
March 2020

Online Content Destinations



About VAB

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.

Ad-supported TV brands represent some of the most popular digital content

Ad-Supported TV Brands That Rank In The Top 5 Digital Platforms By Major Content Genre

	Media	Sports	News	Business & Financial News	Kids	Weather	Home	Comedy
Total Audience								
P18-24								
P25-34								
P35-49								
P50+								

Source: VAB analysis of Comscore Media Matrix Key Measures multi-platform (desktop + mobile) data, March 2020, based on categories (top 5 rankings based on "Total Minutes Viewed"). Total Audience = (Desktop P2+, Mobile 18+)

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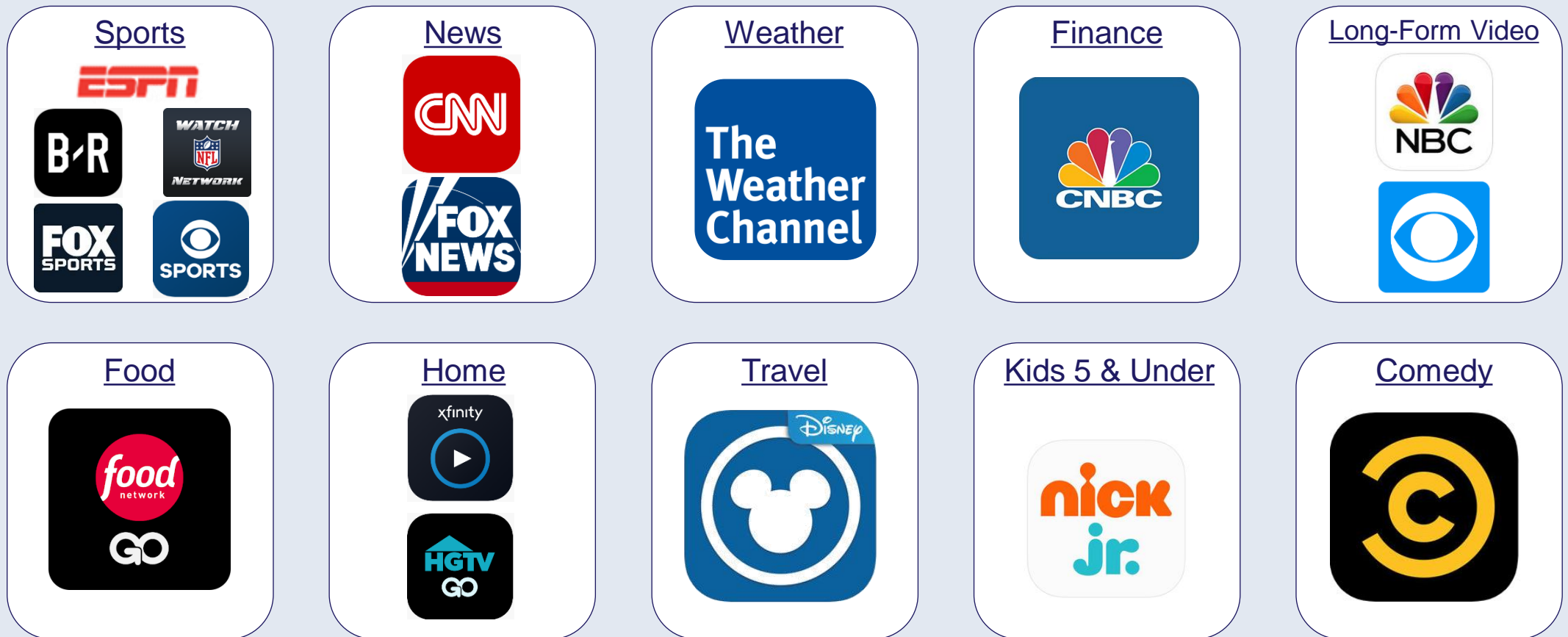
	Media	Sports	News	Business & Financial News	Kids	Weather	Home	Comedy
P18-34								
P18-49								
P25-54								

Source: VAB analysis of Comscore Media Metrix Key Measures multi-platform (desktop + mobile) data, March 2020, based on categories (top 5 rankings based on "Total Minutes Viewed"). Total Audience = (Desktop P2+, Mobile 18+)

Ad-supported TV brands rank among the **top 5 downloaded apps** across the most popular categories as well

From 2,000,000 Apps:

Ad-Supported TV Brands That Rank In The Top 5 Apple Store Mobile Apps Downloaded



Source: Apple app store 5/1/2020; Most popular apps by category search term. The Travel category reflects editorial apps and excludes both service apps and non-media, company-branded apps.

Thank You

Creators

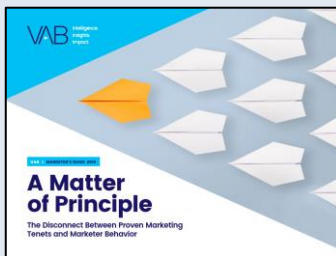
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