
July 17, 2025

Question of the Week:

“What insights does VAB provide to better inform media strategies?”

VAB provides **complimentary access** to our full library of industry-leading insights content to marketers and members



Advertiser, Agency & Member Resource

We tackle marketers' toughest questions through their lens with original insights, data-driven analysis and actionable takeaways.



VAB homepage highlights our ‘trending insights’ - most recent and most popular releases, latest ‘Question of the Week,’ newest ‘Grab & Go’s’

www.thevab.com

The screenshot displays the VAB homepage with a dark blue header. The main navigation bar includes links for WHO WE ARE, WHAT WE DO, INSIGHTS, MEASUREMENT, VAB IN ACTION, MEMBERSHIP, CONTACT, a search icon, and a LOGOUT button. A hero section features the VAB logo and a large image of a woman in a meeting, with text stating 'VAB is at the center of the video marketing industry.' Below this, it says 'We empower you with fresh insights that build your brand.' and 'You'll find us leading the change to ensure a more transparent, accountable and business-growing marketplace.' A 'LEARN MORE ABOUT VAB' link is also present.

The 'Trending Insights' section is divided into six cards:

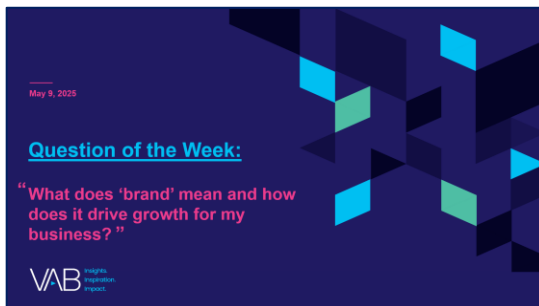
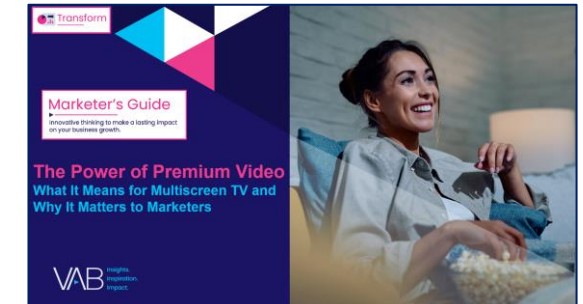
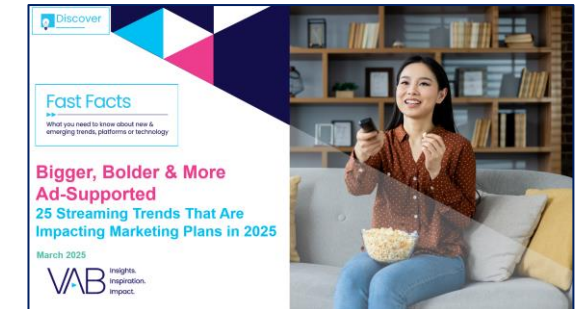
- NEW CTV DATA:** Top 6 connected TV trends to know in 2024.
- AMERICAN DEVICE USAGE:** Our annual update on how Americans are using their devices, where they're watching video and which screens are making an ad impact.
- HAPPY PRIDE MONTH:** Learn more about the LGBTQ community and consumers.
- YOUR FAQs ANSWERED:** Concise answers to your FAQs, backed with fresh data, analysis and insights.
- GRAB & GO CHARTS AND SLIDES:** Quickly grab our most popular charts and slides for your next presentation or pitch.
- QUESTION OF THE WEEK:** Quick perspectives on what marketers are asking now.

The 'VAB In The News' section on the right lists several articles:

- Is It Time For Radio Broadcasters To "Thelma & Louise" Over The Demographic Cliff?** by JACOBS MEDIA.
- VideoWeek's The Video Advertising Guide 2024** by VIDEOWEEK.
- 3 reasons addressable TV advertising has solidified its upfront presence** by ADAGE.
- How To Really Be A Force for Good: The Global Consequences of Ad Fraud, Transparency & Accountability** by MARTECH 360.
- Why TV's Annual Upfront Sales Might Seem Like Groundhog Day** by THE WALL STREET JOURNAL.
- 65% of U.S. streamers would rather watch free video content with ads than pay for ad-free subscriptions** by THE CURRENT.

