

## Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

# Best in Show

## Five Advantages of Multiscreen TV, From Brand to Performance





## Multiscreen TV provides five key advantages that deliver brand outcomes across the purchase funnel

High-quality, premium video environments offer more than just entertainment - they **engage, inspire and foster a trusted space where advertising can truly perform**. The 'halo effect' of these platforms elevates ads by building consumer trust and driving meaningful outcomes, including higher purchase intent.

The high-quality of multiscreen TV enables it to **serve as both a brand-building and performance channel**, especially through 'mid-funnel' results such as attention, recall, trust, brand perception, website traffic and intent.

This piece delves into **five key advantages** that make multiscreen TV the most effective media platform and explores how they all work together to deliver outcomes through the purchase funnel. The **unparalleled scale, attention-grabbing content, high ad recall** and **deep consumer trust** all combine to **drive conversions**.

Learn how **multiscreen TV outperforms** other platforms across a range of metrics and **delivers results that move consumers from awareness to conversion**.

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High-quality video content creates premium ad experiences that builds memorability, fosters trust and drives deep engagement



# Nearly all consumers view the rich viewing experience of long-form video programming as the 'gold standard' of premium content

- ▶ Long-form content's production value, exclusivity and ability to connect friends and family are key reasons viewers define it as a premium video experience



97%

of viewers believe that long-form is the **'gold standard'** of premium content



9 in 10

viewers say watching **long-form premium content** is a valuable use of their time



62%

**Value** brands that advertise in **long-form premium content**\*

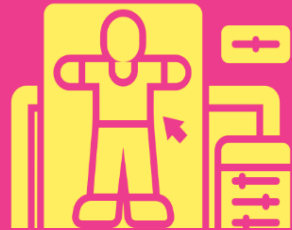
Source: DIRECTV Advertising, *Premium, Defined: Long-Form Content Drives Ad Success*, May 2024. Vital Findings (2024). Value of Premium Content. Commissioned by DIRECTV & PMX Lift.

# Long-form, premium video environments have specific characteristics that differentiate them from lower quality platforms

What differentiates premium content found on TV in all its forms from user-generated content (UGC) on digital platforms?



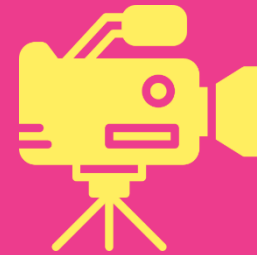
**Content Duration**



**Complex  
Character  
Development**



**Emotional  
Storytelling**



**High Production  
(e.g., multiple  
camera angles)**



**Brand Safe  
Environment**

# Marketers equate premium video with exceptional, high-quality content in brand safe environments, which are the hallmarks of multiscreen TV

How important are the following factors when buying premium video inventory?  
% of buyers who responded important / very important



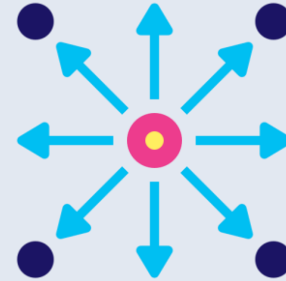
91%

Brand Safety



89%

High Production  
Quality



85%

Publisher  
of Content



81%

Demand  
for Content

Source: Comcast Advertising, *What is Premium Video: Redefining what it Means to be Premium in Advertising*, November 2023.

# Live events, which is a staple of multiscreen TV, stand out for their ability to deliver scale and high engagement while increasing brand perception

## Advertisers' Top Reasons For Buying Ads In Live Events



**56%**

**Large, Simultaneous Audience**



**53%**

**High Viewer Engagement**



**42%**

**Positive Brand Associations**

Source: Freewheel, *It's Only Live Once: How TV Advertising Can Capture Audience in the Moment*, 2024. Advertiser Perceptions survey commissioned by FreeWheel, April 2024.

# Alignment with quality content creates greater ad engagement, establishes consumer trust and drives higher brand recall

## Respondents Are More Likely to View Ads Placed in Quality Content As...



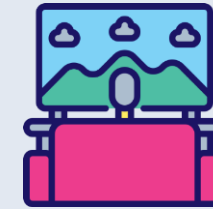
**+60%**

More  
**Memorable**  
(Higher Ad Recall)



**+44%**

More  
**Trustworthy**



**+39%**

More  
**Engaging**

Source: Wurl, *A full-funnel approach to CTV marketing 2024. Context Effects*, Map The Territory & Tapestry Research, 2024, A18. Do you remember seeing any advertising when you watched [OCCASION]? Base: 2,927 viewing occasions with ads answered by 2,017 online respondents aged 18-75 who watched any type of video content via any source the previous day. Sample matched to Barb. A23. How strongly do you agree or disagree with the following statements when it comes to the ads you saw when you watched [OCCASION]? Base: 1,950 occasions where ads were recalled (1,499 Professional, 451 Non-professional).

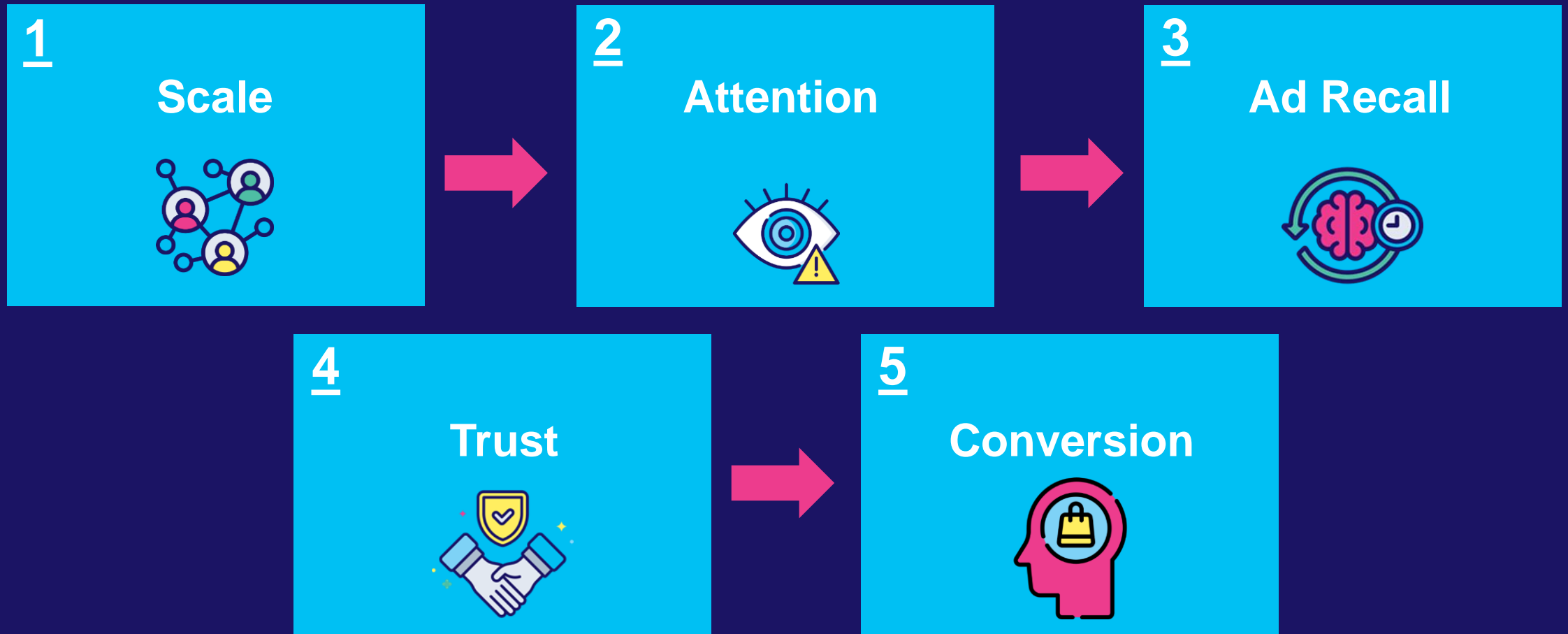


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Multiscreen TV excels in high-quality  
ad experiences which enables the delivery  
of superior results from brand to performance

