VIDEO REPORT

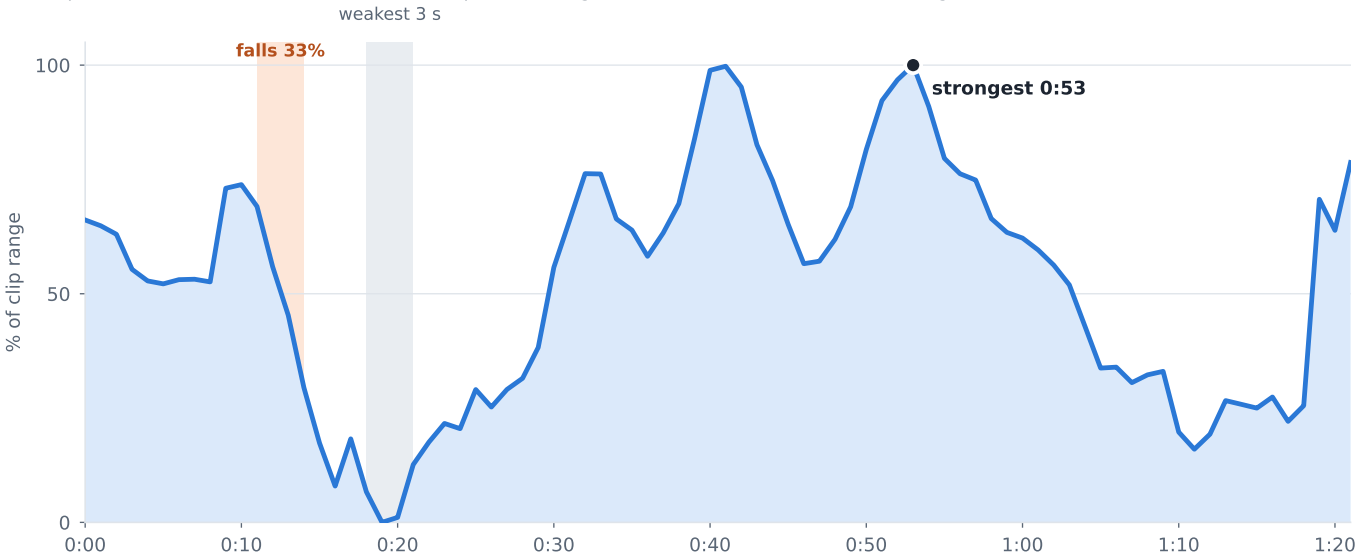
Surviving the Himalayan Rain #indianvillagelife #cooking #villagelife



STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	LEADING NETWORK
0:53	**33%**	**0:18 to 0:21**	**Visual**
after the first three seconds	0:11 to 0:14	lowest stretch of the curve	highest for 83% of the clip

