

Impact in Action

Practical guidance from real-world marketing examples

TV Means Business

How Premium Video Drives Sales in the **Pharmaceutical Category**





TV drives discovery and education which results in real sales impact for brands

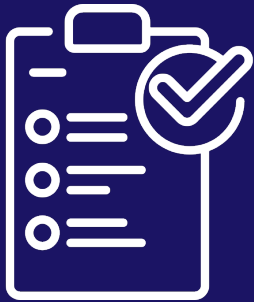
Welcome to our new attribution series entitled **‘TV Means Business’** where we explore the impact of multiscreen TV advertising on business’s most important KPI: **sales**.

For our inaugural analysis, we examined the direct-to-consumer pharmaceutical category by analyzing the TV investment and full-funnel brand metrics of **17 major TV advertisers** over a four-year time period (2021- 2024).

As a companion to our [‘Dedicated to Your Good Health’](#) guide released earlier this year, this report explores how TV investment by pharma brands drives ‘mid-funnel’ results like **increased branded online search and website traffic which, in turn, has a direct and positive impact on sales** (i.e., helping more patients get the remedies they need to treat their ailments).

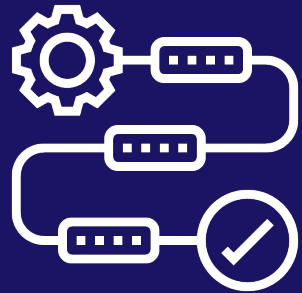
Additionally, on the next page we’ve **developed a framework for our analysis** that will be similarly used in the future as we explore the impact of multiscreen TV advertising across additional categories.

Analysis Framework: How TV drives sales for the Direct-to-Consumer (DTC) Pharmaceutical category



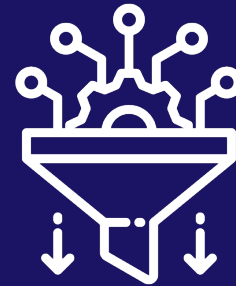
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Category Brief: Pharmaceutical

People of all ages are more likely to get information on treatment remedies from TV ads and will act on them

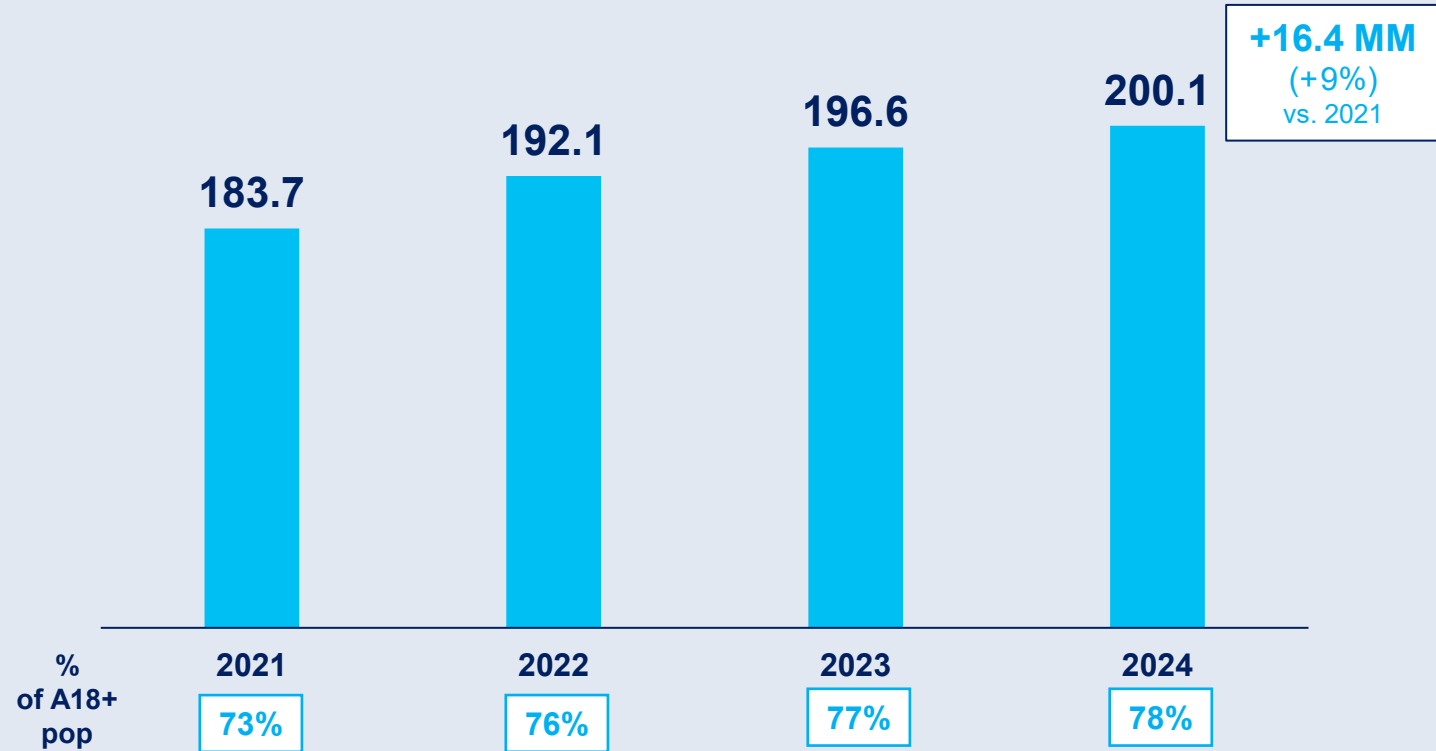


Over 200 million U.S. adults currently suffer, or have recently suffered, from some sort of medical ailment