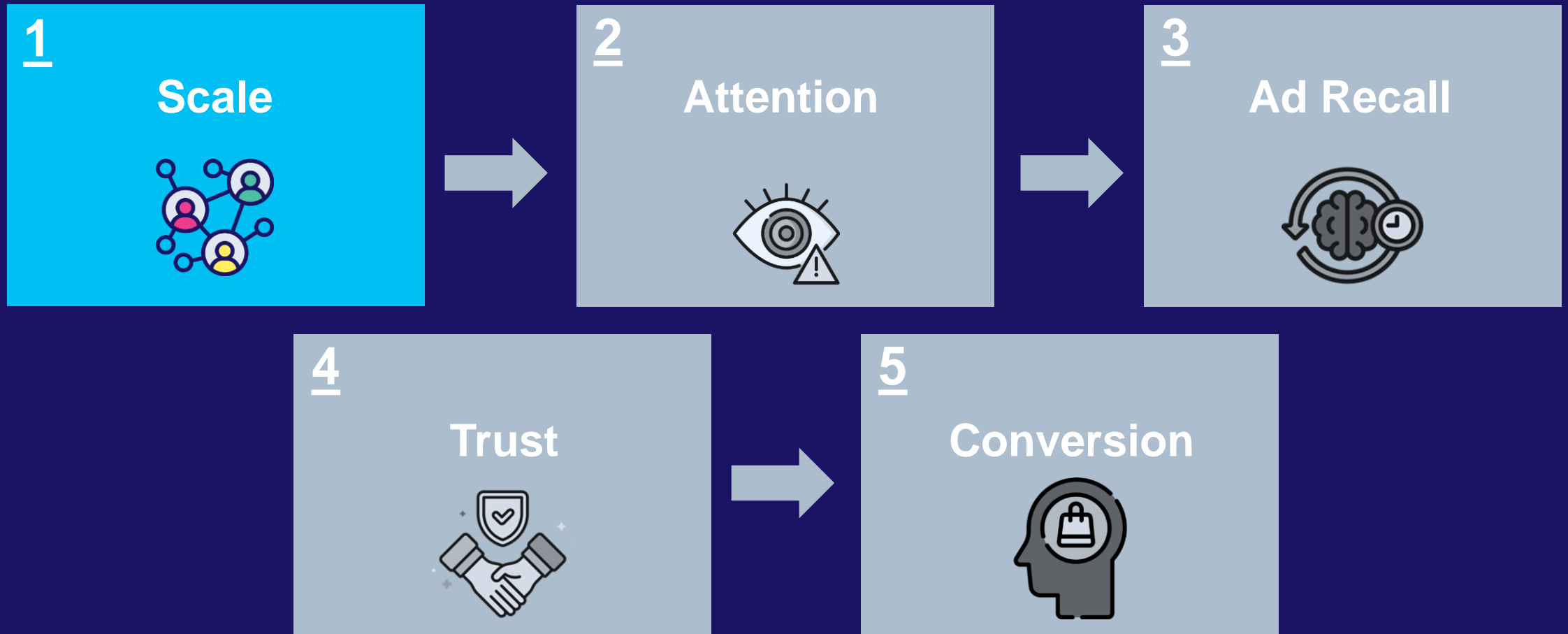


# Multiscreen TV provides **five key advantages** vs. other platforms which marketers can leverage to achieve success



*Click through a box above to be brought directly to the appropriate section*

# Multiscreen TV's linear + streaming opportunities delivers **superior reach at scale**



# Nearly every U.S. household owns a TV, making it a cornerstone of media consumption and a key platform for reaching broad and diverse audiences

Which of the following devices do you and other household members currently own?



93%

TV



93%

Smartphone



74%

Laptop



61%

Tablet



40%

Game Console



42%

Desktop Computer



35%

Smart Speaker

Source: VAB analysis of ARF DASH study, full year 2023 vs. full year 2022. Based on survey of 10,000 A18+. Q3: Which of the following devices do you and other household members currently own? Based on household weighting. Download ['Left to Your Own Devices'](#) to learn more.

# The average household has more TVs than any other device which creates significant opportunities for brands to engage consumers on a big screen

## Households: Average Number of Devices Owned



2.4

TV



2.2

Smartphone



2.0

Smart Speaker



1.8

Laptop



1.7

Tablet



1.7

Game Console



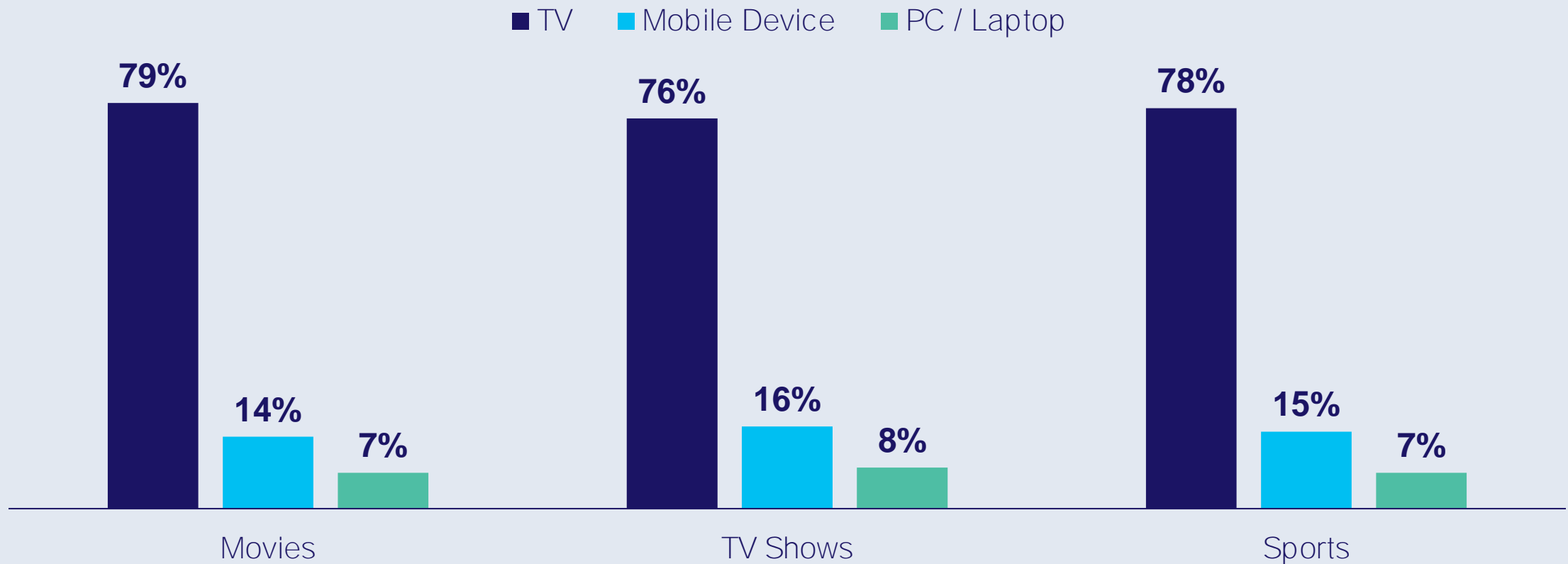
1.3

Desktop Computer

Source: VAB analysis of ARF DASH study, full year 2023. Based on survey of 10,000 A18+. Q4: How many of the following devices do you and the members of your household own and have used in the past 6 months? Based on household weighting. Download ['Left to Your Own Devices'](#) to learn more.

# Most people prefer TV for long-form content than any other device, drawn to its superior viewing quality and immersive experience




## Preferred Platform for Watching Different Content Types



Source: LG Ad Solutions, *The Big Shift: Wave III*, 2024.

# Almost everyone regularly watches video on multiscreen TV platforms, which surpasses the reach of major social platforms

% who have watched online videos from each of the following sites or apps in the past seven days

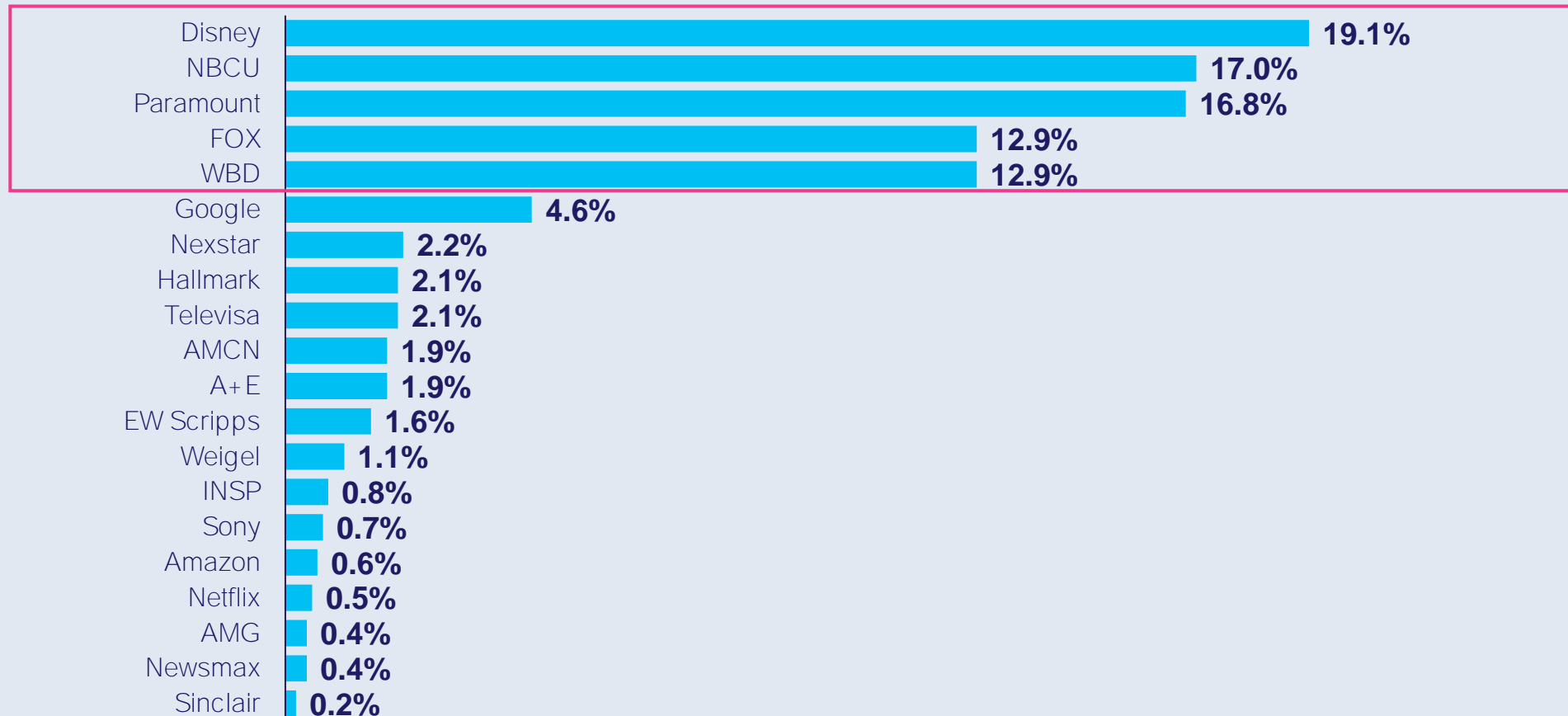
	13-24	25-34	35+
<b>TV / Streaming*</b>	<b>96%</b>	<b>95%</b>	<b>97%</b>
 <b>TikTok</b>	69%	52%	33%
 <b>snapchat</b>	47%	40%	15%
 <b>Instagram</b>	70%	63%	39%
<b>facebook</b>	46%	67%	52%
<b>You Tube</b>	83%	82%	85%

Source: Hub Entertainment Research, *2023 Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). P25-34 respondents = 285 (unweighted). P35+ respondents = 995 (unweighted). Data collected December 2023. Q7a: First, tell us if you've watched online videos from each of the following sites or apps in the past seven days. \*VAB analysis of MRI-Simmons August 2024 Cord Evolution Study, A18+. P13-24 data based on 18-24 due to A18+ base of MRI-Simmons survey. Reflects respondents who have streamed video services/ any watching past 7 days OR TV channels or networks/ viewing in last 7 days. Download ['The Big Picture: 12 Key Charts on the Impact of TV & Streaming vs. Social Media Platforms'](#) to learn more.

