

VIDEO REPORT

Official Trailer | Last One Laughing: Halloween Special

STRONGEST SECOND

0:19

after the first three seconds

STEEPEST FALL

69%

0:23 to 0:26

WEAKEST 3 SECONDS

0:27 to 0:30

lowest stretch of the curve

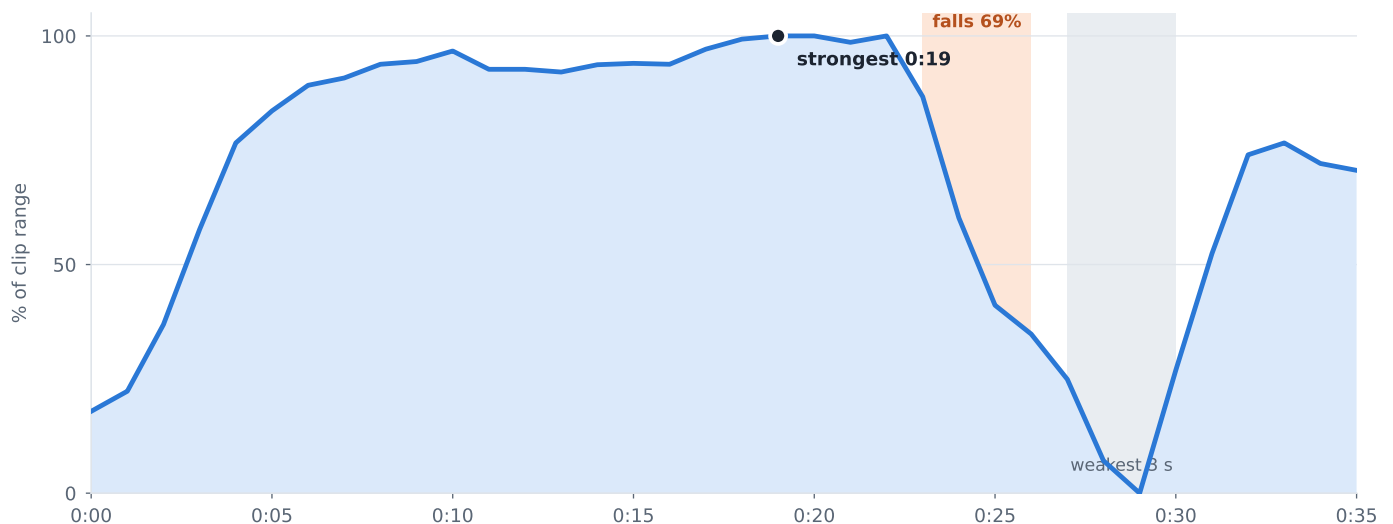
AVERAGE LEVEL

71%

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 0:19, the predicted response falls 69% between 0:23 and 0:26, and the weakest 3-second stretch is 0:27 to 0:30.
- After the fall at 0:26 the predicted response comes back up past its pre-fall level by 0:31 (108% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 67% of the clip, the auditory network for 22%.
- Speech is present in 47% 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

