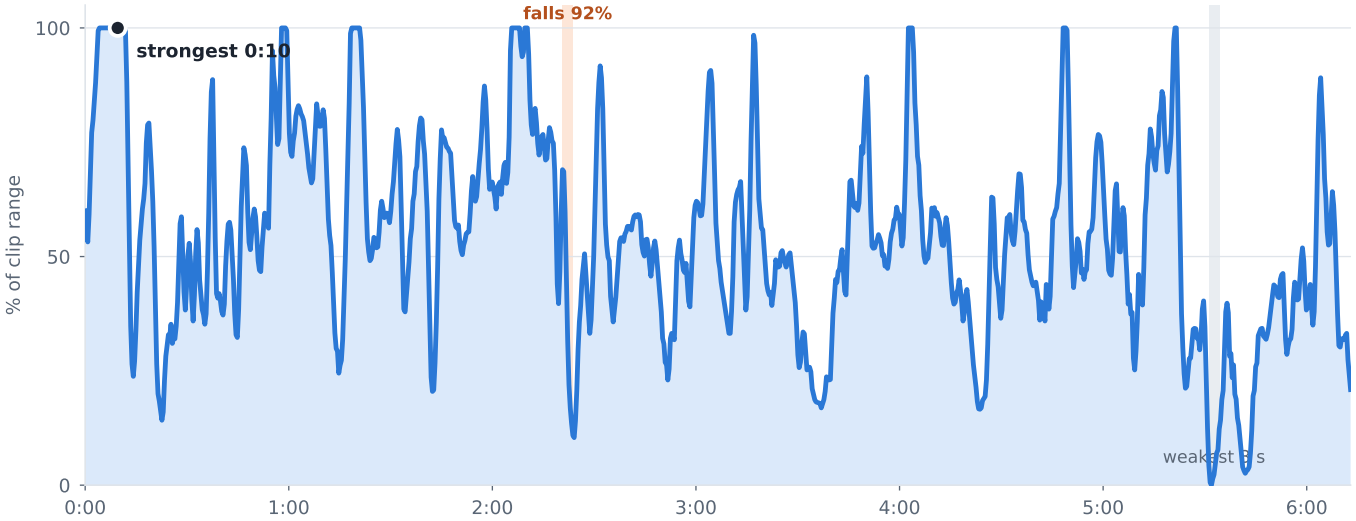
VIDEO REPORT

MrBeast: 1,000 Deaf People Hear For The First Time

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:10	**92%**	**5:31 to 5:34**	**54%**
after the first three seconds	2:21 to 2:24	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

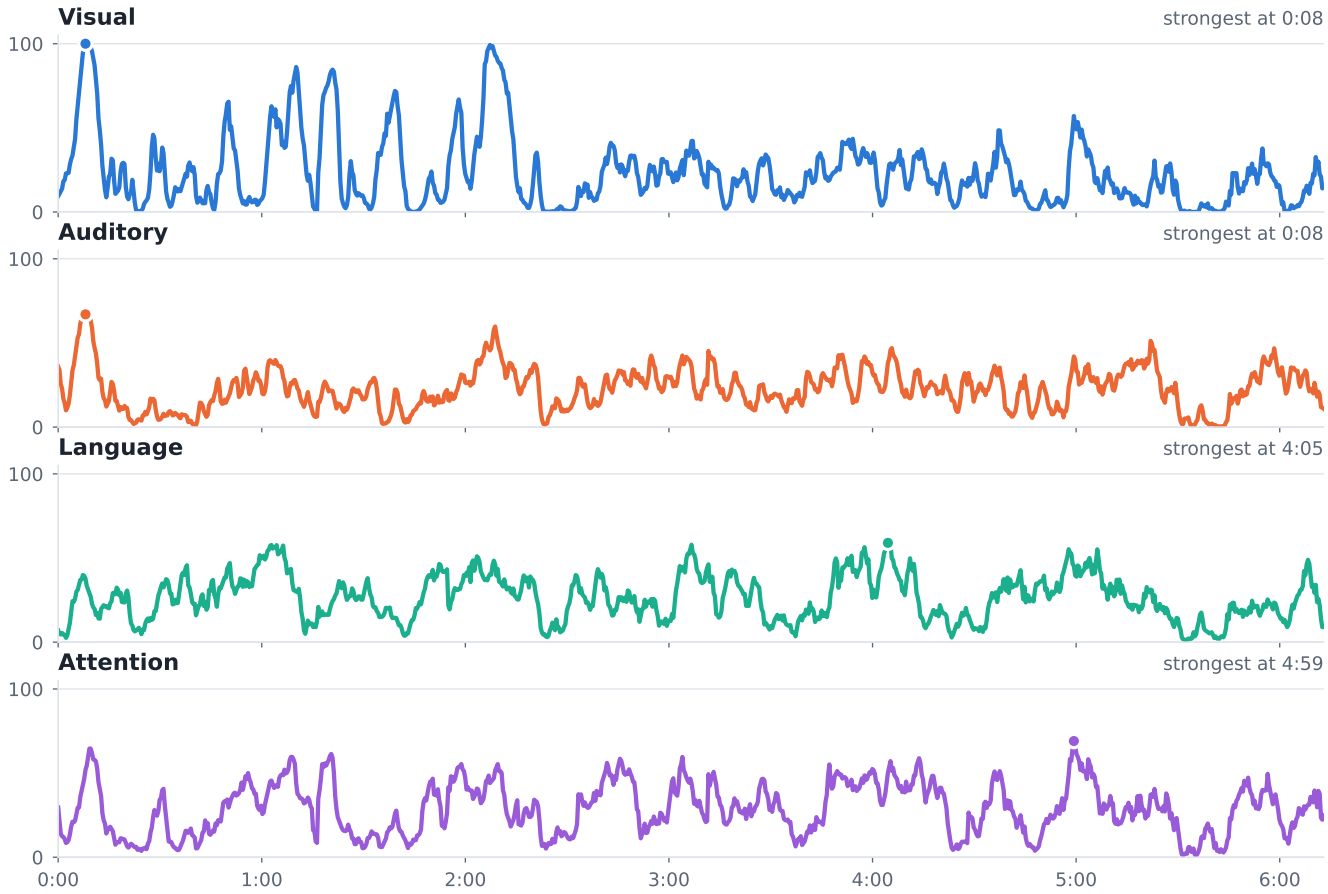
- After the first three seconds, the predicted brain response peaks at 0:10, the predicted response falls 92% between 2:21 and 2:24, and the weakest 3-second stretch is 5:31 to 5:34.
- After the fall at 2:24 the predicted response comes back up past its pre-fall level by 4:59 (159% of it), the strongest moment after the opening.
- The attention network has the highest predicted response for 35% of the clip, the language network for 34%.
- Speech is present in 15% of the seconds; the words are set against the curve on the later pages.

