



2024 – 3<sup>rd</sup> Quarter

# The VAB Top 10

Our 10 must-read Insights charts of the quarter



# 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](https://theVAB.com).

# Igniting customer action: TV campaign launches for first-time advertisers spark an immediate influx of website visitors

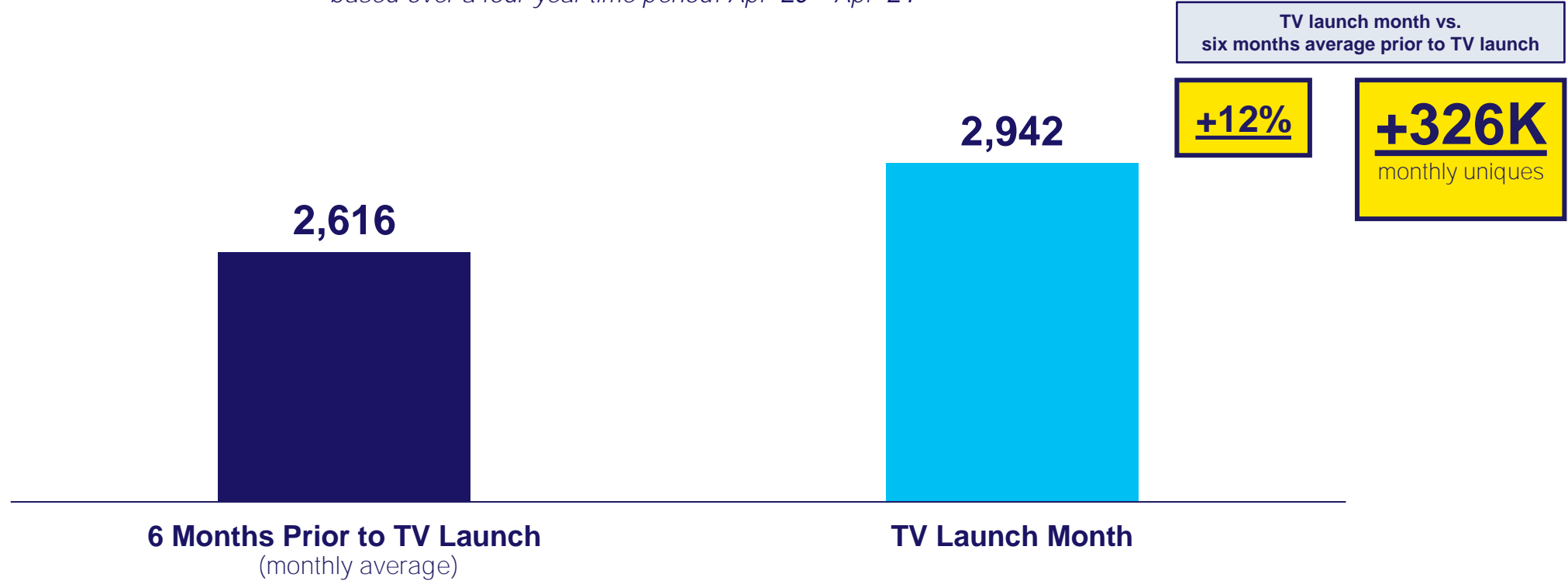


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## 'Pre-TV Launch: Measured Website Traffic' Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison  
based over a four-year time period: Apr '20 – Apr '24



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+ . April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 173 brands analyzed. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV or syndication TV. January 2021 – December 2023 (calendar months).

