VIDEO REPORT

Salesforce: MrBeast Vault (Super Bowl LX)

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:27	**41%**	**0:02 to 0:05**	**33%**
after the first three seconds	0:29 to 0:32	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

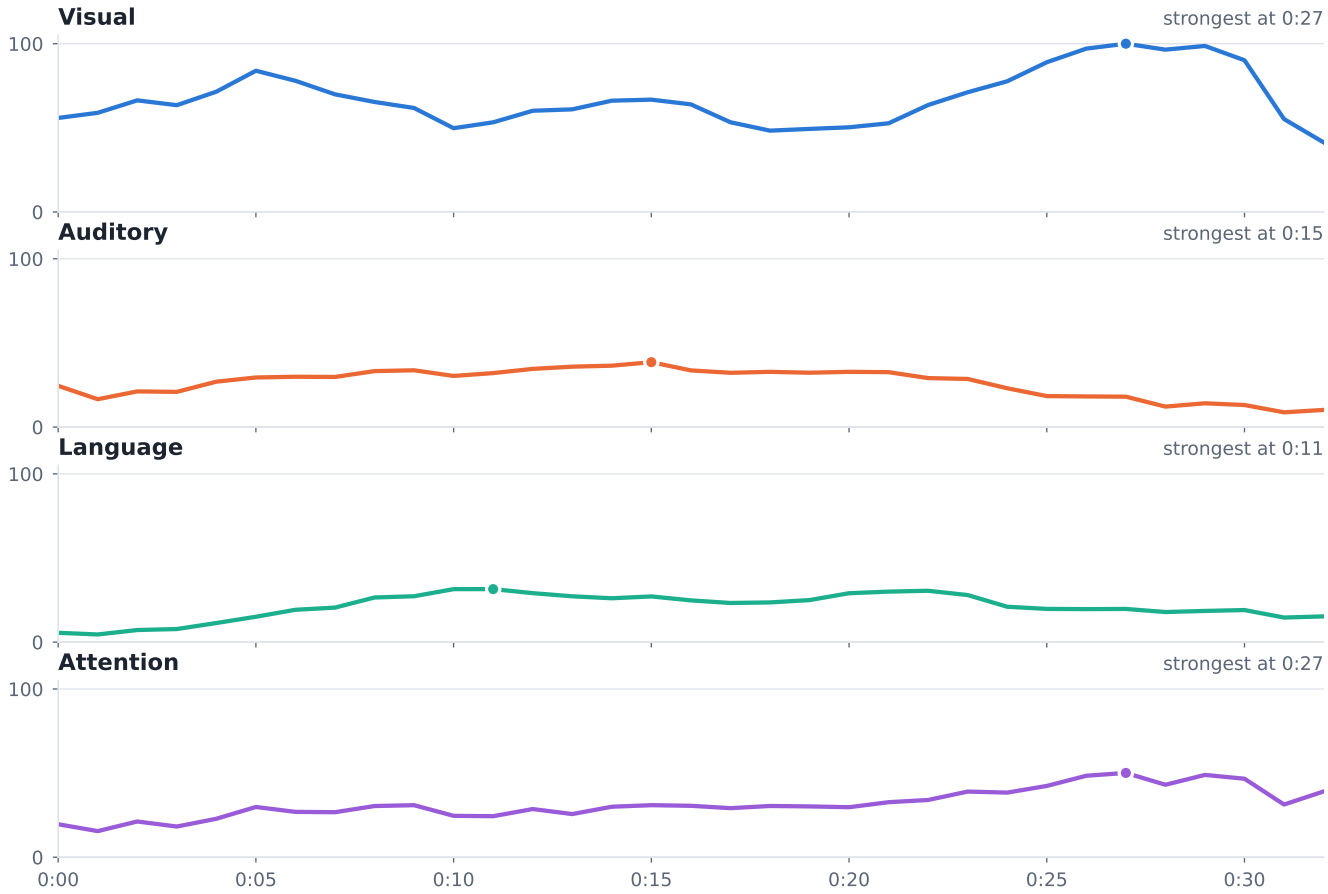
- After the first three seconds, the predicted brain response peaks at 0:27, the predicted response falls 41% between 0:29 and 0:32, and the weakest 3-second stretch is 0:02 to 0:05.
- Across the clip the predicted response averages 33% of this clip's own range, with the weakest stretch at 0:02 to 0:05.
- The visual network has the highest predicted response for 100% of the clip.
- 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.



