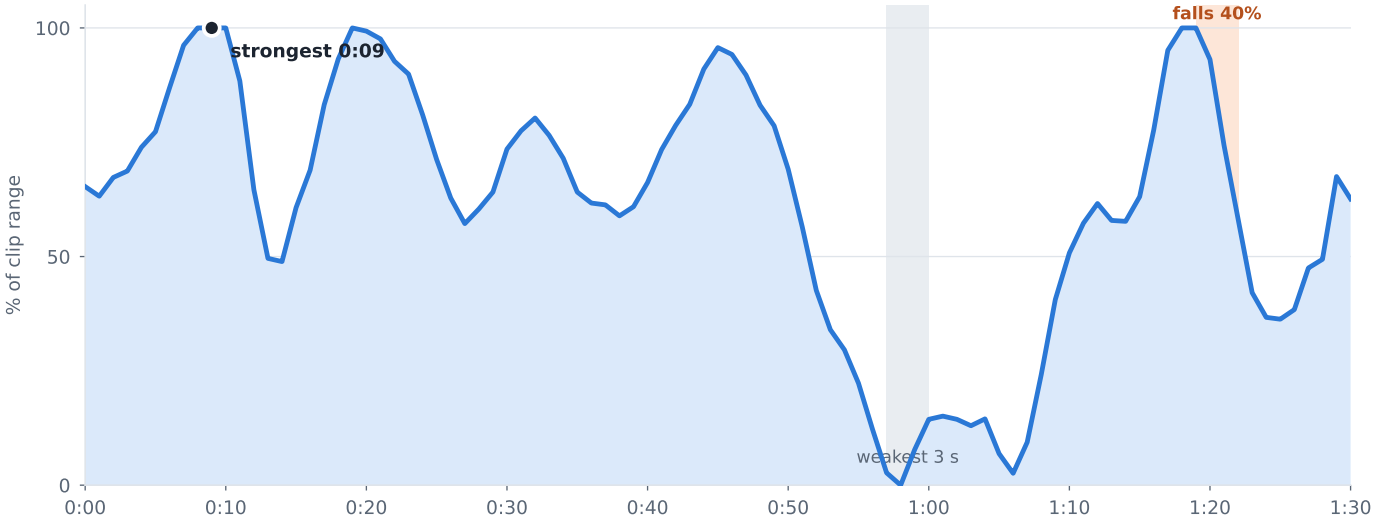
VIDEO REPORT

Grand Theft Auto VI Launch Trailer

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:09	**40%**	**0:57 to 1:00**	**62%**
after the first three seconds	1:19 to 1:22	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

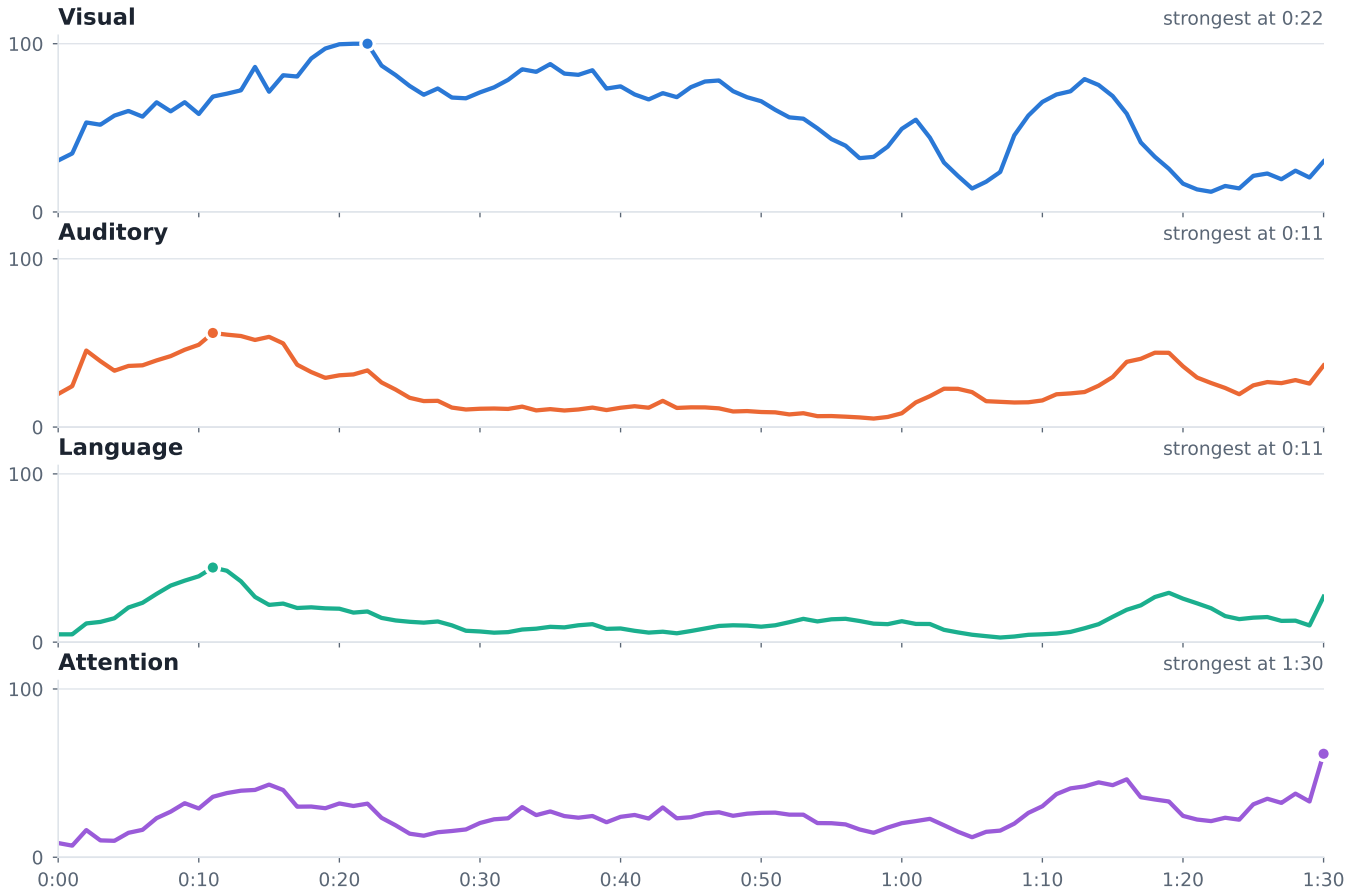
- After the first three seconds, the predicted brain response peaks at 0:09, the predicted response falls 40% between 1:19 and 1:22, and the weakest 3-second stretch is 0:57 to 1:00.
- After the fall at 1:22 the predicted response comes back up past its pre-fall level by 1:30 (117% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 84% of the clip, the attention network for 9%.
- Speech is present in 8% of the seconds; the words are set against the curve on the later pages.

