

VIDEO REPORT

iShowSpeed Reacts To GTA 6 - Official Launch Trailer

STRONGEST SECOND

0:09

after the first three seconds

STEEPEST FALL

68%

1:54 to 1:57

WEAKEST 3 SECONDS

2:19 to 2:22

lowest stretch of the curve

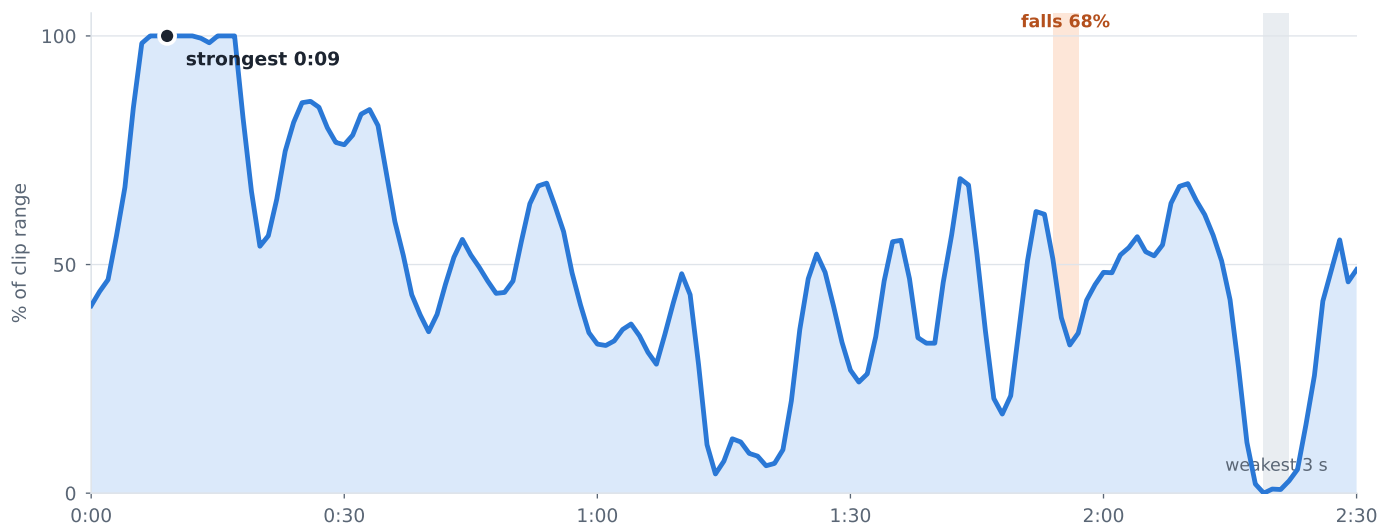
AVERAGE LEVEL

49%

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 0:09, the predicted response falls 68% between 1:54 and 1:57, and the weakest 3-second stretch is 2:19 to 2:22.
- After the fall at 1:57 the predicted response comes back up past its pre-fall level by 2:29 (110% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 56% of the clip, the auditory network for 17%.
- Speech is present in 28% 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

