

VIDEO ADVERTISING BUREAU - DECEMBER 2018 REPORT

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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



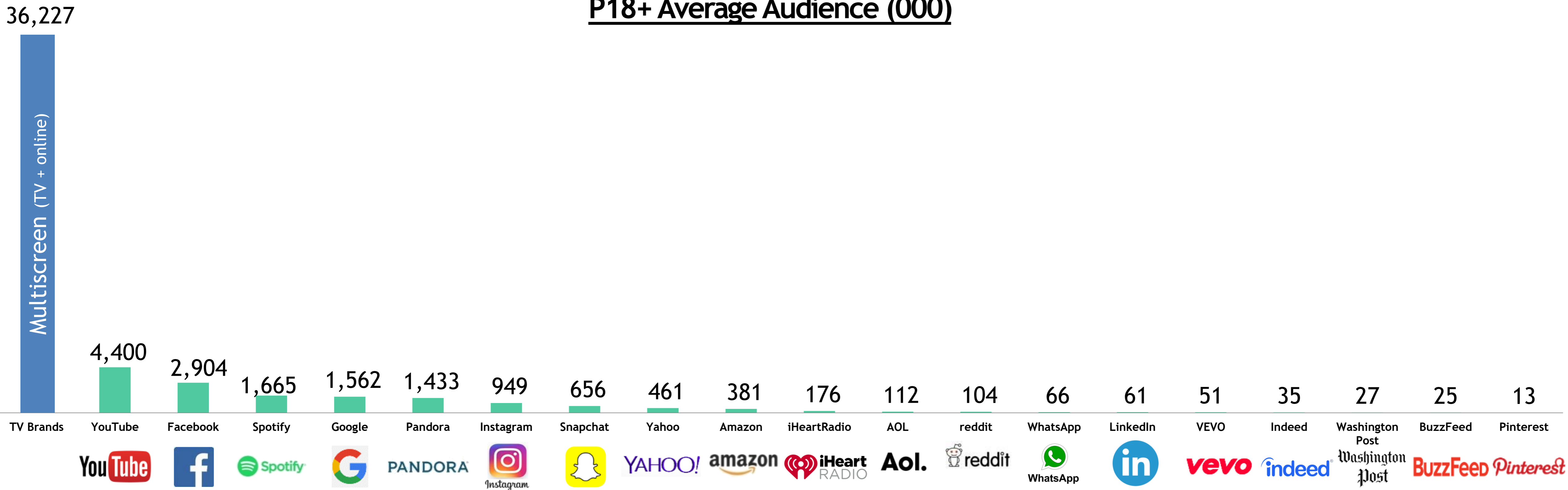
To explore how Multiscreen Television compares to popular online destinations, we compare each platform's average minute audience (AMA) to understand where the audience can be found in Any Given Minute across major audience demographics.

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

8x more P18+ are watching ad-supported TV content than are on YouTube in any given minute

12x more P18+ are watching ad-supported TV content than are on Facebook in any given minute

P18+ Average Audience (000)



