

VIDEO REPORT

Marvel Television's VisionQuest | Official Trailer

STRONGEST SECOND

0:11

after the first three seconds

STEEPEST FALL

88%

2:22 to 2:25

WEAKEST 3 SECONDS

1:25 to 1:28

lowest stretch of the curve

AVERAGE LEVEL

51%

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 0:11, the predicted response falls 88% between 2:22 and 2:25, and the weakest 3-second stretch is 1:25 to 1:28.
- After the fall at 2:25 the predicted response climbs back to 74% of its pre-fall level by 2:30, the strongest moment after the opening.
- The visual network has the highest predicted response for 71% 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

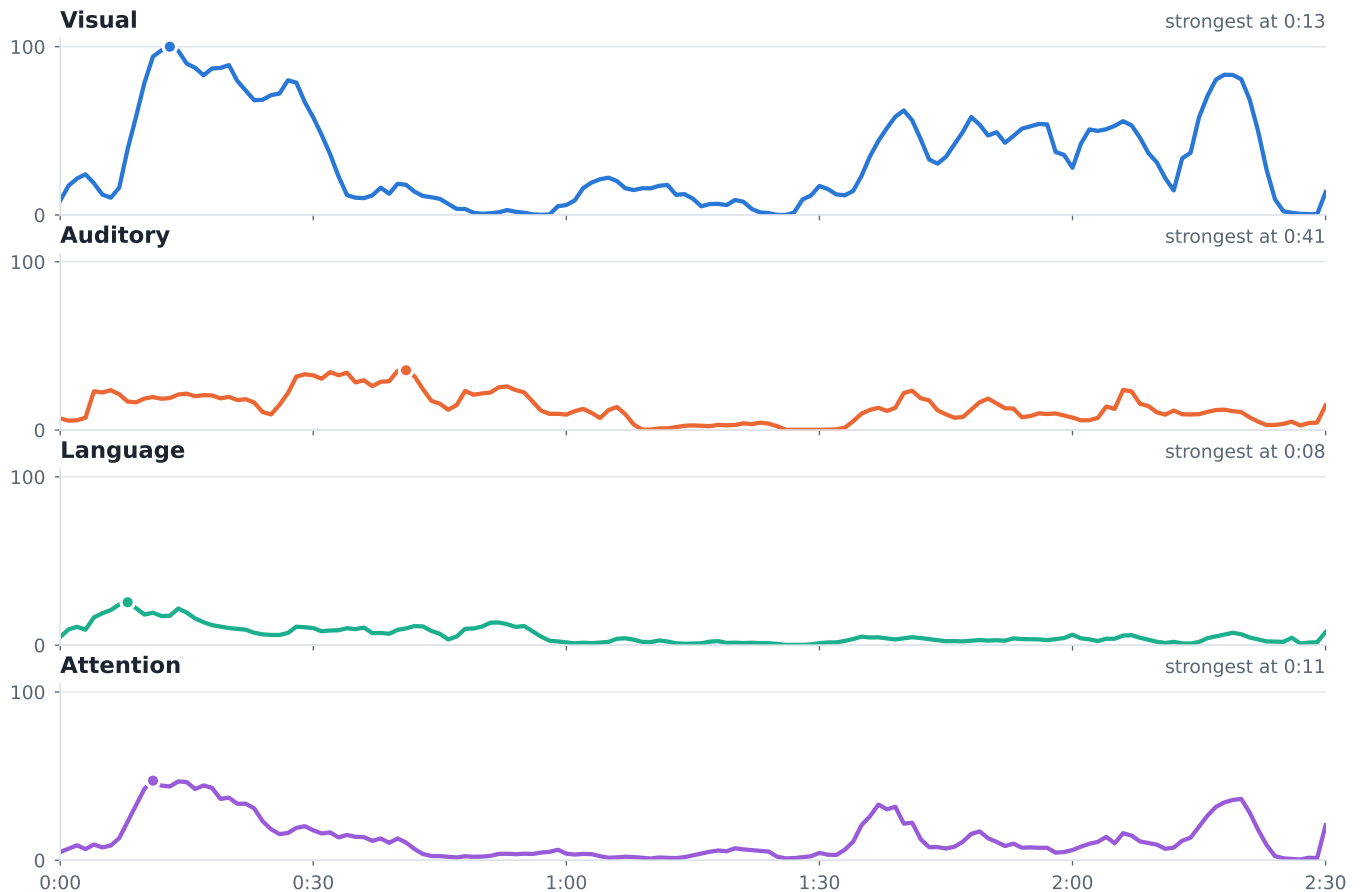
Key moments: the seconds worth a close look, with the frame and the words

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	107 s	71%	0:13
Auditory	38 s	25%	0:41
Attention	5 s	3%	0:11
Language	1 s	1%	0:08

Mean of the four networks

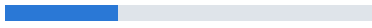
This is the one series a percentage change is taken on, because it is not stretched to fill the chart. A fall is reported only when it starts at or above the clip average and loses 20% or more within three seconds.