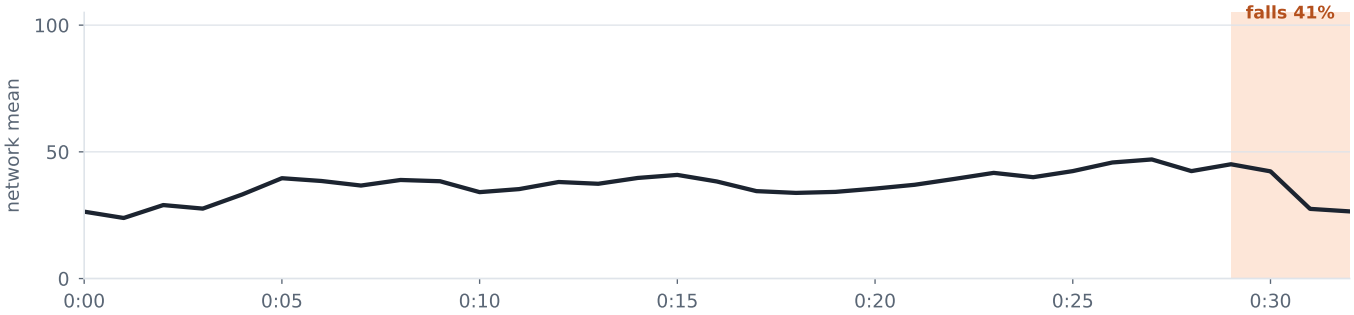
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	33 s	100%	0:27
Auditory	0 s	0%	0:15
Language	0 s	0%	0:11
Attention	0 s	0%	0:27

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

18 of 100

Leading network	Visual
System	Scene & place recognition
Regions	Ventro-medial visual (scene); Higher visual: color + face/object patches

“I just put $1 million”

0:02 Weakest 3 s begin

13 of 100

Leading network	Visual
System	Scene & place recognition
Regions	Ventro-medial visual (scene); Higher visual: color + face/object patches

“million inside this vault,”

0:11 Local low

14 of 100

Leading network	Visual
System	Motion tracking (V5/MT)
Regions	Motion-related; Auditory area 5 (superior temporal)

“now. But it won't be easy. Good news,”

0:27 Strongest second

100 of 100

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

“million dollars!”

0:29 Fall begins

100 of 100

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

“What are you doing? Scan the QR code.”

0:32 Fall ends, Final second

0 of 100

Leading network	Visual
System	Early visual cortex
Regions	Early visual cortex; Intraparietal (attention)

