



# THE FULL VALUE OF YOUR CTAM MEMBERSHIP

A conservative yet measurable breakdown of how CTAM delivered value and impact through your 2024 membership:

## EXCLUSIVE CONSUMER RESEARCH

*Studies of this scale, complexity and caliber typically cost between \$150K-250K.*

- Revealed in-depth insights on consumer preferences, including a desire for a centralized hub hosted by their ISPs. Provided a playbook to develop this centralized experience.

## INDUSTRY-WIDE REVENUE PROTECTION: \$1M+ SECURED & \$40K WORTH OF INTEL REPORTS

*Collectively, we tackle content piracy challenges more effectively and strengthen every member's bottom line.*

- StreamSafely Piracy Mitigation: Safeguarded \$1M+ in industry revenue by intercepting over 1 million potential pirates.
- Piracy Intelligence: Stayed ahead of threats with monthly piracy reports and insights. Valued at \$40K.

## KEEPING MEMBERS INFORMED

- CTAM SmartBrief Daily News Stories:
  - Published 1500+ industry news stories. Valued at \$95 per person.
  - Boosted member whitepapers and case studies. Valued at \$1,500 per insertion.

## STAFF PERFORMANCE BOOSTERS

*Curated trends and leadership insights.*

- Presented industry stats, trends and exclusive executive interviews for better decision-making. Valued at \$5K.
- CTAM Think: Hosted top-tier industry leaders and academic experts. Provided detailed meeting insights and key takeaways from spring and fall forums. Valued at \$1,190 per person.
- Thinking Out Loud Podcasts: Interviewed top-tier industry leaders on business innovations and strategies. Valued at \$49 per person.
- CTAM Wired Webinars: Produced deep dives into SVOD subscriptions, AI in media, and more. Valued at \$1K per person.

## ENHANCED CONTENT DISCOVERY

- SmartMove & StreamSafely Digital Ads: Drove exposure to member services through targeted digital ads and website clicks, totaling 8.8M impressions and 321K clicks. Valued at \$1.92M.
- TV Critics Press Tour Exposure: Delivered \$103M+ in ad equivalency and media coverage reached an average readership and viewership of 29.8B during the two press tours for participating members. Valued at an average tour coverage per show of \$700K.

*\*Though not every resource is always utilized, a CTAM membership provides substantial overall value and creates broad industry impact.*

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