

# 2021 DIGITAL INFORMATION GUIDE

Welcome to the CTAM Digital Information Guide, a useful resource to learn about the product and service innovations that CTAM member-companies offer to our industry. These partners address emerging business trends and provide strategic solutions related to industry priorities such as subscriber acquisition and retention, optimizing consumer experiences, consumer insights, and data solutions.

Click topics below to view companies by expertise and specialty areas.  
Or click on the company names below to jump to that company section.



## Subscriber Acquisition /Retention



## Data and Search Solutions



## Connectivity



## Customer Experiences



## Consumer Insights

### Expertise Areas Include (Click on the subject matters below to view companies by topic area)

[Advertising & TV Everywhere](#)

[Connected Devices & Technologies](#)

[Consumer Insights & Research](#)

[Customer Experiences & Messaging](#)

[Customer Lead Generation, Acquisition  
& Retention](#)

[Customer Loyalty](#)

[Data Solutions](#)

[Digital Marketing and Communications](#)

[Subscription Growth and Behaviors](#)

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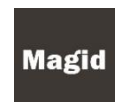
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#### Areas of Expertise:

TV Everywhere | Advertising | Subscription Revenue | Viewing Experiences

[Adobe Primetime](#) provides cloud services that help programmers and pay-TV service providers use data and technology to increase their advertising and subscription revenue. Whether you want to deliver the perfect ad or give subscribers optimal TV Everywhere experiences, Adobe Primetime can help. Customers can deploy Adobe Primetime's modular components in flexible configurations that support a broad range of business models while providing audiences with amazing viewing experiences.



#### Key Contact Information

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Adobe Primetime

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#### Areas of Expertise:

Cable-centric data enhancements | Direct mail marketing | Customized data solutions | Consumer acquisition and retention

[DataPartners](#) provides residential and commercial database marketing solutions to the cable marketing teams. We leverage our years of cable data industry experience along with our cable-centric data enhancement capabilities to produce performance-driven direct marketing data and customized data solutions that give MSOs the edge they need to acquire, upsell and retain more subscribers.



#### Key Contact Information

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#### Areas of Expertise:

Data-driven insights | Customer value | Analytical expertise | Integrated marketing solutions | Customer lifecycle | Customer acquisition | Customer loyalty

[Equifax](#) is a global information solutions company. Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.



#### Key Contact Information

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#### Areas of Expertise:

Advertising & TV Everywhere | Data Solutions | Digital Marketing & Communications

[FreeWheel](#)'s technology has been purpose built to optimally connect buyers and sellers in today's media ecosystem. Our technology assets span across the sell side and the buy side – and are designed to fundamentally evolve how parties transact. Our leading approach to technology, data, and automation provides the simplicity, efficiency, and optimization that our clients need to achieve their advertising goals – with the transparency, trust, and control they need.

FreeWheel, A Comcast Company, empowers all segments of The New TV Ecosystem. We are structured to provide the full breadth of solutions the advertising industry needs to achieve their goals. We provide the technology, data enablement, and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types, and all sales channels, in order to ensure the ultimate goal – results for marketers. With offices in New York, San Francisco, Chicago, London, Paris, Beijing, and across the globe, FreeWheel, A Comcast Company, stands to advocate for the entire industry through the FreeWheel Council for Premium Video. For more information, please visit [www.freewheel.tv](http://www.freewheel.tv), and follow us on Twitter and LinkedIn.



#### Key Contact Information

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FreeWheel

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**Areas of Expertise:**

Consumer insights | Syndicated and custom online surveys and research |  
Connected devices and consumers | Mobile bills | Overnight polling

[HarrisX](#) is a leading survey research company that specializes in online polling and data collection and focuses on the understanding of internet-connected and smartphone consumers. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the U.S. for the TMT space, and the Telephia behavioral tracking app, which bridges the disconnect between consumers' perceived and factual behavior. The HarrisX Overnight Poll delivers results of general population and voter surveys within 24 hours, as well as the 5G Intelligence Platform, which tracks the technology's adoption among consumers, households, and businesses. More recently, HarrisX launched the Covid-19 TMT Dashboard, which tracks the impact of the coronavirus pandemic on consumer sentiment and attitudes around the TMT space.

