

Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Recipe for Success

Six Key Ingredients For Stirring Growth in Streaming





The secret ingredients for streaming success.

In highly competitive categories, building a successful business can be quite complex but those with trade secrets have a distinct competitive advantage.

Much like restaurants that build success through a ‘secret recipe,’ **we created a recipe for success in streaming** backed by supporting data compiled from a year-long custom research partnership with Hub Entertainment Research.

Based on our insights, this recipe is made up of several ingredients which all do their part in successfully scaling streaming services across audiences that can also attract meaningful marketers’ advertising investments.

Continue reading as we delve into **six key ingredients for streaming success.**

The List: Marketers and platforms can each leverage six key ingredients, and their components, to find success in streaming

1
High-Quality Content

2
Engagement

3
Diversified Content Offerings

4
Loyalty & Retention

5
Cross-Platform Content Discovery

6
Innovative Ad Experiences

TV is Premium
Streaming is TV

Appointment Viewing
Optionality
Consumer Choice
Habitual Viewing
Binge Viewing
Content Preference

FAST
Live Sports
Women's Sports

Customer Acquisition
Customer Retention

Social Video Influencer

Innovative Ad Formats
Shoppable Ads
Branded Integrations

Ingredient #1: Streaming delivers high-quality content across all platforms and devices

As we've illustrated recently in 'Prioritize Quality' and 'The Consumer Connection,' marketers that invest in high-quality content for their video ad campaigns can enhance their brand perception and drive higher engagement, increased business outcomes and greater long-term brand value.

1
High-Quality
Content

2
Engagement

3
Diversified
Content
Offerings

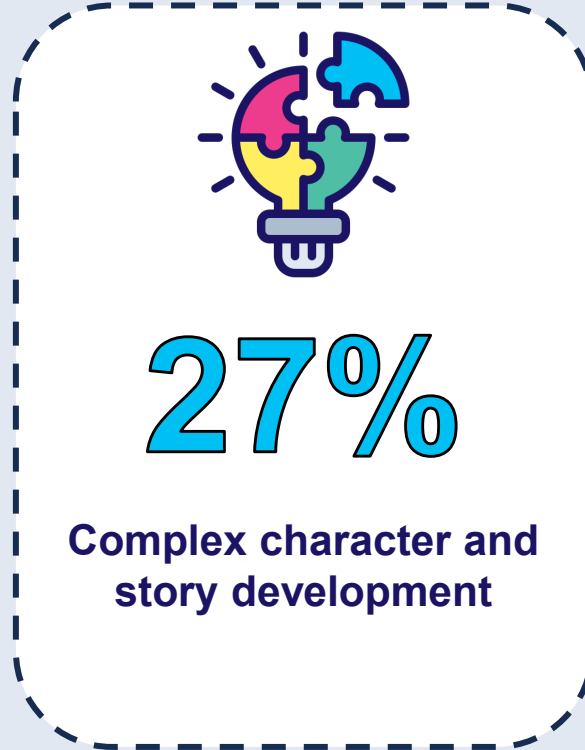
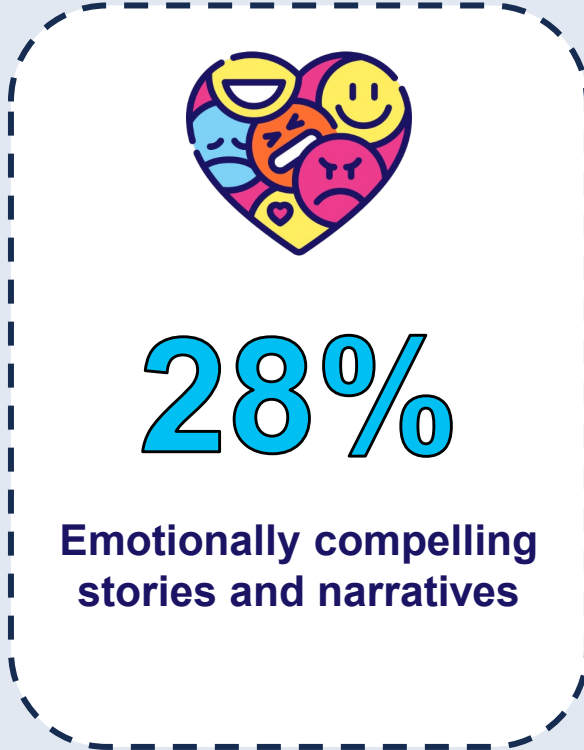
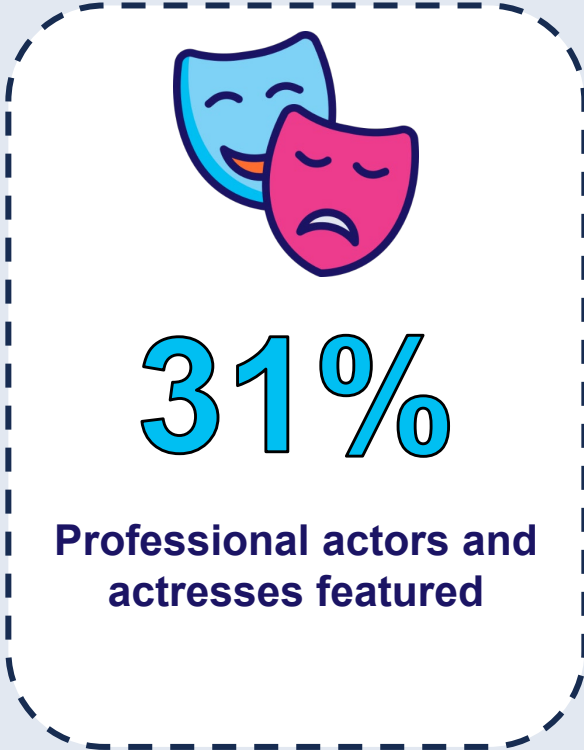
4
Loyalty
&
Retention

5
Cross-
Platform
Content
Discovery

6
Innovative
Ad
Experiences

Consumers equate 'TV' to **high-quality content** that features compelling stories with complex characters played by professionals

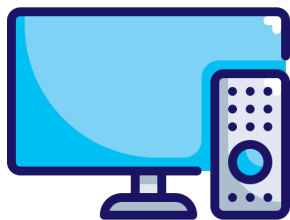
Which of the following statements are how you would define 'TV'?
% of total respondents



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Best Bundle* report. Data sourced from Hub's survey of 1,603 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected March 2023. Q: Which of the following statements are how you would define 'TV'?

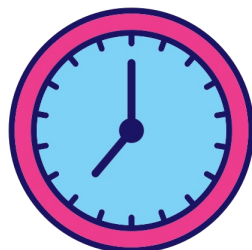
Long-form streaming content is now central to what people view as 'TV,' regardless of the platform or device they watch it on

Which of the following statements are how you would define 'TV'?
% of total respondents



43%

Video content I watch on my TV set, regardless of how I access it



30%

Long-form content



24%

Video content I can watch on any device

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Best Bundle* report. Data sourced from Hub's survey of 1,603 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected March 2023. Q: Which of the following statements are how you would define 'TV'? Note: Long-form content = longer than 10 minutes

Ingredient #2: Successful services are **engaging** consumers through a variety of ‘viewer-first’ streaming experiences

As highlighted in our comprehensive guide, *[‘You Oughta Know,’](#)* **engagement** heightens a brands’ memorability, increasing the likelihood that a consumer will notice, recognize and think about your brand in buying situations.