We have over 380 content pieces available in our Insights Library

(Media consumption behaviors, streaming insights, multiscreen TV attribution, measurement, advanced TV technology and innovation, cinema insights, marketing principles, transparency, educational resources, and other important industry topics)



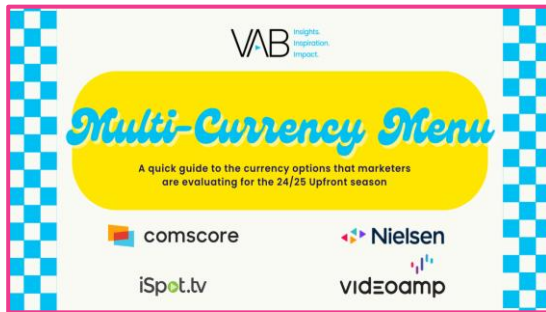
Insights content is released on Tuesdays and 'Question of the Week' on Fridays - available on www.thevab.com

‘Question of the Week’ provides quick-turnaround insights on timely topics, many of which are submitted to us by marketers, agencies or members

Topics have included measurement education, audience insights, local advertising, multiscreen TV proof points and innovation

Examples of our popular ‘Question of the Week’ Content

"What are the basic differences in methodologies for the **four main TV currency providers?**"



"If **TikTok is banned**, where else can I connect and engage with their audience?"



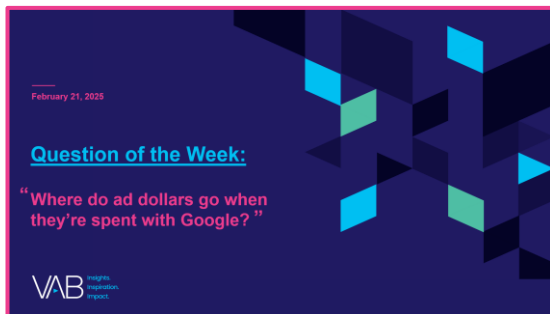
"How should I think about my advertising in the wake of **economic uncertainty caused by tariffs?**"



"How much do **Super Bowl ads** drive consumer action, like search?"



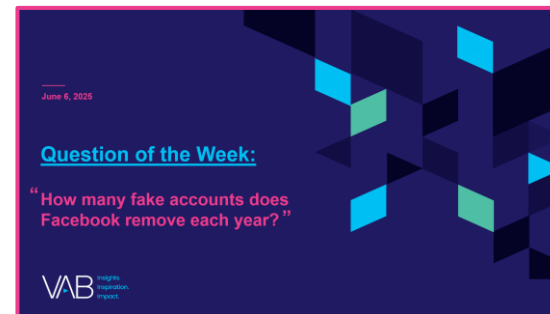
"Where do my ad dollars go when **they're spent with Google?**"



"Are ads with creative that run in **contextually relevant content** more effective?"



"How many **fake accounts** does Facebook remove each year?"



"What does '**brand**' mean and how does it drive growth for my business?"



