



2024 MID-YEAR PROGRESS



INFORMING BUSINESS DECISIONS

Published Q1 original research uncovering bundle 2.0 consumer preferences and revealing critical findings and demand generation opportunities—including

more than 70% of respondents prefer an ISP as the hub for a bundle of SVOD and other content services and view it as the center of their connected experience more than Pay TV, Mobile, or other SVOD providers.



AVERTING CONTENT PIRACY

Expanded anti-piracy and content protection efforts in Canada to educate consumers about illegal streaming risks and by providing country-specific TV/movie viewing links through the launch of StreamSafely.ca.



DRIVING CUSTOMER GROWTH

Generated 3.3million subscriber leads and 22K+ business customer leads through acquisition engines **SmartMove** and **Business Services Connect**.

Identified lucrative B2B upsell opportunities that increase ROI and meet the changing demands of small businesses up to mid-market and enterprise.



STIMULATING CONTENT DISCOVERY

Directed consumers to favorite TV/movie viewing via **StreamSafely** and **SmartMove** where-to-watch features and boosted press coverage of originals during winter TV Critics Tour earning ad equivalency value over \$67M.



ENHANCING INDIVIDUAL PERFORMANCE

Delivered resources including daily news, curated consumer trends, podcast conversations with media game-changers, and presentation summaries from CTAM Think where 92% of attendees said it was worth their time.

[RSVP for the next one in NYC](#) | Nov. 7

