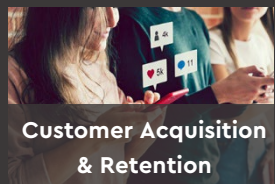


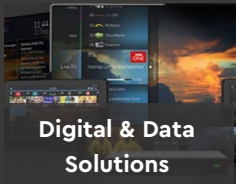


2023 DIGITAL INFORMATION GUIDE

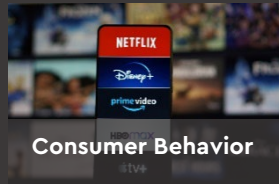
Welcome to the CTAM Digital Information Guide, a useful resource to learn about the product and service innovations that CTAM member companies offer to our industry. These partners address emerging business trends and provide strategic solutions related to industry priorities such as subscriber acquisition and retention, optimizing consumer experiences, consumer insights, and data solutions.



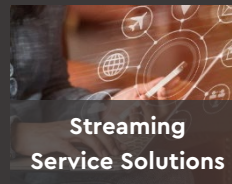
Customer Acquisition
& Retention



Digital & Data
Solutions



Consumer Behavior



Streaming
Service Solutions



Insights &
Advanced Analytics

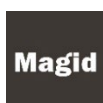


Data Protection

Member Companies [\(Click on the company names below to view details\)](#)

Adobe Primetime	Page 2
Circana (formerly NPD Group)	Page 2
DataPartners	Page 3
FreeWheel	Page 3
HarrisX	Page 4
Horowitz Research	Page 4

Hub Entertainment Research	Page 5
LexisNexis Risk Solutions	Page 5
Magid	Page 6
Nielsen	Page 6
TK Interactive	Page 7
TransUnion	Page 7-8





Areas of Expertise:

Password Sharing | Data Protection | Streaming Services | Consumer Behavior | Growth and Acquisition

[Adobe Account IQ](#) enables video streaming services to identify and understand password sharing activity, measure the impact of applying actions, and effectively monetize subscriber behavior.



Key Contact Information

Sandeep Kumar Singh

Senior Manager, Product Marketing
Adobe

Email: sasin@adobe.com

Phone: 224.341.2984



Areas of Expertise:

Insights & Advanced Analytics | Consumer Behavior | Digital & Data Solutions | Streaming Services | Growth and Acquisition

[Circana](#) (formerly IDI and The NPD Group) offers data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and others in the entertainment industry.

Circana's Subscription Video Track consumer-based service provides title-level insights about the movies and TV series content U.S. viewers watch on SVOD platforms Netflix, Hulu, and Amazon Prime. This service combines behavioral insights, household demographic data, and rich, title-level metadata. The TV Switching Study, tracks changes in the ways U.S. consumers view and buy video content. It's the data and deep industry insight you need to make data-driven business decisions. Our Broadband America, from Circana's Connected Intelligence®, data explores key areas of the technology situation in the continental U.S. Discover internet speeds' effect on disc sales, DVD supply needs, and more.



Key Contact Information

John Buffone

VP, Industry Analyst
Circana (formerly IDI and The NDP Group)

Email: john.buffone@circana.com

Phone: 516.625.0700



Areas of Expertise:

Insights & Advanced Analytics | Customer Acquisition and Retention
| Digital & Data Solutions

[DataPartners'](#) marketing data solutions solve the toughest challenges faced by today's cable marketers. Our cable-centric data strategies – developed in 20+ years serving the needs of cable marketers at every major MVPD – provide reliable competitive insight, dramatically improve response, and empower cable marketers to acquire and retain more video, broadband, mobile, and advanced service subscribers.

Be the MVPD marketing hero! Data may be the least expensive part of any marketing campaign, but it makes the most impact when it comes to campaign success or failure. Our consumer demographic and business firmographic data is custom-tailored for high-performance cable marketing campaigns.

