C2HR

Content & Connectivity
Human Resources

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EXECUTIVE HIGHLIGHTS

2018 Compensation Surveys

(formerly known as CTHRA's Compensation Surveys)

Since 2002, CTHRA has annually conducted an industry-specific survey to provide competitive compensation information to MSOs/operators and programmers. In 2018, the participants represented approximately 205,000 employees and provided data for 869 job positions ranging from entry level to executives. To ensure confidentiality, the survey results from any given company cannot be seen, and only summary information pertaining to all survey participants is available. This reporting approach complies with Federal Trade Commission (FTC) and Department of Justice regulations and encourages participation without fear of exposing proprietary information. CTHRA's 2018 Compensation Surveys were conducted by The Croner Company.

The 59 survey participants include:

- MSOs and regional operators
- home security companies
- cable programmers
- broadcast networks
- digital media and technology companies
- on demand and internet streaming content providers
- other content companies with related programming positions

Hot Jobs Are Demanding Large Salary Increases

CONTENT PROVIDERS			MSOs
+10% EVP, Business Development (BD)	+12% Senior Director, Program Acquisitions	+11% Manager, Program Development	+9% Supervisor, Installation / Service
+9% Manager, BD	+10% EVP, Program Acquisitions	+10% SVP, Original Programming	+7% Lead Installation / Service Technician
+7% Director, BD	+9% SVP, Current Programming	+9% Director, Program Development	+5% Installation / Service Technician 1 (Developing)
+1% Individual Contributor, BD	+8% Director, Current Programming	+8% Director, Program Scheduling	+4% Installation / Service Technician 3 (Expert)

Driving Forces in Salary Increases

For content developers, the largest base salary increases occurred for positions in business development and programming due to high demand and a scarcity of talent.

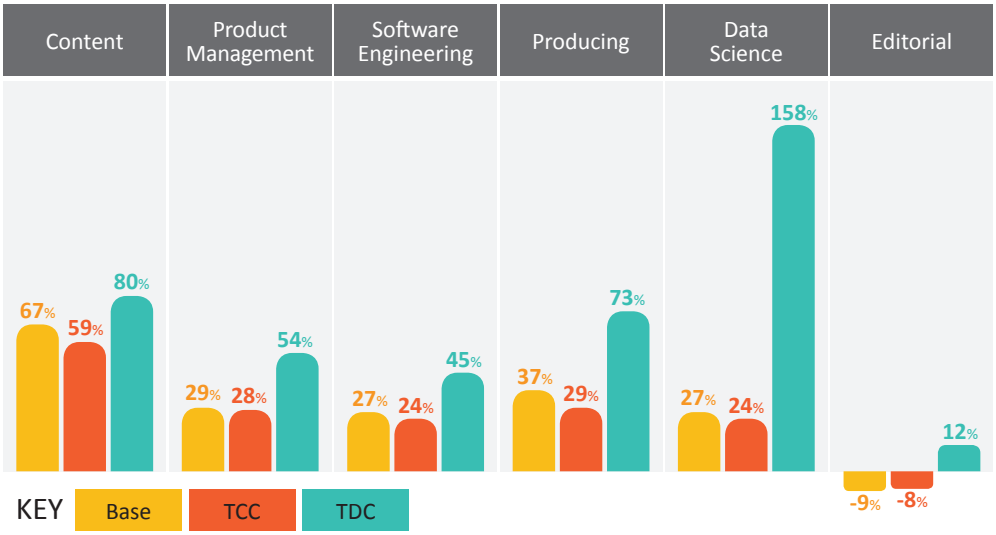
Competitive pressures, such as Charter's and Amazon's move to increase their minimum wage to $15 an hour and a national unemployment rate that's hovering at 3.7%, a near 50-year low, have fueled installation/service technician positions.

MSOs recognize that employees who go into the home are the most important representatives of the company and are doing what they can through compensation, training and enhancing the employee experience to make sure they retain their strong performers.

Digital Companies Pay Significantly More

Despite robust compensation increases at programmers surveyed, digital natives continue to pay more than traditional media companies in all key job families except for editorial.

According to the Croner Company's 2018 Digital Content and Technology Survey, Total Direct Compensation (TDC) at digital and technology companies ranges from 45% more for software engineering, to 80% more for content talent, to an astounding 158% more for data science jobs.



The Industry Is Offering More Amenities to Attract & Retain Talent

	Free Food	Enhanced Work Environment	Free Gym & Recreation	Formal Telecommuting Policy*
MSO	14%	86%	50%	25%
Programmers	16%	76%	29%	13%
Digital Natives	56%	100%	66%	100%

*For most / all employees

New Jobs Emerge in Sales, Technology and Business Intelligence

To ensure continued relevancy of C2HR's Compensation Surveys, each year participants meet to hone job families and position titles for data collection. Fifty-three (53) positions were added in the 2018 survey. Many of these support today's reality of content anywhere, anytime; new technology-dependent service launches; entry into new sales channels; the critical need for data to support over-the-top (OTT) content delivery; marketing to OTT viewers and creative advertising sales strategies.

NEW SURVEY POSITIONS: MSO

- associate wireless engineer to VP of wireless engineering
- manager of home security installation/ service
- program acquisition analyst/coordinator
- manager of store retail sales
- supervisor of master control
- manager/director of workforce and traffic management

NEW JOB FAMILIES: PROGRAMMER

1. styling
2. digital production technology
3. effects artists
4. business intelligence engineering
5. advertising solutions
6. extract transform and load developing (data management)

Merit Budget Remains Stable

The industry's merit salary budget was 3%, slightly higher than the 2.9% national average.