

2014 Video Facts - Advertising's #1 Information Resource

CAB's **2014 Video Facts** is an effective pocket sized marketing tool that contains 120+ pages of up-to-date insights on all major media; highlighting the distinguished value of Cable brands across all screens.

The user friendly **Video Facts** provides a graphic snapshot of video's current landscape and is a valuable resource for anyone involved in the evaluation, planning or buying of media. This guide clearly demonstrates Cable's key marketing advantages with data and charts right at your fingertips.

The **2014 Video Facts** reveals:

- CAB's Video Nation study highlights;
- Video consumption across all screens;
- Original Cable programming growth;
- Cable brands dominance on mobile devices;
- Video On Demand's growth;
- Social Media trends;
- DVR impact charts;
- How Cable Stacks Up Against The Competition;
- Time Spent By Source;
- TV ads engagement;
- Decline of radio and newspaper;
- Rating trends by source;
- Product consumption;
- Ethnic viewing trends; etc...

Video Facts graphically provides information necessary to make crucial sales points or address any of the objections that you may encounter when discussing cable advertising. Additionally, the Video Facts contains a directory of Ad-Supported Cable networks and contact information for each network.

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



2014 Video Facts Order Form

CAB Member Prices:

- (1-49): \$10.99 ea.
- (50-99): \$10.25 ea.
- (100-249): \$9.25 ea.
- (250+): \$8.25 ea.

Non-Member Prices:

\$24.99 ea.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

SEND FORM TO ▶

Cable Advertising Bureau • 830 Third Avenue, New York, NY 10022
Fax (212) 832-3268 Attention to Nancy Lagos • Phone (212) 508-1229

PLEASE COMPLETE BELOW:

CAB Member Non-Member

	AMOUNT
A. Books: # of copies _____ @ \$ _____ each=	\$ _____
B. Shipping: (10% of above book order)	\$ _____
C. Subtotal: (Line A & B)	\$ _____
D. Sales Tax: (Add applicable sales tax of above subtotal if located in NY State)	\$ _____
GRAND TOTAL ENCLOSED:	\$ _____

CHECK ENCLOSED (Please make payable to CAB)

VISA MASTERCARD AMEX

ACCOUNT NUMBER _____

CARDHOLDER'S NAME _____

SIGNATURE _____

EXPIRATION DATE _____