In this report

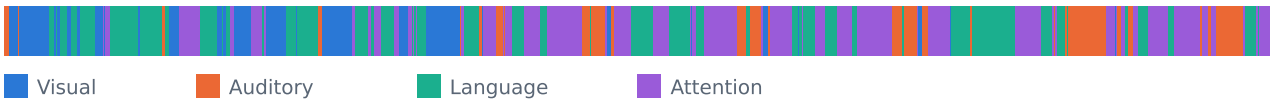
Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

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.



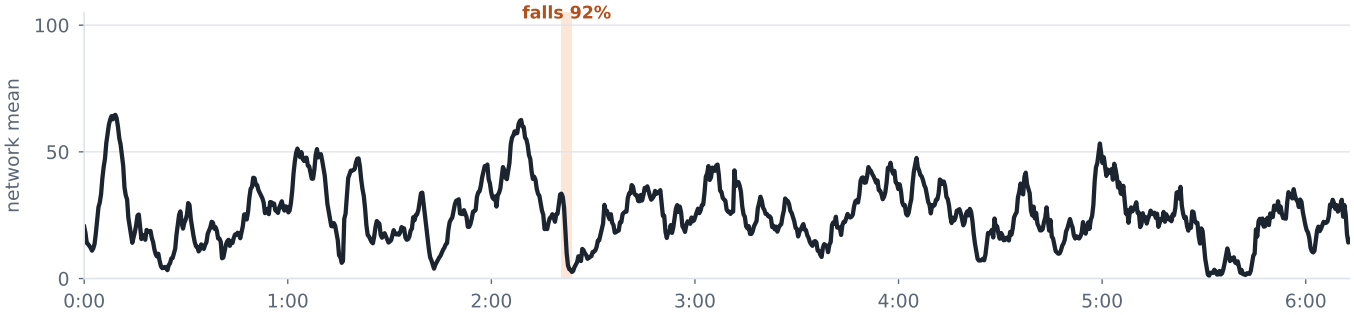
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Attention	131 s	35%	4:59
Language	126 s	34%	4:05
Visual	62 s	17%	0:08
Auditory	54 s	14%	0:08

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

60 of 100

Leading network	Auditory
System	Spatial attention
Regions	Spatial attention; Lateral intraparietal (attention)

“This is the first out of a thousand deaf people that we're going to help hear again.”

0:10 Strongest second

100 of 100

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

“I love you.”

2:21 Fall begins

69 of 100

Leading network	Auditory
System	Scene & place recognition
Regions	Scene & place recognition; Parieto-occipital sulcus

“So now you can give out grand to each of your grandkids You can just tell me my”

2:24 Fall ends

11 of 100

Leading network	Attention
System	Spatial attention
Regions	Spatial attention; Intraparietal (attention)

“So now you can give out grand to each of your grandkids You can just tell me my jokes are done. There you go there something you want to buy?”

