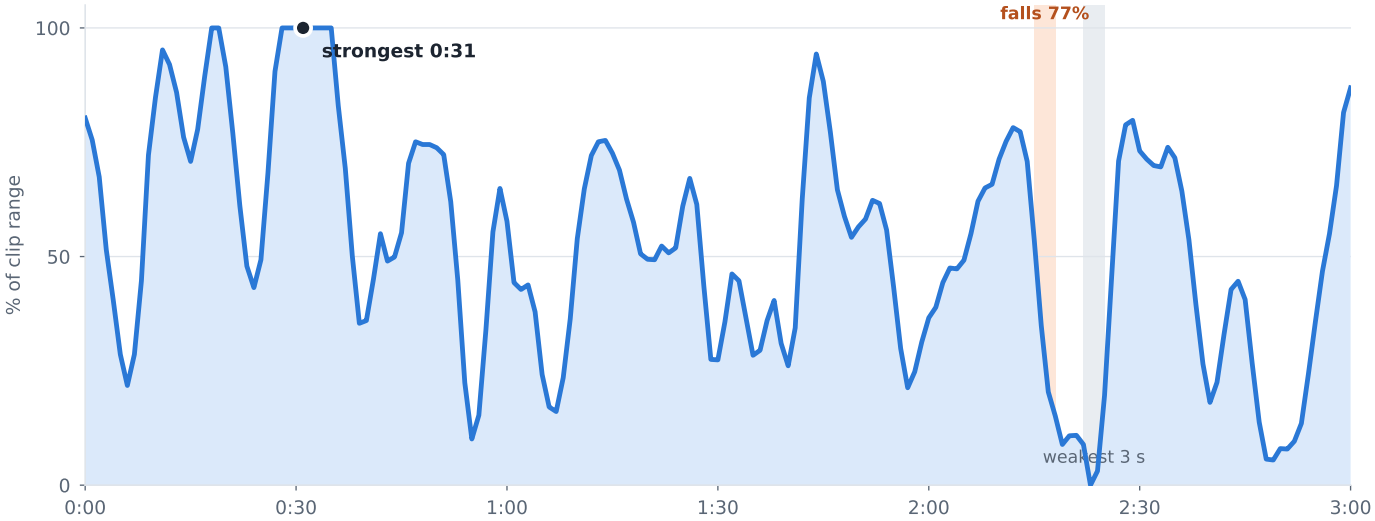
VIDEO REPORT

The Home Of Christmas | M&S Christmas Ad 2026

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:31	**77%**	**2:22 to 2:25**	**53%**
after the first three seconds	2:15 to 2:18	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

