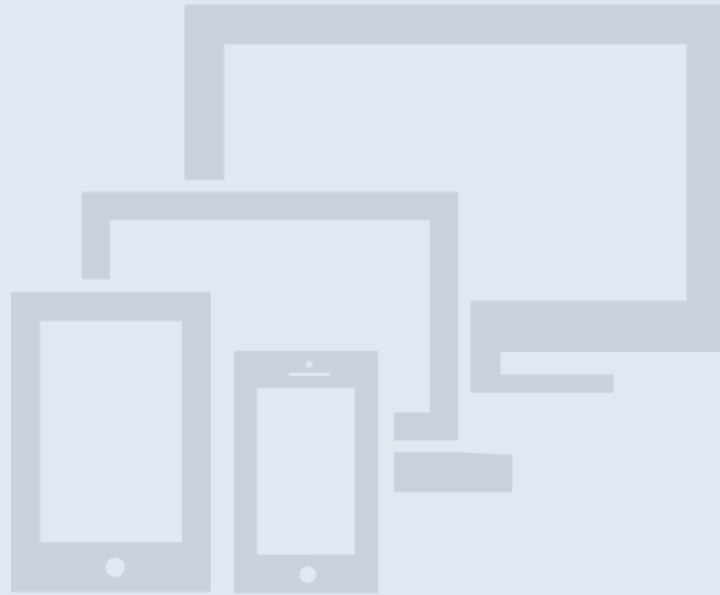

December 2020

Any Given Minute Multiscreen TV Brands vs. Other Online Platforms



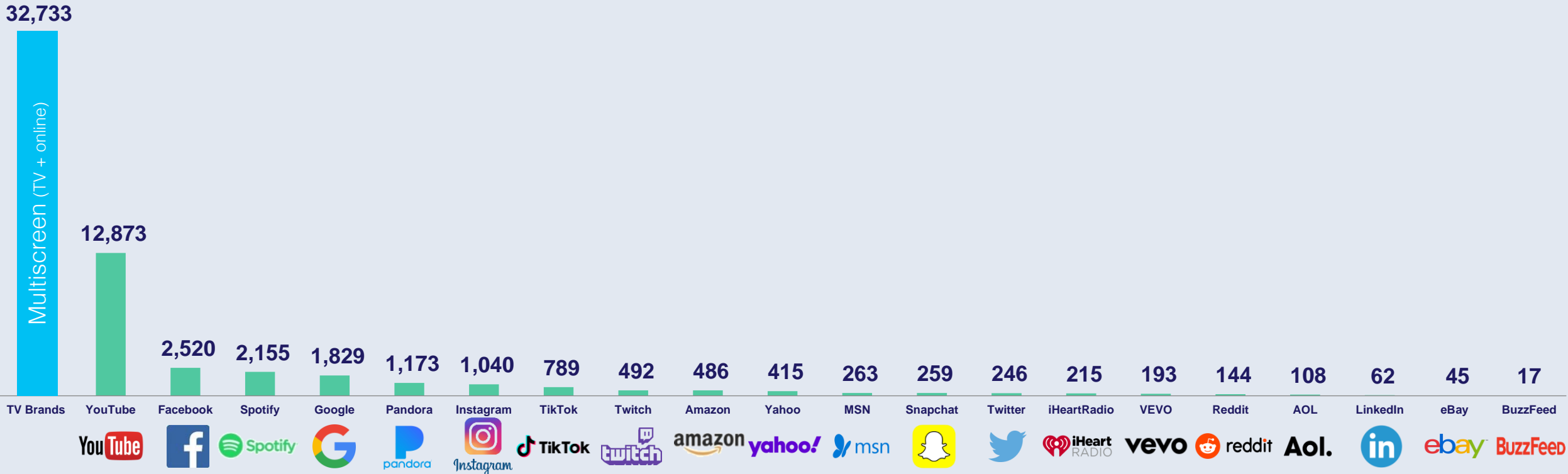
To explore how Multiscreen Television compares to popular online destinations, we compare each platform's **average minute audience (AMA)** to understand where the audience can be found in *'Any Given Minute'* across major audience demographics.



