

CTAM Europe

Strategic Partnership Opportunities 2015

About CTAM Europe

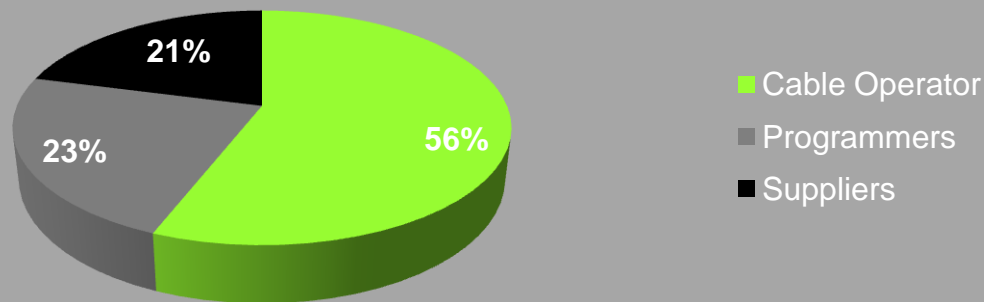
- As "Cable's growth engine" CTAM Europe's mission is to be the premier provider of marketing education, information and networking opportunities to individuals who work in the European cable industry
- CTAM Europe's membership represents more than 25 leading companies, including cable operators, programmers and service companies that support the industry
- In order to achieve our mission, we need the partnership and support of a select few leading companies in the industry who share our vision, believe in its importance and would like to play an important role in making it a reality
- This presentation highlights the exclusive benefits and opportunities of becoming a CTAM Europe Strategic Partner

Why CTAM Europe can benefit your business

- **Senior Level Networking** - CTAM Europe is one place where Senior Executives from the cable industry meet, discuss and do deals. Nowhere else do Cable Company CEOs meet Senior Executives - in an intimate environment - from the content business to agree on common goals
- **The Best Cable Marketing 'know-how', exploited and shared** - CTAM Europe is the only organization focused on Marketing to the Cable Industry. Understand how to grow your business, by learning best in class practices addressed at practical real issues
- **CTAME Executive Management Programme with INSEAD** - CTAME's goal for the program is to provide an opportunity to develop general management skills and improve the market knowledge and expertise of European high potential media executives from all disciplines and functions, with a focus on marketing
- **Inspirational Experience** - by attending CTAME events and learn about fresh ideas & real life experiences via our B2B workgroup and Customer Experience Consortium

Membership facts & figures

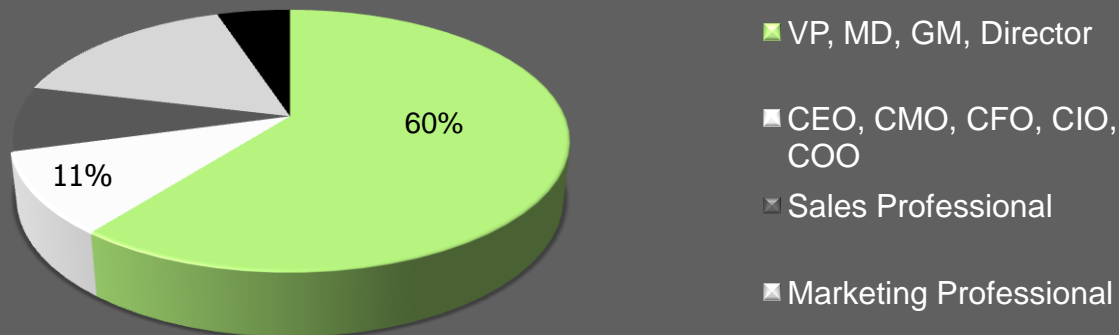
CTAM Europe Members by Company Type 2014



* Suppliers include agencies, Technical, companies, Consultancies

The majority of CTAM Europe's membership base is coming from Cable companies & Programmers

CTAM Europe Members by Title 2014



Almost 80 % of the membership is represented by Senior Level Executives

Why become a Strategic Partner? – Content Provider

- Being part of CTAM Europe you will understand your Customer; the Cable Operator, like never before. Partnering with the operator to provide the best entertainment value to the customer
- Network at the highest-level with cable company CEOs via CTAM Europe's Matchmaking Network
- Gain a seat on the CTAME board: allowing you to align your business goals with Operators
- Cost effective access for your team to take part in the discussions, gain some industry insights and use resources via complimentary memberships
- Expose your brand - being in exclusive company with respected industry brands - to the European cable industry at the flagship EuroSummit Event, and other CTAME events throughout the year

Why become a Strategic Partner? – Operator

- Opportunity to learn first hand from your peers across Europe about the latest trends and marketing best practices
- Network at the highest-level with content provider CEOs via CTAM Europe's Matchmaking Network
- Gain a seat on the CTAME board allowing you into an exclusive club of industry leaders.
- Cost effective access for your team to take part in the discussions, gain some industry insights and use resources via complimentary memberships
- Expose your brand - being in exclusive company with respected industry brands - to the European cable industry at the flagship EuroSummit event, and other CTAME events throughout the year