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

 30 of 100

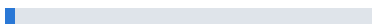
Leading network Visual
System Scene & place recognition
Regions Ventro-medial visual (scene); Dorsal visual transitional

0:11 Strongest second

 100 of 100

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

1:25 Weakest 3 s begin

 3 of 100

Leading network Auditory
System Auditory cortex
Regions Anterior superior-temporal auditory; Auditory area 5 (superior temporal)

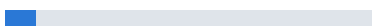
"Free me and save your son."

2:22 Fall begins

 48 of 100

Leading network Visual
System Objects & color
Regions Lateral occipital (objects); Dorsal motion/form area

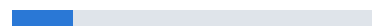
2:25 Fall ends

 8 of 100

Leading network Auditory
System Early visual cortex
Regions Early visual cortex

"What's our best way in?"

2:30 Best after the fall, Final second

 16 of 100

Leading network Attention
System Salience / control
Regions Frontal operculum (salience); 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	30	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:01	30	Visual	Ventro-medial visual (scene); Dorsal visual transitional		medium
0:02	32	Visual	Early visual cortex; Parieto-occipital sulcus		medium
0:03	41	Visual	Motion area (V5); Temporo-parieto-occipital junction		medium
0:04	55	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	<i>Hello, my name's Vision and I'm here for the trap.</i>	medium
0:05	72	Auditory	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
0:06	76	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:07	79	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
0:08	85	Visual	Motion area (V5); Motion processing		medium
0:09	100	Visual	Motion processing; Motion area (V5)		medium
0:10	100	Visual	Motion-related; Motion processing		medium
0:11	100 ●	Visual	Motion-related; Motion processing		medium
0:12	100	Visual	Motion-related; Upper visual field area		medium
0:13	100	Visual	Motion-related; Upper visual field area		medium
0:14	100	Visual	Motion-related; Upper visual field area		medium
0:15	100	Visual	Motion-related; Upper visual field area		medium
0:16	98	Visual	Upper visual field area; Motion-related		medium
0:17	97	Visual	Upper visual field area; Dorsal visual V3B		medium
0:18	97	Visual	Dorsal visual V3B; Dorsal motion/form area		medium
0:19	100	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:20	97	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:21	93	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:22	88	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:23	89	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:24	94	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:25	100	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:26	100	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:27	94	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
0:28	82	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:29	70	Visual	Anterior superior-temporal auditory; Ventro-medial visual (scene)	<i>was a hero an Avenger I have his memories but not his virtue You're a ghost Haunting her</i>	medium
0:30	60	Visual	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:31	56	Visual	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:32	53	Visual	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
0:33	56	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:34	56	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:35	60	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:36	57	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:37	55	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:38	51	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:39	54	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:40	57	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory		medium
0:41	65	Auditory	Auditory area 5 (superior temporal); Anterior superior-temporal auditory	footsteps.	medium
0:42	66	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:43	60	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	That dead witch really did a number on you Ultron, you are impossible cruel and callous and yet	medium
0:44	42	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:45	24	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:46	16	Auditory	Early visual cortex; Anterior superior-temporal auditory		medium
0:47	30	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:48	48	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:49	65	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:50	67	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:51	67	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:52	66	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	here I am Still occupying space in your mind rent -free This is not a test I had	medium
0:53	67	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:54	68	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:55	62	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:56	47	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:57	30	Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
0:58	26	Auditory	Anterior superior-temporal auditory; Frontal operculum (salience)		medium
0:59	28	Auditory	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:00	35	■ Auditory	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:01	36	■ Auditory	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:02	36	■ Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:03	34	■ Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:04	33	■ Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:05	33	■ Visual	Posterior belt (secondary auditory); Lateral belt (secondary auditory)		medium
1:06	30	■ Visual	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)		medium
1:07	26	■ Visual	Auditory area 5 (superior temporal); Auditory association cortex	<i>a family, a mother, and a father.</i>	medium
1:08	21	■ Visual	Higher visual: color + face/object patches; Auditory area 5 (superior temporal)		medium
1:09	21	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:10	20	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:11	19	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:12	18	■ Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:13	17	■ Visual	Dorsal visual V3A; Upper visual field area		medium
1:14	16	■ Visual	Dorsal visual V3A; Upper visual field area	<i>Muzzle tough.</i>	medium
1:15	14	■ Visual	Dorsal visual V3A; Upper visual field area	<i>It's a boy.</i>	medium