# The top five distributors based on total CTV ad viewing time provide brands a mix of high-quality linear TV + streaming opportunities

## Share of Total CTV Ad Time: Top 20 Distributors

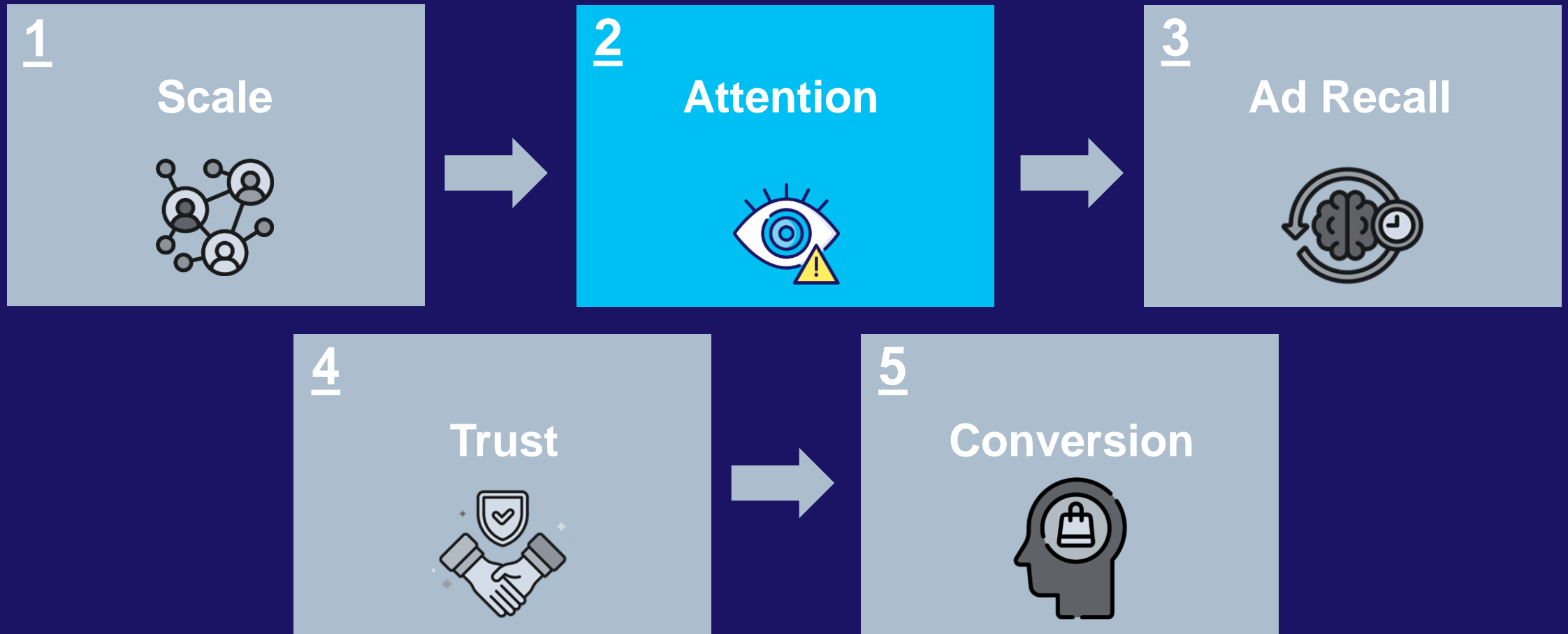
1H 2024



Source: Comscore, The Score Report; via Evan Shapiro, ESHAP Media Ware & Peace Blog, 'Settling the Score,' 10/8/24. Note: ACR data directly from OEMs are not currently captured, so Roku, Samsung, LG, Vizio, and TCL are not yet included within The Score Report.



# Multiscreen TV's engaging environment creates **greater ad attention** which boosts brand awareness



# Among consumers, TV ads garner the highest engagement across devices

% of consumers who say they find the ads engaging when viewing on...



Television

59%



Computers

45%



Smartphones

43%



Tablets

42%

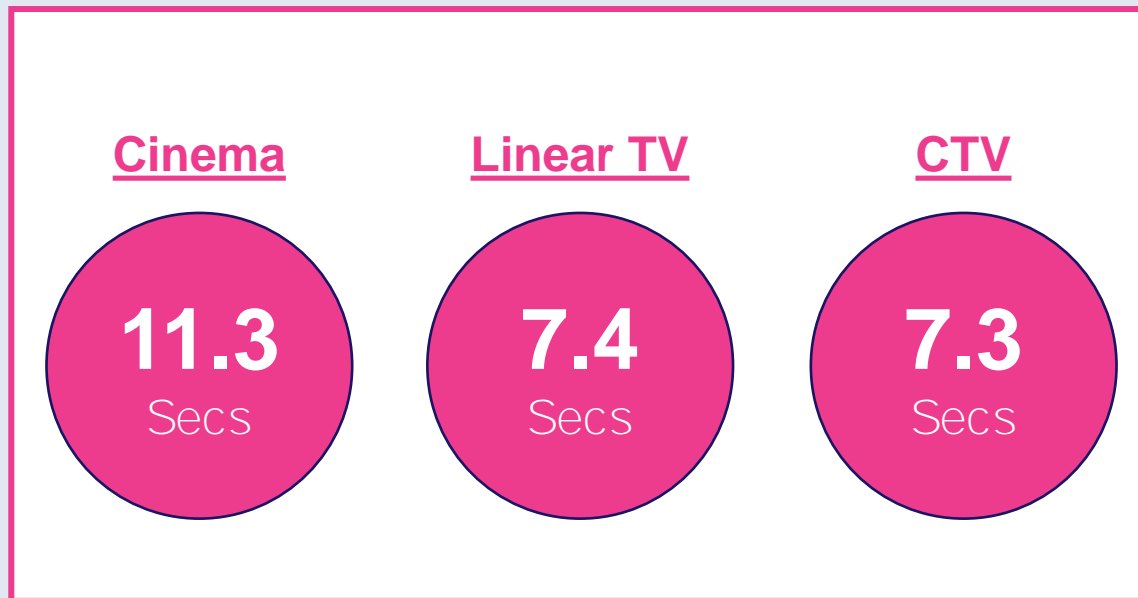
Source: TiVo, *Video Trends Report: Finding Balance in the Great Rebundling*, 4Q '21.

# Engaging platforms captivate, with viewers watching a :15-second ad 5x longer on linear and CTV than on social and 2x longer than in-stream video

## Avg. Seconds Viewed of :15 Ad by Platform

(Comparing second x second viewing via eye-tracking methodology\*)

### Cinema, TV & Streaming



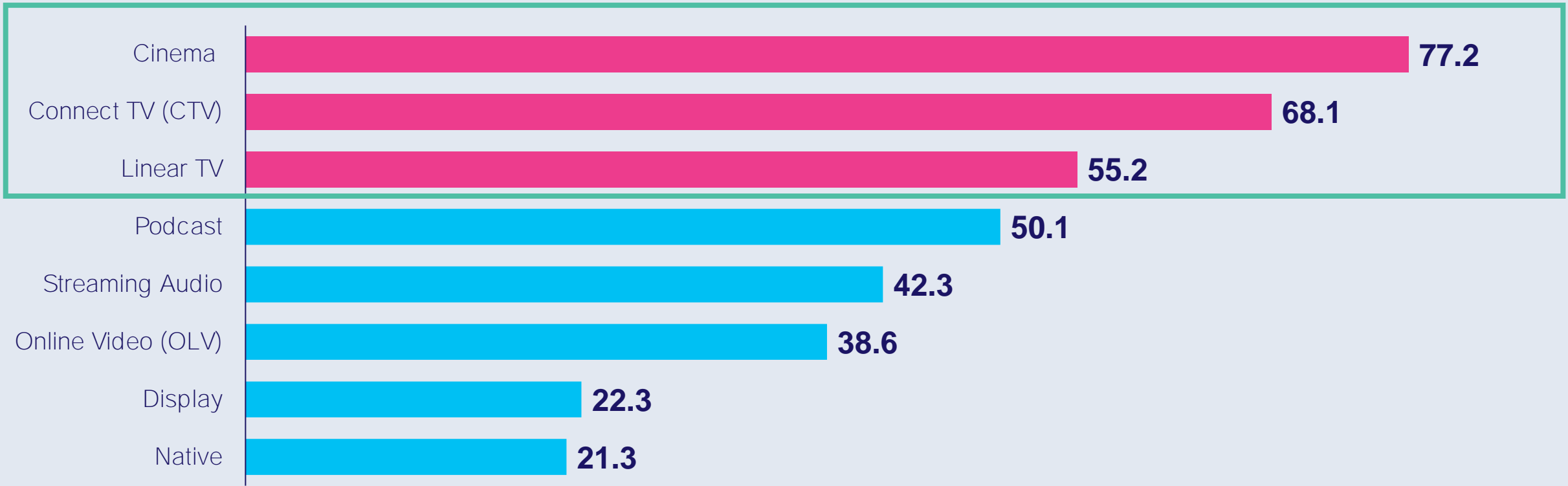
### Digital & Social



Source: \*NCM & Lumen, 'Cinema in the Media Mix,' March 2023; Cinema attention is based on an in-theater second-by-second eye tracking study with Lumen Research conducted in November 2022; Linear TV & CTV reflects platform norms from TVision data. In-Stream & Social reflects digital norms from Attention Economy figures based on US Lumen mobile passive panel data. \*In-Stream reflects the average of two platforms (2.6 secs & 3.3 Secs). \*\*Social reflects the average of two platforms (2.0 Secs & 1.1 Secs).

