VIDEO REPORT

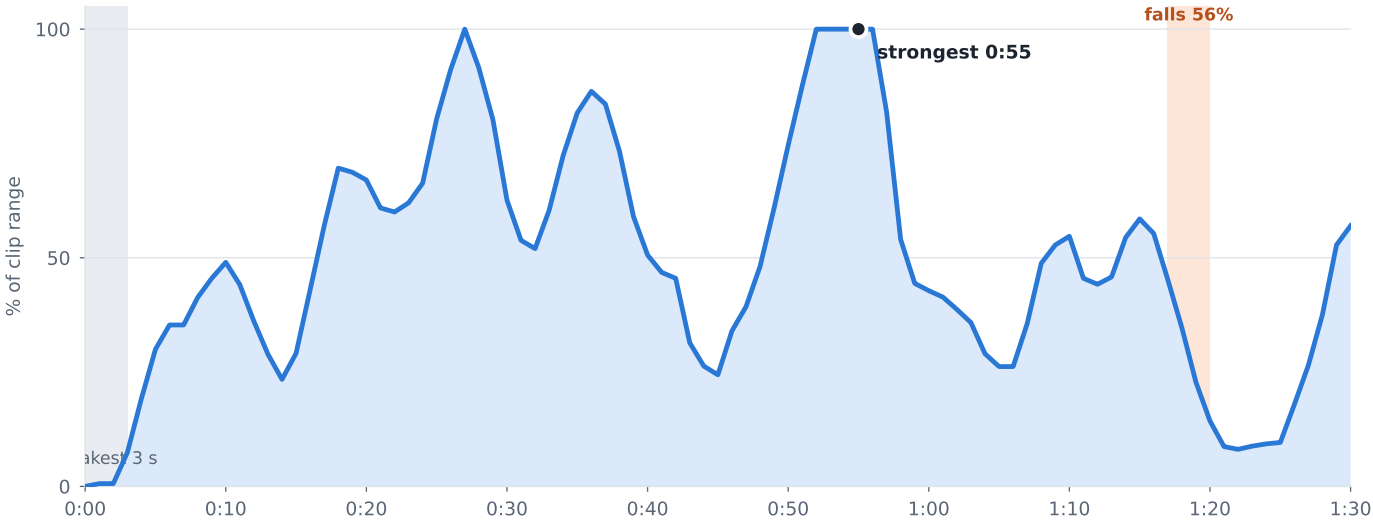
This Diwali, Celebrate The Bonds That Become Family | Utsav by Titan



STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
0:55	**56%**	**0:00 to 0:03**	**49%**
after the first three seconds	1:17 to 1:20	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

