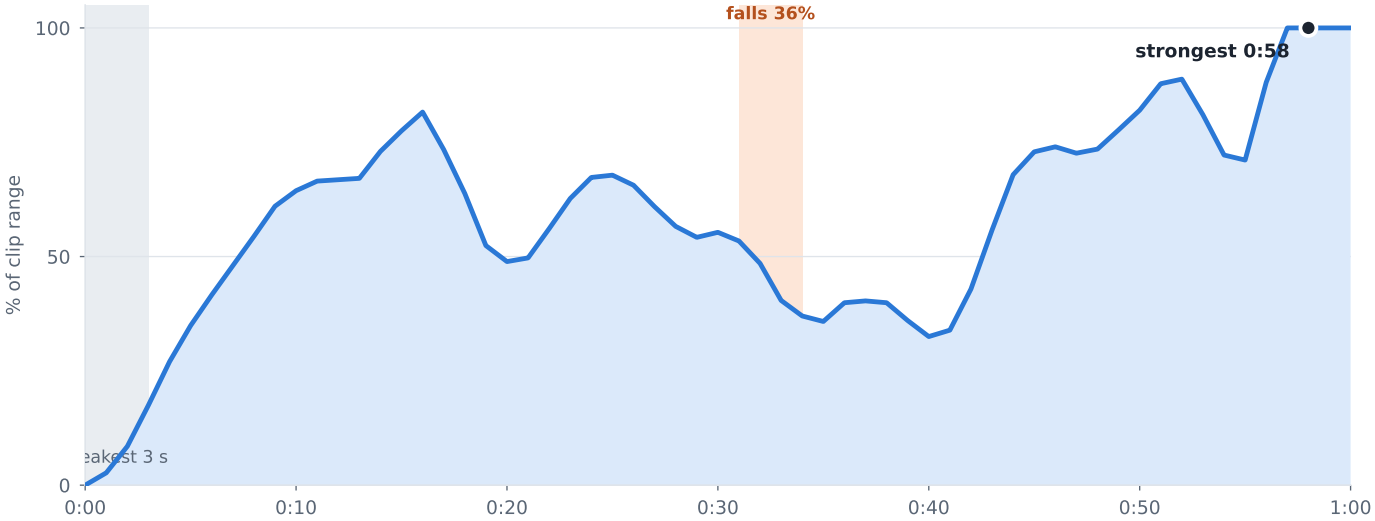
VIDEO REPORT

Nike: You Cannot Stop Us

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:58	**36%**	**0:00 to 0:03**	**59%**
after the first three seconds	0:31 to 0:34	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

