



# | 2021 Progress Report

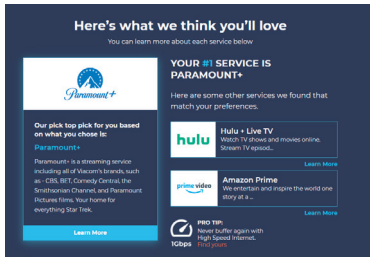
## Priorities

## YTD Results

### StreamSafely

**Protect revenue** through piracy mitigation by amplifying risks at consumer education site [StreamSafely.com](https://StreamSafely.com).

| **13MM+** consumers exposed to StreamSafely messaging with 161% increase in average monthly users YOY



**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](https://SmartMove.us/Choice).

| **14MM+** impressions served online, with 363K unique page views  
| Launched new broadband speed test and content finder to drive MVPD broadband leads and DTC subscriptions for members

### smartmove

**Retain customers** by generating **8MM+** mover leads via marketing performance and digital engagement at [SmartMove.us](https://SmartMove.us).

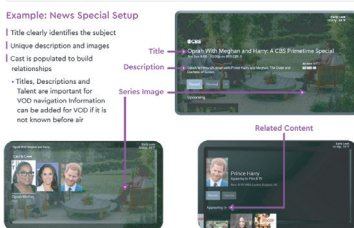
| Delivered **5MM+** subscriber leads to member MVPDs and began measuring sales performance

### BUSINESS SERVICES CONNECT

**Generate business leads** by expanding SMB partnerships and multi-cultural market growth through central platform [BusinessServicesConnect.com](https://BusinessServicesConnect.com).

| Delivered **24K+** business leads to member MVPDs  
| Published white paper on the 5G business competitive threat

### News Metadata Best Practices



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

| Promoted **53** shows across **12** member networks via Facebook and Instagram digital campaign delivering **3MM+** impressions  
| Generated media coverage for **73** shows across **28** networks & streaming services through 200+ journalists  
| Developed best practice guidelines for news/breaking news metadata management



### CTAM SmartBrief

**Enhance leadership thinking** and individual performance through executive education resources.

| Delivered **14** educational sessions and courses  
| Produced **7** podcasts  
| Published **1500** news stories via CTAM SmartBrief  
| Curated media & entertainment trends at [ctam.com](https://ctam.com)