



2019 PRIORITIES



1

Piracy and Password Sharing | Education and mitigation



Video Piracy

As video piracy becomes more sophisticated, we are leading the effort to unify on an action plan with multiple content anti-theft organizations engaged with our industry.

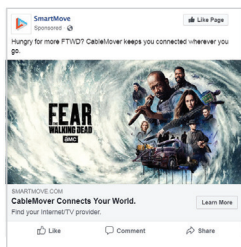


Credential Sharing

Credential sharing generates increasing economic loss. By aligning on permitted and unpermitted use scenarios, we will influence consumer messaging practices and UX authentication processes.

2

Content Discoverability | Promotion and next gen techniques



CTAM's Mover Digital Campaign

Continues with sophisticated targeting of fans, promoting 40+ shows.

Avg. Paid Media Value of \$15K+

TV Critics Tour

Assembles 250+ influential writers, twice annually, to drive consumer awareness.

Avg. Member Savings of \$12K per tour



Metadata Increases Discoverability

With abundant content choice coupled with use of voice technology, best practice guidelines are optimizing navigation results. Next steps will address development of a universal content auditing resource that enables UI visibility and asset verification.



3

Connected Consumers | Informing future strategies



Smart Speakers Empower Parental Controls

With over 100M connected devices used to access pay TV in 2017, a deeper quantitative cut of this first of its kind study will reveal further insights about young adults and specific market segments.

70% of parents with a smart speaker use it to control Internet-connected TV and video devices.



4

Industry Reputation | Shifting consumer perceptions



As shiny new services compete for consumer attention, CTAM is leading a collective of industry leaders to activate a digital influencer communications strategy, emphasizing high-value consumer experiences that lead to positive shifts in...

Service reputation • NPS scores • Social media and press sentiment • Opinion research



Educational Resources

CTAM SmartBrief

CTAM WIRED

CTAM THINK

CTAM.com