

# 2014 Video Facts On The Go - USB Flash Drive

## A Digital Resource Highlighting Cable's Strength Across All Platforms

This digital version is a collection of targeted charts from the 2014 Video Fact Book, highlighting Cable's unique value to advertisers.

This collection of over 40 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 USB Flash Drive gives you the power to customize Video 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.



### 2014 Video Facts On The Go includes:

- Video Consumption trends across all screens;
- Viewing Trends;
- Cable brands dominance on mobile devices;
- Video On Demand's growth;
- Cable's Target-Ability;
- Original Cable's Programming
- DVR impact charts;
- How Cable Stacks Up Against The Competition;
- Custom CAB Video Nation
- Rating/Share trends;
- Original Programming Icons;
- Etc



To order, mail (with attention to Donna Guidice) to CAB (830 Third Avenue, NY, NY 10022) or email DonnaG@cabletvadbureau.com with your order.

## 2014 Video Facts On The Go Order Form

**CAB Member Prices:**  
\$50.00 ea.

**Non-Member Prices:**  
\$75.00 ea.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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### PLEASE COMPLETE BELOW:

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

CHECK ENCLOSED (Please make payable to CAB)

VISA     MASTERCARD     AMEX

ACCOUNT NUMBER \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

**SEND FORM TO ►**

**Cable Advertising Bureau • 830 Third Avenue, New York, NY 10022**  
**Fax (212) 832-3268 Attention to Donna Guidice • Phone (212) 508-1201**