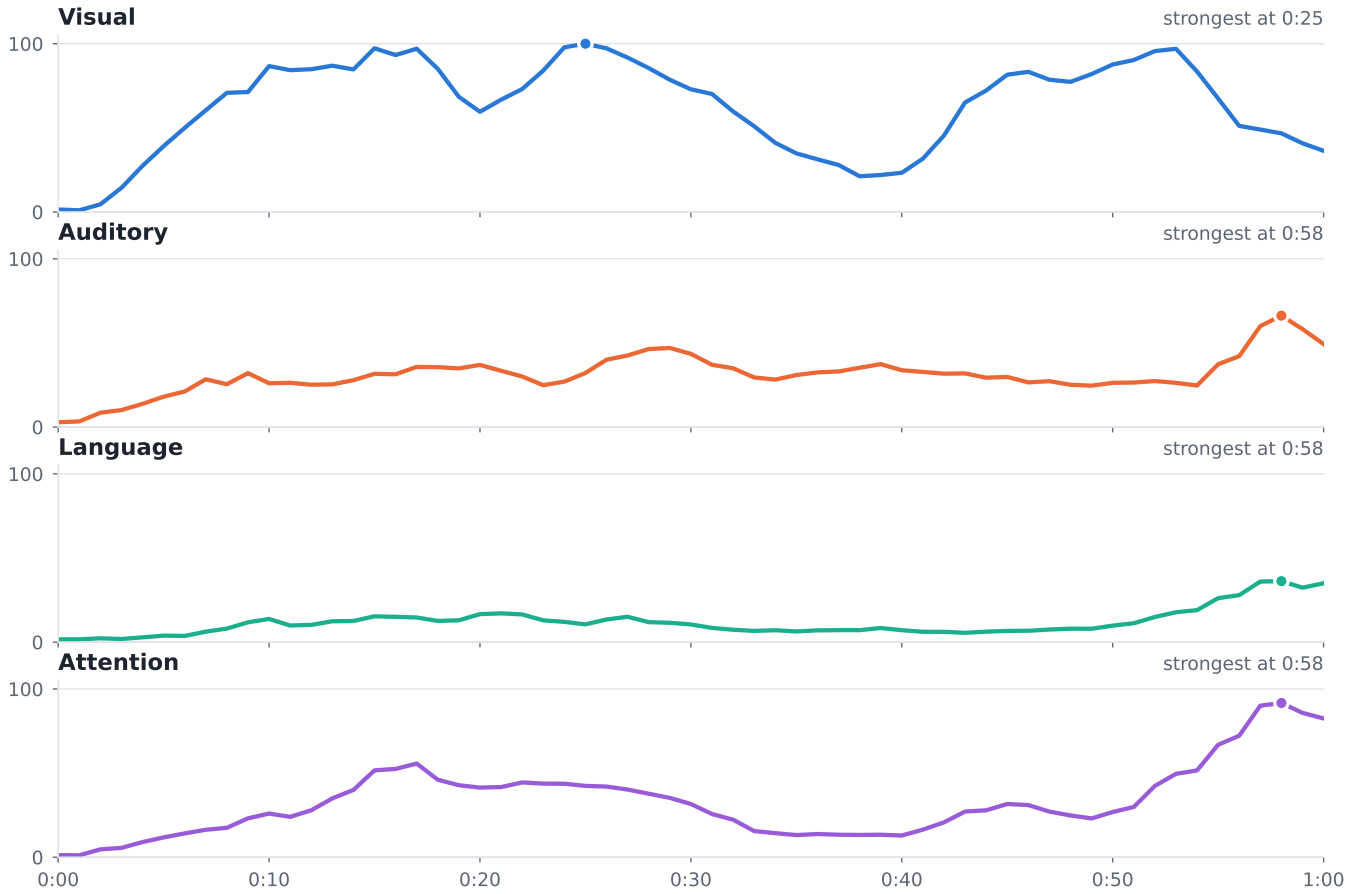
- After the first three seconds, the predicted brain response peaks at 0:58, the predicted response falls 36% between 0:31 and 0:34, and the weakest 3-second stretch is 0:00 to 0:03.
- After the fall at 0:34 the predicted response comes back up past its pre-fall level by 0:58 (170% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 77% of the clip, the auditory network for 15%.
- Speech is present in 15% of the seconds; the words are set against the curve on the later pages.

In this report

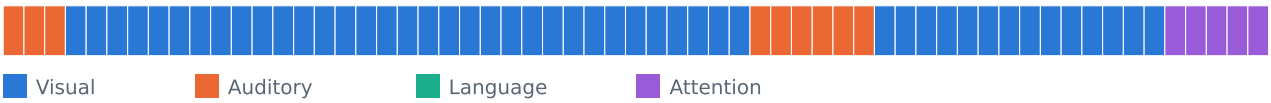
Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

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.



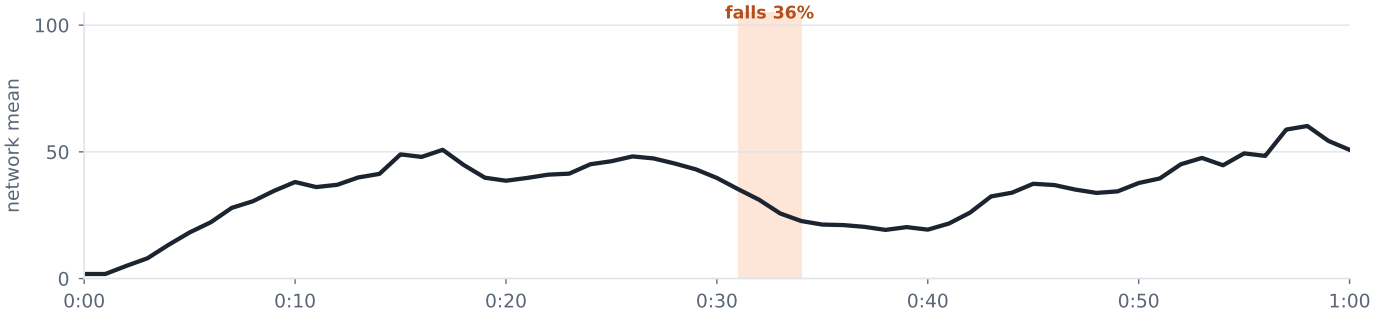
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	47 s	77%	0:25
Auditory	9 s	15%	0:58
Attention	5 s	8%	0:58
Language	0 s	0%	0:58

