

VIDEO REPORT

Nike: You Can't Stop Us

STRONGEST SECOND

1:27

after the first three seconds

STEEPEST FALL

61%

0:25 to 0:28

WEAKEST 3 SECONDS

0:00 to 0:03

lowest stretch of the curve

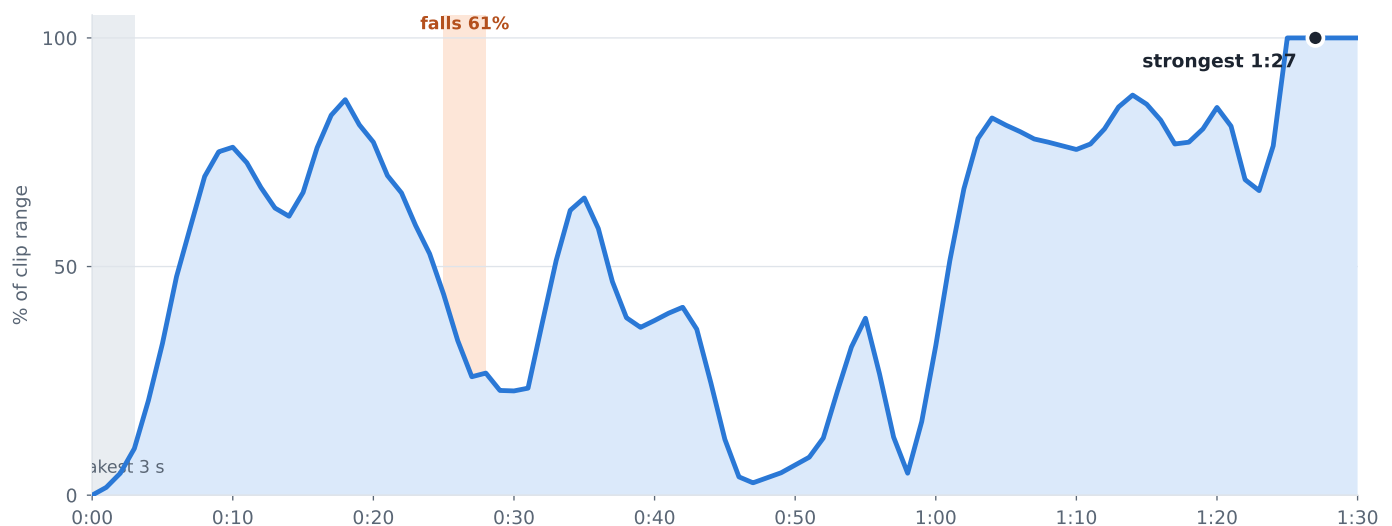
AVERAGE LEVEL

53%

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 1:27, the predicted response falls 61% between 0:25 and 0:28, and the weakest 3-second stretch is 0:00 to 0:03.
- After the fall at 0:28 the predicted response comes back up past its pre-fall level by 1:27 (179% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 67% of the clip, the auditory network for 25%.
- Speech is present in 12% 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

