



2025 – 3rd Quarter

The VAB Top 10

Our 10 must-read Insights charts of the quarter



In Q3 2025, VAB released insights covering holiday shopping, sports, programmatic TV, brand marketer strategies, cinema and much more



Unwrapping the Holidays
5 Ways Multiscreen TV Brings Festive Cheer to Retailers



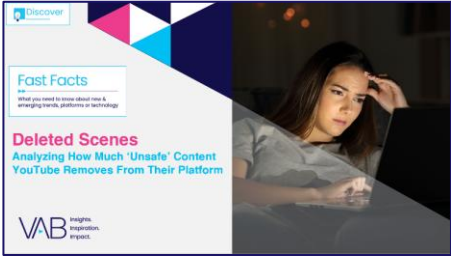
What Is Programmatic TV?
Automation and Technology in TV Advertising



Fast Break
20 Facts on Sports Fandom, Viewership & Advertising Impact



Performance Starts With Brand
How marketers are looking to balance short-term sales with long-term growth



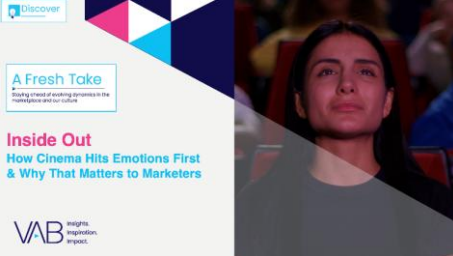
Deleted Scenes
Analyzing How Much 'Unsafe' Content YouTube Removes From Their Platform



Why banning Pharma TV ads would disproportionately affect minority groups



Inside the Minds of Marketers
Understanding how KPIs differ between short vs. long purchase cycle categories



Inside Out
How Cinema Hits Emotions First & Why That Matters to Marketers



What are the most popular sports to reach audiences through streaming?



Direct-to-Consumer Historical TV Spend Advertiser List
2013-2024

Keep reading to check out our top 10 'must read' charts of the quarter...

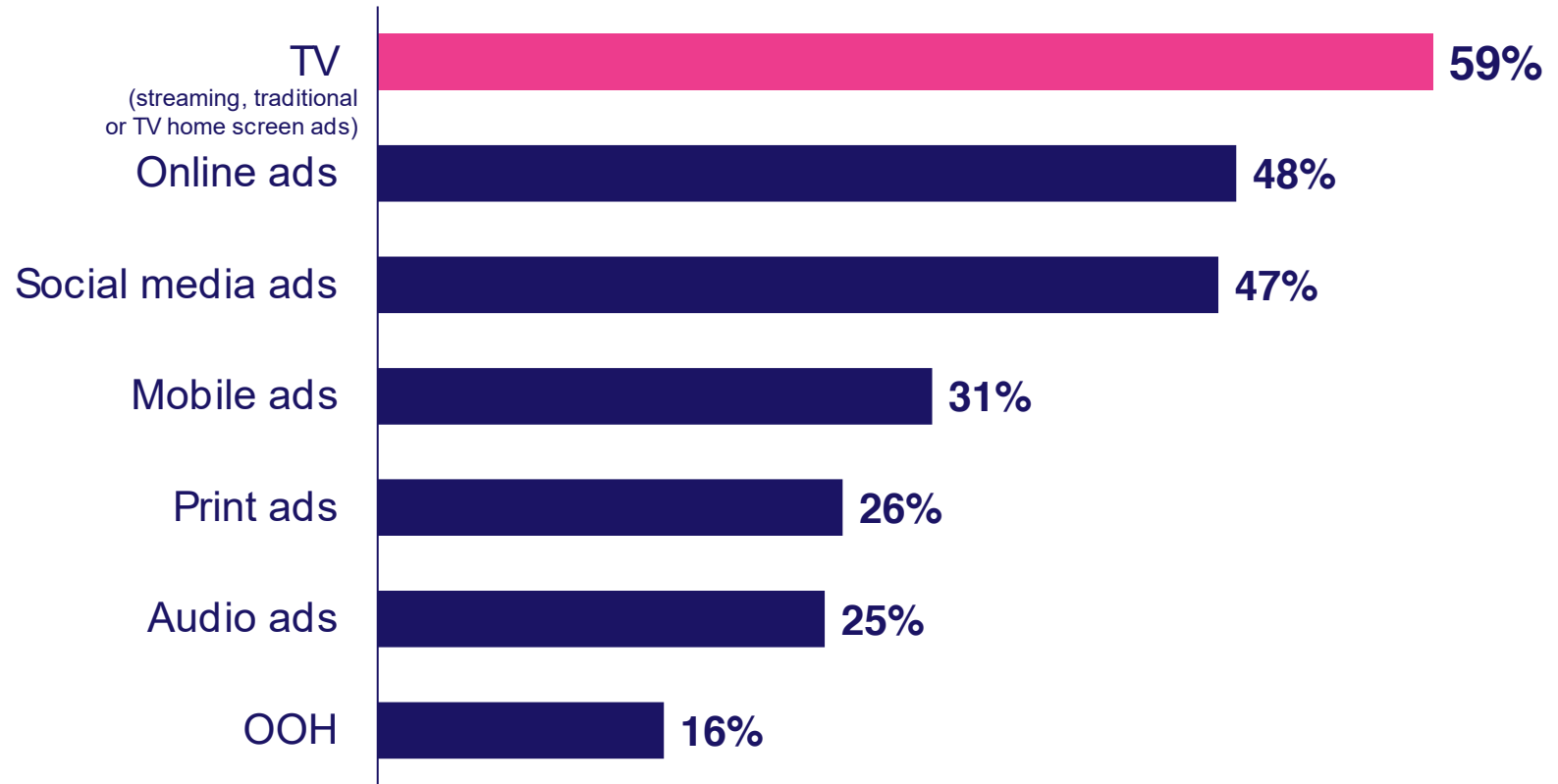
Holiday Shopping: TV sparks inspiration and drives purchase intent, with nearly 60% of shoppers finding gift ideas from ads



