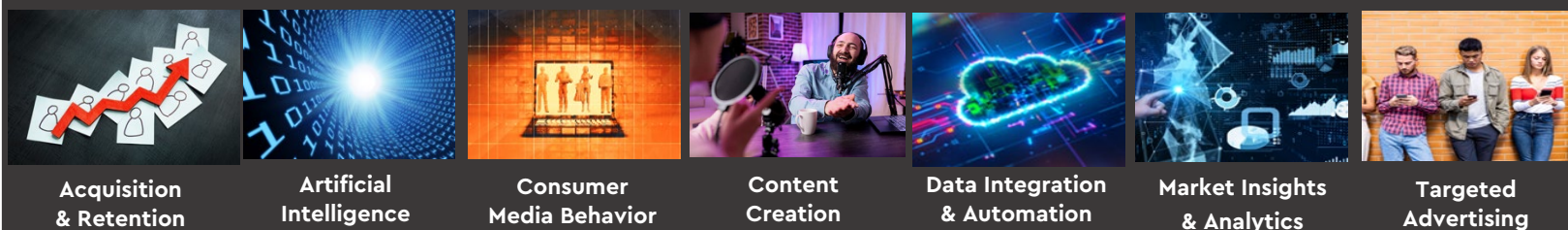




DIGITAL INFORMATION GUIDE 2025

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.



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

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Areas of Expertise:

Consumer Media Behavior | Data Integration | Streaming Services |
Market Insights & Analytics

[Circana](#) provides data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and other leaders in the entertainment industry with technologies including:

Circana's Subscription Video Track

A consumer-based service providing 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.

TV Switching Study

Tracks changes in how U.S. consumers view and buy video content.

Circana is the leading advisor on the complexity of consumer behavior, helping our clients measure and accelerate consumer demand for their products in order to make data-driven business decisions.



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Areas of Expertise:

Acquisition & Retention | Data Strategies | Market Insights & Analytics

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

While data may be the least expensive part of any marketing campaign, 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.

DataPartners has created unique offer-specific cable marketing segments not available 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 Automation | Market Insights & Analytics | 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 & Analytics | Artificial Intelligence (AI)

[HarrisX](#) is a technology and strategy company leveraging data and creativity producing strategic solutions to our clients' burning questions. Our data scientists, developers, and consultants deploy an agile, iterative analytics research process combining the latest advancements with deep tech and connectivity industry expertise and applies the latest advances in technology, machine learning, and AI to solve complex problems for real-time results. HarrisX's growing AI suite includes:

- **AskTheo**
An AI tool that assists in comprehending complex data
- **Ad Claims AI**
Surfaces unique and statistically-proven claims to help clients stand out in the market
- **Connected Intelligence**
A digital platform allowing a single portal for client solutions

At our core, we specialize in data science and engineering, online polling, and data collection originating from our decades-long experience as strategists and experts on internet-connected and smartphone consumers with our proprietary technologies:

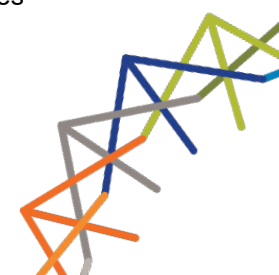
- **Mobile Insights and Total Communication Surveys**
The largest and longest-running syndicated consumer insights trackers in the U.S. for the TMT space dating back to 2004
- **HarrisX Overnight Poll**
Delivers general population and voter survey results within 24 hours for targeted, time-sensitive questions
- **Telephia Consumer Telemetry App**
Bridges the gap between actual and perceived consumer behaviors and provides insights on mobile usage
- **Billing Snapshots**
Captures consumer usage and spending habits using wireless and internet service provider bills
- **PortSwitch**
This newest solution has achieved greater than 95% accuracy in predicting mobile carrier switching behavior, blending real-world porting activity with our suite of survey tracking capabilities



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Areas of Expertise:

Marketing Insights & Analytics | Consumer Media Behavior | Targeted Advertising

[Hub Entertainment Research](#) tracks 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 networks, pay TV operators, streaming providers, and studios,

Hub's studies have covered the most important trends in providers, devices, and technologies since 2013.