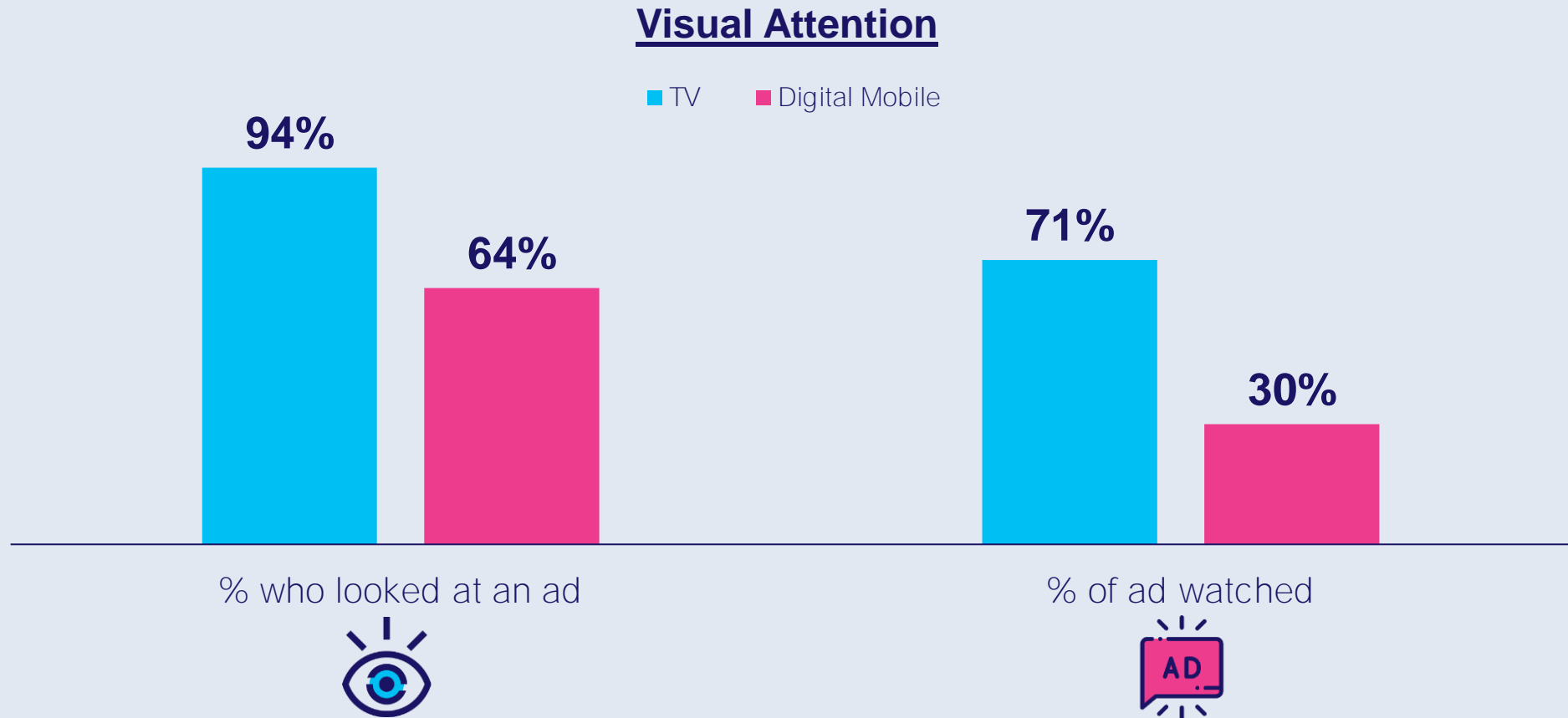
# Content on premium video platforms, including multiscreen TV, is most likely to grab viewers' attention and generate meaningful outcomes

Worldwide Attention Units (AU)  
By channel



Source: Adelaide via EMAREKTER, June 30, 2024. Note: Adelaide's AU metric scores ad placements on a scale of 0 to 100 based on how likely they are to effectively capture attention and generate impactful outcomes across channels and platforms; data represents activity among Adelaide clients, broader industry metrics may vary.

# TV ads generate significantly higher visual attention compared to mobile ads



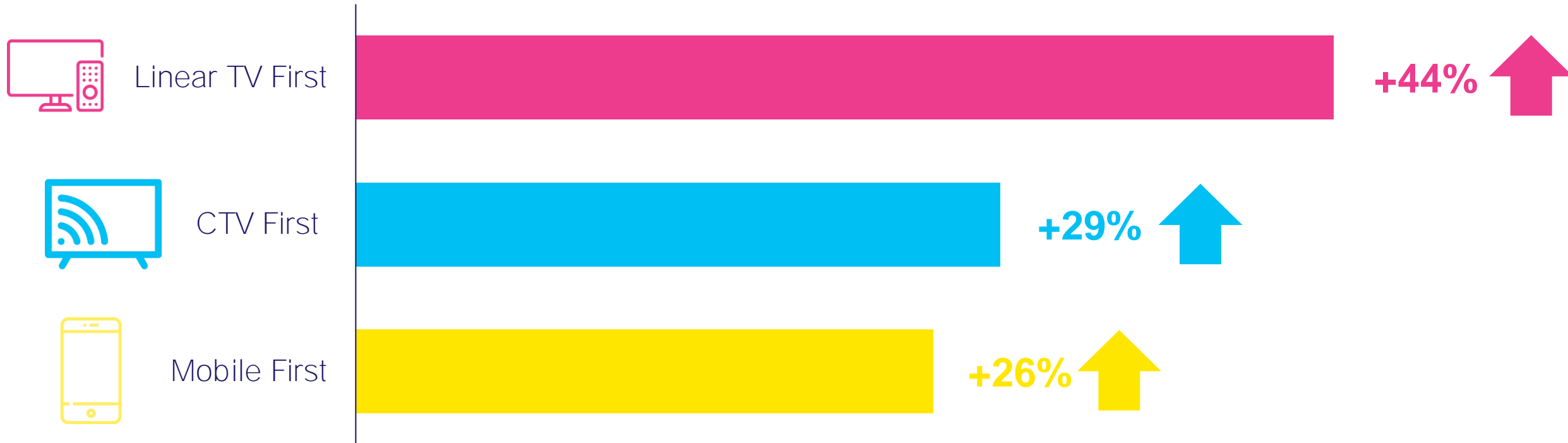
**How to read:** Respondents watched 71% of an ad in a TV environment vs. 30% of an ad in a digital mobile environment; 94% of respondents look at an ad in a TV environment vs. 64% in a digital mobile environment

Source: Comcast, *TV Makes Memories*, 2022.

# Multiscreen TV-led campaigns leave a more lasting impression as they achieve higher unaided brand awareness than mobile-first strategies

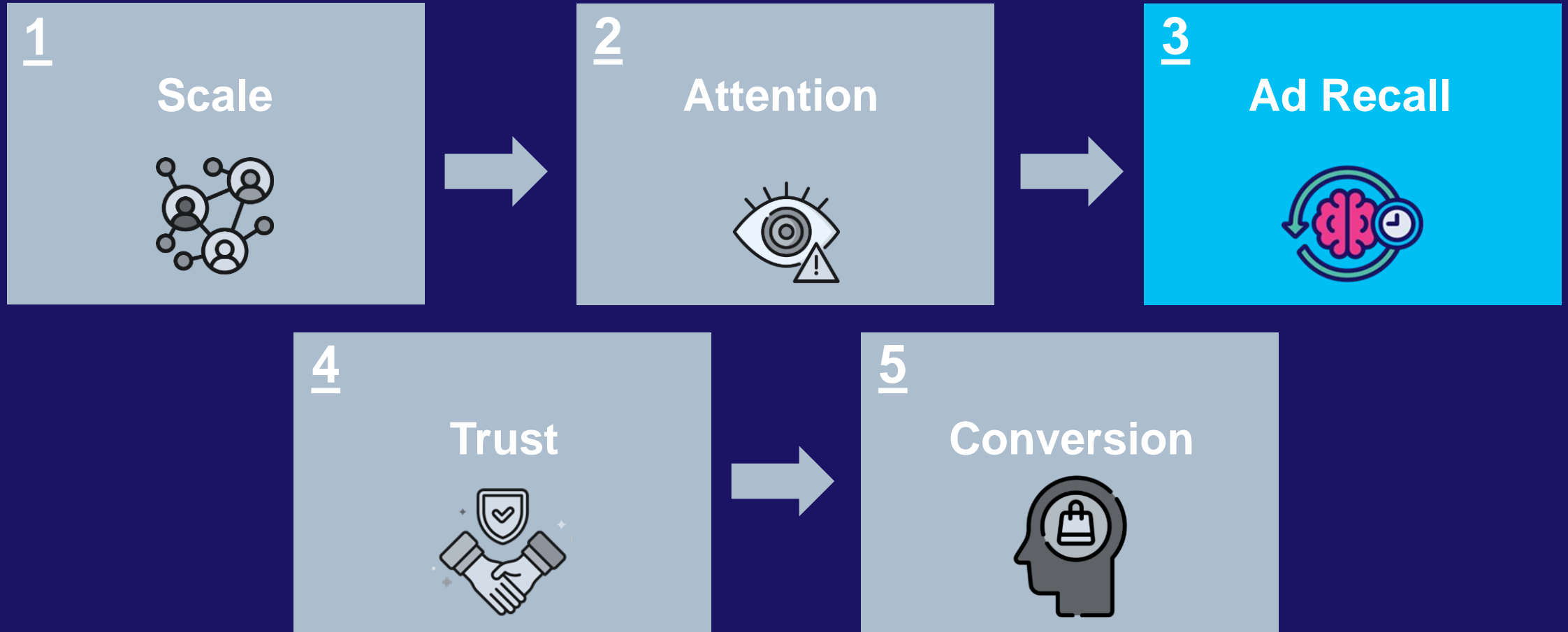
## Unaided Brand Awareness

Any Mention, Based on Order of Exposure within Full Media Mix



Source: Spectrum Reach and Magna, *Ad Mix Synergy*, 2022. Note: Order of Exposure within full media mix, delta (exposed – control) frequency exposure = 3. Q: When thinking of [category], which [category] do you think of first? □ indicates statistical significance between exposed and control groups at >=90% confidence level. Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270).