[Click here for the full report](#)



Sources for Helpful / Useful Information About Possible Holiday Gifts



36%

of CTV viewers get **holiday gift inspiration** from TV ads*

Source: LG Ad Solutions, *Season's Streaming*, June 2025. Note: Aided choices. *Streaming & traditional TV ads.

Programmatic TV Investment: Many advertisers are funding increased spending in programmatic CTV from new budgets

What Is...
Clarifying marketing topics and terms

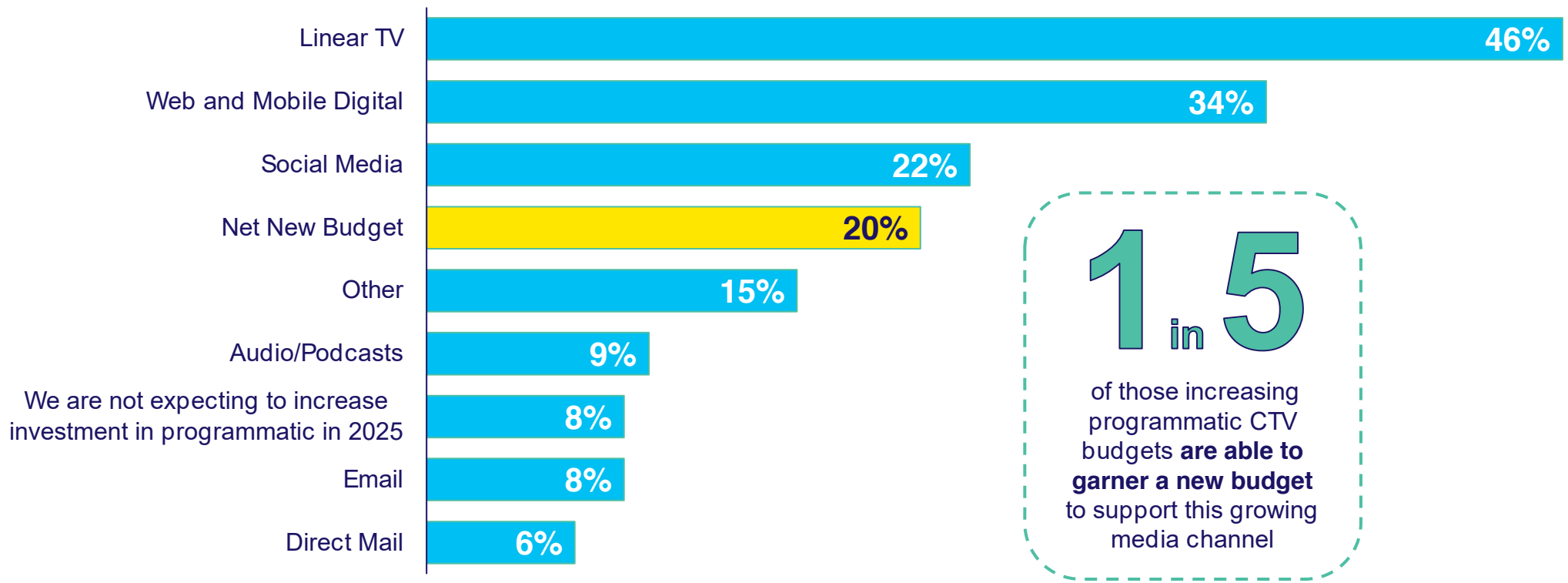
Simplify
VAB
Programmatic
Investment
Report

What Is Programmatic TV?
Automation and Technology
in TV Advertising
September 2025

[Click here for the full report](#)

Simplify
What Is...
Clarifying marketing topics and terms

If you expect to increase investment in programmatic CTV in 2025, where is the budget coming from?



Source: Proxicim by Comscore, *State of Programmatic*, 2025.

Passionate Fandom of Sports: Deep connections encourages obsessive emotion and creates high, habitual engagement



[Click here for the full report](#)

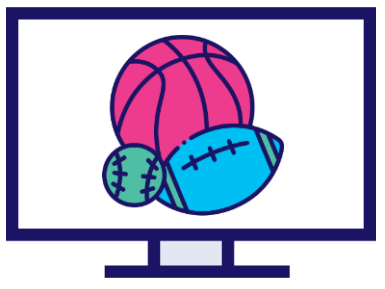
Discover **Fast Facts**
What you need to know about new & emerging trends, platforms or technology

% of sports fans that...