Why become a Strategic Partner? – Vendor

- Business opportunities via meeting and working with operator and content providers
- Network at the highest-level with cable company and content provider CEOs via CTAM Europe's Matchmaking Network
- Gain a seat on the CTAME board allowing you into an exclusive club of industry leaders
- Cost effective access for your team to take part in the discussions, gain some industry insights and use resources via complimentary memberships.
- Expose your brand and services - being in exclusive company with respected industry brands - to the European cable industry at the flagship EuroSummit event, and other CTAME events throughout the year

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Our Current Strategic Partners



Strategic Partnership Tiers & Benefits

Please see separate attachment

Appendix

CTAME activities and Strategic Partners
brand visibility

EuroSummit 2014, Copenhagen

- **Attendance:** 260 industry executives from across Europe
- **Overall great feedback from the event:**
Great balance between Sessions, Speakers & Venue
- **Great press coverage:**
22 trade articles regarding the ES '14 with the participation of 8 trade publications in Europe
- **Quotes from attendees:**
 - "Congratulations on another successful EuroSummit. The class and quality of the event really stood out. A great mix of Senior Level Execs at vendor companies and C Level Execs at Platforms. A Triumph!"
Mike McKibbin, 3Vision
 - "The Conference was so well organized and everything went perfectly! You all do the EuroSummits so well – and with great spirit! Great conference – I heard so many positive comments throughout the 2 days. Well done!" **Charles Patti, Denver University (Speaker)**
 - "I've attended a lot of conferences and yours was superbly run. A good team – excited by the content and great attendees. Carolin expressed her gratitude for the guidance and effortless set-up as well. **Martin Conroy, CNBC**

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EuroSummit 2014 – continued

Activities during the ES'14

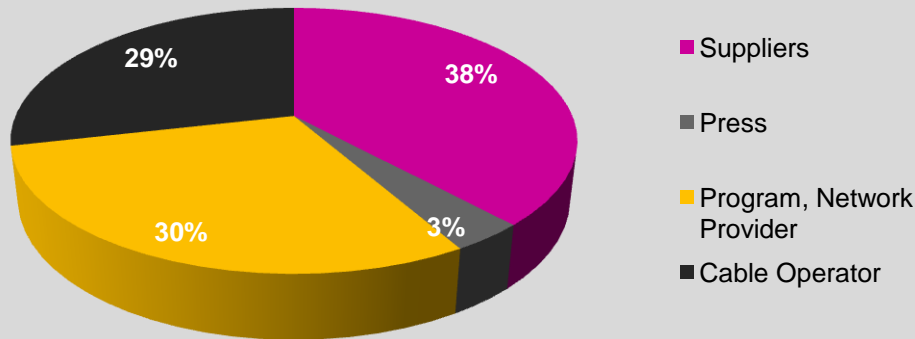
Networking Opportunities

- Chairman's Welcome Reception
- Coffee breaks (3 on day 1, 2 on day 2)
- Lunch breaks – one per day
- Day 1 Networking Happy Hour
- The Party: an informal event on the first night of the summit

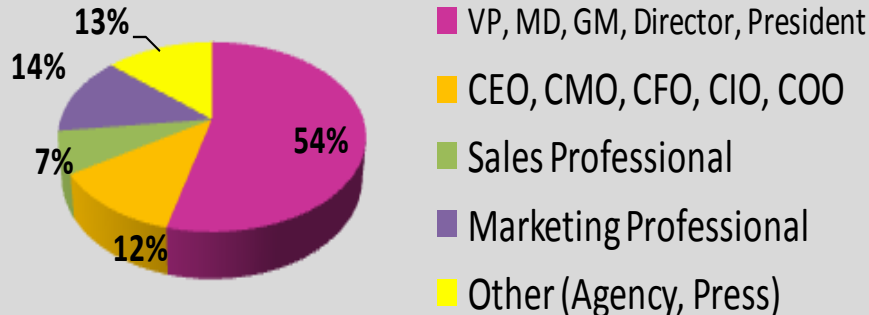


EuroSummit '14 Statistics

EUROSUMMIT '14 ATTENDEES BY COMPANY TYPE



38% of the ES 14 attendees represented Cable Operators.



66% of the attendees were High Level Executives: CEOs, VPs and Directors

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Other Events throughout the year

- Cable Europe – CTAME cooperation
- CTAME Marketing Track at NEM
- CTAME Marketing Track at PIKE
- Cable CMO meeting at ES events



Educational Membership Programs 2013

- Webinar series
 - Series of 3 webinars
 - High quality speaker from leading organizations
 - Cooperation with SNL Kagan
 - About 10% of CTAME members attended the webinars
- B2B Workgroup under CTAME
 - B2B workshop hosted by Solon Management Consulting and CTAME
- Customer Experience Consortium (CEC)
 - Share best practices & learn from each other regarding customer experience issues
 - Regular benchmarking (inside / outside industry sector) of customer experience capabilities

Strategic Partner co-branding

- Brand representation on CTAM Europe's generic brochure
- Brand representation on weekly email blasts
- Company profile (1 x year)
- Logo on banners at partner events
- Logo presentation on EuroSummit events
- CTAM Europe website visibility – visited by 6000 individuals per year

We are looking forward to working with
you throughout 2015!