



2019 PROGRESS REPORT

Piracy and Password Sharing



\$7B-52B

pirated movies
and TV shows
downloaded in US
in 2017*

\$524M

cost of piracy to
TV & Film Industry
2010 – 2022*

Content Discoverability



48%

of consumers say
it's harder to find
the content they
want to watch
when it is spread
across multiple
subscription
services.**

*CTAM/Magid Connected
Consumer Research,
June 2018
Global Strategy Group/
NBCUniversal Online
Piracy Study, June 2018

**Deloitte Insights
2019 Digital Media
Trends Survey

Addressing a \$50B Industry Challenge

- 1 > **Formed alliance** of CTAM members with stakeholders from MPAA, ACE, NCTA
- 2 > **Analyzed** data, trends, volume and sources of piracy
- 3 > **Outlined technology solutions** and developed a consumer marketing communications plan that:
 - **Fills the information void** with content emphasizing consumer security and financial risks
 - **Hyper-targets messaging** at key audiences of the unwitting, poachers and petty thieves

Strengthening Brand Exposure to Attract Viewers

Enriched Metadata

- 1 > **Shared best practices** for enriched metadata to increase discoverability via search, voice and personalized imagery
- 2 > **Mapped essential parameters** for a prototype content auditing tool to ensure metadata accuracy and asset verification in various UIs

Display Advertising

- 3 > **Promoted 42 shows** via CTAM SmartMove® digital Facebook ads benefiting 11 networks with engagement data and paid media value at no additional cost

Earned Media

- 4 > **Boosted original programming coverage** in consumer print/online publications reaching a combined circulation of **9.4 billion** during the 2019 TV Critics Tours

Visit ctam.com/initiatives for more info



2019

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Retention and Acquisition



Every year more than

16 million

U.S. households move and over

627,000

new businesses open, making decisions about their connectivity service.

Complimentary Educational Resources



Level-set on business challenges and gather strategic solutions with these resources

Enabling Customer Growth

1 > Business

Linked **24,000** local and national businesses with cable companies via CTAM's **BusinessServicesConnect.com**

2 > Residential

Generated **3.6 million** consumer leads via mover households at **<\$3ea** for member companies with **CTAM SmartMove®**

3 > Cord-Cutting Mitigation and Gigabit Amplification

Launched consumer portal, **SmartMove.us/Choice**, and digital campaign to shift the conversation during key decision-making point when searching for service information online

Enhancing Individual Performance and Leadership Thinking

1 > CTAM Wired: SCTE • ISBE Cable-Tec Expo Highlights

October 16

3:00 – 4:00 pm ET

Curated Highlights from SCTE • ISBE Cable-Tec Expo® 2019 – tech & service innovations for marketers

2 > CTAM Think + Initiative Meetings

November 6

8:30 am – 1:30 pm | NYC

Consumer-centric innovation with a blend of inside and outside industry POVs

CTAM SmartBrief

- 3 > Cure subscription overload with one resource that aggregates many business and industry trade publications

Thinking Out Loud Podcast

- 4 > Fuel your ideas with on-the-go access to luminaries tackling the evolving media and entertainment landscape

Visit ctam.com/education for more info