Nearly 60%

say **rituals** (like wearing their lucky jersey) **and superstitions play some role in their fandom**



56%

watch some type of **sporting event at least once a week**

(Sports fans spend **3.2 hours** watching sports content weekly on average)*



51%

reported that their **favorite team or athlete's performance affects their overall mood** at least moderately



46%

say they show off their fandom by **getting together with friends and family**

Source: PMG, *State of Sports Report - Beyond the Game: Connecting with the Modern Sports Fan*, May 2025. *Comcast Advertising, *Behind the Remote: A Deep Dive into Sports Viewership & Fandom*, October 2024. Base: Watched sports content (game, highlights, talk show, etc.) in the past six months.

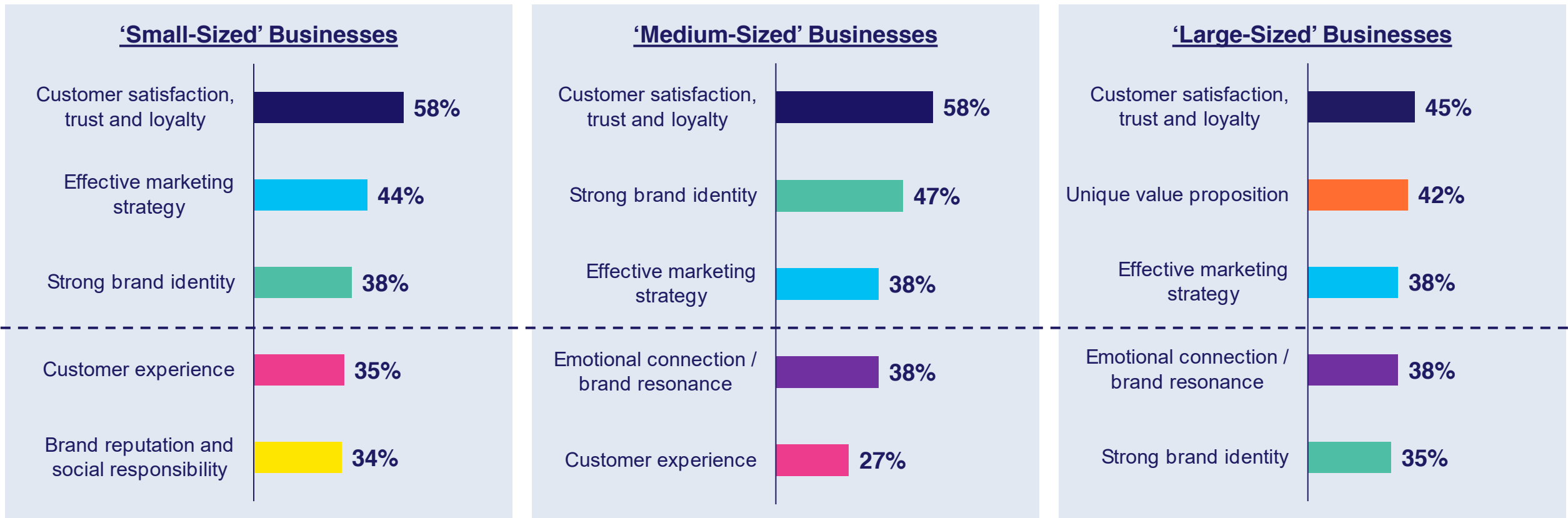
Defining Brand Success: Marketers view customer satisfaction, trust, loyalty and identity as top business drivers



[Click here for the full report](#)

Discover **A Fresh Take**
 Staying ahead of evolving dynamics in the marketplace and our culture

Top 5 Factors That Contribute to the Success of a Brand % of brand marketers



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q10. How does your brand contribute to your company's overall growth strategy? [Rank 1-5]. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend.

Unsafe Content on YouTube: Over the last six years, the platform has had to remove nearly 179MM videos for violations



