



Our Vision

We believe that connectivity has the power to transform lives. We unite leaders in media, entertainment and technology to enrich consumers' connected experiences – from what they watch and how they communicate to the way they live and work.

Our Mission

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

Our Core Competency

We are a marketing organization that provides a safe harbor for bringing our members together to address business challenges and opportunities resulting in collective impact.

Strengthening the Business - Align member companies on ways to enhance the consumer value proposition across categories

- Piracy and Password Sharing
- User Experience and Navigation
- Connected Consumers

Cooperative Marketing - Drive customer growth and establish best practices to deliver exceptional experiences and enhance reputation

- Mover Marketing
- Marketing & Sales Best Practices
- Industry Positioning
- TV Critics Tours
- Business Services Marketing

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

- Cable Executive Management at the Harvard Business School
- Communications Strategies at the Newhouse School
- CTAM Think
- CTAM Advance
- CTAM Wired
- CTAM "Thinking Out Loud" Podcasts, CTAM.com, CTAM SmartBrief