78%

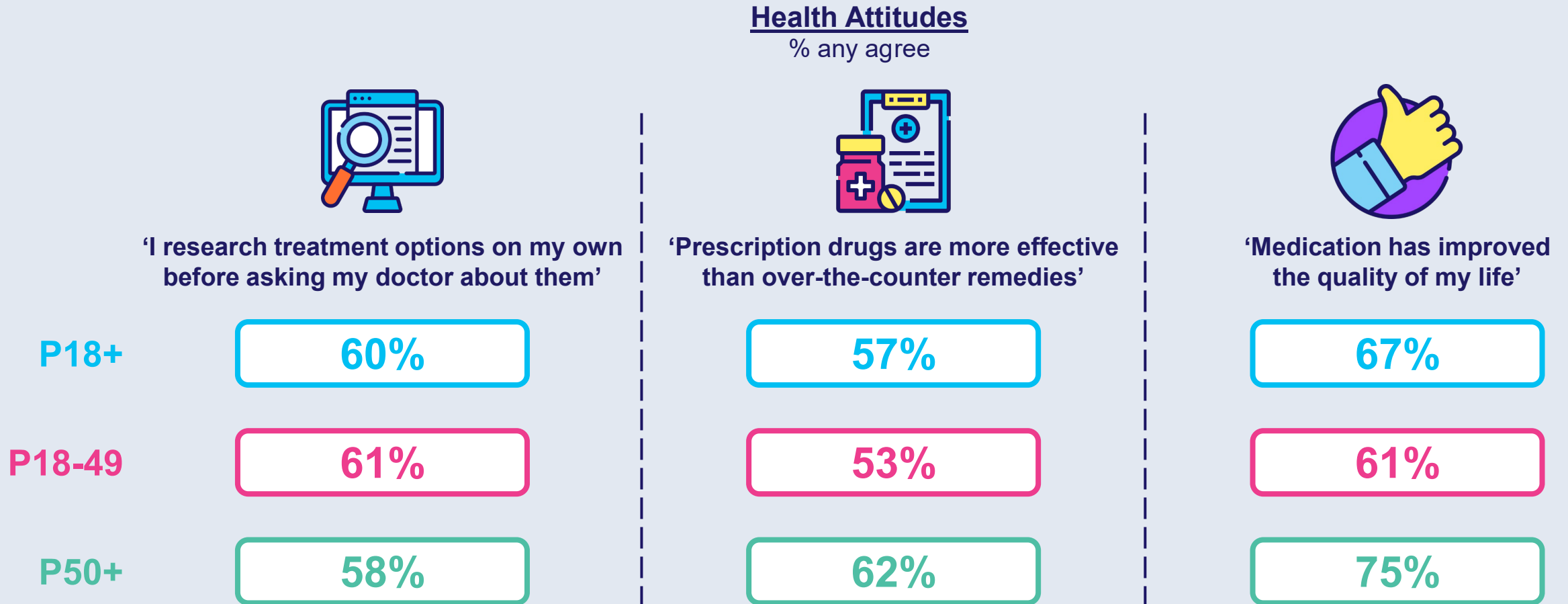
of adults 18+ are currently suffering a medical ailment, or 200 million adults

Have/Had an Ailment* in the last 12 months
Adults 18+
in millions



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Studies: 2021, 2022, 2023 & 2024, Adults 18+. *See appendix (page 54) for a full list of ailments that are included in this universe. [Learn more about how TV drives discovery & encourages education in the pharma DTC category in 'Dedicated to Your Good Health'](#)

Adults actively research prescription remedies, they find them to be effective and believe that medicine has improved the quality of their lives



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024. Any agree = agree completely or somewhat agree. [Learn more about how TV drives discovery & encourages education in the pharma DTC category in 'Dedicated to Your Good Health'](#)

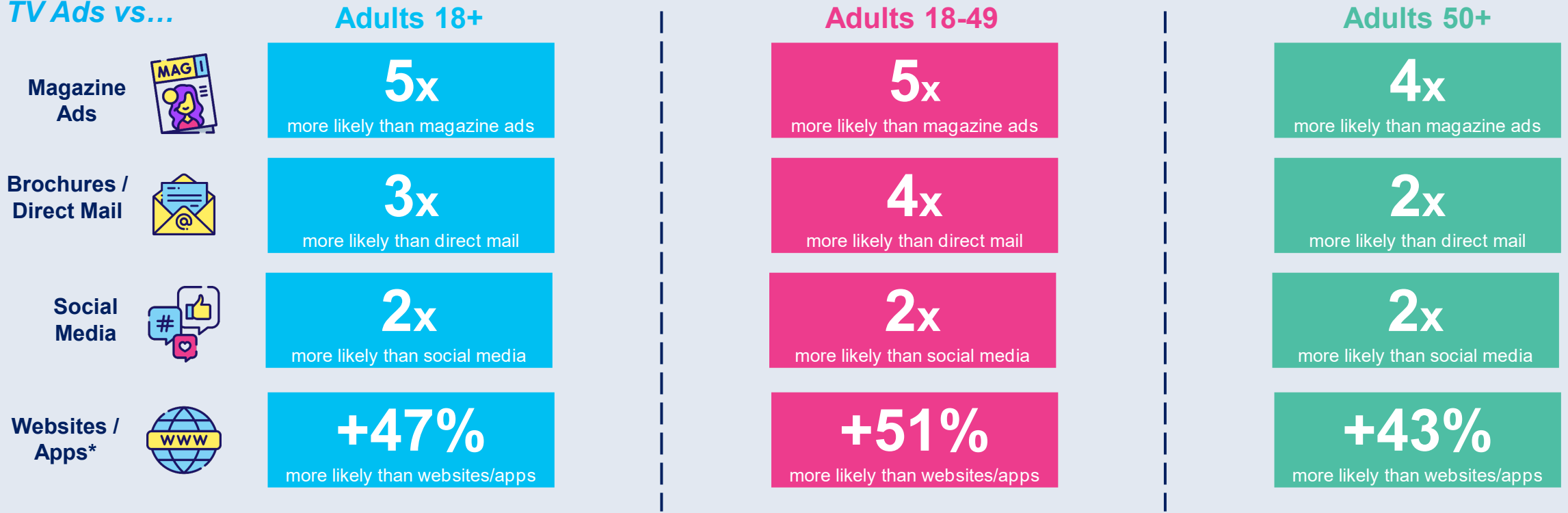
Adults of all ages are much more likely to get information on treatment remedies from pharma TV ads than any other media

How did you obtain information about an ailment or prescription drug?

Media platforms only

Adults were **much more likely** to get remedy information from **TV ads** than any other media

TV Ads vs...



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, P18+ Study Universe. Statement based on 'in last 12 months.' *excludes health information-related websites/apps.

TV ads also specifically **drive patients to take actions** during their 'treatment journey' as they seek out remedies to improve their health

39%

of 'heavy' TV viewers have taken an action after seeing a healthcare ad
(115 index vs. average adult 18+)

'Heavy' TV Viewers vs. Adults 18+ Actions taken in the last 12 months after seeing a healthcare ad

+17%

more likely to have...

Consulted a pharmacist

+21%

more likely to have...

Visited a product or drug website

+56%

more likely to have...

Discussed an ad with their doctor

+29%

more likely to have...