Multiscreen TV reaches many more **adults**, by far, during an average minute than any other major digital platform

- ▶ Over **2.5x** more P18+ are watching ad-supported TV content than are on **YouTube** in any given minute
- ▶ **13x** more P18+ are watching ad-supported TV content than are on **Facebook** in any given minute

P18+ Average Audience (000)

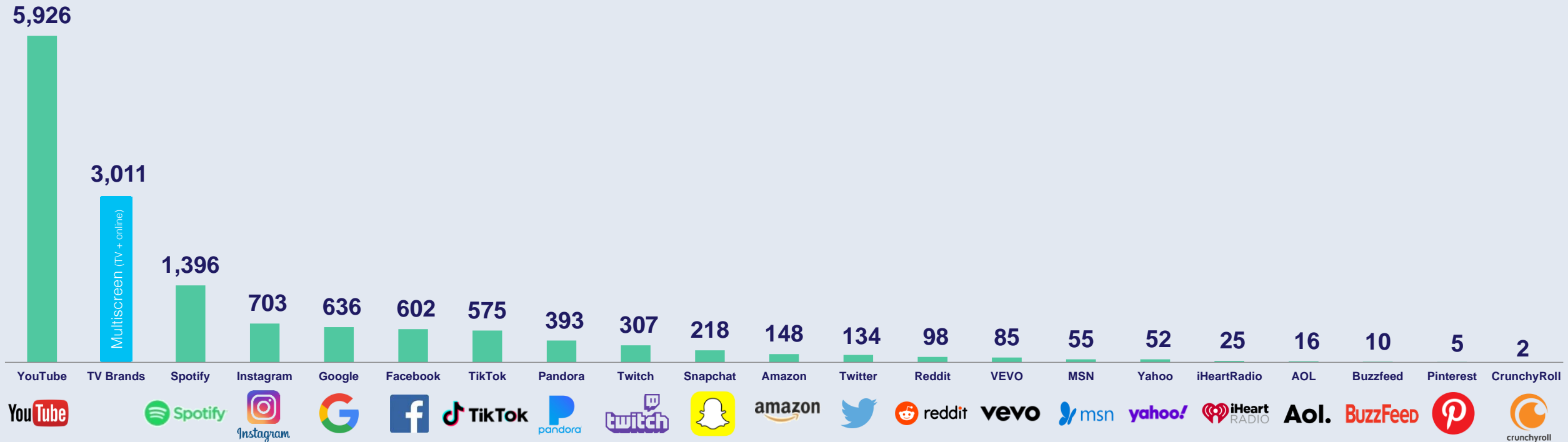


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P18+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. Dec 1-31, 2020; P18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video. (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

For marketers' video plans, a mix of YouTube and multiscreen TV can maximize reach against adults 18-34

- ▶ 4x more P18-34 are watching ad-supported TV content than are on Instagram in any given minute
- ▶ 5x more P18-34 are watching ad-supported TV content than are on Facebook in any given minute

P18-34 Average Audience (000)

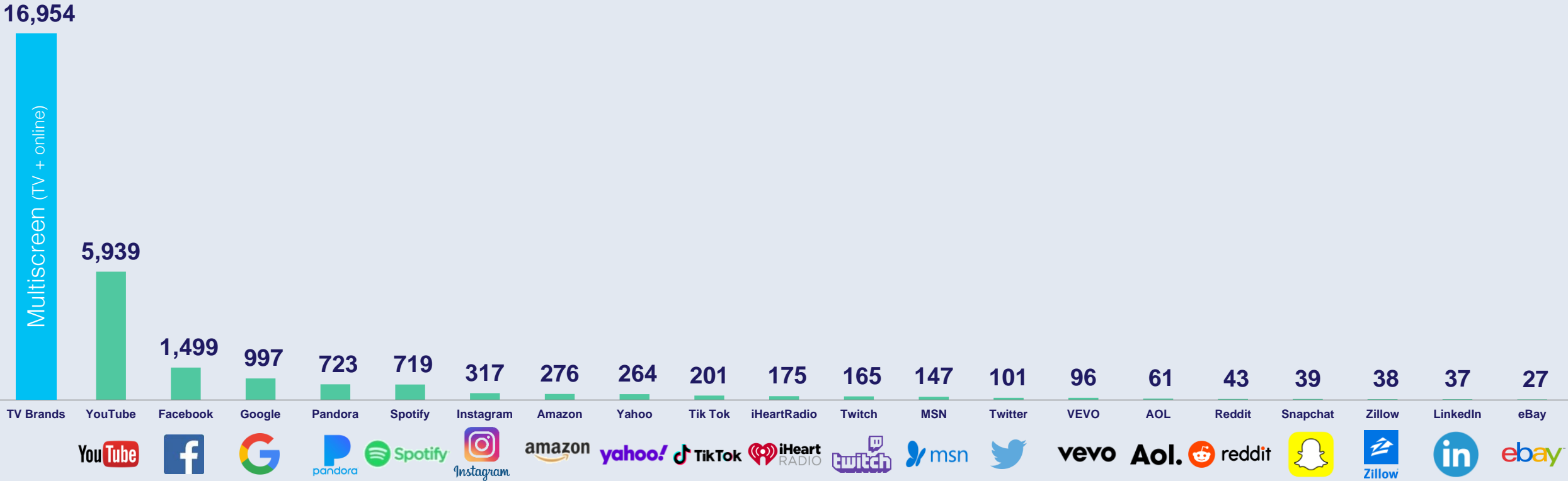


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P18-34. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2020; P18-34. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