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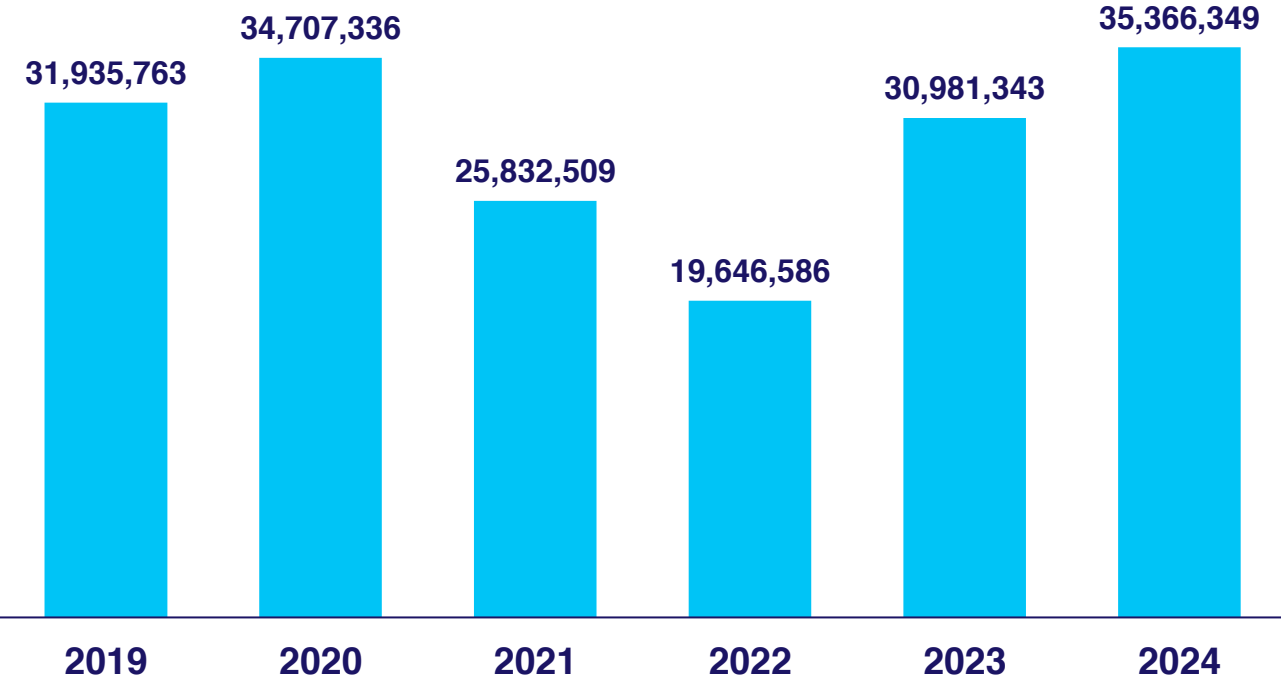


Based on a rough estimation, YouTube potentially removed

837 years

worth of video content from their platform in 2024*

YouTube Videos Removed by Year



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 7/8/25 & Analyzify.com, *StatsUp – YouTube Statistics*, as of 7/14/25. *Calculation based on the total number of videos removed from YouTube (35.4MM) and the average length of YouTube videos (12m26s).

Education of Pharma Ads: Minority groups are more likely to take an action after seeing an ad, like consulting a doctor

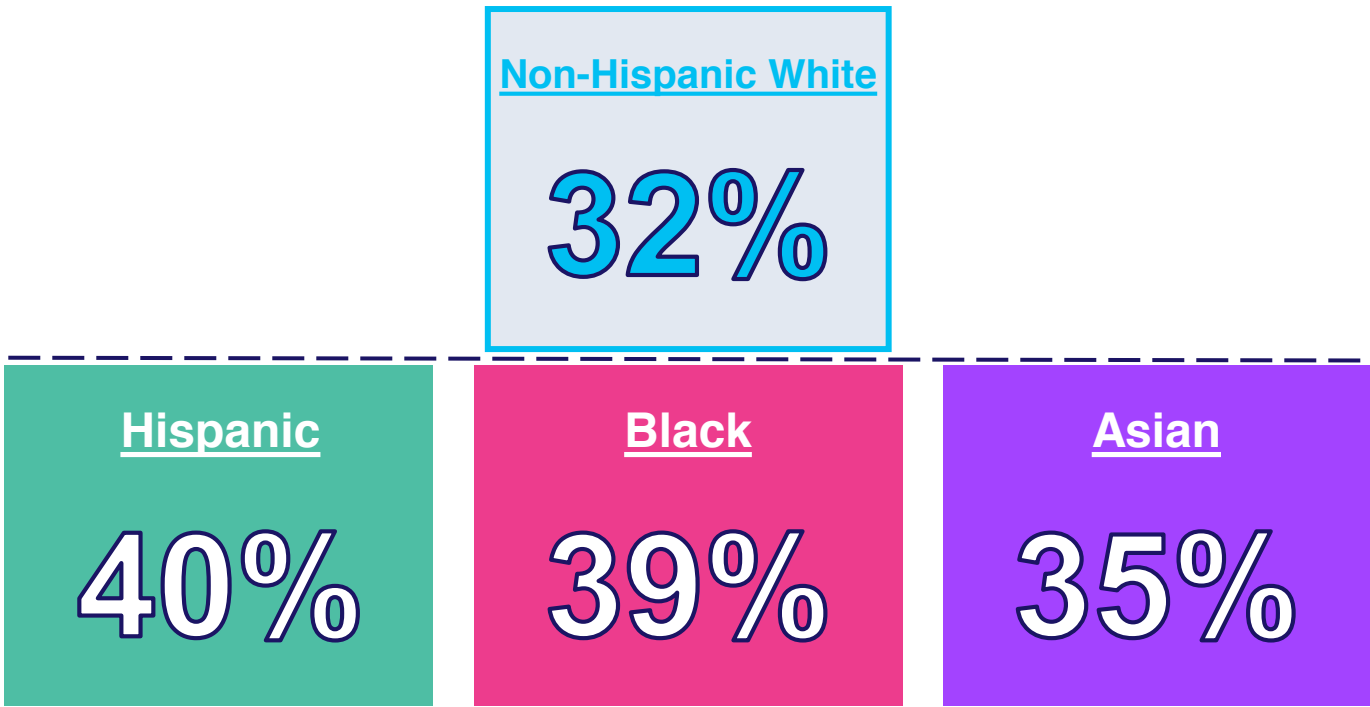


[Click here for the full report](#)