The high attention levels produced by Multiscreen TV creates increased ad memorability which leads to **higher brand recall**



# TV offers consumers a high-quality, much less disruptive ad experience that drives higher memorability compared to mobile ads

**67%**

of respondents felt that ads running on the TV screen are generally less disruptive than ads on mobile devices

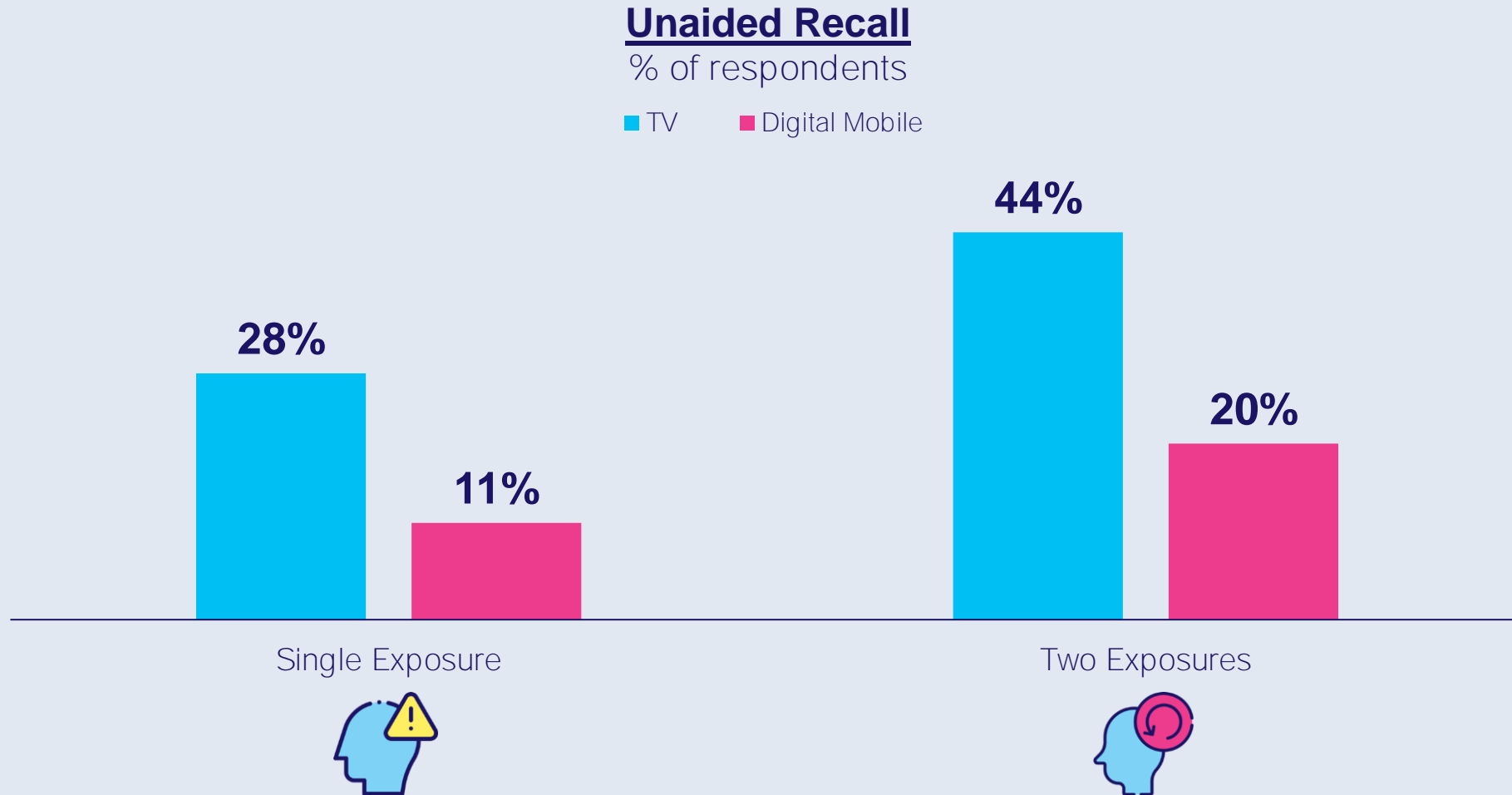
Impact of ads viewed in the big screen TV environment vs. a mobile digital environment

**2.2x higher**  
Unaided recall

Source: FreeWheel, *The State of TV Advertising Viewer Experience*, June 2023.



# The high-quality, premium environment of TV elevates ads, creating greater exposure and appeal among viewers than mobile ads



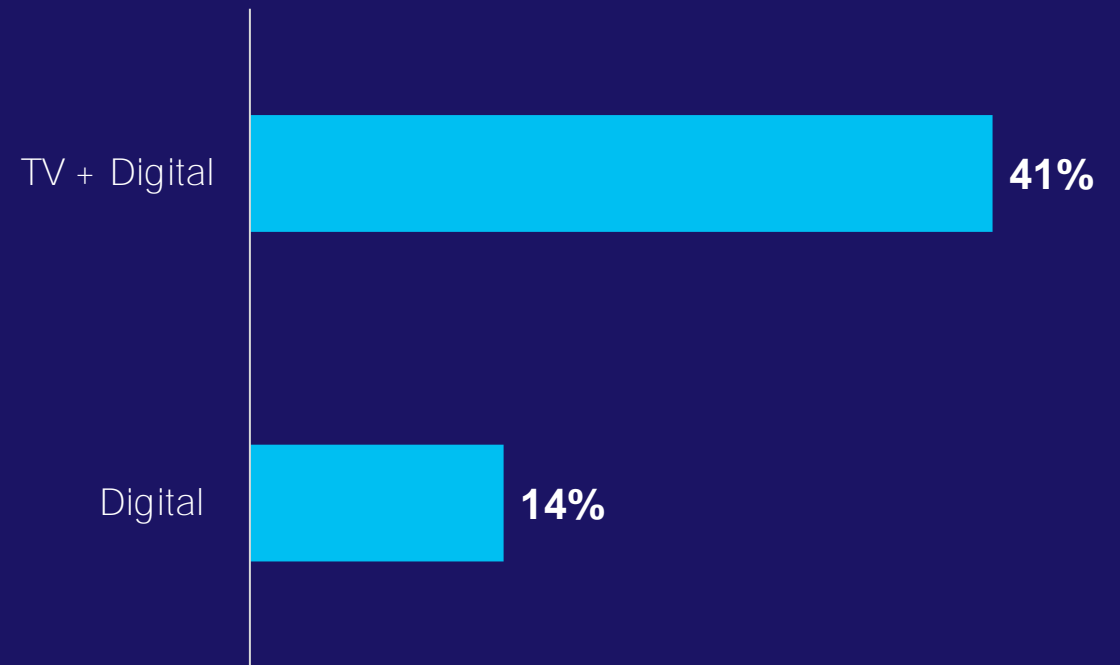
Source: Comcast, *TV Makes Memories*, 2022.

# Brand recall nearly doubles when digital ads are accompanied by TV ads within a multiscreen campaign

**2x**

Brand recall more than doubles when a digital ad is **accompanied by a TV ad** for the same brand

## Unaided Recall



# Watching TV with others creates unforgettable moments, making the ads more memorable than solitary viewing on other devices

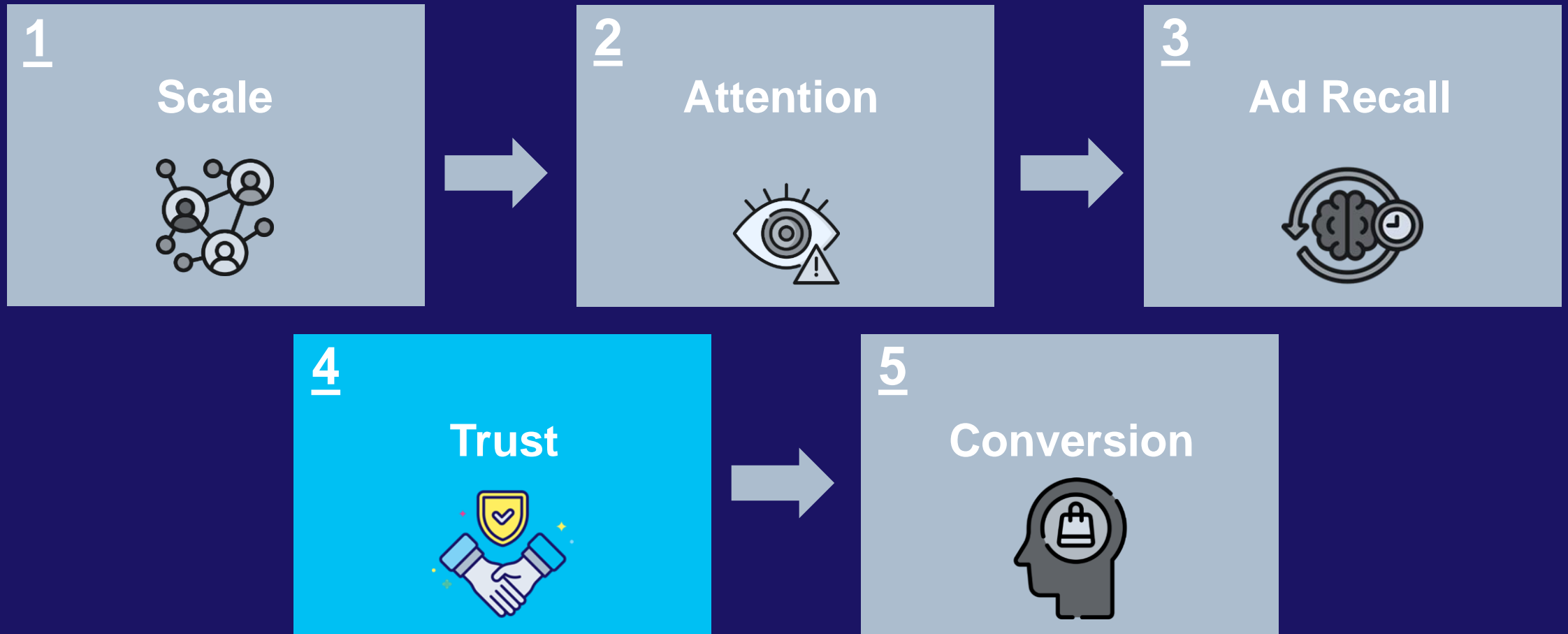


**+23%**

**Increase in ad recall when watching with others in the living room vs. watching alone**

Source: Thinkbox UK, *Context Effects*, Map The Territory & Tapestry Research, 2024. Source: A18. Do you remember seeing any advertising when you watched [occasion]? A10. Who, if anyone, were you watching [occasions] with? Base: 4,005 viewing occasions with ads answered by 2,017 online respondents aged 18-75 who watched any type of video content via any source the previous day. Sample matched to Barb.