Multiscreen TV delivers a much higher reach, by far, among adults 35+ than any other top digital platform during an average minute

- ▶ Almost **3x** more P35-64 are watching ad-supported TV content than are on **YouTube** in any given minute
- ▶ Over **11x** more P35-64 are watching ad-supported TV content than are on **Facebook** in any given minute

P35-64 Average Audience (000)

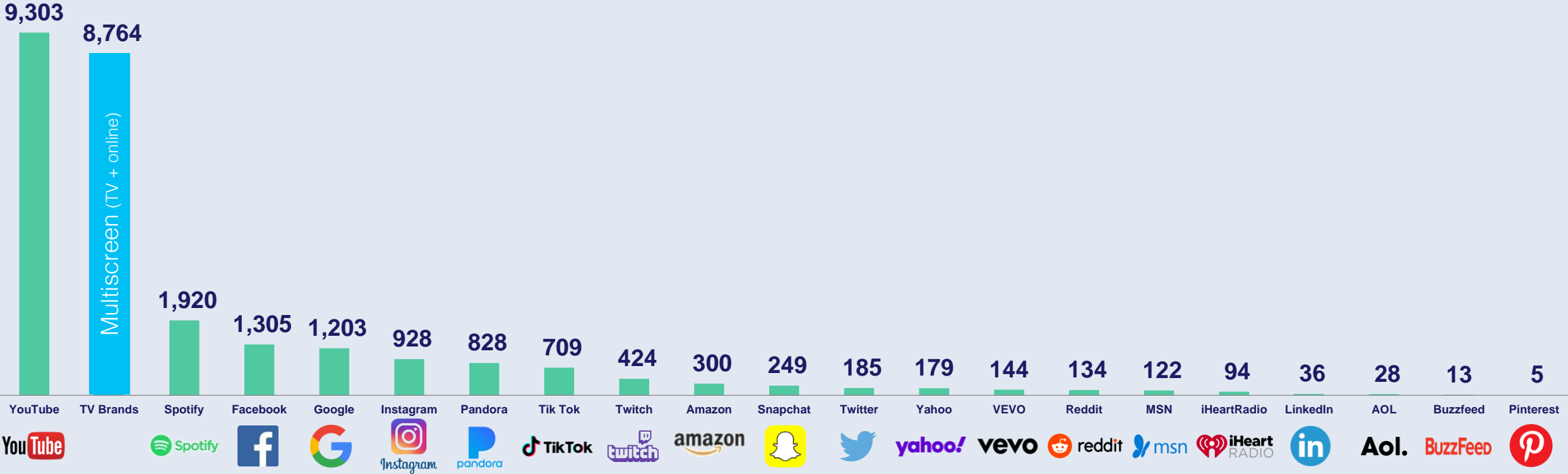


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P35-64. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2020; P35-64. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video. (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

YouTube and multiscreen TV are close to parity among adults 18-49 and a mix of these two platforms can maximize reach against this audience

- ▶ Over 7x more P18-49 are watching ad-supported TV content than are on Facebook in any given minute
- ▶ 10x more P18-49 are watching ad-supported TV content than are on Instagram in any given minute

P18-49 Average Audience (000)