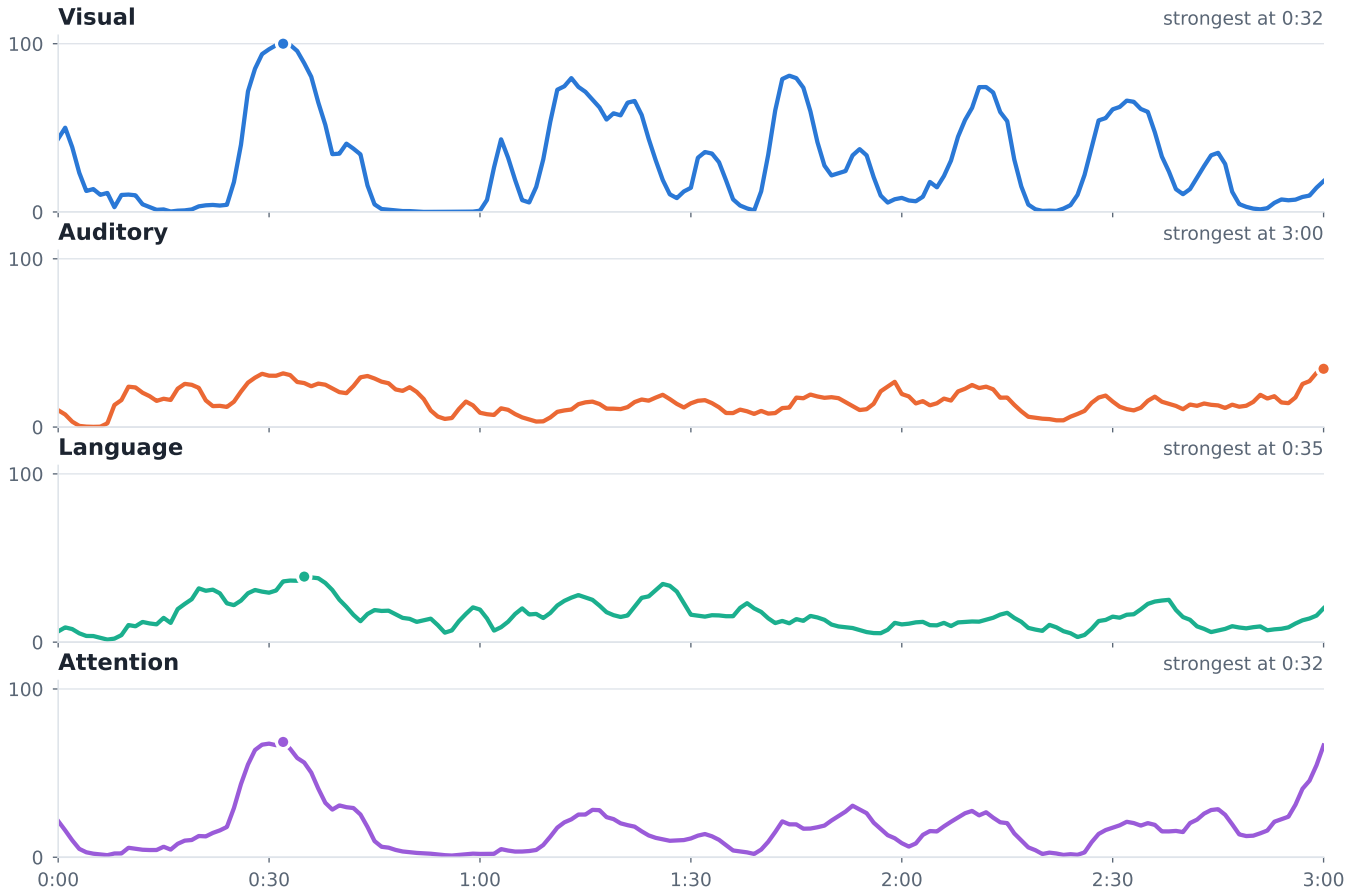
- After the first three seconds, the predicted brain response peaks at 0:31, the predicted response falls 77% between 2:15 and 2:18, and the weakest 3-second stretch is 2:22 to 2:25.
- After the fall at 2:18 the predicted response comes back up past its pre-fall level by 3:00 (128% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 51% of the clip, the language network for 20%.
- Speech is present in 23% 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.



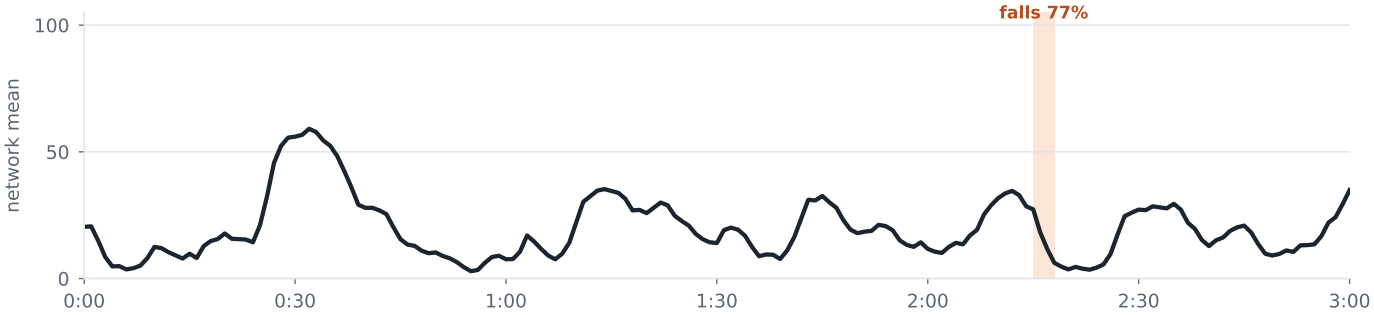
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	93 s	51%	0:32
Language	37 s	20%	0:35
Auditory	32 s	18%	3:00
Attention	19 s	10%	0:32

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.



Predicted cortical response from v2neuro, a brain-encoding model trained on fMRI recordings. A group-average prediction.

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

80 of 100

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

0:31 Strongest second

100 of 100

Leading network	Visual
System	Early visual cortex
Regions	Dorsal motion/form area; Dorsal visual V3B

“No, it's my thing no keep it definitely St.”

