**How VOD And Time Shifting Are Changing TV**

New research from the Video Advertising Bureau shows that live TV is still king, with the majority of viewers watching their favorite programs live, rather than time-shifting, or watching them after they’ve already aired. However, it also found that 81% of viewers who binge video-on-demand programming say they can view it at a time that is convenient for them. As a result, VOD ad impressions increased nearly fourfold, to 23.3 billion in 2017 from 6.3 billion in 2014.

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[www.adweek.com/tv-video/infographic-how-video-on-demand-and-time-shifting-are-changing-television/](http://www.adweek.com/tv-video/infographic-how-video-on-demand-and-time-shifting-are-changing-television/)

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