



Where Are We (and Where Are We Going) with TV Everywhere?



CTAM

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CTAM TV Everywhere Stats*

50%

Half of all pay-TV customers P18+ report **being aware** that “TV Everywhere,” as described to them, is provided by their service providers

Usage of TVE of at least once a month has increased among pay-TV customers

42% **TO** 53%

Pay-TV customers strongly agree that it’s very important to them that their providers **offer TVE viewing**

Becoming an expected value-add.

19% **TO** 36%

Four Key Benefits of TVE, According to Viewers:

1. TVE makes accessing and watching **simple and stress-free**, with a familiar process

2. With TVE, you can make sure you're **caught up with shows**, current and past episodes

3. TVE **puts you in control** – TV the way you want it, in any situation

4. TVE - giving you everything above at **no extra cost** - is an excellent value

Today's Panel



Andrew Borak
Vice President, Marketing
Viacom



Vito Forlenza
Senior Director, TVE Content
& Product Strategy
Comcast



Jonathan Freeland
Vice President, Product
Marketing
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Moderator: Vicki Lins
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