

# **Sponsor's Brand Visibility Report In Mayweather-Pacquiao boxing event**



# The Match in Numbers

**\$600 million**  
revenue

**4.4M**  
viewers in  
the USA

**\$430 million**  
from TV  
companies



**0.7M**  
viewers in  
the UK

**\$150 million**  
from  
sponsors

**Greatest  
sponsorship  
spendings ever.**

**Plenty of  
millions** on  
the Internet

# Visibility is crucial for sponsors

**Impact on brand  
awareness**

**=**

**Audience**

**x**

**Visibility**

**brandetect<sup>®</sup> delivers  
visibility data & analysis.**

# The basis of the sponsor's brand report

A promoting part followed by 12 rounds

Promotion	30 min
Round 1	3.5 min
Round 2	3.5 min
Round 3	3.5 min
Round 4	3.5 min
<b>Round 5</b>	<b>3.5 min</b>
Round 6	3.5 min
Round 7	3.5 min
Round 8	3.5 min
Round 9	3.5 min
Round 10	3.5 min
Round 11	3.5 min
Round 12	3.5 min

The figures in this report are derived from round 5.

The complete report is available at [brandetect®](#).

# Basic Visibility Data

## (based on round 5)

<b>Appearances</b>	<i>detections</i>	<b>288.0</b>
<b>Avg. time of visibility</b>	<i>sec/appearance</i>	<b>3.4</b>
<b>Max. time if visibility</b>	<i>sec</i>	<b>18.4</b>
<b>Avg. relative visibility by size</b>	<i>in % of the screen</i>	<b>3.4%</b>
<b>Max. relative visibility by size</b>	<i>in % of the screen</i>	<b>14.1%</b>

**Did you know?**

**Total visibility, relative visibility by time and estimated advertising value is available at brandetect®.**

# Heat Map I. – Distribution by seconds visible

86.0	218.0	118.9
65.6	85.7	98.7
19.9	93.1	198.3

Not all screen areas are as good as others.

# Heat Map II. – Distribution by appearances

8.7%	22.1%	12.1%
6.7%	8.7%	10.0%
2.0%	9.5%	20.2%

Not all screen areas are as good as others.

# Ask for the complete analysis!

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# APPENDIX

**Detection criterion**

**Explanations**

**Copyright**



# Detection criterion

The algorithms used by brandetect® have been designed for the **same detection and following capabilities** as an average human watching TV.

**At least least 70%** of the total logo is visible

Rotation – no problem

**Up to 45 degree angle** of the camera's view point

The relative size of the brand **must be at least 0.1% of the screen**

# Explanations

**The basic measurement units are seconds and pixels.**

**Appearance:** when the brand becomes visible on the screen according the abovementioned list of criterion. Appaerance start with detection and lasts until reaching such limits of visibility.

**Time:** the elapsed time spent on screen starting from detection.

**Relative size of appearance:** the visible dimensions of the brand compared to the size of the screen. Example: 42"/106cm HD Ready screen – 1% relative size is 5.9"x2" / 15cmx5cm.

# Copyright

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