# The high-quality of Multiscreen TV content creates a **halo effect of greater consumer trust around the ads** which enhances brand perception



# Multiscreen TV is the most trusted media platform by consumers, who are also four times more likely to trust TV over social media

“Trust is very important for brand marketing. It’s the driver for purchasing behavior for most consumers. A lot of the time, trust is going to play a different role in the relationships consumers have with brands.”

- Matt Prince, Head of PR, Taco Bell  
*Taco Bell's Matt Prince on how trust ties brands to new consumers*, WARC, 9/24/24

TV is the #1 trusted media platform among adults, and they are...

**4x**

over 4x more likely to trust TV  
vs. social media

# Viewers trust multiscreen TV more than any other source for local, financial, political and science-related news

## % who trust the following sources by news topic

A18+ (ranked by top five sources for each)

### Local News

### Financial News

### Political News

### Science News

**TV / Streaming** **44%**

**TV / Streaming** **39%**

**TV / Streaming** **38%**

**TV / Streaming** **34%**

**News websites / apps** **33%**

**News websites / apps** **33%**

**News websites / apps** **33%**

**News websites / apps** **32%**

**Family or friends** **29%**

**Family or friends** **29%**

**Newspapers / Magazines** **28%**  
(print or digital)

**Federal or organizational websites** **30%**  
(.gov/.org)

**Newspapers / Magazines** **29%**  
(print or digital)

**Newspapers / Magazines** **27%**  
(print or digital)

**Federal or organizational websites** **26%**  
(.gov, .org)

**Newspapers / Magazines** **26%**  
(print or digital)

**Social media** **26%**

**Federal or organizational websites** **25%**  
(.gov/.org)

**Family or friends** **25%**

**Family or friends** **24%**

Source: VAB analysis of MRI-Simmons Q1 2024 Trending Topics Study, A18+. Reflects respondents who said they trust the following as a source for financial news, science news, political news or local news. Sources: TV/streaming news, news websites/apps, newspapers/magazines (print or digital), social media, radio, documentaries/informational programs, federal or organizational websites (.gov/.org), podcasts, postcards/direct mail, family or friends, other, I don't look for this information.

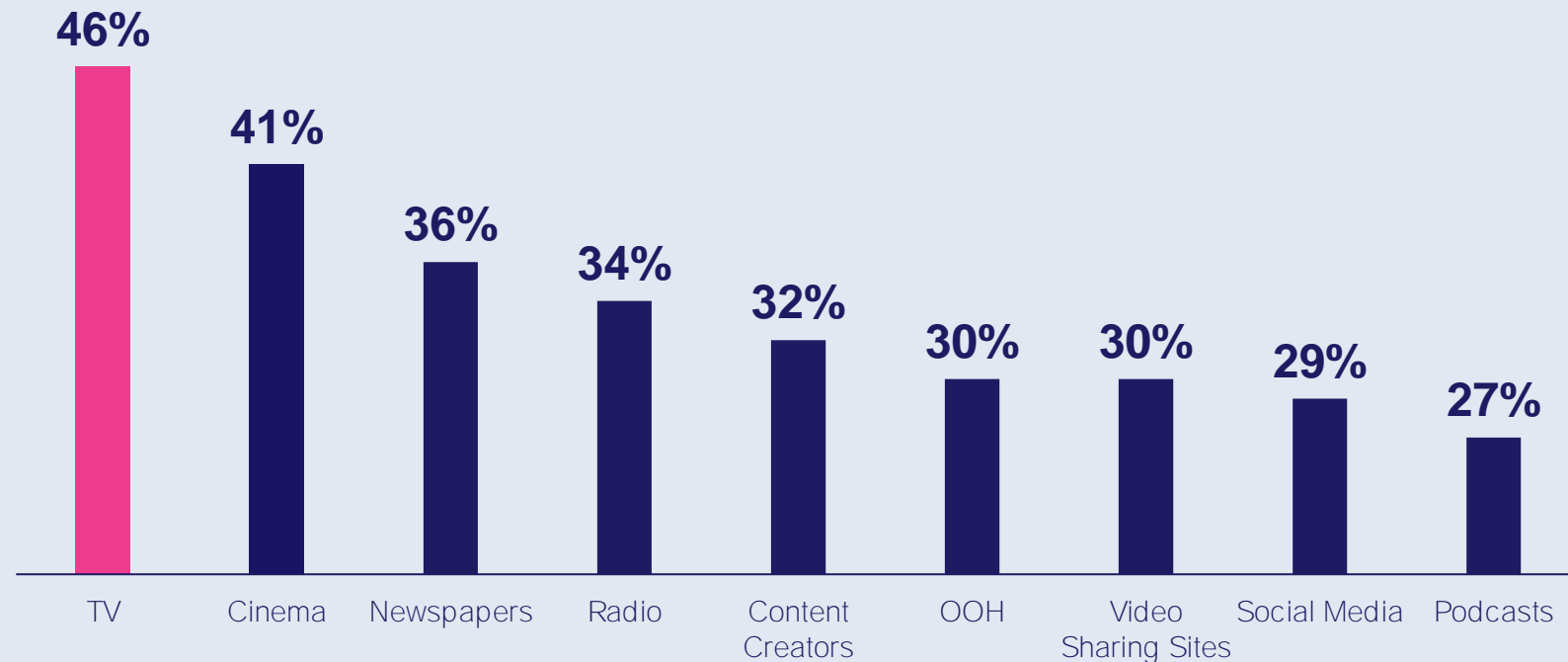
# The 'halo effect' of TV creates a much more positive impact on consumer perception of its advertisers vs. all other platforms, especially social

## Media signaling:

The perceived cost and scale of an advertising channel that can **enhance brand attributes** in the eyes of the consumer.

Signaling determines a platform's ability to strengthen brand perception in terms of its **financial footing, popularity** and **degree to which it could be trusted**.

'Signaling strength' by channel



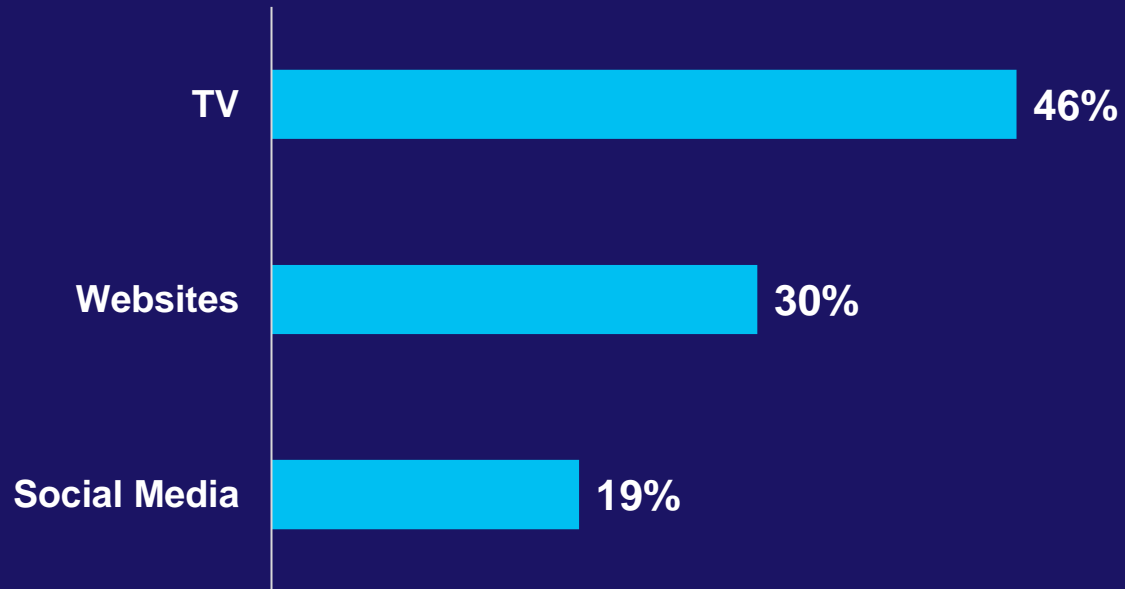
**How to read:** 46% of respondents believe TV advertising enhances a brand's attributes

Source: WARC, *Why media quality will take centre stage in 2024*, 1/22/24.