In this report

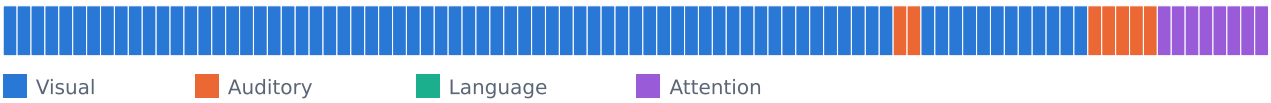
Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

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.



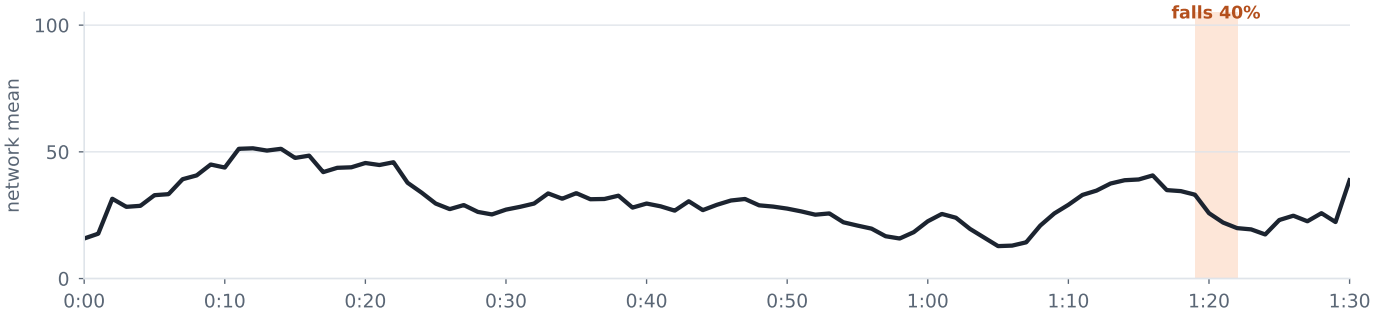
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	76 s	84%	0:22
Attention	8 s	9%	1:30
Auditory	7 s	8%	0:11
Language	0 s	0%	0:11

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

65 of 100

Leading network	Visual
System	Scene & place recognition
Regions	Ventro-medial visual (scene); Dorsal motion/form area

0:09 Strongest second

100 of 100

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

“loans anything to people like me this is a free call from lucia caminos a and a hurricane”

0:57 Weakest 3 s begin

3 of 100

Leading network	Visual
System	Scene & place recognition
Regions	Ventro-medial visual (scene); Dorsal visual V3B

“a rushing blast But we, we're moving into the very last breath we gonna be okay we stuck”

1:19 Fall begins

100 of 100

Leading network	Auditory
System	Auditory cortex
Regions	Anterior superior-temporal auditory; Posterior belt (secondary auditory)

“together through everything just gotta get through grand theft auto 6 coming november 19th rated m for mature”

