

## Strategic Collaboration

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We're seeing positive signs... about people's usage and level of awareness of TV Everywhere.

**J. Harran**  
SVP, Turner  
CableFax Interview



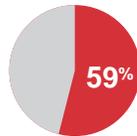
Hub Research delivered a nuanced look at TV Everywhere viewing behaviors by gathering data continuously from July 2016 to January 2017. Here's a taste of the many insights in the full report, available at [ctamtve.com](http://ctamtve.com).



Nearly half of cable subscribers report that the availability of TVE makes them feel more positive about their providers.

**44%** vs. **30%**

TVE viewers are more likely than average (44% vs. 30%) to report that their customer service has improved in the past year.



**42%** of cable subscribers say they've heard of "in-home automatic sign in" and **59%** say it will make them more likely to view TVE content.



CTAM activated a long-term, unified communications narrative to reset market expectations and reinforce TVE progress. Recent data show a **steady increase in positive sentiment from 27% to 67%** in business and trade media TVE coverage from June 2015 to today.



## Cooperative Marketing

With the goal of keeping cable customers at a time when they often consider a change of providers, the **CableMover** initiative will reach a major milestone this September; delivering 20 million residential mover leads to 11 MSOs since program inception.

CableMover Milestone:

**20M**  
residential mover leads to **11 MSOs** by September

In the second year of content providers supporting the Mover lead generation effort, the integration of TV show promotional messaging into Mover digital ads has delivered **50M impressions for twenty-three shows from sixteen networks to-date** -- and we expect significant increases in 2017.

Given the high-growth potential of Business Services and challenge of divided markets, CTAM launched **Cable Business Connect**, a consumer-facing business services locator portal that forwards leads to the MSO serving the address that would otherwise be lost. Since January 2017, the effort has delivered more than 12K leads at a low average cost of \$70 cost per lead.



Cable Business Connect



# CTAM ADVANCE

EXECUTIVE EDUCATION SERIES

To strengthen members' skills and impact their performance, CTAM has expanded the portfolio of courses to support marketing, communications as well as business courses on wireless and cloud technology. All in plain speak. All part of the new **CTAM Advance** series.

CTAM members continue to be among the most-informed, up-to-date executives in the industry. In addition to SmartBrief, members can access 50 key take-aways from the latest business meetings.

## Expanding Value

With a nod to past success, the CTAM portion of the TV Critics summer tour expanded from three to five days to accommodate streaming content providers and a set of special "Behind the Screen" panels.



## CTAM COMMUNICATIONS STEERING COUNCIL

The industry's senior communications executives have found a new home – and added value for their companies. In six short months, they've set the tone for close integration with marketing, applying their influence and fueling the power of collaboration in key initiatives.

**↑ 11% Rental Rate**



## On Demand

Meeting a challenge of linking movies on demand marketing to sales, CTAM's digital marketing test with a major MSO and iN DEMAND boosted the rental rate 11%, and gleaning all-new data insights on 55+ demo and impact on converting light users to medium user status.



This test revealed valuable insights that we'll apply in our 2018 awards season promotion.

**V. Onorati**  
Vice President, Digital Marketing  
iN DEMAND