



# How CTAM Delivers Value & Impact

Resources that accelerate growth, spark innovation, and protect industry interests turned benefits into results in 2025.

## CUSTOMER ACQUISITION

Generate 7+ million subscriber leads through SmartMove and Business Services Connect campaigns.

### YTD Result:

- **SmartMove** delivered 4.9M+ leads for member MVPDs across all programs, yielding over 110K sales.
- **Business Services** increased qualified business leads +10% and sales won +3% YOY, with CPS decreasing by 29%.

## PROGRAM PROMOTION

Amplify content discovery through features and display campaigns via SmartMove and StreamSafely.

### YTD Result:

- **SmartMove & StreamSafely** digital ads and online features drove exposure to member programs and services totaling 2.7M impressions and 80K clicks. Valued at \$350K.

## REVENUE PROTECTION

Protect a minimum of \$1.5 million revenue by clarifying consumer risks from piracy and launching Q4 fraud mitigation campaign.

### YTD Result: \$1.76M protected

- **StreamSafely Piracy Prevention** safeguarded industry revenue through awareness campaigns, collaboration with online creators, and coalition efforts with like-minded groups.
- **Piracy Intelligence** stayed ahead of threats with monthly piracy reports and insights. Valued at \$40K.
- **Fraud Mitigation** member-directed campaign helps consumers spot, avoid and report scams. Marcomm toolkit assets valued at \$430K+.

## STAFF PERFORMANCE BOOSTERS

Strengthen knowledge through business meetings and member resources – daily news, curated trends, webinars and podcasts. Valued at \$9K+.

### Knowledge Resources:

- **CTAM SmartBrief**
  - Published 1500+ industry news stories, providing members with timely, daily insights. Valued at \$95 per person.
  - Boosted member whitepapers and case studies. Valued at \$1,500 per insertion.
- **Curated Trends and Leadership Insights:** Presented industry stats, trends and exclusive interviews for better decision-making. Valued at \$5K.
- **Thinking Out Loud Podcasts:** Strategic conversations with top-tier industry leaders cover streaming shifts, fandom and business innovation. Valued at \$49 per person.
- **Consumer Research:** Super Bowl Viewing Experience Study 2025 with HarrisX revealed that streaming of the event surpassed set-top box viewership for at-home audiences, but set-top boxes provided a more reliable experience. Studies of this kind are typically valued at \$75K.

### Interactive Learning:

- **CTAM Think:** Hosted influential leaders and renowned academic experts (Wharton, Columbia) with networking opportunities and summary recaps from spring and fall forums. Valued at \$1,190 per person.
- **CTAM Wired Webinars:** Produced deep dives on SVOD bundling trends, strategizing with YouTube, and more. Valued at \$1K per person.
- **CTAM & TPEC NYC Reception:** Co-hosted inaugural press event, providing journalists and publicists with networking opportunities to share storytelling leads. Valued at \$95 per person.

*\*Though not every resource is always utilized, a CTAM membership provides substantial overall value and creates broad industry impact.*