‘Grab & Go’ section provides one slide insights on popular topics

11 Sections



Media Trends



Streaming



**Premium Video &
Quality**



Measurement



**Industry &
Economic
Trends**



**Trust,
Transparency,
Brand Safety &
Ad Fraud**



Ad Innovations



Local



Life Stages



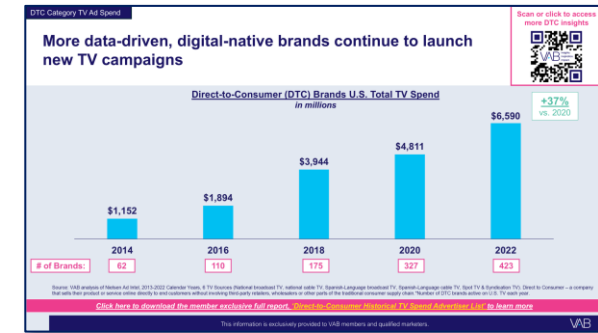
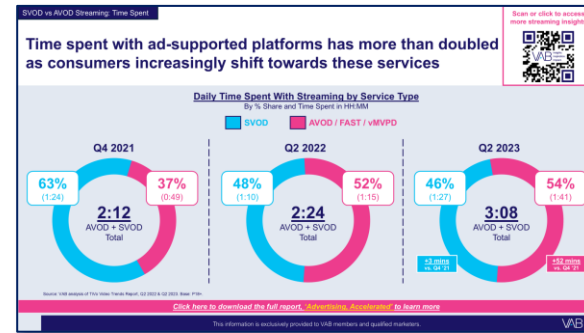
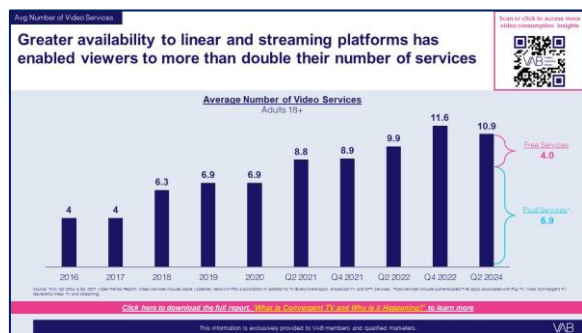
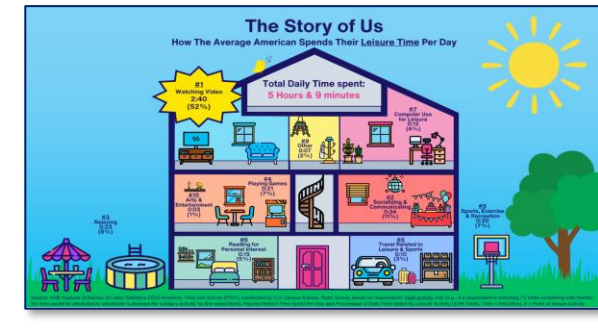
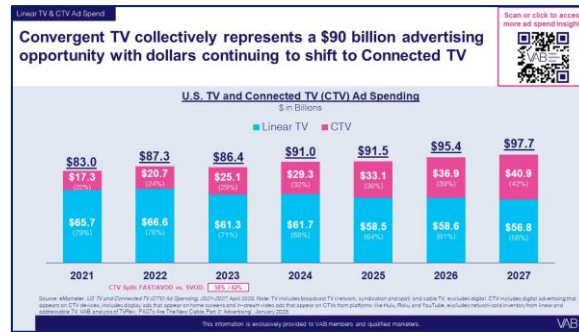
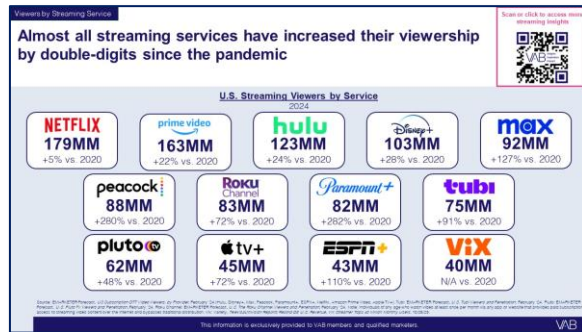
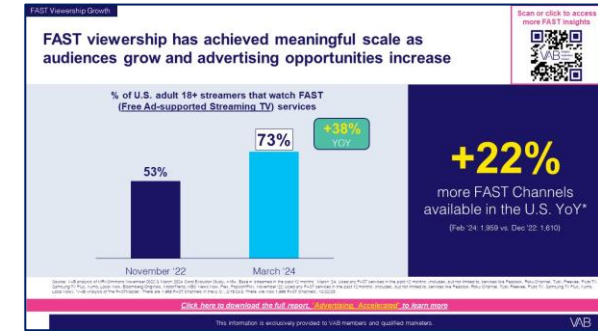
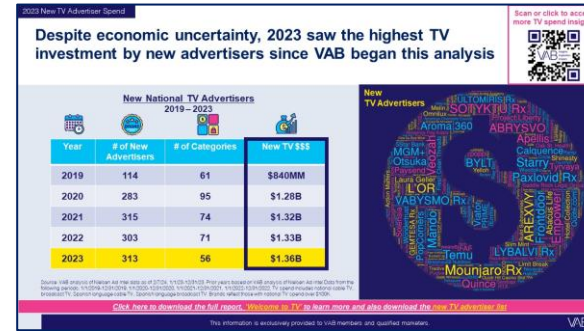
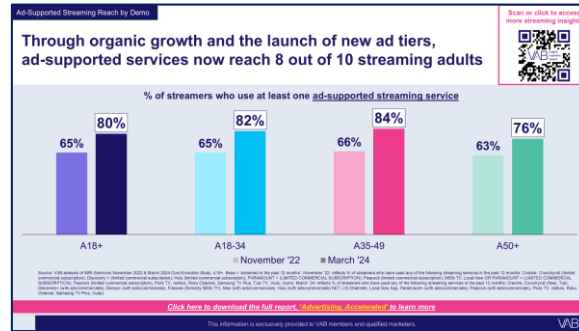
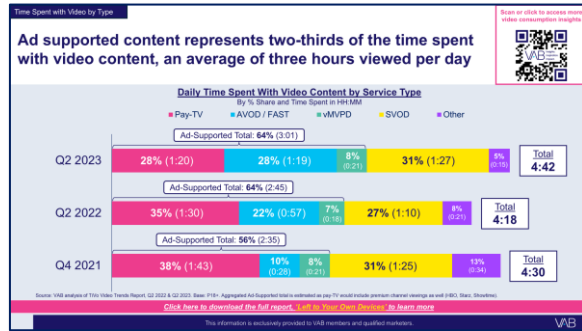
Multicultural



