

## A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

# The Passion of the Cinema

Tapping into people's excitement for quality, premium video content





## Cinema is an integral, engaging platform within the premium video ecosystem

Audiences have an excitement for high-quality, premium video entertainment, with many even considering it part of their identity which drives attention, consideration and purchase intent for brands that align with this kind of content.

Within premium video, Cinema elicits unbridled consumer engagement and to illustrate the passion of movie goers, we take a **deep dive into this summer's cultural phenomenon of 'Barbenheimer'** when two completely different films were released in theaters on the same weekend, which drove large audiences to their local cineplexes and collectively broke several box office records.

We highlight how the 'Barbenheimer' movement made both *Barbie* and *Oppenheimer* bigger than *Taylor Swift*, *Beyonce* and *Lionel Messi* during the summer and delve into the movies coming soon to theaters that will provide marketers opportunities to identify with consumers and create premium brand associations.

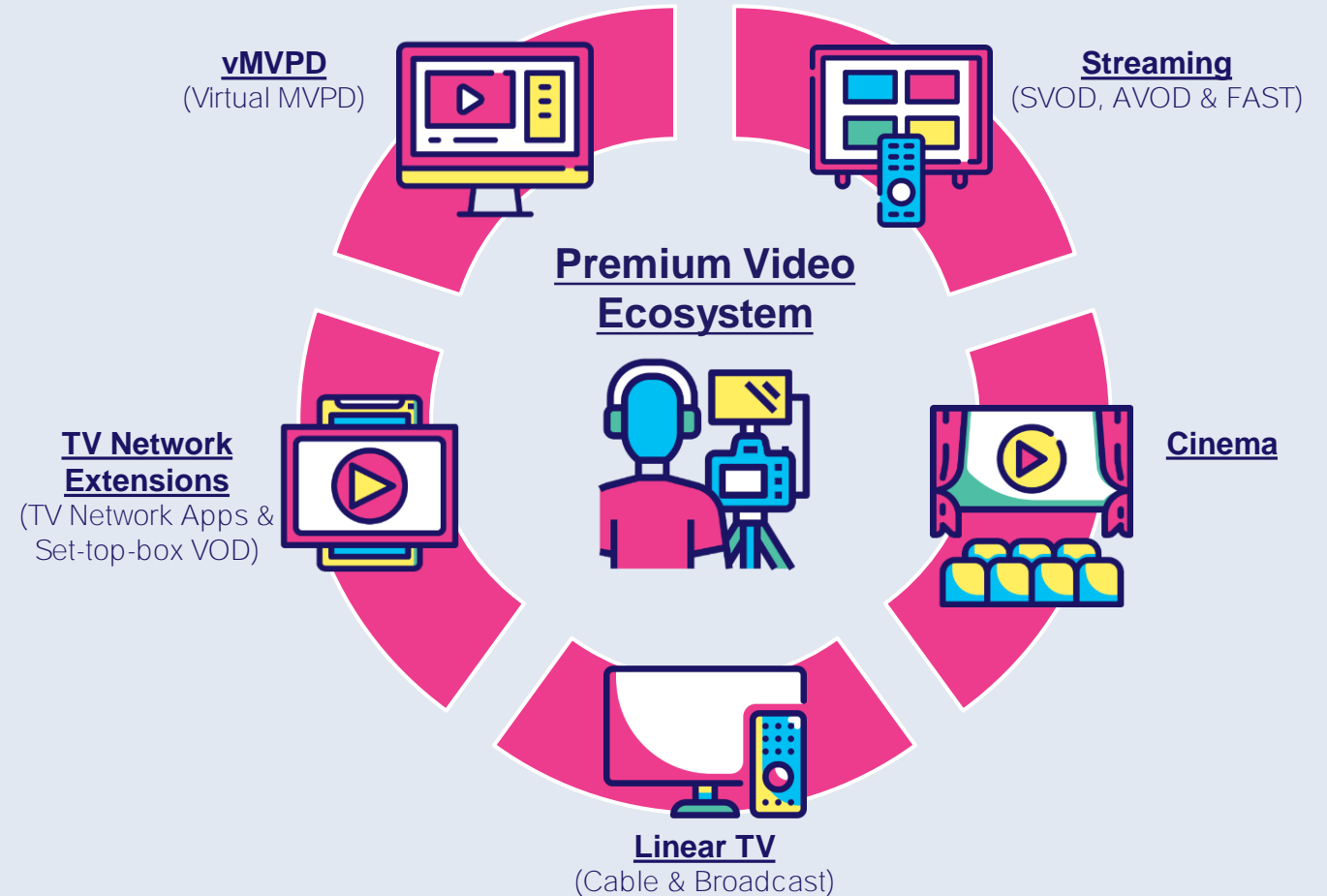
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Audiences have an excitement around premium video entertainment and even consider it part of their identity



# The premium video ecosystem consists of several different content and distribution platforms accessible from both in and outside the home

Premium video refers to **high-quality, professionally produced, audiovisual content**, primarily encompassing movies and TV shows which are often distributed through **multiscreen TV platforms, streaming services** and **movie theaters**.



# Audiences genuinely have an excitement for quality, premium video content across platforms

## Viewers' Passion for Premium Video



Linear TV

**76%**

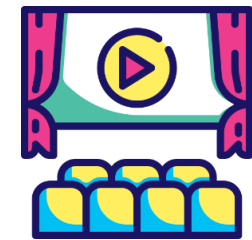
of adults say that  
*'they just love watching TV'*\*



Streaming

**75%**

of adults say that  
*'they love streaming TV shows'*\*



Cinema

**95%**

of adults say that  
*'going to movies is an event I make plans for in advance'*\*\*

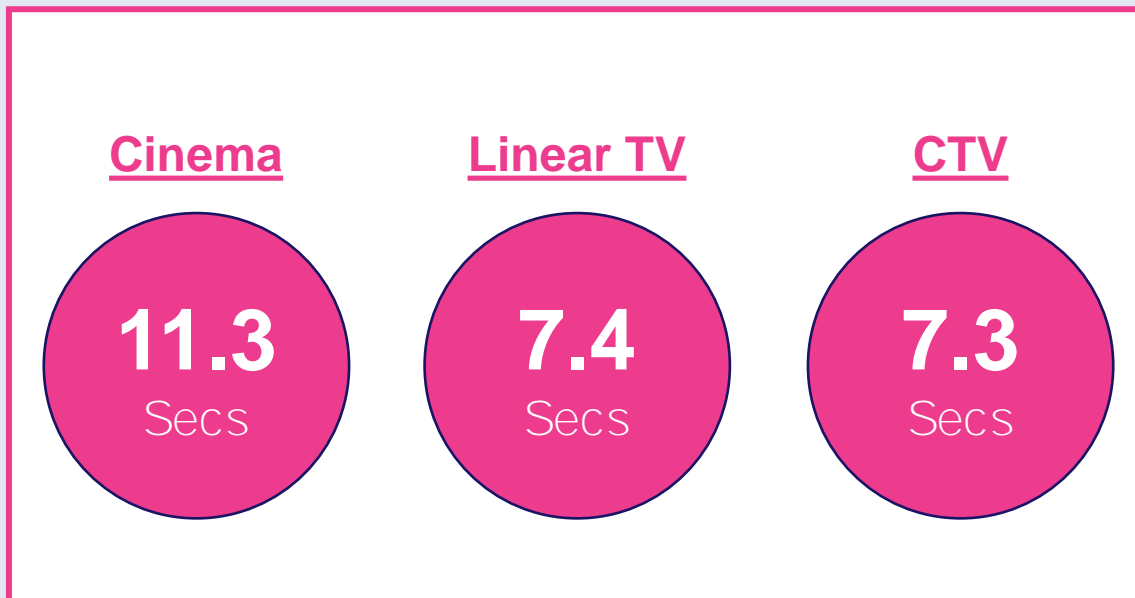
Source: \*MRI-Simmons Cord Evolution, August 2023. Base = Adults 18+, any agree. \*\*NCM, Behind the Screens Survey, August 2022.

