

A Comprehensive Resource Highlighting Cable's Strengths.

This digital version is a collection of targeted charts from the 2013 TV Fact Book, highlighting Cable's unique value to advertisers.

This collection of PowerPoint charts were created on a white background so you can easily grab and paste into your existing presentations on the go.

This easy to use CD gives you the power to customize TV Facts' major points to support your specific sales needs. It is designed to assist you in making informed decisions about how cable can help achieve your marketing goals and can be utilized as a valuable leave-behind on your sales calls.



2013 TV Facts On The Go includes:

- Video Consumption trends;
- Viewing Trends;
- Cable's Target-Ability;
- Cable's Reach;
- Original Cable's Programming Investment;
- DVR impact charts;
- How Cable Stacks Up Against The Competition;
- Custom CAB Multi-Screen Study highlights
- Rating/Share trends;
- Original Programming Icons;
- Etc



CABLE ADVERTISING BUREAU

To order, mail (with attention to Nancy Lagos) to CAB (830 Third Avenue, NY, NY 10022) or email nancyl@cabletvadbureau.com with your order.

2013 TV Facts On The Go Order Form

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