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, Weakest 3 s begin

0 of 100

Leading network	Auditory
System	Salience / control
Regions	Dorsolateral prefrontal (control); Language network

“We're never alone, and that is our strength, because when we're doubted, we'll play as one.”

0:31 Fall begins

53 of 100

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

“We know things won't always go our way. But whatever it is, we'll find a way.”

0:34 Fall ends

37 of 100

Leading network	Visual
System	Scene & place recognition
Regions	Ventro-medial visual (scene); Anterior superior-temporal auditory

“But whatever it is, we'll find a way. And when things aren't fair, we'll come together for change.”

0:52 Local high

89 of 100

Leading network	Visual
System	Early visual cortex
Regions	Dorsal visual V3A; Motion processing

“Because nothing can stop what we can do together.”

0:58 Strongest second, Best after the fall

100 of 100

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

“Because nothing can stop what we can do together.”

1:00 Final second

100 of 100

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

“Because nothing can stop what we can do together.”

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	0	Auditory	Dorsolateral prefrontal (control); Language network	*We're never alone, and that is our strength, because when we're doubted, we'll play as one.*	lower
0:01	3	Auditory	Language network; Dorsolateral prefrontal (control)		lower
0:02	8	Auditory	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:03	18	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:04	27	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:05	35	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:06	42	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:07	48	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:08	54	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:09	61	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:10	64	Visual	Higher visual: color + face/object patches; Upper visual field area		medium
0:11	66	Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
0:12	67	Visual	Upper visual field area; Motion-related		medium
0:13	67	Visual	Motion-related; Upper visual field area	*When we're held back, we'll go farther and harder, and if we don't fit the sport, we'll change*	medium
0:14	73	Visual	Upper visual field area; Motion-related		medium
0:15	78	Visual	Upper visual field area; Motion-related		medium
0:16	82	Visual	Upper visual field area; Motion-related		medium
0:17	73	Visual	Upper visual field area; Motion-related		medium
0:18	64	Visual	Upper visual field area; Motion-related		medium
0:19	52	Visual	Upper visual field area; Intraparietal sulcus (spatial attention)		medium
0:20	49	Visual	Upper visual field area; Intraparietal sulcus (spatial attention)		medium
0:21	50	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
0:22	56	Visual	Upper visual field area; Ventro-medial visual (scene)	*the sport.*	medium
0:23	63	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:24	67	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
0:25	68	Visual	Upper visual field area; Dorsal visual V3B		medium
0:26	66	Visual	Dorsal motion/form area; Ventro-medial visual (scene)	*We know things won't always go our way.*	medium
0:27	61	Visual	Dorsal motion/form area; Ventro-medial visual (scene)		medium
0:28	57	Visual	Dorsal motion/form area; Ventro-medial visual (scene)		medium

Every second (continued)