% Who Have Taken An Action After Seeing a Healthcare Ad

Adults 18+



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. *Prescription remedy includes both branded and generic remedies. Note: 'an action' represents: Bought a non-prescription product, refilled a prescription, made an appointment to see a doctor, Discussed an ad with your doctor, discussed an ad with a friend or relative, asked your doctor for a specific vaccine, asked your doctor to prescribe a specific drug, consulted a pharmacist, visited health information website, visited a product or drug website, visited another website, requested a free sample, requested a specific test/procedure, called a toll-free number for information, or other.

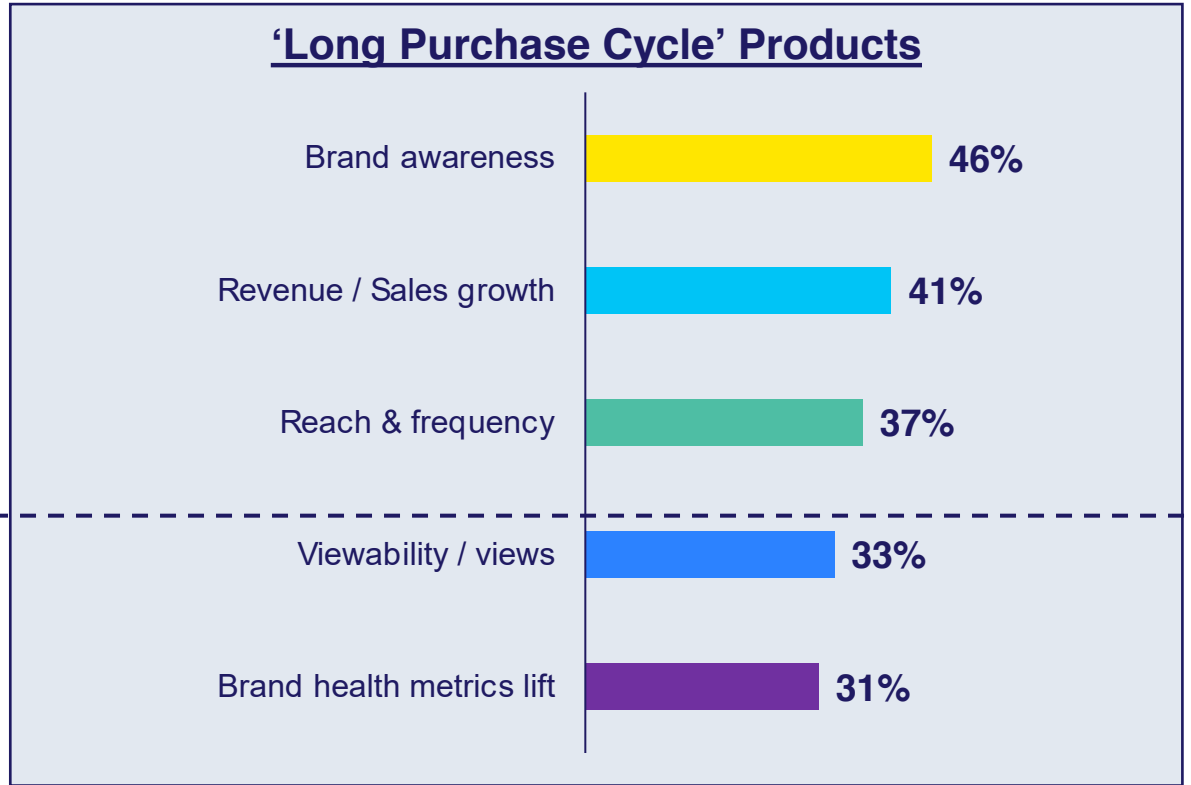
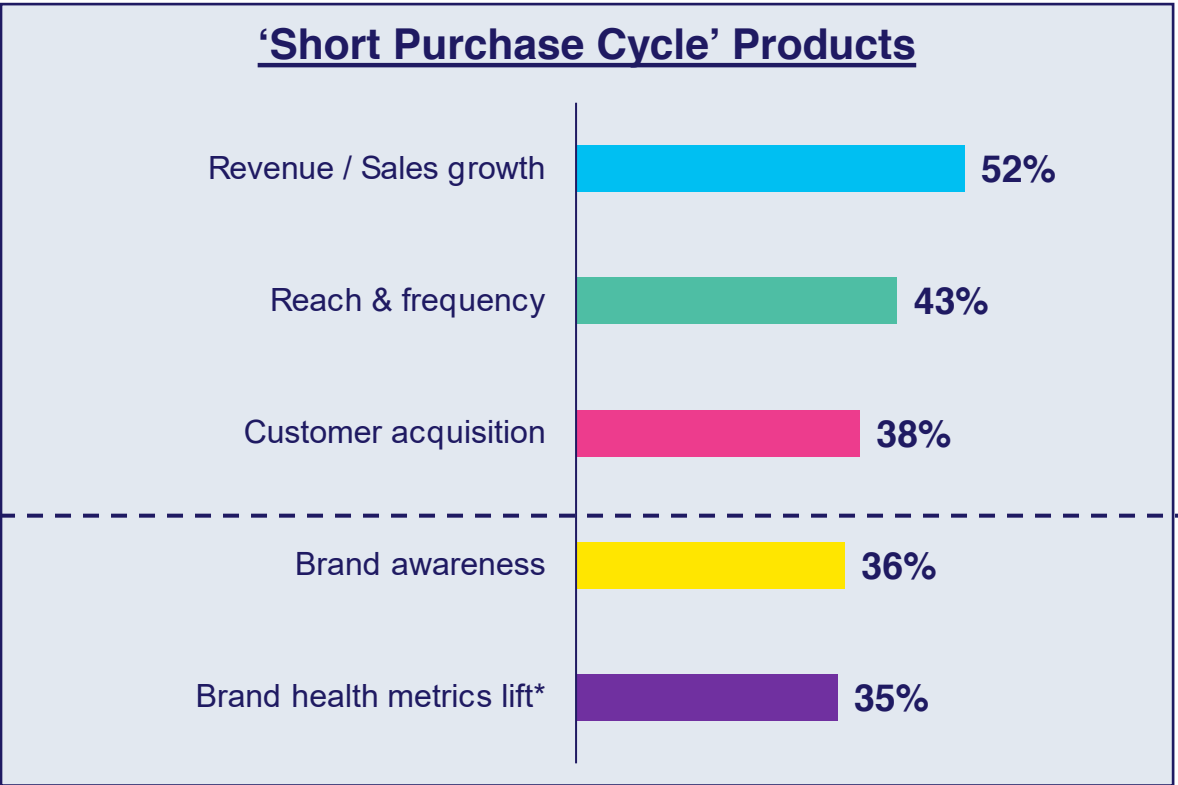
Top KPIs for Video Ad Campaigns: Short cycle products focus on sales while longer purchase cycles prioritize brand building



