



VIDEO ADVERTISING BUREAU - March 2019 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



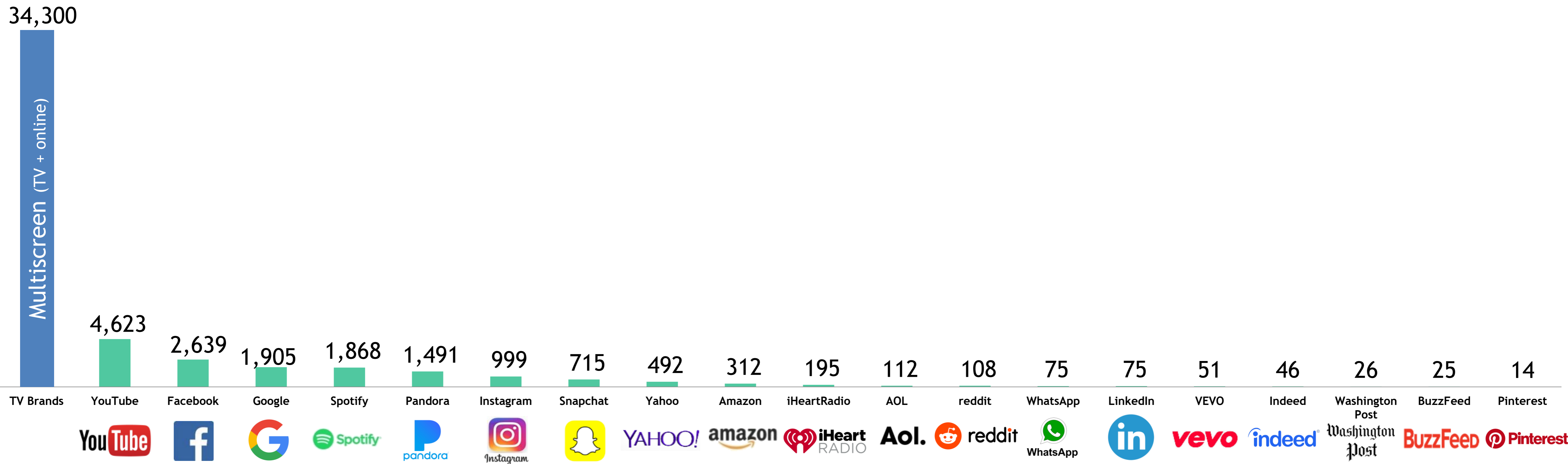
To explore how Multiscreen Television compares to popular online destinations, we compare each platform's average minute audience (AMA) to understand where the audience can be found in Any Given Minute across major audience demographics.