# Piquing consumer interest: Online search peaked immediately for Truff when they launched their first TV campaign

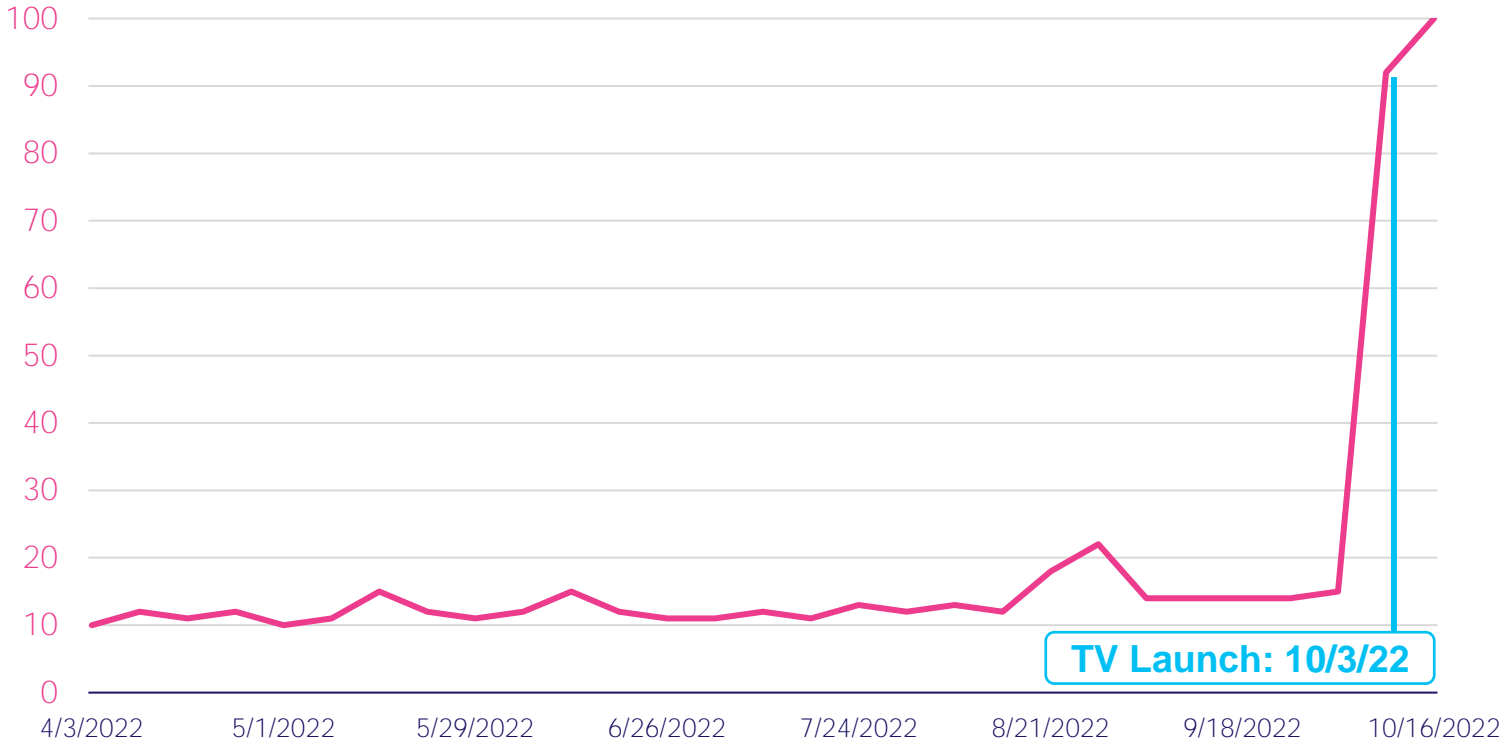


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## Weekly Google Trends Index – Truff

Six Months Pre-TV Campaign vs. Post-TV Campaign Launch (Weeks of 4/3/22 – 10/16/22)



**“It’s important for us to find different channels to build brand awareness in a mass way...TV allows for us to get on the radar of those who may have not been familiar with our digital presence, especially as it gives us access to several different audiences and demographics.”**

**Nick Guillen**  
Co-Founder and Co-CEO, Truff  
*(Ad Age, 9/30/22)*

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 4/3/22 – 10/16/22. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: **Light blue line marks the first day of TV spending for each brand.**

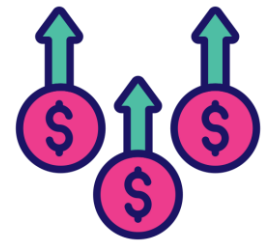
# Key stats on Addressable TV: Advertisers are very satisfied with addressable TV and plan to invest more in it next year

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85%

of advertisers say they are **satisfied or very satisfied** with addressable TV



40%

of advertisers plan to **increase their spend on addressable TV in 2024**



50%

of advertisers that aren't using addressable TV **plan to start using it next year**

