

## **2024 RESULTS**

## PRIORITY → YTD RESULTS



Identify bundling 2.0 consumer preferences to determine solutions for improved offerings with comprehensive research study guided by industry subject matter experts



Released "Content + Connectivity Consumer Insights," a complex quantitative and qualitative study, uncovering consumers' desires for a central hub—with the preferred hub being their ISP—and provided a playbook on how to develop this centralized experience



Lead viewers to legitimate TV and movie services while protecting \$1M+ industry revenue by educating consumers about piracy risks at StreamSafely.com



Achieved 75% of \$1.3M+ goal of industry revenue protected, yielding 2X ROI from visitor engagement

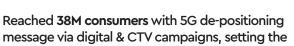
Impact: More traffic = increased ROI



Generate 7 million subscriber leads through SmartMove campaigns and inform consumers about the limitations of 5G home internet service



Delivered **5.7M leads** and pacing ahead of schedule to send over **7M leads** to member MVPDs for the fifth consecutive year





Broaden content discovery by amplifying press tour coverage and through program promotion via SmartMove and StreamSafely



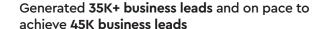
Two TV Critics Press Tours delivered \$103M+ in ad equivalency, with media coverage reaching an average readership and viewership of 29.8B

record straight on what 5G home internet is and is not

Produced 8.8M impressions and 321K+ clicks to TV, movie web pages and streaming sites



Grow connectivity services for small and mid-market businesses by generating 45K quality leads, revealing marketplace positioning advantages, and reporting competitive intelligence





Released white paper examining the role B2B competitors play in the IT environment and revealing lucrative upsell opportunities for MVPDs to meet demands from SMBs up to enterprise customers



Boost knowledge through member resources, delivering daily industry news, viewer trends, podcast conversations, presentations, and detailed meeting insights



Published 1500+ news stories in daily CTAM SmartBrief and distributed comprehensive meeting overviews and actionable takeaways after CTAM Think events and webinars

Produced executive podcast conversations, published curated stats on streaming consumer trends, AI metrics and forecasts, and presented exclusive leadership insights from executive interviews