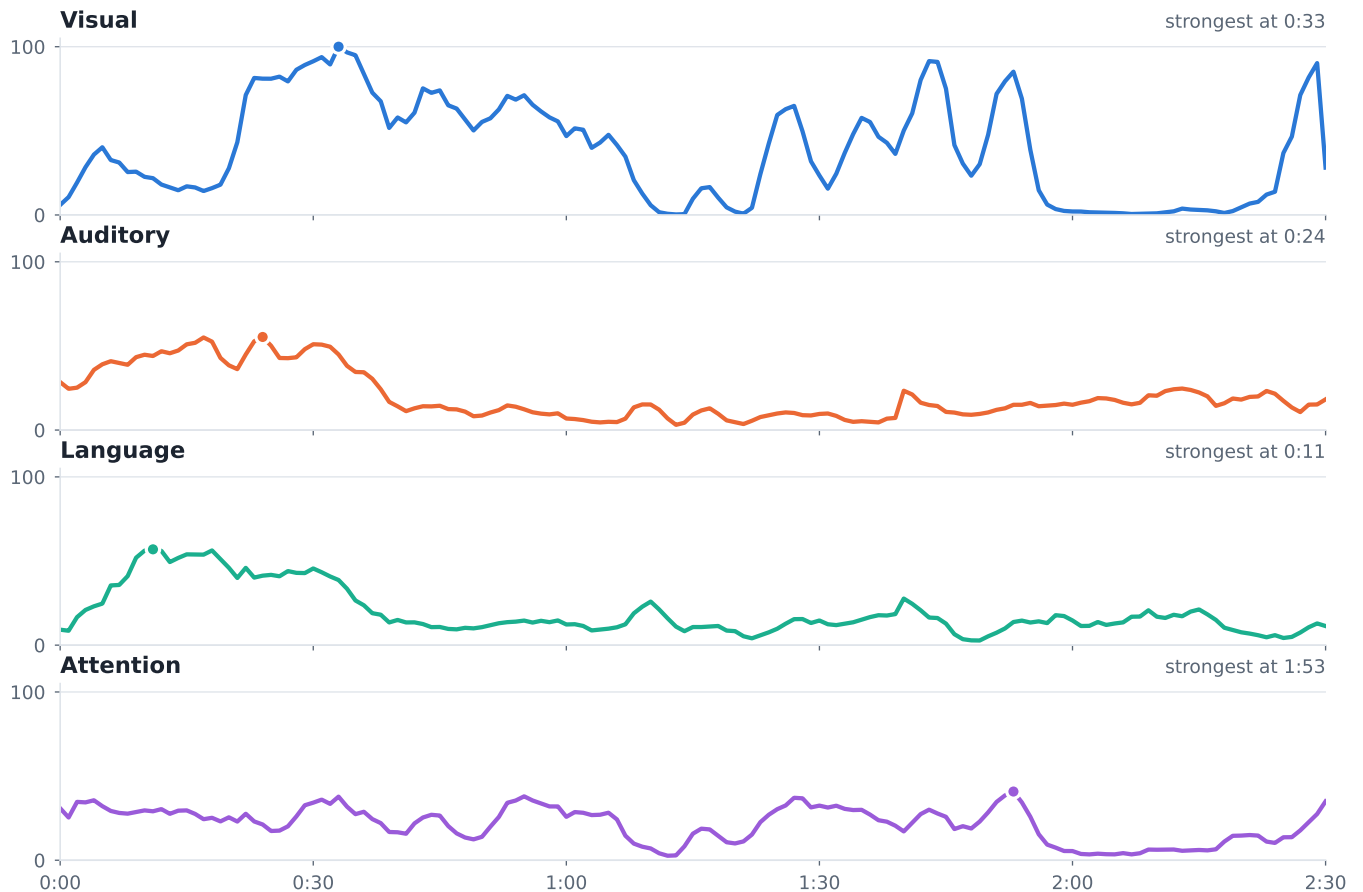
Key moments: the seconds worth a close look, with the frame and the words

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

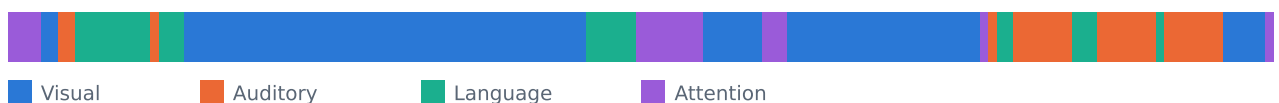
How to read this report: what each number is and what it is not

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.



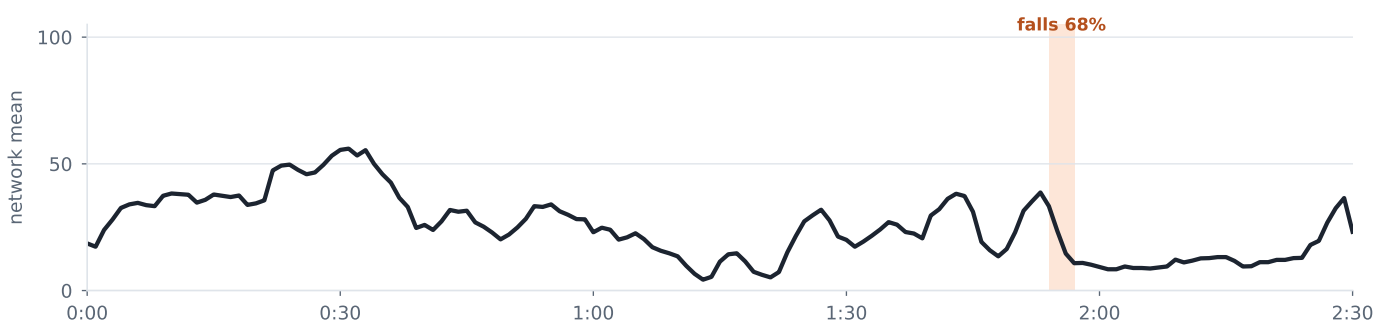
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	85 s	56%	0:33
Auditory	25 s	17%	0:24
Language	24 s	16%	0:11
Attention	17 s	11%	1:53

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

 41 of 100

Leading network Attention
System Salience / control
Regions Inferior frontal junction (attention switching); Spatial attention

"You ready to watch the final trailer of GTA 6?"