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

**7x** more P18+ are watching ad-supported TV content than are on YouTube in any given minute

**13x** more P18+ are watching ad-supported TV content than are on Facebook in any given minute

## P18+ Average Audience (000)



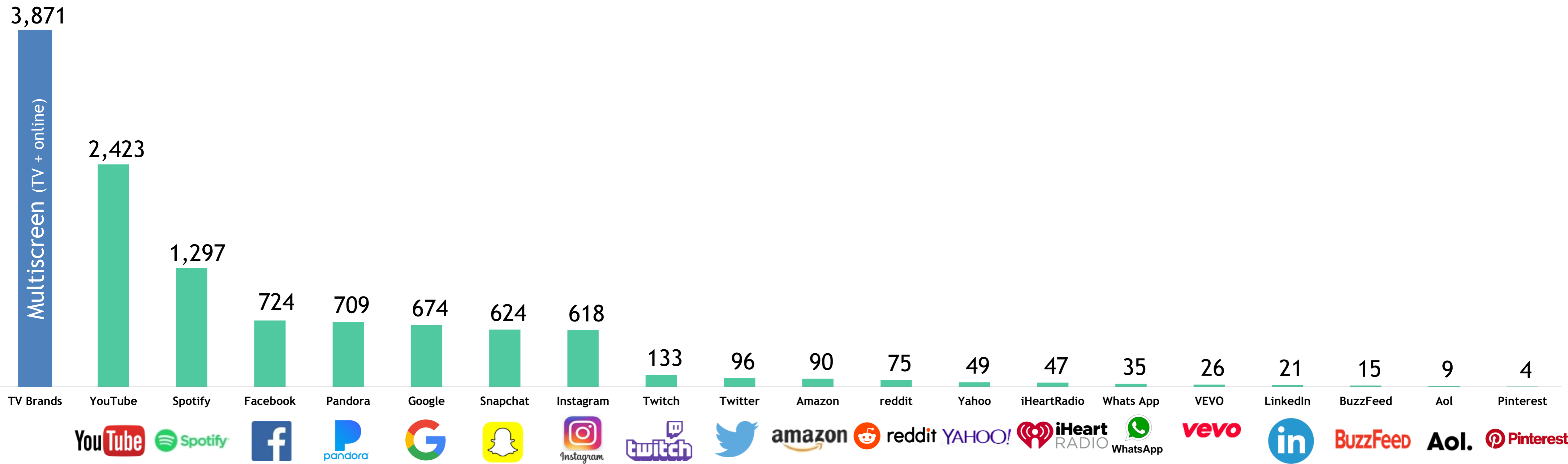
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, March 2019; P18+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31, 2019; P18+. “Average Audience” is based on the average minute, which is factored across the full month for 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)

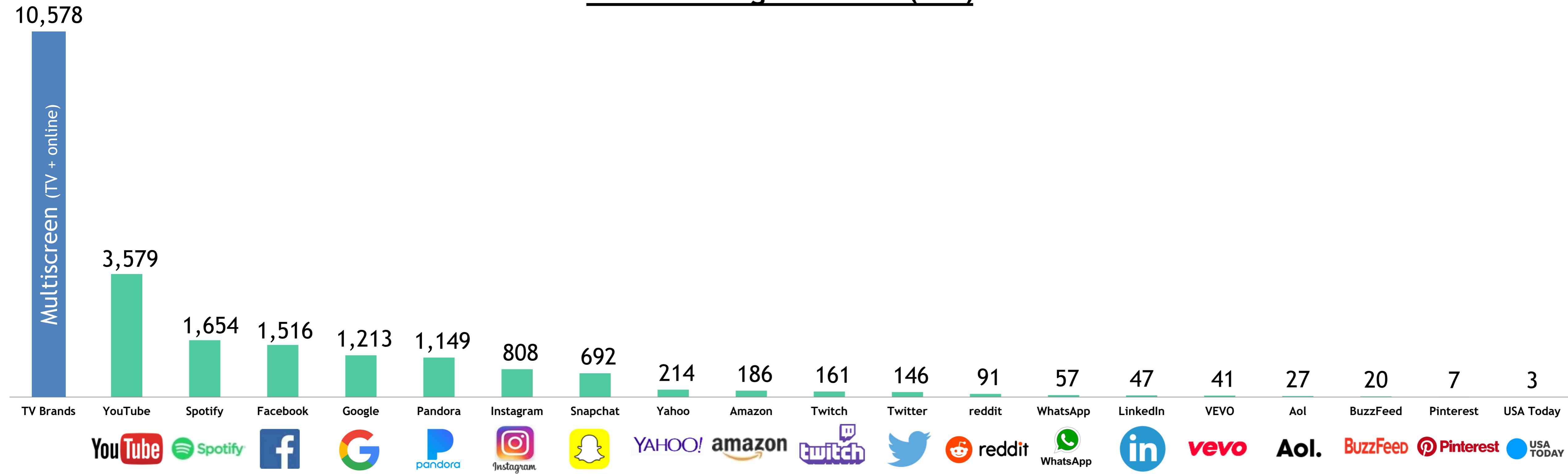


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, March 2019; P18-34. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31 2019; P18-34. “Average Audience” is based on the average minute, which is factored across the full month 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)

