

CTAM

How Cable Grows



For more information, visit www.ctam.com.

CTAM knows cable.

We have a long, 30-year history and a deep understanding of what makes cable strong. We involve and listen. We act, react and transform so you can be effective in this dynamic, competitive marketplace. In fact, today CTAM doesn't simply reflect the trends, we shape them.

CTAM takes risks.

We boldly bring together the parallel worlds of technology and marketing, as they converge to develop, deploy and market cable products — and that's no mean task. In addition, CTAM successfully facilitates cooperation among cable companies, networks and suppliers to advance the entire industry.

CTAM is essential.

Our exciting corporate-focused initiatives help companies build their businesses and compete. First-class educational opportunities help individuals improve their skills. Consumer research helps you create the industry's finest marketing campaigns. All critical — all only from CTAM.

CTAM means intelligence.

From our daily *SmartBrief* to the monthly *Magazine*, CTAM delivers a wealth of pertinent information to your desktop. Then, being involved in private, topical meetings with other leaders means you can gather intelligence in ways no other organization offers. At CTAM, smart people learn from smart people.

CTAM is relationships.

As a member of CTAM, you'll interact with a marketing "who's who" from both inside and outside the industry, and get the chance to be recognized among the finest with awards that put you in the spotlight. Essentially, CTAM is connected, so you're connected.

CTAM means business.

CTAM blends a razor-sharp focus on cable telecommunications marketing with a penchant for bringing smart people together. The result: a tightly knit portfolio of resources, tools, ideas and contacts that advance the business. And your place in it.

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