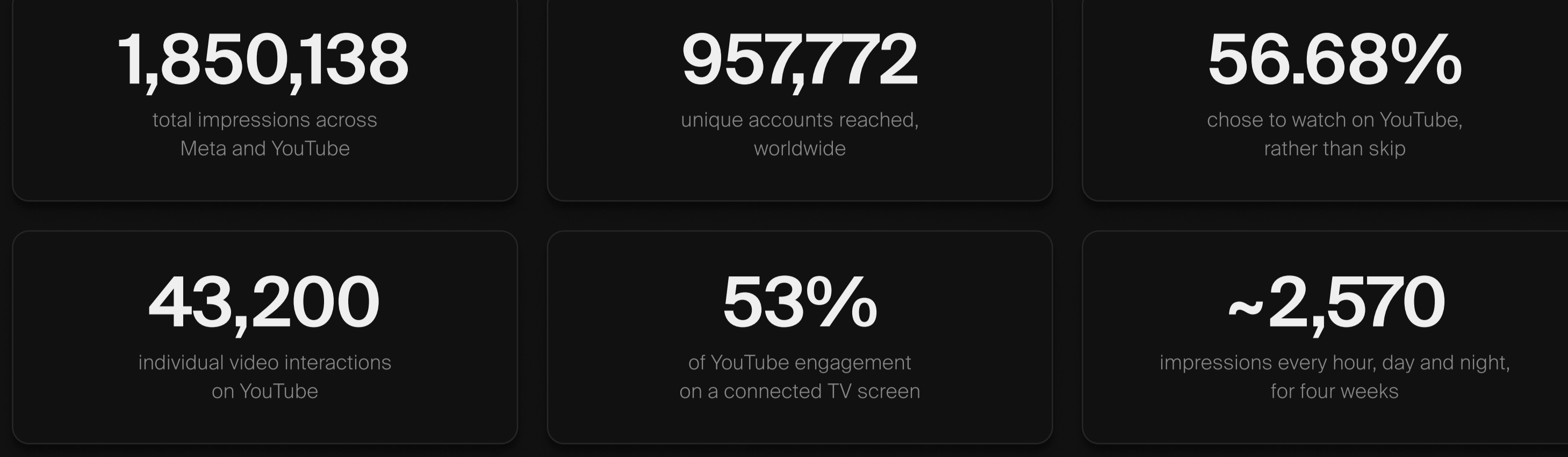


One film. 1,850,138

moments of attention, 957,772 people reached

Your paper took years. Most of the world will never read it. Here's what happens when the research becomes a film, and the film gets promoted properly.

<p>The research: Mind Captioning: evolving descriptive text of mental content from human brain activity, Horikawa T. Science Advances, 2026. DOI: 10.1126/sciadv.adw1184</p>	<p>The film and its home online: From a published paper to 957,772 people. This is what we built for Dr. Tomoyasu Horikawa. scrollscience.com/case-studies/mind-captioning</p>
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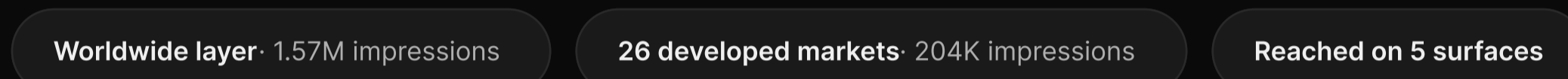


SEEN AROUND THE WORLD

Your research reached people on every continent.