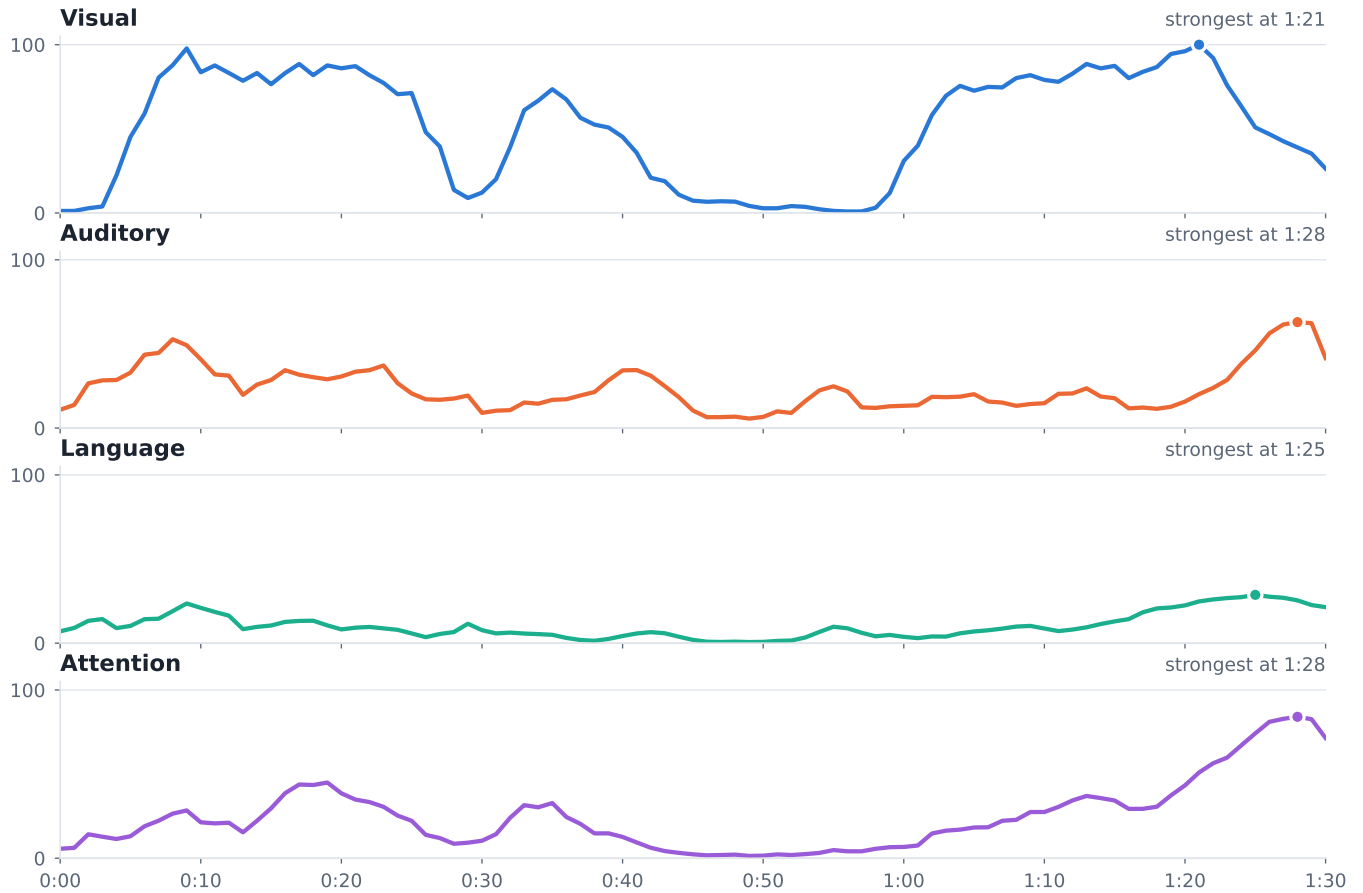
Key moments: the seconds worth a close look, with the frame and the words

Every second: level, leading network, most active regions and words

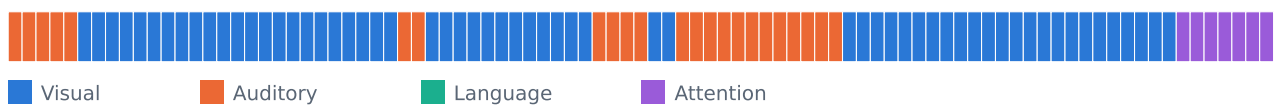
How to read this report: what each number is and what it is not

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.



