



# C2HR

## Content & Connectivity Human Resources

**FOR IMMEDIATE RELEASE**

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### **Shaping the Content & Connectivity Industries' Compensation Surveys Virtual Planning Meetings Announced**

**SPRINGFIELD, ILL., JANUARY 9, 2025** —In any given year, several factors impact pay practices including the economy, the labor market and changes in employment laws. For 2025, there are some unique considerations including a new presidential administration, potential shifts in labor policies, rising prices, the lingering effects of layoffs that occurred in 2024, and the continued rollout of artificial intelligence (AI) in the workplace.

For more than 25 years, the Content & Connectivity Human Resources Association (C2HR) has been a trusted source for industry-specific compensation benchmarks on merit increases, base pay, bonuses, long-term incentives and other pay practices. In 2024, 49 companies submitted data for C2HR's surveys. Industry employers leverage the findings to make informed decisions on compensation practices and respond to changing market conditions.

One of the unique characteristics of [C2HR's Annual Compensation Surveys](#) is participants' involvement in shaping the current year's survey to reflect emerging job positions. Compensation professionals from content developers will convene via Zoom on **Tuesday, January 21** from 1:00 to 4:00 p.m. EST, and connectivity providers will meet virtually on **Thursday, January 23** from 1:00 to 3:30 p.m. EST. To participate in one of the meetings, please contact Laurie Krashanoff at 415.485.5521 or [laurie@croner.com](mailto:laurie@croner.com).

The meetings will be led by Hali Croner, CEO of The Croner Company. She will present pay trends and highlights from the 2024 surveys and encourage discussion of the scope of the 2025 surveys, compensation topics and emerging trends. The Croner Company will manage the collection and analysis of data for the 2025 C2HR Compensation Surveys and will strongly enforce confidentiality throughout the survey cycle from the planning meeting through published reports of results. To ensure confidentiality, the survey results from any given company cannot be seen, and only summary information pertaining to all survey participants is available. In addition, The Croner Company confirms in writing and orally that there is no discussion of actual pay levels at the planning meetings. This reporting approach complies with Federal Trade Commission (FTC) regulation and encourages participation without fear of exposing proprietary information.

**ABOUT C2HR**

Content & Connectivity Human Resources (C2HR) is a professional association serving nearly 5,000 members from 50 companies spanning the technology, media and entertainment sectors. C2HR provides industry-specific analytics, information and resources, as well as networking and educational opportunities. Its initiatives include the Annual C2HR Compensation Surveys and C2HR CON. For more information, visit [www.C2HR.org](http://www.C2HR.org).

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