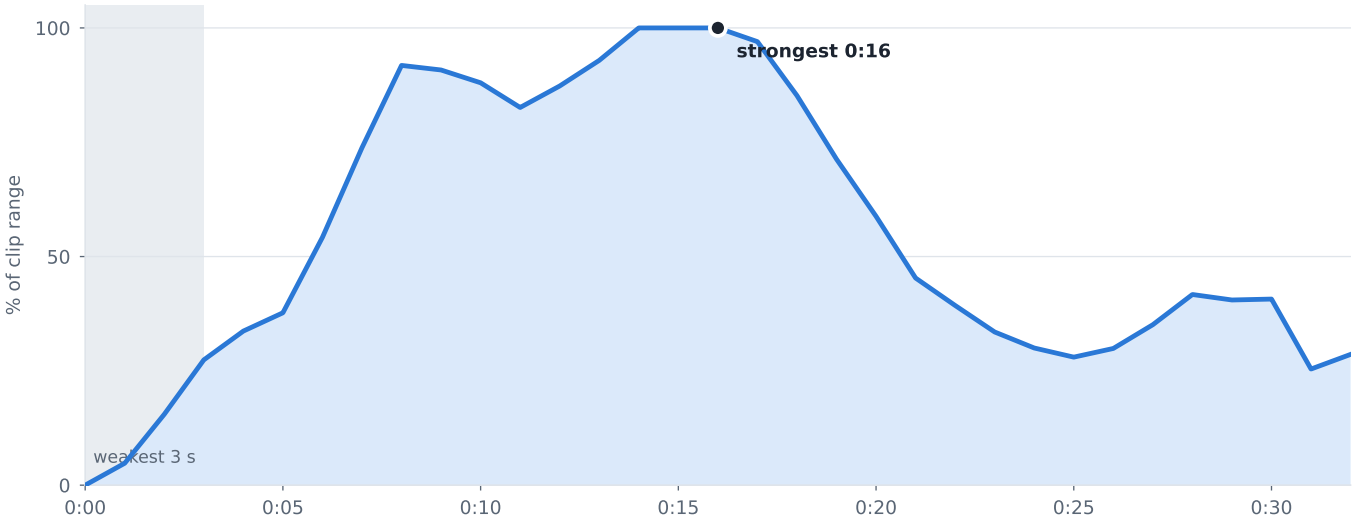
VIDEO REPORT

Old Spice: The Man Your Man Could Smell Like

STRONGEST SECOND	FALL OF 20% OR MORE	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:16	**none**	**0:00 to 0:03**	**55%**
after the first three seconds	in any 3-second window	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