1

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Content

2

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6

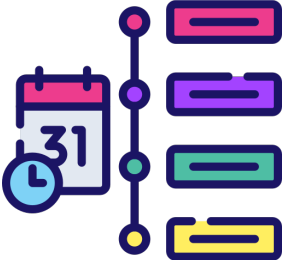
Innovative
Ad
Experiences

Streaming reaches **highly-attentive viewers** who prioritize watching their favorite programs when relaxing at home

Which of the following statements apply to you when you watch something on streaming / TV platforms?

% of respondents, by age

■ P13-24 ■ P25-34 ■ P35-54 ■ P55-74



Regularly set aside time in my schedule to watch my favorite content

37% / **34%** / **43%** / **56%**



Regard watching content on these platforms as my 'me time'

38% / **34%** / **36%** / **37%**

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Data collected December 2023. Q: Which of the following statements apply to you when you watch something on the following platforms? Note: P13+ for 'Regularly set aside time in my schedule to watch my favorite content' = 43% and 'Regard watching content on these platforms as my 'me time'' = 36%

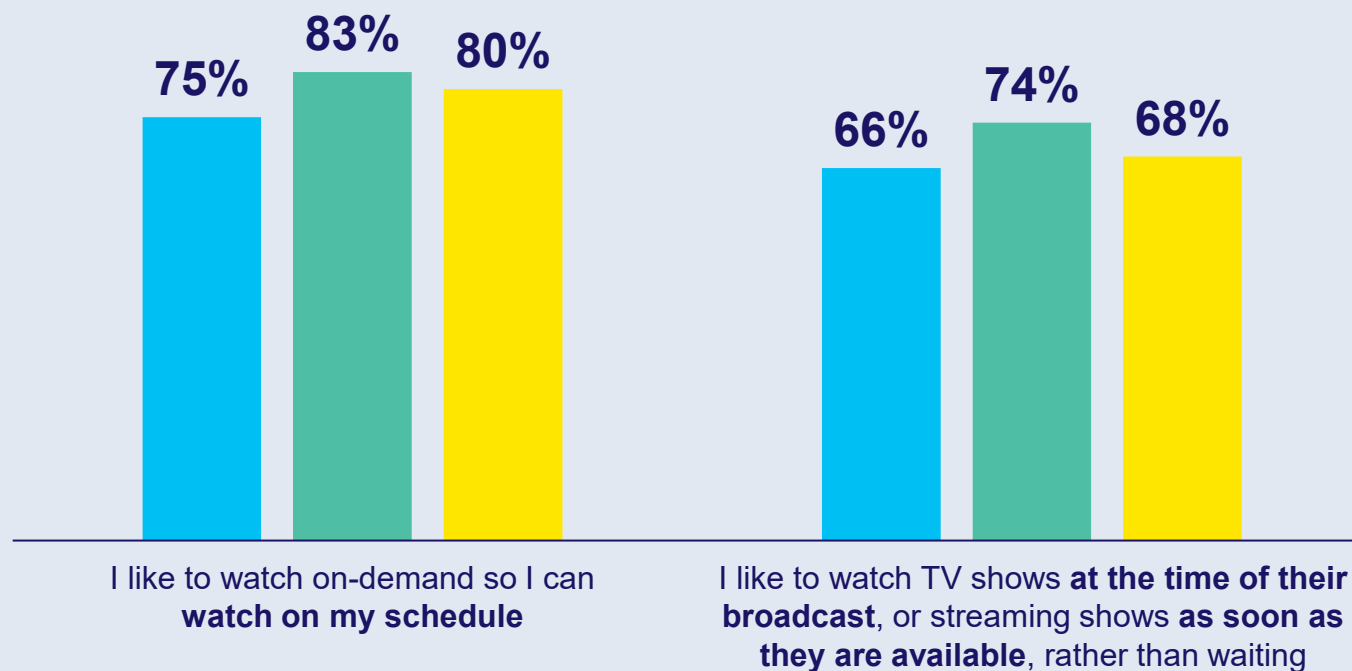
Since 'free time' can be fluid, viewers - especially busy young pros - like having the ability to stream programs **when they want**



% of respondents who agree with the following statements regarding how you like to watch your favorite streaming / TV shows

% of respondents, by age

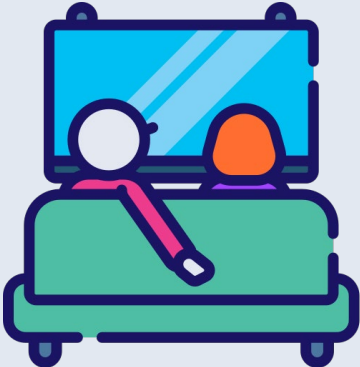
■ P16+ ■ P25-34 ■ P35-54



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements regarding how you like to watch your favorite streaming / TV shows?

Choice is important to viewers who appreciate the ability to either access all episodes on their own time or follow a weekly release ritual

What cadence of episode releases for your favorite shows do you prefer from streaming services?
% total respondents



73%

'I like when streaming services release all episodes at once'



52%

'I like when streaming services release episodes weekly, rather than a whole season all at once, similar to traditional TV schedules'

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements regarding how you prefer to watch your favorite streaming / TV shows?

Diverse audiences are more likely to enjoy weekly episode releases as it creates more of a 'social event' among their friends and family

What cadence of episode releases for your favorite shows do you prefer from streaming services?
% of total respondents, by race / ethnicity



'I like when streaming services release all episodes at once'

78% / 72% / 71%

Hispanic

NH Black

NH White



'I like when streaming services release episodes weekly, rather than a whole season all at once, similar to traditional TV schedules'

57% / 67% / 47%

Hispanic

NH Black

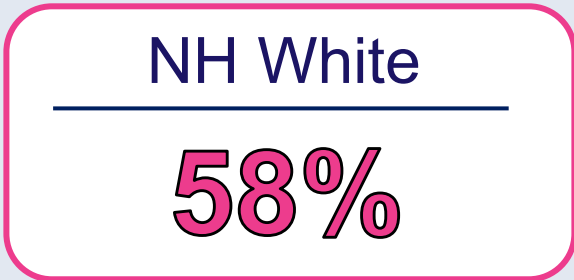
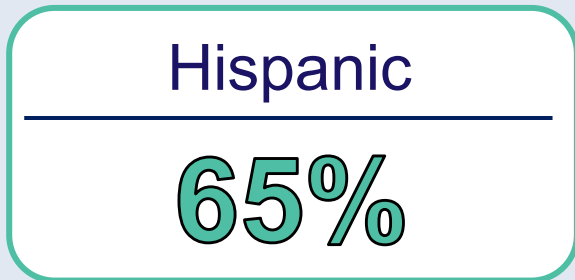
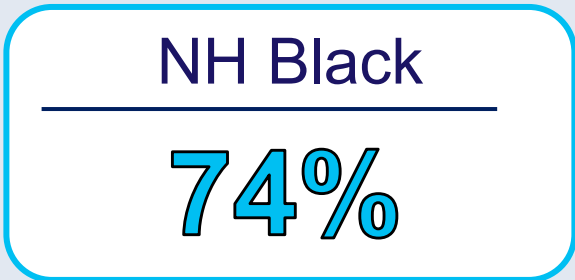
NH White

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements regarding how you prefer to watch your favorite streaming / TV shows? Note: NH Black represents Non-Hispanic Black and NH White represents Non-Hispanic White.