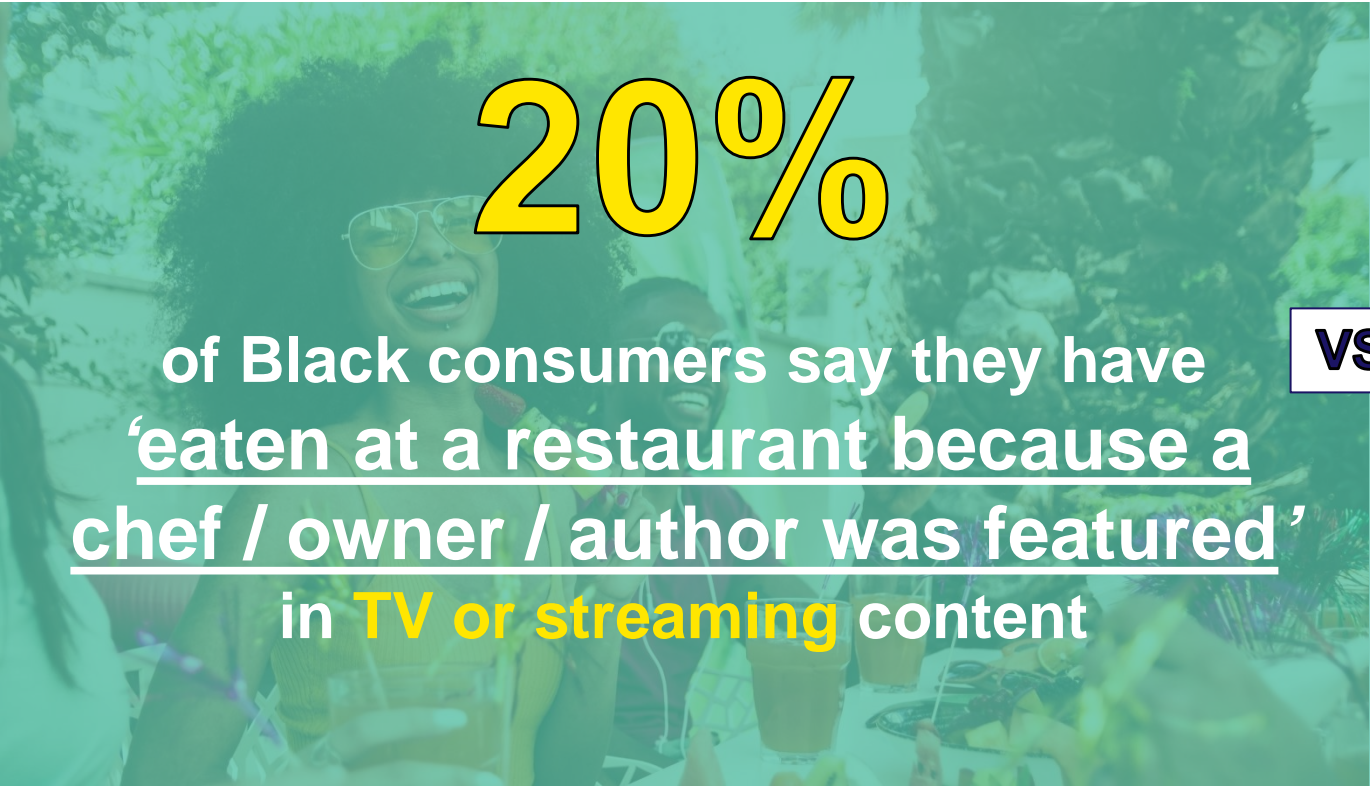
Source: GoAddressable, 'Addressable TV On the Rise: Increased Understanding Drives Further Adoption', November 2023

# Inspiring action among Black consumers: TV and streaming is more likely to influence where they ‘dine out’ than social media



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**VS.**

% of Black consumers who have eaten at a restaurant or purchased a cookbook seen in the following platforms

- TikTok 16%**

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- Snapchat 16%**

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- Instagram 15%**

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- facebook 17%**

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- YouTube 16%**

**TV / Streaming vs. Social Media\***  
 % more likely

<b>+25%</b>
<b>+24%</b>
<b>+32%</b>
<b>+17%</b>
<b>+25%</b>

**\*How to read:** Black consumers are **25% more likely** to have eaten in a restaurant featured in TV or streaming content vs. TikTok content

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. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

# Summer cinema successes: The positive vibes of new theatrical releases consistently drove overperformance at the box office

