



CTAM TV EverywhereSM Research Shows Strong Aided Awareness of the Experience Reinforces Positive Impact of TV Everywhere on Customer Value Perceptions

(National Harbor, MD – July 2, 2014) – Awareness of TV EverywhereSM features has reached 49% of multichannel video programming distributor (MVPD) customers aged 18 to 64, according to the first in a series of surveys designed to track TV Everywhere awareness and usage. More specifically, 49% of MVPD customers say that they are definitely aware of the TV Everywhere experience, described as watching TV shows on multiple devices after signing in with their account credentials on network or MVPD websites or apps.

The study, commissioned by CTAM through a partnership with Hub Entertainment Research, also shows that 44% of MVPD customers have verified at least once to view TV content in the past six months.

“The combination of rapid growth in available content, a record number of viewers watching major sporting events on multiple devices, and a unity of purpose through CTAM’s TV Everywhere initiative is putting the category on a fast-track to success,” said John Lansing, president and CEO, CTAM. “The [CTAM/Hub research](#) establishes new benchmarks, and is a rallying call for the industry to collaboratively and aggressively communicate the extraordinary value of TV Everywhere.”

The study also found significant correlations between TV Everywhere and increased positive perceptions of MVPDs and content providers:

- 49% of MVPD customers say the availability of TV Everywhere makes them feel more positive about their service providers
- 55% say TV Everywhere makes the MVPD subscription a better value for the money
- 61% say TV Everywhere makes a subscription to a premium network a better value

“Customers clearly love the ability to view TV shows, sports, and news on multiple devices, but the impact of TV Everywhere reaches beyond satisfaction with the service itself,” said Peter Fondulas, partner at Hub Entertainment Research. “This research uncovers a significantly positive halo effect on value perceptions.”

“By educating customers that TV Everywhere comes at no additional cost and fundamentally expands the viewing experience, cable companies and networks have an unusual opportunity to create deeper, more durable relationships with consumers,” added Jon Giegengack, principal at Hub.

The full study is available in the CTAM TV Everywhere resource center at www.ctamtve.com. Other assets include phase one “Sign In” UX recommendations, TV Everywhere logo Style Guide, and exclusive user data from Adobe Primetime.

This Hub Entertainment survey of 608 TV consumers, aged 16 to 74, was conducted in April 2014 to measure the aided and unaided awareness and usage of TV Everywhere. A second wave is planned for late 2014. The results will benchmark CTAM’s progress toward reaching awareness and usage goals set by the group’s Board of Directors.

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About CTAM

CTAM, the Cable & Telecommunications Association for Marketing, is a non-profit, professional association with 80 corporate members, focused on driving business results through a mix of cooperative marketing, strategic collaboration, and education. The organization leads various national marketing initiatives, such as Cable Mover® and "tv everywhere," and enables the work of the Residential Products and Business Services Councils. In addition, CTAM delivers a highly-rated executive education series that includes its hallmark program, Cable Executive Management at Harvard Business School. The corporate website is www.ctam.com and CTAM can be found on Facebook, LinkedIn and Twitter.