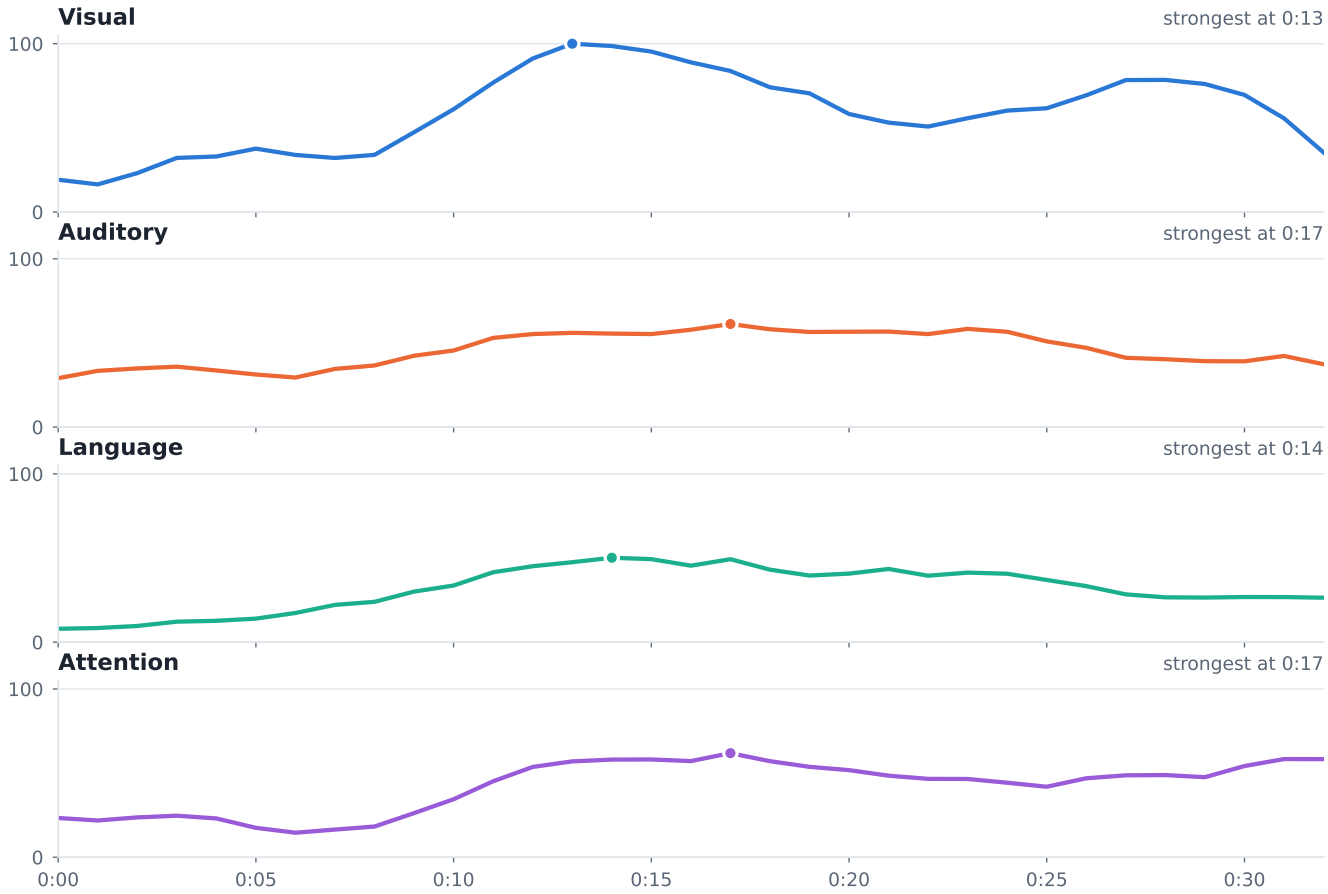
- After the first three seconds, the predicted brain response peaks at 0:16, no 3-second window loses 20% or more of the predicted response from an above-average moment, and the weakest 3-second stretch is 0:00 to 0:03.
- Across the clip the predicted response averages 55% of this clip's own range.
- The visual network has the highest predicted response for 64% of the clip, the auditory network for 30%.
- Speech is present in 91% 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.



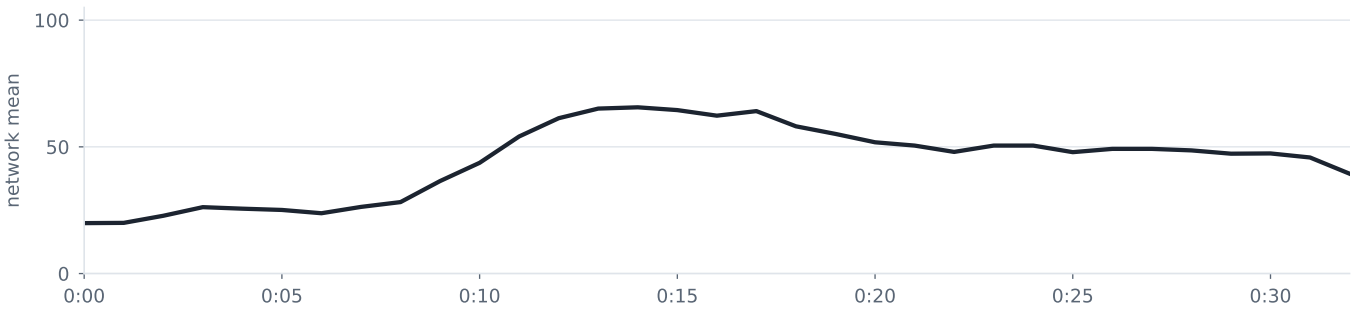
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	21 s	64%	0:13
Auditory	10 s	30%	0:17
Attention	2 s	6%	0:17
Language	0 s	0%	0:14

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	Scene & place recognition
Regions	Ventro-medial visual (scene); Lateral intraparietal (attention/eye movements)

“Hello, ladies.”