As a highlight of their ‘me time’ with others, diverse audiences are also more likely to appreciate the anticipation of weekly episodic releases



“I like when streaming services release episodes weekly because it gives me something to look forward to”
% of total respondents, by race / ethnicity



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub’s survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements regarding how you prefer to watch your favorite streaming / TV shows? Note: NH Black represents Non-Hispanic Black and NH White represents Non-Hispanic White.

Although many adults binge shows, young professionals especially enjoy the social currency that **'being the first to watch'** provides

% of respondents who agree with the following statements regarding binge watching
% of respondents, by age

■ P16-24 ■ P25-34 ■ P35-54 ■ 55-74



'I like watching on-demand so I can **binge multiple episodes** in one sitting'

77% / **85%** / 77% / 53%



'I like to binge-watch when a streaming service releases all episodes at once so I can be the **first one among my friends** to know what happens during an entire series'

69% / **82%** / 66% / 40%

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements regarding how you prefer to watch your favorite streaming / TV shows?

While young audiences enjoy social videos, over two-thirds of P16-34 spend **more time**, and are **more engaged**, with **long-form programming**

How much do you agree or disagree with the following statements regarding short-form content?

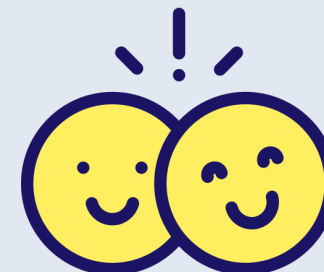
% P16-24 / P25-34 respondents



65% / 75%

of P16-24 agree that... of P25-34 agree that...

'I spend more time watching **professionally produced long-form programming through streaming and TV** than short-form video content on social media platforms'



66% / 71%

of P16-24 agree that... of P25-34 agree that...

'Watching professionally produced, **long-form programming** through streaming and TV is **more engaging to me** than short-form, user-generated videos on social media platforms'

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-24 & P25-34 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: How much do you agree with the following statements?

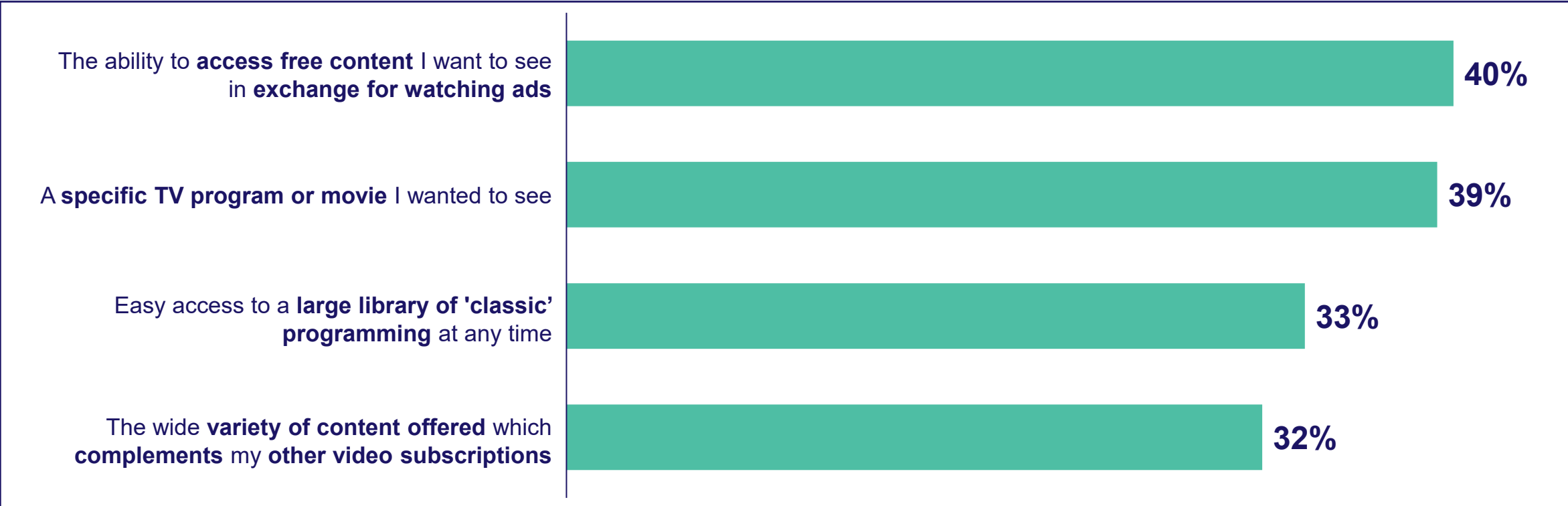
Ingredient #3: Successful streaming services are diversifying their content offerings to increase their user base and optimize platform reach

Also highlighted in our comprehensive guide, *'You Oughta Know,'* is the need for platforms to have scale to garner attention for their advertisers which drives greater ad recall and message association that enables brands to form relationships with consumers and move them closer to consideration.



Consumers' appetite for high-quality video content have drawn many to FAST services which offer a **wide array of programming at no cost**

Which of the following are the reasons for why you have watched / signed up for a free ad-supported streaming TV service?
 % of total respondents



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: Which of the following are reasons for why you have watched / signed up for a free ad-supported streaming TV service?

As cord-cutting continues, consumers – especially older ones – like FAST because of its' cable-like experience without the commitment

Which of the following are the reasons for why you have watched / signed up for a free ad-supported streaming TV service?