4:59 Best after the fall

75 of 100

Leading network	Attention
System	Spatial attention
Regions	Frontal eye fields (gaze control); Motion-related

“one you for doing this for me you.”

5:31 Weakest 3 s begin

4 of 100

Leading network	Language
System	Scene & place recognition
Regions	Parieto-occipital sulcus; Early visual cortex

“we also went to Guatemala, and we also helped hundreds of people in South Africa, Malawi, and Indonesia.”

Every second

This video is long, so each row covers 5 seconds: the level is their average and the regions are those of the strongest second in the row. 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 to 0:02	60	Auditory	Higher visual: color + face/object patches; Inferior frontal junction (attention switching)	*This is the first out of a thousand deaf people that we're going to help hear again.*	medium
0:02 to 0:04	84	Visual	Higher visual: color + face/object patches; Posterior inferotemporal (objects)	*And she hasn't heard her mother's voice in four years.*	medium
0:04 to 0:06	100	Visual	Higher visual: color + face/object patches; Posterior inferotemporal (objects)		medium
0:06 to 0:08	100	Visual	Higher visual: color + face/object patches; Color & form processing		medium
0:08 to 0:10	100	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*Can you hear?*	medium
0:10 to 0:11	100 ●	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*I love you.*	medium
0:11 to 0:13	82	Visual	Intraparietal sulcus (spatial attention); Temporo-occipital visual (objects)	*Next, we help Kaylee, Sudie, and even entire families hear their loved ones again.*	lower
0:13 to 0:15	29	Language	Language network; Superior temporal sulcus (speech)		lower
0:15 to 0:17	52	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:17 to 0:19	72	Language	Temporo-parieto-occipital junction; Superior temporal visual		lower
0:19 to 0:21	59	Language	Temporo-parieto-occipital junction; Superior temporal visual	*But they are only a few of the 1 ,000 people that we are going to help hear*	lower
0:21 to 0:23	19	Visual	Superior temporal sulcus (speech); Early visual cortex		lower
0:23 to 0:25	26	Language	Temporo-parieto-occipital junction; Superior temporal visual	*again today.*	lower
0:25 to 0:27	33	Language	Temporo-parieto-occipital junction; Superior temporal visual	*We got our hands on over $3 million of cutting -edge hearing technology that, unlike old hearing*	lower
0:27 to 0:29	48	Visual	Motion-related; Upper visual field area		medium
0:29 to 0:31	45	Attention	Early visual cortex; Temporo-parieto-occipital junction		medium
0:31 to 0:33	44	Language	Early visual cortex; Temporo-parieto-occipital junction	*analyzes people's specific hearing needs allowing them to hear again without causing*	medium
0:33 to 0:34	49	Language	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)		lower
0:34 to 0:36	39	Language	Early visual cortex; Superior temporal sulcus (speech)	*Can you hear me talking now?*	medium
0:36 to 0:38	76	Language	Early visual cortex; Temporo-parieto-occipital junction	*Yes.*	medium
0:38 to 0:40	44	Language	Early visual cortex; Temporo-parieto-occipital junction	*Oh my god. Wait, he didn't hear me.*	medium
0:40 to 0:42	43	Language	Temporo-parieto-occipital junction; Superior temporal visual	*I'm gonna cry. You just saved my dad's life.*	lower
0:42 to 0:44	53	Language	Superior temporal visual; Temporo-parieto-occipital junction	*And our tenth person was Aisha.*	lower
0:44 to 0:46	38	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*I used to watch him, like, a lot.*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:46 to 0:48	69	Language	Auditory area 5 (superior temporal); Auditory association cortex	*Like, I'd Used to? No, stop!*	medium
0:48 to 0:50	56	Visual	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*What happened?*	lower
0:50 to 0:52	54	Visual	Higher visual: color + face/object patches; Posterior inferotemporal (objects)	*Go ahead.*	medium
0:52 to 0:54	55	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Do a test. Mommy?*	medium
0:54 to 0:56	72	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*She can't hear you yet, but she will in 3, 2, 1.*	medium
0:56 to 0:57	81	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:57 to 0:59	97	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Hello.*	lower
0:59 to 1:01	82	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*I can hear my baby girl.*	lower
1:01 to 1:03	80	Language	Temporo-parieto-occipital junction; Superior temporal visual	*I can hear my voice in my left ear now.*	lower
1:03 to 1:05	80	Visual	Temporo-parieto-occipital junction; Superior temporal visual	*How's it sound?*	lower
1:05 to 1:07	70	Language	Early visual cortex; Superior temporal visual	*He's dancing. Oh, my god.*	medium
1:07 to 1:09	77	Visual	Motion area (V5); Motion processing	*This is amazing.*	medium
1:09 to 1:11	80	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*Did you hear that? I can.*	medium
1:11 to 1:13	61	Visual	Motion area (V5); Temporo-parieto-occipital junction	*At this point, we've helped over 40 people here again.*	medium
1:13 to 1:15	36	Attention	Motion processing; Motion-related	*But on top of that, we wanted to give them a little surprise.*	medium
1:15 to 1:17	30	Attention	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
1:17 to 1:19	72	Visual	Upper visual field area; Dorsal visual V3B	*This is $10 ,000.*	medium
1:19 to 1:20	100	Visual	Upper visual field area; Dorsal visual V3B	*It's yours.*	medium
1:20 to 1:22	94	Visual	Dorsal visual V3B; Motion-related	*you go. We also want to give you $10 ,000 to make this day a little bit better.*	medium
