



# 2026 PRIORITIES

## PRIORITY



## WHY IT MATTERS



Meet consumers at the peak of wallet decision-making by generating 6 million subscriber leads through mover marketing campaigns at [SmartMove.us](https://SmartMove.us).



**14 million Americans** move each year triggering a reset of their connectivity and entertainment subscription decisions.<sup>1</sup>



Spearhead research to uncover what drives consumer value—from UX essentials to innovative features and content discovery—shaping engagement and conversion across platforms, devices, and content ecosystems.



More than **11 million SVOD users** cancel their subscriptions once the content they signed up for ends.<sup>2</sup>



Protect media & entertainment brand trust by safeguarding consumers from subscription fraud and reduce vulnerability through education to spot, avoid and report scams at [ByeScammer.com](https://ByeScammer.com).



**64% of global consumers** said that fraud incidents negatively affect their perception of the brand responsible for the breach. In the U.S., **38% of fraud victims** completely sever their relationship with the compromised brand.<sup>3</sup>



Increase YOY qualified business leads through broadband-focused positioning, service solutions related to AI and cybersecurity along with relatable messaging focusing on reliable, consistent Internet and price-lock options via digital campaigns at [BusinessServicesConnect.com](https://BusinessServicesConnect.com).



The Gig+ broadband speed era among small businesses has begun with 35% feeling gigabit speeds are the best fit and **85% thinking that their ISP has a role to play in AI**.<sup>4</sup>



Prevent millions in revenue leakage from piracy by clarifying harmful risks, redirecting consumers to legal sources via [StreamSafely.com](https://StreamSafely.com), and scaling measurable impact through coordinated action with industry partners.



Stopping piracy could create a large convertible value pool, generating more revenue annually for studios, streaming platforms and sports rightsholders.



Amplify programming visibility through collective press opportunities and fan creators as well as content features on StreamSafely and Facebook/Instagram display campaigns via SmartMove.



57% of Americans say the number of streaming services is overwhelming. And 40% say that amount of choice makes it difficult to find what they want to watch—especially younger viewers (ages 18–34).<sup>5</sup>

[1] US Census Bureau

[2] Circana TV Switching Study, 2025

[3] 2024 Trust Index Report, Telesign

[4] CTAM SMB Technology Study, November 2025

[5] Ipsos Entertainment Poll, October 2024