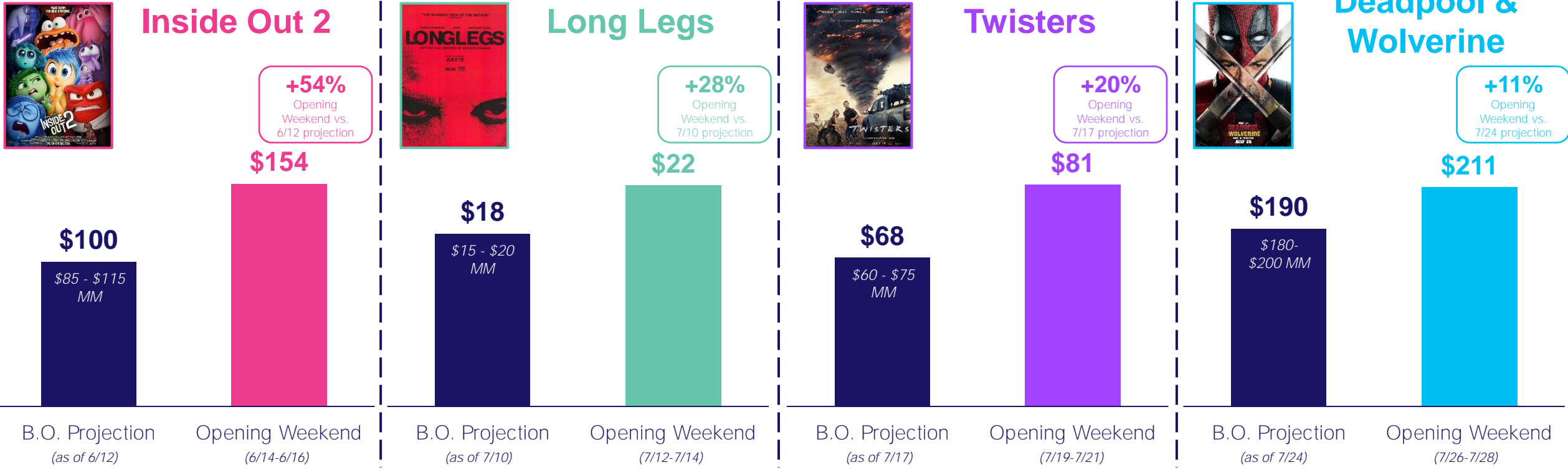


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## Final Domestic Box Office Projection (week of release) vs. Opening Weekend Box Office

\$ in MM



Source: Projections based on Box Office Pro, "Weekend Preview" - 6/12/24, 7/10/24, 7/17/24 & 7/24/24. Chart projections reflect a median of projection range (Inside Out 2's 6/12 projection was \$85-115MM, with a median of \$100MM; Long Legs 7/10 projection was \$15-20MM, with a median of \$17.5MM; Twisters 7/17 projection was \$60-75MM, with a median of \$67.5MM; Deadpool & Wolverine's 7/3 projection was \$180-200MM, with a media of \$90MM). Opening Weekend \$\$\$ based on finalized opening weekend box office per boxofficemojo.com.

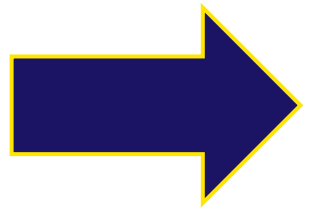
# Daily data creation: The amount of data generated every day is a sign of how important privacy and security should be in life



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**337**  
**Million Terabytes**  
**of data** is created daily



*Which is equal to*  
**135 Billion**  
**HD streaming movies**  
worth of data created daily\*

Source: Edge Delta, 'Breaking Down The Numbers: How Much Data Does The World Create Daily in 2024?', March 2024. \*Calculated from an average HD streaming movie size of 2.5GB from Tachus, 'How Much Data Is Used When Streaming TV?', February 2024.