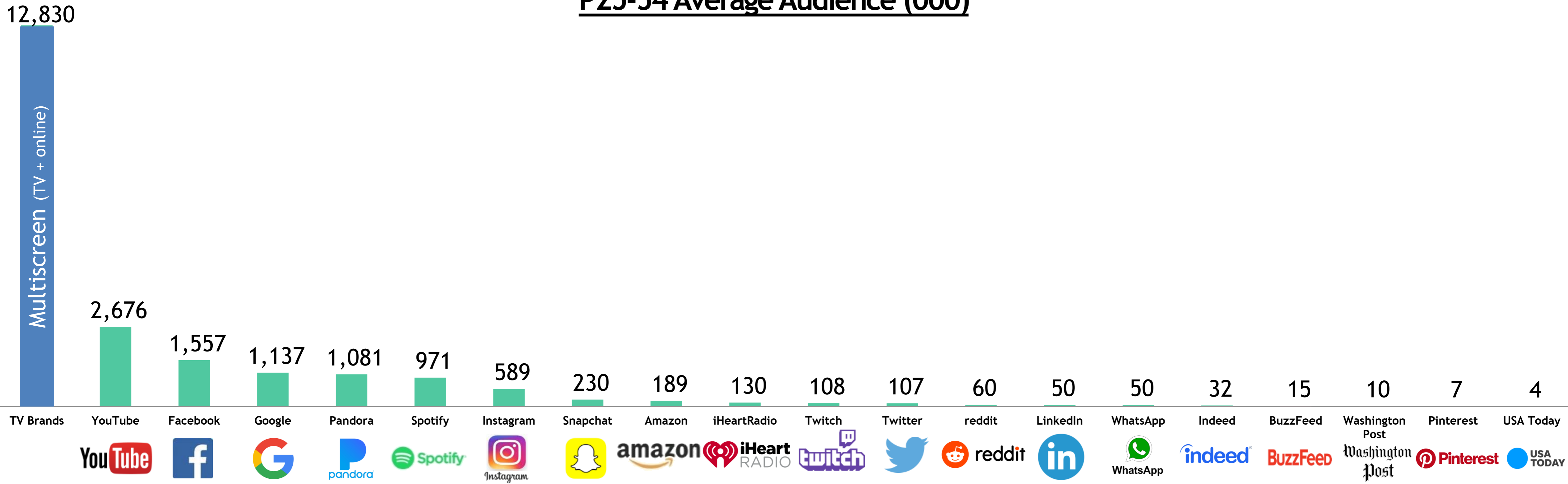


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, March 2019; P18-49. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31, 2019; P18-49. “Average Audience” is based on the average minute, which is factored across the full month 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)

