

2016 Video Facts - #1 Insights Source

Video Advertising Bureau's **2016 Video Facts** is an intuitive marketing tool that contains 120+ pages of latest insights across all media; highlighting the distinguished value of premium multi-screen TV content across all video screens.

The pocket sized **Video Facts** provides a graphic snapshot of video's current landscape and is a valuable resource for anyone involved in the evaluation, planning or buying of media. This guide clearly demonstrates multi-screen TV content's key marketing advantages with insightful information and charts right at your fingertips.

The **2016 Video Facts** reveals:

- Latest video consumption insights across all screens;
- TV advertising driving website traffic;
- Cord cutting insights;
- Digital Ad Viewability, Ad Blocking and Bots;
- TV brands dominance on mobile devices;
- TV spend driving business performance;
- SVOD insights;
- DVR insights;
- Original programming growth;
- Video On Demand's usage growth;
- Time Spent By Source;
- TV ads engagement;
- Decline of competitive media;
- Rating trends by source;
- Category insights on Politics, Healthcare and others;
- Product consumption;
- Ethnic viewing trends; etc...

Video Facts graphically provides information necessary to make crucial sales points or address any of the objections that you may encounter when discussing TV advertising. Additionally, the Video Facts contains a directory of Ad-Supported TV networks and contact information for each network.

To order, mail (with attention to Evelyn Skurkovich) to CAB (830 Third Avenue, NY, NY 10022) or email evelyns@thevab.com with your order.



2016 Video Facts Order Form

VAB Member Prices:

(1-49): \$10.99 ea.
(50-99): \$10.25 ea.
(100-249): \$9.25 ea.
(250+): \$8.25 ea.

Non-Member Prices:

\$24.99 ea.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

SEND FORM TO ►

Video Advertising Bureau • 830 Third Avenue, New York, NY 10022
Fax (212) 832-3268 Attention to Evelyn Skurkovich • Phone (212) 508-1220

PLEASE COMPLETE BELOW:

		AMOUNT
<input type="checkbox"/> VAB Member <input type="checkbox"/> Non-Member		
A. Books:	# of copies _____ @ \$ _____ each =	\$ _____
B. Shipping:	(10% of above book order)	\$ _____
C. Subtotal:	(Line A & B)	\$ _____
D. Sales Tax:	(Add applicable sales tax of above subtotal if located in NY State)	\$ _____
GRAND TOTAL ENCLOSED:		\$ _____

CHECK ENCLOSED (Please make payable to CAB)

VISA MASTERCARD AMEX

ACCOUNT NUMBER _____

CARDHOLDER'S NAME _____

SIGNATURE _____

EXPIRATION DATE _____