Asked their doctor to prescribe a specific drug

Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, P18+ Study Universe. *Prescription remedy includes both branded and generic remedies. 'Heavy' TV Viewer = Top 1 (Heavy) TV Quintile, includes men who watch 47.5+ hours weekly and women who watch 49.5+ hours weekly. [Learn more about how TV drives discovery & encourages education in the pharma DTC category in 'Dedicated to Your Good Health'](#)

2

Attribution Analysis Methodology

We examined 17 major Pharma brands to quantify TV's impact across a patient's path to treatment



In 2024, 55% of the \$7 billion in Pharma TV advertising was from 20 brands that offer remedies to mostly combat serious, invasive diseases

Top 20 Prescription Remedy Brands by TV Investment Spend CY 2024

Crohn's Disease /
Psoriasis /
Ulcerative Colitis

Skyrizi
risankizumab-rzaa
(\$501.5 MM)

Rheumatoid Arthritis
Ulcerative Colitis / Eczema

RINVOQ
upadacitinib
(\$466.7 MM)

Eczema / Asthma

DUPIXENT
(dupilumab) Injection
(\$389.1 MM)

Obesity

ONCE-WEEKLY
wegovy
semaglutide injection 2.4 mg
(\$362.9 MM)

Depression /
Alzheimer's

REXULTI
brexpiprazole
2mg tablets
(\$272.7 MM)

Psoriasis /
Ulcerative Colitis

Tremfya
(guselkumab)
(\$184.5 MM)

Diabetes

Jardiance
(empagliflozin) tablets
(\$163.5 MM)

Depression /
Bipolar Disorder

Vraylar
(cariprazine) capsules
(\$155.7 MM)

Psoriasis

SOTYKTU
(deucravacitinib) 6 mg tablets
(\$149.3 MM)

Diabetes

ONCE-WEEKLY
OZEMPIC
semaglutide injection 0.5mg, 1mg, 2mg
(\$143.1 MM)

COPD

BREZTRI
AEROSPHERE[®]
budesonide / glycopyrronium / formoterol
fumarate dihydrate pressurized inhalation
suspension
(\$133.1 MM)

RSV

AREXVY
(RESPIRATORY SYNCYTIAL VIRUS
VACCINE RECOMBINANT, ADJUVANTED)
(\$130.7 MM)

HCM

CAMZYOS
(mavacamten) capsules
2.5, 5, 10, 15mg
(\$114.3 MM)

Migraines / Wrinkles

BOTOX
(\$106.3 MM)

AMD

EYLEA
(aflibercept) Injection
(\$104.1 MM)

Bipolar Disorder

CAPLYTA
(lumateperone) capsules
(\$99.1 MM)

Tardive Dyskinesia

INGREZZA
SPRINKLE
(valbenazine) capsules
(\$97.3 MM)

Cancer

KEYTRUDA
(pembrolizumab)
(\$97.1 MM)

Psoriasis

Otezla
(apremilast) 30mg tablets
(\$96.5 MM)

Menopause

VEOZAH
(fezolinetant) tablets 45mg
(\$95.0 MM)

Source: VAB analysis of Nielsen Ad Intel data, calendar year 2024. TV media includes Cable TV, Network TV, Spanish Language Cable TV, Spanish Language Network TV, Spot TV, Syndication TV; excludes promos and PSAs. Pharma represents 'Pharmaceutical Houses' sub-group category. COPD = Chronic Obstructive Pulmonary Disease; AMD = Age-related macular degeneration; RSV = Respiratory syncytial virus; HCM = Hypertrophic cardiomyopathy. Diabetes TV spending is specifically from Type 2 remedies; Cancer TV spending includes a mix of melanoma, lung, prostate, breast and neck cancer remedies. [Learn more about how TV drives discovery & encourages education in the pharma DTC category in 'Dedicated to Your Good Health'](#)

Of those 20 brands, 17 have publicly available revenue data which enabled us to create an analysis that correlates TV spend with full-funnel results

Brand Selection Methodology

▶ Brands that were Top 20 Prescription Remedy TV Spenders in CY 2024

- ▶ These brands were also identified in our [‘Dedicated to Your Good Health’](#) report



▶ Brands That Are Also Owned by a Publicly Traded Parent Company

- ▶ To understand pharma brand revenues figures, we utilize the publicly reported annual U.S. SEC filings (10-Ks, etc.)



17 Pharmaceutical Brands
included in this analysis

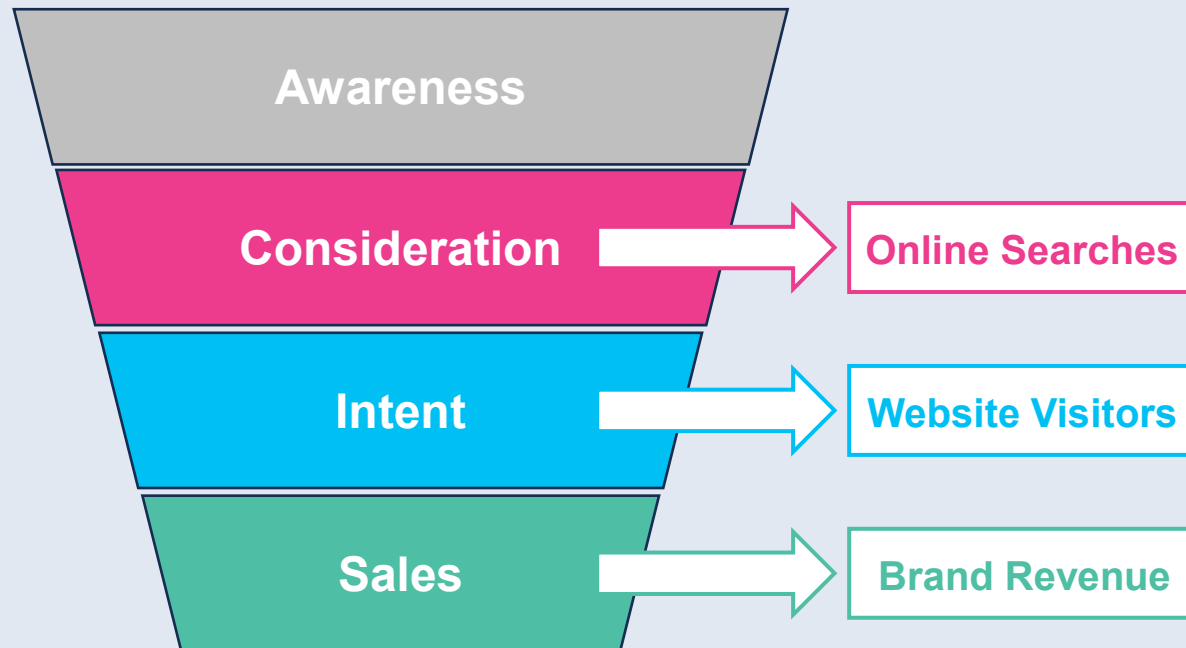
17 Pharmaceutical DTC Brands Analyzed

 Skyrizi [®] risankizumab-rzaa	 RINVOQ [®] upadacitinib	 Otezla (apremilast) 30mg tablets	 wegovy [®] ONCE-WEEKLY semaglutide injection 2.4 mg
 Tremfya [®] (guselkumab)	 Vraylar [®] (cariprazine) capsules	 SOTYKTU [™] (deucravacitinib) 6 mg tablets	 OZEMPIC [®] ONCE-WEEKLY semaglutide injection 0.5mg, 1mg, 2mg
 BREZTRI [®] AEROSPHERE [®] budesonide / glycopyrronium / formoterol fumarate dihydrate pressurized inhalation suspension	 AREXVY [®] (RESPIRATORY SYNCYTIAL VIRUS VACCINE RECOMBINANT, ADJUVANTED)	 CAMZYOS [™] (mavacamten) 2.5, 5, 10, 15mg capsules	
 EYLEA [®] (afibercept) Injection	 CAPLYTA [®] (lumateperone) capsules	 INGREZZA [®] SPRINKLE (valbenazine) capsules	
 DUPIXENT [®] (dupilumab) Injection	 KEYTRUDA [®] (pembrolizumab)	 BOTOX [®]	