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

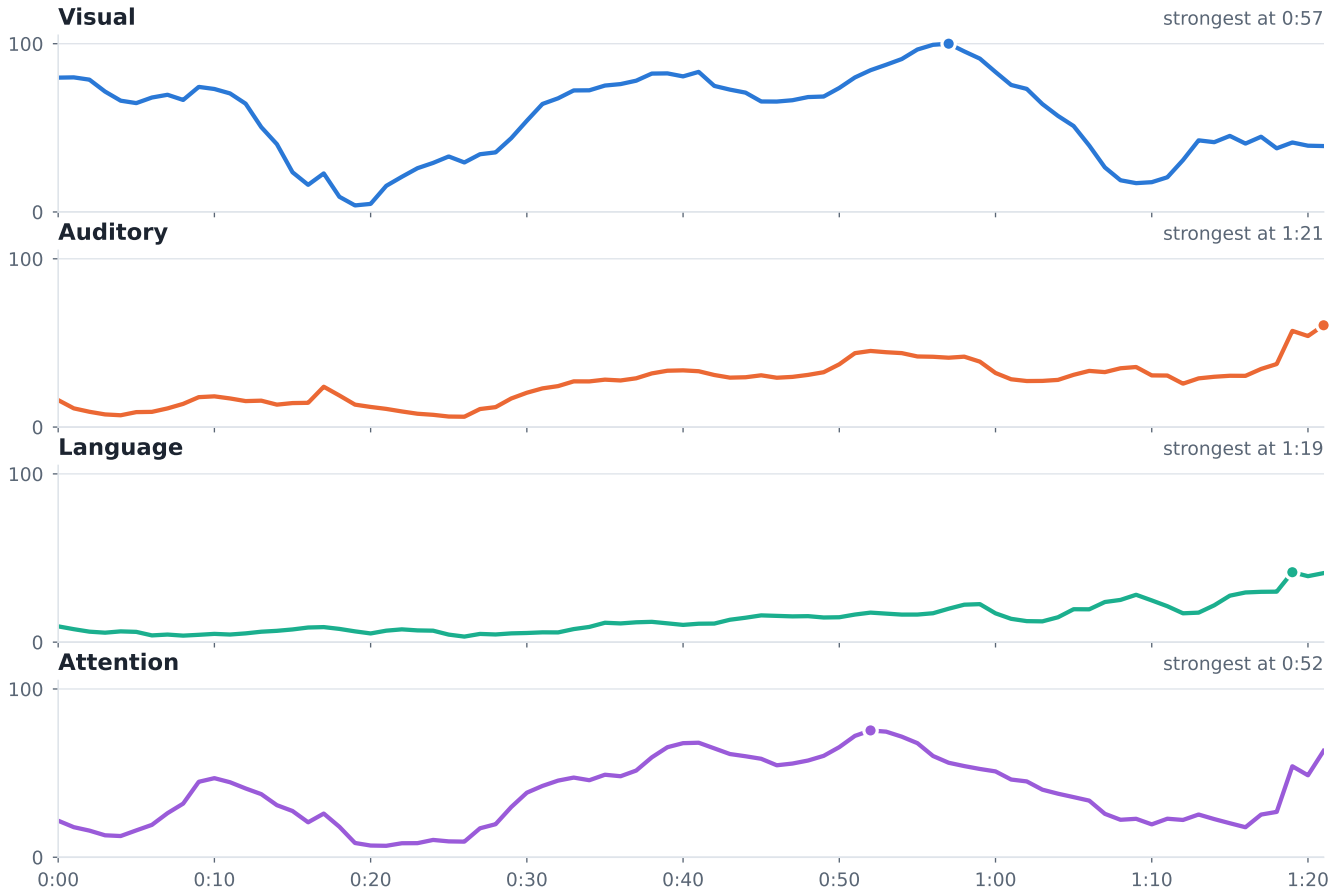
- After the first three seconds, the predicted brain response peaks at 0:53, the predicted response falls 33% between 0:11 and 0:14, and the weakest 3-second stretch is 0:18 to 0:21.
- After the fall ends at 0:14, the highest point is 0:53, at 100 of 100 on the chart; the fall began at 69 of 100.
- The visual network has the highest predicted response for 83% of the clip, the auditory network for 12%.
- Speech is present in 17% of the seconds; the words are set against the curve on the later pages.

In this report

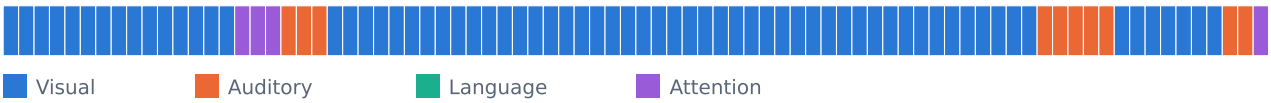
Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

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.



