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Subject: Re: No Sound At All

Posted by [vhfspeaks](#) on Wed, 29 Mar 2017 10:15:15 GMT

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Most ad firms use sound as the hook to get people looking at the screen for the visuals. Since this means each ad tries to "out-loud" the one before (why the volume seems to go up for commercial breaks) a sudden silence might do more to draw attention than anything else.

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