# Among consumers, the high-quality viewing experience creates a distinct trust advantage for TV ads over social and digital platforms

## Types of Advertising U.S. Adults Find Trustworthy

% of respondents



U.S. adults are more likely to find ads on TV trustworthy vs. ads on digital platforms

**2.5x**

More Likely  
to trust ads on TV  
vs. ads on social media

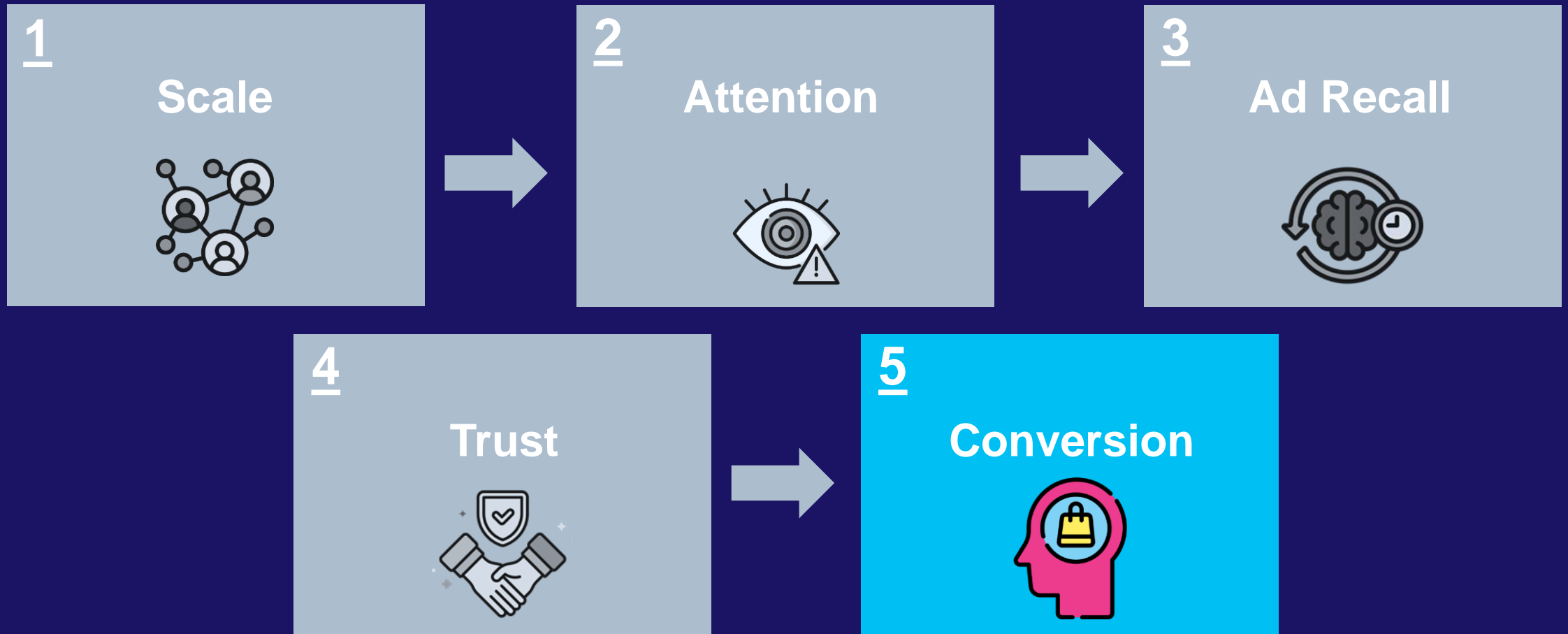
**1.5x**

More Likely  
to trust ads on TV  
vs. ads on websites

Source: YouGov, *Global Study: Which Types of Ads Do People Trust?*, commissioned by Campaign, 2/5/2021. Note: Ages 18+ who selected very/somewhat trustworthy.

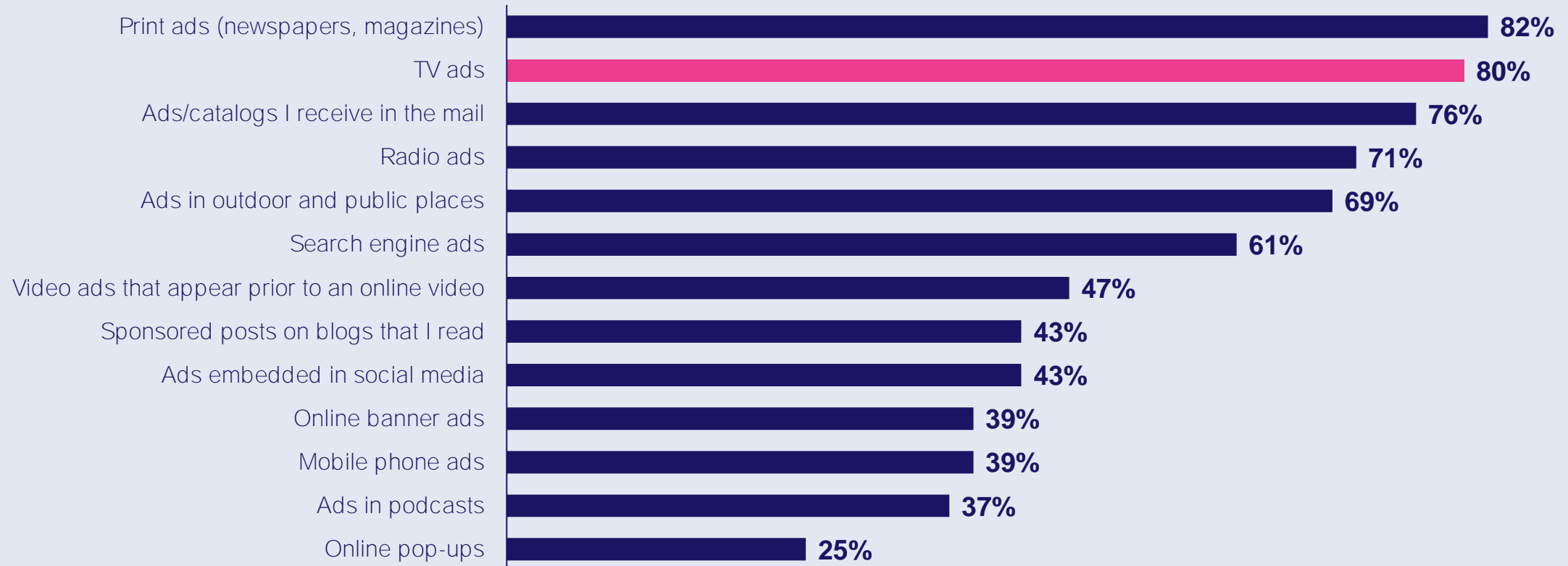


# The consumer trust fostered by Multiscreen TV's high-quality environment drives **higher conversion rates** compared to other platforms



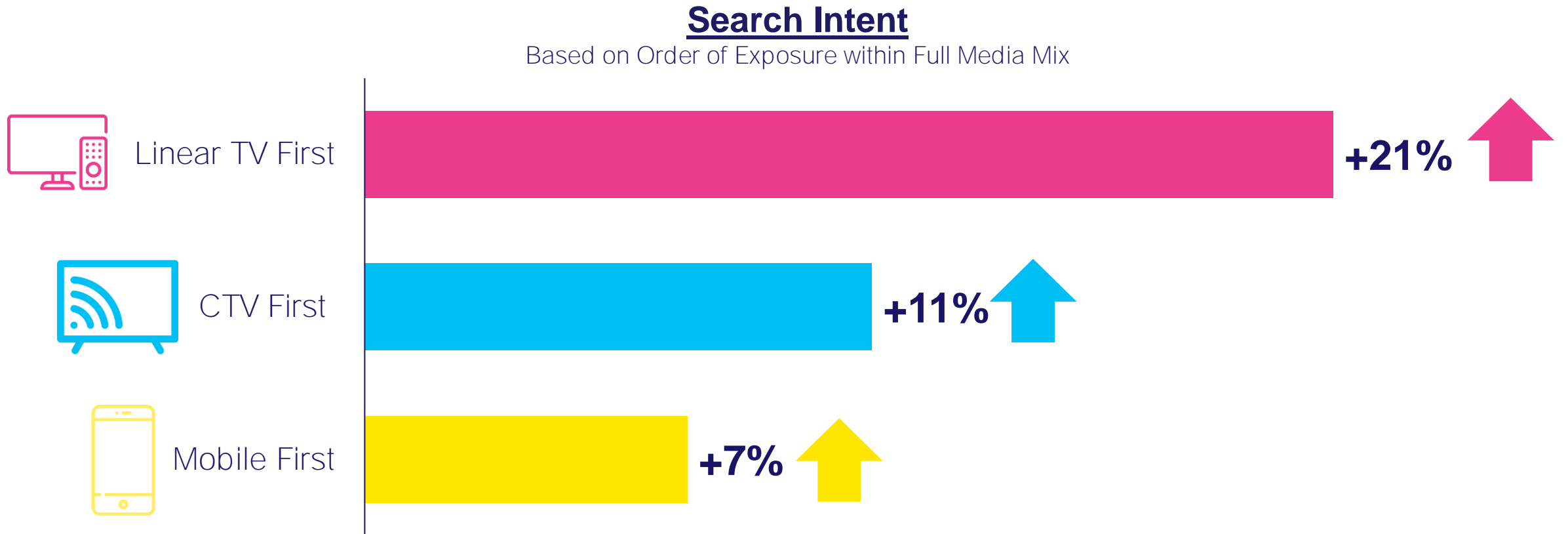
# Consumers rank TV as one of the top, most trusted, ad formats for making purchase decisions, well above other digital media platforms

In general, which type of advertising channels do you trust more when you want to make a purchase decision?



Source: [Harvard Business Review, 'Why Marketers Are Returning to Traditional Advertising'](#), April 29, 2022.

