**IAB: Digital Video Audience Grows to 59 Million**

The IAB reports that 59 million adults, or 24% of the adult population in the U.S., consume original digital video on a monthly basis, up 7 million from last year. About 17 million of those are people between the ages of 18 and 34.

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<http://marketingland.com/iab-reports-nearly-a-quarter-of-u-s-adult-population-watches-original-digital-video-127800>