

VIDEO ADVERTISING BUREAU - REPORT Q3 2018

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Online Content Destinations

Ad-Supported TV Brands Represent Some Of The Most Popular Digital Content

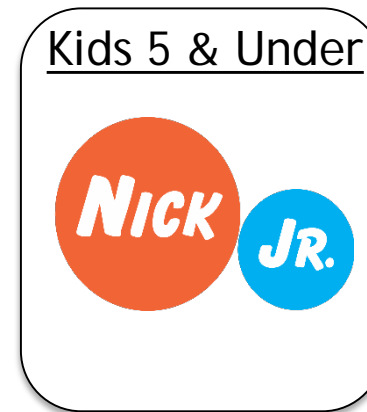
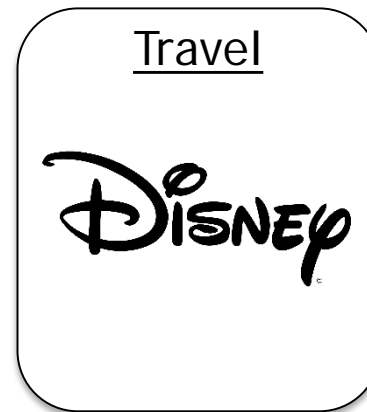
Ad-Supported TV Brands That Rank In The Top 5 Digital Platforms By Major Content Genre

	Sports	News	Entertainment-TV	Kids	Weather	Food	Home	Comedy
P2+								
P18-24								
P25-34								
P35-49								
P50+								

Ad-Supported TV Brands Rank Among The Top 5 Downloaded Apps Across The Most Popular Categories As Well

From Over 1,500,000 Apps:

Top 5 Mobile Apple Store Apps Downloaded



Source: Apple app store 10/23/18; Most popular apps by category search term. Finance, Food, Home & Travel categories reflect editorial apps and excludes both service apps and non-media, company-branded apps. Kids 5 & Under category reflects education subcategory.