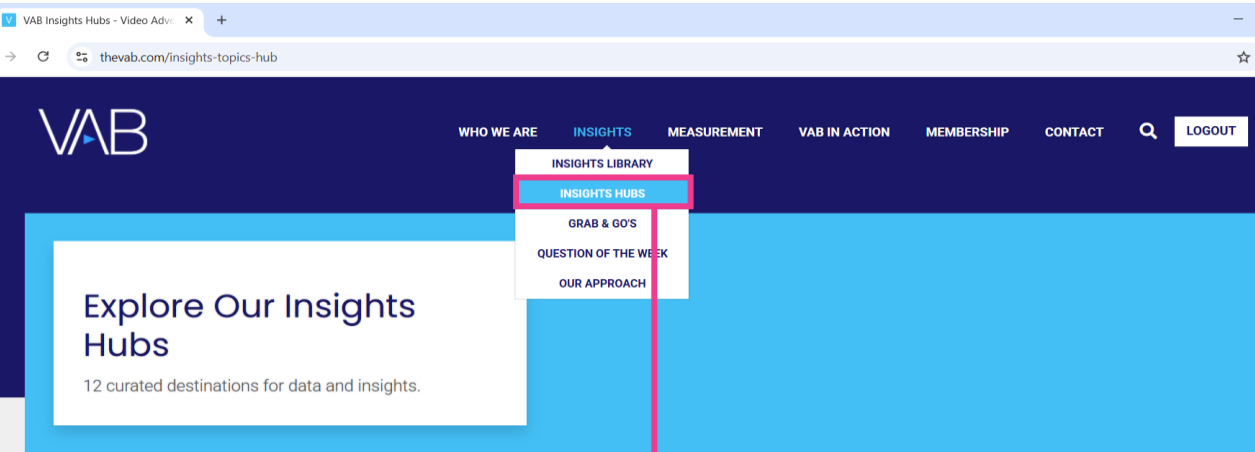
Sports

'Grab & Go' slides are chart-based and easy to download

Top slides reflect media trends, streaming & TV insights and consumption behaviors



Our **Insights Hubs** curate relevant VAB content across 13 popular topics



Insights Hubs

Just launched April 28th

Advertising in Economic Uncertainty

VAB Insights Hub

Upfront Planning Resources

VAB Insights Hub

Multiscreen TV Attribution Resources

VAB Insights Hub

Streaming Video Resources

VAB Insights Hub

Advertising Essentials

VAB Insights Hub

Case Study Corner

VAB Insights Hub

Measurement Resources

VAB Insights Hub

Advanced TV Resources

VAB Insights Hub

Small Business Marketing Resources

VAB Insights Hub

DEIB Marketing Resources

VAB Insights Hub

Political Marketing Resources

VAB Insights Hub

Transparency & Brand Safety

VAB Insights Hub

Fast Answers to Your Marketing Questions

VAB Insights Hub

Six examples of our Insights Hubs

Upfront Planning Resources

VAB Insights
Hub

Multiscreen TV Attribution Resources

VAB Insights
Hub

Advertising Essentials

VAB Insights
Hub

Case Study Corner

VAB Insights
Hub

Measurement Resources

VAB Insights
Hub

Small Business Marketing Resources

VAB Insights
Hub

TV Upfront Resources Hub: ‘One stop shop’ with over 40 pieces of content

(‘latest insights,’ multiscreen TV outcomes, convergent TV insights, quality / brand safety / ad fraud / transparency, campaign measurement, audience targeting, engaging diverse audiences and competitive intelligence & prospecting)