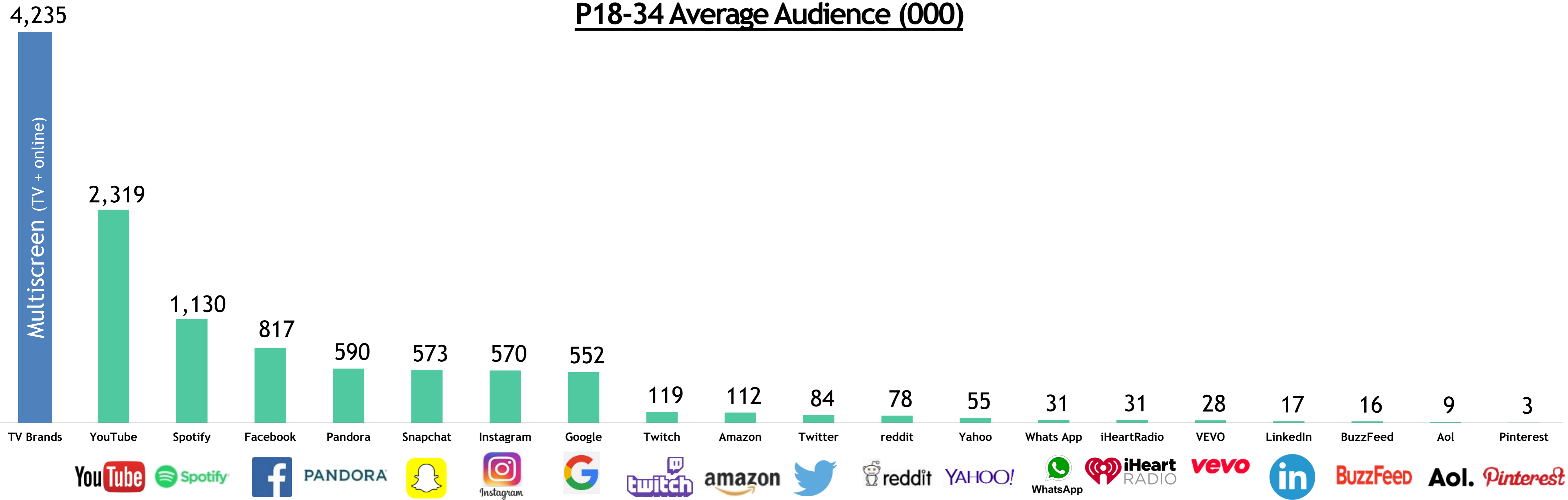
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P18+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2018; P18+. “Average Audience” is based on the average minute, which is factored across the full month 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 P18-34 are watching ad-supported TV content than are on YouTube in any given minute

5x more P18-34 are watching ad-supported TV content than are on Facebook in any given minute

P18-34 Average Audience (000)

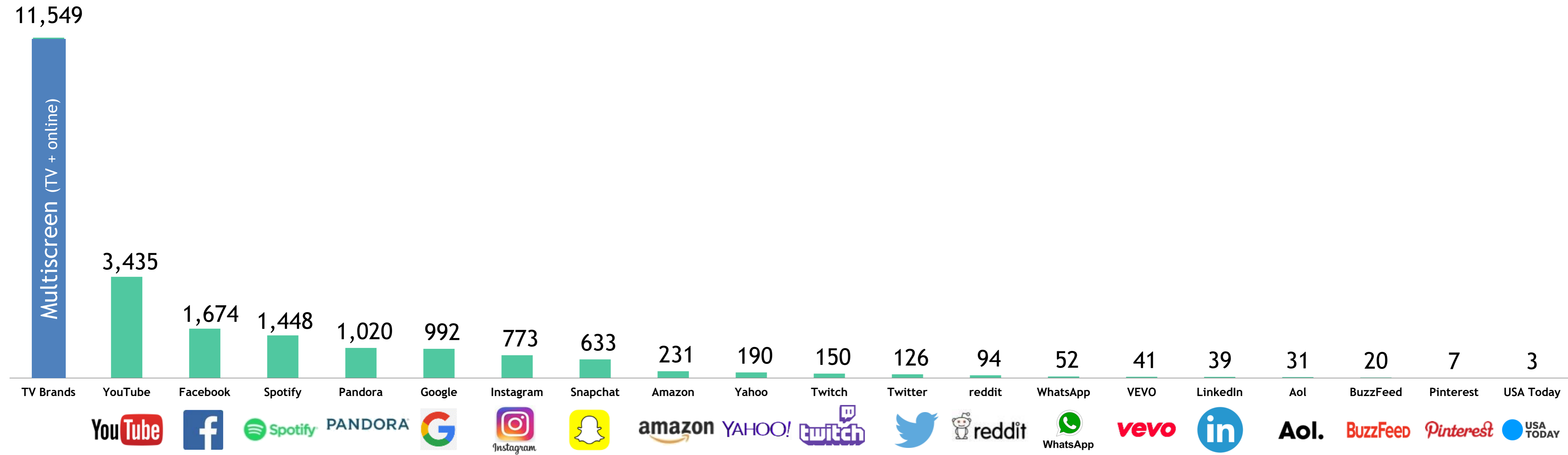


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P18-34. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31 2018; P18-34. “Average Audience” is based on the average minute, which is factored across the full 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