Source: VAB analysis of Nielsen Ad Intel data, calendar year 2024. TV media includes Cable TV, Network TV, Spanish Language Cable TV, Spanish Language Network TV, Spot TV, Syndication TV; excludes promos and PSAs. Pharma represents 'Pharmaceutical Houses' sub-group category.

To quantify the measurable impact that TV advertising has on Pharma brands, we analyzed branded online search, website traffic and sales

Outcomes Metrics by Purchase Funnel Stage



Analysis Methodology

Online Searches

- ▶ Using Google Trends we compared the relative volume, quantified by the search index, of searches for Pharma brands before and after their TV launch.

Website Visitors

- ▶ We analyzed website traffic data between July 2021 - June 2025 through Comscore to compare monthly unique visitors for each brands' measured website before and after their TV launch.

Brand Revenue

- ▶ Utilizing annual SEC filings (forms 10-K & 20-F) of Pharmaceutical houses that are publicly traded on major U.S. stock exchanges, we analyzed the brand level U.S. sales revenue between 2021 - 2024.

Note: Form 10-K is an annual financial report filed by publicly traded companies with the U.S. Securities and Exchange Commission (SEC) that details their financial performance and business operations. Form 20-F is an annual financial report filed with the SEC by foreign private issuers that have securities listed on a U.S. stock exchange

3

Mid-Funnel Results: Pharmaceutical Brands

TV ads drive discovery and education through increased branded online search and website visits

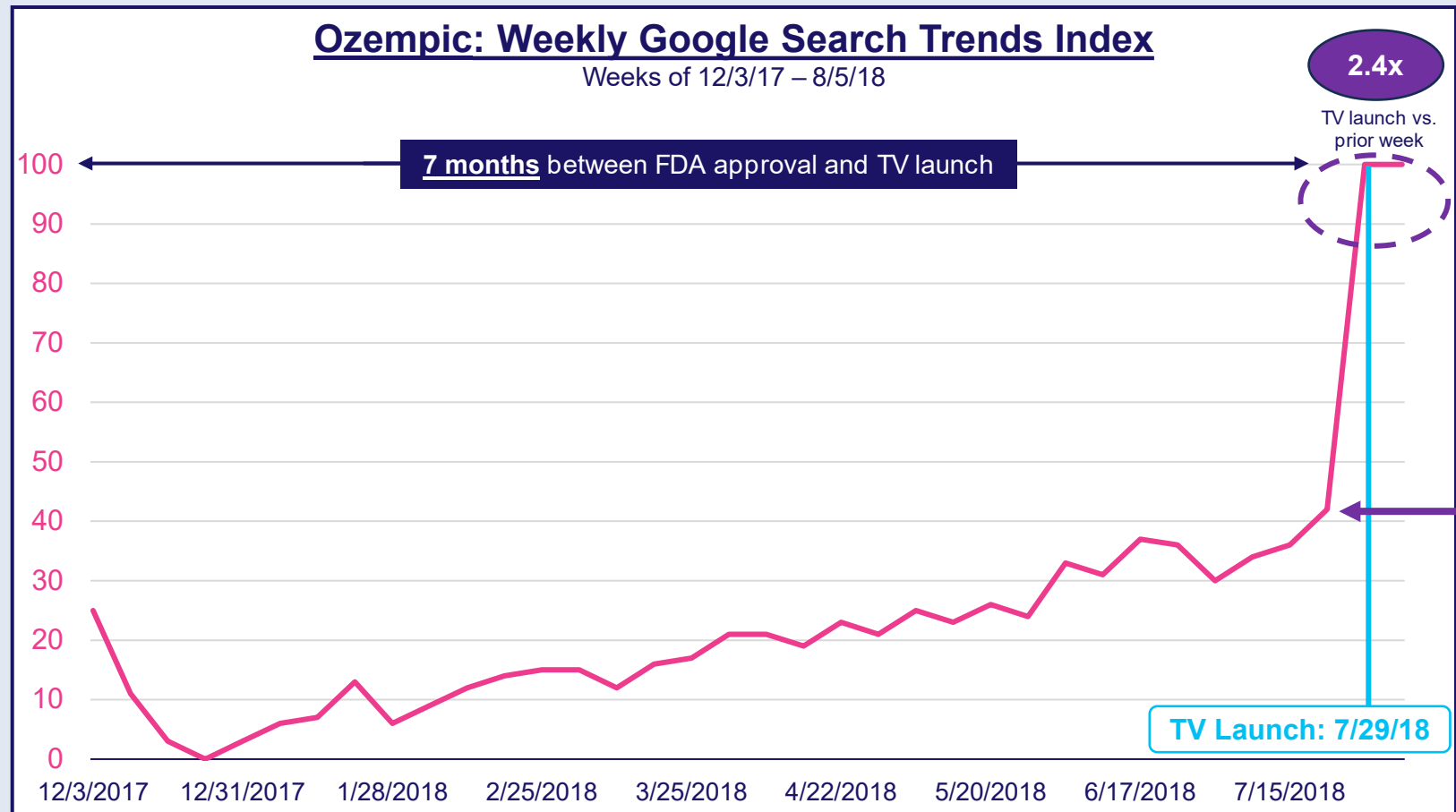
How to read the first charts in this section:

Google Search Trend Index = represents search interest relative to the highest point during a specific time period for a given region, a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.



Ozempic: This treatment for diabetes more than doubled their branded online search queries when they launched their first TV campaign

This Chart Plots:
The level of relative weekly Google search activity (for Ozempic) prior to its high point in search activity (the spike at the end of TV launch week)



Level of Ozempic search activity at the end of TV launch week (100 index)

Level of search activity just before 7/29 TV campaign launch began (42 index)

2.4x
TV launch vs. prior week

TV Launch: 7/29/18

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 12/3/17 – 8/5/18. 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. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2015 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand.

