



CTAM NOV. 7 NYC
TV GUIDE MAGAZINE PORTFOLIO



**Too
Many
Choices**

About us

Providing Guidance since 1953



FALL PREVIEW

Your Complete Guide to All the New Shows!

TV GUIDE

Don Johnson and Joshua Jackson

DOCTOR ODYSSEY

Set a course for adventure aboard ABC's luxury cruise ship drama

+ **NCIS**
Leroy Jethro Gibbs' origin story

+ **CROSS**
James Patterson's newest TV thriller

AUG. 26-SEPT. 15, 2024
TRIPLE ISSUE

tvinsider

REMIND

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The Need for Guidance

- ▶ Choice Overload Bias
- ▶ Analysis Paralysis
- ▶ Cognitive Load Theory



Higher Retention Rates

- ▶ Reduce Decision Fatigue
- ▶ Increase Satisfaction
- ▶ Longer Lifetime Subscriptions
12.24 years vs. 6.83



Better ARPU

- ▶ Bundle Preference
- ▶ BYOB
(Build Your Own Bundle)
- ▶ 24% Increase in bundle size





Smarter Choices



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