



MEMBERSHIP INFORMATION GUIDE - 2018

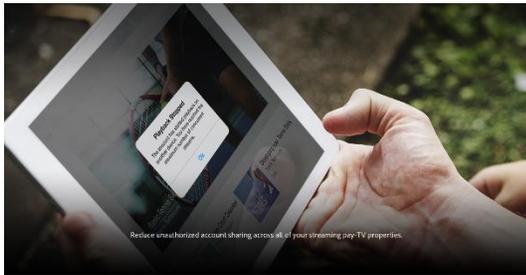


Welcome to the CTAM Membership Information Guide, a useful tool to learn about the services and solutions that CTAM supplier member-companies offer to our industry. The information in the guide will be updated and promoted throughout the year in CTAM Smart Brief.

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Adobe Adobe Primetime Concurrency Monitoring



It's not uncommon for TV Everywhere and over-the-top (OTT) viewers to share login credentials. According to Anatomy Media research, 61% of millennials stream content using a shared password, as reported in the fall 2016 article, Millennials at the Gate. As a result, many media companies are harmed by the effects of uncurbed account sharing: fewer subscribers, lower affiliate revenue, and more stringent authentication requirements from distribution partners.

Adobe Primetime concurrency monitoring prevents excessive account sharing by empowering multichannel video programming distributors (MVPD), programmers, and OTT service providers to recognize, measure, limit, and monetize concurrent usage according to flexible business rules.



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[Concurrency Monitoring Page](#)

Amdocs

amdocs Innovation in Practice

Amdocs is a leading software and services provider to the world's most successful communications and media companies. As our customers reinvent themselves, we enable their digital and network transformation through innovative solutions, delivery expertise and intelligent operations. Amdocs is working with leading cable and satellite operators to enable –

- New growth engines such as enterprise (B2B)
- Transition to becoming integrated service providers with the addition of mobile and IOT
- New services and business models so operators can become digital aggregators that offer personalized experiences across digital services
- Enhanced customer experience through digitalization and artificial intelligence



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- Resources**
- White Paper: [Guide to Artificial Intelligence](#)
 - White Paper: [B2B UX Digitalization](#)
 - Video: [How AI Will Transform Marketing](#)



It's not uncommon for TV the complexities of today's digital world require service environments that are tightly integrated, efficient to manage and seamless to operate. ARRIS offers pre-integrated solutions that combine our hardware, software, and service innovations, including: Flexible gigabit deployment, Network virtualization, Gigabit Wi-Fi home management, Carrier-grade Wi-Fi, Customer experience management, High efficiency video delivery, IP video migration, Multiscreen content security, Video set-top device platform and integration, and Multiscreen dynamic advertising.

www.arris.com



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Eclipse Marketing



INTERACTIVE | DIRECT | MOBILE | MULTICULTURAL

Eclipse Marketing Services, Inc. is a creative marketing agency and entertainment and technology industry growth expert recommended and trusted by leading Fortune 100 brands — including MVPDs, programming networks, and movie studios — for consistently and quickly delivering on its promises and getting the job done right.

Our unique agency specialization within the entertainment, telecommunications, and technology industries offers over 25 years of dedicated expertise creating compelling B2B and B2C marketing strategies across product lines. Services include: Strategy & Analysis, Branding & Design, Digital, Print, Video, Multicultural, and Strategic Partnerships.

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Equifax is a global information solutions company. Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.

www.equifax.com/cudm



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Magid

Magid

Magid is a leading research-based strategy firm with multi-platform content and marketing expertise. Magid can help you better understand the voice of the consumer in developing new products and in positioning, pricing, packaging and messaging those products and services. Magid can illuminate the customer journey and customer experience to help you improve acquisition, engagement and retention. Our goal is to help you problem solve and drive revenues based on consumer insights. Our analysts are expert in quantitative and qualitative research including audience profiling, content diagnostics, segmentation, advanced analytics, and ethnography.



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HarrisX is a part of the Stagwell Group of companies, formed through the acquisition of Telecom Research Assets from Nielsen. Since the acquisition, HarrisX has augmented those assets with new technology based solutions and analytics, working with most of the major wireless carriers, OEMs, MSO, Technology and OTT players.

