









2024 PRIORITIES

PRIORITY → WHY IT MATTERS

	Reveal bundling 2.0 consumer preferences with comprehensive research study guided by industry subject matter experts	→	52% of consumers would like more customizable bundles as almost half think they pay too much for SVOD subscriptions, and a third intend to reduce the number of subscriptions. ¹
	Lead viewers to legal TV and movie services while protecting \$1M+ industry revenues through piracy risk education at StreamSafely.com	→	Visits to piracy sites last year measured 220 billion, up 14% over the previous year, with TV content accounting for 45.8% and film content representing 13.4%. ²
	Generate 7 million subscriber leads through SmartMove campaigns and inform consumers about the limitations of 5G home internet service	→	14 million Americans move each year triggering connectivity service decisions and 12% of 5G households are likely to switch in the first year with half seeking better quality and speed. ³
	Broaden content discovery through journalist network for press coverage, and through program promotion via SmartMove and StreamSafely	→	Nearly half (45%) of consumers feel there are too many content choices, citing it as the top barrier to picking content, just ahead of confusion about where to find content. ⁴
	Grow connectivity services for small and mid-market businesses by generating 45K quality leads, as well as revealing positioning advantages and reporting competitive intelligence	→	49% of SMB companies plan to make investments in the next year for Internet services and 44% for mobile and cloud based or hosted applications. ⁵
	Boost knowledge through member resources, delivering daily industry news, viewer trends, podcast conversations, presentations and meeting summary recaps	→	93% of organizations are concerned about employee retention and cite "providing learning opportunities" as the number one way to improve retention. ⁶

1. TV Switching Study, September 2023, Circana, Inc. and Digital Media Trends, April 2023, Deloitte Insights

2. Piracy Data and Audience Demand in the Film and TV Industries, July 2023, MUSO

3. U.S. Census Bureau, 2022 American Community Survey and Fixed Wireless Insights Survey, Q2 2023, HarrisX and CTAM

4. LG Ad Solutions, March 2023, CTV Consumer Perceptions and Behaviors

5. Independence Research LLC and CTAM, May 2023, SMB Internet Connectivity Analysis

6. LinkedIn Learning, 2023 Workplace Learning Report