WHO WE AREINSIGHTSMEASUREMENTVAB IN ACTIONMEMBERSHIPCONTACTSIGN IN/SIGN UP

INSIGHTS LIBRARY

INSIGHTS HUBS

GRAB & GO'S

QUESTION OF THE WEEK

OUR APPROACH



Upfront Planning Resources

Through Upfront season, marketers are making important decisions about their video investment strategy. Below you'll find a curated list of resources designed to keep you informed on topics like convergent TV, cross-platform measurement, audience-first buying strategies and multicultural marketing.

NAVIGATE THE HUB – SHARE THESE RESOURCES WITH YOUR TEAM!

LATEST INSIGHTSACHIEVING BUSINESS OUTCOMESQUALITY, BRAND SAFETY, AD FRAUD AND TRANSPARENCYCONVERGENT TVMEASURING CAMPAIGNSTARGETING

DIVERSE AND LUCRATIVE AUDIENCESCOMPETITIVE LANDSCAPE

Latest Insights

Get the latest insights to help you have the most effective upfront season for your brand

FAST FACTS

25 Streaming Trends You Need to Know in 2025

Get the latest on ad-supported streaming, viewing behaviors, device & platform usage, and content quality

MARKETER'S GUIDE

5 Advantages that Multiscreen TV Has Over Other Platforms

Learn how the premium attributes of multiscreen TV create a halo effect for marketers and make it the premier outcome driving platform.

MARKETER'S GUIDE

The Power of Premium Video

What is premium video? Discover its 5 defining pillars that drive powerful brand outcomes

IMPACT IN ACTION

How New Advertisers Are Using TV To Ignite Interest & Turn Consumers into Customers

See how premium video campaigns are driving website visits and searches for 1st time advertisers.

MARKETER'S GUIDE

Laugh, Cry, Share, Buy

NGL, Gen Z stans streaming. See how premium video gives them all the feels – much more than TikTok, Instagram, Snap and others – and why that means big business for advertisers.

A FRESH TAKE

How Real-Life Shared Experiences Are the Antidote to Social Media Isolation Among Gen Z

Learn why brands looking to find and engage Gen Z should prioritize connections made through premium video, cinema and the other real-life communal experiences they crave.

'Multiscreen TV Attribution' Hub: Proving Multiscreen TV works across 40 insights content pieces



Multiscreen TV Attribution Resources

With increasing pressure to show results, and a growing number of choices on where to invest their ad dollars, marketers are looking for examples and "proof" that their multi-screen TV campaigns will have a direct impact on their KPIs.



NAVIGATE THE HUB

[FULL FUNNEL OUTCOMES](#)[B2B AND NICHE BRANDS](#)[CATEGORY-SPECIFIC](#)[DIRECT-TO-CONSUMER BRANDS](#)[MULTICULTURAL](#)

Latest Insights

IMPACT IN ACTION



How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers

See how premium video campaigns are driving website visits and searches for 1st time advertisers.

MARKETER'S GUIDE



The Power of Premium Video

What is premium video? Discover its 5 defining pillars that drive powerful brand outcomes

MARKETER'S GUIDE



5 Advantages that Multiscreen TV Has Over Other Platforms

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Full Funnel Outcomes

These VAB Insights illustrate said effectiveness of multiscreen TV to drive awareness, consideration, intent, sales and value creation for variety of different brands across different categories.

MARKETER'S GUIDE



MARKETER'S GUIDE



PARTNER INSIGHTS



‘Advertising Essentials’ Hub: 23 key educational pieces in our ‘What is...?’ or ‘Untangling Terminology’ formats (4-12 page short-form content)



Downloaded by corner office execs to college grads, these ‘Advertising Essentials’ easily explain everything from basic terms to complex topics

What Is...

Clarifying marketing topics and terms

Addressable TV

Embracing Innovation Through the Exploration of Modern Ad Solutions

Total Addressable TV advertising spend is projected to reach \$13.2 billion in 2024, equating to 20% YoY growth.¹ This increase in investment reflects the rise in overall satisfaction that marketers have with addressable TV advertising.