[Click here for the full report](#)

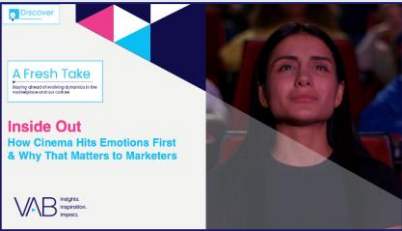
Transform **Marketer's Guide**
 Innovative thinking to make a lasting impact on your business growth.

Top 5 KPIs Used to Measure Effectiveness of Video Ad Campaigns % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q12. What are the main KPIs you currently use to measure the effectiveness of your company's video advertising? Based on respondents selecting up to 3 choices. See slide 3 for definitions of 'short purchase cycle' products and 'long purchase cycle' products.* Perception, memorability, favorability, consideration, etc. Dotted line across chart denotes the top 3.

Impact of Cinema Ads: The movie theater environment evokes emotions which enables brands to connect with audiences



[Click here for the full report](#)



84%

of moviegoers agree that watching movies in a theater is an **emotionally powerful experience**

+20%

Increase in **brand favorability** after exposure to cinema ad*



Source: Screenvision and Alter Agents, *Cinema's Emotional Resonance*, 2024. *Screenvision, *Custom Research Study Norms 2024-2025*.

Top Sports Streamed: NFL, WNBA and NBA have the largest streaming audience growth among the top sports since 2023

September 12, 2025

Question of the Week:
 "What are the most popular sports to reach audiences through streaming?"

