual cortex		lower
1:11	21	Attention	Early visual cortex; Temporo-occipital visual (objects)	*those dollar bills I'm saving you.*	medium
1:11	22	Auditory	Ventro-medial visual (scene); Upper visual field area		medium
1:11	20	Visual	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:12	23	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:12	24	Auditory	Auditory area 5 (superior temporal); Parieto-occipital sulcus	*We are DollarShaveClub .com and the party is on.*	medium
1:13	22	Auditory	Parieto-occipital sulcus; Spatial attention		medium
1:13	22	Language	Parieto-occipital sulcus; Spatial attention		medium
1:14	21	Attention	Parieto-occipital sulcus; Spatial attention		medium
1:14	22	Language	Parieto-occipital sulcus; Spatial attention		medium
1:14	22	Language	Parieto-occipital sulcus; Spatial attention		medium
1:15	21	Language	Parieto-occipital sulcus; Ventro-medial visual (scene)		medium
1:15	21	Visual	Parieto-occipital sulcus; Ventro-medial visual (scene)		medium
1:16	19	Language	Parieto-occipital sulcus; Early visual cortex		medium
1:16	18	Language	Parieto-occipital sulcus; Early visual cortex		medium
1:17	18	Language	Parieto-occipital sulcus; Early visual cortex		medium
1:17	18	Language	Parieto-occipital sulcus; Early visual cortex		medium
1:17	20	Language	Parieto-occipital sulcus; Auditory area 5 (superior temporal)		medium
1:18	22	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:18	25	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:19	26	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:19	28	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:20	23	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:20	18	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:21	9	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:21	7	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:21	7	Auditory	Lateral belt (secondary auditory); Anterior superior-temporal auditory	*a I'm coming to see you*	medium
1:22	6	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:22	8	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:23	6	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:23	5	Attention	Anterior superior-temporal auditory; Cingulate (control)		medium
1:24	2	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:24	4	Attention	Parieto-occipital sulcus; Cingulate (control)		medium
1:24	2	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
1:25	2	Attention	Cingulate (control); Anterior cingulate (control)		lower
1:25	2	Attention	Cingulate (control); Frontal operculum (salience)		lower
1:26	1	Attention	Frontal operculum (salience); Cingulate (control)		lower
1:26	1	Attention	Anterior cingulate (control); Cingulate (control)		lower
1:27	0	Attention	Anterior cingulate (control); Frontal operculum (salience)		lower
1:27	6	Attention	Cingulate (control); Anterior cingulate (control)		lower
1:28	14	Attention	Cingulate (control); Anterior cingulate (control)		lower
1:28	19	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
1:28	19	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
1:29	16	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
1:29	18	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
1:30	18	Attention	Anterior cingulate (control); Parieto-occipital sulcus		lower
1:30	19	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
1:31	19	Attention	Anterior insula (salience); Anterior cingulate (control)		lower
1:31	21	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
1:31	18	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
1:32	13	Attention	Lateral belt (secondary auditory); Inferior frontal junction (attention switching)		medium
1:32	4	Visual	Lateral belt (secondary auditory); Inferior frontal junction (attention switching)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:33	5	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium

The words against the curve

Each spoken line with the average predicted level while it is said (clip range, 0 to 100). The clip average is 42; the tick on each bar marks it.

0:00	48	Hi, I'm Mike, founder of DollarShaveClub .com.
0:03	59	What is DollarShaveClub .com?
0:05	78	Well, for a dollar a month, we send high quality razors right to your door.
0:10	63	Yeah, a dollar.
0:12	73	Are the blades any good?
0:14	52	No.
0:16	47	Our blades are Each razor has stainless steel blades and aloe vera lubricating strip and a pivot head.
0:23	93	It's so gentle, a toddler could use it.
0:25	39	And do you like spending $20 a month on brand name razors?
0:28	29	19 go to Roger Federer.
0:30	31	I'm good at tennis.
0:32	86	And do you think your razor needs a vibrating handle, a flashlight, a back scratcher, and ten blades?
0:38	77	Your handsome -ass grandfather had one blade.
0:41	53	And polio.
0:43	22	Looking good, Pop -Up!
0:45	21	Stop paying for shave tech you don't need.
0:47	19	And stop forgetting to buy your blades every month.
0:50	25	Alejandro and I are going to ship them right to you.
0:56	27	We're not just selling razors, we're also making new jobs.
1:00	40	Alejandra, what were you doing last month?
1:01	46	Not working.
1:02	51	What are you doing now?
1:03	57	Working.
1:03	68	I'm no Vanderbilt, but this train makes hay.
1:07	32	So stop forgetting to buy your blades every month and start deciding where you're going to stack all
1:11	22	those dollar bills I'm saving you.
1:13	21	We are DollarShaveClub .com and the party is on.
1:22	6	a I'm coming to see you

How to read this report

What the model is

v2neuro is a brain-encoding model. It was trained on fMRI recordings of people watching video, and for a new video it predicts the response of the cortex, one value per second, from the picture, the sound and the words. Nobody watched your video for this report.

Strongest second

The second with the highest predicted response, leaving aside the first three seconds. The cortex responds to any clip starting, so the opening would win on most videos and say nothing about yours.

Level, and "of this clip's own range"

Charts and bars use a 0 to 100 scale stretched to this clip: 0 is its lowest second and 100 its highest. It shows where a second sits inside this video. It cannot be compared between two videos, and a difference between two levels is not a percentage change.

Steepest fall

The largest fall within three seconds, as a true percentage of the level it falls from, taken on the mean of the four networks without stretching. It is reported only when it starts at or above the clip average and reaches 20%. When no window qualifies the report states no percentage.

Weakest stretch

The three consecutive seconds with the lowest average level (on a clip under 15 seconds, a fifth of its length, at least one second), never the strongest second itself. Every video has one; it is the place to look first, not a fault by itself.

Networks, systems and regions

The four networks (visual, auditory, language, attention) group the cortical surface. The leading network is the one with the highest value in that second, each on its own range. Regions are the atlas areas with the highest predicted response in that second.

Confidence

Higher, medium or lower says how well the model has been shown to predict the regions that lead in that second, and how typical the second is for it. It is a guide to how much weight a row can carry.

What this is not

These are predictions of an average cortical response. They are not a measurement of your viewers and they do not forecast views, watch time or sales. On recordings held out from training, the model's predictions correlate with the measured response at about r = 0.27 for material like its training set and about r = 0.12 for very different films. The useful test is your own data: compare these moments with the numbers you already have.

Timing note

The model returned 214 steps for a clip of 1:33, so times in this report are placed by the measured length of the clip.

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