



## Trade Announcement April 2014

**CTAM's industry-wide "tv everywhere" collaboration rolls out initial tactics to reach aggressive consumer adoption goals and increase the subscription television value proposition.**

Members unite around trifecta to accelerate "tve" awareness, product understanding, and usage.

**Formal adoption of tv everywhere as the industry's category name, describing the experience of verified cable/MVPD customers viewing content across multiple devices, in and out of the home.**

- Primary use in trade references and in national, consumer communications and marketing.
- Consumer research revealed strong affinity with the tv everywhere term, associating it with convenience and control of viewing on multiple devices.
- Goal for 75% of member companies in the space to support national consumer marketing to build awareness by YE.

**First phase of recommendations for delivering a best-in-class user experience in "Sign In" process.**

- Customer verification process must be clear and simple.
- Designed to keep the user connected to content and reinforce that tve is customer benefit.
- Goal of 75% adoption by member companies in the space by YE.

**Provision of aggregated, anonymized tve user data, through partnership with Adobe Primetime.**

- Benchmarking designed to spur member companies to continue to act aggressively to reach goals
- Hub Research to deliver exclusive bi-annual consumer awareness and usage research, commissioned by CTAM.
- Goal of 50% awareness among cable customers and 50% usage by those aware by YE.

A new resource center at [www.ctamtve.com](http://www.ctamtve.com) offers access to UX recommendations, consumer research insights, usage data, and tv everywhere logo samples.