And, DataPartners has created unique offer-specific cable marketing segments you can't find anywhere else! Want to target consumers who subscribe to a specific wireless provider with an aggressive mobile offer? Or, prospects who use their mobile phones exclusively for all things data and telecom? We've got them. Need to find streamers, gamers, and other mega consumers of data for your highest speed broadband offer? We have that too! Want to drill down to prospects who stream video and refuse to subscribe to traditional cable services? We can do it. The options are endless.

Call DataPartners today at 866.423.1818 to discover new and better ways to acquire and retain more subscribers.



Key Contact Information

Jody Pelfrey
Chief Data Strategist
DataPartners

Email: jody.pelfrey@datapartners.com
Phone: 866.423.1818



Areas of Expertise:

Data Solutions | Digital Marketing & Communications | Client Automation

[FreeWheel's](#) technology has been purpose built to optimally connect buyers and sellers in today's media ecosystem. Our technology assets span across the sell side and the buy side – and are designed to fundamentally evolve how parties transact. Our leading approach to technology, data, and automation provides the simplicity, efficiency, and optimization that our clients need to achieve their advertising goals – with the transparency, trust, and control they need.



Key Contact Information

Chris Glover
VP, Marketing
FreeWheel

Email: cglover@freewheel.com

**Areas of Expertise:**

Insights & Advanced Analytics | Syndicated and Custom Online Surveys and Research | Consumer Behavior | Digital & Data Solutions

[HarrisX](#) is a technology, analytics, and research company, that leverages data and creativity to drive strategic answers to our client's burning questions. We deliver an agile and iterative research process that combines both syndicated and custom research with deep industry expertise. Our team is nimble, interactive, and applies the latest advances in technology to solve complex problems in real-time.

We specialize in online polling and data collection and focus on the understanding of internet-connected and smartphone consumers. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the U.S. for the TMT space, and the Telephia behavioral tracking app, which bridges the disconnect between consumers' perceived and factual behavior. The HarrisX Overnight Poll delivers results of general population and voter surveys within 24 hours, as well as the 5G Intelligence Platform, which tracks the technology's adoption among consumers, households, and businesses.

**Key Contact Information**

Kamalini Ganguly

VP Account Management
HarrisX

Email: kam.ganguly@harrisx.com

Phone: 202.509.3386

**Areas of Expertise:**

Consumer Behavior | Insights & Advanced Analytics | Quantitative/Qualitative Research | Concept Testing | Syndicated Research

[Horowitz Research](#) is a leading provider of consumer market research specializing in consumers and their relationships to media, content, and technology with a particular expertise in cultural insights among America's Black, Latinx, Asian, LGBTQIA+, and Gen Z and Gen Alpha audiences. The company offers a full suite of à la carte syndicated reports as well as custom quantitative and qualitative consumer research for companies ranging from small start-ups to Fortune 500.

**Key Contact Information**

Tasha Mitchell

Marketing and PR Manager
Horowitz Research

Email: tasham@horowitzresearch.com

Phone: 914.834.5999



Areas of Expertise:

Insights & Advanced Analytics | Consumer Behavior | Digital & Data Solutions
| Syndicated Research

[Hub Entertainment Research](#) was created to mine consumer insights around the convergence of technology and entertainment. We track and measure the ways consumers discover, choose and consume entertainment content. Working with the leading networks, studios, streamers and technology companies, Hub helps them assess the present and forecast the future.



Key Contact Information

Jon Giegengack

Principal and Founder
Hub Entertainment Research

Email: jong@hubresearchllc.com

Phone: 603.661.0068



Areas of Expertise:

Insights & Advanced Analytics | Customer Acquisition | Data Protection | Risk
Management | Operation efficiencies | Customer experience

LexisNexis® Risk Solutions differentiates trusted users from cyber threats in near real-time, focusing on the entire customer journey from new account acceptance to authentication to payment authorization. We do this through our global digital identity network, where we take anonymized data relating to devices, user locations, identity information and threat intelligence to build a unique digital identity for each user. This intelligence enables our customers to make quick decisions across each customer interaction and decision flow. Specifically, LexisNexis Risk Solutions uses smart authentication which is invisible to the customer, and despite being virtually frictionless, still blocks fraudsters and malicious bots. Please visit <http://www.risk.lexisnexis.com> and <http://www.relx.com>.