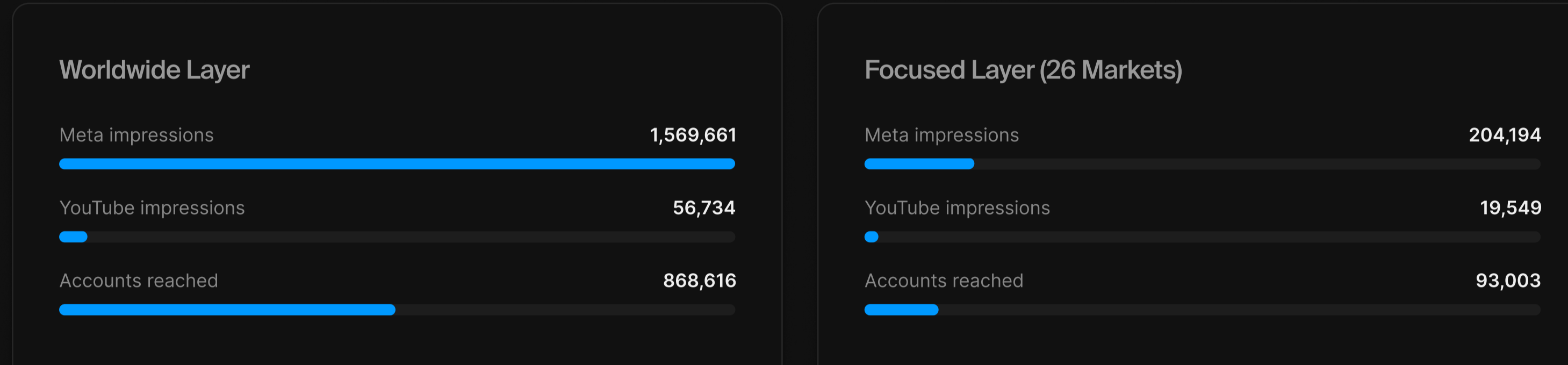
957,772 unique accounts across the planet in four weeks, from a single short film built out of one paper. The campaign ran on a worldwide reach layer, with a second focused layer aimed at 26 developed markets.



TWO LAYERS, ONE CAMPAIGN

Broad reach and a focused academic-market layer.

The film ran on two strategies at once: a worldwide layer built for maximum reach, and a tighter layer concentrating on 26 developed markets where much of the research community sits.



WHERE IT LANDED

Two surfaces, two stories

The campaign ran across Meta and YouTube. The two surfaces behaved differently, and the contrast is part of the story.

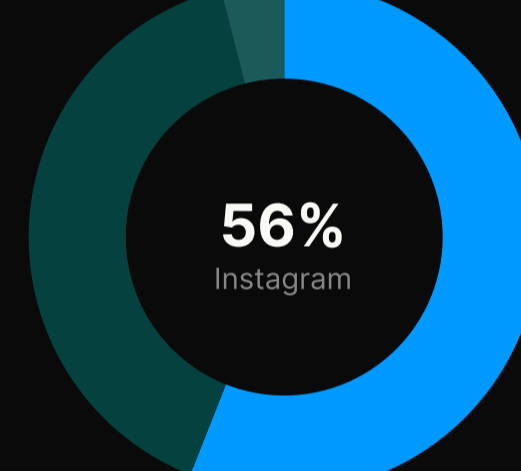
Meta (96% of impressions, 1.77M reach):

Instagram-led and almost entirely mobile. Instagram 56%, Facebook 40%, Threads 4%. Devices: Android 86%, iPhone 13%, Other 1%.

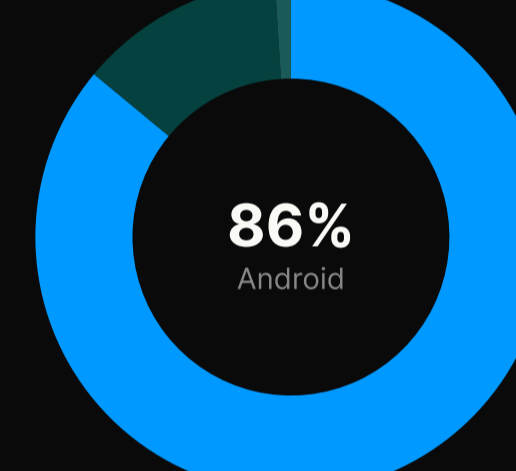
YouTube (4% of impressions, 76K reach):

smaller volume but dramatically higher engagement, with a 56.68% interaction rate. And critically, 53% of that engagement happened on a connected TV in someone's living room. Mobile 38%, Desktop 6%, Tablet 2%.