For the latest insights, subscribe to Hub's newsletter at <https://hubintel.substack.com/>.

hubINTEL



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KS&R

Areas of Expertise:

Market Insights & Analytics | Consumer Media Behavior | Data Integration
Media

[KS&R](#) is a nationally recognized strategic consultancy and marketing research firm with deep expertise in the telecom and entertainment sectors. For over 40 years, we have dedicated a specialized industry team to delivering robust qualitative and quantitative research solutions to the world's leading telecom providers, streaming platforms, content distributors, and gaming brands.

We help our clients make confident decisions throughout the product and service lifecycle, uncovering insights in areas such as streaming services, social video, gaming, broadband mobility, voice/video services, and connected devices. Our approach combines industry fluency with advanced analytics and experience design capabilities—leveraging custom methodologies, innovative tools, and access to hard-to-reach B2B and B2C audiences, including C-suite and niche consumer segments. We pride ourselves on our responsiveness, flexibility, and ability to turn complex questions into actionable insights. From discovery through deployment, KS&R delivers clarity and confidence in a fast-evolving media and communications landscape.



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Areas of Expertise:

Market Insights & Analytics | Consumer Media Behavior | Data Integration | Digital Media | Targeted Advertising

[Looper Insights](#) is a SaaS analytics platform that helps media and entertainment companies optimize content visibility, merchandising, and performance across digital storefronts.

Our proprietary **Media Placement Value** (MPV™) suite quantifies where and how content appears across connected devices, turning placement into measurable impact:

- **\$MPV** (monetary value)
- **pMPV** (projected performance)

From streamers and studios to broadcasters and rights holders, Looper enables partners to benchmark performance, justify marketing spend, and drive audience engagement. With global coverage and real-time insights, we help clients make smarter, data-led decisions that improve discoverability, retention, and ROI.



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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. 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.

- **Subscriber Science** 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, while its companion **Brand EDNA** quantifies the emotional landscape and signature of consumer brands across categories - allowing clients to provide emotional contextual alignment to their advertisers and sponsors.



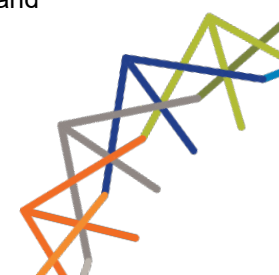
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Areas of Expertise:

Brand Marketing | Content Creation | Targeted Advertising

For over 40 years, [NTVB Media](#) has delivered high-quality content and publications such as TV Guide Magazine, TV Weekly, Channel Guide Magazine, among other entertainment titles. Partnering with leading cable, satellite, streaming, and broadband providers -- in addition to continuing relationships with newspapers across the country, we continue to help our partners thrive through strengthening brand loyalty, improving customer satisfaction, and increasing retention. With expertly crafted programming content, we help keep audiences engaged and informed, making our brand an important partner in today's competitive media landscape.



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Areas of Expertise:

Data Integration | Growth & Acquisition | Market Insights & Analytics

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.
- **nSkopec:** 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:

Market Insights & Analytics | Data Integration | Growth & Acquisition | Privacy-Enhanced Identity Solutions

[TransUnion](#) is a global information and insights company, powering data-driven marketing and measurement with an end-to-end suite of:

- Privacy-enhanced identity resolution
- Data enrichment
- Audience targeting
- Advanced analytics solutions

Partners can develop a more robust & actionable view of consumer identity with our unique data assets and power their first-, second- and third-party data strategies with our leading approach to a unified identity graph.

With unparalleled data connections, our customers confidently reach & measure all audiences across the fragmented consumer media & data world, improving ROI. In a privacy-enhanced approach, sustain and grow marketing and measurement capabilities in the face of deprecation and privacy regulation.



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