# A key benefit of platforms like cinema, TV and streaming is the **high level of ad attention** they achieve relative to other digital and social channels

## Avg. Seconds Viewed of :15 Ad by Platform

(Comparing second x second viewing via eye-tracking methodology\*)

### Cinema, TV & Streaming



### Digital & Social



Source: \*NCM & Lumen, 'Cinema in the Media Mix,' March 2023; Cinema attention is based on an in-theater second-by-second eye tracking study with Lumen Research conducted in November 2022; Linear TV & CTV reflects platform norms from TVision data. In-Stream & Social reflects digital norms from Attention Economy figures based on US Lumen mobile passive panel data. \*In-Stream reflects the average of two platforms (2.6 secs & 3.3 Secs). \*\*Social reflects the average of two platforms (2.0 Secs & 1.1 Secs).

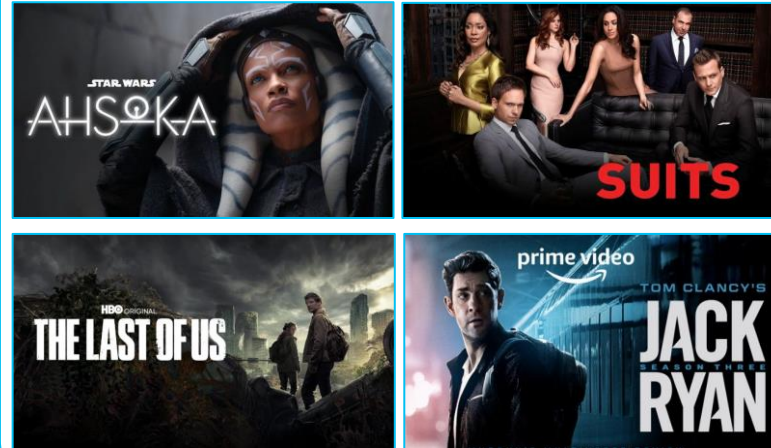
This ad attention is driven by the **high-quality, long-form content** that each premium video platform consistently provides to audiences

### Sampling of Premium Video Programming

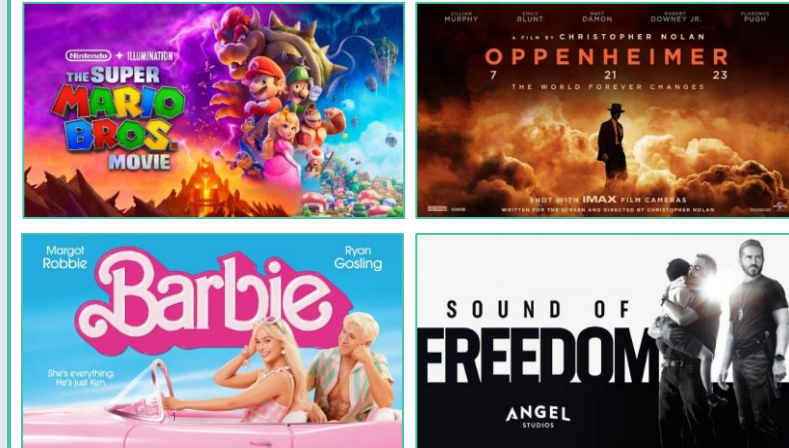
#### Linear TV



#### Streaming



#### Cinema



# Consumers view **premium entertainment video content** as part of their **identity** and share this passion with others



**53%**

*'My passion for my favorite entertainment franchises is part of my identity'*



**54%**

*'I make an effort to **pass on my passion** for my favorite entertainment franchises to my friends and family members (my spouse, my children, etc.)'*



**38%**

*'I interact with, and extend, my favorite entertainment franchises by **creating my own fan-made content** (reviews, analyses, designs, artwork, etc.)'*

# Brand associations with premium entertainment video content drives attention, consideration and purchase intent

If a brand sponsors or collaborates with your favorite entertainment properties...



**52%**

*'I will pay more attention'*



**51%**

*'My opinion will improve'*



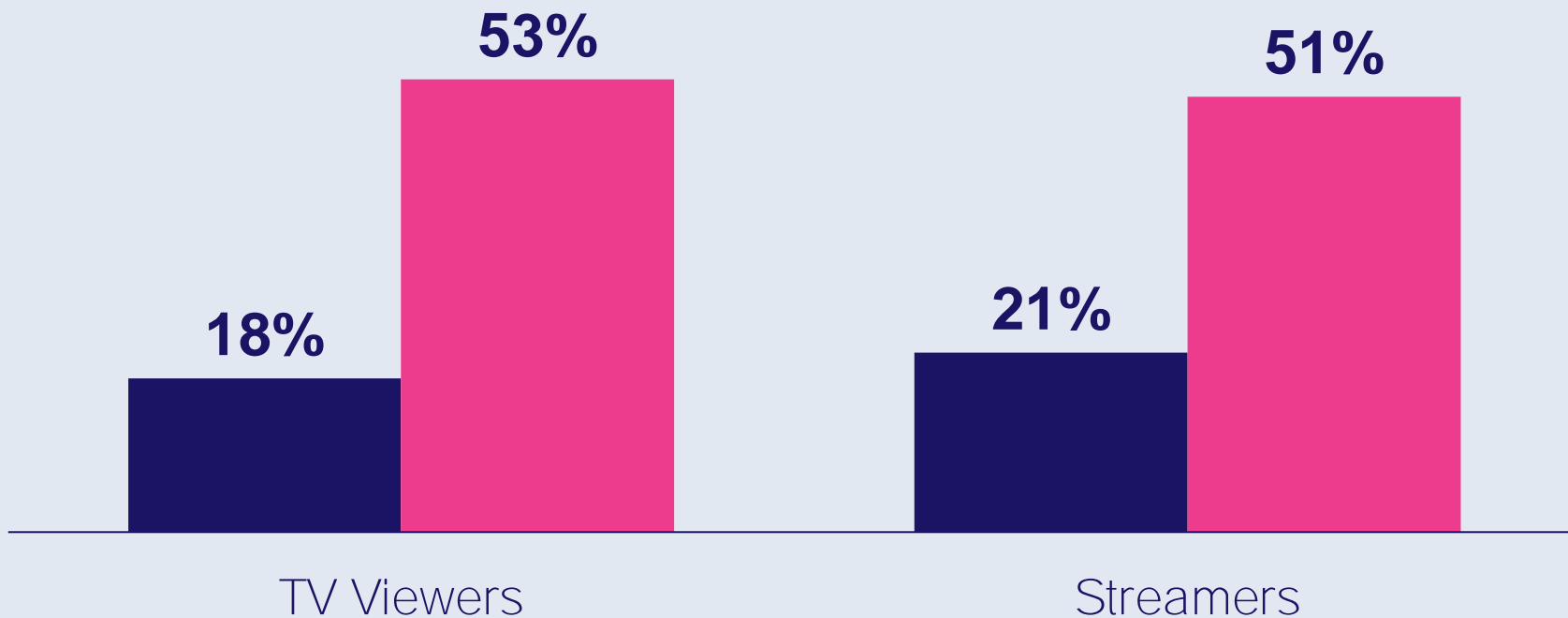
**49%**

*'I will consider purchasing'*

# Because they crave the best premium video content regardless of screen, TV viewers and streamers are **also likely to be habitual movie-goers**

## Movie Attendance Frequency by Platform Viewers

■ Light Movie-Goer ■ Heavy Movie-Goer



**2.9x**

TV viewers are **nearly three times more likely** to be heavy movie-goer than a light movie-goer.