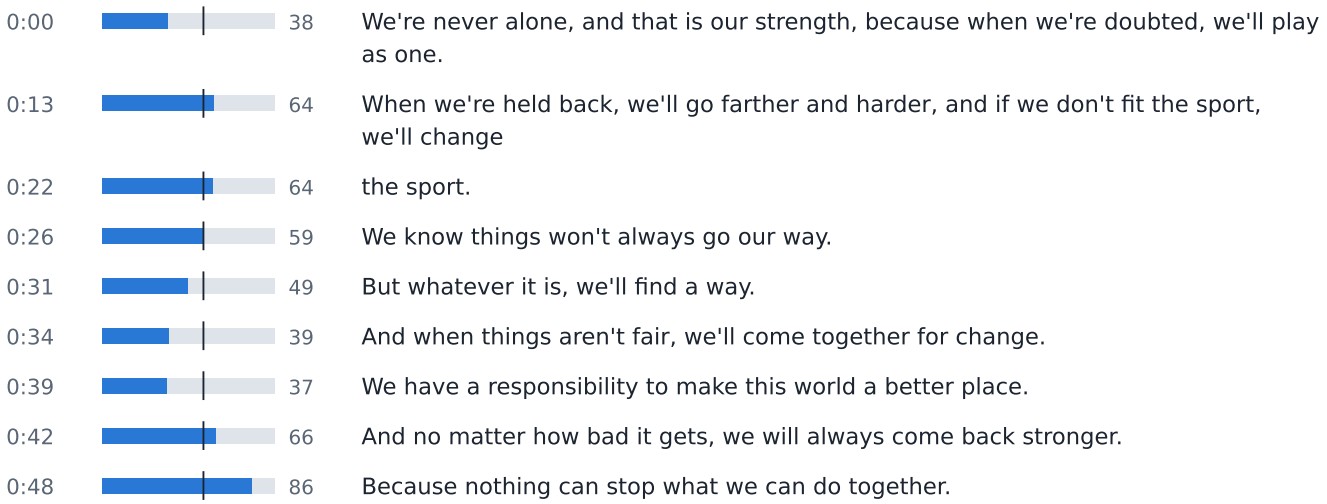
TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:29	54	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:30	55	Visual	Ventro-medial visual (scene); Dorsal motion/form area	*But whatever it is, we'll find a way.*	medium
0:31	53	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:32	48	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:33	40	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
0:34	37	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory	*And when things aren't fair, we'll come together for change.*	medium
0:35	36	Visual	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:36	40	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:37	40	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:38	40	Auditory	Anterior superior-temporal auditory; Auditory association cortex	*We have a responsibility to make this world a better place.*	medium
0:39	36	Auditory	Anterior superior-temporal auditory; Auditory association cortex		medium
0:40	32	Auditory	Anterior superior-temporal auditory; Auditory association cortex		medium
0:41	34	Auditory	Anterior superior-temporal auditory; Higher visual: color + face/object patches		medium
0:42	43	Visual	Dorsal visual V3A; Higher visual: color + face/object patches	*And no matter how bad it gets, we will always come back stronger.*	medium
0:43	56	Visual	Motion-related; Upper visual field area		medium
0:44	68	Visual	Motion-related; Upper visual field area		medium
0:45	73	Visual	Motion-related; Upper visual field area		medium
0:46	74	Visual	Upper visual field area; Motion-related		medium
0:47	73	Visual	Dorsal visual V3A; Upper visual field area		medium
0:48	74	Visual	Dorsal visual V3A; Upper visual field area	*Because nothing can stop what we can do together.*	medium
0:49	78	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:50	82	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:51	88	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:52	89	Visual	Dorsal visual V3A; Motion processing		medium
0:53	81	Visual	Dorsal visual V3A; Motion-related		medium
0:54	72	Visual	Dorsal visual V3A; Upper visual field area		medium
0:55	71	Visual	Peripheral/retinotopic vision; Anterior cingulate (monitoring)		medium
0:56	88	Attention	Anterior cingulate (monitoring); Cingulate (control)		lower
0:57	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:58	100	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:59	100	Attention	Anterior cingulate (monitoring); Dorsolateral prefrontal (working memory / control)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:00	100	Attention	Anterior cingulate (control); Anterior cingulate (monitoring)		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 59; the tick on each bar marks it.



0:00	38	We're never alone, and that is our strength, because when we're doubted, we'll play as one.
0:13	64	When we're held back, we'll go farther and harder, and if we don't fit the sport, we'll change
0:22	64	the sport.
0:26	59	We know things won't always go our way.
0:31	49	But whatever it is, we'll find a way.
0:34	39	And when things aren't fair, we'll come together for change.
0:39	37	We have a responsibility to make this world a better place.
0:42	66	And no matter how bad it gets, we will always come back stronger.
0:48	86	Because nothing can stop what we can do together.

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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