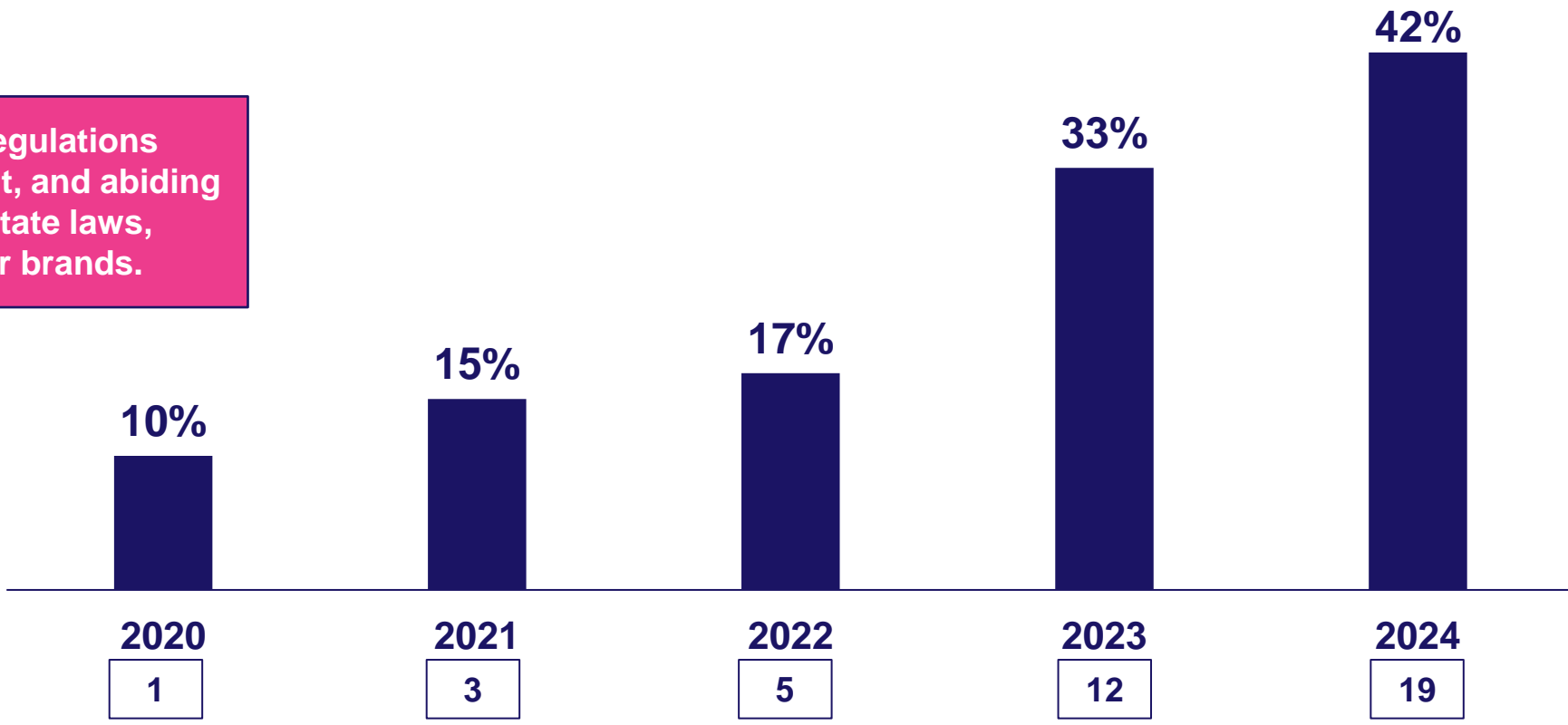
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# Data privacy legislation growth: Across the U.S., state laws on data privacy have increased significantly over the last two years



### % of Total U.S. HH Population in States That Have Signed Laws on Data Privacy

This patchwork of regulations makes measurement, and abiding by all the separate state laws, more challenging for brands.



Source: IAPP, 'US State Privacy Legislation Tracker 2024', as of 7/8/24. \*Nielsen Universe Estimates, January 1, 2024, Total U.S. HHS.