HarrisX's products include:

1. **Mobile Insights Survey** is the largest wireless tracker of consumer attitudes and behaviours of smartphone and wireless services consumers.
2. **Total Communications Survey** explores the home ecosystem related to both devices and services, measuring consumer attitudes and behaviors across TV, Internet, landline, and streaming services;
3. **Billing Snapshots** captures consumers' spending habits with wireless carriers, combining actual pricing and usage information from carriers with survey data to understand usage, satisfaction, and switching intent.
4. **Custom Research** offers three product for quick-turn research:
 - a. HarrisX Overnight Poll (HOP)
 - b. Telecom, Media, Tech Pulse (TMT Pulse) – a monthly omnibus survey
 - c. Pre & Post Product Lunch Surveys (P3) – a subscription based program
5. **Retail Effectiveness Solutions** explores brand customer service touch-points across all channels.
6. **Technology Solutions** range include passive measurement applications



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Recent Press:

- [Wall Street Journal](#)
- [The Guardian](#)
- [The Hill](#)
- [Axios](#)
- [Recode](#)
- [Fortune](#)

Horowitz



Research. Insight. Innovation.

Horowitz Research is a leading consumer insights firm provider specializing in the cable, telecommunications, and media industry. Founded in 1985, Horowitz Research provides primary quantitative and qualitative consumer and market research for companies ranging from small start-ups to Fortune 500. Horowitz also offers an annual syndicated research subscription and a full suite of à la carte syndicated reports about consumer attitudes, behaviors, and relationships with media, telecommunications, social media, technology, and advertising. Horowitz's expertise includes telecommunication services; traditional and new subscription pay TV services; digital media and platforms; TV and video attitudes, behaviors, and expectations; mobile apps; and consumer technology.



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Few industries have been disrupted by technology as fundamentally or as fast as television. While TV programming has never been more appealing to consumers, MVPDs and networks must find ways to fend off new competitors, offer consumers new ways to watch, and adapt to new ways of measuring and monetizing their product.

What we do:

- **Explain what’s happening:** Custom and subscription research that tracks what viewers are doing, but also *why* they’re doing it—around key topics like show discovery, TV Everywhere, cross-platform advertising, etc.
- **Prioritize what to do:** Analysis that distinguishes trends with the greatest impact on business from those that are just “noise”
- **Conserve your time and resources:** New data about your viewers/subscribers delivered every 60 days, in a form that’s easy to consume, and for a reasonable price

www.hubresearchllc.com



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IBM

IBM Watson Media

IBM Watson Media solutions enable leading brands to infuse artificial intelligence throughout their media workflow – unlocking new monetization opportunities and maximizing viewer engagement.

<https://www.ibm.com/watson/media/>



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KANTAR TNS

The Kantar TNS Syndicated Telecommunications & Technology Practice is a leader in the measurement of communications services penetration and behavior across consumer and commercial markets. Our services range from syndicated market research tracking to leading-edge market and flow share monitoring, synthesizing elements of network data set analysis with insights from traditional market research.

Kantar TNS also delivers a suite of product propensity and spending level metrics leveraging our core research and analytical competencies. HomeScores can be appended to every household. BusinessScores are available for every commercial business location. These metrics provide actionable strategic and tactical insights for our clients.

www.tnsglobal.com



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Leapfrog



Leapfrog Online has been successfully delivering new installed customers to the cable vertical for the past 20 years. Our proprietary approach to omnichannel digital direct marketing marries data from throughout path to purchase with distinct best practices for Paid SEM, eCommerce and Call Center management to ensure peak results at maximal ROI. This year alone, we will generate >2MM new subscribers for our MSO clients in the US and Canada. Contact us to learn more about how we can help you grow and optimize your digital channel.

<https://www.leapfrogonline.com>



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Corporations have multiple, often competing goals to meet: Grow the business, protect the base, and optimize operating costs. In tandem, fail fast and regroup, reduce risk and execute within compliance. LexisNexis® Risk Solutions helps companies manage these levers efficiently while maintaining security, privacy and harmonious relationships.

We guide enterprises with their corporate initiatives — through sound, data-driven intelligence across multiple solutions to help companies attract new customers while mitigating risk (e.g. fraud and identity management, credit assessment) and manage financial crime compliance across their customer/vendor base. We help businesses of all sizes grow while maximizing operational efficiencies, making the customer experience more frictionless and welcoming.



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Neustar

[Neustar, Inc.](#) is a leading global information services provider driving the connected world forward with trusted, holistic identity resolution. As the only company capable of understanding who is on the other end of every interaction, Neustar is trusted by the world's great brands to grow and guard their businesses with the most complete understanding of how to connect people, places and things. The combination of Neustar's unique, accurate, and real-time identity system and our cloud-based workflow solutions empower our clients to make actionable, precise and valuable decisions across marketing, risk, IT/security, network and operations departments.