First-time TV campaigns drove an ‘immediate spike’ in online search for brands, which was seen consistently across our analysis

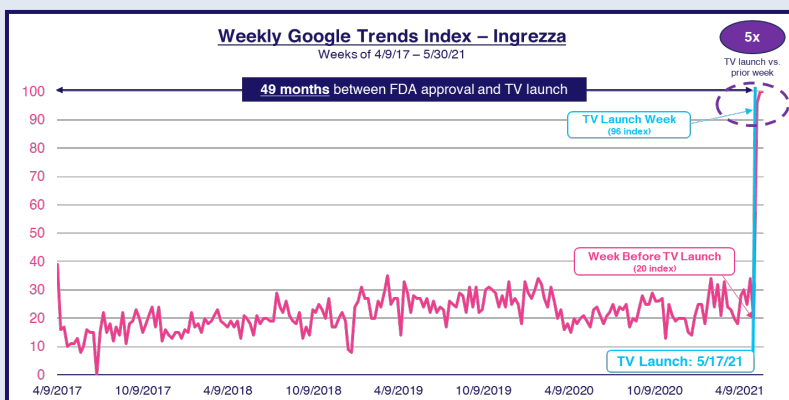
- ▶ These spikes in search occurred regardless of when brands launched TV after FDA approval, and presumably after search & social campaigns began for many brands

Pharma DTC TV Advertisers - Weekly Google Trends Index

FDA Approval Date through TV Campaign Launch

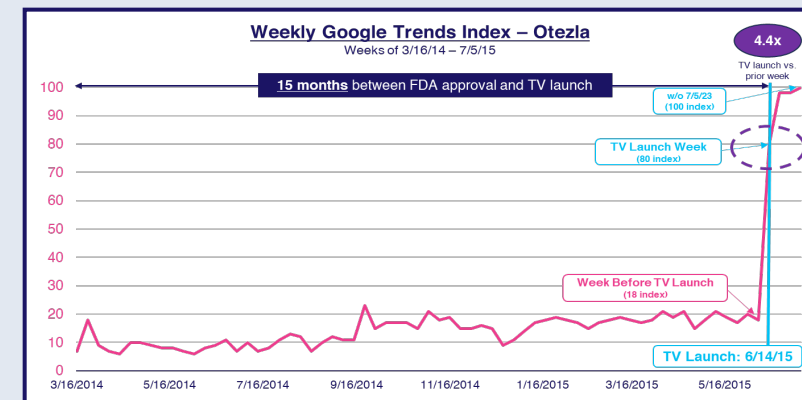
INGREZZA[®]
SPRINKLE
(valbenazine) capsules
(Tardive Dyskinesia)

49 months between FDA approval and TV launch



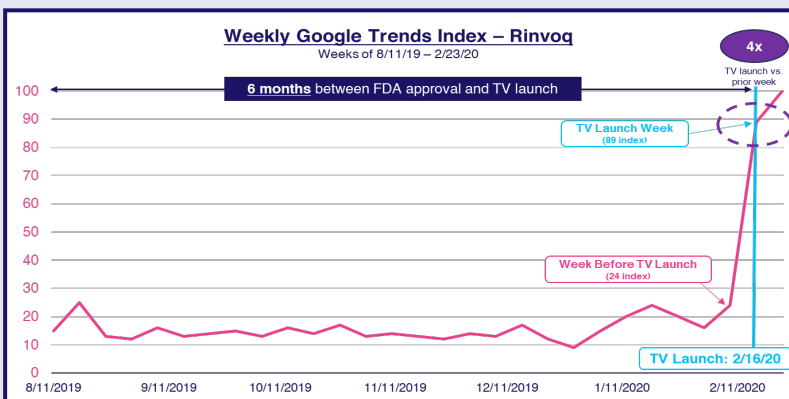
Otezla
(apremilast) 30mg tablets
(Psoriasis)

15 months between FDA approval and TV launch



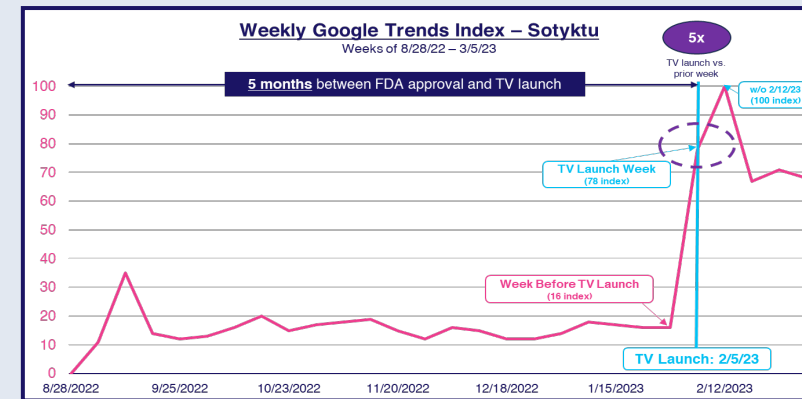
RINVOQ[®]
upadacitinib
*(Rheumatoid Arthritis
Ulcerative Colitis / Eczema)*

7 months between FDA approval and TV launch



SOTYKTU[™]
(deucravacitinib) 6 mg tablets
(Psoriasis)

5 months between FDA approval and TV launch



Source: VAB analysis of Google Trends, United States only, branded web search. Time period for each brand is based on their FDA approval date through TV campaign launch. **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.** VAB analysis of Nielsen Ad Intel, TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2015 – December 2024 (calendar months); Note: **Light blue line marks the first day of TV spending for each brand.**

A sustained TV advertising presence also drove steady growth in online searches for brands after the initial campaign launch

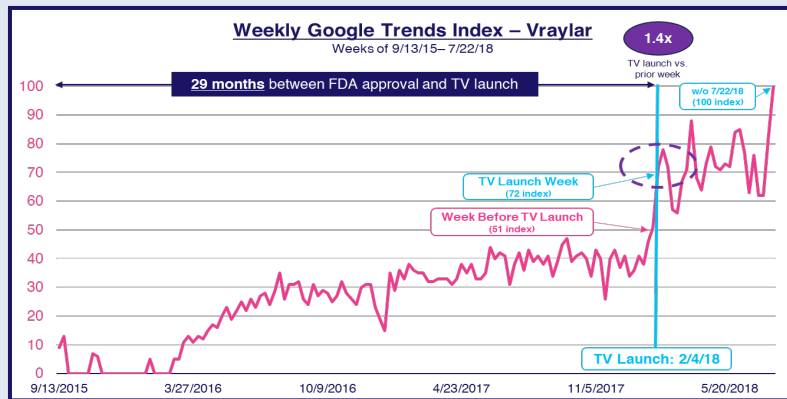
Pharma DTC TV Advertisers - Weekly Google Trends Index

