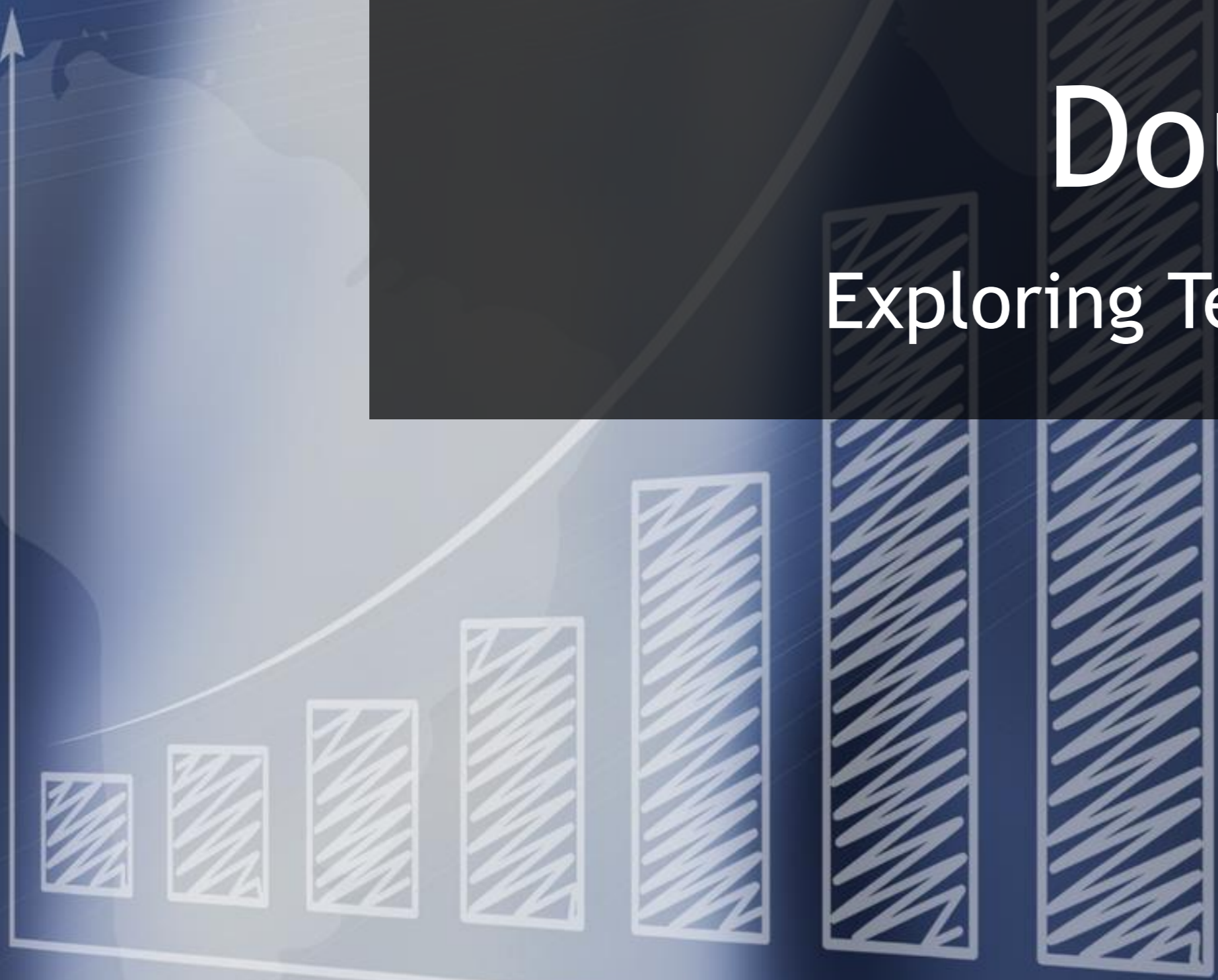


VIDEO ADVERTISING BUREAU - REPORT 2019

Doubling Down

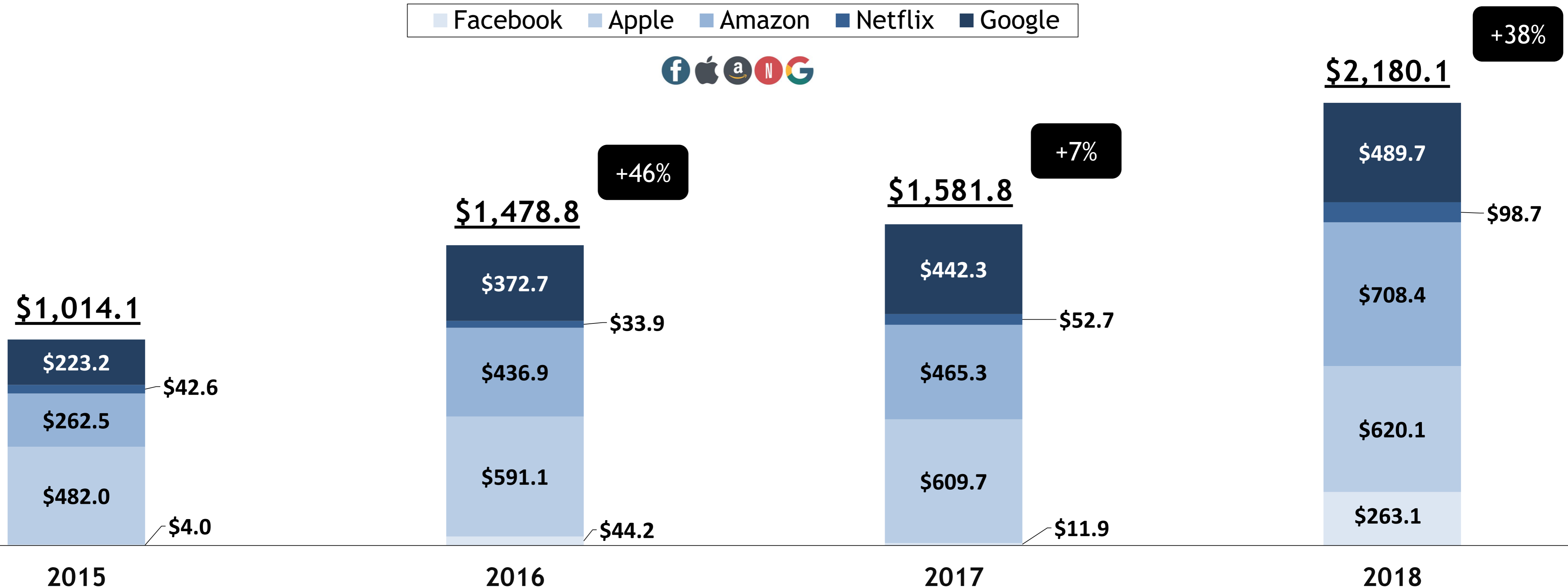
Exploring Tech Giants' Investment In TV



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)

