



# | 2023 Business Priorities



**Strengthen subscriber acquisition for pay TV**, broadband, streaming and mobile by attracting 7MM+ household movers via [SmartMove.us](https://www.smartmove.us)

## Why it Matters:

Movers are twice as likely as non-movers to add or drop one or more streaming services and **70%** of mobile customers switch providers in the months just before and after a household move.<sup>1</sup>



**Protect revenue** by neutralizing content piracy through consumer education site [StreamSafely.com](https://www.streamsafely.com)

## Why it Matters:

Traffic to piracy websites in 2022 increased 22% with TV content representing 46.6% of pirated content, contributing to an estimated **\$12B in lost revenue**. And nearly 7 out of 10 become opposed to piracy after visiting [StreamSafely.com](https://www.streamsafely.com).<sup>2</sup>



**Grow connectivity services for small-medium businesses** by generating 42K qualified business customer leads via [BusinessServicesConnect.com](https://www.businessservicesconnect.com)

## Why it Matters:

**87%** of SMBs would prefer to purchase phone and cloud communications from their broadband provider — if the VoIP features met company requirements.<sup>3</sup>



**Stimulate consumer content discovery** by linking to title-specific programs and where-to-watch on consumer-facing platforms [StreamSafely.com](https://www.streamsafely.com), [SmartMove.us](https://www.smartmove.us), and generating press coverage for original programming during the bi-annual TV critics press tour

## Why it Matters:

There are more than **817,000 unique program titles** across U.S. traditional TV/streaming services as of Feb. 2022, with many featuring hundreds of individual episodes and chapters per Nielsen's Gracenote metadata listings.



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

## Why it Matters:

Understanding business trends and implications informs smart go-to-market strategies and effective decisions.

News, Trends and Resources at [ctam.com](https://www.ctam.com)

<sup>1</sup> HarrisX/CTAM Mover Study, Q2 2021 and HarrisX: Q3 2021 Movers Presentation

<sup>2</sup> MUSO Piracy by Sector, Jan – Aug 2022 and CTAM Piracy Qualitative Study, Feb. 2022

<sup>3</sup> Independence Research, 2021