2:15 Fall begins

54 of 100

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

2:18 Fall ends

15 of 100

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

“Wow, what is this place?”

2:22 Weakest 3 s begin

9 of 100

Leading network	Language
System	Language network
Regions	Language network; Voice & speech

“Who's Mark and who's Spencer?”

3:00 Best after the fall, Final second

87 of 100

Leading network	Attention
System	Salience / control
Regions	Anterior cingulate (monitoring); Dorsolateral prefrontal (working memory)

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	80	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:01	76	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:02	67	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:03	52	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:04	40	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:05	29	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
0:06	22	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:07	29	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:08	45	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	*I my love have you ever thought about losing the beard they say it takes years off what?*	medium
0:09	72	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:10	85	Auditory	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
0:11	95	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:12	92	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:13	86	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:14	76	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:15	71	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:16	78	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:17	89	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*No, it's my thing no keep it definitely St.*	lower
0:18	100	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:19	100	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:20	92	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:21	77	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:22	61	Language	Superior temporal sulcus (speech); Language network		lower
0:23	48	Language	Superior temporal sulcus (speech); Language network		lower
0:24	43	Language	Language network; Superior temporal sulcus (speech)		lower
0:25	49	Attention	Frontal eye fields (gaze control); TPO junction		lower
0:26	68	Attention	Frontal eye fields (gaze control); Upper visual field area		lower
0:27	90	Visual	Dorsal visual V3B; Ventro-medial visual (scene)		medium
0:28	100	Visual	Dorsal visual V3B; Ventro-medial visual (scene)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:29	100	Visual	Dorsal visual V3B; Ventro-medial visual (scene)		medium
0:30	100	Visual	Dorsal visual V3B; Dorsal motion/form area		medium
0:31	100	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:32	100	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:33	100	Visual	Dorsal motion/form area; Lateral occipital (objects)		medium
0:34	100	Visual	Dorsal motion/form area; Lateral occipital (objects)		medium
0:35	100	Visual	Lateral occipital (objects); Early visual cortex		medium
0:36	83	Visual	Early visual cortex; Temporo-parieto-occipital junction		medium
0:37	69	Visual	Early visual cortex; Posterior inferotemporal (objects)		medium
0:38	50	Visual	Temporo-parieto-occipital junction; Posterior inferotemporal (objects)		medium
0:39	35	Visual	Fusiform face complex (faces); Inferior frontal junction (attention switching)	*Nicholas.*	medium
0:40	36	Visual	Motion-related; Motion processing		medium
0:41	45	Visual	Motion-related; Motion processing		medium
0:42	55	Visual	Motion-related; Motion processing		medium
0:43	49	Visual	Motion-related; Motion processing		medium
0:44	50	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*I realized something.*	medium
0:45	55	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:46	70	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*I've never actually experienced Christmas.*	medium
0:47	75	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:48	74	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:49	74	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*So I've had an idea.*	medium
0:50	74	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:51	72	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*I'd love to see what Christmas is really like out there.*	medium
0:52	62	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:53	45	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:54	22	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:55	10	Language	Superior temporal sulcus (speech); Early visual cortex		lower
0:56	15	Language	Superior temporal sulcus (speech); Early visual cortex		lower
0:57	34	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*What?*	lower
0:58	55	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*And now no one's going to recognize me.*	lower
0:59	65	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:00	58	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Oh, absolutely no -one's going to recognise you.*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:01	44	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:02	43	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:03	44	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:04	38	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:05	24	Visual	Ventro-medial visual (scene); Auditory area 5 (superior temporal)	*Have you ever thought about losing the beard?*	medium
1:06	17	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:07	16	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:08	24	Language	Superior temporal sulcus (speech); Superior temporal visual	*You are.*	lower
1:09	36	Visual	Higher visual: color + face/object patches; Early visual cortex		medium
1:10	54	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:11	65	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:12	72	Visual	Ventro-medial visual (scene); Temporo-parieto-occipital junction		medium
1:13	75	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:14	75	Visual	Temporo-parieto-occipital junction; Higher visual: color + face/object patches		medium
1:15	73	Visual	Temporo-parieto-occipital junction; Higher visual: color + face/object patches		medium
1:16	69	Visual	Motion area (V5); Temporo-parieto-occipital junction		medium
1:17	63	Visual	Motion-related; Higher visual: color + face/object patches	*They don't these up north.*	medium
1:18	58	Visual	Motion-related; Lateral occipital (objects)		medium
1:19	51	Visual	Higher visual: color + face/object patches; Motion-related		medium
1:20	49	Visual	Higher visual: color + face/object patches; Motion-related		medium
1:21	49	Visual	Higher visual: color + face/object patches; Color & form processing		medium
1:22	52	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:23	51	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:24	52	Visual	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
1:25	61	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Pretty sure they've got them everywhere.*	medium
1:26	67	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:27	61	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Not where I'm from.*	medium
1:28	44	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Yeah, where's that?*	lower
