

# 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.*

A handwritten signature in black ink, appearing to read "Sean Cunningham".

Sean Cunningham  
VAB President & CEO



# echo chamber echo chamber echo chamber echo chamber

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

echo chamber

# beliefs

“Everyone is watching much less TV”

“Hardly anybody watches live TV anymore... unless it's sports”

# simple truths

92%

92% of video consumed by Adults is on TV

81%

81% of video consumed by Millennials is on TV

82%

82% of TV programming is watched live



TV usage is slightly lower than all-time high

# echo chamber **beliefs**

“ Everyone under 35 LIVES on Digital / Social and are ‘Over’ TV”

## simple **truths**

3x

3x more Millennials  
are watching TV  
than on YouTube

TOP 20

Every top 20 digital  
destination is dwarfed  
by TV

#137

Facebook would  
rank #137 as a  
TV program

8 OUT OF 10

8 out of 10 of the top  
trending Twitter topics  
during primetime are  
about ad-supported TV

echo chamber

# beliefs

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

# simple truths



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

echo chamber

# beliefs

“Everyone is cutting the cord – Most Millennials don’t even want a Cable subscription”

simple

# truths

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

80% 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

No platform drives business like  
TV's premium video-at-scale

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thevab.com

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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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