1:22 to 1:24	58	Language	Temporo-parieto-occipital junction; Early visual cortex		medium
1:24 to 1:26	52	Language	Superior temporal visual; Temporo-parieto-occipital junction	*Are you serious right now?*	lower
1:26 to 1:28	58	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	*Yeah, just don't have a heart attack, Felice.*	medium
1:28 to 1:30	59	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Which is better, hearing or the 10 grand?*	medium
1:30 to 1:32	67	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*The hearing, because I can hear my baby.*	medium
1:32 to 1:34	67	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:34 to 1:36	42	Visual	Higher visual: color + face/object patches; Motion area (V5)	*Do you watch the channel?*	medium
1:36 to 1:38	61	Visual	Dorsal visual V3A; Higher visual: color + face/object patches	*Can you guys close your eyes, and can I borrow you for one second?*	medium
1:38 to 1:40	77	Visual	Ventro-medial visual (scene); Dorsal visual V3A	*Can you tell them you guys just won $10 ,000?*	medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:40 to 1:42	64	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:42 to 1:43	25	Visual	Ventro-medial visual (scene); Dorsal motion/form area	*Okay, open your eyes. You won $10 ,000.*	medium
1:43 to 1:45	59	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*$10 ,000. Oh my god.*	medium
1:45 to 1:47	75	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:47 to 1:49	67	Attention	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)	*I'll get home and have a heart attack.*	lower
1:49 to 1:51	55	Attention	Motion processing; Motion-related	*Please don't. What is with everyone and having heart attacks this video?*	medium
1:51 to 1:53	53	Language	Early visual cortex; Superior temporal sulcus (speech)	*Turn around and look at the camera and you just go, subscribe.*	medium
1:53 to 1:55	62	Language	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)	*Subscribe.*	lower
1:55 to 1:57	67	Attention	Motion processing; Motion area (V5)	*There you go. Ivy's the next big YouTuber.*	medium
1:57 to 1:59	82	Visual	Motion-related; Motion processing	*Why don't we give you $10 ,000 as well?*	medium
1:59 to 2:01	66	Attention	Higher visual: color + face/object patches; Motion-related	*Here you go.*	medium
2:01 to 2:03	64	Language	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)	*The hearing aids was enough, but that is awesome.*	lower
2:03 to 2:05	67	Language	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)	*Not only did we want to help you here, we also wanted to give you $10 ,000 on*	lower
2:05 to 2:06	88	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
2:06 to 2:08	100	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)	*top of it.*	medium
2:08 to 2:10	97	Visual	Dorsal visual V3B; Ventro-medial visual (scene)	*I'm a witch. What are you going to spend the money on?*	medium
2:10 to 2:12	87	Visual	Dorsal visual V3B; Ventro-medial visual (scene)	*you. You mentioned you have 12 grandkids.*	medium
2:12 to 2:14	78	Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
2:14 to 2:16	74	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*um here is $12 ,000.*	medium
2:16 to 2:18	76	Language	Auditory area 5 (superior temporal); Auditory association cortex	*No way.*	medium
2:18 to 2:20	57	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*So now you can give out grand to each of your grandkids You can just tell me my*	medium
2:20 to 2:22	61	Auditory	Scene & place recognition; Parieto-occipital sulcus		medium
2:22 to 2:24	26	Attention	Intraparietal (attention); Parieto-occipital sulcus	*jokes are done.*	medium
2:24 to 2:26	17	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*There you go there something you want to buy?*	medium
2:26 to 2:28	44	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
2:28 to 2:29	39	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*Well now you can.*	medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:29 to 2:31	61	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*When we were talking earlier they mentioned you guys enjoyed jet -ski there anything you*	lower
2:31 to 2:33	84	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:33 to 2:35	50	Attention	Temporo-parieto-occipital junction; Superior temporal visual	*want to spend the money on?*	lower
2:35 to 2:37	40	Attention	Frontal eye fields (gaze control); Perisylvian language area	*Jet -ski for him. His jet -ski broke down.*	medium
2:37 to 2:39	53	Attention	Perisylvian language area; Superior temporal visual	*Who are you?*	lower
2:39 to 2:41	56	Language	Superior temporal visual; Temporo-parieto-occipital junction	*Uh, Mr. Reese I hug you?*	lower
2:41 to 2:43	58	Attention	Frontal eye fields (gaze control); Perisylvian language area		medium
2:43 to 2:45	56	Attention	Motion area (V5); Motion-related	*Wait, did you just realize who I am? Yeah, I had no idea.*	medium
2:45 to 2:47	52	Attention	Inferior frontal junction (control); Dorsal premotor (action prep)	*Yeah, I'm the one who helped you here.*	lower
2:47 to 2:49	50	Attention	Early visual cortex; Spatial attention	*Well, now that you know who I am, can I surprise you guys with something?*	medium
2:49 to 2:51	41	Attention	Dorsal premotor (action prep); Frontal eye fields (gaze control)		medium
2:51 to 2:52	27	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*Yeah. Okay, I went out and I bought a brand new jet ski for you guys.*	medium
2:52 to 2:54	34	Auditory	Parieto-occipital sulcus; Auditory association cortex		medium
2:54 to 2:56	51	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*I was going to sell my wife to try to get one.*	medium
