



2023 CTAM MID-YEAR PROGRESS



NEUTRALIZING CONTENT THEFT

STREAMSAFELY is reducing piracy's financial impact through consumer education, driving users to legitimate TV & movie services

IMPACT:

Generating traffic to video services, including Hulu, Max, Paramount+, Peacock and Tubi as the top 5 outbound sites



FUELING CONTENT DISCOVERY

Press coverage – attracting journalists during the TCA Tour and via debut of an online central hub for easy access to TV premieres

IMPACT:

Reaching 400 journalists monthly to expand coverage for multiple brands, including A+E, AMC Networks, Apple TV+, Fubo, Starz, and Vix



DRIVING CUSTOMER GROWTH

smartmove reaching household movers making broadband, mobile and video choices, delivering over 3.4 million leads YTD to member companies

IMPACT:

Raising consumer awareness of MVPD mobile services, **reaching 8 million consumers YTD** and **educating consumers about the limitations of 5G** Home Internet service through factsabout5g.com & 5ghomeinternetreviews.com



ENHANCING B2B VALUE

BUSINESS SERVICES

CONNECT linking small-to-medium (SMB) businesses with MVPD internet, TV and mobile services generating **20K+ leads** YTD

IMPACT:

Enabling members to **better target SMBs** by revealing distinct differences in product perspectives and preferences for 5G, fiber, fixed wireless, and cybersecurity through Q1 custom research



ENHANCING INDIVIDUAL PERFORMANCE

Executive Education – **boosting knowledge** through member resources, delivering daily industry news, viewer trends, podcast conversations, presentations, and summary recaps