**2.4x**

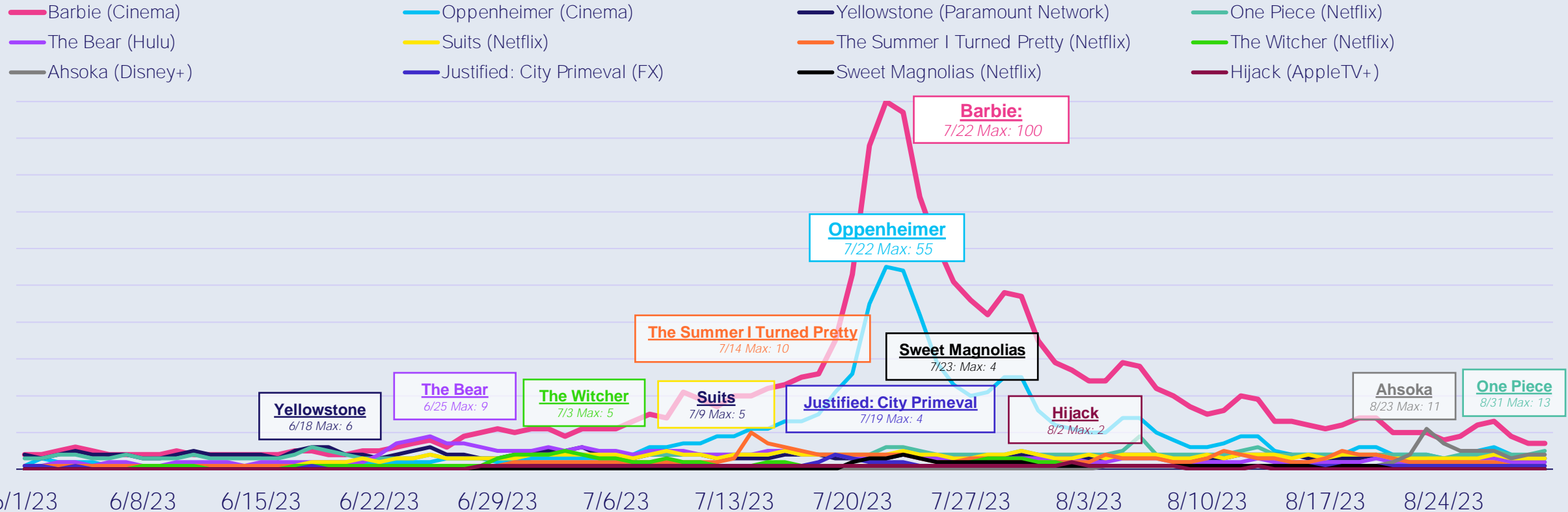
Streamers are **two and a half times more likely** to be heavy movie-goer than a light movie-goer.

Source: Screenvision Media, Screen Engine Data, November 2022, Q: How do you/your household connect to media? - Subscribe to cable; Q Do you/your household subscribe, use or borrow any streaming services (free or paid)? - Yes. Base: Total Respondents.

# With that said, the theatrical release of Barbie and Oppenheimer created more excitement than any other premium video content this summer

## Cinema, TV & Streaming Content: Google Trends Index\*

reflects a selection of top movies, linear TV and streaming programs

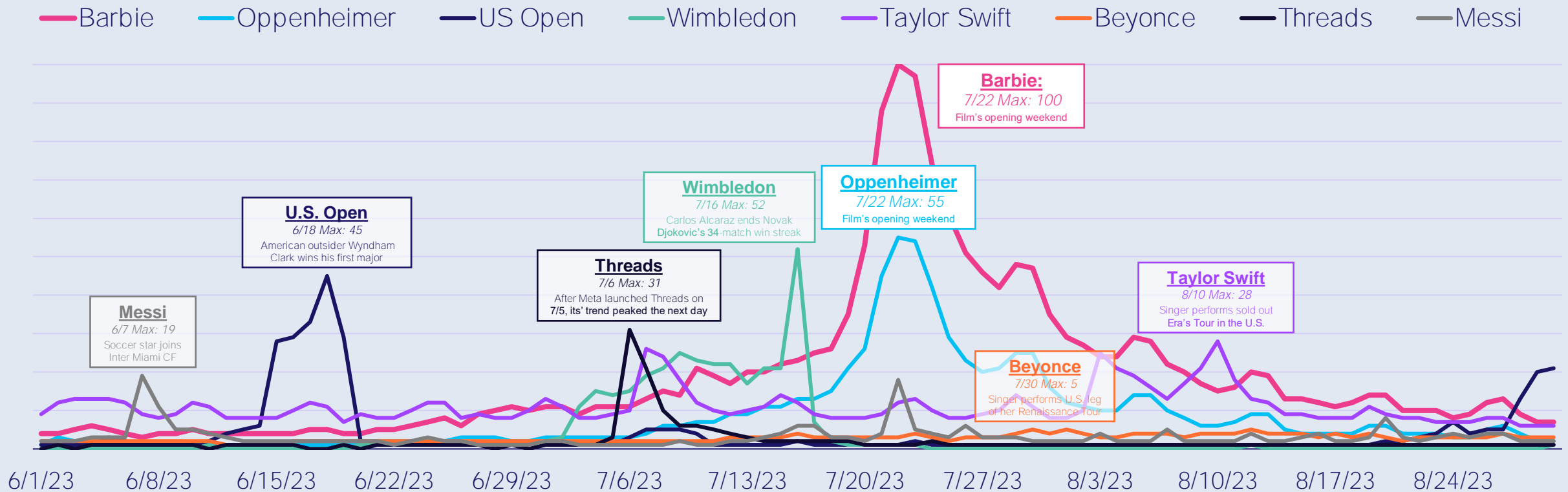


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, 06/01/23-08/30/23. \*Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.

# In fact, Barbie and Oppenheimer were even bigger than Taylor Swift, Beyonce and Messi during the summer

## Entertainment Content: Google Trends Index\*

reflects a selection of top movies, artists, sports & social media stories



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, 06/01/23-08/30/23. \*Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.

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Cinema as a video platform elicits unbridled passion, engagement and experience

**Let's look at the 'Barbenheimer' cultural phenomenon as a case study...**

# Anticipation for 'Barbie' started a full year before release as 'Barbiecore' became a popular user hashtag on TikTok and other platforms

## 'Barbiecore' in the News

**seventeen**

Meet Barbiecore: The #1 Hot Pink Trend of Summer 2023

**Forbes**

Barbiecore: What Is It? Plus, How To Recreate This Trend In Your Home

FASHIONUNITED

Barbiecore: Fashion and beauty brands team up with Mattel

**REUTERS**

Everything's pink: How Barbiecore fashion has fueled a movie's buzz

**POPSUGAR**

13 Barbiecore Fashion Finds to Wear to the Movie Theater and Beyond

**MusicWeek**

What the music industry can learn from TikTok's #Barbiecore revolution

## 'Barbiecore' Influence



### Social Media

On TikTok, the 'Barbiecore' hashtag has gained ~**700 million views** since the Barbie movie was announced in 2022. The trend is seen through videos on fashion, design, aesthetic and femininity.



### Fashion

Valentino's 2022 collection brought '**Barbiecore**' back to the forefront of fashion and has since grown in popularity following the premiere of the Barbie movie.



### ...and More

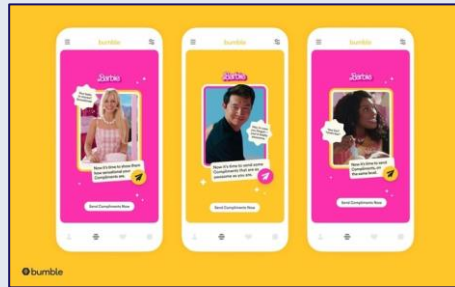
Brands are releasing a tidal wave of singular feminine, pink-colored products to capitalize on the current trend.

# Seeking premium associations, brands across categories joined the cultural zeitgeist around Barbie-mania through promotional tie-ins

**XBOX** partnered with Barbie to create custom consoles and controllers



**Bumble** advertisement featuring Barbie



**Airbnb** creates Barbie's dream house and Ken's mojo dojo casa



**Crocs** partners with Barbie to create custom shoes



**Krispy Kreme** Barbie donut



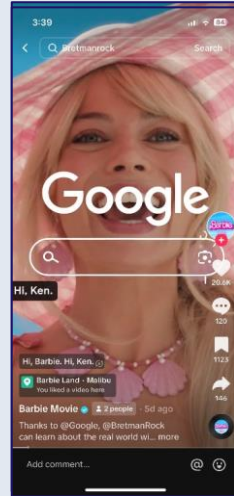
**HGTV** hosts Barbie Dreamhouse Challenge