2:56 to 2:58	45	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*Oh, really?*	medium
2:58 to 3:00	52	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*I got you. Thank you so, so much.*	medium
3:00 to 3:02	60	Attention	Auditory association cortex; Posterior belt (secondary auditory)		medium
3:02 to 3:04	75	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*And while we were busy helping more people, I sent Nolan to give a gift to one of*	medium
3:04 to 3:06	83	Attention	Auditory area 5 (superior temporal); Auditory association cortex		medium
3:06 to 3:08	50	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	*our youngest patients. I've got some custom pink hearing aids for you.*	medium
3:08 to 3:10	39	Language	Early visual cortex; Superior frontal (attention)		medium
3:10 to 3:12	42	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*at those!*	medium
3:12 to 3:14	64	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*Listen, what do you say we go get some more toys?*	medium
3:14 to 3:15	47	Attention	Auditory area 5 (superior temporal); Auditory association cortex		medium
3:15 to 3:17	74	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*We're just gonna go to the toy aisle and you just go crazy, alright?*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
3:17 to 3:19	76	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*It's Jimmy's money.*	lower
3:19 to 3:21	51	Language	Temporo-parieto-occipital junction; Superior temporal visual	*I'm taking all his money.*	lower
3:21 to 3:23	41	Language	Superior temporal visual; Temporo-parieto-occipital junction		lower
3:23 to 3:25	47	Attention	Superior temporal visual; Perisylvian language area	*man. Yes! Oh, what's that?*	lower
3:25 to 3:27	50	Language	Superior temporal visual; Early visual cortex	*You like this, huh?*	lower
3:27 to 3:29	49	Attention	Frontal eye fields (gaze control); Dorsal premotor (action prep)	*You need more.*	medium
3:29 to 3:31	34	Attention	Motion area (V5); Motion-related	*Obvious!*	medium
3:31 to 3:33	31	Attention	Inferior frontal junction (control); Inferior frontal junction (attention switching)	*This is my best day ever!*	lower
3:33 to 3:35	25	Attention	Early visual cortex; Spatial attention	*Thank you, Mr.*	medium
3:35 to 3:37	19	Attention	Early visual cortex; Dorsal premotor (action prep)	*Beast! is the darndest thing I've ever heard of.*	medium
3:37 to 3:38	18	Auditory	Early visual cortex; Intraparietal (attention)	*Pretty cool, isn't it?*	medium
3:38 to 3:40	25	Language	Parieto-occipital sulcus; Ventro-medial visual (scene)	*I mean, my word, you know.*	medium
3:40 to 3:42	43	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*You can hear. I can hear really good.*	medium
3:42 to 3:44	48	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*I hear my flails pretty good.*	medium
3:44 to 3:46	57	Visual	Auditory area 5 (superior temporal); Auditory association cortex	*Try talking to him from back there.*	medium
3:46 to 3:48	62	Attention	Auditory association cortex; Auditory area 5 (superior temporal)	*Colton, who's the best quarterback ever?*	medium
3:48 to 3:50	71	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*Tayden Manning. He hears very well.*	medium
3:50 to 3:52	77	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*To test your new hearing, we got you tickets to the upcoming championship basketball*	medium
3:52 to 3:54	52	Language	Early visual cortex; Motion area (V5)		medium
3:54 to 3:56	52	Language	Early visual cortex; Superior temporal visual		medium
3:56 to 3:58	49	Language	Lateral belt (secondary auditory); Auditory area 5 (superior temporal)	*your whole family to go to.*	medium
3:58 to 4:00	58	Language	Frontal eye fields (gaze control); Auditory area 5 (superior temporal)	*What better way to break in your new hearing than going to a Taylor Swift concert?*	medium
4:00 to 4:01	56	Attention	Frontal eye fields (gaze control); Auditory area 5 (superior temporal)		medium
4:01 to 4:03	84	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
4:03 to 4:05	91	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*experience it with your new hearing.*	lower
4:05 to 4:07	64	Attention	Superior temporal visual; Temporo-parieto-occipital junction	*to Houston. Hello, friends.*	lower
4:07 to 4:09	50	Attention	Motion area (V5); Frontal eye fields (gaze control)	*are like the best seats we've ever had for a basketball game.*	medium
4:09 to 4:11	59	Attention	Superior temporal visual; Temporo-parieto-occipital junction	*it is!*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
4:11 to 4:13	56	Attention	Superior temporal visual; Temporo-parieto-occipital junction		lower
4:13 to 4:15	55	Attention	Frontal eye fields (gaze control); Dorsal premotor (action prep)		medium
4:15 to 4:17	43	Attention	Intraparietal sulcus (spatial attention); Lateral intraparietal (attention/eye movements)	*Thank you, Mr.*	medium
4:17 to 4:19	42	Attention	Inferior frontal junction (control); Early visual cortex		lower
4:19 to 4:21	40	Attention	Early visual cortex; Spatial attention	*But we didn't want to only help people in the United States, which is why we flew to*	medium
4:21 to 4:23	30	Attention	Early visual cortex; Frontal eye fields (gaze control)		medium
4:23 to 4:24	18	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)	*Mexico to help 200 deaf people.*	medium
4:24 to 4:26	22	Auditory	Parieto-occipital sulcus; Early visual cortex	*Come on.*	medium
4:26 to 4:28	56	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*Leopardo and Salomai have always wanted to hear their Dodgers voice.*	medium
