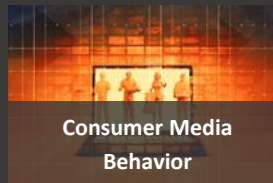




2024 DIGITAL INFORMATION GUIDE

Welcome to the CTAM Digital Information Guide, your definitive source for exploring the latest innovations in products and services from CTAM member companies. Our members lead the industry by addressing crucial trends with strategic solutions that encompass current media trends, insightful consumer analysis, innovative data solutions, and expert strategies for targeted marketing solutions.



Consumer Media Behavior



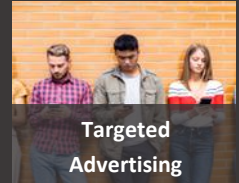
Data Integration



Growth and Acquisition



Market Insights



Targeted Advertising

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Areas of Expertise:

Artificial Intelligence | Growth and Acquisition | Customer Experience

[Afiniti](#) is a leading provider of customer experience (CX) artificial intelligence (AI) that helps enterprises develop better relationships with their customers. Afiniti uses patented AI technology to pair participants in customer interactions based on how well they are likely to interact. Our technology is used globally in the healthcare, telecommunications, hospitality, insurance, and banking industries, and across multiple customer experience channels.



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Areas of Expertise:

Consumer Media Behavior | 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. Circana is the leading advisor on the complexity of consumer behavior, helping our clients measure and accelerate consumer demand for their products.



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Areas of Expertise:

Data Integration | Growth and Acquisition | Market Insights

[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.



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Areas of Expertise:

Data Integration | Market Insights | Targeted Advertising

[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.



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Areas of Expertise:

Consumer Media Behavior | Market Insights | Targeted Advertising

[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.



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Areas of Expertise:

Consumer Media Behavior | Market Insights | Targeted Advertising

[Horowitz Research](#) a division of M/A/R/C Research, specializes in consumer market research, focusing on consumers’ relationships to media, content, and technology with a particular expertise in cultural insights among America’s Black, Latinx, Asian, LGBTQIA+, Gen Z, people with disabilities, and other diverse audiences. The company offers a full suite of à la carte syndicated reports as well as custom quantitative and qualitative consumer research. Multicultural Accelerated solutions provide top-notch research while still delivering quick turnarounds on a budget.



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Areas of Expertise:

Consumer Media Behavior | Market Insights

[Hub Entertainment Research](#). Tracking how technology is changing the way people find, choose, and consume entertainment content: from TV and movies, to gaming, music, podcasts and social video. Working with the largest TV networks, pay TV operators, streaming providers, technology companies and studios, Hub's studies have covered the most important trends in providers, devices, and technologies since 2013.



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Areas of Expertise:

Consumer Media Behavior | Data Integration | Market Insights | Targeted Advertising

[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. We know what makes people tick, and how to harness that to drive business growth. Our subject matter experts help our clients understand their target customer and prospects, their strengths and weaknesses via a via competitors, and then determine what to do about it.

Magid serves 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, ad sales, and go-to-market strategies. Magid helps marketers drive customer loyalty and fight churn by identifying desirable audiences and programmers develop the most engaging content at the lowest cost.

Magid designs custom qualitative and quantitative studies and enlists our proprietary consumer intelligence data sets into activation solutions for our clients. Our Subscriber Science practice forecasts the uptake and churn of nearly three dozen streaming services. SubScape is a monthly monitor and segmentation toolkit for targeting streaming video audiences into distinct profiles. EmotionalDNA maps the entire emotional landscape of video entertainment, and its companion Brand EDNA is a tool that quantifies the emotional landscape and signature of consumer brands across categories - allowing clients to provide emotional contextual alignment to their advertisers and sponsors.



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Areas of Expertise:

Data Integration | Growth and Acquisition | Market Insights

At [TK Interactive \(TKI\)](#), we simplify digital transformation and AI to meet your business needs, enhancing efficiency, streamlining processes, and driving growth. We specialize in AI, machine learning, lead generation, brand asset management, and marketing automation, helping you navigate the digital landscape.

We act as an extension of your team, providing insights and solutions that benefit your company. Our modular solutions quickly address immediate needs and expand for ongoing ROI. With over 20 years of experience and both offshore and onshore staff, TKI offers reliable, affordable delivery.

- **BrandSrv:** A brand asset management and marketing automation platform used by major MSOs to automate the fulfillment and distribution of cross-channel marketing communications, Channel Lineups, and Rate Cards.
- **nSkope:** Prospect identification tool for identifying potential movers and engaging them through intelligent profiling.
- **Custom Solutions** covering Digital transformation, AI Automation, Cloud computing and custom application development.



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Areas of Expertise

Data Integration | Growth and Acquisition | Market Insights

[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.

TruContact Branded Call Display (BCD) Improve customer engagement, protect your brand by adding context to the mobile call display – now with Rich Call Data (RCD). With call spoofing and scams at an all-time high, and 88% of business calls going unanswered, getting voice calls through is no small feat. One way to win back trust, enhance engagement and improve the customer experience? Give customers all the information they need to know and trust who’s calling, so they answer. With Branded Call Display (BCD), a centralized caller identity management platform, enterprises can add context to phone calls to improve customer engagement and protect their brand. Now, enterprises can add Rich Call Data (RCD), including name, number, logo, reason for the call— and verification the call hasn’t been spoofed—to the mobile display





BRANDED OUTBOUND CALLS INCREASE ANSWER RATES Verify that you're a legitimate business with authenticated, branded calls that get through to customers. Branded Call Display informs consumers with business name, number, logo and reason for the call—even before they answer. Our solution leverages STIR/SHAKEN call authentication to verify the number, and the data, have not been spoofed.

How Branded Call Display Works Branded Call Display provides a centralized caller identity management platform to personalize your calling brand. Demonstrate a modern digital approach to restore trust, improve performance, and protect brand reputation. With Branded Call Display, you get unparalleled mobile reach. Protect your brand, improve the customer experience, increase engagement, and reach more customers with verified calls customers can trust.



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