



CTAM RESPONDS TO NEW AND RAPIDLY EVOLVING TECHNOLOGIES WITH REVAMPED *RESEARCH + INSIGHTS* CONFERENCE

Collaboration between researchers and marketers stressed; guarantees “actionable insights”

(Alexandria, VA -- April 27, 2010) In response to rapidly evolving technologies and a changing consumer marketplace, CTAM has revamped its 2010 research conference to shift from a more static measurement and reporting platform to one that analyzes changing consumer trends within a business context and emphasizes collaboration, credibility and impact of consumer research. The conference, which is designed to provide a minimum of three actionable insights per session, is scheduled for May 12-14 at the JW Marriott Hotel, during The Cable Connection in Los Angeles, CA. It is the only event of its kind focusing on cable consumer research and insights.

Key topics to be covered during the conference include:

- Keeping pace with changing consumer behaviors and multiplatform usage;
- Understanding how emotion-based research delivers deeper and broader insights;
- How emerging technologies will influence ways consumers access entertainment in the future;
- How research is mining social media activity for new consumer intelligence; and
- Recognizing the impact of disruptive technologies and evaluating potential revenue opportunities.

“As an industry, we need to embrace the rapid market changes with a more dynamic, interactive and actionable approach to research insights – one that focuses on synthesizing the learning. Our business partners’ decisions are becoming more complex and there’s a need for speed; our industry must evolve to meet these challenges,” said Rachel Dreyfus, VP Marketing Intelligence, Time Warner Cable, and Conference Co-Chair. “Simply put, to win in this marketplace, we need to eliminate the walls between research and all other aspects of our business and collaborate to get to the “so what” and the “now what” -- that’s the thinking behind this year’s *Research + Insights Conference*.”

Session topics, speakers and activities were selected to reflect the new direction of the conference. Organizers are also taking advantage of the LA location by including entertainment industry executives who recognize the value of consumer research and collaboration in today’s evolving consumer climate.

Highlights of the conference include:

- **Keynote Speakers**
 - **Opening Speakers -- Gian M. Fulgoni**, Executive Chairman and Co-founder comScore Inc. and **Jason Klarman**, GM of Oxygen

- **Henry Jenkins**, Provost's Professor of Communication, Journalism, and Cinematic Arts, University of Southern California
- **John Fogelman**, Agent & Board Member, William Morris Endeavor Entertainment
- **Evan Shapiro**, President IFC TV and Sundance Channel
- **General Sessions**
 - The Cross Platform Conundrum: From Chaos to Opportunity
 - Feeling is Behaving: Revelations From Emotion-Based Research
 - Disruption Risks – Real Life Lessons from Print and Music
- **Deeper Dive Sessions** – A series of more intimate sessions offering an in-depth look at the most-relevant topics.
- **The Cable Show Exhibit Floor Tour**
- **Networking Activities**
 - Opening dinner with comedian and "Roastmaster General" Jeff Ross
 - Wednesday & Thursday Evening Networking Opportunities
 - Morning Yoga
- **Case Study Awards Presentation**

"This conference is an opportunity to get our heads out of our email and talk with experts who are studying important trends," said Karen Ranspacher, VP Research & Insights, Fuse, and Conference Co-Chair. "It's a chance to experience a few critical 'aha' moments, to interact with colleagues who are facing similar challenges and to identify concrete, practical and guaranteed takeaways that will tangibly improve the way we do business when we get back."

Individuals registering for the conference by **April 30** have a chance to win a new Apple iPad, a free registration for the Research + Insights Conference for 2011 in Chicago, IL, a free CTAM membership renewal and Visa gift cards. Additional information is at www.ctam.com/register.

– 30 –

About CTAM

CTAM, the Cable & Telecommunications Association for Marketing, is dedicated to helping the cable business grow. As a non-profit professional association, CTAM provides consumer research, Webcasts, publications, conferences and the CTAM SmartBrief to nearly 5000 individual members. On behalf of its 70 corporate members, the organization leads the Advanced Cable Solutions Consortium and facilitates national cooperative marketing efforts, including the Movies On Demand™, Cable Mover Hotline® and Solutions for Small Business initiatives. For more information, go to www.ctam.com. CTAM is also on Facebook, LinkedIn and Twitter.

Contact:

Kim Elek
 McReynolds Elek Communications
kim@mcreynoldselek.com
 Office: 410-956-0460