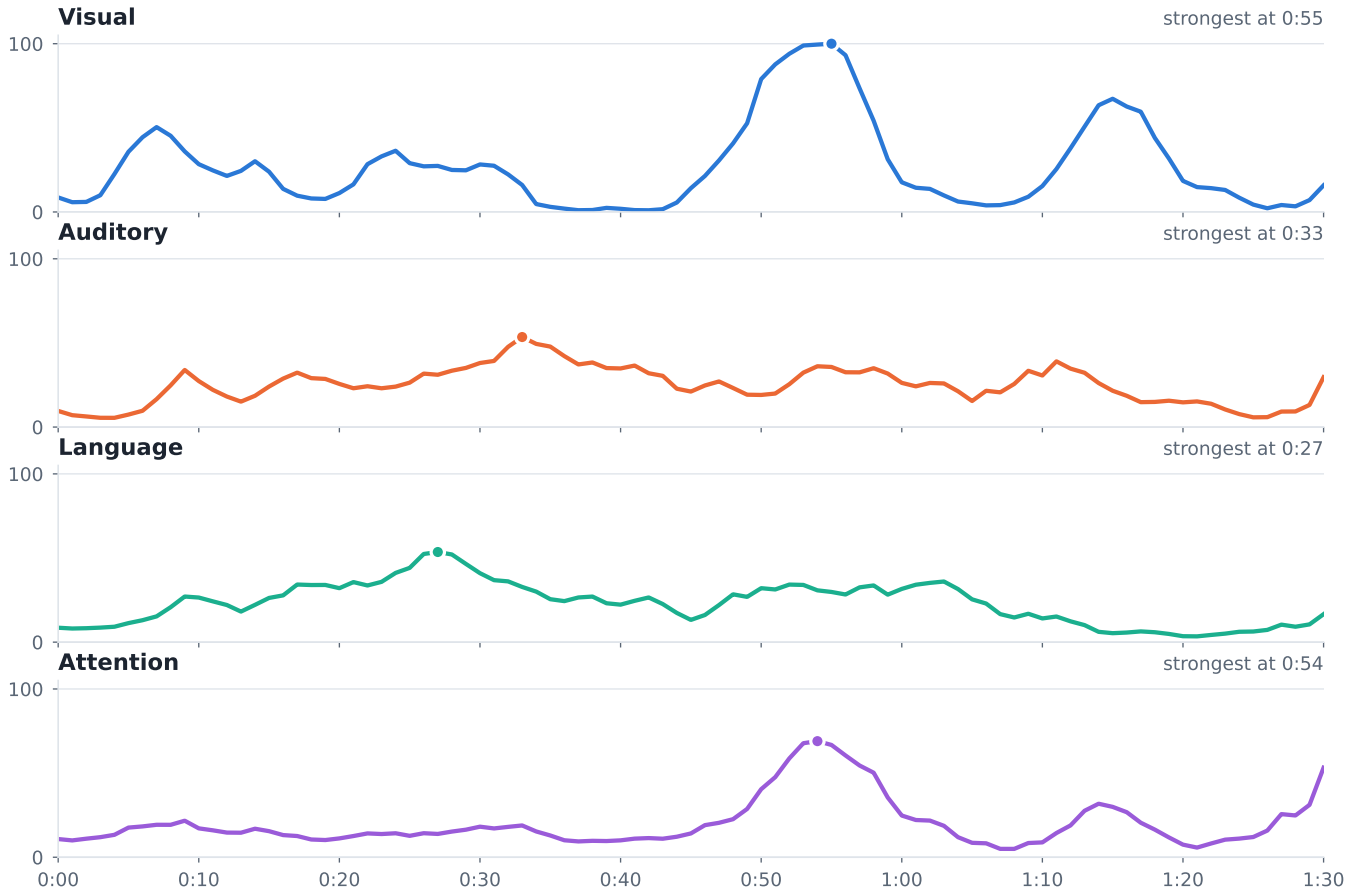
- After the first three seconds, the predicted brain response peaks at 0:55, the predicted response falls 56% between 1:17 and 1:20, and the weakest 3-second stretch is 0:00 to 0:03.
- After the fall at 1:20 the predicted response comes back up past its pre-fall level by 1:30 (114% of it), the strongest moment after the opening.
- The visual network has the highest predicted response for 36% of the clip, the auditory network for 25%.
- Speech is present in 5% of the seconds; the words are set against the curve on the later pages.

In this report

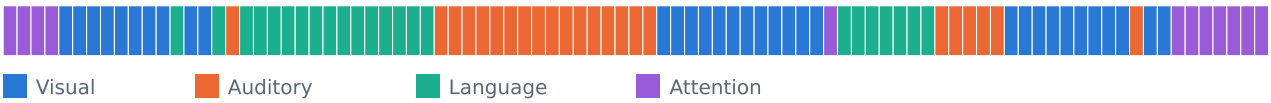
Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

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.