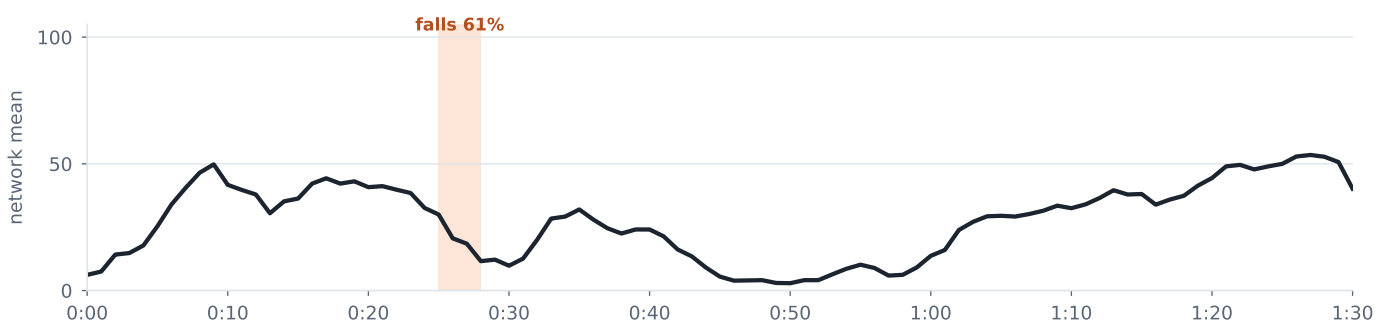
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	61 s	67%	1:21
Auditory	23 s	25%	1:28
Attention	7 s	8%	1:28
Language	0 s	0%	1:25

Mean of the four networks

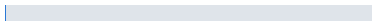
This is the one series a percentage change is taken on, because it is not stretched to fill the chart. A fall is reported only when it starts at or above the clip average and loses 20% or more within three seconds.



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);
Salience / control

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

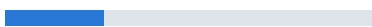
0:25 Fall begins

 44 of 100

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

"If we're not taken seriously, we'll prove that wrong and if we don't fit the sport, we'll change"

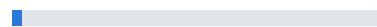
0:28 Fall ends

 27 of 100

Leading network Auditory
System Auditory cortex
Regions Auditory area 5 (superior temporal);
Auditory association cortex

"If we're not taken seriously, we'll prove that wrong and if we don't fit the sport, we'll change"

0:47 Local low

 3 of 100

Leading network Visual
System Scene & place recognition
Regions Ventro-medial visual (scene); Frontal
operculum (taste / mouth)

"But whatever it is, we'll find a way."

1:27 Strongest second, Best after the fall

 100 of 100

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

"Thank you very much."

1:30 Final second

 100 of 100

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

"Thank you very much."

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); Salience / control	<i>We're never alone, and that is our strength, because when we're doubted, we'll play as one.</i>	lower
0:01	2	■ Auditory	Salience / control; Language network		lower
0:02	5	■ Auditory	Supplementary & cingulate eye field (action control); Supplementary motor (action)		lower
0:03	10	■ Auditory	Supplementary motor (action); Salience / control		medium
0:04	21	■ Auditory	Higher visual: color + face/object patches; Lateral belt (secondary auditory)		medium
0:05	33	■ Visual	Higher visual: color + face/object patches; Color & form processing		medium
0:06	48	■ Visual	Higher visual: color + face/object patches; Motion-related		medium
0:07	59	■ Visual	Higher visual: color + face/object patches; Motion-related		medium
0:08	70	■ Visual	Motion-related; Higher visual: color + face/object patches		medium
0:09	75	■ Visual	Motion-related; Higher visual: color + face/object patches		medium
0:10	76	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:11	73	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
0:12	67	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
0:13	63	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
0:14	61	■ Visual	Higher visual: color + face/object patches; Upper visual field area		medium
0:15	66	■ Visual	Motion-related; Upper visual field area	<i>When we're held back, we'll go farther and harder.</i>	medium
0:16	76	■ Visual	Motion-related; Upper visual field area		medium
0:17	83	■ Visual	Motion-related; Motion area (V5)		medium
0:18	86	■ Visual	Motion-related; Upper visual field area		medium
0:19	81	■ Visual	Motion-related; Upper visual field area		medium
0:20	77	■ Visual	Motion-related; Upper visual field area		medium
0:21	70	■ Visual	Motion-related; Upper visual field area		medium
0:22	66	■ Visual	Motion-related; Upper visual field area		medium
0:23	59	■ Visual	Motion-related; Upper visual field area	<i>If we're not taken seriously, we'll prove that wrong and if we don't fit the sport, we'll change</i>	medium
0:24	53	■ Visual	Motion-related; Upper visual field area		medium
0:25	44	■ Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:26	34	■ Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:27	26	■ Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:28	27	■ Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:29	23	■ Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium