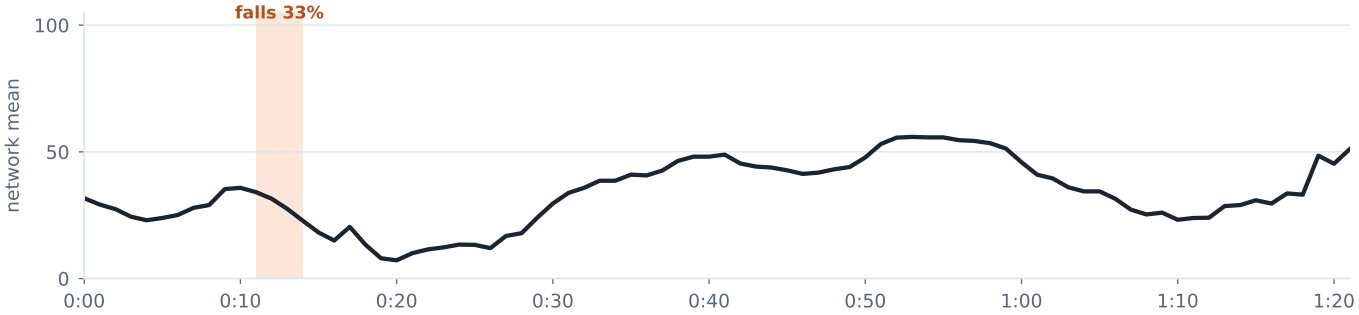
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	68 s	83%	0:57
Auditory	10 s	12%	1:21
Attention	4 s	5%	0:52
Language	0 s	0%	1:19

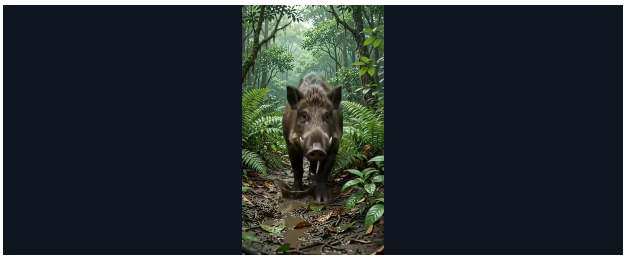
Mean of the four networks

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

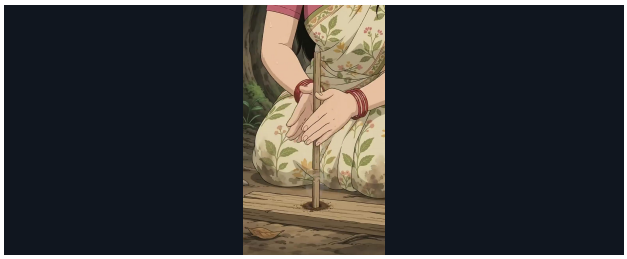
The seconds that define this video's predicted response. Levels are on the clip's own 0 to 100 range.



0:00 Opening

66 of 100

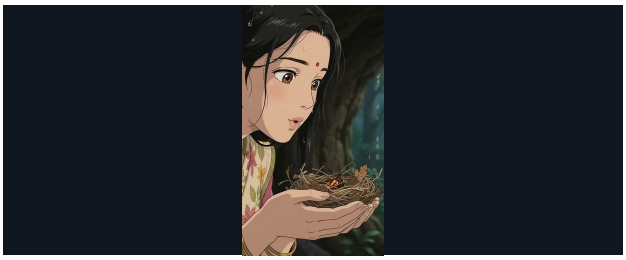
Leading network	Visual
System	Objects & color
Regions	Higher visual: color + face/object patches; Ventro-medial visual (scene)



0:11 Fall begins

69 of 100

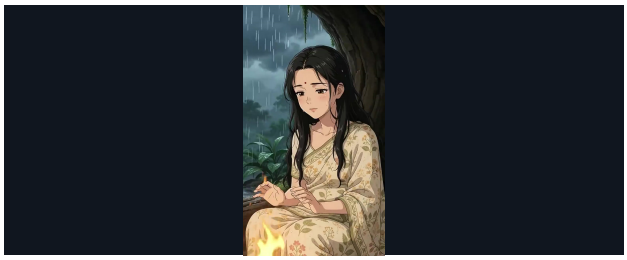
Leading network	Visual
System	Objects & color
Regions	Lateral occipital (objects); Motion-related



0:14 Fall ends

29 of 100

Leading network	Visual
System	Early visual cortex
Regions	Temporo-occipital visual (objects); Lateral occipital (objects)

