



### **Our Vision**

We believe that connectivity has the power to transform lives. So we unite leaders in media, entertainment and technology to enrich the world through exciting experiences – from what we watch and how we communicate to the way we live and work.

### **Our Mission**

We direct collaborative marketing and communications initiatives so our members can achieve greater success by working together, and ultimately better serve the millions of people they engage every day.

### **Our Strategy**

We provide a proven framework that fuels knowledge sharing, innovation and inspiration. We create value by aligning companies to solve business and marketing challenges, adjust to industry dynamics, and adapt to new consumer behaviors. We stay relevant by remaining flexible and responsive to ongoing member input.

To execute against this strategy, we're organized into three key areas of purpose:

- Strengthening the Business
- Cooperative Marketing
- Executive Education

Each is supported by the work of topical councils. Hundreds of member company representatives participate in the councils, agree on annual deliverables and collaborate to accomplish the goals.

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## Strengthening the Business

Align distributors and content providers on ways to enhance the consumer value proposition and experience

Advanced Products Council  
Content Providers Council

- Connected Consumer (WiFi, wireless, home automation, AI, research and insights)
- Advanced Navigation (content management, brand attribution, search and discovery)
- TV Everywhere (Marcom/UX practices, unpermitted use, consumer behavior tracking)
- vMVPD Consumer Engagement
- Data Parity

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## Cooperative Marketing

Drive customer growth and establish industry best practices to deliver exceptional experiences and enhance perceptions

Mover Marketing Council  
MSO Marketing & Sales Council  
Communications Steering Council  
Insights & Analytics Council  
Business Services Council

- Mover Marketing
- Marketing & Sales Best Practices
- Industry Positioning (activation and communications)
- Research & Marketing Science (innovative approaches + insights)
- TV Critics Tours
- Studio Digital Showcase
- B2B Lead-Sharing Portal (growth and marketing)
- B2B Executive Sales & Marketing (focuses on verticals)
- Enhancing Indirect Sales Channel Partnerships

**CABLEM<sup>OVER</sup>**

 **CABLE BUSINESS CONNECT**

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## Executive Education

Provide business insights, creative inspiration and relationship-building opportunities that lead to consumer-centric innovation

- Cable Executive Management at HBS
- Communications Institute
- CTAM Think
- CTAM Advance
- CTAM Wired
- CES Highlights

**CTAM THINK**  
**CTAM ADVANCE**  
**CTAM WIRED**

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