Every second (continued)

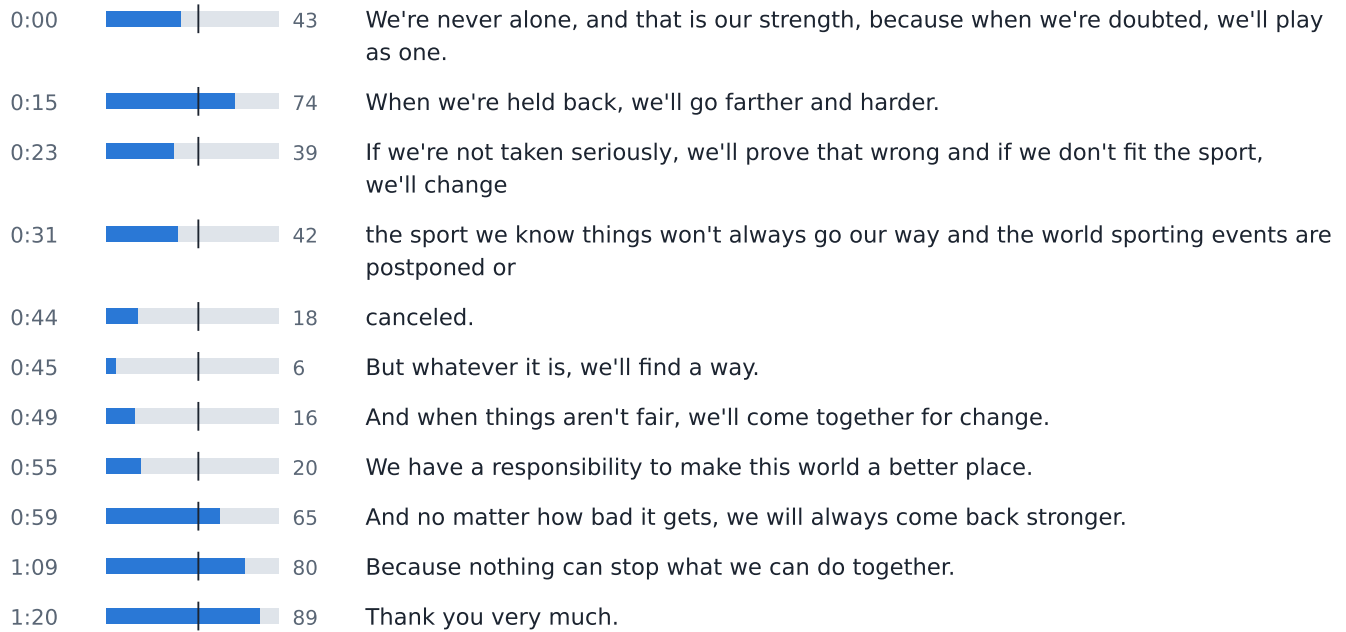
TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:30	23	Visual	Ventro-medial visual (scene); Auditory area 5 (superior temporal)	<i>the sport we know things won't always go our way and the world sporting events are postponed or</i>	medium
0:31	23	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:32	38	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:33	51	Visual	Ventro-medial visual (scene); Upper visual field area		medium
0:34	62	Visual	Motion-related; Upper visual field area		medium
0:35	65	Visual	Motion-related; Upper visual field area		medium
0:36	58	Visual	Motion-related; Upper visual field area		medium
0:37	47	Visual	Motion-related; Lateral occipital (objects)		medium
0:38	39	Visual	Lateral occipital (objects); Motion-related		medium
0:39	37	Visual	Lateral occipital (objects); Dorsal motion/form area		medium
0:40	38	Visual	Posterior belt (secondary auditory); Color & form processing		medium
0:41	40	Visual	Posterior belt (secondary auditory); Auditory association cortex		medium
0:42	41	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)	<i>canceled.</i>	medium
0:43	36	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:44	25	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:45	12	Auditory	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
0:46	4	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory	<i>But whatever it is, we'll find a way.</i>	medium
0:47	3	Visual	Ventro-medial visual (scene); Frontal operculum (taste / mouth)		medium
0:48	4	Auditory	Ventro-medial visual (scene); Frontal operculum (taste / mouth)		medium
0:49	5	Auditory	Anterior superior-temporal auditory; Frontal operculum (taste / mouth)		medium
0:50	7	Auditory	Anterior superior-temporal auditory; Frontal operculum (taste / mouth)		medium
0:51	8	Auditory	Anterior superior-temporal auditory; Frontal operculum (taste / mouth)		medium
0:52	12	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:53	23	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:54	32	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	<i>We have a responsibility to make this world a better place.</i>	medium
0:55	39	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:56	26	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:57	13	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:58	5	Auditory	Anterior superior-temporal auditory; Supplementary motor (action)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:59	16	■ Auditory	Dorsal visual V3A; Higher visual: color + face/object patches	<i>And no matter how bad it gets, we will always come back stronger.</i>	medium