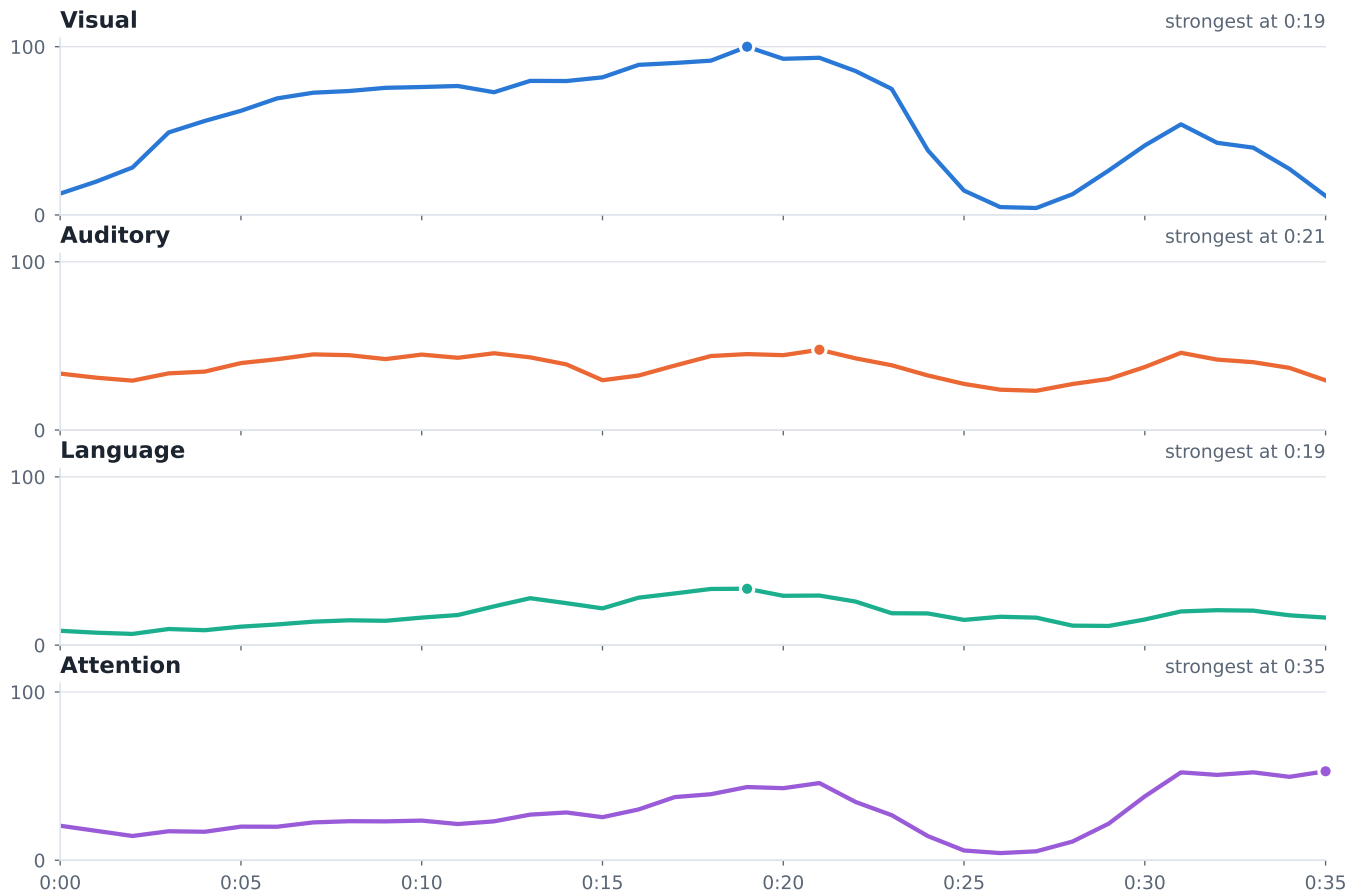
Key moments: the seconds worth a close look, with the frame and the words

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.



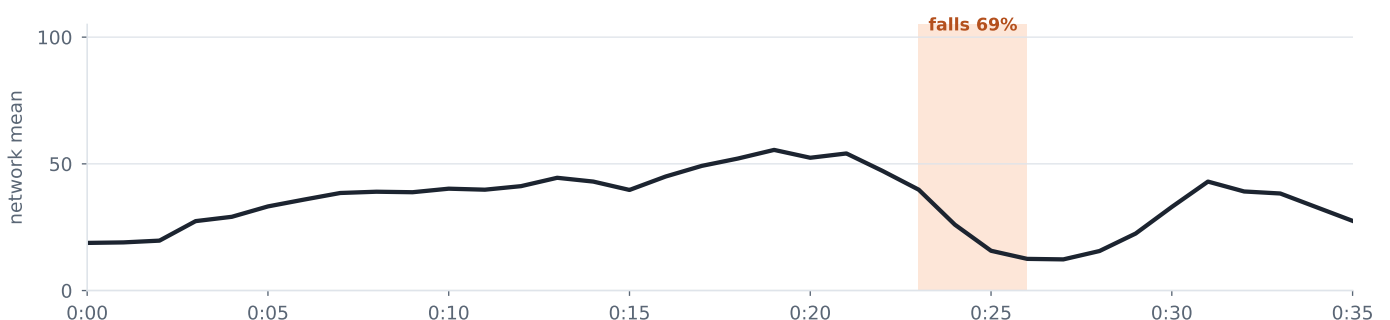
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	24 s	67%	0:19
Auditory	8 s	22%	0:21
Attention	4 s	11%	0:35
Language	0 s	0%	0:19

Mean of the four networks

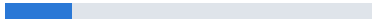
This is the one series a percentage change is taken on, because it is not stretched to fill the chart. A fall is reported only when it starts at or above the clip average and loses 20% or more within three seconds.