1:16	14	■ Visual	Upper visual field area; Dorsal visual V3A		medium
1:17	13	■ Visual	Upper visual field area; Dorsal visual V3A		medium
1:18	13	■ Visual	Upper visual field area; Dorsal visual V3A		medium
1:19	12	■ Visual	Peripheral/retinotopic vision; Upper visual field area		medium
1:20	11	■ Visual	Upper visual field area; Peripheral/retinotopic vision	<i>Let's bring him home.</i>	medium
1:21	11	■ Visual	Anterior superior-temporal auditory; Peripheral/retinotopic vision		medium
1:22	11	■ Attention	Anterior superior-temporal auditory; Medial belt (auditory)	<i>Free me and save your son.</i>	medium
1:23	9	■ Attention	Anterior superior-temporal auditory; Medial belt (auditory)		medium
1:24	8	■ Attention	Anterior superior-temporal auditory; Medial belt (auditory)		medium
1:25	3	■ Auditory	Anterior superior-temporal auditory; Auditory area 5 (superior temporal)		medium
1:26	0	■ Attention	Anterior superior-temporal auditory; Early visual cortex		medium
1:27	3	■ Visual	Ventro-medial visual (scene); Inferior frontal junction (control)		medium
1:28	8	■ Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:29	17	■ Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
1:30	21	■ Visual	Dorsal motion/form area; Ventro-medial visual (scene)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:31	26	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
1:32	26	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
1:33	27	Visual	Ventro-medial visual (scene); Parahippocampal (scene)		medium
1:34	26	Visual	Ventro-medial visual (scene); Parahippocampal (scene)		medium
1:35	30	Visual	Ventro-medial visual (scene); Lateral belt (secondary auditory)		medium
1:36	40	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
1:37	49	Visual	Upper visual field area; Motion-related		medium
1:38	58	Visual	Upper visual field area; Motion-related		medium
1:39	58	Visual	Motion-related; Upper visual field area		medium
1:40	58	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches	<i>I have these memories of someone I'm not.</i>	medium
1:41	57	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:42	56	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:43	52	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:44	46	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:45	48	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:46	57	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:47	66	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:48	71	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:49	70	Visual	Ventro-medial visual (scene); Dorsal visual V3B	<i>Now I'm going to finish what I started all those years ago.</i>	medium
1:50	71	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:51	70	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:52	75	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:53	77	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:54	76	Visual	Ventro-medial visual (scene); Dorsal visual V3B	<i>stop!</i>	medium
1:55	69	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
1:56	58	Visual	Ventro-medial visual (scene); Dorsal visual V3B	<i>This is a fight I likely won't win.</i>	medium
1:57	46	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:58	38	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:59	30	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
2:00	32	Visual	Ventro-medial visual (scene); Motion area (V5)		medium
2:01	40	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
2:02	50	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:03	58	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
2:04	67	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
2:05	77	Visual	Ventro-medial visual (scene); Dorsal motion/form area		medium
2:06	82	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
2:07	81	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory	<i>We have said goodbye before.</i>	medium
2:08	74	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
2:09	64	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
2:10	50	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
2:11	42	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory	<i>But remember, family is forever.</i>	medium
2:12	38	Visual	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
2:13	40	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
2:14	49	Visual	Upper visual field area; Ventro-medial visual (scene)		medium
2:15	63	Visual	Upper visual field area; Motion-related		medium
2:16	79	Visual	Upper visual field area; Motion-related		medium
2:17	88	Visual	Upper visual field area; Motion-related		medium
2:18	91	Visual	Upper visual field area; Motion-related		medium
2:19	87	Visual	Upper visual field area; Motion-related		medium
2:20	79	Visual	Upper visual field area; Motion-related		medium
2:21	67	Visual	Upper visual field area; Lateral occipital (objects)		medium
2:22	48	Visual	Lateral occipital (objects); Dorsal motion/form area		medium
2:23	29	Visual	Dorsal motion/form area; Lateral occipital (objects)		medium
2:24	14	Visual	Dorsal motion/form area; Parahippocampal (scene)		medium
2:25	8	Auditory	Early visual cortex	<i>What's our best way in?</i>	medium
2:26	6	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>Kill them all.</i>	lower
2:27	5	Auditory	Early visual cortex; Frontal operculum (salience)		medium
2:28	3	Auditory	Early visual cortex; Frontal operculum (salience)		medium
2:29	16	Auditory	Early visual cortex; Frontal operculum (taste / mouth)		medium
2:30	16	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 51; the tick on each bar marks it.

0:04		71	Hello, my name's Vision and I'm here for the trap.
0:29		58	was a hero an Avenger I have his memories but not his virtue You're a ghost Haunting her
0:42		66	footsteps.
0:43		48	That dead witch really did a number on you Ultron, you are impossible cruel and callous and yet
0:52		41	here I am Still occupying space in your mind rent -free This is not a test I had
1:07		23	a family, a mother, and a father.
1:14		15	Muzzle tough.
1:15		14	It's a boy.
1:20		11	Let's bring him home.
1:23		6	Free me and save your son.
1:40		53	I have these memories of someone I'm not.
1:50		73	Now I'm going to finish what I started all those years ago.
1:55		72	stop!
1:57		41	This is a fight I likely won't win.
2:08		73	We have said goodbye before.
2:12		42	But remember, family is forever.
2:25		7	What's our best way in?
2:27		5	Kill them all.

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.



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