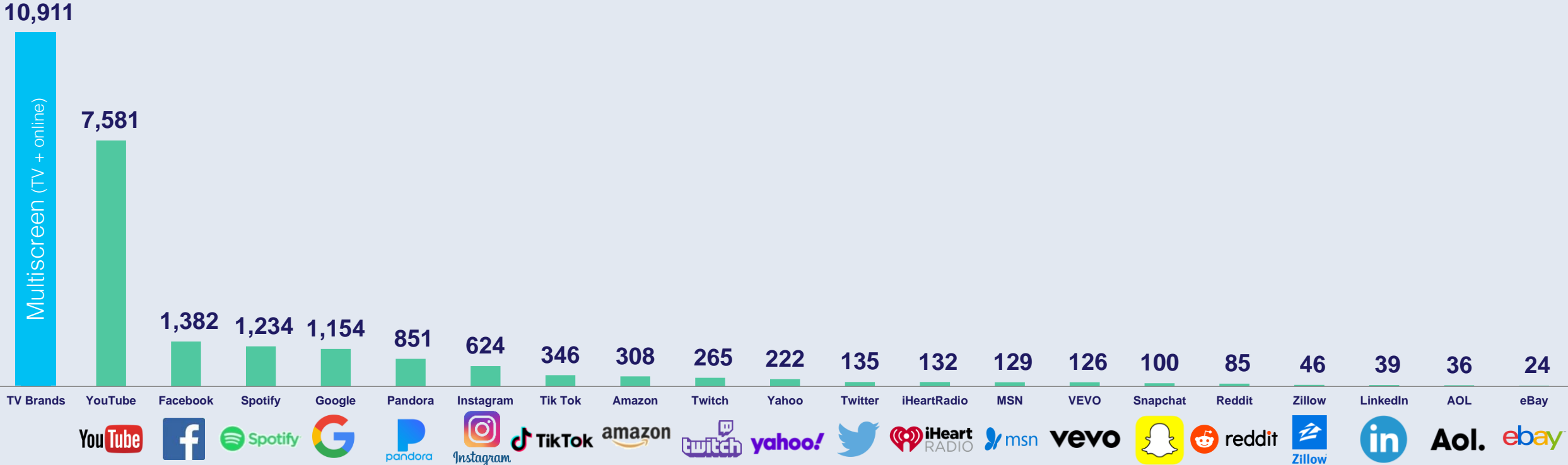


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P18-49. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2020; P18-49. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video. (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

Among the **adult 25-54** buying demo, Multiscreen TV delivers more reach during an average minute than any other top digital platform

- ▶ **45%** more P25-54 are watching ad-supported TV content than are on **YouTube** in any given minute
- ▶ Almost **8x** more P25-54 are watching ad-supported TV content than are on **Facebook** in any given minute

P25-54 Average Audience (000)

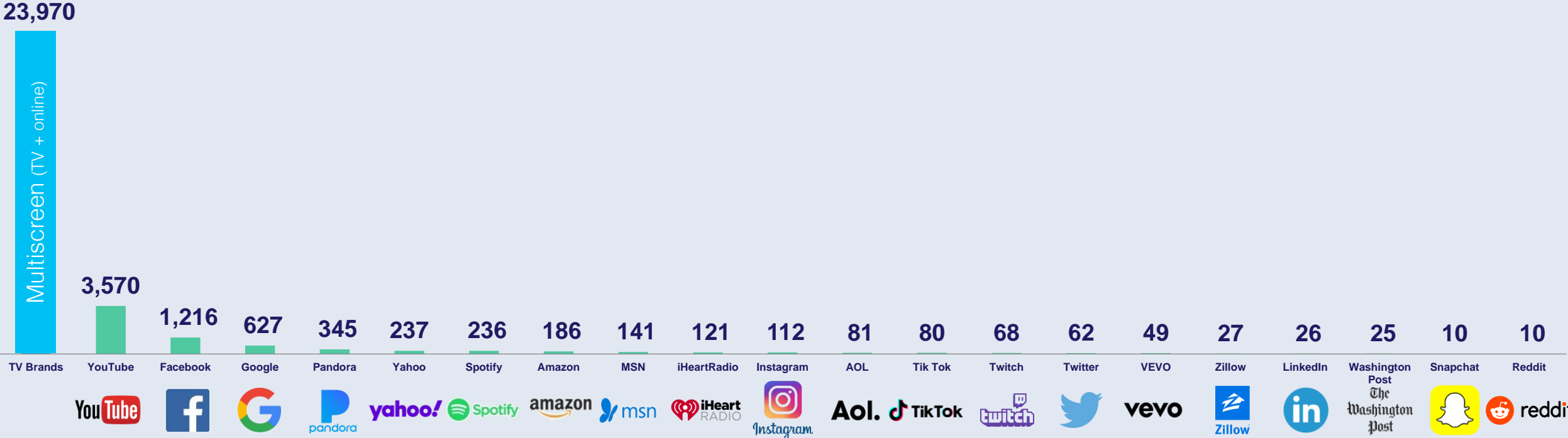


Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P25-54. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2020; P25-54. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video. (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

Multiscreen TV delivers a much higher reach, by far, among **adults 50+** than any other top digital platform during an average minute

- ▶ Almost **7x** more P50+ are watching ad-supported TV content than are on **YouTube** in any given minute
- ▶ Almost **20x** more P50+ are watching ad-supported TV content than are on **Facebook** in any given minute

P50+ Average Audience (000)



Source: VAB analysis of comScore MediaMetrix Key Measures multiplatform (desktop + mobile) data, Dec 2020; P50+. VAB analysis of Nielsen R&F Time Period Report, Live + SD, Total Day. December 1-31, 2020; P50+. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Comscore MediaMetrix data reflects all visitor activity including mobile video. (mobile video began being included in MediaMetrix multiplatform data starting in November 2020).

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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

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.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.