



| 2022 Priorities



Mitigate pay TV and streaming content theft by amplifying consumer risks through education platform StreamSafely.com.

Why it Matters:

60% of consumers say they will no longer pirate content after reading educational material on the illegality and risks of piracy.¹

Piracy operations may take as much as **25%** of a network provider's capacity, requiring over-provisioning to meet high consumer expectations for video quality.²



Strengthen subscriber acquisition and retention by generating 7MM+ mover leads and helping consumers make smart choices when considering streaming options via digital and traditional marketing engagement at SmartMove.us.

Why it Matters:

Nearly half of all industry broadband connects happen during a household move.³ And more than half of all SVOD households change at least one of their streaming services during a household move.⁴



Communicate the link between connectivity and content by emphasizing broadband superiority for streaming and testing lead generation for member SVOD services following a household move.

Why it Matters:

66% of cable subscribers say that SVOD integration through a STB makes cable more appealing vs. **45%** who don't watch SVODs through a STB.⁵



Stimulate consumer content discovery through digital marketing platforms SmartMove.us/choice and StreamSafely.com; the bi-annual TV critics press tour reaching an average 8MM+ journalist followers; and strengthening metadata practices.

Why it Matters:

49% of TV content viewers say they find it hard to know what shows are on which streaming services, and **44%** say they often have a hard time finding something to watch at all.⁶



Generate 35K qualified business customer leads by organizing SMB best practices, delivering competitive intelligence reports and expanding broadband services to include mobile through B2B platform BusinessServicesConnect.com.

Why it Matters:

Companies are 3x likelier now than before the pandemic to say that at least **80%** of their customer interactions are digital in nature.⁷



Enhance leadership thinking and individual performance through executive education resources.

Why it Matters:

Understanding business trends and implications inform smart go-to-market strategies around viewing and connectivity behaviors in the home and workplace.

¹ IEN Network, Nov. 2021

² Spotlight on Video and Television Piracy Worldwide, Sandvine February 2020

³ CTAM analysis of internal and external data

⁴ HarrisX/CTAM Mover Study, Q2 2021

⁵ Hub Entertainment Research, Becoming An MVP, September 2021

⁶ Horowitz State of Pay TV, OTT and SVOD 2021

⁷ McKinsey & Company, 2021