**Key Contact Information**

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HarrisX

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**Areas of Expertise:**

Consumer insights | Quantitative/Qualitative research | Concept testing |  
Syndicated research

[Horowitz Research](#) is a leading consumer insights firm provider specializing in the cable, telecommunications, and media industry. With over 30 years of experience, Horowitz Research provides primary quantitative and qualitative consumer and market research for companies ranging from small start-ups to Fortune 500. Horowitz offers a wide range of methodologies, including virtual qualitative research (online focus groups and IDIs, selfnographies, and UX research), surveys (online, phone, and F2F), online insights communities, concept testing, and VOC and CSAT programs. Horowitz also offers an annual Insights Partnership program and a full suite of à la carte syndicated reports about consumer attitudes, behaviors, and relationships with media, telecommunications, social media, technology, and advertising. These reports are available in total market and Hispanic, Black, and Asian editions. Horowitz's expertise includes telecommunication services; traditional and new subscription pay TV services; digital media and platforms; TV and video attitudes, behaviors, and expectations; mobile apps; and consumer technology.

**Key Contact Information**

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#### Areas of Expertise:

Research measurement | Technology | Consumer experiences | Syndicated research

Hub Entertainment Research measures the influence of technology on the way people find, choose, and consume entertainment content: TV and digital video, movies, gaming, music and social media. Our syndicated studies have tracked the most important trends in entertainment providers, devices, and technologies since 2013. Learn more at [Hub Entertainment Research](#).



#### Key Contact Information

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#### Areas of Expertise:

Consumer research and intelligence | Go-to-market and content strategies | Production | Storytelling

Meet the [Informed Engagement Network \(IEN\)](#). We're an agency of skilled researchers, strategists and content producers – collaborators that help clients think differently about solving business challenges.

Our collective experience makes us different. We're journalists, investigators and critical thinkers who are passionate about authentic communications. Our work educates, influences, and drives revenue.

For the past few years, we've successfully collaborated with CTAM to deliver research insights and content to help consumers make smart choices about piracy, broadband, streaming content and cord-cutting.

Please take a quick look at our CTAM Piracy case [here](#). And contact us anytime to learn more.



#### Key Contact Information

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i.e. network

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#### Areas of Expertise:

Data-driven intelligence | Customer acquisition | Customer base | Risk management | Operation efficiencies | Customer experience

**LexisNexis® Risk Solutions** harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit <http://www.risk.lexisnexis.com> and <http://www.relx.com>.



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**Magid**

#### Areas of Expertise:

Consumer insights | Research and analytics | Strategy development

**Magid** is a leading research-based strategy firm with more than six decades experience helping clients apply human science to business challenges. Our experience in media and entertainment is as deep as it is diverse. We help you understand and deliver the emotional experience and connection consumers are seeking regardless of the platform. From content creation and distribution to internet, wireless services, and gaming, our Global Media & Entertainment practice consultants, facilitators and analysts work across the landscape with large, established global players as well as market entrants and startups, on a wide variety of consulting, research and analytics engagements.



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Magid

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#### Areas of Expertise:

Customer lead generation | Customer acquisition | Customer experience

[MYMOVE's](#) exclusive USPS® partnership gives us the ability to connect your business to 40 million movers every year. We guarantee exclusive access to movers long before other marketing agencies, allowing your brand to connect with movers during a time when they're switching services and spending more.



#### Key Contact Information

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#### Areas of Expertise:

Consumer insights | Market research | Cross-media audience measurement |  
Content services

[Nielsen](#) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function.



#### Key Contact Information

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Nielsen

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#### Areas of Expertise:

Behavioral Insights | Data Solutions | Market Research | Metadata | Consumer Trends

[The NPD Group](#) offers data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and others in the entertainment industry. NPD's Subscription Video Track consumer-based service provides title-level insights about the movies and TV series content U.S. viewers watch on SVOD platforms Netflix, Hulu, and Amazon Prime. This service combines behavioral insights, household demographic data, and rich, title-level metadata. The TV Switching Study, from NPD's Connected Intelligence®, tracks changes in the ways U.S. consumers view and buy video content. It's the data and deep industry insight you need to make data-driven business decisions.