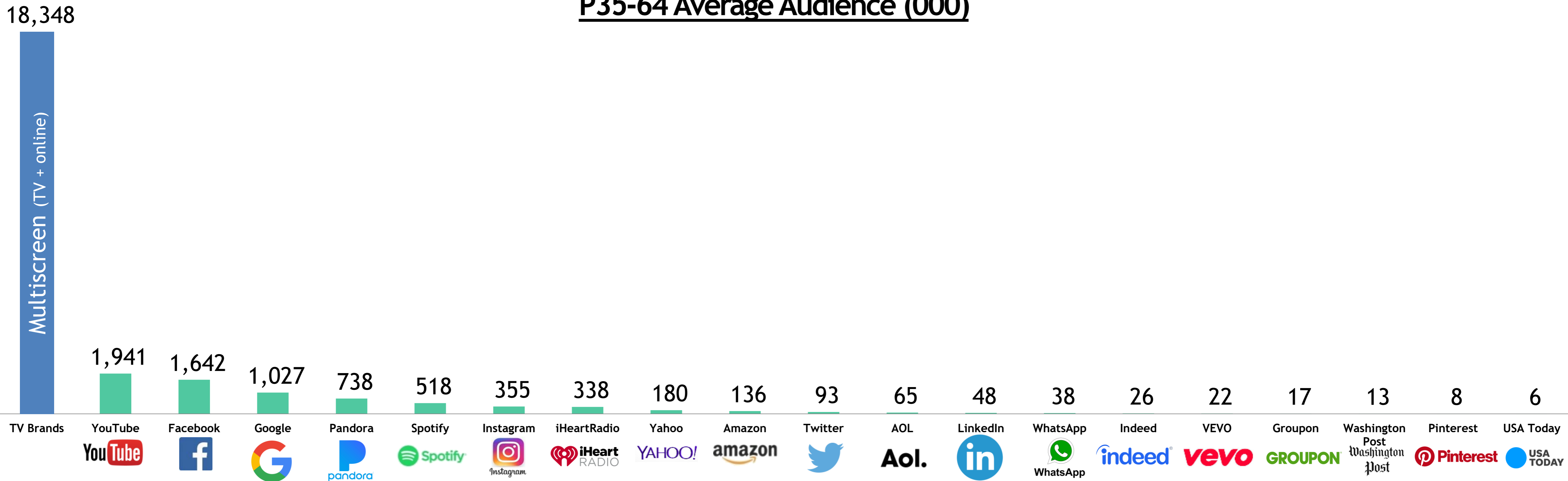


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, March 2019; P25-54. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31, 2019; P25-54. “Average Audience” is based on the average minute, which is factored across the full month 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

**9x** more P35-64 are watching ad-supported TV content than are on YouTube in any given minute  
**11x** more P35-64 are watching ad-supported TV content than are on Facebook in any given minute

## P35-64 Average Audience (000)



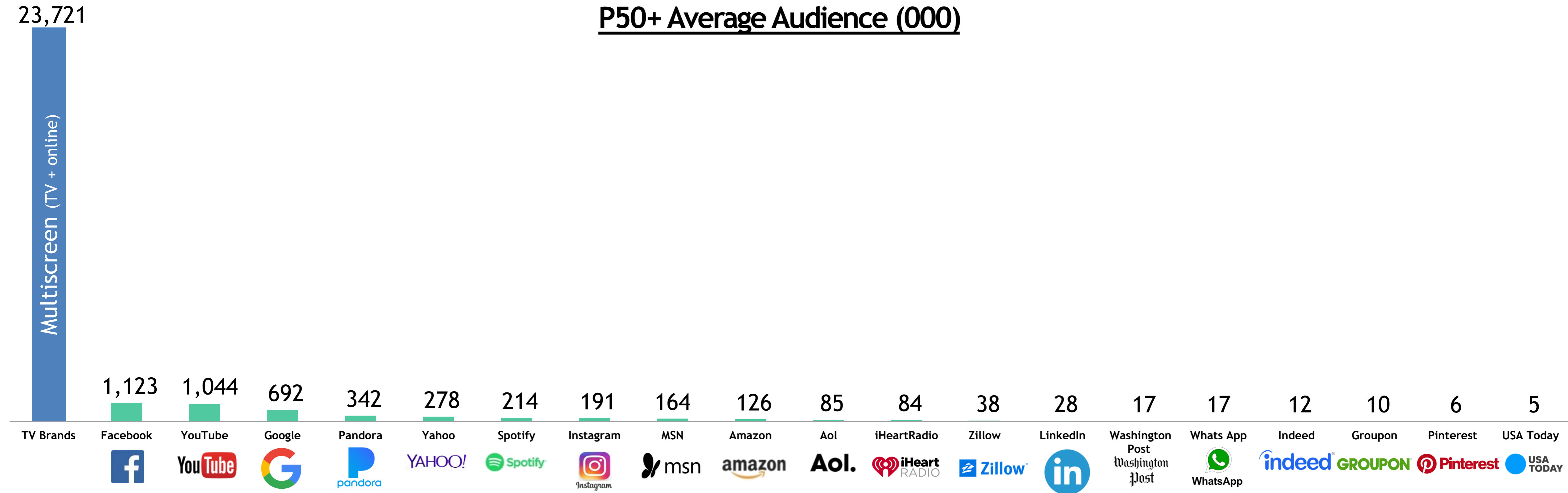
Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, March 2019; P50+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31, 2019; P50+. “Average Audience” is based on the average minute, which is factored across the full month for 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+

**21x** more P50+ are watching ad-supported TV content than are on Facebook in any given minute

**23x** 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, March 2019; P50+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. March 1-31, 2019; 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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