% of respondents, by age

■ P18+ ■ P18-34 ■ P35-54 ■ P55-74



The ability to access **free content** I want to see in exchange for **watching ads**

41% / 36% / 43% / 47%



A **specific TV program or movie** I wanted to see

40% / 35% / 43% / 49%



Easy access to a large library of 'classic' programming at any time

34% / 28% / 35% / 46%



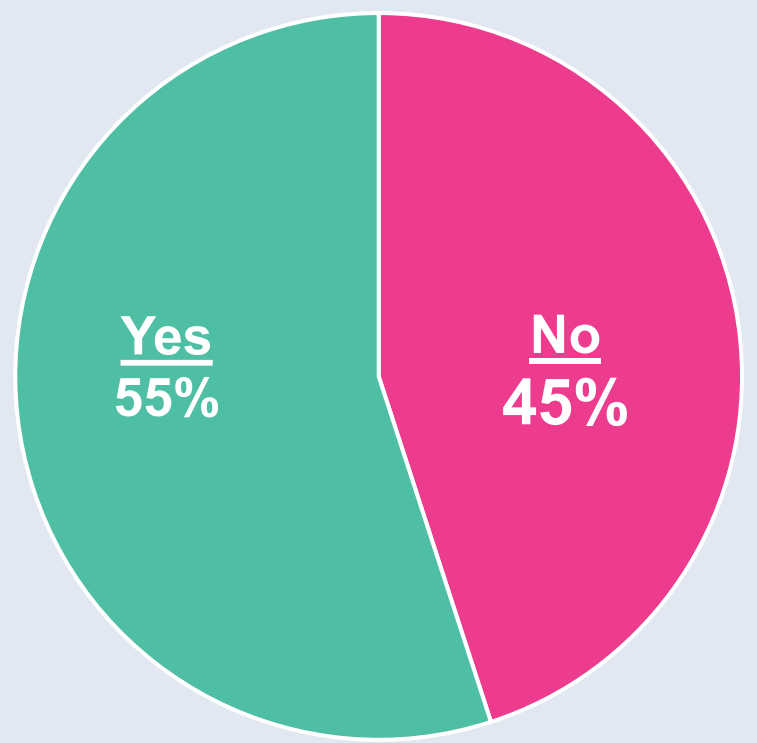
The **nostalgia** of being able to see TV shows again that I grew up watching

30% / 26% / 31% / 37%

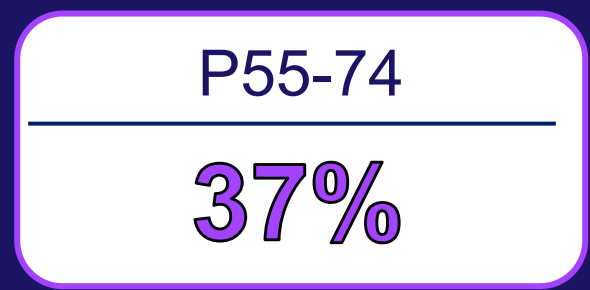
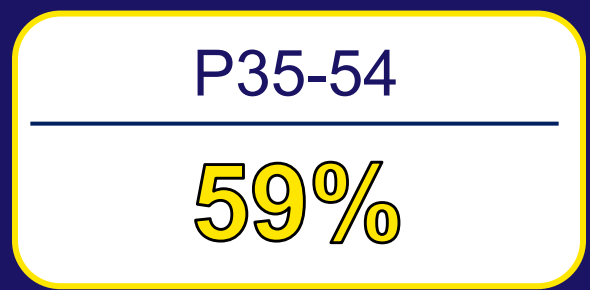
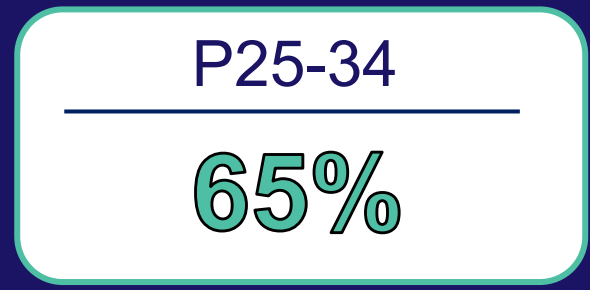
Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Evolution of Video Branding* report. Data sourced from Hub's survey of 2,400 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected early February 2023. Q: Which of the following are reasons for why you have watched / signed up for a free ad-supported streaming TV service?

More than half of all viewers have **streamed live sports** as access grows and the number of events available across services proliferate

Have you streamed sports in the last 12 months?



% of demos that have streamed sports in the last 12 months

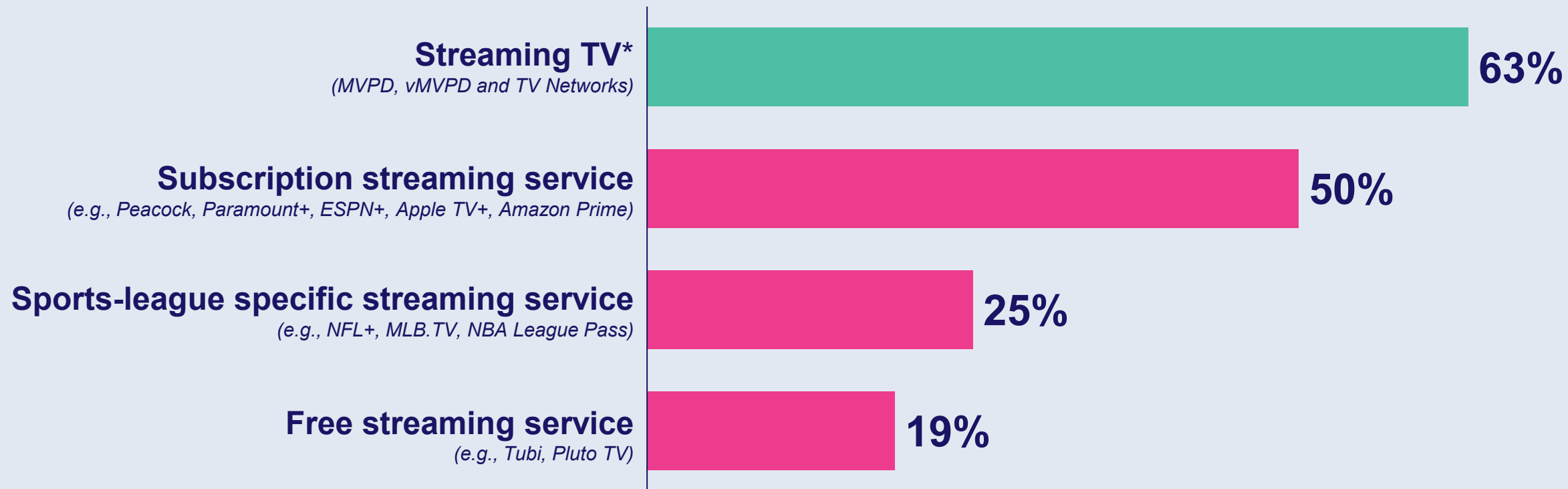


Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Decoding the Default* report. Data sourced from Hub's survey of 1,601 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected August 2023. Q: Have you streamed a live sporting event using any of the following methods in the last 12 months?

Multiscreen TV platforms hold key broadcast rights with many sports leagues, making them a premier destination for live sports streaming

What methods have you used to stream a live sporting event in the last 12 months?