1:29	28	Language	Early visual cortex; Voice & speech	*The North.*	medium
1:30	27	Language	Early visual cortex; Ventro-medial visual (scene)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:31	36	Visual	Ventro-medial visual (scene); Parahippocampal (scene)		medium
1:32	46	Visual	Ventro-medial visual (scene); Parahippocampal (scene)		medium
1:33	45	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
1:34	36	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus	*Are you lost?*	medium
1:35	28	Visual	Parieto-occipital sulcus; Early visual cortex		medium
1:36	30	Language	Early visual cortex; Parieto-occipital sulcus	*I am a bit.*	medium
1:37	36	Language	Auditory area 5 (superior temporal); Early visual cortex	*We're having the neighbors over.*	medium
1:38	40	Language	Auditory area 5 (superior temporal); Early visual cortex		medium
1:39	31	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*You're welcome to join.*	medium
1:40	26	Language	Auditory area 5 (superior temporal); Ventro-medial visual (scene)	*I'd love to.*	medium
1:41	34	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*Have a good friend.*	medium
1:42	63	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*You look incredible, by the way.*	medium
1:43	85	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:44	94	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:45	88	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
1:46	77	Visual	Higher visual: color + face/object patches; Dorsal motion/form area		medium
1:47	65	Visual	Higher visual: color + face/object patches; Auditory area 5 (superior temporal)		medium
1:48	59	Visual	Auditory area 5 (superior temporal); Auditory association cortex	*I love that suit.*	medium
1:49	54	Visual	Auditory area 5 (superior temporal); Motion-related	*And those earrings are amazing.*	medium
1:50	56	Attention	Motion-related; Motion processing		medium
1:51	58	Attention	Motion-related; Motion processing	*Thanks.*	medium
1:52	62	Attention	Motion processing; Motion-related	*Ooh, what are these again?*	medium
1:53	62	Visual	Motion-related; Motion processing		medium
1:54	56	Visual	Motion-related; Lateral occipital (objects)		medium
1:55	43	Visual	Motion-related; Lateral occipital (objects)		medium
1:56	30	Visual	Lateral occipital (objects); Temporo-occipital visual (objects)		medium
1:57	21	Auditory	Temporo-occipital visual (objects); Posterior belt (secondary auditory)	*Oh, it smells like Christmas.*	medium
1:58	25	Auditory	Posterior belt (secondary auditory); Auditory area 5 (superior temporal)		medium
1:59	31	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*He's very good looking, isn't he?*	medium
2:00	37	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
2:01	39	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
2:02	44	Auditory	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	*I don't know.*	medium
2:03	48	Auditory	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)	*Do you like it?*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:04	47	Visual	Temporo-parieto-occipital junction; Motion processing		lower
2:05	49	Attention	Temporo-parieto-occipital junction; Motion processing	*What was that awful?*	lower
2:06	55	Visual	Motion processing; Temporo-parieto-occipital junction		medium
2:07	62	Visual	Motion processing; Motion-related		medium
2:08	65	Visual	Motion processing; Motion-related		medium
2:09	66	Visual	Motion processing; Higher visual: color + face/object patches		medium
2:10	71	Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
2:11	75	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
2:12	78	Visual	Ventro-medial visual (scene); Dorsal visual V3A		medium
2:13	77	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
2:14	71	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
2:15	54	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
2:16	35	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
2:17	20	Visual	Parieto-occipital sulcus; Early visual cortex	*Wow, what is this place?*	medium
2:18	15	Language	Parieto-occipital sulcus; Early visual cortex		medium
2:19	9	Language	Early visual cortex; Intraparietal (attention)		medium
2:20	11	Language	Auditory area 5 (superior temporal); Early visual cortex	*Who's Mark and who's Spencer?*	medium
2:21	11	Language	Language network; Auditory area 5 (superior temporal)		lower
2:22	9	Language	Language network; Voice & speech		lower
2:23	0	Language	Language network; Voice & speech		lower
2:24	3	Auditory	Ventro-medial visual (scene); Salience / control		medium
2:25	20	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
2:26	46	Visual	Ventro-medial visual (scene); Parahippocampal (scene memory)		medium
2:27	71	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
2:28	79	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
2:29	80	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
2:30	73	Visual	Ventro-medial visual (scene); Dorsal visual V3B	*Dave, you won't believe where I've been.*	medium
2:31	71	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
2:32	70	Visual	Ventro-medial visual (scene); Upper visual field area		medium
2:33	70	Visual	Motion-related; Motion area (V5)		medium
2:34	74	Visual	Motion-related; Motion area (V5)		medium
2:35	72	Visual	Motion area (V5); Motion-related	*Oh, darling, I've been going for years.*	medium
2:36	64	Visual	Motion-related; Motion area (V5)		medium
2:37	54	Visual	Temporo-parieto-occipital junction; Motion-related		medium
2:38	40	Language	Early visual cortex; Motion-related		medium
2:39	26	Language	Motion-related; Motion processing	*No.*	medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:40	18	Attention	Motion processing; Lateral occipital (objects)		medium
2:41	22	Attention	Motion processing; Lateral occipital (objects)	*Oh.*	medium
2:42	33	Attention	Motion processing; Lateral occipital (objects)		medium
2:43	43	Visual	Lateral occipital (objects); Motion processing		medium
2:44	45	Visual	Lateral occipital (objects); Upper visual field area		medium
2:45	41	Visual	Lateral occipital (objects); Temporo-occipital visual (objects)		medium
2:46	27	Visual	Lateral occipital (objects); Temporo-occipital visual (objects)		medium
2:47	14	Attention	Temporo-occipital visual (objects); Inferior frontal junction (attention switching)		medium
2:48	6	Attention	Language network; Inferior frontal junction (attention switching)	*It's staying off.*	lower
2:49	6	Auditory	Intraparietal (attention); Lateral intraparietal (attention)		lower
2:50	8	Auditory	Spatial attention; Early visual cortex		lower
2:51	8	Auditory	Spatial attention; Early visual cortex		lower
2:52	10	Auditory	Ventral DLPFC (control); Cingulate (control)	*Absolutely.*	lower
2:53	14	Attention	Cingulate (control); Anterior cingulate (monitoring)		lower
2:54	24	Attention	Anterior cingulate (control); Cingulate (control)		lower
2:55	36	Attention	Anterior cingulate (control); Ventral DLPFC (control)		lower
2:56	47	Attention	Anterior cingulate (control); Cingulate (control)		lower
2:57	55	Attention	Anterior cingulate (control); Anterior cingulate (monitoring)		lower
2:58	66	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
2:59	82	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
3:00	87	Attention	Anterior cingulate (monitoring); Dorsolateral prefrontal (working memory)		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.

