



2025 PRIORITIES

PRIORITY



WHY IT MATTERS



Protect a minimum of \$1.5M revenue by clarifying the consumer risks from pirating content



Recovering just 25% of the revenue leakage from piracy would boost the global broadcast and SVOD market value by \$20B+. ¹



Reduce consumer vulnerability to subscription fraud by exposing nefarious tactics through an industry-wide multimedia campaign



Americans lost over \$10 billion to fraud in 2023, a 14% year-over-year increase, and 75% report a negative impact on brand and customer experience. ²



Generate 7 million subscriber leads through SmartMove campaigns



14 million Americans move each year, triggering connectivity and entertainment subscription decisions. ³



Deliver qualified small and mid-market business leads, including upstarts, Hispanic-owned and targeted verticals through BusinessServicesConnect campaigns



A record-breaking 5.5 million new businesses were started in 2023. ³

And Hispanic-owned businesses now represent 15% of all U.S. businesses, generating \$800 billion in annual revenue. ⁴



Amplify program promotion through coverage efficiencies engaging press and online influencers, as well as content and display campaigns via SmartMove and StreamSafely



40% of consumers are confused about where to find content they want to watch. ⁵



Boost knowledge through business meetings and member resources – daily news, curated trends, webinars and podcasts



"A person learns by two things: one is reading and the other is associating with smarter people." – Will Rogers. Enhancing knowledge lifts employee satisfaction, productivity and retention.

1. Kearney Consumer Institute and MUSO Global Video Piracy, February 2024

2. Federal Trade Commission Report, February 2024 and LexisNexis, True Cost of Fraud Study, 2023

3. U.S. Census Bureau, 2023

4. Forbes, November 2024

5. LG Ad Solutions, March 2023