4:28 to 4:30	42	Auditory	Auditory association cortex; Posterior belt (secondary auditory)		medium
4:30 to 4:32	49	Auditory	Auditory association cortex; Auditory area 5 (superior temporal)		medium
4:32 to 4:34	56	Attention	Auditory association cortex; Posterior belt (secondary auditory)	*are unable to afford hearing technology today that's about to change same repeatedly over*	medium
4:34 to 4:36	63	Attention	Auditory area 5 (superior temporal); Auditory association cortex		medium
4:36 to 4:38	58	Attention	Auditory association cortex; Posterior belt (secondary auditory)		medium
4:38 to 4:40	46	Attention	Motion area (V5); Frontal eye fields (gaze control)	*excited to hear us say mama and for the first time they're flicking them on okay three two*	medium
4:40 to 4:42	41	Language	Temporo-parieto-occipital junction; Early visual cortex		medium
4:42 to 4:44	39	Language	Superior temporal sulcus (speech); Early visual cortex		lower
4:44 to 4:46	46	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*one you for doing this for me you.*	medium
4:46 to 4:47	62	Language	Superior temporal sulcus (speech); Early visual cortex		lower
4:47 to 4:49	93	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
4:49 to 4:51	72	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
4:51 to 4:53	49	Language	Early visual cortex; Broca's area (speech production)		medium
4:53 to 4:55	47	Language	Early visual cortex; Medial superior frontal (control)		medium
4:55 to 4:57	53	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
4:57 to 4:59	69	Language	Superior temporal visual; Frontal eye fields (gaze control)		lower
4:59 to 5:01	69	Attention	Frontal eye fields (gaze control); Motion-related		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
5:01 to 5:03	49	Attention	Motion area (V5); Intraparietal sulcus (spatial attention)	*You should be able to hear them.*	medium
5:03 to 5:05	59	Attention	Early visual cortex; Intraparietal (attention)	*What's it like?*	medium
5:05 to 5:07	56	Attention	Early visual cortex; Parieto-occipital sulcus		medium
5:07 to 5:09	43	Language	Superior temporal sulcus (speech); Early visual cortex		lower
5:09 to 5:10	31	Attention	Early visual cortex; Superior temporal sulcus (speech)	*She hasn't heard properly for 67 years.*	medium
5:10 to 5:12	43	Language	Lateral belt (secondary auditory); Auditory area 5 (superior temporal)		medium
5:12 to 5:14	68	Language	Auditory area 5 (superior temporal); Auditory association cortex	*Three, two, one.*	medium
5:14 to 5:16	72	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*How is it?*	medium
5:16 to 5:18	82	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
5:18 to 5:20	72	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)		medium
5:20 to 5:22	92	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
5:22 to 5:24	55	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
5:24 to 5:26	24	Auditory	Parieto-occipital sulcus; Superior frontal (attention)		medium
5:26 to 5:28	32	Attention	Dorsal visual V3B; Dorsal motion/form area		medium
5:28 to 5:30	33	Auditory	Parieto-occipital sulcus; Cingulate (control)	*we also went to Guatemala, and we also helped hundreds of people in South Africa,*	medium
5:30 to 5:32	23	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
5:32 to 5:33	2	Auditory	Cingulate (control); Spatial attention		lower
5:33 to 5:35	12	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
5:35 to 5:37	33	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
5:37 to 5:39	25	Attention	Frontal eye fields (gaze control); Temporo-parieto-occipital junction		medium
5:39 to 5:41	13	Attention	Anterior insula (salience); Anterior cingulate (control)	*And I learned while filming this video that providing hearing isn't the only way to connect*	lower
5:41 to 5:43	3	Attention	Anterior cingulate (control); Dorsolateral prefrontal (working memory / control)		lower
5:43 to 5:45	13	Language	Early visual cortex; Superior temporal visual		medium
5:45 to 5:47	31	Attention	Frontal eye fields (gaze control); Cingulate (control)		medium
5:47 to 5:49	33	Attention	Cingulate (control); Anterior cingulate (control)	*Sign language connects people whether they can hear or not.*	lower
5:49 to 5:51	39	Attention	Inferior frontal junction (attention switching); Inferior frontal junction (control)	*But access to learning sign language is still very limited in many places we're gonna*	lower
5:51 to 5:53	43	Attention	Lateral belt (secondary auditory); Temporo-parieto-occipital junction		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
5:53 to 5:55	38	Attention	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
5:55 to 5:56	34	Attention	Cingulate (control); Parieto-occipital sulcus	*thousand dollars to organizations around the world that are teaching people sign language But*	lower
5:56 to 5:58	43	Attention	Lateral belt (secondary auditory); Intraparietal (attention)		medium
5:58 to 6:00	46	Auditory	Intraparietal (attention); Superior frontal (attention)		medium
6:00 to 6:02	40	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*still have our final person left to help*	medium
6:02 to 6:04	62	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
6:04 to 6:06	76	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
6:06 to 6:08	57	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
6:08 to 6:10	46	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
6:10 to 6:12	32	Attention	Dorsolateral prefrontal (working memory / control); Upper visual field area		lower
6:12 to 6:13	26	Attention	Dorsolateral prefrontal (working memory / control); Anterior cingulate (control)		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 54; the tick on each bar marks it.

