The Video Advertising Bureau is an advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights on the expanding world of premium, multiscreen content.

The VAB member organizations include virtually all national broadcast and ad-supported cable networks, MVPDs, cinema advertising companies and suppliers to the video advertising business.

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The echo chamber effect

Perceptions vs. Realities in the 2017 Video Advertising Environment
One of my favorite movies opens with this great quote: “It ain’t what you don’t know that gets you in trouble, it’s what you know for sure...that just ain’t so.”

We’ve all become familiar how echo chambers work and just how much trouble can come out of hearing a skewed set of views repeated so much that those views become “reality”.

In constantly meeting with advertisers and their agencies, it became clear that an echo chamber of assumed truths and trends grew into echo-assured consumer media seismic shifts. With the meteoric rise of ad tech supplanting the fading incumbent TV leading to the eventual big win of all things video advertising for ad tech, there’s just one problem with this sure shift: If you jump out of the echo chamber for a minute and check the actual facts, the industry trading currency facts – the big shift in consumer’s video behavior? – It just ain’t so.

Have a quick read of the pages that follow and then do what we do to break free of the video ad echo chamber – assume nothing and investigate everything.

Sean Cunningham
VAB President & CEO
The Echo Chamber effect occurs when a person/group repeatedly hears their own views echoed back to them...

Making their views seem more **correct** & universally **accepted**

Advertising & Ad Video Has Its Own Echo Chambers...

Many **ideas** about video media **grew** into sure trends and **escalated** into reported movements of seismic change and have **spread** like wildfire throughout the media and advertising industry.
92% of video consumed by Adults is on TV
81% of video consumed by Millennials is on TV
82% of TV programming is watched live
TV usage is slightly lower than all-time high

Source: Nielsen Comparable Metrics Report Q4 '16; Nielsen NTI
Everyone under 35 LIVES on Digital / Social and are ‘Over’ TV

3x more Millennials are watching TV than on YouTube
Every top 20 digital destination is dwarfed by TV
Facebook would rank #137 as a TV program
8 out of 10 of the top trending Twitter topics during primetime are about ad-supported TV

Source: comScore MediaMetrix multiplatform, May 2017; Nielsen R&F time period report (Live+SD) May 2017; Based on average audience; VAB custom analysis of Top 10 trending Twitter topics each night during a 4-week time period
1.3 Billion = 2016 movie theater attendance – up from previous year

11.4 Billion = 2016 US box office revenue – a record year

50% = Over half of movie-goers are 18-34

“Everyone is streaming movies instead of going to the theater – especially Millennials”

Source: SNL Kagan; Box Office Mojo; Nielsen Cinema Audience Report Q2 ‘17
“Everyone is cutting the cord – Most Millennials don’t even want a Cable subscription”

- Less than 1% of Cable+ households have cut the cord in 2016 & 2017

- 80% of cord cutters cite cost as the reason for cancelling their MVPD subscription

“Cord never” Millennials plug back into Cable as their income increases

Source: Nielsen Total Audience report Q1 ’17; Tivo Q4 ’16 Video Trends Report; GfK MRI
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