0:08 Local high

92 of 100

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

“But if he stopped using lady -scented body wash and”

0:11 Local low

83 of 100

Leading network	Visual
System	Language network
Regions	Temporo-parieto-occipital junction; Higher visual: color + face/object

“he could smell like he's me. Look down. Back”

0:16 Strongest second

100 of 100

Leading network	Visual
System	Motion tracking (V5/MT)
Regions	Motion-related; Motion processing

“man could smell like. What's in your hand?”

0:25 Local low

28 of 100

Leading network	Visual
System	Motion tracking (V5/MT)
Regions	Motion-related; Upper visual field area

“Anything is possible when your man smells like Old”

0:32 Final second

29 of 100

Leading network	Attention
System	Spatial attention
Regions	Spatial attention; Anterior cingulate (monitoring)

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	Ventro-medial visual (scene); Lateral intraparietal (attention/eye movements)		medium
0:01	5	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*Hello, ladies.*	medium
0:02	16	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*Look at your man. Now*	medium
0:03	27	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*back to me. Now back*	medium
0:04	34	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*back at your man. Now back to*	medium
0:05	38	Visual	Lateral belt (secondary auditory); Higher visual: color + face/object patches	*to me. Sadly,*	medium
0:06	54	Visual	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	*Sadly, he isn't me.*	medium
0:07	74	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*me. But if he stopped using*	medium
0:08	92	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*using lady -scented body*	medium
0:09	91	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*body wash and switched to Old*	medium
0:10	88	Visual	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Old Spice, he could smell*	lower
0:11	83	Visual	Temporo-parieto-occipital junction; Higher visual: color + face/object patches	*smell like he's me. Look*	lower
0:12	87	Visual	Motion area (V5); Motion-related	*Look down. Back up.*	medium
0:13	93	Visual	Motion-related; Motion area (V5)	*Where are you? You're on*	medium
0:14	100	Visual	Motion-related; Motion area (V5)	*on a boat with the man*	medium
0:15	100	Visual	Motion-related; Motion area (V5)	*man your man could smell*	medium
0:16	100 ●	Visual	Motion-related; Motion processing	*smell like. What's*	medium
0:17	97	Visual	Motion-related; Motion processing	*in your hand? Back at me.*	medium
0:18	85	Visual	Motion-related; Motion processing	*me. I have it. It's*	medium
0:19	71	Visual	Motion-related; Motion processing	*It's an oyster with two*	medium
0:20	59	Visual	Motion-related; Motion processing	*two tickets to that thing*	medium
0:21	45	Auditory	Motion-related; Motion processing	*you love. Look again.*	medium
0:22	39	Auditory	Motion-related; Lateral occipital (objects)	*again. The tickets*	medium
0:23	34	Auditory	Motion-related; Lateral occipital (objects)	*are now diamonds.*	medium
0:24	30	Visual	Motion-related; Lateral occipital (objects)	*Anything is*	medium
0:25	28	Visual	Motion-related; Upper visual field area	*is possible when your man*	medium
0:26	30	Visual	Motion-related; Upper visual field area	*smells like Old Spice*	medium
0:27	35	Visual	Dorsal visual V3B; Upper visual field area	*Spice and not a lady. I'm*	medium
0:28	42	Visual	Dorsal visual V3B; Dorsal motion/form area	*I'm on a horse.*	medium
0:29	40	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:30	41	Visual	Intraparietal sulcus (spatial attention); Dorsal motion/form area	*I'm on a horse.*	lower
0:31	25	Attention	Dorsal visual (reach / motion); Peripheral/retinotopic vision	*a horse.*	lower
0:32	29	Attention	Spatial attention; 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 55; the tick on each bar marks it.

0:01	25	Hello, ladies. Look at your man. Now back to me. Now back at your man. Now back to me.
0:06	77	Sadly, he isn't me. But if he stopped using lady -scented body wash and switched to
0:10	88	Old Spice, he could smell like he's me. Look down. Back up. Where are you? You're
0:14	98	on a boat with the man your man could smell like. What's in your hand? Back at me.
0:18	64	I have it. It's an oyster with two tickets to that thing you love. Look again.
0:23	31	The tickets are now diamonds. Anything is possible when your man smells like Old
0:27	38	Spice and not a lady. I'm on a horse. I'm on
0:31	33	a horse.

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.

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