1:22 Fall ends

58 of 100

Leading network	Auditory
System	Auditory cortex
Regions	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)

“together through everything just gotta get through grand theft auto 6 coming november 19th rated m for mature”

1:30 Best after the fall, Final second

63 of 100

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

“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	65	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:01	63	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:02	67	Visual	Ventro-medial visual (scene); Lateral belt (secondary auditory)	*I got in some trouble in the army didn't leave on the best of terms they don't give*	medium
0:03	69	Visual	Ventro-medial visual (scene); Auditory area 5 (superior temporal)		medium
0:04	74	Visual	Ventro-medial visual (scene); Auditory area 5 (superior temporal)		medium
0:05	77	Visual	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
0:06	87	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:07	96	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*loans anything to people like me this is a free call from lucia caminos a and a hurricane*	medium
0:08	100	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:09	100 ●	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:10	100	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:11	88	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:12	65	Visual	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:13	50	Visual	Dorsal visual V3B; Ventro-medial visual (scene)		medium
0:14	49	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:15	61	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:16	69	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:17	83	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:18	93	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:19	100	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:20	99	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:21	98	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:22	93	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:23	90	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:24	81	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:25	71	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:26	63	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:27	57	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:28	60	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:29	64	Visual	Motion-related; Upper visual field area		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:30	74	Visual	Motion-related; Upper visual field area		medium
0:31	78	Visual	Upper visual field area; Motion-related		medium
0:32	80	Visual	Upper visual field area; Motion-related	*I will die before I walk away, walk away Let's take it fast, just like a flash And*	medium
0:33	76	Visual	Upper visual field area; Motion-related		medium
0:34	72	Visual	Upper visual field area; Motion-related		medium
0:35	64	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:36	62	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:37	61	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:38	59	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:39	61	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
0:40	66	Visual	Motion-related; Upper visual field area	*in a moment we'll be gone like a second chance You and me, we don't let this like*	medium
0:41	73	Visual	Motion-related; Upper visual field area		medium
0:42	79	Visual	Motion-related; Upper visual field area		medium
0:43	83	Visual	Motion-related; Upper visual field area		medium
0:44	91	Visual	Dorsal visual V3A; Motion-related		medium
0:45	96	Visual	Dorsal visual V3A; Upper visual field area		medium
0:46	94	Visual	Dorsal visual V3A; Upper visual field area	*a rushing blast But we, we're moving into the very last breath we gonna be okay we stuck*	medium
0:47	90	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:48	83	Visual	Ventro-medial visual (scene); Dorsal visual V3A		medium
0:49	79	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:50	69	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:51	56	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:52	43	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:53	34	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:54	30	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:55	22	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:56	12	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:57	3	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:58	0	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:59	8	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:00	14	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
1:01	15	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
1:02	14	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
1:03	13	Visual	Posterior belt (secondary auditory); Lateral belt (secondary auditory)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:04	14	Auditory	Posterior belt (secondary auditory); Anterior superior-temporal auditory	*together through everything just gotta get through grand theft auto 6 coming november 19th rated m for mature*	medium
1:05	7	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:06	3	Visual	Anterior superior-temporal auditory; Dorsal visual V3A		medium
1:07	9	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:08	24	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:09	41	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:10	51	Visual	Ventro-medial visual (scene); Upper visual field area		medium
1:11	57	Visual	Upper visual field area; Dorsal visual V3B		medium
1:12	62	Visual	Upper visual field area; Dorsal visual V3B		medium
1:13	58	Visual	Upper visual field area; Dorsal visual V3B		medium
1:14	58	Visual	Dorsal motion/form area; Ventro-medial visual (scene)		medium
1:15	63	Visual	Dorsal motion/form area; Ventro-medial visual (scene)		medium
1:16	78	Visual	Anterior superior-temporal auditory; Medial intraparietal (reach planning)		medium
1:17	95	Visual	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:18	100	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:19	100	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:20	93	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:21	74	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:22	58	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:23	42	Attention	Anterior superior-temporal auditory; Frontal operculum (salience)		medium
1:24	37	Attention	Anterior superior-temporal auditory; Frontal operculum (salience)		medium
1:25	36	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
1:26	38	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
1:27	48	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
1:28	49	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
1:29	68	Attention	Frontal operculum (salience); Anterior cingulate (monitoring)		lower
1:30	63	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)	*you.*	lower

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 62; the tick on each bar marks it.

0:03	78	I got in some trouble in the army didn't leave on the best of terms they don't give
0:07	79	loans anything to people like me this is a free call from lucia caminos a and a hurricane
0:32	67	I will die before I walk away, walk away Let's take it fast, just like a flash And
0:41	83	in a moment we'll be gone like a second chance You and me, we don't let this like
0:47	37	a rushing blast But we, we're moving into the very last breath we gonna be okay we stuck
1:05	55	together through everything just gotta get through grand theft auto 6 coming november 19th rated m for mature
1:30	63	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.

neuro-viral

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