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FOR IMMEDIATE RELEASE:

ONE TOUCH INTELLIGENCE BECOMES NCTC APPROVED PARTNER

NCTC Members to Receive Preferential Pricing for GigTRAK+® and StreamTRAK® Services

GREENWOOD VILLAGE, CO – November 12, 2024 – One Touch Intelligence has officially signed on as an Approved Partner of the National Content & Technology Cooperative. The partnership provides NCTC members with full access to its GigTRAK+ and StreamTRAK broadband and video intelligence services at heavily discounted rates that most favor those with the fewest number of broadband customers. This sliding scale means that most of NCTC’s members can now afford the same tools and data being leveraged by their larger telecommunications peers, helping to put them on a more even competitive footing.

“More than two dozen of our in-house experts and contributors work tirelessly every day to track fiber builds, fixed wireless rollouts, streaming bundling offers, new pricing offers, and more,” said OTI Chief Operating Officer Austin Mowry. “It’s unprecedented for us to make our data and analytics so accessible, but these are unprecedented times, and NCTC members are vital to communities across this nation. We’re proud that the same research that multibillion-dollar telecom companies rely on daily is now affordable to all.”

GigTRAK+ is a one-stop repository for all things related to multi-gigabit Internet including fiber-to-the-home platforms, fixed wireless access, mobile 5G, and satellite Internet, including data and insights, key players, advertising, pricing, geographic coverage, online buy flow, and more. OTI’s comprehensive dashboards, one-sheets, and maps cover dozens of Tier 1 providers and rising players such as fiber overbuilders and government-owned networks. Interactive mapping includes proprietary tracking of fiber overbuilds, edge outs, and other competitive broadband activity, as well as details about federal grants ranging from BEAD to RDOF - all down to the census block level.

StreamTRAK is a gateway to streaming video intelligence, affording access to provider profiles that outline product features, original programming, content library inventories, and ad load metrics. In addition to covering major players ranging from Tubi to Netflix, the service also



includes extensive pricing, promo, and strategic information on dozens of niche services, as well as small- and mid-sized MVPDs. Subscription metrics and estimates, bundle strategies and partnerships, sports rights availability, global footprint, FAST channel lineups, and ad load overviews are just a sampling of the dynamic views available.

“This deal is really a game changer,” said SVP & Lead Analyst Michael Grebb. “We’ve always wanted to make our cutting-edge research more widely available, and now thanks to our wonderful partners at NCTC we can finally achieve that goal and then some. We can’t wait for NCTC members to harness the full power of our competitive intelligence as they face off against companies large and small.”

OTI helps leading media companies compete more effectively by producing and delivering critical business knowledge. OTI combines original monitoring, reporting and analysis with organization and management of internal and third-party research assets, to enable quick access and distribution of vital competitive intelligence and market research.

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