% of sports streamers, select all that apply



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Decoding the Default* report. Data sourced from Hub's survey of 1,601 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected August 2023. Q: Have you streamed a live sporting event using any of the following methods in the last 12 months? Base: Sports Streamers (Have streamed sports in the last 12 months). *Streaming TV represents an unduplicated response of: Cable provider's authenticated app, TV network app authenticated using cable subscription, TV network broadcast app and vMVPD subscription

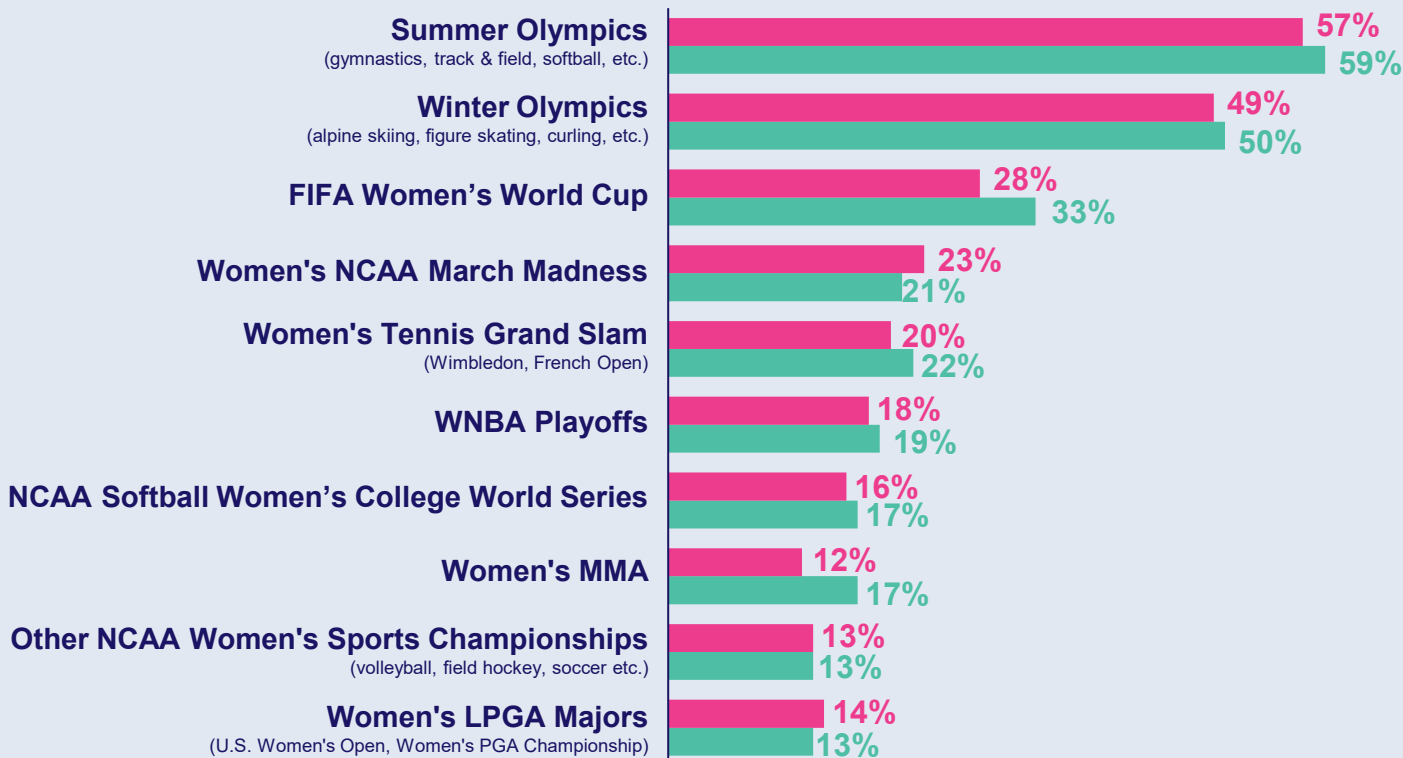
Women's sports is a significant growth engine as representation has increased dramatically along with year-round interest and viewership

42%
of females (16+) have
streamed sports
in the last 12 months

% of those who watch the following women's sports events on streaming or TV

% of sports viewers, by age

■ P16+ ■ P25-34



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetizing Video* report. Data sourced from Hub's survey of 1,602 consumers, self-identified active sports viewers (TV or streaming) ages 18-54 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected June 2023. Q: Do you watch the following women's sport events on streaming or TV?

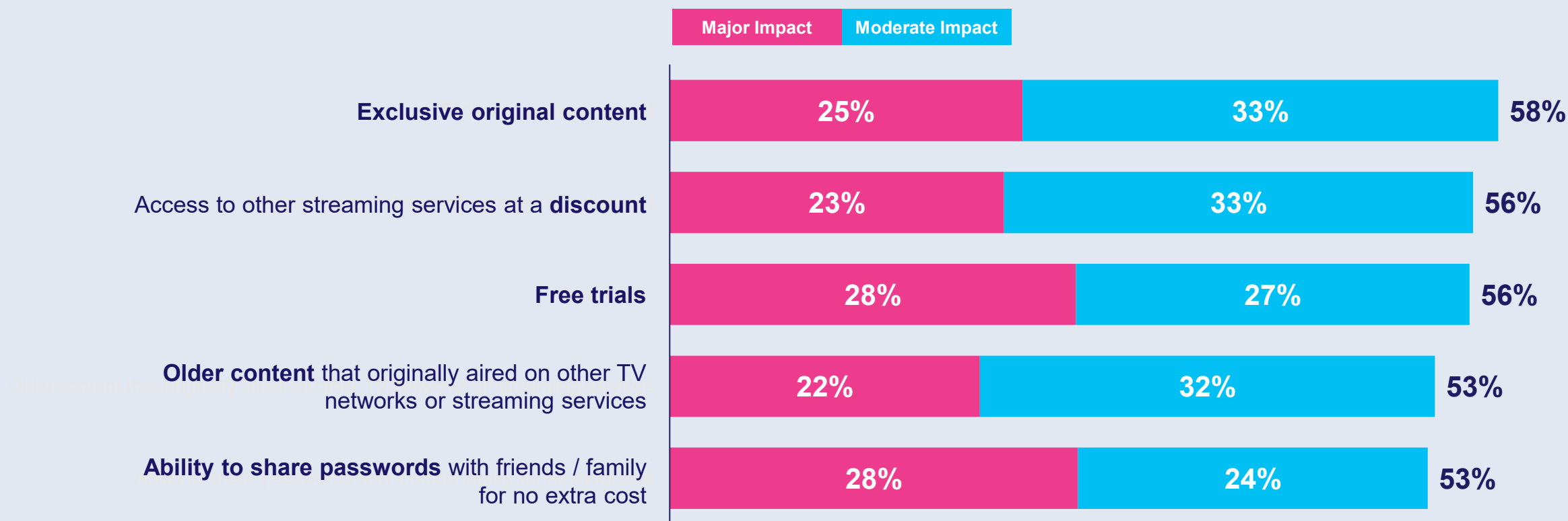
Ingredient #4: Successful streaming services are building deep libraries and creative bundling options to foster customer loyalty and retention

As we laid out the challenges last year in *'Staying Ahead of the Churn,'* streaming services need to have strong customer **acquisition, loyalty and retention strategies** to mitigate churn and create stable audience scale for marketers' ad investments in this competitive landscape.



