## 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.\(^2\) |
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| 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. |

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\(^1\) 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