0:00		72	This is the first out of a thousand deaf people that we're going to help hear again.
0:04		99	And she hasn't heard her mother's voice in four years.
0:08		100	Can you hear?
0:10		100	I love you.
0:13		54	Next, we help Kaylee, Sudie, and even entire families hear their loved ones again.
0:21		24	But they are only a few of the 1 ,000 people that we are going to help hear
0:25		33	again today.
0:26		43	We got our hands on over $3 million of cutting -edge hearing technology that, unlike old hearing aids,
0:31		44	analyzes people's specific hearing needs allowing them to hear again without causing any damage.
0:36		67	Can you hear me talking now?
0:38		80	Yes.
0:38		46	Oh my god.
0:40		39	Wait, he didn't hear me.
0:41		47	I'm gonna cry.
0:42		56	You just saved my dad's life.
0:43		40	And our tenth person was Aisha.
0:45		49	I used to watch him, like, a lot.
0:47		71	Like, I'd Used to?
0:48		65	No, stop!
0:48		56	What happened?
0:52		49	Go ahead.
0:52		56	Do a test.
0:53		59	Mommy?
0:54		77	She can't hear you yet, but she will in 3, 2, 1.
0:58		100	Hello.
1:00		81	I can hear my baby girl.
1:02		81	I can hear my voice in my left ear now.
1:04		79	How's it sound?
1:06		70	He's dancing.
1:07		69	Oh, my god.
1:08		81	This is amazing.
1:09		79	Did you hear that?