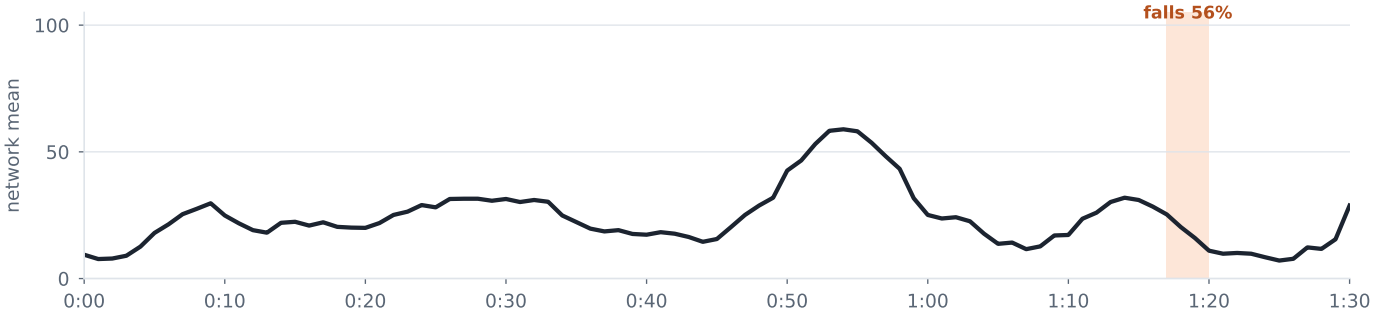
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Visual	33 s	36%	0:55
Auditory	23 s	25%	0:33
Language	23 s	25%	0:27
Attention	12 s	13%	0:54

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, Weakest 3 s begin

0 of 100

Leading network	Attention
System	Early visual cortex
Regions	Dorsal motion/form area; Anterior cingulate (attention)



0:52 Local high

100 of 100

Leading network	Visual
System	Early visual cortex
Regions	Upper visual field area; Dorsal visual V3B

“[illegible]”

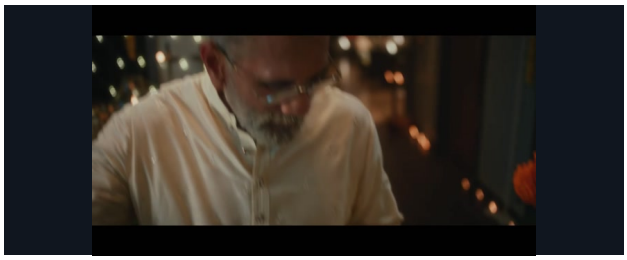


0:55 Strongest second

100 of 100

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

“[illegible]”



1:17 Fall begins

45 of 100

Leading network	Visual
System	Early visual cortex
Regions	Dorsal visual V3A; Higher visual: color + face/object patches

“[illegible] This festive season, celebrate the bonds that make life special”



1:20 Fall ends

14 of 100

Leading network	Visual
System	Early visual cortex
Regions	Visual area V3; Higher visual: color + face/object patches

“[illegible] This festive season, celebrate the bonds that make life special”



1:30 Best after the fall, Final second

57 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	0	Attention	Dorsal motion/form area; Anterior cingulate (attention)		medium
0:01	1	Attention	Anterior cingulate (attention); Anterior cingulate (control)		lower
0:02	1	Attention	Intraparietal (attention); Anterior cingulate (attention)		lower
0:03	7	Attention	Ventro-medial visual (scene); Intraparietal (attention)		medium
0:04	19	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:05	30	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:06	35	Visual	Ventro-medial visual (scene); Dorsal visual V3B		medium
0:07	35	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:08	41	Visual	Lateral belt (secondary auditory); Temporo-parieto-occipital junction		medium
0:09	46	Visual	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	[illegible]	
0:10	49	Visual	Lateral belt (secondary auditory); Auditory area 5 (superior temporal)		medium
0:11	44	Visual	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
0:12	36	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
0:13	29	Visual	Temporo-parieto-occipital junction; Early visual cortex		medium
0:14	23	Visual	Temporo-parieto-occipital junction; Early visual cortex		medium
0:15	29	Language	Temporo-parieto-occipital junction; Lateral belt (secondary auditory)		medium
0:16	43	Auditory	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)		medium
0:17	57	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:18	70	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:19	69	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:20	67	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:21	61	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:22	60	Language	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
0:23	62	Language	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
0:24	66	Language	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
0:25	80	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
0:26	91	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:27	100	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:28	92	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:29	80	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:30	63	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:31	54	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:32	52	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:33	60	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:34	72	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:35	82	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:36	86	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:37	84	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:38	73	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	[illegible]	
0:39	59	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:40	51	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:41	47	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:42	46	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:43	31	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:44	26	Auditory	Superior temporal sulcus (speech); Salience / control		lower
0:45	24	Auditory	Higher visual: color + face/object patches; Frontal eye fields (gaze control)		medium
0:46	34	Auditory	Higher visual: color + face/object patches; Frontal eye fields (gaze control)		medium
0:47	39	Visual	Higher visual: color + face/object patches; Lateral belt (secondary auditory)		medium
0:48	48	Visual	Higher visual: color + face/object patches; Temporo-parieto-occipital junction	[illegible]	
0:49	61	Visual	Higher visual: color + face/object patches; Temporo-parieto-occipital junction		medium
0:50	75	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:51	88	Visual	Higher visual: color + face/object patches; Dorsal visual V3B		medium
0:52	100	Visual	Upper visual field area; Dorsal visual V3B		medium
0:53	100	Visual	Dorsal visual V3B; Upper visual field area		medium
0:54	100	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:55	100	Visual	Dorsal motion/form area; Dorsal visual V3B		medium
0:56	100	Visual	Dorsal motion/form area; Lateral occipital (objects)		medium
0:57	82	Visual	Intraparietal (attention); Early visual cortex		lower
0:58	54	Visual	Medial intraparietal (reach planning); Intraparietal (attention)		lower