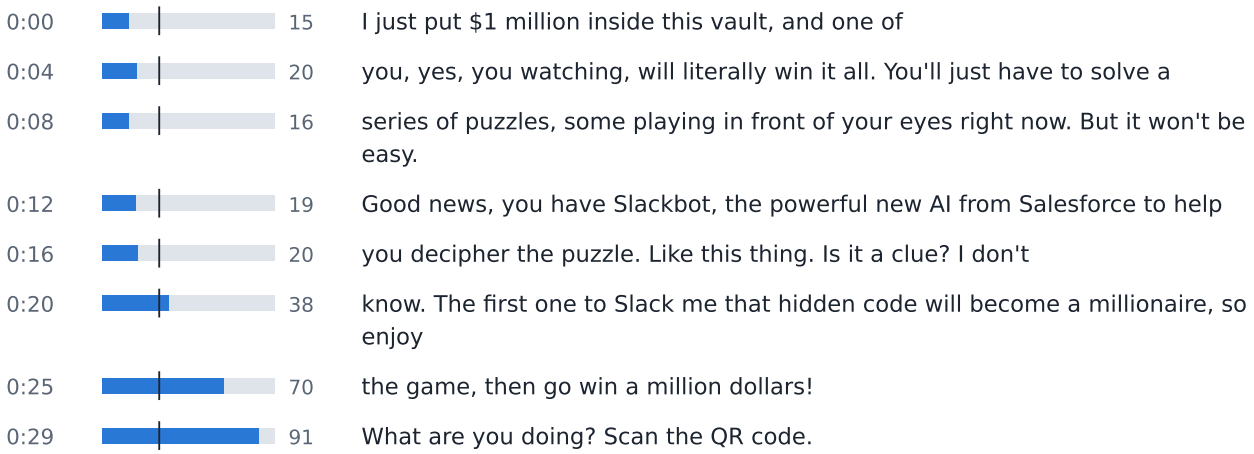
Every second

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	18	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*I just put $1 million*	medium
0:01	17	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*million inside*	medium
0:02	13	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*inside this vault,*	medium
0:03	13	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	*vault, and one of*	medium
0:04	21	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)	*you, yes, you watching,*	medium
0:05	27	Visual	Higher visual: color + face/object patches; Motion-related	*watching, will literally win*	medium
0:06	23	Visual	Higher visual: color + face/object patches; Motion-related	*win it all. You'll*	medium
0:07	14	Visual	Motion-related; Higher visual: color + face/object patches	*You'll just have to solve a*	medium
0:08	15	Visual	Motion-related; Motion area (V5)	*a series of puzzles,*	medium
0:09	17	Visual	Motion-related; Motion area (V5)	*some playing in front of your*	medium
0:10	16	Visual	Auditory area 5 (superior temporal); Motion-related	*your eyes right now. But*	lower
0:11	14	Visual	Motion-related; Auditory area 5 (superior temporal)	*But it won't be easy.*	medium
0:12	14	Visual	Motion-related; Motion area (V5)	*Good news, you*	medium
0:13	19	Visual	Motion-related; Auditory area 5 (superior temporal)	*you have Slackbot, the*	medium
0:14	19	Visual	Motion-related; Motion area (V5)	*the powerful new AI*	medium
0:15	24	Visual	Motion-related; Motion area (V5)	*AI from Salesforce to*	medium
0:16	17	Visual	Motion-related; Motion processing	*help you decipher the*	medium
0:17	17	Visual	Motion-related; Motion processing	*the puzzle. Like*	medium
0:18	18	Visual	Motion-related; Motion processing	*Like this thing. Is it*	medium
0:19	24	Visual	Motion-related; Motion processing	*it a clue? I*	medium
0:20	30	Visual	Motion-related; Motion area (V5)	*I don't know. The*	medium
0:21	34	Visual	Motion-related; Motion area (V5)	*The first one to Slack me*	medium
0:22	42	Visual	Motion area (V5); Motion-related	*me that hidden code will*	medium
0:23	41	Visual	Motion-related; Motion area (V5)	*will become a millionaire,*	medium
0:24	43	Visual	Motion-related; Motion area (V5)	*so enjoy the game,*	medium
0:25	58	Visual	Dorsal visual V3B; Ventro-medial visual (scene)	*game, then go win*	medium
0:26	87	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*win a million*	medium
0:27	100 ●	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*million dollars!*	medium
0:28	100	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:29	100	Visual	Ventro-medial visual (scene); Dorsal motion/form area	*What are you doing? Scan the*	medium
0:30	70	Visual	Dorsal motion/form area; Ventro-medial visual (scene)	*the QR code.*	medium
0:31	23	Visual	Dorsal motion/form area; Early visual cortex		medium
0:32	0	Visual	Early visual cortex; Intraparietal (attention)		medium

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 33; the tick on each bar marks it.



0:00	15	I just put $1 million inside this vault, and one of
0:04	20	you, yes, you watching, will literally win it all. You'll just have to solve a
0:08	16	series of puzzles, some playing in front of your eyes right now. But it won't be easy.
0:12	19	Good news, you have Slackbot, the powerful new AI from Salesforce to help
0:16	20	you decipher the puzzle. Like this thing. Is it a clue? I don't
0:20	38	know. The first one to Slack me that hidden code will become a millionaire, so enjoy
0:25	70	the game, then go win a million dollars!
0:29	91	What are you doing? Scan the QR code.

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

CONTACT

Website **neuro-viral.com**
Email **hello@vincli.com**

FOLLOW

Instagram **@neuro_viral.ai**
X **@vincli_ai**
YouTube **@vincli_neuro**
LinkedIn **VINCLI LTD**

VINCLI LTD, company no. 16677554, 128 City Road, London EC1V 2NX