

# 2018 Video Facts - #1 Marketing Insights Resource

Video Advertising Bureau's **2018 Video Facts** is an intuitive marketing tool that contains the latest strategic insights into the fast-changing world of premium video. This guide not only highlights the supreme value of premium TV content, but explores the effect of TV spend on key brand metrics, whether it is: augmented consumer engagement, website traffic gains, or increased revenues. It is clear to see that, nothing drives business growth like Premium Video.

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 premium video with the latest vital stats and charts right at your fingertips.

The **2018 Video Facts** reveals:

- Latest TV Attribution Case Studies
- Ad Community's Media Behaviors v. General Population
- TV's Influence Over Culture
- A Look at Disruptors
- Latest Multi-Screen Video Consumption insights
- Driving Forces of Cinema
- Cord-cutting Insights
- Millennials in Transition TV Viewing Habits
- Emotional Engagement of TV
- How Live TV Drives Social
- Digital Landscape Overview – Look at Fraud, Bots
- TV Brands v. Ad-Tech (Facebook, YouTube)
- Video-on-Demand Insights
- SVOD Insights
- DVR Insights
- Sports Insights
- News Insights
- Time Spent By Source
- Decline of Traditional Competitive Media
- Rating Trends
- 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 to clients at your next sales call.

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



## 2018 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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