



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 Reached 38M consumers with 5G de-positioning message via digital & CTV campaigns, setting the record straight on what 5G home internet is and is not
	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 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	→	Generated 35K+ business leads and on pace to achieve 45K business leads 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