



CTAM CANADA INVITES CANADIANS TO JOIN IN *STREAM SAFELY DAY* ON DECEMBER 7

FOR IMMEDIATE RELEASE

Toronto, ON – December 5, 2022 – CTAM Canada announced today that **December 7, 2022** is the first annual **Stream Safely Day** in Canada. The annual event aims to create awareness amongst entertainment lovers on safe ways to stream their favourite content. Stream Safely Day also aims to educate customers of the risk of pirating content.

What are the dangers of content piracy? Free content isn't actually free; it often comes with a cost. Viewers may in fact be putting their personal information at risk: when watching content, they could be unknowingly exposed to malicious software that steals their information, including their personal identity.

"Our goal at CTAM is to raise awareness and educate consumers directly through the content owners and brands they love and follow," said **CTAM Canada President, Lori Rosenberg**. "This day will unite content creators, programmers and distributors in helping to keep consumers safe in selecting their sources for content."

"We know seven out of ten consumers are somewhat or deeply opposed to piracy after visiting streamsafely.com," said **Vicki Lins, president & CEO of CTAM**. "It's essential to inform consumers about the risks of accessing content illegally, and the collaboration with CTAM Canada strengthens industry-wide efforts through events such as Stream Safely Day."

In support of Stream Safely Day, CTAM is proud to work with industry leaders for this initiative. Corus Entertainment Inc. and its premium streaming service STACKTV, join the initiative, alongside Channel Zero, Hollywood Suite and Super Channel.

CTAM Canada invites the content industry to come together to promote Stream Safely Day. If you or your teams are posting about content and TV/streaming products and messages on December 7, we

encourage you to tag **#StreamSafelyDay** to join in on the event and amplify your voice to connect with consumers.

To learn more about safe streaming options, please visit www.streamsafely.com.

About CTAM Canada

CTAM Canada is a volunteer-driven chapter of CTAM, an industry association focusing on the advancement of content distribution across multiple platforms. We provide topical Canadian research, strategic networking events and timely educational and developmental opportunities to our members. CTAM Canada has over 500 members across Canada and abroad, representing content providers, cable and telecommunications distributors as well as technology and service companies.

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