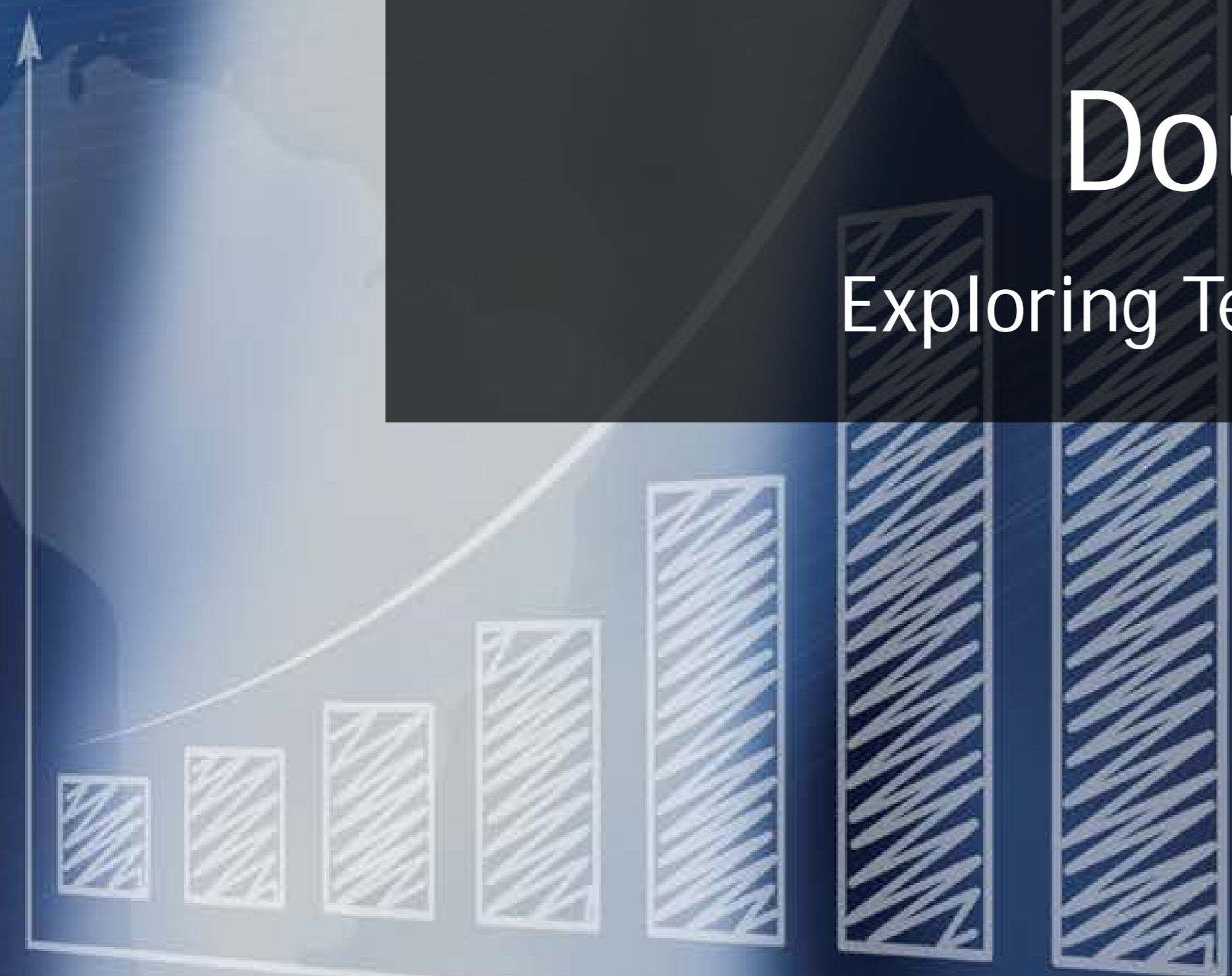


VIDEO ADVERTISING BUREAU - REPORT 2019

Doubling Down

Exploring Tech Giants' Investment In TV

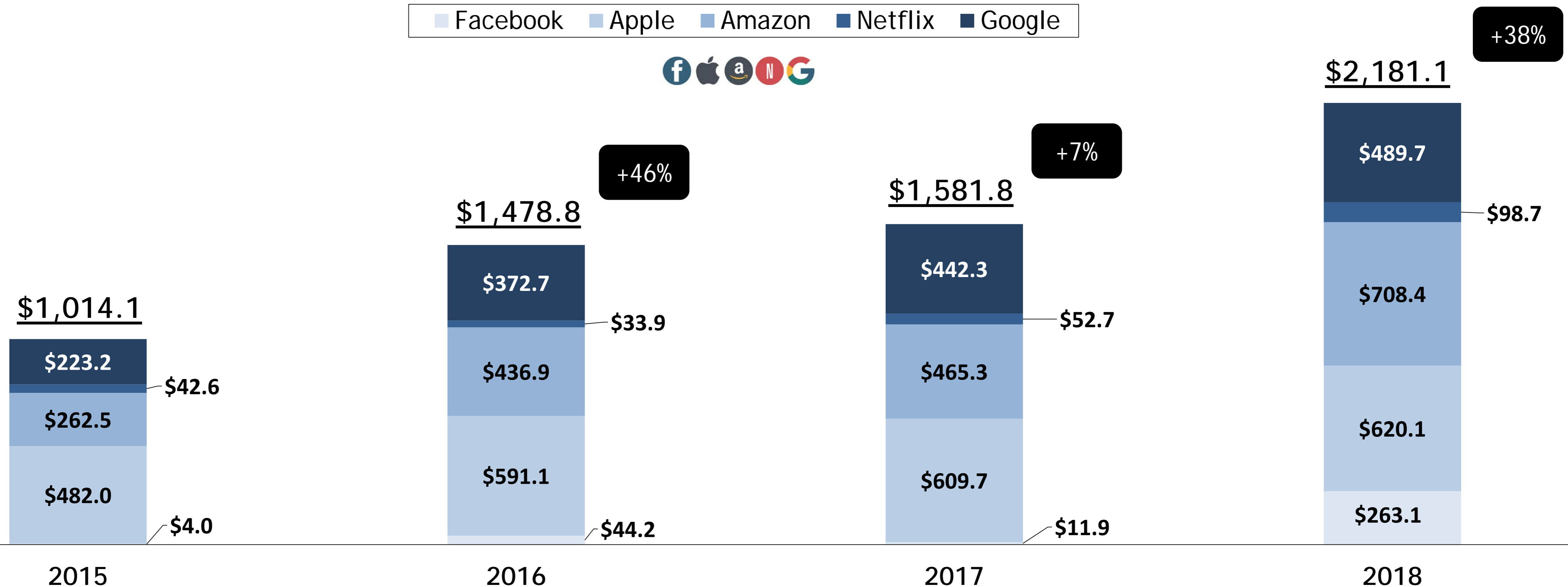
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FAANG Collectively Spent Over \$2 Billion On TV In 2018, More Than Double Their Annual Investment vs. Three Years Ago