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#### Areas of Expertise:

Data solutions | Connected homes | Cyber-security | SMB services

[Plume®](#) is the creator of the world's first SaaS experience platform for Communications Service Providers (CSPs) and their subscribers, deployed in more than 20 million locations globally. As the only open and hardware-independent solution, Plume enables the rapid delivery of new services for connected homes, small businesses, and beyond at massive scale. On the front end, Plume delivers self-optimizing WiFi, cyber-security, access controls, and more. CSPs get robust back-end applications for unprecedented visibility and support.



#### Key Contact Information

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Plume

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#### Areas of Expertise:

Consumer lead generation | Customer acquisition | Consumer insights |  
Market research

[ShareTracker](#), a Comlinkdata company, is the leading Telecom market research company in the U.S. Our product portfolio includes the most comprehensive set of aggregate share and record lists for Wireless/Wireline, Telephony/Broadband/Video, Business/Residential segments in the U.S.



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**Twitter:** @sharetracker

**LinkedIn:** [www.linkedin.com/company/sharetracker](http://www.linkedin.com/company/sharetracker)

**Facebook:** [facebook.com/ShareTrackerData](https://facebook.com/ShareTrackerData)



#### Areas of Expertise:

Audience development | Content discovery | Content development |  
Cultural marketing and digital communications

[Spherex](#) has built a first-of-its-kind technology that transforms how media and entertainment companies globalize their content to fit every culture around the world. Working with the world's largest media companies, movie studios, networks, distributors and streamers, Spherex helps them grow their audiences, speed up content discovery, drive more video views, generate higher revenue and ensure brand safety by culturizing their content.



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Big Noise PR

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#### Areas of Expertise:

Software development | Lead generation | Website development | Mobile apps |  
Customer experience | Customer acquisition

TK Interactive (TKI) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations. We also offer two SaaS products, BrandSrv & nSkopec.

Our **BrandSrv** product is a marketing automation and brand asset management platform which several MSOs already leverage to enable their marketers to easily create, distribute and track localized communication efforts. The results of these efforts have led to significant ROI – reducing cost, brand and compliance issues while increasing leads, speed to market and overall campaign effectiveness.

TK Interactive's **nSkopec** product is a "Mover" prospect identification and data visualization tool currently leveraged by more than 28% of the Real Estate industry. nSkopec uses big data, machine learning and predictive analytics to help identify potential sellers and convert them into clients — before these people have even expressed an outright interest in listing their homes for sale, or even requested a price estimate.



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## ADVERTISING & TV EVERYWHERE

Below are companies specializing in this area. For full company details and contact information, click on the “click here for more” link within each company’s description below.

Adobe Primetime | FreeWheel | MYMOVE | Nielsen



[Adobe Primetime](#) provides cloud services that help programmers and pay-TV service providers use data and technology to increase their advertising and subscription revenue. Whether you want to deliver the perfect ad or give subscribers optimal TV Everywhere experiences, Adobe Primetime can help. Customers can deploy Adobe Primetime’s modular components in flexible configurations that support a broad range of business models . . . [\(Click here for more\)](#)




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[MYMOVES'](#) exclusive USPS® partnership gives us the ability to connect your business to 40 million movers every year. We guarantee exclusive access to movers long before other marketing agencies, allowing your brand to connect with movers during a time when they’re switching services and spending more. [\(Click here for more\)](#)



[Nielsen](#) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. [\(Click here for more\)](#)





## CONNECTED DEVICES AND TECHNOLOGIES

Below are companies specializing in this area. For full company details and contact information, click on the "click here for more" link within each company's description below.

HarrisX | Hub Entertainment Research | Plume



HarrisX is a leading survey research company that specializes in online polling and data collection and focuses on the understanding of internet-connected and smartphone consumers. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the U.S. for . . . [\(Click here for more\)](#)



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## CONSUMER INSIGHTS & RESEARCH

Below are companies specializing in this area. For full company details and contact information, click on the "click here for more" link within each company's description below.