**Cold Stone** launches special Barbie ice cream



**Google** features Barbie in Ad



**Zara** creates Barbie clothing line



**Progressive** launches a Barbie themed commercial



**Duolingo's** social media post using Barbie trends



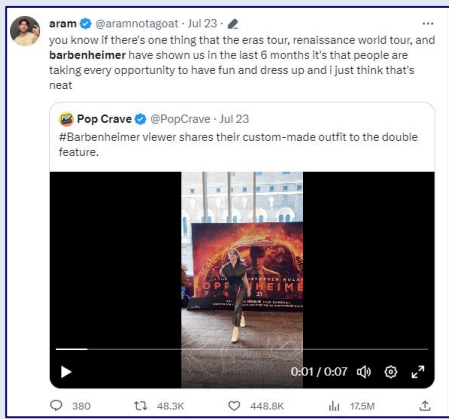
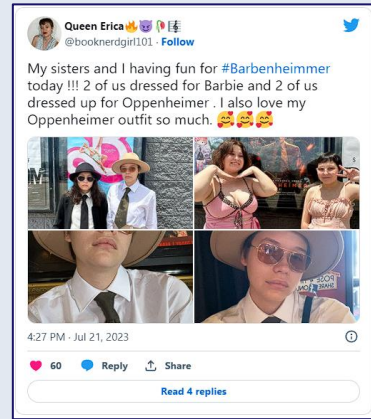
# Momentum continued to build this year on social media which also included Oppenheimer and the **coining of the popular term 'Barbenheimer'**

**The Print** July 24<sup>th</sup>, 2023  
 Don't dismiss 'Barbenheimer' as a fleeting social media trend—it's a genius marketing lesson

**USA TODAY** July 18<sup>th</sup>, 2023  
 The 'Barbenheimer' phenomenon: How a movie meme inspired the 'crazy, weird' double feature

**yahoo!entertainment** July 18<sup>th</sup>, 2023  
 'Barbenheimer': How the shared release date of 'Barbie' and 'Oppenheimer' has taken social media by storm

## Sampling of Social Media Posts Around 'Barbenheimer,' Barbie & Oppenheimer



# 'Barbenheimer' became a cultural movement, with movie goers purchasing double-feature tickets to watch both films on the same day



July 22<sup>nd</sup>, 2023

Fans flock to theaters for the 'Barbenheimer' double feature



July 24<sup>th</sup>, 2023

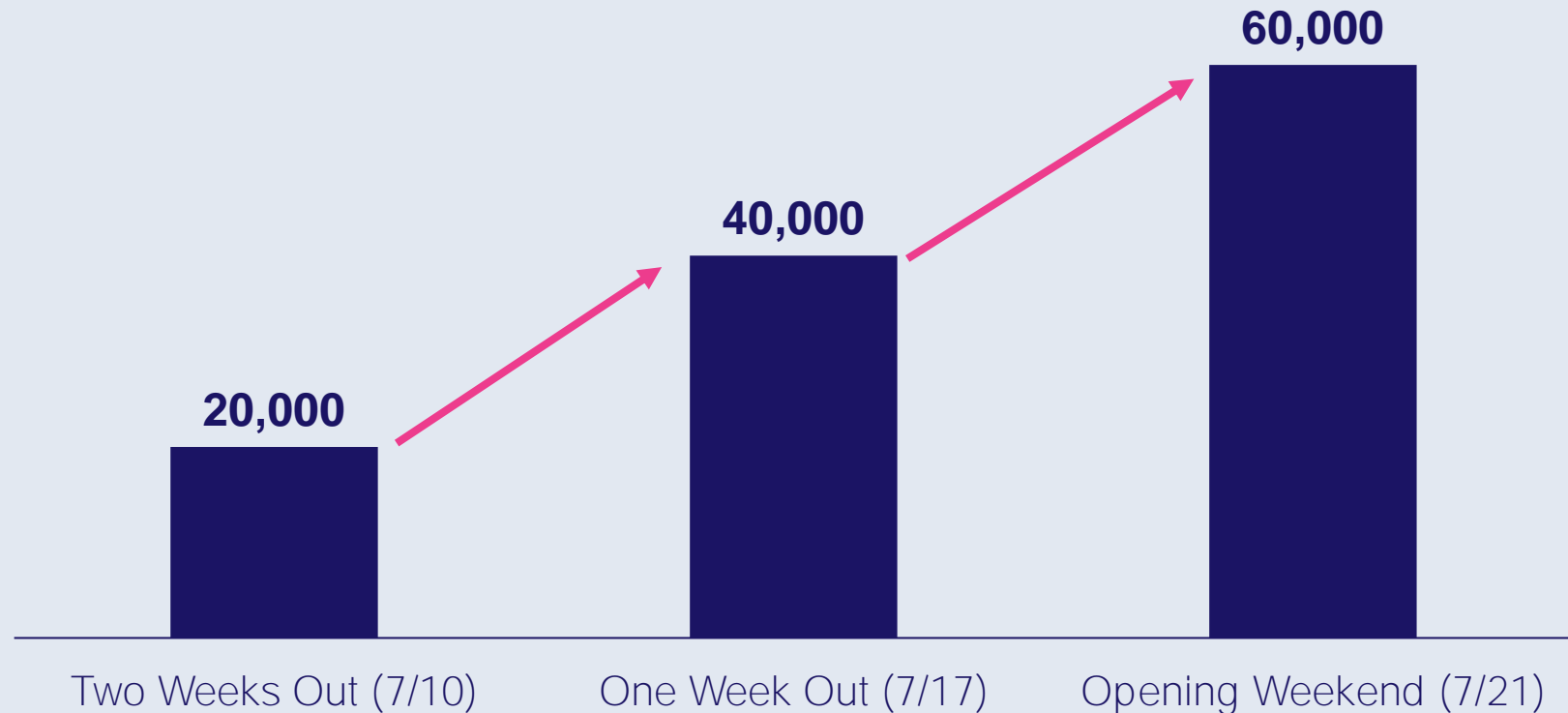
'Barbenheimer': Blockbuster for 'Barbie' and 'Oppenheimer' as double feature brought in big bucks



July 10<sup>th</sup>, 2023

Barbenheimer Double Features Are Real, As AMC Has Revealed Surprising Same-Day Screening Ticket Sales For Barbie And Oppenheimer

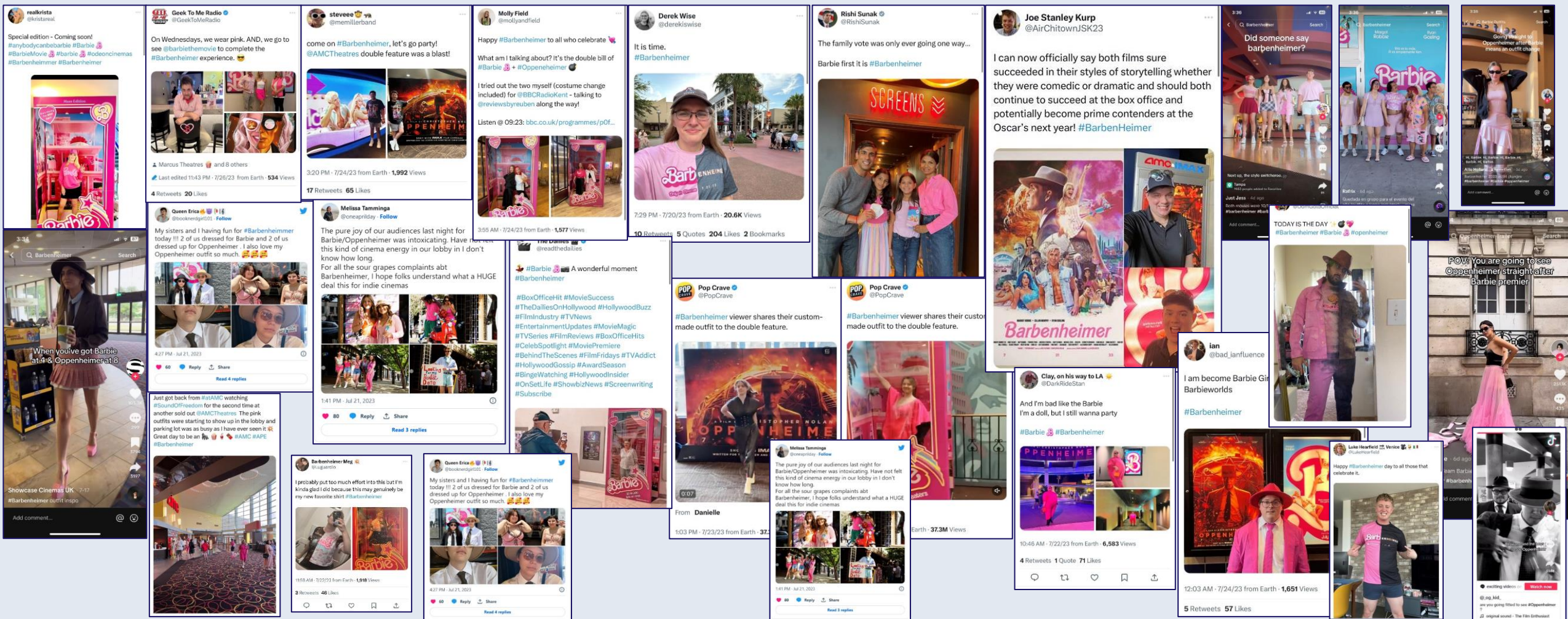
## 'Barbenheimer' Same-Day Double Feature Sales by AMC Stubs Members



