

# 2017 Video Facts - #1 Strategic Insights Resource

Video Advertising Bureau's **2017 Video Facts** is an intuitive marketing tool that contains 120+ pages of strategic insights; highlighting the eminent value of premium multi-screen TV content across all video screens. TV content has a superior ability to 'sell more stuff'.

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 **2017 Video Facts** reveals:

- Latest video consumption insights across all screens;
- TV's attribution case studies;
- Comparable metrics;
- Ad engagement;
- Streaming insights;
- Generational insights;
- Latest Auto study findings;
- TV Brands v. Adtech stats;
- TV brands drive to online content;
- Video-on-Demand insights;
- SVOD insights;
- DVR insights;
- Time Spent By Source;
- Decline of competitive media;
- Rating trends by source;
- 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.

This marketing tool is an excellent reference to provide clients at your next sales call.

To order, please email to Leah Montner-Dixon at [leahm@thevab.com](mailto:leahm@thevab.com) with your order.



## 2017 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.

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Video Advertising Bureau • 830 Third Avenue, New York, NY 10022  
Contact Leah Montner-Dixon: [leahm@thevab.com](mailto:leahm@thevab.com) • Phone (212) 508-1214

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