



| 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

- | Mitigate Piracy and Password Sharing
- | Improve Content Discoverability (TV Critics Tours, SmartMove Digital, Metadata Management)



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
- | CTAM Think
- | CTAM Advance
- | CTAM Wired
- | "Thinking Out Loud" Podcasts, CTAM.com, CTAM SmartBrief