



JUST THE FACTS IN ANY GIVEN MINUTE

At thinktv, we believe that television is the most effective advertising medium - loads of research proves it. We also know that television acts as a steroid for other media platforms, especially digital. What we don't believe is "*numberwanging*": the apt description for a misleading claim that is technically accurate but is more akin to a puzzle piece that has been jammed where it doesn't quite fit.

To put *numberwanging* in perspective, we encourage you to have a look at two recent **VAB** studies: "[Just the Facts: A Comparison of Millennial Content Among TV Brands & YouTube](#)" and "[Any Given Minute](#)". In the former, the **VAB** compared Millennial TV programs to YouTube to reveal a significant TV advantage:



- 6X advantage in audience per episode/video
- A 50% higher avg. monthly cume; and
- 7X advantage in avg. total minutes viewed.

In "[Any Given Minute](#)", the **VAB** used its average-viewers-per-minute metric to rank the most successful digital platforms as though they were TV programs. The results:

Among all adults in the U.S., Facebook would rank 158th among current TV programs, YouTube would rank 354th, Instagram 1,420th, Snapchat 2,331st and Twitter 2,902nd. Among millennials the platforms fare better but still lag behind the top TV shows: Facebook is 27th, YouTube is 49th, Instagram is 275th, Snapchat is 563rd, and Twitter is 1,216th.

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