Meta reach by platform



Meta reach by device

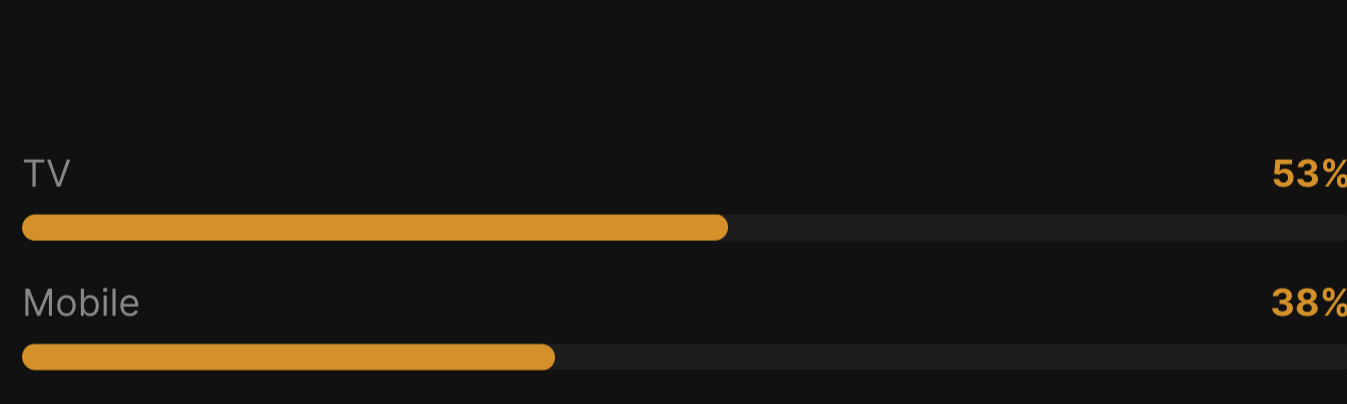


THE STANDOUT FINDING

The research played in living rooms, not just on phones.



of YouTube engagement happened on a connected TV screen



TV 56.68% interaction rate on YouTube. More than half chose to watch the film through.

People didn't just get served the film. Most of them chose to watch it, and more than half of that watching happened on the largest screen in the house—in living rooms around the world. Holding attention at that scale on a demanding subject is the clearest evidence that the storytelling did its job and the audience was genuine.

WHY IT'S WORTH DOING

More than a citation count.

Your paper reaches a small circle of specialists, most of them already in your field. We turn it into a short film a non-specialist follows in two minutes, then put it in front of the audience your funders, your institution, and your career actually need it to land with.

Evidence for the work after publication. Funders increasingly want to know what happened to the research once it was published. A film with a documented reach of this kind gives you something concrete for an impact statement, a grant report or a public engagement record. A single paper rarely reaches a million people. A film built from it can.

WHAT YOU RECEIVE

Everything you need to make your research travel.

<p>The film A short animated film built faithfully from your published research.</p>	<p>Web page and feature A dedicated page and a written piece that make the work accessible to non-specialists.</p>
<p>The campaign Four weeks across Meta, YouTube and connected TV.</p>	<p>Impact report A citable record: reach, engagement, platforms and devices.</p>

GET IN TOUCH

Send us the paper you'd most like the world to see.

We'll come back to you on whether it suits a film and reaching the right audience would involve. You send us the paper and around an hour of your time, we handle the rest, and most films are built in roughly eight weeks.

scrollscience.com · info@scrollscience.com

CAMPAIGN DATA – SOURCE REFERENCE

Metric	Value
Total impressions (Meta + YouTube)	1,850,138
Unique accounts reached (Meta)	957,772
YouTube impressions	76,283
YouTube interactions	43,200
YouTube interaction rate	56.68%
YouTube engagement by device	TV 53% · Mobile 38% · Desktop 6% · Tablet 2%
Reach by platform	Instagram 56% · Facebook 40% · Threads 4%
Reach by device	Android 86% · iPhone 13% · Other 1%
Worldwide layer — Meta impressions / reach	1,569,661 / 868,616
Worldwide layer — YouTube impressions	56,734
Focused layer — Meta impressions / reach	204,194 / 93,003
Focused layer — YouTube impressions	19,549
Impressions per hour	~2,570
Surfaces used	Instagram, Facebook, Threads, YouTube, connected TV
Campaign window	10 May – 9 June 2026