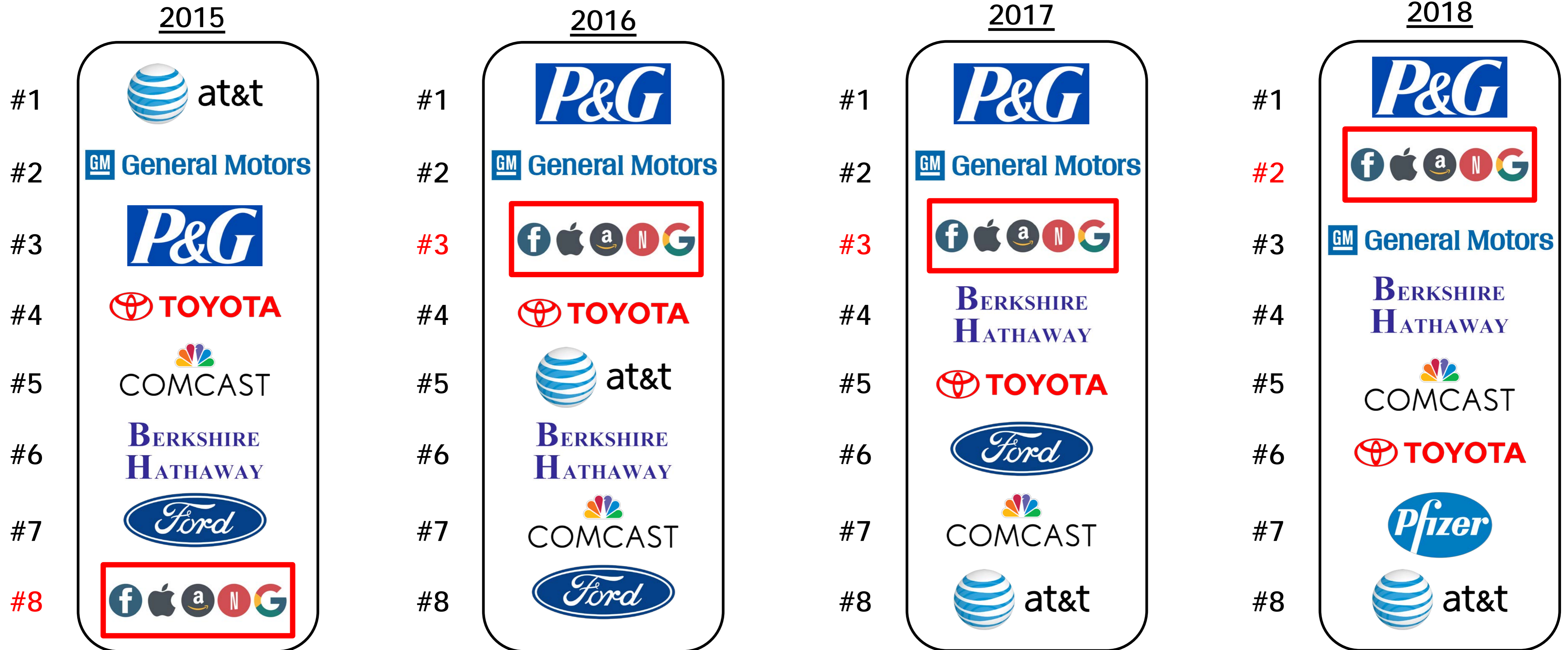
FAANG U.S. TV Spend
(\$\$\$ in Millions)



Source: VAB analysis of Nielsen AdIntel, calendar year 2015-2018, TV spend includes cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, and syndicated TV. U.S. TV spend only. FAANG includes: Facebook, Apple, Amazon, Netflix and Google.

Collectively, FAANG Would Now Rank As The #2 TV Spender In The U.S.

TV Spenders Ranked By Parent Companies



Source: VAB analysis of Nielsen AdIntel, calendar year 2015-2018, TV spend includes cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, and syndicated TV. U.S. TV spend only. FAANG includes: Facebook, Apple, Amazon, Netflix and Google.

FAANG Advertises Their Newest Products Through Television To Reach Desirable, Tech-Enthusiast Audiences At Scale

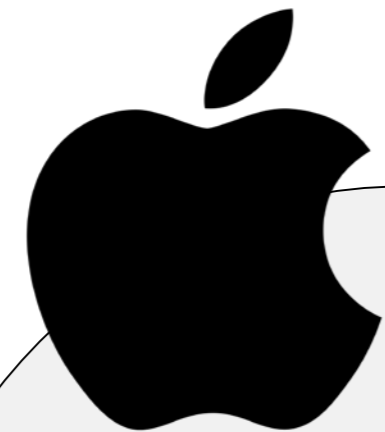
Sampling of Top Brands Advertised on TV by FAANG



Oculus Go



Portal



iPhone X



Apple Watch 4



iPad



Echo



Fire TV



Google Home



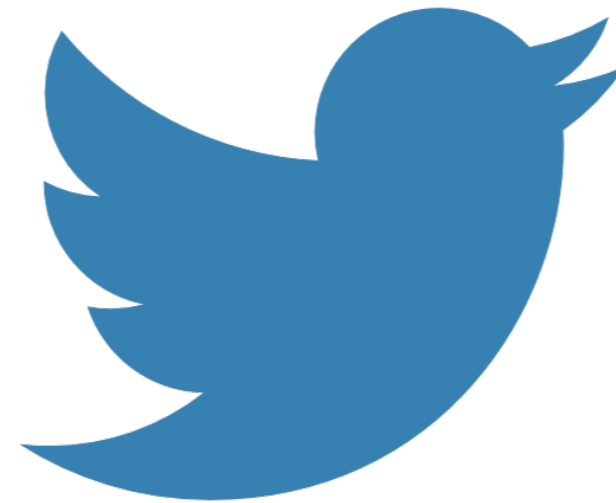
Pixel 3



Pixelbook



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