# Shifting towards CTV: Marketers are increasing CTV investment as data privacy legislation and ‘signal loss’ grows

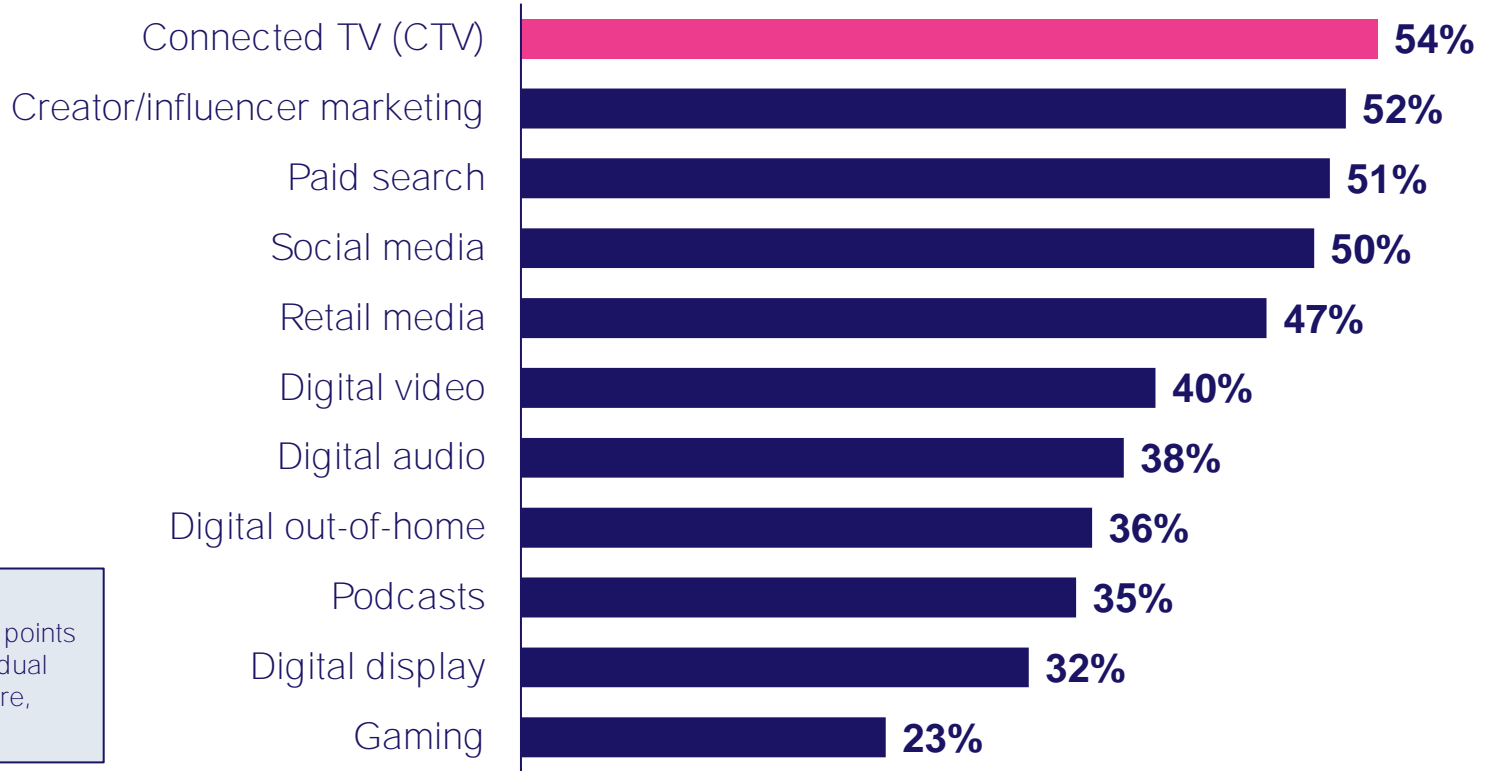


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### % of US ad buyers who plan on increasing spending in 2024 due to legislation and signal loss, by channel



**Signal Loss**  
The diminishing availability of data points directly tied to campaigns or individual users that allow marketers to acquire, measure and retarget customers.

Source: eMarketer, 'Make Sense of TV Ad Measurement in 2024: What You Need to Know,' February 2024.

# Trust by media platform: Multiscreen TV is the most trusted source for local, financial, political and science news



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## % who trust the following sources by news topic

A18+ (ranked by top five sources for each)

### Local News

### Financial News

### Political News

### Science News

Local News		Financial News		Political News		Science News	
<b>TV / Streaming</b>	<b>44%</b>	<b>TV / Streaming</b>	<b>39%</b>	<b>TV / Streaming</b>	<b>38%</b>	<b>TV / Streaming</b>	<b>34%</b>
News websites / apps	33%	News websites / apps	33%	News websites / apps	33%	News websites / apps	32%
Family or friends	29%	Family or friends	29%	Newspapers / Magazines (print or digital)	28%	Federal or organizational websites (.gov/.org)	30%
Newspapers / Magazines (print or digital)	29%	Newspapers / Magazines (print or digital)	27%	Federal or organizational websites (.gov, .org)	26%	Newspapers / Magazines (print or digital)	26%
Social media	26%	Federal or organizational websites (.gov/.org)	25%	Family or friends	25%	Family or friends	24%

Source: VAB analysis of MRI-Simmons Q1 2024 Trending Topics Study, A18+. Reflects respondents who said they trust the following as a source for financial news, science news, political news or local news. Sources: TV/streaming news, news websites/apps, newspapers/magazines (print or digital), social media, radio, documentaries/informational programs, federal or organizational websites (.gov/.org), podcasts, postcards/direct mail, family or friends, other, I don't look for this information.

