



VIDEO ADVERTISING BUREAU - REPORT Q3 2018

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Multiscreen TV Brands vs. Ad-Tech

Consumers of All Ages Spend More Time With Multi-Screen TV Brands Than The Major Ad-Tech Platforms



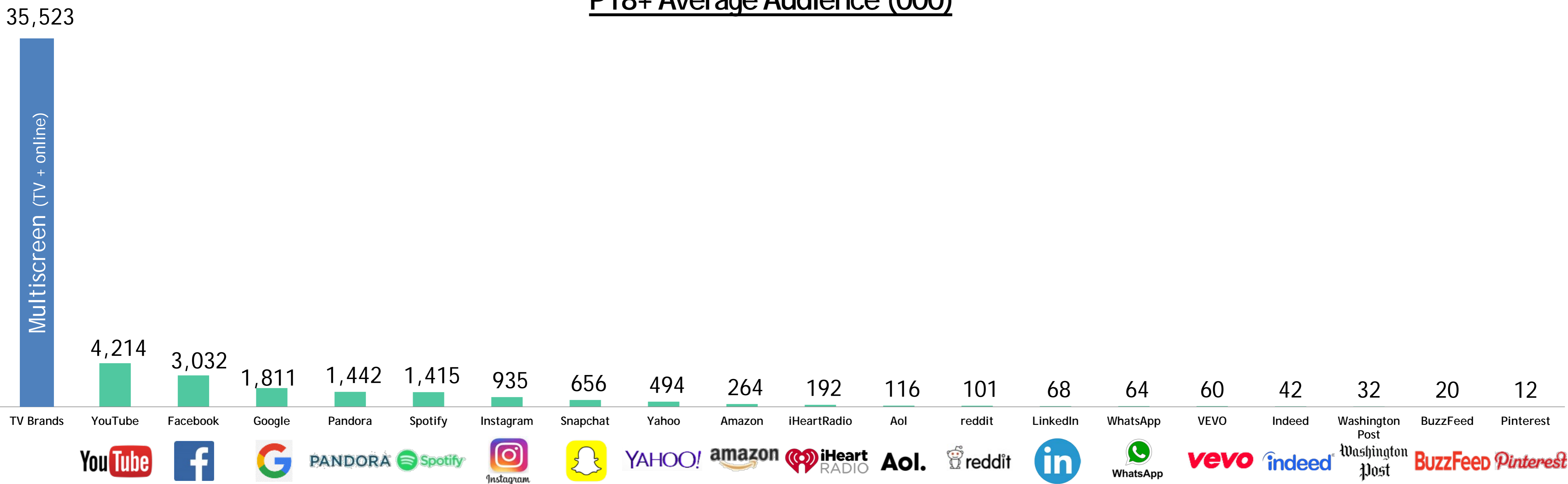
To explore how Multiscreen Television compares to popular online destinations, we compare each platform's average minute audience (AMA) to understand where the audience can be found in Any Given Minute across major audience demographics.

“Average Audience” During *Any Given Minute* Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Adults

9x more people are watching ad-supported TV content than are on YouTube

13x more people are watching ad-supported TV content than are on Facebook

P18+ Average Audience (000)