0:09 Strongest second

 100 of 100

Leading network Language
System Voice & speech
Regions Superior temporal sulcus (speech); Temporo-parieto-occipital junction

"Man, if I look at you, I'm talking to you. Oh, I didn't know that. I thought you were talking about chat."

1:54 Fall begins

 51 of 100

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

"KFC!"

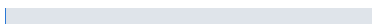
1:57 Fall ends

 35 of 100

Leading network Auditory
System Auditory cortex
Regions Auditory area 5 (superior temporal); Temporo-parieto-occipital junction

"Wait, that's KFC."

2:19 Weakest 3 s begin

 0 of 100

Leading network Auditory
System Salience / control
Regions Frontal operculum (salience); Cingulate (control)

"KFC in the game."

2:29 Best after the fall

 46 of 100

Leading network Visual
System Early visual cortex
Regions Dorsal visual V3B; Higher visual: color + face/object patches

"about to be eating chicken in a game are we gonna be okay"

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	41	Attention	Inferior frontal junction (attention switching); Spatial attention	<i>You ready to watch the final trailer of GTA 6?</i>	lower
0:01	44	Attention	Inferior frontal junction (attention switching); Lateral intraparietal (attention/eye movements)		lower
0:02	47	Attention	Frontal eye fields (gaze control); Inferior frontal junction (attention switching)	<i>It's on me.</i>	lower
0:03	56	Attention	Temporo-parieto-occipital junction; Frontal eye fields (gaze control)		lower
0:04	67	Visual	Temporo-parieto-occipital junction; Lateral belt (secondary auditory)	<i>No, I thought you were talking about chat.</i>	lower
0:05	84	Visual	Temporo-parieto-occipital junction; Lateral belt (secondary auditory)		lower
0:06	98	Auditory	Temporo-parieto-occipital junction; Lateral belt (secondary auditory)	<i>Man, if I look at you, I'm talking to you.</i>	lower
0:07	100	Auditory	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
0:08	100	Language	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)	<i>Oh, I didn't know that. I thought you were talking about chat.</i>	lower
0:09	100 •	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:10	100	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction	<i>Talking to me?</i>	lower
0:11	100	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:12	100	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction	<i>You talking to me?</i>	lower
0:13	100	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:14	98	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction	<i>I thought you were...</i>	lower
0:15	100	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:16	100	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>If I'm looking at you directly in your eyes...</i>	lower
0:17	100	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:18	82	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction	<i>No, I thought you were just like...</i>	lower
0:19	66	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:20	54	Language	Superior temporal sulcus (speech); Salience / control	<i>Okay, GTA 6 trailer.</i>	lower
0:21	56	Visual	Higher visual: color + face/object patches; Color & form processing		lower
0:22	64	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	<i>Let's go.</i>	medium
0:23	75	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:24	81	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	<i>I got in some trouble in the army.</i>	medium
0:25	85	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:26	86	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	<i>Didn't live on the best of terms.</i>	medium
0:27	84	Visual	Higher visual: color + face/object patches; Color & form processing		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:28	80	Visual	Higher visual: color + face/object patches; Upper visual field area	<i>They don't give loans anything to people like me.</i>	medium
0:29	77	Visual	Upper visual field area; Higher visual: color + face/object patches		medium
0:30	76	Visual	Upper visual field area; Higher visual: color + face/object patches	<i>This is a free call from Lucia Camino's Oh shit, oh my god Oh my god Oh Wait,</i>	medium
0:31	78	Visual	Higher visual: color + face/object patches; Upper visual field area		medium
0:32	83	Visual	Higher visual: color + face/object patches; Color & form processing		medium
0:33	84	Visual	Higher visual: color + face/object patches; Color & form processing		medium