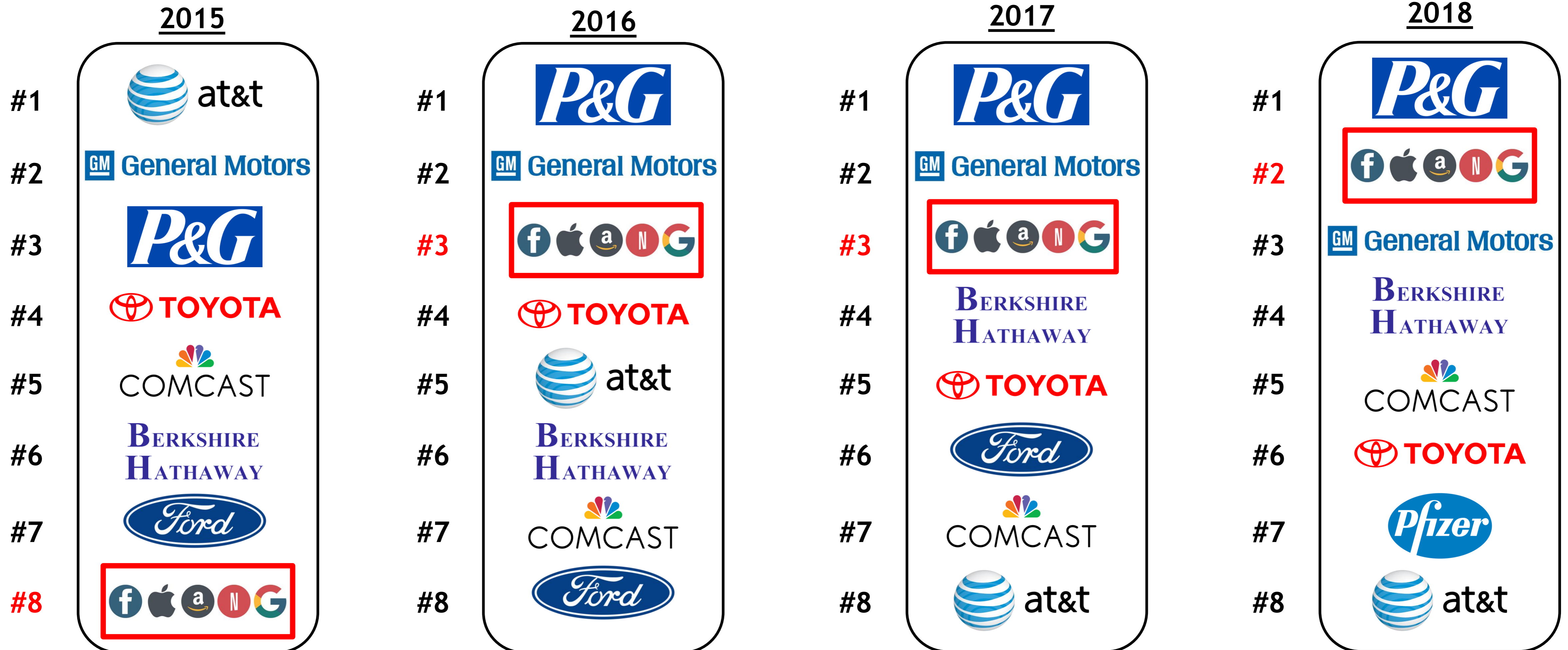
Facebook Apple Amazon Netflix Google



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



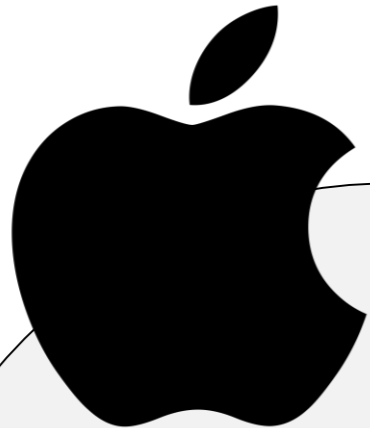
FAANG Advertises Their Newest Products Through Television To Reach Desirable, Tech-Enthusiast Audiences At Scale

Sampling of Top Brands Advertised on TV by FAANG



Oculus Go

Portal



iPhone X

Apple Watch 4

iPad



Echo

Fire TV

audible



THE CLOVERFIELD PARADOX

ALTERED CARBON



Google Home

Pixel 3

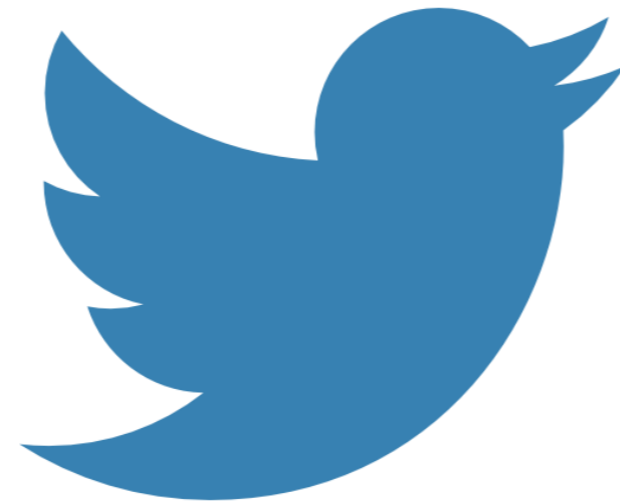
Pixelbook

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.

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