0:08		78	I my love have you ever thought about losing the beard they say it takes years off what?
0:18		81	No, it's my thing no keep it definitely St.
0:39		35	Nicholas.
0:44		53	I realized something.
0:46		73	I've never actually experienced Christmas.
0:50		74	So I've had an idea.
0:51		50	I'd love to see what Christmas is really like out there.
0:57		34	What?
0:58		60	And now no one's going to recognize me.
1:00		51	Oh, absolutely no -one's going to recognise you.
1:05		19	Have you ever thought about losing the beard?
1:08		24	You are.
1:17		53	They don't these up north.
1:25		64	Pretty sure they've got them everywhere.
1:27		52	Not where I'm from.
1:29		36	Yeah, where's that?
1:29		28	The North.
1:35		32	Are you lost?
1:37		33	I am a bit.
1:38		38	We're having the neighbors over.
1:39		29	You're welcome to join.
1:40		30	I'd love to.
1:41		48	Have a good friend.
1:42		76	You look incredible, by the way.
1:48		56	I love that suit.
1:49		55	And those earrings are amazing.
1:51		58	Thanks.
1:52		62	Ooh, what are these again?
1:58		26	Oh, it smells like Christmas.
2:00		36	He's very good looking, isn't he?
2:02		46	I don't know.
2:04		47	Do you like it?
2:05		52	What was that awful?

The words (continued)

2:18		15	Wow, what is this place?
2:21		10	Who's Mark and who's Spencer?
2:30		71	Dave, you won't believe where I've been.
2:35		57	Oh, darling, I've been going for years.
2:39		26	No.
2:42		28	Oh.
2:49		6	It's staying off.
2:52		12	Absolutely.

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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