

# The Attention Economy

## Communications & Media

When content is abundant, attention is the scarce thing being sold.

In an attention economy, the scarce resource is human attention, and it is sold to advertisers rather than to audiences.

- Supply of content is effectively unlimited; time is not.
- The paying customer is the advertiser, not the user.
- Design optimises time spent, which is what is sold.
- Salience beats accuracy in a competition for notice.
- Subscription models change the incentive, not the physics.

### LOOK FOR IT

Autoplay, infinite scroll and streaks all exist to extend a session rather than to complete a task.

Follow the revenue to predict the design. Where attention is the product, retention features are the profit centre.