# Need a quick chart? Visit our new [Grab & Go](#) page for one-off insights slides created for easy insertion into presentations

## Grab & Go Insights Charts

Charts, stats and figures on some of the most important topics in the industry to inform your marketing strategy. No sign-in required!

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**New Feature!**

Charts, stats and figures on some of the most important topics in the industry. No sign-in required!

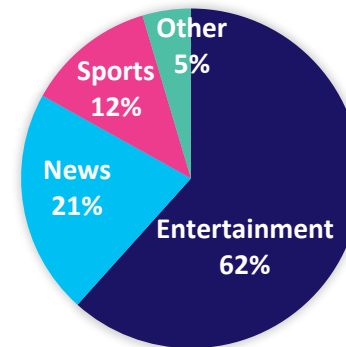
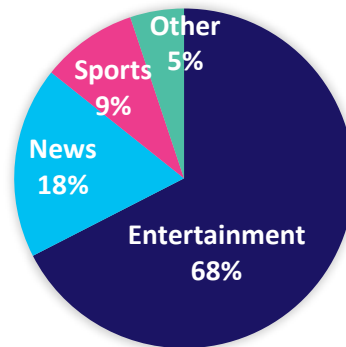
### National TV Equivalized Ad IMPs by Program Genre

P2+

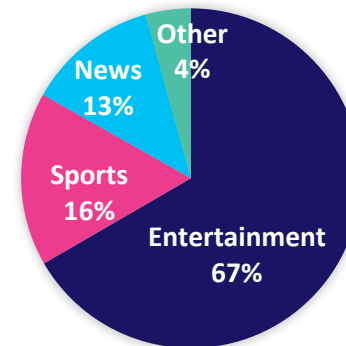
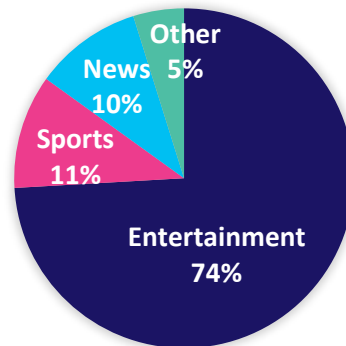
Jul '18 – Jun '19

Jul '23 – Jun '24

**Total Day**



**Prime**



## Grab & Go's

(easy-to-download charts)

- Media Trends
- Economic Trends
- Premium Video & Quality
- Streaming
- Transparency, Brand Safety & Ad Fraud
- Ad Innovations
- Demographic Trends
- Life stage Insights
- Local
- Sports

Source: VAB analysis of Nielsen Ad Intel, as of 8/8/24. National TV: broadcast & cable TV including Spanish-Language TV networks, excludes PSAs and promos. 7/1/18 – 6/30/19; 7/1/23 – 6/30/24. Nielsen program genres were rolled up into four groups. Entertainment - comedy, drama, film, kids, music, specials, variety / game shows; news – news, news documentaries, political; sports – live events, commentary shows, anthologies; other – instructional, devotional, varied format, unclassified.

# Confused about marketing terminology and acronyms?: Download two of our most popular ‘Untangling’ reports to simplify the complex!