The words (continued)

1:11	73	I can.
1:12	47	At this point, we've helped over 40 people here again.
1:14	33	But on top of that, we wanted to give them a little surprise.
1:17	72	This is $10 ,000.
1:19	100	It's yours.
1:21	99	you go.
1:22	58	We also want to give you $10 ,000 to make this day a little bit better.
1:26	55	Are you serious right now?
1:27	60	Yeah, just don't have a heart attack, Felice.
1:30	64	Which is better, hearing or the 10 grand?
1:32	64	The hearing, because I can hear my baby.
1:35	47	Do you watch the channel?
1:36	66	Can you guys close your eyes, and can I borrow you for one second?
1:39	69	Can you tell them you guys just won $10 ,000?
1:42	22	Okay, open your eyes.
1:43	43	You won $10 ,000.
1:45	67	$10 ,000.
1:45	75	Oh my god.
1:48	64	I'll get home and have a heart attack.
1:50	57	Please don't.
1:50	53	What is with everyone and having heart attacks this video?
1:52	58	Turn around and look at the camera and you just go, subscribe.
1:54	66	Subscribe.
1:55	63	There you go.
1:56	72	Ivy's the next big YouTuber.
1:57	78	Why don't we give you $10 ,000 as well?
2:01	63	Here you go.
2:02	67	The hearing aids was enough, but that is awesome.
2:04	90	Not only did we want to help you here, we also wanted to give you $10 ,000 on
2:07	100	top of it.
2:09	95	I'm a witch.
2:10	100	What are you going to spend the money on?
2:11	89	you.
2:12	79	You mentioned you have 12 grandkids.
2:14	74	um here is $12 ,000.
2:17	77	No way.

The words (continued)

2:18	48	So now you can give out grand to each of your grandkids You can just tell me my
2:23	12	jokes are done.
2:24	26	There you go there something you want to buy?
2:29	37	Well now you can.
2:30	68	When we were talking earlier they mentioned you guys enjoyed jet -ski there anything you want you don't
2:35	38	want to spend the money on?
2:36	40	Jet -ski for him.
2:37	50	His jet -ski broke down.
2:38	54	Who are you?
2:39	55	Uh, Mr.
2:40	57	Reese I hug you?
2:43	57	Wait, did you just realize who I am?
2:44	52	Yeah, I had no idea.
2:46	49	Yeah, I'm the one who helped you here.
2:48	43	Well, now that you know who I am, can I surprise you guys with something?
2:51	27	Yeah.
2:51	35	Okay, I went out and I bought a brand new jet ski for you guys.
2:55	49	I was going to sell my wife to try to get one.
2:58	40	Oh, really?
2:59	53	I got you.
3:00	61	Thank you so, so much.
3:02	77	And while we were busy helping more people, I sent Nolan to give a gift to one of
3:06	52	our youngest patients.
3:07	39	I've got some custom pink hearing aids for you.
3:11	52	at those!
3:12	62	Listen, what do you say we go get some more toys?
3:17	83	We're just gonna go to the toy aisle and you just go crazy, alright?
3:19	56	It's Jimmy's money.
3:20	47	I'm taking all his money.
3:24	49	man.
3:24	48	Yes!
3:25	50	Oh, what's that?
3:26	49	You like this, huh?
3:27	50	You need more.
3:29	37	Obvious!

The words (continued)

3:31	29	This is my best day ever!
3:34	22	Thank you, Mr.
3:35	19	Beast!
3:36	18	is the darndest thing I've ever heard of.
3:38	21	Pretty cool, isn't it?
3:39	25	I mean, my word, you know.
3:40	41	You can hear.
3:41	47	I can hear really good.
3:43	48	I hear my flails pretty good.
3:45	63	Try talking to him from back there.
3:47	62	Colton, who's the best quarterback ever?
3:49	75	Tayden Manning.
3:50	83	He hears very well.
3:52	52	To test your new hearing, we got you tickets to the upcoming championship basketball game for you and
3:57	53	your whole family to go to.
3:59	68	What better way to break in your new hearing than going to a Taylor Swift concert?
4:04	86	experience it with your new hearing.
4:06	64	to Houston.
4:07	51	Hello, friends.
4:08	55	are like the best seats we've ever had for a basketball game.
4:11	59	it is!
4:17	42	Thank you, Mr.
4:19	32	But we didn't want to only help people in the United States, which is why we flew to
4:23	18	Mexico to help 200 deaf people.
4:26	42	Come on.
4:28	46	Leopardo and Salomai have always wanted to hear their Dodgers voice.
4:33	56	are unable to afford hearing technology today that's about to change same repeatedly over sign language they're so
4:39	41	excited to hear us say mama and for the first time they're flicking them on okay three two
4:45	64	one you for doing this for me you.
5:02	47	You should be able to hear them.
5:04	63	What's it like?
5:09	41	She hasn't heard properly for 67 years.
5:13	73	Three, two, one.

The words (continued)

5:16	82	How is it?
5:29	21	we also went to Guatemala, and we also helped hundreds of people in South Africa, Malawi, and Indonesia.
5:41	11	And I learned while filming this video that providing hearing isn't the only way to connect people.
5:47	35	Sign language connects people whether they can hear or not.
5:50	39	But access to learning sign language is still very limited in many places we're gonna donate a hundred
5:55	42	thousand dollars to organizations around the world that are teaching people sign language But aside from that we
6:01	44	still have our final person left to help

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 974 steps for a clip of 6:13, so times in this report are placed by the measured length of the clip.

neuro-viral

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