FDA Approval Date through TV Campaign Launch



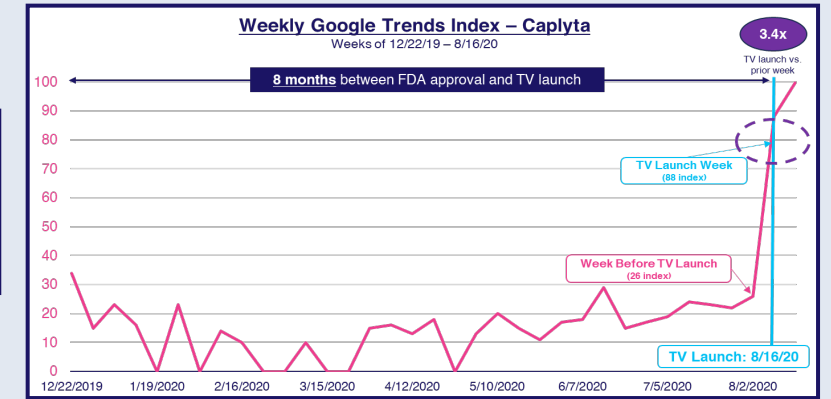
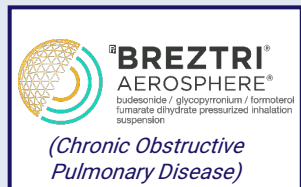
Vraylar
(cariprazine) capsules
(Depression / Bipolar Disorder)

29 months between FDA approval and TV launch



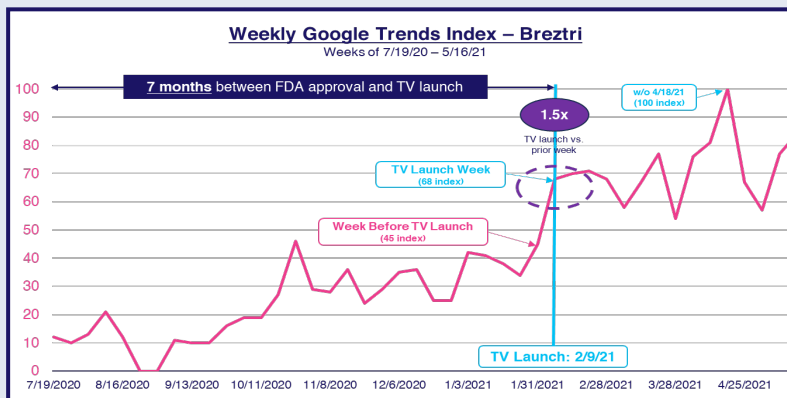

CAPLYTA
(lumateperone) capsules
(Bipolar Disorder)

8 months between FDA approval and TV launch

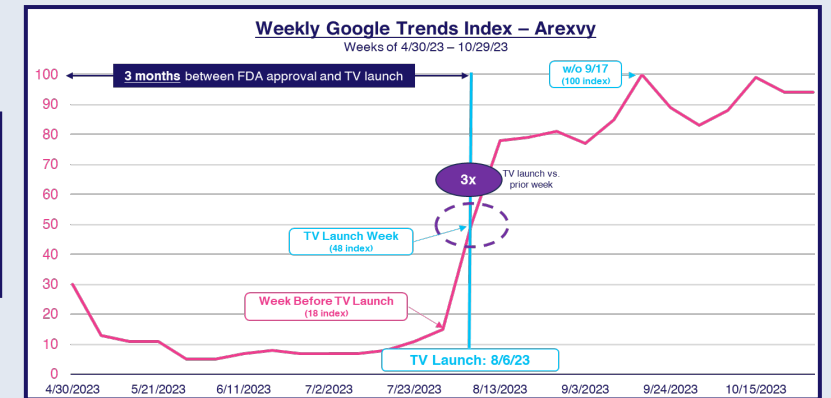
BREZTRI
AEROSPHERE[®]
budesonide / glycopyrronium / formoterol fumarate dihydrate pressurized inhalation suspension
(Chronic Obstructive Pulmonary Disease)

7 months between FDA approval and TV launch




AREXVY
(RESPIRATORY SYNCYTIAL VIRUS VACCINE RECOMBINANT, ADJUVANTED)
(Respiratory syncytial virus)

3 months between FDA approval and TV launch



Source: VAB analysis of Google Trends, United States only, branded web search. Time period for each brand is based on their FDA approval date through TV campaign launch. **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.** VAB analysis of Nielsen Ad Intel, TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2015 – December 2024 (calendar months); Note: **Light blue line marks the first day of TV spending for each brand.**

The impact of TV is evident as 14 of the 16 Pharma advertisers saw their highest branded search volume occur once their TV campaign launched

88%

of the 16 Pharmaceutical TV advertisers* saw their highest brand search volume once their TV campaign launched

Source: VAB analysis of Google Trends, United States only, branded web search. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period. Note: Time period for each brand is their FDA approval date through 7/31/25. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2015 – December 2024 (calendar months). Analysis reflects 14 out of 16 brands with the highest brand search volume after they launched in TV. *Excludes Botox as their first TV ad aired in 2002, before Google Trends data began in 2004.

16 Pharmaceutical DTC Brands Analyzed*

The image displays 16 pharmaceutical brands in a grid format. Each entry includes the brand name, its generic name, and the dosage form. The brands are: Skyrizi (risankizumab-rzaa), Rinvoq (upadacitinib), Dupixent (dupilumab) Injection, Tremfya (guselkumab), Vraylar (cariprazine) capsules, Sotyktu (deucravacitinib) 6 mg tablets, Breztri Aerosphere (budesonide / glycopyrronium / formoterol fumarate dihydrate pressurized inhalation suspension), Ozempic (semaglutide injection) 0.5mg, 1mg, 2mg, Camzyos (mavacamten) 2.5, 5, 10, 15mg capsules, Eylea (afibercept) Injection, Arexvy (Respiratory Syncytial Virus Vaccine Recombinant, Adjuvanted), Ingrezza Sprinkle (valbenazine) capsules, Caplyta (lumateperone) capsules, Keytruda (pembrolizumab), Otezla (apremilast) 30mg tablets, and Wegovy (semaglutide injection) 2.4 mg.

Greater online search led to **outsized double-digit lifts** in website traffic, especially as pharma brands increased their investment in TV

▶ The 8 pharma brands included in this website traffic analysis reflect those brands whose websites were measured by Comscore between July 2021 – June 2025

Measured Website Traffic & TV Spend Analysis

8 Pharmaceutical DTC Brand Average

Jul '21 – Jun '23
monthly average

Jul '23 – Jun '25
monthly average

% Change

Change

Unique Website Visitors
(monthly average)

222K

328K

+47%

+106K

U.S. TV Spend
(monthly average)

\$13.1MM

\$16.5MM

+26%

+\$3.4MM

8 Pharmaceutical Brands Analyzed*



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. July 2021 – June 2025 (calendar months), figures are based on monthly averages for the 8 brands analyzed. VAB analysis of Nielsen Ad Intel, national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV or syndication TV. July 2021 – June 2025 (calendar months). *Brands included had measured website traffic on their branded websites during the July 2021 – June 2025 time period.