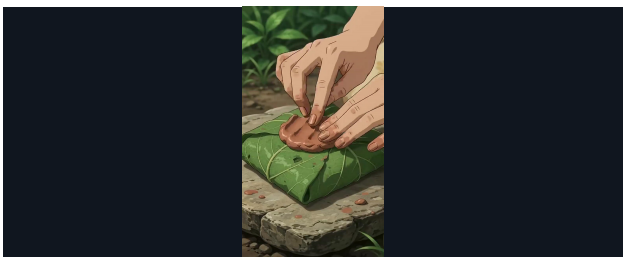


0:18 Weakest 3 s begin

7 of 100

Leading network	Auditory
System	Salience / control
Regions	Inferior frontal junction (attention switching); Frontal operculum (salience)

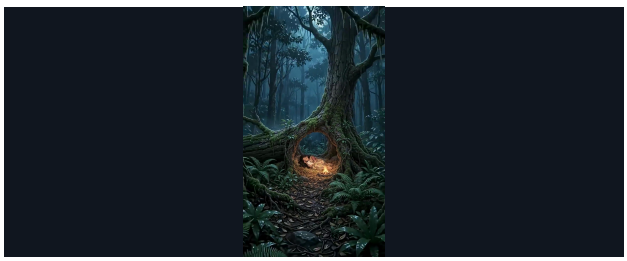
“Oh”



0:53 Strongest second, Best after the fall

100 of 100

Leading network	Visual
System	Early visual cortex
Regions	Upper visual field area; Motion-related



1:21 Final second

79 of 100

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

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	66	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:01	65	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:02	63	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:03	55	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:04	53	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:05	52	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:06	53	Visual	Higher visual: color + face/object patches; Motion-related		medium
0:07	53	Visual	Motion-related; Higher visual: color + face/object patches		medium
0:08	53	Visual	Motion-related; Lateral occipital (objects)		medium
0:09	73	Visual	Motion-related; Upper visual field area		medium
0:10	74	Visual	Motion-related; Lateral occipital (objects)		medium
0:11	69	Visual	Lateral occipital (objects); Motion-related		medium
0:12	56	Visual	Lateral occipital (objects); Motion-related		medium
0:13	45	Visual	Temporo-occipital visual (objects); Lateral occipital (objects)		medium
0:14	29	Visual	Temporo-occipital visual (objects); Lateral occipital (objects)		medium
0:15	17	Attention	Temporo-occipital visual (objects); Lateral intraparietal (attention/eye movements)		medium
0:16	8	Attention	Temporo-occipital visual (objects); Lateral intraparietal (attention/eye movements)		medium
0:17	18	Attention	Inferior frontal junction (attention switching); Frontal operculum (salience)	*Oh*	lower
0:18	7	Auditory	Inferior frontal junction (attention switching); Frontal operculum (salience)	*Oh*	lower
0:19	0	Auditory	Early visual cortex; Inferior frontal junction (attention switching)		medium
0:20	1	Auditory	Early visual cortex; Higher visual: color + face/object patches		medium
0:21	13	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:22	18	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:23	22	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:24	20	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:25	29	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:26	25	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:27	29	Visual	Higher visual: color + face/object patches; Lateral occipital (objects)		medium

Every second (continued)