**Bonus Slide!**

## Untangling Marketing Terminology

## Untangling Marketing Acronyms

**Terminology Sections:**

- Campaign Strategy, Planning & Buying
- Metrics & Measurement

**Campaign Strategy, Planning & Buying:**

- Ad Exchange:** A marketplace that allows advertisers and publishers to buy and sell advertising space in real-time. It connects multiple ad networks and Demand-Side Platforms (DSPs) with Supply Side Platforms (SSPs), automating the process of buying and selling digital ads.
- Added Value:** Refers to additional advertising inventory, media activity or associated benefits provided at no extra cost based on a campaign buy.
- Addressable TV:** Video advertising experiences where a single message from an advertiser is matched to an advertiser-defined audience segment that shares one or more common characteristics, enabling different commercials to be targeted to different households on the same TV network at the same time.
  - Related Terms:** Addressable Advertising
- Ad-ID:** Similar to how your driver's license number can be used to pull your driving record, an Ad-ID code can be used to pull additional information about the advertisement, like the title, length, and product information.<sup>2</sup>
- Advanced TV:** Any TV advertising that goes beyond traditional buying practices to deliver more efficiency and measurability. "Advanced TV" is often used as an umbrella term when talking about data-driven TV capabilities, encompassing Connected TV, OTT / Streaming, Addressable TV, and Programmatic TV.
- Affiliate Links:** Unique URLs given to affiliates to track traffic and sales from their promotions. When a user clicks on an affiliate link and makes a purchase, the affiliate earns a commission.
- Affiliate Marketing:** A digital strategy where companies compensate third-party publishers, or affiliates, to promote their products or services. Affiliates can be bloggers, YouTubers, or influencers who use their networks to advertise a business's goods or services in exchange for commissions or rewards.

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**Acronym Sections:**

- Campaign Strategy, Planning & Buying
- Metrics & Measurement
- Data Privacy & Identity
- Innovations
- Category-Related
- Industry Organizations

**Campaign Strategy, Planning & Buying:**

- ABB (Audience Based Buying):** Refers to the practice of segmenting viewers beyond traditional demographics to target a group of consumers based on behavioral, attitudinal, lifestyle and/or transactional data.
- Connected TV (Connected TV):** A television set that has built-in Internet capabilities (e.g., Smart TV) or is connected to the Internet via a streaming device such as a streaming box/stick, gaming console or Blu-ray player; all of which can access a variety of long-form and short-form content.
- DAI (Dynamic Ad Insertion):** The process of inserting targeted ads into a content stream, allowing for different ads to be served to relevant households / audiences within the same ad break.
  - Related Terms:** Server-Side Ad Insertion (SSAI)
- DDL (Data Driven Linear):** Targeted linear TV advertising that is based on consumer data beyond just age and gender. By combining demographic data with viewing behaviors and consumer interests, marketers can target specific networks and dayparts to enhance their ability to reach a specific audience segment.
- DDV (Data-Driven Video):** Data-driven video is an advertising strategy that uses audience data and analytics to optimize ad placements across TV, streaming and digital platforms. It combines audience profiling, cross-platform planning and performance measurement to maximize reach and efficiency, enabling more targeted and effective video campaigns in today's complex media landscape.
- DMP (Data Management Platform):** A platform that unifies and centralizes collecting, organizing, and

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# Marketer FAQs: Learn more about ad fraud, brand safety and transparency based on insights from our custom study



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[Marketer FAQs](#)

**Who is responsible for monitoring ad fraud within my campaign?**

insights. inspiration. impact.

[Marketer FAQs](#)

**How can I effectively address ad fraud within my campaign?**

insights. inspiration. impact.

[Marketer FAQs](#)

**Will prioritizing cost over quality impact my ad campaign outcomes?**

insights. inspiration. impact.

[Marketer FAQs](#)

**What are the misconceptions about ad fraud across media platforms?**

insights. inspiration. impact.

[Marketer FAQs](#)

**Does ad fraud pose any risks beyond affecting my campaign metrics?**

insights. inspiration. impact.

September 13, 2024

**Question of the Week:**

**“Are there potential risks associated with incentives provided by digital platforms?”**

insights. inspiration. impact.

# 3Q 2024 Insights & Measurement Content Releases

## Jason Wiese

SVP, Director of Strategic Insights  
jasonw@thevab.com

## Kailyn Hartmann

VP, Advanced Analytics & Intelligence  
kailynh@thevab.com

## Reed Kiely

Director, Data Insights & Trends  
reedk@thevab.com

## Kaileen Cain

Senior Insights Analyst  
kaileenc@thevab.com

## Benjamin Vandegrift

VP, Measurement Solutions & Innovations  
benv@thevab.com

## Leah Montner-Dixon

Director, Audience & Behavioral Insights  
leahm@thevab.com

## Karolina Guillen

Associate Director, Insights, Strategy & Analytics  
karolinag@thevab.com

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