Source: Variety, 'AMC Theatres Says More Than 20,000 Moviegoers Have Already Booked 'Barbie'-'Oppenheimer' Double Features', 7/10/23. The Wrap, 'AMC Says 'Barbie,' 'Oppenheimer' Double-Feature Ticket Sales Have Doubled in Past Week', 7/17/23. Adam Aron, @CEOAdam on Twitter, 7/21/23. Note: Figured reflect cumulative sales across the weeks (i.e. – by opening weekend, 60,000 AMC Stubs members had bought double-feature tickets).

# 'Barbenheimer' drew passionate fans that dressed for the occasion as a social event with family and friends at their local cineplex

► Fans showed their excitement for 'Barbenheimer' by wearing outfits split between the bright pink of 'Barbie' and the black of 'Oppenheimer'



# For Oppenheimer, many Christopher Nolan fans even **traveled for hours, or took a road trip**, to see the film in its intended IMAX format experience

THE WALL STREET JOURNAL

July 15<sup>th</sup>, 2023

**'Oppenheimer' Inspires Road Trips and Far-Flung Flights as Movie Buffs Clamor for the Ideal Viewing Experience**

The New York Times

July 17<sup>th</sup>, 2023

**For 'Oppenheimer,' These Fans Go to Great Lengths for Just 30 Screens**

The IMAX 70-millimeter format is usually associated with action. But Christopher Nolan says his biopic benefited from the tall image.

The Philadelphia Inquirer

July 27<sup>th</sup>, 2023

**'Oppenheimer' in 70mm is the hottest ticket in town. Sometimes way out of town too.**

npr

July 24<sup>th</sup>, 2023

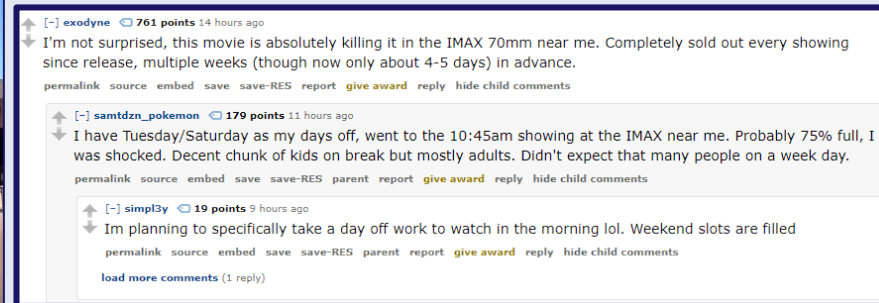
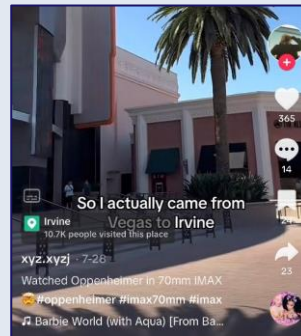
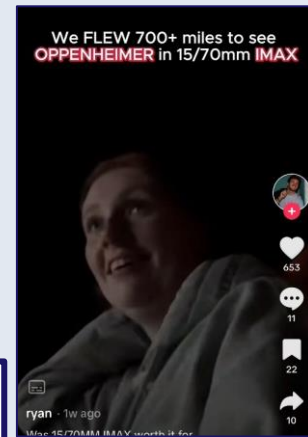
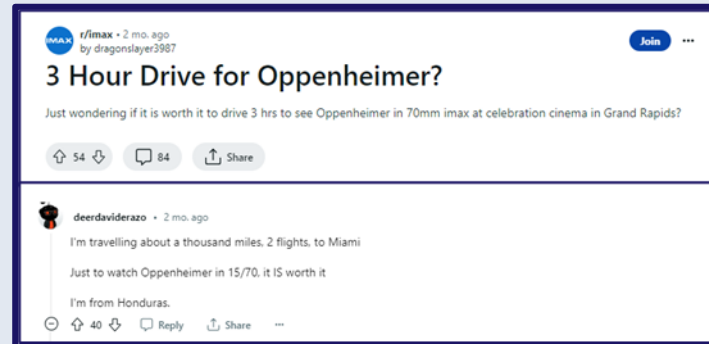
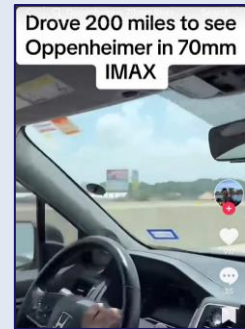
Nolan fans are traveling hours to see 'Oppenheimer' in its intended 70mm IMAX format

VARIETY

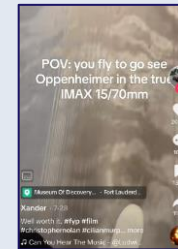
Aug 7, 2023

**'Oppenheimer' Extends Imax 70mm Run Due to Popular Demand (EXCLUSIVE)**

## Sampling of Social Media Posts Around Oppenheimer in IMAX 70MM



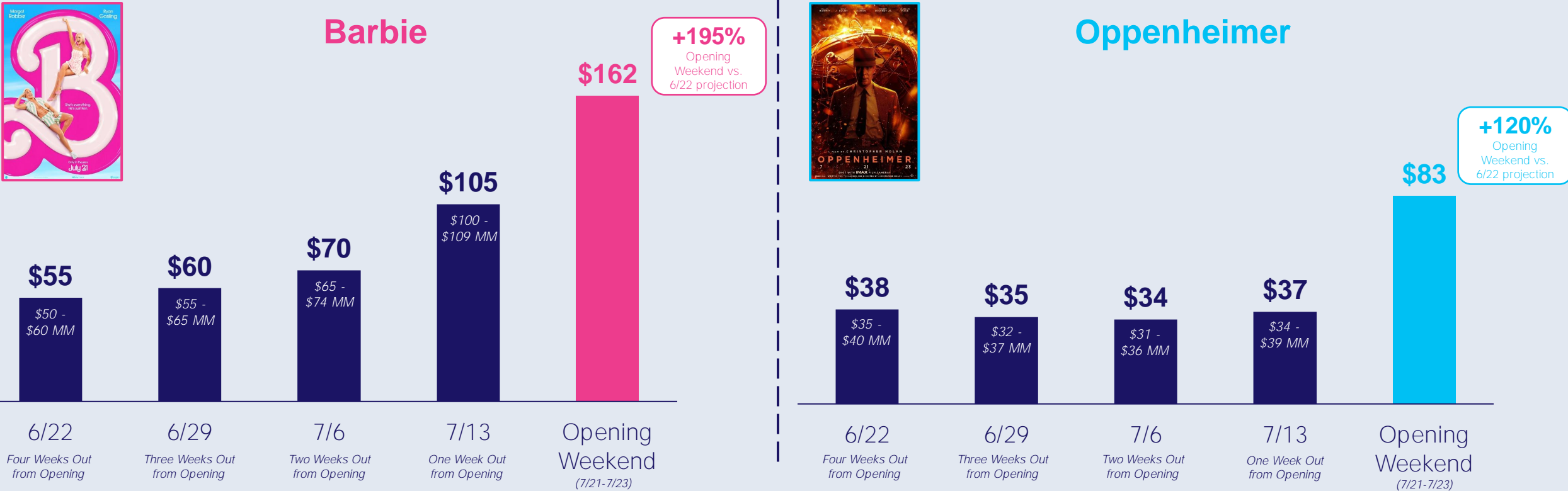
#NowWatching #Oppenheimer in 70mm IMAX  
Drove 5 and a half hours with @landrethperc to watch it in 70mm. Lets do it.