1:00	33	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
1:01	51	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
1:02	67	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:03	78	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:04	82	■ Visual	Dorsal visual V3A; Motion-related	<i>Because nothing can stop what we can do together.</i>	medium
1:05	81	■ Visual	Dorsal visual V3A; Motion-related		medium
1:06	80	■ Visual	Dorsal visual V3A; Motion-related		medium
1:07	78	■ Visual	Dorsal visual V3A; Motion-related		medium
1:08	77	■ Visual	Dorsal visual V3A; Motion-related		medium
1:09	76	■ Visual	Motion-related; Dorsal visual V3A		medium
1:10	76	■ Visual	Motion-related; Upper visual field area		medium
1:11	77	■ Visual	Motion-related; Upper visual field area		medium
1:12	80	■ Visual	Motion-related; Upper visual field area		medium
1:13	85	■ Visual	Motion-related; Upper visual field area		medium
1:14	88	■ Visual	Motion-related; Lateral occipital (objects)		medium
1:15	86	■ Visual	Motion-related; Higher visual: color + face/object patches		medium
1:16	82	■ Visual	Motion-related; Higher visual: color + face/object patches	<i>Thank you very much.</i>	medium
1:17	77	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
1:18	77	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
1:19	80	■ Visual	Motion-related; Motion processing		medium
1:20	85	■ Visual	Motion-related; Motion processing		medium
1:21	81	■ Visual	Motion-related; Motion processing		medium
1:22	69	■ Visual	Dorsal visual V3A; Upper visual field area		medium
1:23	67	■ Visual	Dorsal visual V3A; Dorsal visual (reach / motion)		medium
1:24	76	■ Attention	Peripheral/retinotopic vision; Anterior cingulate (monitoring)		medium
1:25	100	■ Attention	Anterior cingulate (monitoring); Anterior cingulate (control)		lower
1:26	100	■ Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
1:27	100 ●	■ Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
1:28	100	■ Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
1:29	100	■ Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
1:30	100	■ Attention	Frontal operculum (salience); 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 53; the tick on each bar marks it.



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 3 seconds

The three consecutive seconds with the lowest average level. 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.



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