# RealEyes Measures Attention Without Emotional Persistence

by Nick Clark | Published March 28, 2026 | PDF

RealEyes uses webcam-based facial coding and attention tracking to measure how audiences emotionally respond to advertisements, video content, and digital experiences. The platform scores attention, engagement, and emotional valence in real time as viewers watch content, providing advertisers with frame-level emotional response data. The measurement technology is validated and commercially deployed at scale. But each viewing session is analyzed independently, and no persistent emotional state connects a viewer's response to one piece of content with their response to the next. Resolving this requires affective state as a deterministic control primitive with fields that persist across interactions and evolve according to governed temporal rules.

## What RealEyes built

RealEyes applies computer vision to standard webcam feeds to detect facial expressions, gaze direction, and attention during content viewing. The system classifies emotional responses at the frame level, mapping facial action units to emotional categories and aggregating across viewers to produce attention curves and emotional response profiles for content. Advertisers use these profiles to identify which moments in a video capture attention, which generate positive emotional response, and which lose the audience.

The platform has processed millions of content views across global markets. The measurement pipeline handles webcam variability, lighting conditions, and demographic diversity. Within a viewing session, the emotional response trajectory is tracked accurately. Between sessions, no emotional state persists.

## The gap between per-session measurement and emotional trajectory

A viewer who watched three advertisements for the same brand over two weeks has an evolving emotional relationship with that brand. The first ad generated curiosity. The second produced familiarity and mild positive affect. The third should build on the accumulated emotional context. Per-session measurement treats each viewing as independent. The third ad's emotional impact is scored without reference to the emotional trajectory established by the first two.

This gap limits the analytical value for advertisers making campaign sequencing decisions. The optimal emotional arc across a multi-exposure campaign depends on where each viewer is in their emotional trajectory with the brand. A viewer whose curiosity was piqued by the first exposure should receive different content than one whose initial response was neutral. Without persistent affective state tracking that trajectory, the platform cannot inform these decisions. It can only report what happened during each isolated viewing.

## Why aggregate analytics do not substitute for persistent state

Platforms that store historical measurement data and compute trends are performing retrospective analysis on collections of snapshots. An average engagement score across three viewings tells you the mean response. It does not tell you that engagement has been declining at a specific rate, that the interaction between declining attention and residual brand warmth is approaching a threshold where campaign fatigue sets in, or that the trajectory projects disengagement within two more exposures unless content strategy changes.

Persistent affective state models these dynamics. Brand warmth accumulates gradually with positive exposures and decays at a moderate rate. Attention habituates with repeated similar content and recovers with novelty. The coupling between warmth and attention means that a brand with high accumulated warmth can sustain attention through content that would lose a viewer with no emotional investment. These dynamics are computable only when emotional state persists as named fields with defined update and decay rules.

## The structural requirement

RealEyes provides accurate per-session emotional measurement. The structural gap is the absence of persistent affective state that connects sessions into emotional trajectories. Affective state as a computational primitive transforms per-viewing emotional snapshots into governed, evolving fields that track each viewer's emotional relationship with content across time. The media analytics platform that maintains persistent affect fields does not merely report that attention dropped in the third ad. It tracks the emotional trajectory that predicted the attention decline and informs content sequencing that sustains engagement across the campaign arc.

Affective State All 21 steps →

Emotion as a computational primitive, not a simulation.

Primary Technical Disclosure
○ Affective State as a Deterministic Control Primitive for Semantic Agents
Secondary Technical
○ Affective State as Seventh Canonical Field○ Named Control Field Modulation Architecture○ Affect-Modulated Promotion Thresholds○ Deterministic Affect Encoding and Update Mechanics○ Emotional Decay Curves With Hysteresis○ Entropy-Governed Valence Stabilization○ Affective Inheritance in Delegation Chains○ Emotional Quarantine and Volatility Management○ Affect-Modulated Trust Slope Validation○ Biological Signal-to-Affective Coupling○ Affective Contagion in Multi-Agent Systems○ Affect-Modulated Discovery Traversal○ Affect-Governance Separation○ Policy-Bounded Affective Updates○ Affect as Cross-Primitive Input○ Affect-Modulated Inference Integration○ Substrate-Agnostic Affect Deployment○ Pseudonymous Emotional Operation○ Temporal Cognition Field
Applications (General)
○ Companion AI That Maintains Emotional Consistency Across Sessions○ Therapeutic Agent Affect Management Under Clinical Constraints○ Affective State for Customer Service Agents○ Affective State for Elderly Care Companion Agents○ Affective State for Crisis Response Agents○ Affective State for Negotiation Agents○ Affective State for Educational Tutoring Agents○ Affective State for HR and Recruitment Agents
Applications (Specific)
○ Replika's Emotional Memory Is Stateless○ Character.ai's Personality Problem Is Deeper Than Prompting○ Woebot's Therapeutic Affect Has No Persistent State○ Elomia's Empathy Resets Every Session○ Hume AI Measures Emotion but Cannot Govern It○ Affectiva Reads Faces but Not Emotional Trajectories○ Cogito Scores Conversations Without Emotional State○ Beyond Verbal Decoded Voice Without Building Emotional Memory○ EmotiBit Captures Physiology Without Affective Governance● RealEyes Measures Attention Without Emotional Persistence
Affective State overview →
AQ
deterministic
autonomy

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