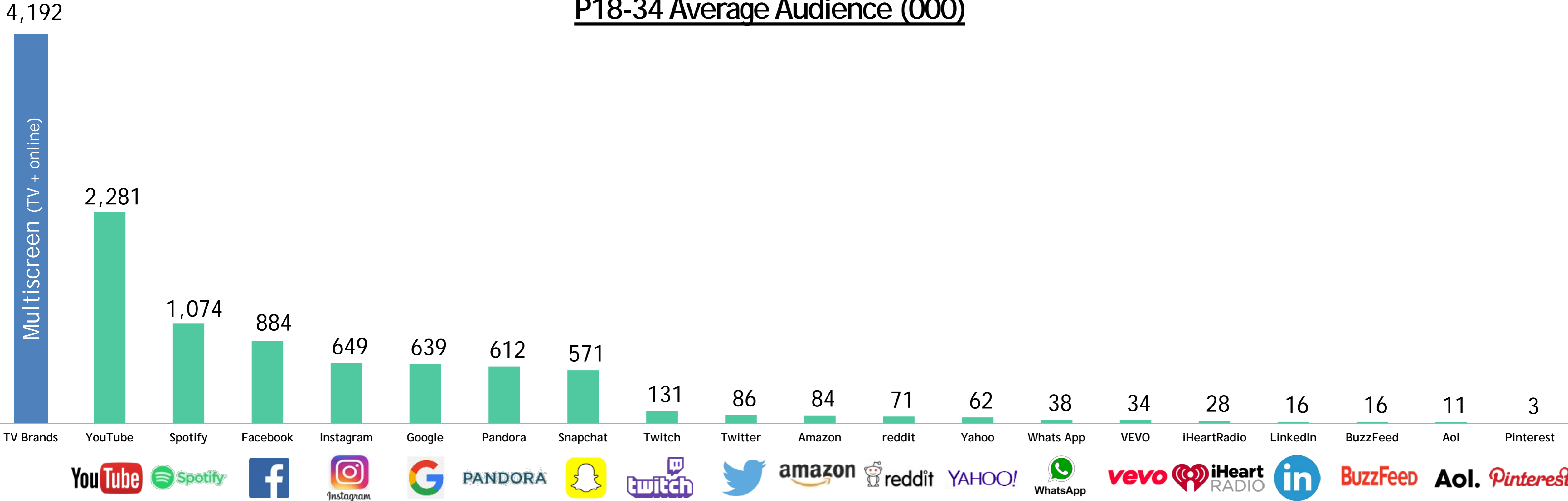


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P18+. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P18+. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

“Average Audience” During Any Given Minute Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Millennials

2x more people are watching ad-supported TV content than are on YouTube

4x more people are watching ad-supported TV content than are on Facebook



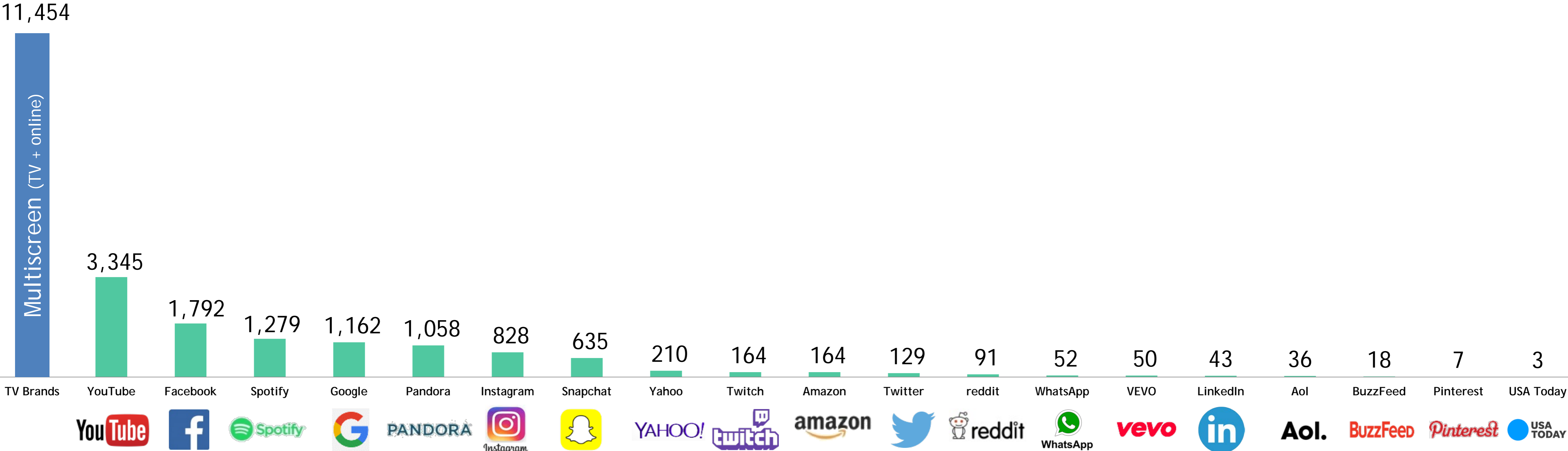
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P18-34. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P18-34. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

