



# 2025 MID-YEAR PROGRESS



## PROTECTING REVENUE

**Why It Matters:** Recovering just 25% of the revenue leakage from piracy would boost the global broadcast and SVOD market value by \$20B+.<sup>1</sup>

### YTD Result:

- Preserved an estimated \$1.3M revenue by averting content theft through consumer education at StreamSafely.com.<sup>2</sup>
- Addressing \$10B consumer fraud scams impacting media and entertainment through comprehensive Q4 campaign.

## AMPLIFYING PROGRAM PROMOTION



**Why It Matters:** 40% of consumers are confused about where to find content they want to watch.<sup>4</sup>

### YTD Results:

- Achieved 1.5 billion impressions through SmartMove program promotion campaigns.
- Attracted 827K StreamSafely.com visitors, promoting tune-in for TV, movies and sports events, redirecting would-be pirates to legitimate viewing sources.
- Summer campaign educates Gen Alpha households, which index similarly to typical 18–34 piracy cohort.



## DRIVING CUSTOMER GROWTH

**Why It Matters:** 14 million Americans move each year triggering connectivity and entertainment subscription decisions.<sup>3</sup>

### YTD Result:

- Generated more than 3.3 million leads for member MVPDs through SmartMove across all programs, yielding over 56K sales.
- Delivered qualified small and mid-market leads from Business Services Connect which increased to 65%, exceeding the 2025 goal by five-percentage points.

## ENHANCING INDIVIDUAL PERFORMANCE



**Why It Matters:** Enhancing knowledge lifts employee satisfaction, productivity and retention.

### YTD Result:

- Delivered research covering rebundling strategies, streaming vs. linear Super Bowl viewing, Gen Z media preferences with ongoing streaming trends at ctam.com.
- Published more than 1K CTAM SmartBrief news stories, and shareable presentation summaries from USC, Columbia Business School, Tubi among others.
- 95% said CTAM Think was worth their time - [RSVP for the next one in NYC on Nov. 6.](#)

<sup>1</sup> Kearney Consumer Institute and MUSO Global Video Piracy, February 2024

<sup>2</sup> 2023 CTAM Market Analysis & Research Across Related Industry Organizations and Member Stakeholders: [Calculation: YTD 827K traffic x 70% (pirate visitors) x 45% (conversions) x 50% (oppose piracy) x 10% (change behavior) x \$105 = \$1.3M]

<sup>3</sup> U.S. Census Bureau 2023

<sup>4</sup> LG Ad Solutions, March 2023