**IAB: Growing Online Audience Prefers Digital to TV**

Regular consumers of online media are more likely to prefer professional ad-based digital content to television programming, including prime-time broadcast and cable, per an IAB and GfK study released Wednesday. The audience of regular online viewers has grown from 45 million in 2013 to 63 million this year, it found.

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<http://www.mediapost.com/publications/article/275582/iab-reports-huge-rise-in-original-digital-video-c.html>