0:34	80	Visual	Higher visual: color + face/object patches; Color & form processing		medium
0:35	70	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:36	59	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:37	52	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:38	43	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:39	39	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:40	35	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:41	39	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:42	46	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:43	52	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:44	56	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:45	52	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:46	49	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:47	46	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:48	44	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:49	44	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:50	46	Visual	Ventro-medial visual (scene); Dorsal visual V3A		medium
0:51	55	Visual	Dorsal visual V3A; Upper visual field area		medium
0:52	63	Visual	Dorsal visual V3A; Upper visual field area		medium
0:53	67	Visual	Upper visual field area; Dorsal visual V3A		medium
0:54	68	Visual	Upper visual field area; Dorsal visual V3A		medium
0:55	63	Visual	Upper visual field area; Dorsal visual V3B		medium
0:56	57	Visual	Upper visual field area; Dorsal visual V3B		medium
0:57	48	Visual	Upper visual field area; Dorsal visual V3B		medium
0:58	41	Visual	Upper visual field area; Dorsal visual V3B		medium
0:59	35	Visual	Ventro-medial visual (scene); Upper visual field area		medium
1:00	33	Visual	Ventro-medial visual (scene); Upper visual field area		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:01	32	Visual	Ventro-medial visual (scene); Upper visual field area		medium
1:02	33	Visual	Upper visual field area; Dorsal visual (reach / motion)		medium
1:03	36	Visual	Upper visual field area; Dorsal visual (reach / motion)		medium
1:04	37	Visual	Upper visual field area; Motion-related		medium
1:05	34	Visual	Upper visual field area; Motion-related		medium
1:06	31	Visual	Motion-related; Motion area (V5)		medium
1:07	28	Visual	Temporo-parieto-occipital junction; Dorsal visual V3A		medium
1:08	35	Visual	Lateral belt (secondary auditory); Temporo-parieto-occipital junction		medium
1:09	42	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	<i>tell was that I go back to that way.</i>	medium
1:10	48	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>Yeah, bro.</i>	medium
1:11	43	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>I'm going back Who is it wait, is it the main foot?</i>	medium
1:12	28	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:13	11	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
1:14	4	Language	Superior temporal visual; Perisylvian language area		lower
1:15	7	Attention	Motion processing; Frontal eye fields (gaze control)		medium
1:16	12	Attention	Motion processing; Motion-related		medium
1:17	11	Attention	Motion processing; Peripheral/retinotopic vision		medium
1:18	9	Attention	Temporo-parieto-occipital junction; Superior temporal visual		lower
1:19	8	Attention	Temporo-parieto-occipital junction; Language network		lower
1:20	6	Attention	Language network; Temporo-parieto-occipital junction		lower
1:21	6	Attention	Frontal operculum (salience); Middle insula (salience / body signals)	<i>Yeah feeling to the very last Yo, what are y'all?</i>	lower
1:22	10	Attention	Motion processing; Frontal eye fields (gaze control)		medium
1:23	20	Visual	Upper visual field area; Dorsal visual V3B		medium
1:24	36	Visual	Dorsal visual V3B; Upper visual field area		medium
1:25	47	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:26	52	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:27	48	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:28	41	Visual	Ventro-medial visual (scene); Dorsal visual (reach / motion)		medium
1:29	33	Visual	Dorsal visual (reach / motion); Spatial attention		lower
1:30	27	Attention	Early visual cortex; Spatial attention		medium
1:31	24	Attention	Spatial attention; Early visual cortex		lower
1:32	26	Attention	Early visual cortex; Spatial attention	<i>Yo, wait, can we get like...</i>	medium
1:33	34	Visual	Ventro-medial visual (scene); Early visual cortex		medium
1:34	46	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium

Every second (continued)