“Average Audience” During Any Given Minute Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Adults 18-49

4x more people are watching ad-supported TV content than are on YouTube

7x more people are watching ad-supported TV content than are on Facebook

P18-49 Average Audience (000)



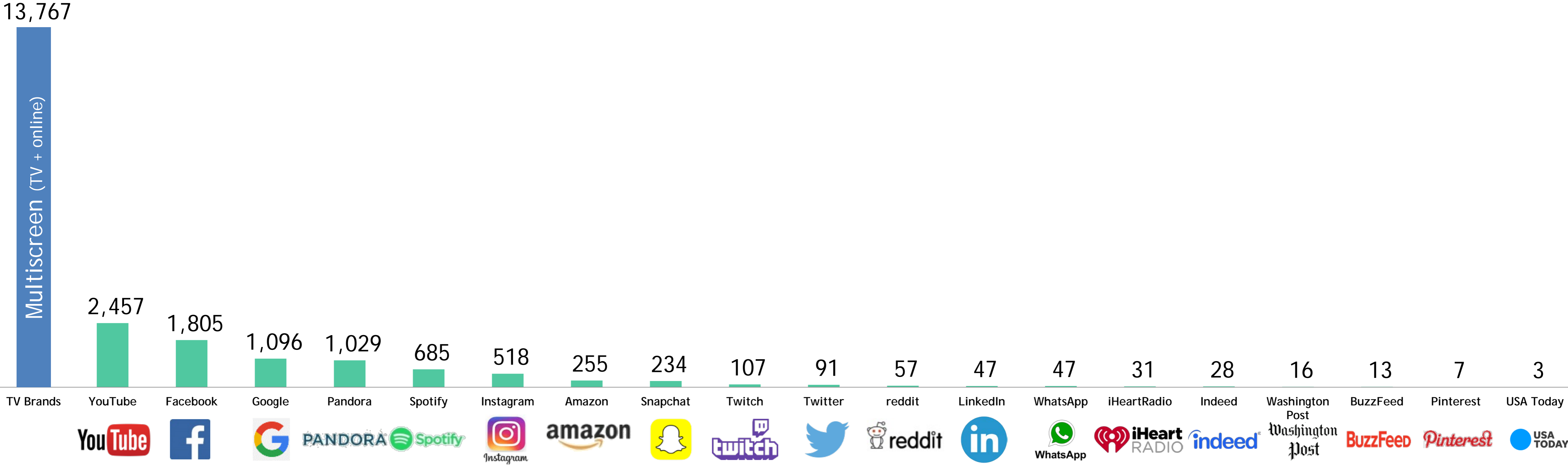
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P18-49. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P18-49. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

“Average Audience” During Any Given Minute Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Adults 25-54

6x more people are watching ad-supported TV content than are on YouTube

9x more people are watching ad-supported TV content than are on Facebook

P25-54 Average Audience (000)



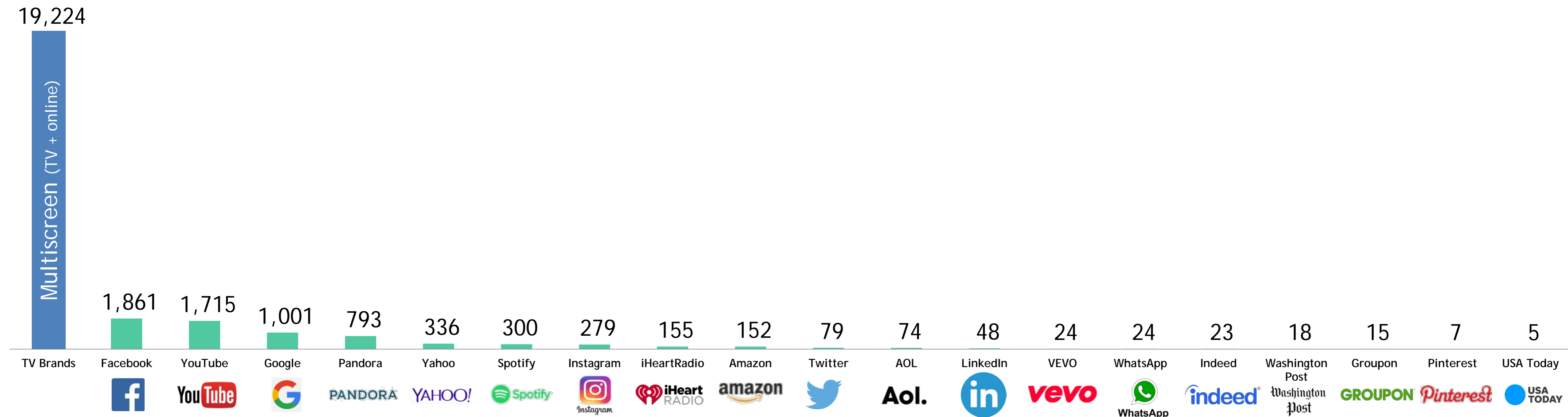
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P25-54. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P25-54. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