3x more P18-49 are watching ad-supported TV content than are on YouTube in any given minute
7x more P18-49 are watching ad-supported TV content than are on Facebook in any given minute

P18-49 Average Audience (000)

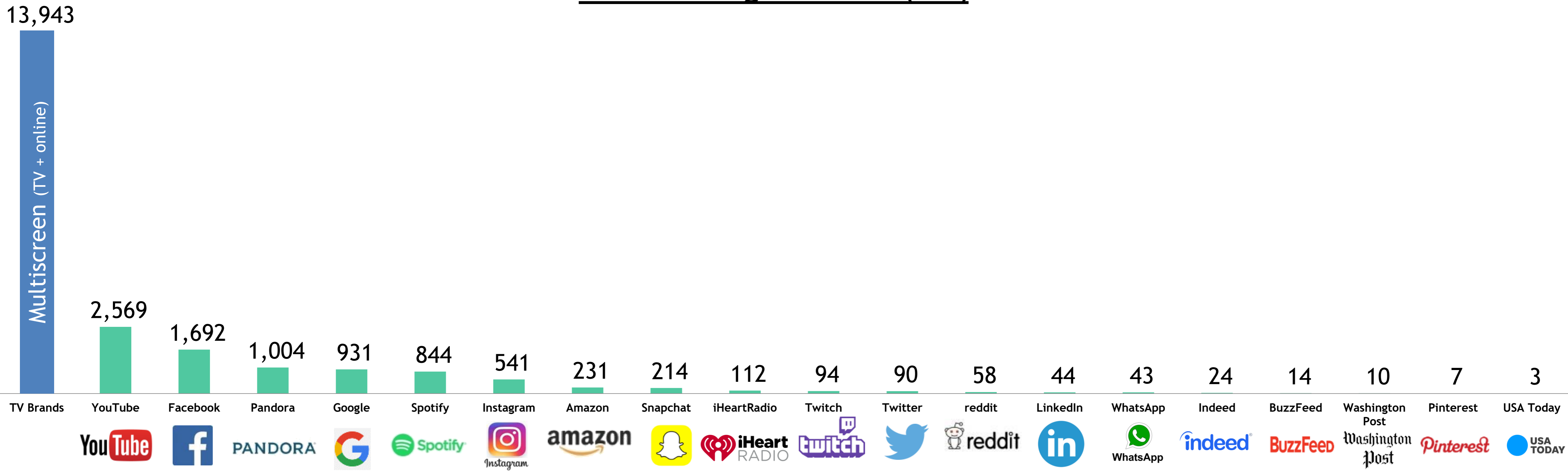


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P18-49. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2018; P18-49. “Average Audience” is based on the average minute, which is factored across the full 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

5x more P25-54 are watching ad-supported TV content than are on YouTube in any given minute
8x more P25-54 are watching ad-supported TV content than are on Facebook in any given minute

P25-54 Average Audience (000)