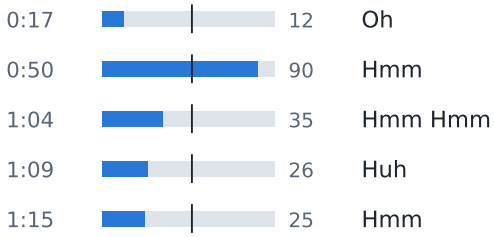
TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:28	32	Visual	Higher visual: color + face/object patches; Lateral occipital (objects)		medium
0:29	38	Visual	Lateral occipital (objects); Higher visual: color + face/object patches		medium
0:30	56	Visual	Lateral occipital (objects); Motion-related		medium
0:31	66	Visual	Lateral occipital (objects); Motion-related		medium
0:32	76	Visual	Lateral occipital (objects); Motion-related		medium
0:33	76	Visual	Lateral occipital (objects); Motion-related		medium
0:34	66	Visual	Motion-related; Lateral occipital (objects)		medium
0:35	64	Visual	Motion-related; Lateral occipital (objects)		medium
0:36	58	Visual	Motion-related; Lateral occipital (objects)		medium
0:37	63	Visual	Motion-related; Upper visual field area		medium
0:38	70	Visual	Upper visual field area; Motion-related		medium
0:39	84	Visual	Upper visual field area; Motion-related		medium
0:40	99	Visual	Upper visual field area; Motion-related		medium
0:41	99	Visual	Upper visual field area; Intraparietal sulcus (spatial attention)		medium
0:42	95	Visual	Upper visual field area; Temporo-occipital visual (objects)		medium
0:43	83	Visual	Upper visual field area; Intraparietal sulcus (spatial attention)		medium
0:44	75	Visual	Upper visual field area; Motion-related		medium
0:45	65	Visual	Upper visual field area; Temporo-occipital visual (objects)		medium
0:46	57	Visual	Upper visual field area; Lateral intraparietal (attention/eye movements)		medium
0:47	57	Visual	Upper visual field area; Lateral intraparietal (attention/eye movements)		medium
0:48	62	Visual	Upper visual field area; Lateral intraparietal (attention/eye movements)		medium
0:49	69	Visual	Upper visual field area; Lateral intraparietal (attention/eye movements)		medium
0:50	82	Visual	Upper visual field area; Intraparietal sulcus (spatial attention)	*Hmm*	medium
0:51	92	Visual	Upper visual field area; Motion-related	*Hmm*	medium
0:52	97	Visual	Upper visual field area; Motion-related	*Hmm*	medium
0:53	100 ●	Visual	Upper visual field area; Motion-related		medium
0:54	91	Visual	Upper visual field area; Motion-related		medium
0:55	80	Visual	Upper visual field area; Higher visual: color + face/object patches		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:56	76	Visual	Higher visual: color + face/object patches; Dorsal visual V3B		medium
0:57	75	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:58	66	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:59	63	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:00	62	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
1:01	60	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
1:02	56	Visual	Higher visual: color + face/object patches; Upper visual field area		medium
1:03	52	Visual	Higher visual: color + face/object patches; Color & form processing		medium
1:04	43	Visual	Higher visual: color + face/object patches; Lateral intraparietal (attention/eye movements)	*Hmm*	medium
1:05	34	Visual	Higher visual: color + face/object patches; Fusiform face complex (faces)	*Hmm*	medium
1:06	34	Visual	Fusiform face complex (faces); Higher visual: color + face/object patches	*Hmm*	medium
1:07	31	Auditory	Fusiform face complex (faces); Temporo-parieto-occipital junction		medium
1:08	32	Auditory	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)	*Hmm*	lower
1:09	33	Auditory	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)	*Hmm Huh*	lower
1:10	20	Auditory	Temporo-parieto-occipital junction; Inferior frontal junction (attention switching)	*Huh*	lower
1:11	16	Auditory	Higher visual: color + face/object patches; Salience / control		medium
1:12	19	Visual	Higher visual: color + face/object patches; Motion processing		medium
1:13	27	Visual	Higher visual: color + face/object patches; Motion-related		medium
1:14	26	Visual	Higher visual: color + face/object patches; Temporo-parieto-occipital junction		medium
1:15	25	Visual	Higher visual: color + face/object patches; Temporo-parieto-occipital junction	*Hmm*	medium
1:16	27	Visual	Higher visual: color + face/object patches; Color & form processing	*Hmm*	medium
1:17	22	Visual	Parieto-occipital sulcus; Ventro-medial visual (scene)	*Hmm*	medium
1:18	26	Visual	Parieto-occipital sulcus; Peripheral/retinotopic vision		medium
1:19	71	Auditory	Peripheral/retinotopic vision; Parieto-occipital sulcus		medium
1:20	64	Auditory	Peripheral/retinotopic vision; Parieto-occipital sulcus		medium
1:21	79	Attention	Anterior cingulate (monitoring); Cingulate (control)		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 52; 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 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