

The Effects of the Timing of Commercial Breaks by the Measurement of Brain Activity using fNIRS and Autonomic Nervous Activity

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Recently commercial breaks are often inserted just before the climax of stories in TV programs in Japan. One article reports that commercials inserted just before the climax will dissatisfy the audience and discourage their concentration. In this research, we study the effects of the timing of commercial breaks by the measurement of brain activity and autonomic nervous activity. As a result, it is suggested that the involuntary disengagement of attention is caused the abrupt onset of the commercial break just before the climax giving audiences an unpleasant feeling. Furthermore, the results show the possibility that presenting the climax of the story just before the onset of the commercial break increases the working memory load of watching the commercial break after the climax.