





CTAM PRIORITIES

2023 YTD RESULTS



	PRIORITY	YTD RESULTS
	Strengthen subscriber acquisition for pay TV, broadband, streaming and mobile by attracting 7MM+ household movers via SmartMove.us	Delivered 5.1M leads and on pace to send over 7M leads to member MVPDs for the fourth consecutive year
	Protect revenue by neutralizing content piracy through consumer education site StreamSafely.com	Achieved \$1.07M industry revenue protected , yielding 1.7x ROI from visitor engagement. Impact: More traffic = increased ROI
	Grow connectivity services for small-medium businesses by generating 42K qualified business customer leads via BusinessServicesConnect.com	Generated 30K+ SMB leads and pacing to exceed goal BSC.com SEO optimization resulted in Aug. record-high leads Through custom research, identified positioning advantages against competing SMB products for 5G, fiber, fixed wireless, and cybersecurity
	Stimulate consumer content discovery by linking to title-specific programs and where-to-watch sections on consumer-facing platforms StreamSafely.com, SmartMove.us, and by generating consumer media coverage for original programming as part of the TCA tour	Delivered 2.4M display impressions and 40K+ clicks to members' TV/movie pages & streaming sites Media coverage reached an average readership of 45M, yielding an ad equivalency value of \$84.6M
	Elevate leadership thinking and individual performance through executive education resources	Published 1500+ news stories in daily CTAM SmartBrief Presented topics covering Gen Z, SVOD migration impact, curated AI metrics and forecasts Onboarded nearly 300 new industry staff with popular Industry 101 course