September 2025 Update

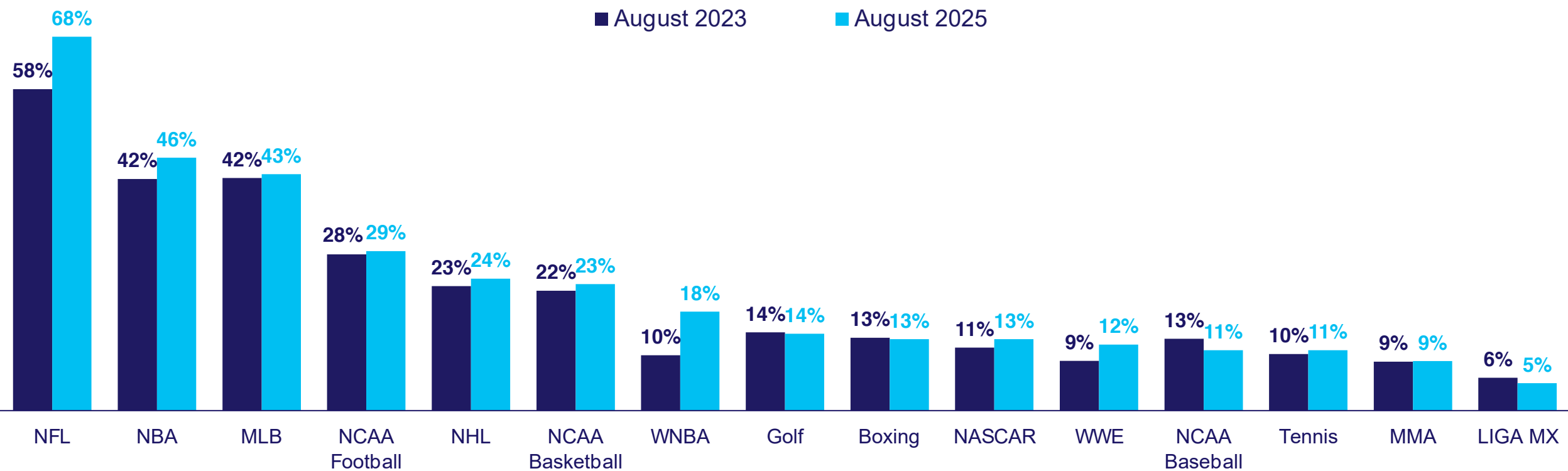
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QUESTION OF THE WEEK

From the latest on consumer behavior to navigating the ever-evolving premium video landscape, our 'Question of the Week' series sheds light on business-driving strategies, insights, and innovations.

Which of the following sports have you streamed live in the last 12 months?
 % of sports streamers



Source: VAB analysis of MRI-Simmons Cord Evolution August 2023 (fielded June 15, 2023–July 7, 2023) & August 2025 (fielded June 17, 2025–July 2, 2025) studies, Base: has streamed live sports in the last 30 days

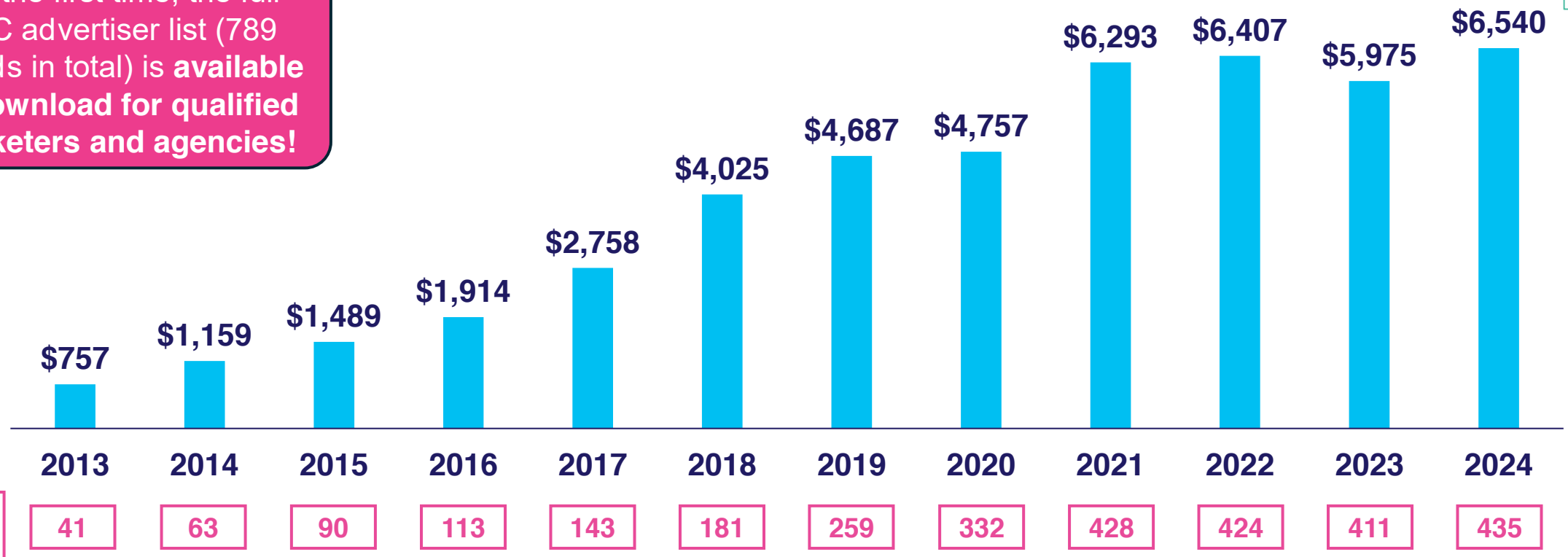
DTC TV Spend: Discover the brands driving the largest DTC TV investment ever – now available to marketers & agencies!

[Click here for the full report](#)

Digital-Native, Direct-to-Consumer (DTC) Brands U.S. Total TV* Spend
\$ in millions

For the first time, the full DTC advertiser list (789 brands in total) is available to download for qualified marketers and agencies!