Consumers are looking for value through an **abundance of content**, new and acquired, and **‘getting a deal’** when subscribing to a service

How much would each of the following impact the likelihood of you subscribing to a streaming service?
% of respondents, sorted by top 2 box



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Best Bundle* report. Data sourced from Hub's survey of 1,603 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced Data collected March 2023. Q: How much would each of the following items impact the likelihood of you subscribing to a streaming service? Respondents who answered 'major impact' or 'moderate impact'. 'Major impact' and 'moderate impact' might not add up to top 2 box total due to rounding.

Bundling of retail or other streaming service subscriptions along with the flexibility to shift across tiers can **mitigate streaming churn**

Which of the following incentives, if any, would motivate you to continue subscribing to a streaming service?
% of total respondents



Free access to other, **non-TV benefits**
(e.g., Walmart+, Amazon Prime)

37%



Access to other streaming services
at a **discount**

33%



Ability to switch to a lower-priced **ad-supported tier** or see even more ads for a lower cost

26%



Exclusive benefits for premium
subscribers or frequent users of a service

25%



Ability to watch **live sporting events**

25%

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Best Bundle* report. Data sourced from Hub's survey of 1,603 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected early February 2023. Q: Which of the following incentives, if any, would motivate you to continue subscribing to a streaming service?

Ingredient #5: Social video has been a successful tool in driving **content discovery** across audiences for streaming shows and services

As we explored last year in *'[The Odyssey of Content Discovery](#),'* finding 'what to watch' has never been more challenging than it is today, but **cross-platform strategies** - like the use of social video - aid in creating awareness and building audiences especially among young, diverse segments.



Social video and influencers are popular with young audiences which creates opportunities to **drive fans to discover shows on streaming**



Have you ever tuned into a show on a streaming service or TV network because of watching a short video or influencer on a social media platform?

% total respondents, by age

P16+

28%

P16-24

43%

P25-34

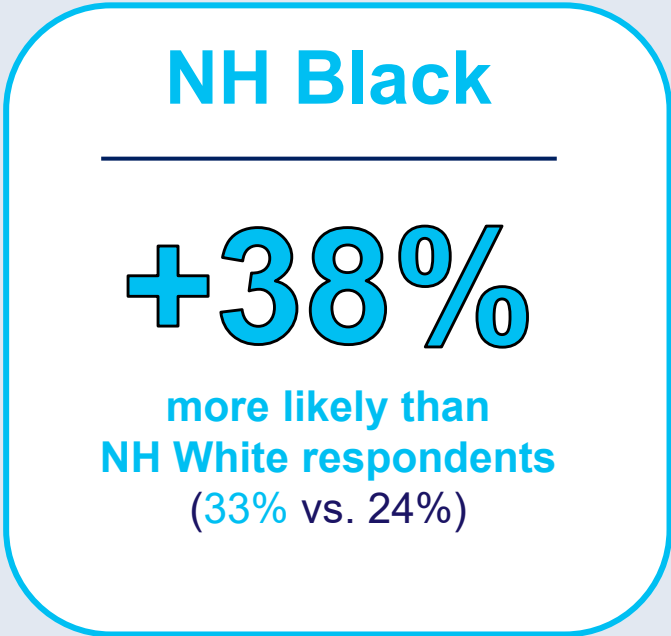
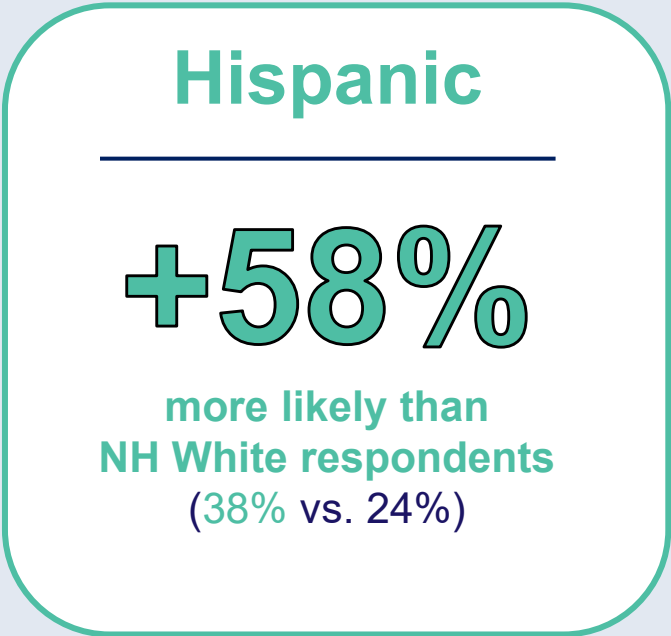
42%

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Decoding the Default* report. Data sourced from Hub's survey of 1,601 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected August 2023. Q: Have you ever tuned into a show on a streaming service or TV network as a result of watching a short video or influencer on a social media platform?

Diverse audiences are heavy social media users who are **much more likely to discover streaming shows** through social video or influencers



Have you ever tuned into a show on a streaming service or TV network because of watching a short video or influencer on a social media platform?
% total respondents, by race / ethnicity



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Decoding the Default* report. Data sourced from Hub's survey of 1,601 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected August 2023. Q: Have you ever tuned into a show on a streaming service or TV network as a result of watching a short video or influencer on a social media platform? Note: NH Black = Non-Hispanic Black and NH White = Non-Hispanic White.

Ingredient #6: Streaming services are creating a selection of innovative ad experiences to actively engage viewers and drive consumer action

As we've recently highlighted in '[Embrace Innovation](#)' and '[Shortening the Path to Purchase](#),' **innovative ad experiences** enhance streaming as a high-performance channel that ignites full-funnel outcomes while also providing marketers with inventive ways to increase engagement with customers.

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&
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Platform
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6

Innovative
Ad
Experiences

Streaming ad units beyond 'traditional' :15s & :30s such as 'pause' ads drive consumer engagement and action

