**VAB Recommends Using Average Audience to Make Fair Comparisons**

The TV industry has long argued that reports of huge audiences for Facebook and YouTube don't tell the whole story. The Video Advertising Bureau, whose members include TV networks and pay-TV companies, is recommending that observers and advertisers use average audiences as the standard to compare traditional and digital platforms.

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<http://adage.com/article/media/tv-industry-bust-digital-viewership-claims-measurement-standard/303721/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1462238821>