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 Auditory
System Auditory cortex
Regions Posterior belt (secondary auditory);
Lateral belt (secondary auditory)

"This Halloween, Last One Laughing has a new rule."

0:19 Strongest second

 100 of 100

Leading network Visual
System Motion tracking (V5/MT)
Regions Motion-related; Higher visual: color +
face/object patches

"I will have nightmares."

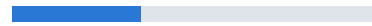
0:23 Fall begins

 87 of 100

Leading network Visual
System Motion tracking (V5/MT)
Regions Motion-related; Lateral occipital
(objects)

"Can I run by you some horror movie pitches? Normal activity."

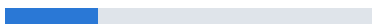
0:26 Fall ends

 35 of 100

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

"It's the normal night in a house with a fella, and he's fine, he sleeps through."

0:27 Weakest 3 s begin

 25 of 100

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

"It's the normal night in a house with a fella, and he's fine, he sleeps through."

0:31 Best after the fall

 52 of 100

Leading network Visual
System Salience / control
Regions Anterior cingulate (monitoring);
Cingulate (control)

"We'll be right back."

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	■ Auditory	Posterior belt (secondary auditory); Lateral belt (secondary auditory)	<i>This Halloween, Last One Laughing has a new rule.</i>	medium
0:01	22	■ Auditory	Posterior belt (secondary auditory); Auditory association cortex		medium
0:02	37	■ Auditory	Posterior belt (secondary auditory); Lateral belt (secondary auditory)		medium
0:03	58	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)	<i>Don't laugh, don't scream.</i>	medium
0:04	77	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)		medium
0:05	84	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)	<i>Bill Wang.</i>	medium
0:06	89	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)	<i>Jack D.</i>	medium
0:07	91	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)	<i>Daisy May Kipo.</i>	medium
0:08	94	■ Visual	Higher visual: color + face/object patches; Posterior belt (secondary auditory)	<i>Tom Allen. Rhys Shearsmith.</i>	medium
0:09	94	■ Visual	Higher visual: color + face/object patches; Color & form processing	<i>Harriet Dyer.</i>	medium
0:10	97	■ Visual	Higher visual: color + face/object patches; Color & form processing	<i>And Lou Sanders.</i>	medium
0:11	93	■ Visual	Higher visual: color + face/object patches; Color & form processing	<i>I've done big dippers, I didn't scream.</i>	medium
0:12	93	■ Visual	Higher visual: color + face/object patches; Auditory area 5 (superior temporal)		medium
0:13	92	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A	<i>Not even when my wife fell out.</i>	medium
0:14	94	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
0:15	94	■ Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
0:16	94	■ Visual	Higher visual: color + face/object patches; Motion area (V5)		medium
0:17	97	■ Visual	Higher visual: color + face/object patches; Motion area (V5)	<i>Hiya, you alright?</i>	medium
0:18	99	■ Visual	Motion-related; Higher visual: color + face/object patches		medium
0:19	100 ●	■ Visual	Motion-related; Higher visual: color + face/object patches	<i>I will have nightmares.</i>	medium
0:20	100	■ Visual	Motion-related; Motion area (V5)	<i>Hit it.</i>	medium
0:21	99	■ Visual	Motion-related; Upper visual field area	<i>Can I run by you some horror movie pitches?</i>	medium
0:22	100	■ Visual	Motion-related; Lateral occipital (objects)		medium
0:23	87	■ Visual	Motion-related; Lateral occipital (objects)		medium
0:24	60	■ Visual	Posterior inferotemporal (objects); Lateral occipital (objects)	<i>Normal activity.</i>	medium
0:25	41	■ Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>It's the normal night in a house with a fella, and he's fine, he sleeps through.</i>	medium
0:26	35	■ Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:27	25	■ Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:28	7	■ Auditory	Superior temporal sulcus (speech); Supplementary motor (action)		lower