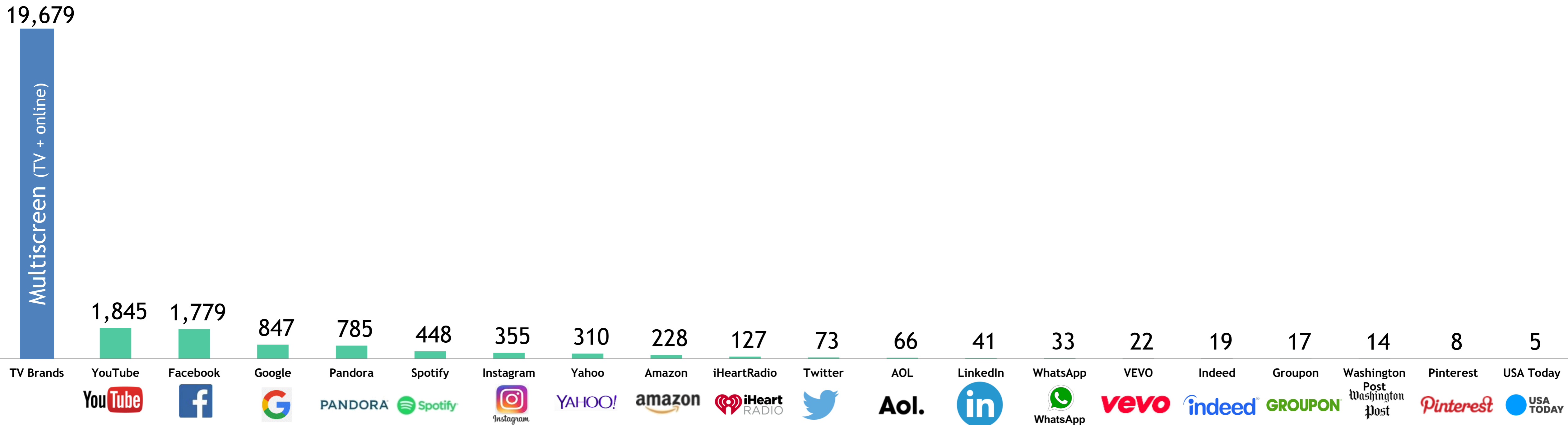


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P25-54. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2018; P25-54. “Average Audience” is based on the average minute, which is factored across the full 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

11x more P35-64 are watching ad-supported TV content than are on YouTube and Facebook in any given minute

P35-64 Average Audience (000)



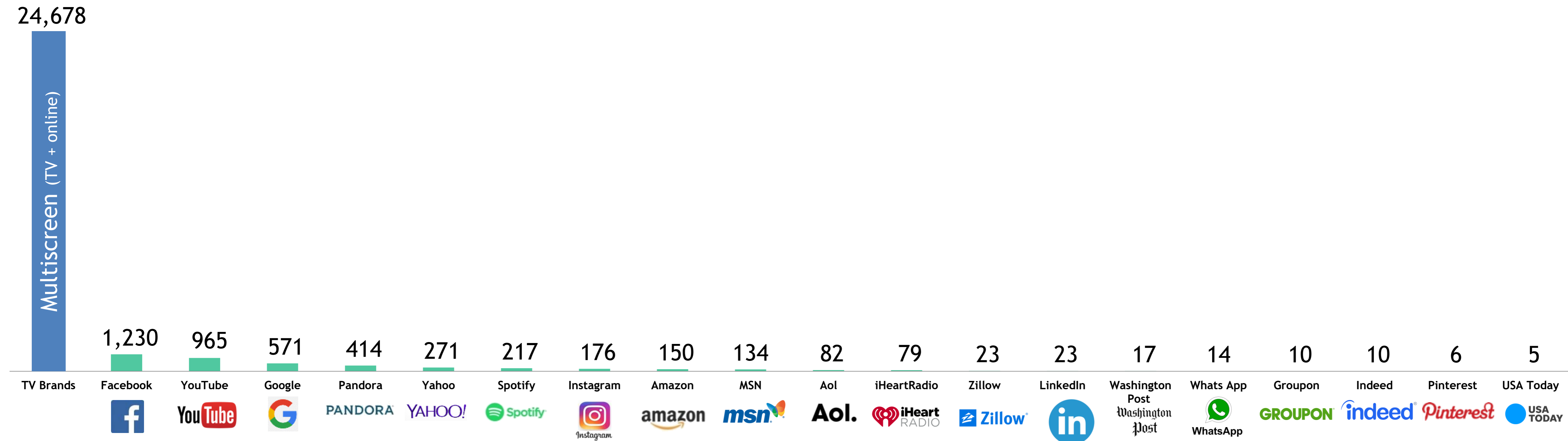
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P50+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2018; P50+. “Average Audience” is based on the average minute, which is factored across the full month 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+

20x more P50+ are watching ad-supported TV content than are on Facebook in any given minute

26x more P50+ are watching ad-supported TV content than are on YouTube in any given minute

P50+ Average Audience (000)



Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2018; P50+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 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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