“Average Audience” During *Any Given Minute* Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Adults 35-64

31x more people are watching ad-supported TV content than are on YouTube

22x more people are watching ad-supported TV content than are on Facebook

P35-64 Average Audience (000)



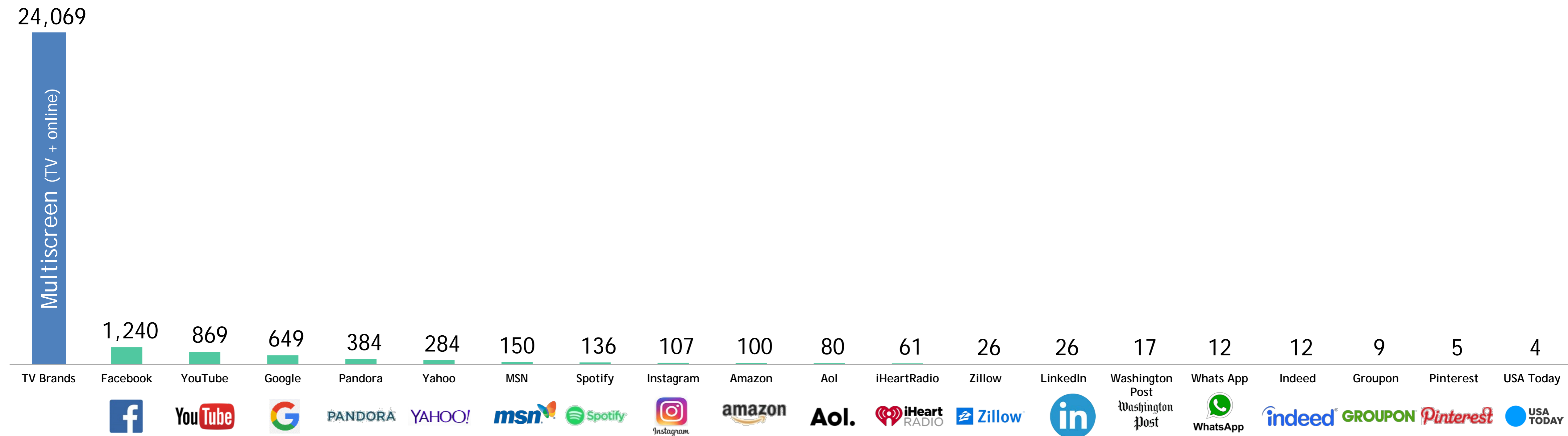
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P50+. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P50+. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

“Average Audience” During *Any Given Minute* Highlights The Engagement Gap Between Multiscreen TV & Digital Platforms Among Adults 50+

31x more people are watching ad-supported TV content than are on YouTube

22x more people are watching ad-supported TV content than are on Facebook

P50+ Average Audience (000)



Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, September 2018; P50+. Nielsen R&F Time Period Report, Live + SD, Total Day. September 1-30, 2018; P50+. “Average Audience” is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. comScore MediaMetrix data includes all visitor activity except for mobile video.

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