HarrisX | Horowitz | Hub Entertainment Research | i.e. network | Magid | Nieslen | The NPD Group | ShareTracker



HarrisX is a leading survey research company that specializes in online polling and data collection and focuses on the understanding of internet-connected and smartphone consumers. HarrisX runs the Mobile Insights and Total Communication Surveys [\(Click here for more\)](#)



Horowitz Research is a leading consumer insights firm provider specializing in the cable, telecommunications, and media industry. With over 30 years of experience, Horowitz Research provides . . . [\(Click here for more\)](#)



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Magid is a leading research-based strategy firm with more than six decades experience helping clients apply human science to business challenges. Our experience in media and entertainment is as deep as it is [\(Click here for more\)](#)



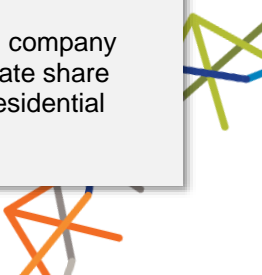
Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen provides media and advertising industries with unbiased and reliable metrics that [\(Click here for more\)](#)



The NPD Group offers data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and others in the entertainment industry. NPD's Subscription Video Track consumer-based service provides title-level insights . . . [\(Click here for more\)](#)



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## CUSTOMER EXPERIENCES & MESSAGING

Below are companies specializing in this area. For full company details and contact information, click on the "click here for more" link within each company's description below.

Adobe Primetime | FreeWheel | Hub Entertainment Research | LexisNexis | MYMOVE  
| Plume | Spherex | TK Interactive



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[FreeWheel's](#) technology has been purpose built to optimally connect buyers and sellers in today's media ecosystem. Our technology assets span across the sell side and the buy side – and are designed to fundamentally evolve how parties transact. Our leading approach to technology, data, . . . [\(Click here for more\)](#)



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LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of . . . [\(Click here for more\)](#)



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[TK Interactive \(TKI\)](#) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations . . . [\(Click here for more\)](#)







## CUSTOMER LEAD GENERATION, ACQUISITION & RETENTION

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DataParters | Equifax | LexisNexis | MYMOVE | ShareTracker | TK Interactive



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## CUSTOMER LOYALTY

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## DATA SOLUTIONS

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[\(Click here for more\)](#)



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## DIGITAL MARKETING AND COMMUNICATIONS

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Meet the Informed Engagement Network (IEN). We're an agency of skilled researchers, strategists and content producers — collaborators that help clients think differently about solving business challenges.


Our collective experience makes us different. We're journalists, investigators and critical thinkers who are passionate about authentic communications. Our work educates, influences, and drives revenue . . . [\(Click here for more\)](#)



Spherex has built a first-of-its-kind technology that transforms how media and entertainment companies globalize their content to fit every culture around the world. Working with the world's largest media companies, movie studios, networks, distributors and streamers, Spherex helps them grow their audiences, speed up content discovery, drive more video views, generate higher . . . [\(Click here for more\)](#)



TK Interactive (TKI) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations. We also offer two SaaS products, BrandSrv (a marketing automation and brand asset management platform) & . . . [\(Click here for more\)](#)





## SUBSCRIPTION GROWTH AND BEHAVIORS

Below are companies specializing in this area. For full company details and contact information, click on the "click here for more" link within each company's description below.

Adobe | DataPartners | Hub Entertainment Research | The NPD Group

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[Adobe Primetime](#) provides cloud services that help programmers and pay-TV service providers use data and technology to increase their advertising and subscription revenue. Whether you want to deliver the perfect ad or give subscribers optimal TV Everywhere experiences, Adobe Primetime can help. Customers can deploy Adobe Primetime's modular components in flexible configurations that support a broad range of business models . . . [\(Click here for more\)](#)



[DataPartners](#) provides residential and commercial database marketing solutions to the cable marketing teams. We leverage our years of cable data industry experience along with our cable-centric data enhancement capabilities to produce performance-driven direct marketing data and customized data solutions that give MSOs the edge they need to acquire, upsell and retain more subscribers. . . [\(Click here for more\)](#)



[Hub Entertainment Research](#) measures the influence of technology on the way people find, choose, and consume entertainment content: TV and digital video, movies, gaming, music and social media. Our syndicated studies have tracked the most important trends in entertainment providers, devices, and technologies since 2013 . . . [\(Click here for more\)](#)



[The NPD Group](#) offers data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and others in the entertainment industry. NPD's Subscription Video Track consumer-based service provides title-level insights about the movies and TV series content U.S. viewers watch on SVOD platforms . . . [\(Click here for more\)](#)

