



| 2021 Priorities



Protect revenue through piracy mitigation by amplifying risks at consumer education site StreamSafely.com.

Why it Matters:

50–60% of consumers are less likely to continue viewing pirated content once exposed to anti-piracy messaging.¹



Communicate broadband superiority for powering connected lifestyles and helping consumers make smart choices when considering streaming and other content choices at information site SmartMove.us/Choice.

Why it Matters:

55% of traditional pay-TV subs are aware they have access to streaming services via set-tops, and 62% of this group use it weekly.²



Retain customers by generating **8MM+** mover leads via marketing performance and digital engagement at SmartMove.us.

Why it Matters:

Every year more than **12 million** U.S. households move³ making decisions about their connectivity and entertainment needs.



Generate business leads by expanding SMB partnerships and multi-cultural market growth through central platform BusinessServicesConnect.com.

Why it Matters:

Companies are **3x likelier** now than before the pandemic to say at least **80%** of their customer interactions are digital in nature.⁴



Fuel consumer content discovery by promoting shows using unique mover data sets, organizing twice annual TV press tour, and designing quality metadata best practices.

Why it Matters:

More than **646K** unique program titles were available across linear and video streaming services through year-end 2019.⁵



Enhance leadership thinking and individual performance through executive education resources.

Why it Matters:

Understanding business trends and implications informs smart strategies around viewing behaviors and connectivity needs in the home and workplace.

¹ i.e.Network

² Leichtman Research Group Inc., Emerging Video Services Q3 2020

³ U.S. Census Bureau

⁴ McKinsey & Company – Oct. 2020

⁵ Nielsen Total Audience Report February 2020