4



Sales Impact: Pharmaceutical Brands

TV delivers high-value audiences by converting greater online search and website traffic to higher adoption of remedies by patients and increased sales for brands



Increased mid-funnel results driven by higher TV investment has **more than doubled the collective sales** of the 17 brands over the last three years

17 Pharmaceutical DTC Brands: Annual U.S. Sales Revenue vs. TV Spend

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>'24 vs '21 % Change</u>	<u>3-Year CAGR*</u>
 <p>U.S. Revenue (\$ in B)</p>	\$37.6	\$51.5	\$70.2	\$86.8	+131%	+32%
 <p>U.S. TV Spend (\$ in B)</p>	\$1.6	\$1.7	\$2.4	\$3.3	+106%	+27%





17 Pharmaceutical Brands Analyzed



Sources: Revenues are based on company filings (10-K) via SEC.gov (EDGAR). TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Calendar years of 2021-2024. U.S. revenues for Ozempic & Wegovy were reported in Danish Krone, Dupixent & Arexvy were reported in Euros. *CAGR = compound annual growth rate (i.e., mean annual growth across the time period).

During our analysis period, many major pharma brands saw a **tight correlation** between increased TV investment and annual sales growth





Sampling of Pharmaceutical DTC Brands: Annual U.S. Sales Revenue & TV Spend

<u>Brand</u>		<u>2021</u>	<u>2024</u>	<u>'24 vs '21 % Change</u>	<u>3-Year CAGR*</u>
 KEYTRUDA® (pembrolizumab)	U.S. Revenue (\$ in MM)	\$9,765	\$17,872	+83%	+22%
	U.S. TV Spend (\$ in MM)	\$56	\$97	+73%	+20%
 Skyrizi® risankizumab-rzaa	U.S. Revenue (\$ in MM)	\$2,486	\$10,086	+306%	+59%
	U.S. TV Spend (\$ in MM)	\$167	\$501	+201%	+44%
 RINVOQ® upadacitinib	U.S. Revenue (\$ in MM)	\$1,271	\$4,259	+235%	+50%
	U.S. TV Spend (\$ in MM)	\$214	\$467	+118%	+30%
 Vraylar® (cariprazine) capsules	U.S. Revenue (\$ in MM)	\$1,728	\$3,260	+89%	+24%
	U.S. TV Spend (\$ in MM)	\$67	\$156	+132%	+32%

Sources: Revenues are based on company filings (10-K) via SEC.gov (EDGAR). TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Calendar years of 2021-2024. *CAGR = compound annual growth rate (i.e., mean annual growth across the time period).

TV drives a direct impact on sales with **double-digit compound annual growth** seen consistently across brands of all revenue sizes

Sampling of Pharmaceutical DTC Brands: Annual U.S. Sales Revenue & TV Spend

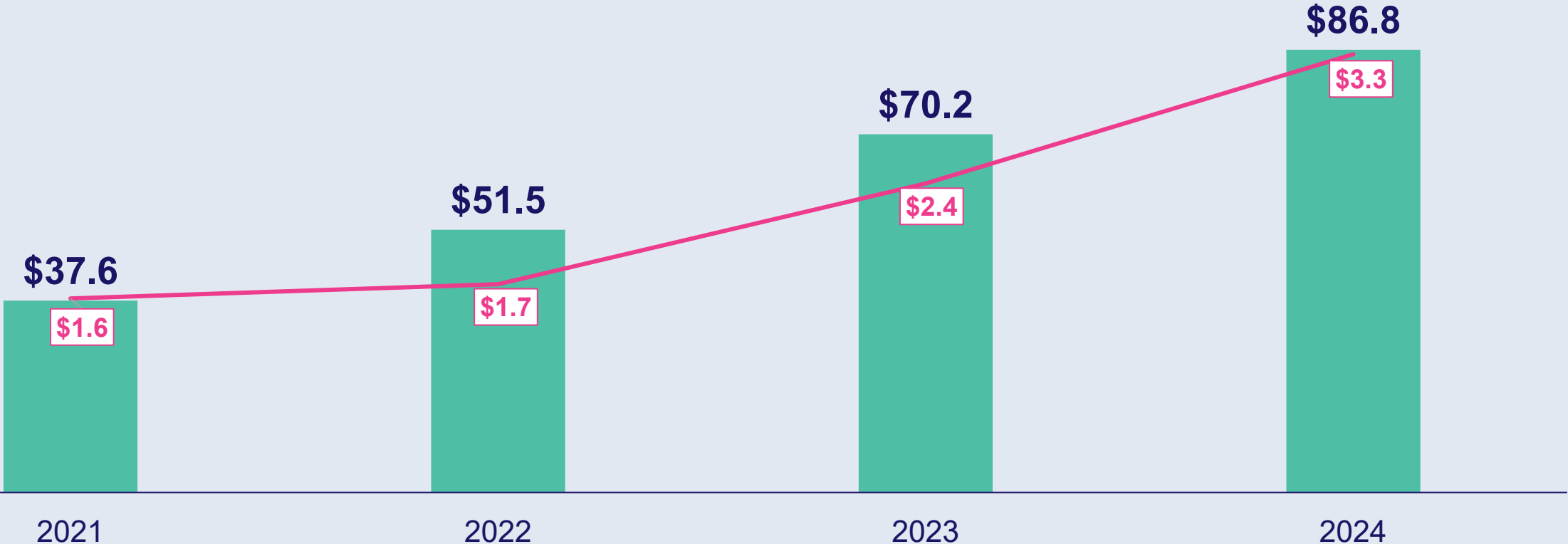
<u>Brand</u>		<u>2021</u>	<u>2024</u>	<u>'24 vs '21 % Change</u>	<u>3-Year CAGR*</u>
 INGREZZA[®] SPRINKLE (valbenazine) capsules	U.S. Revenue (\$ in MM)	\$1,082	\$2,314	+114%	+29%
	U.S. TV Spend (\$ in MM)	\$67	\$97	+44%	+13%
 Tremfya[®] (guselkumab)	U.S. Revenue (\$ in MM)	\$1,503	\$2,443	+63%	+18%
	U.S. TV Spend (\$ in MM)	\$141	\$185	+30%	+9%
 CAPLYTA[®] (lumateperone) capsules	U.S. Revenue (\$ in MM)	\$82	\$681	+733%	+103%
	U.S. TV Spend (\$ in MM)	\$33	\$99	+196%	+44%
 BREZTRI[®] AEROSPHERE[®] <small>budesonide / glycopyrronium / formoterol fumarate dihydrate pressurized inhalation suspension</small>	U.S. Revenue (\$ in MM)	\$115	\$516	+349%	+65%
	U.S. TV Spend (\$ in MM)	\$59	\$133	+125%	+31%

Sources: Revenues are based on company filings (10-K) via SEC.gov (EDGAR). TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Calendar years of 2021-2024. *CAGR = compound annual growth rate (i.e., mean annual growth across the time period).

