



# | 2020 Priorities



## Piracy & Password Sharing

- | Change negative consumer behavior through digital hyper-targeting with educational anti-piracy content
- | Monthly tracking and sentiment analysis informed by traffic and engagement at [StreamSafely.com](https://StreamSafely.com)

\*NERA, GIPC, & U.S. Chamber of Commerce – June 2019  
 \*\*i.e. network and GSG/NBCU/Comcast – Fall 2018

### \$330 BILLION

Value of film and TV piracy of U.S. content globally in 2017\*

### 60%

3 out of 5 adults previously interested in pirating content move to "not very" or "not interested at all" once exposed to anti-piracy messaging\*\*



## Cord-Cutting Mitigation

- | Engage and educate consumers at key decision point with informational and influencer content
- | Emphasize industry capabilities and value via microsite [SmartMove.us/choice](https://SmartMove.us/choice)

\*i.e network Audience Intelligence, Aug. Sept. 2018

### 60%

Portion of online conversations about pay TV services devoted to cord-cutting\*



## SmartMove

- | Retain customers through cooperative marketing via digital ([SmartMove.us](https://SmartMove.us)) and traditional paid and earned media
- | Deliver 7M leads to the industry at a cost of \$3 per lead

\*U.S. Census Bureau

### 13 MILLION

Every year more than 13M U.S. households move.\*



## Business Services

- | Deliver more than 50K new business customer leads via [BusinessServicesConnect.com](https://BusinessServicesConnect.com) at less than \$25 per lead
- | Expand SMB partnerships and Hispanic market growth

### 627K

NEW BUSINESSES

Every year over 627K new businesses open, making decisions about their connectivity needs.



## Content Discoverability

- | Program promotion via Facebook advertising campaign
- | Generate earned media during bi-annual TV Critics Tour
- | Identify metadata management process efficiencies

\*Nielsen Total Audience Report Q1 2019

### 55%

of consumers said they normally have either a rough idea or no idea at all of what they want to watch.\*