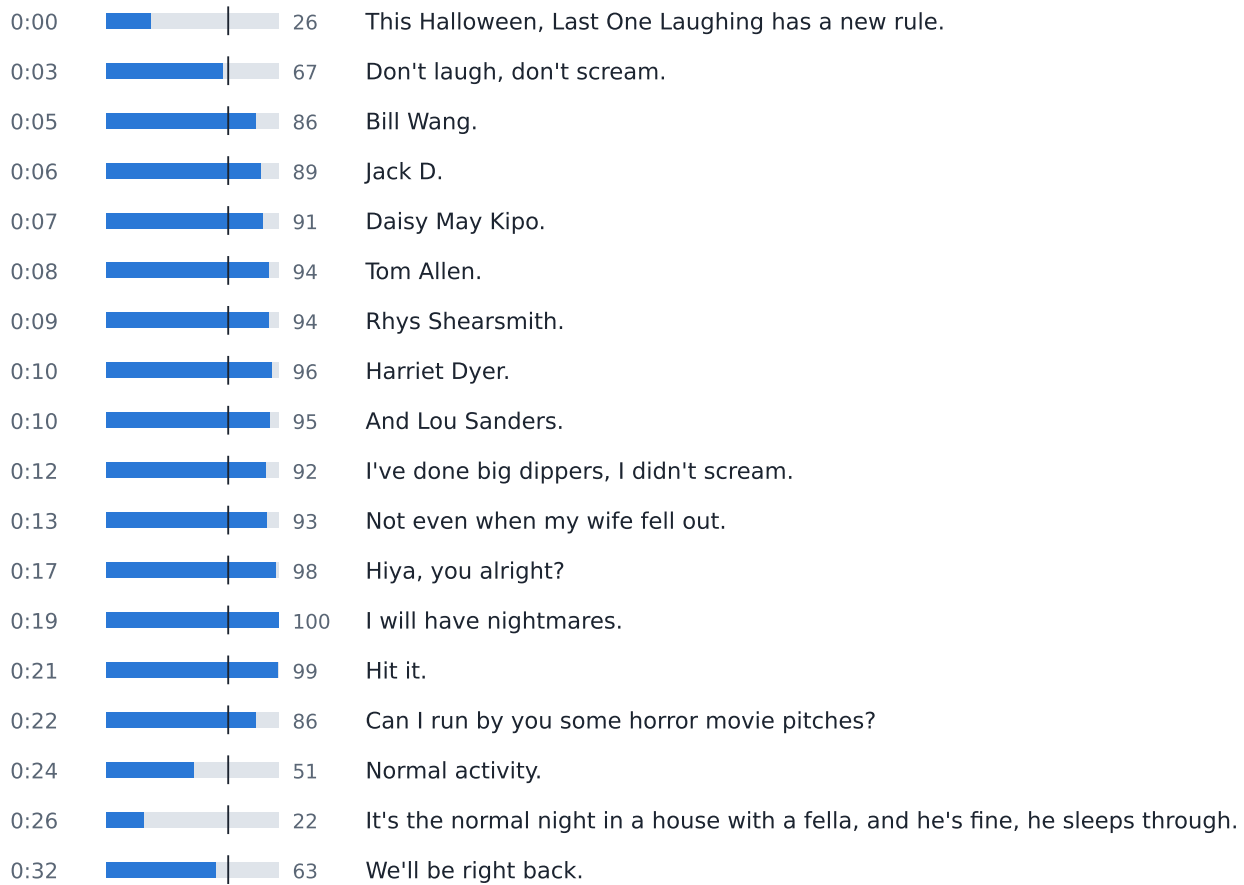


Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:29	0	Auditory	Ventro-medial visual (scene); Early visual cortex		medium
0:30	27	Visual	Ventro-medial visual (scene); Anterior cingulate (monitoring)		medium
0:31	52	Visual	Anterior cingulate (monitoring); Cingulate (control)	<i>We'll be right back.</i>	lower
0:32	74	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:33	77	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:34	72	Attention	Anterior cingulate (monitoring); Frontal operculum (salience)		lower
0:35	71	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 71; the tick on each bar marks it.



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