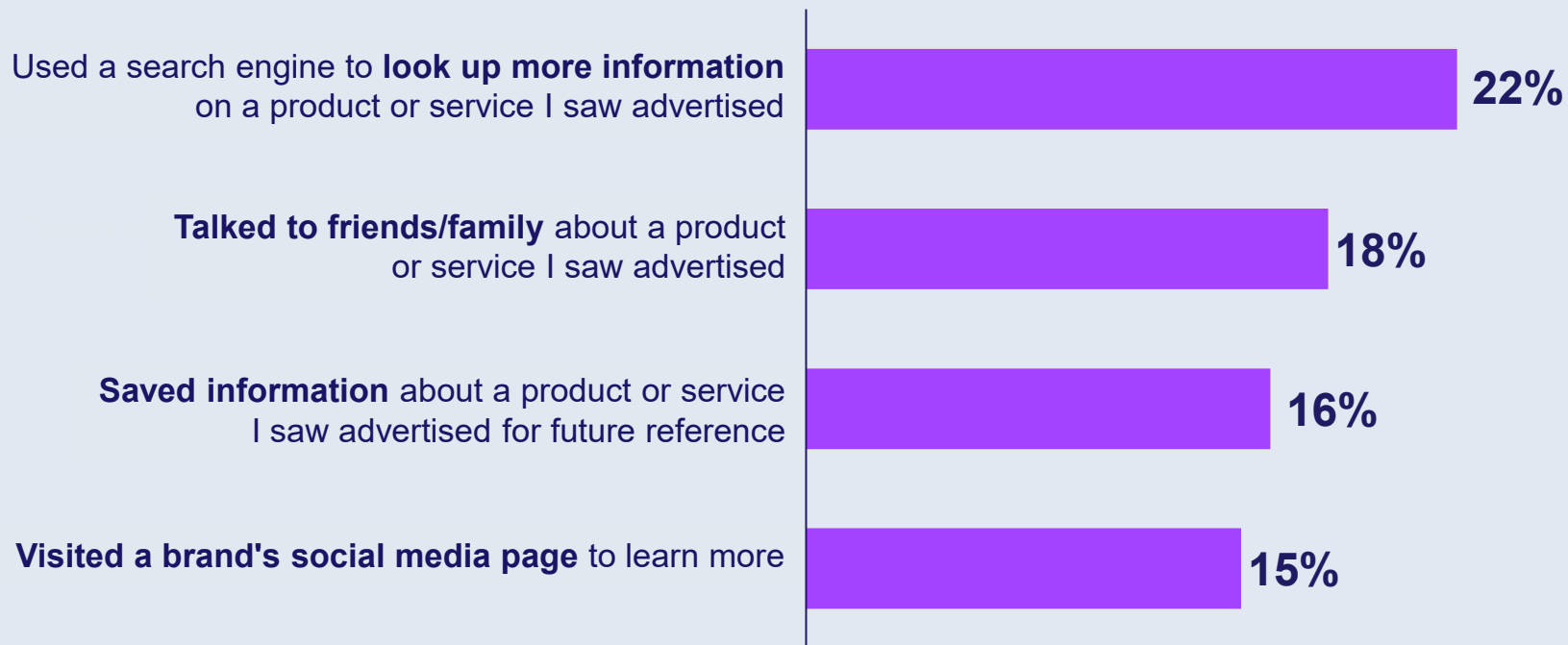


51%

of viewers have taken some sort of action after seeing a **pause ad**

(19% of respondents recall seeing an ad that appears on the screen when a program is paused)





Which of the following actions have you taken after seeing a pause ad % of total respondents



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetizing Video* report. Data sourced from Hub's survey of 1,602 consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected June 2023. Q: Which of the following types of ad formats do you recall seeing when watching TV (including: TV and streaming)? Q: [Ads that appear on the screen when a program is paused (pause ads)] (Have seen) Which of the following actions have you taken after seeing the following types of ads?

Consumers are inherently curious and willing to **interact and learn more about products** through shoppable ads on their TV sets

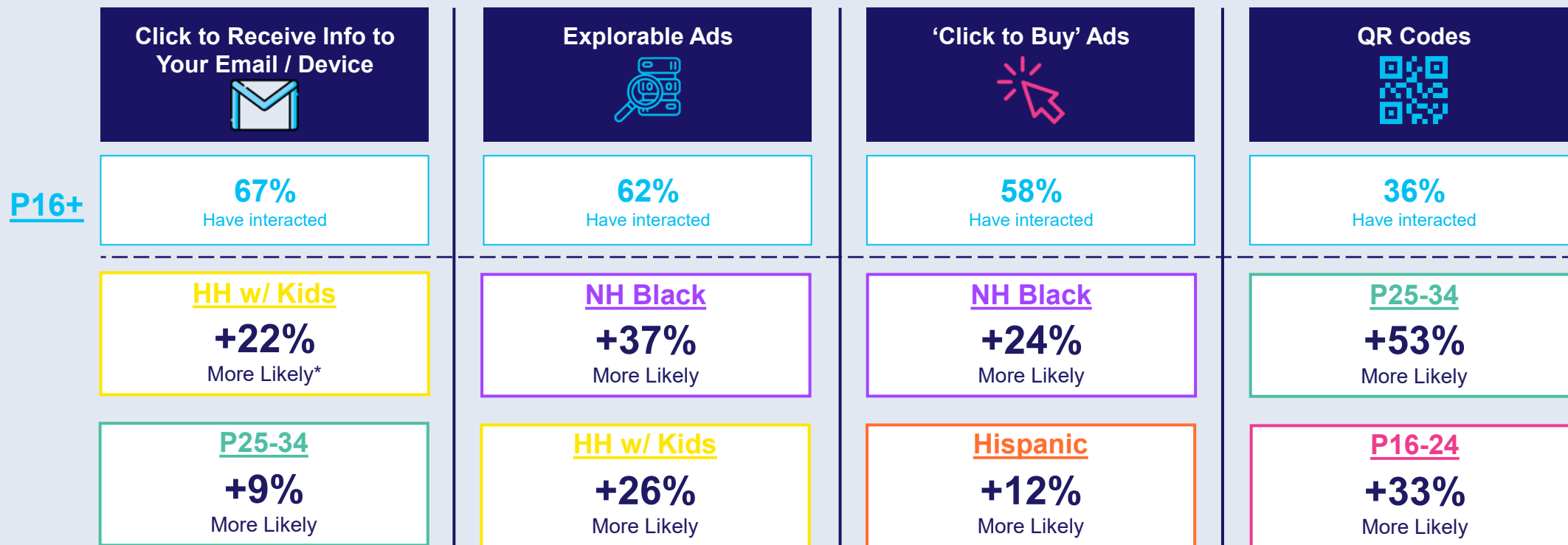
% of P16+ who have taken the following actions after seeing a specific type of interactive shoppable ad
 % of respondents Total (rank 1-3)

Click to Receive Info to Your Email / Device 	Explorable Ads* 	'Click to Buy' Ads 	QR Codes 
67% Have interacted	62% Have interacted	58% Have interacted	36% Have interacted
27% Used a search engine to look up more information	28% Used a search engine to look up more information	18% Used a search engine to look up more information	13% Visited a website for a product/service to learn more
24% Visited a website for a product/service to learn more	26% Saved information for future reference	17% Purchased a product they saw advertised	13% Downloaded an app they saw on screen
23% Used a coupon or offer they received from the ad	22% Visited a website for a product/service to learn more	17% Visited a brands social media page to learn more	12% Used a search engine to look up more information

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected June 2023. Q: Which of the following actions have you taken after seeing the following types of ads? *Ads that let you browse different video clips, product types, or information screens.

Shoppable ads can be tailored to best resonate with engaged audiences like younger adults, HHs with kids and diverse segments

% of P16+ who have taken the following actions after seeing a specific type of interactive shoppable ad
 % of respondents Total (rank 1-3)



*How to read: HH w/ Kids are 22% more likely to have interacted with a 'click to receive info to your email/device ad' than P16+

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected June 2023. Q: Which of the following actions have you taken after seeing the following types of ads? *Ads that let you browse different video clips, product types, or information screens.