# As a result, both 'Barbie' and 'Oppenheimer' **smashed already mounting box office projections** on the same opening weekend

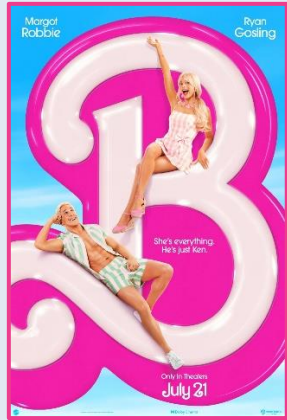
## Domestic Box Office Projections vs. Opening Weekend Box Office

\$ in MM



Source: Projections based on The Quorum, '6-Weeks Out Film Tracking Report' – 6/22/23, 6/29/23, 7/6/23, 7/13/23. Chart projections reflect a median of projection range (Barbie's 6/22 projection was \$50MM to \$60MM, with a median of \$55MM; Oppenheimer's 6/22 projection was \$35MM to \$40MM, with a media of \$37.5MM). Opening Weekend \$\$\$ based on finalized opening weekend box office per boxofficemojo.com.

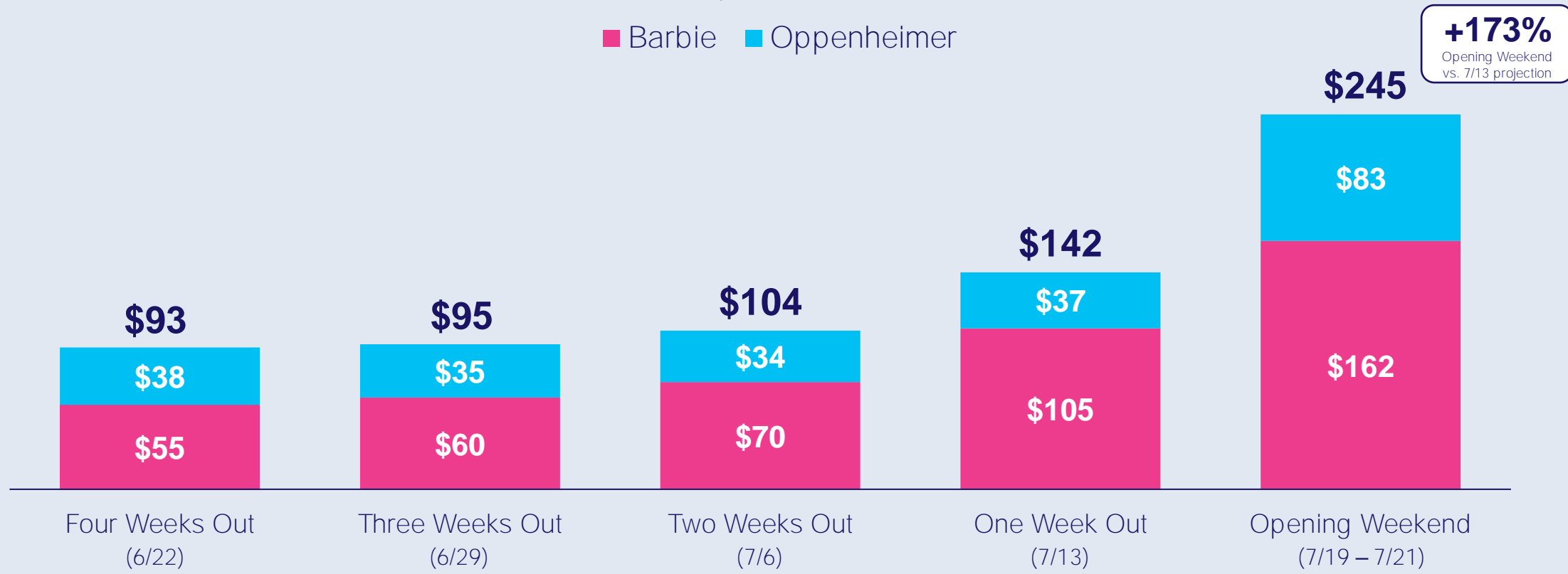
# Collectively, 'Barbie' and 'Oppenheimer's opening weekend box office nearly doubled its projected revenues from just one week prior to release



## Domestic Box Office Projections vs. Opening Weekend Box Office

\$ in MM

■ Barbie ■ Oppenheimer



Source: Projections based on The Quorum, '6-Weeks Out Film Tracking Report' – 6/22/23, 6/29/23, 7/6/23, 7/13/23. Chart projections reflect a median of projection range (Barbie's 6/22 projection was \$50MM to \$60MM, with a median of \$55MM; Oppenheimer's 6/22 projection was \$35MM to \$40MM, with a media of \$37.5MM). Opening Weekend \$\$\$ based on finalized opening weekend box office per boxofficemojo.com.

# Several box office records were broken during 'Barbenheimer' weekend which shows the vibrancy of the movie going experience

## Domestic Opening Weekend Box Office Records

(7/21-7/23/23)

### 7/21-7/23 Weekend Total Box Office

\$311MM



First weekend ever with two movies opening over \$80MM



Fourth biggest total domestic weekend ever



Biggest summer weekend ever



Highest total box office weekend since 2019

### Barbie

\$162MM



Highest grossing weekend of 2023



Biggest single box office day of 2023 (\$70.8MM)



Highest July opening for a non-sequel or non-remake



Largest opening weekends for:

- A female directed film
- A film with a female protagonist
- Margot Robbie
- Ryan Gosling

### Oppenheimer

\$83MM



Biggest R-rated opening weekend of 2023



Highest weekend ever for a movie that finished #2



Largest biopic opening weekend



Biggest IMAX release of 2023



Highest non-Batman opening for Christopher Nolan

Source: VAB analysis of BoxOffice Mojo, weekend of 7/21/23. Yahoo, 'All the box office records 'Barbenheimer' has broken', 7/25/23. CNBC, "Barbenheimer' tops \$235 million in domestic debut, eyes second-highest box office weekend ever", 7/23/23.

# ‘Barbenheimer’ opening weekend audience far exceeded the annual attendance of the four major sports plus other popular summer activities

## Cinema: Estimated Opening Weekend Adult 18+ Admissions



+



**18.5 MM**  
(combined)



**12.8 MM**



**5.8 MM**

## Other ‘Out-of-Home’ Activities by Comparison (Adult 18+)



4 Major Sports Leagues – regular season combined attendance reach (last 12 months): **14.4 MM**



Went to a bar / club in last week: **5.8 MM**



Went to the beach in last week: **5.2 MM**



Went to a concert / live music in last week: **841K**

Source: Deadline, based on data from EntTelligence, *“Barbie’ Still Gorgeous With Best YTD \$162M Opening; ‘Oppenheimer’ Detonates \$82M+ In Incredible \$300M+ U.S. Box Office Weekend – Monday AM Update’*, 7/24/23. ‘Other activities’ based on MRI-Simmons Fall 2022 Doublebase USA study, P18+, Sports attendance reflects P18+ reach for regular season games in the last 12 months, ‘concert / live music’ includes country, rock, classical, Hip-Hop/R&B, music festivals or other.