TIME	LEVEL		NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:35		55	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:36		55	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:37		47	Visual	Ventro-medial visual (scene); Early visual cortex		medium
1:38		34	Visual	Ventro-medial visual (scene); Early visual cortex		medium
1:39		33	Visual	Ventro-medial visual (scene); Early visual cortex	Wait, so you can work out?	medium
1:40		33	Visual	Auditory area 5 (superior temporal); Ventro-medial visual (scene)	You can stay as a pet?	medium
1:41		46	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:42		56	Visual	Ventro-medial visual (scene); Dorsal visual V3B	You can work out in the game?	medium
1:43		69	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:44		67	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:45		52	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:46		36	Visual	Upper visual field area; Dorsal visual (reach / motion)	Bro, I'm about to be getting buff.	medium
1:47		21	Visual	Upper visual field area; Dorsal visual (reach / motion)		medium
1:48		17	Visual	Motion-related; Upper visual field area		medium
1:49		21	Visual	Motion-related; Upper visual field area		medium
1:50		36	Visual	Motion-related; Upper visual field area		medium
1:51		51	Visual	Upper visual field area; Dorsal visual V3B		medium
1:52		62	Visual	Upper visual field area; Dorsal visual V3B		medium
1:53		61	Visual	Upper visual field area; Motion-related		medium
1:54		51	Visual	Motion area (V5); Motion-related	KFC!	medium
1:55		38	Visual	Motion area (V5); Motion-related	Oh my God!	medium
1:56		32	Attention	Temporo-parieto-occipital junction; Lateral belt (secondary auditory)		lower
1:57		35	Auditory	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	Wait, that's KFC.	medium
1:58		42	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
1:59		46	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	Wait, who is that?	medium
2:00		48	Auditory	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction	Is that another character?	medium
2:01		48	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	Because look, that's the, That's Jason.	medium
2:02		52	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:03		54	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:04		56	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:05		53	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	Yeah, that's Jason. That's Lucian.	medium
2:06		52	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	Who's that then?	medium
2:07		54	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	That's Tom Cruise.	medium
2:08		63	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:09	67	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>No, that's Keanu.</i>	medium
2:10	68	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:11	64	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>Keanu Reeves?</i>	medium
2:12	61	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>Yeah, bro. Keanu Reeves.</i>	medium
2:13	56	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:14	51	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>Bro, they got KFC in the game, bro.</i>	medium
2:15	42	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:16	28	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>What?</i>	medium
2:17	11	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:18	2	Auditory	Frontal operculum (salience); Early visual cortex	<i>KFC in the game.</i>	lower
2:19	0	Auditory	Frontal operculum (salience); Cingulate (control)		lower
2:20	1	Auditory	Anterior cingulate (monitoring); Early visual cortex		lower
2:21	1	Auditory	Lateral occipital (objects); Anterior cingulate (monitoring)		medium
2:22	3	Auditory	Lateral occipital (objects); Posterior inferotemporal (objects)	<i>Nah.</i>	medium
2:23	5	Auditory	Lateral occipital (objects); Motion-related		medium
2:24	15	Auditory	Motion-related; Lateral occipital (objects)	<i>about to be eating chicken in a game are we gonna be okay</i>	medium
2:25	26	Visual	Higher visual: color + face/object patches; Motion-related		medium
2:26	42	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
2:27	49	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
2:28	55	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
2:29	46	Visual	Dorsal visual V3B; Higher visual: color + face/object patches		medium
2:30	49	Attention	Parieto-occipital sulcus; Cingulate (control)		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 49; the tick on each bar marks it.

0:00		43	You ready to watch the final trailer of GTA 6?
0:02		47	It's on me.
0:05		91	No, I thought you were talking about chat.
0:07		100	Man, if I look at you, I'm talking to you.
0:09		100	Oh, I didn't know that.
0:10		100	I thought you were talking about chat.
0:11		100	Talking to me?
0:12		100	You talking to me?
0:14		99	I thought you were...
0:15		100	If I'm looking at you directly in your eyes...
0:17		91	No, I thought you were just like...
0:19		74	Okay, GTA 6 trailer.
0:20		54	Let's go.
0:24		83	I got in some trouble in the army.
0:26		85	Didn't live on the best of terms.
0:28		78	They don't give loans anything to people like me.
0:31		51	This is a free call from Lucia Camino's Oh shit, oh my god Oh my god Oh Wait,
1:09		45	tell was that I go back to that way.
1:11		46	Yeah, bro.
1:11		13	I'm going back Who is it wait, is it the main foot?
1:21		31	Yeah feeling to the very last Yo, what are y'all?
1:33		36	Yo, wait, can we get like...
1:39		33	Wait, so you can work out?
1:41		39	You can stay as a pet?
1:42		63	You can work out in the game?
1:46		28	Bro, I'm about to be getting buff.
1:55		45	KFC!
1:56		35	Oh my God!
1:58		41	Wait, that's KFC.
1:59		47	Wait, who is that?
2:01		48	Is that another character?
2:02		53	Because look, that's the, That's Jason.
2:05		53	Yeah, that's Jason.
2:06		52	That's Lucian.

The words (continued)

2:06		52	Who's that then?
2:08		62	That's Tom Cruise.
2:09		67	No, that's Keanu.
2:11		64	Keanu Reeves?
2:12		61	Yeah, bro.
2:13		59	Keanu Reeves.
2:15		40	Bro, they got KFC in the game, bro.
2:17		19	What?
2:18		1	KFC in the game.
2:22		3	Nah.
2:24		37	about to be eating chicken in a game are we gonna be okay

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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