Viewers are comfortable with the blending of content and advertising together since they are willing to **engage with branded integrations**



58%

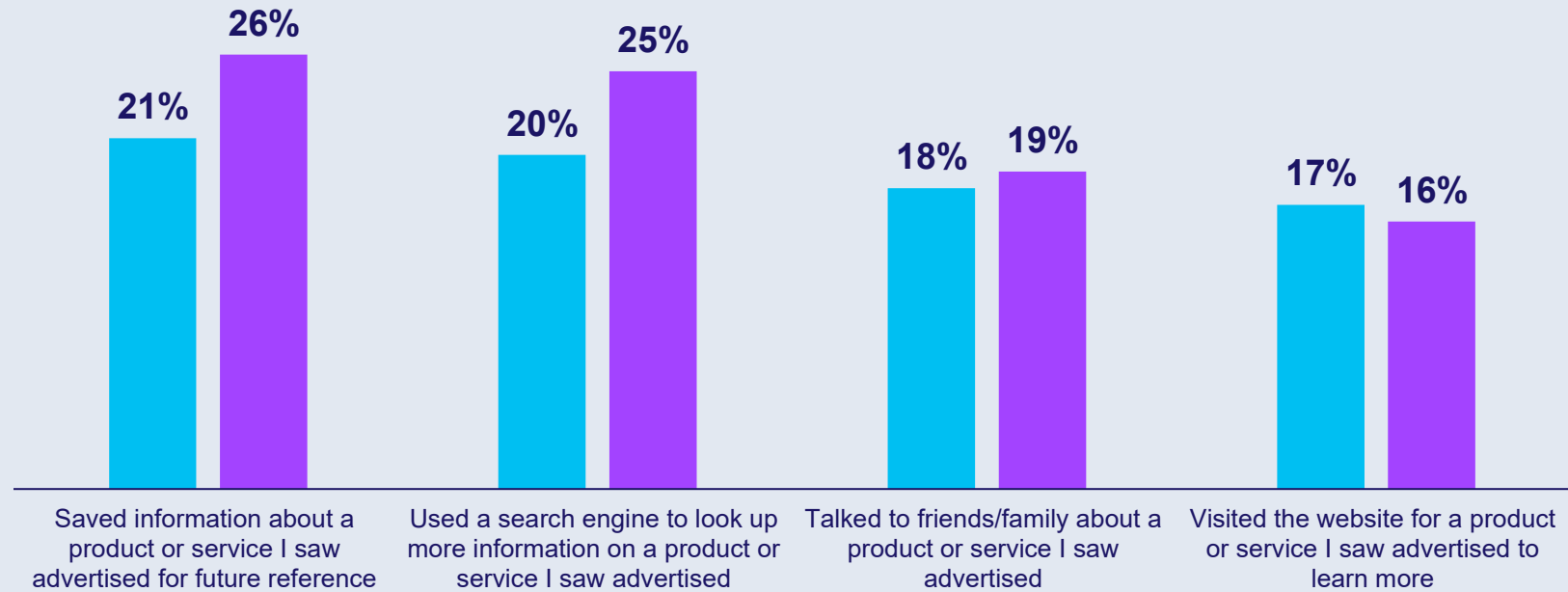
of viewers have taken some sort of brand action after seeing an **'add to watch list' button**

(14% of respondents recall seeing promos with an 'add to watch list' button)

Which of the following actions have you taken after seeing promos with an 'add to watch list' button?

% of respondents, by age

■ P16+ ■ P16-34



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetizing Video* report. Data sourced from Hub's survey of 1,602 consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. U.S. census balanced. Data collected June 2023. Q: Which of the following types of ad formats do you recall seeing when watching TV (including: TV and streaming)? Q: [Promos with an 'add to watch list' button] (Have seen) Which of the following actions have you taken after seeing the following types of ads?

The List: Marketers and platforms can each leverage six key ingredients, and their components, to find success in streaming

1
High-Quality Content

2
Engagement

3
Diversified Content Offerings

4
Loyalty & Retention

5
Cross-Platform Content Discovery

6
Innovative Ad Experiences

TV is Premium
Streaming is TV

Appointment Viewing
Optionality
Consumer Choice
Habitual Viewing
Binge Viewing
Content Preference

FAST
Live Sports
Women's Sports

Customer Acquisition
Customer Retention

Social Video Influencer

Innovative Ad Formats
Shoppable Ads
Branded Integrations

Key Takeaways For Marketers & Streaming Platforms

Six Ingredients Stirring Streaming Success.


- ▶ Prioritizing high-quality content within ad campaigns enhances brand perception and drives higher ad engagement, increased business outcomes and greater long-term brand value
- ▶ Greater engagement heightens a brands' memorability, increasing the likelihood that a consumer will notice, recognize and think about your brand in buying situations
- ▶ Platforms with scale will garner more attention for their advertisers which drives greater ad recall and message association that enables brands to form relationships with consumers and move them closer to consideration
- ▶ Strong customer acquisition, loyalty and retention strategies can mitigate churn and create stable audience scale
- ▶ Social videos aids in creating awareness and building audiences especially among young, diverse segments
- ▶ Innovative ads enhance streaming as a high-performance channel that ignites full-funnel outcomes while also providing marketers with inventive ways to increase engagement

Through our custom research, we can cut statements on several demographics for VAB members, just ask!




Additional Custom Study Segments Available

Demos



P16-24 / P25-34 / P16-34 /
P18-34 / P35-54 / P35-74 /
P55-74 / P55-64 / P65-74

Gender



Female 16-24 / 25-34 /
16-34 / 35-74
Male 16-24 / 25-34 /
16-34 / 35-74

Kids in Household




Kids in HH / No Kids in HH
Kids 0-5 in HH / Kids 6-12
in HH / Kids 13-17 in HH

Ethnicity



Non-Hispanic White
Non-Hispanic Black
Hispanic

Household Income



<\$75K+ / \$75K+
<\$50K / \$50K-\$74K /
\$75K - \$99K / \$100K+

**And More Cuts
Involving Viewing
Behaviors**



For additional demo data, please contact info@thevab.com with the desired segments & requested slides

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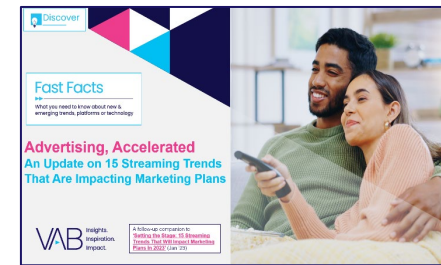
Looking for more data, insights and takeaways?
Check out this related VAB content

Want to learn more about streaming?

Let us be your guide.

Visit the VAB's [Streaming Video Resources](#)

to get clarity on streaming terms, understand the latest trends and behaviors, learn about streaming outcomes and more.



Advertising, Accelerated
An Update on 15 Streaming Trends That Are Impacting Marketing Plans



The Consumer Connection
Understanding the Effect of Quality Across Media Platforms



A League of Their Own
Exploring the Rising Popularity of Women's Sports



Prioritize Quality
The Importance of Value When Selecting Video Platforms



Shortening the Path to Purchase
How New Opportunities in Shoppable TV are Igniting Viewer Engagement & Brand Performance



You Oughta Know
Why All Impressions Aren't Created Equal & What It Means for Video Measurement

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