# Campaigns that are led by multiscreen TV generate more interest, leading to higher search queries than a mobile-first campaign strategy

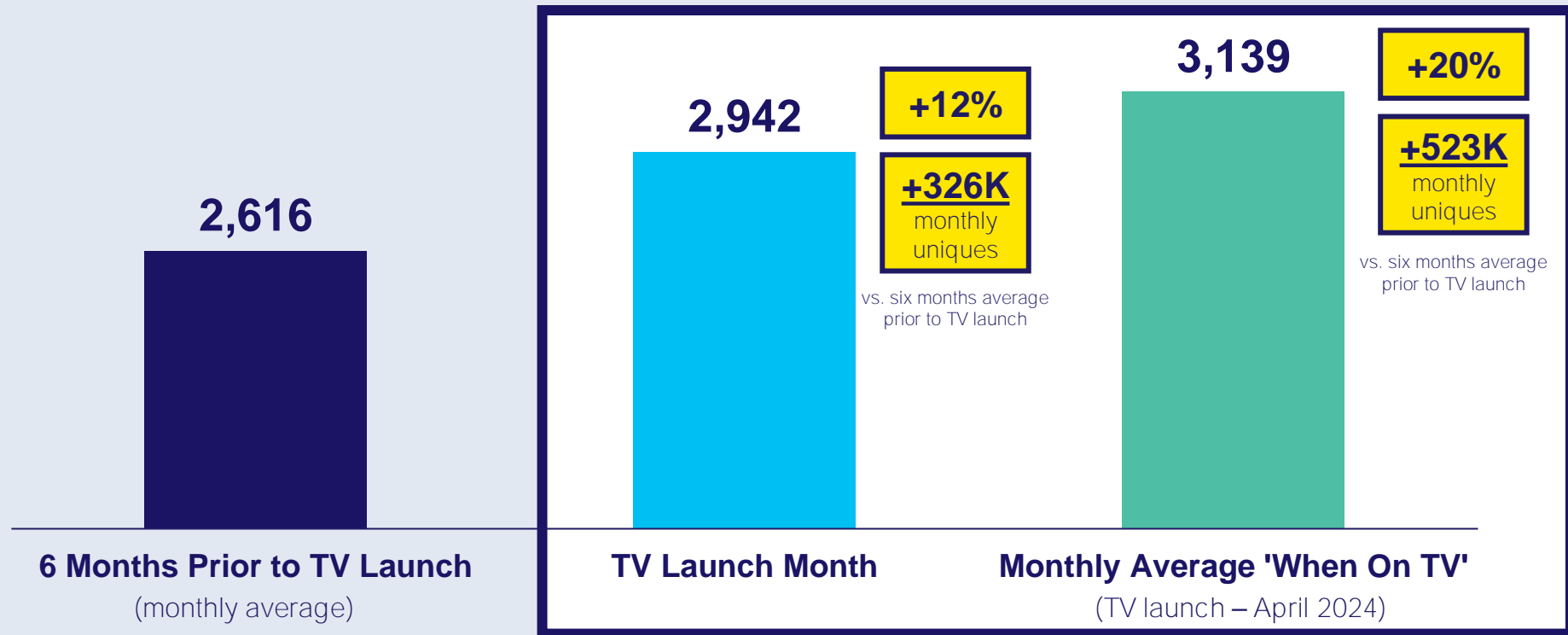


Source: Spectrum Reach and Magna, *Ad Mix Synergy*, 2022. Note: Order of Exposure within full media mix, delta (exposed – control) frequency exposure = 3. Q: How likely are you to search for information about the following brands of [brand]?  $\square$  indicates statistical significance between exposed and control groups at  $\geq 90\%$  confidence level. Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270).

# TV campaign launches drive an immediate surge in website traffic, which unlocks a constant stream of brand engagements among new audiences

## 'Pre-TV Launch: Measured Website Traffic' Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison  
based over a four-year time period: Apr '20 – Apr '24



### Breaking Through

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

**Download to Learn More**

Source: VAB analysis of Comscore mediameatrx multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 173 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 173 brands analyzed. During this four-year analysis, the average advertiser was on TV for 13 months. Download ['Breaking Through: How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers'](#) to learn more.

# The high-quality, much less disruptive ad experience on TV drives much higher purchase intent than mobile ads



Impact of ads viewed in the big screen TV environment  
vs. a mobile digital environment

**1.3x higher**  
Purchase intent

Source: FreeWheel, *The State of TV Advertising Viewer Experience*, June 2023.

# When viewers encounter a product first on multiscreen TV, it creates a lasting impression and sparks direct sales



## 2 in 3

Viewers have **purchased a product** they **initially saw** advertised in **long-form premium content**



Source: DIRECTV Advertising, *Premium, Defined: Long-Form Content Drives Ad Success*, May 2024. \*Because it makes that content more affordable for them to view.

**TV ranks as the most effective media channel for driving purchases, giving marketers a more powerful sales tool than any other platform**

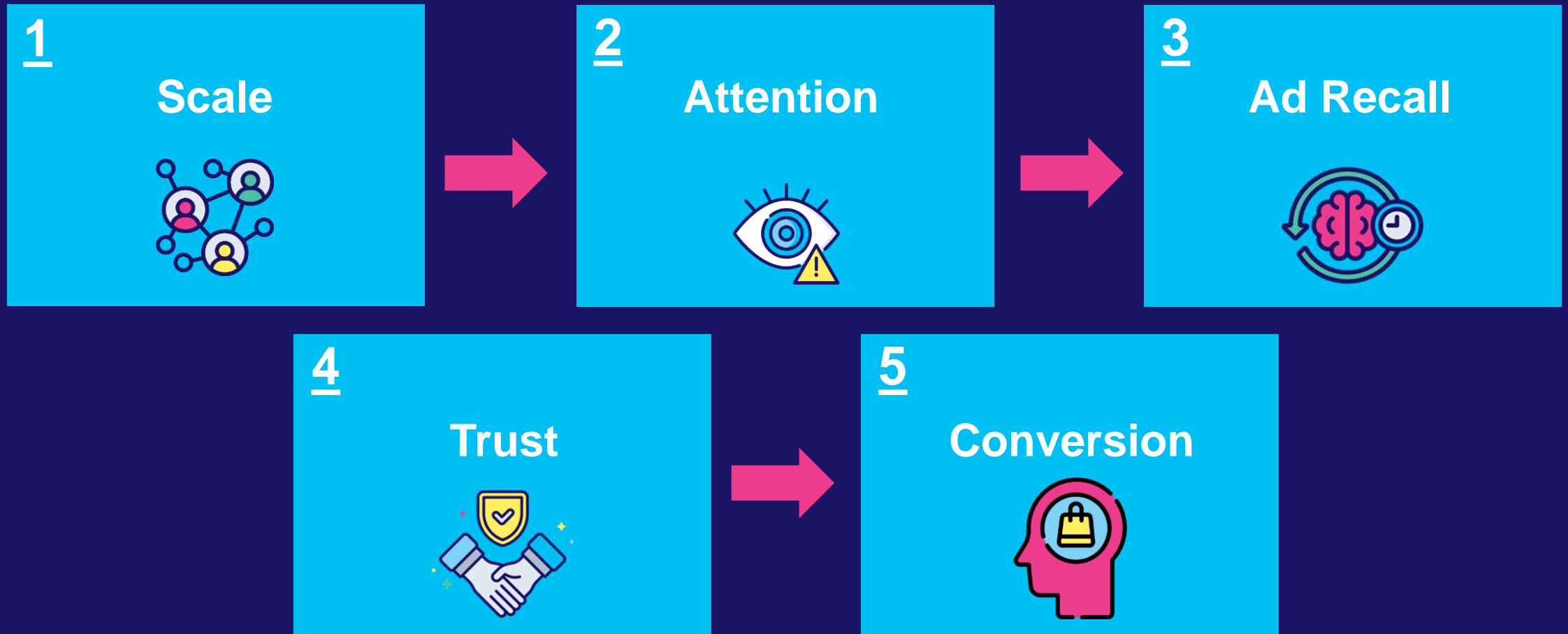
**43%**

of consumers say TV is the  
**most influential media channel  
for driving purchases**  
*(ranked #1 among all media channels)*



Source: DISQO, *Five Strategies for Driving Purchase Intent in 2024*, 1/24/24. Other top responses – Social Media: 41%; Websites: 30%.

# Multiscreen TV provides **five key advantages** vs. other platforms which marketers can leverage to achieve success



*Click through a box above to be brought directly to the appropriate section*



# Key Marketer Takeaways

## Five Key Advantages of Multiscreen TV From Brand to Performance

- ▶ Multiscreen TV offers **unmatched reach** across linear and streaming platforms, making it essential for achieving broad consumer engagement and awareness
- ▶ The immersive viewing experience of multiscreen TV captures sustained **audience attention**, outperforming digital and social channels in driving deeper engagement
- ▶ Ads on multiscreen TV benefit from **heightened memorability**, thanks to premium content environments that **enhance recall** and **brand recognition**
- ▶ TV is the **most trusted media platform**, fostering stronger consumer trust and positive brand perception compared to other platforms, especially social and online media
- ▶ Campaigns led by multiscreen TV drive **higher purchase intent and conversions** by creating meaningful consumer connections and delivering superior ad experiences

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# Discover more

Looking for more data, insights and takeaways?  
Check out this related VAB content

Visit our [\*\*Multiscreen TV Attribution Resources\*\*](#) to learn from the winning marketing strategies of brands who utilize premium video platforms to achieve full-funnel outcomes, ranging from incremental reach to favorability to website visits and sales.



### The Big Picture

12 Key Charts on the Impact of TV & Streaming vs. Social Media Platforms



### Laugh, Cry, Share, Buy

How TV & Streaming Influences Gen Z More Than Leading Social Platforms



### Breaking Through

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



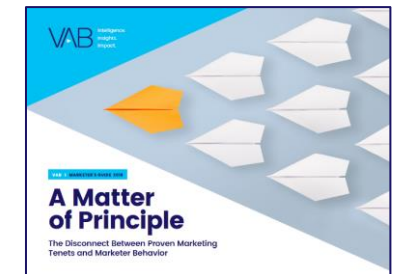
### 25 Ways TV Grows Brands

Powering Performance Through Full-Funnel Business Outcomes



### You Oughta Know

Why All Impressions Aren't Created Equal & What it Means for Video Measurement



### A Matter of Principle

The Disconnect Between Proven Marketing Tenets and Marketer Behavior

# 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.



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