# Representative of overall movie attendance, 'Barbie' and 'Oppenheimer' complemented each other by **welcoming all types of audiences**

- ▶ Barbie skewed female, under 35+, families and teens while Oppenheimer skewed male, over 35 and 'non-family' adult groups

## Opening Weekend Demographics by Movie

7/21-7/23/23

### Gender

Barbie

**71%**

Female

Oppenheimer

**58%**

Male

### Age

Barbie

**72%**

35 or under

Oppenheimer

**58%**

Over 35

### Audience Type Comp %

Barbie

**53%**

Families & Teens

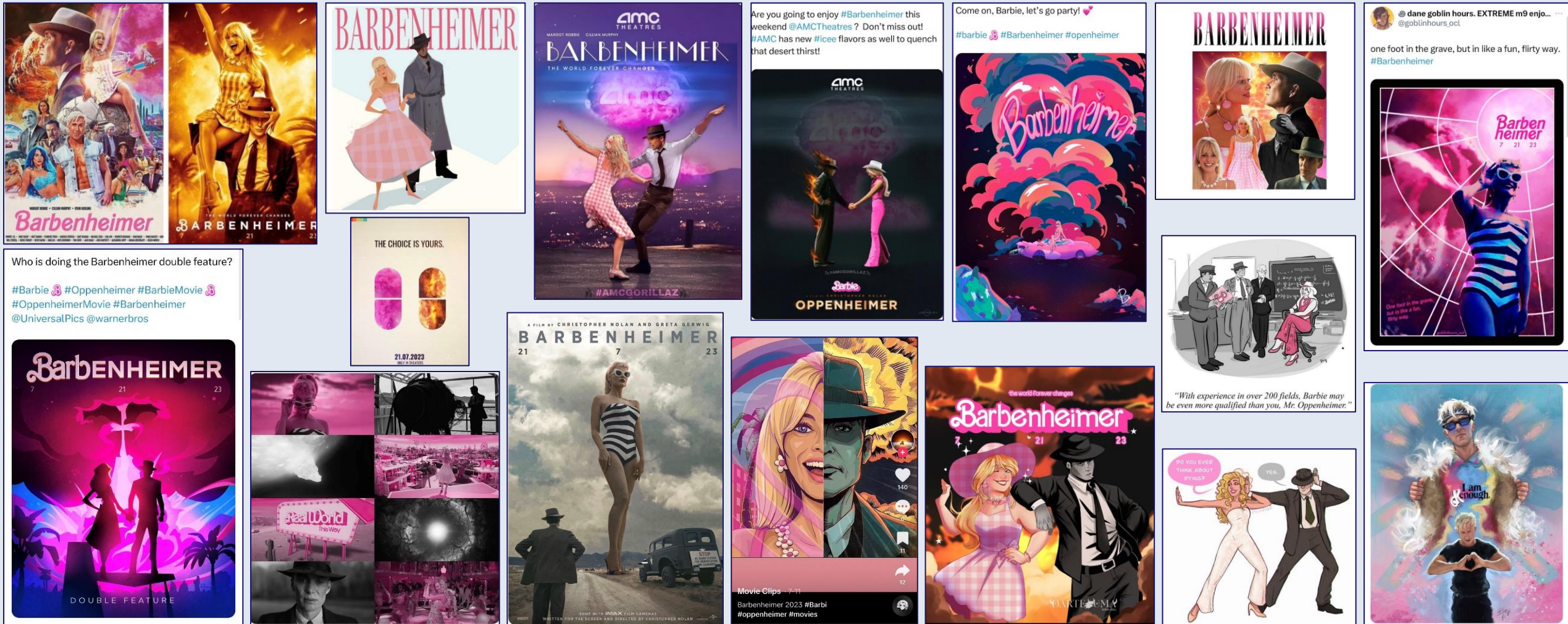
Oppenheimer

**90%**

Adults without children  
or teenagers

Source: Screendollars, 'Newsletter Issue No. 278', 7/23/23, industry data provided by EntTelligence.

# In the ultimate sign of brand love, fans created also created their own art that combined film universes to create 'Barbenheimer' mashups



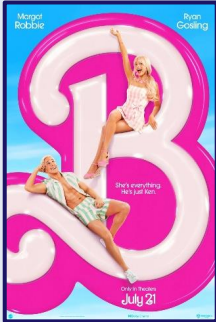
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2023 has also featured additional theatrical successes that have delighted audiences



# Movies based on well-known intellectual property (IP) mixed with some surprise hits have entertained large audiences throughout the year

## 2023 Domestic Box Office Revenues



**Barbie**  
\$620MM

Release date: July 21, 2023



**The Super Mario Bros. Movie**  
\$575MM

Release date: April 5, 2023



**Spider-Man: Across the Spider-Verse**  
\$381MM

Release date: June 2, 2023



**Guardians of the Galaxy Vol. 3**  
\$359MM

Release date: May 5, 2023



**Oppenheimer**  
\$315MM

Release date: July 21, 2023



**The Little Mermaid**  
\$298MM

Release date: May 26, 2023



**Avatar: The Way of Water**  
\$283MM

Release date: December 16, 2022



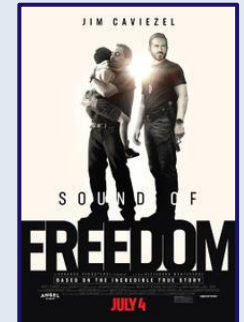
**Ant-Man and the Wasp: Quantumania**  
\$215MM

Release date: February 17, 2023



**John Wick: Chapter 4**  
\$187MM

Release date: March 24, 2023



**Sound of Freedom**  
\$183MM

Release date: July 4, 2023

Source: Box Office Mojo, 'Domestic Box Office For 2023', as of 9/11/23

# While specialty theatrical films are highly targeted towards cultured, influential, **young professional ‘Sophisticates’**

## 2023 Specialty Films Box Office

Opening Weekend Audience Comp %



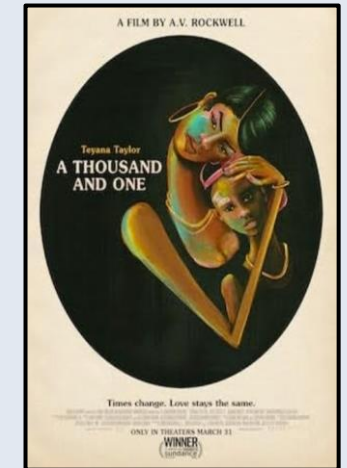
**27%**  
P25-34



**34%**  
P25-34



**50%**  
P25-34



**33%**  
P25-34

(P25-34 represents 13.6% of U.S. population)

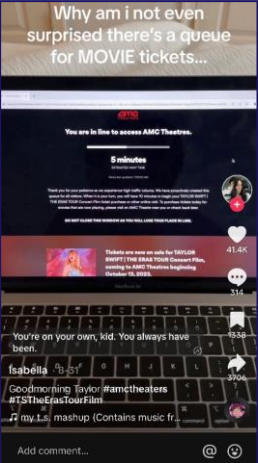
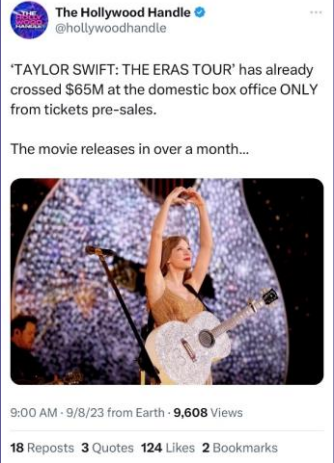
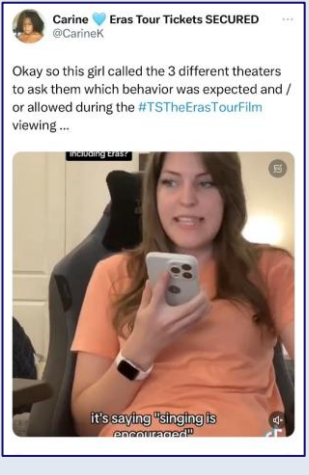
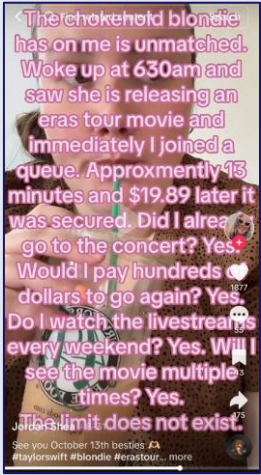
Source: *Air* = Deadline, “Super Mario Bros’ Hits High Scores: Record Opening For Animated Pic At \$377M+ WW, 5-Day U.S. Record \$204M+; ‘Air’ Soars To \$20M – Sunday Box Office Update’, 4/9/23; *You Hurt My Feelings* = Deadline, ‘Little Mermaid’ Still Swimming To \$117M+ Opening Boosted By \$80M Promo Campaign, Biggest For Disney Live-Action Title – Monday AM Update’, 5/29/23; *Theater Camp* = Deadline, “Theater Camp’ Hits High Note With Searchlight’s Best Limited Opening Since ‘Jojo Rabbit’ – Specialty Box Office’, 7/16/23; *A Thousand and One* = Deadline “Dungeons & Dragons’ Locks Up \$38.5M Opening: Is This Enough To Start A Franchise? – Sunday Box Office’, 4/2/23. Sophisticates represent P25-44 that value premium experiences, download [Engaging the ‘Sophisticates’ at the Cinema](#) to learn more.