The increased adoption and satisfaction of Addressable TV is driven by a few key components. The ability to **match data, hyper-target viewers in high quality and brand safe content** and **directly quantify a brand's ROI** provides an effective and efficient solution for video ad campaigns.

As adoption of addressable TV accelerates, and more providers make addressable inventory available across linear and CTV, this piece seeks to be a **resource for marketers who want to understand how they can most effectively incorporate addressable TV into their campaign strategies.**

Addressable TV Defined

Addressable TV

Video advertising solution where a **single message from an advertiser is precisely matched to an advertiser-defined audience segment**. This enables different commercials to be targeted to different households on the same TV network at the same time when the viewer is watching.

Addressable TV **uses authenticated data and advanced technology** to facilitate the targeting of relevant messages to qualified audience segments **in adherence to business and consumer privacy compliance requirements.**

Advertiser Sentiment on Addressable TV

85%

of advertisers say they are **satisfied or very satisfied with addressable TV**²

40%

of advertisers plan to **increase their spend on addressable TV in 2024**²

50%

of advertisers that aren't using addressable TV **plan to start using it next year**²

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This information is exclusively provided to VAB members and qualified marketers.

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What Is...

Clarifying marketing topics and terms

Five Steps to Activating an Addressable TV Campaign

1) Establish Target Audience

Deterministically match authenticated audience data against first- & third-party segments within the addressable footprint of your media partner

Geographic

Behavioral

First-Party Data Matching

Licensed Third-Party Data

2) Forecasting

Unlock campaign efficiencies and enhance ad decisioning by leveraging rich historical viewership and audience data

Maximize Reach Potential

Reduce Ad Waste

Refine Target Audiences

Customize Creative Messaging

3) Campaign Activation

Serve ads to target audiences across multiple premium, brand safe platforms

Cable TV

Satellite

Smart TV / CTV

Mobile / Web Apps

4) Campaign Monitoring & Optimization

Enhance campaign delivery through advanced campaign management and optimization opportunities

Timely Reporting

Reach Management

Frequency Capping

Creative Versioning

5) Post Campaign Reporting

Deterministic data allows for precise and performance-based campaign measurement across multiple dimensions at the household level

Network & Daypart

Audience

Cross Platform

Outcomes

PAGE 5

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What Is...

Clarifying marketing topics and terms

Related Terms: Delivery (continued)

- Single Advertiser Spot Optimization (SASO):** The delivery of multiple versions of an ad for a single advertiser during a pre-scheduled linear spot. All households are served an ad from a single advertiser; however, instead of all households receiving the same ad, the single advertiser can serve multiple ad versions to different households (also known as Creative Versioning).

Related Terms: Data

- Data Provider:** A business that collects or houses data about users, companies and brands and then licenses the information so advertisers can better understand and serve ad messages to their audiences.
- Deterministic Data:** Data obtained from a direct input and not modeled. For example, a user's name and address, email or phone number that is collected through an online registration form or offline from subscription, registration, purchase or mailing lists.
- Identity Graph (ID Graph):** A database that houses all the known identifiers that correlate with individual customers or households. These identifiers could be anything from usernames to address, email, phone, cookies, device IDs, IP address and even offline identifiers.
- Identity Resolution (ID Resolution):** The process of matching common identifiers across devices and interactions to a single profile
- Probabilistic Data:** Data obtained from an input that is likely to be true and is then modeled. For example, portions of a user's name or address are compiled to form likely conclusions about a user.
- Set Top Box (STB) Data:** TV tuning data collected from set-top boxes in cable and satellite subscribers' homes (e.g., what programs subscribers watch, when they watch them and where the subscriber households are located). Also known as Return Path Data (RPD).
- Viewership Data:** Data that is collected from a set-top box or ACR provider that provides insights into what program, show or network a viewer is watching and for how long.

Related Terms - Measurement

- Attribution:** The process of identifying a set of user actions across screens and touchpoints that contribute in some manner to a desired outcome, and then assigning value to each of these events. Attribution offers advertisers the opportunity to understand how media can drive sales, awareness, purchase intent and other measurable KPIs.
- Cross-Screen Measurement:** The ability to track and measure campaign metrics across different devices and channels, such as mobile/tablet, out-of-home, television and advanced TV.
- Engagement Metrics:** The metrics used to measure consumers' engagement with the ads viewed. Engagement metrics are used by media buyers to gauge the effectiveness of their advertising. This is most easily done by direct marketers who use CPA (Cost Per Action) buying strategies, but there are a variety of other ways to measure the impact of ads via engagement – such as whether a user has watched an entire video ad, if a user hovers over an ad with a mouse and whether a user has clicked on an ad.
- Universe Estimate:** Total persons or homes in a given population.