Summary: Sales grew in proportion to the increase in TV investment across the 17 major pharmaceutical DTC brands within our analysis

17 Pharmaceutical DTC Brands: Annual U.S. Sales Revenue & TV Spend

■ Sales (\$ in B) — TV Spend (\$ in B)



Sources: Revenues are based on company filings (10-K) via SEC.gov (EDGAR). TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Calendar years of 2021-2024. U.S. revenues for Ozempic & Wegovy were reported in Danish Krone, Dupixent & Arexvy were reported in Euros.

Key Marketer Takeaways

TV drives discovery and education which results in real sales impact for brands

- ▶ TV ads, more than any other media, drives patients of all ages to educate themselves and **take action during their 'treatment journey'** as they seek out remedies to improve their health
- ▶ The impact of TV is evident as **88% of pharma brands analyzed saw their highest branded search volume** occur once their TV campaign launched
- ▶ Greater online search led to **outsized double-digit lifts in website traffic**, especially as they increased their TV investment, for the eight brands that were measured
- ▶ Increased mid -funnel results driven by greater TV investment **more than doubled the collective sales** of the 17 brands in our analysis (i.e., more patients getting the remedies they need to treat serious, invasive conditions).

Download our two recently released insights reports below to learn more about the **importance of TV advertising** within the pharmaceutical category



Transform

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

Dedicated to Your Good Health
How TV Drives Discovery & Encourages Education in the Pharma DTC Category

VAB Insights. Inspiration. Impact.

Download to learn...

- How Pharma TV ad investment has evolved
- How TV campaigns impact branded online search based on an analysis of 58 first-time pharma DTC TV advertisers
- How 'Advanced TV' solutions enable greater precision targeting within the pharma category



Discover

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

Why banning Pharma TV ads would disproportionately affect minority groups

VAB Insights. Inspiration. Impact.

Download to learn...

- How minority groups increasingly use prescription remedies for series ailments
- How minority group are much more likely to act after seeing a pharma ad, leading to further education

[Click report covers above to download](#)

Discover more: Looking for more insights and takeaways? Check out these reports on premium video and brand safety & transparency

Power of Premium Video To Drive Brand Outcomes



The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers



Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance



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



A Commanding Presence
How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands

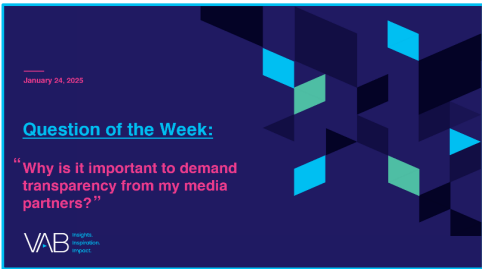


25 Ways TV Grows Brands
Powering Performance Through Full-Funnel Business Outcomes

Brand Safety, Trust and Transparency



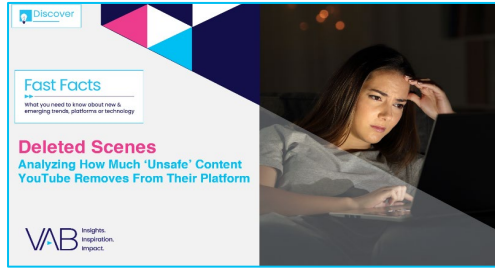
What is Brand Safety?
A Look Into Critical Issues Impacting Marketers Today



Why is it important to demand transparency from my media partners?



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



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



How many fake accounts does Facebook remove each year?

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.

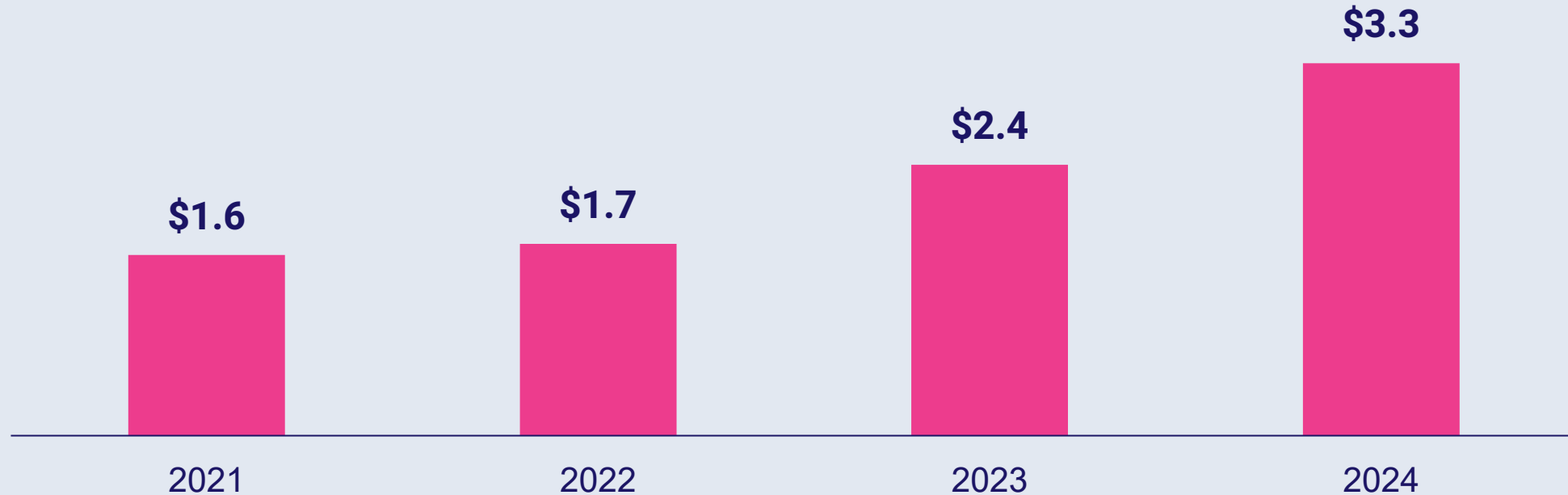


We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**



Over the last three years, the collective investment in TV by the 17 pharma DTC brands included within our analysis **more than doubled**

17 Pharmaceutical DTC Brands: Annual TV Investment
\$ in Billions



17 Pharmaceutical Brands Analyzed

Sources: VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Calendar years of 2021-2024.