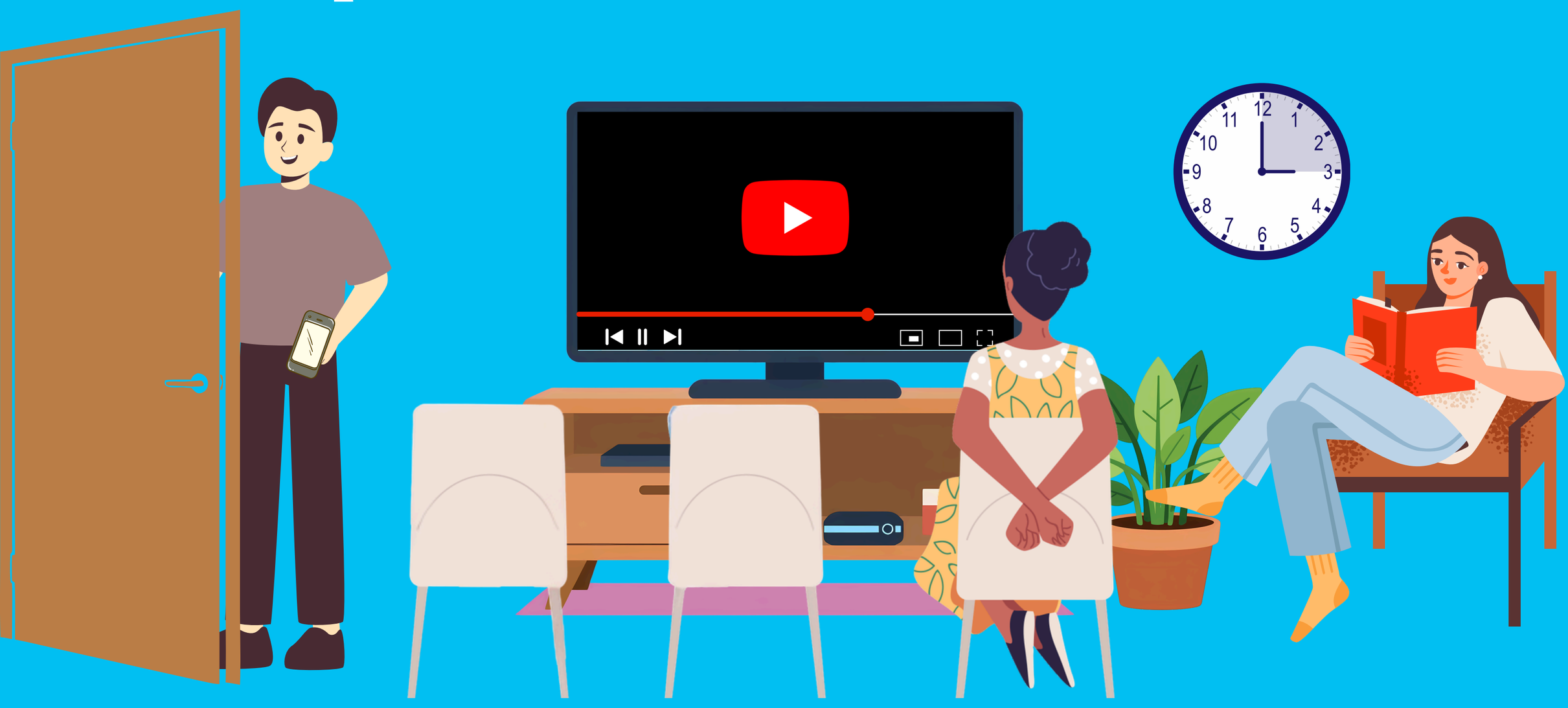
Are you paying attention?

Spot the Difference



When it comes to CTV audiences the difference is clear.

Premium Video Platforms deliver superior attention & greater value for marketers than YouTube.

+33%	+5%	+14%	+18%
stronger co-viewing	more likely to be in the room when the TV is on	more likely to have their eyes on screen	more likely to keep their eyes on screen

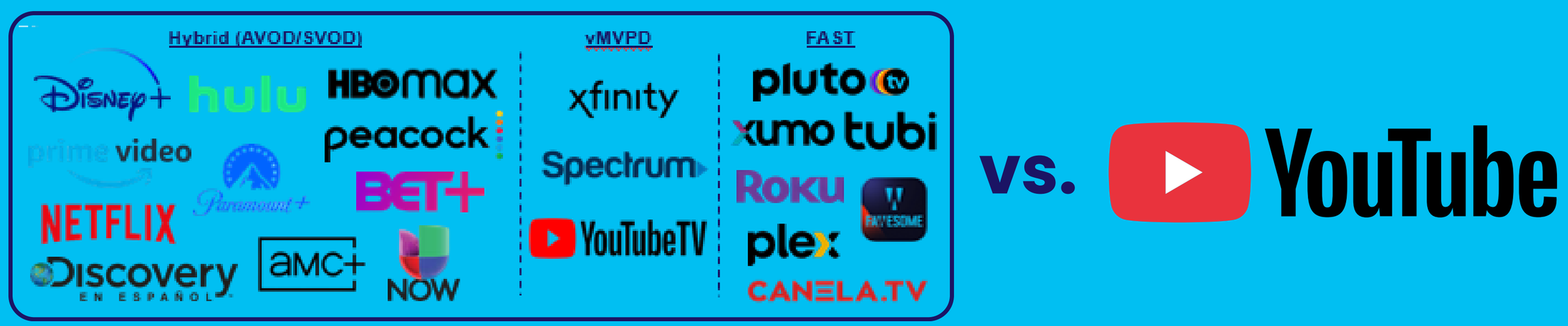
Average Premium Video Platform Lift vs. YouTube on CTV



VAB

Spot the Difference

See How Premium Video Platforms Deliver



What is Co-viewing? More likely to watch with others in the room.





What is Presence to Active? More likely to be in the room when the TV is on.





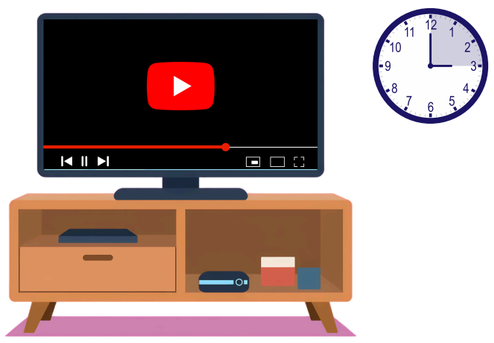
What is Attention to Presence? More likely to have their eyes on screen.





What is Attention to Duration? More likely to keep their eyes on screen longer.





Want more on how Premium Video Platforms reign supreme? Download the full report: *The Impression Gap*!

VAB