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Most recently, Taylor Swift's 'The Eras Tour' is another success story that highlights the passion, engagement and scale of cinema



# Once Taylor Swift announced her 'Eras Tour' film, fans generated additional buzz online in anticipation of the theatrical release



# Fans immediately planned their trip to the local cineplex as a **major social event and communal experience** with friends and family

% of Taylor Swift's 'Eras Tour' moviegoers planning to attend with...



Groups of 4+

**73%**



Friends

**71%**



Family

**57%**



Spouse or  
Significant Other

**47%**



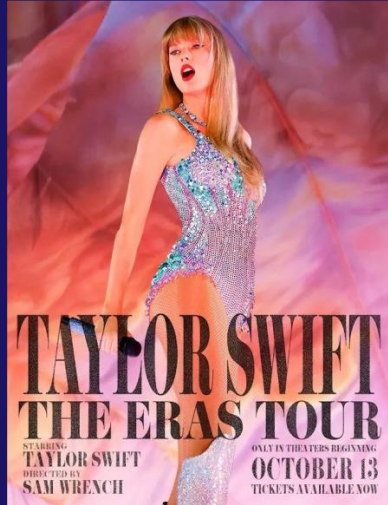
Kids

**32%**



Source: Screenvision & eWorks Research, 'Taylor Swift: The Eras Tour Research', 9/15 – 9/17/23.

# This excitement translated into **breaking presale ticket records for any theatrical release**



## Taylor Swift: The Eras Tour

**\$37MM+** In U.S. single-day ticket sales  
for AMC, Regal and Cinemark within the first 24 hours  
(vs. "Star Wars: The Force Awakens" at \$20M)

**\$100MM+** Proj. U.S. opening weekend  
(vs. Hannah Montana and Miley Cyrus: Best of Both Worlds Concert \$31M opening in 2008)

*Hollywood*  
REPORTER

September 5, 2023

**Taylor Swift Box Office: Theater Owners Predict Record \$100M Opening for Eras Tour Concert Pic**

**Forbes**

September 7, 2023

**Taylor Swift's Multigenerational Fan Base Could Unleash Exponential Box Office Enthusiasm**

**theguardian**

September 1, 2023

**Taylor Swift's concert film breaks US presale records**

**POP LIFE.**

August 31, 2023

**Taylor Swift's 'The Eras Tour' Movie Prompted AMC, Wary Of A Ticketmaster-Style Mess, To Make Huge Ticketing System Upgrades**

*VARIETY*

September 1, 2023

**'Taylor Swift: Eras Tour' Film Earns Record-Breaking \$26 Million in Presales at AMC Theatres**

**Parade**

September 11, 2023

**Taylor Swift's Eras Tour Concert Film Is Already Breaking Records in a Big Way**

**DEADLINE**

September 1, 2023

**'Taylor Swift: The Eras Tour' Industry First Day Presales \$37M+, Bigger Than 'Force Awakens'; Concert Pic Headed For \$70M+ Opening**

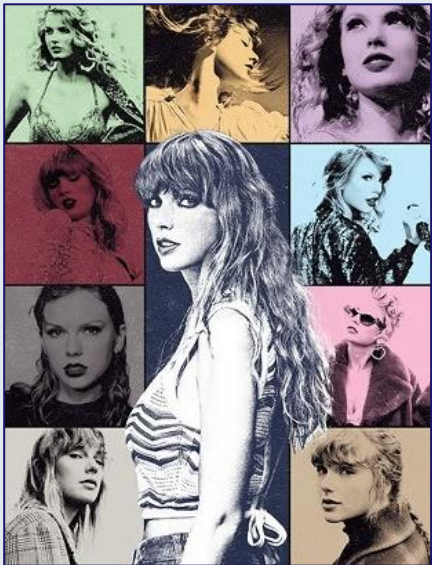
Source: Deadline, 'Taylor Swift: The Eras Tour' Industry First Day Presales \$37M+, Bigger Than 'Force Awakens'; Concert Pic Headed For \$70M+ Opening, 9/1/2023. The Hollywood Reporter, Taylor Swift Box Office: Theater Owners Predict Record \$100M Opening for Eras Tour Concert Pic, 9/5/2023.

# Highlighting cinema's scale, 'The Eras Tour' opening weekend is expected to draw **nearly double the attendance** of her 5-month U.S. stadium tour

## 'The Eras' Tour: Stadium Concert Tickets vs. Movie Tickets

### 'The Eras' Stadium Tour

(First leg of the U.S. tour 3/17-8/9)



# 2.8MM

Total attendance for first leg of U.S. Tour (52 Shows)

### 'Taylor Swift: The Eras Tour' U.S. Theatrical Release

(10/13 release date)



# 5MM+

Projected tickets sold for U.S. opening weekend of film release

Source: VAB Analysis of Billboard Pro, *Taylor Swift's Eras Tour on Track to Sell \$590M in Tickets. Here's Where That Money Goes*, 12/16/22. \*The Hollywood Reporter, *Taylor Swift Box Office: Theater Owners Predict Record \$100M Opening for Eras Tour Concert Pic*, 9/5/23. 'The Eras' stadium tour 2.8 total attendance estimate is based on 54K avg. stadium tickets sold per stadium, 52 shows in the first leg of the tour. The theatrical release 5MM+ projected tickets sold estimate is based on \$100M opening week projection with tickets estimated to be sold at \$19.89.

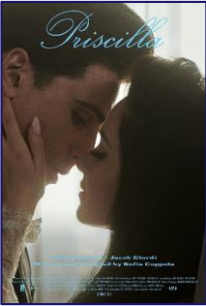
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More highly engaging releases will be  
coming soon to a movie theater near you



# The theatrical pipeline continues to be filled with high-profile movies and specialty film releases, even as the actors' strike nears resolution

## Upcoming Cinema Releases



**Priscilla**  
Release date: November 3, 2023



**The Marvels**  
Release date: November 10, 2023



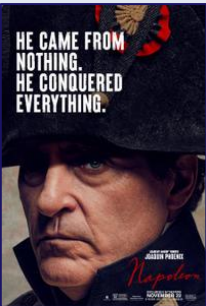
**The Hunger Games: The Ballad of Songbirds and Snakes**  
Release date: November 17, 2023



**Next Goal Wins**  
Release date: November 17, 2023



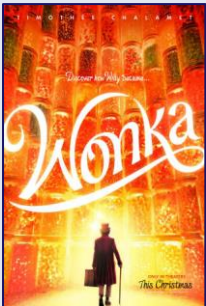
**Wish**  
Release date: November 22, 2023



**Napoleon**  
Release date: November 22, 2023



**Renaissance: A Film by Beyoncé**  
Release date: December 1, 2023



**Wonka**  
Release date: December 15, 2023



**Aquaman and The Lost Kingdom**  
Release date: December 20, 2023



**Ferrari**  
Release date: December 25, 2023

Source: Fandango, Movies Coming Soon, 2023. Note: Release dates planned as of 10/10/23 and subject to change.

# Key Marketer Takeaways

- ▶ With its high-quality content and passionate audiences, cinema is an integral platform in the premium video ecosystem that delivers scale, immediacy, cultural **connection and strong engagement to marketers'** holistic video campaigns
- ▶ **Cinema 'seasonality' now covers all twelve months** as theatrical release successes are seen throughout the year with both well-known **'IP' movies and surprising crowd pleasers**
- ▶ Even with a five-month long writers and actors strike, the upcoming theatrical release slate continues to be filled with high-profile movies and specialty films which provides marketers with more opportunities for premium brand associations in a highly-attentive environment

# Creators

## Jason Wiese

SVP, Director of Strategic Insights  
jasonw@thevab.com

## Reed Kiely

Director, Data Insights & Trends  
reedk@thevab.com

## Karolina Guillen

Insights Manager  
karolinag@thevab.com

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# 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.



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