+9%
vs. 2023

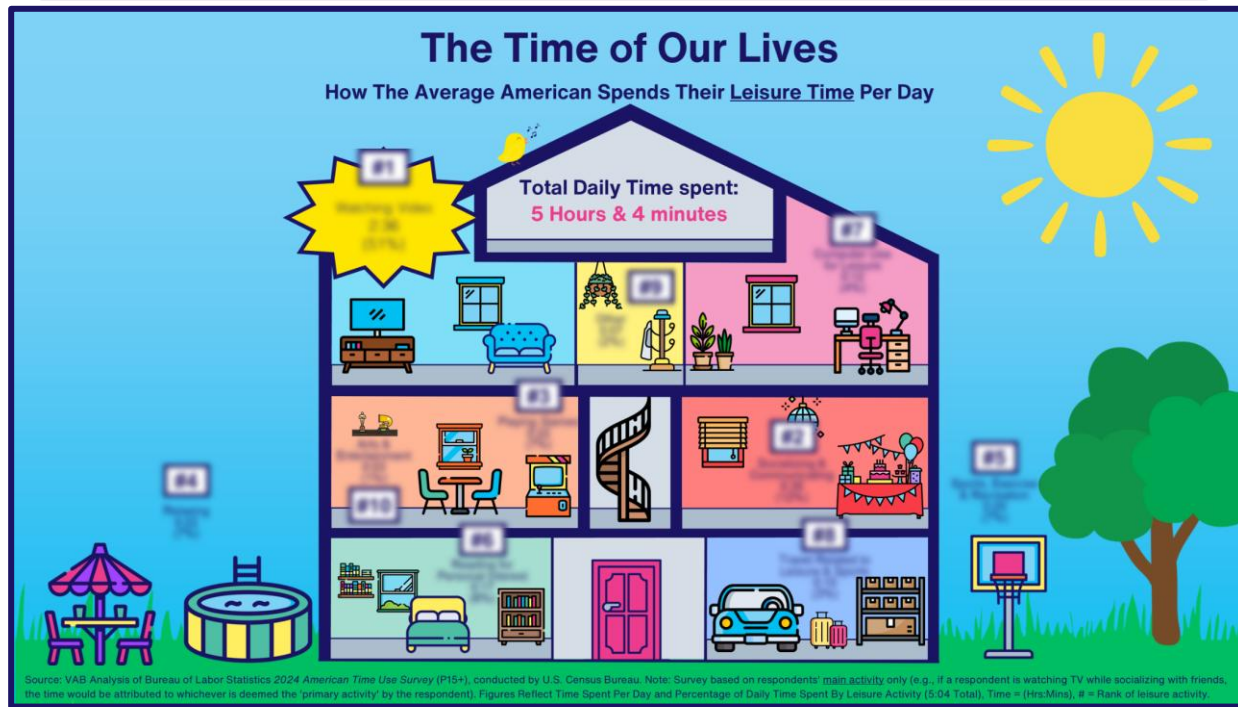


Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs. Direct to Consumer – a company that sells their product or service online directly to end customers without involving third-party retailers, wholesalers or other parts of the traditional consumer supply chain. Number of DTC brands reflect active on U.S. TV each year.

Essential infographics: VAB explores how consumers spend their leisure time and simplifies the different types of commerce. **Download Now!**

Bonus Slide!

[Click to download](#) for an updated look at how Americans spend their leisure time each day



The ABCs of Commerce

A brief overview of the different types that exist

COMMERCE

Commerce is the exchange of buying and selling of goods or services. There are many different types of commerce that vary based on the participants involved, the technologies leveraged and the business models employed.

Commerce business models vary based on the participants involved:

B2C B2B B2C w/ B2B

TRADITIONAL COMMERCE **E-COMMERCE**

This refers to the forms of trade that occur through physical in-person transactions. Electronic commerce or e-commerce involves conducting commercial transactions online.

TYPES OF E-COMMERCE

Types of e-commerce	Definition	Example
Conversational Commerce		
m-commerce Mobile Commerce		
Social Commerce		
Subscription Commerce		
t-commerce TV Commerce		
Voice Commerce		

Social commerce includes...

In-app shops	Live commerce	Shoppable posts
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Interested in more? Download our report, *Unwrapping the Holidays*, for insights on holiday retail commerce sales, trends and more.

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[Click to download](#) to get an overview of the different types of commerce and key definitions

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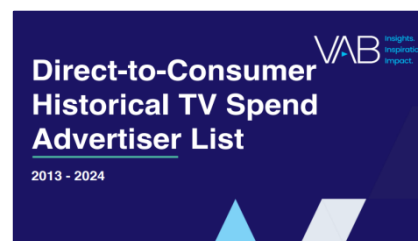
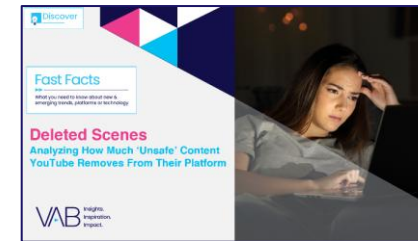
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Check out this related VAB content

Q3 2025 Insights & Measurement Content Releases



VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com

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.**