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thevab.com/advertising-glossaries-essentials

VAB

Case Study Corner: 12 category compilations featuring over 130 case studies and growing



Automotive



B2B



Consumer Packaged Goods (CPG)



Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



Home



Pharmaceuticals



Restaurants



Retail



Tech & Telco



Travel

‘Measurement Education Resources’ Hub: 28 content pieces

MEASUREMENT

We believe in modern TV measurement.

Let us be your guide.

Advanced Measurement Solutions Directory

Check out a streamlined look at 17 top measurement solutions in the market today. Explore their unique capabilities, plus case studies proving how they support a wide range of marketing goals.

DOWNLOAD NOW

Ad Age: VAB finds agency-marketer disconnects on key media topics

VAB President and CEO Sean Cunningham joins the latest episode of Ad Age's Marketer's Brief Podcast to talk about findings unveiled from a first-of-its-kind study that VAB conducted with Advertiser Perceptions.

READ MORE

Measurement Education Resources

QUESTION OF THE WEEK



What are the Key Features of 'The Gauge' and 'The Score'?

One-sheet guide and overview of these two cross platform measurement solutions from Nielsen and Comscore. No sign-in required!

FAST FACTS



Multi-Currency Menu

A quick guide to the currency options that marketers are evaluating for the 25/26 Upfront season. No sign-in required!

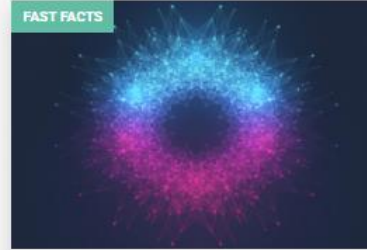
FAST FACTS



Advanced Measurement Solutions Directory

This guide provides clarity on the topline capabilities of measurement solutions in the video ecosystem today. It features the capabilities of 17 partners and several case studies showcasing their effectiveness across a range of KPIs.

FAST FACTS



What's the Deal with What's Next in Measurement?

View 5 future trends within video advertising measurement that will empower marketers to measure the impact of their multiscreen TV campaigns more effectively.

FAST FACTS



Just Released - VAB Investigation: Did YouTube allow for targeted campaigns to be served on "Made for Kids" channels?

The 7 steps we took to verify YouTube ran targeted ads to children

MAKING SENSE OF MEASUREMENT



What's the Deal with Outcomes?

Answers to the most commonly-asked questions about measuring ad outcomes. Learn the ideal components to measuring them, common examples, best practices and lots more.

MAKING SENSE OF MEASUREMENT



What's the Deal with Engagement?

Answers to the most commonly-asked questions about measuring ad engagement, from the factors that increase it to the new metrics helping marketers better quantify it and its impact on a campaign.

MAKING SENSE OF MEASUREMENT



What's the Deal with Identity?

Get a closer look at Identity, the role it plays in video measurement and answers to the most commonly asked questions.

‘Small Business Marketing Resources’ Hub: 20 content pieces



Small Business Marketing Resources

Multiscreen TV has been proven to grow SMBs by expanding their customer base, driving website visits, increasing in-store traffic and more.

NAVIGATE THE HUB

REASONS TO LAUNCH A MULTISCREEN TV CAMPAIGN

SUCCESS STORIES FROM MULTISCREEN TV CAMPAIGNS

NEW TV ADVERTISERS



Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

2023

Let it Grow

Understanding the Importance of Brand-Building for Niche Marketers

VAB Insights. Inspiration. Impact.



Impact in Action

Practical guidance from real-world marketing examples

2023

Let's Get Down to Business

How Brand-Building Drives Outcomes for Innovative B2B Advertisers

VAB Insights. Inspiration. Impact.

May 3, 2024

Question of the Week:

“As a small business owner, how can I effectively advertise on TV?”

VAB Insights. Inspiration. Impact.



Marketer FAQs

How are SMBs achieving growth through multiscreen TV?

VAB Insights. Inspiration. Impact.



Marketer FAQs

How can businesses use TV advertising to build customer relationships?

VAB Insights. Inspiration. Impact.

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.**