Key Contact Information

LexisNexis Risk Solutions

Email: contactusnow@lexisnexisrisk.com

Phone: 1.888.341.9377



Areas of Expertise:

Consumer Behavior | Insights & Advanced Analytics | Strategy Development

[Magid](#) is a research-based growth strategy firm with decades of experience advising media and entertainment companies on the most important decisions impacting the future of their business. Our subject matter experts help clients in broadcast, cable, broadband, gaming, streaming (AVOD/FAST, SVOD), and mobile/wireless connectivity seeking to inform their decision-making in product development, programming, marketing, distribution, monetization and go-to-market strategies.

We design custom qualitative and quantitative studies and through the predictive power of our EmotionalDNA® product that maps the entire emotional landscape of video entertainment, and Subscriber Science practice focused on SVOD churn mitigation, our clients are armed with solutions that drive business success.



Key Contact Information

Jill Rosengard Hill

Executive Vice President
Magid

Email: jrosengardhill@magid.com

Phone: 805.455.2279



Areas of Expertise:

Consumer Behavior | Insights & Advanced Analytics | Cross-Media Audience
Measurement | Content Services

[Nielsen](#) shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on social media.



Key Contact Information

To Be Announced



Areas of Expertise:

Software Development | Customer Acquisition | Website Development | Digital & Data Solutions

TK Interactive (TKI) is a software development company with a 20+ year history in delivering results-based solutions for clients. We specialize in:

- BrandSrv is brand asset management & distributed marketing platform used by 2 of the 3 largest MSO's to automate the fulfillment & distribution of cross-channel marketing communications, Channel Lineups & Rate Cards.
- nSkope is a prospect identification tool used to identify "Move" prospects before they consider listing, contextualizes who the prospect is, and suggests how to engage with them through intelligent profiling.
- Custom Solutions covering Digital transformation, AI Automation, Cloud computing and custom application development.



Key Contact Information

Sean McKenzie

President
TK Interactive

Email: smckenzie@tkinteractive.com

Phone: 215.253.4930 x121



Areas of Expertise:

Insights & Advanced Analytics | Digital & Data Solutions | Data Protection | Fraud Prevention

TransUnion is a global information and insights company with over 12,000 associates operating in more than 30 countries. We make trust possible by ensuring each person is reliably represented in the marketplace. We do this with a Tru™ picture of each person: an actionable view of consumers, stewarded with care. Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® — and it leads to economic opportunity, great experiences and personal empowerment for millions of people around the world.

<http://www.transunion.com/business>

See next page for more information.

TransUnion TruLookup Case Study



Business Problem

Fake identities and fraudulent consumer transactions for one communications company were slipping through the cracks resulting in lost revenue and a negative impact on customer loyalty.

Solution

The company had a conflict between the need for fraud mitigation and a hassle-free customer experience. TransUnion TruLookup™ sorted billions of records from more than 10,000 sources using proprietary linking algorithms to provide intelligence delivered via API which was integrated into the company's systems and allowed customer service reps to view report results they were already familiar with using.

Results

- | Decreased time spent on identity and fraud resolution in the call center
- | Reduced friction to deliver a seamless, secure customer journey
- | Reinforced confidence in the legitimacy of consumer identities
- | Uncovered and tracked hidden fraud patterns

[View the case study briefing here.](#)



Key Contact Information

Brenda L. Boyden

Director, Communications Market Development, US Diversified Markets
TransUnion

Email: brenda.boyden@transunion.com

Phone: 770.286.4527