Every second (continued)

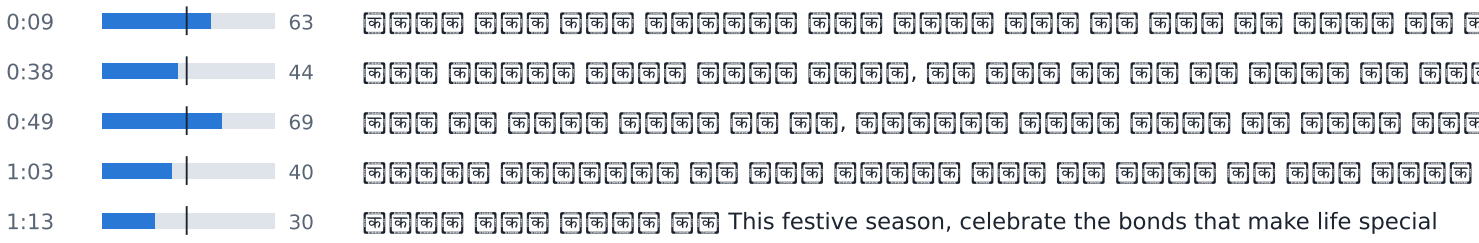
TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:59	44	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:00	43	Language	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
1:01	41	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:02	39	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:03	36	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	[illegible]	medium
1:04	29	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:05	26	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:06	26	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:07	36	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:08	49	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:09	53	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
1:10	55	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)		medium
1:11	46	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)		medium
1:12	44	Visual	Motion processing; Higher visual: color + face/object patches		medium
1:13	46	Visual	Higher visual: color + face/object patches; Motion-related	[illegible] *This festive season, celebrate the bonds that make life special*	medium
1:14	54	Visual	Upper visual field area; Dorsal visual V3B		medium
1:15	58	Visual	Dorsal visual V3B; Upper visual field area		medium
1:16	55	Visual	Dorsal visual V3B; Dorsal motion/form area		medium
1:17	45	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:18	35	Visual	Dorsal visual V3A; Higher visual: color + face/object patches		medium
1:19	23	Visual	Higher visual: color + face/object patches; Dorsal visual V3A		medium
1:20	14	Visual	Visual area V3; Higher visual: color + face/object patches		medium
1:21	9	Auditory	Anterior superior-temporal auditory; Posterior belt (secondary auditory)		medium
1:22	8	Visual	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
1:23	9	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
1:24	9	Attention	Frontal operculum (salience); Parieto-occipital sulcus		lower
1:25	10	Attention	Frontal operculum (salience); Anterior cingulate (control)		lower
1:26	18	Attention	Frontal operculum (salience); Anterior cingulate (control)		lower
1:27	26	Attention	Frontal operculum (salience); Dorsolateral prefrontal (working memory / control)		lower
1:28	38	Attention	Frontal operculum (salience); Dorsolateral prefrontal (working memory / control)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:29	53	Attention	Frontal operculum (salience); Dorsolateral prefrontal (working memory / control)		lower
1:30	57	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 49; 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

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