Neustar Marketing Solutions provides always-on intelligence to Fortune 1000 brand marketers and analysts to create, activate, and control people-centric customer experiences across all channels. The Neustar Identity Data Management Platform (IDMP), powered by the OneID system, normalizes all consumer signals – connecting first, second, and third party data for a singular view of the customer. The only solution in the marketplace that provides an end-to-end system of trusted identity and actionable insights including Media Mix Modeling (MMM), Multi-Touch Attribution (MTA), Closed-Loop Measurement, and Omnichannel Remarketing. Build and refine audience segmentation with demographic, geographic, and behavioral attributes. Use everything you know about a person to inform all of the decisions and personalized interactions that you are delivering across all touchpoints.



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Resources

Case Studies:

- [Ensuring Marketing Gets the Credit It's Due](#)
- [Using Pinterest to Drive Results](#)
- [Target Smarter and Reach Further with Data-Driven TV](#)

White Papers:

- [Multi Touch Attribution – A Guide to Methods, Math & Meaning](#)
- [Evaluating the Effectiveness of TV Advertising in the Modern Media Landscape](#)
- [Neustar's IoT Strategy Connects dots with past, present, future](#)

nielsen Nielsen is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information across our Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

www.nielsen.com



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Sand Cherry



Sand Cherry creates actionable, strategic business solutions to deliver high-impact results. Our team of seasoned professionals apply decades of industry knowledge and functional experience to deliver market-ready solutions designed to achieve your business goals. Our clients continue to work with us because they know we offer the knowledge and insight to formulate a strategy, as well as the experience and tenacity to help them deploy it and achieve results. So whether you need help developing and marketing a new product, streamlining your business operations, or acquiring and retaining customers, we have the team to give you the competitive edge you need to succeed.

www.sandcherryassociates.com



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Screen Engine/ASI (SEA) is a research and analytics firm focused on maximizing market potential for media and entertainment clients across all distribution platforms, including domestic and international film, television, and digital first.

Lead by Kevin Goetz, SEA has a first rate team of media experts that can provide consultative and actionable insights to all media clients. Firm specializes in content testing across all platforms and methodologies, including online, controlled environment [theatres/malls], and focus group facilities; as well as marketing evaluation, brand health/positioning, multiplatform viewing, OTT/SVOD and consumer insight/trend studies.



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ShareTracker



ShareTracker is the largest Telecom market research company in the U.S. Our product portfolio has expanded to provide the most comprehensive set of aggregate share and record lists for Wireless/Wireline, Telephony/Broadband/Video, Business/Residential segments in the U.S.

www.sharetracker.net



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Synacor is a technology development and multiplatform services company headquartered in Buffalo, New York with 12 offices across the globe. We're known for managed portals and apps, advertising solutions, email and collaboration platforms, end-to-end video solutions and cloud-based identity management. We serve video, internet, and communications providers, device manufacturers, governments, and enterprises. We help them to better engage with their consumers. They use our white-label products, platforms, and services to scale their businesses and extend their consumer relationships worldwide.

www.synacor.com



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Technicolor



FEEL THE WONDER

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. Technicolor partners with our customers to deliver vibrant connected home services. From connectivity excellence to immersive video experiences to Internet Of Things, our work spans the digital life ecosystem for which we create smarter devices and applications that enable intelligent interactions between people and their environment.

www.technicolor.com



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TERADATA. Teradata helps our CSPs, MSOs, Content Providers, and Media clients deliver better customer service, more efficient processes, and new network intelligence with integrated advanced analytics. Below are some examples of what we have accomplished with our MSO customers:

Grow Revenue

Transform and improve customer/subscriber experiences to increase loyalty, improve retention, and grow revenue across all channels

Improve Efficiency

Achieve operational excellence with improved efficiency and automation across all business processes

Realize Intelligent Networks

Critical to future-proof growth, enabling 5G and IoT, across all business moments and touchpoints

Realize Radical Innovation

Deploy world-class analytics, automation, AI, and enterprise data architecture

<https://www.teradata.com>



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TK Interactive



TK Interactive (TKI) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations.

Our BrandSrv SaaS product is a marketing automation and brand asset management platform which several MSOs already leverage to enable their marketers to easily create, distribute and track localized communications efforts. The results of these efforts have led to significant ROI – reducing cost, brand and compliance issues while increasing leads, speed to market and overall campaign effectiveness.

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605 is an independent audience measurement and analytics company that utilizes census-level, authenticated TV data to help media, entertainment and sports clients optimize their programming and advertising investments.

605 performs audience analytics, campaign measurement, attribution and verification services for clients' television advertising campaigns — directly linking household-level ad exposure data to brand engagement and purchase activity. Unlike traditional ratings and sample-based methods, 605's measurement platform is built on national, census-level data to deliver accurate, actionable and verified results.

The company was created by Dolan Family Ventures, a company making strategic investments in data, analytics and technology-based businesses, through its acquisition of Analytics Media Group and data partnerships with an extensive network of partners across the country.



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