

2015 Video Facts - #1 Insights Source

CAB's **2015 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 video 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 **2015 Video Facts** reveals:

- Latest video consumption insights across all screens;
- CAB's custom study on Power of TV in Automotive Buyers Purchase Process;
- Original Cable programming growth;
- TV driving digital growth;
- Cable brands dominance on mobile devices;
- Video On Demand's usage growth;
- Value of Niche Cable nets;
- Social Media trends;
- DVR impact charts;
- How Cable Stacks Up Against The Competition;
- Time Spent By Source;
- TV ads engagement;
- Decline of competitive media;
- 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 Donna Guidice) to CAB (830 Third Avenue, NY, NY 10022) or email donnag@cabletvadbureau.com with your order.



CABLE ADVERTISING BUREAU

2015 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.

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